



Conducting an Anonymous Survey with Follow-Up Targeted to Non-Responders

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Study Protocol

- Mail survey
 - With web survey option
 - Spanish available on request
 - Up to seven mailings of surveys or postcard reminders
 - \$5 incentive
 - Contact information will come from state level database
 - N = 2134

Study Protocol, cont.

- Web Option
 - Unique Password
 - Advance letter sent before first survey is mailed
 - All three surveys are sent with cover letters

Mailings

Mailing:	Sent to:
Advance Letter	All sample members
First survey mailing	All sample members
Reminder Postcard	Non-responders only
Second survey mailing	Non-responders only
Reminder Postcard	Non-responders only
Third survey mailing	Non-responders only
Reminder Postcard	Non-responders only

Rationale

- State level Personally Identifiable Information (PII) can not be released to survey vendor
 - Data that includes sensitive information will be used for analysis
 - State residents have not released PII
- Desire to avoid sending survey packets to responders
 - Cost issues
 - Avoid receiving duplicate surveys from same respondent
 - Avoid having respondents becoming irritated with study for mailings after completion

Rationale, cont.

- State is volunteering to participate in the study
 - Want to reduce burden for state employees
 - State will receive a small subcontract for participation
- State should not have access to survey data
 - Sensitive questions in survey

Methodology

- State will provide unique identification to Survey vendor
- Survey vendor will draw sample and provide cases selected to State
- Survey vendor will create mail packets with unique ID on the outside envelope
- Survey vendor will provide training on mailing assembly to state, and will assist with the first mailings

Methodology, cont.

- State will mail advance letters printed on state letterhead
 - Advance letter will contain URL and passcode for web survey
- State will mail survey packets
 - Survey vendor will prepare full packets with incentive in sort order
 - State will print envelopes and personalized letters in sort order
 - State will assemble by taking envelope, letter, and survey packet, doing QC by making sure the pieces match (Survey vendor will have ID on outside of survey packet)

Methodology, cont.

- State will enter returned survey packets (undeliverable) into web-based IMS
- Survey vendor will receive returned surveys and will enter into web-based IMS
- Reminder mailings will be prepared by State after excluding cases that have been finalized

Summary

- Survey vendor will have state level data, but no PII
- Survey vendor will have survey data
- State will retain all PII
- State will not have access to survey data, except in summary form

Technological considerations

- State only has an Excel file with participant contact information.
- Survey vendor cannot access State contact information
- State can access portions of the Survey Vendor web site

Technical Solution

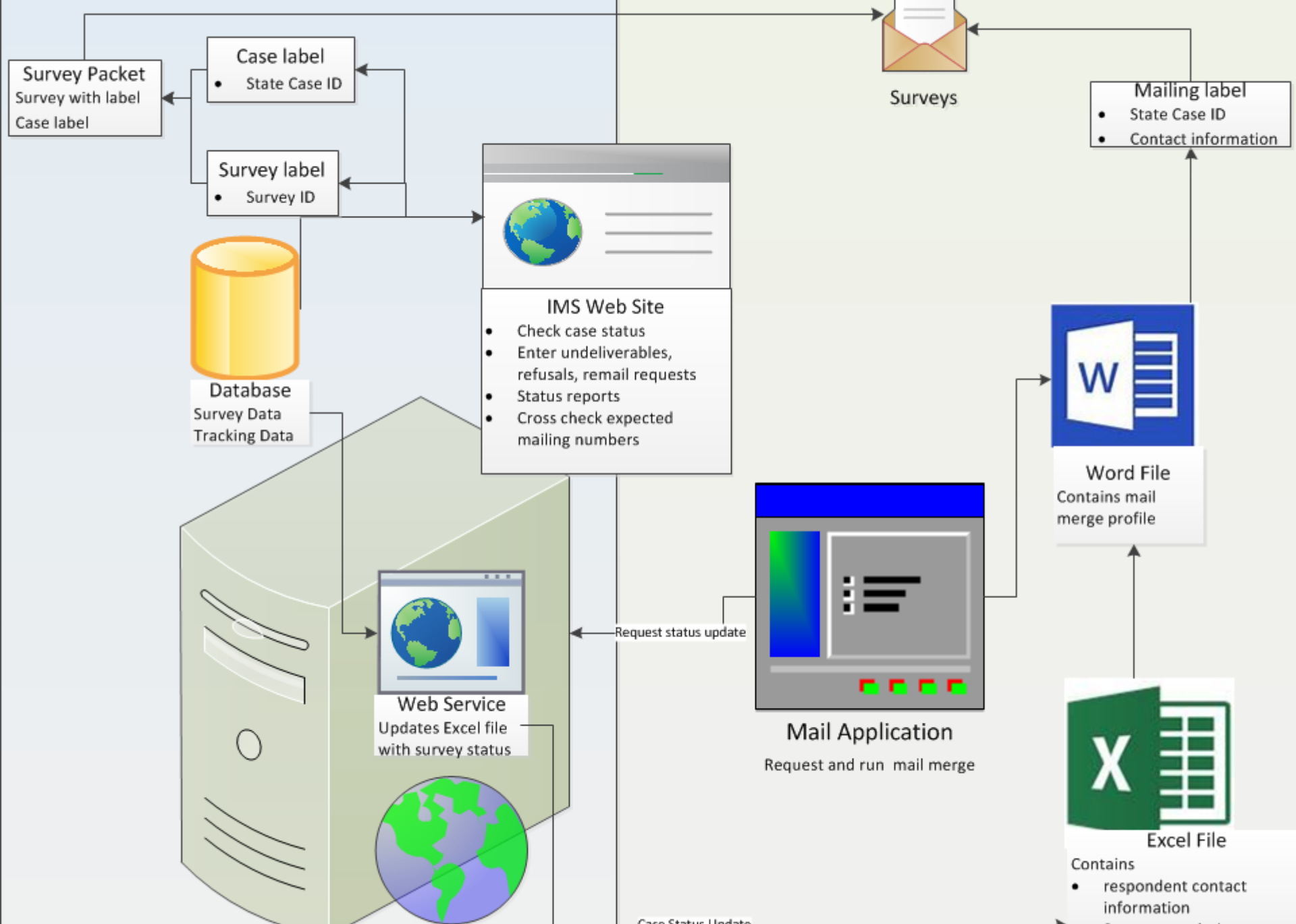
- System components are:
 - SQL database hosted by survey vendor to store tracking information, survey data
 - Excel spreadsheet maintained by State to store contact information
 - Secure web site used by vendor and State to track returns, view reports.
 - Client-side API to generate mailings

Generating Mailings

- The client side application will use a web service to get cases that need mailings.
- The Excel spreadsheet will be updated with the case status.
 - Because there is no way to enforce version control with the Excel spreadsheet, all cases will be updated.
- The application runs a mail-merge using the spreadsheet and Microsoft Word.
 - The mail-merge processes filters by the updated case status.
- The web site will show the number of expected mailings for cross-check.

Survey Vendor

State



Excel Spreadsheet Update

Before Update

Name	Address	City	State	Zip	Status
Margaret TestA	15516 11th Ave NE	Shoreline	WA	98155	1
Emily TestB	25526 22nd Ave NE	Shoreline	WA	98155	1
Aaron TestC	35536 33rd Ave NE	Shoreline	WA	98155	1
Jackie TestD	45546 44th Ave ne	Shoreline	WA	98155	1

After Update

Name	Address	City	State	Zip	Status
Margaret TestA	15516 11th Ave NE	Shoreline	WA	98155	1
Emily TestB	25526 22nd Ave NE	Shoreline	WA	98155	1
Aaron TestC	35536 33rd Ave NE	Shoreline	WA	98155	0
Jackie TestD	45546 44th Ave ne	Shoreline	WA	98155	1

Checking Counts

Web Management System Reminder Mailings

- First reminder mailings not sent
- Second reminder mailings not sent
- Third reminder mailings not sent

989 first reminder labels are ready to print

Web application

- First reminder mailings not sent
- Second reminder mailings not sent
- Third reminder mailings not sent

989 first reminder labels are ready to print

Print Labels



Mailing Application

Status

- Waiting for OMB approval
- We were hoping to be in the field by now, so we could give you some details about how it is working, but OMB is taking longer than anticipated