

#### Need telephone show cards for your inperson survey due to a pandemic-induced multimode data collection shift?

#### **PATH Study Lessons Learned 2020 to Present**

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- > Overview of the PATH Study
- > Impact of COVID-19 on data collection
- > Shift to telephone mode
- > Show card development
- > Refinements and lessons learned

#### Population Assessment of Tobacco and Health (PATH) Study - Overview



A collaboration between the NIH and FDA

- > Nationally representative longitudinal cohort study of U.S. civilian, noninstitutionalized population
- > Over 46,000 people ages 12 and older recruited in 2013 initial sample
  - Funded by the FDA Center for Tobacco Products (CTP)
  - Administered by the National Institute on Drug Abuse (NIDA)
  - Developed by FDA and NIH with assistance from Westat and Westat Scientific Partners
- > Captures data on behaviors, attitudes, biomarkers, and health outcomes associated with tobacco use
  - Inform FDA's regulatory activities under the 2009 FSPTC Act.

## **PATH Study – Tobacco Products**



## **PATH Study – Health Measures**

- > Overall health
- > Mental health
- > Physical health
- > Cardiovascular health
- > Respiratory health
- > Dental and oral health
- > Diabetes
- > Digestive health

> Eye health

#### > Cancer

- > Bone health
- > Sexual health
- > Pregnancy and reproductive health
- > Medication use
- > Substance use
- > COVID-19

### **PATH Study – Data Collection**

> Adults and youth are selected during household screening

- Parent/guardian interviewed each time youth is interviewed
- > Annual or biennial in-person interviews

Interview Type	Target Length	Mode of Administration	
Parent Interview	15 minutes	CAPI	
Youth Interview	45 minutes	ACASI	
Adult Interview	60 minutes	ACASI	

#### ACASI Interview – tobacco products image

The next questions are about **electronic nicotine products**, such as e-cigarettes, pod devices, vape pens, tank systems, mods, e-cigars, e-pipes, e-hookahs, and hookah pens.

Using these devices is often referred to as "vaping." They are battery-powered and produce vapor or aerosol instead of smoke. They typically use a nicotine liquid called "e-liquid", although the amount of nicotine can vary and some may not contain any nicotine at all.

Some common brands include JUUL, Vuse, Blu, NJOY, eGo, Suorin, Bo, Smok, Phix, and Puff, but there are many others.

<u>Please do not include marijuana or cannabis when answering the following questions about electronic nicotine products.</u> There will be a separate section later about using marijuana or cannabis.







#### **ACASI Interview – long response list**

What kind of cancer were you told that you had? Choose all that apply.

If you do not see the kind below, touch the box marked "OTHER".

BLADDER	NERVOUS SYSTEM
BLOOD	OVARY (OVARIAN)
BONE	PANCREAS (PANCREATIC)
BRAIN	PROSTATE
BREAST	RECTUM (RECTAL)
CERVIX (CERVICAL)	SKIN (MELANOMA)
COLON	SKIN (NON-MELANOMA)
ESOPHAGUS (ESOPHAGEAL)	SKIN (DONT KNOW WHAT KIND)
GALLBLADDER	SOFT TISSUE (MUSCLE OR FAT)
	STOMACH
	TESTIS (TESTICULAR)
	THROAT
	THYROID
	UTERUS (UTERINE)
LYMPHOMA/HODGKIN'S DISEASE	T OTHER
MOUTH/TONGUE/LIP	Erase





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# THE COVID-19 PANDEMIC BEGINS

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# Wave 5.5 and COVID-19

- > PATH Study Wave 5.5 started December 2019
- > March 2020 COVID-19-induced halt to field operations
- > Immediate push to transition to telephone administration:
  - Updates to project systems/management software and programming
  - Updates to operational processes and mailings
  - Updates to instrument programming to adjust for telephone administration
  - Development of show cards for select questionnaire content
  - Re-training of field interviewers for telephone administration
  - Pilot test of urine by mail biospecimen collection



# Show card development and design considerations

#### **Show Card Development Steps**

- > Identified which items needed telephone show cards
- > Developed the structure
- > Assigned unique identifiers
- > Designed paper booklet
- > Developed a web site

#### **Identified items**

> Started with the essential existing images used in CAPI and ACASI:

- Images of tobacco and nicotine products
- Images of health campaigns
- > Added other items with:
  - High levels of sensitivity
  - Long or detailed lists of response options

#### Identified items (continued)

PATH Study W5.5 Interview	Number of Questions	Questions with show cards	Number of show cards
Parent Interview	173	15	13
Youth Interview	880	162	103
Adult Interview	1,335	166	89

#### **Developed structure – Adult Interview sections**

- 1. Introductory Demographics
- 2. Tobacco Use
- 3. Cigarette
- 4. Electronic Nicotine Products
- 5. Cigar
- 6. Pipe
- 7. Hookah
- 8. Snus
- 9. Smokeless Tobacco
- 10. Polyuse
- 11. Nicotine Dependence

- 12. Packaging and Health Warnings
- 13. Risk Perceptions and Attitudes
- 14. Secondhand Smoke Exposure
- 15. Social Norms, Peer and Family Influences
- 16. Health
- 17. Substance Use
- 18. Media and Marketing
- 19. Additional Demographics

- 20. COVID-19
- 21. Product Barcode Scanning
- 22. Contact Information

#### **Assigned unique identifiers**

- 1. Introductory Demographics
- 2. Tobacco Use
- B 3. Cigarette
- C 4. Electronic Nicotine Products
- D 5. Cigar

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- E 6. Pipe
- F 7. Hookah
- G 8. Snus
- H 9. Smokeless Tobacco
  - 10. Polyuse
- I 11. Nicotine Dependence

- 12. Packaging and Health M 20. COVID-19 Warnings 21 Product Bal
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- 14. Secondhand Smoke Exposure
- 15. Social Norms, Peer and Family Influences
- 16. Health

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- 17. Substance Use
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- 21. Product Barcode Scanning
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# ACASI questionnaire changes to alert field interviewers to show cards

[A-7.] The next questions are about **electronic nicotine products**, such as e-cigarettes, pod devices, vape pens, tank stems, mods, e-cigars, e-pipes, e-hookahs, and hookah pens.

∧ ing these devices is often referred to as "vaping." They are battery-powered and produce vapor or aerosol instead of smoke. They typically use a nicotine liquid called "e-liquid", although the amount of nicotine can vary and some may not contain any nicotine at all.

Some common brands include JUUL, Vuse, Blu, NJOY, eGo, Suorin, Bo, Smok, Phix, and Puff, but there are many others.

<u>Please do not include marijuana or cannabis when answering the following questions about electronic nicotine products.</u> There will be a separate section later about using marijuana or cannabis.







#### ACASI Interview – awareness of health campaign

In the past 3 months, have you seen or heard the following slogan or theme?

#### "Truth"











# Web design and paper alternative

#### Web design for telephone show cards

- > Access to show cards provided on public project website
- Separate links/sets of cards for Parent, Youth, Adult interviews
- Language toggle to switch from English to Spanish
- > Nimble navigational tools provided for users
- > Responsive to device being used, supporting access on desktop PCs, laptops, and smart phones
- > Ability to use screen readers or zoom for those with vision limitations







4:00

all 😤 🔳



The Population Assessment of Tobacco and Health (PATH) Study is a national longitudinal study of tobacco use and how it affects the health of people in the United States. People from all over the country take part in this study. The PATH Study, which started in 2013, is one of the first large tobacco research

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4:00

#### Study Activities

Thank you for participating in the PATH Study. You and thousands of others are a critical part of one of the most important national health studies ever conducted in the United States.

Once a year or every other year, an interviewer will contact you to collect information on topics that include your:







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#### The paper alternative...

- > Need for paper show cards identified during initial contact with household
- > Paper show cards share same visual design as web show cards
- > Field interviewer able to request shipment of the show card booklet to participant
  - Shipment also included interview consent form
  - Shipment typically included booklets for all sampled participants
- > Telephone interview attempted five days after shipment of booklet(s)
- > Streamlines both the consent and interview processes

#### **Paper Telephone Show Card Booklet**



#### Is the paper show card alternative necessary?

Wave 6 Interviews	n	Web	Paper	Chi-Square, <b>p</b>
All telephone interviews	20,982	89%	11%	
Youth (ages 14 to 17) Adults: 18 to 29 years old 30 to 49 years old 50 to 64 years old 65 and older	2,978 8,747 4,583 2,736 1,938	94% 96% 92% 75% 58%	6% 4% 8% 25% 42%	2681.27, <.0001
Adult English Adult Spanish	17,479 525	88% 67%	12% 33%	210.38, <.0001



# **Discoveries and refinements since initial launch of telephone show cards**

# Discoveries and refinements since initial launch of telephone show cards

> As expected, telephone interviews are longer than in-person interviews

- Increase of 30-40 minutes for Adult and Youth interviews
- > Use of show cards helps keep respondents (especially youth) engaged!
- > Additional show cards added based on field interviewer feedback
  - simple and repetitive response options to eliminate reading aloud
- > Additional show cards added for `composite' items image + text

#### **New Composite Wave 6 Show Cards**



#### **Identification of questions in need of telephone interview show cards – Wave 6**

PATH Study W5.5 Interview W6 Interview	Questions	Questions with show cards	Show cards used
Parent Interview	173	15	13
	<b>196</b>	<b>20</b>	<b>18</b>
Youth Interview	880	162	103
	<b>941</b>	<b>406</b>	<b>247</b>
Adult Interview	1,335	166	89
	<b>1,476</b>	<b>510</b>	<b>287</b>

- > Alternative modes of collection may be with us for awhile
- > Consider instrument flow when designing your show card structure
- > Repeat specific show cards, or repeat them more often, to aid respondents and streamline telephone administration
- > Provide an easy way for interviewers to communicate cards with respondents
- > Ensure web versions are accessible and nimble
- > Prepare a paper alternative



## **Thank You**

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#### Questions or comments?

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