

collection for the proper performance of the agency’s functions; (2) the accuracy of the estimated burden; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

*Title of the Collection:* ASPA COVID–19 Public Education Campaign Market Research.

*Type of Collection:* Revision.

OMB No. 0990–0476—Office of the Assistant Secretary for Public Affairs (ASPA) within Office of the Secretary.

**Abstract**

The Office of the Assistant Secretary for Public Affairs (ASPA), U.S. Department of Health and Human Services (HHS) is requesting a revision on a currently approved collection including three components: 1. Current Events Tracker (CET), 2. Qualitative data collection in the form of focus groups, interviews, and dyads, and 3. Copy testing surveys. This revision supports continuation of the approved data collection by adding burden and iterations to support the program during

the ongoing COVID–19 public health emergency and through the expiration of the package 0990–0476 in early 2024. Together, these efforts support the development and execution of the COVID–19 Public Education Campaign. The broad purpose of each effort is as follows:

*Current Events Tracker*

The primary purpose of the COVID–19 Current Events Tracker (CET) survey is to continuously track key metrics of importance to the Campaign, including vaccine confidence and uptake, familiarity with and trust in HHS and other trusted messengers, and the impact of external events on key attitudes and behaviors. This information will inform Campaign development and execution including changes in messaging strategies necessary to effectively reach the entire U.S. population or specific subgroups.

*Focus Groups/Interviews/Dyads*

ASPA is collecting information qualitatively to inform the Campaign about audience risk knowledge, perceptions, current behaviors, and barriers and motivators to healthy

behaviors (including COVID–19 vaccination). Ultimately these focus groups, interviews, and/or dyads will provide in-depth insights regarding information needed by Campaign audiences as well as their attitudes and behaviors related to COVID–19 and the COVID–19 vaccines. These will be used to inform the development of Campaign messages and strategy.

*Copy Testing Surveys*

Prior to placing Campaign advertisements in market, ASPA will conduct copy testing surveys to ensure the final Campaign messages have the intended effect on target attitudes and behaviors. Copy testing surveys will be conducted with sample members who comprise the target audiences; these surveys will assess perceived effectiveness of the advertisements as well as the effect of exposure to an ad on key attitudes and behavioral intentions. The results from these surveys will be used internally by ASPA to inform decisions on Campaign messages and materials; for example, to identify revisions to the materials or determine which advertisement to move to market.

**ESTIMATED ANNUALIZED BURDEN TABLE**

Type of respondent	Form name	Number of respondents	Number responses per respondent	Average burden per response (in hours)	Total burden hours
CET .....	CET Questionnaire .....	<sup>a</sup> 138,000	1	7.2/60	16,560
Foundational Focus Groups, Interviews, and/or Dyads <sup>b</sup> .	Screener and Interview .....	<sup>c</sup> 50,000	1	9.3/60	7,750
Copy Testing Survey .....	Screener and Survey .....	<sup>d</sup> 540,000	1	3.78/60	34,020
Sum of All Studies .....	.....	728,000	.....	.....	58,330

**Sherrette A. Funn,**

*Paperwork Reduction Act Reports Clearance Officer, Office of the Secretary.*

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**DEPARTMENT OF HEALTH AND HUMAN SERVICES**

**National Institutes of Health**

**Center for Scientific Review Notice of Closed Meeting**

Pursuant to section 10(d) of the Federal Advisory Committee Act, as amended, notice is hereby given of the following meeting.

The meeting will be closed to the public in accordance with the provisions set forth in sections 552b(c)(4) and 552b(c)(6), Title 5 U.S.C.,

as amended. The grant applications and the discussions could disclose confidential trade secrets or commercial property such as patentable material, and personal information concerning individuals associated with the grant applications, the disclosure of which would constitute a clearly unwarranted invasion of personal privacy.

*Name of Committee:* Center for Scientific Review Special Emphasis Panel; Neurobiology of Pain and Itch.

*Date:* July 29, 2022.

*Time:* 1:00 p.m. to 6:00 p.m.

*Agenda:* To review and evaluate grant applications.

*Place:* National Institutes of Health, Rockledge II, 6701 Rockledge Drive, Bethesda, MD 20892 (Virtual Meeting).

*Contact Person:* M. Catherine Bennett, Ph.D., Scientific Review Officer, Center for Scientific Review, National Institutes of Health, 6701 Rockledge Drive, Room 5182,

MSC 7846, Bethesda, MD 20892, (301) 435–1766, [bennettc3@csr.nih.gov](mailto:bennettc3@csr.nih.gov).

This notice is being published less than 15 days prior to the meeting due to the timing limitations imposed by the review and funding cycle.

(Catalogue of Federal Domestic Assistance Program Nos. 93.306, Comparative Medicine; 93.333, Clinical Research, 93.306, 93.333, 93.337, 93.393–93.396, 93.837–93.844, 93.846–93.878, 93.892, 93.893, National Institutes of Health, HHS)

Dated: July 13, 2022.

**David W. Freeman,**

*Program Analyst, Office of Federal Advisory Committee Policy.*

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