



# Cell Phone BRFSS: Hawaii Experience

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# Acknowledgement

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Hanh Nguyen

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# Outline

- Preparations
- Contractor's Tasks
- DOH Behind the Scene
- Results
- Conclusions
- Recommendations

# Preparations

- Overcome fear
  - > Safety
  - > Unnerving calls
- Same CONTRACTOR as landline BRFSS
- Initial meetings
- Communications with BSB/CDC requirements, funding, BSB/CDC CATI support
- Final contract: 2008 @ \$40.00 per complete  
2009 @ \$66.80 per complete

# Contractor's Tasks

- Follow BSB/CDC protocol/guideline for cell phones
- Adopt/Adapt cell phone BRFSS WINCATI
  - > Include state added questions

2008

Have you ever been told by a doctor or another health professional that you have chronic obstructive pulmonary disease, also called COPD, emphysema or chronic bronchitis?

2009

- Do you know about the Hawaii Tobacco Quitline?
- Ask to smokers: How useful would the Hawaii Tobacco Quitline be in helping you stop using (or smoking) tobacco?

(1) Very useful (2) Somewhat useful (3) Not at all useful

# Contractor's Tasks cont.

## Sign the GENESYS Agreement



### Marketing Systems Group/GENESYS Sampling Protected Number Agreement

This agreement summarizes the terms and conditions surrounding the delivery of telephone number samples by Marketing Systems Group (dba "GENESYS, GENESYS Sampling"), a Pennsylvania corporation with offices at 565 Virginia Drive, Fort Washington, PA 19034 and SMS Research & Marketing Services, Inc. (Customer).

This agreement applies to the Project referred to by all parties as: \_\_\_\_\_


This agreement applies to all telephone numbers provided to Client

As a provider of consumer lists and related services, Marketing Systems Group (GENESYS Sampling) provides a wide range of telephone numbers lists to clients (referred to herein as "samples"). From time to time, such samples may, (either through intentional specification by customer or through non-use or limitations of screening / database technologies) contain telephone numbers whose use is restricted by various government agencies. Such usage restrictions include (but are not limited to) Federal and State Do-Not-Call legislation and FTC/FCC restrictions on the dialing of cellular and wireless devices.

#### Customer hereby certifies the following:

GENESYS Samples may include, whether by design or not, telephone numbers whose legal use, dialing, and contact is currently regulated by various Federal and State laws, and whose use, dialing, and contact may be restricted further, or differently in the future.

Customer acknowledges its sole responsibility to ensure that any Customer use of sample telephone numbers provided by Marketing Systems Group is and will be compliant with all federal, state, and local laws, and agrees to hold Marketing Systems Group harmless from any and all claims, penalties, fines, or damages that may arise from any breach of representations made herein, or from any Customer acts or omissions involving the use of Marketing Systems Group provided telephone numbers.

Signature  Date 1-15-08  
Name James E. Dannemiller Title Executive Vice President

Please complete this form and return to: Marketing Systems Group, 565 Virginia Drive, Fort Washington, PA, 19034, or Fax to 215.653.7114

# Contractor's Tasks cont.

Submit initial calls to DOH

Pass through PC-edit monthly data collected

Submit to CDC

2008

call February to November

2009

call February to November

# Contractor's Tasks cont.

- Decision to give incentive
  - > experimented
    - first three months offered \$5 incentives
    - fourth month no incentive offered
      - no drop in response rate
    - continue not to offer incentive
      - no drop in response rate

Final decision: no incentive offered

# DOH Behind the Scene

- Examine cell phone WINCATI prior to start (February), assurance it follows the questionnaire.

Monthly examination of the cell phone data .

# Results

- Fear unfounded
  - > safety feature of no cell phone interview while driving
  - > no unnerving calls
    - 5 call attempts
    - presence of cell caller id
- Length of interview with 15 minutes
- Response rate: 6.3% in 2008
  - 6.6% from Feb to Sept 2009

# Results

- Total completed interviews:

2008

- 330 more than CDC required 300.

2009 required 500 completed interviews. BSB/CDC only required 300.

415 from February to September

- Interviews at hurried pace than landline interviews

# Conclusions

- Nothing to be afraid of.
- Not required much preparation for the states that have Ci3/WINCATI.
- Costly compared to landline BRFSS phone survey:
  - at 6% to 7% response rate
  - shorter questionnaire/interview
- Meet the BSB/CDC requirement of at least 41% male respondents.
- Younger adults.

# Conclusions

- Majority of cell phone samples are from Honolulu county.
- Cannot sample by specific geography within the state.
- Cannot determine if respondent is outside the state unless the question is asked.

# Recommendations

- Continuation of cell phone survey.
- Need standard weighting mechanism to merge with landline.
- Strategy to include optional modules and state added questions:
  - How much incentive for respondent to answer 30 minutes cell phone survey?
  - Alternatively, is it possible to have correction factors for the result of questions not included in the cell phone survey but included in the landline survey?

