

Women's Health USA and Child Health USA

User Satisfaction Surveys

The Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau is requesting OMB approval to conduct two user satisfaction surveys under the HRSA generic clearance for customer satisfaction surveys (OMB No. 0915-0212). The objective of the surveys is to determine overall satisfaction with data resources on women's and children's health provided by the MCHB annually.

Women's Health USA provides a centralized resource by which various professionals concerned with the health and well-being of women can track the health of the Nation's women. The publication is updated annually to provide timely and accurate information on the health of women from a variety of Federal data sources, including the U.S. Departments of Health and Human Services, Labor, Education, and others. It is designed to be used as a concise reference for policy makers and program administrators at the Federal, State, and local levels to identify and address issues affecting the health of women. The first seven editions of Women's Health USA have proven to be in great demand, with nearly 75,000 copies distributed.

Similar to Women's Health USA, Child Health USA provides timely and accurate information on the current health status of children for maternal and child health (MCH) grantees, policymakers, health educators, service providers, program administrators, and others which can be used to establish and improve health care programs for children and their families. The publication is updated annually at the request of Congress and brings together the latest available information on the health of children from a number of separate sources (e.g., Centers for Disease Control and Prevention, U.S. Department of Commerce, U.S. Department of Education, Administration for Children and Families, National Institutes of Health, and the American Academy of Pediatrics) in order to provide a concise reference. Child Health USA is now in its 16th year.

Customer Service to be Assessed:

The MCHB provides both data books at no charge to constituents through the HRSA Information Center and through the HRSA/MCHB website (<http://www.mchb.hrsa.gov/chusa07/more/order.html>). Constituents hear about the data books through various avenues, for example: National and Regional conferences; related organizations such as pediatric and women's health professional associations; public health practitioners at the local, state, or Federal levels; academic and research institutions; other health organizations; and web sites/web links.

The survey results will be used to determine the extent of users' satisfaction with the data books and to identify ways in which Women's Health USA and Child Health USA may be improved. The main purpose of the survey is to obtain information on overall satisfaction with the content and structure of the data books. A customer survey has not been conducted to assess users' satisfaction with the data books; these data will provide new information that may help to

improve the provision of data-related resources to program administrators and policy makers working to address the health needs of women, children, and families in the United States.

Data Collection:

The survey instruments are self-administered paper-based or web-based questionnaires. The majority of questions consist of questions that provide check box response categories; a few questions are open-ended to encourage respondents to provide comment. The survey will remain open for respondents for a period of one year.

Methods to Maximize Response Rate:

1. The surveys are brief and easy to understand.
2. The surveys require a matter of minutes to complete. It is estimated that the survey will take about 10 minutes to complete.
3. Potential respondents are expected to have interest in responding to the survey.
4. Although surveys can be mailed in by users, the web-based format will reduce postage and handling.

The potential universe for the Customer satisfaction surveys consists of persons who have contacted the HRSA Information Center interested in obtaining either Women's Health USA or Child Health USA, those persons who have visited the MCHB website to download the data books, and any person who has used the data books. The customer surveys will be available on the Maternal and Child Health Information Resource Center website, managed by Altarum Institute, through a link on the MCHB website. Response rates are not possible to estimate at this time.

Questionnaire Instruments:

Each customer satisfaction survey instrument consists of two sections. The first includes 10 questions related to the user's satisfaction with and use of the data book (Women's Health USA or Child Health USA). The second includes five basic demographic questions about the users in order to determine if these materials are being used by the targeted audiences and if a diverse population of users is represented.

The information to be collected in the first 10 questions is unique to the data books; there is no other source for this information. No other entities associated with the MCHB will be collecting information about these materials.

The survey instruments were developed by the Maternal and Child Health Information Resource Center with input from staff in the MCHB. The surveys were designed to keep the satisfaction responses short and simple. The survey instruments have been reviewed for their literacy level to ensure that the questions are easily understood.

Names and other identifying information are not collected. No attempt will be made to identify respondents by name after the surveys have been taken. At no time will HRSA receive any

personal identifying information on respondents unless voluntarily provided.

There are no plans to publish the results of the surveys. Analysis of the data will be done once, and will consist of examining distributions of the scaled responses for summaries and averages. Narrative comments will be compiled. Summary results will be used by ODPD staff to revise materials and develop new ideas. The survey will be conducted over one year.

The contact for the surveys is Jennifer Decker of the Maternal and Child Health Information Resource Center at Altarum Institute (207) 772-1410 or Jennifer.decker@altarum.org.

The contact for this application is Dr. Reem Ghandour, Public Health Analyst in the Maternal and Child Health Bureau, Office of Data and Program Development, 5600 Fishers Lane, Room 18-41, Rockville, MD 20857 (301-443-3786 or rghandour@hrsa.gov).

Attachments

Customer Satisfaction Surveys

Women's Health USA 2008

Child Health USA 2007