



SURVEY RESEARCH GROUP

***Unconventional Incentives
+ Community Partner Needs
= Response Rates***

by
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Background

- **Preparing to Run Effective Prevention (PREP)**
 - Community partners: 32 youth centers in Los Angeles and Orange Counties
 - 20 members per center ages 10-14
 - Administering *Project CHOICE*: 5 session drug and alcohol prevention program developed at RAND
 - 3 surveys
 - Baseline survey
 - 3-month follow-up
 - 6-month follow-up
 - Community partners expected to assist in getting parental consent and members to attend survey sessions

Background Cont.

- **Clubs divided into 3 Cohorts:**

Cohort	Spring '14	Summer '14	Fall '14	Winter '14/'15	Spring '15
1 (Spring)	Baseline	3-Month	6-Month		
2 (Summer)		Baseline	3-Month	6-Month	
3 (Fall)			Baseline	3-Month	6-Month

Incentive Structure

- **Original Plan**

- Youth Centers receive monetary incentive for participating in the program per year
- No incentive to the Youth Centers for child attendance at follow-up survey sessions or for other key activities

- **Changes to Incentive Structure**

- Youth Centers offered “nearly-new” netbook computer if 75% of children that participated in the baseline survey attend the follow-up survey on site
- HP Stream 7 Tablets replace netbooks once all are gone
- Child must simply attend a session, can refuse to participate

Incentives



\$0/~\$200 Labor Costs



\$99/\$0 Labor Costs

Results

- **There was an increase in onsite participation once the incentive was introduced.**

	3-month	6-month
Without incentive	60.1%	-
With incentive	76.2%	66.0%

- **However, this varied across cohorts.**

	3-month	6-month
Cohort 1 & 2 without incentive	60.1%	-
Cohort 1 & 2 with incentive	64.4%	62.9%
Cohort 3 with incentive	81.2%	86.5%

Results

- **The time of year the cohort administered the follow-up surveys had the largest impact on on-site attendance.**
 - Cohort 1 changed school years between Baseline and follow-up surveys.
 - Cohort 2 consisted of summer attendees who may or may not attend during the school year.
 - Cohort 3 conducted the baseline and all follow-ups during the same school year.

Cohort	'13/'14 School year	Summer Break	'14/'15 School year	
1 (Spring)	Baseline	3-Month	6-Month	
2 (Summer)		Baseline	3-Month	6-Month
3 (Fall)			Baseline	3-Month 6-Month

Lessons Learned

- **Incentivizing specific actions by community partners may influence desired outcomes.**
- **When surveying middle school age children longitudinally - over a period of less than 9 months - it may benefit researchers to start at the beginning of the school year.**

Unexpected Outcomes

- **Building better relationships with community partners.**

“I was wondering what would be the next step to receive the tablet computer that would benefit the youth of this club a lot.”

“Sarah will be stoked once she reads this... She just got the one recently and is so happy with it...really happy with it. Thank you for giving our youth this opportunity”

Future Plans

- **Encourage programs to follow school year in future administration.**
- **Continue deployment of the tablets incentives!**



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Questions?

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Thank you!