

2015-2016 Minnesota NCI-AD and NCI-DD Consumer Surveys Summary Report - July 2016

I. FIELD INTERVIEWER RECRUITMENT AND TRAINING

Vital Research (VR) recruited 43 Field Interviewers to complete 400 face-to-face interviews for the 2016 MN NCI-DD Adult Consumer Survey and approximately 4,000 interviews for the 2016 MN NCI-AD survey. The interviewers were located in various geographic regions of the state. Of the 43 interviewers:

- 7 were returning interviewers who worked with VR on the 2014-2015 NCI-DD project
- 18 were interviewers who worked on the nursing home Quality of Life Survey in 2015
- 13 were bilingual
 - 4 Somali
 - 3 Hmong
 - 2 Russian
 - 2 Spanish
 - 2 American Sign Language

The 43 interviewers attended a three-day training in Saint Louis Park from January 4 through 6, 2016. The training consisted both of classroom-style teachings as well as hands-on and group activities. It covered a large number of topics with the goal that each interviewer would feel confident and ready to begin data collection as soon as training was complete.

As data collection progressed, VR recognized the need for additional interviewers to target specific populations, namely consumers residing in Duluth and those speaking Hmong as their primary language. Two bilingual Hmong speakers and one Duluth resident were recruited to strengthen data collection efforts. These three additional interviewers were trained on March 10, 2016 at DHS. HSRI provided survey training via webinar and an experienced VR interviewer and trainer conducted an in-person training for remaining procedures.

Further along in data collection, the rate of completion in two areas, Region 1 and Region 4, was not on schedule. Two additional interviewers were recruited in those two regions in an effort to meet target goals. Training took place on April 6, 2016 via webinar.

II. DATA COLLECTION SUMMARY

Interviewers reached out to consumers and/or guardians over the phone to explain the project and to schedule an appointment to conduct the interview at the consumer/guardian's convenience. During this call, interviewers obtained verbal consent from the consumer/guardian prior to scheduling an appointment.

A total of 4,016 NCI-AD face-to-face interviews were completed. Of the completed interviews, 3,454 (86%) were consumer surveys and 562 (14%) were proxy surveys. The following tables show the number of interviews completed by program/region and race/ethnicity.

AGING		
Program	Interview Quota	Interviews Completed
AC	313	325
OAA	100	103
PCA	318	301
WEW-BPH	187	208
WEW-FFS	34	58
WEW-HPH	173	181
WEW-IMC	105	105
WEW-MED	190	201
WEW-PWH	160	168
WEW-SCH	158	157
WEW-UCM	190	223
TOTAL	1,928	2,030

AGING BY RACE/ETHNICITY		
Race/Ethnicity	Interview Quota	Interviews Completed
API	185	137
Black	185	249
Hispanic	140	151
White	194	1,451
Unknown	--	42

DISABILITY		
Region	Interview Quota	Interviews Completed
1	298	276
2	324	333
3	327	369
4	261	261
5	321	322
6	375	425
TOTAL	1,906	1,986

DISABILITY BY RACE/ETHNICITY		
Race/Ethnicity	Interview Quota	Interviews Completed
API	179	66
Black	192	274
Hispanic	141	42
White	193	1,587
Biracial/Unknown	--	17

A total of 429 NCI-DD face-to-face interviews were completed. Of the completed interviews, 276 (64%) were consumer surveys and 153 (36%) were proxy surveys.

III. QUALITY ASSURANCE

Vital Research utilized the following three methods to ensure quality standards across all field activities.

IN-PERSON OBSERVATIONS

A Quality Assurance Monitor (QAM) was selected and trained to observe interviewers and provide feedback. The QAM observed returning interviewers during one interview and new interviewers during two interviews. During these visits, the QAM observed the interviewers conducting surveys and assessed the interviewers' adherence to VR quality standards. The QAM also followed along with the interview and entered survey data for interrater comparison. Overall agreement between the QAM data and interviewer survey data was 94.08% for DD and 94.72% for AD.

During the interview, the QAM completed an Interview Observation Checklist, which was used to evaluate the interviewers on a set of behaviors: interview environment navigation, professionalism and rapport, interviewing skills, and procedural/technical skills. The QAM tallied the scores the interviewers received on the set of behaviors, which then created an overall skills rate score. If any interviewer scored lower than 80% overall, the QAM would call VR to discuss. The average interviewer skills rate was 98.9%.

VERIFICATION CALLS

In addition to conducting quality assurance monitoring visits, VR conducted verification calls for approximately 5% of all completed interviews to confirm interview completion and to ask the consumer about his/her experience with the interviewer. A total of 20 verification calls were made for NCI-DD and 201 verification calls were made for NCI-AD.

Initial verification calls for two interviewers revealed possible data falsification. We contacted 122 consumers for whom data was submitted by the two interviewers. From these calls, 56 interviews could not be confirmed completed and all associated data was deleted. The assignments of the two interviewers were distributed to other interviewers.

AUDITING AND VALIDATING DATA

VR implemented the following methods to reduce data entry errors, improve data quality and accuracy, and validate data once received:

- Data collection software was programmed to minimize data entry errors in multiple ways, including:
 - Survey logic was programmed so appropriate skip patterns were automatically generated during each interview.
 - An answer was required for all survey questions. Interviewers could not inadvertently skip a question.
 - Double-entry of VRIDs was required at the beginning of each survey to reduce entry and matching errors.
- A tracking database was developed with customizable queries designed to flag and check for various potential issues, including:
 - Each VRID was assigned to only one interviewer. There were no duplicate assignments. VRIDs with survey data entered by more than one interviewer were flagged, reviewed, and cleaned, if necessary.
 - VRIDs with survey data entered by an interviewer other than the one assigned were flagged, reviewed and cleaned, if necessary.
- Manual checks were performed to examine appropriate start and end times and to verify interview duration.

IV. CHALLENGES AND RECOMMENDATIONS

Vital Research continually seeks to improve the survey process, striving to learn from every data collection we conduct. We utilize the lessons learned so we may be even more efficient, collect higher quality data, and help our clients improve the quality of their consumers' lives.

Specifically, we outline some of the challenges faced during the 2016 NCI project and recommendations for future NCI projects below:

- Additional interactive training content
Trainees are asked to absorb and retain a great deal of information during interviewer training. In order to help trainees stay engaged during training, we have recently introduced a number of different ways to make trainings more interactive. We now conduct intermittent polls with trainees using an app on the tablet to enter their answers. The polls not only make the training more interactive, it also allows for additional tablet practice, and helps trainers know if knowledge gaps remain. In

addition, we have created consumer profiles to provide more structure to the mock interviews.

- **Enhancement of Bilingual Interviewer Recruitment**
Though we recruited a good number of bilingual interviewers – five Hmong speakers and four Somali speakers – they did not complete as many interviews as anticipated. To address this in future NCI projects, we will increase the number of bilingual interviewers. In addition, we plan to implement alternative methods of recruitment, such as ads in Hmong and Somali language publications.
- **Increase of Community Outreach**
Bilingual Hmong/English interviewers reported that Hmong-speaking consumers were more skeptical of their calls and often unwilling to meet with them. We recommend increased outreach to the communities we are targeting, either through community-based organizations or through contacts at DHS, to explain the project and address any concerns.
- **Development of Data Plan**
The complexity of the sampling plan resulted in some duplication and delivery of sample lists at different times. Prior to the next survey, it will be important for the DHS and VR project team to create a data sharing plan to avoid duplication of efforts and to plan for known and unknown obstacles (e.g. missing guardian contact information, available background items, etc.).