Talk Outline

- Review NCS Design
- Vanguard Center functions
  - The Waukesha Experience
  - Sampling and recruitment challenges
  - Community outreach and engagement

NCS Design Overview

- Sample
  - Representative of the whole US
  - Multistage probability sample of 100,000 children
  - Followed from before birth (conception) to 21 years
  - Linkages of environmental exposures and common childhood diseases
  - Core protocol and adjunct studies
- Hypothesis Driven-7 areas
  - Obesity & Growth, Asthma, Child Health & Development, Pregnancy Outcomes, Neurodevelopment and Behavior, Injuries, Reproductive Development
Examples of Data to be Collected

- **Questionnaires and interviews:** medical history, dietary intake, product use
- **Environmental samples and observations**
  - Indoor Air & dust, soil, water, home observations
- **Physical measurements:**
  - Prenatal ultrasound, height, weight, blood pressure
- **Observation of behavior:**
  - Mother-child interactions, media exposure
- **Biological samples:**
  - Blood, urine, umbilical cord blood, placenta

National Children’s Study Sample Design

- **Primary Sampling Units**
  - All Births in the Nation (~4 million births in 3,141 counties)
  - Selection of neighborhoods
  - Sample of Study Locations (105 locations)
  - Sample of Study Segments
  - All or a sample of households within neighborhoods
  - Study Households
  - All eligible women in the household
  - Study Women

National Children’s Study Locations

[Map of study locations across the United States]
Vanguard Center = Pilot Sites

- Feasibility of probability based sampling
- Methods development—particularly hospital based data collection
- Outreach strategies

Variability by site/type

Waukesha County Secondary Sampling Units (Segments)

17 Strata for Sample Selection in Waukesha County with each color reflecting a stratum of approximately 1/17 of the total number of births. For Waukesha and the Corridor, (gradations of grey or orange) SES sub-stratifiers were used to subdivide the regions (5 for Waukesha and 4 for the Corridor).

Waukesha County Snapshots
Door-to-Door Recruitment?

Waukesha County Outreach

• Team of experienced community based researchers and community members
• Community Advisory Board
• Community Needs Assessment
• Integrated Outreach Plan
• Strategies tailored to County characteristics

Community Outreach Team
Community Advisory Board

• Community Outreach Team
  • Working groups added as needed
• Community Advisory Board-2006, Quarterly meetings, advice about community concerns, outreach strategies
Community Needs & Response Assessment

- Objectives
  - Assess community needs related to NCS main protocol or adjunct studies
  - Community reaction to/concerns about the NCS
  - Inform strategies for community outreach and recruitment and retention

- Methods
  - 20 conversations with 31 community members
  - Secondary data

Community Needs & Response Assessment Results

- Needs
  - Water
  - Housing
  - Child health issues: Autism, Obesity,

- Study Response
  - Major obstacles to participation: Time commitment, Biological samples, Privacy, Sharing test results
  - Skepticism about door-to-door recruitment
  - Advice about outreach strategies

NCS National Outreach Plan
**NCS Waukesha Integrated Outreach Plan**

- Community Outreach
  - High Level: Study Supporters
  - Mid Level: Community & Municipality
  - Segment Level: Letter, Second Touch Postcard, Schools, Churches, PTO’s, Events, Poster and Yard Sign Placements
- Medical Community: Mailings, Newsletters, Practice Partners, Office and Hospital Signage, Presentations
- Engagement
High Level Outreach

Community Level Outreach

NCS Waukesha Community Level Outreach
Segment Level Strategies

Display Banner
Yard Sign
It's here!
Second Touch
Postcard

Community & Segment Level Outreach

Segment #2 Easter Egg Hunt – Mary Strehlow, Community Volunteer
March of Dimes Walk

Medical Outreach Strategies

I’m in.

Support the National Children’s Study.
Success of Outreach Strategies

- Formative Research Design
- Outcomes: Enumeration and Enrollment
- Segments with and without postcard followup

TBD

NCS Waukesha Collaborators

NCS Waukesha is a collaboration of the University of Wisconsin-Madison and Medical College of Wisconsin. The National Opinion Research Center, University of Wisconsin-Milwaukee, Children’s Service Society of Wisconsin, and the Children’s Research Institute are partners in this work. Marquette University provided support in the planning phase of the work.