



Vanguard Study Recruitment and Enrollment Status

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NCS Federal Advisory Committee Meeting
21 October 2009

Study structure – Sampling



All Births
in the Nation

~4 million births in
3,141 counties

Sample of Study
Locations

105 Locations

Sample of Study
Segments

Selection of
neighborhoods

Study
Households

All or a sample of households
within neighborhoods

Study Women

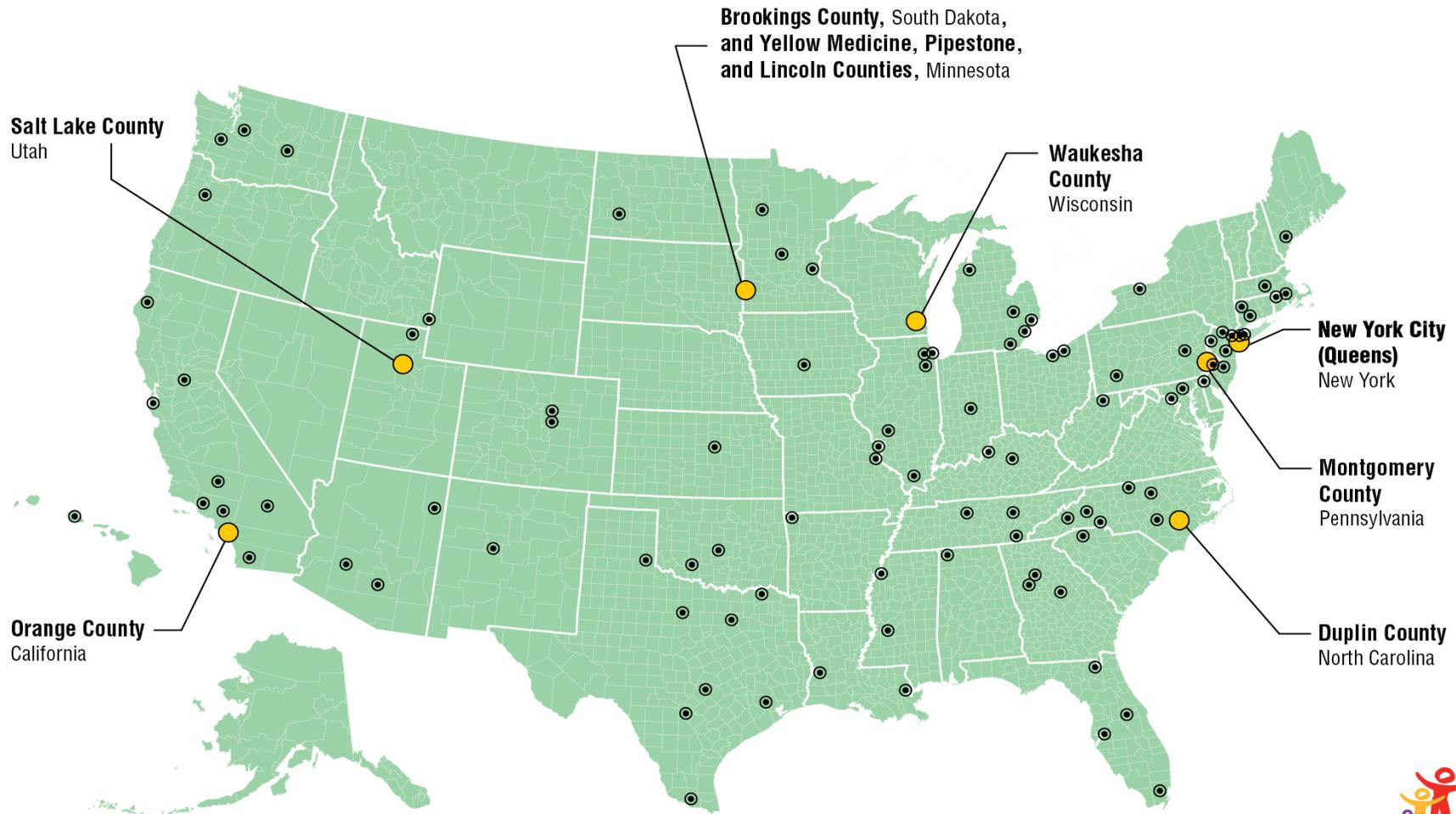
All eligible women in the
household

Children

All children born during
enrollment period



National Children's Study Vanguard Centers



Vanguard Centers (VC)



Group 1 – Began Data Collection in January

- University of North Carolina – Duplin County
- Mount Sinai School of Medicine –Queens

Group 2 – Began Data Collection April

- Children’s Hospital of Philadelphia – Montgomery County, PA
- South Dakota State – Four adjacent counties in Minnesota and South Dakota (BYPL)
- University of California, Irvine – Orange County, CA
- University of Utah – Salt Lake County, UT
- University of Wisconsin- Waukesha County, WI

Household-based Recruitment



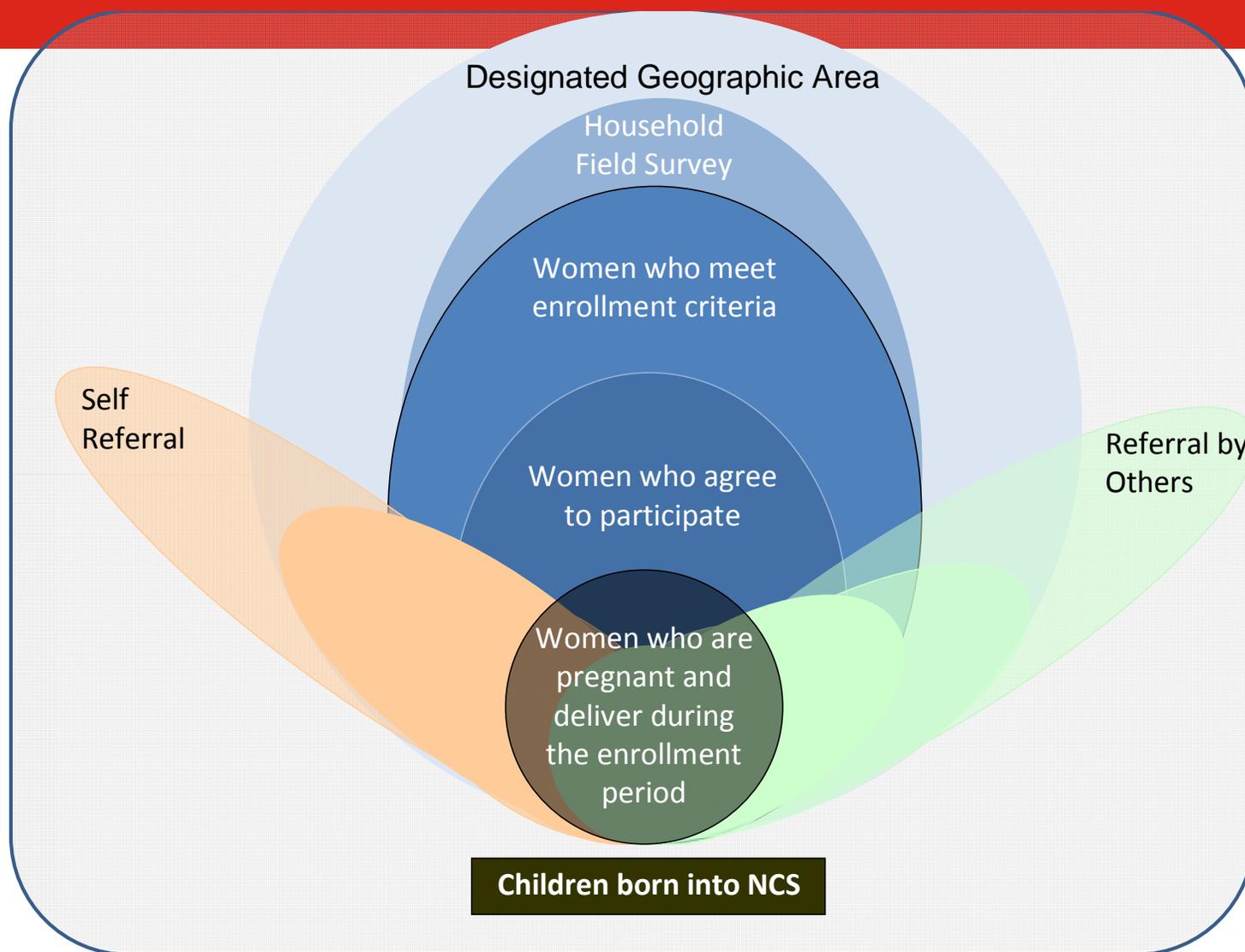
- Listed all households in the selected segments (~ 7,000-16,000 households per Vanguard Location)
- Knock on doors to enumerate residents of households
 - Identify if age-eligible women are in the household
 - Screen potentially eligible participants to identify pregnant-eligible women (if not pregnant, assign to follow-up groups based on pregnancy probability)
 - Obtain informed consent if pregnant-eligible (1st trimester)

Current Recruitment Status (Work in Progress as of 10/12/09)



Recruitment stage	Number of cases
Total Listed Dwelling Units/Households	83017
Household Enumeration Completed	55060
Pregnancy Screening Completed (Age-eligible)	21800
Pregnant Eligible Women (1 st trimester)	557
Consented/Enrolled Women	328
Birth	22

National Children's Study Enrollment



Preliminary look

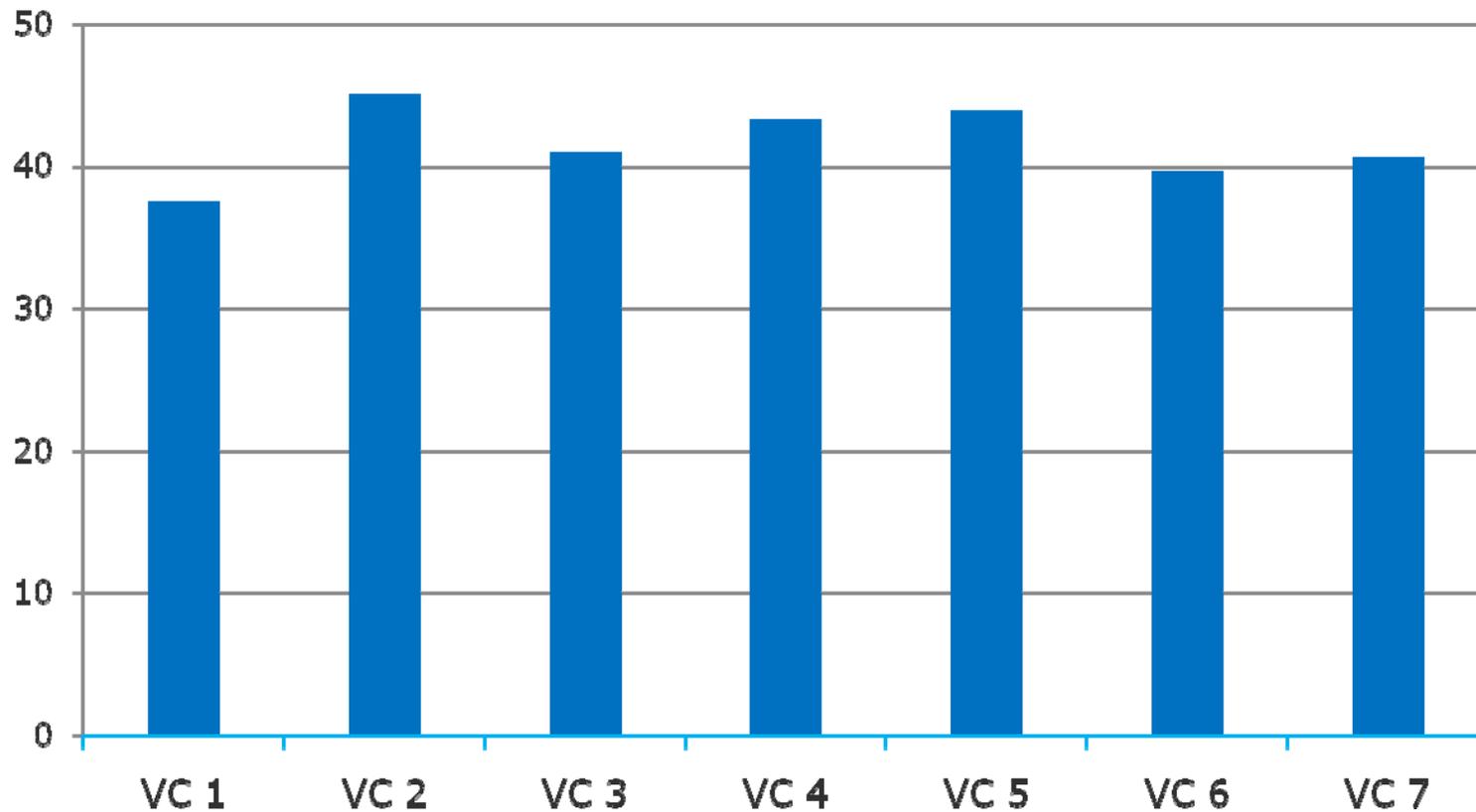


at the data from the field.....

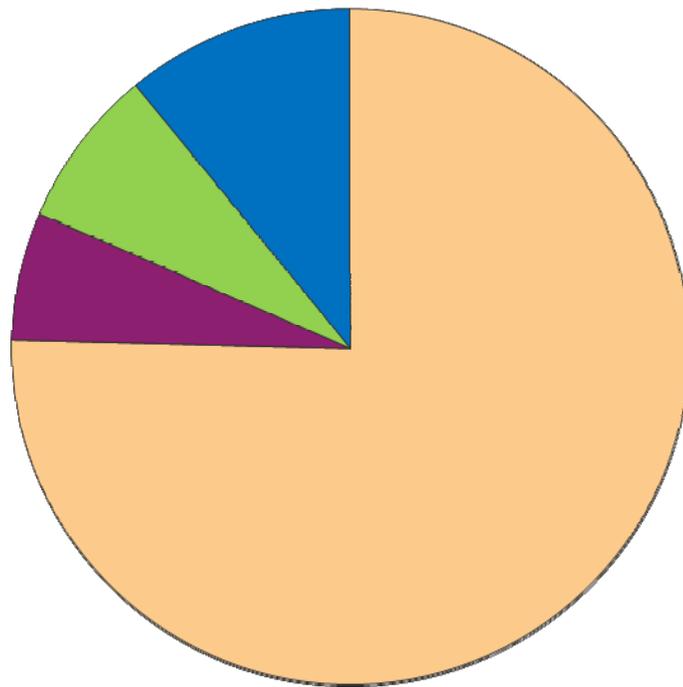
Percent of enumeration respondents who are male



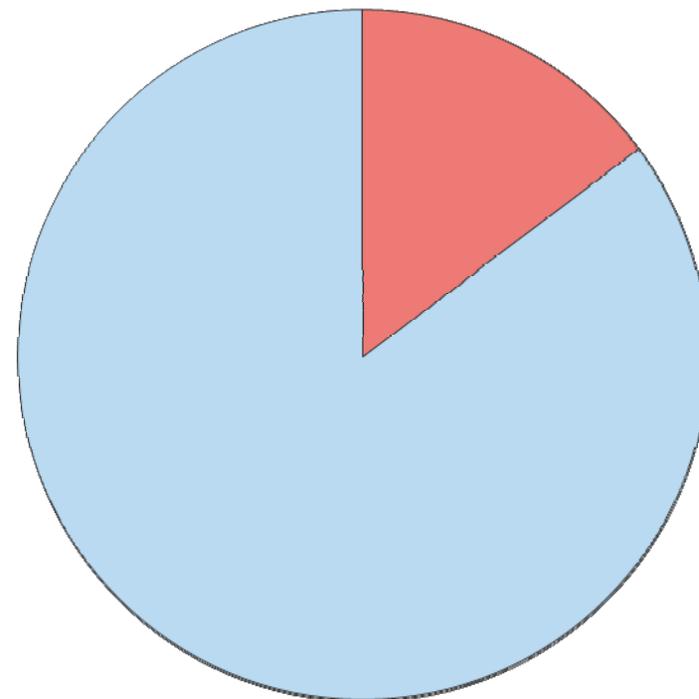
% male



Distribution of age-eligible women by race and ethnicity

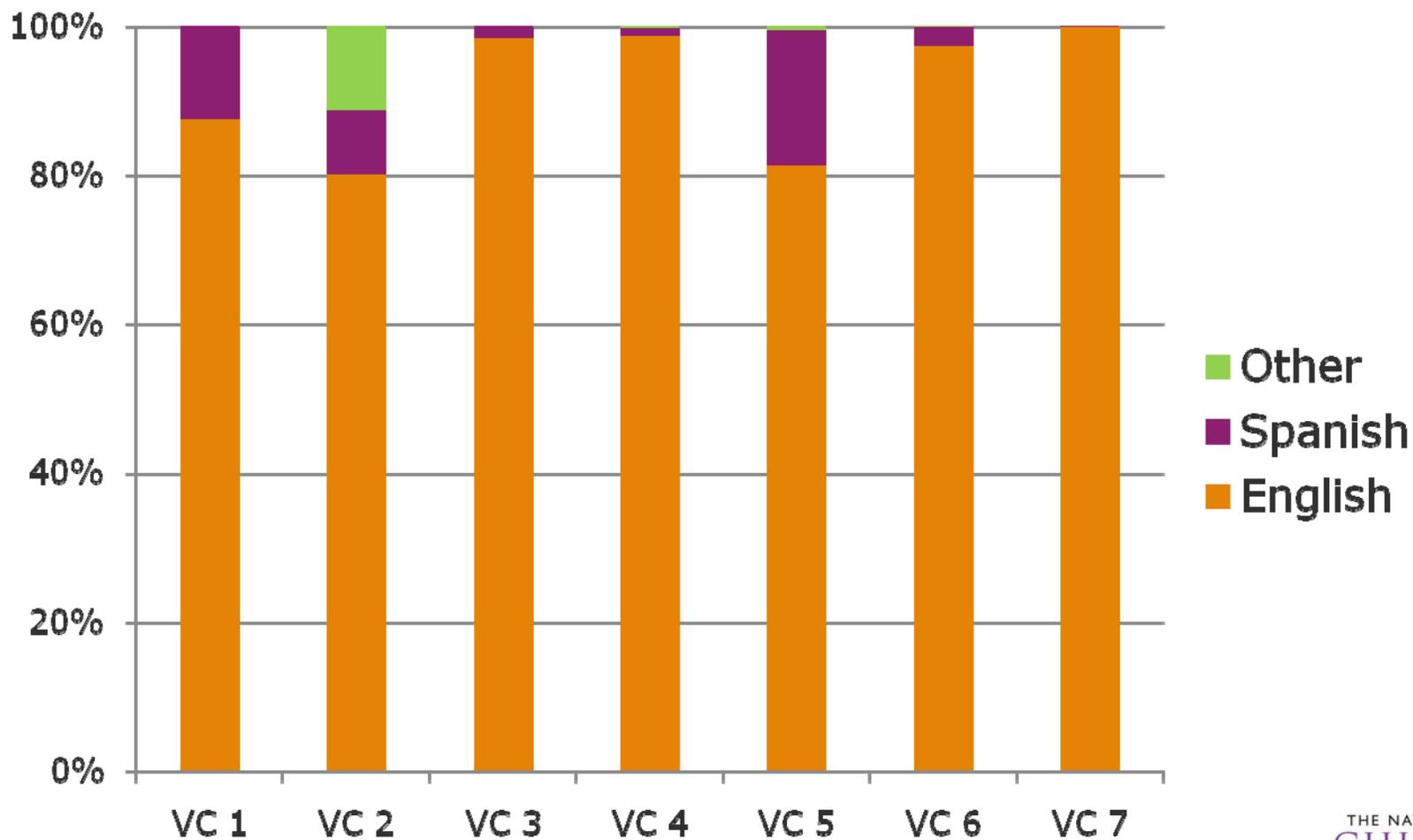


- White
- African American
- Asian
- Other

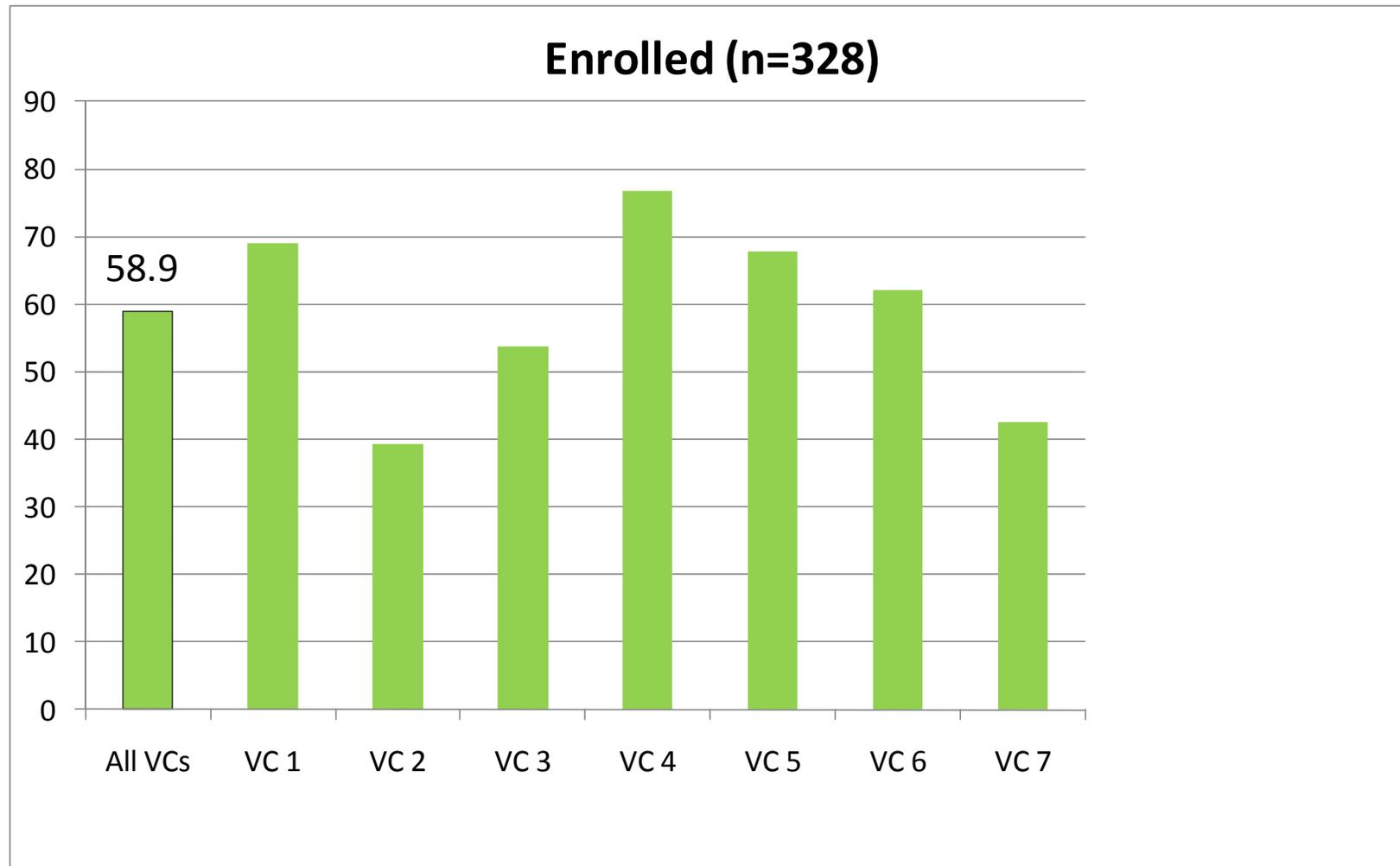
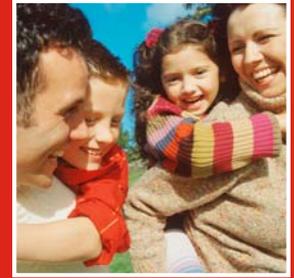


- Hispanic
- Non-Hispanic

Percent distribution of pregnancy screening interviews by language



Percent of pregnant-eligible women who consented to enroll by Vanguard Center (VC)

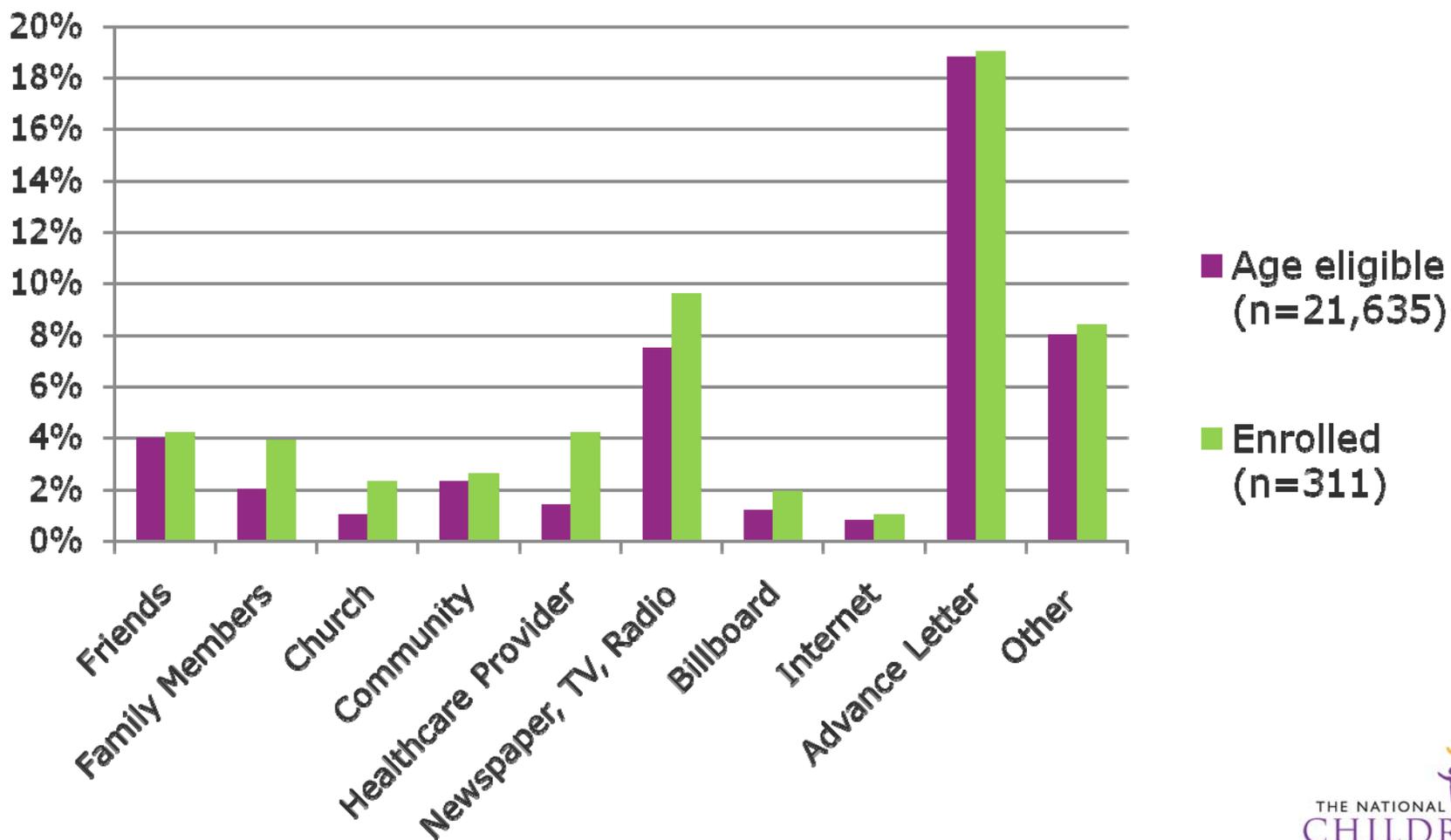


Outreach activities that may support recruitment

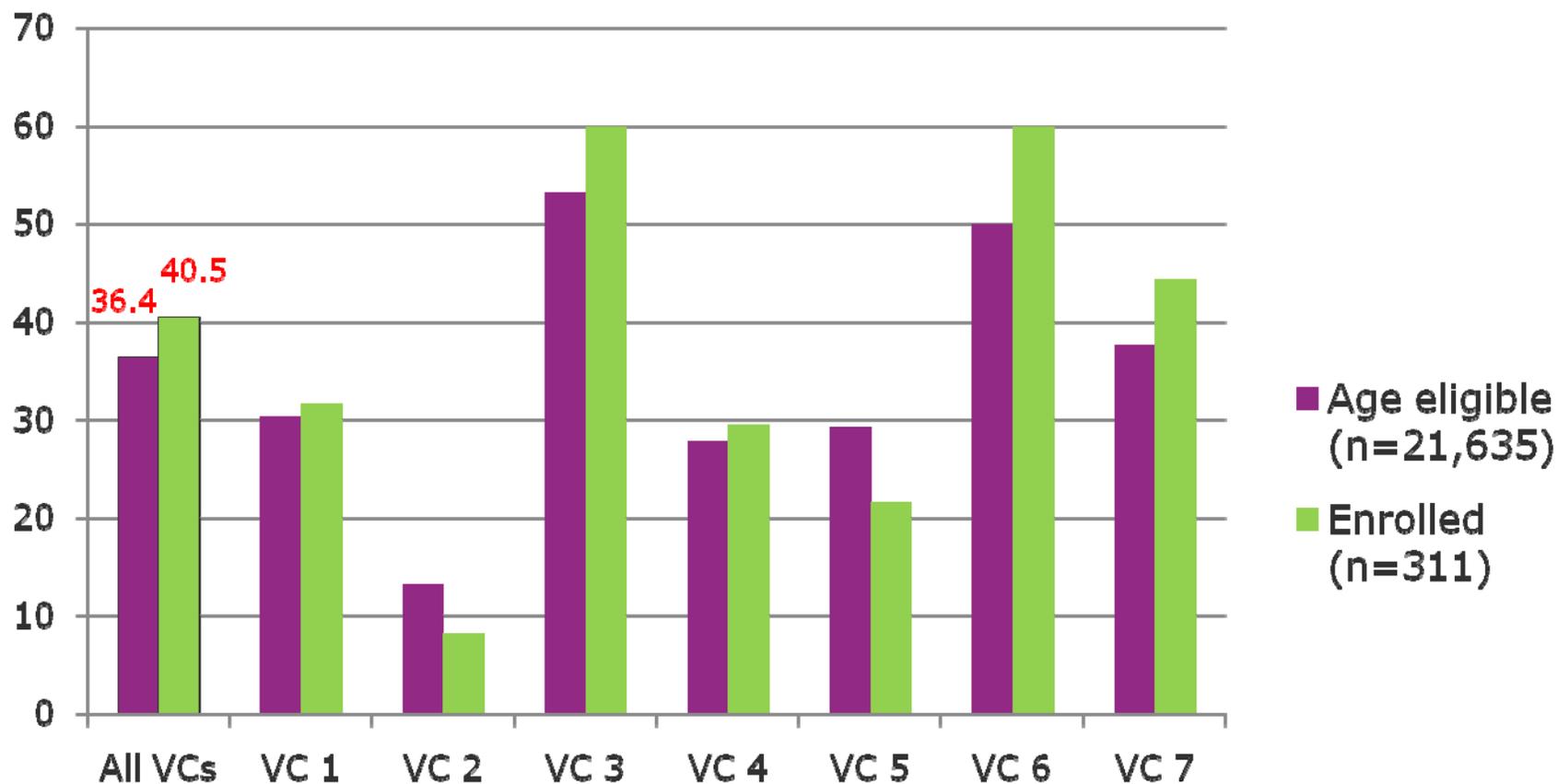


- Direct mail
- Paid media (TV radio print, outdoor)
- Earned media
- Event marketing
- Editorials/ advertorials
- Person to person communication
- Recruitment videos
- Internet advertising
- Social media
- Social networks

Percent who heard of NCS by source (All VCs)



Percent who heard of NCS among age-eligible and enrolled women



Summary



- More time is needed to evaluate success of recruitment because recruitment outcomes are time dependent
- Once women enroll, all data collection visits are being conducted as planned
- National and community-specific marketing and media outreach efforts are needed and being implemented to enhance recruitment
- Additional recruitment and enrollment efforts such as provider-based referral are underway to enhance study accrual