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[FR Doc. 2022–11771 Filed 6–1–22; 8:45 am]

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## DEPARTMENT OF HEALTH AND HUMAN SERVICES

### Centers for Disease Control and Prevention

[60-Day–22–1083; Docket No. CDC–2022–  
0071]

### 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 Extended  
Evaluation of the National Tobacco  
Prevention and Control Public  
Education Campaign. This collection is  
used to evaluate the *Tips From Former  
Smokers (Tips)* campaign, which  
encourages smokers to quit smoking and  
to communicate with smokers about the  
dangers of smoking.

**DATES:** CDC must receive written  
comments on or before August 1, 2022.

**ADDRESSES:** You may submit comments,  
identified by Docket No. CDC–2022–  
0071 by either of the following methods:

- **Federal eRulemaking Portal:**  
[www.regulations.gov](http://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](http://www.regulations.gov).

**Please note:** Submit all comments  
through the Federal eRulemaking portal  
([www.regulations.gov](http://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: 404–639–7118; Email: [omb@cdc.gov](mailto: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

Extended Evaluation of the National  
Tobacco Prevention and Control Public  
Education Campaign (OMB Control No.  
0920–1083, Exp. 03/31/2023)—  
Revision—National Center for Chronic  
Disease Prevention and Health  
Promotion (NCCDPHP), Centers for  
Disease Control and Prevention (CDC).

### Background and Brief Description

In 2012, HHS/CDC launched the  
National Tobacco Prevention and

Control Public Education Campaign,  
*Tips From Former Smokers (Tips)*  
campaign. The primary objectives of the  
*Tips campaign* are to encourage smokers  
to quit smoking and to encourage  
nonsmokers to communicate with  
smokers about the dangers of smoking.  
*Tips* airs annually in all U.S. media  
markets on broadcast and national cable  
TV as well as other media channels  
including digital video, online display  
and banners, radio, billboards, and other  
formats. *Tips* ads rely on evidence-  
based paid media advertising that  
highlights the negative health  
consequences of smoking. *Tips* primary  
target audience is adult smokers; adult  
nonsmokers constitute the secondary  
audience. *Tips* paid advertisements are  
aimed at providing motivation and  
support to smokers to quit, with  
information and other resources to  
increase smokers' chances of success in  
their attempts to quit smoking. A key  
objective for the nonsmoker audience is  
to encourage nonsmokers to  
communicate with smokers they may  
know (including family and friends)  
about the dangers of smoking and to  
encourage them to quit. *Tips* ads also  
focus on increasing audience's  
knowledge of smoking-related diseases,  
intentions to quit, and other related  
outcomes.

The goal of the proposed information  
collection is to evaluate the reach of the  
*Tips campaign* among intended  
audiences and to examine the  
effectiveness of these efforts in  
impacting specific outcomes that are  
targeted by *Tips*, including quit  
attempts and intentions to quit among  
smokers, nonsmokers' communications  
about the dangers of smoking, and  
knowledge of smoking-related diseases  
among both audiences. This will require  
customized surveys that will capture all  
unique messages and components of  
*Tips*. Information will be collected  
through Web-based surveys to be self-  
administered by adults 18 and over on  
computers in the respondent's home or  
in another convenient location.  
Evaluating the impact of the *Tips*  
campaign on behavioral outcomes is  
necessary to determine campaign cost  
effectiveness and to allow program  
planning for the most effective  
campaign outcomes. Because *Tips*  
content changes, it is necessary to  
evaluate each yearly implementation of  
the *Tips* campaign.

The proposed information collection  
will include three survey collections per  
year (nine surveys in total) generally  
conducted before, during, and after the  
*Tips* campaign in each year. Using the  
same methods outlined in the currently  
approved information collection (OMB

Control No. 0920–1083, Exp. 3/31/2023), participants will be recruited from two sources: (1) An online longitudinal cohort of adult smokers and nonsmokers, sampled randomly from postal mailing addresses in the United States (address-based sample, or ABS); and (2) the existing GfK/Ipsos KnowledgePanel, an established long-term online panel of U.S. adults. All online surveys, regardless of sample source, will be conducted via the GfK/Ipsos KnowledgePanel Web portal for self-administered surveys.

Information collected by these surveys include smokers' and

nonsmokers' awareness of and exposure to specific *Tips* advertisements; knowledge, attitudes, beliefs related to smoking and secondhand smoke; and other marketing exposures. The surveys will also measure behaviors related to smoking cessation (among the smokers in the sample) and behaviors related to nonsmokers' encouragement of smokers to quit smoking, recommendations of cessation services, and attitudes about other tobacco and nicotine products.

It is important to evaluate the *Tips* campaign in a context that assesses the dynamic nature of tobacco product marketing and uptake of various tobacco

products, particularly since these may affect successful cessation rates. Survey instruments may be updated to include new or revised items on relevant topics, including cigars, noncombustible tobacco products, and other emerging trends in tobacco use.

The total response burden is estimated at 9,308 annual hours. Approval is requested for three years between early fall 2023 and December 2026. 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 hours)	Total burden (in hours)
General Population ..... Adult Smokers, ages 18–54, in the United States.	Screening & Consent .....	16,667	1	5/60	1,389
	Smoker Survey Wave A .....	2,668	1	20/60	889
	Smoker Survey Wave B .....	1,667	1	20/60	556
	Smoker Survey Wave C .....	1,667	1	20/60	556
	Smoker Survey Wave D .....	1,667	1	20/60	556
	Smoker Survey Wave E .....	1,667	1	20/60	556
	Smoker Survey Wave F .....	1,667	1	20/60	556
	Smoker Survey Wave G .....	1,667	1	20/60	556
	Smoker Survey Wave H .....	1,667	1	20/60	556
	Smoker Survey Wave I .....	1,667	1	20/60	556
Adult Nonsmokers, ages 18–54, in the United States.	Nonsmoker Survey Wave A .....	1,100	1	20/60	366
	Nonsmoker Survey Wave B .....	835	1	20/60	277
	Nonsmoker Survey Wave C .....	835	1	20/60	277
	Nonsmoker Survey Wave D .....	835	1	20/60	277
	Nonsmoker Survey Wave E .....	835	1	20/60	277
	Nonsmoker Survey Wave F .....	835	1	20/60	277
	Nonsmoker Survey Wave G .....	835	1	20/60	277
	Nonsmoker Survey Wave H .....	835	1	20/60	277
	Nonsmoker Survey Wave I .....	835	1	20/60	277
	Nonsmoker Survey Wave J .....	835	1	20/60	277
Total .....	.....	.....	.....	.....	9,308

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#### DEPARTMENT OF HEALTH AND HUMAN SERVICES

#### Centers for Medicare & Medicaid Services

[Document Identifiers: CMS–10779]

#### Agency Information Collection Activities: Submission for OMB Review; 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 a second opportunity for public comment on the notice. Interested persons are invited to send comments regarding the burden estimate 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 clarity of the information to be collected, and the use of automated collection techniques or other forms of information technology to minimize the information collection burden.

**DATES:** Comments on the collection(s) of information must be received by the OMB desk officer by July 5, 2022.

**ADDRESSES:** Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to [www.reginfo.gov/public/do/PRAMain](http://www.reginfo.gov/public/do/PRAMain). Find this particular information collection by selecting "Currently under 30-day Review—Open for Public Comments" or by using the search function.

To obtain copies of a supporting statement and any related forms for the