

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

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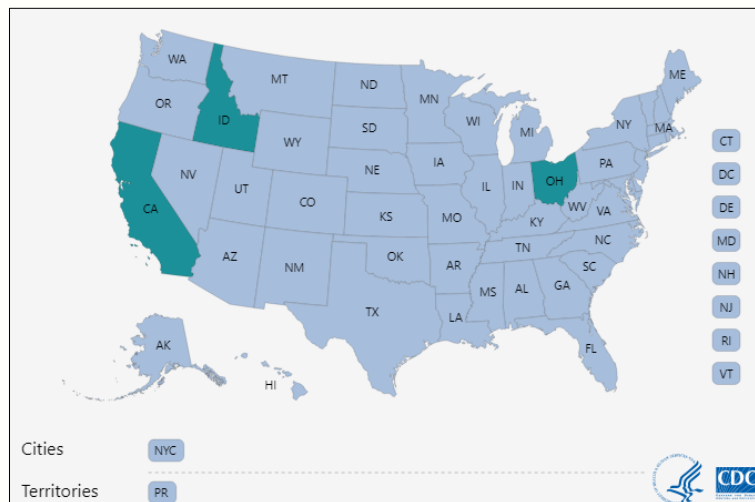
Overview

- Background
 - Wisconsin PRAMS
 - Infant mortality in Wisconsin
 - Incentive use and response rates
- Methods
 - Wisconsin PRAMS
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- Results
- Conclusions

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

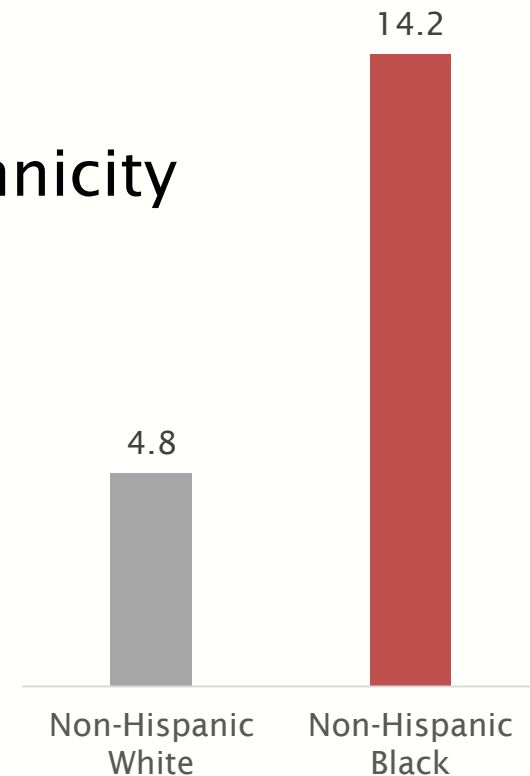


Source: Centers for Disease Control and Prevention

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



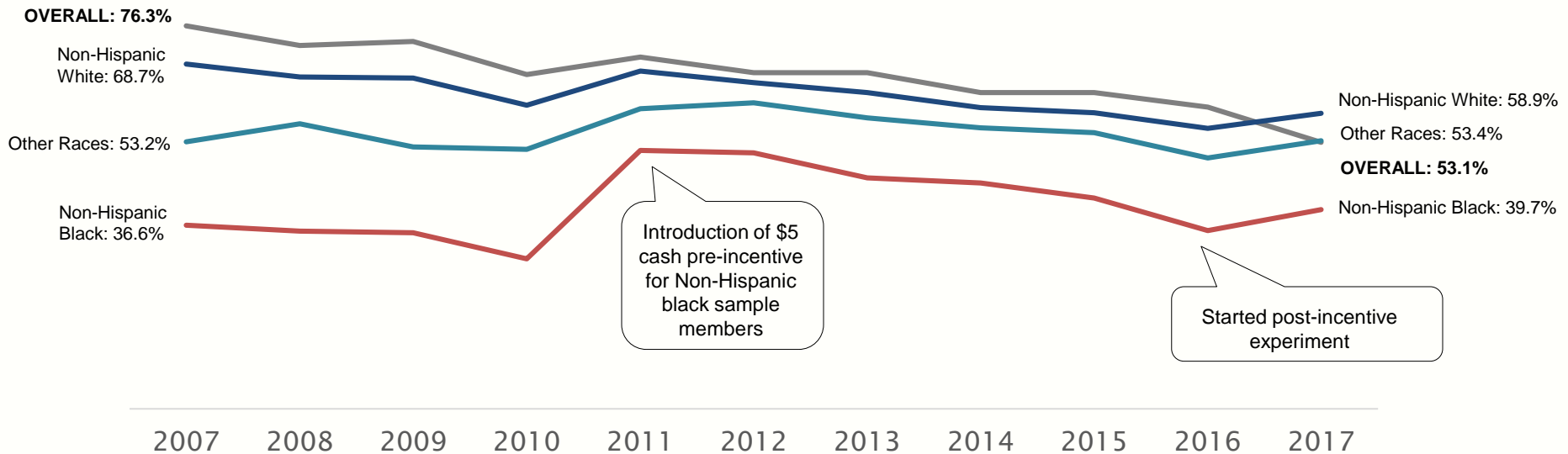
Infant deaths/1,000 live births

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

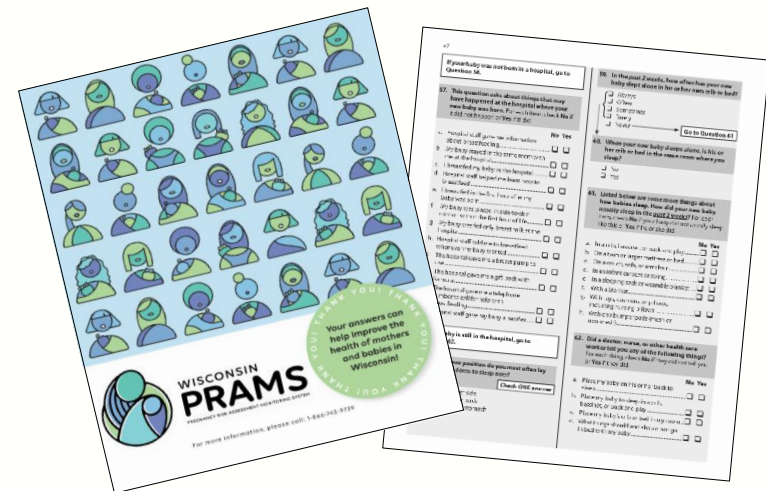


Source: Wisconsin Pregnancy Risk Assessment Monitoring System

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



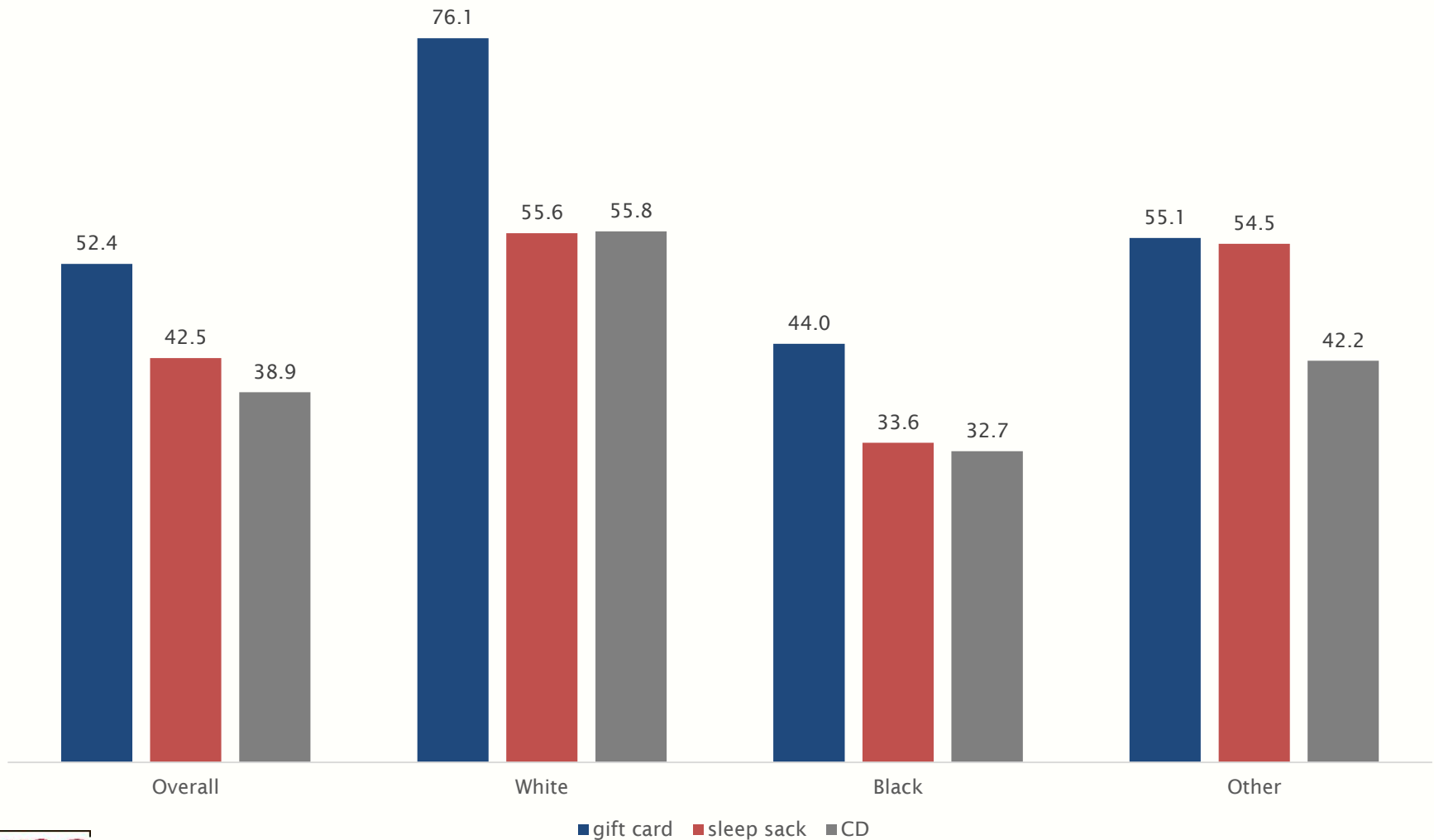
Source: Wisconsin Pregnancy Risk Assessment Monitoring System

Methods

Post-Incentive Experiment Design

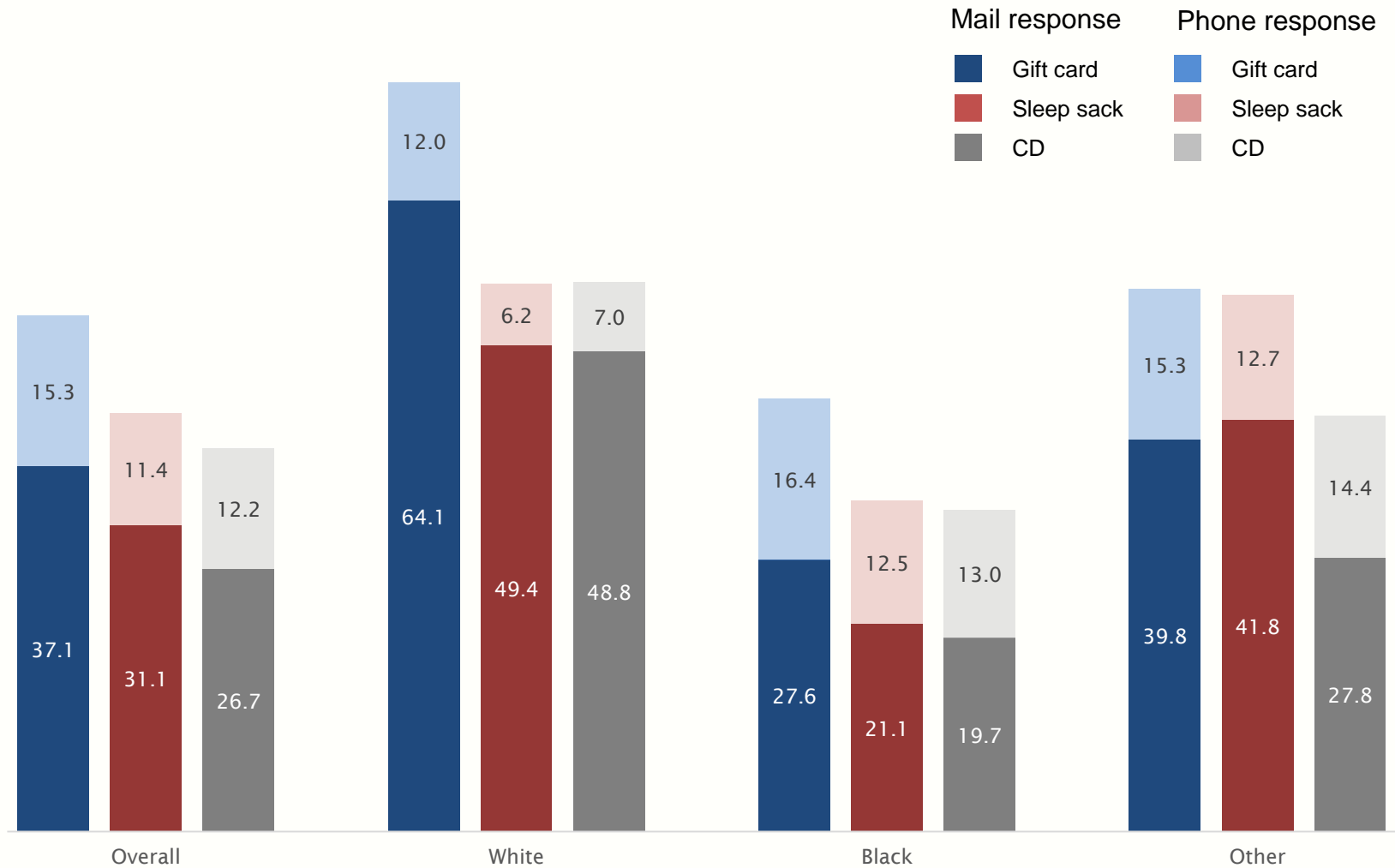
- Three treatment groups
 - \$10 Visa gift card (n=483)
 - Sleep sack and educational board book (n=456)
 - Nursery rhymes CD (n=460)
- Six consecutive monthly samples
 - February to July 2017
- Non-Hispanic Black sample members received a \$5 cash pre-incentive in the first mailing packet

Results: response rates by race/ethnicity



Source: Wisconsin Pregnancy Risk Assessment Monitoring System

Results: response rates by mode of completion

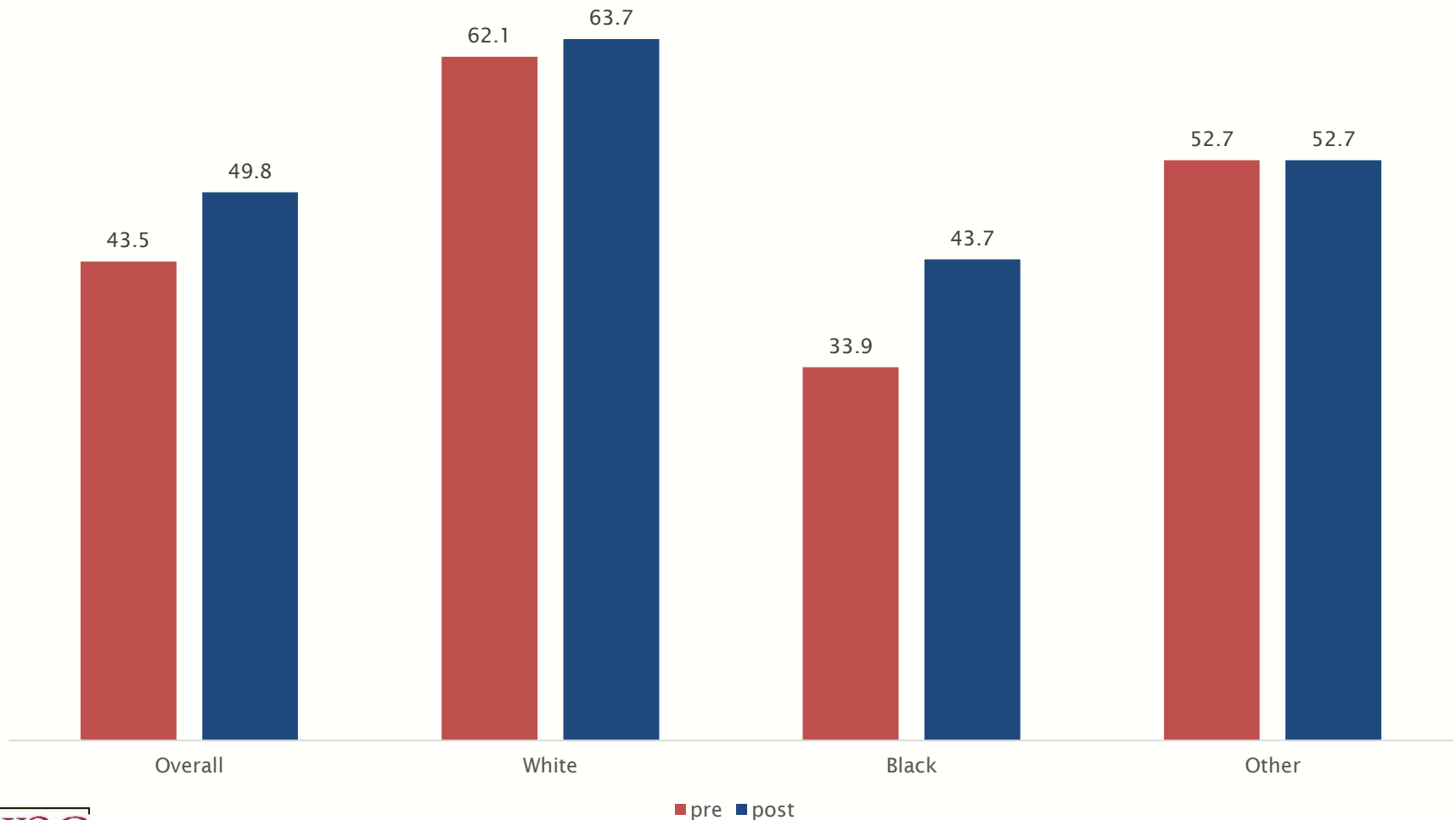


Source: Wisconsin Pregnancy Risk Assessment Monitoring System

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.

Acknowledgements

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Thank You!

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