

THE NATIONAL IMMUNIZATION SURVEY:

DEVELOPMENT OF STRATEGIES TO INCLUDE DEAF RESPONDENTS IN AN RDD TELEPHONE SURVEY

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Introduction

• The National Immunization Survey (NIS) is developing methods to make it possible for all sampled households to participate in this telephone survey.



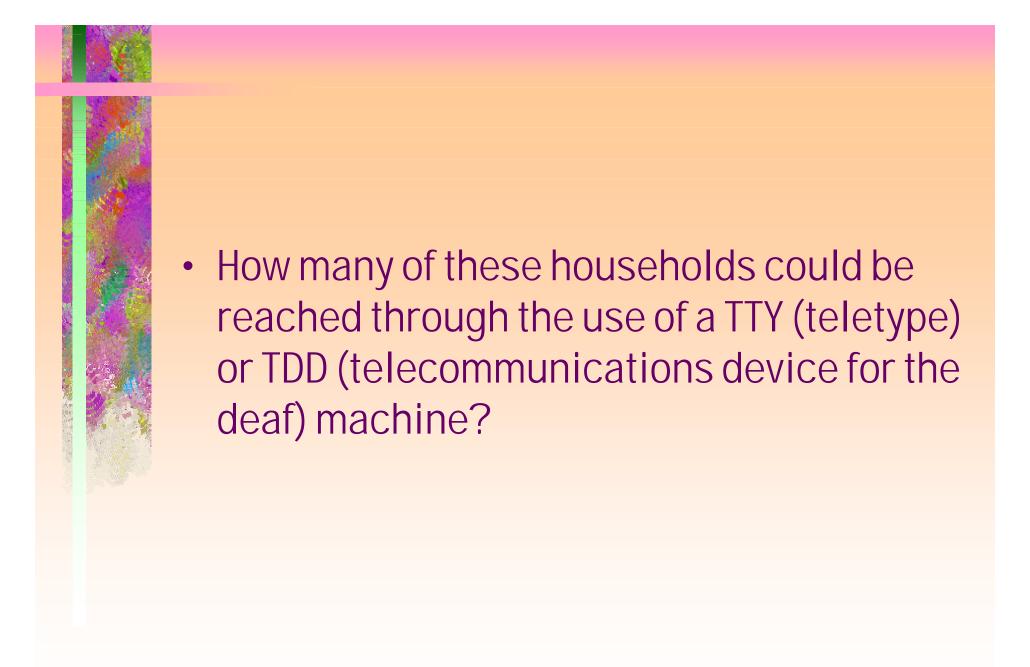
The National Immunization Survey

- The NIS is sponsored by the Centers for Disease Control and Prevention.
- Interviews are conducted in all 50 states, the District of Columbia, and 27 urban areas.
- 1.9 million telephone numbers are dialed each year.



Defining The Population

 What proportion of parents with a child between 18 months and 3 years of age live in a household that cannot be reached through voice communication using a telephone?





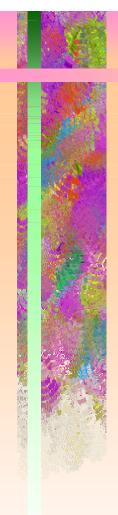
Sources Explored

- National Information Center on Deafness, Gallaudet University
- National Association of the Deaf
- U.S. Census Bureau
- Department of Justice
- National Center for Health Statistics



Unanswered Questions

- Proportion of the U.S. population who are unable to communicate by voice using a telephone.
- Proportion of hearing impaired population who live alone or in a household where all household members are hearing impaired.
- Proportion of the hearing impaired population that have a child 18-35 months of age.
- Proportion of hearing impaired population that use a TTY.
- Proportion of hearing impaired population that do not use a TTY, but do use a computer.



Electronic Method to Detect TTYs?

 Auto Dialers are used in the NIS to screen out non-working and disconnected numbers before the sample is released.

 No similar technical approach to detecting TTYs could be determined.



Can Interviewers Identify TTYs?

 NIS interviewers routinely code fax machine and modem lines with a distinct event code.

 Interviewers who were calling a portion of the NIS sample in a Texas Pilot Test were trained to identify and code TTY machines.



TTY Results - Texas Pilot Test

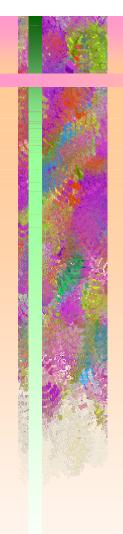
- 12,043 telephone numbers were released.
- 64 of these numbers were coded as TTYs:
 - None of these could be verified as TTYs
 - 55 were fax machines or modem lines
 - 9 were always busy or just rang without being answered



Results (continued)

 The percentage of cases coded as TTYs far exceeded the number of TTYs that had been anticipated.

This approach was abandoned.



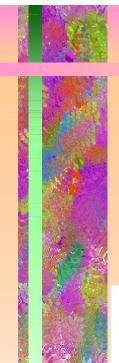
Our Next Step: Self Identification

 Hearing-impaired respondents are invited to contact Abt Associates using the AT&T Relay Service.



Our Next Step: Self Identification

- A revised NIS advance letter which includes a postscript on how to contact the study using a TTY machine is being tested.
 - The first letters were mailed in October 1999.
 - About 125,000 will be sent over a period of four months.



NIS Advance Letter Postscript



If you prefer to contact us using a TTY, please call the AT&T Relay Service at 1-800-682-8786 and request that 1-800-247-1970 be called.



Conclusion

- The number of households that require special assistance is unknown.
- Efforts to proactively identify sampled households requiring special assistance were not successful.
- Current efforts will measure the number of respondents who use the AT&T Relay Service.