

Centers for Disease Control and Prevention (CDC).

Background and Brief Description

NCIPC seeks to obtain, over a five year period, advice and feedback from tweens/teens (aged 11–14) regarding message development/placement, creative executions, appropriate partners, and other similar issues, to inform ongoing implementation and evaluation of the Choose Respect campaign (OMB#0920–0687 Expired 5/31/2006), an initiative intended to promote youth awareness of and participation in healthy peer relationships. Communication research indicates that campaign planning implementation must employ a

consumer-oriented approach to ensure that program messages/materials, and their placement, can successfully gain the attention of and resonate with the intended audience. To that end, the NCIPC proposes conducting further planning, implementation, and evaluation research that enlists the involvement and support of youth, parents and other influencers and measures the effect of the campaign on the target audiences. The evaluation will provide interim and ongoing feedback to campaign planners regarding the implementation and progress of the campaign.

The proposed data collection will enlist geographically, culturally/

racially/ethnically, and socio-economically diverse groups of young people to complete: (1) Ten minute online surveys, with 30 respondents, six times per year; and (2) 12 in-person focus groups, with 12 participants each, twice per year. Online surveys will reduce the potential burden for young people as web-based formats are convenient and consistent with the way they communicate and spend their leisure time and will involve a different group of 30 tweens/teens. In-person focus groups will involve different groups of young people and will be segmented by age and gender.

There are no costs to respondents other than their time.

ESTIMATE OF ANNUALIZED BURDEN HOURS

Respondents	Number of respondents	Number of responses per respondent	Average burden per response (In hrs)	Total burden hours
Online survey: Boys and girls, aged 11–14	30	6	10/60	30
Focus group: Boys, aged 11–12, urban	12	2	1.5	36
Focus group: Boys, aged 11–12, suburban	12	2	1.5	36
Focus group: Girls, aged 11–12, urban	12	2	1.5	36
Focus group: Girls, aged 11–12, suburban	12	2	1.5	36
Focus group: Boys, aged 12–13, urban	12	2	1.5	36
Focus group: Girls, aged 12–13, suburban	12	2	1.5	36
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Focus group: Girls, aged 12–13, urban	12	2	1.5	36
Focus group: Boys, aged 13–14, urban	12	2	1.5	36
Focus group: Boys, aged 13–14, suburban	12	2	1.5	36
Focus group: Girls, aged 13–14, urban	12	2	1.5	36
Focus group: Girls, aged 13–14, suburban	12	2	1.5	36
Totals	174			462

Dated: February 5, 2008.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Task Force on Community Preventive Services

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:

Name: Task Force on Community Preventive Services.

Times and Dates: 8 a.m.–6 p.m. EST, February 27, 2008. 8 a.m.–1 p.m. EST, February 28, 2008.

Place: Centers for Disease Control and Prevention, 2500 Century Parkway, Atlanta, GA 30345.

Status: Open to the public, limited only by the space available.

Purpose: The mission of the Task Force is to develop and publish the Guide to Community Preventive Services (Community Guide), which consists of systematic reviews of the best available scientific evidence and associated recommendations regarding what works in the delivery of essential public health services.

Topics include: Reducing depression in older adults; increasing cancer screening; reducing sexual risk behavior (among adolescents); controlling obesity; and updating the Community Guide's vaccine-preventable diseases review.

Agenda items are subject to change as priorities dictate.

Persons interested in reserving a space for this meeting should call Tony Pearson-Clarke at 404. 498.0972 by close of business on February 19, 2008.

Contact person for additional information: Tony Pearson-Clarke, Community Guide Branch, Coordinating Center for Health Information and Service, National Center for Health Marking, Division of Health Communication and Marketing, Centers for Disease Control and Prevention, 1600 Clifton Road, M/S E-69, Atlanta, GA 30333, telephone: 404.498.0972.

Dated: January 31, 2008.

James D. Seligman,

Chief Information Officer, Centers for Disease Control and Prevention.

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