

**Request for genIC Approval  
CDC/ATSDR Formative Research and Tool Development**

**0920-1154**

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**CIO: NCEZID**

**PROJECT TITLE: Harmful Algal Blooms Communication Evaluation**

**PURPOSE AND USE OF COLLECTION:**

The purpose of this project is to conduct focus group discussions (FGDs) with U.S. adults (general population who visit freshwater bodies, parents who visit freshwater bodies with their kids/teens, dog owners who visit freshwater bodies with their dogs) to improve HAB messages and web content. Banyan Communications will conduct the focus groups.

Objectives of this project are to:

- Obtain information about how current messages and materials disseminated from the CDC resonate and lead to action.
- Understand why and how people interpret communication content.
- Obtain findings on information gaps among adults, with and without children or dogs, who visit freshwater bodies for recreation.
- Obtain insights about group norms and societal or cultural factors that may influence the attitudes, perceptions, and behaviors of participants.

Data collection will be used to:

- Provide updates to CDC's website content and linked materials and inform the messaging strategy to better meet the needs of the general population visiting freshwater bodies for recreation.
- Inform the development of a 30-second video about HABs.
- Enhance CDC's HAB communication resources available for use by the public, health departments, federal agencies, and other partners.

**DESCRIPTION OF RESPONDENTS:**

Respondents will be U.S. adults who visit freshwater bodies, parents who visit freshwater bodies with their kids or teens, and dog owners who visit freshwater bodies with their dogs.

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.

2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. Information gathered will not be used to substantially inform influential policy decisions.
5. The study is not intended to produce results that can be generalized beyond its scope.

Name: \_\_\_Amy Jacobi\_\_\_\_\_

To assist review, please answer the following questions:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected? [ ] Yes [ X ] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [ ] Yes [ ] No
3. If Applicable, has a System or Records Notice been published? [ ] Yes [ X] No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [ X ] Yes [ ] No

**BURDEN HOURS**

Category of Respondent	Form Name	No. of Respondents	Participation Time (minutes)	Burden in Hours
Individual	Eligibility Screener (Focus Group) <i>Attachment 1</i>	420	5 min.	35 hr.
Individual	Eligible Participant Screener for Focus Group <i>Attachment 3</i>	80	10 min.	13 hr.
Individual	Focus Group Moderator Guide <i>Attachment 8</i>	32	60 min.	32 hr.
<b>Totals</b>				<b>80 hr.</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \_\_ \$2,380.80 \_\_

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  Yes  
 No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The project team will enlist a national recruitment agency to recruit and manage participant screening. They will recruit from a national proprietary database of individuals. The primary audience for the focus groups is U.S. adults aged 18 and older who visit freshwater bodies at least once per month in summer months. We have set targets for the research focus group sample by key audiences, based on data about risk for illness associated with harmful algal blooms (HABs) (Hilborn & Beasley, 2015; Lavery, Kieszak, Law et al., 2019). Key audiences will consist of general consumer audiences who visit freshwater

bodies, parents who visit freshwater bodies with their children, and dog owners who visit freshwater bodies with their dogs. The project team will aim to recruit a sample of diverse participants that aligns with [U.S Census data](#). The project team will aim to recruit a sample of diverse participants by various demographic and harmful algal bloom risk characteristics segmented as shown in Tables 1 and 2, respectively. We will conduct a series of 4 virtual focus groups lasting 60 minutes each. Each focus group will consist of up to eight participants (n=32).

### Administration of the Instrument

1. How will you collect the information? (Check all that apply)

Web-based or other forms of Social Media

Telephone

In-person

Mail

Other, Explain – focus groups will be conducted on a virtual platform similar to Zoom

2. Will interviewers or facilitators be used?  Yes  No

**Please make sure all instruments, instructions, and scripts are submitted with the request.**

## Instructions for completing genIC Request for Approval for CDC/ATSDR Formative Research and Tool Development

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**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is requested.

**PURPOSE and USE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**DESCRIPTION OF RESPONDENTS:** Briefly describe the targeted group/groups for this collection.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Provide answers to the questions.

**Gifts or Payments:** If you answer yes to the question, please describe the incentive and provide a justification for the amount.

**BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected.

**Form:** Provide the title of the information collection form.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group).

**Burden in Minutes:** Multiply the Number of responses and the participation time and divide by 60.

**FEDERAL COST:** Estimate the annual cost to the Federal government for this collection.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents.** Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

**Administration of the Instrument:** Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.