

NCS Research Day Poster Abstract
Pacific Northwest Center for the National Children's Study (PNWNCS)

Title: "Successful Lessons Learned for Ensuring Ethnic Representation in the NCS Sample"

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ABSTRACT:

The Pacific Northwest Center for the National Children's Study (PNWNCS) is recruiting participants from Grant County, Washington employing an Enhanced Household-Based Recruitment (EHBR) strategy. Grant County is a large (over 2,600 mi²), diverse rural region with low population density (population: 30.8 persons/sq mi). The county has experienced a large population growth over the past 10 years, with a 19% increase in the overall population (89,120) and a 51% increase in the Hispanic population (34,132). To ensure sample representativeness, specific outreach and engagement strategies were implemented. Outreach staff were hired from local communities. Our cultural liaison speaks Spanish and is familiar with organizations serving the Hispanic community. The community advisory committee includes representatives from Hispanic organizations. Outreach materials including radio ads and billboards were presented in both English and Spanish and targeted outreach events were conducted in areas with large Hispanic populations. Our results indicate that these activities were successful. Current data indicate that 38% of the women who completed the pregnancy screener are Hispanic (expected value is 33%). Our consents indicate higher rate of Hispanic women in our sample (49%) with the percent of consented women ranged from 3% to over 20% higher than expected over eight segments. When women were asked "How did you hear about the NCS?" most Hispanic respondents heard about the NCS through outreach activities with 29% from media (social, print, TV, radio) and community partners/outreach events. These successes, experienced in EHBR-based Vanguard protocols, address critical OMB questions: (1) how effective is the recruitment strategy per location and per schema and (2) is the population recruited representative of the target population?