

IMPROVING THE HEALTH
OF AMERICA'S CHILDREN



Hi/Lo CoIN

Hi/Lo Recruitment Schema Overview

Federal Advisory Committee Meeting

Tuesday, April 19, 2011

Bethesda, MD

Pat McGovern, Neal Halfon,

Joslyn Levy, Lynette Lau Schumann, Lloyd Provost

and the 10 Hi/Lo Study Centers

Agenda



- **What is Hi/Lo?**
 - **Role of the CoIN**
- **How is Hi/Lo being implemented?**
- **What are the results from Hi/Lo?**
 - **Outreach and engagement**
 - **Screening and Enrollment**
- **What are our challenges?**
- **What are our opportunities and strengths?**

What is Hi/Lo?



- ***Direct to Public and Potential Participants***
 - **Create community awareness and support**
 - **Create a favorable view of the NCS**
 - **Engage key stakeholders**
 - **Community**
 - **Potential participants**
 - **Health care providers**
 - **Create a “buzz” by time of the advance letter**

Purpose of Hi/Lo Intensity Recruitment Schema



- *Inform the Main Study of the optimal size of the secondary sampling unit (SSU) to yield sufficient numbers of Study-eligible pregnant women to meet NCS Program goals*

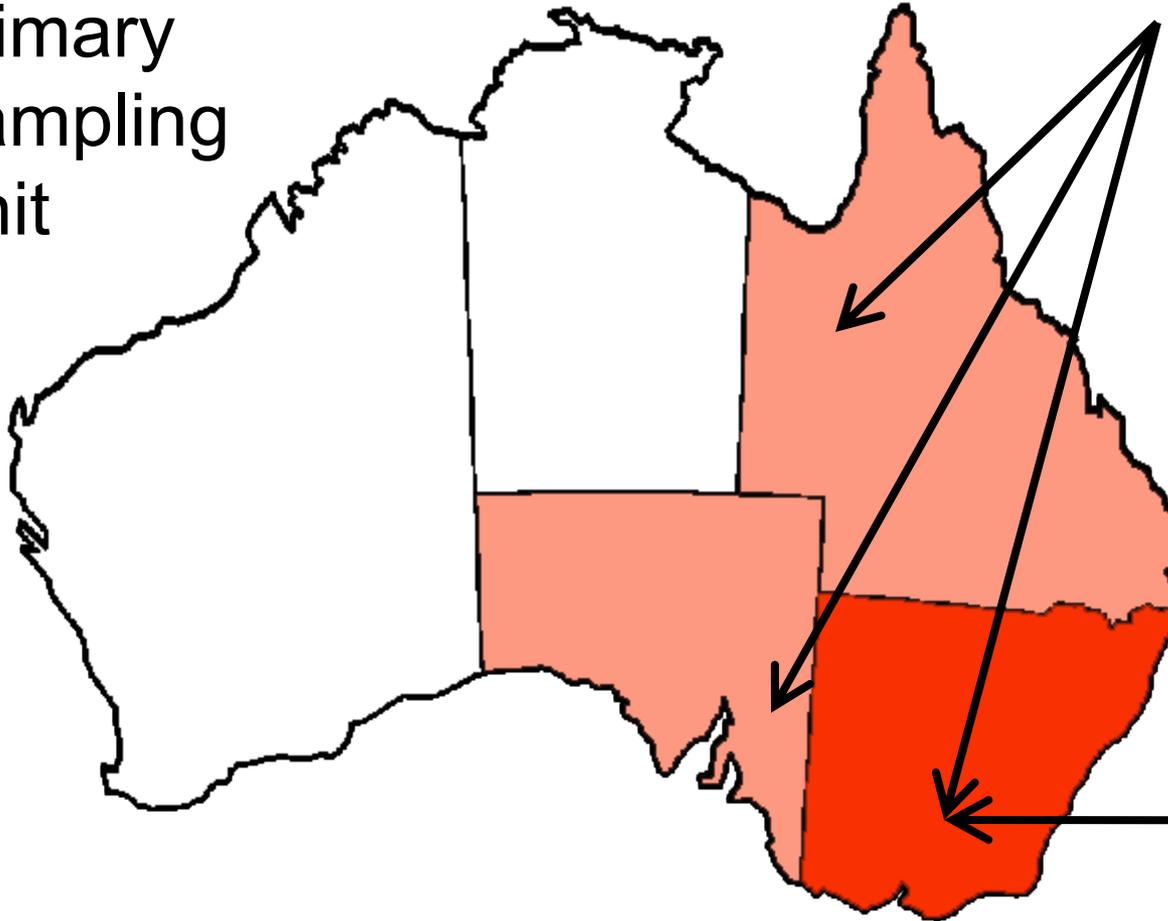
(Recruitment Schema, 5/25/10)

- **Strategy involves creating a larger pool of participants and varying the intensity of participation**
 - **Intensity refers to:**
 - **Type of data collection**
 - **Venue for interactions with participants**

What is Hi/Lo?



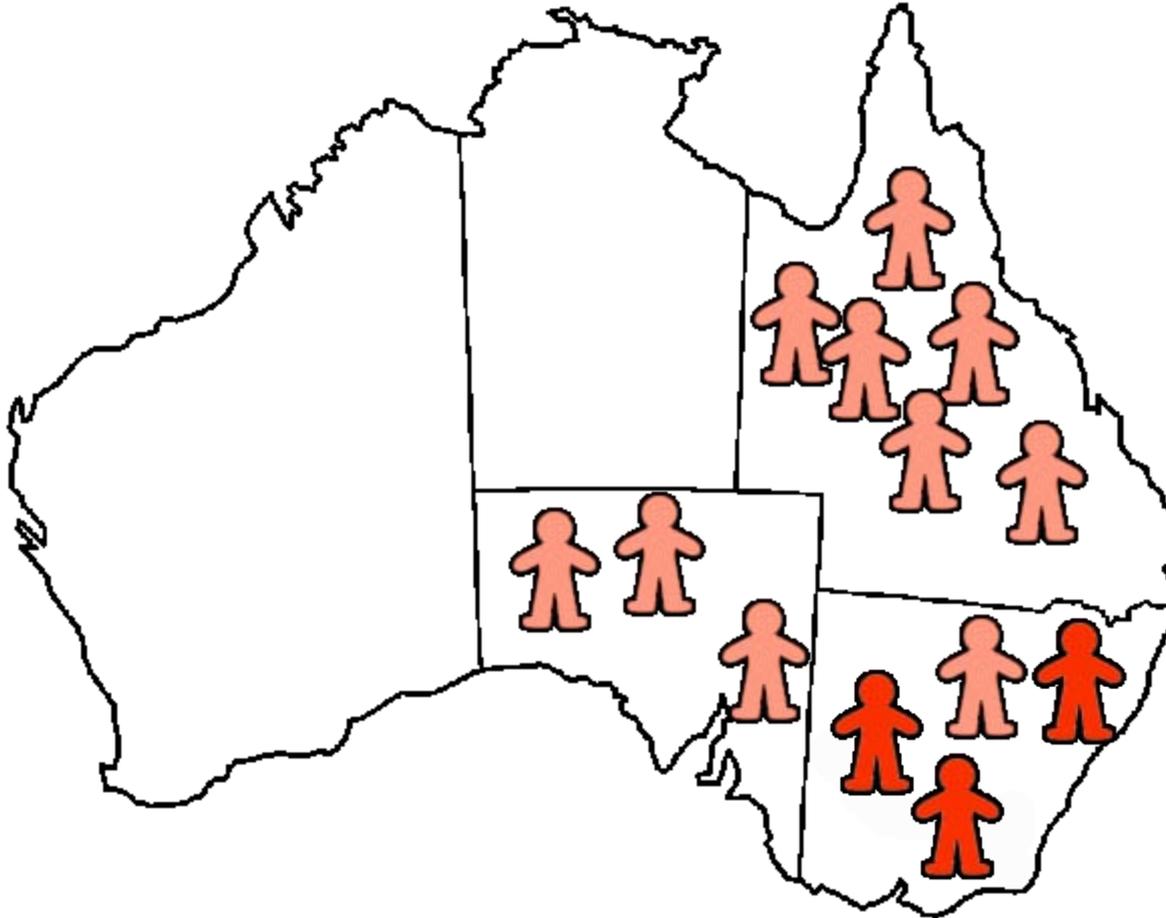
Primary
Sampling
Unit



Secondary
Sampling
Unit (Lo+Hi)
Original Expectation:
250 births/year

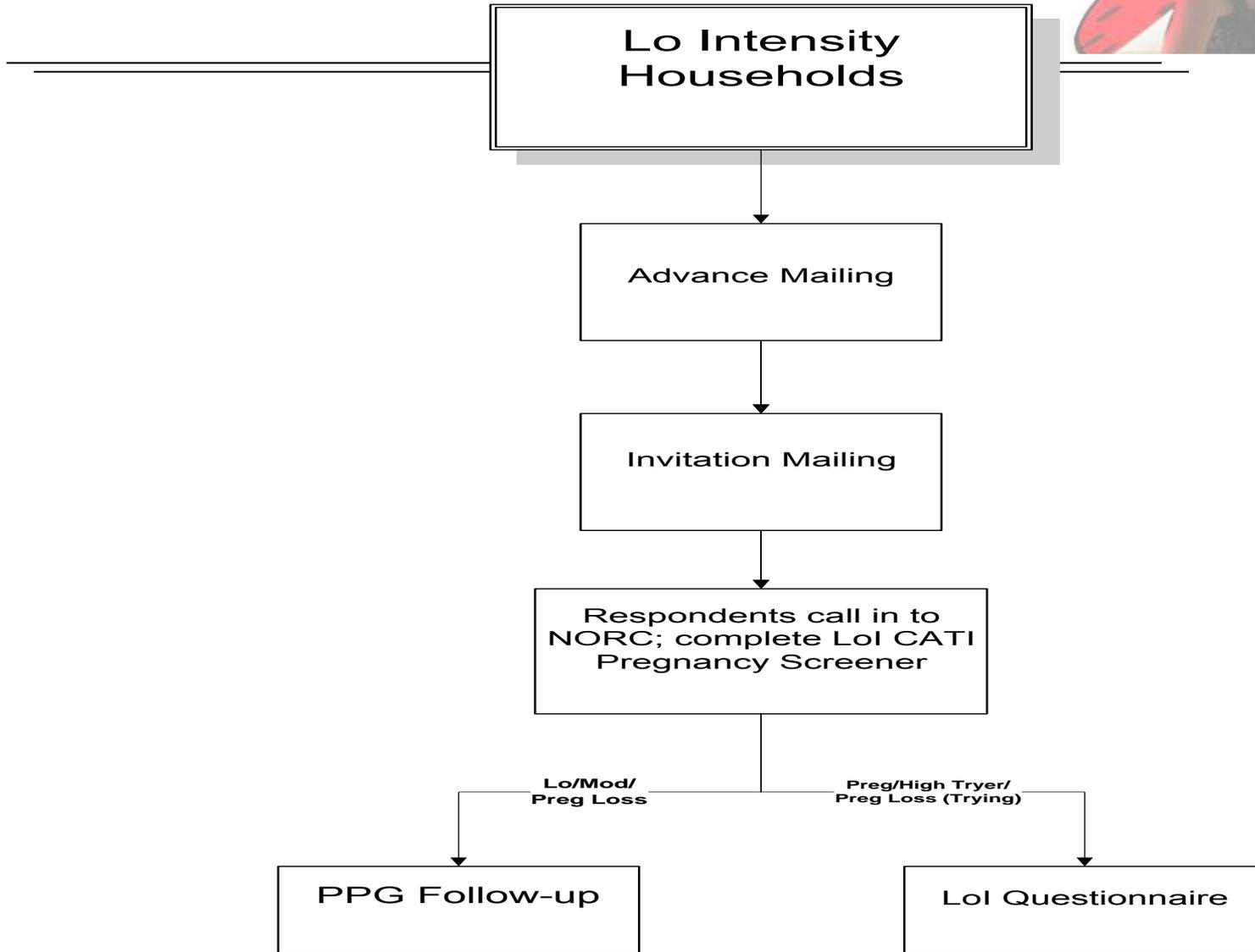
Tertiary
Sampling
Unit (Hi only)

What is Hi/Lo?

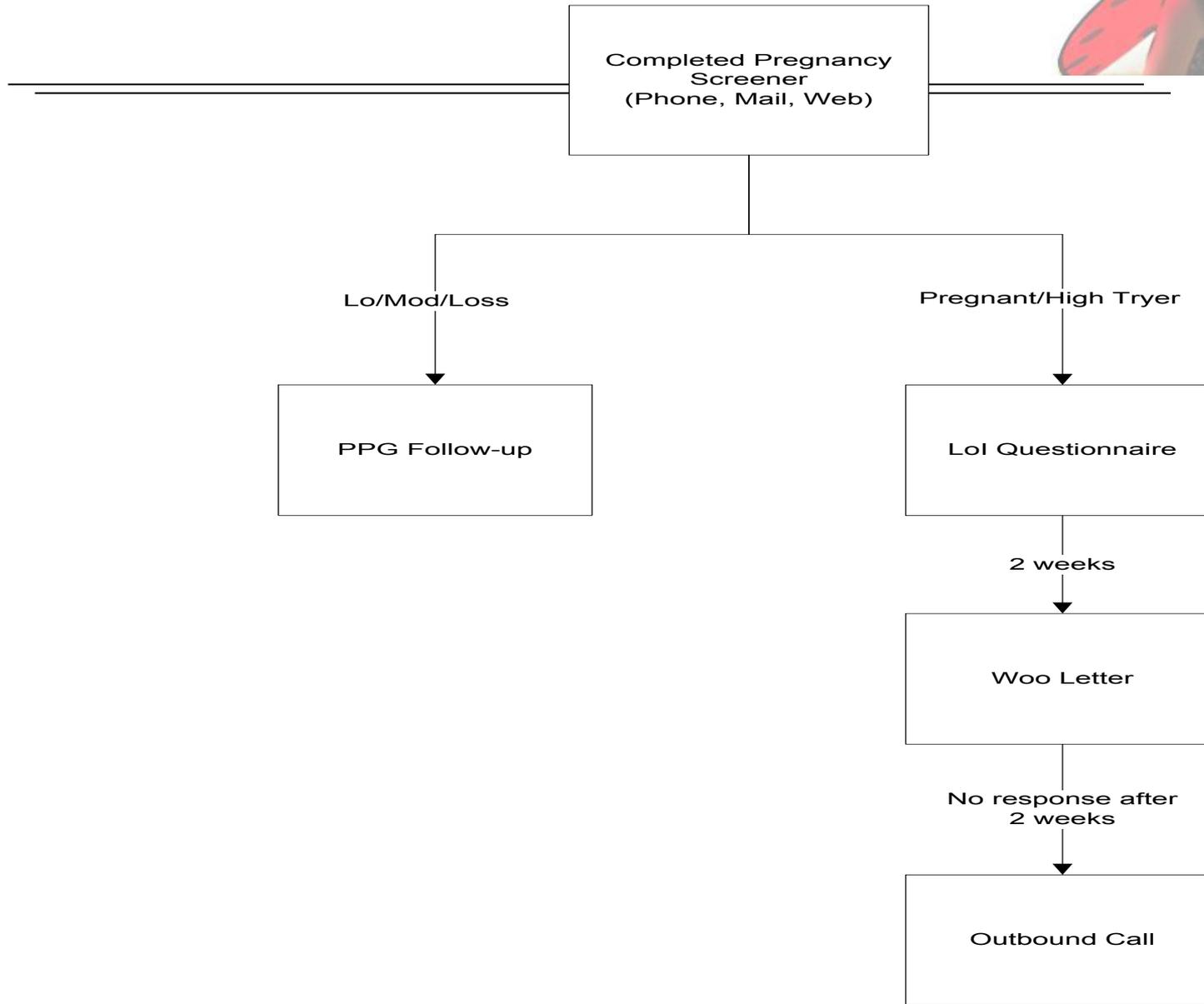


- 1. Enroll everyone in Low-Intensity**
- 2. Convert women in TSU from Low to High Intensity**

Hi/Lo Recruitment Ramsey County Current Process Flow



Process Flow, Conversion to Hi



Hi/Lo Study Centers & the Collaborative Improvement Network (CoIN)



Purpose of CoIN:

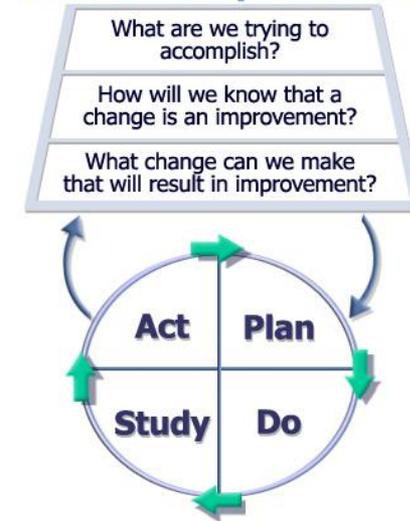
- **Improve enrollment outcomes**
- **Accelerate improvement**
 - **Shared learning, problem solving, and stealing ideas**
- **Optimize implementation**
 - **Using a structured learning system to test and document learning**
 - **Testing theories of how to make work more effective and efficient**

CoIN Learning Sessions (1)

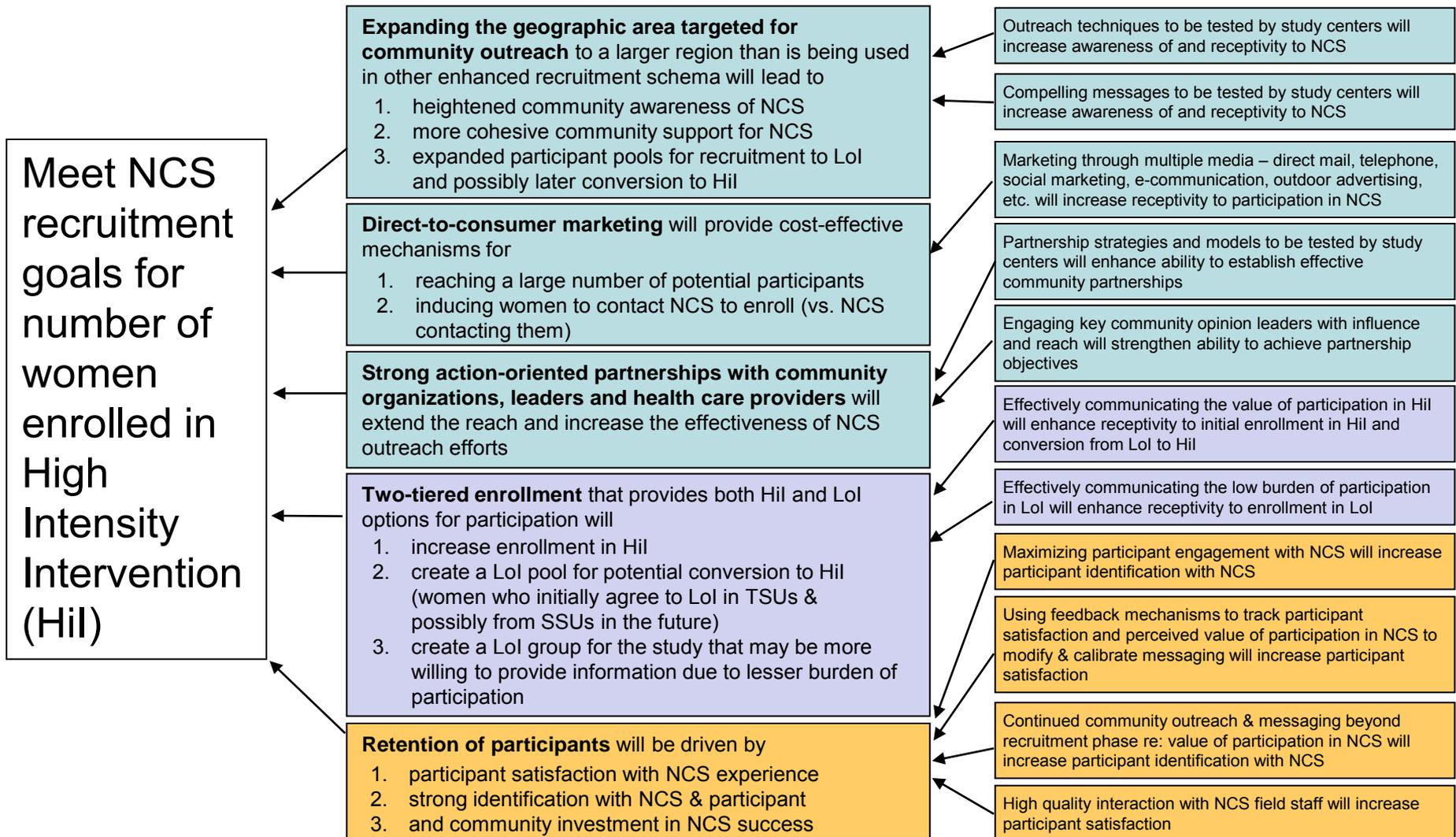


- **Learn about Model for Improvement and structured learning system (PDSAs)**
- **Create matrix of HiLo goals, metrics & strategies**
 - Outreach & Engagement
 - Enrollment
 - Conversion
 - Data Collection
- **Identify**
 - Goals & key messages
 - Metrics
 - Strategies (who, what, how)
- **Refine Study Design Process Flow Figures**

Model for Improvement



NCS Hi/Lo Driver Diagram



CoIN Learning Sessions 2 & 3



- **Refined/updated knowledge of SC strategies (storyboards)**
- **Collaborative work on new problems (orchestrated PDSAs)**

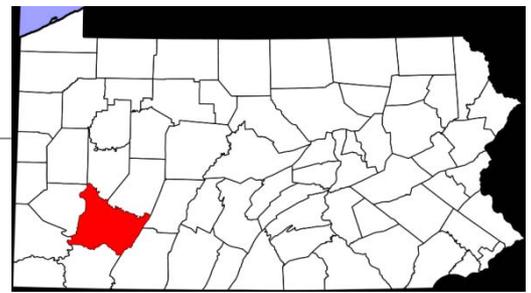
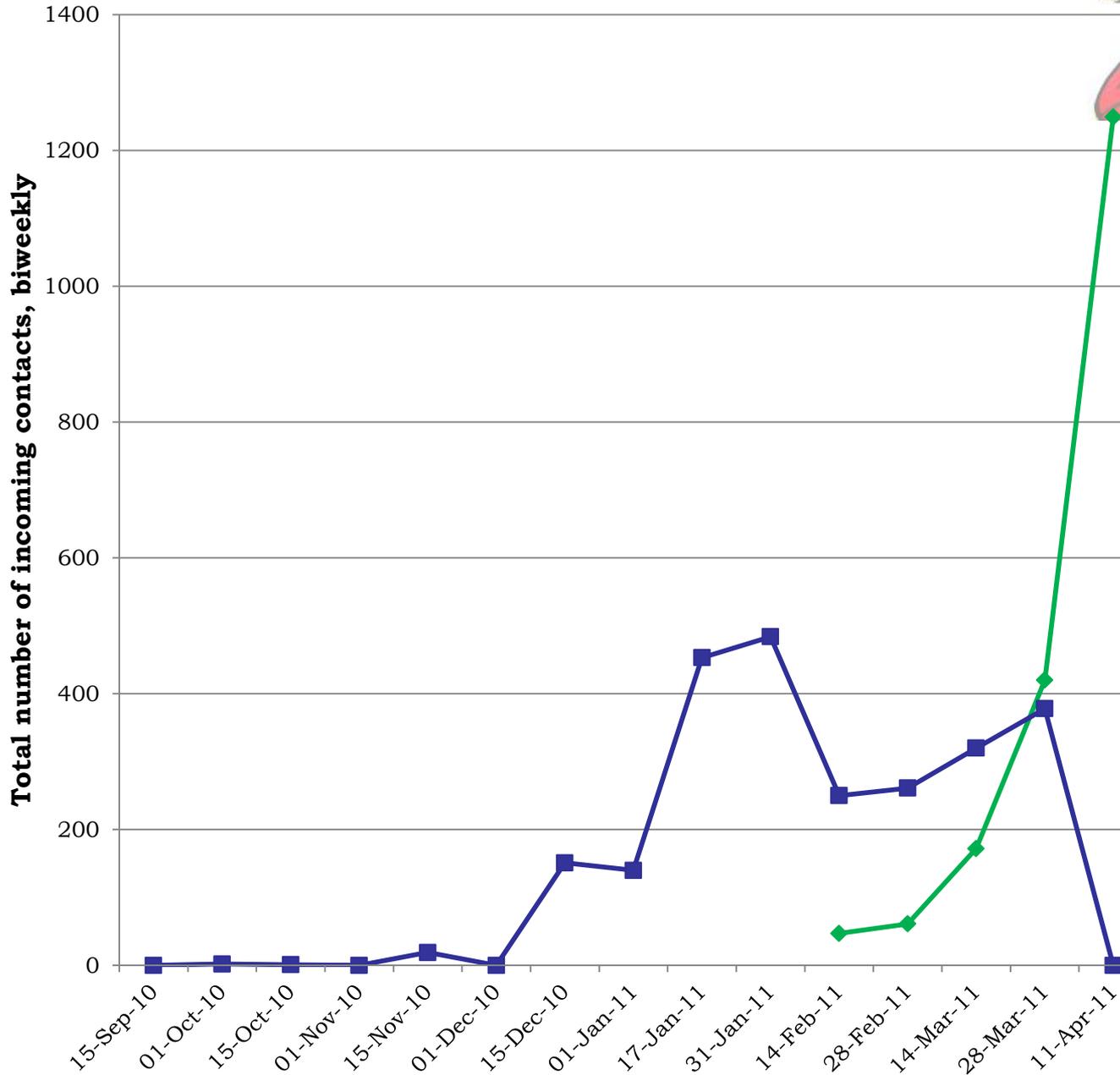
Dashboard Measures: Community Awareness, Outreach and Partnership



Measure		Operational Definition
<i>Primary Measures</i>		
<i>Awareness</i>		
1	Community awareness (N)	Total # of inbound contacts by phone, email, web hits, self-mailers, etc. (biweekly reports)
<i>Outreach</i>		
2a	Reach of community outreach activities (N)	Total # of individuals attending community outreach events (including those sponsored by health care partners) (biweekly reports)
2b	Reach of DTC media and marketing (N)	Total # of households/individuals targeted by marketing mailings plus audience sizes as estimated by media outlets. (biweekly reports)
<i>Partnership</i>		
3a	Partnership breadth (N)	Total # of community partners (including NGOs, schools, faith-based, retail, health care, etc) who support NCS through a broad range of activities (see PAI for definition). (biweekly reports)
3b	Partnership depth (%)	% of partnerships achieving a Partnership Action Index (PAI) score of 4 or more/ Total # partnerships (biweekly reports)

Metric 1) Community Awareness

Total number of incoming contacts (phone, email, web hits)

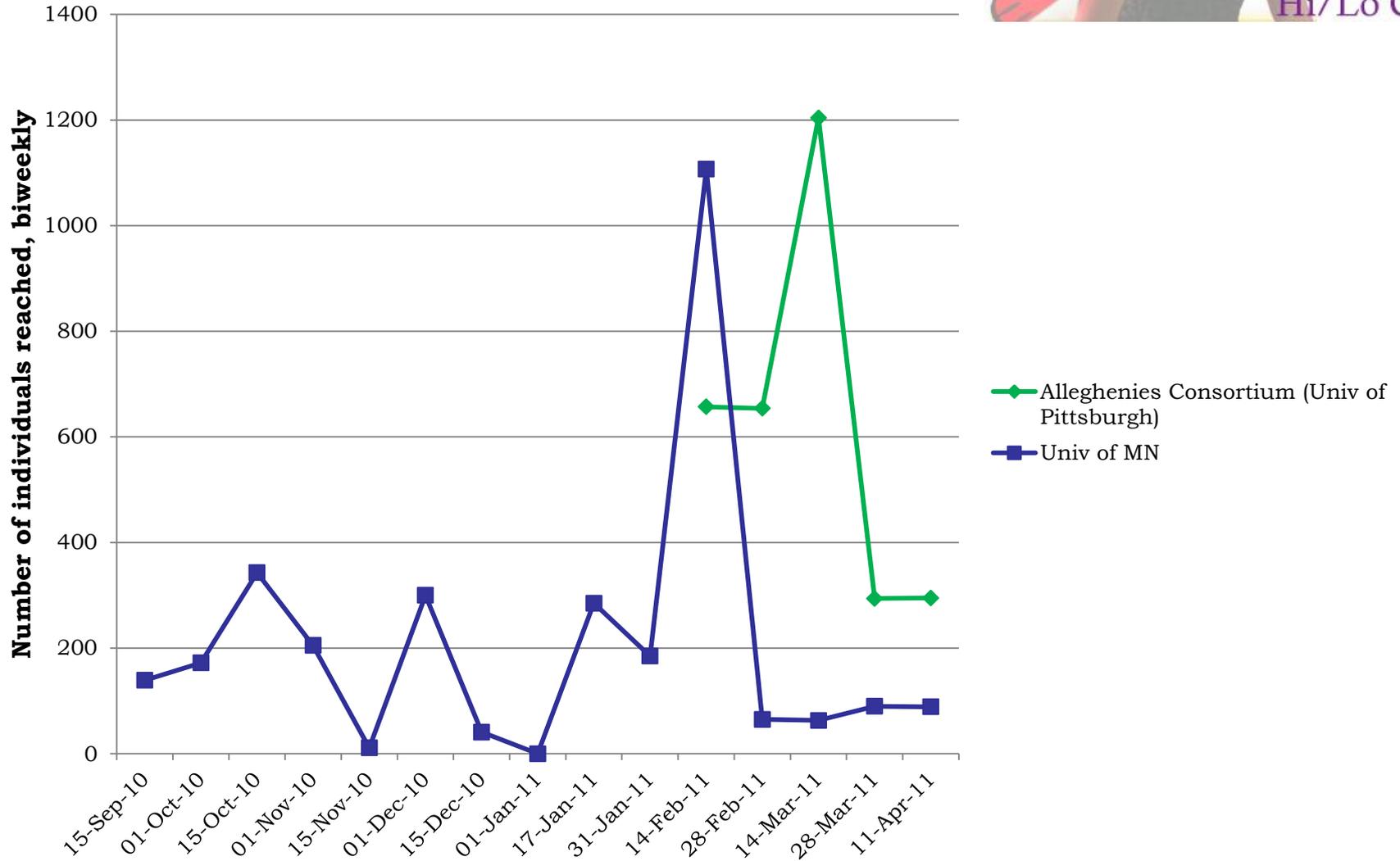


◆ Alleghenies Consortium (Univ of Pittsburgh)
■ Univ of MN





Metric 2A) Total Reach of Outreach Efforts Including community O&E and healthcare provider O&E

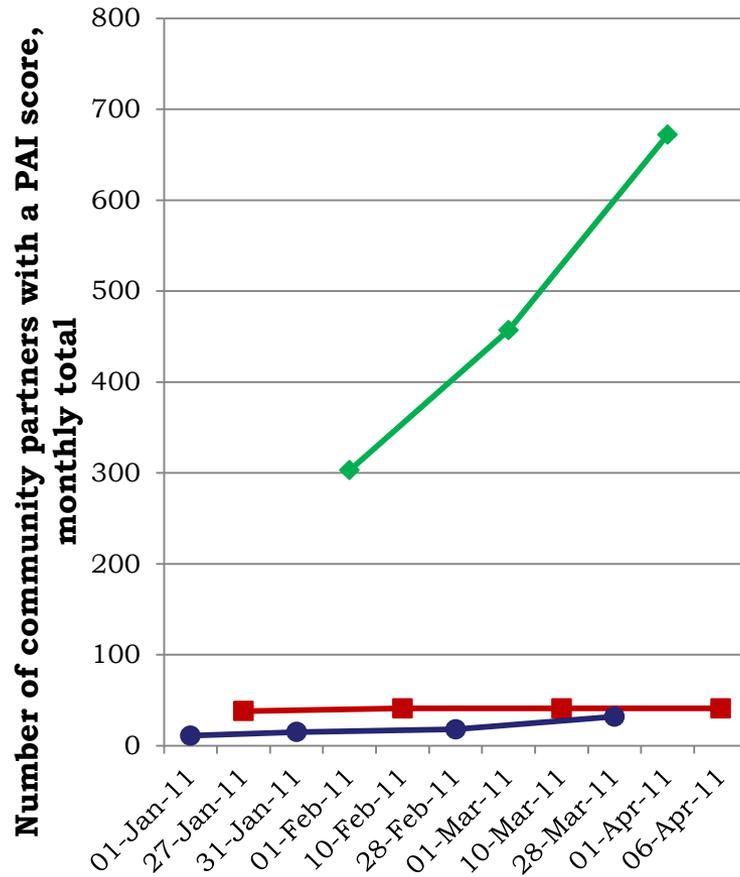


NCS Community Partnership Action Index

Index Score	Criteria
1. Identification	Potential partner identified & contacted (indirectly)
2. Introduction	SC has face-face meeting with organization's leadership about NCS
3. Passive Support	Organization will display NCS promotional materials or invites SC staff to meet with clients/constituents at upcoming organizational events
4. Active Support-Isolated	Organization works with SC staff to plan NCS event for clients/constituents (x1) Organization describes NCS in organizational newsletter (x1) Organizational leader writes letter of endorsement for NCS or acts as NCS advocate (x1)
5. Active Support-Ongoing	School sends home NCS information to parents via children Organization hosts a series of NCS events/educational sessions organized by SC staff Organization incorporates NCS information into its one-on-one interactions with clients/constituents or in newsletter on an ongoing basis

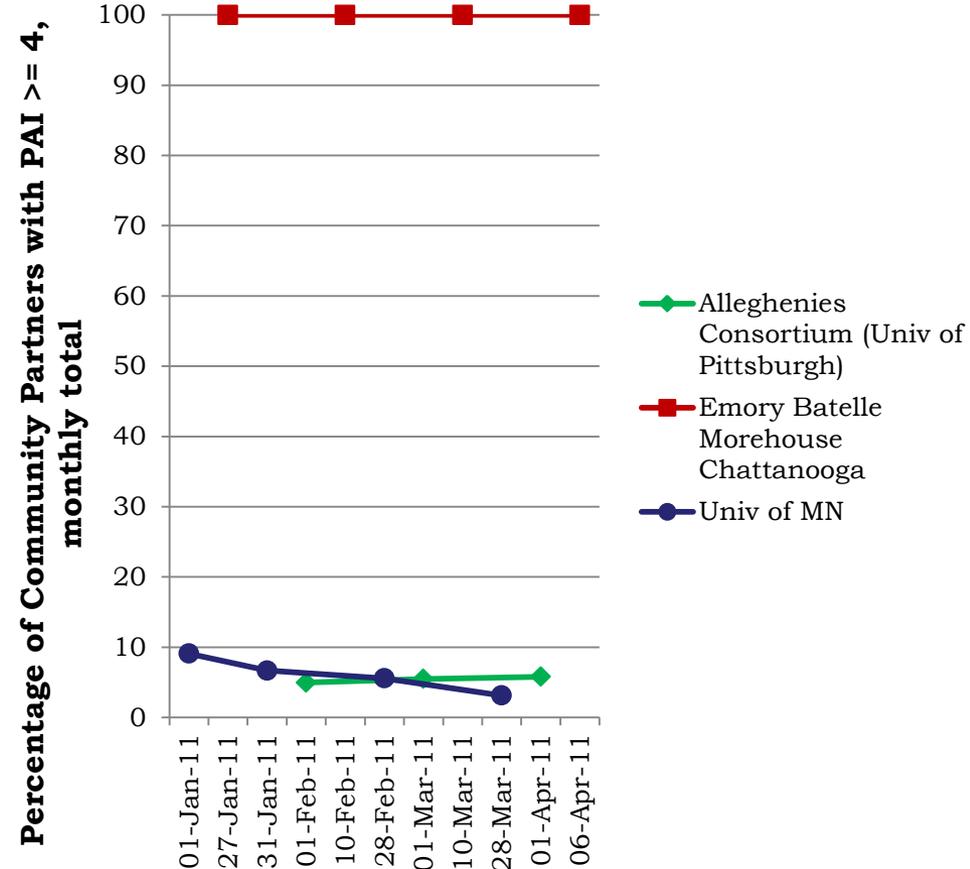
Developed by Primary Drivers Metrics Committee

Metric 3A) Partnership Breadth



Metric 3B) Partnership Depth

Percentage of Partners with Partnership Action Index score of 4 or higher



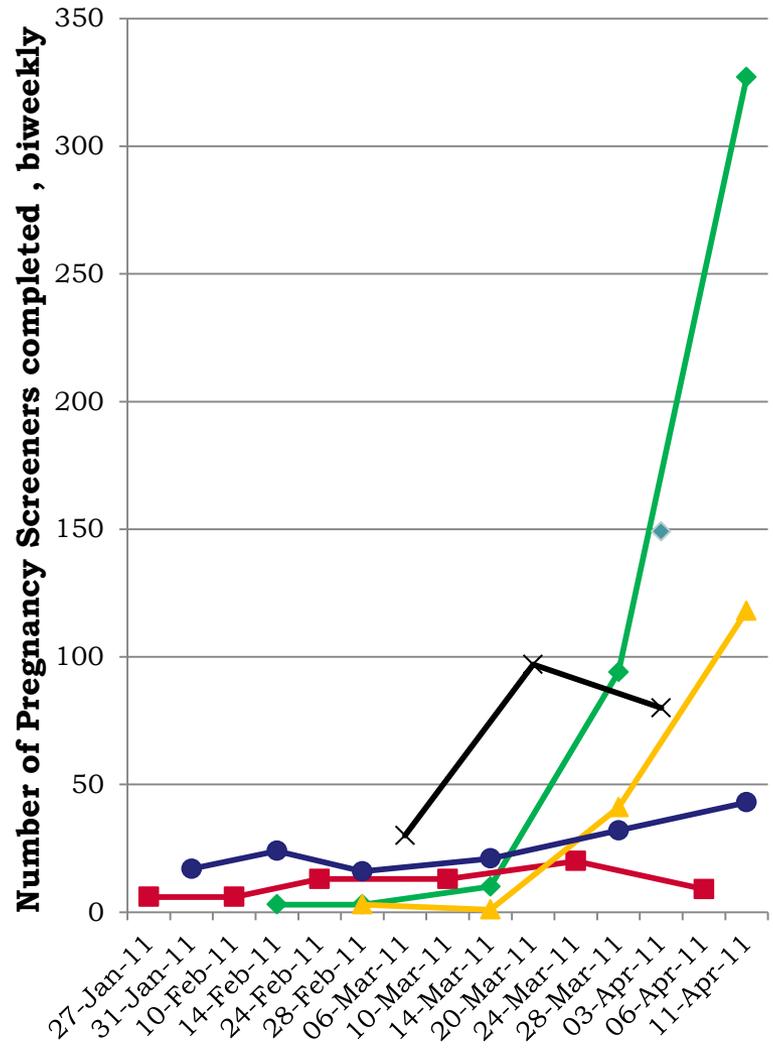
Dashboard Measures: Screening, Enrollment, Conversion and Retention



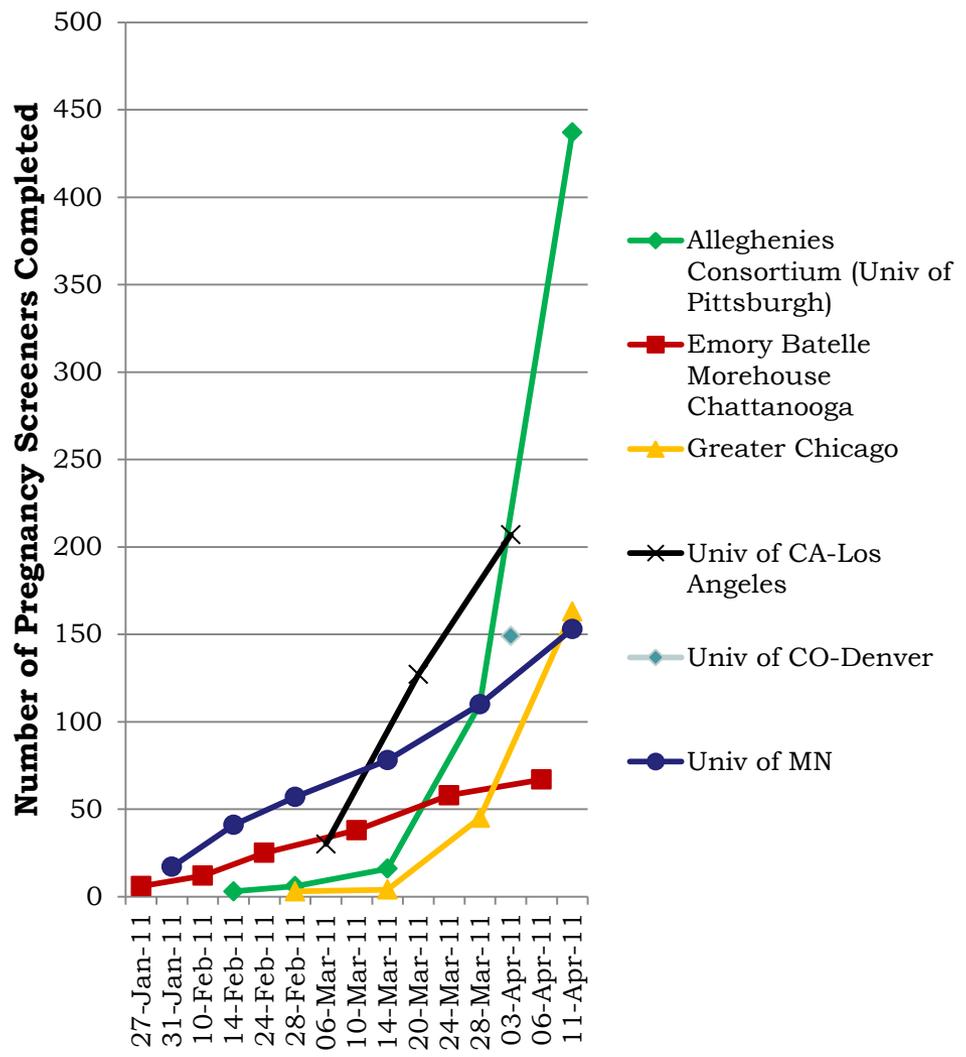
Measure	Operational Definition	
<i>Primary Measures</i>		
<i>Screening</i>		
4	Volunteers for study (N)	# Low Intensity Pregnancy Screeners (biweekly reports)
<i>Enrollment</i>		
5	Total enrollment (N)	# Women's informed consent forms (LO) (biweekly reports)
6	Segment enrollment saturation (%)	# Women's informed consent forms (LO)/ TBD estimate of segment size
7	Telephone contact resulting in enrollment (%)	# Women's informed consent form (LO)/# Low Intensity Household Contacts
<i>Conversion</i>		
8	Conversion rate (%)	# Women's informed consent form (HI*) / # consented women in TSU (Lo)
9	Attempted conversion success (%)	# Women's informed consent form (HI*) / # of conversion scripts implemented (conversion attempts)

Italics denote figures not yet available.

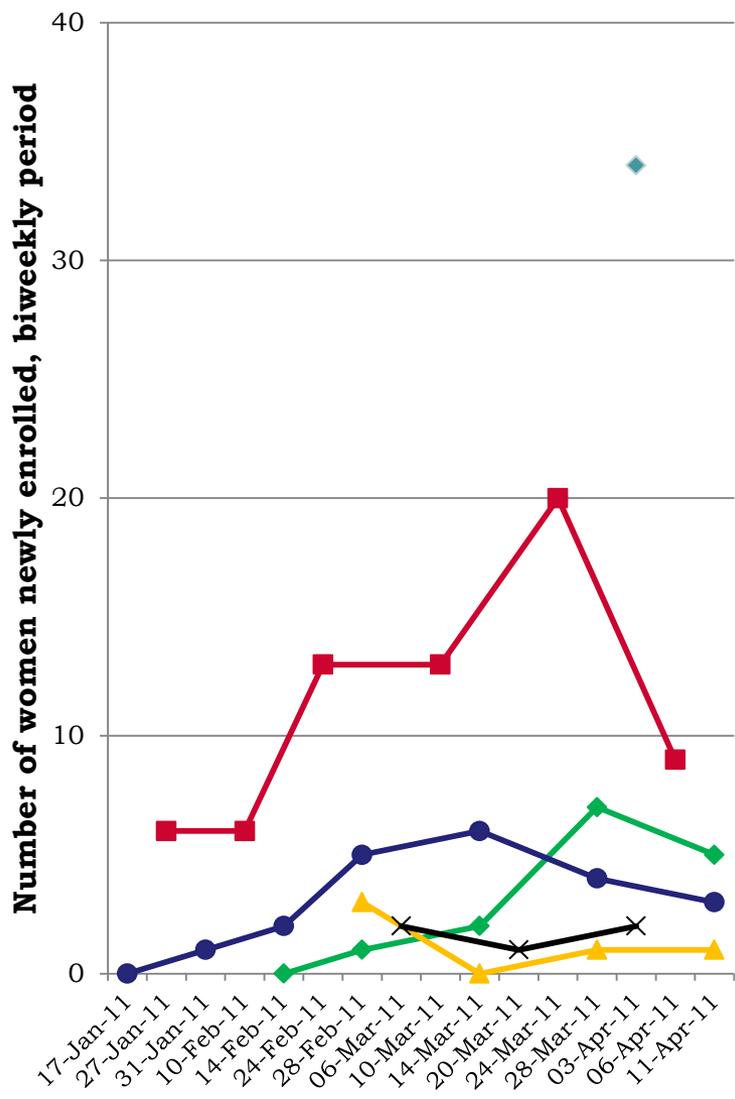
Metric 4) Completed Pregnancy Screeners



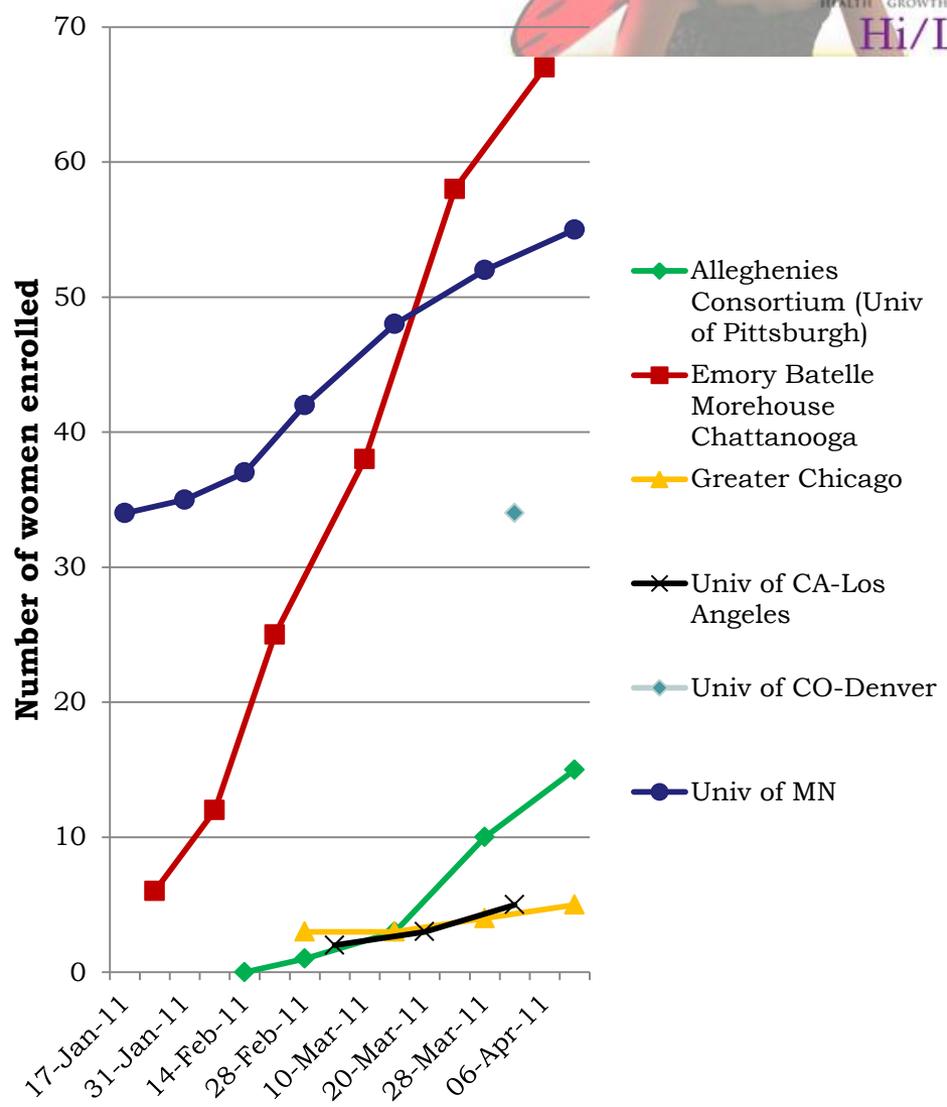
Cumulative Number of Screeners Completed



Metric 5) Enrollment



Cumulative Number of Women Enrolled



Challenges



- **Hi/Lo has not been done before – instruments, scripts and procedures have to be developed**
 - New scripts and procedures for Lo-I cohort
 - Process requires development, standardization across SCs, OMB & IRB approvals
- **Community outreach and engagement requires establishing a relationship and trust with neighborhoods**
 - Inability to name neighborhoods is problematic
 - Residents identify with municipalities & communities (vs. counties)

Strengths of CoIN SC Collaboration



- **Working across Study Centers**
 - **Refining MDES Elements**
 - **Developing Conversion Scripts**
 - **Testing utility of Partnership Action Index Scoring***
 - **Developing common set of Data Definitions**
 - **Strategizing on how to provide value for partners**
 - **Tracking response to Self Administered Screening Questionnaire**
 - **Determining best practices for employing PT Neighborhood Ambassadors**
 - **Formulating set of PSU characteristics for examining and understanding variation in outcomes**
 - **Optimizing use of social media by assessing response to various types of postings**

Strengths of CoIN SC Collaboration



- **Sharing lessons learned from outreach, recruitment & conversion efforts**
 - **Importance of link to Early Learning Center**
 - **Invitation mailings alone do not generate high call volume**
 - **Value of using mailed pregnancy screener vs. calling in using preliminary data from two Study Centers (1.1% - 2% to .12%-.29%)**
 - **TV appearances generated lots of interest**
 - **Conversion works at Utah**
 - **Even without “wooing” by mail or social media**
 - **Other study centers will follow soon**

Recognizing Efforts To Date



- **CoIN Coordinators**

- Aryeh Stein (EBMC)
- Bonika Steward (U of Minnesota)
- Chuck Shorter (Tulane U)
- J. Mckoy (Vanderbilt U)
- Jill Landsbaugh (U of CO-Denver)
- Judith Kadosh (U of Pittsburgh)
- Kaitlin Wolfe (Greater Chicago SC (Northwestern))
- Mischka Garel (Johns Hopkins)
- Shallie Taylor (Utah State)
- William Nicholas (UCLA)

- **Working Groups Leaders**

- Hospital O&E: Kara Haas (GCSC) & Jill Cordes (MN)
- Metrics Development: Carol Hogue, Joe Stanford]
- Metrics Drivers 1,2&3 – Will Nicholas
- Rotating leaders for Community O&E

- **PO Liasons**

- Jane Holl & John Sokalowski
- Laura Caulfield & Sue Pedrazzani

- **Program Office**

- Brian Haugen, Kate Winseck, & John Lumpkin
- Jen Park
- -Julia Slutsman
- Jessica Graber

- **CoIN Leadership**

- Neal Halfon & Moira Inkelas (UCLA)
- Pat McGovern (U of Minnesota)
- Lloyd Provost
- Joslyn Levy

- **CoIN Manager**

- Lynette Lau Schumann (UCLA)

So That's Hi/Lo & the CoIN In A Nutshell...



- **Questions?**
- **Comments?**