

Successful Lessons Learned for Ensuring Ethnic Representation in the NCS Sample

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Grant County Office, Pacific Northwest Center for the National Children's Study

About Grant County, WA

Large (over 2,600 mi²), diverse rural region 1 of 26 rural sites

Low population density (population: 81, 229; density:
30.8 persons/sq mi)

Agriculture is primary industry

Challenges:

- Low density rural
- Diversity of population including migrant populations
- Winter Weather challenges – poor roads
- Field office location is separate from PNWNCS and WSU

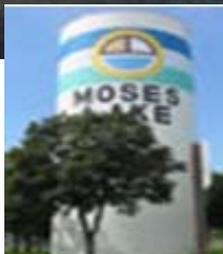
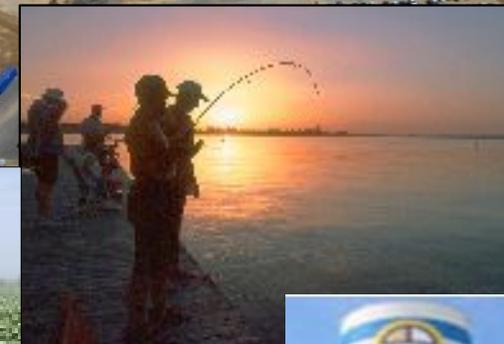


About Grant County, WA

High number of Hispanic migrant farm workers (38% population Hispanic)

Between 2000 and 2010, GC experienced large population growth, with a 19% increase in the overall population (89,120) and a 51% increase in the Hispanic population (34,132).

There was an avg of 1,528 births/yr to GC residents between '04 & '08
54% of births are of Latino ethnicity
30% of the births were to women < age 20
47% of births were to women with < a high school diploma or GED
78% of infants born were enrolled in the WIC program (2007)



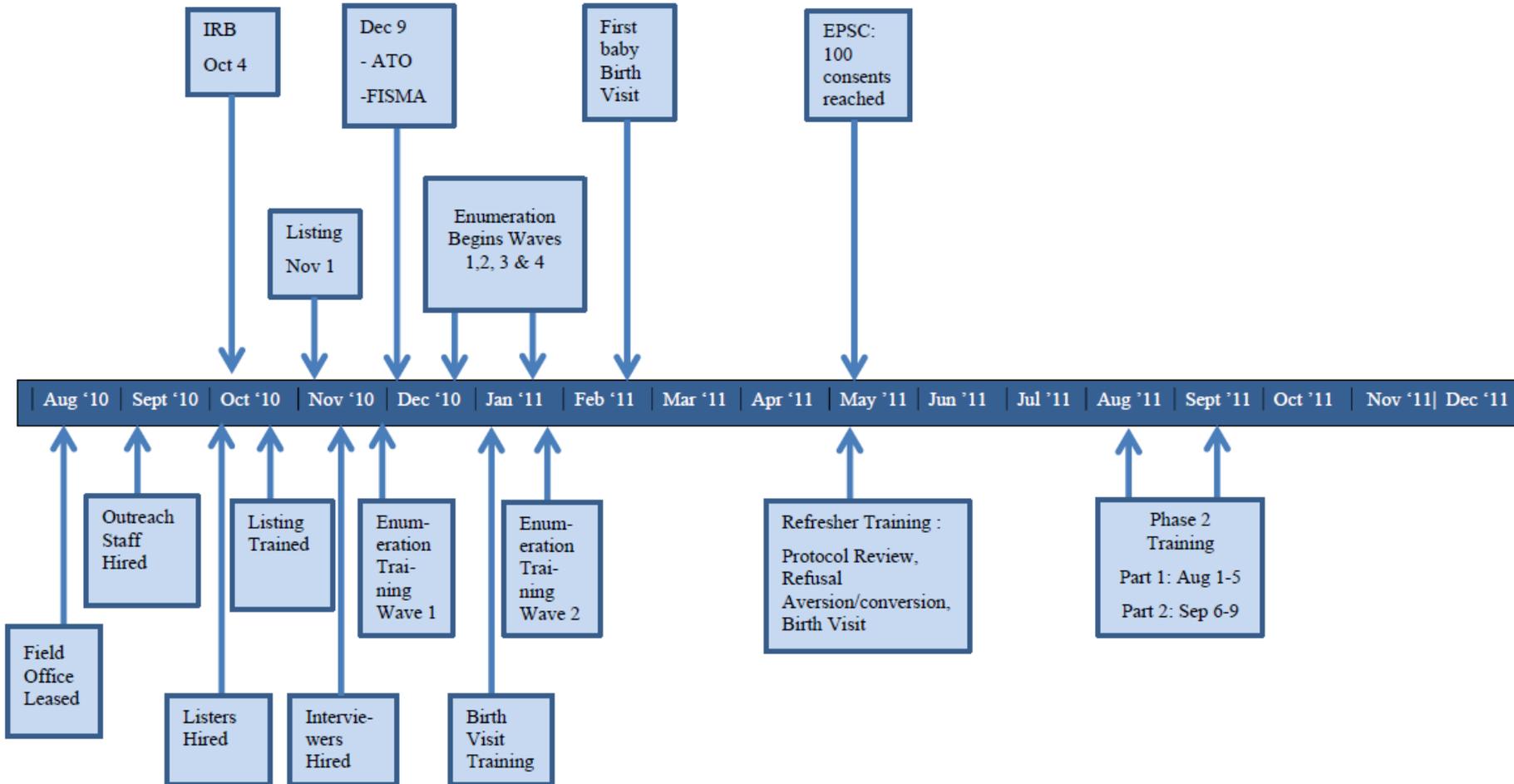
PNWNCS Timeline

Milestones



protocol

preparation



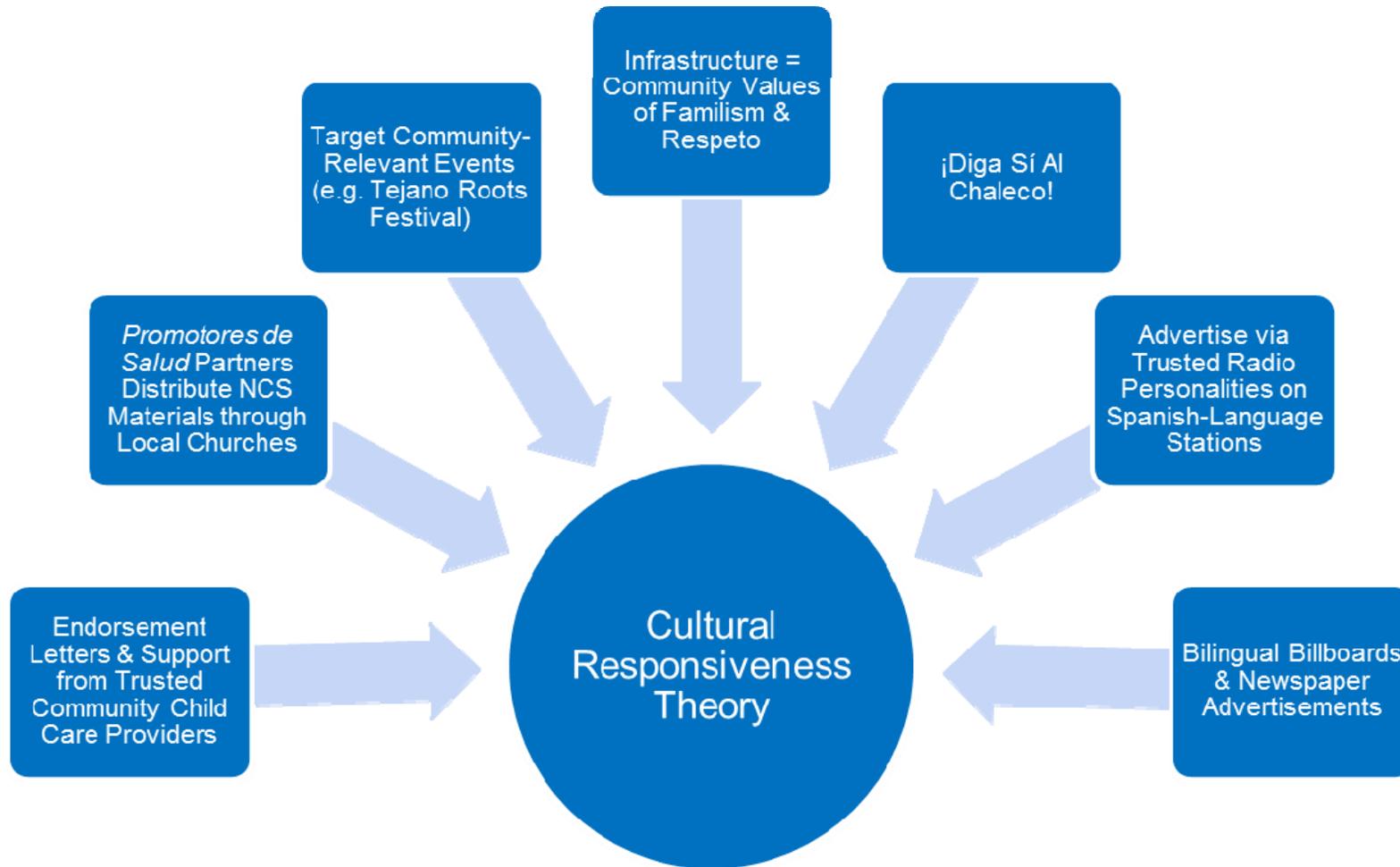
What we are focusing on now



- Have listed 10400 DUs
- Have enumerated ~50% of households in Grant County. *(as of 8/12/2011)*
- Enumerated Households: 5200*
- Consented women: 150*
- Birth Visits Completed: 50*
- Retention Numbers: have lost 4 participants

**NCS Rounding Rules were applied to participant data
Numbers are as of 08/06/11 unless otherwise stated*

Outreach Strategy



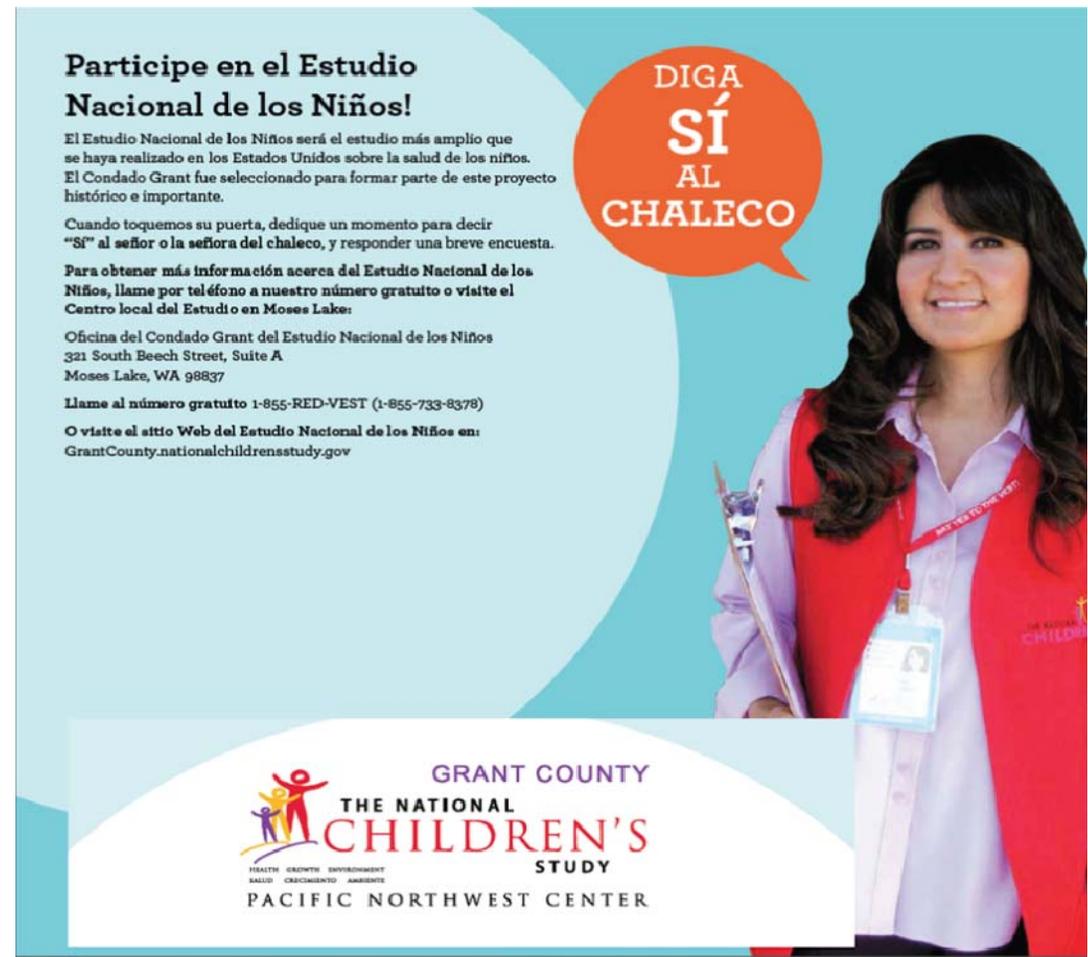
Cultural Responsiveness Theory



- Cultural responsiveness theory focuses on influencing the attitudes of community members to encourage them to participate in research¹.
- The theory focuses on the shared knowledge, attitudes, values, and collaborative practice of researchers & participants recognizing that these may be facilitated by shared gender, ethnicity, and language.
- The connection that community organizations have with the population they serve helps to ameliorate language barriers & power differentials between research staff and participants, & enhance cultural competency^{2, 3}.

Component 1. Culturally Competent Staff and Advisors

- A local teacher and social worker serve as our outreach team.
- Our cultural liaison, who speaks Spanish and has worked with Spanish speaking families, is featured in our “Say Yes to the Vest” campaign.



Participe en el Estudio Nacional de los Niños!

El Estudio Nacional de los Niños será el estudio más amplio que se haya realizado en los Estados Unidos sobre la salud de los niños. El Condado Grant fue seleccionado para formar parte de este proyecto histórico e importante.

Cuando toquemos su puerta, dedique un momento para decir “Sí” al señor o la señora del chaleco, y responder una breve encuesta.

Para obtener más información acerca del Estudio Nacional de los Niños, llame por teléfono a nuestro número gratuito o visite el Centro local del Estudio en Moses Lake:

Oficina del Condado Grant del Estudio Nacional de los Niños
321 South Beech Street, Suite A
Moses Lake, WA 98837

Llame al número gratuito 1-855-RED-VEST (1-855-733-8378)

O visite el sitio Web del Estudio Nacional de los Niños en:
GrantCounty.nationalchildrensstudy.gov

DIGA SÍ AL CHALECO

GRANT COUNTY
THE NATIONAL
CHILDREN'S
STUDY
HEALTH GROWTH ENVIRONMENT
SALUD CRECIMIENTO AMBIENTE
PACIFIC NORTHWEST CENTER

Component 1. Culturally Competent Staff and Advisors

- The community advisory committee includes Hispanic representatives.
- 16 members, represent participants & community
- First mtg was 6/2010, 6 months before listing
- 6 mtgs to date; 2 more planned in 2011
- Ongoing evaluation via semi-structured survey



Select members of the CAC

Component 2. Targeted Outreach

- Through collaboration with community-based organizations, the GC team created an infrastructure for recruitment and retention that incorporates the values of the community and population being served (i.e. Familism, Respeto).^{1, 8, 9}
- Examples include:
 - Meeting with family outreach workers at the *Migrant Council*, with consequent presentations made to parents at all 4 Migrant Council sites



Washington State Migrant Council



- Washington State Migrant Council is a non-profit corporation that exists to improve the quality of life for migrant, seasonal, farmworkers and rural poor families by promoting human service opportunities. WSMC's commitment to quality and culturally appropriate services is reinforced through its Board's policies, programs and employees.
<http://www.wsmconline.org/>
- WSMC services are a network of inter-related programs which, over the years have been identified as needed services for our seasonal, migrant and rural economically disadvantaged clients. Our program focus includes providing services in a holistic approach for the entire family. These services complement and enhance our array of options for our families and clients. WSMC programs include:
 - Migrant Seasonal Head Start
 - Early Head Start
 - Region X Head Start
 - Early Childhood Education and Assistance Program
 - Child & Adult Care Food Program (USDA)

The Promotores de Salud



- The Promotores de Salud (health promoters) is a program of the Quincy Community Health Center
- <http://www.mlchc.org/quincy.html>
- Mary Jo Ybarra-Vega, Social Worker, Migrant Health Coordinator is the Director of the *Promotores de Salud* program at Quincy CHC
- The *Promotores de Salud* program, considered a model program nationally, provides health and risk reduction education, outreach and health screening through visits to homes, labor camps, food processing plants, churches, schools and other public places.
- Quincy Community Health Center was the recipient of the 2007 Golden Lantern Award presented by Migrant Health Promotion. The Promotoras of Migrant Health Promotion selected the name “Golden Lantern.” They believe that the award reflects the ability of Promotoras to “show the way” to good health and health care for themselves, their families, and communities. This award is in recognition of the innovative, creative and resourceful Promotora program at Quincy Community Health Center which provides education and culturally competent information to the patients and the community.

Component 2. Targeted Outreach

**Participating in
local events that
target Hispanic
families, such as
The Quincy
Community Health
Center fair**



Component 3. Personalized Marketing & Media Campaign



- Tailored marketing and media messages are another enhancement to recruitment, such that by the time field personnel enumerate, potential participants have heard about the NCS. We use a variety of strategies to personalize our marketing and media campaign
- • The “Red Vest Campaign” creates consistency between our marketing materials and NCS staff. Home interviewers wear the red vests featured in our materials. We feature one of our outreach workers on the materials asking people to “Say Yes to the Vest!” (*¡Diga Sí Al Chaleco!*)

Participe en el Estudio Nacional de los Niños!

El Estudio Nacional de los Niños será el estudio más amplio que se haya realizado en los Estados Unidos sobre la salud de los niños. El Condado Grant fue seleccionado para formar parte de este proyecto histórico e importante.

Cuando toquemos su puerta, dedique un momento para decir “Sí” al señor o la señora del chaleco, y responder una breve encuesta.

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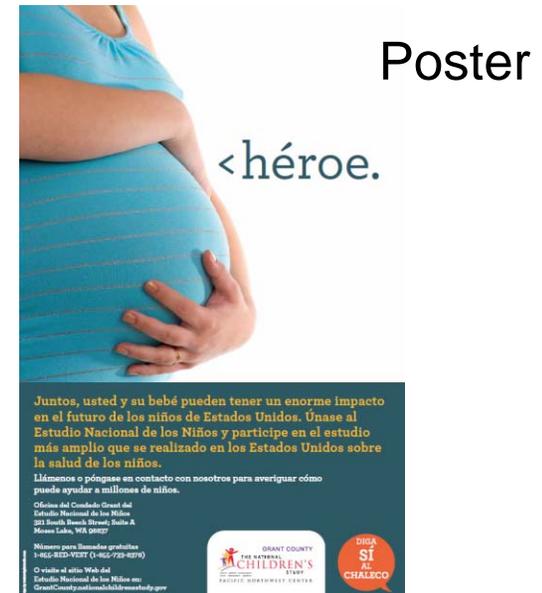
DIGA SÍ AL CHALECO

GRANT COUNTY
THE NATIONAL CHILDREN'S STUDY
HEALTH GROWTH ENVIRONMENT
PACIFIC NORTHWEST CENTER

Component 3. Personalized Marketing & Media Campaign



- As of 6/11, we have distributed 11,683 pieces of outreach material written in Spanish (brochures, flyers, posters, etc.) and 22,044 in English.



Todos los niños tienen el derecho de crecer sanos.



El Estudio Nacional de los Niños (National Children's Study) necesita su ayuda para que podamos entender mejor las causas de las enfermedades y trastornos de la infancia más importantes, como la diabetes, el asma y el autismo.

El Estudio Nacional de los Niños será el estudio más amplio que se haya realizado en los Estados Unidos sobre la salud de los niños. El estudio reunirá datos acerca de 100,000 niños de todo el país. Imagínesse todo lo que podremos aprender sobre cómo mejorar la salud de los niños de nuestro país.

El Condado Grant fue seleccionado para formar parte de este proyecto histórico e importante. Muy pronto, vecindarios seleccionados recibirán la visita de un miembro del equipo de Estudio Nacional de los Niños, que vestirá un chaleco rojo y portará un documento de identificación con fotografía. Cuando toquemos su puerta, dedique un momento para decir "Sí" al señor o la señora del chaleco, y responder una breve encuesta.

Preguntas frecuentes

¿Cómo puedo ayudar en el Estudio?
Usted u otro adulto que vive con usted pueden ayudar dedicando 5 minutos a responder algunas preguntas si un miembro del equipo del Estudio visita su hogar.

Incluso si no tiene hijos o no tiene planes para tenerlos, de todos modos es importante que hablemos con usted. Su participación ayudará a garantizar que el Estudio represente a toda la población de los Estados Unidos.

¿Qué preguntas me van a hacer?
Le haremos algunas preguntas para determinar si usted o un miembro de su familia pueden participar en el estudio. Nuestra intención es reclutar a mujeres entre 18 y 49 años de edad.

¿Qué ocurre con la información que se obtiene en el Estudio?
Toda la información que nos proporcione se mantendrá privada y en la más estricta confidencialidad. Se utilizará únicamente para los fines del Estudio.

¿Cómo puedo obtener más información acerca del Estudio Nacional de los Niños?

Llame a la línea gratuita al 1-855-RED-VEST (1-855-739-8379)

Visite la Oficina de Campo local en Moses Lake.
Oficina del Condado Grant del Estudio Nacional de los Niños
321 South Beech Street, Suite A
Moses Lake, WA 98837

O visite el sitio Web del Estudio en GrantCounty.nationalchildrensstudy.gov



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Brochure

Component 3. Personalized Marketing & Media Campaign



Local radio announcers read Spanish scripts we created in order to capitalize on trusted radio personalities for our ads on four local Spanish radio stations

11/15/10-1/24/11: Ran 106-30 second radio spots on a Spanish station

2/14/11-3/7/11: Ran 308-30 second radio spots in Spanish

This represents $\sim\frac{1}{4}$ of all radio ads aired in Grant County



Component 3. Personalized Marketing & Media Campaign



- Billboards were presented in English & Spanish

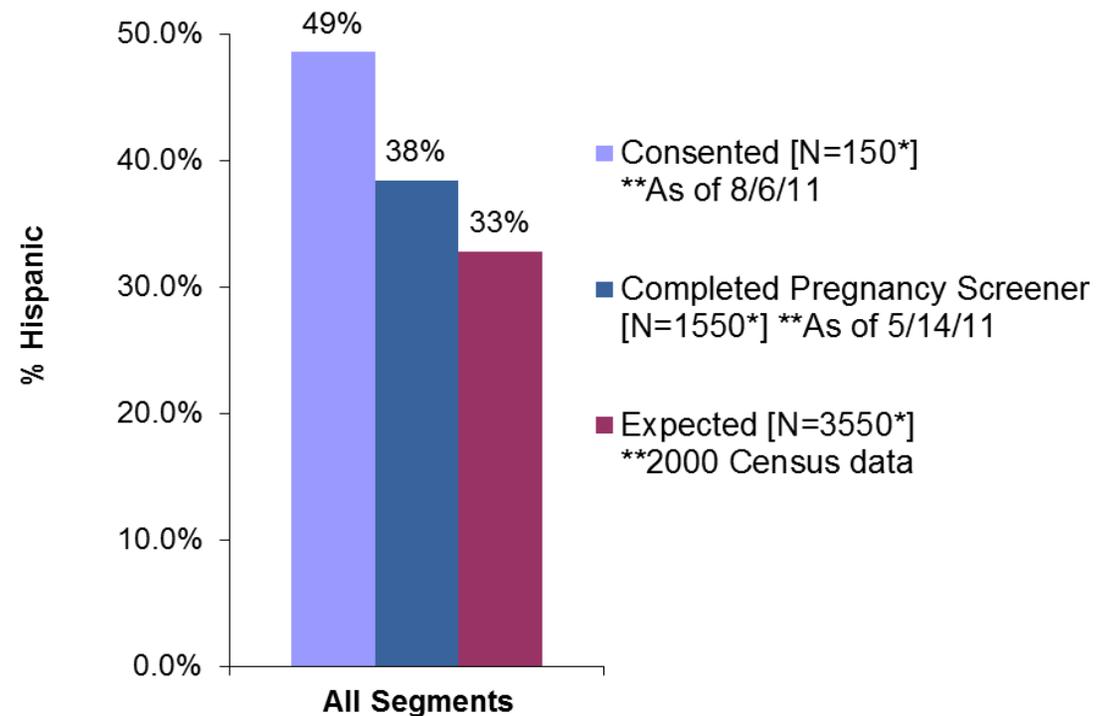


Percent Hispanic Grant County NCS

Expected from (2000 Census) cf. Pregnancy Screener cf. Consented Women



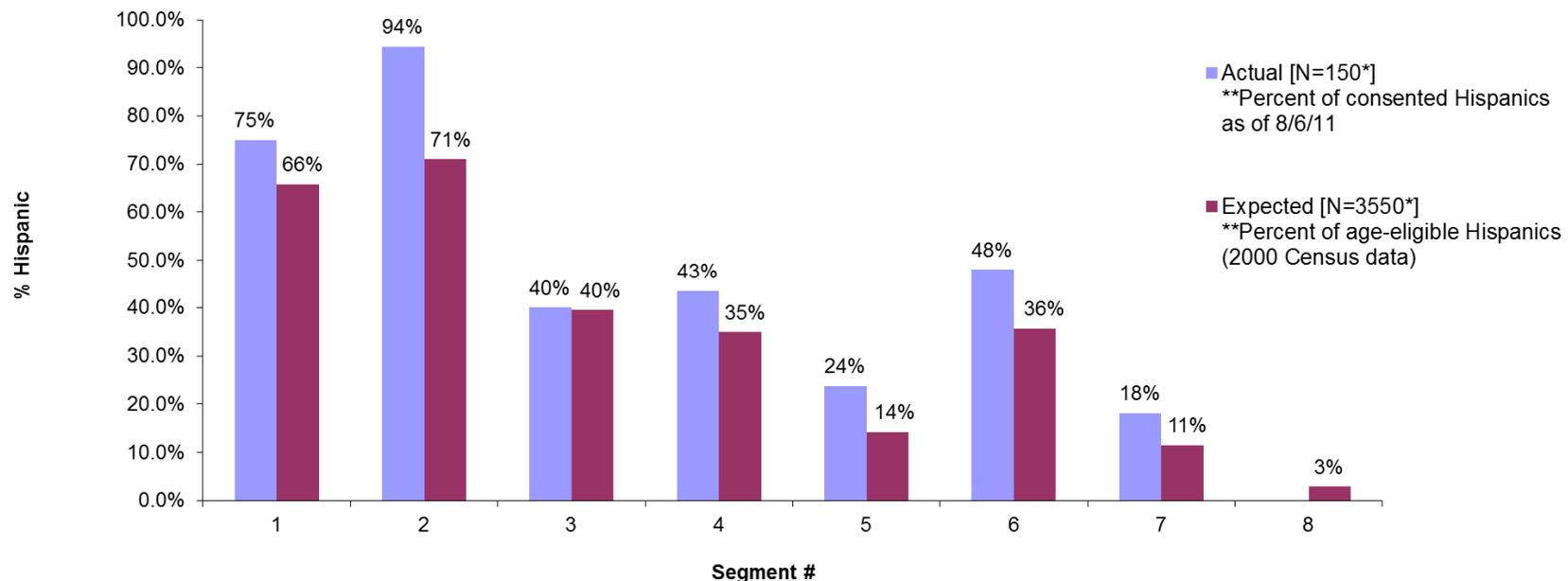
- Current data indicate that 38% of the women who completed the pregnancy screener are Hispanic (expected value is 33%).
- Our consents indicate a higher rate of Hispanic women in our sample (49%).



Percent Hispanic Grant County NCS

Expected (from 2000 Census) cf. Consented Women (as of 8/6/11)

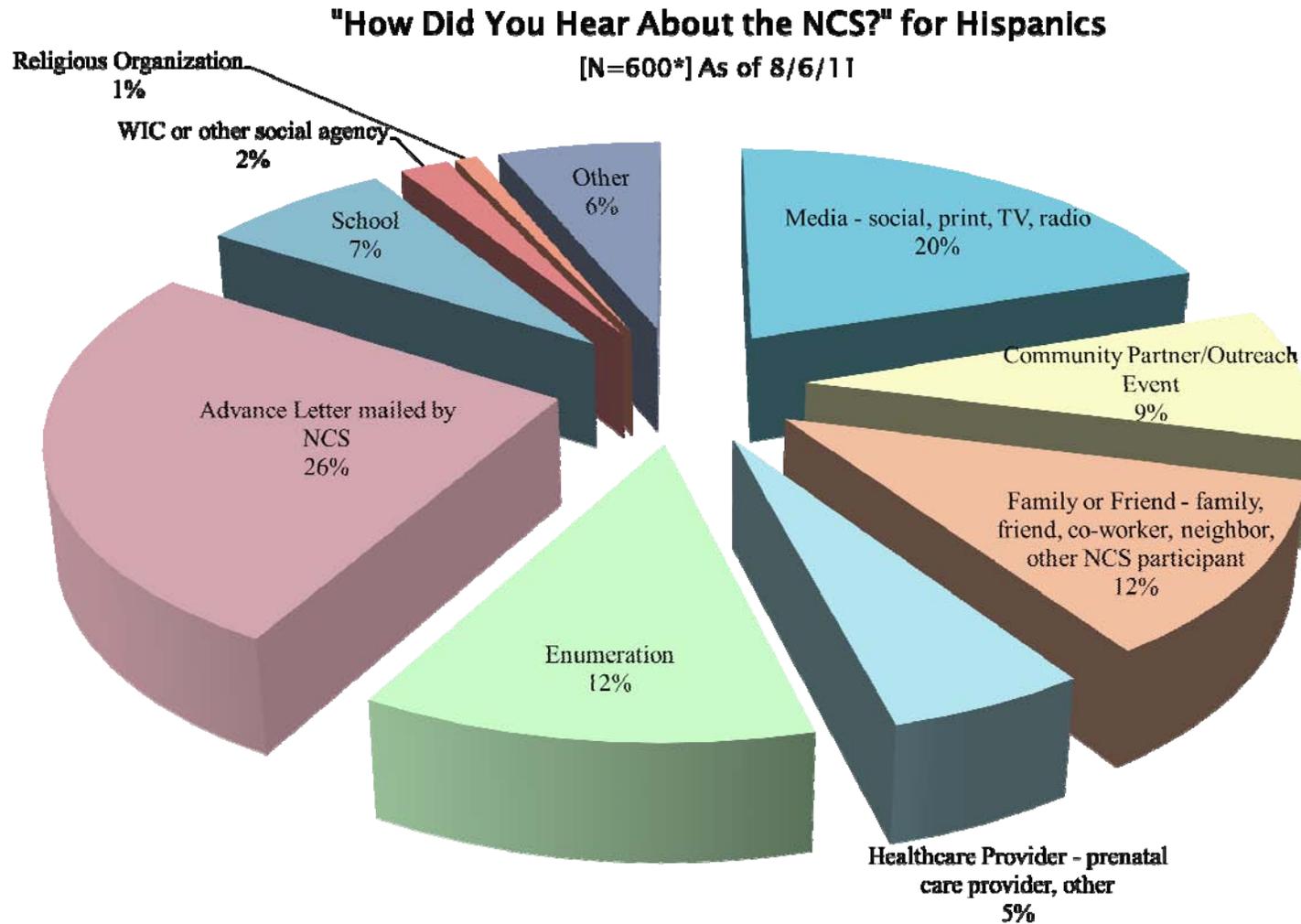
- The percent of consented Hispanic women ranges from 3% to over 20% higher than expected across our eight segments.



Grant County Community-Based Success



How did you hear about the NCS?



Summary of Results



- In addition to hearing about the NCS through the advance letter (26%) or enumeration (12%), most Hispanic respondents reported hearing about the NCS through media (20%), family or friends (12%) and community partners/outreach events (9%).

Conclusion



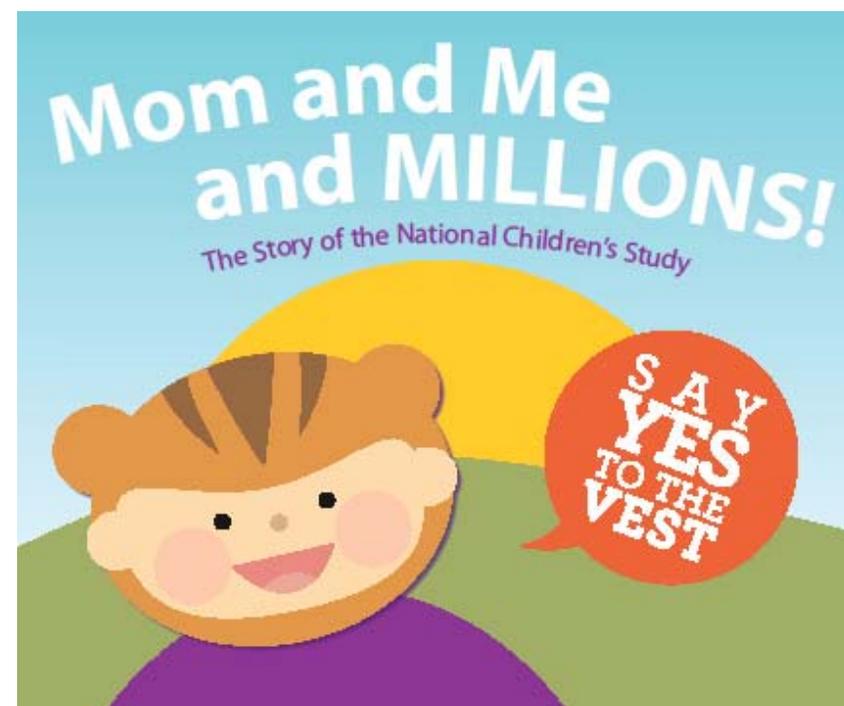
- A primary goal of the outreach programs for the NCS was to ensure that potential participants heard about the NCS prior to our knocking on their door for enumeration.
- Our results indicate that our outreach activities were successful, for nearly 90% of Hispanic respondents heard of the NCS prior to our initial home contact.
- 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?

Current focus: Retention

Objective: Strike a balance between assuring that participants feel appreciated and committed to the NCS while minimizing participant contacts and burden.

Target: Consented women and “High tryers”

- Participant level
 - Incentive items
 - Newsletter
 - Congratulations & birthday cards
 - Small gifts of insignificant value (see story)
 - Annual participant event
- Community level
 - Ongoing dialog with Community Advisory Committee
 - Continued NCS presence at community events & in local media



A short rhyming story about participation in the NCS by Wainright Studio LLC © 2011

References



- 1. Flaskerud JH, Nyamathi AM. Attaining gender and ethnic diversity in health intervention research: cultural responsiveness versus resource provision. *ANS Adv Nurs Sci* 2000;22:1-15.
- 2. Alvarez RA, Vasquez E, Mayorga CC, Feaster DJ, Mitrani VB. Increasing minority research participation through community organization outreach. *West J Nurs Res* 2006;28:541-60; discussion 61-3
- 3. Eskenazi B, Gladstone EA, Berkowitz GS, et al. Methodologic and logistic issues in conducting longitudinal birth cohort studies: Lessons learned from the Centers for Children's Environmental Health and Disease Prevention Research. *Environ Health Perspect* 2005;113:1419-29.
- 4. Dimitropoulos L. National Children's Study Focus Groups-Follow Up; 2004. Report No.: EPA 600/R-05/020.
- 5. Horowitz CR, Brenner BL, Lachapelle S, Amara DA, Arniella G. Effective recruitment of minority populations through community-led strategies. *Am J Prev Med* 2009;37:S195-200.
- 6. Gilliss CL, Lee KA, Gutierrez Y, et al. Recruitment and retention of healthy minority women into community-based longitudinal research. *J Womens Health Gen Based Med* 2001;10:77-85.
- 7. Rodriguez MD, Rodriguez J, Davis M. Recruitment of first-generation Latinos in a rural community: The essential nature of personal contact. *Fam Process* 2006;45:87-100.
- 8. U.S. Department of Health and Human Services. Outreach notebook for the inclusion, recruitment, and retention of women and minority subjects in clinical research. In; 2003.
- 9. Villarruel AM, Jemmott LS, Jemmott JB, Eakin BL. Recruitment and retention of Latino adolescents to a research study: lessons learned from a randomized clinical trial. *J Spec Pediatr Nurs*

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?

Cultural Responsiveness Theory

continued



- Previous studies using focus groups with Mexican-American women found that they perceived information from local organizations as legitimate⁴.
- A recent study that evaluated efforts to recruit low-income, Hispanic participants found that community partner-led approaches were more successful than 4 other strategies, resulting in 68% of those recruited enrolled⁵.
- Another study found face-to-face recruitment of minority women resulted in the highest proportion of eligible women (84%) with the lowest overall attrition (7%). Implicit endorsement via trusted organizations was integral to this approach⁶. Word of mouth and use of existing community resources were the most powerful approaches to recruiting first generation Latinos in a rural community in a 3rd study⁷. This work informed our outreach approaches to ensure ethnic representation in our NCS sample.

Value examples



- Example of a value that we have tried to incorporate into our outreach strategy: Familism (and if you want 2 I'd say familism and respeto (respect))
- A number of specific values have been identified as being core to Hispanic culture. These include, but are not limited to, **familism**, *simpatía*, *respeto* (respect), fatalism, and *machismo* (see Marin & Marin, 1991). **Familism** has been defined as “a cultural value that involves individuals’ strong identification with and attachment to their nuclear and extended families, and strong feelings of loyalty, reciprocity, and solidarity among members of the same family” (p. 13). ... **Respeto** refers to the personal quality of showing respect for others based on age, gender, and authority (Antshel, 2002).
- Citation: Marin, G., & Marin, B. V. (1991). *Research with Hispanic populations*. Newbury Park, CA: Sage

Print media (Paid)



- 11/15/10-1/17/11: Ran 30-¼ page color advertisements in the Columbia Basin Herald
- 2/14/11-2/28/11: Ran black and white, 3x5 ads 5 x/week in Columbia Basin Herald
- 2/21/11-2/28/11: Ran black and white, ¼ page ads 3x/week in Grant County Journal
- 2/21/11-2/28/11: Ran an insertion in weekly paper, “The Star Coulee”
- Week of 2/14/11, 2/28/11: Flyer inserted in the Quincy Valley Post Register weekly shopper
- Week of 2/21/11, 3/7/11: Flyer inserted in the weekly newspaper The Mattawa Area News
- Week of 2/21/11: Ran ¼ page black and white ad in Royal City Register
- Week of 2/28/11: Inserted flyers in Royal City Register

The National Children's Study is in Grant County!

The National Children's Study is the largest study of children's health ever conducted in the United States.

Grant County was selected to be part of this historic and important project.

If a red-vested team member of the National Children's Study knocks on your door, please say **"Yes" to the Vest**, by taking a brief survey.

To find out more information or schedule a group presentation, visit or call the local field office in Moses Lake:

"Our goal is to learn more about children's health. I tell people, we're not raising money, we're raising hope and we need your help whether you have kids or not."

Nancy A. - Moses Lake Children's Study team member

Grant County Field Office
321 South Beech Street
Suite A
Moses Lake, WA 98837

Call toll free
1-855-RED-VEST
(1-855-733-8378)

Or go to
GrantCounty.nationalchildrensstudy.gov

SAY YES TO THE VEST

GRANT COUNTY
THE NATIONAL CHILDREN'S STUDY
PACIFIC NORTHWEST CENTER

Print Media (Unpaid) in GC

- “Grant County selected as national study site”;
Columbia Basin Herald, 8/30/10
- “National Children’s Study to include Grant County”;
Quincy Valley Post Register, 9/9/2010
- “Children's Study starts outreach”; **Columbia Basin Herald**, 9/13/10
- “Study started about health to take 25 years”; **Royal Register**, 12/7/10
- “0-21: Study to track kids’ health”; **Grant County Journal**; 1/24/11
- “Child study in grant County”; **The Star**, 1/26/11
- “Get Ready for the National Children’s Study”; **The Samaritan Journal of Wellness and Good Healthcare**, Winter 2011
- “More people attend Spring Fair”; **Columbia Basin Herald**, 5/2/11
- “Thank you: Reader enjoys cooking show;” **Columbia Basin Herald**, 5/12/11



Faith and Caleb at Spring Carnival, Knolls Vista Elem School, Moses Lake