

Recruiting Family Participation Through Schools

IFD&TC

Ft. Lauderdale, FL

May 17-20, 2015

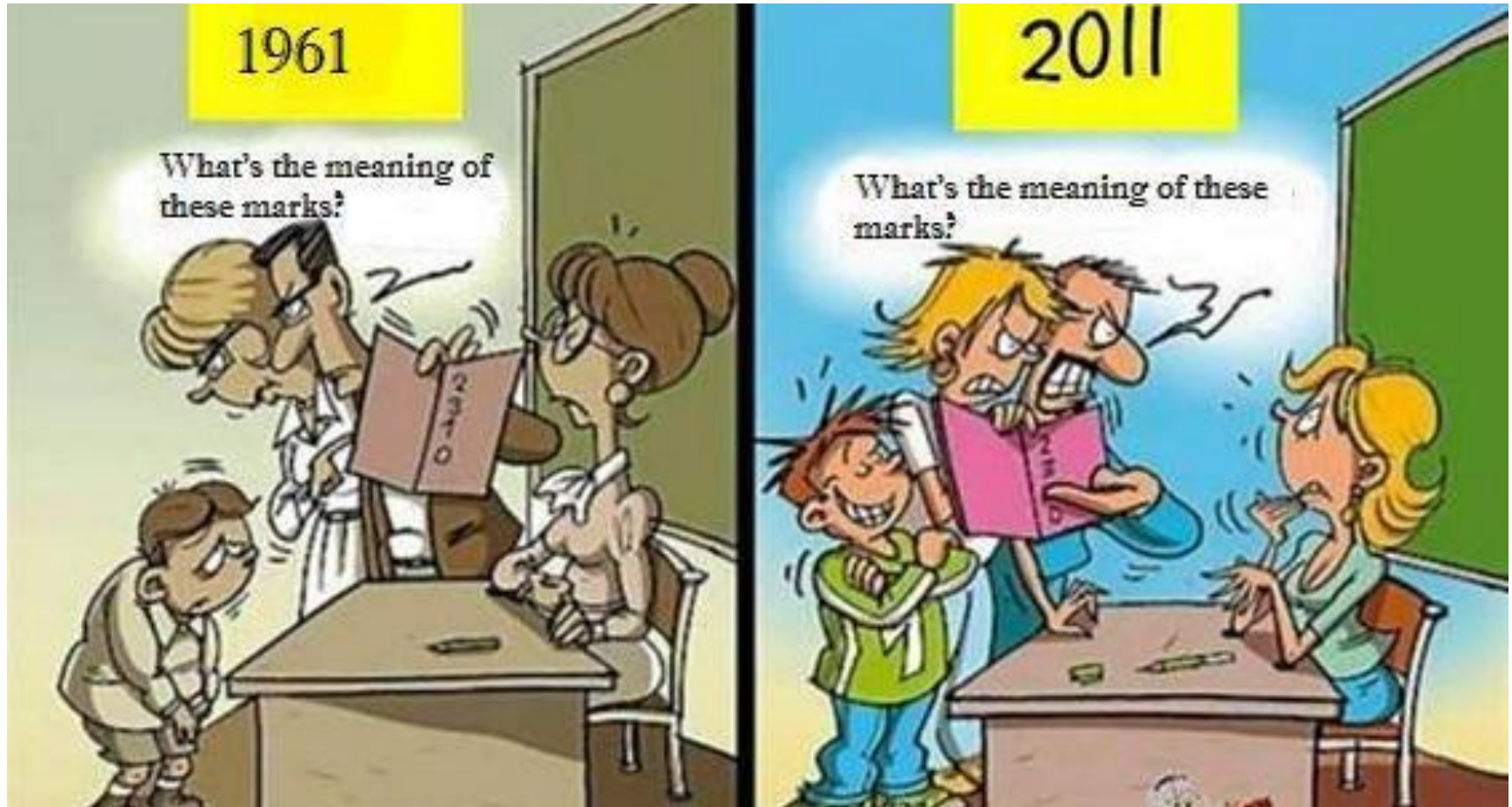


Lekha Venkataraman, NORC
Diane Burkom, Battelle Memorial Institute
Lisa John, Battelle Memorial Institute

NORC

at the UNIVERSITY of CHICAGO

Schools are Changing

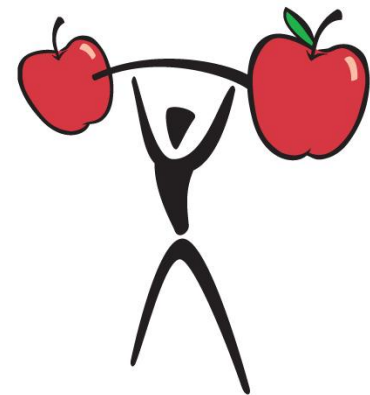


- Methods to recruit families with school-aged children:
 - Mail screening-ineffective, costly
 - Phone screening-ineffective
 - Door to door screening-effective, extremely costly
- Family recruitment through schools
 - No screening necessary!



Healthy Communities Study (HCS) Background

- Observational Study
- Assess the associations between characteristics of community programs and policies and BMI, diet and physical activity
- Sample contains elementary and middle school students in 130 communities across the country.
 - Elementary (K-5)
 - Middle (6-8)
 - Both (K-8)



- School districts/schools increasingly research prohibitive
 - Not a priority
 - Staff burden
 - Negative previous experiences
 - Security/Privacy concerns



Steps to Distribution

- 1) District agrees to participate
- 2) School agrees to participate
- 3) Principal selects a school liaison
- 4) Liaison agrees to position
- 5) Mail Toolkits
 - Letter
 - Brochure
 - Parent Interest Form (PIF)
 - Incentive for returned forms (stickers or pencils)



Parent Interest Form



Study Interest Form

Study Interest Fo

Please check one of the boxes below and sign the form. If you think your family may want to be in the Healthy Communities Study, check the YES box and fill out the rest of this form. What you tell us will be safe. It will NOT be shared with anyone outside the study. The study team will use the Study Interest Forms to pick families to call — like a lottery. If you do not want to be in the study, please check the NO box and sign the form.

Please fill out this form for e

- YES, my family may want to be in the study.
- NO, my family does not want to be in the study.

SIGNATURE: _____

Please have your child t

Please check one of the boxes below and sign the form. If you think your family may want to be in the Healthy Communities Study, check the YES box and fill out the rest of this form. What you tell us will be safe. It will NOT be shared with anyone outside the study. The study team will use the Study Interest Forms to pick families to call — like a lottery. If you do not want to be in the study, please check the NO box and sign the form.

Please fill out this form for each child that brings home a form.

- YES, my family may want to be in the study. → PLEASE FILL OUT THE REST OF THIS FORM AND SIGN BELOW
- NO, my family does not want to be in the study. → SIGN BELOW AND RETURN THE FORM TO YOUR CHILD'S TEACHER

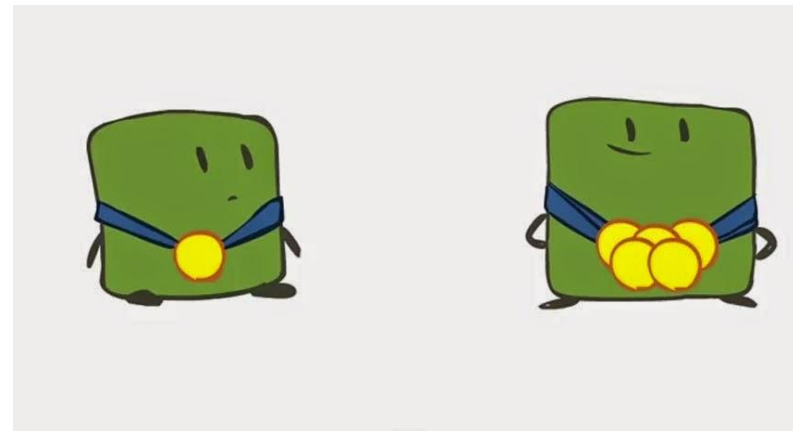
Parent/Guardian Information:			
NAME _____		PHONE _____	
ADDRESS _____		OTHER PHONE # _____	
CITY, STATE _____		Do you prefer to receive information in:	
ZIP _____ YEARS AT THIS ADDRESS _____		<input type="checkbox"/> English <input type="checkbox"/> Spanish <input type="checkbox"/> Other	
Best time to call (check all that apply): <input type="checkbox"/> Weekdays <input type="checkbox"/> Evenings <input type="checkbox"/> Weekends			
What is the name of the school that sent you this form? _____			
Child Information: Please complete the following information for the child who brought home the form.			
CHILD FIRST NAME _____	GRADE _____	GENDER <input type="checkbox"/> Female <input type="checkbox"/> Male	DO YOU CONSIDER CHILD HISPANIC/LATIN/CAIT <input type="checkbox"/> Yes <input type="checkbox"/> No
What race do you consider your child to be? (check all that apply) <input type="checkbox"/> White <input type="checkbox"/> Black/African American <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Native Hawaiian/Pacific Islander <input type="checkbox"/> Asian			

Thank you very much for completing this form.

Public reporting burden of this collection of information for the Internet form is estimated to average 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a current valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to O, Sonia Alvarez, PH.D., project director at foi@omb.eop.gov.

Student Prompting Techniques

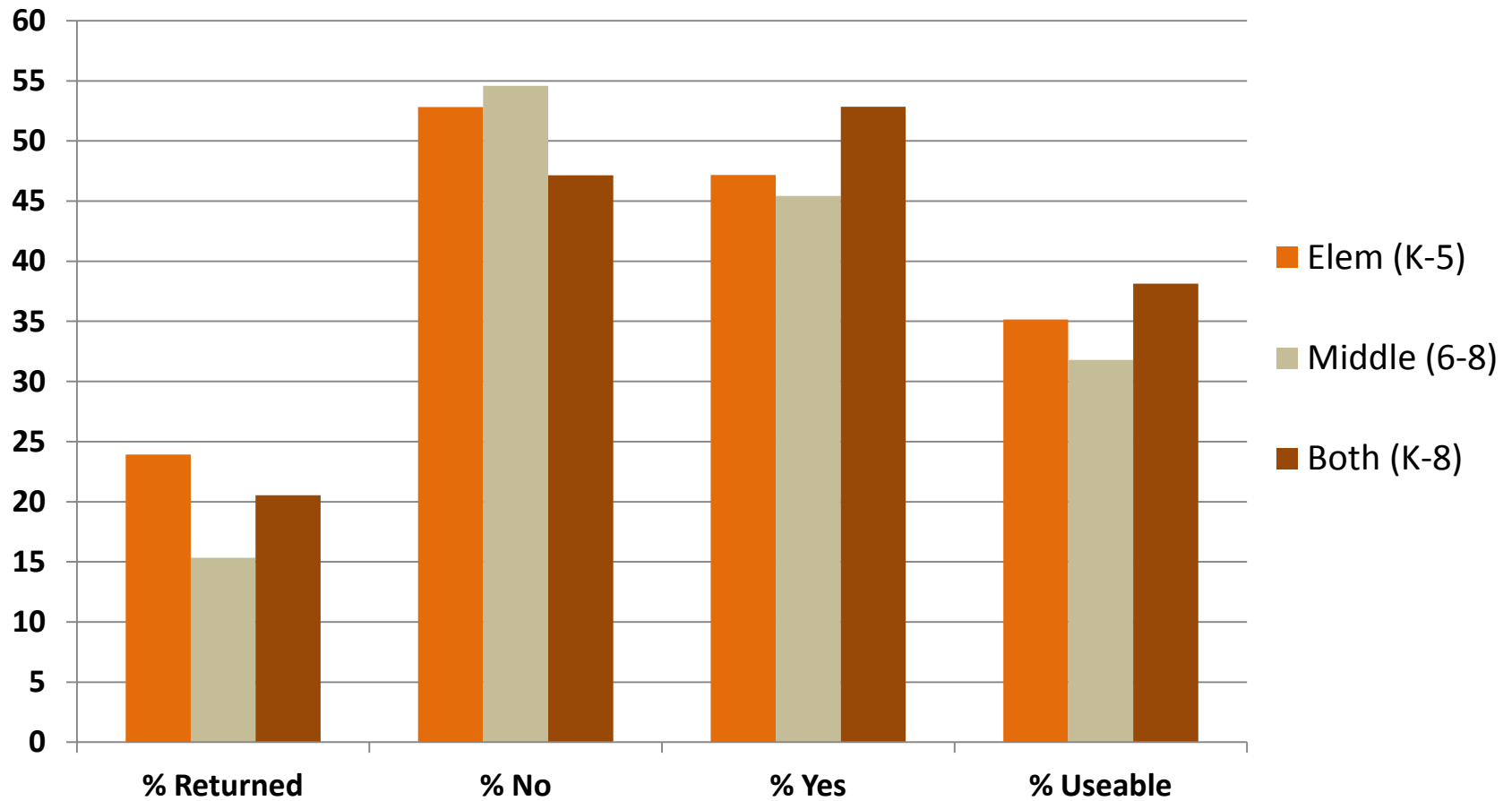
- Electronic Toolkit
 - Written announcements (newsletters, web pages, etc.)
 - Verbal announcements (morning announcements, parent meetings, telephone blasts, etc.)
 - Twitter/Facebook text
- School Liaison/Teacher Creativity
 - Extra credit
 - No uniform day
 - Pizza party
 - Song and dance



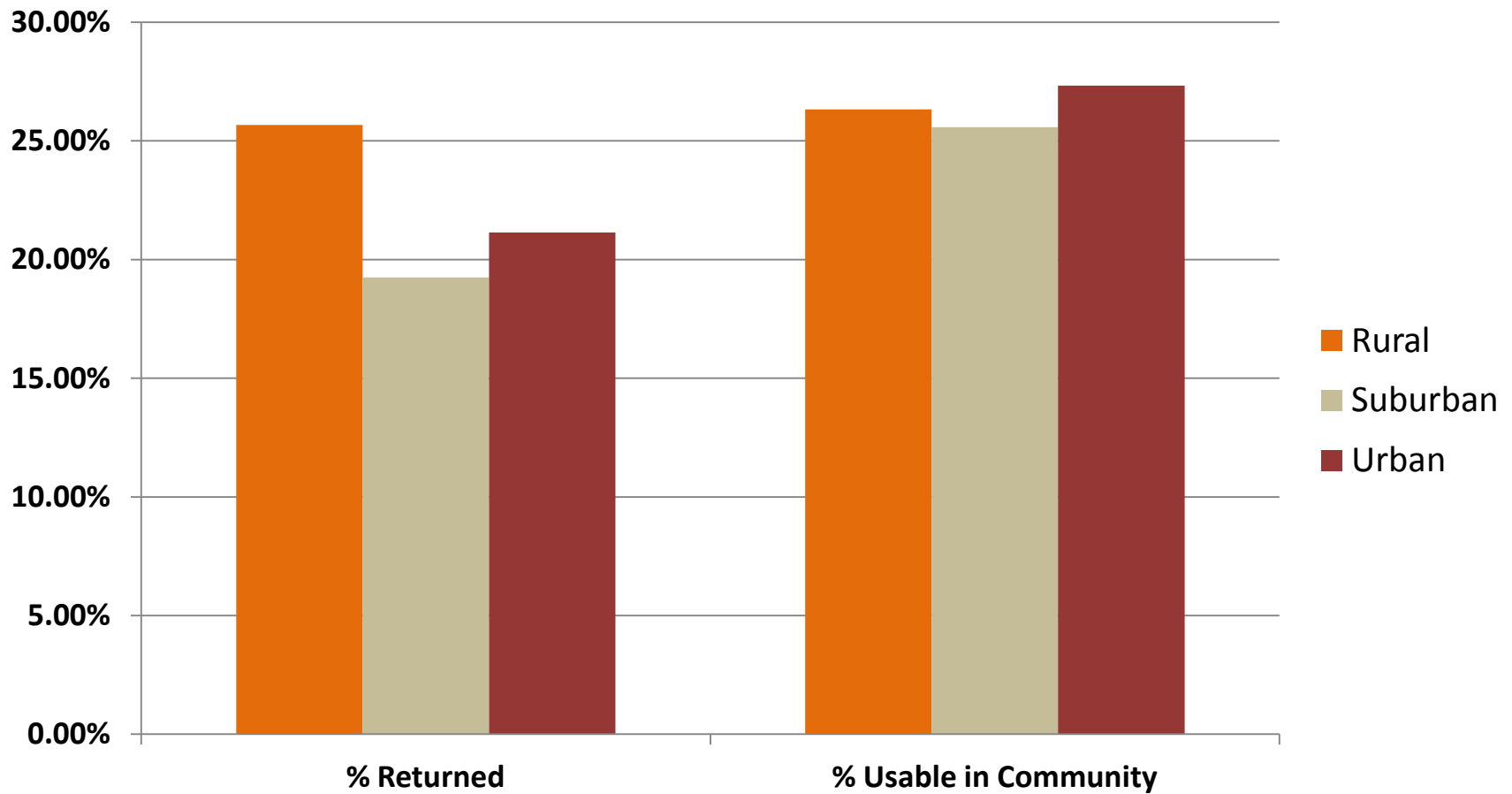
Who Participated?

- 477 schools
 - 248 elementary
 - 167 middle
 - 62 K-8
 - Overall 20.49% returns
- Review Yes responses to determine if all critical fields were answered
 - Lived at address minimum of 1 year, phone number, grade, gender

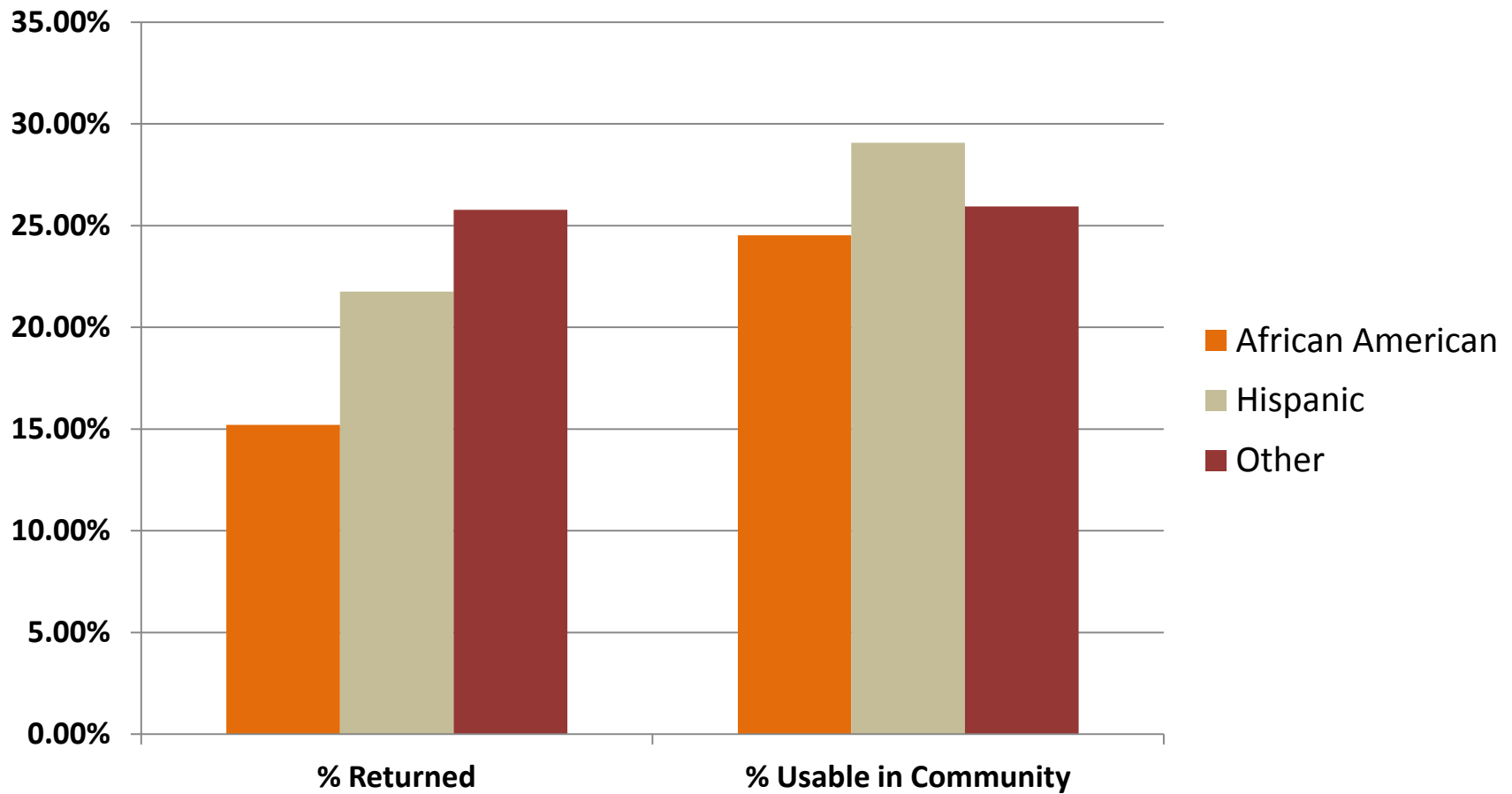
Returns by Grade Group



Community Returns by Urbanicity



Community Returns by Race/Ethnicity





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at the UNIVERSITY *of* CHICAGO

- Recruiting parents through schools was difficult
- Junior high schools had lower returns
- Rural, other ethnicity, and high income communities had the highest returns
- Liaisons were critical, but still required extensive prompting



Questions?

Questions or comments? Please contact me at:



Venkataraman-lekha@norc.org



Thank You!!!