

Study Initiation Request Form

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| <p>Study Title: Generic Information Collection (GenIC) #26: Nursing Home Career Outreach Tracker</p> | |
| <p>Description: CMS will be conducting quantitative research with the administration of four national surveys. The national surveys will target individuals who are currently in nursing professions or are considering nursing professions. The surveys are designed to gather data on how outreach messages impact the target audiences' awareness, attitudes, and behaviors to inform development and refinement of outreach efforts to promote a program designed to increase interest in and uptake of nursing home careers.</p> | |
| <p>Lead Researcher: Dianne Rucinski Centers for Medicare and Medicaid Services Office of Communications Strategic Marketing Group Division of Research (667-290-9866) Dianne.Rucinski@cms.hhs.gov</p> | <p>Audience Characteristics: Participants will be selected based on the following characteristics:</p> <ul style="list-style-type: none"> • Currently in or considering a nursing profession as a CNA, LPN, LVN, or RN • Not currently working in a nursing home |
| <p>Purpose of the Study: This project is designed to measure the impact of targeted outreach messages on consumers' awareness of a program to increase interest in and uptake of nursing home careers, and consideration of nursing home careers</p> | <p>Methods to be Used: We will conduct four cross-sectional, online surveys with participants.</p> |
| <p>Sample Size: The total sample size for this research study will be 2,000 participants.</p> | <p>Items to be Included: SG1, BG1a, BG1b, BG1c, DP2, ATG7,ATG7b, ATG7c, ATG7d, ATG7e, ATG7f, BG10, BG10a, BG8, AWG2, AWG5, AWG2B, AWG6, ATG5, BG9, BG8, ISG2, DG1, DG2, DG3, DG4, DG5, DG12</p> |
| <p>Timeline: Data collection will begin in April 2024 (or after OMB clearance) and continue until burden hours are reached</p> | <p>Estimated Burden Hours: 2,000 participants x 10 minutes =333 hours</p> |
| <p>For Information on this project please contact: Dianne Rucinski Division of Research Office of Communications (667-290-9266) Dianne.Rucinski@cms.hhs.gov</p> | |