

# CONTENT | LENGTH | TIMEFRAME

# PROGRAMMING & TESTING

**CONTENT**

- ✓ Intro + consent
- ✓ Closed questions

**LENGTH**



Less than  
5 mins



**SHORTER**  
the better

**TIMEFRAME**



Use **TextIt**

Automated  
**ERROR**  
MSGs

**SKIPS & ROUTINGS**

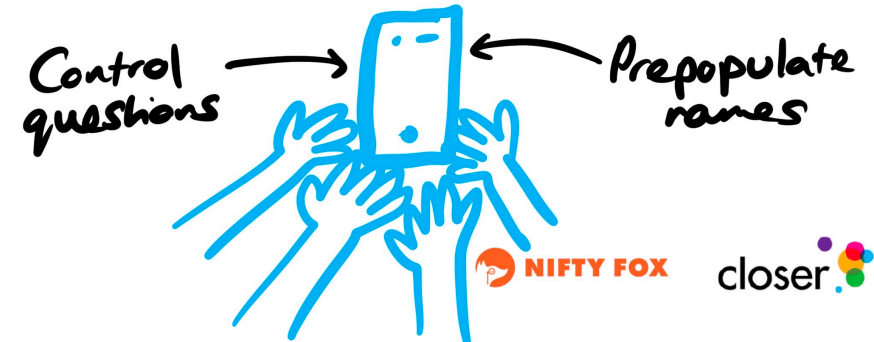


Reminders  
& followups

# ENGAGING PARTICIPANTS

Provide **COMPENSATION**.

Where lots of people use  
the **SAME PHONE**



## ABOUT YOUNG LIVES

MIXED METHODS, multi-discip.  
LONGITUDINAL STUDY of

12,000 kids  
CHILD POVERTY  
4 countries (LMICs)

20 years

DURING PANDEMIC - COVID-19  
Phone Survey Series

## WHAT WORKED

ONLINE SURVEY VIA  
SMARTPHONE TO  
COLLECT GPS DATA

- ✓ Survey EASY to ACCESS & USE
- ✓ High GPS SUBMISSION rates
- ✓ Accuracy CHECKS

## CHALLENGES

FORGETFULNESS

PRIVACY SETTINGS & CYBER SECURITY

↑ COMPLIANCE ↓ SAMPLE ⇒ BIASED

Rural, poorer & less educated  
LESS ELIGIBLE

## IMPROVEMENTS

- ✓ EXTRA incentives & follow up
- ✓ SIMPLIFIED process & SUPPORT
- ✓ BETTER tracking & DATA MATCHING

UPDATING  
LOCATION INFO.  
during COVID-19

# ABOUT ALSPAC

- BRISTOL cohort
- 14,500 pregnant ♀ '91-92
- 30,000 participants
- 1.2 million biosamples

# The PROBLEM

16,830 participants NOT participated in last 5 YEARS

RE-ENGAGING

AVON LT STUDY of PARENTS + KIDS

LOST

PARTICIPANTS

# Need to RE-ENGAGE

Disengagement means:

- ✗ Selection bias
- ✗ Small sample
- ✗ Less representative

# DIS-ENGAGE STRATEGY

- ✓ NEW clinics
- ✓ TAILORED communications
- ✓ GPs as PARTICIPANT INFO CENTRES
- ✓ INCENTIVES