

Information Collection Request

GenIC

**BRFSS Feasibility Experiment for State-specific Module Data Collection in Cell Phone Samples
For the National Center for Chronic Disease Prevention and Health Promotion**

Submitted under

CDC/ATSDR Formative Research and Tool Development

(OMB #0920-1154)

Supporting Statement: Part A

Program Official/ Contact

Carol Pierannunzi, PhD

Division of Population Health

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

Atlanta, Georgia

Phone 770-488-4609

Fax 770-488-5965

Email: ivk@cdc.gov

March 5, 2019

TABLE OF CONTENTS

1. Respondent universe and sampling methods
2. Information Collection Procedures
3. Methods to Maximize Participation Rates
4. Tests of Procedures
5. Statistical Consultants

LIST OF ATTACHMENTS

- Attachment 1: BRFSS Data Collection Protocols
- Attachment 2: Recruitment Text for Respondents to Participate in the BRFSS Feasibility Experiment
- Attachment 3: Invitation Scripts for Text, Email and Mail
- Attachment 4: Questionnaire Content of the BRFSS Feasibility Experiment

Supporting Statement: Summary

- **Goal of the Proposed Project:** The purpose of the BRFSS Feasibility Experiment for State-specific Module Data Collection in Cell Phone Samples will be to assess whether out-of-state cell phone respondents for the Behavioral Risk Factor Surveillance System (BRFSS) will complete state-specific modules after completion of the common core questionnaire. Results will be used to inform future data collection methodologies of the BRFSS
- **Intended use of the resulting data:** Data may be used to determine whether changes can be made to telephone survey methods to divert some respondents to a web-based portion of a questionnaire, currently in use.
- **Methods to be used to collect data:** Currently, cooperating respondents who appear in the sample, but live in other states are interviewed using the common core questions only. They are not included in state-specific modules, resulting in the loss of information for the state of residence. This feasibility experiment will assess three methods for inviting respondents to complete state-specific modules. The respondents who complete the core will be randomly assigned to one of three invitation methods to complete modules: (1) an SMS text link, (2) a URL link within an email, or (3) a postal mail of the URL for the state-specific modules. Based on their randomized condition, the invitation to the state-specific module survey will be sent via SMS text link, email, or mail to each of the recruited participants. The CDC will track responses, cooperation and completion rates and characteristics of both respondents and nonrespondents to the state-specific modules to determine whether it is feasible to move respondents from telephone based data collection to web-based questionnaires.
- **Populations to be studied:** Adult residents of 10 US states who are part of the BRFSS sample.
- **How data will be analyzed:** The resulting data will be used to test whether a follow-up for cooperating respondents could result in an approach for collecting state-specific data that is currently not collected. If data indicate that it is cost effective to implement a procedure for new methods to achieve module data, changes may be made in future BRFSS data collection methods.

B. Collections of Information Employing Statistical Methods

1. Respondent universe and sampling methods

The purpose of the BRFSS Feasibility Experiment for State-specific Module Data Collection in Cell Phone Samples is to determine whether it is possible to follow-up with out-of-state cell phone respondents to collect state-specific data. Currently cell phone respondents whose phone numbers place them in the incorrect state sample, are interviewed using only the common core questionnaires. State-specific modules are not included in the interviews of these persons who have moved from the state where they first purchased their cell phone. This has resulted in loss of state-specific data for a portion of the cell phone interviews in each state.

Ten state health departments (TX, AK, FL, WV, MO, WA, NY, KY, CT, and ND) have volunteered to participate in the BRFSS Feasibility Experiment for State-specific Module Data Collection in Cell Phone Samples. Currently approximately 56% of all BRFSS interviews are completed by cell phone. Of those interviews, up to 20% may be conducted by state health departments where the area code of the phone number indicates that the respondent resides outside of the state sample frame. The percentage of cell phone interviews varies by state, and the percentage of contacted respondents who live in other states also varies. Although it is not known whether respondents will 1) agree to participate and 2) complete the online questionnaire after being recruited, a maximum of 450 participants will be set for each state. The actual number of participants may be much lower.

As is currently standard protocol for BRFSS data collection, the state contacting the respondents will complete the interview for all cell phone respondents. Those respondents reporting that they reside in the state's sample frame will complete the core questionnaire and state-specific modules. Those who report that they live in other states will complete only the core questionnaire on the telephone. They will then be asked if they would complete state-specific modules through an online questionnaire. The mode for connecting or inviting out-of-state core respondents to the online modules will be experimentally tested. These respondents will be randomly assigned to one of three groups to receive the invitation and link to complete the online questionnaire: (1) a link texted to the respondent's cell phone number; (2) by an email sent to an email address provided by the respondent; or (3) by postal mail to the respondent's home address. Please see Attachment 2 for script to be used to recruit respondents at the conclusion of the core BRFSS questionnaire. Attachment 4 provides a copy questionnaire.

The table below illustrates the estimated respondent universe and burden hours for the single administration of the BRFSS Feasibility Experiment for collecting state specific modules online.

Table 1. Respondent Burden by Type of Information Collected					
Type of Respondents	Type of Information Collection	Number of respondents per IC	Annualized number of respondents	Average burden per response (in hours)	Total annualized burden hours
General U.S. Adult Population	State-specific modules using SMS (text) invitation	1,500	1,500	20/60	500
	State-specific modules using email invitation	1,500	1,500	20/60	500
	Modules using USPS Mailed invitation	1,500	1,500	20/60	500
Total		4,500	4,500	20/60	1500

2. Information Collection Procedures

Information collection from cell phone respondents who do not reside in state where they are included in sample will proceed in the following way:

- Online questionnaire
 - Send a link to cell phone number after respondent provides permission to receive an invitation via text (to number provided by respondent).
 - Send a link embedded within an email after respondent provides permission to receive an invitation via email (email address provided by respondent).
 - Send a link within a mail invitation after respondent provides permission to receive an invitation via mail (physical address provided by respondent).

3. Methods to Maximize Participation Rates

Since the purpose of BRFSS Feasibility Experiment for State-specific Module Data Collection in Cell Phone Samples is to assess whether state-specific data may be collected using follow-up with cell phone respondents who reside in states other than the sample state, standard methods to achieve the highest response rate will be adhered to. The BRFSS Data Collection Protocol (Attachment 1) provides information on calling time, number of attempts and introductory scripts designed to recruit participants. Additional information on recruitment (such as recruitment text) is provided in Attachment 3.

4. Tests of Procedures

The online questionnaire will be tested prior to implementation by staff members at the CDC and at participating states. The BRFSS module questions have already undergone cognitive testing and have been used in many cases for years in telephone interviews and will not require further testing.

5. Statistical Consultants

CDC will contract with Westat, Inc. to create the website, conduct texting, emailing, or mailing of the link to each participant invited to the online survey, and collect paradata.