

University of Hawai'i at Manoa Study Center

Using State Birth Data to Monitor Enumeration and Enrollment Success and Inform Fieldwork

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Introduction

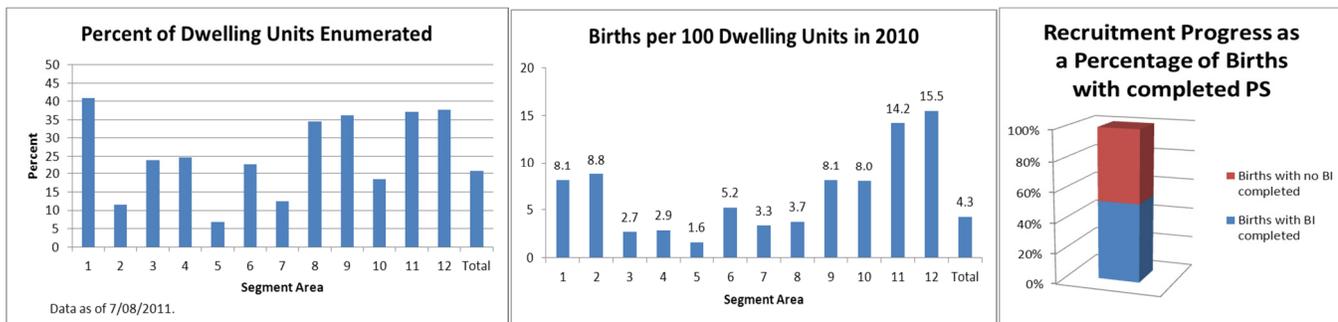
The National Children's Study depends on the accurate identification and recruitment of eligible women to answer study hypotheses. The University of Hawai'i Study Center partnered with the Department of Health (DOH) for current birth data to identify birth locations, analyze birth rates, and monitor recruitment and enrollment activities by segment.

Methods

Collaboration with DOH began prior to the segmentation process and required negotiation to achieve study goals. The most desirable collaborative framework was presented first and modified as needed to create a system that met both institutions' security plans and staff availability. Geocoding of birth addresses is complete for 2002-2010 and continues for 2011. Geocoded births are matched to dwelling units and analyzed by segment to monitor recruitment and tailor fieldwork activities.

Results

DOH supplies current birth address data on a weekly basis to Study Center staff who geocode the data and analyze births by segments. Real-time comparison provides accurate assessment of birth trends that would otherwise be obscured by data aggregated across time and segment. The analysis of birth data in real-time by segment allows for clearer guidance to fieldwork staff on segment characteristics so adjustments can be made to support enumeration and enrollment success.



Conclusions

Study Centers employ several strategies to gain cooperation with essential partners. Partnerships are necessary to inform study leadership and monitor fieldwork expectations. Complete, current, and accurate birth data by segment allow for tailoring fieldwork activities to each segment to maximize enumeration and enrollment of age-eligible women and monitor post-enrollment visits.