

NCS Recruitment Results by Mode of Initial Contact: In-Person (Salt Lake County, Utah) or by Mail or Phone (Cache County, Utah)

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Background

The NCS Vanguard Center (VC) recruitment strategies contact potential participants through different modes. Recruitment results may be difficult to compare across strategies. We propose "yield" per thousand dwelling units (DUs) as a useful metric and present results from two counties using different strategies.

Methods

In Salt Lake County, households were approached in-person, at the doorstep, for enumeration, pregnancy screening and informed consent (EPSC). In Cache County, residents were contacted through community outreach, media, and paper mail for the "Hi-Lo" strategy; women in Cache County had the option of completing a mailed, paper pregnancy screener or of responding to screening questions by telephone.

Results

The yield of age-eligible women screened by mode was highest for in-person (565 per 1000 DUs), followed by mail (107 per 1000 DUs), followed by telephone (23 per 1000 DUs). The proportion of screened women who were pregnant or trying to become pregnant had a reverse trend by mode, i.e. highest among women contacted by telephone (51.3%), lower for mail (14.5%), followed by in-person (9.6%). The number of women consented per 1000 DUs was about twice as high for EPSC compared to Hi-Lo.

Conclusions

EPSC resulted in more age-eligible women screened and more women consented per 1000 DUs than Hi-Lo. Within the Hi-Lo strategy, more women chose to fill out a paper screener rather than to call the study office. The mode that required the highest level of initiative on the part of respondents, telephone, yielded the highest proportion eligible for the study.

Table 1. Screening and Consent Response per Thousand Dwelling Units from Three Modes of Pregnancy Screening, Salt Lake County and Cache County, Utah

	Salt Lake, EPSC		Cache, Hi-Lo					
	In-Person		Telephone		Mail		Total for Hi-Lo	
	Yield / 1000 DU*	%						
Completed Initial Pregnancy Screener**	565		23		107		130	
Pregnant	44	7.7	8	32.8	8	7.0	15	11.6
Trying	11	1.9	4	18.5	8	7.5	12	9.5
Follow-up ***	397	70.3	9	38.0	69	64.7	78	60.0
Not able to become pregnant	113	20.1	2	10.6	22	20.8	25	19.0
Eligible for Consent****	na		11.5		12.7		24.1	
Consented	36		9.3	80.8	9.3	73.3	18.5	76.8

* Count of women in this row category, divided by total number of eligible DU's X 1000.

** Age-eligible women residing within study segments completing a pregnancy screener.

*** Age-eligible women, not currently pregnant or trying, but medically able to become pregnant, who will be contacted for follow-up pregnancy screening.

**** For Cache county, this row describes consent to "Hi."

na: Comparable metric not available at time of abstract submission

Table 2. Before today, had you heard about the National Children's Study? (Cache County, Utah)

	n	%
No	*	24.8
Yes, from advanced letter only	*	8.8
Yes, from outreach *	*	66.3
Total		100.0

* Among age-eligible women residing in segments who completed pregnancy screener.

** Counts suppressed pending disclosure review

*** If mentioned any other source besides advanced letter