

Gaining Cooperation While Minimizing Respondent Burden on NHANES

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What is NHANES?

- The National Health and Nutrition Examination Survey (NHANES) is one of several Centers for Disease Control and Prevention (CDC) surveys used for assessing the health of the United States population.
- The primary objective of NHANES is to collect high quality health and nutrition data and to release it for public use in a timely manner.



NHANES

- 5000 Participants
- 15 Counties/ year
- All ages
- 12 months / year
- HH screening and interview
- Mobile Exam Center exam, interview, blood draw



NHANES



NHANES Survey Protocol

Household – 1 hour 35 minutes

- Screener (10 min)
- Family Interview (25 min)
- Sample Person Interview (60 min)

Mobile Examination Center- 4 hours

- Sample Person Interview (20 min)
- Audio CASI (10 min)
- Examination Components and Blood Draw
- Follow-up Exams

Reported to OMB- 6.6 hours



Sources of the Burden on NHANES?

- Elapsed time required for data collection and related recordkeeping activities
- Subjective factors like cognitive complexity of survey items
- Perceived sensitivity related to answering survey questions
- Additional burden issues may arise in informed consent



Reducing Respondent Burden on NHANES



Home Interview

- Time management- flexible work schedule
- Location
- Use of user-friendly survey tools
- Customized materials written in simple terms at 8th grade level.
- Translation
- Interviewer



Mobile Examination Center (MEC)

- Location
- MEC sessions (morning, afternoon, evening)
- Minimize wait time in the MEC
- Transportation incentive
- Family situation incentive (eldercare, babysitting)
- Monetary compensation
- Specialized staff



Key Ingredient

THE INTERVIEWER



Being well-prepared

- Minimize the introduction-interviewers are well-prepared. They have 30 seconds to
 - Make a connection
 - Build rapport
 - Read body language
- Need to be Engaging and Memorable



Next Steps

- Explore better understanding of a participant's perception of respondent burden on NHANES (i.e. whether the burden is psychological, physical and/ or economical)
- Implement quantitative measures rather than qualitative
- Compare estimated burden hours to actual burden experience by respondent



Gaining Cooperation



First Impression is the Key

- Interviewers play a crucial role in gaining cooperation.
- What characteristics influence survey cooperation?
- What attributes are associated with high cooperation rates?



Process of Gaining Cooperation

- Using professional communication skills
- Building rapport to gain trust and respect
- Listening to spoken and unspoken messages
- Answering questions
- Averting refusals



Doorstep interaction

- Right Mindset- know NHANES
- Be confident
- Good Communication skills
- Use right resources tools
- Cruise neighborhoods
- 30 seconds to make the right impression and gain trust



Tools for Gaining Cooperation

- Successful interviewer techniques
- Endorsement letters (letters of support)
- Interpreters/ Readers of another language other than English and Spanish
- Community Ambassadors
- Easy to read information such as consent forms, brochures, endorsements, and reading materials
- Media Outreach- Ex. Newspaper articles



Reducing Barriers to Participation

- Transportation
- Paid Daycare: for children and the elderly
- Monetary Compensation
- Report of findings- free health report of all exams and lab test
- Early report system and referral of local clinics provided



Community Outreach



Developing the NHANES community

- There are many different audiences we have to reach out to who are a part of the cooperation process
 - Local officials
 - Community leaders
 - Media
 - Participants



NHANES Community Outreach

Home Interviewer

6-7 months- Meeting with Local Health Department

- Establish a liaison for communication
- Request letter of support
- Referrals to local clinics
- MEC Location

1 month to 2 weeks

- Local media- Press release, newspapers
- Inform county & city officials
- Endorsement letters

2 weeks to one day before interview

- Advance letters to homes
- Cruising neighborhoods
- Open House



Summary

- Gaining Cooperation takes place at many levels
- Continuously measuring of interviewer skill in obtaining contact and cooperation.
- Materials and incentives are used to reduce participation barriers



Questions

