

Assessment of Zika Care Connect Program

Request for OMB approval of a GenIC (OMB Control No.
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Supporting Statement B

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This project will employ descriptive statistics for the purpose of analyzing survey data as described below.

1. Respondent Universe and Sampling Methods

Survey of Website Users: Surveys will be conducted with website users ages 18 and older who have visited the Zika Care Connect (ZCC) website. Eligibility criteria include the ability to read English or Spanish. Individuals under the age of 18 are excluded from participating as they represent a small portion of the intended ZCC population and parental consent would not be possible with this form of data collection. All website users will be invited to participate in the survey through an online pop-up that appears shortly after accessing the ZCC homepage.

Survey of Healthcare Professionals: All healthcare professionals enrolled in the ZCC Network that have provided an email address are eligible to participate in the survey. For healthcare professional listings that are a practice rather than an individual or other instances where an email address is not available for a healthcare professional, the email will be sent to the administrative contact.

2. Procedures for the Collection of Information

Survey of Website Users: Website enrollment will occur through a pop-up survey invitation when individuals visit the ZCC website (Attachment 6). In order to increase likelihood of response, users will be invited to complete the survey after being on the site for some time rather than immediately after landing on the ZCC page. The exact time period will be selected immediately prior to survey deployment and based on current website metrics. The survey invitation will appear 30 seconds before the average time spent on the ZCC website (for example, if the average duration of a website visit was 3 minutes in September 2018, the invitation would appear 2.5 minutes after the user accesses the website.) Participants will be screened for eligibility criteria during the opening questions of the survey. Those that do not meet the age requirement will be thanked for their participation but not permitted to complete any survey questions. There is no compensation for completion of the survey. The data collection instrument is included as Attachment 6.

Survey of Healthcare Professional Network: All members of the Healthcare Professional Network will receive an invitation to participate in the online survey through email (Attachment 7). The invitation and electronic link will be sent three times; if after three times the respondent has not completed the survey,

the survey will be closed out as a non-response. All members will receive reminder emails to complete the survey as the survey is anonymous. For healthcare professionals for whom emails are returned undeliverable due to inactive e-mail accounts or incorrect e-mail addresses, ZCC staff will use other means (e.g., calling cell or alternate phone numbers) to attempt to obtain updated contact information. Participants will not receive monetary compensation for participation. The data collection instrument is included as Attachment 5.

3. Methods to maximize Response Rates and Deal with No Response

Survey of Website Users: Survey questions have been kept at a minimum to maximize response rates. The survey will be programmed to limit out of range values and to reduce problems following skip patterns. All skip patterns will be verified prior to launching the surveys. The survey conducted with website users will be written in English and translated to US Spanish and Puerto Rican Spanish for the respective websites. Website users who decline participation (i.e., click no on the pop-up invitation) will not be followed.

Survey of Healthcare Professional Network: In order to maximize response rates questions have been limited to those necessary to answer the assessment questions. In addition, to increase ease of participation the survey will be available through a web-link. All members of the Healthcare Professional Network will receive an invitation to participate in the online survey through email. The invitation and electronic link will be sent a total of three times to reach initial non-responders. Follow-up email invitations are included as Attachment 7.

4. Tests of Procedures or Methods to be undertaken

Pilot testing of both online surveys will occur prior to implementation. The pilot testing will be conducted with ZCC staff in order to verify the functioning of the pop up invitation, skip patterns, out of range limits, and ability to answer open ended questions.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Individuals responsible for collecting and analyzing data:

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