



**Behavioral Risk Factor Surveillance System
Cell Phone Project Operational Protocol**

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**Division of Behavioral Surveillance
Centers for Disease Control and Prevention**

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I. Introduction and Background

The Behavioral Risk Factor Surveillance System (BRFSS), the world's largest ongoing random-digit-dialing (RDD) telephone survey, tracks health practices, health conditions, and risk behaviors of adults in the United States. State health departments conduct the BRFSS via ongoing monthly telephone interviews using a standardized questionnaire, with technical and methodological assistance provided by the Centers for Disease Control and Prevention (CDC). BRFSS data are used to identify emerging health problems; establish and track health objectives; develop, implement, and evaluate a broad array of disease prevention activities; and support health-related legislative efforts.

The BRFSS employs a random-digit-dialing (RDD) sampling strategy. Such strategies have proved to be cost-efficient strategies for conducting surveys of the U.S. household population. However, as the percentage of cell phone-only households (households with no landline but accessible by cell phone) continues to grow, the validity of the basic RDD landline sampling model has come open to question. The increasing percentage of households that are abandoning their landline telephones for cell phones has significantly eroded the population coverage provided by landline-based surveys to pre-1970s levels. For the first half of 2009, the percentage of cell phone-only households was 22.7 percent. Moreover, more than two in three adults living with unrelated roommates (68.5%) and more than one in three (37.6 percent) adults aged 18 to 24 years live in cell phone-only households. These adults are not covered by current RDD landline sampling procedures, which exclude telephone exchanges and 1,000 banks used exclusively for cell phones, and the percentages are trending upward. These are some of the same groups that are increasingly under-represented in current RDD landline telephone surveys due to differential nonresponse.

This threat to the validity of traditional RDD surveys such as the BRFSS can best be addressed by including cell phone-only adults in the survey. Cell phone sampling frames are available from Marketing Systems Group - Genesys Sampling Systems and random samples of cell phone numbers can be called, provided that specific protocols are followed. A version of the core BRFSS can be administered to adults who live in households without landline telephone service, and through proper weighting procedures these cell phone-only adults can be combined with the landline adults who are currently being interviewed in the BRFSS. This resulting estimate will make it possible to draw inferences to the full population of adults in a state with telephone service and will avoid the potential for bias in the risk factor estimates resulting from just surveying landline adults.

For those interested in more details on this important issue please see:

- Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, January – June 2009:
<http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200912.pdf>
- Reaching the U.S. Cell Phone Generation: Comparison of Cell Phone Survey Results with an Ongoing Landline Telephone Survey:
<http://poq.oxfordjournals.org/cgi/content/full/71/5/814>

II. Sample Design

The target population for the Cell Phone Project (CPP) in 2010 consists of persons living in households who have a working cellular telephone, aged 18 and older, and do not have a landline telephone.

The sample supplier is Marketing Systems Group (MSG). Their sampling frame is based on the Telecordia database of telephone exchanges (e.g., 617-492-000 to 617-492-9999) and 1,000 banks (e.g., 617-492-0000 to 617-492-0999). MSG uses dedicated cellular 1,000 banks, sorted on the basis of area code and exchange within a state. An interval, K , is formed by dividing the population count of telephone numbers in the frame, N , by the desired sample size, n . The frame of telephone numbers is divided into n intervals of size K telephone numbers. From each interval, one 10-digit telephone number is drawn at random.

The target sample size of complete cell phone only interviews is approximately 10 percent of the total completes collected for the landline and cell phone combined. The number of telephone numbers needed in a state varies because of completion rates, but the telephone numbers are distributed as a monthly sample. The monthly sample is a proportion of the total sample needed divided across the number of months of expected cell phone only data collection. The replicate is a sub-sample for the state, each containing 30 sample telephone numbers. The sample should be released in a controlled fashion by replicate so that the target number of interviews can be approximately attained without releasing more sample than needed.

The sample design is also using a technique from MSG which allows the use of Genesys-CSS to flag sample landline telephone numbers that have been ported from landline to cellular service. A high percentage of these numbers are working cell phones and they are much more likely to belong to cell phone-only adults. No additional sampling is needed for adding ported numbers to the cell phone sample because they are selected as part of the landline RDD sample.

III. Questionnaire

The Questionnaire for the BRFSS Cell Phone Project is the 2010 BRFSS core and optional modules. States may also add state-specific questions as they determine the feasibility of a longer cell phone survey.

Cell Phone/Landline Screening Procedure

When a potential respondent is contacted, he or she is asked questions to determine study eligibility. Specifically, the person answering the telephone is asked whether they have been reached on a cellular telephone, are aged 18 years or older, live in a private residence, and reside in the state. For those who respond they are not on a cellular telephone, they are less than 18 years old, or they do not live in a private residence, the interview is terminated. Those continuing through the screening questions are then asked whether they also have a landline telephone, which is a “regular” telephone, in their home that is connected to outside telephone lines through a cable or cord and is used for making or receiving calls.

All of those having only a cellular telephone are interviewed (a rough estimate is that about one-third of adults in the sample will only have cellular telephone service), while persons having both types of telephones are terminated at this point of the screening process.

In 2008 and 2009, the interview was not terminated if the respondent indicated they did not live in a private residence. While these data provide useful information in the evaluation of respondents who live in a group setting, such as a college dormitory, it is not included in the cell phone data combined with the landline interviews. In order to make the most of each complete cell phone interview in 2010, this requirement has been changed. For 2010, if a cell phone only survey respondent does not live in a private residence, the interview can be terminated.

Questions To Include In the Cell Phone Screener Instrument

To determine eligibility for survey, a series of questions are asked at the beginning of the interview to establish that

- The correct telephone number has been reached
- The telephone number belongs to a cell phone
- The screener respondent is 18 years of age or older
- The screener respondent lives in a private residence
- The screener respondent is a current resident of the state from which their telephone number was selected. If they do not live in the same state, the interview should continue and the actual state of residence is recorded. This will allow for the transfer of such cases to the appropriate state.

If any of the first four screening questions elicits a 'No' response, the interview should be terminated at that point. If respondent qualifies to continue through the screening questions they should be asked whether he or she also has a landline telephone. Those who do not have a landline telephone should proceed to the interview. Those with landline telephones should terminate the interview at this point. The questions are listed in Appendix A.

Questions To Be Included In RDD Instruments

To facilitate weighting of cell phone data when combined with data from the ongoing RDD BRFSS in the state, the state should include the four questions on cell phone use, sharing, and service interruptions in the landline survey during the entire year. These questions are listed in Exhibit 1.

The first question (#1) establishes whether or not the respondent has a cell phone for their personal use, including phones that are used for both personal and business purposes. Those

with a negative response to the first question (or who answered DK or REF) should be asked a follow-up question (#2) to determine whether or not the respondent shares a cell phone for personal use with other adults. This is done to ensure that all cell phone users are identified, regardless of phone “ownership.” Those with a positive response to the first question should be asked whether they usually share the cell phone with any other adults (#3). The fourth question (#4) determines whether adults with landline and cellular telephone service are more likely to use their cell phone to receive calls.

Exhibit 1. Cell Phone Questions to Add to RDD Interview

1. Do you have a cell phone for personal use? Please include cell phones used for both business and personal use.

- 1) YES [SKIP TO Q3]
- 2) NO
- 3) DON'T KNOW
- 4) REFUSED

2. Do you share a cell phone for personal use (at least one-third of the time) with other adults?

- 1) YES [SKIP TO Q4]
- 2) NO [SKIP TO NEXT ITEM AFTER Q4]
- 3) DON'T KNOW [SKIP TO NEXT ITEM AFTER Q4]
- 4) REFUSED [SKIP TO NEXT ITEM AFTER Q4]

3. Do you usually share this cell phone (at least one-third of the time) with any other adults?

- 1) YES
- 2) NO
- 3) DON'T KNOW
- 4) REFUSED

4. Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone?

___ %

Record value between 0% and 100%, allow for DK and REF responses.

These four questions are inserted into the section of demographics at RDD questionnaire. The corresponding question numbers are 12.18a through 12.18d.

IV. Data Collection

Target Number of Completed Interviews

The recommended number of cell phone only complete interviews is at least 10% of the combined landline and cell phone sample size. The target number of interviews should be evenly spread out over the months the cell phone project is conducted.

Survey Data Collection Time Period

Data are collected in a period of 12 months (January to December 2010). However, the period of months for cell phone project could be flexible in order to accommodate state's needs.

Calling Hours and Number of Call Attempts

The maximum number of attempts should be at least five but no greater than 12. As with the landline BRFSS, there are weekday, weeknight, and weekend calling occasions.

If a case ends up as an appointment it is given up to another 12 attempts. In other words, if an appointment is set at attempt 10, the case is eligible for up to another 12 attempts before a final disposition is assigned. In the cell phone pilot report Abt indicates that, "A productivity analysis showed that evening calls were more productive than daytime calls, but weekend calling was not particularly productive." This indicates that daytime and weekend attempts should be made but that a majority of the call attempts should be made on weekday evenings.

States have the option of extending the calling hours to 10:00 P.M. local time.

Call Answering and Ring Tones

Some cell phone companies offer a service in which the customer can set personalized ring tones so that incoming callers hear music rather than a usual ring. Therefore, it may be necessary for interviewers hearing music after dialing to remain on the line for a short period of time to see whether the respondent or their voicemail picks up the call. In addition, many cell phone voicemail systems do not pick up until after six or more rings. To ensure that voicemail messages are left appropriately, interviewers are required to allow the phone to ring at least seven times before exiting a case.

Project Toll Free Telephone Number

A toll-free telephone number should be provided in voicemail messages left for potential respondents. The respondents could use this number to ask questions about the study or, if the CATI system is able, to participate immediately.

Voice Mail Message Script

Hello. The <state> Department of State Health Services and the Centers for Disease Control and Prevention are conducting a study about the health of <state> residents. If eligible, you will be paid @\$XX for your time. Please call us, toll-free, at 1-XXX-XXX-XXXX. For most people, the study will be very brief and we would be glad to answer any questions you have. The toll-free number again is 1-XXX-XXX-XXXX. Thank you.

The voice mail message should be left on the 3rd, 9th and 12th voice mail call results.

Incentive payment to participants

It is each state's decision whether and how much to pay participants.

How to deal with an out-of-state cell phone number

Owners of a cell phone may move to a different city or state and keep their cell phone number. If respondents do not live in the same state, the interview should continue and the actual state of residence should be recorded. The target number of interviews with adults who only have a cell phone remains at ten percent of the total number of landline and cell phone only interviews combined, with the understanding that some of those adults may live in another state. At the end of data collection and processing, all these cases will be transferred to the appropriate state where the respondent was living at the time of the completion.

Respondent Safety and Location

Because cell phone users may take calls in a variety of situations, such as during a routine errand or while driving, it is important for interviewers to determine whether or not the respondent's location can hinder the conduct of an interview. To ensure the safety of respondents during interview administration, the informed consent language read to all respondents asks them to confirm that they are in a place where they can continue with the interview at the time of contact. If a respondent reports that they are driving or otherwise occupied in a way that could hinder participation and/or put them at a safety risk, the interviewer should set an appointment for a later date, or simply terminate the call, letting the respondent know that he or she would call back at a more convenient time. Even if respondents agree to continue with the interview, interviewers are encouraged to listen for cues that the respondent might be in a distracting situation and, if so, to offer to set an appointment to complete the interview at another time.

The basic training and monitoring guidelines train interviewers to recognize a respondent that might be distracted by looking for the following cues:

- Having a conversation with another member in the HH, including a child
- Background noises

- Multiple interruptions
- Comments of doing another activity (i.e. "I'm making dinner," "I'm giving my child a bath," "I'm driving down the road," etc.)

It is important to explicitly confirm with the person that they are not in a distracting situation. The core interview introduction on page 7 of the cell phone only questionnaire includes a safety statement ("Is this a safe time to talk with you now or are you driving?"). Another option is to move this statement up to the screener introduction. One of the two introductions in the survey must contain the safety text. States have the option of placing it early or waiting to the point that the core interview is going to start.

Identifying Business-Only Cell Phone Numbers

A substantial number of cell phone customers use their phones for personal as well as business purposes, making them eligible for the study. Only those using their phone exclusively for business purposes are ineligible for the study. Therefore, if an interviewer reaches voicemail suggesting that a cellular number is used for business purposes, an interim disposition code should be assigned and the case re-contacted until it can be definitively determined whether or not the number is solely for business use.

Identifying Child/Teen Cell Phones

Persons under the age of 18 are ineligible for the study. When interviewers reach an answering party under age 18, they should terminate the interview and the case should be coded appropriately.

Refusal Conversion

If a respondent asks not to be called on their cell phone, interviewers should attempt to avert a refusal by asking for another telephone number, including landlines, at which the respondent could be contacted or if there is a better time for them to take a call via cell phone (e.g., when incoming calls would not incur a cost). No further attempt should be made to contact respondents who do not provide this information. However, more general, non-hostile refusals are re-contacted once for a conversion attempt.

V. Quality Control

Data Collection

The Ci3 WinCATI questionnaire will be programmed to help ensure complete and accurate data collection, using automated data-checking techniques such as consistency edit checks. These features enable interviewers to obtain needed clarifications while still on the telephone with the respondent.

Call Attempt Outcome Codes

The BRFSS Disposition Codes and Rules are included in Appendix B. The list is based on the Disposition codes and rules used for the standard landline BRFSS. The differences are highlighted in the list and rules for the additional seven final codes follow in the appendix

VI. Data Submission

All states conducting the Cell Phone Project in 2010 should use the BRFSS upload/download site to send data to BSB and to download data and reports from BSB. For example, once BSB completes the reformatting program, PC edits, etc. BSB uploads these documents to the site, States and data collectors can then download these files.

Data delivery time, format and name:

Before submitting your data to BSB, please use PC Edits version for the Cell Phone Project for checking any possible error. The PC Edits version for the Cell Phone Project will be available for download from the BRFSS Upload/Download site in the Cell Phone Project. BSB expects the states to submit data monthly after running it through PC edit.

Please submit the data files in ASCII format using the 2010 Cell Phone Project Data Submission Layout available from the BRFSS Upload/Download site.

The naming convention of the data file for submission will need to be as follows:

CEL_SSMMMYY.DAT

CEL designates a Cell Phone Project data file, SS represents the two character state abbreviation, MMM the three character month abbreviation (the month for which the sample was generated), and YY as the last two digits of the year.

For example: CEL_TXFEB10.DAT.

How to submit data:

The coordinators can log in using their BRFSS userid and password. Then they should

1. Select **Special Surveys**
2. Go to **Cell Phone Project**
3. Choose from the following options:

- a) Submit Files
- b) Previously Submitted Data Files
- c) Downloadable Files

VII. Weighting and Estimation

Sampling weights will be calculated for the cell phone project sample by CDC. The cellphone data will be combined with the landline data. The combined data set will be raked using the ASWS methodology.

References

American Association for Public Opinion Research (AAPOR). 2009. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 6th edition. Lenexa, Kansas: AAPOR.

Blumberg SJ, Luke JV. Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, January – June 2009. National Center for Health Statistics. Available from <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless200912.pdf>. December 16, 2009.

Link, M.W., Battaglia, M.P., Frankle, M.R., Osborn, L., Mokdad, A. Reaching the U.S. Cell Phone Generation: Comparison of Cell Phone Survey Results with an Ongoing Landline Telephone Survey. Public Opinion Quarterly, Vol. 71, No. 5 2007, pp. 814–839. Available from: <http://poq.oxfordjournals.org/cgi/content/full/71/5/814>

Appendix A

Cell Telephone Screening Questions and the Spanish Translation

Cell Telephone Screening Questions

GENERAL CATI PROGRAMMING INSTRUCTIONS

INITIAL INTRO

HELLO, I am calling for the [STATE] Department of State Health Services. My name is XXX. We are gathering information about the health of [STATE] residents (if person reports that they do not live in the state mentioned, tell them that they may still be eligible to participate) and you will be paid (optional additional text -- [\$1] for answering the next few questions and) [\$10] for any time you spend answering our questions if you are eligible for this study. This project is conducted by the health department with assistance from the Centers for Disease Control and Prevention.

I have just a few questions to find out if you are eligible for the study.

CONF_PHN Is this (PHONE NUMBER) ?

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

- | | | |
|---|-----------------------|-------------------|
| 1 | YES | [Go to CONF_CELL] |
| 2 | NO | |
| 7 | DON'T KNOW / NOT SURE | [Go to CONF_CELL] |
| 9 | REFUSED | [Go to CONF_CELL] |

IF "NO",

Thank you very much, but I seem to have dialed the wrong number. It's possible that your number may be called at a later time. **STOP - DISPCODE = 455**

CONF_CELL Is this a cellular telephone?

READ ONLY IF NECESSARY: "By cellular telephone, we mean a telephone that is mobile and usable outside of your neighborhood."

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

- | | | |
|---|-----------------------|--------------------|
| 1 | YES | [Go to CONF_ADULT] |
| 2 | NO | |
| 7 | DON'T KNOW / NOT SURE | |
| 9 | REFUSED | |

IF "NO",

Thank you very much, but we are only interviewing cell telephones at this time. **STOP – DISPCODE = 425**

IF "DON'T KNOW", "REFUSED",

Thank you very much for your time. **STOP – DISPCODE = 319**

CONF_ADULT Are you 18 years of age or older?

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

- 1 YES, respondent is male [Go to CONF_PRVRES]
- 2 YES, respondent is female [Go to CONF_PRVRES]
- 3 NO
- 7 DON'T KNOW / NOT SURE
- 9 REFUSED

IF "NO",

Thank you very much, but we are only interviewing persons aged 18 or older at this time. **STOP – DISPCODE = 415**

IF "DON'T KNOW", "REFUSED",

Thank you very much for your time. **STOP – DISPCODE = 317**

CONF_PRVRES Do you live in a private residence, that is, not in a dormitory or other type of group living situation?

READ ONLY IF NECESSARY: "By private residence, we mean someplace like a house or apartment."

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY. THE PERSON DOES NOT NEED TO BE PHYSICALLY LOCATED IN THEIR PRIVATE RESIDENCE.

- 1 YES [Go to CONF_STATE]
- 2 NO
- 7 DON'T KNOW / NOT SURE
- 9 REFUSED

IF "NO",

Thank you very much, but we are only interviewing persons who live in a private residence at this time. **STOP – DISPCODE = 421**

IF "DON'T KNOW", "REFUSED",

Thank you very much for your time. **STOP – DISPCODE = 317**

CONF_STATE Are you a resident of [STATE]?

INTERVIEWER: PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

- 1 YES [Go to LANDLINE]
- 2 NO [Go to STATE]
- 7 DON'T KNOW / NOT SURE
- 9 REFUSED

IF "DON'T KNOW", "REFUSED",

Thank you very much for your time. **STOP – DISPCODE = 317**

STATE In what state do you live?

- _____ ENTER FIPS STATE
- 99 REFUSED

LANDLINE Do you also have a landline telephone in your home that is used to make and receive calls?

READ ONLY IF NECESSARY: “By landline telephone, we mean a “regular” telephone in your home that is connected to outside telephone lines through a cable or cord and is used for making or receiving calls.” Please include landline phones used for both business and personal use.

INTERVIEWER: TELEPHONE SERVICE OVER THE INTERNET COUNTS AS LANDLINE SERVICE. PLEASE CONFIRM NEGATIVE RESPONSES TO ENSURE THAT RESPONDENT HAS HEARD AND UNDERSTOOD CORRECTLY.

- 1 YES
- 2 NO
- 7 DON'T KNOW / NOT SURE
- 9 REFUSED

IF "NO", GO TO SURVEY INTRO
IF "DK" or "REF", GO TO TERMINATION
IF "YES", ASK

4. Thinking about all the phone calls that you receive on your landline and cell phone, what percent, between 0 and 100, are received on your cell phone?

___ %

Record value between 0% and 100%, allow for DK and REF responses.

TERMINATION

Thank you very much. Those are all the questions that I have for you today.

In appreciation for the time you have spent answering our questions, we would like to provide you with (amount to be determined) in compensation. Would you please give me your name and address so that we can send you the one dollar payment?

COLLECT NAME AND ADDRESS

NAME (What is your name?) ENTER NAME

ADDRESS (What is your street address?) ENTER STREET ADDRESS

CITY (What is your city?) ENTER CITY

STATE (What is the state?) ENTER STATE

ZIP (What is your zip code?) ENTER ZIP CODE

STOP – DISPCODE = 437

SURVEY INTRO

Your telephone number has been chosen randomly, and I would like to ask some questions about health and health practices. You do not have to answer any question you do not want to, and you can end the interview at any time. Any information you give me will be confidential. If you have any questions, I will provide a telephone number for you to call to get more information. In appreciation for the time that you spend answering our questions, we will provide you with [ten] dollars in compensation for this brief ten-minute interview. **Is this a safe time to talk with you now or are you driving? (STATES HAVE THE OPTION OF MOVING THIS TEXT TO THE END OF THE INITIAL INTRODUCTION ABOVE.)**

Core BRFSS questions go here.

Closing Statement

Please read:

That is my last question. Everyone's answers will be combined to give us information about the health practices of people in this state.

In appreciation for the time you have spent answering our questions, we would like to provide you with [ten] dollars in compensation. Would you please give me your name and address so that we can send you the [ten] dollar payment?

COLLECT NAME AND ADDRESS

NAME (What is your name?) ENTER NAME

ADDRESS (What is your street address?) ENTER STREET ADDRESS

CITY (What is the city?) ENTER CITY

STATE (What is the state?) ENTER STATE

ZIP (What is your zip code?) ENTER ZIP CODE

Thank you very much for your time and cooperation.

Guión para el encuestador

HOLA, llamo de parte del **(departamento de salud)**. Mi nombre es **(nombre)**. Estamos recaudando información sobre la salud de los residentes de **(estado)** (si la persona que responde dice que no vive en el estado mencionado, dígame que aún así es probable que pueda participar). Se le pagará (texto adicional opcional -- [\$1] por responder las siguientes preguntas) [\$10] por el tiempo que dedique a responder nuestras preguntas si usted es elegido/a para participar en este estudio. Este proyecto lo lleva a cabo el departamento de salud con la asistencia de los Centros para el Control y la Prevención de Enfermedades.

Voy a hacerle unas cuantas preguntas para saber si usted cumple con los requisitos para participar en el estudio.

CTELNUM1

¿Hablo con el **(número de teléfono)**?

(ENTREVISTADOR: POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE).

- | | | |
|---|----------------------------|--------------------|
| 1 | SÍ | [Pase a CELLFON2]] |
| 2 | NO | |
| 7 | NO SABE / NO ESTÁ SEGURO/A | [Pase a CELLFON2]] |
| 9 | SE NIEGA A CONTESTAR | [Pase a CELLFON2]] |

Si la respuesta es "No",

Disculpe; es probable que haya llamado a un número equivocado. Es posible que su número sea seleccionado en otra oportunidad. Gracias por su atención. Adiós.

CUELGUE

CELLFON2

¿Estoy llamando a un teléfono celular?

[Léalo solo si es necesario: "Por teléfono celular queremos decir un teléfono móvil y que pueda usarse fuera de su vecindario".

(ENTREVISTADOR: POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE).

- | | | |
|---|----------------------------|-----------------|
| 1 | SÍ | [Pase a CADULT] |
| 2 | NO | |
| 7 | NO SABE / NO ESTÁ SEGURO/A | |
| 9 | SE NIEGA A CONTESTAR | |

Si la respuesta es "No",

Muchísimas gracias, pero en este momento solo estamos entrevistando a través de teléfonos celulares. **CUELGUE**

Si la respuesta es "No sabe", "Se niega a contestar",
Gracias por su atención. **CUELGUE**

CADULT

¿Tiene usted 18 años de edad o más?

(ENTREVISTADOR: POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE). PREGÚNTELE DE QUÉ SEXO ES, SI ES NECESARIO.

- | | | | |
|-----------------|---|---|-------------------------|
| PVTRES2] | 1 | SÍ; la persona entrevistada es de sexo masculino | [Pase a |
| | 2 | SÍ; la persona entrevistada es de sexo femenino | [Pase a PVTRES2] |
| | 3 | NO | |
| | 7 | NO SABE / NO ESTÁ SEGURO/A | |
| | 9 | SE NIEGA A CONTESTAR | |

**Si la respuesta es “No”,
Muchísimas gracias, pero en este momento solo estamos entrevistando a personas de 18 años de edad o más. CUELQUE
Si la respuesta es “No sabe”, “Se niega a contestar”,
Muchas gracias por su atención. CUELQUE**

PVTRES2

¿Vive usted en una residencia privada, es decir, no es una residencia estudiantil ni otro tipo de vivienda colectiva?

[LÉALO SÓLO SI ES NECESARIO: “Por residencia privada queremos decir una vivienda tipo casa o apartamento”.

(ENTREVISTADOR: POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE). LA PERSONA NO TIENE QUE ESTAR FÍSICAMENTE UBICADA EN SU RESIDENCIA PRIVADA.

- | | | |
|---|-----------------------------------|------------------------|
| 1 | SÍ | [Pase a CSTATE] |
| 2 | NO | |
| 7 | NO SABE / NO ESTÁ SEGURO/A | |
| 9 | SE NIEGA A CONTESTAR | |

**Si la respuesta es “No”,
Muchas gracias, pero por el momento solo estamos haciendo la encuesta en domicilios particulares. (estado). CUELQUE
Si la respuesta es “No sabe”, “Se niega a contestar”,
Muchas gracias por su atención. CUELQUE**

CSTATE

¿Reside usted en [ESTADO]?

(ENTREVISTADOR: POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE).

- | | | |
|---|-----------------------------------|--------------------------|
| 1 | SÍ | [Pase a LANDLINE] |
| 2 | NO | [Pase a STATE] |
| 7 | NO SABE / NO ESTÁ SEGURO/A | |

9 SE NIEGA A CONTESTAR

**Si la respuesta es “No sabe”, “Se niega a contestar”,
Muchas gracias por su atención. CUELGUE**

RSPSTATE ¿En qué estado vive usted?

____ ENTRE EL ESTADO
99 SE NIEGA A CONTESTAR

LANDLINE ¿Tiene usted también un teléfono fijo en su casa que se utilice para hacer y recibir llamadas?

[LÉALO SÓLO SI ES NECESARIO: “Por teléfono fijo queremos decir un teléfono “normal” en su casa, que esté conectado a una línea telefónica externa a través de un cable y que se use para hacer y recibir llamadas. Por favor incluya los teléfonos fijos tanto de uso comercial como privado”.

NOTA: el servicio de teléfono por Internet se considera servicio de teléfono fijo.
POR FAVOR CONFIRME LAS RESPUESTAS NEGATIVAS A FIN DE ASEGURARSE DE QUE EL ENTREVISTADO HAYA OÍDO Y ENTENDIDO CORRECTAMENTE).

1 SÍ
2 NO
7 NO SABE / NO ESTÁ SEGURO/A
9 SE NIEGA A CONTESTAR

**Si la Respuesta es “No”, PASE A INTRODUCCIÓN DE LA ENTREVISTA
Si la respuesta es "No sabe" o "Se niega a contestar", PASE A FIN DE LA**

ENTREVISTA

PCTCELL

Piense en todas las llamadas que recibe tanto a través de su línea de teléfono fija como a través del teléfono celular. ¿Qué porcentaje, del 1 al 100, de esas llamadas recibe a través del teléfono celular?

__ _ Entre el porcentaje (1 al 100)
8 8 8 Cero
7 7 7 No sabe / No está seguro/a
9 9 9 Se niega a contestar

FIN DE LA ENTREVISTA

Muchas gracias. Estas son todas las preguntas que quería hacerle hoy.

En agradecimiento por el tiempo que dedicó a responder nuestras preguntas, queremos hacerle entrega de una compensación de (cantidad por determinarse). Por favor ¿sería tan amable y me da su nombre y teléfono para que yo pueda enviarle el pago de un dólar?

APUNTE EL NOMBRE Y LA DIRECCIÓN

NOMBRE (¿Cómo se llama?) **ENTRE EL NOMBRE**

DIRECCIÓN ¿Cuál es su dirección postal? **ENTRE LA DIRECCIÓN POSTAL**

CIUDAD (¿Cuál es la ciudad?) **ENTRE LA CIUDAD**

ESTADO (¿Cuál es el estado?) **ENTRE EL ESTADO**

CÓDIGO POSTAL (¿Cuál es su código postal?) **ENTRE EL CÓDIGO POSTAL**
CUELGUE

INTRODUCCIÓN DE LA ENTREVISTA

Su número de teléfono fue seleccionado al azar para esta encuesta, por lo que desearía hacerle algunas preguntas sobre salud y sus prácticas de salud. Si hay alguna pregunta que no desea contestar, no tiene que hacerlo. También puede dar por terminada esta entrevista en cualquier momento. Toda la información que usted me brinde será confidencial. Si tiene alguna pregunta, le daré un número de teléfono al cual puede llamar para pedir la información que necesita. En agradecimiento por el tiempo que ha dedicado a responder las preguntas de esta entrevista de 10 minutos, le daremos [diez] dólares. ¿Es este el mejor momento para hablar o está usted manejando?

Párrafo de cierre, transición a módulos y preguntas complementarias hechas por los estados

Párrafo de cierre

Por favor lea:

Esa fue mi última pregunta. Las respuestas de todas las personas encuestadas se combinarán para brindarnos información sobre las prácticas de salud de la población de este estado. Muchas gracias por su tiempo y cooperación.

En agradecimiento por el tiempo que dedicó a responder nuestras preguntas, queremos hacerle entrega de una compensación de (cantidad por determinarse). Por favor ¿sería tan amable y me da su nombre y teléfono para que yo pueda enviarle el pago de diez dólares?

APUNTE EL NOMBRE Y LA DIRECCIÓN

NOMBRE (¿Cómo se llama?) **ENTRE EL NOMBRE**

DIRECCIÓN ¿Cuál es su dirección postal? **ENTRE LA DIRECCIÓN POSTAL**

CIUDAD (¿Cuál es la ciudad?) **ENTRE LA CIUDAD**

ESTADO (¿Cuál es el estado?) **ENTRE EL ESTADO**

CÓDIGO POSTAL (¿Cuál es su código postal?) **ENTRE EL CÓDIGO**

POSTAL
CUELGUE

Muchas gracias por su tiempo y cooperación.

Appendix B

BRFSS Cell Phone Project Final Disposition Codes

BRFSS Cell Phone Project Final Disposition Specifications

Current BRFSS Disposition Codes and additional codes necessary to conduct the Cell Phone Only Project in 2010. Eight additional final codes have been added. The “HH” reference to household will be serving as a valid Cell Phone in a few instances in order for the current calling rules to work with the final disposition codes while “Resp. Sel.” in the Cell Phone Project means that the adult has completed the screener interview and is eligible for the Core BRFSS interview.

Code	Description	Property
110	Completed Interview	Final
120	Partial Completed Interview	Final
210	Term. in Quest.	Final
220	Refusal – Resp. Sel.	Final
230	Not Interviewed - Resp. Sel. Removed 240	Final
250	Language Barrier - Resp. Sel.	Final
260	Unable to Communicate - Resp. Sel. Removed 270, 280, 305	Final
310	Hang Up or Term. - Unknown if Elig. Resp. Removed 315	Final
317	Cell Contact – Unkn if Elig. Resp (CP Study)	Final
319	Contact – Unknown if Elig. Resp (CP Study)	Final
320	Lang. Barrier - Bef. Resp. Sel.	Final
325	Unable to Communicate – Bef. Resp. Sel.	Final
330	Hang Up or Term. – Unknown if working cell phone	Final
332	Contact, unknown if working cell phone	Final
335	Tel. Ans. Device - Is working cell phone	Final
340	Tech. Barrier - Is working cell phone	Final
345	Tel. Ans. Device - Not Sure if working cell phone.	Final
350	Tech. Barrier - unknown if working cell phone.	Final
355	Phone no longer in service or changed	Final
360	No Answer	Final
365	Busy	Final
370	On Never Call List	Final
405	Not in the US	Final
415	Cell Phone – Not An Adult. (CP Study) Removed 420	Final
421	Cell Phone – Does not live in a private residence (CP Study)	Final
422	Cell Phone – Business Only (CP Study)	Final
425	Landline Phone (CP Study)	Final
430	Dedicated Fax/data/modem Removed 435	Final
437	Cell Phone with Landline in HH (CP Study)	Final
440	Fast Busy	Final

450	Non-working/Disconnected	Final
455	Wrong Number (Person indicates number dialed is incorrect – CP Study)	Final
505	T. Refusal - Hang Up or	Callback *or Refusal
510	T. Appointment	Callback
515	T. Language Barrier	Callback
520	T. Physical or Mental Impairment	Callback
525	T. Ans. Mach. - Is working cell phone.	No Answer
530	T. Tech. Barrier – Is working cell phone.	No Answer
535	T. Ans. Mach. – unknown if working cell phone.	No Answer
540	T. Tech. Barrier – unknown if working cell phone.	No Answer
545	T. Phone temp. Out of Service	Callback
550	T. No Answer	No Answer
555	T. Busy	Busy
560	T. Fax/Data/Modem	No Answer
565	T. Fast Busy	No Answer
570	T. Non-working	No Answer
575	T. Circuit Busy	No Answer
580	T. Null Attempt	Callback
585	T. Supervisor Attention	Callback

T. = inTerim disposition code (I is not used because it looks too much like a one).

Quest. = Questionnaire

HH = House Hold

Resp. = Respondent

HU = Hang Up

Sel. = Selected

Elig. = Eligible

Bef. = Before

Term. = Terminate

Definitions of Additional Final BRFSS Disposition Codes for the Cell Phone Only Survey:

317 Cell Phone contact, eligibility undetermined (CP Study)

Definition: A respondent verified the telephone number reaches a cellular phone and asked to be called again later one or more times before answering the adult question. On the surface, this is a postponement that was never re-started but may be an implicit refusal. This differs from 310 in that the respondent never explicitly refuses.

Callback Rules: Give final disposition only after (a) at least 3 calling occasions (each consisting of no more than 2 attempts at least one hour apart) for a minimum total of 5 call attempts, and (b) the 5 or more call attempts consist of at least 1 weekday call, 1 weeknight call, and 1 weekend call.

319 Contact, eligibility undetermined (CP Study)

Definition: A respondent verified the telephone number and asked to be called again later one or more times before answering the cell phone question. On the surface, this is a postponement that was never re-started but may be an implicit refusal. This differs from 310 in that the respondent never explicitly refuses.

Callback Rules: Give final disposition only after (a) at least 3 calling occasions (each consisting of no more than 2 attempts at least one hour apart) for a minimum total of 5 call attempts, and (b) the 5 or more call attempts consist of at least 1 weekday call, 1 weeknight call, and 1 weekend call.

415 Cell Phone, Not an Adult (CP Study)

Definition: The person who answered the cell phone is not 18 years of age or older. The code is to be assigned when the respondent indicates he or she is not 18 years of age or older.

Callback Rules: Give final disposition when informed.

421 Cell Phone – Does not live in a Private Residence (CP Study)

Definition: The person answering the phone indicates they do reside somewhere other than in a private residence. Institution (educational facility, dormitory, nursing home, hospital, prison) or a group home (fraternity or sorority, half-way house, shelter).

Callback Rules: Give final disposition when informed.

422 Cell Phone – Business Only (CP Study)

Definition: The person answering the phone identifies the telephone number as a cell phone used only for a business, an institution (government office, educational facility, dormitory, nursing home, hospital, prison), Efax service, a pager, or a dedicated fax/data/modem line that s/he answered to identify as such.

Callback Rules: Give final disposition when informed.

425 Landline Telephone (CP Study)

Definition: The telephone number rings to a landline phone or the person indicates that the number we called is not a cell phone.

Callback Rules: Give final disposition when informed. This code should be assigned

upon notification by the respondent that the conversation is taking place on a landline phone, if the sample is designated for cell phone only. This disposition will take priority over other possible final disposition codes.

437 Cell Phone with Landline in the household (CP Study)

Definition: The respondent is speaking on a cell phone number dialed, but also receives calls on a landline telephone number at their residence.

Callback Rules: Give final disposition when informed. This code should be assigned after the respondent indicates they have a landline phone on which they receive calls at home, if the sample is designated for cell phone only. This disposition will take priority over other possible final disposition codes.

455 Wrong Number (Person indicates number dialed is incorrect – CP Study)

Definition: The person answering the phone indicates the number dialed is the not same as the number assigned to the cellular phone. *Callback Rules:* Give final disposition when informed.

Disposition Coding Guidelines

Please use temporary disposition codes before assigning final disposition codes.

Code as Non-working (code 450) /Not in Service (code 545 (temporary)) if you get messages like:

Your call cannot be completed.
This is not a working number.
Silence (i.e., you don't get a message, you don't hear anything)
The number you have dialed is disconnected.
The number you have dialed is either changed, disconnected, or not in service.
The number you have dialed is not in service.
The number you have dialed is not valid.

Code as Unclassifiable Operator Messages (code 540 (temporary)) or code 350) if you get messages like:

This number does not take incoming calls.
You have dialed an incorrect number.
You've reached the Sprint, Verizon, etc. voice messaging service, please enter your cellular number.
The number you have reached cannot be accessed from the number you're calling from. Dial *** or *** from a landline.

Code as Customer Unavailable or Not Accepting Calls (code 530 (temporary) or code 340) if you get messages like:

The customer is not answering at this time
"... is currently unavailable" Or "is unavailable."
"... is unavailable or currently out of the network area"
"The person you are trying to reach is not accepting calls." Or, "...is not accepting calls at this time
The wireless customer you are trying to reach is unavailable at this time
The customer you have reached cannot take the call at this time.
The wireless number or the customer you have dialed has turned the unit off
The person you have called as a voicemail that has not been set up yet.
At the subscriber's request, this phone is not accepting incoming calls.
"Voice mail full".

Code as Number Changed (code 355) or Wrong Number (Code 455)

The number you have dialed has been changed.
The number or code you have dialed is incorrect. (With this message, you should temporarily code it as 545 and redial just to make sure that the case was dialed correctly the first time.)

A child answers the phone and we are not sure if the cell phone belongs to that child or to an adult.

Probe if you think the answering party is under 18, then the screener will terminate at the age question (code 415).

The phone goes silent during the introduction to the screener (code 505 (temporary), code 310).

Code this as a hang-up during the introduction with a comment that the interviewer wasn't sure if the respondent heard the full introduction.

Reaching voicemail that seems to belong to a business number, for example, "You've reached the desk of John Smith at the Jones Corporation." (code 535)

Code these cases as a normal voicemail message. We need to call back to talk to the respondent to verify whether the respondent uses the cell phone for both business and personal use or for business use only.

The respondent hangs up and you aren't sure if the hang-up was caused by technical difficulties (code 505 (temporary), code 330).

Use the technical difficulty code if there was an obvious problem with the cell phone connection. Otherwise, code as a hang-up during the introduction.

The cellular owner has changed numbers (code 355).

If you hear a message that states "the cell phone owner has changed numbers" or something similar, please code the case as "Number Changed" whether or not the message supplies a new number. We will not call these cases back.

Respondent doesn't want to be contacted on their cell phone.

If a respondent asks you not to call back or not to call their cell phone, code the case as a final refusal (code 220). Try to avert the refusal when possible while you have them on the line by asking for another number they can be contacted at, or if there's a better time when their minutes might be free. If the respondent asks you to call them back at another number, be sure to record their name in the comments. Without a name, we won't know whom we spoke to or whom we should ask for.

Appendix C

Interviewer Job Aid

Frequently Asked Question (FAQs) Behavioral Risk Factor Surveillance Study Cell Phone Project

FAQ	Interviewer Response
Who is participating?	At least 250 people in your state are being asked to participate in this survey. It is very important that you respond because your answers will represent thousands of others in your state.
Who is conducting the study?	The study is conducted by your state health department with assistance from the Centers for Disease Control and Prevention.
How was I chosen for the study?	Telephone numbers are randomly selected for the study to be sure that we speak with a wide range of people in your state. By talking with randomly selected persons, we will have an accurate understanding of the health status of all adults who live there.
Why are you calling my on my cell phone?	To have an accurate understanding of the health status of all adults who live in your state and to be sure that all types of people are included, it is important that we contact people by cell phone for this study as well as in other ways.
Do I have to answer your questions?	Participation is voluntary. You can refuse to answer any question – however, your feedback is valuable as part of an effort to understand and improve the health status of residents in your state.
Will my answers affect my government benefits or public assistance?	•No. The information collected in the survey is strictly confidential and your identity will not be given to any agency other than the one sponsoring the study. It will not affect your benefits in any way.
How do I know you'll keep my information confidential?	<p>We are required by law to keep your information confidential and I signed an agreement of non-disclosure prior to the onset of this study.</p> <p>After surveys are completed, any identifying information, for example your phone number, is removed from the data. Data are reported in summary statistical format only.</p>

FAQ	Interviewer Response
How will the survey results be used?	The information from the survey will be used to help your state department of health and the Centers for Disease Control and Prevention better understand the health status of people in your state. Organizations in your state will also use the information to improve health services.
What is the name and purpose of this study?	The name of this survey is the Behavioral Risk Factor Surveillance Study.
Who is sponsoring this study and uses the information?	<p>The study is being sponsored by your state health department with assistance from the Centers for Disease Control and Prevention.</p> <p>The information collected in this survey will help your state department of health and the Centers for Disease Control & Prevention understand the health status of your state. The information will also help organizations in your community improve health programs.</p>
Can you call me at a different telephone?/Do I have to do this on my cell phone?	<p>AS LONG AS YOU HAVE CONFIRMED THAT YOU HAVE REACHED THE PERSON ON THE CORRECT CELL PHONE NUMBER: I would be happy to call you at a different number if that is more convenient. What is that number?</p> <p>If you have another number that you would prefer I use, I can call you there.</p> <p>IF PERSON ONLY HAS CELL PHONE AND WOULD LIKE TO DO THE INTERVIEW ANOTHER WAY: The design of the questionnaire and the nature of the questions require a professional interviewer to administer and record the information. I enter your answers directly into a computer.</p>

FAQ	Interviewer Response
<p>This isn't my cell phone—I just borrowed it. Do you still want me to answer the questions?</p>	<p>Do you live with the person you borrowed the cell phone from?</p> <p>IF NO: Those are all the questions that I have. Thank you for your time.</p> <p>IF YES: Do you usually share the cell phone with him or her one-third of the time or more?</p> <p>IF NO: Those are all the questions that I have. Thank you for your time.</p> <p>IF YES: In that case, we would like to continue with the interview.</p>
<p>Why are you asking me these questions?</p>	<p>We're collecting information to get an accurate picture of the health status of residents in your state.</p> <p>You have been randomly selected to participate in this survey. Your feedback is valuable as part of an effort to understand and improve the health status of residents in your state.</p>
<p>How do I know this survey is legitimate?</p>	<p>We are conducting this survey on behalf of your state department of health in order to gather information about the health status of residents in your state.</p> <p>If you would like, I can also direct you to my supervisor.</p> <p>You can visit the study website at www.cdc.gov/brfss</p>
<p>How do I know you are really an interviewer for this survey?</p>	<p>I have been trained to conduct this survey on behalf of your state department of health.</p> <p>If you would like, I can also direct you to my supervisor.</p> <p>(If necessary) You may call our toll-free number at 1-XXX-XXX-XXXX to verify the legitimacy of our survey or to find out more information.</p>

FAQ	Interviewer Response
Where are you calling from? How did you get my unlisted number?	<p>I am calling on behalf of the Centers for Disease Control and Prevention from a research center located in Hadley, Massachusetts.</p> <p>Your number was randomly generated and selected by a computer program to represent individuals in your community.</p>
Who are you? How long is this going to take?	<p>I am [INTERVIEWER NAME]. I'm calling on behalf of your state department of health.</p> <p>SCREENING: The questions to determine whether or not you are eligible for the study will only take a minute.</p> <p>DETAILED INTERVIEW: The study takes about 10 minutes to complete and you will be paid \$X for your time. I will try to get through the interview as quickly as possible.</p>
Will my name be used if I participate? Who else is participating in this survey?	<p>No, all data will be collapsed into categories, for example, the number of people of a certain race who have ever been told by a doctor that they had diabetes. No identifying information will be included.</p> <p>We are calling people in various communities throughout the United States to interview adults about their health status.</p>
Why can't you just mail the questionnaire to me?	<p>We appreciate your request, however the design of the questionnaire and the nature of the questions require a professional interviewer to administer and record the information. I enter your answers directly into a computer.</p>
Why did you ask me about telephone service and interruption of phone service for my home phone/cell phone?	<p>Because your telephone number was scientifically selected, we want to know if there was anytime in the last year when we might not have been able to contact you by telephone. This information helps us to improve the quality of this study.</p>

FAQ	Interviewer Response
Why are you asking questions about my other/home telephone?	Because your telephone number was scientifically selected, we want to know if there might have been a chance that you would have been included in the study in some other way or if there were times when we might not have been able to contact you by telephone. This information helps us to improve the quality of this study.
I am in the Do not call me list/ National Do not Call Registry...why are you calling me?	I understand how the law may be confusing, but research calls are not included in the law. The law applies <i>only</i> to telemarketing calls. Most lawmakers recognize the value of legitimate research and the need for the public to participate. We will not sell you anything. Nor will we sell your personally identifiable information. Your privacy will be respected, and your cooperation is appreciated.
I have questions about the survey content. Whom can I contact?	You may contact XXX at XXX-XXX-XXXX
I have questions about my rights as a research subject. Whom can I contact?	You may contact XXX at XXX-XXX-XXXX.

Refusal Aversion Response (RARs) Behavioral Risk Factor Surveillance Study Cell Phone Project

Respondent	Interviewer Response
I have to pay for any time that I spend on my cell phone.	I understand. I have just a few questions to determine whether or not you are eligible for the study. If you are selected, you will be paid for the time you spend answering our questions.
I can't hear you./You're breaking up.	I'm sorry. I will call back later.
I'm not interested. I'm too busy. Can't you call someone else?	<p>I understand that you may not be interested in participating. However, government agencies are relying on this information to improve the health status of residents in your state. We can only get an accurate picture of the health and well-being of your state if everyone who is selected participates.</p> <p>I understand that your time is limited. However, you were scientifically selected to represent others in your community. I will try to get through the interview as quickly as possible.</p>
This isn't a good time.	I understand. I would like to schedule an appointment for a more convenient time to conduct this survey. Would you prefer a callback during the morning, afternoon, or evening?
I don't see the importance of this survey. I don't understand how this will benefit me.	<p>This survey is designed to provide information about the health of residents in your community.</p> <p>We would like to hear about your experiences in order to work towards improving the quality of health care for all people in your community.</p>
I don't want to give out any personal information. I don't do surveys over the phone.	I understand that you don't like to give personal information over the telephone. However, I assure you that all information collected will remain strictly confidential and you can skip any questions that make you feel uncomfortable.

Respondent	Interviewer Response
I don't want to buy anything.	<p>I assure you we are not trying to sell anything. We are conducting a survey to better understand the health of residents in your community.</p> <p>No information that identifies you will ever be given to any company that is trying to sell products or services to you. In fact, no information about you will be given to anyone besides the agency sponsoring the research.</p>
Why do you need to know my race/ethnicity/income?	It is important to see how the health and well-being of people varies by (race/ethnicity/income). The information collected will help organizations in your community address health issues.

Appendix D

The Spanish Translation of Cell Phone Questions Which Are Included in RDD Landline Instrument

12.19a. ¿Tiene usted un teléfono celular para su uso personal? Favor de incluir teléfonos celulares que usa tanto para su uso personal como para el trabajo.

- 1 Yes [Go to Q12.19c]
- 2 No
- 7 Don't know / Not sure
- 9 Refused

12.19b. ¿Comparte usted su teléfono celular para uso personal (por lo menos una tercera parte del tiempo) con otro adulto?

- 1 Yes [Go to Q12.19d]
- 2 No [Go to Q12.20]
- 7 Don't know / Not sure [Go to Q12.20]
- 9 Refused [Go to Q12.20]

12.19c. ¿Usualmente comparte usted este teléfono celular (por lo menos una tercera parte del tiempo) con otro adulto?

- 1 Yes
- 2 No
- 7 Don't know / Not sure
- 9 Refused

12.19d. Pensando en todas las llamadas que usted recibe tanto en su teléfono regular como en su teléfono celular, entre un 0 por ciento a un 100 por ciento ¿que porcentaje de las llamadas que usted recibe son en su teléfono celular?

- — — Enter Percent (1 to 100)
- 8 8 8 Zero
- 7 7 7 Don't know/Not sure
- 9 9 9 Refused

Appendix E

Questions and Answers Related to Cell Phone Project Operation

Q: Will Cell Phone Project (CPP) interviews be offered in Spanish?

A: This depends on whether or not a state currently conducts Spanish interviewing for the landline RDD BRFSS. If a state conducts the BRFSS in English and Spanish, then ideally they can choose to conduct the CPP in both languages. The Spanish-language BRFSS questionnaire is used as the base instrument.

Q: Does the CPP include adults who live in group quarters?

A: No.

Q: Although the protocol specifically states that an interview can be completed if the screened adult lives in any of the states in which the CPP is being conducted, are we obligated to conduct cell phone interviews outside of the states for which we are contracted? In the instance where we are able to gain a completed interview in one of the other states, how would the data be transferred and/or accounted for in the total complete count?

A: Interviews conducted with persons in any of the participating states would count as completes. Any transfer of complete interviews to another state will be handled during the processing of the data by BSB.

Q: With regard to the 12 additional attempts on cases that end up as an appointments, do we call to the maximum number of attempts (e.g. 23, 24, etc.), just until the end of the month, or whichever comes first?

A: If a case ends up as an appointment, calling to the maximum attempts is preferred, even if it requires calling in the following month.

Q: When calling a cell phone with personalized ring tones, how long should the interviewer remain on the line if music is heard instead of rings?

A: The protocol has a section about this issue on page 6. Telephone companies are now offering a new service in which the customer can set custom ring tones for CALLERS to hear music rather than the normal ring. Therefore, if you hear music on the line, it is important to listen for a minute or so to see if the respondent or their voice mail will pick up.

Q: Does CDC have any guidelines for training interviewers to recognize specific cues that a respondent is in a distracting situation?

A: The CPP operational protocol has the detailed instructions on pages 7-8.

Q: We expect that it will be common for a screened respondent to be driving at the time of the interview. Is any consideration paid to a disposition specific to the respondent's safety/location?

A: It is important to explicitly confirm with the person that they are not in a distracting situation. The core interview introduction on page 7 of the cell phone only questionnaire includes a

safety statement (“Is this a safe time to talk with you now or are you driving?”). We now offer an option to all states: moving this statement up to the screener introduction. One of the two introductions in the survey must contain the safety text. States have the option of placing it early or waiting to the point that the core interview is going to start.

Q: Do states and/or data collectors have to sign a waiver form agreeing not to use an automated dialer for cell phone project?

A: Yes. The sample for each state will only be released by BSB if the waiver has been signed and received by BSB.

Q: The IRB committee was concerned about privacy issues related to cell phone use, specifically the possibility of the intercepting cell phone transmissions and tracing their owners. Does the cell phone project compromise respondents’ confidentiality?

A: The Federal Communications Commission (FCC) indicates that there is an extremely low chance that a call will be intercepted. As far as we know, even if a call is listened to, there is no way to know the telephone numbers of the two parties that are calling. Some detailed information about these issues can be found at the FCC website:
http://www.fcc.gov/cgb/kidszone/faqs_cellphones.html#cellcallsprivate.

Q: Does CDC IRB cover the cell phone and multi-mode survey?

A: No. CDC current IRB only mentions data collection for BRFSS without survey mode specification.

Q: How does a state submit the cell phone project data?

A: Please see instructions on page 10 of the CPP operational protocol.

Q: Are states allowed to give incentives for respondents to encourage participation?

A: Yes. Making a payment to participants is the state's decision.

Q: How does a state pay an incentive to cell phone participants?

A: Some states use an electronic reimbursement strategy for cell phone participants. This eliminates the need for collecting the names and addresses of participants, which could threaten anonymity. The procedure is rather simple, and is as follows:

The respondent is offered a code obtained from some e-trade company such as Amazon.com for a credit toward a purchase. These codes would be obtained in advance and would essentially function as gift certificates. The code could be given over the phone during the call. The respondent could then use it at his or her leisure to acquire a product of their choice from the vendor.

Q: What do you think about calling people after 9:00 pm?

A: States have the option of extending the calling hours to 10:00 PM local time.

Q: Is there a specific call-back script which should be used with the cell phone only survey?

A: We do not have a different script that we use when we re-contact the respondent. If the screening questions are complete, the respondent's contact name should be available in order to ask to speak to him or her when a call back is made. The survey introduction should be available for the interviewer to read to the respondent at this point.

Q: What if there's a landline in the home, but this resident never uses it?

A: This could happen if roommate A is cell-only, but roommate B has a landline he doesn't share. Roommate A should be cell-only user while roommate B could be randomly selected as the respondent in the landline BRFSS survey.

Q: If a respondent prefers we call them on another phone, including a landline, can we do that?

A: Yes, that is the approach given in the Refusal Conversion section.

Q: Since cell phones, for the most part, are personal phones and we're not "selecting" a respondent, can we assume that unless we learn otherwise, the person answering the phone is the "selected" respondent.

A: The cell phone is being treated as a personal device. The person who answers is eligible to do the survey if they confirm that:

1. the interviewer has dialed the correct number;
2. the number is a cell phone number;
3. they are age 18 years or older;
4. they live in a private residence;
4. they do not have a voice-use landline phone in their home.

Q: Can we use a text message in the cell phone project?

A: No. Since text messaging was proved to be unproductive in the 2007 pilot study, we recommend not using text messages.

Q: What is the contact information for BSB if we have more question about the CPP?

A: The contact info is as follows:

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