

## **B. SUPPORTING STATEMENT FOR BE FOOD SAFE CAMPAIGN SURVEY**

**1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

The population of interest for this information collection is women between the ages of 25 and 49, who live in Oklahoma City and who are caregivers for children under the age of 10 or for older adults. FSIS and FSES staff and ICF Macro worked with Sage Communications' Media Services Division to select a location for the pilot campaign based on a population analysis and media assessment. Oklahoma City was selected because it met the following criteria:

- A minimum caregiver target audience concentration of 10% per market. According to Census Bureau data, the US national average per market for the target population is currently 13%; in Oklahoma City, 13% of the population falls into the target audience.
- A pilot location population similar to that of the broader U.S. population. Current Census Bureau data states that 12.3% of the overall population is African American and 14.8% is Hispanic; Oklahoma City featured similar concentrations of both groups.
- A total target population between 100,000 and 300,000 individuals. This population size will be large enough for measurement and at the same time avoid the more expensive media markets; Oklahoma City's total target population is 127,000.

Prior to the campaign launch, 400 women from the target population will complete a pre-test telephone survey. Approximately three to four weeks after the pre-test survey and immediately following the airing of the campaign, the post-test survey will be conducted with second unique sample of 400 women from the target population. The two survey waves will result in a total of 800 respondents.

<b>Respondent Type</b>	<b>Universe of Eligible Respondents</b>	<b>Estimated Total Number of Respondents</b>	<b>Estimated Total Number of Non-Respondents</b>
Pre-test respondents	127,000	400	217
Post-test respondents	127,000	400	217
<b>TOTAL</b>	--	<b>800</b>	<b>434</b>

We expect a response rate of 65% percent; this is based on ICF Macro's previous experience with surveys of this type, the topic area which is of general interest to the target population, and with the data collection procedures described in Section B.3 below.

**2. Describe the procedures for the collection of information including:**

- **Statistical methodology for stratification and sample selection,**
  - **Estimation procedure,**
  - **Degree of accuracy needed for the purpose described in the justification,**
  - **Unusual problems requiring specialized sampling procedures, and**
  - **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**
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- **Statistical methodology for stratification and sample selection,**

The Genesys-ID system, which contains information on area-code exchange combinations with working numbers and U.S. Census demographic information in geographic regions defined by zip codes, will be used to construct a sample of the target audience. The phone calls will be placed using Random Digit Dialing technology, which guarantees equal probability of selection to all households containing at least one working residential telephone number.

- **Estimation procedure**

The results of this study will not be generalizable to the overall population but rather to the audience for which the campaign has been developed (women age 25 to 49 who prepare meals for children or older adults living in their household). Specifically, prior to analysis, data will be statistically weighted to adjust the sample to National proportions for this demographic. Thus, findings will be generalizable to this demographic on a National level.

- **Degree of accuracy needed for the purpose described in the justification,**

The sample size of 400 unique individuals for each survey wave will result in a confidence level of 0.05 and a confidence interval of +/- 4%. This will allow us to meet the goals of observing behavior change in the target population.

- **Unusual problems requiring specialized sampling procedures, and**

One possibility when using pre- and post-test groups is that the two samples could differ significantly on important characteristics. This limitation will be addressed during the analysis phase of the study. We will compare the two groups for statistical differences on key characteristics such as educational attainment, annual household income, and race/ethnicity. Any differences will be statically controlled during analysis and taken into consideration during interpretation of findings.

- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

Not applicable. This is a one-time survey of respondents in the pilot city, and each respondent will complete the survey once.

**3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

A number of steps will be taken to maximize response rates. The length of the survey has been limited to approximately ten minutes and respondents will be able to break during the survey if they are not able to complete it in one sitting. Respondents will also be provided with a toll-free number that they can call to complete the survey at their convenience.

In addition to keeping the survey brief and allowing respondents to schedule a time to take the survey at their convenience, the survey data collection process has been designed to maximize response rates and minimize respondent burden. The use of CATI technology allows for telephone data collection that will follow the rigorous calling protocol outlined below.

- **Number of Call Attempts:** interviewers will make a maximum of 7 attempts to a telephone number to try to contact the selected respondent and complete an interview. These attempts will be rotated over calling periods or until a completed interview, a request for a call back, or a resolved status is achieved. The attempts will be rotated through weekday day, weekday evening, Saturday daytime, and Sunday afternoon/evening shifts to maximize coverage of the residential population. No number in the sample file will be attempted more than once per shift, except in the cases of busy lines that will be attempted 30 minutes later. Five busy signals in one call shift is considered one attempt on a record.
- **Callbacks:** the CATI system automatically handles callbacks for “no-answer,” “busy,” and “answering machine” outcomes. The CATI system also has the ability to accurately and efficiently manage large numbers of scheduled, definite appointments and optimizes queuing for definite callbacks by continuously comparing station sample activity and the index of definite callback records. When a definite appointment arrives, the system locates the next available station and delivers the record as the next call. Specific appointments can be scheduled using the CATI sample management and can be made for anytime the call center is in operation -- daytime, evening, or weekend. The effective handling of callbacks to respondents is always crucial to the success of any telephone survey project and increases the response rate and the coverage of the population.
- **Call History:** the CATI system automatically stores the outcome or disposition of each attempt in the sample management database. This provides a complete call history for each record in the sample. The call history is displayed on the interviewer’s screen during each new attempt.

- Refusal Aversion and Conversion: research indicates that most refusals are situational, i.e., the respondent was reached at an inconvenient time. Interviewers will make every attempt to complete the survey at that time or schedule a callback. Hard refusals will not be re-contacted.

We expect a response rate of 65% percent; this is based on ICF Macro's previous experience with these data collection procedures and other similar data collections.

A Spanish translation of the survey will be used for Spanish-speaking respondents.

**4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

Cognitive interviews to test the survey instrument were conducted with three women, aged 25 to 49, who prepare meals for children or older adults living in their household. In response to their comments, several small wording changes were made to questions and response options.

In addition, the CATI survey is tested with fewer than 5 randomly-selected respondents, prior to fielding, to ensure correct skip patterns and procedures. This test will focus on the administration of the survey, and any modifications that may be made will be to the organization of the survey and not to the content of the questions or the type of data being collected.

**5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

Include all individuals who have contributed to or commented on the survey, sample frame, statistical methods or other aspects of the collection.

The information collection will be conducted by a contractor:

ICF Macro  
11420 Rockville Pike  
Rockville, MD 20852  
301-770-5800

The representatives of the contractor who consulted on statistical aspects of design and will be responsible for conducting the planned data collection are:

Carol Freeman  
Project Director  
ICF Macro  
11420 Rockville Pike  
Rockville, MD 20852  
240-747-4901  
[carol.freeman@macrointernational.com](mailto:carol.freeman@macrointernational.com)

Samantha Walker  
Senior Project Manager  
ICF Macro  
3 Corporate Square NE, Suite 370  
Atlanta, GA 30329  
404-321-3211 (ext. 2155)  
[Samantha.Walker@macrointernational.com](mailto:Samantha.Walker@macrointernational.com)