Granville-Vance District
Health Department

Keeping You
In Healthy Balance

Granville County
Community Health
Opinion Survey

June 9th-11th 2011

THE COUNTY OF GRANVILLE 1746 NORTH CAROLINA

LiveWell Granville

HEALTHY CAROLINIANS

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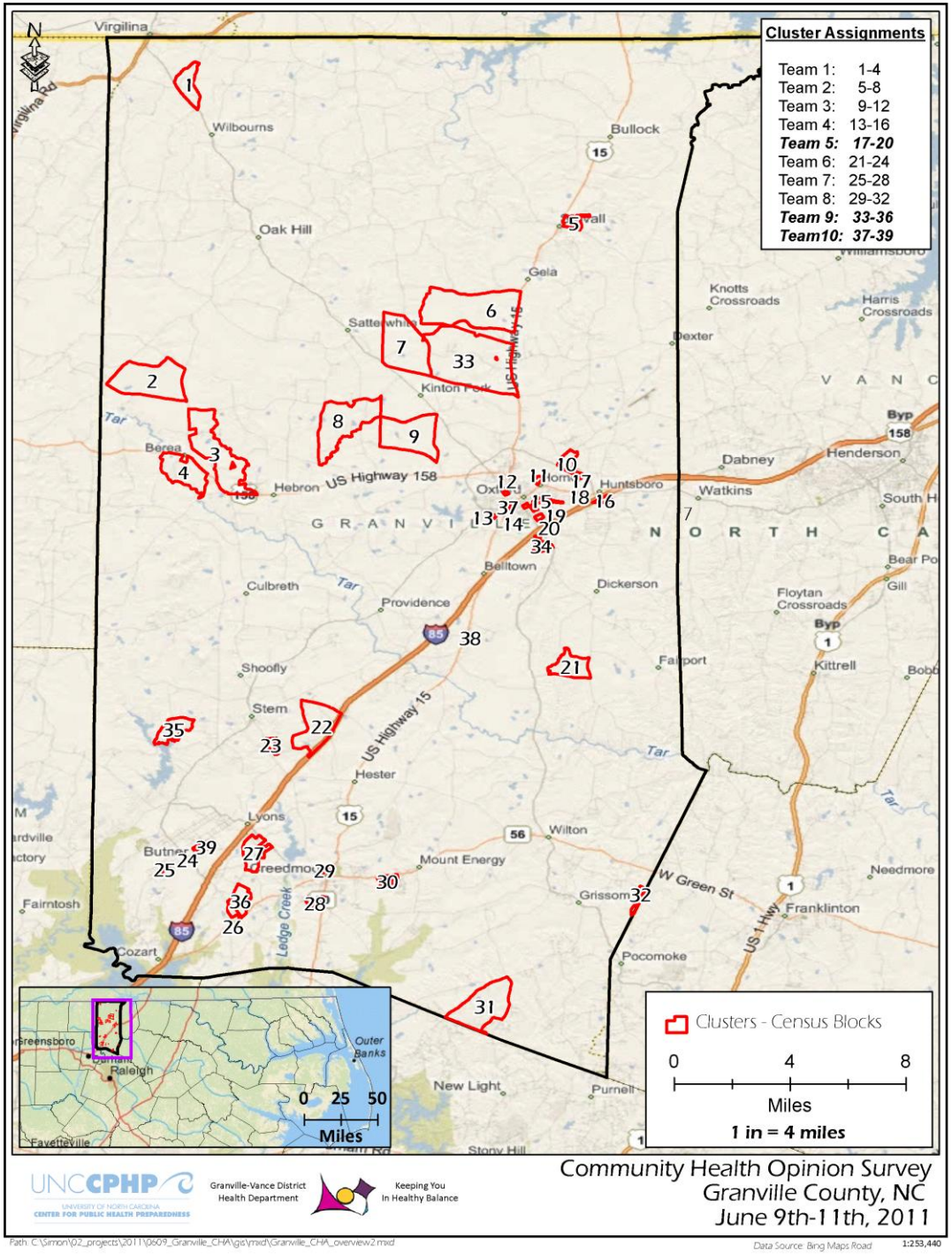
UNIVERSITY OF NORTH CAROLINA
CENTER FOR PUBLIC HEALTH PREPAREDNESS

Welcome!

- Has everyone signed in?
- Quick introductions
- 3 days, 10 teams/day, 10 am – 6:30 pm
- Agenda / Training Outline

Agenda and Training Outline

- Brief Review of Project
- Safety/Reminder Checklist
- Interview Techniques
- Review and Practice with Questionnaire
- Sampling Method and Data Collection Teams, & Location Assignments
  I. Sampling Method
  II. Tracking Form
- GPS Navigation
  I. Navigation Strategy
- GPS Review & Practice entering data
  I. GPS UNITS – Garmin and MobileMapper
- Checking In & Checking Out Procedures
- Teams Check Out
- Teams in the field
- Teams Check In


Cluster Assignments
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Team10: 37-39
Clusters - Census Blocks
0 4 8
Miles
1 in = 4 miles
0 25 50
Miles
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Data Source: Bing Maps Road
1:253,440

Resident Opinion Survey

- What are we doing?
  - CHA every 4 years
  - Requires primary and secondary data
  - Value of representative sample
  - Surveying residents in GC and VC separately
  - Household door-to-door survey (200/county)
- What do we hope to learn?
  - Results yield info about concerns, existing issues, educational and care needs, personal behavior
- Broader Goal
  - Combine results with statistical info to determine priorities and inform strategy discussions

Safety Checklist

Granville-Vance District Health Department

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Community Health Opinion Survey

Team Safety Checklist

1. Operations/Technical Assistance:
   → Call into the Staging Area; Granville County Health Dept; Conference Room
   Matt Simon: 919.928.4477 (cell)

   Jackie Sergent: 919-339-9839 (cell) **NB** – Jackie will be working in the field every day as each of you. Please direct all calls to Matt Simon – he will refer you to Jackie as needed.

2. Safety Check In Calls. Call into the Staging Area;
   a. After you complete your first interview
   b. On your way back to the Staging Area after you have completed your final survey

3. Additionally, check your cell phone often. The staging area staff may try to contact you and leave messages as necessary. Please remember to check your phone.

4. When approaching a home, wait a minute to get out of your vehicle. Observe what's going on and be aware of your surroundings. If you have a bad feeling, leave.

5. Beware of dogs, cats, and other animals even if they seem friendly. Avoid petting or picking up pets.

6. Complete the interview outside of the home if at all possible.

7. Be aware of remote areas where they may not be restrooms nearby. Use the restroom in town areas at a public place, never at a residence.

8. Teams shall wear ID badges at all times in the field.

9. Be a safe driver. Be productive, but don't rush.

10. **Staging Area Check In: Your team should be checked in to the Staging Area (where you started) no later than 6:30pm. That means even if you have one more interview left in your block and it is 6pm, you need to still come back to base. Please report in on time.**

11. **ARRIVING BACK AT BASE:** Remember to check for all of your items to check in before exiting the vehicle. Check for your phones, GPS, batteries, clipboards, pens/pencils, questionnaires, etc. Remember to check your mileage and record it inside base at the check-in station.

It is imperative that your team follows the specified guidelines above. Use good judgment and common sense. Your safety is more important that conducting an additional interview.

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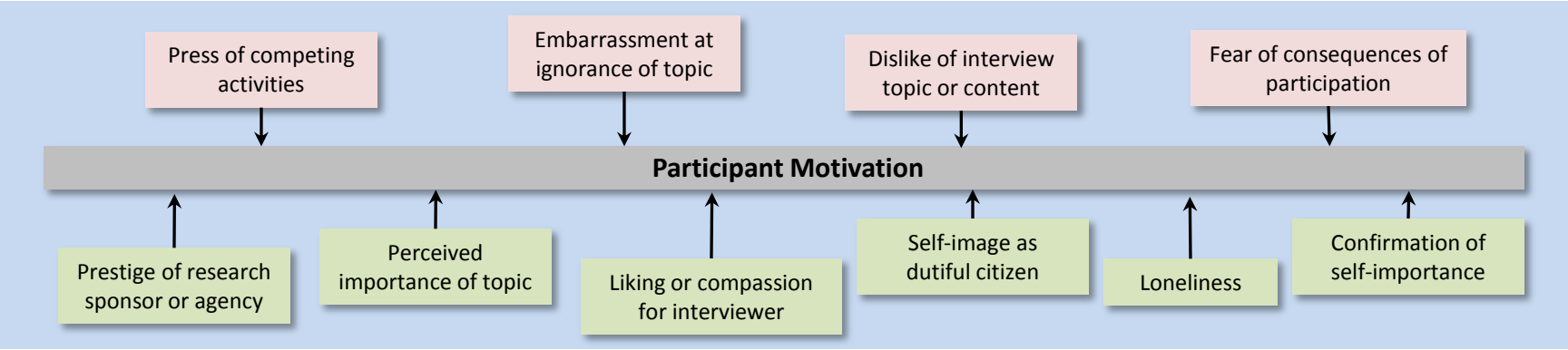
INTERVIEW TECHNIQUES

- Unwillingness to cooperate
- Overcome unwillingness and increase receptiveness

What we do or say as interviewers can make or break a survey

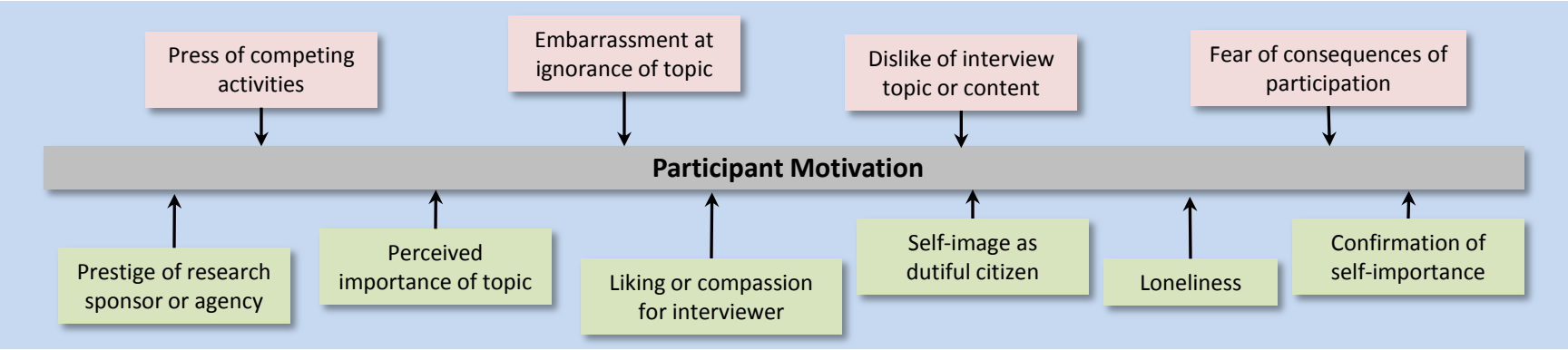


Source: Robert L. Kahn and Charles F. Cannell, 1968, "Interviewing," in David L. Sills, ed., *International Encyclopedia of the Social Sciences*, 8:153. Crowell Collier and Macmillan, Inc.

Interview Techniques

The Introduction

- Immediately identify yourself and affiliation
- State the purpose of the survey
- Tell how the information will be used
- Define what is expected of the participant



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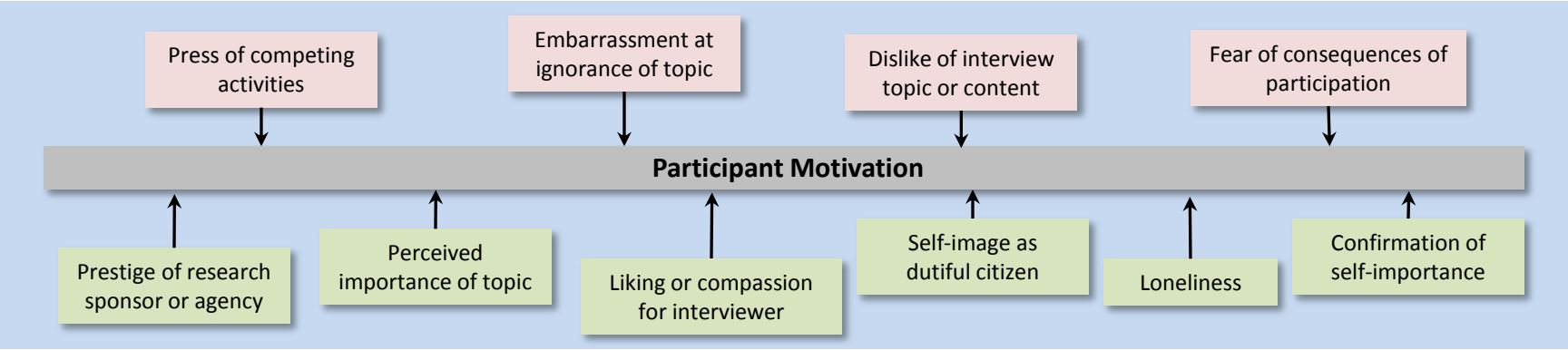
INTERVIEW TECHNIQUES

Gathering the Data

- Ask the questions properly
  - Ask them in the order presented
  - Ask every question that is specified
- Record the responses accurately



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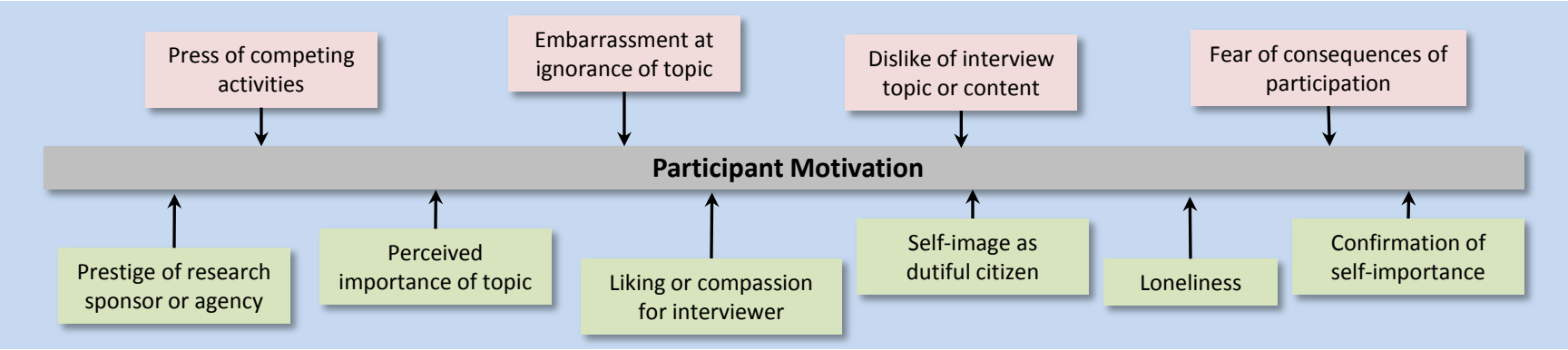
Interview Techniques

- Pause – wait for response
- Repeat the question
- Question clarification, if appropriate
- Repeat the participant's reply



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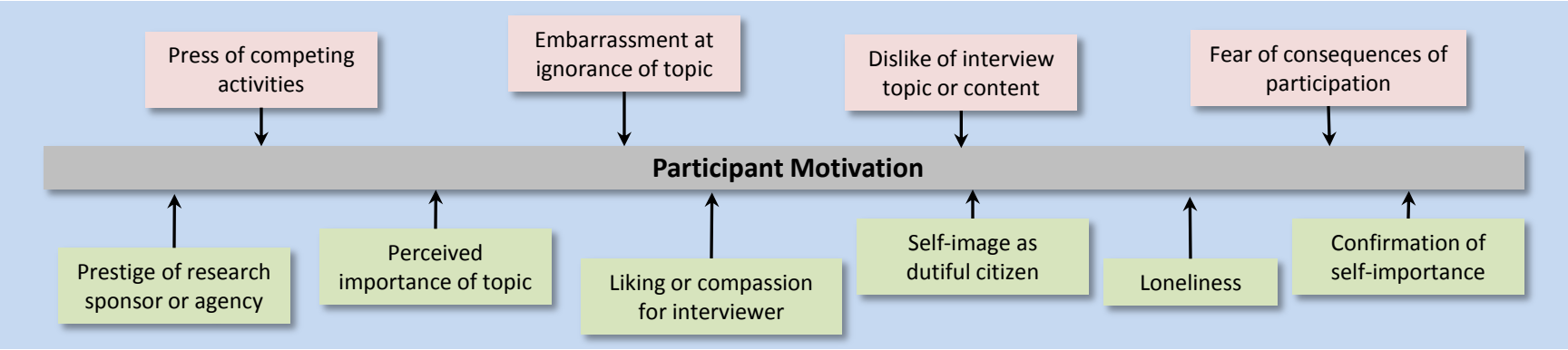
Interview Techniques

- Active listening – non-verbal cues
- Maintain neutrality
- Maintain pacing
  - If falter/slow to respond – offer to move on
  - Guide participant back to survey

Do not cross-examine or "grill" the participant.



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Interview Techniques – What if…

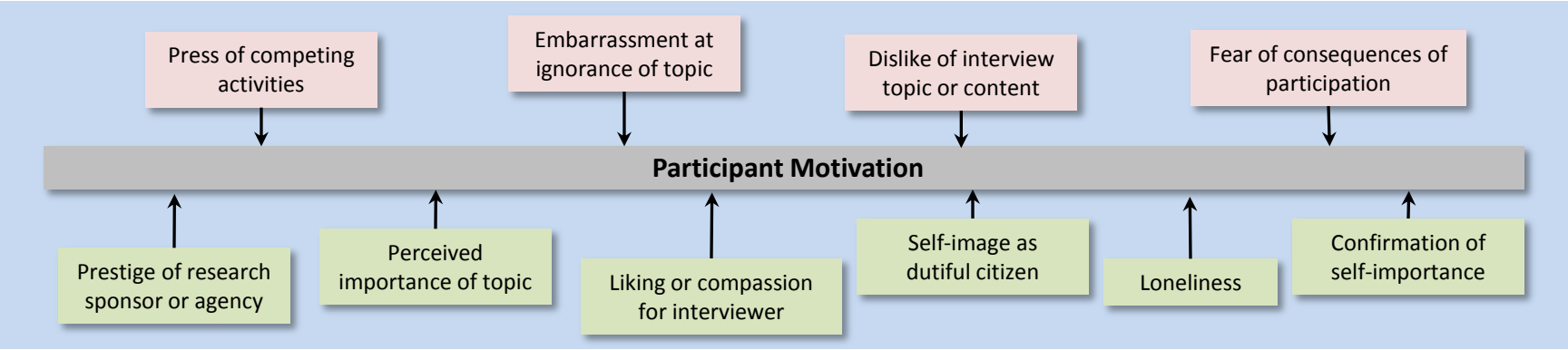
- Uncomfortable or unresponsive
  - Offer to go to the next question or end the interview
- Wants to broadly share views on any issue or tell stories
  - Politely say you have only a few minutes and are limited to collecting responses
  - For issue questions, tell them SOTCH Report in the gift bag will give a snapshot of the district and the priority areas
- Questions you don't know or don't want to answer
  - Offer to write down their question and contact info – someone from GVDHD will follow-up

Note card from introduction has GVDHD phone number. Refer to HeEd Staff

INTERVIEW TECHNIQUES

- Be sure to thank participants for their time
  - Remember to give them the gift bag with GVDHD and other community resource info, + pen, Chick-Fil-A coupon, and HH freebie

- Refer to ***Team Safety Checklist***



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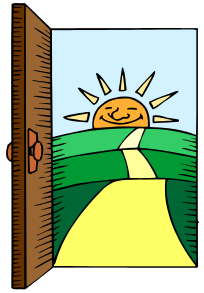
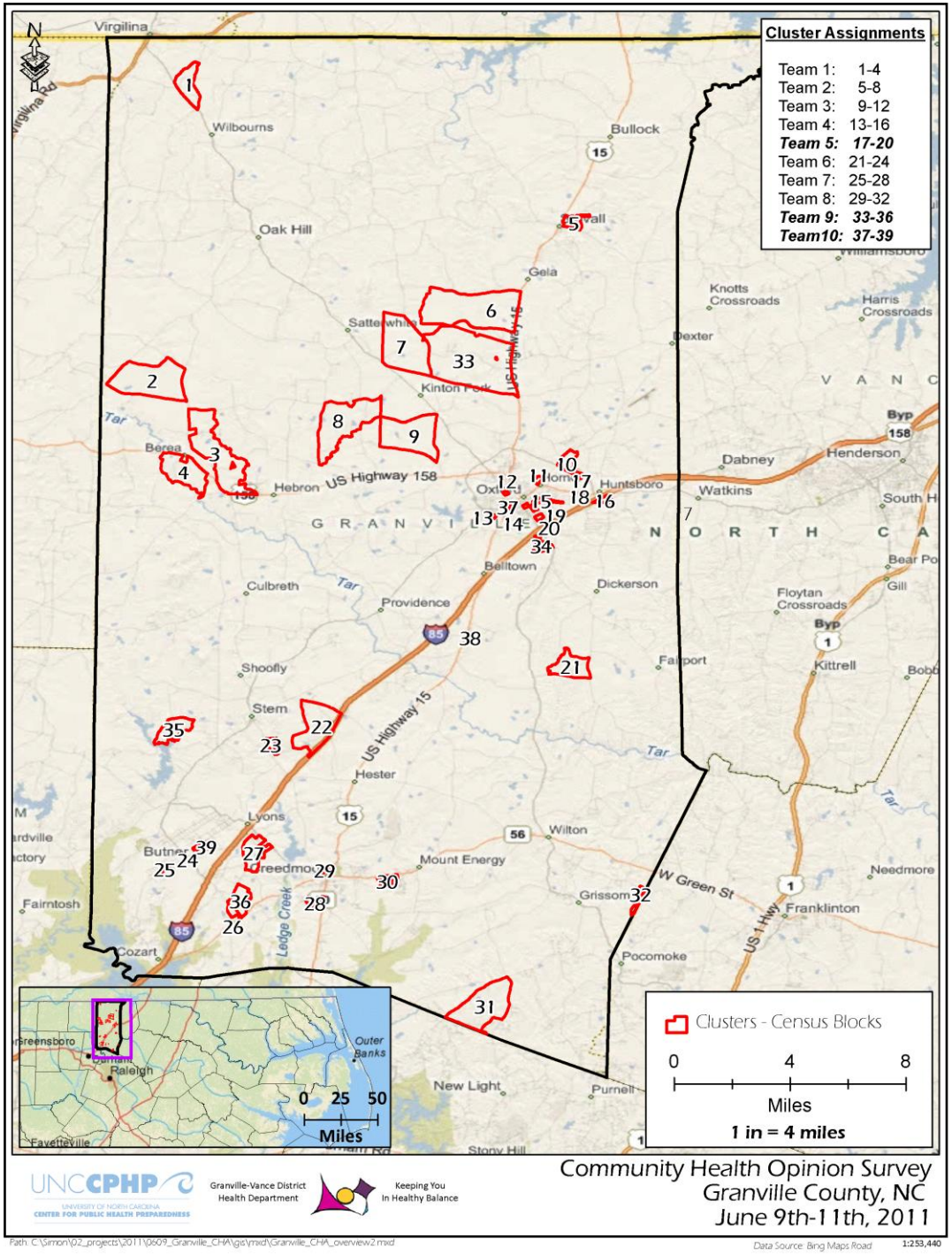
Review of Questionnaire

- *Want to highlight particular points and answer any questions you may have*
- *This survey asks for OPINIONS not knowledge*
- *Read the black, do NOT read what is in **red***
- *The directions are NOT the same for every question – follow the directions that are with each specific question*
- *Qs 1- 6 = Likert scale: unsure/undecided = neutral*
- *Qs 7, 8 and for some 10 – give them a separate list of choices to look at while you read*
- *Read Qs as is, but rephrase with simplified language as needed (For ex - Emerg Prep Qs have some bigger words)*
- Practice with your team member asking each other questions

Your INTRO IS CRITICAL – It OPENS the door!



Quick Break (5-10 minutes)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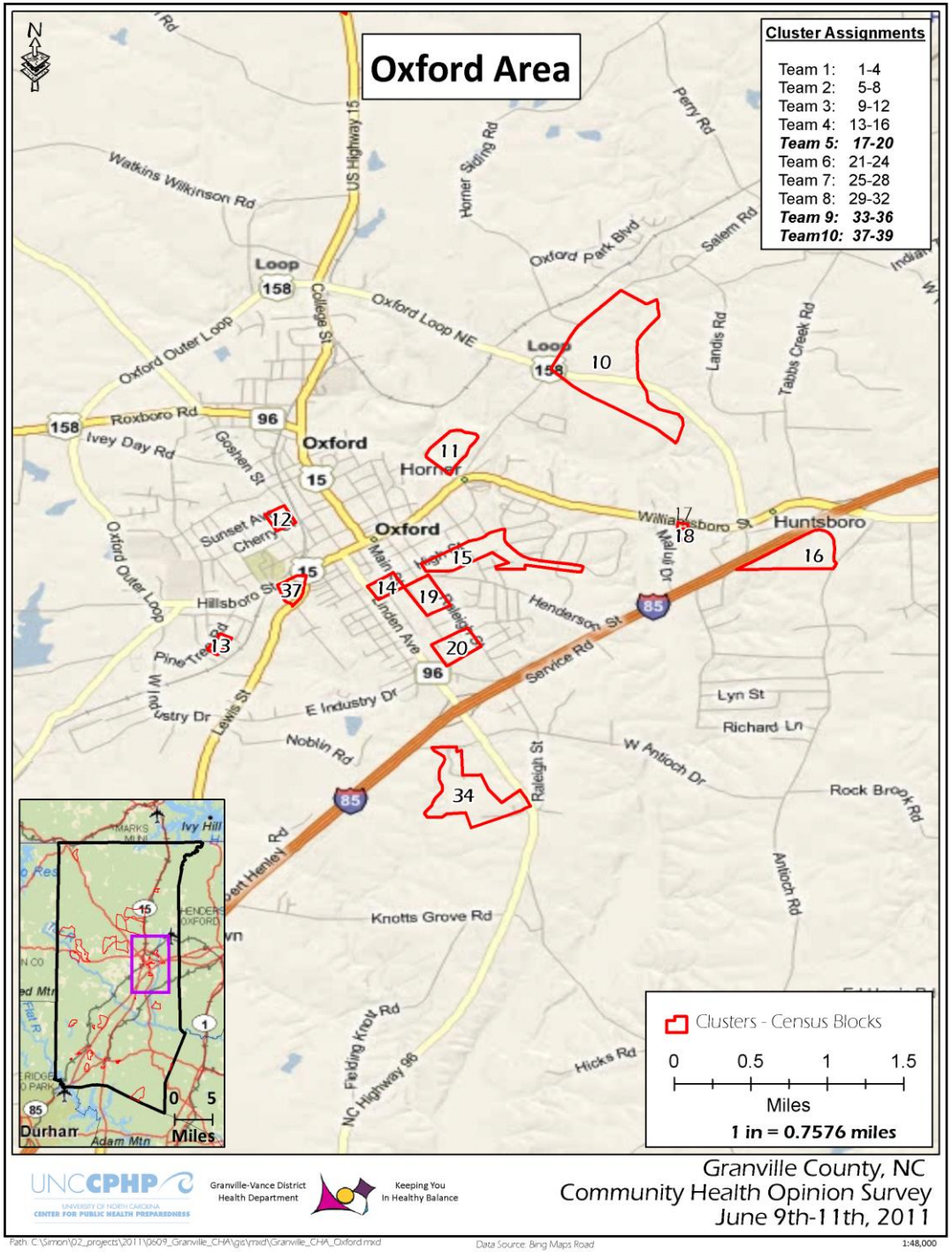

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Path: C:\Simon\02_projects\2011\0609_Granville_CHA\gis\mxd\Granville_CHA_Oxford.mxd

Data Source: Bing Maps Road

1:48,000

Sampling Method

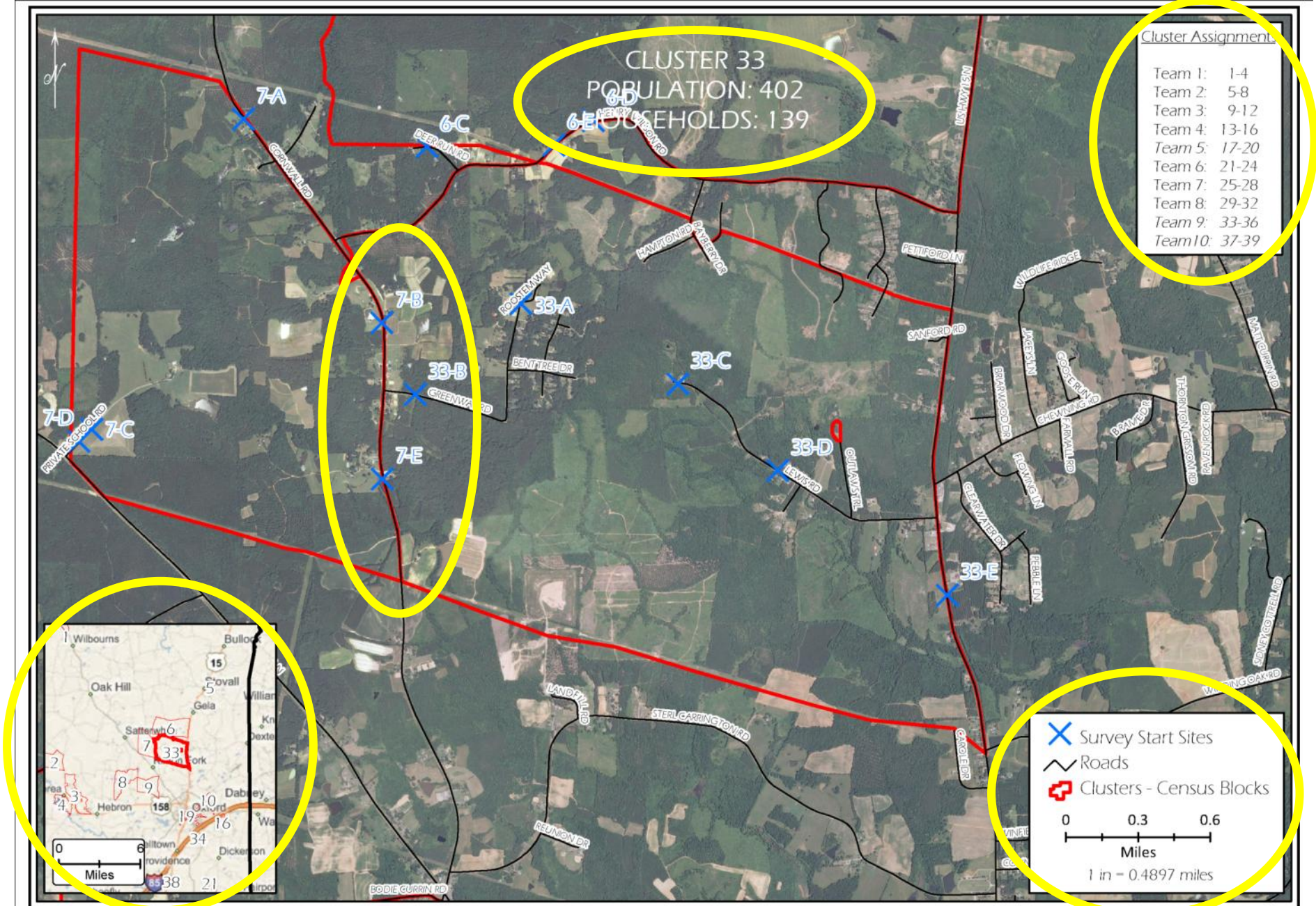
- Probability-based random sample
- Two-stage cluster sample
  - World Health Organization Expanded Programme on Immunization (EPI-Method)
- 1st Stage: CLUSTERS – defined geographic area
  - Census data (Tracts → Block Groups →Blocks)
- 2nd Stage: POINTS – housing units within each cluster

Navigation & GPS Orientation

- Navigation Strategy
  - Field Maps
  - Gazetteer
  - GPS units
- Car GPS – Garmin Nuvi
- Handheld GPS – MobileMapper

Data Collection and Tracking

- Tracking Form demo…
- Used to calculate response rate
- Keep track of which doors have been knocked on – don't return to an IR!!



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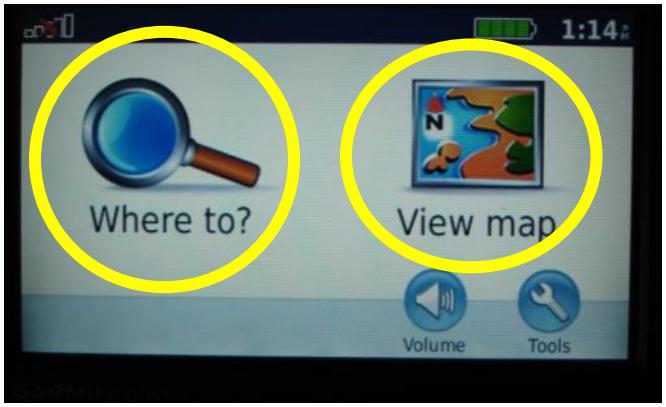
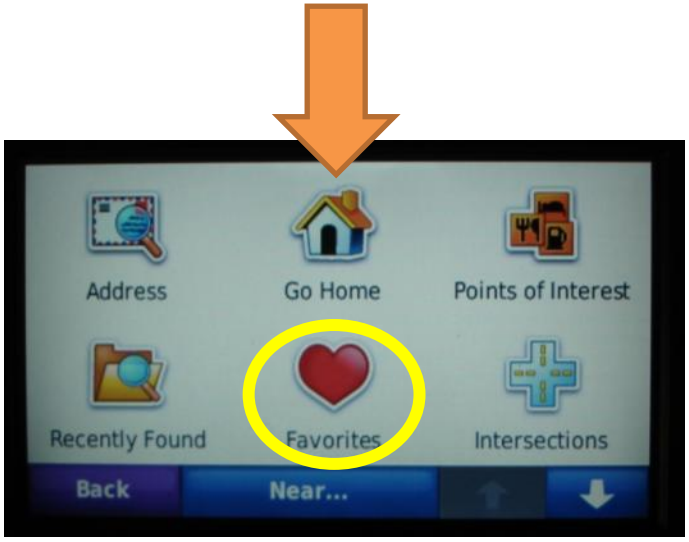
Path: C:\Simon\02_projects\2011\0609_Granville_CHA\gis\mxd\Granville_CHA_mapBook_horiz.mxd

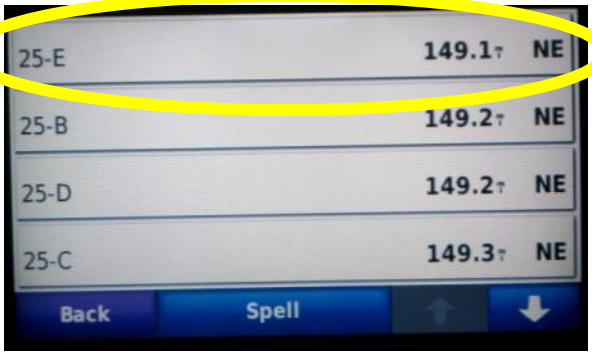
Data Source: NAIP 2010 1-m color imagery, Granville County GIS Centerlines - Jan2011

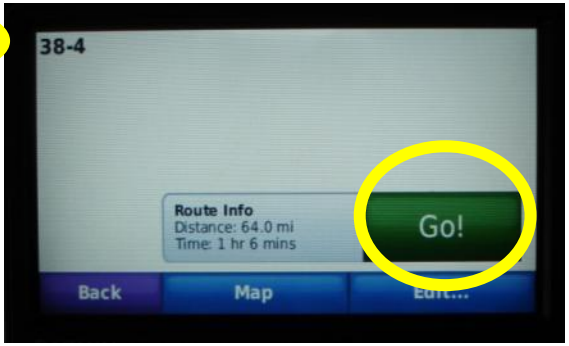
1:31,030

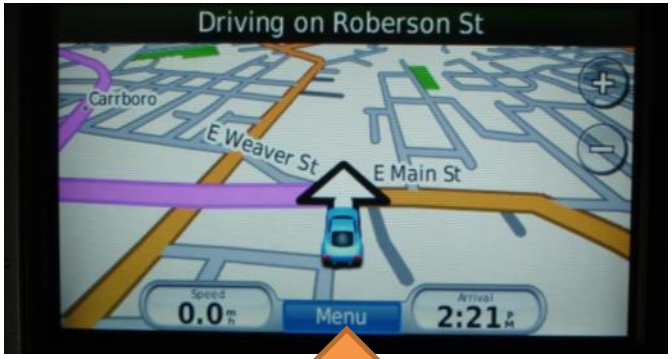
Car GPS - Garmin Nuvi











MobileMapper
Start
Wednesday
March 30, 2011
12:33 PM
Owner: UNC CPHP SHARP
(919) 928-4477
100%
21.6M
39.0M
1.7G
Calendar
Contacts
ZOOM –
+ ZOOM
LOG
MENU
MobileMapper
ArcPad - Granville
11:11
10 km
ZOOM –
+ ZOOM
LOG
MENU
MobileMapper
ArcPad - FY_C
12:39
No Fix
0 of 12
70 m
ZOOM –
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LOG
MENU