

OMB Control Number: 0990-0281
ODPHP Generic Information Collection Request:
Prevention Communication and Formative Research

**Audience Research to Inform Physical Activity
Guidelines Strategic Communication**

Supporting Statement — Section A

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Submitted to:

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Section A — Justification

1. Circumstances Making the Collection of Information Necessary

The Office of Disease Prevention and Health Promotion (ODPHP) requests to conduct additional research under the ODPHP Generic Information Collection Request: Prevention Communication and Formative Research (OMB No. 0990-0281). The requested research will inform communications for the forthcoming second edition of the Physical Activity Guidelines.

ODPHP will release the second edition of the Physical Activity Guidelines in 2018. Based on the latest science, the Physical Activity Guidelines provides guidance on how children and adults can improve their health through physical activity. The Physical Activity Guidelines is an essential resource for health professionals and policymakers.

In the United States, more than one-third of adults¹ and 17% of children² are obese. Obesity is related to many serious health conditions, including heart disease, stroke, type 2 diabetes and certain types of cancer. In 2008, the estimated annual medical cost of obesity in the United States was \$147 billion.³

According to the Centers for Disease Control and Prevention (CDC), a combination of factors — including behaviors like physical activity — are critical to preventing and treating obesity.³

The success of the second edition of the Physical Activity Guidelines — in other words, the extent to which these recommendations affect Americans' physical activity knowledge, attitudes, and behaviors — depends in part on the effectiveness of Physical Activity Guidelines outreach and communication.

In preparation for the release of the new guidance, ODPHP seeks to conduct formative research to inform a comprehensive communication plan to promote physical activity and the Physical Activity Guidelines resource. This research also will inform the development of effective iconography that relays key messages about physical activity. Ultimately, ODPHP also intends to develop information and tools that help consumers be more active and support the work of health and physical activity professionals and other stakeholders.

¹ Adult Obesity Facts. Centers for Disease Control and Prevention. Retrieved from <https://www.cdc.gov/obesity/data/adult.html>

² Childhood Obesity Facts. Centers for Disease Control and Prevention. Retrieved from <https://www.cdc.gov/obesity/data/childhood.html>

³ Adult Obesity Causes & Consequences. Centers for Disease Control and Prevention. Retrieved from <https://www.cdc.gov/obesity/adult/causes.html>

2. Purpose and Use of the Information Collection

To support these efforts, ODPHP wants to explore these audiences' information needs, physical activity attitudes and behaviors, familiarity with the Physical Activity Guidelines, and preferences for channels.

In order to obtain this feedback, ODPHP proposes conducting a survey with consumers. Surveys are an effective way to describe characteristics of a large population and collect data on knowledge, attitudes, practices, and preferences. Specifically, the results of this survey will describe audiences' understanding of the Physical Activity Guidelines, differences between physical activity goals and actual physical activity behaviors, and preferences for communication channels and mobile health tools.

Consumer Survey

ODPHP is seeking approval to conduct a survey with adults ages 25 to 74 in 4 geographic locations, including parents of adolescents ages 12 to 17. All participation is strictly voluntary. ODPHP will survey 2,000 participants via a 20-minute online survey to investigate the following research questions:

1. How familiar are consumers with the Physical Activity Guidelines?
2. What differences exist between consumers' physical activity goals and their actual physical activity behaviors? Why?
3. What individual- and structural-level barriers and facilitators exist related to consumers following the Physical Activity Guidelines?
4. What are consumers' preferences for physical activity communication channels?
5. What mobile health tools and technologies do consumers use to support physical activity? What mobile health tools and technologies have consumers used in the past, and what tools would they like to use in the future?
6. What strategies may be effective in reaching populations with disproportionately low levels of physical activity?

Information Use

Following the survey, ODPHP will develop a summary report that details key findings. ODPHP will present findings in aggregate and will **not** collect or report information that identifies individual participants.

The results of this survey will provide critical insights that will inform strategic communication for the second edition of the Physical Activity Guidelines. ODPHP will use these findings to develop:

- An icon that promotes physical activity and motivates consumers to achieve the recommendations in the Physical Activity Guidelines

- A comprehensive strategic communication plan — with proposed messages, products, and channels — that supports the dissemination of the second edition of the Physical Activity Guidelines to both professionals and consumers

3. Use of Improved Information Technology and Burden Reduction

To reduce participant burden, ODPHP will conduct the survey online and limit the survey to 20 minutes in length.

Qualtrics will invite participants from their nationwide participant panel to complete the online survey. Qualtrics' participant panel is a large database of diverse participants who have volunteered to participate in online surveys offered by Qualtrics. Qualtrics volunteers are anonymous to ODPHP.

4. Efforts to Identify Duplication and Use of Similar Information

To our knowledge, there is no information of a similar nature that has been or is currently being collected. This is an exploratory study to allow ODPHP to better understand target audiences' information needs, physical activity attitudes and behaviors, familiarity with the Physical Activity Guidelines, and preferences for information channels.

5. Impact on Small Businesses or Other Small Entities

No small businesses will be impacted or involved in this data collection.

6. Consequences of Collecting the Information Less Frequently

This request is for one-time data collection. These data have not previously been collected elsewhere.

7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5

There are no special circumstances with this information collection package. This request fully complies with the regulation 5 CFR 1320.5 and will be voluntary.

8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside the Agency

This data collection is being conducted using the Generic Information Collection mechanism through ODPHP — OMB No. 0990-0281.

9. Explanation of Any Payment or Gift to Respondents

Incentives

Qualtrics will offer participants reward points (small, non-monetary incentives) as a token of appreciation for their participation. The email invitation will include the number of reward points offered for the survey (see **Attachment A: Invitation and Consent Form for Consumer Survey**).

Justification for Incentives

This small non-monetary incentive:

- Is consistent with industry standards for quantitative data collection efforts
- Is given by Qualtrics (not ODPHP) to panel members for surveys they take through Qualtrics, in accordance with their panel membership
- Will accumulate for panel participants as they take additional surveys (unrelated to this study) through Qualtrics, eventually being redeemed for items such as gift cards and subscriptions (e.g., magazines)
- Is required by Qualtrics in order to conduct recruitment from their diverse national panel of participants
- Is needed to receive a sufficient response rate, based on Qualtrics' previous experiences to ensure recruitment and retention for this hard-to-reach population (diverse, low-income, and limited education) in similar studies.

Qualtrics will provide reward points to participants who qualify, consent, and complete the survey. Qualtrics will not provide reward points to non-eligible participants.

10. Assurance of Confidentiality Provided to Respondents

The Privacy Act does not apply to this data collection. The proposed data collection will have little or no effect on participants' privacy. ODPHP will not collect any personally identifiable information from survey participants. This is clearly stated in the consumer survey consent form (see **Attachment A: Invitation and Consent Form for Consumer Survey**). The consent form also informs participants that they can stop their participation at any time. ODPHP will use only comments, quotes, and quantitative responses from participants to inform improvements to future material revisions.

11. Justification for Sensitive Questions

ODPHP does not anticipate that research participants will perceive questions as sensitive in nature. ODPHP will focus on collecting information that can inform physical activity-related information and tools that help consumers. However, this information is key to understanding how to communicate with consumers about physical activity recommendations. The consent form indicates to participants that they can stop answering questions at any time.

12. Estimates of Annualized Burden Hours and Costs

The estimate for burden hours is based on:

- We estimate that each prospective consumer participant (4,000 prospective participants, to recruit 2,000 actual participants) will spend a total of 5 minutes answering screening questions (see **Attachment B: Screening Questions**).
- We estimate that each consumer participant (2,000) will spend a total of 15 minutes completing the survey (see **Attachment C: Consumer Survey**).

Estimates for hourly burden are calculated using the mean hourly wage for all occupations (\$23.23), because ODPHP aims to recruit diverse adults for consumer focus groups.⁴ Estimates do not adjust for the fact that some participants will not be employed, assuming that their time is of comparable value. Table A-12 shows estimated burden and cost information.

Table A-12: Estimated Annualized Burden Hours and Costs to Participants

Category of Participant	No. of Participants	Average Burden per Response	Total Burden Hours	Hourly Wage Rate	Total Participant Costs
Consumer Recruitment					
Prospective Consumer Participants	4000	5/60	333.33	\$23.23	\$7,743.33
Consumer Survey					
Consumer Participants	2000	15/60	500	\$23.23	\$11,615.00
Totals	4000		833.33		\$19,358.33

⁴ May 2015 National Occupational Employment and Wage Estimates, United States. Bureau of Labor Statistics. United States Department of Labor. Retrieved at http://www.bls.gov/oes/current/oes_nat.htm.

13. Estimates of Annualized Burden Hours and Costs

ODPHP expects that participants will incur no costs beyond the burden hours required to answer screening questions and complete the survey. Because the survey is online and can be taken on any device, participants can complete the survey at a time that is convenient for them. Participants will not be required to lose wages in order to complete the survey.

14. Annualized Cost to the Government

Table A-14: Estimated Annualized Cost to the Federal Government

Expense	Number/ Amount	Cost/Hourly Wage Rate	Average Cost
Communication Researchers	75	\$123.64	\$9,273.00
Support Staff	75	\$66.52	\$4,989.00
Survey Panel Recruitment/Incentive	2000	\$6.55	\$13,100.00
Qualtrics Survey License	1	N/A	\$2,518.75
Estimated Total Cost of Data Collection			\$29,880.75

The estimated annual cost to the Federal government is \$29,880.75.

15. Explanation for Program Changes or Adjustments

This is new data collection.

16. Plans for Tabulation and Publication and Project Time Schedule

After all participants have completed the survey, ODPHP will conduct a quantitative analysis of survey data. ODPHP will use the data to identify important trends, themes, and preferences, which will guide the development of the physical activity iconography and communication plan. Within a month following survey completion, ODPHP will create a summary report highlighting key findings and recommendations. No names of other personal information will be reported in the summaries.

Proposed Timeline

Completion Date	Major Tasks/Milestones
March 2017	<ul style="list-style-type: none">• Pilot survey• Finalize survey
April 2017	<ul style="list-style-type: none">• OMB review
May 2017	<ul style="list-style-type: none">• Recruit participants• Conduct survey• Begin analyzing data
June 2017	<ul style="list-style-type: none">• Complete data analysis• Draft summary report of findings and recommendations

17. Reason(s) Display of OMB Expiration Data is Inappropriate

We are requesting no exemption.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

There are no exceptions to the certification. These activities comply with the requirements in 5 CFR 1320.9.

Section A — List of Attachments

[IN SEPARATE FILES]

- **Attachment A: Invitation and Consent Form for Consumer Survey** (Stimulus Materials)
- **Attachment B: Screening Questions** (Research Instrument)
- **Attachment C: Consumer Survey** (Research Instrument)