



SHAPE 2010

Your health matters.
Your answers matter.

SHAPE 2010

Methodology

May 6, 2011

HSPHD Assessment Team

What is SHAPE?

Public health surveillance effort used to collect local data on health status and factors that affect resident's health and well-being.

Used for public health policy planning and assessment.

The SHAPE surveys have been conducted every four years in Hennepin County:

1998 – **Adult** Survey

2002 – **Adult** Survey

2006 – **Adult** Survey & **Child** Survey

2010 – **Adult** Survey & **Child** Survey

SHAPE 2010 is a project of the Hennepin County Human Services and Public Health Department.

SHAPE 2010 was funded in part by a grant from the Minnesota Statewide Health Improvement Program.



What will be covered

- Designing the Sample
- Designing the Survey Instrument
- Marketing
- Mailing the Survey
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis
- Cost

What will be covered

□ **Designing the Sample**

- Designing the Survey Instrument
- Marketing
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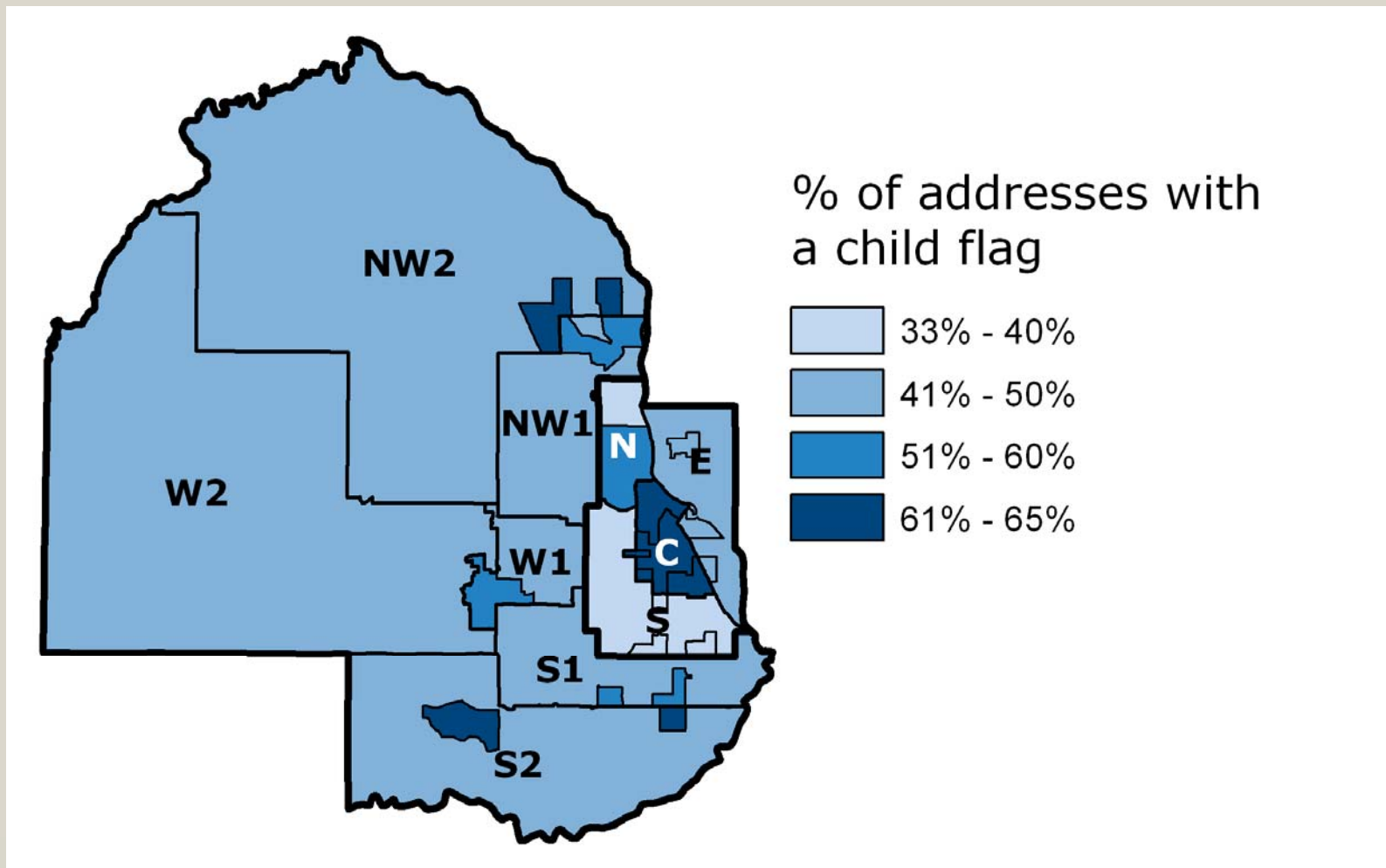
Delivery Sequence File



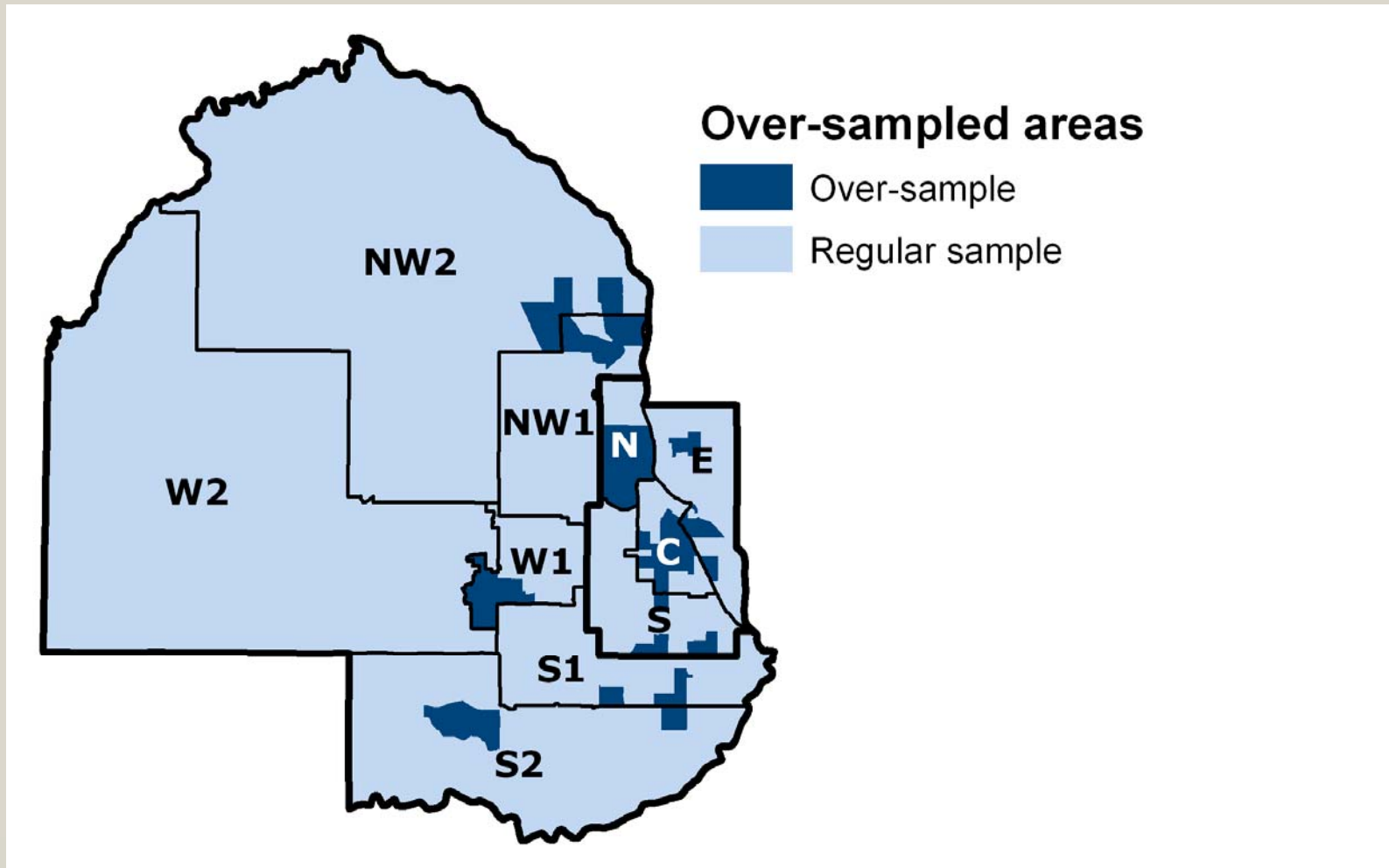
Sample Stratification

- Child Indicator Strata (2 groups)
- Geographic Strata (6 areas)
- Oversampled Strata (6 sub-areas)

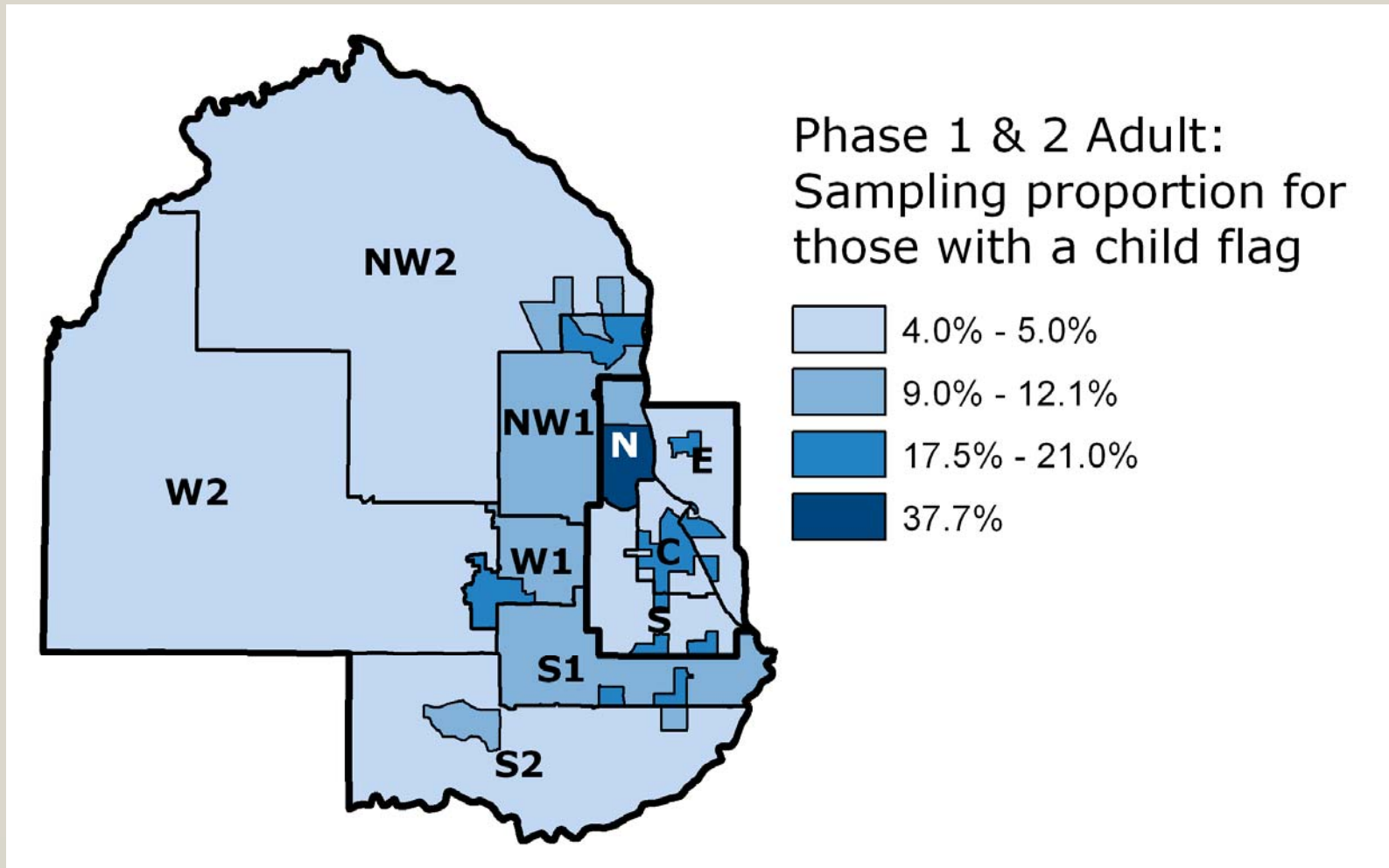
Child Indicator Strata



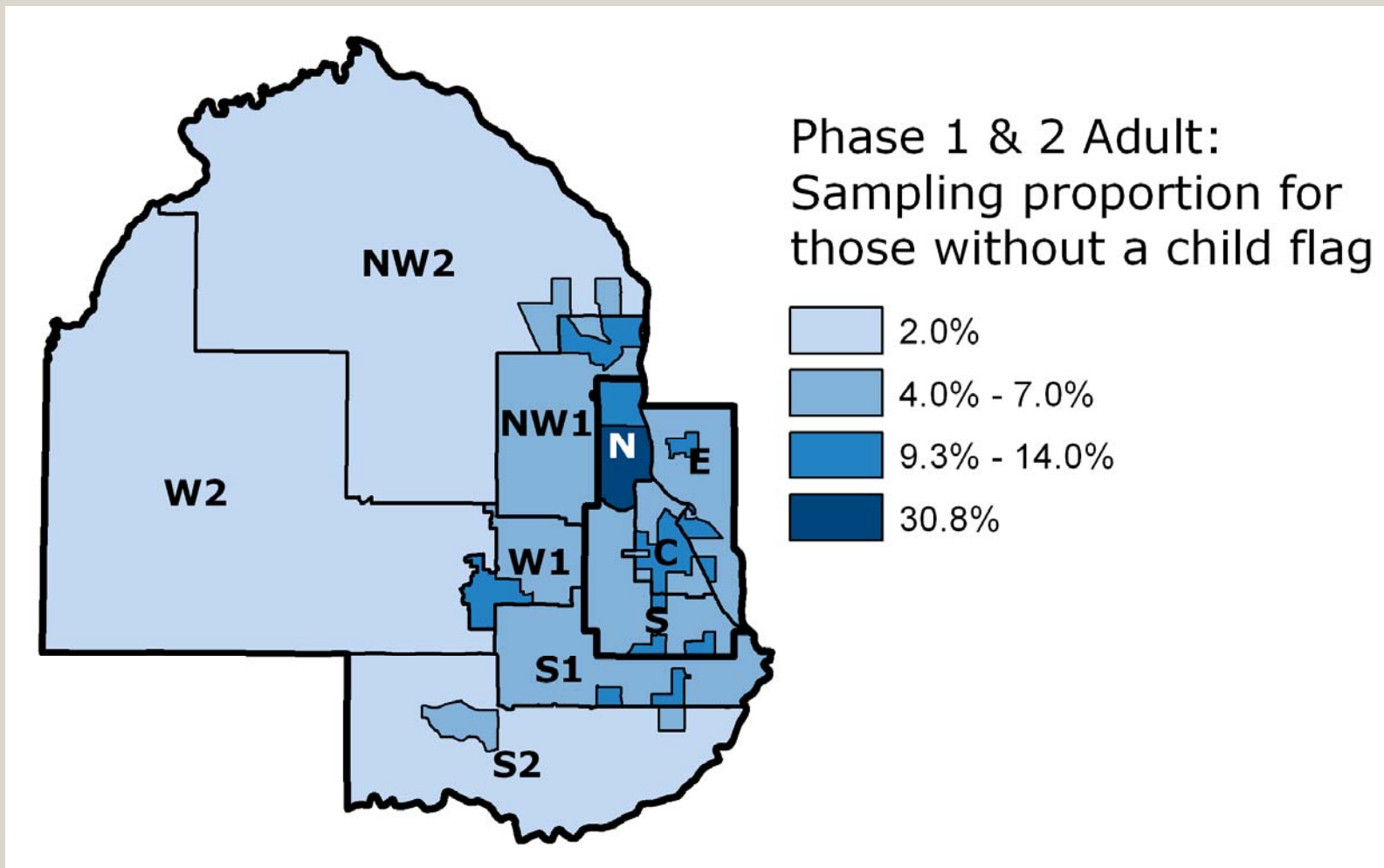
Geographic and over-sample strata



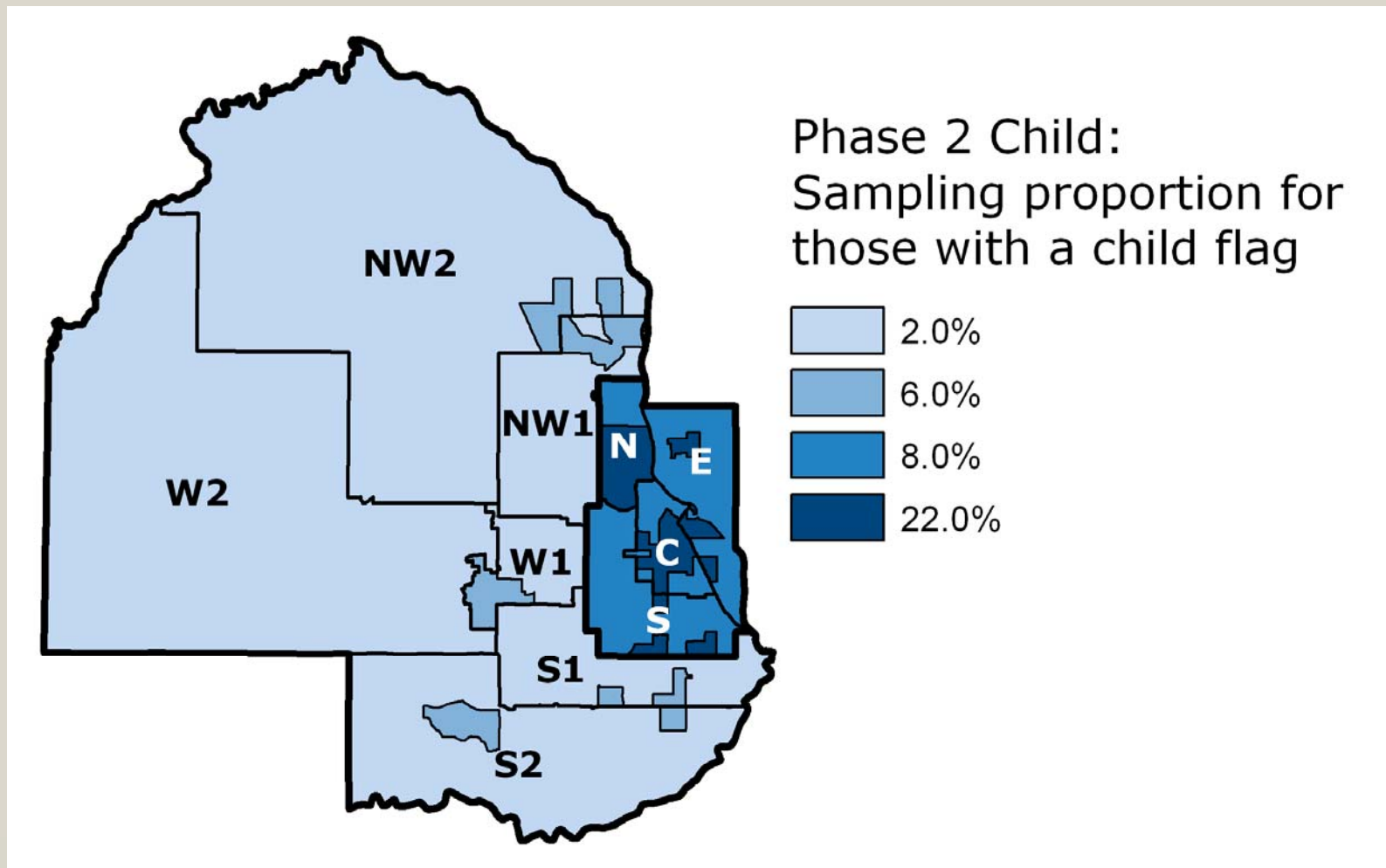
Adult sampling proportions with child flag



Adult sampling proportions without child flag



Child sampling proportions with child flag



What will be covered

- Designing the Sample
- **Designing the Survey Instrument**
- Marketing
- Mailing the Survey
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis
- Cost

Survey Content

- Because of time restriction, process needed to be expedited
- Reduced total number of questions
- Add a small number of questions specific to SHIP focus areas

Physical Design Concerns

- Scannability
- Color of paper and ink
- Bar code for tracking

SHARE survey was made possible through funding from the statewide health improvement program (SHIP) of the Minnesota Department of Health.



41513682-3927

Survey Needed to be Designed Scannable

A10 Have you ever been told by a doctor or other health care professional that you had ... ?
MARK ALL THAT APPLY

Heart attack, also called a myocardial infarction

Angina or coronary heart disease

Stroke

None of the above

A11 Have you ever been told by a doctor or other health care professional that you have hypertension, also called high blood pressure?

Yes

Yes, but only during pregnancy

Borderline high or pre-hypertensive

No

A12 Have you ever been told by a doctor or other health care professional that your blood cholesterol is high?

Yes

No

A13 How tall are you without shoes?

Feet Inches

-OR-

Centimeters

A14 How much do you weigh without shoes? *If you are a female and are currently pregnant, please provide your weight before you were pregnant.*

Pounds

-OR-

Kilograms

A15 Has a doctor or other health care professional ever told you that you should lose weight?

Yes, within the past year

Yes, more than one year ago

No

A16 Have you ever been told by a doctor or other health care professional that you have arthritis or rheumatism?

Yes

No

A17 Are you limited in any activities because of physical, mental or emotional problems?

Yes

No

A18 Because of any impairment or health problem, do you have any difficulty in getting, keeping, or working at a job or business?

Yes

No

A19 Because of any impairment or health problem, do you need help from another person with personal care needs such as eating, bathing, dressing, or getting around your home?

Yes

No

A20 Because of any impairment or health problem, do you need help from another person in handling routine needs such as everyday household chores, doing necessary business, shopping, or getting around for other purposes?

Yes

No

SECTION G-- ABOUT YOU

G1 Are you ... ?

Male

Female

G2 What is your age?

Years

G3 What is the highest grade or year of school you have completed?

Less than high school

High school graduate or GED

Some college, associate degree or vocational/technical/business school

Bachelor degree or higher

G4 Are you currently ... ?
MARK ALL THAT APPLY

Employed for wages

Self-employed

Out of work for more than 1 year

Out of work for less than 1 year

Homemaker

Student

Retired

Unable to work

G5 Do you consider yourself to be Hispanic or Latino?

Yes, Hispanic or Latino

No, not Hispanic or Latino

G6 Which of the following do you consider yourself?
MARK ALL THAT APPLY

Asian or Asian American

Black or African American

White

American Indian or Alaskan Native

Native Hawaiian or other Pacific Islander

Bi-racial or Multi-racial

Other: _____

G7 If Asian, are you Southeast Asian, such as Hmong, Laotian, Vietnamese, Cambodian or Thai?

Yes

No, other Asian: _____

G8 If Black or African American, were you born in Africa?

Yes

No, other place: _____

G9 If you have selected more than one race in question G6, which do you identify with most?

CHOOSE ONLY ONE

Asian or Asian American

Black or African American

White

American Indian or Alaskan Native

Native Hawaiian or other Pacific Islander

Bi-racial or Multi-racial

Other: _____


What will be covered


- Designing the Sample
- Designing the Survey Instrument
- **Marketing**
- Mailing the Survey
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis
- Cost

Marketing Focus Areas

- Aimed at population in general
- Aimed at households that received a survey

Sample SHAPE 2010 Posters




SHAPE 2010
Your health matters.
Your answers matter.

*Learn more about SHAPE 2010
at www.hennepin.us/SHAPE.*

SHAPE
the health of your community!

**You may be getting a survey in
the mail from Hennepin County.**

The survey is called SHAPE 2010, and asks questions about the health of adults and children. Your answers will help improve health programs for you, your family, and your community.

**If you receive a SHAPE survey,
please complete and return it.**




SHAPE 2010
Su salud nos importa.
Sus respuestas nos importan.

*Obtenga más información
acerca de SHAPE 2010
en www.hennepin.us/SHAPE.*

**¡AYUDE A
MEJORAR**
los programas de salud en su comunidad!

**Es posible que reciba una
encuesta en su correo de parte
del condado de Hennepin.**

La encuesta se llama SHAPE 2010 y realiza preguntas acerca de la salud de adultos y niños. Sus respuestas ayudarán a mejorar los programas de salud para usted, su familia y su comunidad.

**Si recibe una encuesta SHAPE,
complétela y devuélvala.**

Poster Distribution

- County libraries
- HC Service Centers/ HSPHD Sites
- HC Health Departments
- HCMC and clinics
- North Point Health & Wellness Center
- Community clinics
- Community organizations
- Greater Minneapolis Council of Churches
- Minneapolis Public Housing Authority



Farmers Market



SHAPE 2010
You may get the
SHAPE 2010
survey in the mail.

Please complete
and return it.







**Your health matters
Your answers matter**

Service Center Displays

Video endorsements by community leaders

"The First Lady greatly values the important work being done all across the country, and she wishes you continued success with your efforts."

Barack Obama
June 29, 2010

SHAPE 2010 Endorser	
	Presenter
	José William Castellanos Comunidades Latinas Unidas En Servicio (CLUES)
	Leo Espinoza Experiencia Latina Televisión
	Saeed Fahia Confederation of Somali Communities of Minnesota
	Kao Ly Ilean Her Council on Asian-Pacific Minnesotans
	Clarence Jones Southside Community Health Services
	Elaine Salinas MIGIZI Communications

Mailing Protocol Used

- Pre-notification post card
- 1st mailing 3 days later
- Thank you/reminder post card 10-14 days later
- 2nd mailing 10-14 days later

Pre-Notice Postcard and First Letter



SHAPE
the health of your community!

Your household will receive a mailed survey from Hennepin County in the next few days that will help shape future health programs in your community.

**Your health matters.
Your answers matter.**

SHAPE 2010



Your household has been randomly selected to participate. Your responses will remain anonymous and be combined with others to identify health trends and issues in our community.

By identifying health trends and issues in our community, the SHAPE 2010 survey will help improve health programs for you, your family, and your neighbors.

When your SHAPE survey arrives in the mail, please take the time to complete and return it.

Learn more about SHAPE 2010 at www.hennepin.us/SHAPE.



The SHAPE 2010 survey is made possible through funding from the Statewide Health Improvement Program (SHIP) of the Minnesota Department of Health.

Hennepin County
SHAPE Project Team
525 Portland Ave., MC 963
Minneapolis, MN 55415



**Your health matters.
Your answers matter.**

Learn more about SHAPE 2010 at www.hennepin.us/SHAPE.

Dear Hennepin County resident:

I am writing to ask for your help with an important project that Hennepin County is conducting called the Survey of the Health of All the Population and the Environment (SHAPE). SHAPE has been tracking health trends since 1998. This project provides vital information about the health trends and issues of adults and children who live in Hennepin County.

Your household is one of only a small number of households in Hennepin County randomly selected to participate in this project. Your response is completely voluntary. The information you provide is strictly confidential. Your answers are very important.

The information you provide will be combined with responses from others in your local area who participate in the survey. Together, the information will be used to help decision-makers better understand the health and well-being of our residents, and determine how best to support and improve community health.

Enclosed you will find two survey booklets:

- **Adult Survey** — This should be completed by an adult living in the home who will have the next birthday.
- **Child Survey** — Please complete the Child Survey if there are children living in this home. The Child Survey should be filled out by the adult in this home who knows the most about the child's health. If there is more than one child in the home, please report on the child who will have the next birthday.

The survey will ask you questions about your health status, diet, exercise, health insurance, tobacco and alcohol use, and about your community. Completing each survey should take about 20 minutes.

Additional information about the survey is enclosed or can be found at our website: www.hennepin.us/SHAPE. If you have any questions about this project, feel free to contact us at 612-543-2499 or by e-mail at SHAPE@co.hennepin.mn.us. Thank you for taking the time to participate in this important project.

Sincerely,

Todd Monson
Director of Public Health
Hennepin County



The SHAPE 2010 survey is made possible through funding from the Statewide Health Improvement Program (SHIP) of the Minnesota Department of Health.

Language: Front of Insert



SHAPE 2010

**Your health matters.
Your answers matter.**

*Learn more about SHAPE 2010
at www.hennepin.us/SHAPE.*

Attention. If you want free help translating this information, call (612) 543-2499.

Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu (612) 543-2499.

Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la'aan ah, wac (612) 543-2499.

Atención. Si desea recibir asistencia gratuita para traducir esta información, llame al (612) 543-2499.

Chú Ý. Nếu quý vị cần dịch thông tin này miễn phí, xin gọi (612) 543-2499.

LB4-0053 (10-09)



SHAPE 2010



FAQ: Back of Insert

Frequently Asked Questions about SHAPE

Below we answer some common questions about this survey. If you have additional questions please call the SHAPE Survey Help Line at: **(612) 543-2499**. Information about the SHAPE survey is also available on line at: www.hennepin.us/SHAPE.

Who is conducting this survey?

Hennepin County's Department of Human Services and Public Health is conducting the SHAPE survey. The survey is conducted every four years as a part of Hennepin County's community health assessment activities.

Who is being asked to participate?

There are over half a million households in Hennepin County. We are asking about 5 percent (overall) to participate in SHAPE. If selected, it is very important that you respond to the SHAPE survey because you may be the only one on your block or in your local area that receives it.

How was our household chosen for the survey?

Participants for the SHAPE survey are selected at random from all Hennepin County residences. By selecting households randomly, we will have a better understanding of the health status of adults and children in our communities.

Do I have to answer your questions?

Participation in the SHAPE survey is completely voluntary. You can refuse to answer any question for any reason – however, more complete information will provide a better understanding of the health of all the people in our communities.

How will my answers be used?

The information will be used to help decision-makers better understand and assess the health and well-being of our residents and to help determine how best to improve community health.

Is my information secure? YES. The information collected in the survey is private. It is not shared with neighbors or others in the community. Your name is not known to the researchers and any other identifying information is removed and kept separate when the data are analyzed. Information about you is not shared with any other government agencies or programs (including your health plan). Your answers will be combined with responses from others in your local area or community and reported as a group total or percentage.

How long will it take? It should take about 20 minutes to complete each survey. The length of the Child Survey is based on the child's age. Fewer questions are asked about younger children.



Hennepin County
SHAPE Project Team
525 Portland Ave., MC 963
Minneapolis, MN 55415

PRSTD STD
U.S. POSTAGE
PAID
MPLS., MN
PERMIT
No. 3273



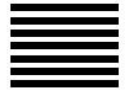
SHAPE 2010

← Mailing Envelope

Return Envelope →



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL


FIRST - CLASS MAIL PERMIT NO. 13934 MINNEAPOLIS, MN

POSTAGE WILL BE PAID BY ADDRESSEE

HENNEPIN COUNTY
HUMAN SERVICES AND PUBLIC HEALTH DEPARTMENT
ATTN: SHAPE PROJECT TEAM MC - L963
300 South Sixth Street
MINNEAPOLIS MN 55415-9989

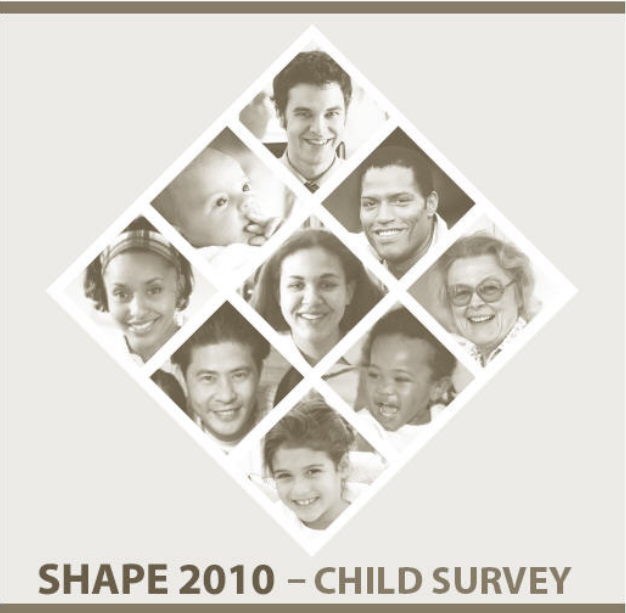


Survey Instruments



SHAPE 2010 – ADULT SURVEY
for an adult aged 18 or over

- ◆ Please have the *adult, who will have the next birthday*, answer the questions in this survey booklet, based on his or her own health.
- ◆ Please answer all of the questions in order, unless you are told to skip ahead.
- ◆ For more instructions, please see the inside cover.



SHAPE 2010 – CHILD SURVEY
for a child aged 17 or under

- ◆ Please select the *child who will have the next birthday* as the subject for this survey. If there are two or more children who have the same birthday (twins or other), please randomly select one of them as the subject for this survey.
- ◆ Please have the *adult who knows the most about the selected child's health* answer the questions in this survey booklet.
- ◆ For more instructions, please see the inside cover.

Reminder Postcard




SHAPE
the health of your community!

Thank you for completing
and returning your
SHAPE 2010 health survey.

SHAPE 2010

If you have not yet participated, please
complete and return your survey soon.



SHAPE 2010

Your health matters. Your answer matter.

Recently we sent you a copy of the SHAPE 2010 survey. If you completed it and returned it to us already, thank you very much.

If you have not yet done so, there is still time to participate. Your response is important for planning health services for your family, neighbors and community. Please complete and return the survey today. Thank!

Learn more about SHAPE 2010 at www.hennepin.us/SHAPE.

Hennepin County
SHAPE Project Team
525 Portland Ave., MC 963
Winnapoits, MN 55415

PRSTD STD
U.S. POSTAGE
PAID
MPLS., MN
PERMIT
No. 3273

H MINNESOTA **VISION** | SHIP
A Better Start for Health *Minnesota's Health Improvement Program*

The SHAPE 2010 survey is made possible through funding from the Statewide Health Improvement Program (SHIP) of the Minnesota Department of Health.

What will be covered

- Designing the Sample
- Designing the Survey Instrument
- Marketing
- **Mailing the Survey**
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis
- Cost

Printing and Mailing Process

Printing Contract – Wallace Carlson

- Posters
- Post cards, letters, inserts, envelopes
- Surveys

Printing and Mailing Process

Sub-contract for mailing service

- Bar code printing
- Matching process
- Envelope stuffing
- Sorting
- Delivery to post office
- Phase 1 mailings: 25,000 / 20,000
- Phase 2 mailings: 20,000 / 20,000



Timeline of mailings

Phase 1

June 11 – pre-notice postcard

June 15 – first mailing

June 28 – reminder postcard

July 13 – second mailing

Phase 2

September 3 – pre-notice postcard

September 8 – first mailing

September 15 – reminder postcard

September 22 – second mailing

What will be covered

- Designing the Sample
- Designing the Survey Instrument
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- **Processing the Returned Surveys**
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Tools Used to Process Surveys

- Two Panasonic KV-S1025C scanners



- Barcode Scanners

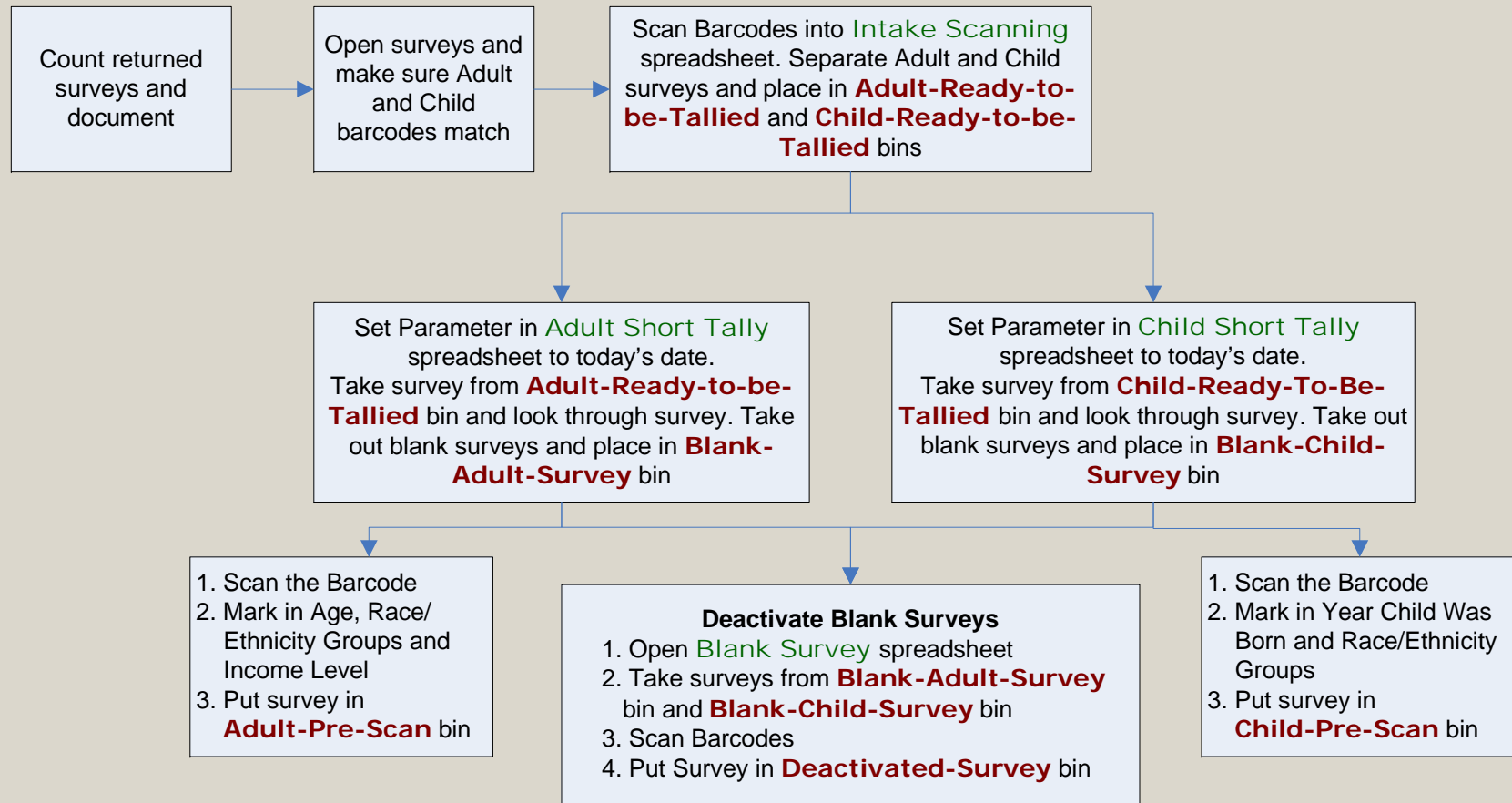


- Autodata Scannable Office
- Excel spreadsheets with macros

Key Steps in Processing Returned Surveys

- Log that survey was returned
- Capture key demographic data
- Cluster surveys into batches
- Scan full survey
- Re-scan full survey
- Reconcile two scanned versions of survey

SHAPE 2010 Survey Processing



Sample Excel Spreadsheets

Returned Mail Counting Daily Log.xls

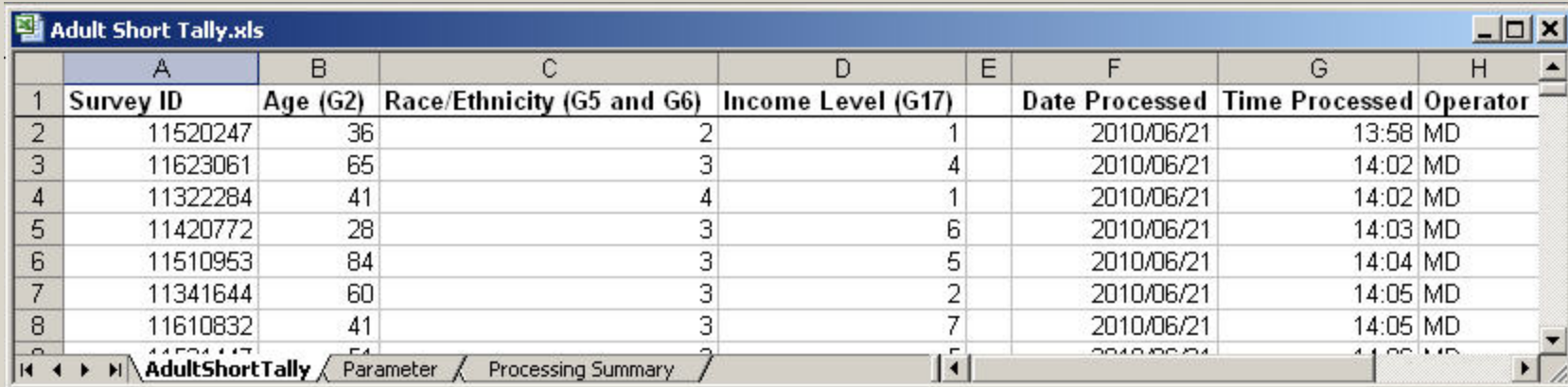
	A	B	C	D	E	F	G	H
1	SHAPE 2010 Mailing Processing Center Returned Survey Daily Counting Log							
2	Date	# of Envelopes count provided by HC Central Mail Room	Notes	# of envelopes counted by SHAPE mail processing center			Cumulative counts (don't fill out this section)	
3				Count 1	Count 2*	Count 3**	Final count	Culmulation
4	6/21/2010	688	From mailroom	688	686		686	686
5	6/21/2010		In Urban's mailbox	10			10	696
6	6/22/2010		Hand delivered	1			1	697
7	6/22/2010	753	From mailroom	751			751	1448
8	6/23/2010	382	From mailroom	382			382	1830
9	6/24/2010	264	From mailroom	265	265		265	2095
10	6/25/2010	184	From mailroom	184			184	2279

Survey Intake.xls

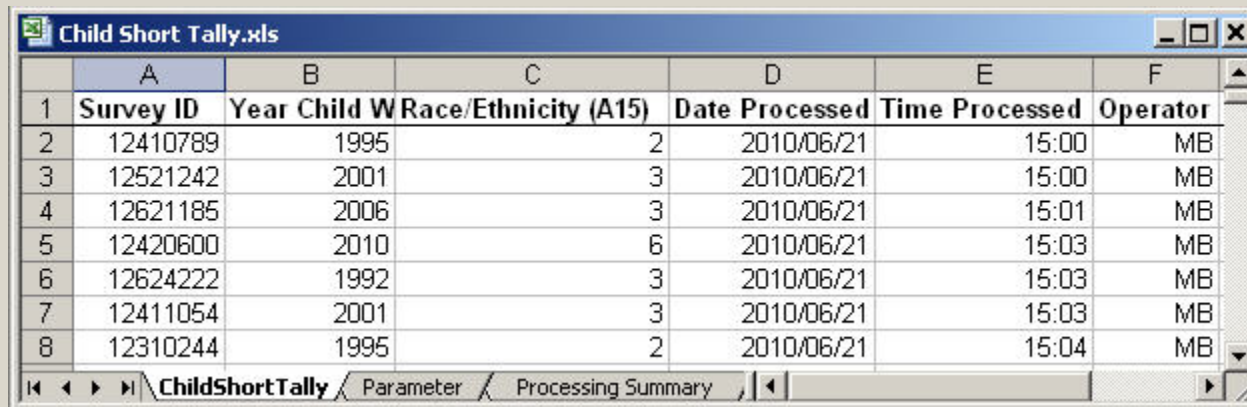
	A	B	C	D	E
1	Survey ID	Date Surveys Arrived	Date Processed	Time Processed	Operator
15	11610832	2010/06/21	2010/06/21	13:47	CM
16	11420772	2010/06/21	2010/06/21	13:47	CM
17	11211146	2010/06/21	2010/06/21	13:47	CM
18	12211146	2010/06/21	2010/06/21	13:48	CM
19	12410896	2010/06/21	2010/06/21	13:48	CM
20	11410896	2010/06/21	2010/06/21	13:48	CM
21	12623029	2010/06/21	2010/06/21	13:48	CM
22	11623029	2010/06/21	2010/06/21	13:48	CM
23	11520783	2010/06/21	2010/06/21	13:48	CM
24	12520783	2010/06/21	2010/06/21	13:48	CM
25	11520247	2010/06/21	2010/06/21	13:49	CM
26	12520247	2010/06/21	2010/06/21	13:48	CM
27	11220070	2010/06/21	2010/06/21	13:48	CM

Processing Log / Parameter / WorkingVars

Spreadsheets for collecting key demographic information



	A	B	C	D	E	F	G	H
1	Survey ID	Age (G2)	Race/Ethnicity (G5 and G6)	Income Level (G17)		Date Processed	Time Processed	Operator
2	11520247	36	2		1	2010/06/21	13:58	MD
3	11623061	65	3		4	2010/06/21	14:02	MD
4	11322284	41	4		1	2010/06/21	14:02	MD
5	11420772	28	3		6	2010/06/21	14:03	MD
6	11510953	84	3		5	2010/06/21	14:04	MD
7	11341644	60	3		2	2010/06/21	14:05	MD
8	11610832	41	3		7	2010/06/21	14:05	MD



	A	B	C	D	E	F
1	Survey ID	Year Child W	Race/Ethnicity (A15)	Date Processed	Time Processed	Operator
2	12410789	1995	2	2010/06/21	15:00	MB
3	12521242	2001	3	2010/06/21	15:00	MB
4	12621185	2006	3	2010/06/21	15:01	MB
5	12420600	2010	6	2010/06/21	15:03	MB
6	12624222	1992	3	2010/06/21	15:03	MB
7	12411054	2001	3	2010/06/21	15:03	MB
8	12310244	1995	2	2010/06/21	15:04	MB

AdultSummary.xls								
A	B	C	D	E	F	G	H	
1	SHAPE 2010 Adult Survey Respondents							
2	Results as of: 11/30/2010							
3								
4	Age	Mailing 1	Mailing 2	Mailing 3	Mailing 4	Total	Percent	
5	18-19	11	2	2	0	15	0.2%	
6	20-29	506	173	133	40	852	12.3%	
7	30-39	649	248	174	63	1,134	16.3%	
8	40-49	638	262	199	71	1,170	16.8%	
9	50-59	793	271	265	90	1,419	20.4%	
10	60-69	649	207	233	65	1,154	16.6%	
11	70-79	374	110	141	47	672	9.7%	
12	80-89	236	70	105	36	447	6.4%	
13	90+	42	10	23	7	82	1.2%	
14	Missing	44	18	22	14	98		
15								
16	Total	3,942	1,371	1,297	433	7,043	100.0%	
17								
18	Race	Mailing 1	Mailing 2	Mailing 3	Mailing 4	Total	Percent	
19	Asian	97	43	33	14	187	2.7%	
20	Black/African American	227	115	137	50	529	7.6%	
21	White	3,457	1,139	1,055	338	5,989	86.1%	
22	Amer Indian/Alaskan Native	26	13	11	3	53	0.8%	
23	Native Hawaiian/P.I.	2	0	0	0	2	0.0%	
24	Bi-racial/Multi-racial	49	17	14	6	86	1.2%	
25	Other	48	24	23	11	106	1.5%	
26	Missing	36	20	24	11	91		
27								
28	Total	3,942	1,371	1,297	433	7,043	100.0%	
29								
30	Strata	Mailing 1	Mailing 2	Mailing 3	Mailing 4	Total	Percent	
31	1	290	114	350	125	879	12.5%	
32	2	552	187	0	0	739	10.5%	
33	3	611	204	0	0	815	11.6%	
34	4	612	208	0	0	820	11.6%	
35	5	743	238	947	308	2,236	31.7%	
36	6	1,134	420	0	0	1,554	22.1%	
37								
38	Total	3,942	1,371	1,297	433	7,043	100.0%	
39								
40	Income	Mailing 1	Mailing 2	Mailing 3	Mailing 4	Total	Percent	
41	< \$15,000	410	178	144	57	789	11.8%	
42	\$15,001 to \$20,000	211	75	76	35	397	6.0%	
43	\$20,001 to \$25,000	212	75	90	31	408	6.1%	
44	\$25,001 to \$35,000	376	130	120	50	676	10.1%	
45	\$35,001 to \$45,000	392	116	148	39	695	10.4%	
46	\$45,001 to \$65,000	621	187	209	55	1,072	16.1%	
47	> \$65,000	1,531	546	420	131	2,628	39.4%	
48	Missing	189	64	90	35	378		
49								
50	Total	3,942	1,371	1,297	433	7,043	100.0%	

ChildSummary.xls												
A	B	C	D	E	F	G	H	I	J	K	L	
1	SHAPE 2010 Child Survey Respondents											
2	Results as of: 11/30/2010											
3												
4	Mailing											
5	Birth Year	1	2	5	6	Total	Percent	Birth Year	Count	Percent		
6	2010	19	10	20	16	65	3.0%	2005-2010	791	36.7%		
7	2009	62	27	52	17	158	7.3%	1999-2004	667	31.9%		
8	2008	62	23	66	26	177	8.2%	1992-1998	674	31.3%		
9	2007	49	29	49	16	143	6.6%	1991	1			
10	2006	46	17	39	20	122	5.7%	Missing	7			
11	2005	50	16	43	17	126	5.9%					
12	2004	52	16	45	20	133	6.2%	Total	2,160			
13	2003	46	28	38	16	128	5.9%					
14	2002	46	14	31	9	100	4.6%					
15	2001	36	16	37	15	104	4.8%					
16	2000	45	16	44	13	118	5.5%					
17	1999	36	17	47	4	104	4.8%					
18	1998	37	22	28	7	94	4.4%					
19	1997	42	17	28	8	95	4.4%					
20	1996	44	19	25	7	95	4.4%					
21	1995	40	18	28	11	97	4.5%					
22	1994	47	19	30	6	102	4.7%					
23	1993	55	29	37	10	131	6.1%					
24	1992	31	18	11	0	60	2.8%					
25	1991	0	1	0	0	1	0.0%					
26	Missing	2	2	2	1	7						
27												
28	Total	847	374	700	239	2,160	100.0%					
29												
30	Mailing											
31	Race	1	2	5	6	Total	Percent					
32	Asian	45	24	47	15	131	6.4%					
33	Black/African American	86	48	72	25	231	11.2%					
34	White	550	260	504	168	1,482	71.9%					
35	Amer Indian/Alaskan Native	10	4	12	3	29	1.4%					
36	Native Hawaiian/P.I.	2	0	0	0	2	0.1%					
37	Bi-racial/Multi-racial	57	23	40	21	141	6.8%					
38	Other	9	10	20	6	45	2.2%					
39	Missing	88	5	5	1	99						
40												
41	Total	847	374	700	239	2,160	100.0%					
42												
43	Mailing											
44	Strata	1	2	5	6	Total	Percent					
45	1	72	34	53	17	176	8.1%					
46	2	79	38	112	41	270	12.5%					
47	3	95	36	96	32	259	12.0%					
48	4	125	53	176	60	414	19.2%					
49	5	154	72	82	33	341	15.8%					
50	6	322	141	181	56	700	32.4%					
51												
52	Total	847	374	700	239	2,160	100.0%					

Scanning Process

- De-staple
- Batch
- Review to improve scannability
- Scan twice independently
- Re-staple

Spreadsheet with macros for reconciliation

Child Compare Data Scans.xls

	A	B	C	D	E	F	G	H	I
1	ID	A1	A2	A3	A4_yrs	A4_mths	A5	A6	A7
2	12622212	4	0	2000	10	36	2	3	3
3									

Scanner A Data Scanner B Data DataComparisonChild NotInScannerB NotInScannerA

Child Compare Data Scans.xls

	A	B	C	D	E	F	G	H	I
1	ID	A1	A2	A3	A4_yrs	A4_mths	A5	A6	A7
2	12622212	5	1	2000	10	36	2	3	3
3									

Scanner A Data Scanner B Data DataComparisonChild NotInScannerB NotInScannerA

Child Compare Data Scans.xls

	A	B	C	D	E	F	G	H	I
1	ID	A1	A2	A3	A4_yrs	A4_mths	A5	A6	A7
2	12622212	5	1	2000	10	36	2	3	3
3									

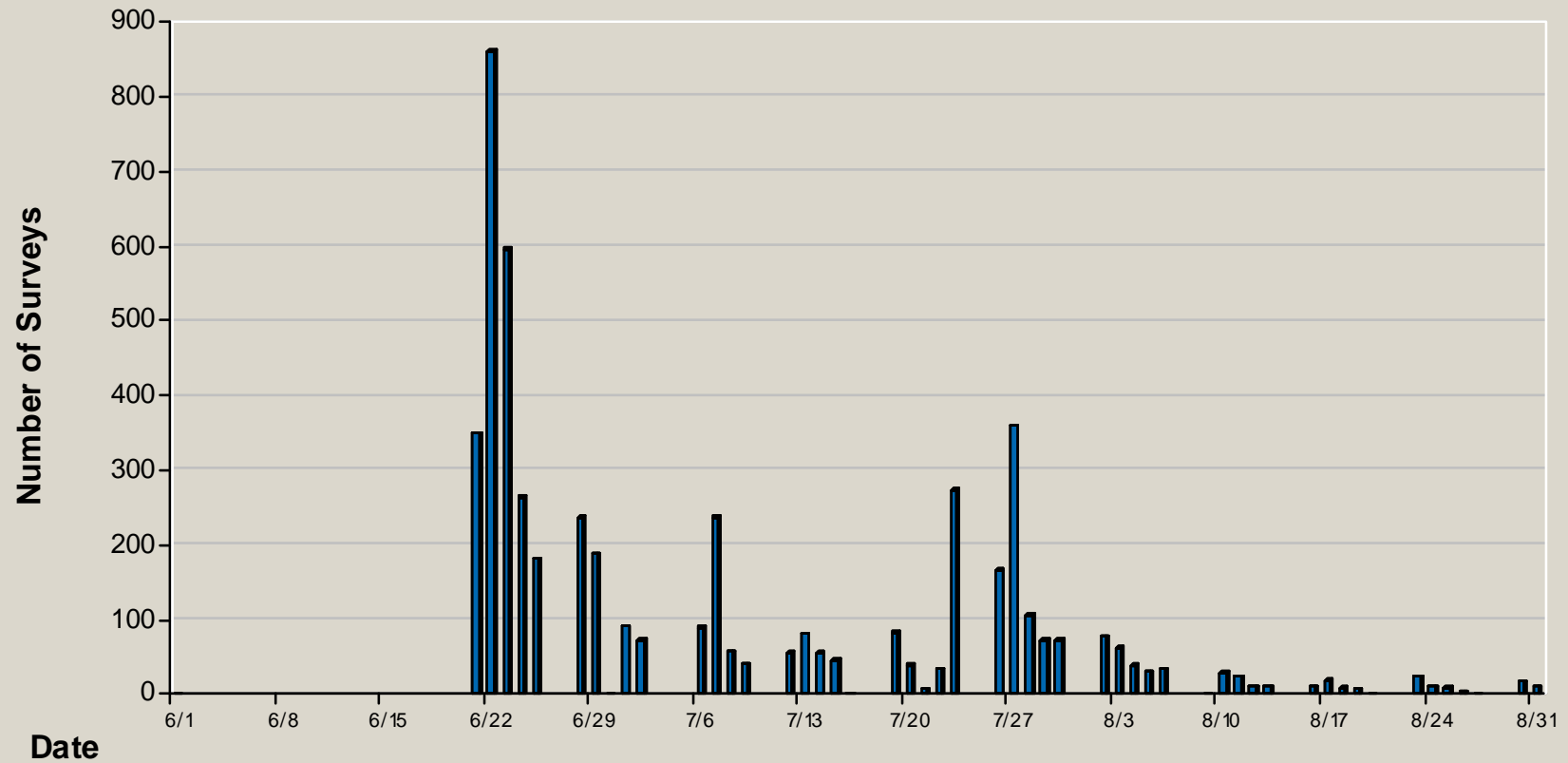
Scanner A Data Scanner B Data DataComparisonChild NotInScannerB NotInScannerA

Operators who Processed SHAPE surveys

- Assessment Unit staff
- Paid intern
- HSPHD staff member
- Six unpaid student interns

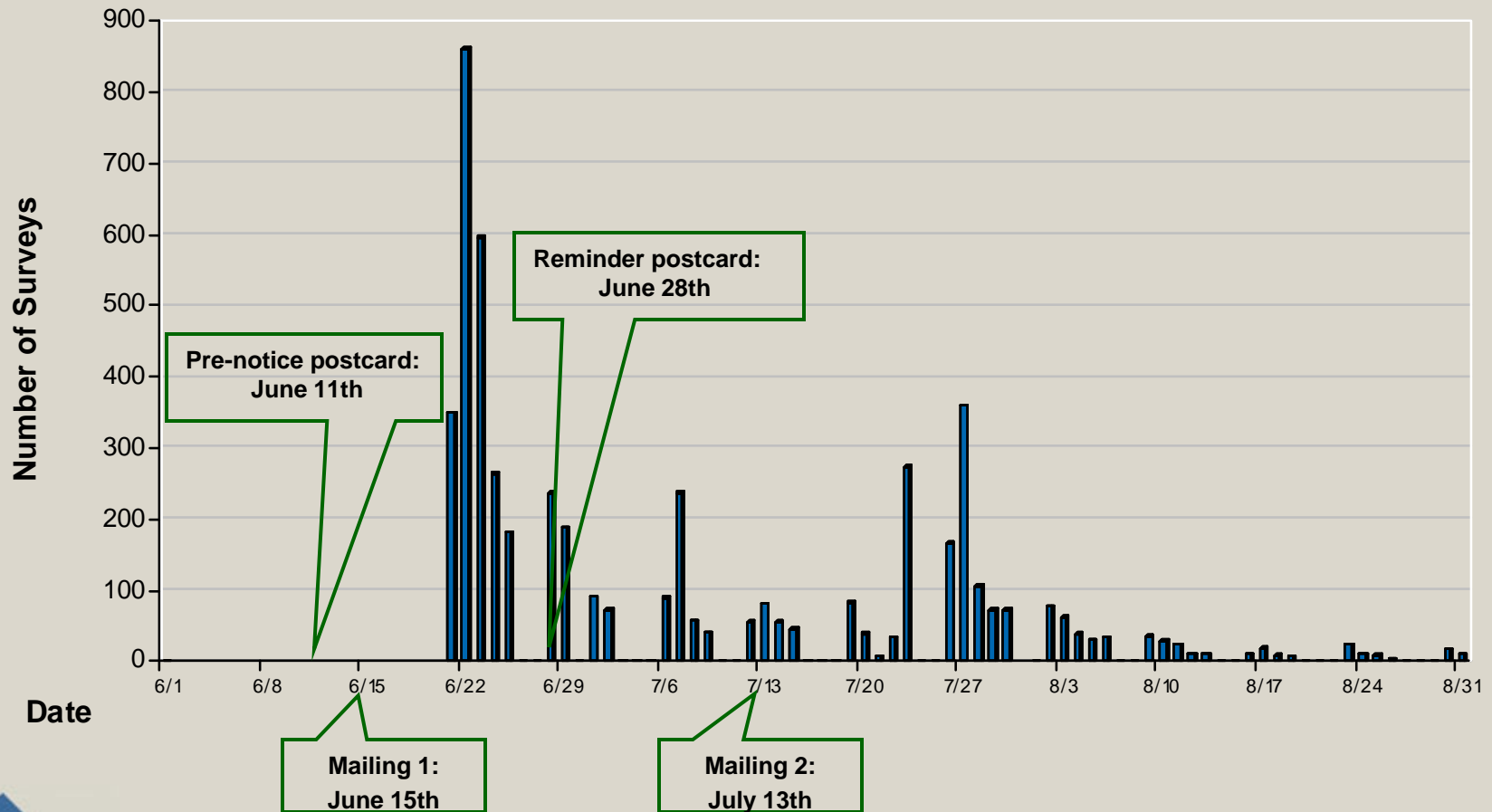
Phase 1

Number of Adult Surveys Returned by Date



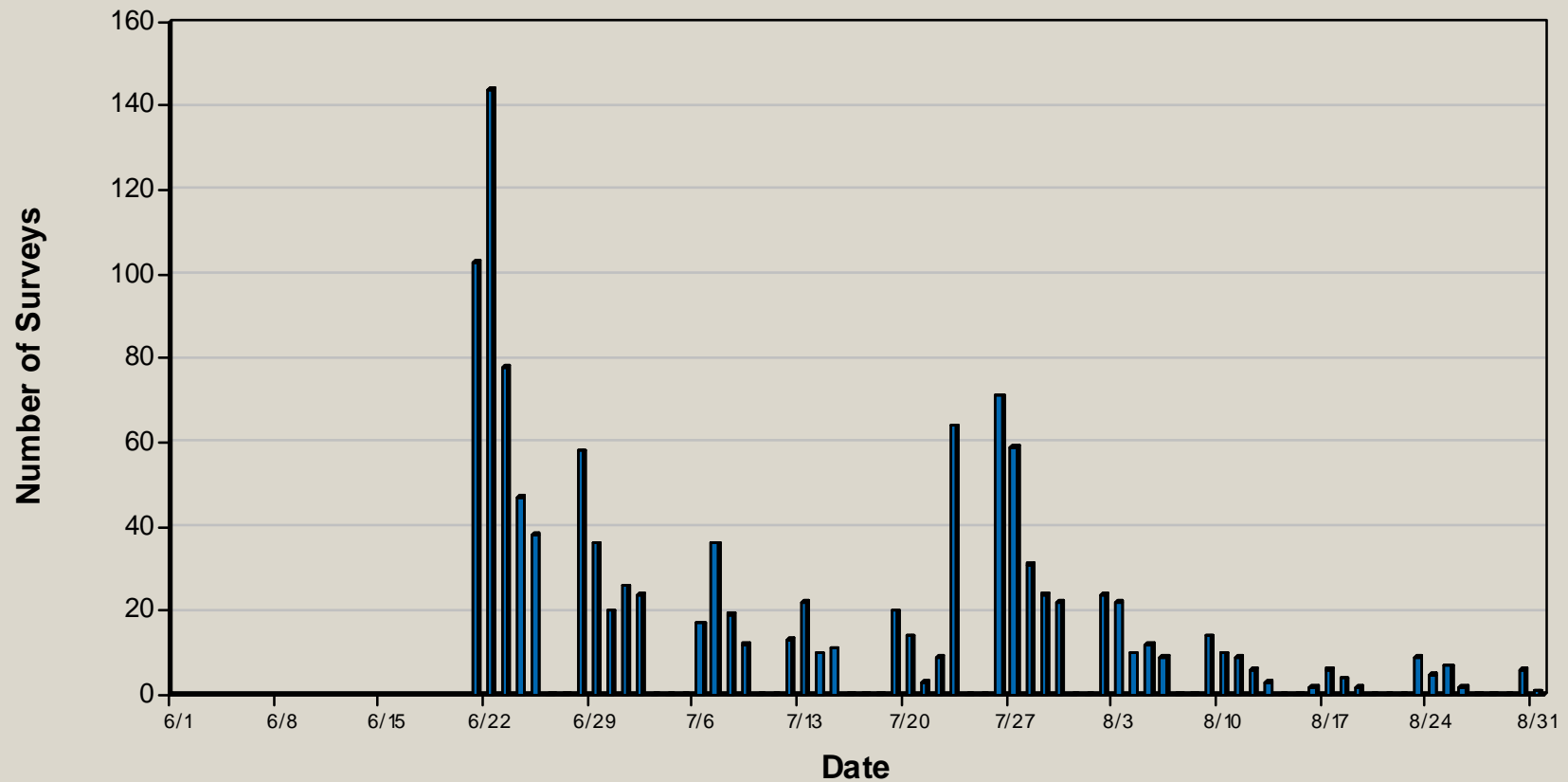
Phase 1

Number of Adult Surveys Returned by Date



Phase 1

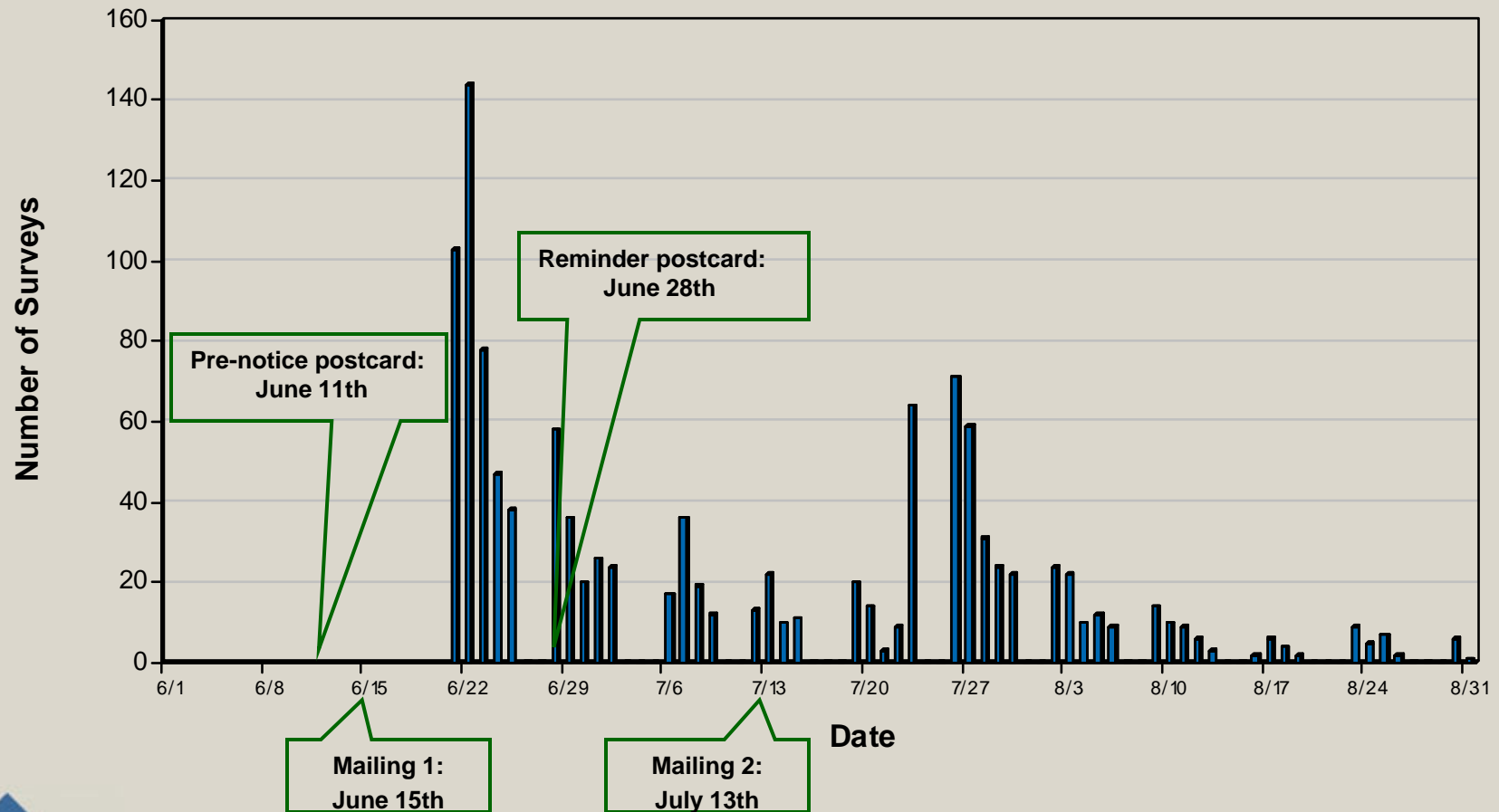
Number of Child Surveys Returned by Date



Note: Adult and Child scales are not the same

Phase 1

Number of Child Surveys Returned by Date

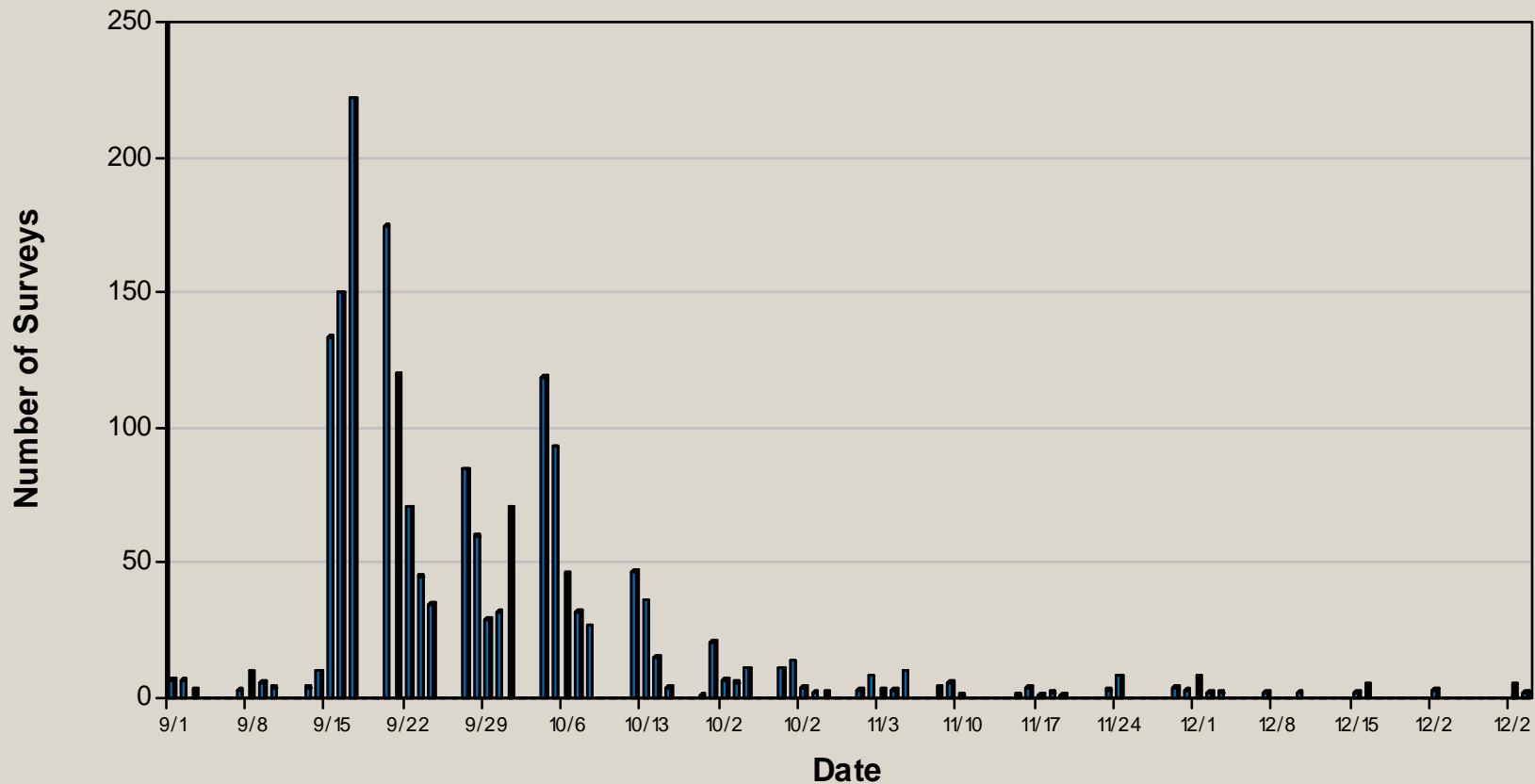


Phase 2

- Mid-course modifications based on monitoring
- Needed additional Adult responses from two strata
- Needed additional Child responses from all strata
- Reduce burden by including only one survey per packet

Phase 2

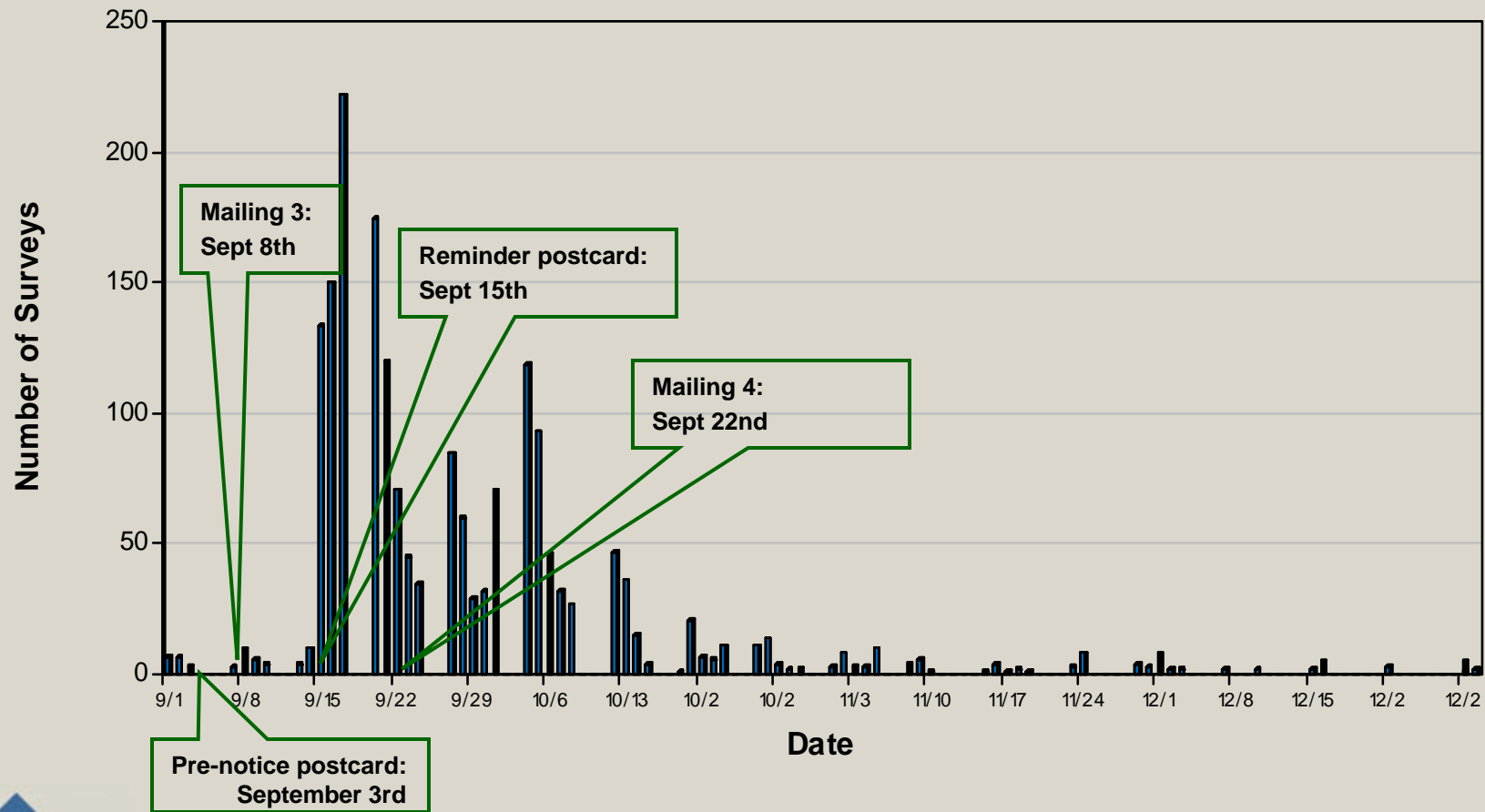
Number of Adult Surveys Returned by Date



Note: Scale has changed

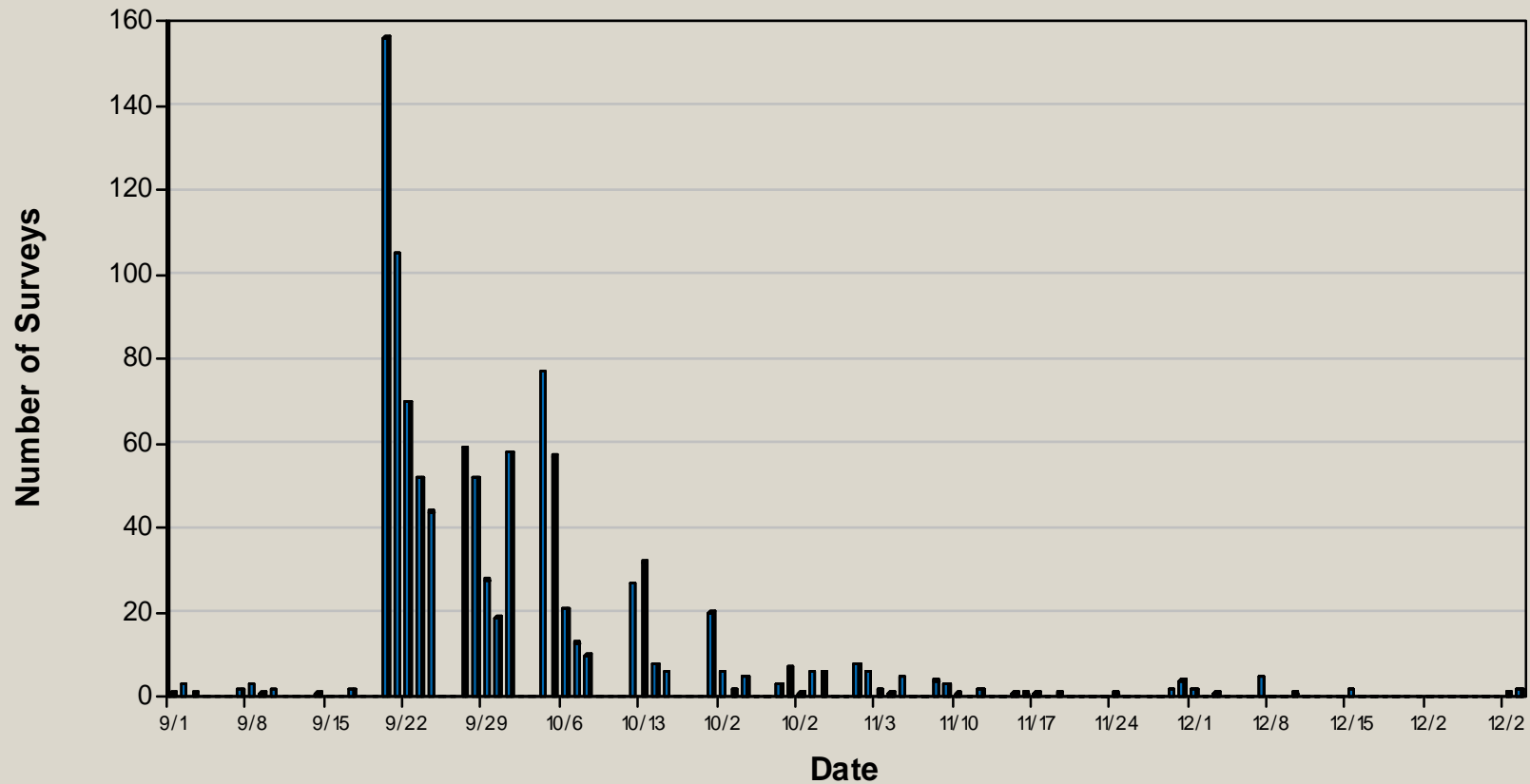
Phase 2

Number of Adult Surveys Returned by Date



Phase 2

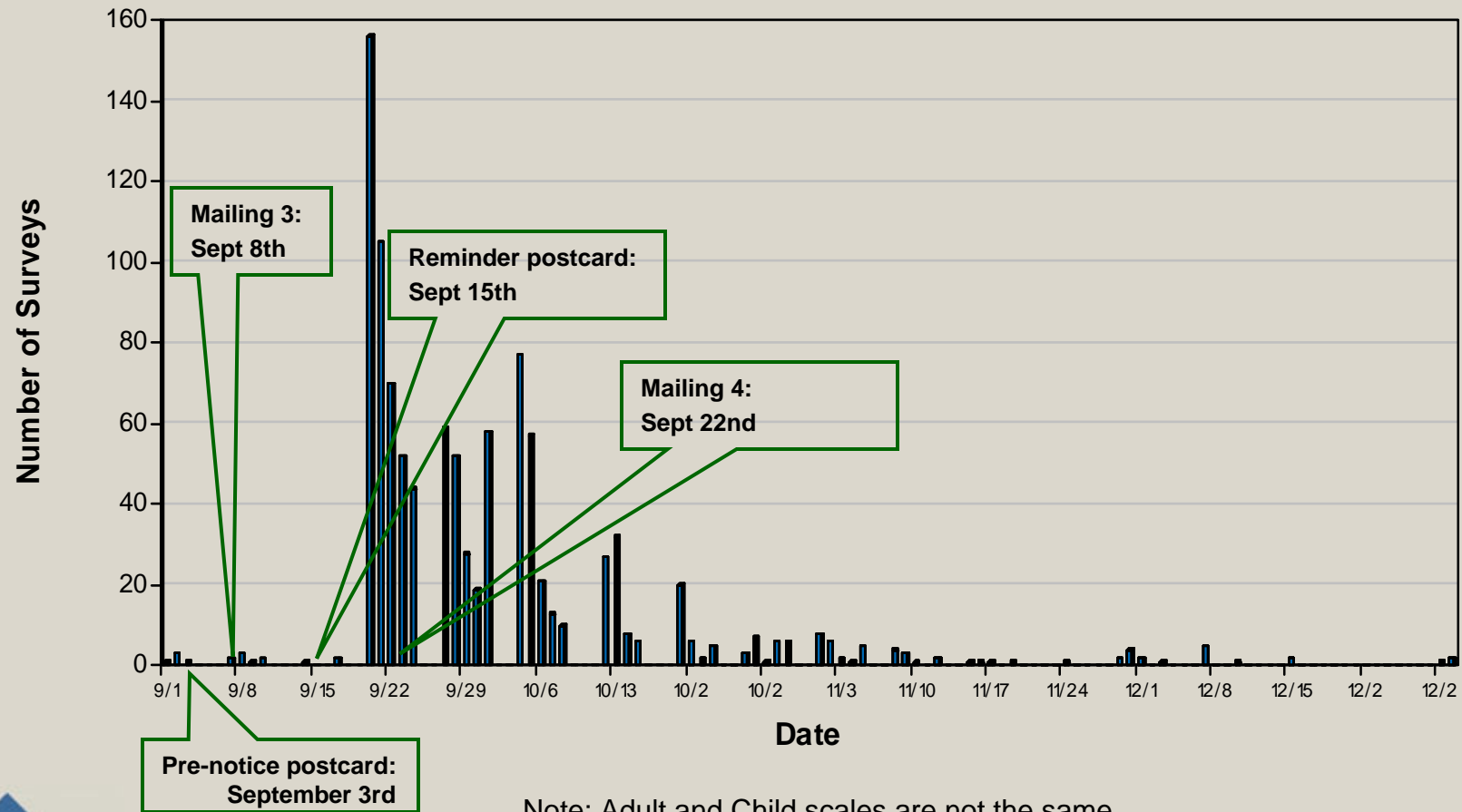
Number of Child Surveys Returned by Date



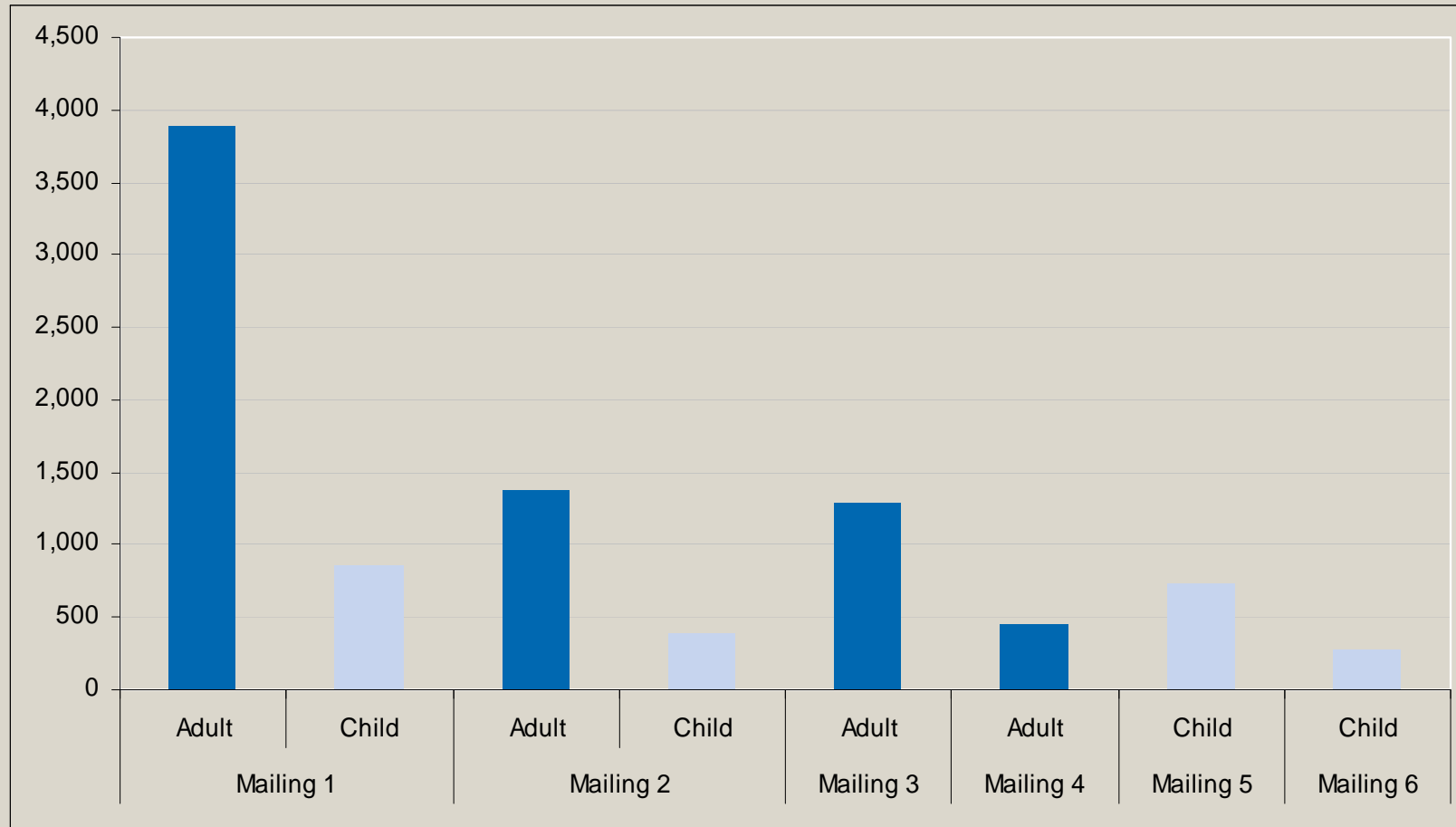
Note: Adult and Child scales are not the same

Phase 2

Number of Child Surveys Returned by Date

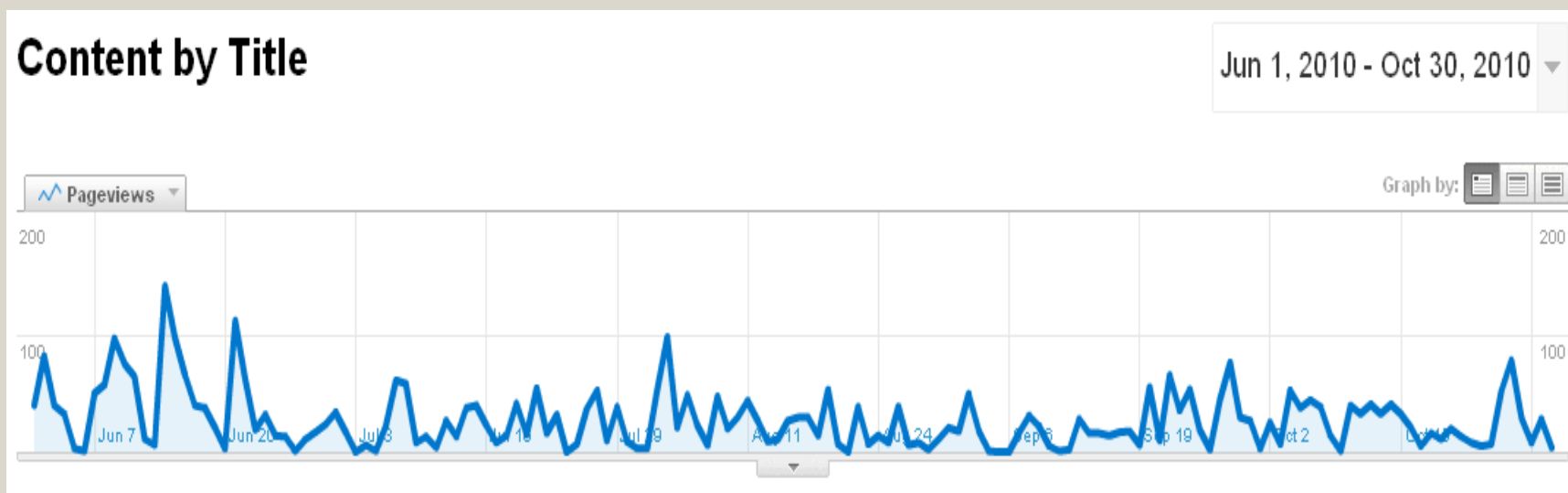


SHAPE 2010: Adult and Child Surveys Returned by Mailing



Hits to SHAPE Web pages

June to October, 2010



What will be covered

- Designing the Sample
- Designing the Survey Instrument
- Marketing
- Mailing the Survey
- Processing the Returned Surveys
- **Response Rate**
- Preparing Data for Analysis
- Cost

Response Rate

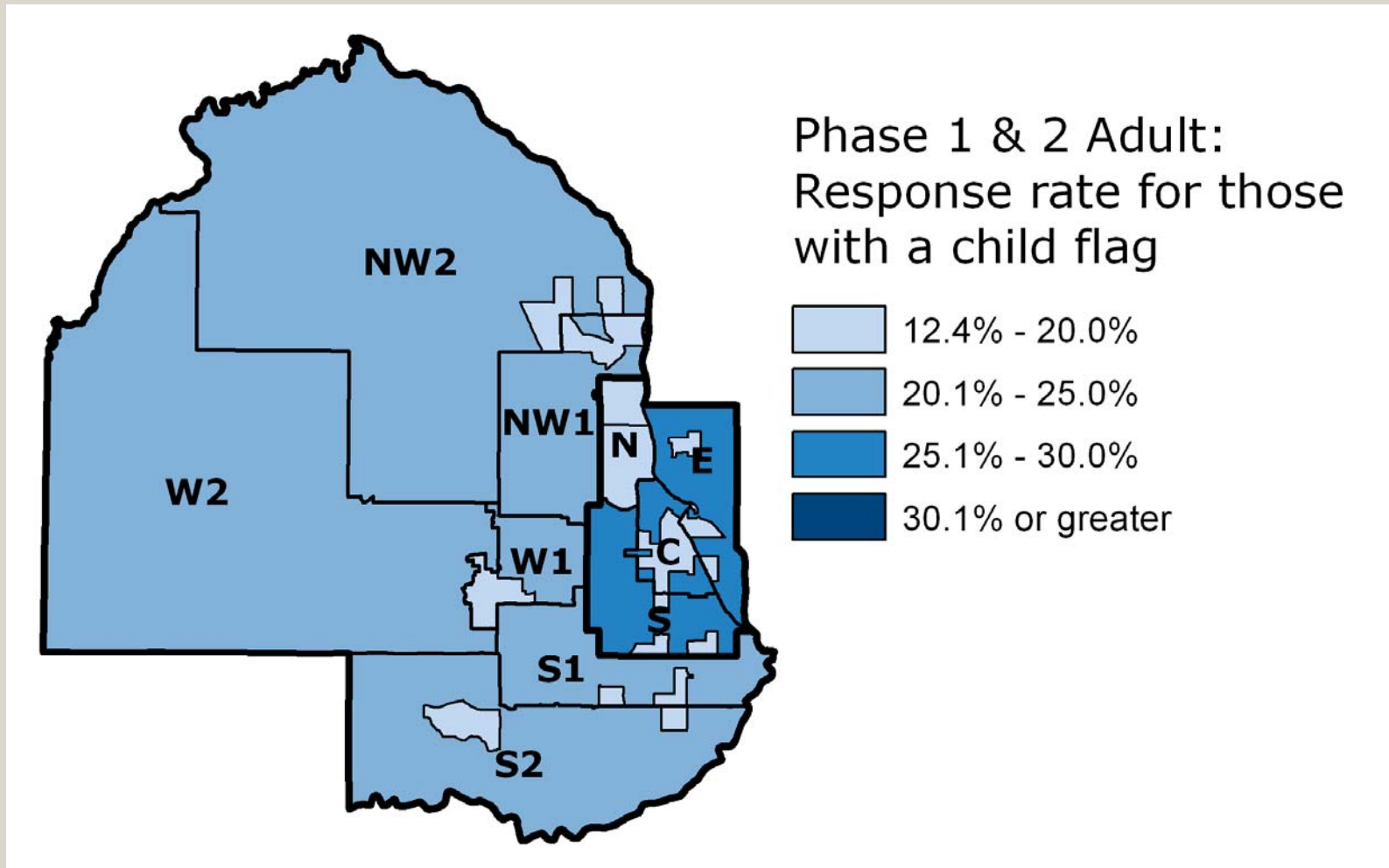
$$RR = \frac{\text{Completes} + \text{Partial Completes}}{[(\text{Completes} + \text{Partial Completes}) + (\text{Refused} + \text{Non-contact} + \text{Other}) + \text{Estimated \% eligible of Unknowns}]}$$

Adult Response Rate: Phase 1 and 2

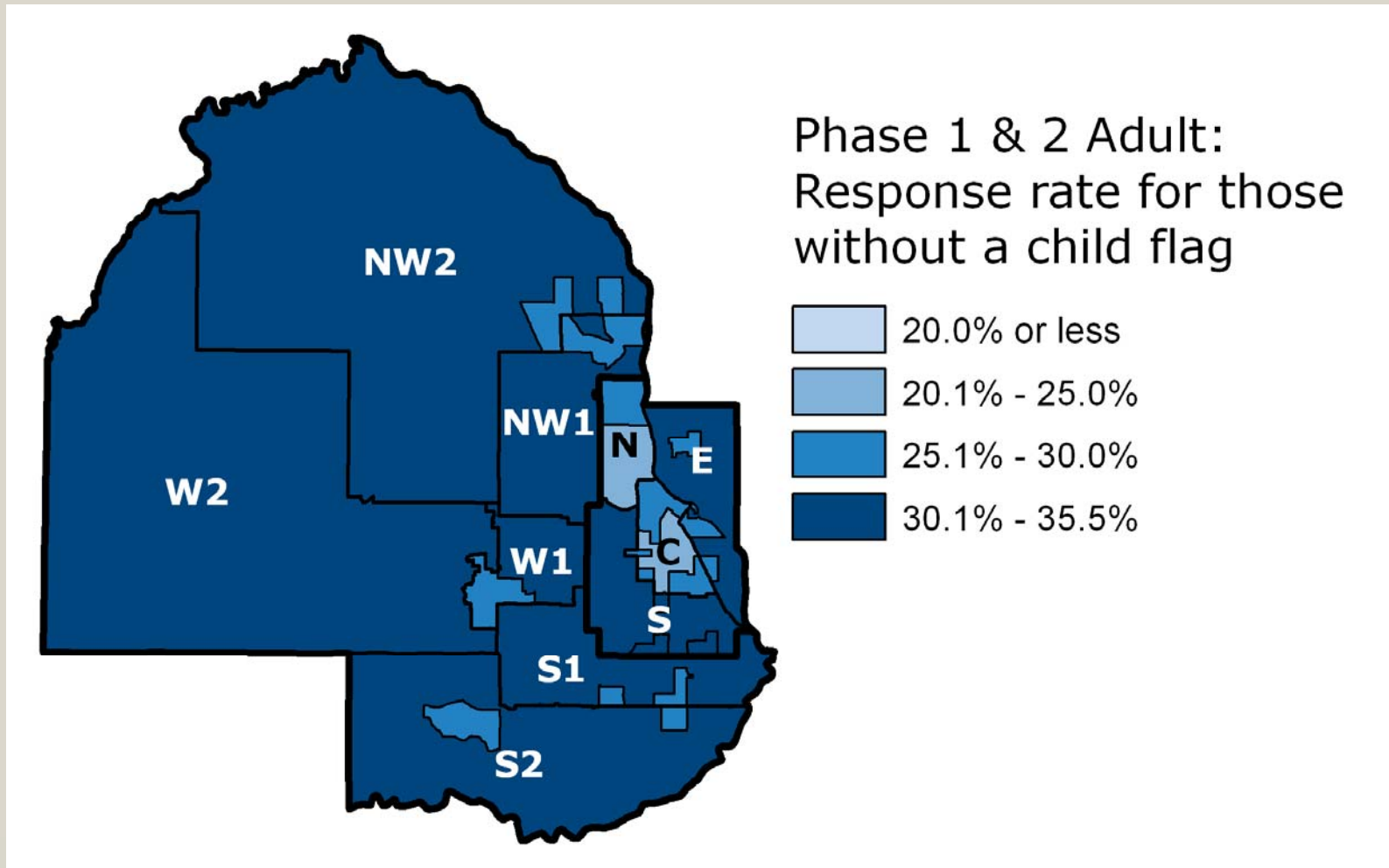
	Response Rate	Vacancy Rate
Total	23.3%	7.4%
Minneapolis	21.8%	8.9%
Suburban	24.7%	5.9%



Adult Response Rate- with child flag



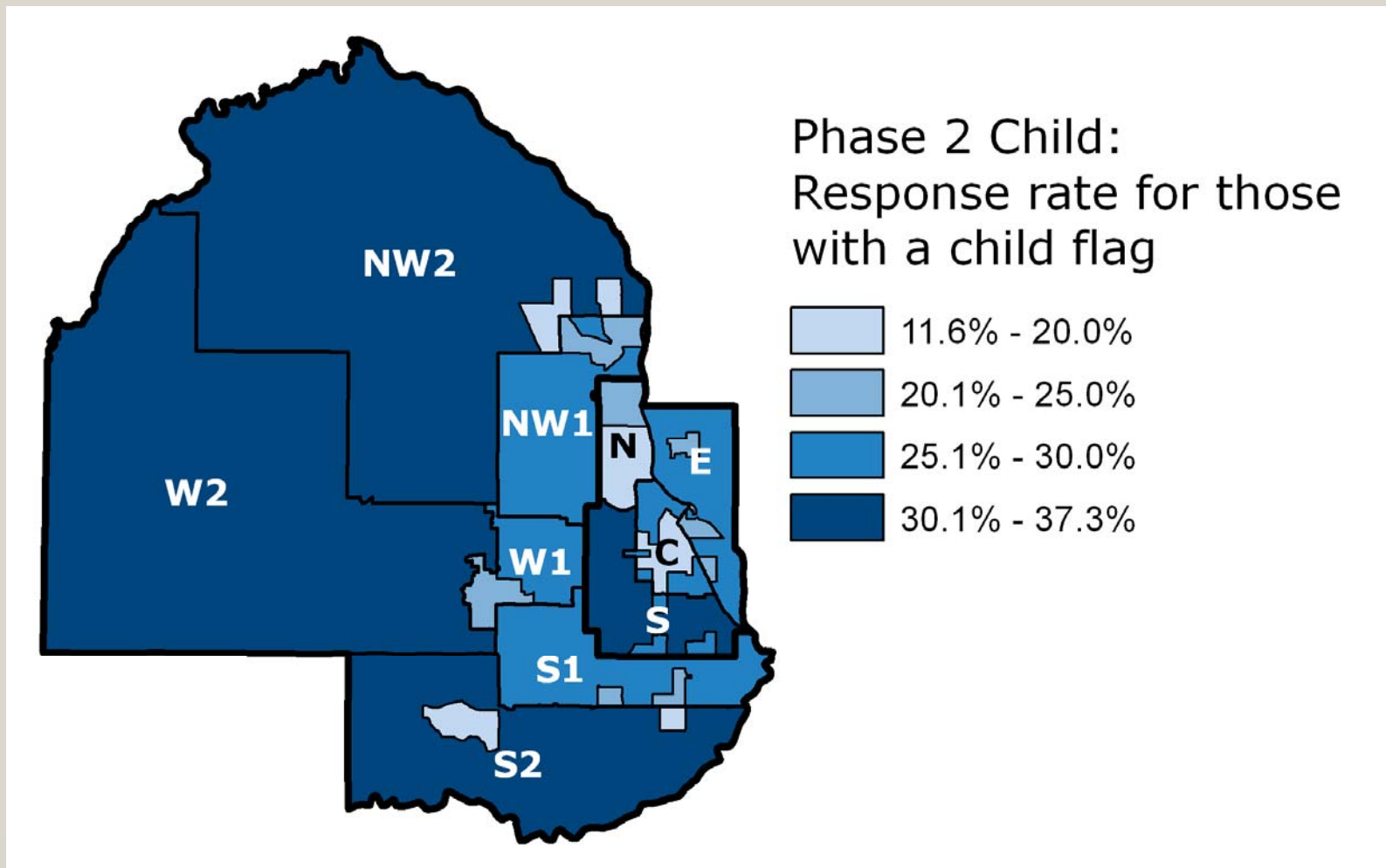
Adult Response Rate- without child flag



Child Response Rate: Phase 2

	Response Rate	Vacancy Rate
Total	23.5%	7.2%
Minneapolis	22.4%	7.8%
Suburban	26.3%	5.7%

Child Response Rate: Phase 2



What will be covered

- Designing the Sample
- Designing the Survey Instrument
- Marketing
- Mailing the Survey
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis**
- Cost

Imputing missing data needed for weighting

SECTION G – ABOUT YOU

G1 Are you ... ?
 Male
 Female

G2 What is your age?
 Years

G3 What is the highest grade or year of school you have completed?
 Less than high school
 High school graduate or GED
 Some college, associate degree or vocational/technical/business school
 Bachelor degree or higher

SECTION G – ABOUT YOU

G1 Are you ... ?
 Male
 Female

G2 What is your age?
 Years

G3 What is the highest grade or year of school you have completed?
 Less than high school
 High school graduate or GED
 Some college, associate degree or vocational/technical/business school
 Bachelor degree or higher



Imputation strategy

Age

- On Medicare
- Lived in US > 64 years
- Everyone in household < 65 years old
- Etc.

Sex

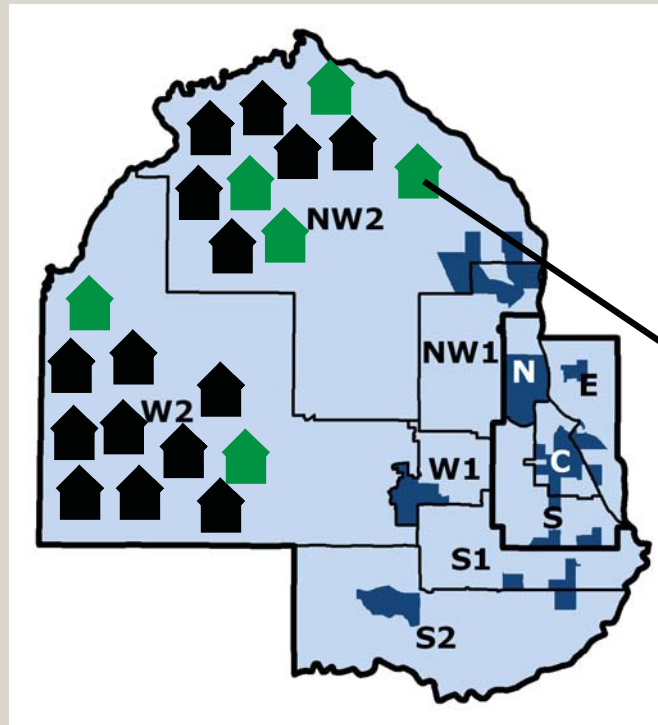
- Had mammogram
- Had diabetes during pregnancy
- Gender-specific drinking questions
- Etc.

Weighting the data

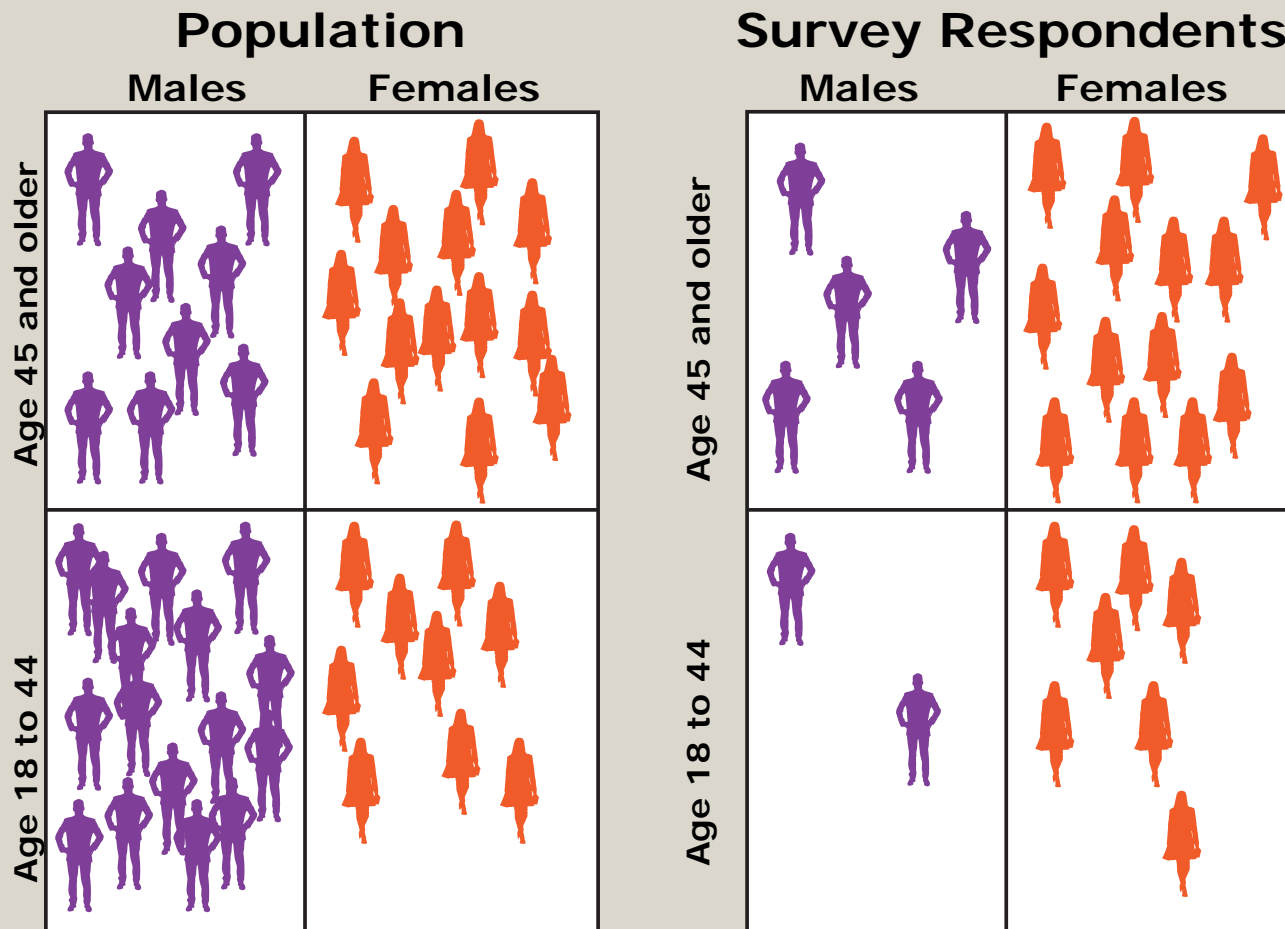
- Probability of being selected
- Post-stratification adjustments to match the population

Probability of Being Selected

Random sample of households in geographic strata



Post-stratification adjustments to match the population



Factors used in post-stratification adjustments

- Age, Gender, Geography
- Race/Ethnicity
- US-born/Foreign-born Blacks

What will be covered

- Designing the Sample
- Designing the Survey Instrument
- Marketing
- Mailing the Survey
- Processing the Returned Surveys
- Response Rate
- Preparing Data for Analysis
- **Cost**

SHAPE 2010: Total Mailing Cost

Item	Cost
Sample File - DSF	\$908
Hardware and Software	\$10,997
Printing	\$73,764
Postage	\$60,830
Supplies	\$638
Total	\$147,137

Mailing cost per survey returned

Item	Cost	Cost/Survey Returned
Sample File - DSF	\$908	\$0.10
Hardware and Software	\$10,997	\$1.19
Printing	\$73,764	\$8.00
Postage	\$60,830	\$6.60
Supplies	\$638	\$0.07
Total	\$147,137	\$15.96

For more information

Visit the **SHAPE** website at

www.co.hennepin.mn.us/SHAPE

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