

## National Children's Study Research Day, NIH, August 24, 2011

### Abstract

**Title:**

Evaluating Continuous Tracking of Households for the National Children's Study in Wisconsin

**Names and Affiliations:**

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**Description of Research:**

The National Children's Study's (NCS) goals are to discover determinants of children's health and development. Each Study Center is responsible for identifying and recruiting childbearing women into the NCS from sampled geographic areas with the goal of contributing to a probability sample of births in the United States.

Continuous Tracking refers to the monitoring of residents that move in and out of the sampled geographic areas and any newly built or razed structures that may house or have housed residents. Our Study Center used two commercially available databases in addition to realty listings and newspapers to monitor both residents and housing structures to conduct continuous tracking in Waukesha County, Wisconsin. We used the Nielsen Claritas database to identify households within the sampled areas that appeared to have new women moving in, and monitored Valassis databases to identify newly constructed housing units in the areas, after the initial household enumeration was completed in 2010. We also monitored local newspapers and a realty sources to identify both new residents and newly constructed housing units within our sampled geographic areas.

The yield of these continuous tracking activities varied by data source. The percentage of cases from each data source that resulted in a newly consented and enrolled NCS participant was greatest for realty lists (4.5%), followed by newspapers (3.6%), and Nielsen Claritas (3.2%). The Valassis database did not contribute to newly consented and enrolled participants. These and other outcomes will be shared in this poster.