

DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

Proposed Collection; Comment Request; Pre-Testing of NCI Communication Messages

SUMMARY: Under the provisions of Section 3507(a)(1)(D) of the Paperwork Reduction Act of 1995, the National Cancer Institute (NCI), the National Institutes of Health (NIH) has submitted to the Office of Management and Budget (OMB) a request for review and approval of the information collection listed below. This proposed information collection was previously published in the **Federal Register** on August 14, 2006, page 46486 and allowed 60 days for public comment. No public comments were received. The purpose of this notice is to allow an additional 30 days for public comment. The National Institutes of Health may not conduct or sponsor, and the respondent is not required to respond to, an information collection that has been extended, revised, or implemented on or after October 1, 1995, unless it displays a currently valid OMB control number.

Proposed Collection

Title: Pretesting of NCI Communication Messages. *Type of Information Collection Request:* EXTENSION (OMB# 0925-0046, expires 10/31/06). *Need and Use of Information Collection:* In order to carry out NCI's legislative mandate to educate and disseminate information about cancer prevention, detection, diagnosis, and treatment to a wide variety of audiences and organizations (e.g. cancer patients, their families, the general public, health providers, the media, voluntary groups, scientific and medical organizations), it is beneficial for NCI to pretest their communications strategies, concepts, and messages while they are under development. The primary purpose of this pretesting, or formative evaluation, is to ensure that the messages, communication materials, and information services created by NCI have the greatest capacity of being received, understood, and accepted by their target audiences. By utilizing appropriate qualitative and quantitative methodologies, NCI is able to (1) understand characteristics of the intended target audience—their

attitudes, beliefs, and behaviors—and use this information in the development of effective communication tools and strategies; (2) produce or refine messages that have the greatest potential to influence target audience attitudes and behavior in a positive manner; and (3) expend limited program resource dollars wisely and effectively. *Frequency of Response:* On occasion. *Affected Public:* Individuals or households; businesses or other for profit; not-for-profit institutions; Federal Government; State, local, or tribal government. *Type of Respondents:* Adult cancer patients; members of the public; health care professionals; organizational representatives. The annual reporting burden is as follows: *Estimated Number of Respondents:* 13,780; *Estimated Number of Responses per Respondent:* 1; *Average Burden Hours Per Response:* .1458; and *Estimated Total Annual Burden Hours Requested:* 2,010. The annualized cost to respondents is estimated at: \$34,155. There are no capital costs, operating costs, and/or maintenance costs to report.

ESTIMATE HOURS OF BURDEN

Type of respondents	Number of respondents	Frequency of response	Average time per response	Annual hour burden
Adults 18+	13,780	1	.1458	2009.12
Total	13,780	2009.12

Request for Comments: Written comments and/or suggestions from the public and affected agencies are invited on one or more of the following points: (1) Whether the proposed collection of information is necessary for the proper performance of the function of the agency, including whether the information will have practical utility; (2) 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) Ways to enhance the quality, utility, and clarity of the information to be collected; and (4) Ways to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Direct Comments to OMB: Written comments and/or suggestions regarding the item(s) contained in this notice, especially regarding the estimated

public burden and associated response time, should be directed to the Office of Management and Budget, Office of Regulatory Affairs, New Executive Office Building, Room 10235, Washington, DC 20503, Attention: Desk Officer for NIH. To request more information on the proposed project or to obtain a copy of the data collection plans and instruments, contact Nina Goodman, Senior Analyst, Operations Research Office, OESI, NCI, NIH, 6116 Executive Blvd., Suite 400, Rockville, MD 20892, call non-toll-free number 301-435-7789 or e-mail your request, including your address to: goodmann@mail.nih.gov.

Comments Due Date: Comments regarding this information collection are best assured of having their full effect if received within 30 days of the date of this publication.

Dated: October 16, 2006.

Rachelle Ragland-Greene,

NCI Project Clearance Liaison, National Institutes of Health.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health

Translational Research Working Group Public Comment Period

AGENCY: National Cancer Institute (NCI), National Institutes of Health (NIH), Department of Health and Human Services (HHS).

ACTION: Request for public comment.

SUMMARY: The Translational Research Working Group (TRWG), a broad panel including advocates, researchers from academia, industry representatives, and government officials, was established in early 2005 to evaluate the status of the

National Cancer Institute's (NCI) intramural and extramural investment in translational research in order to develop recommendations on ways to coordinate and optimally integrate activities. The TRWG is also charged with developing implementation strategies that will enable the scientific community and NCI leadership to appropriately prioritize its translational research opportunities. Recommendations will be made to the National Cancer Advisory Board in early 2007. To assist in its future planning efforts, the TRWG is asking interested parties for feedback on the seventeen draft initiatives they are proposing. The TRWG compiled these draft initiatives from the comments received during the previous public comment period in early 2006. These draft initiatives address the obstacles to a successful translational research enterprise identified by the TRWG. By listening to interested parties and stakeholders from the wider community, the TRWG hopes to enhance this exciting and important activity—charting the future course of translational progress against cancer.

DATES: Parties interested in submitting comments on the draft initiatives should submit them by November 22, 2006.

ADDRESSES: Comments may be submitted electronically to the TRWG Web site: <http://www.cancer.gov/trwg/>.

SUPPLEMENTARY INFORMATION:

Background

The National Cancer Institute is committed to speeding the development of new diagnostic tests, cancer treatments, and other interventions that benefit people with cancer and people at risk for cancer. Such development relies on strong translational research collaborations between basic and clinical scientists to generate novel approaches. Currently, NCI supports a variety of projects that build this bridge between basic science and patient care.

Over the past year, the Translational Research Working Group (TRWG) reviewed NCI's current intramural and extramural translational research portfolio (within the scope of the TRWG mission), facilitated broad community input, invited public comment, and recommended ways to improve and integrate efforts. The ultimate goal is to accelerate progress toward improving the health of the nation and cancer patient outcomes.

Request for Comments

To better address the obstacles a successful translational research enterprise may face and to ensure the different viewpoints in the cancer

research community are represented, the TRWG seeks input on the following challenges and the steps to facing them:

- Insufficient coordination and integration across NCI results in a fragmented translational research effort that risks duplication and may miss important opportunities.
- Absence of clearly designated funding and adequate incentives for researchers threatens the perceived importance of translational research within the NCI enterprise.
- Absence of a structured, consistent review and prioritization process tailored to the characteristics and goals of translational research makes it difficult to direct resources to critical needs and opportunities.
- Translational research core services are often duplicative and inconsistently standardized, with capacity poorly matched to need.
- Multidisciplinary nature of translational research and the need to integrate sequential steps in complex development pathways warrants dedicated project management resources.
- Inadequate collaboration with industry delays appropriate developmental hand-offs.
- Extended negotiation on intellectual property issues delays or prevent potentially productive collaborations.
- Inadequate collaboration with foundations/advocacy groups risks missing important opportunities for integration of translational research efforts and patient outreach.
- Insufficient collaboration and communication between basic and clinical scientists and the paucity of effective training opportunities limits the supply of experienced translational researchers.

FOR FURTHER INFORMATION CONTACT: Ernest Hawk, M.D., M.P.H., Director, Office of Centers, Training and Resources, National Cancer Institute, National Institutes of Health. Or visit the TRWG Web site at <http://www.cancer.gov/trwg>.

Dated: October 17, 2006.

Ernest Hawk,

Director, Office of Centers, Training and Resources, National Cancer Institute, National Institutes of Health.

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DEPARTMENT OF HOMELAND SECURITY

Bureau of Customs and Border Protection

Bureau of Customs and Border Protection Trade Symposium 2006: "The World of Trade—5 Years After 9/11"

AGENCY: Customs and Border Protection, Department of Homeland Security.

ACTION: Notice of trade symposium.

SUMMARY: This document announces that the Bureau of Customs and Border Protection (CBP) will convene a major trade symposium that will feature panel discussions involving department personnel, members of the trade community and other government agencies on the agency's role on international trade security initiatives and programs. Members of the international trade and transportation communities and other interested parties are encouraged to attend and to register early.

DATES: Wednesday, December 13, 2006 (opening reception—6 to 8 p.m.); Thursday, December 14, 2006 (panel discussions, luncheon and open forum with senior management—8:30 a.m. to 6 p.m.); Friday, December 15, 2006 (half-day session with panel discussions—8 a.m. to 1 p.m.) will be held.

ADDRESSES: The Trade Symposium will be held at the Ronald Reagan Building and International Trade Center, 1300 Pennsylvania Avenue, NW., Washington, DC. Upon entry into the building, a photo identification must be presented to the security guards.

FOR FURTHER INFORMATION CONTACT: The Office of Trade Relations at (202) 344-1440 or at traderelations@dhs.gov. ACS Client Representatives; CBP Account Managers; Regulatory Audit Trade Liaisons; or to obtain the latest information on the Symposium and to register on-line, visit the CBP Web site at <http://www.cbp.gov>. Requests for special needs should also be sent to the Office of Trade Relations at traderelations@dhs.gov.

SUPPLEMENTARY INFORMATION: The keynote speaker will be announced at a later date. The cost is \$250.00 per individual and includes all symposium activities. Interested parties are requested to register early, as space is limited. Registration will open to the public on or about November 1, 2006. All registrations must be made on-line through the CBP Web site (<http://www.cbp.gov>) and be confirmed with payment by credit card only. The JW