Michigan AOS CHA/CHIP Discussion Group

January 8, 2024

Meeting Notes

Notes

- Online survey software
    - DHD #2
        - **Qualtrics** seems to have the most functionality
            - → In terms of bots and low-quality responses
        - Are there better ways to sort through the data to separate bot responses?
    - Ottawa County HD
        - Four different types of surveys: phone (through contractor), online, some on paper/direct; also youth survey and adult survey
        - Trying to be cautious about online surveys
            - → Spam and bot detection isn't as important for Ottawa Co
            - → Alchemer and Qualtrics price difference is huge (Is Qualtrics not worth the extra $80k?)
        - Embedded data in Qualtrics – tagging links and sending tagged links to school(s) is very beneficial, although the tagged links system is vulnerable if the link is distributed beyond intended recipient
    - Kent County HD
        - Kent uses Qualtrics, and looks like that is the best option
            - → But maybe switching to a different survey platform in the future (Microsoft?)
- Sample sizes & specific populations
    - Kent has been successful with **community-led distributions**
        - Community agencies get a $2000 stipend to reach their communities and distribute survey to their constituents
            - → Gave organizations promotional materials
        - Convenience samples in the past haven't been super representative
- *Note*: CHNA – we're aiming for themes to have a community discussion… doesn't have to be pristine from an academic perspective, but has to provide a quality framework of community needs
    - Remember that CHNA is not necessarily an academic pursuit, and it **can do good even without meeting those strict standards**
- Ingham County – telephone BRFS on three-year cycle (with Mid-Mich and Barry-Eaton)
    - Avoid using numbers to describe change in CHIP (i.e. 5% decrease in this) because that falls within margin of error; aim for increase/decrease/improvement
- Ottawa County – county is sending out biannual (twice a year) flyers with resident information (parks, community ed, etc.), and it's an idea to include a QR code linked to the CHNA in that mailer
    - **Has anyone done a mailer?** While keeping in mind that this would only reach homeowners (maybe rentals) and could be a technological barrier
        - Probably could reach a lot of people that way
        - Seasonal residents – how do you reach them, and should you reach them?
- **QR codes** as an easy way to get customer response surveys

    - Issue: audience is everyone, so no one fills it out?
    - And a way to avoid foreign IPs?
    - A way to catch a cross-section of the community? Like a stand in a grocery store with a QR code to catch front-line parents?
    - Ingham County – maybe doing in-person, at a booth, in the public type of collection for mental health questions… building a relationship with folks (having a conversation about the health department, answering questions, then asking questions)
- Oversampling
    - Ingham County / Capital Area **oversample their BRFS**: traditionally oversample Black/AA and this year, oversampled Hispanics
        - Costs an extra ~$6 per completed survey
        - Only Ingham county, where those populations are more likely to live
        - Mostly use standard BRFS questions but autonomy over some of it
            - → Retooled race/ethnicity questions, gave many more options than BRFS normally, then categorized on the back end
            - → Asked about marijuana for LARA marijuana grant
- Administrative processes in the beginning stages of the cycle…
    - DHD2 is planning on doing their CHNA this calendar year, but still in the admin and financial stages
        - Who's paying for what… what's happening when
    - One of the big issues in executing CHNA/CHIP is **people management** – trying to get this team towards this goal

Ideas for Future Agenda Items

- standardized race/ethnicity questions, widening options, and the logistics categorizing on the back end
- community organizing and data… how to marry the two? (get Barack Obama???)
- bring someone at the state level to talk about data collection best practices from their perspective
- *any other future agenda item suggestions? Let me know!*