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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[60Day-24-0572; Docket No. CDC-2024-
0044]

Proposed Data Collection Submitted for Public Comment and Recommendations

AGENCY: Centers for Disease Control and
Prevention (CDC), Department of Health
and Human Services (HHS).

ACTION: Notice with comment period.

SUMMARY: The Centers for Disease
Control and Prevention (CDC), as part of
its continuing effort to reduce public
burden and maximize the utility of
government information, invites the
general public and other Federal
agencies the opportunity to comment on
a continuing information collection, as
required by the Paperwork Reduction
Act of 1995. This notice invites
comment on a proposed information
collection project titled Health Message
Testing System (HMTS). The HMTS is
a Generic information collection that
enables programs across CDC to test
proposed health messages on a target
audience before these messages are
disseminated to the public.

DATES: CDC must receive written
comments on or before August 5, 2024.

ADDRESSES: You may submit comments,
identified by Docket No. CDC-2024-
0044 by any of the following methods:

- *Federal eRulemaking Portal:*
www.regulations.gov. Follow the
instructions for submitting comments.
- *Mail:* Jeffrey M. Zirger, Information
Collection Review Office, Centers for
Disease Control and Prevention, 1600
Clifton Road NE, MS H21-8, Atlanta,
Georgia 30329.

Instructions: All submissions received
must include the agency name and
Docket Number. CDC will post, without
change, all relevant comments to
www.regulations.gov.

Please note: Submit all comments
through the Federal eRulemaking portal
(www.regulations.gov) or by U.S. mail to
the address listed above.

FOR FURTHER INFORMATION CONTACT: To
request more information on the
proposed project or to obtain a copy of

the information collection plan and
instruments, contact Jeffrey M. Zirger,
Information Collection Review Office,
Centers for Disease Control and
Prevention, 1600 Clifton Road NE, MS
H21-8, Atlanta, Georgia 30329;
Telephone: 404-639-7570; Email: omb@cdc.gov.

SUPPLEMENTARY INFORMATION: Under the
Paperwork Reduction Act of 1995 (PRA)
(44 U.S.C. 3501-3520), Federal agencies
must obtain approval from the Office of
Management and Budget (OMB) for each
collection of information they conduct
or sponsor. In addition, the PRA also
requires Federal agencies to provide a
60-day notice in the **Federal Register**
concerning each proposed collection of
information, including each new
proposed collection, each proposed
extension of existing collection of
information, and each reinstatement of
previously approved information
collection before submitting the
collection to the OMB for approval. To
comply with this requirement, we are
publishing this notice of a proposed
data collection as described below.

The OMB is particularly interested in
comments that will help:

1. Evaluate whether the proposed
collection of information is necessary
for the proper performance of the
functions of the agency, including
whether the information will have
practical utility;
2. Evaluate the accuracy of the
agency's estimate of the burden of the
proposed collection of information,
including the validity of the
methodology and assumptions used;
3. Enhance the quality, utility, and
clarity of the information to be
collected;
4. Minimize the burden of the
collection of information on those who
are to respond, including through the
use of appropriate automated,
electronic, mechanical, or other
technological collection techniques or
other forms of information technology,
e.g., permitting electronic submissions
of responses; and
5. Assess information collection costs.

Proposed Project

Health Message Testing System
(HMTS) (OMB Control No. 0920-0572,
Exp. 10/31/2024)—Extension—Office of
Communication (OC), Centers for
Disease Control and Prevention (CDC).

Background and Brief Description

Before CDC disseminates a health
message to the public, the message
always undergoes scientific review.
However, even though the message is
based on sound scientific content, there
is no guarantee that the public will

understand a health message or that the
message will move people to take
recommended action. Communication
theorists and researchers agree that for
health messages to be as clear and
influential as possible, target audience
members or representatives must be
involved in developing the messages
and provisional versions of the
messages must be tested with members
of the target audience. Increasingly there
are circumstances when CDC must
move swiftly to protect life, prevent
disease, or calm public anxiety. Health
message testing is even more important
in these instances, because of the
critical nature of the information need.

In the interest of timely health
message dissemination, many programs
forgo the important step of testing
messages on dimensions such as clarity,
salience, appeal, and persuasiveness
(*i.e.*, the ability to influence behavioral
intention). Skipping this step avoids the
delay involved in the standard OMB
review process, but at a high potential
cost. Untested messages can waste
communication resources and
opportunities because the messages can
be perceived as unclear or irrelevant.
Untested messages can also have
unintended consequences, such as
jeopardizing the credibility of Federal
health officials.

The Health Message Testing System
(HMTS) is a Generic information
collection, that enables programs across
CDC to collect the information they
require in a timely manner to:

- Ensure quality and prevent waste in
the dissemination of health information
by CDC to the public.
- Refine message concepts and to test
draft materials for clarity, salience,
appeal, and persuasiveness to target
audiences.
- Guide the action of health
communication officials who are
responding to health emergencies,
Congressionally-mandated campaigns
with short timeframes, media-generated
public concern, time-limited
communication opportunities, trends,
and the need to refresh materials or
dissemination strategies in an ongoing
campaign.

Each testing instrument will be based
on specific health issues or topics.
Although it is not possible to develop
one instrument for use in all instances,
the same kinds of questions are asked in
most message testing. This package
includes generic questions and formats
that can be used to develop health
message testing data collection
instruments. These include a list of
screening questions, comprised of
demographic and introductory
questions, along with other questions

that can be used to create a mix of relevant questions for each proposed message testing data collection method. However, programs may request to use additional questions if needed. Message testing questions will focus on issues such as comprehension, impressions, personal relevance, content and wording, efficacy of response, channels, and spokesperson/sponsor. Such information will enable message developers to enhance the effectiveness of messages for intended audiences. Data collection methods proposed for HMTS include intercept interviews, telephone interviews, focus groups, online surveys, and cognitive interviews. In almost all instances, data will be collected by outside organizations under contract with CDC.

For many years, CDC programs have used HMTS to test and refine message concepts and test draft materials for clarity, salience, appeal, and persuasiveness to target audiences. Having this Generic Clearance available has enabled them to test their information and get critical health information out to the public quickly. Over the last three years, more than 22 messages have been tested using this clearance. CDC’s Division of Tuberculosis Elimination was approved to conduct message testing for their Latent Tuberculosis Infection (LTBI)

Awareness Campaign within target audiences—non-US-born Vietnamese and Filipino persons and the healthcare professionals (primary care physicians, nurse practitioners, and physician assistants) that serve them. Assessing the immediate effects of campaign materials provides helpful insights that can be used to inform adjustments of campaign materials for intended audiences.

CDC’s Division of Nutrition, Physical Activity, and Obesity (DNPAO) is tasked with leading our nation’s efforts to prevent chronic diseases by promoting good nutrition, regular physical activity, and a healthy weight. One of the key ways DNPAO does this is by providing State and community partners with practical tools to promote healthy lifestyles such as the SCHMC communication resources. It is imperative that this ad testing be conducted so that CDC/DNPAO can best support grantees and local partners by providing timely information about how specific ads resonate with key audiences. The insights gained from the ad testing also provided DNPAO with timely information to inform development of additional ads and communication materials that they will resonate with audiences and lead to intended actions/behavior changes related to increasing physical activity,

reducing sugary drink consumption, and improving infant and toddler nutrition.

The National Center for Injury Prevention and Control (NCIPC) collected data to assess older adults’ perceptions of products developed as part of the expansion phase of CDC’s Still Going Strong Campaign. Digital products were developed as part of this effort to expand the campaign to address social connectedness and isolation. The messages conveyed the importance of social connectedness to health to maintaining a high quality of life as we age. Participants learned about how social connectedness as well as physical and mental health are interconnected and critical to the well-being of older adults.

Over 17,307 respondents were queried and over 5,400 burden hours used during this time period. Because the availability of this data collection has been so critical to programs in disseminating their materials and information to the public in a timely manner, The Office of Communications is requesting a three-year Extension of this information collection. CDC requests OMB approval for an estimated 2,470 annual burden hours. There is no cost to the 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 hours)	Total burden (in hours)
Public Health Professionals, Health Care Providers, State and Local Public Health Officials, Emergency Responders, General Public.	Moderator’s Guides, Eligibility Screeners, Interview Guides, Opinion Surveys, Consent Forms.	18,525	1	8/60	2,470
Total	2,470

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Medicare & Medicaid Services

[Document Identifiers: CMS–R–142 and CMS–10379]

Agency Information Collection Activities: Proposed Collection; Comment Request

AGENCY: Centers for Medicare & Medicaid Services, Health and Human Services (HHS).

ACTION: Notice.

SUMMARY: The Centers for Medicare & Medicaid Services (CMS) is announcing an opportunity for the public to

comment on CMS’ intention to collect information from the public. Under the Paperwork Reduction Act of 1995 (PRA), Federal agencies are required to publish notice in the **Federal Register** concerning each proposed collection of information (including each proposed extension or reinstatement of an existing collection of information) and to allow 60 days for public comment on the proposed action. Interested persons are invited to send comments regarding our burden estimates or any other aspect of this collection of information, including the necessity and utility of the proposed information collection for the proper performance of the agency’s functions, the accuracy of the estimated burden, ways to enhance the quality, utility, and