

Supporting Statement: Part B

**Evaluation of the Consumer Education Campaign
"Make the Call - Don't Miss a Beat"
Office of Women's Health (OWH),
U.S. Department of Health and Human Services (HHS)**

Submitted by:

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B. Collection of Information Employing Statistical Methods If statistical methods will not be used to select respondents and item 17 on Form 83-I is checked “No” use this section to describe data collection procedures.

1. Respondent Universe and Sampling Methods

This data collection adds questions to an existing tracking study done every three years by the American Heart Association (AHA). For tracking purposes, the data collection methods are those that have been used by AHA. The survey will target a particular audience – a nationally representative sample of U.S. women age 25 and older with an oversample of women age 50 and older -- with statistical sampling procedures employed to identify potential survey respondents. This evaluative research will generate nationally representative results. Telephone samples will be selected using a random digit dialing (RDD) sample methodology. The sample of random telephone numbers is distributed across eligible blocks in proportion to their density of listed telephone households. All blocks within a county are organized in ascending order by area code, exchange and block number. Once the quota has been allotted to all counties in the sample frame, a sampling interval is calculated by summing the number of listed residential telephones in each eligible block within the county and dividing that sum by the quota assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed telephone households. Once a specific block has been selected, a two-digit random number in the range of 00-99 is appended to the exchange and block, creating a complete telephone number. The same sampling procedures have been followed in each previous wave of this research.

The sample will include interviews with 1,200 women age 25 and older including 200 African-American women, 200 Hispanic women and 125 Asian-American women. Sample for the African-American and Hispanic women will be generated using the RDD sample described above. Sample for the Asian-American oversample will be generated from a surname list including common Asian names; all respondents will be screened and eligible if they are, in fact, of Asian background. In addition to the 1,200 women aged 25 and older we will interview an oversample of roughly 100-125 women aged 50 and older to ensure a minimum total of 600 women aged 50 and older.

2. Procedures for the Collection of Information

Computer-Assisted Telephone Interview (CATI) procedures will be used to first screen all sampled residential numbers for eligibility. Once the interviewer ascertains that he or she has called into a household and is speaking to a person age 18 or older, information is given about the study. If anyone in the household is eligible, more information is given in the introduction to the interview and informed consent is obtained.

Professionally recognized procedures will be followed in each information collection activity to ensure high quality data. Examples of these procedures include the following:

- A minimum of 10 percent of telephone interviews will be monitored by supervisory staff;
- Telephone interviewers will undergo practice and training prior to interviewing
- Verification and validation will be performed throughout the field process to ensure data quality.

All data collection and analysis will be performed in compliance with OMB, Privacy Act, and Protection of Human Subjects requirements.

3. Methods to Maximize Response Rates and Deal with Nonresponse

Several procedures proven effective in previous studies will be used to maximize response rates:

- Experienced, highly-trained staff will conduct all interviews and surveys.
- Interviewers will participate in thorough training sessions. Training topics will include study objectives, question-by-question reviews of data collection instruments, strategies for engaging respondents, role playing, and techniques for fostering respondent cooperation and survey completion.
- Outgoing calls that result in a disposition of no answer, a busy signal, or an answering machine will be automatically rescheduled for subsequent attempts. Up to 11 outgoing calls to a given number with dispositions of the sort listed will be made before declaring it a non-response.
- Should a respondent interrupt an interview for any reason, such as needing to attend to a personal matter, the interviewer will reschedule the interview for completion at a later time.
- Fielding will occur over at least an eight-week period. Based on past experience, this time frame will allow the contractor to reach individuals who are on vacation, out of the home during irregular periods, have a temporarily disconnected telephone, or who are not answering the phone for some other reason.

4. Tests of Procedures or Methods to be Under Taken

A pilot test of the questions was conducted with nine women on January 25, 2012. Information from the testing was used to improve the new questions. Tracking questions remained as they have been in previous years (Appendix D).

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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