

# Does Taking an Equity-Based Approach to Population-Based Surveys Improve Representativeness?

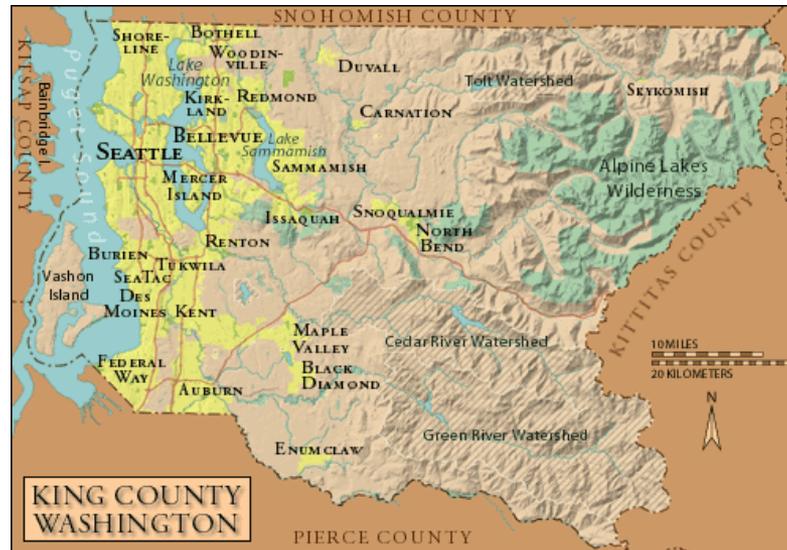
Results from the Best Starts for Kids Health Survey,  
King County, WA

Presenting: Kristin Moore  
Public Health-Seattle & King County  
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# King County, WA

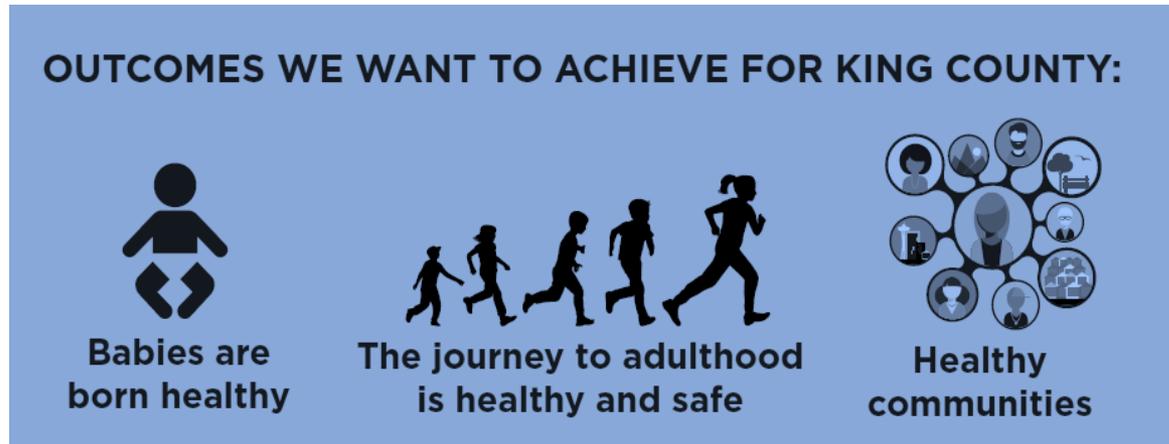
- Most populated county in WA (2.1 million residents)
- City of Seattle and 38 other incorporated cities
- 2,134 square miles of land (~ Delaware)
- Increasingly diverse population



# Why another population-based survey?

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- Voter approved Best Starts for Kids (BSK) levy



- Almost a complete lack of data for children birth to 5<sup>th</sup> grade in King County

# Best Starts for Kids Health Survey (BSKHS) methods

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- Families with children 9 months to 5<sup>th</sup> grade eligible
- Survey questions related to strengths, behaviors, and supports of children and families
- Data collected by Social Development Research Group, University of Washington
- 5,955 families participated in Fall 2016
- Findings will be used for program development and evaluation
  
- ***For more on BSKHS methods, please attend Eva Wong's presentation at 11:42 am today (Abstract #8503).***

# Focus on equity

BSK Advisory Board equity statement:

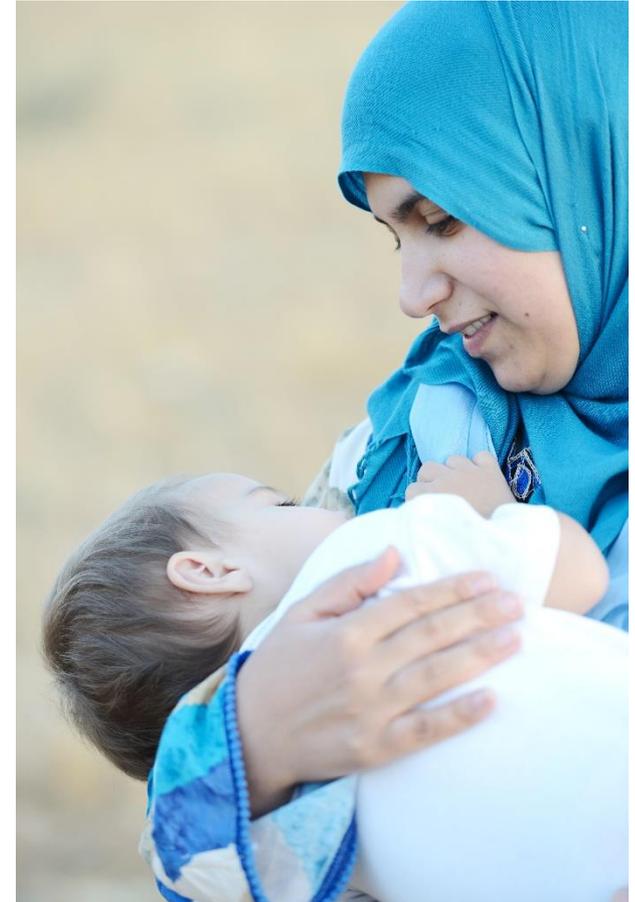
- To achieve equity and social justice, we must first root out deeply entrenched systems of **racism**
- Equity demands sacrifice and **redistribution of power and resources** in order to break systems of oppression, heal continuing wounds, and realize justice
- Equity is **fundamental to the community we want to build**



# How did we embed equity into BSKHS?

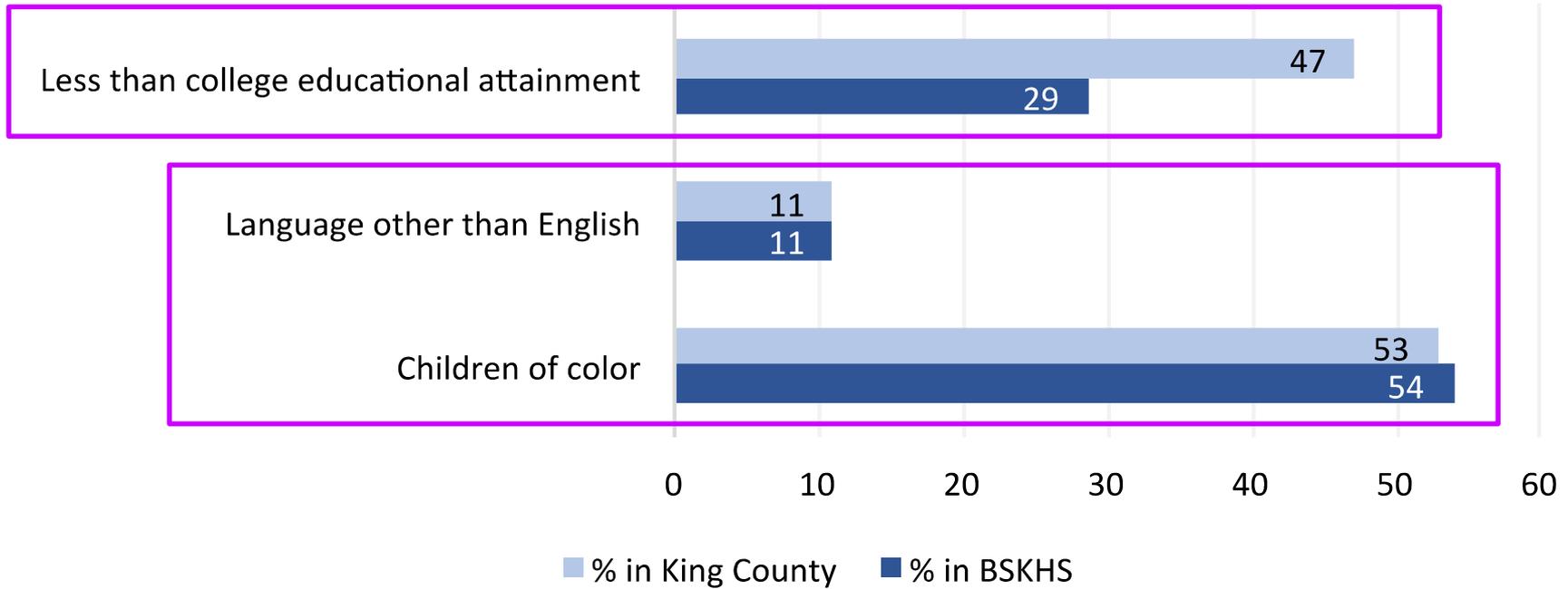
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- Community feedback and outreach
- Oversample by race/ethnicity and geography
- Strengths-based questions
- Disaggregated race/ethnicity
- Materials in six languages
- Web, phone, and mail modes
- Nimble data collection



# Representative by race/ethnicity and language

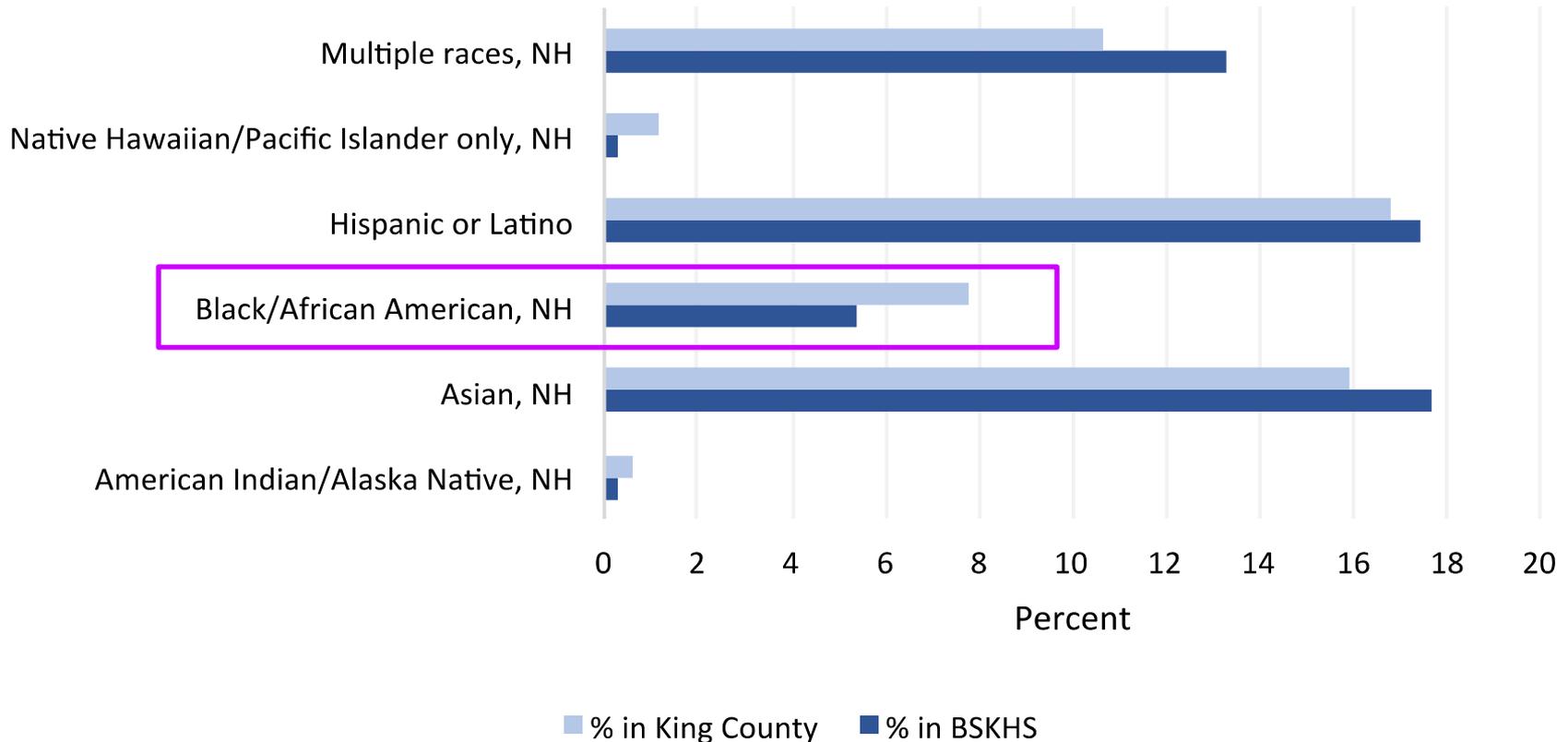
## Demographics observed in BSKHS compared to demographics in King County



Children of color = children who are not white, non-Hispanic; Comparison Groups: Children of color – % of King County children 0-11 years who are not white, non-Hispanic, Washington State Office of Financial Management, Forecasting Division (2016); Language other than English – % of King County residents 5+ years who speak a language other than English at home and speak English less than “very well”, Table S1601, American Community Survey 2011-2015; Less than college educational attainment – % of King County heads of households in which there is at least one child <12 years old by educational attainment, American Community Survey 2011-2015, Public Use Micro Sample (PUMS); total percentage may be greater than 100 due to rounding.

# Children of color well represented

Child race/ethnicity observed in BSKHS compared to child race/ethnicity in King County\*

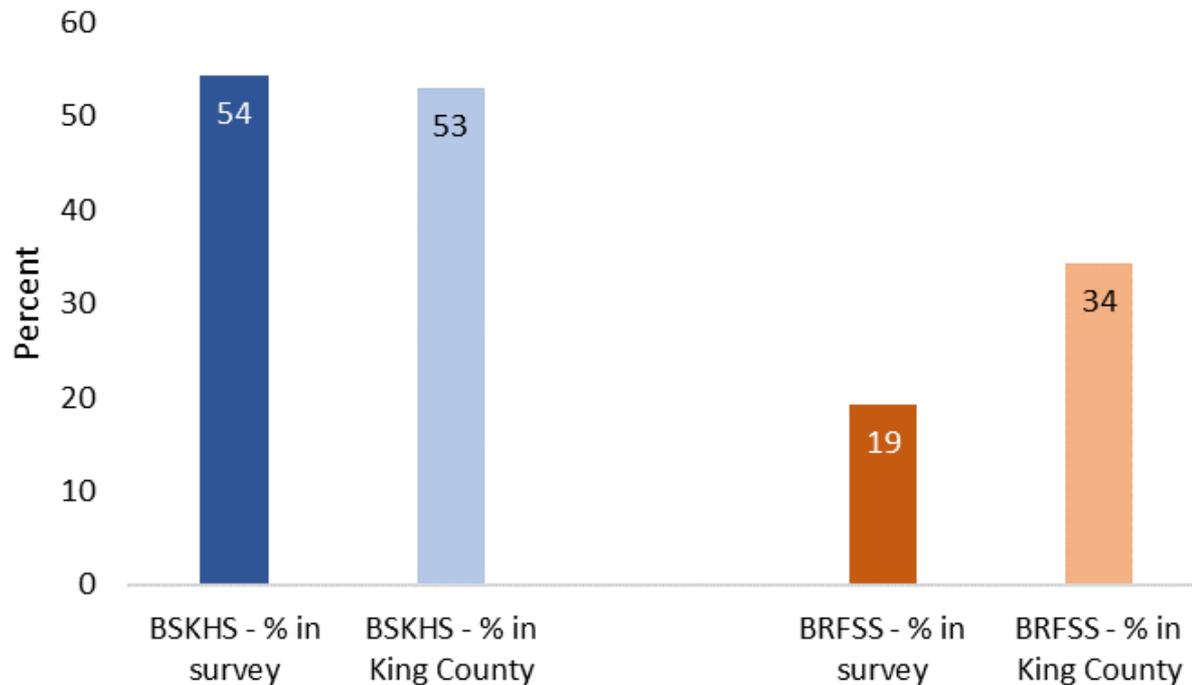


\*Race/ethnicity categories are mutually exclusive

NH = Non-Hispanic; White, non-Hispanic category not shown; Comparison Groups: % of King County children 0-11 years old by race/ethnicity, Washington State Office of Financial Management, Forecasting Division (2016; modeled estimates).

# BSKHS more racially representative than King County BRFSS

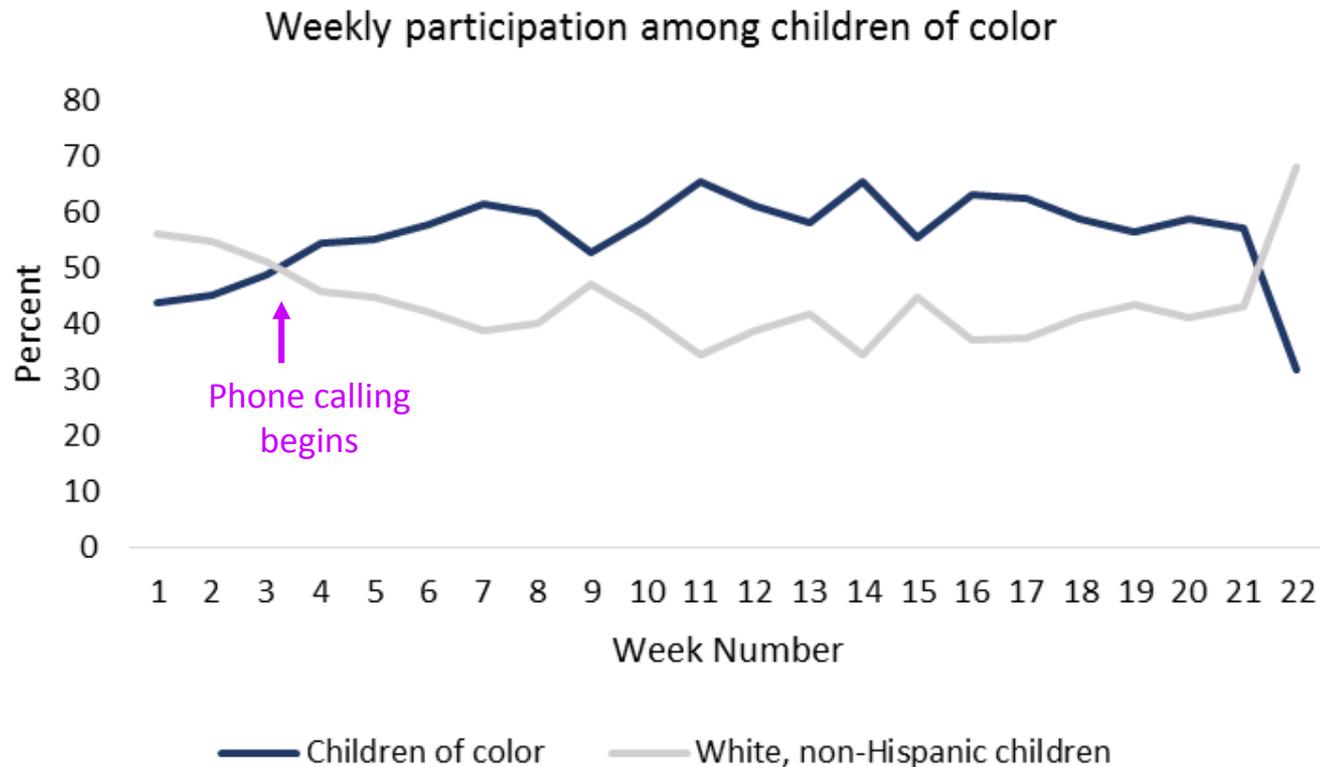
Children/adults of color observed in BSKHS and King County BRFSS compared to King County



BRFSS = Behavioral Risk Factor Surveillance System, King County adults 18 years and older, 2015; Comparison Groups: Children of color – % of King County children 0-11 years who are not white, non-Hispanic, Washington State Office of Financial Management, Forecasting Division (2016); Adults of color (BRFSS) – Percent of adults 18+ years who are not white, non-Hispanic, Washington State Office of Financial Management, Forecasting Division (2015); Total percentage may be greater than 100 due to rounding.

# Nimble data collection strategy

- Interviewers preferentially called families of color or families in South King County before families in other demographic groups
- Text message-based recruitment



# Availability in six languages

- Survey, announcement letters, outreach, and other materials in six languages
- Bicultural and bilingual interviewers

Language of survey	Number
English	5,283
Spanish	431
Chinese	95
Vietnamese	62
Russian	43
Somali	41
<b>Total</b>	<b>5,955</b>

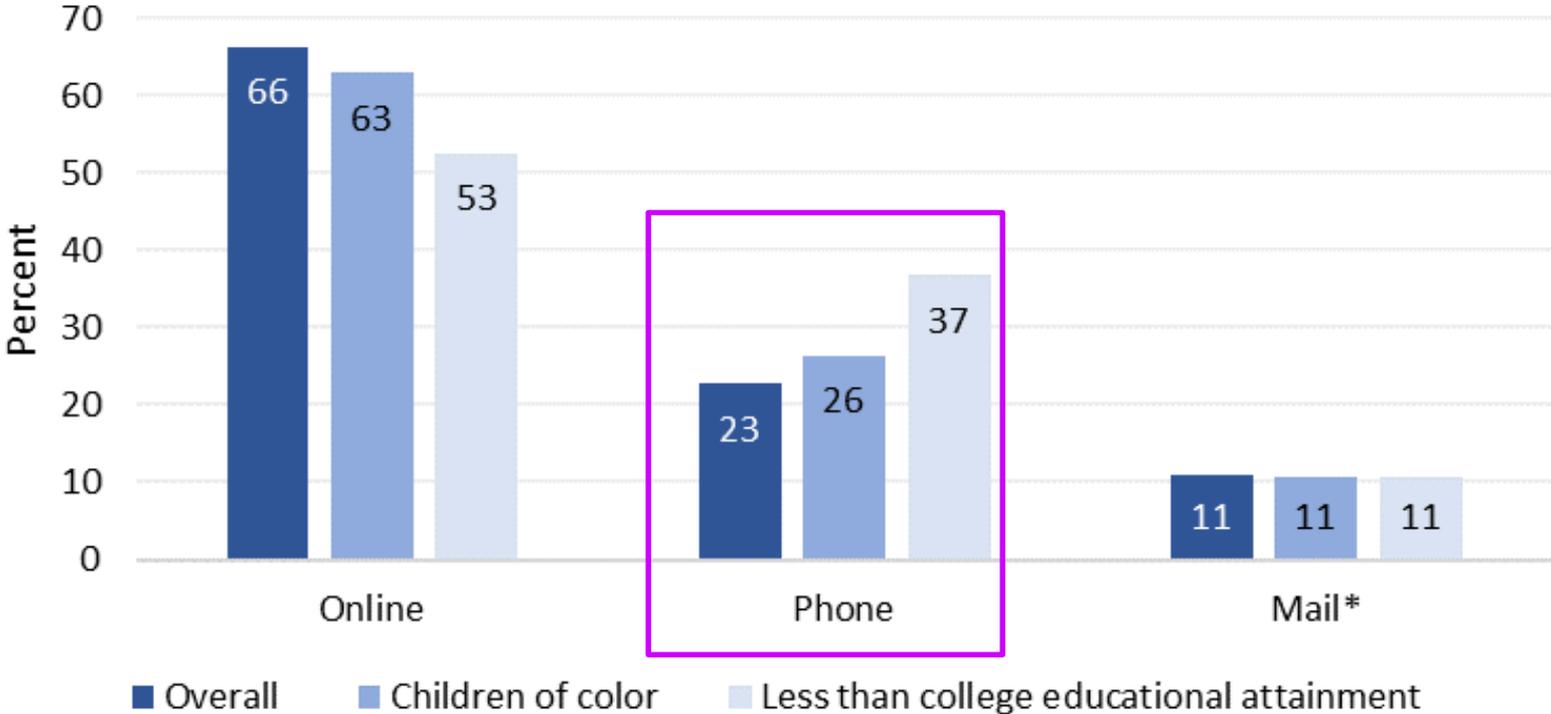
“A lot of the people who I speak with immigrated here, and I think they are **happy to have the opportunity to participate in the government in some way.**”

*Spanish speaking interviewer*

Bicultural = Comfort and proficiency with both one’s heritage culture (e.g., Somali) and the culture or region in which one resides (e.g., King County.)

# Multi-mode data collection supports representation

Variation in response mode overall, by child race/ethnicity, and by educational attainment



\*Mail survey only available in English

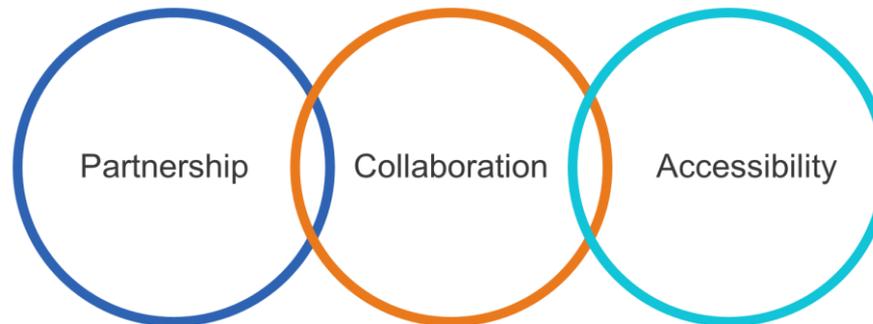
Total percentage may be greater than 100 due to rounding.

# Engaging community throughout process

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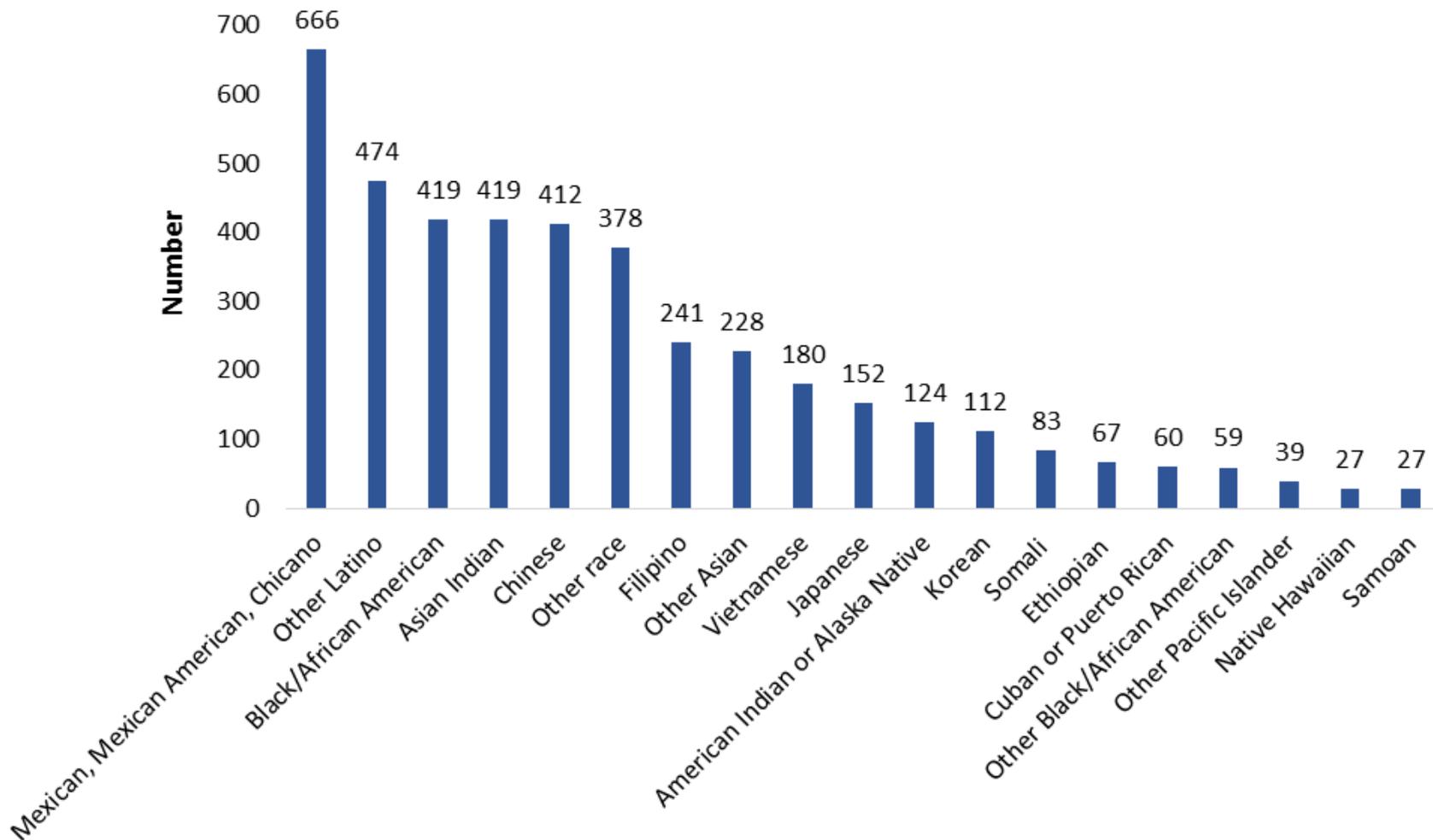
- BSK Advisory Board guidance on questions and process
- Pilot with 47 individuals
- Blog and social media posts
- Outreach to trusted community organizations
- Convenience sample add-on
- Community-driven interpretation
- Dissemination of results

## BSK EVALUATION VALUES



# Disaggregated race/ethnicity categories

Disaggregated child race/ethnicity (alone or in combination)



\*Categories are not mutually exclusive.

# What worked well?

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- BSKHS obtained a racially representative sample
- What factors contributed to this success?
  - ☑ Oversample by race/ethnicity and region
  - ☑ Nimble data collection strategy
  - ☑ Multi-mode data collection is efficient
    - BSKHS ~\$61/participant
    - King County BRFSS ~\$74/participant
  - ☑ Bicultural and bilingual interviewers on staff

# What would we do differently?

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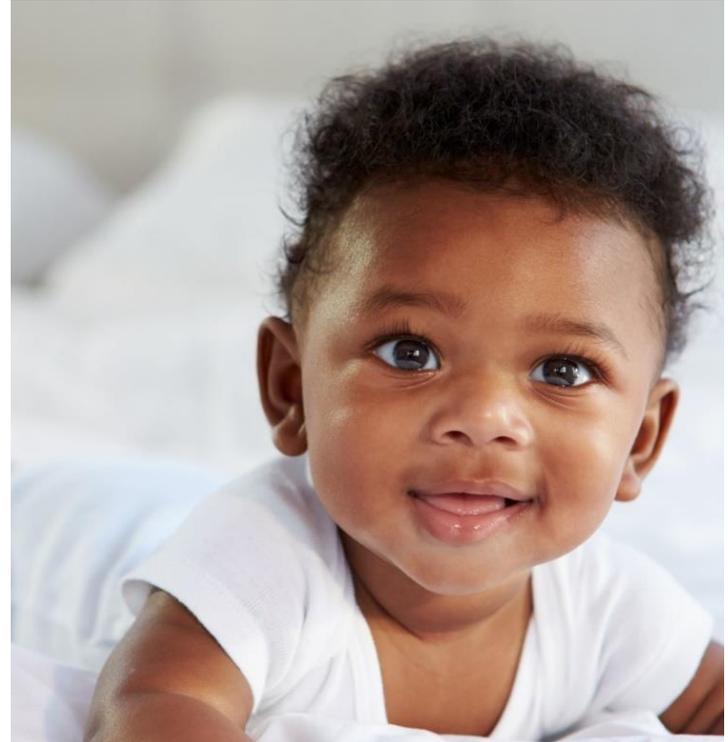
- ☑ Scale back community outreach
  - Focus outreach to key organizations
- ☑ Offering survey in six languages
  - Explore possibilities for replacing Russian and Somali surveys with parent focus groups
- ☑ Additional strategies needed to increase participation among Black/African American families

# Thank you to the participants

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

*To learn more about BSKHS methods, please attend Eva Wong's presentation at 11:42 am today (Abstract #8503).*



[www.kingcounty.gov/beststarts](http://www.kingcounty.gov/beststarts)

# Extra Slides

# Disaggregated race/ethnicity categories

**46. Is this child of Hispanic, Latino(a), or Spanish origin? Mark ALL that apply.**

- No, not of Hispanic, Latino(a), or Spanish origin
- Yes, Mexican, Mexican American, Chicano
- Yes, Cuban or Puerto Rican
- Yes, another Hispanic, Latino(a), or Spanish origin  
(Specify): \_\_\_\_\_

**47. What is this child's race? Mark ALL that apply.**

- White
- Black or African American
- Somali
- Ethiopian
- Other Black or African American  
(specify): \_\_\_\_\_
- American Indian or Alaska Native  
(specify name of tribe): \_\_\_\_\_
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian (specify): \_\_\_\_\_
- Native Hawaiian
- Samoan
- Other Pacific Islander (specify): \_\_\_\_\_
- Some other race (specify): \_\_\_\_\_