

Novel Sampling Methodologies for a Local Population-Based Survey about Health and Well-being of Young Children in King County, WA: the Best Starts for Kids Health Survey

PRESENTING AUTHOR: EVA WONG

PUBLIC HEALTH-SEATTLE & KING COUNTY

ASSESSMENT, POLICY DEVELOPMENT AND EVALUATION UNIT

 King County

Best Starts for
KIDS

KRISTIN MOORE, AMY LAURENT, PUBLIC HEALTH-SEATTLE & KING COUNTY

DANIELLE WOODWARD, UNIVERSITY OF WASHINGTON

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VISION

We want to see more babies born healthy, more kids thrive, and more young people grow up to be happy, healthy, successful adults.

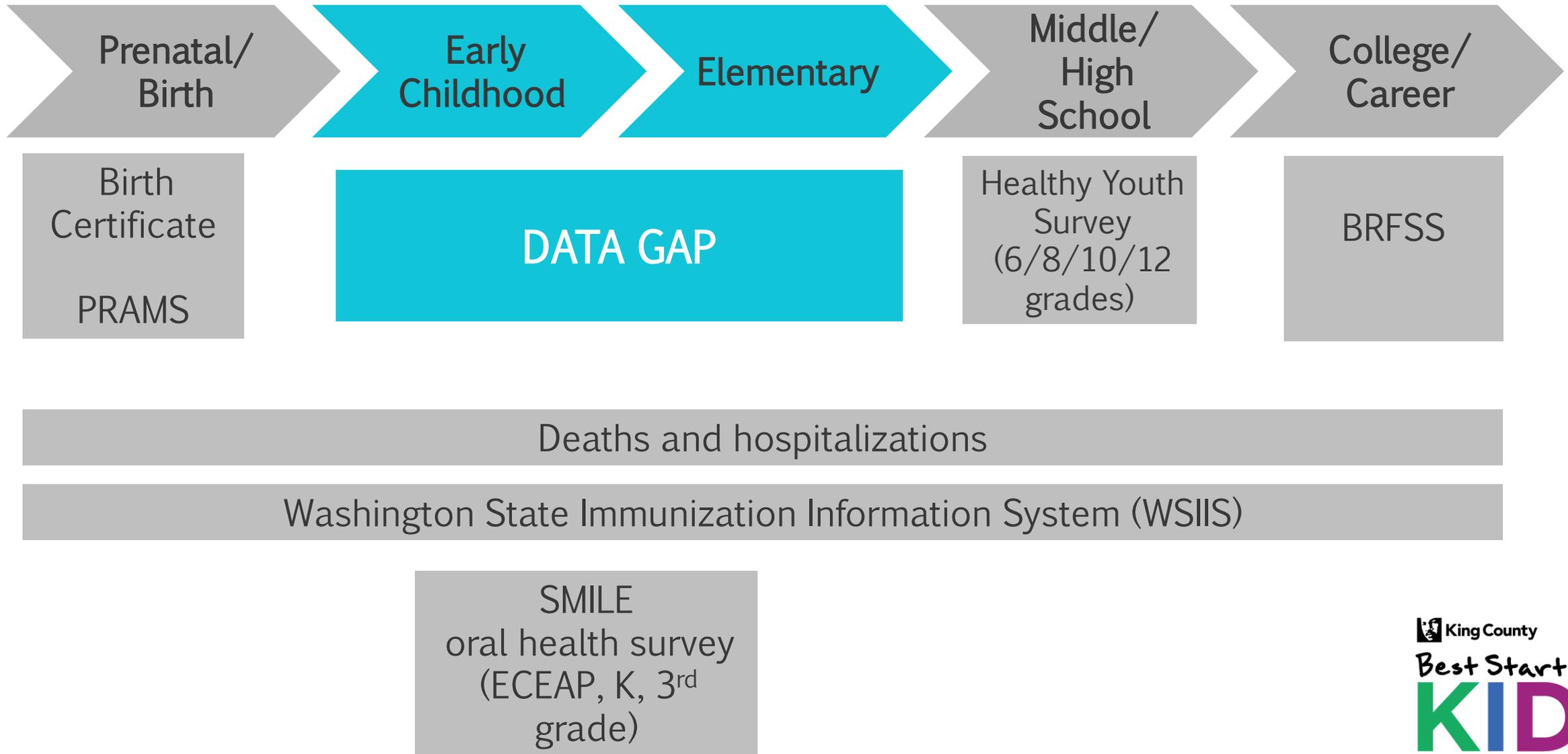
Best Starts for Kids is an initiative to improve the health and well-being of King County by investing in

promotion, prevention and early intervention

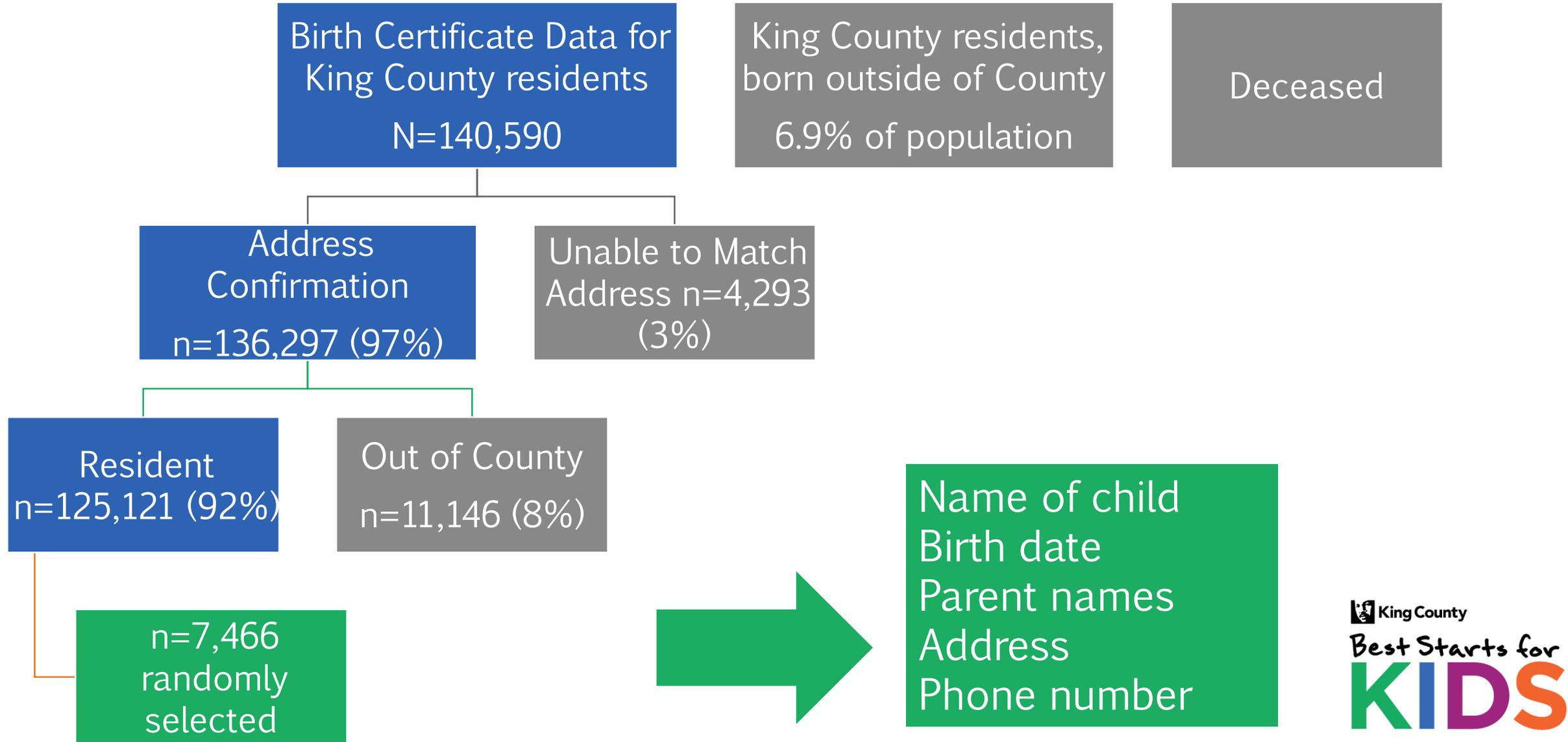
for children, youth, families, and communities.



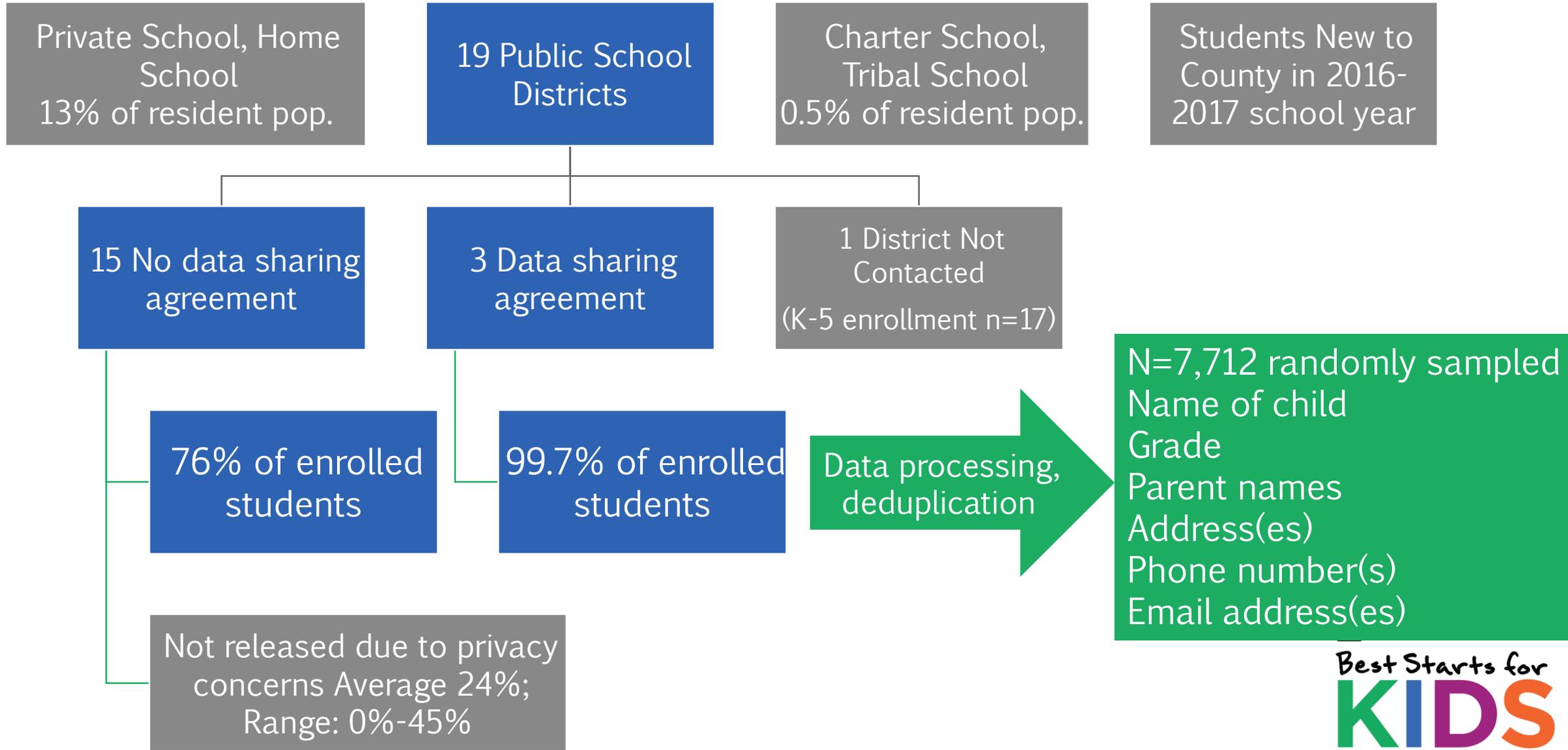
Population Data Sources on King County Children



Sample Frame Development: Ages 9 months - 5 years



Sample Frame Development: Kindergarten - 5th grade

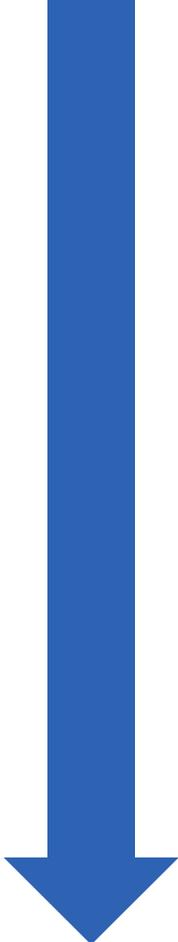


What is the BSK Health Survey?



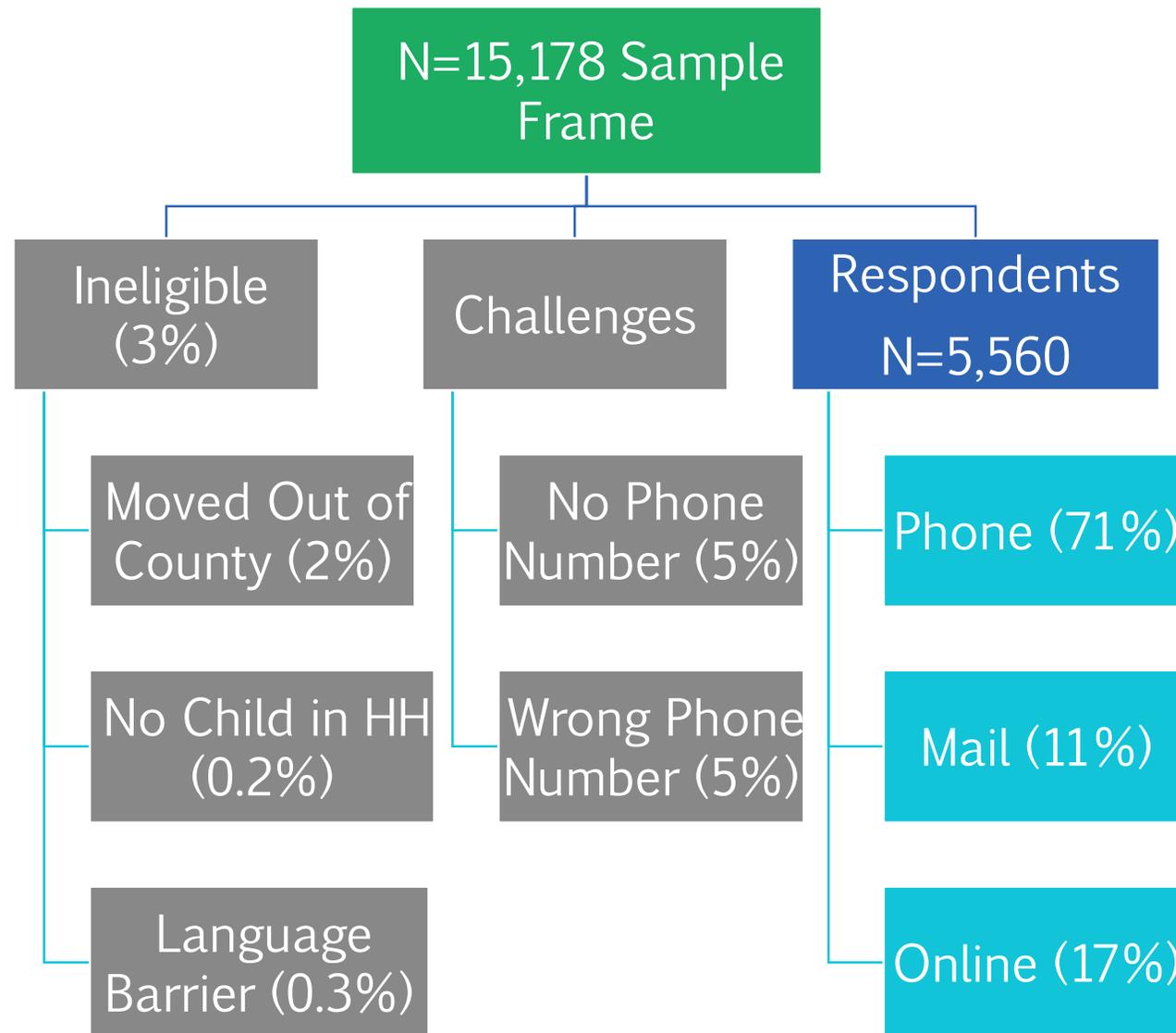
- First-ever data about the health and well-being of King County children 5th grade and younger
- Questions on strengths, behaviors, and supports of children and families
- Conducted by the University of Washington Social Development Research Group
- Data collection September '16 to January '17
- Web-based, phone, and mail surveys
- In English, Spanish, Vietnamese, Chinese, Somali, and Russian
- Oversampling by age, race/ethnicity, geographic region
- Convenience sample add-on to increase size of specific demographic groups: People of color, children with disabilities, with welfare involvement, LGBTQ+ families
- **5,947** families participated in Fall 2016-Winter 2017
- Findings will be used for program development and evaluation
- ***For more on equity-based approaches, please see Kristin Moore's Abstract #8148.***

Timing

- 
- Spring/Summer: Develop sample frame/questionnaire
 - Summer: Coding/testing
 - Aug 24: Pre-notification postcard
 - Sept 1: Invitation letter; web survey begins
 - Sept 15: Phone calls begin
 - Oct/Nov/Dec: Email and text reminders
 - Oct 4: Reminder postcard
 - Oct 27: Paper survey mailed
 - Dec 22-26: Holiday break
 - Jan 6: Reserve sample; convenience sample invited
 - Jan 31: Data collection ends

Outreach with community organizations throughout

Population-based Sample: Survey Response



Response Rate:
42% primary
17% reserve

Lessons Learned

- Significant staff time for frame development
- High quality, novel sampling frame that can be duplicated in other jurisdictions
 - High accuracy contact information data
 - Accurately identify households with children
- Increased partnerships with school districts
- Support inclusion of email addresses on birth certificate
- Highly efficient survey design made best use of available resources



Thank You to the Participants

Many thanks to the team members, interviewers, organizations, and families who contributed to this survey.

Email: eva.wong@kingcounty.gov

To learn more about BSKHS see Abstract #8148.

OUR WEBSITE



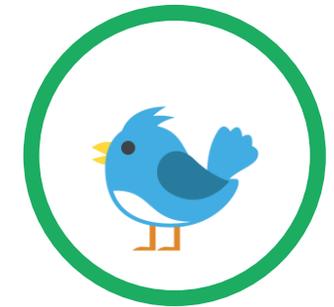
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