

Developmental Projects to Improve the  
National Health and Nutrition Examination Survey  
And Related Programs

Social Media Pilot Study GenIC  
Supporting Statement B

Contact Information:

David Woodwell, MPH  
Chief, Planning Branch  
National Health and Nutrition Examination Survey  
National Center for Health Statistics/CDC  
3311 Toledo Road  
Hyattsville, MD 20782

Telephone: 301-458-4327

FAX: 301-458-4028

E-mail: [DWoodwell@cdc.gov](mailto:DWoodwell@cdc.gov)

October 22, 2018

Table of Contents

B. Collections of Information Employing Statistical Methods..... 3

- 1. Respondent Universe and Sampling Methods..... 3
- 2. Procedures for the Collection of Information..... 3
- 3. Methods to Maximize Response Rates and Deal with Nonresponse..... 3
- 4. Tests of Procedures or Methods to be Undertaken..... 3
- 5. Individuals Consulted on Statistical Aspects and Individual Collecting  
and/or Analyzing Data..... 4

List of attachments:

- Attachment 1a. NHANES Social Media Description
- Attachment 1b. NHANES Social Media Form
- Attachment 1c. Facebook and Instagram Advertisement
- Attachment 2. NCHS Ethics Review Board (ERB) Approval

## The NHANES Social Media Pilot Study GenIC Supporting Statement B

### 1. Respondent Universe and Sampling Methods

The study population is adults aged 18+ years living in one of up to six NHANES (OMB No. 0920-0950, Exp. Date 12/31/2019) locations that will be selected for this pilot, as needed to achieve the desired sample sizes. An experimental design will be performed to assess the effectiveness of paid advertisements on Facebook and Instagram as an outreach tool to potential NHANES participant. Adults within specific zip codes in each selected survey location will be targeted to receive advertisements on Facebook and Instagram (see attachment 1c). Half of the target zip codes in each location will be randomly selected as the group receiving the NHANES advertisements, and the other half will be selected as the group not receiving NHANES advertisements. Respondents will be any adult screened at the household level.

### 2. Procedures for the collection of information

The pilot will take place at the doorstep of selected households, during the NHANES screening phase. Field interviewers will ask five questions (see attachment 1b) about brand awareness to an adult in all households screened in the six selected locations.

### 3. Methods to maximize response rates and deal with nonresponse

The investigators are prepared to go to up to six NHANES locations in order to reach the desired sample size of 3,600 respondents. The data collected will be sufficient to inform investigators.

### 4. Tests of procedures or methods to be undertaken

The pilot will help to determine the effectiveness of social media as a future potential promotional tool for NHANES. Two forms of social media will be utilized, Facebook and Instagram. We will compare response rates for participants who were exposed to the NHANES social media campaign to those who were not exposed. In addition, we will compare the performance of the advertisements in each location as well as evaluate feedback from persons who answer the screener questions at the household level. A five percent increase in participation within the exposed group will help determine if the social media campaign was successful and should be continued as a promotional tool in the NHANES outreach strategy.

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

1) The following person was consulted in the statistical aspects of the design of this Social Media Pilot:

Tala H. Fakhouri, PhD MPH  
Senior Health Scientist  
Division of the National Health and Nutrition Examination Surveys  
National Center for Health Statistics  
Centers for Disease Control and Prevention  
Email: tfakhouri@cdc.gov  
Office: 301-458-4608

2) The following person is responsible for the data collection activities:

David Woodwell  
Chief, Planning Branch  
Division of Health and Nutrition Examination Surveys  
National Center for Health Statistics  
Centers for Disease Control and Prevention  
Phone: 301-458-4327

3) The following person is responsible for the analysis of this Social Media Pilot data:

David Woodwell  
Chief, Planning Branch  
Division of Health and Nutrition Examination Surveys  
National Center for Health Statistics  
Centers for Disease Control and Prevention  
Phone: 301-458-4327