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CF PRA Lead
OPRE Office of the Director
Office of Planning, Research, and Evaluation
Administration for Children and Families
U.S. Department of Health and Human Services
330 C Street SW, Washington, D.C. 20201

Dear Ms. Jones,

I am writing in response to the request for public comments on the proposed information collection activity for the Child Care and Development Fund Lead Agencies' Consumer Education Strategies (87 FR 63780). I am a Public Policy and Public Administration Ph.D. student at George Washington University, focusing on social policy, poverty, and inequality.

The proposed case study research aims to answer essential questions about the effectiveness of CCEE consumer education strategies and parents' experiences in looking for and selecting CCEE. In addition, this research will contribute to our understanding of consumer education strategies that work best for different families while shedding light on innovative approaches and their implementation challenges.

After reviewing the draft statements and data collection instruments, I am writing to make two minor suggestions. First, in the Interview Guide for Consumer Education Services Staff (Instrument Two), I would like to suggest adding four additional questions, including:

- How do families in your community typically hear about you and your services? (Section C, after question 10).
- Are there particular characteristics of families that tend to use your services? What are those characteristics? *Probe: are there groups that are particularly difficult to reach?* (Section C, after question 7).
- What do you think the experience of looking for and selecting CCEE is like for families in your area? (Section B, after question 4).
- Are you collecting comments and feedback from families about their experience with [STRATEGY]? If so, what are you hearing? (Sub-question under Section F, question 22).

Second, in the Focus Group Brief Questionnaire (Instrument Five), I would like to suggest adding a few questions. Including, a question on respondent gender. As well as the following:

- Overall, would you assess your experience of finding childcare as being:
 - Very easy
 - Easy
 - Difficult
 - Very difficult
- Which information was most important for you when evaluating childcare options?

- Cost
- Accreditation
- Caregiver - child ratios
- Insert answer options
- Other (please specify)
- Which information was most difficult for you to find when looking for childcare?
 - Insert same answer options from previous question

Thank you in advance for your kind consideration of the above.

Kindest Regards,



Terri Chapman