

Texas BRFSS Mail & Web Survey Pilots

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Outline

- Texas BRFSS Methods
 - Landline
 - Mail & Web Survey Pilots
- Reformatting the Mail Survey
- Web Survey
- Lessons Learned
- Emergency Issues – ILI/H1N1
- Number of Mailings & Pricing
- Who Are We Reaching?
- Questions to be Answered

Texas BRFSS Methods



Landline

List-Assisted Address Matching

- A separate data file of addresses is sent to our contractor for advance letter notifications.
 - Addressed to HH name
 - First class mail used
- In 2008...
 - 37.0% of our phone numbers had an address match.
 - 82.4% of our listed phone numbers (denstr=1)
 - 12.0% of our unlisted phone numbers (denstr=2)

Pre-Call Status

- CDC provides a variable called “precall”
 - To be called
 - Pre-screened as non-working
 - Cell phone – PRO – T-S
 - Pre-screened as business
 - Cell phone - Interviewer
- CDC recommends only calling “to be called” #s
- Texas calls all phone numbers since at least 2002 (exc. 2005)
 - 6.5% of interviews in 2008 came from last four categories.

Spanish Interviewing

- We purchase a Hispanic variable code for our sample indicating whether or not the HH will be Hispanic.
- Hispanic HH are called with a bilingual interviewer.
- 2009 is the first year that we are using a TexMex translation of our survey rather than the CDC Spanish translation.
- “Cheat Sheet”

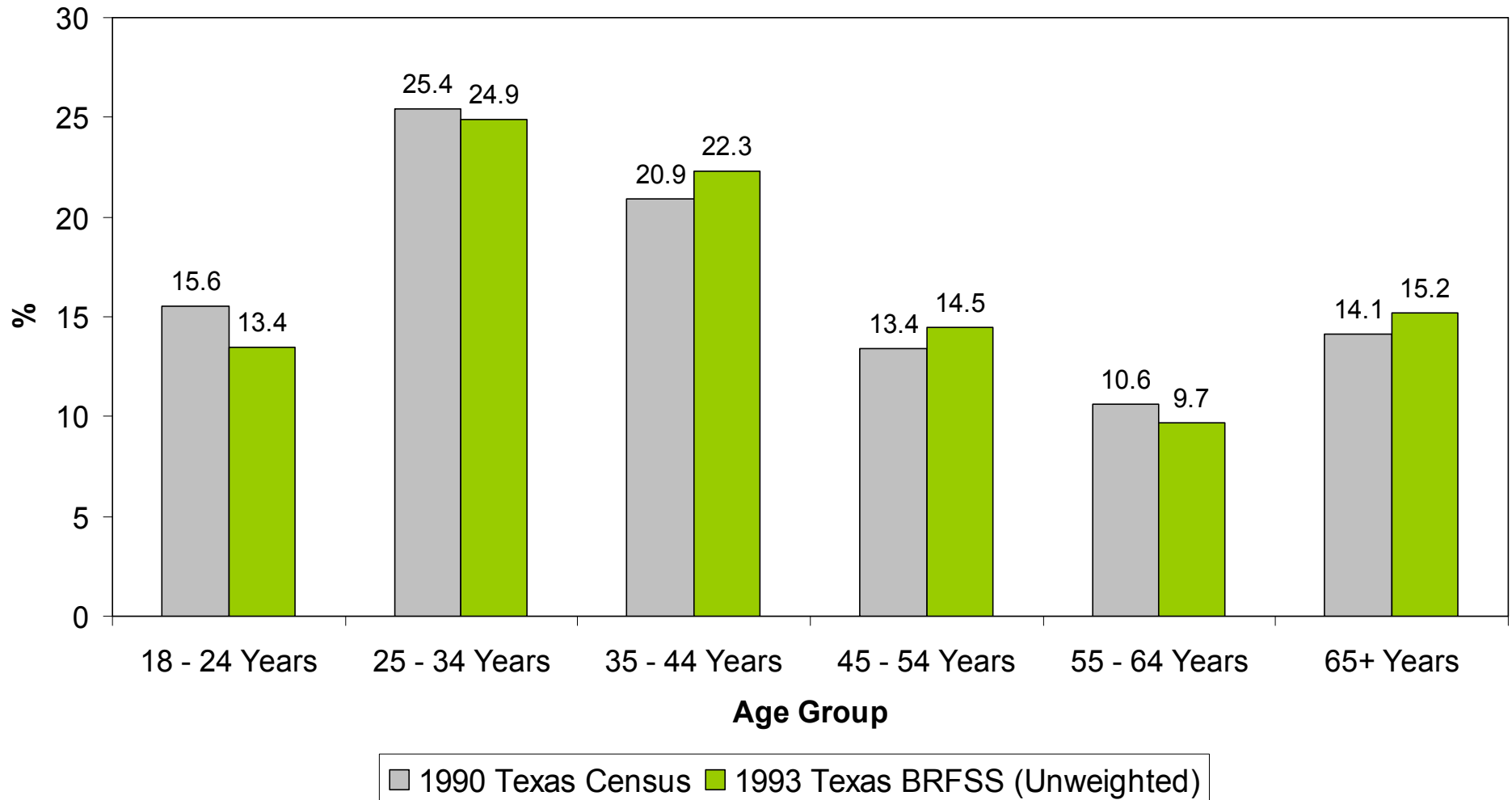
Landline Calling Protocol

- Data collection: 1st – 21st every month
- “Cell phone” categories are manually dialed.
- Call up to 15 times.
- Answering machine message left.
 - 4th attempt no HH contact
- 2 refusals
- Randomly select one adult

BRFSS Limitations

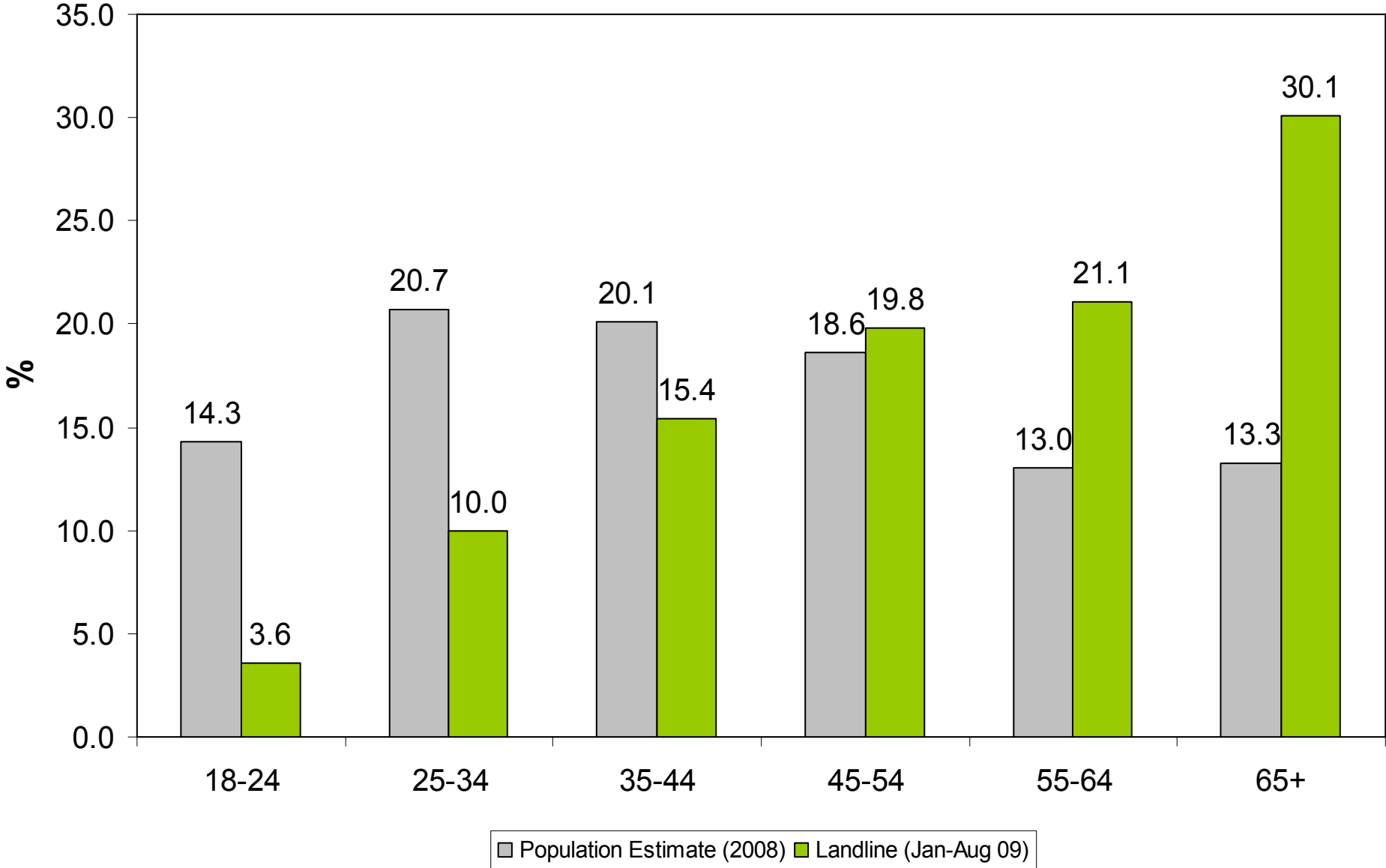
- Self-reporting
- Recall bias
- Language barriers
- Telephone coverage
 - Only landlines can be used
 - Working on cell phone supplement
 - Estimated 20.2% are wireless only homes – second half 2008
 - Technology barriers
- Non-response

Age Distributions in the 1990's 1993 Texas BRFSS vs. 1990 Census Texas Population



Age Distributions in the late 2000's

2009 Texas BRFSS



Texas BRFSS Methods



Mail & Web Survey Pilots

IRB

- Both mail and web went through IRB as continuous exemptions.
- Unless protocol changes drastically, don't have to worry about it.

Pilot Methods

- If advance letter returned, we remove from mailing database.
- If not coded the following and we have an address, household eligible for pilot...
 - 110/120 – completed landline phone interviews
 - 405 – out of state
 - 410 – HH – no eligible respondent
 - 420 – not a private residence
 - 430 – dedicated fax/data/modem

Pilot Methods Continued

- Sample divided randomly into 5 different groupings to look at effectiveness
 - Group 1 – No follow-up
 - Group 2 – web survey
 - Group 3 – mail survey
 - Group 4 – web survey (by postcard) then mail survey if they didn't respond
 - Group 5 – mail survey then web survey (by postcard) if they didn't respond

August	Mon	Tue	Wed	Thu	Fri	Sat	Sun
							1 Landline
	2 Landline	3 Landline	4 Landline	5 Landline	6 Landline	7 Landline	8 Landline
	9 Landline	10 Landline	11 Landline	12 Landline	13 Landline	14 Landline	15 Landline
	16 Landline	17 Landline	18 Landline	19 Landline	20 Landline	21 Landline	22
	23	24	25	26	27	28	29
2009	30	31 1 st Mailing					

September	Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4	5
	6	7	8	9	10	11	12
	13	14	15	16	17	18	19
	20	21 2 nd Mailing	22	23	24	25	26
	27	28	29	30			

Differences Between Mail & Web Surveys

Mail Survey

- ❑ Next birthday
- ❑ Bilingual cover letter & two booklets (English/Spanish) sent to Hispanic flagged records
- ❑ Core
- ❑ Bulk mail
- ❑ Bulk printing

Web Survey

- ❑ Next birthday
- ❑ Bilingual postcards
- ❑ Full survey
- ❑ First class
- ❑ Changes easily made

Pilot Methods Continued

- The web survey, stripped of its skip patterns, is used for mail data entry.
- Double data entry for mail.
- First interview received back would be the entered interview (for groups 4 & 5).

Things we're still playing with...

- Mailing surveys & postcards...
 - Add +4 zip code or not?
 - To Texas Resident or HH name?

Reformatting the Mail Survey



Why Reformat?

- Smaller booklets
 - Costs less on postage
- Less white space
 - More respondent friendly

- Review – two errors.

A. Your General Health

A1. Would you say that in general your health is:

- Excellent
- Very Good
- Good
- Fair
- Poor
- Don't know/Not sure

Article I.

A2. Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

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Number of days[If none enter "00."]

A3. Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

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Number of days[If none enter "00."]

A. Your General Health

A1 Would you say that in general your health is:

- Excellent
- Very Good
- Good
- Fair
- Poor
- Don't know/Not sure

A2 Now thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

Number of days
(If none enter "00.")

A3 Now thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your

A5 Do you have any kind of health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare?

- Yes
- No
- Don't know/Not sure

A6 Do you have one person you think of as your personal doctor or health care provider?

- Yes - only one person
- No - more than one person
- No - no person
- Don't know/Not sure

A7 Was there a time in the past 12 months when you needed to see a doctor but could not because of cost?

- Yes
- No
- Don't know/Not sure

Web Survey



Similar to Mail Survey



TEXAS

Department of State Health Services

The Texas Department of State Health Services is gathering information about the health of Texas residents. This project is conducted by the health department with assistance from the Centers for Disease Control and Prevention. Initially your telephone number was chosen randomly to complete the telephone version of this survey. Since we were unable to complete the interview by phone, we are making this survey available on the Web. In order to determine your eligibility for this survey, you will be asked to enter the 10 digit ID located in the upper left hand corner of the address label on your postcard received from the Texas Department of State Health Services.

This survey must be answered by an adult age 18 or older living in your household who has the next birthday. If you are not that person, please get them now.

ID

Enter

El Departamento Estatal de Servicios de Salud de Texas esta recogiendo informacion sobre la salud de los residentes de Texas. Este proyecto es llevado a cabo por el departamento de salud con la asistencia de los Centros Para el Control y Prevencion de Enfermedades. Inicialmente, su numero de telefono fue seleccionado al azar para completar la version telefonica de esta encuesta. Debido a que no hemos podido realizar la entrevista por telefono, hemos hecho que sea posible hacerla por Internet. A fin de determinar su elegibilidad para esta encuesta, se le pedira que ingrese el ID de 10 digitos localizado en la esquina izquierda superior de la etiqueta de direccion en su tarjeta postal recibida del Departamento Estatal de Servicios de Salud de Texas.

Esta encuesta debe ser contestada por la persona adulta de 18 anos de edad o mayor que viva en su hogar que sea la proxima en cumplir anos. Si usted no es esa persona, por favor hagala venir en este momento.



In which language would you like to be interviewed?
¿En cuál lenguaje le gustaría ser entrevistado/a?

- English
- Español

Next



TEXAS

Department of State Health Services

The survey will take about 15 to 20 minutes to complete. Although this health survey is voluntary, participation is important for the results to truly represent the Texas population. Please answer the questions about your own health and health knowledge. Any question you do not want to answer can be skipped, and the survey may be ended at any time. You may stop at any time during the survey and return to complete it by coming back to this website and logging in using your telephone number. The information you provide will be kept strictly confidential and neither you nor your household will ever be identified.

For more information about this study please call Michelle L. Cook at the Texas Department of State Health Services at 1-888-963-7111 x6593 or visit the Department website at <http://www.dshs.state.tx.us/chs/brfss>.

Previous

Next

- DSHS Center for Health Statistics
- Texas BRFSS Home Page
- Have you been asked to be a Survey Respondent? Then click this link for the Survey Respondent's FAQ!
- Risk Factor Notes
- Interactive Surveys »
- Reports and Presentations
- HSUG Calendar »
- To BRFSS Partners »
- Health Survey Users Group (HSUG) »
- BRFSS Questionnaires
- Questionnaire Search
- Listing of Texas Counties
- Reference Center
BRFSS at CDC
Healthy People 2010
Texas YRBS
- Contact Information
Michelle L. Cook
Center for Health Statistics
Community Assessment
Mail Code: 1808

Texas Behavioral Risk Factor Survey - Frequently Asked Questions

Are You in Our Survey?

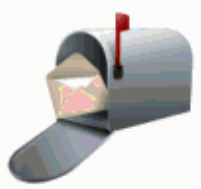
If you have already responded to our survey, thank you! If you have been notified that your household has been selected for a health survey and you are thinking about becoming a survey participant, we hope these answers to some frequently asked questions will help you understand why your participation is so important.

Do you have questions about a...

Landline Telephone Survey?



Mail Survey?



Cellular Telephone Survey?



Web Survey?





I'm sorry, something is not right.

Number of Men 1

Number of Women 2+

Number of Adults 2

- Change the number of men
- Change the number of women
- Change the number of adults

Previous

Next



The following questions are about cardiovascular disease.

Has a doctor, nurse, or other health professional **ever** told you that you had any of the following?

	Yes	No	Don't know/Not sure	Prefer not to answer
A heart attack, also called a myocardial infarction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Angina or coronary heart disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A stroke	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Stop

12%



The next few questions are about health-related problems or symptoms.

During the past 30 days, for about how many days did pain make it hard for you to do your usual activities, such as self-care, work, or recreation?

Range: (1 - 30)

None

Don't know/Not sure

Prefer not to answer

Next

Stop

51%



These next questions are about the foods you usually eat or drink. Please tell me how often you eat or drink each one, for example, twice a week, three times a month, and so forth. Remember, we are only interested in the foods **you** eat. Include all foods **you** eat, both at home and away from home.

Please move mouse over items for additional information.

Fruit juices	3	▼	per Day	▼
Fruit	1	▼	per Day	▼
Green salad	7	▼	per Month	▼
Potatoes	4	▼	per Week	▼
Carrots	3	▼	per Year	▼
Other Vegetables	Choose One	▼	Choose One	▼

Next

Not counting carrots, potatoes, or salad, how many servings of vegetables do you usually eat NOTE: For example a serving of vegetables at both lunch and dinner would be two servings.

Stop

25%



Which one or more of the following would you say is your race?

CHECK ALL THAT APPLY

- White
- Black or African American
- Asian
- Native Hawaiian or Other Pacific Islander
- American Indian or Alaska Native
- Other
- Don't know/Not sure
- Prefer not to answer

Next

Stop





What county do you live in?

Choose One

- Dewitt
- Dickens
- Dimmit
- Donley
- Duval
- Eastland
- Ector
- Edwards
- El Paso
- Ellis
- Erath**
- Falls
- Fannin
- Fayette
- Fisher
- Floyd
- Foard
- Fort Bend
- Franklin
- Freestone
- Frio
- Gaines
- Galveston
- Garza
- Gillespie
- Glasscock
- Goliad
- Gonzales
- Gray
- Grayson

Stop

25%



TEXAS

Department of State Health Services

That is the last question. Everyone's answers will be combined to give us information about the health practices of people in this state. Thank you very much for your time and cooperation.

You may close this browser window at any time.

Esa fue la ultima pregunta. Las respuestas de todos seran combinadas para que nos den informacion sobres las habitos de salud de la gente del estado. Le agradezco mucho por su tiempo y cooperacion.

Usted puede cerrar esta ventana de navegacion en cualquier momento.

100%

Lessons Learned on the Mail Survey

- Review review review
 - Arthritis Burden skip pattern missing.
 - Missing “student” for employment.
- Twice we have received booklets back from the same HH who had received an English and a Spanish booklet.
- Partial completes – at least two were mailed surveys...looking into.
- Not too many complaints.

Lessons Learned on the Web Survey

- ❑ Not many are going to the website
- ❑ Changed “entering phone #” to “entering seqno”
- ❑ If change above doesn't work, we'll try letters instead of postcards.
- ❑ Also may try recruitment on phone if the respondent is going to be a second refusal.

Get to know your post office...

- Pre-sorted first class is bulk mail.
- Bulk mail does not have to return to sender (RTS).
 - No assurances like first class mail.
- Bulk mail is cheaper.

Emergency Issues



ILI / H1N1

Changes to Mail & Web Surveys in an Emergency

Mail Survey

- ❑ Bulk printing – so changes to core didn't happen
- ❑ Since core only – no child questions added
- ❑ Inserts – will see how many come back or how many are missing.

Web Survey

- ❑ Programmed directly into web survey since full questionnaire

Number of Mailings & Pricing



Number of Mailings

- On average, about 10% of the addresses have not been good... (hard to tell)
- From June-Aug...
 - 6,609 mail survey packets went out
 - 6,751 post cards went out
 - Projected # of mailings for 3 months: 12,600
- # of interviews from June-Aug...
 - Mail: 603
 - Web: 59
 - Projected total # of interviews for 3 months: 360
- Survey return response rate
 - Mail: 9.1%
 - Web: 0.9%

Overall Projected Costs

- \$153,000
- Projected # of interviews: 720
- Cost per interview: \$212.50

Estimated* Costs Broken Out

Mail Survey

- \$126,786*
- Assuming rate stays the same (201 interviews per month)...
- Cost per interview: \$105.13

Web Survey

- \$26,214*
- Assuming rate stays the same (20 interviews per month)...
- Cost per interview: \$218.45

*Costs for the project were clumped together; these are my best guesses on breakout.

Cost Per Interview Comparison

- Includes set-up fees, indirects, etc.
- No incentives offered for ANY project.

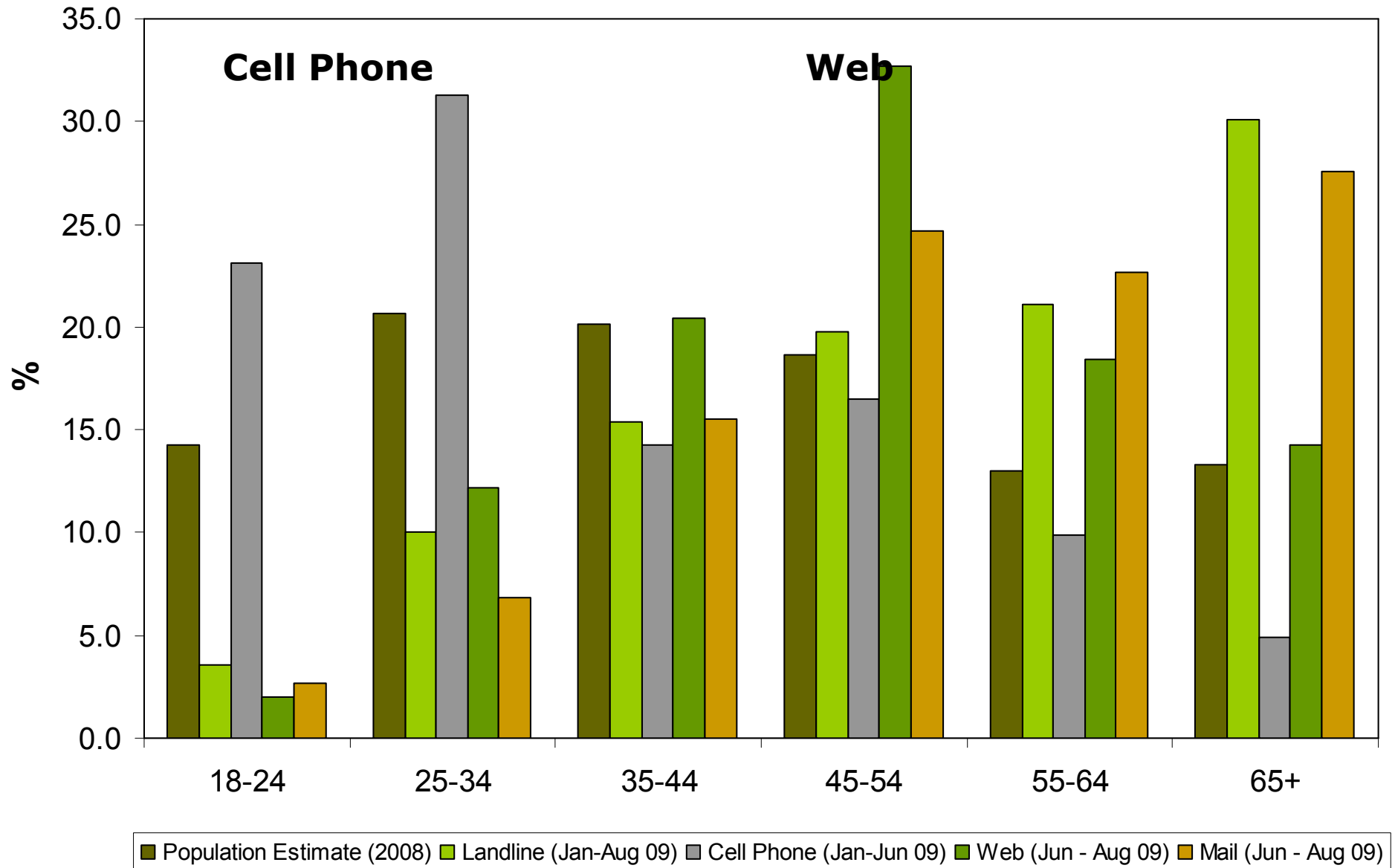
- Landline: \$42.96
- Cell: \$86.40
- Web: \$218.45*
- Mail: \$105.13*

- *New projects so these were assumed costs, but contractor may have spent more or less – hopefully they'll do a presentation on actual costs for the conference.

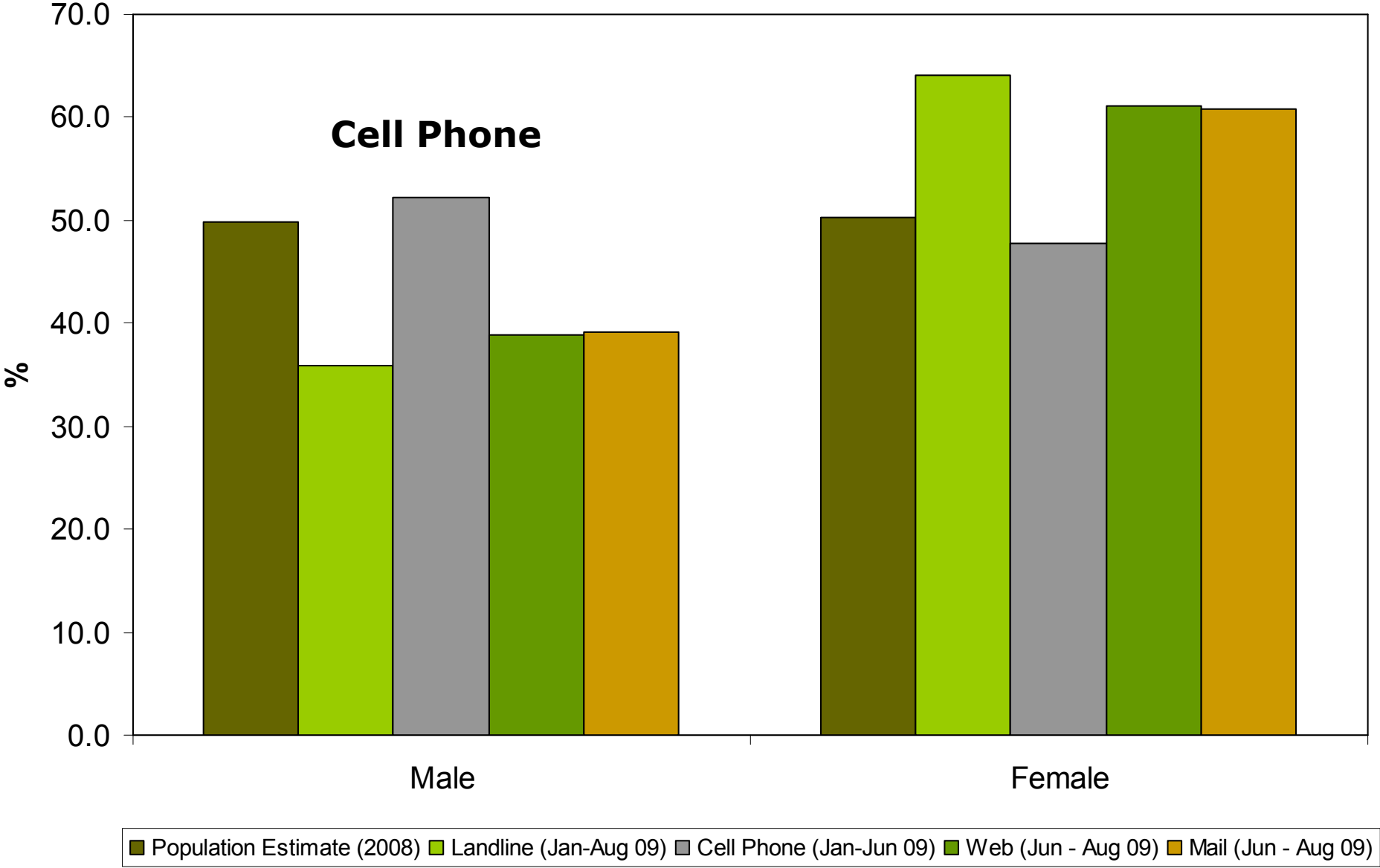
Who are we reaching in
the pilots?



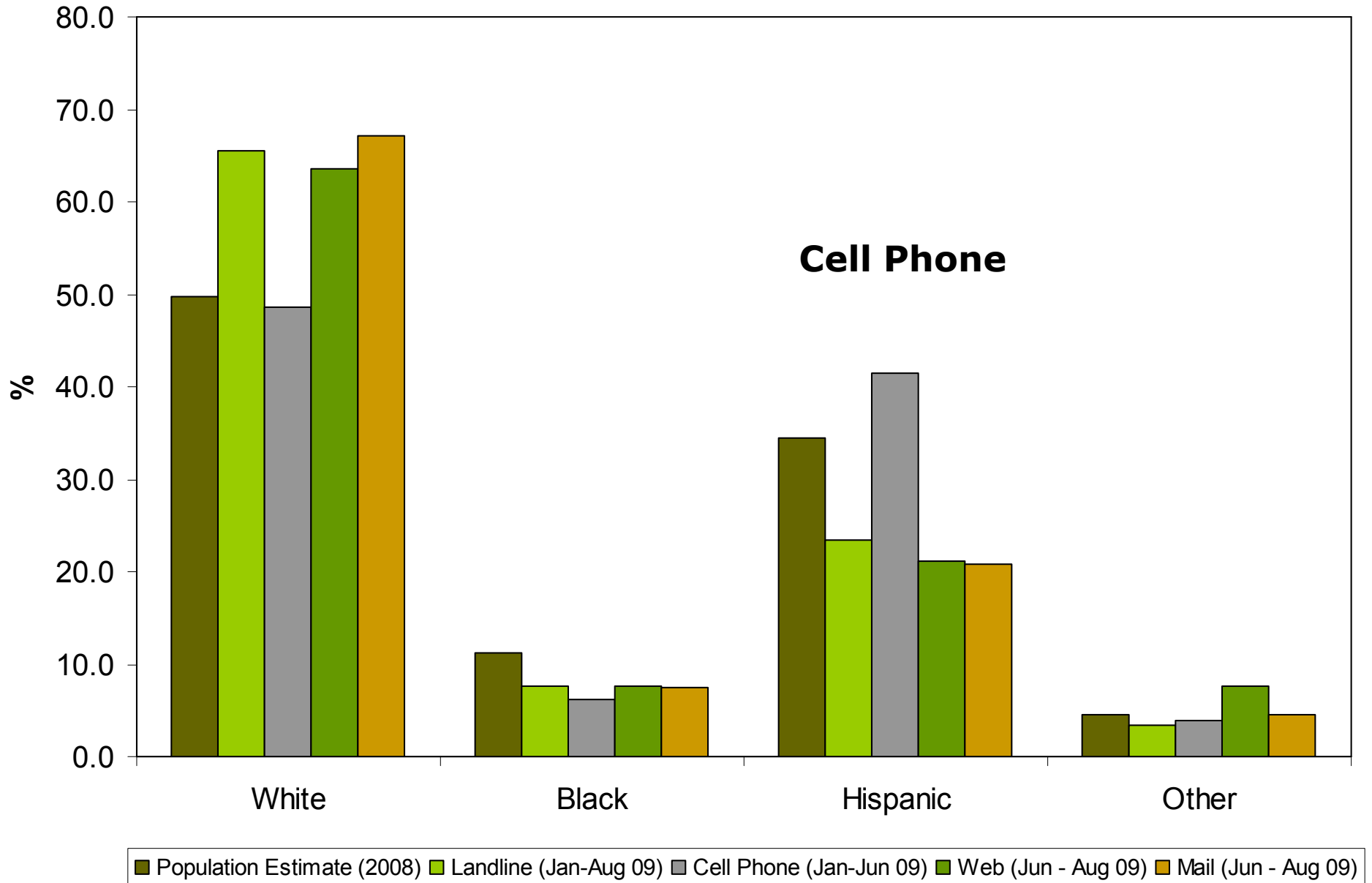
Age Distribution by Type of Survey 2009 Texas BRFSS



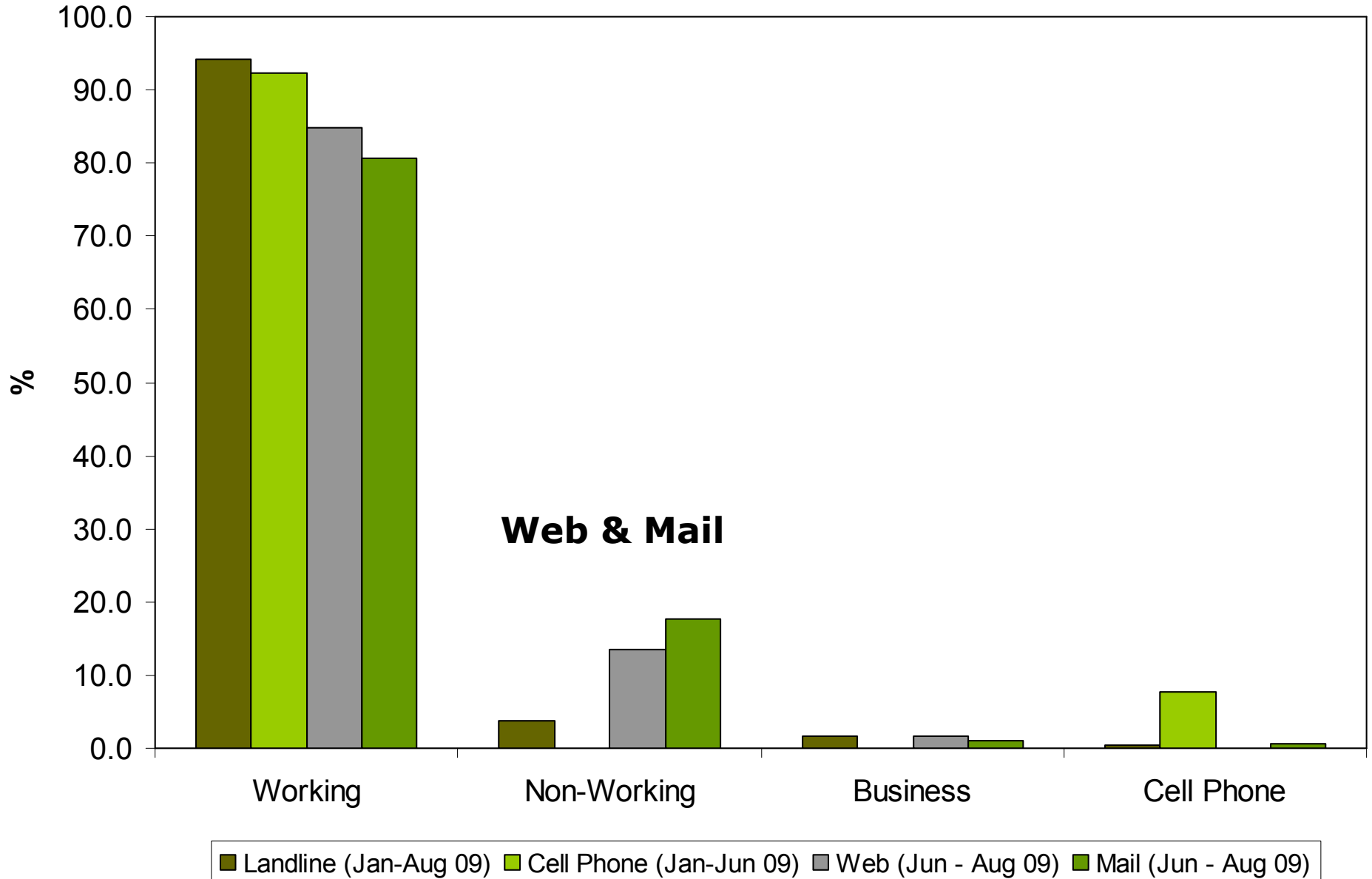
Gender Distribution by Type of Survey 2009 Texas BRFSS



Race/Ethnicity Distribution by Type of Survey 2009 Texas BRFSS



Precall Status Distribution by Type of Survey 2009 Texas BRFSS



Mail Interviews

- Working

- June: 83.3%
- July: 82.6%
- August: 75.5%

- Pre-screened non-working

- June: 14.6%
- July: 15.7%
- August: 23.4%

Top 4 Original Disposition Codes

Mail Survey

- Hang Up or Termination Unk Res (330) - **19.6%**
- Non-Working/Disconnected (450) - **16.7%**
- Telephone Answer Device Unk Res (345) - **12.9%**
- Refusal R Selected (220) - **10.8%**

Web Survey

- Hang Up or Termination Unk Res (330) - **22.0%**
- Telephone Answer Device Unk Res (345) - **16.9%**
- Non-Working/Disconnected (450) - **13.6%**
- Not Interviewed - R Selected (230) - **10.2%**

Questions to be answered...

- Knowing that we are not reaching the hard to reach groups by mail and web, should we continue using those modes?
- Should we just do mail surveys of those with non-working #s?
- Or is the trend that we are seeing just seasonal?

Questions?????

