

Notes:

Approach is designed to have the participant experience the whole package/content of one version of the screener card mailings (i.e. either perforated or non-perforated) first, then drill into separate screener cards to assess preference for or reactions to the questions themselves.

Protocol for National Survey of Children’s Health Screener Card Pretesting

Introduction : **** READ/ PARAPHRASE THE FOLLOWING TEXT****

Greeting: Hello. My name is _____, and I work for the Census Bureau.

Thank you for agreeing to participate in our study.

What: Let me start by telling you a little about what we will be doing today. The National Survey of Children’s Health (NSCH), is conducted by the Census Bureau and sponsored by the Health Resources and Services Administration (HRSA). This survey collects information about the health and well-being of America’s children. We’re working to improve the first step of the survey for 2019. Our goal is to design the first stage of the NSCH to collect high quality data without placing excessive burden on our respondents. Before we finalize the materials, we want to test them with people like yourself to make sure the questions are easy to understand and answer.

We’re asking you to read through the materials as if you received them in the mail. We are interested in your feedback on the materials so we can improve them. We will be looking at several items. I’ll explain each one to you as we go along. I’m going to ask you to read through them and then ask you some questions about them. There are no right or wrong answers. We are interested in what people really think about the survey materials you will see today. Please give me your honest impressions, whether good or bad. We appreciate your help so we can make them work well for everyone.

How: ****SHOW PARTICIPANT THE STACK OF MATERIALS****

These are some materials from the National Survey of Children’s Health. If this were the real survey, you could receive these in the mail. In a couple of minutes, I am going to ask you to look at these just as you would if you had received them at home but with one major difference.

Think Aloud: I would like you to think aloud as you read over the materials and answer some questions. I am interested in your feedback on the materials, but I am also interested in the process you go through in your mind as you read through them. I would like you to tell me everything that you are thinking and feeling as you see and read over these materials. You might have some questions about the survey that come up as we go. You can still ask these questions, but I will wait until the end to answer them. I want to use this time to get your thoughts and opinions.

Practice: Let's do a practice before we start. Please think aloud as you answer this question: How many windows are in your home?

Interruptions: I might stop you at a couple of points and ask you some questions about your feedback, or about the materials themselves. I am also going to ask you some questions at the end. There are no right or wrong answers, because only you know what you are thinking.

Do you have any questions before we begin?

Confidentiality: Our session today is completely confidential. Your participation in this study is completely voluntary, and you can decline to answer any particular question.

Recording: So I don't have to rely on my memory later on, I'd like to record this interview. That way, I can focus today on what you're saying rather than having to concentrate on taking notes. Is that ok with you?

****HAVE PARTICIPANT SIGN CONSENT FORM****

****Begin: **TURN ON RECORDER****

OK, let's begin. Please remember to think aloud as you go through the materials.

Interviewer: Note any confusion or difficulties participants have with the letters, cards, or envelopes.

If participant is not being talkative despite reminders, ask them if there are things they like, don't like, or find confusing.

Section 1: Initial Reactions (Perforated/Non-perforated)

Assigning the participant to condition A, B, OR C

INTERVIEWER: IF THE PARTICIPANT ID BEGINS WITH:

- 1 – ASSIGN THE PARTICIPANT TO CONDITION B, GO TO 1B ON PAGE 3
- 2 – ASSIGN THE PARTICIPANT TO CONDITION C, GO TO 1C ON PAGE 5
- 3 – ASSIGN THE PARTICIPANT TO CONDITION D, GO TO 1D ON PAGE 7

1B: Condition B – Web Push with Screener Card

IF THE PARTICIPANT ID ENDS IN AN ODD NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE PERFORATED VERSION OF THE SCREENER CARD FIRST

IF THE PARTICIPANT ID ENDS IN AN EVEN NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE NON-PERFORATED VERSION OF THE SCREENER LETTER FIRST

****HAND THE PARTICIPANT THE FIRST ENVELOPE CONTAINING THE NSCH11 SCREENER CARD****

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. (IF NEEDED) Did you read the letter/skim it?

INTERVIEWER: DID P COMPLETE SCREENER CARD?

3. What do you think the letter is asking you to do?

INTERVIEWER: NOTE WHETHER P HAS A CHILD/CHILDREN

4. (IF NEEDED) Do you have any children 0-17 years old that usually live or stay at your address?
5. What would you do next?

(IF NEEDED) Would you respond to this letter?

(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

INTERVIEWER: IF YES, HAVE P COMPLETE THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD
IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.

****HAND THE PARTICIPANT THE SECOND ENVELOPE CONTAINING THE OTHER
FORMAT OF THE NSCH11 SCREENER CARD****

SET-UP: Here is another version of the letter you might receive if you were selected to participate in the survey. Please go ahead and open it and read through the materials as you did with the first envelope. Again, remember to think aloud and share any thoughts or impressions you may have.

Standard Probes:

1. What would you do next?
(IF NEEDED) Would you respond to this letter?
(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

INTERVIEWER: IF YES – WOULD FILL OUT THE CARD, HAVE P COMPLETE THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.

2. Do you prefer one of these letters over the other? Why?

****GO TO SECTION 2 – SCREENER QUESTION ASSESSMENT****

1C: Condition C – Web Push, NO Screener Card, Forthcoming Screener Card Mentioned

****HAND THE PARTICIPANT THE FIRST ENVELOPE CONTAINING THE NSCH11 WITHOUT SCREENER CARD****

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts you may have.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. (IF NEEDED) Did you read the letter/skim it?

INTERVIEWER: NOTE WHETHER P HAS A CHILD/CHILDREN

3. (IF NEEDED) Do you have any children 0-17 years old that usually live or stay at your address?
4. What do you think this letter is asking you to do?
5. What would you do next?
(IF NEEDED) Would you respond to this letter?
(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

IF THE PARTICIPANT ID ENDS IN AN ODD NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE PERFORATED VERSION OF THE SCREENER CARD FIRST

IF THE PARTICIPANT ID ENDS IN AN EVEN NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE NON-PERFORATED VERSION OF THE SCREENER LETTER FIRST

****HAND THE PARTICIPANT THE FIRST ENVELOPE CONTAINING THE NSCH12 SCREENER CARD****

SET-UP: I'd like for you to open the envelope and read through the materials as you would if you received it in the mail. Please remember to think aloud and share any impressions or thoughts while looking through these items.

Standard Probes:

1. Do you think you would open this if you received in the mail? (IF NEEDED) Why or why not?

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. (IF NEEDED) Did you read the letter/skim it?

INTERVIEWER: NOTE WHETHER P HAS A CHILD/CHILDREN

INTERVIEWER: DID P COMPLETE SCREENER CARD?

3. What do you think the letter is asking you to do?

4. Would you respond to this letter?

5. What would you do next?

(IF NEEDED) Would you respond to this letter?

(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

INTERVIEWER: IF YES, HAVE P COMPLETE THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD
IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.

****HAND THE PARTICIPANT THE SECOND ENVELOPE CONTAINING THE OTHER
FORMAT OF THE NSCH11 SCREENER CARD****

SET-UP: Here is another version of the letter you might receive if you were selected to participate in the survey. Please go ahead and open it and read through the materials as you did with the first envelope. Again, remember to think aloud and share any thoughts or impressions you may have.

Standard Probes:

1. What would you do next?

(IF NEEDED) Would you respond to this letter?

(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

INTERVIEWER: IF YES – WOULD FILL OUT THE CARD, HAVE P COMPLETE
THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD
IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.

2. Do you prefer one of these letters over the other? Why?

****GO TO SECTION 2 – SCREENER QUESTION ASSESSMENT****

1D: Condition D – Web Push, NO Screener Card, NO Mention of Screener Card

****HAND THE PARTICIPANT THE FIRST ENVELOPE CONTAINING THE STANDARD NSCH11****

SET-UP: This is the first piece of mail you would receive if you were selected to participate in the survey.

Standard Probe:

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts you may have.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. **(IF NEEDED)** Did you read the letter/skim it?

INTERVIEWER: NOTE WHETHER P HAS A CHILD/CHILDREN

3. **(IF NEEDED)** Do you have any children 0-17 years old that usually live or stay at your address?
4. What do you think this letter is asking you to do?
5. What would you do next?

IF THE PARTICIPANT ID ENDS IN AN ODD NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE PERFORATED VERSION OF THE SCREENER CARD FIRST

IF THE PARTICIPANT ID ENDS IN AN EVEN NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE NON-PERFORATED VERSION OF THE SCREENER LETTER FIRST

****HAND THE PARTICIPANT THE FIRST ENVELOPE CONTAINING THE NSCH12 SCREENER CARD****

SET-UP: This is the second piece of mail you would receive if you were selected to participate in the survey.

1. Do you think you would open this if you received in the mail? **(IF NEEDED)** Why or why not?

Now, I'd like for you to open the envelope and read through the materials as you would if you received it received in mail. Please remember to think aloud and share any impressions or thoughts you may have.

Standard Probes:

INTERVIEWER: DID P READ THE LETTER OR SKIM IT?

2. **(IF NEEDED)** Did you read the letter/skim it?

INTERVIEWER: NOTE WHETHER P HAS A CHILD/CHILDREN

INTERVIEWER: DID P COMPLETE SCREENER CARD?

3. What do you think the letter is asking you to do?
4. What would you do next?

(IF NEEDED) Would you respond to this letter?

(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

**INTERVIEWER: IF YES, HAVE P COMPLETE THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD
IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.**

****HAND THE PARTICIPANT THE SECOND ENVELOPE CONTAINING THE OTHER
FORMAT OF THE NSCH11 SCREENER CARD****

SET-UP: Here is another version of the letter you might receive if you were selected to participate in the survey. Please go ahead and open it and read through the materials as you did with the first envelope. Again, remember to think aloud and share any thoughts or impressions you may have.

Standard Probes:

1. What would you do next?

(IF NEEDED) Would you respond to this letter?

(IF YES) How would you respond? Would you go to the website? Would you fill out the card?

**INTERVIEWER: IF YES – WOULD FILL OUT THE CARD, HAVE P COMPLETE
THE CARD, PLACE IN ENVELOPE
NOTE ANY DIFFICULTY P HAD COMPLETING, DETACHING, PLACING CARD
IN ENVELOPE,
NOTE ANY COMMENTS P PROVIDES.**

2. Do you prefer one of these letters over the other? Why?

****GO TO SECTION 2 – SCREENER QUESTION ASSESSMENT****

Section 2: Screener Question Assessment

****HAND THE PARTICIPANT THE ADDITIONAL VERSION OF THE SCREENER IN THE PARTICIPANT'S PREFERRED FORMAT****

****IF THE PARTICIPANT FAVORED THE PERFORATED FORMAT PROVIDE THE OTHER PERFORATED LETTER****

****IF THE PARTICIPANT FAVORED THE NON-PERFORATED FORMAT PROVIDE THE OTHER NON-PERFORATED LETTER****

SET-UP: I'd like for you to take a look another version of the letter/card, similar to the one we just talked about.

NOTE ANY FEEDBACK THE PARTICIPANT PROVIDES WHILE LOOKING AT THE ADDITIONAL VERSIONS

Standard Probes:

1. Which of these do you prefer? **INTERVIEWER: NOTE PREFERENCE**
2. Why do you prefer this one? **(IF NEEDED)** Tell me more about that.
3. **(IF ANY ARE CLEARLY NOT PREFERRED)** Can you tell me what you do not prefer about this one/these?
If you received it in the mail do you think you would complete it?

GENERAL DEBRIEFING PROBES:

Overall, what would you say about the materials you looked at today?

(IF NEEDED) Tell me more about that.

Is there anything else you would like to tell us that you haven't had a chance to mention yet?

Thank you for your feedback today. Your participation is greatly appreciated and your input has been really helpful.

****PROVIDE INCENTIVE AND HAVE PARTICIPANT SIGN VOUCHER FORM****