

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

Abstract

Title:

Randomized Trial to Evaluate a Locally Improvised National Children's Study Outreach Strategy in Waukesha County, Wisconsin: Impacts on Awareness of the Study and Completeness of Household Enumeration

Names and Affiliations:

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Description of Research:

Introduction

The NCS Wisconsin Study Center evaluated the effectiveness of a second-touch postcard as a strategy to improve community awareness of the NCS and completeness of household enumeration.

Methods

We designed an oversized postcard bearing NCS branding and key messages to serve as a "second-touch" outreach strategy following delivery of the standard NCS advance letter. The intent was to increase community recognition and awareness of the NCS prior to household enumeration and pregnancy screening, with the goal of increasing completeness of household enumeration. Eight of Waukesha County's 17 NCS segments were randomly assigned to receive the postcards, and the remaining nine segments served as controls. Outcomes evaluated within the first six weeks of data collection within each segment included: *% of targeted households completing enumeration* and *% of women completing pregnancy screening who reported being aware of the NCS*.

Results

Among 13,600 (rounded) targeted households in Waukesha County, enumeration was completed within six weeks for 67.7% of those receiving the second-touch postcard versus 60.7% of controls ($p < 0.001$). Among the initial 2,000 (rounded) women completing the pregnancy screener, 43.4% reported being aware of the NCS in households receiving the postcard versus 35.6% in control households ($p < 0.001$).

Conclusions

Use of the second-touch postcard was associated with significant increases in both the success of household enumeration and awareness of the NCS on the part of age-eligible women. Because of the randomized, controlled design of this study, the results provide solid evidence of the effectiveness of a targeted NCS community outreach strategy.

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It's here!

**We're in your neighborhood.
Learn more about the study!**

Enumeration Outcome by Postcard Status, row %			
Enumeration Outcome	Postcard		P-value (difference between proportions)
	No N=6900 (rounded)	Yes N=6700 (rounded)	
Complete	60.7	67.7	<0.0001
Any Refusal	7.5	7.2	0.5808
“Refusal”	7.5	5.8	0.0001
“Hard Refusal”	0	1.4	<0.0001
Other	31.8	25.1	<0.0001