



Comparison of Completion Rates between Post-Natal Telephone and In-Person Data Collection Events Salt Lake County, UT

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Background



- Various data collection modes
 - telephone administered questionnaires
 - hospital/clinic data collection
 - in-person home visits
 - interviewer and self administered questionnaires
 - anthropometric measures
 - biological, environmental samples and assessments
- Legacy vs. Light Touch protocols
 - Legacy (4/2009 - 9/2010)
 - longer interviews, anthropometric measures
 - biological and environmental sample collections
 - Light Touch (10/2010 – 7/2011)
 - shorter interviews, no sample collections



Background, continued



- Operational differences between telephone and in-person events (Table 1)
- Protocols changed, data collection methods remained consistent
- To inform main study, important to assess methods resulting in higher completion rates
- Review differences in mode and completion outcomes at 4 post-natal time points
 - telephone 3 and 9 month (PN3, PN9)
 - in-person 6 and 12 month (PN6, PN12)



Operational Differences



Table 1	Telephone Collection Events	In-Person Collection Events
Contact Window Length	<p>PN3: 60 days (Child age 61 - 120 days)</p> <p>PN9: 90 days (Child age 211 - 300 days)</p>	<p>PN6: 90 days (Child age 5 – 8 mo.)</p> <p>PN12: 120 days (Child age 11 – 15 mo.)</p>
Length of Data Collection Event	<p>PN3 and PN9:</p> <p>Legacy: ~30–45 min</p> <p>Light Touch: ~10–20 min</p>	<p>PN6 and PN12:</p> <p>Legacy: ~3 hours</p> <p>Light Touch: ~1 hour</p>
Incentive	None	<p>PN6 and PN12:</p> <p>Legacy: \$100.00</p> <p>Light Touch: \$25.00</p>
Scheduling/ Contact Procedures	Up to 10 attempts Variable Modes: Telephone, E-mail (1 only)	No proscribed limit Variable Modes: Telephone, E-mail, Letter, In-person



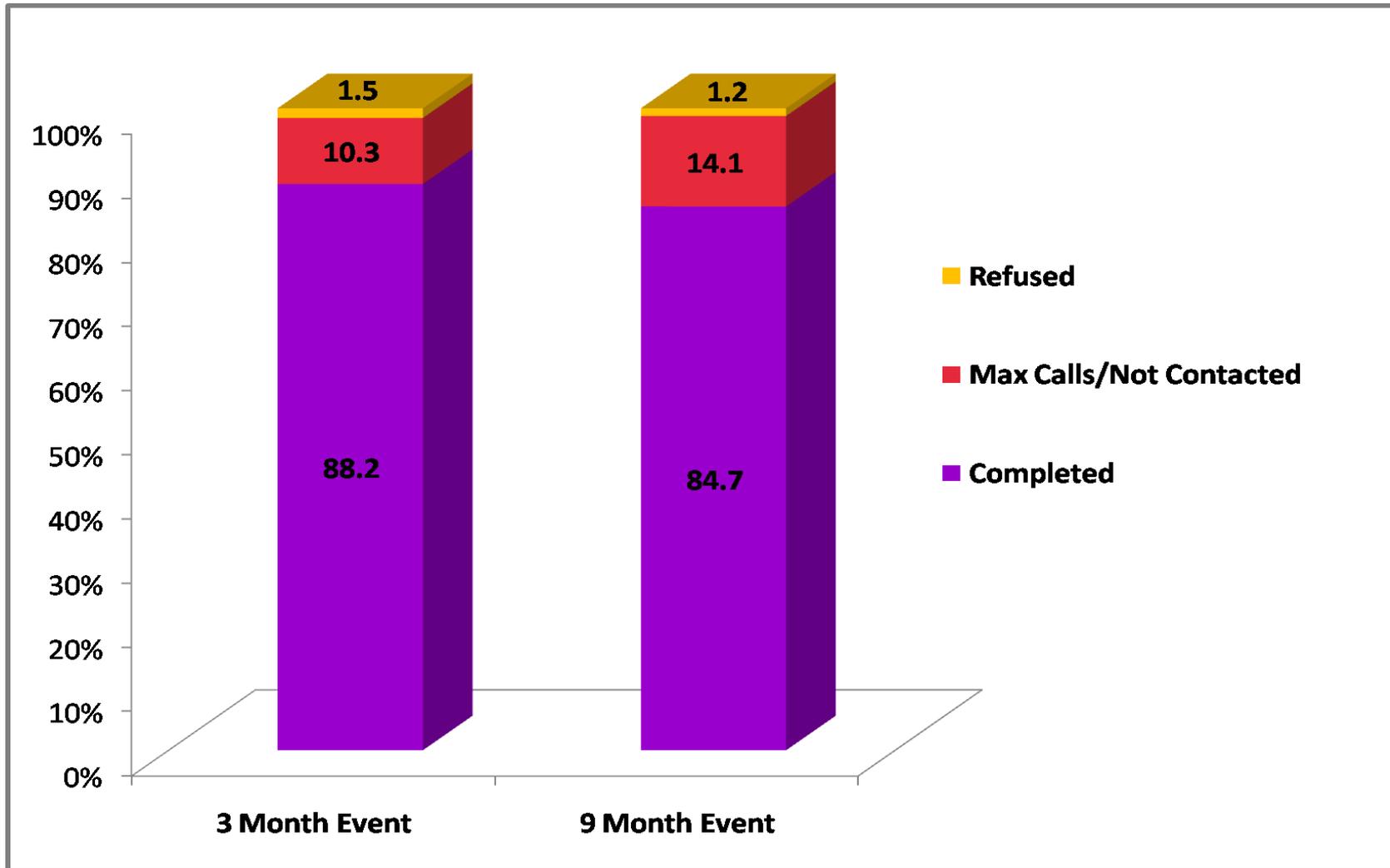
Methods



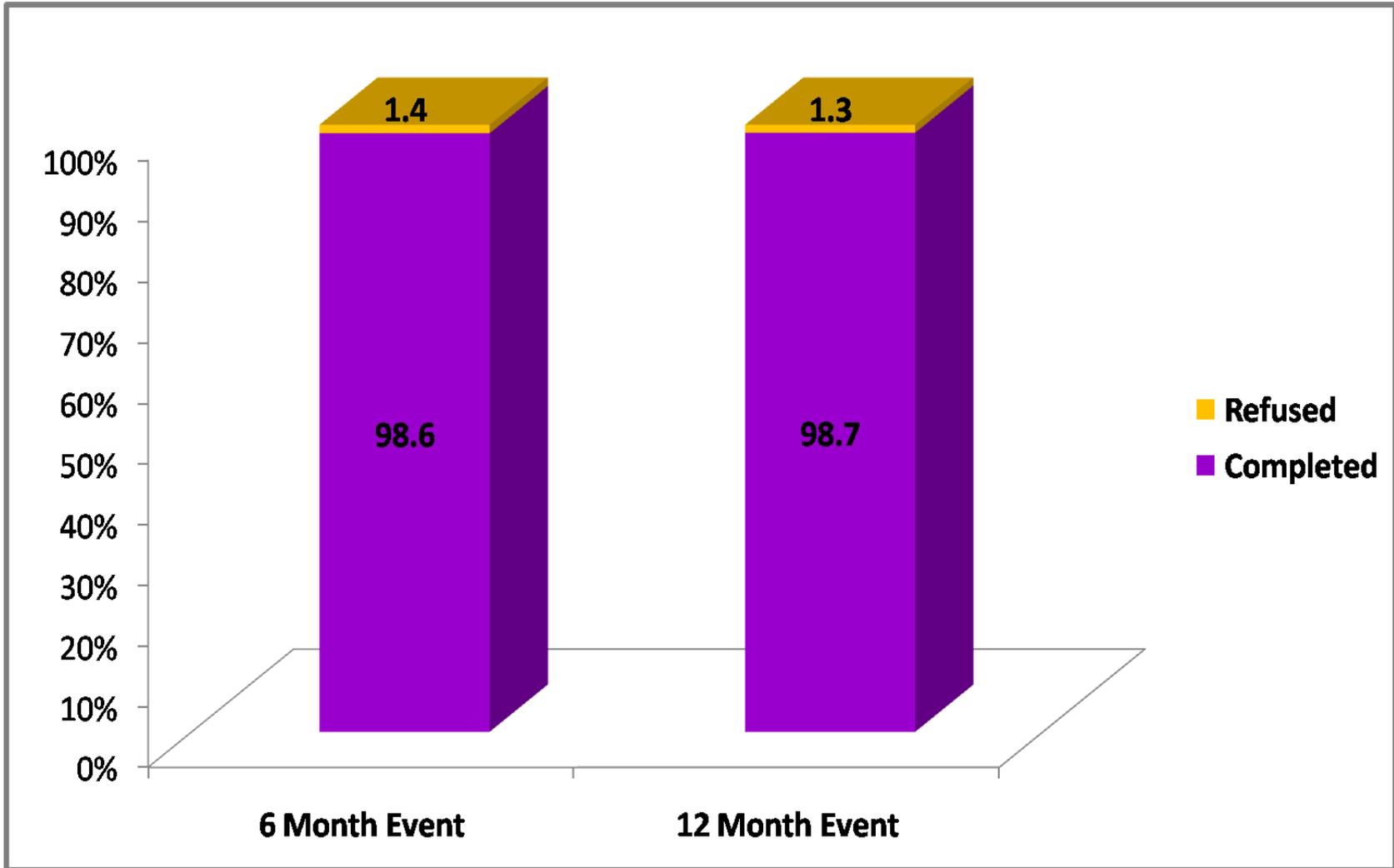
- Combined Legacy and Light Touch Post-natal data collection events
 - Data from 4/2009-07/2011 included in analysis
 - Telephone Post-natal 3 mo (PN3) and 9 mo (PN9)
 - ~ 200 events
 - In-person Post-natal 6 mo (PN6) and 12 mo (PN12)
 - ~ 200 events
 - Completion Rates = Completed/Eligible Events
 - Completed = completed & partially completed
 - Eligible Events = system generated in appropriate window
 - Few study withdrawals, none in post-natal windows



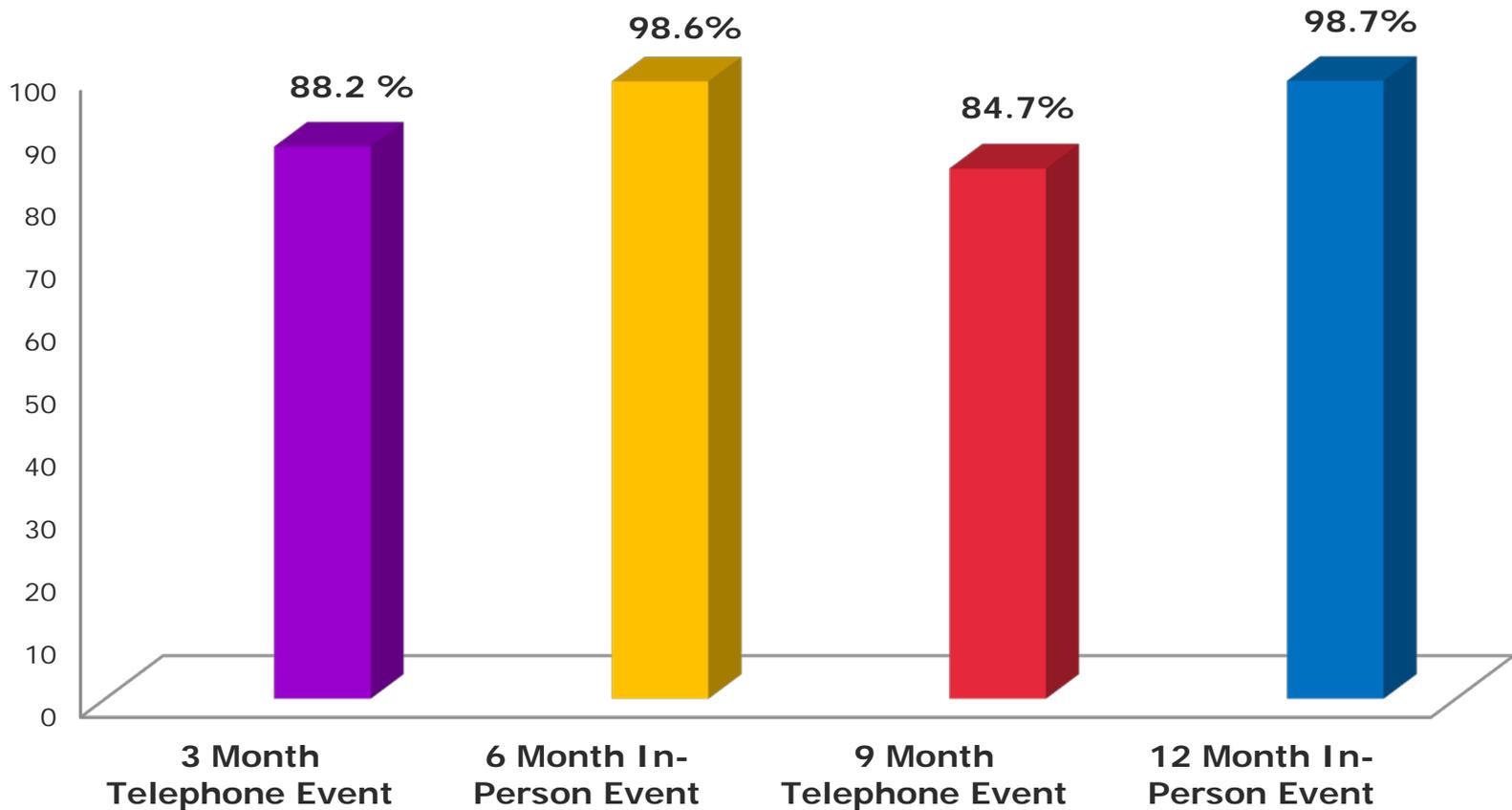
Results Telephone Events



Results In-Person Events



Results Completion Rates



Conclusion



- Greater percentage of in-person events completed compared to telephone events
- Despite greater respondent burden, in-person visits had higher completion rates
- Face-to-face contact may enhance Study bonding
- Bonding may carry across other modes of data collection and influence retention
 - Post-natal events alternate modes (telephone/in-person)



Conclusion, continued



- Phase II introduces incentives and pre-notification letters for telephone events
- Research literature suggests these strategies enhance response rates
- Important to monitor factors influencing completion rates



Conclusion, continued



- Implement effective data collection methods consistent with;
 - local/national feasibility
 - acceptability
 - cost efficiencies
- Vital to identify operational elements that promote;
 - successful data collection
 - participant retention
- Birth cohort spans two decades



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Questions

