



National Children's Study Enhanced Household Based Recruitment

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NCS Advisory Committee Meeting
19 April 2011

Enhanced Household Based Recruitment Group



- Centers

- Case Western Reserve University School of Medicine
- Maine Medical Center
- Saint Louis University School of Public Health
- University of Arizona
- University of California, San Diego/San Diego State University
- University of Hawai'i at Manoa John A. Burns School of Medicine
- University of Iowa
- University of Miami
- University of New Mexico
- University of Washington



Background



- Background
 - Subcontractors: NORC/Battelle at 7 sites
- FISMA & Authority to Operate
 - All our centers and subcontractors have ATO
- Enumeration staff in the field
 - Range is 12 (150 person hours/week) to 50 (800 person hours/week)
 - Some centers sending enumeration staff in pairs (e.g., male/female dyads for safety)
- 20 Formative Research projects



Operations



- Federated IRB Status
 - Tier 1 - 4 centers
 - Tier 2 – 1 center
 - Tier 3 – 3 centers
- Information system development
 - Case management
 - Custom system
 - DCAS
 - Sugar CRM
 - Subcontractor Proprietary system
 - Data collection
 - REDCap
 - DCAS
 - iForms
 - Subcontractor Proprietary system



Enhanced Household Recruitment



- Strategy of original Vanguard Centers
 - Door to door enumeration of all households in sampled neighborhoods
 - Pregnancy screening and consent performed in the home
- Enhancements
 - best practices of original Vanguard Centers
 - multi-sector, targeted community outreach
 - coordinated national and local media
 - unique local elements



Enhancements



- Media campaigns across radio & television
 - Media campaigns speaking to specific groups (e.g., Spanish radio)
 - Social Media (Facebook, Twitter, Utube)
- Incentive to local school districts or participants for enumerations completed



Enhancements



- Community engagement activities
 - Activities within specific segments
 - Give away items
 - Food
 - Community Advisory Boards
 - Medical community (birth hospitals & prenatal clinics)
 - Community events targeting difficult to reach populations
 - Educational outreach to ineligible community members



Enhancements Cinema spots



**Every generation learns
from its children.**

What will future generations learn from your child?

Valencia County
**THE NATIONAL
CHILDREN'S
STUDY**

nationalchildrensstudy.gov
925-8888



Enhancements Direct mail



Learn more about the study.

Valencia County was chosen to be part of the National Children's Study to study many issues affecting children's health. If you're pregnant, or could become pregnant, you have a rare opportunity to help improve the health of your children's children. All of your information will be kept confidential.

In a few weeks, community representatives will be knocking on doors in your neighborhood. For every house that opens its door, we'll donate \$5 to your school district. Please consider this important opportunity. It's your chance to join us.

Aprende más acerca de este estudio.

El condado de Valencia fue seleccionado para ser parte del Estudio Nacional de Niños para estudiar diversos asuntos que afectan la salud de los niños. Si estas embarazada, o planeas embarazarte, entonces tienes la oportunidad inusual para ayudar a mejorar la salud de los hijos de tus hijos. Toda tu información será guardada confidencialmente.

En unas semanas, representantes de la comunidad estarán tocando en las puertas del área donde vives. Por cada casa que abra la puerta, donaremos \$5 a la escuela de tu distrito. Por favor considera esta oportunidad importante. Es una ventaja poder unirse a este estudio.

nationalchildrensstudy.gov

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About
The National Children's Study will examine the effects of the environment, ...
[More](#)

National Children's Study San Diego

Like

Government Organization · San Diego, California



Welcome to the San Diego County Vanguard Location

Get Involved! Participating in the National Children's Study is a unique opportunity to be a part of a nationwide landmark health effort. The National Children's Study will examine important health issues to establish links between children's environments and their health. By tracking children's development from conception through infancy, childhood, and early adulthood, the Study hopes to determine what makes children healthy.



Enumeration and Recruitment



	OH	ME	MO	AZ	CA	HI	IA	FL	NM	WA
FI	11	36	22	16	40	19	50	12	14	35
Rollout *	Si	Si	Se	Se	O (4 Waves)	Se	Se	Se	Se	O (2 waves)
HH contacted	3800	16,450	6,000	2,100	3,700	4,800	-	1450	3,400	9,100
DUs enum'd	1050	13,850	1,250	400	2,100	800	6,950	650	600	3,200
P Screen complete	500	3,850	500	100	1,100	200	2,800	300	100	1,050
Consents	50	150	50	**	50	**	150	50	**	50
Births	+	+	+	+	+	+	+	+	-	+

- FI = Field Interviewers
- Rollout: Si=Simultaneous; Se=Sequential; O=Other
- NCS Rounding Rules were applied to participant data
- ** rounds to zero

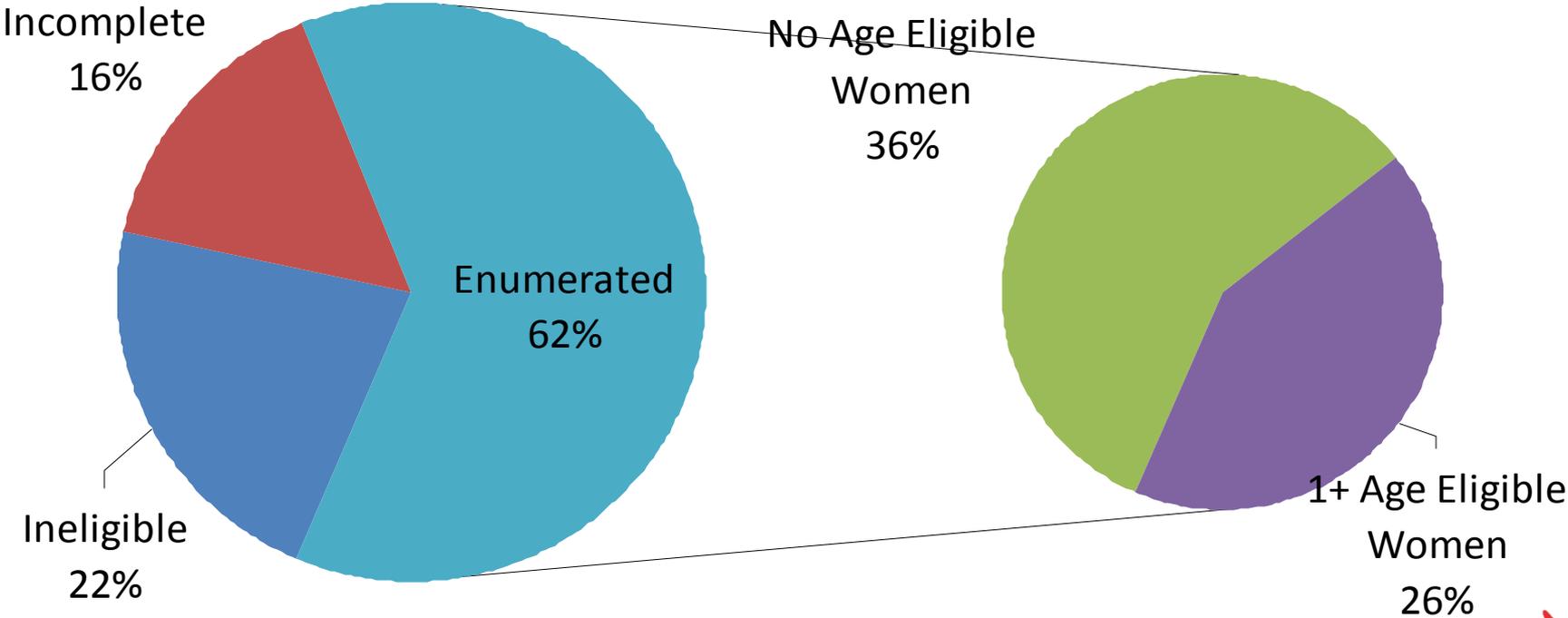




Yield from Enumeration

As of 4/5/2011

Dwelling Units

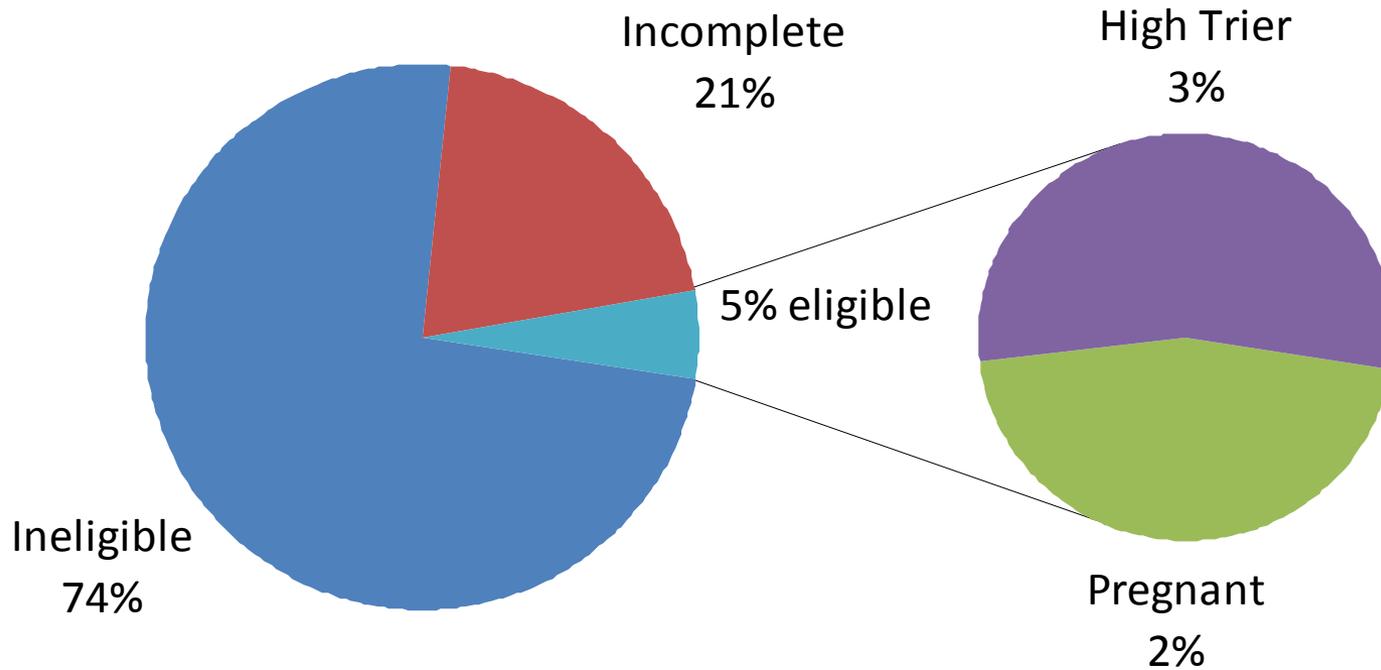


Yield from Pregnancy Screener

As of 4/5/2011



Women

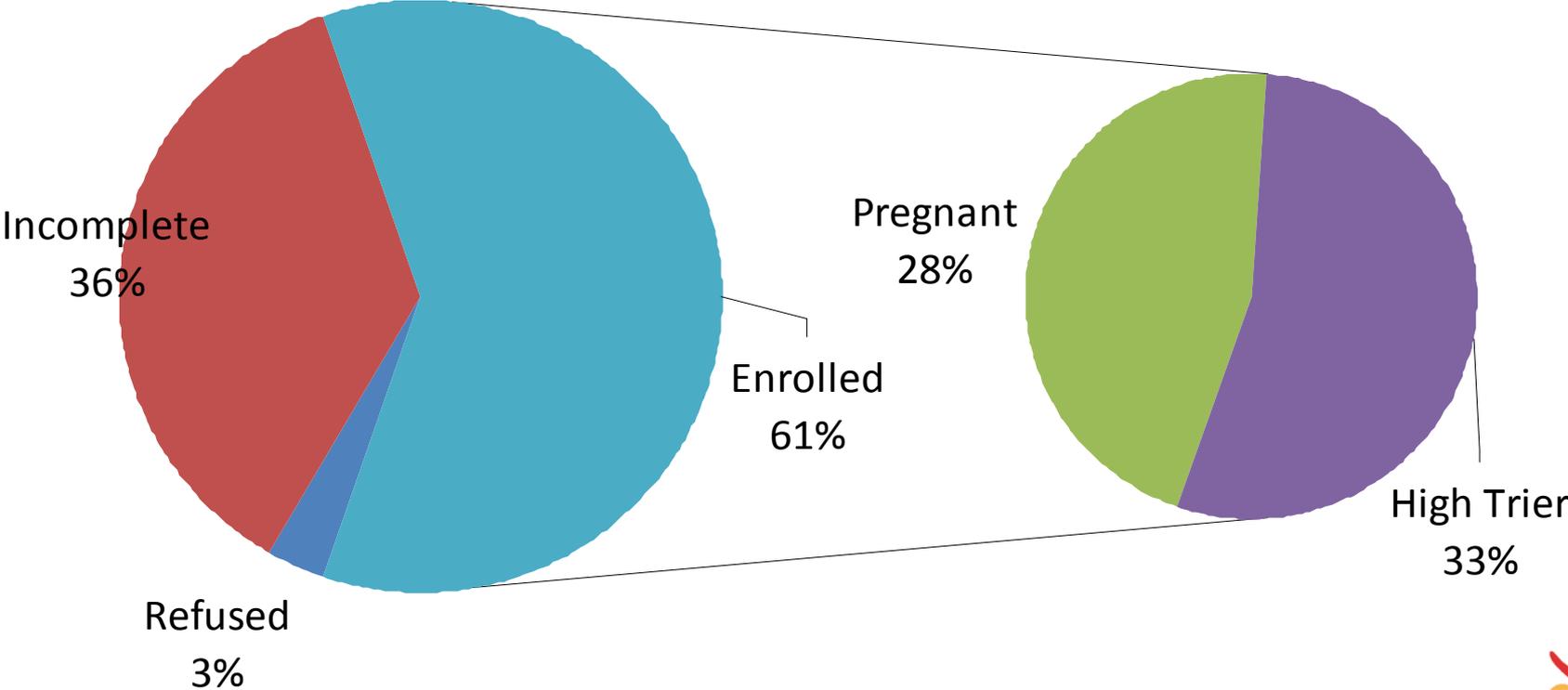




Yield from Consent Process

As of 4/5/2011

Women



Strengths



- Broad multifaceted community outreach can facilitate household recruitment
- Local adaptation enhances response
- Too early to compare simultaneous, wave and sequential enumeration strategies
- Presence of interviewers in community stimulates conversation
- Enumeration can be accomplished despite elections, holidays and winter weather



Areas for Improvement



- FISMA process more complex than we imagined
- Open source database development within a center
- Enumeration during winter months created unique problems
- Complexity of adding protocol elements every 90 days varies
 - federated IRB Tier
 - security plan revisions
 - data system modifications
 - Birth Hospital memoranda of understanding modifications
 - staff training
- Abrupt transition from enumeration to pregnancy screening
 - pregnancy screening involves very personal questions that some people find intrusive when asked by a stranger

