

**Leroy A. Richardson,**  
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 Office of Scientific Integrity, Office of the  
 Associate Director for Science, Office of the  
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 Prevention.*

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**DEPARTMENT OF HEALTH AND  
 HUMAN SERVICES**

**Centers for Disease Control and  
 Prevention**

[60Day-14-14KE]

**Proposed Data Collections Submitted  
 for Public Comment and  
 Recommendations**

In compliance with the requirement of Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 for opportunity for public comment on proposed data collection projects, the Centers for Disease Control and Prevention (CDC) will publish periodic summaries of proposed projects. To request more information on the proposed projects or to obtain a copy of the data collection plans and instruments, call 404-639-7570 or send comments to Leroy Richardson, 1600 Clifton Road, MS D-74, Atlanta, GA 30333 or send an email to [omb@cdc.gov](mailto:omb@cdc.gov).

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology. Written comments should be received within 60 days of this notice.

**Proposed Project**

A Comprehensive Evaluation of a Paid Social Media and Mass Media Gynecologic Cancer Campaign—New—

National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), Centers for Disease Control and Prevention (CDC).

*Background and Brief Description*

In 2006, Congress passed The Gynecologic Cancer Education and Awareness Act (Pub. L. 111-324, "Johanna's Law") authorizing CDC to launch and evaluate a public health information campaign regarding gynecological cancers. The campaign, entitled "Inside Knowledge: Get the Facts About Gynecologic Cancer," seeks to increase women's intentions to seek medical attention for persistent symptoms that could be indicative of some of gynecological cancers, yet may sometimes be ignored or simply overlooked by women. The campaign is managed by the Division of Cancer Prevention and Control (DCPC) at the Centers for Disease Control and Prevention (CDC).

CDC plans to evaluate the Inside Knowledge campaign by collecting information from members of its target audience: adult women (ages 40-65) in the United States. Information will be collected through self-administered, Web-based surveys. Survey items will include measures of audience recall of the campaign; perceptions of campaign messages; gynecologic health related knowledge, attitudes, and beliefs; intentions to seek care for symptoms associated gynecologic cancers; and sociodemographic characteristics. Specifically, this information collection will allow CDC to assess exposure to campaign efforts and assess whether women who were exposed to the campaign have higher awareness of the campaign, higher knowledge of gynecological cancers, and greater intentions to seek medical attention for gynecologic cancer symptoms and/or to discuss symptoms with their doctor. The evaluation will also examine whether women's awareness of the campaign differs by channel of delivery.

To conduct the evaluation, we will augment the national Inside Knowledge campaign with an additional paid media campaign in two cities. Cities will be selected based on the following criteria: (1) Incidence/prevalence of gynecologic

cancer, (2) cost of mass media advertising, (3) size of the target audience in the city, (4) similarity in population size and demographics, and (5) previous Inside Knowledge campaign activities within the city. The two locations selected for this evaluation study will fall within the Nielsen 35-45 Designated Market Area (DMA) designations. The additional campaign advertising will include digital media and traditional media that will be implemented in flights, including the following: (1) A higher concentration in a defined time ("heavy up") of traditional media only, (2) digital media only, and (3) a combination of a "heavy up" along with digital media. Each city will be non-randomly assigned to a condition, i.e., the type (traditional or digital) and sequence of additional advertisements. Evaluation information will be collected at four time points in each city (a baseline survey plus up to three additional surveys after each flight of additional media). To reduce attrition and eliminate time-in-sample bias that would artificially increase measures of campaign recognition, we will use address-based, cross-sectional sampling methods to randomly select respondents for each survey. The address-based sampling will also increase the likelihood that respondents live within the cities where the media campaigns are implemented. Potential respondents will receive an advance letter that describes the study and provides a link to the survey Web site. The total number of respondents in each study location is approximately 2,424.

Results of this evaluation study will be used to inform CDC, policymakers, prevention practitioners, researchers, and the general U.S. population about the reach and impact of the Inside Knowledge gynecologic health awareness campaign, and to inform the development and implementation of future health communication efforts.

OMB approval is requested for one year. The same survey instrument will be used for all information collection.

Participation is voluntary and there are no costs to respondents other than their time.

**ESTIMATED ANNUALIZED BURDEN HOURS**

Type of respondents	Form name	Number of respondents	Number of responses per respondent	Average burden per response (in hr)	Total burden (in hr)
Women Ages 45-60 in City 1 .....	Women's Health Survey .....	2,424	1	20/60	808
Women Ages 45-60 in City 2 .....	Women's Health Survey .....	2,424	1	20/60	808

## ESTIMATED ANNUALIZED BURDEN HOURS—Continued

Type of respondents	Form name	Number of respondents	Number of responses per respondent	Average burden per response (in hr)	Total burden (in hr)
Total .....	.....	.....	.....	.....	1,616

**Leroy A. Richardson,**

Chief, Information Collection Review Office, Office of Scientific Integrity, Office of the Associate Director for Science, Office of the Director, Centers for Disease Control and Prevention.

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES****Centers for Disease Control and Prevention****Advisory Board on Radiation and Worker Health (ABRWH or Advisory Board), National Institute for Occupational Safety and Health (NIOSH)**

In accordance with section 10(a)(2) of the Federal Advisory Committee Act (Pub. L. 92-463), the Centers for Disease Control and Prevention (CDC), announces the following meeting for the aforementioned subcommittee:

*Time and Date:* 11:00 p.m.–2:00 p.m., Eastern Time, March 19, 2014.

*Place:* Audio Conference Call via FTS Conferencing.

*Status:* Open to the public. The public is welcome to submit written comments in advance of the meeting, to the contact person below. Written comments received in advance of the meeting will be included in the official record of the meeting. The public is also welcome to listen to the meeting by joining the teleconference at the USA toll-free, dial-in number, 1-866-659-0537 and the passcode is 9933701.

*Background:* The Advisory Board was established under the Energy Employees Occupational Illness Compensation Program Act of 2000 to advise the President on a variety of policy and technical functions required to implement and effectively manage the new compensation program. Key functions of the Advisory Board include providing advice on the development of probability of causation guidelines, which have been promulgated by the Department of Health and Human Services (HHS) as a final rule; advice on methods of dose reconstruction, which have also been promulgated by HHS as a final rule; advice on the scientific

validity and quality of dose estimation and reconstruction efforts being performed for purposes of the compensation program; and advice on petitions to add classes of workers to the Special Exposure Cohort (SEC).

In December 2000, the President delegated responsibility for funding, staffing, and operating the Advisory Board to HHS, which subsequently delegated this authority to the CDC. NIOSH implements this responsibility for CDC. The charter was issued on August 3, 2001, renewed at appropriate intervals, and will expire on August 3, 2015.

*Purpose:* This Advisory Board is charged with a) providing advice to the Secretary, HHS, on the development of guidelines under Executive Order 13179; b) providing advice to the Secretary, HHS, on the scientific validity and quality of dose reconstruction efforts performed for this program; and c) upon request by the Secretary, HHS, advising the Secretary on whether there is a class of employees at any Department of Energy facility who were exposed to radiation but for whom it is not feasible to estimate their radiation dose, and on whether there is reasonable likelihood that such radiation doses may have endangered the health of members of this class.

*Matters To Be Discussed:* The agenda for the conference call includes: Final Vote Tally for Joslyn Manufacturing Plant SEC Petition Action; Subcommittee and Work Group Updates; SEC Petition Evaluations Update for the April 2014 Advisory Board Meeting; Plans for the April 2014 Advisory Board Meeting; and Advisory Board Correspondence.

The agenda is subject to change as priorities dictate.

*Contact Person for More Information:* Theodore M. Katz, M.P.A., Designated Federal Official, NIOSH, CDC, 1600 Clifton Road NE., Mailstop E-20, Atlanta, Georgia 30333, Telephone (513) 533-6800, Toll Free 1-800-CDC-INFO, Email [ocas@cdc.gov](mailto:ocas@cdc.gov).

The Director, Management Analysis and Services Office, has been delegated the authority to sign **Federal Register** notices pertaining to announcements of meetings and other committee management activities, for both the

Centers for Disease Control and Prevention and the Agency for Toxic Substances and Disease Registry.

**Catherine Ramadei,**

Acting Director, Management Analysis and Services Office, Centers for Disease Control and Prevention.

[FR Doc. 2014-04085 Filed 2-25-14; 8:45 am]

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES****Centers for Disease Control and Prevention****Advisory Committee on Breast Cancer in Young Women (ACBCYW)**

In accordance with section 10(a)(2) of the Federal Advisory Committee Act (Pub. L. 92-463), the Centers for Disease Control and Prevention (CDC), announces the following meeting of the aforementioned committee:

*Times and Dates:*  
9:00 a.m.–5:30 p.m. EST, March 27, 2014

8:00 a.m.–12:00 p.m. EST, March 28, 2014

*Place:* Centers for Disease Control and Prevention, 4770 Buford Highway, Chamblee Building 107 1A/1B/1C, Atlanta, Georgia 30341

*Status:* The meeting is open to the public, for in-person or distance participation, limited only by the space and phone lines available. For offsite participation, call (1) toll free: 888-989-8135 Participant passcode 4798; or (2) by Net Conference at URL <https://www.mymeetings.com/nc/join/Conference> number: PW4485905 Audience passcode: 4798; or (3) join the meeting directly at: <https://www.mymeetings.com/nc/join.php?i=PW4485905&p=4798&t=c>.

*Participants outside of the U.S. may join by calling toll free 1-415-228-4965* Participant passcode: 4798.

*Purpose:* The committee provides advice and guidance to the Secretary, HHS; the Assistant Secretary for Health; and the Director, CDC, regarding the formative research, development, implementation and evaluation of evidence-based activities designed to prevent breast cancer (particularly