



National Health Interview Survey (NHIS) Field Staff Insights and Innovations

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NCHS Board of Scientific Counselors Meeting

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NHIS Field Staff Support Projects Team

NCHS

Adena Galinsky, Team Lead, NHIS FR Conference Director, and NHIS in the News Editor

Beth Taylor, NHIS FR Newsletter Editor

Grace Medley, NHIS Respondent Materials Lead and NHIS FR Survey/Focus Groups Lead

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Aaron Maitland, DHIS Survey Planning and Special Surveys Branch Chief

Stephen Blumberg, DHIS Division Director and NHIS Director

U.S. Census Bureau

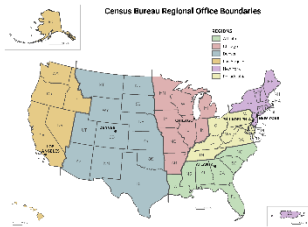
Lindsay Howden, Survey Director of the NHIS Survey Team at Census

Lillian Hoffman, Assistant Survey Director of the NHIS Survey Team at Census

National Health Interview Survey (NHIS)



- Multi-purpose gold standard household health survey
 - Nationally representative annual sample: ~27,000 adults & ~9,000 children
 - National Center for Health Statistics (NCHS)
- Data collection agent: U.S. Census Bureau
 - 800+ NHIS Field Representatives (FRs) gain cooperation and conduct interviews via home visits and calls



6 Regional Offices (ROs)



Field Division at Census HQ:
Usually the intermediary
between NCHS and ROs

Motivation and theory

- Motivation: Respect and concern for the FRs
 - Also: Their success is the foundation of the NHIS's success
- Theory: Effective, successful interviewer education and support is...
 - Customized to interviewer needs
 - Enriched by interviewer expertise
 - Accounts for supervisor and manager needs and preferences

Asking and listening: Five initiatives to gather field staff expertise




Six initiatives to gather field staff expertise

1. NHIS All-Regional-Offices Listening Tour (Spring 2022)
2. NHIS Respondent Materials FR Focus Groups (Summer 2022; Follow-up Spring 2023)
3. NHIS FR Survey (Summer 2022)
4. NHIS FR Conference (Fall 2022)
5. Statewide Team Approach meeting (Spring 2022/2023)
6. Regional Survey Managers meeting (Spring 2023)






Insights: Help wanted and successful strategies

Insights: Help wanted




Reluctant respondents	Access barriers	Morale
		

Insights: Successful strategies

Reluctant respondents 	Access barriers 	Morale 
<p>Hand-written notes</p> <p>Variety of strategies for connecting and persisting</p> <p>Statewide Team Model</p>	<p>Hand-written notes</p> <p>Variety of strategies for connecting and persisting</p> <p>Statewide Team Model</p>	<p>Variety of strategies for staying positive and managing and reducing stress</p> <p>NHIS Results</p>

Help provided: Six FR Support Projects

Type of help provided by each initiative

	Reluctant respondents 	Access barriers 	Morale 
NHIS FR Conference	✓	✓	✓
NHIS in the News	✓		✓
NHIS FR Newsletter	✓		✓
NHIS Notes Training/Cards	✓	✓	
NHIS Team Meetings	✓	✓	✓
NHIS 30-second pitches	✓	✓	✓

2022 NHIS FR Conference



- Goals: Continue, expand, and enrich the dialogue
 - Foster FR connection with each other
 - Provide opportunities for FRs to learn from each other
 - Provide opportunities for NCHS to learn from field staff & managers
- Structure and content
 - Interactive FR-chosen workshops and discussion groups
 - Handouts: FR-provided advice and FR-requested job aids
 - Q&A sessions
 - Morale building:
 - Team building activities
 - Awards ceremony, RO meeting, NHIS and CDC Directors addresses

Two new FR Resources



NHIS in the News (monthly)

- Goal: Boost morale via providing meaning and celebration of success
- Monthly compilation of headlines and quotes from news articles about NHIS Research



NHIS FR Newsletter (quarterly)

- Goals: Improve morale, sense of connection & belonging, provide help with gaining cooperation
- Q&A, research results, interviewer profiles/field tips, historical tidbits

NHIS FR note writing initiative

- Goal: Motivate and prepare FRs to hand-write notes to help make contact and gain cooperation
- Implementation
 - New blank NHIS notecards



- Note writing motivational training module
- Printed job aid with sample note text

Two FR support programs in progress



NHIS Team Meeting Pilot Program

Goal: Provide regular paid opportunity to connect with and get encouragement and help from other FRs



“30 Second Pitch” Project

Goal: Produce communication tools FRs can use to quickly gain the attention and interest of reluctant and hard-to-reach respondents (and motivate those respondents to make contact with FR)

Questions for the BSC

- How would you explain the benefits and value of the NHIS to reluctant respondents?
- How can NHIS FRs address and overcome anti-CDC hostility?
- What system of supports could help FRs attempting to contact survey respondents in gated communities and locked buildings?

Thank you!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

