

**MHSIP CONSUMER SURVEYS  
IMPLEMENTATION**

**NRI Workshop on Consumer Surveys  
Arlington, Virginia  
June 19-20, 2008**

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**IMPLEMENTATION ISSUES**

- Availability/accuracy of contact information
- Staffing
- Training
- Data Collection
- Cost/Resources

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**MHSIP CONSUMER SURVEYS  
IMPLEMENTATION  
STATE PRACTICES**

- Dillman's total and tailored design methods (WI, MA)
- Surveys mailed directly to central office or university (IL,GA)
- For face-to-face surveys, fliers sent to each site (OK)
- Contracts for surveys with consumer organizations and NAMI (OK, GA)
- Contracts with universities/community colleges (WA,WI,GA, IN, MA)
- Use of risk adjustment (VT)
- Use of \$ incentives (WI, MA)
- Two-phase data collection: phase I – telephone; Phase II – mail
- For phone surveys, WinCATI system used (MA) CATI (WA)
- All forms provided on Internet; various web-based options for submission (CA)

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STATE PRACTICES

- Contact information obtained from multiple databases (WA)
- DIG dollars supplemented by State Funds
- Training protocols developed to train interviewers (WA, GA)
- Customized letters used to invite participation in the survey process

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Increasing Response Rates

- Dillman's methods
- Getting the right addresses
- Follow-ups – sometimes using different survey methodologies
- Introductory letters

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DILLMAN'S TOTAL DESIGN

- Based on social exchange theory of why people respond to questionnaires: Most likely to respond when "rewards" of responding outweigh "costs" of responding
- Mail surveys
  - 1<sup>st</sup> week – Questionnaire sent
  - 2<sup>nd</sup> week – Thank you
  - 4<sup>th</sup> week – reminder postcard
  - 7<sup>th</sup> week – Replacement questionnaire
- All mailings personalized with stationery and signatures
- Sent First Class mail

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**DILLMAN'S TAILORED DESIGN**

- Visual design and layout
- 4-5 carefully timed contacts
- At least one mail contact that is special
- Personalized correspondence and letterhead stationery
- Return envelopes that includes real stamps
- Token cash incentive
- Switching to another survey mode

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