



Lights, Camera, Action: Use of Video to Increase Participation During At-the-Door Screenings

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Study Background

- The NSDUH provides national, state and substate data on substance use and mental health in the civilian, noninstitutionalized population age 12 and older
- Data are collected on a quarterly basis each year
- Approximately 700 field interviewers (FIs) staffed
- Approximately 140,000 household screenings and 67,500 interviews completed annually
- Conducted by RTI under contract with SAMHSA

Gaining Respondent Cooperation



- Recent national trend among many surveys show respondents are less willing to participate
- Response rates are trending down, refusal rates are trending up
- Anecdotal reports from NSDUH FIs indicate refusals are becoming more firm
 - “I don’t have time”
 - Cautious of scams and/or identify theft
 - Concerned about confidentiality

Redesigning NSDUH for 2015

- NSDUH questionnaires and advance letter & study brochure redesigned for 2015
- First “major” project redesign since 2002
- All proposed changes subject to in-depth testing over multiple years, including two large-scale, national field tests
- Redesign activities required new equipment – including laptop shown here for interviews



Samsung Galaxy Tablet

- Samsung Galaxy tablet selected for at-the-door screenings
- Android-based operating system
- 7.0-inch, 1024x600 LCD display
- Capable of full HD video playback
- Multimedia capability allowed for expansion in thinking about types of respondent materials for refusal aversion/conversion



“Let’s make a movie!”

- Want to provide FIs high-quality tools to build rapport, establish legitimacy with respondents as quickly as possible
- Given tablet’s capability, obvious next step was a video to be shown to respondents to provide info, avert/convert refusals
- Sought feedback from groups of veteran field staff regarding optimal content of an at-the-door video for respondents:
 - **Must be short; goal of < 1 minute**
 - **Must be optional to use**
 - **Needs to cover all major topics of concern to respondents**

What Respondents Want to Hear

“Your confidentiality and privacy will be protected.”

“You CANNOT be replaced for this study.”

“No one will look at your answers. Data are only reported in aggregate forms.”

“We will give you \$30 for completing the interview.”

Choose Your Words Carefully

- Biggest difficulty in production: refining text
- Developed multiple drafts of script to trim down total number of words
- Must convey ALL major points in video as efficiently as possible; don't waste a respondent's time!
- Final script: 73 seconds total run time; only 60 seconds of actual spoken text



Easy Access

Exit Span Help Next

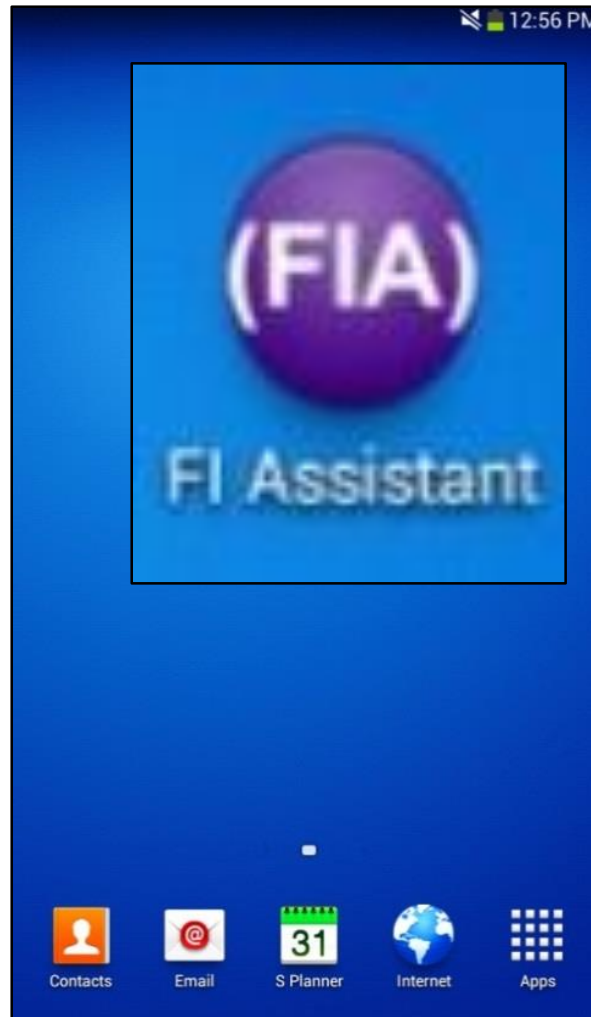
Study Introduction

Line 015 300 Gordon Street

Hello, my name is Trainer FI with RTI International in North Carolina. We are conducting a nationwide study sponsored by the U.S. Department of Health and Human Services.

You should have received a letter explaining the study.

HAND R COPY OF LETTER IF NEEDED



9:13 AM

FI Assistant (2.4): NSDUH Files

Tap on the button(s) to open the appropriate file(s).
Scroll down to see all the buttons.

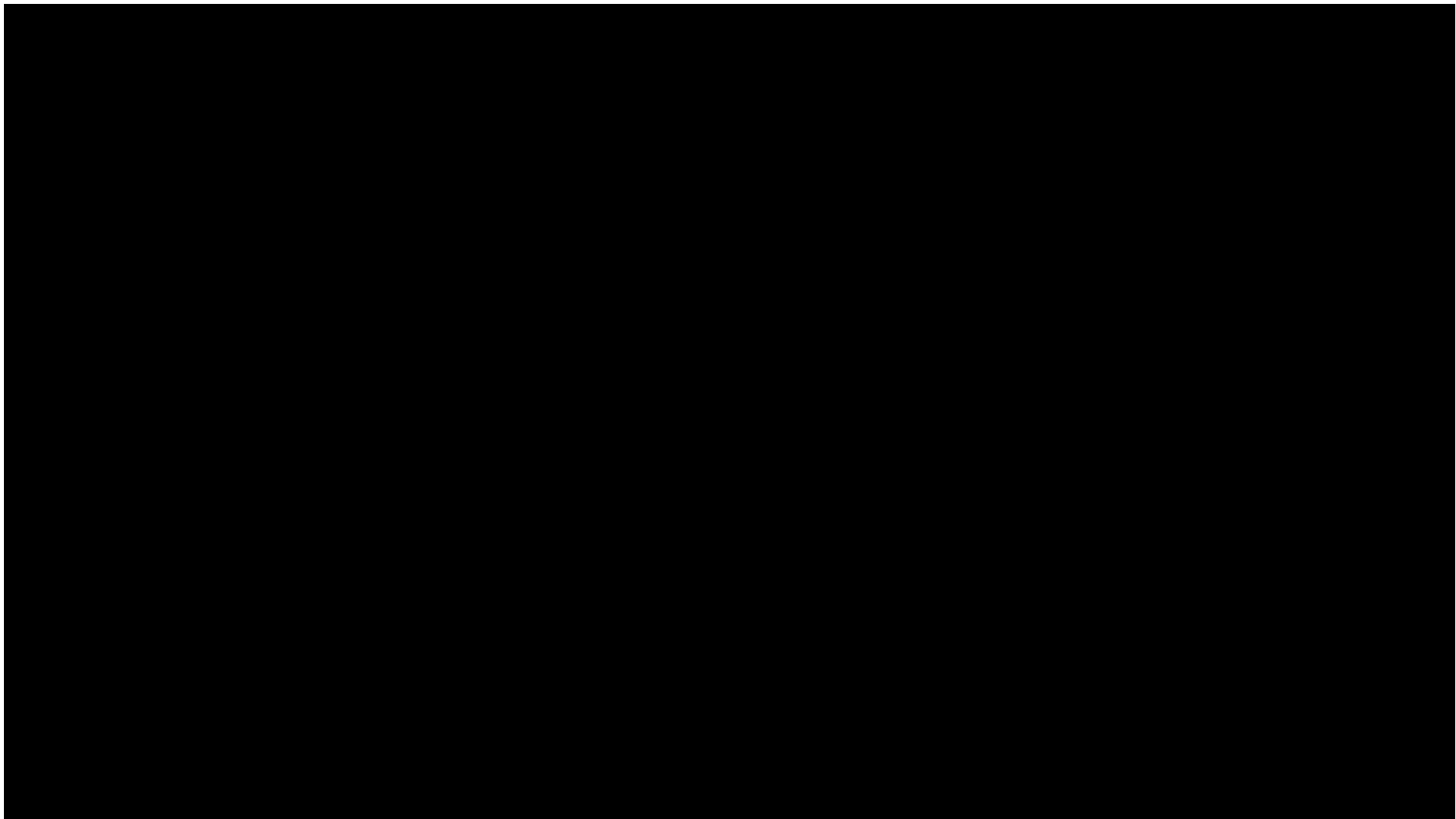
Play Video

SCREENING Q&A REFERENCE GUIDE

INTERVIEW Q&A REFERENCE GUIDE

Tap the "Check For Updates" button to get the latest FI Assistant updates.

Check For Updates



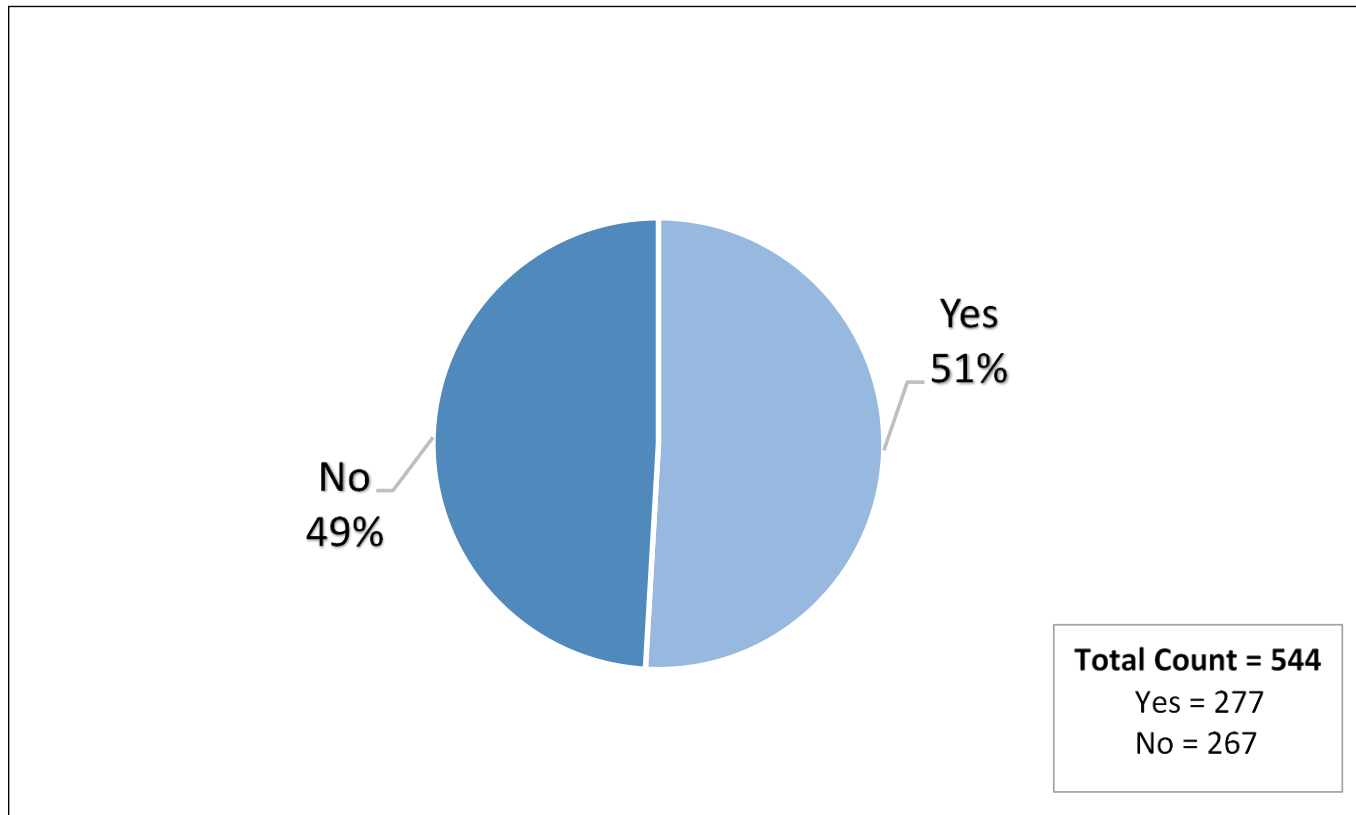
Collecting FI Feedback

- Developed anonymous, web-based survey for FIs to provide feedback on equipment, including new tablet and tablet video
- Survey made available February 18 – March 9, 2015
- Allowed FIs total of 9 weeks of data collection to report on:
 - During that time, approx. 45,000 screenings and 15,000 interviews were completed nationwide
- Survey was voluntary to complete
 - 89% response rate
- **Hypothesis:** FIs who utilized the tablet video at the door would report an increase in establishing legitimacy with and gaining cooperation from respondents.
- Literature review we conducted found no relevant existing research on using tablet videos with respondents in this manner

Feedback Survey Results: Usage of Tablet Video by FIs

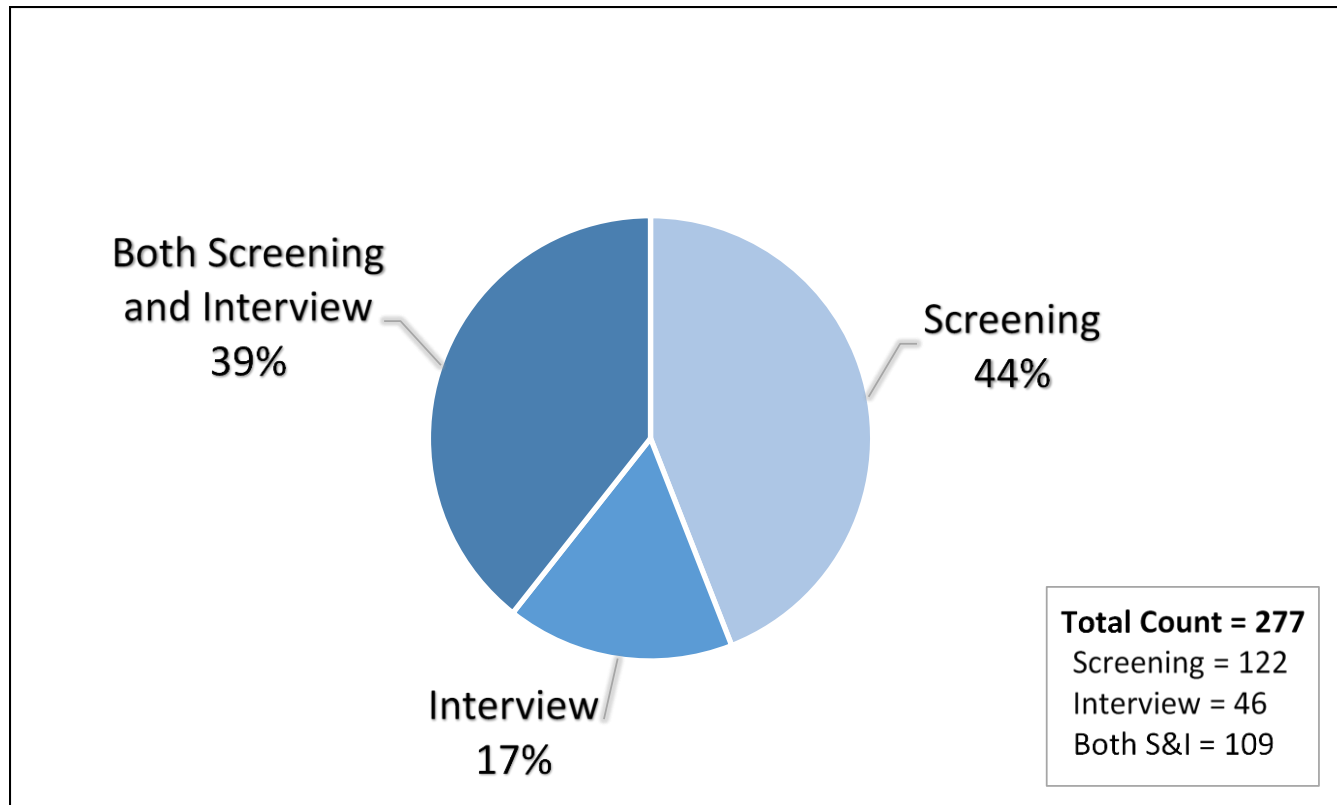
Usage of Tablet Videos by FIs

Have you used the tablet video in an effort to gain respondent participation?



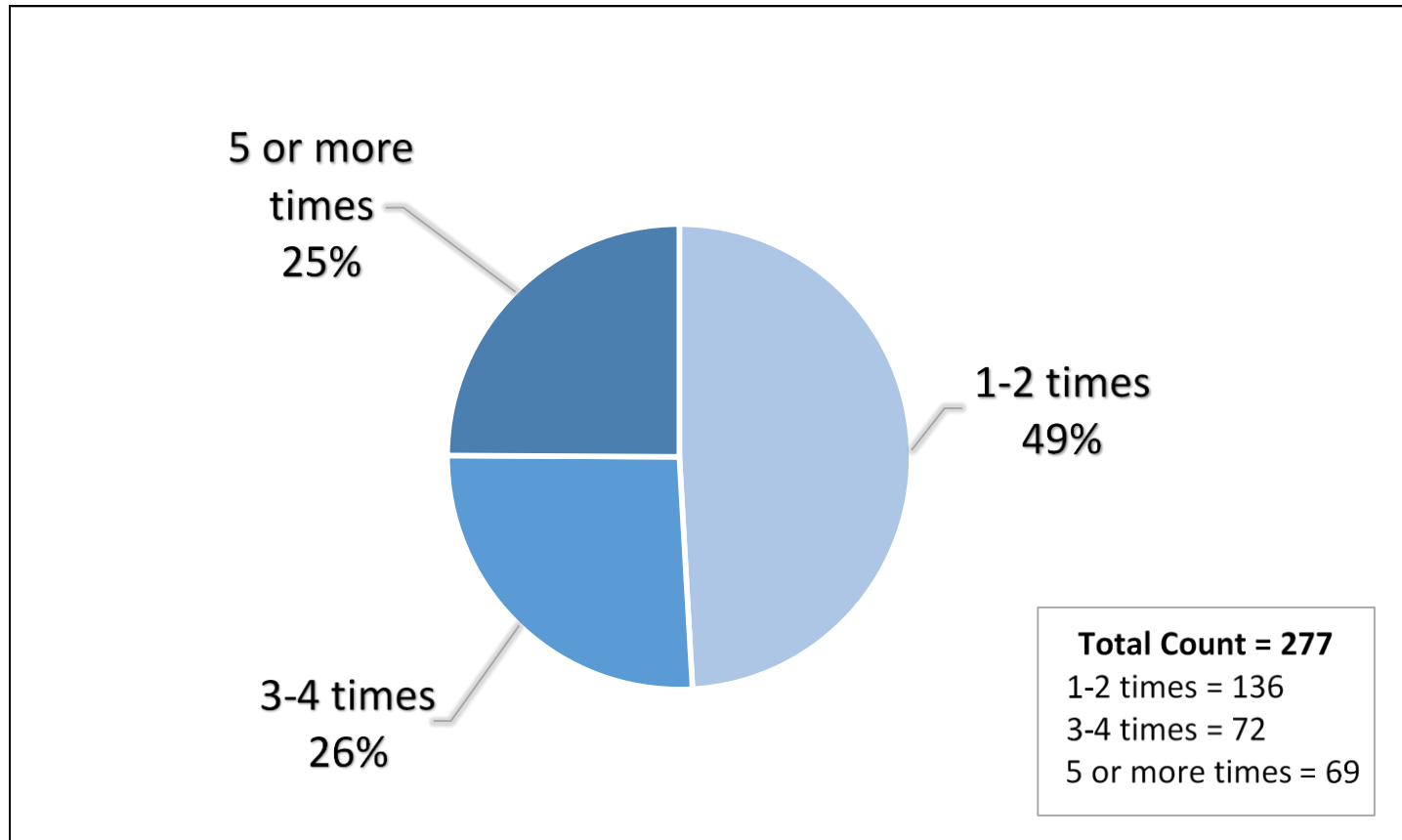
Usage of Tablet Videos by FIs

Did you use the video to gain participation for screening, interview or both?



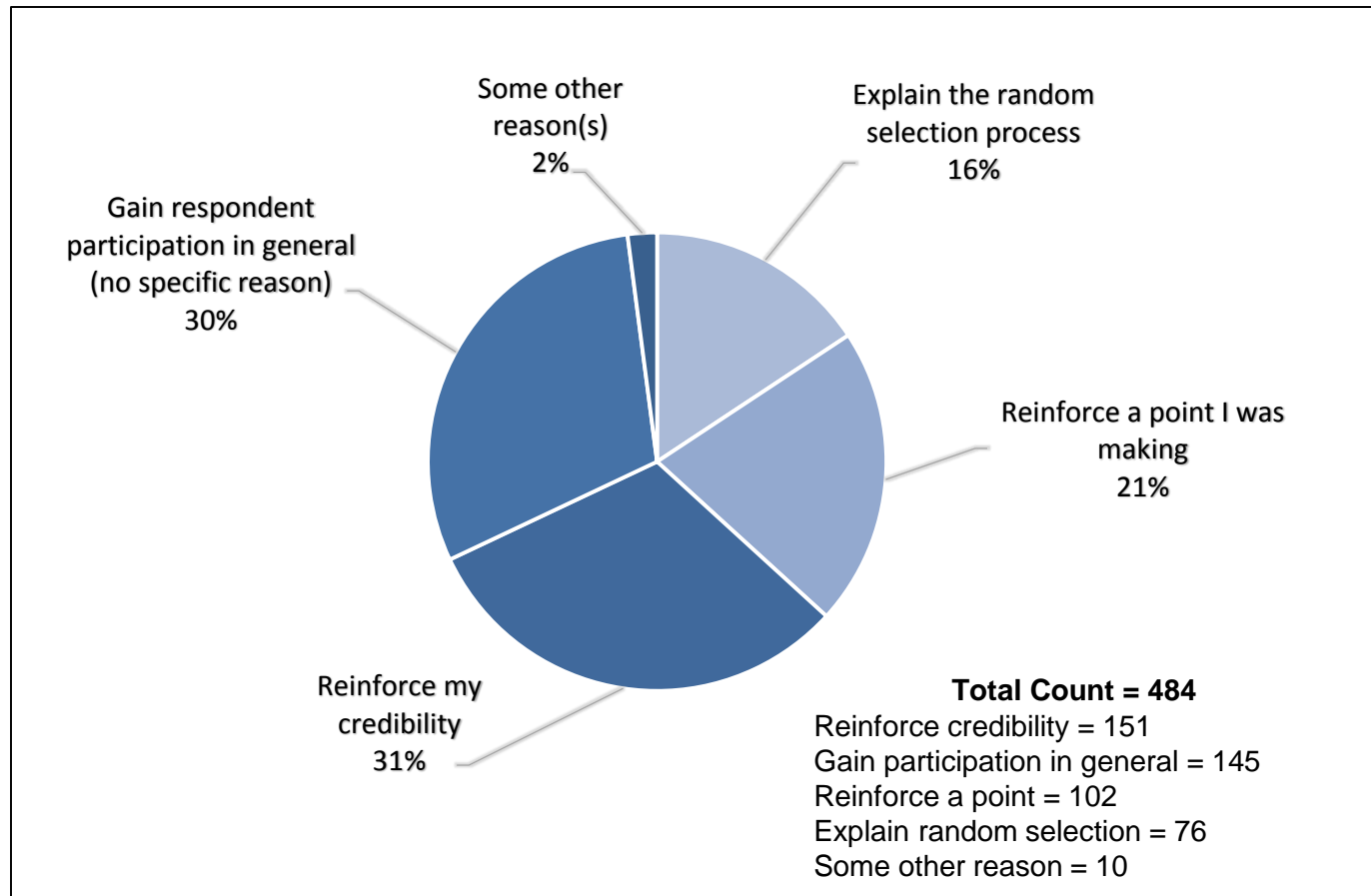
Usage of Tablet Videos by FIs

How many times have you used the tablet video in an effort to gain participation?



Usage of Tablet Videos by FIs

Why did you decide to show the video to respondents?
Check all that apply.



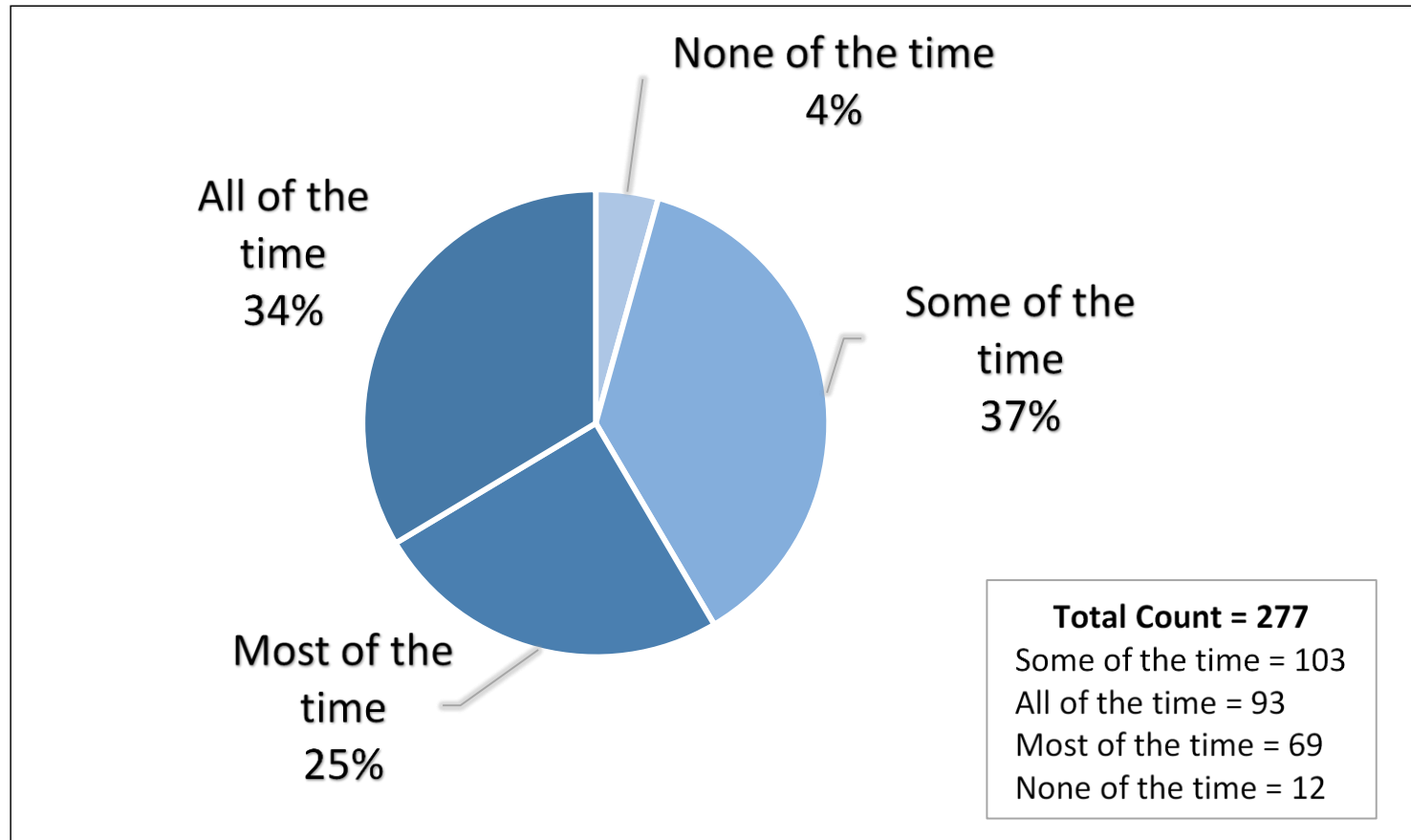
Summary of FI Usage of Tablet Video

- 51% of all active FIs used tablet video at least once
- Used most often (44% of the time) to gain participation with screenings
- More than half who used video, used it 3 or more times
- Top reasons for using the video:
 - Gaining participation (30%)
 - Reinforcing credibility (31%)
- Lessons learned:
 - Majority of FIs who did NOT use the video reported respondents refused before they got a chance to play the video (need quicker access to it)
 - Also, many FIs felt they did not need the video as part of their at-the-door presentation
 - A small group admitted to either not being comfortable with the video or even forgetting it was there

Feedback Survey Results: Respondent Reactions to Tablet Video (Based on FI Observation)

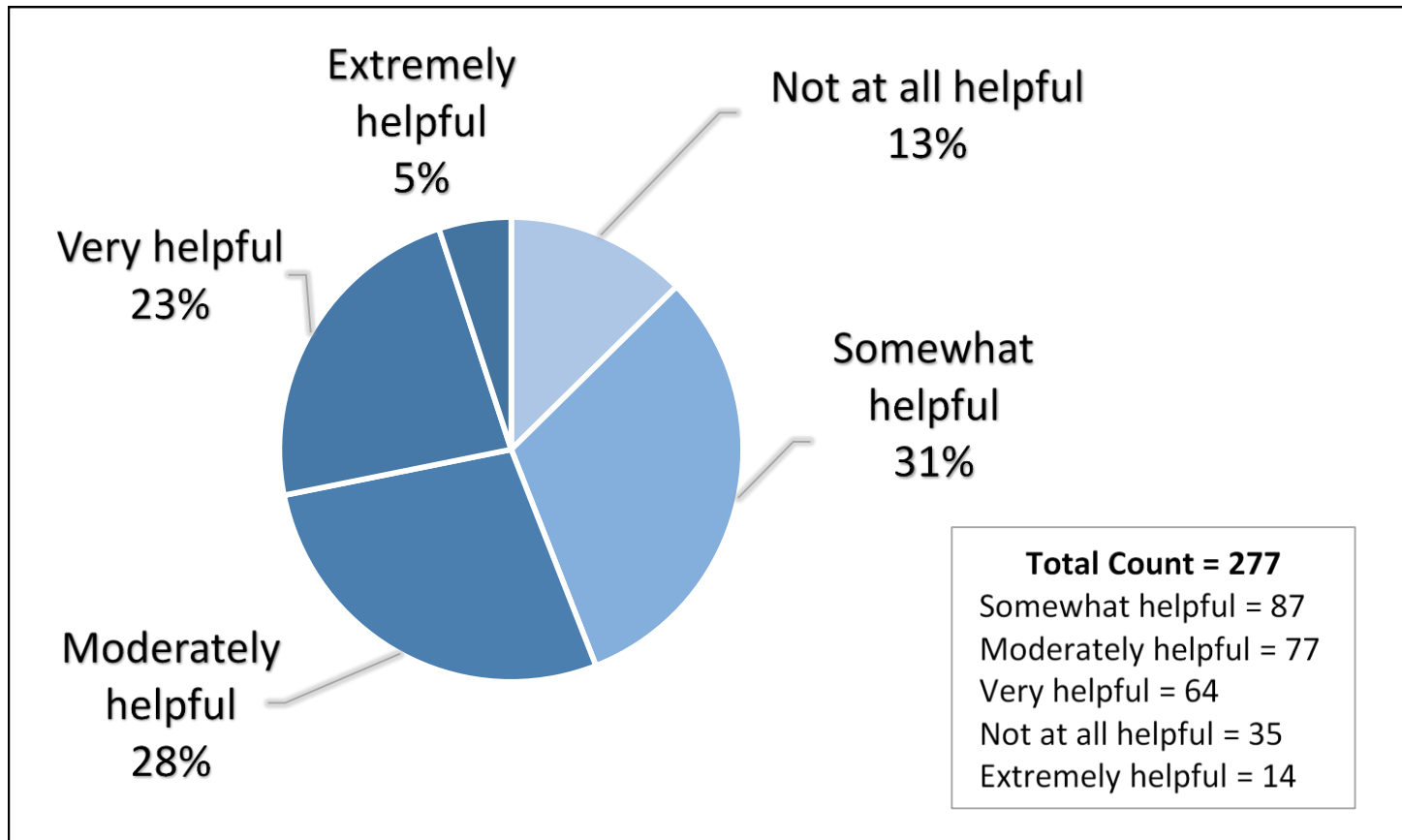
Respondent Reactions to Video

How often were respondents willing to watch the tablet video?



Respondent Reactions to Video

How helpful was the tablet video in gaining the respondent's participation?



Respondent Reactions to Video

“Scammers would not go to this much trouble.”

“That makes it clear the study is legit.”

“It shows how important participation really is.”

“I like the video ... but I still don't want to do this interview.”

Summary of Respondent Reactions

- Most FIs felt the video was helpful in some capacity to gain participation/enhance their credibility; only 13% felt it was not at all helpful
- Most respondents were willing to watch the video when offered and of the respondents that commented on the video, most had a positive reaction to it

- **Lessons learned:**
 - Need easier access to video
 - Version translated into Spanish
 - Develop content specific to most common excuses/reasons for refusal
 - Emphasize “random selection”

FI Suggestions on Tablet Video Content

“Make [the video] really quick and easy to access – seconds count!”

“How specifically [NSDUH] helps people in their community and state.”

“Anything that gets past the ‘nothing in it for me’ attitude.”

“Mention use of data by private sector to speak to anti-government respondents.”

“It is good but is there any way to shorten it more?”

Review of Cross-Tabulations of Data

- Examined multiple cross-tabulations of feedback survey data:
 - Experience level (more than 10 years, more than 5 years but less than 10 years, more than 1 year but less than 5 years, less than 1 year) and geographic location worked (urban, suburban or rural)
 - Crossed with use of tablet video, frequency of use, respondent willingness to watch and FI perception of video helpfulness

	Years of Experience	Geographic Area Worked
FI Use of Tablet Video	0.183	0.873
Frequency of FI Use of Tablet Video	0.855	0.207
Respondent Willingness to Watch	0.027**	0.063*
FI Perception of Helpfulness	0.586*	0.631*

×: Results statistically significant

*: Required use of Fisher's Exact Test due to small cell counts

Review of Cross-Tabulations of Data

- Previous project research efforts have shown FI experience and geographic factors are most likely to show marked differences in FI- and/or respondent-reported behaviors
- No cross-tabs were statistically significant, except one:
 - FIs with 10 or more years experience were 10 times more likely to report that respondents were willing to watch video than those with less than 1 year
 - FIs with at least 5 years and less than 10 years were 19 times more likely to report that respondents were willing to watch video than those with less than 1 year

	Years of Experience
Respondent Willingness to Watch	0.027**

**: Results statistically significant*

*** : Required use of Fisher's Exact Test due to small cell counts*

Conclusions

- Hypothesis supported...
- FIs who used the video reported it helped increase their legitimacy with respondents and increased cooperation
 - This examination was not a scientific experiment; all findings are based on subjective FI feedback, and as such, are anecdotal
- Need to investigate streamlining FI access to video
 - Play video directly from within screening program
- Must improve FI training on use of video
 - How to incorporate use of video into presentation at the door
 - Provide trainer role-play demo on how to use video
 - Clarify how to operate video for those unsure/unwilling
- Based on experience, goal is for ALL FIs to use video at some point

Next Steps ... A Sequel???

- Translate video into Spanish
 - Many FIs asked for this specifically in feedback
- Tracking FI usage of tablet video
 - Determine actual response rates in cases where video was used, rather than relying on FI anecdotal feedback
- Use of celebrity spokesperson
 - SAMHSA Voice Award Recipients
- Create a library of different videos
 - Each tailored to more specific respondent concern/objection
 - OMB implications; requires long-range advance planning

More Information

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