Conducting an Anonymous Survey with Follow-Up Targeted to Non-Responders

Margaret Collins and Betsy Payn
Study Protocol

• Mail survey
  ▪ With web survey option
  ▪ Spanish available on request
  ▪ Up to seven mailings of surveys or postcard reminders
  ▪ $5 incentive
  ▪ Contact information will come from state level database
  ▪ N = 2134
Study Protocol, cont.

• Web Option
  • Unique Password
    • Advance letter sent before first survey is mailed
    • All three surveys are sent with cover letters
## Mailings

<table>
<thead>
<tr>
<th>Mailing</th>
<th>Sent to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Letter</td>
<td>All sample members</td>
</tr>
<tr>
<td>First survey mailing</td>
<td>All sample members</td>
</tr>
<tr>
<td>Reminder Postcard</td>
<td>Non-responders only</td>
</tr>
<tr>
<td>Second survey mailing</td>
<td>Non-responders only</td>
</tr>
<tr>
<td>Reminder Postcard</td>
<td>Non-responders only</td>
</tr>
<tr>
<td>Third survey mailing</td>
<td>Non-responders only</td>
</tr>
<tr>
<td>Reminder Postcard</td>
<td>Non-responders only</td>
</tr>
</tbody>
</table>
Rationale

- State level Personally Identifiable Information (PII) cannot be released to survey vendor
  - Data that includes sensitive information will be used for analysis
  - State residents have not released PII
- Desire to avoid sending survey packets to responders
  - Cost issues
  - Avoid receiving duplicate surveys from same respondent
  - Avoid having respondents becoming irritated with study for mailings after completion
• State is volunteering to participate in the study
  ▪ Want to reduce burden for state employees
  ▪ State will receive a small subcontract for participation

• State should not have access to survey data
  ▪ Sensitive questions in survey
Methodology

• State will provide unique identification to Survey vendor

• Survey vendor will draw sample and provide cases selected to State

• Survey vendor will create mail packets with unique ID on the outside envelope

• Survey vendor will provide training on mailing assembly to state, and will assist with the first mailings
Methodology, cont.

- State will mail advance letters printed on state letterhead
  - Advance letter will contain URL and passcode for web survey
- State will mail survey packets
  - Survey vendor will prepare full packets with incentive in sort order
  - State will print envelopes and personalized letters in sort order
  - State will assemble by taking envelope, letter, and survey packet, doing QC by making sure the pieces match (Survey vendor will have ID on outside of survey packet)
Methodology, cont.

• State will enter returned survey packets (undeliverable) into web-based IMS

• Survey vendor will receive returned surveys and will enter into web-based IMS

• Reminder mailings will be prepared by State after excluding cases that have been finalized
Summary

• Survey vendor will have state level data, but no PII
• Survey vendor will have survey data
• State will retain all PII
• State will not have access to survey data, except in summary form
Survey Activity Diagram

Survey Vendor Tracking
- Survey Vendor Database
  - Case ID
  - Event records
  - Status records

- Survey not submitted, Third postcard not mailed and day 1,17,45 or 73?
- Survey Mailing 1-3
  - Print ID Label for survey booklet
  - Print ID label for envelope
  - Send to State

- Survey complete, Call Center records Spanish Preference
- Spanish Survey Mailing
  - Print ID Label for survey booklet
  - Print ID label for envelope
  - Send to State

State Tracking
- State Database
  - Case ID
  - Contact Information

- Advanced Mailing/Postcards
  - Print personalized cover letter and address
  - Mail letters

- Survey not submitted, Third survey not mailed and day 3,31 or 51?

- Initial Survey Mailing
  - Print Address Labels
  - Assemble mailing
  - Mail Survey

- Participant receives letter
- Participant speaks English?
- Web Completion?
- Respondent reports Spanish preference
- Spanish Survey Mailing
  - Print Address Labels
  - Assemble mailing
  - Mail Survey

- No
- Call Center records Spanish Preference

- Yes

Participant
- Good address?
  - No
  - Participant receives letter
  - Speak English?
  - Web Completion?
  - Yes

- Yes
  - Participant receives letter
Technological considerations

• State only has an Excel file with participant contact information.

• Survey vendor cannot access State contact information

• State can access portions of the Survey Vendor web site
Technical Solution

• System components are:
  - SQL database hosted by survey vendor to store tracking information, survey data
  - Excel spreadsheet maintained by State to store contact information
  - Secure web site used by vendor and State to track returns, view reports.
  - Client-side API to generate mailings
Generating Mailings

• The client side application will use a web service to get cases that need mailings.

• The Excel spreadsheet will be updated with the case status.
  ▪ Because there is no way to enforce version control with the Excel spreadsheet, all cases will be updated.

• The application runs a mail-merge using the spreadsheet and Microsoft Word.
  ▪ The mail-merge processes filters by the updated case status.

• The web site will show the number of expected mailings for cross-check.
### Excel Spreadsheet Update

#### Before Update

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaret TestA</td>
<td>15516 11th Ave NE</td>
<td>Shoreline</td>
<td>WA</td>
<td>98155</td>
<td>1</td>
</tr>
<tr>
<td>Emily TestB</td>
<td>25526 22nd Ave NE</td>
<td>Shoreline</td>
<td>WA</td>
<td>98155</td>
<td>1</td>
</tr>
<tr>
<td>Aaron TestC</td>
<td>35536 33rd Ave NE</td>
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<td>WA</td>
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<td>1</td>
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#### After Update

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Checking Counts

**Web Management System**

- First reminder mailings not sent
- Second reminder mailings not sent
- Third reminder mailings not sent

**989 first reminder labels are ready to print**

**Mailing Application**

- First reminder mailings not sent
- Second reminder mailings not sent
- Third reminder mailings not sent

**989 first reminder labels are ready to print**

Print Labels
Status

• Waiting for OMB approval

• We were hoping to be in the field by now, so we could give you some details about how it is working, but OMB is taking longer than anticipated