

**Overview of Survey Methodology**  
**Assessment and Monitoring of Breastfeeding-Related Maternity Care  
Practices in Intrapartum Facilities**

**OMB No. 0920-0743**

**National Center for Chronic Disease Prevention and Health Promotion  
Centers for Disease Control and Prevention  
Atlanta, Georgia**

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The Centers for Disease Control and Prevention (CDC) plans to conduct an assessment of breastfeeding-related maternity care practices in intra-partum care facilities in the United States. The information to be collected will be used by individual facilities, state health departments, and CDC to better understand the extent to which facilities are providing effective breastfeeding-related maternity care. The first National Survey of Maternity Practices in Infant Care and Nutrition (mPINC) was administered in 2007, and will be administered for the second time in 2009. Survey content will be similar in each of the administrations to examine changes in practices and policies over time. The survey will be administered by the Battelle Centers for Public Health Research and Evaluation.

***Target population and estimated sample size.*** The target population for the 2007 survey was all facilities in the U.S. (including the 50 states, the District of Columbia, and U.S. Territories) that provided maternity care in 2006. The target population for the 2009 survey will be all facilities in the U.S. that participated in 2007, facilities that were invited but did not participate in 2007, and facilities that have become eligible since 2007. The surveys will be administered to approximately 3,500 facilities during each administration.

***Identification of eligibility facilities.*** Facility eligibility will be determined from the most recent administration of the American Hospital Association's (AHA) Annual Survey of Hospitals and the most recent update of the National Association of Childbearing Centers' (NACC) directory of free-standing birth centers. We will begin by identifying hospitals that indicated in the AHA survey that they provided obstetric care in the previous calendar year and free-standing birthing centers listed in the NACC directory. A screening telephone call will be made to each of the hospitals identified by the AHA survey and all free-standing birthing centers identified by NACC—telephone numbers for facilities are available from both AHA and NACC. The purpose of the telephone call is four-fold: (1) to verify that the facility provided maternity care in the previous calendar year, (2) to determine the most appropriate respondent at the facility, (3) to obtain that person's contact information, and (4) to determine if the facility provides maternity care at other locations (and to obtain contact information for the other sites). If facilities indicate that they provide maternity care at other locations, a screening call will be made to those locations to verify that the facility provided maternity care in the previous calendar year, to determine the most appropriate respondent at the facility, and to obtain that person's contact information.

**Preparation for data collection.** Computer-assisted telephone interviewing (CATI) techniques will be used to administer the screening call. Battelle's standardized operating procedures for CATI studies will be used to administer the screening telephone call. Prior to administering the survey, a web-based system will be developed to allow respondents the option of completing the survey electronically. The surveys will be formatted and printed (with the OMB number and expiration date on the cover). The pages will be perforated so that they can be separated and scanned for data entry.

**Survey administration.** After determining eligibility and contact information, survey packets will be sent to potential respondents. The initial survey packet will include (1) the questionnaire with a preprinted ID number; (2) a cover letter personally addressed to the respondent with information on completing either the paper survey or web survey option; and (3) a stamped, self-addressed return envelope addressed to Battelle. The cover letter will:

- Describe the importance and purpose of the survey, how the individual and facility were selected, and why the facility's response is important;
- Discuss the steps that will be taken to safeguard the data (e.g., that responses will be kept confidential to the extent allowed by law);
- Inform respondents that participation in the study is voluntary;
- Describe the web-based benchmarking reports that will be made available once the data collection is complete to allow the facility to access results of the survey on breastfeeding practices nationally, by state, or to compare their facility with other similar facilities;
- Provide an Internet address, facility identification, and password to allow the respondent to complete the survey online;
- Provide the name and toll-free telephone number of the Battelle Survey Leader to call with questions regarding the survey, as well as the name and telephone number of the Chair of the Battelle IRB to call regarding their rights as a human subject; and
- Include a specific date for the return of the survey (within two weeks of the initial mailing date).

**Follow-up procedures.** The response rate to the 2007 mPINC was 82%, reflecting a high degree of interest from health care facilities. Maintaining a high response rate to the survey will require repeated follow-up with non-respondents. Our proposed follow-up procedures include:

- **Thank you/reminder postcard.** One week after the initial mailing, a thank-you/reminder postcard will be sent to each respondent to encourage survey completion. The postcard will include a toll-free number to call if the respondent has any questions about completing the survey or needs to have another copy of the survey mailed.
- **Second mailing to non-respondents.** A second mailing of the survey packet (via FedEx or priority mail) will be sent to non-respondents apx. three weeks after sending the postcard reminder. The second mailing will include a different cover letter emphasizing the importance of the study.
- **Follow-up telephone call to non-respondents.** A follow-up phone call will be made to all non-respondents apx. three weeks after the second mailing. This call will serve as a

final reminder to complete the survey and provide an opportunity to answer any questions that may be delaying survey completion.

**Interviewer training.** Battelle will draw upon a cadre of experienced interviewers for this study for the screening telephone call and to follow up with non-respondents. In addition to a review of interviewing procedures, interviewers will undergo training specially tailored to this project. Training will include the objectives of the study and procedures to follow in any project-specific interviewing situations. Training will include a question-by-question discussion of the CATI instrument. The training will cover such subjects as rules of interviewing (e.g., allowable options for an interviewer's response to respondent comments and questions), interviewer technique (e.g., inflection, confidence, rate, and courtesy), and introductions to interviews (e.g., how to handle the reluctant respondent). Training will be supported by a manual covering study-specific elements of the survey.

**Monitoring the progress of data collection.** A tracking database will be used to generate weekly reports summarizing the status of the data collection activity throughout the data collection period (e.g., number of surveys mailed, number of surveys undeliverable, number of surveys received), as well as to compute the response rates achieved by each stage of data collection (e.g., to the initial mailing and postcard reminder, after the second mailing, after the follow-up telephone call).

**Data scanning and cleaning.** After the completed surveys are received by Battelle, they will be reviewed for hand written comments and any other issues that might preclude the survey from being scanned into the electronic database. Surveys that cannot be scanned will be key-entered by Battelle staff by accessing the website. In the case of surveys that are returned electronically, the respondent will enter the data directly into the database and his/her survey will be identified as having been returned via the Internet. Electronic data cleaning will be used to detect and resolve data entry errors for the surveys returned by mail. Battelle has established meaningful ranges of values, skip patterns that correctly control the flow of questions, and logical consistency checks between variables to identify inconsistencies. Specific data cleaning checks have been written to verify that complicated skip patterns have been executed correctly, and to perform logic checks and value comparisons. Errors will be corrected by referring to the survey questionnaire, if the survey was returned by mail. In the case of surveys that are returned electronically, skip pattern, out-of-range value, and other consistency checks have been programmed into the Web survey. Electronic data cleaning is used to detect errors not identified and resolved during the data entry process.

**Data security, storage and maintenance.** Protocols to protect the confidentiality and security of the data will be implemented. Each respondent will be assigned a unique study identification number. Surveys mailed to respondents, as well as the electronic data files containing the survey data, will be identified only by study identification number. Hard copy surveys will be stored in a locked filing cabinet filed by identification number. All project files will be password protected, and access to the files will be limited to authorized project staff. A copy of the full data set will

also be backed up in CD-ROM daily. A password will be required for access to the website for the electronic submission of data. All data submitted to Battelle's website by respondents will travel via secure data sockets. In addition, the database will reside behind Battelle's webserver firewall, which is inaccessible externally. The steps taken to protect the confidentiality of the data will be emphasized in training project staff.