



An Update on the “Rapid Surveys” Program

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Vision for a “Rapid Surveys” Program

- A new data system for NCHS, emphasizing **timeliness** and **relevance**, providing CDC partners with data on new, emerging, and priority health topics that are fit-for-use for decision making
- A new data collection program, emphasizing **transparency** and **continuous improvement**, that will carefully evaluate and communicate the fitness for use of health estimates from commercial online panels
- **Collaboration** between Division of Health Interview Statistics and Division of Research and Methodology

CDC Moving Forward Initiative

- **Dr. Walensky:** “We must institutionalize new internal systems, processes, and policies to improve our **accountability, collaboration, communication, and timeliness** within CDC and with our customers.”
- **Operational objectives:**
 - **Share scientific findings and data faster**
 - Translate science into practical, easy to understand policy
 - Prioritize public health communications
 - Promote results-based partnerships
 - Develop a workforce prepared for future emergencies

Three Contracts Awarded in September 2022

- **Data collection**

- IPSOS Public Affairs (KnowledgePanel)
- NORC at the University of Chicago (AmeriSpeak panel)

- **Survey support**

- RTI International

Key Characteristics of “Rapid Surveys” Program

- Based on two commercial probability-based online survey panels
- Quarterly data collection, with at least 4,000 surveys per quarter
- Topics will be solicited from CDC and other HHS programs
- Short data collection period and timely release of estimates
- Model-based sampling weights
- Calibration using data from NCHS core data systems
- Production of public use and restricted-access data files
- Regular transparent evaluations (scientific and statistical) of data quality

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- **Charged with answering the following questions:**
 - Given the current scientific knowledge, **under what conditions would you recommend the use of panel surveys** for emerging or supplemental topics where “gold-standard” survey data may or may not be available?
 - **What additional research and evaluation is recommended**, if any, to increase your confidence in the fitness-for-use of estimates from panel surveys for these purposes?

BSC Recommendations for Using Panel Surveys

1. Consider online panels for timely estimates for new, emerging, or supplemental topics.
 - Avoid estimates that can be produced by NCHS's current cross-sectional surveys.
 - A risk to NCHS is the production of alternative and discrepant estimates.
2. Consider online panels for generating estimates of change over time.
3. Avoid estimates related to the data collection methods or to willingness to participate.
4. Avoid some subgroup/subdomain estimates.
5. Consider online panels for gathering information on the performance of new or altered survey questions while retaining inference to the general population, to inform decisions about new content or changes to the household population surveys.

BSC Recommendations for Additional Research

6. Research on augmenting a panel with other samples or administrative data to address undercoverage and nonresponse
7. Conduct an evaluation study to better inform the suitability of an online panel for particular types of estimates, the limitations of the panel approach, any needed changes to the design, and any improvements to the weighting and estimation
8. Evaluate different postsurvey weighting adjustment methods
9. Design auxiliary variables to aid weighting adjustments, rather than only rely on measures that are currently available
10. Periodically evaluate online panel methodology
11. Research how to communicate data quality for web panel data relative to established NCHS survey data

Timeline

- RANDS data collection in late 2022 and early 2023 will continue to inform development of the “Rapid Surveys” program
 - Constructs selected can help with evaluating the types of variables that could be on Rapid Surveys
 - Variables will be included for ongoing evaluation of calibration methods and benchmarking
- Rapid Surveys soft-launch in mid-2023, with full implementation in 2024