Effect of Monetary and Non-Monetary Post-Incentives on Response Rates to the Wisconsin Pregnancy Risk Assessment Monitoring System Survey

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Overview

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Background

Wisconsin Pregnancy Risk Assessment Monitoring System survey (PRAMS)

• CDC-sponsored public health surveillance system
• 47 of 50 states participate
• Survey of postpartum parents
• Aims to improve maternal and infant health outcomes
Background

Infant Mortality in Wisconsin

• Overall Wisconsin infant mortality rate on par with the national rate

• Significant disparities by race/ethnicity
  • Non-Hispanic Black infants are three times more likely to die in their first year of life than Non-Hispanic White infants

Source: Wisconsin Department of Health Services
2016 Annual Wisconsin Birth and Infant Mortality Report
Background

Incentive Use and Response Rates

- Same post-incentive since start of project
- Declining response rates
- Response rates comparing three post-incentives

Source: Wisconsin Pregnancy Risk Assessment Monitoring System
Methods

Wisconsin PRAMS

• Sequential mixed mode
  • Mail with telephone follow-up

• Stratified monthly sample selected from birth certificate records
  • Non-Hispanic White
  • Non-Hispanic Black
  • All other races

Source: Wisconsin Pregnancy Risk Assessment Monitoring System
Methods

Post-Incentive Experiment Design

• Three treatment groups
  • $10 Visa gift card (n=483)
  • Sleep sack and educational board book (n=456)
  • Nursery rhymes CD (n=460)

• Six consecutive monthly samples
  • February to July 2017

• Non-Hispanic Black sample members received a $5 cash pre-incentive in the first mailing packet
Results: response rates by race/ethnicity

Source: Wisconsin Pregnancy Risk Assessment Monitoring System
Results: response rates by mode of completion

Source: Wisconsin Pregnancy Risk Assessment Monitoring System
Results: response rates pre- and post-experiment

Pre-experiment: 6 samples, August 2016-January 2017
Post-experiment: 6 samples, October 2017-March 2018

Source: Wisconsin Pregnancy Risk Assessment Monitoring System
Conclusions

• Overall, postpartum parents sampled for PRAMS responded at higher rates when offered a monetary post-incentive as opposed to a non-monetary one

• Non-Hispanic Black sample members responded at significantly higher rates post-experiment
  • Historically respond at much lower rates than other race/ethnicities

• Important note: since the Wisconsin Department of Health Services disallowed the use of pre-incentives, that could have mitigated the increase in response rates we saw with the Non-Hispanic Black sample.
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