



Appendix 8



Example Survey Administration Materials

Template for Pre-notification letter:

Date

Dear Parent or Guardian **[insert child's name]**,

You have been chosen to answer questions in a survey that will help the **[insert health system]** improve the health care services your child gets.

If you are willing to help us (and we hope you will), this is how it will work:

- In a few days you will get the survey in the mail.
- The parent or guardian who takes your child to the doctor most often should be the person who fills out the survey so we can get as much information as possible.
- When you are done, send it back in the postage paid envelope within two weeks.

All of the information you give us will be kept private and will be joined with many other parents or guardians being asked to fill out the survey.

A private company called **[insert company]**, will be adding the answers together and giving the results of all the completed surveys back to the **[insert your health system]**.

If you have any questions about the survey or how your answers will be used, call **[insert contact person]** at **[company]** on this toll-free number **[insert number]** or e-mail **[insert address]**.

Thank you for your time and your help in making our health care system better.

Sincerely,

Template for Cover Letter:

Date

Dear Parent or Guardian of **[insert child's name]**,

You are invited to participate in a survey that will help improve the health care services your child receives at **[insert health system]**. This survey is part of a research study to measure the quality of health care provided to young children.

We have asked the **[insert company]** to conduct this survey.

This is how it works:

- With this letter you received a survey.
- The parent or guardian who takes your child to the doctor most often should be the person who fills out the survey so we can get as much information as possible.
- This survey should take about 5 minutes to complete.
- When you are done, send it back in the postage paid envelope within two weeks.

Your participation in the survey is **voluntary**. All the information you give us will be kept private and will never be matched to your name or your child's name. Your child's doctor or nurse will not see your individual responses or know who completed the survey.

Staff from the **[insert company]** will be adding the answers together, combining them with information about your child's health care visits, and giving a summary report back to health care providers at **[insert health system]**. **[Insert company]** is helping us analyze the data in order to protect your confidentiality.

If you have any questions about the survey or how your answers will be used, call **[insert contact person]** of the **[insert company]** at **[phone number]** or e-mail her at **[insert address]**.

Thank you for your effort to improve health care for young children at **[insert health system]**.

Your opinion is important and will help us improve the health care we provide.

Sincerely,

Template for Thank you/ Reminder Post card:

From Practice

Dear Parent or Guardian of **[child's name]**,

Two weeks ago we sent you an important survey about your child's health care. If you have mailed it, please accept our sincere thanks. If you haven't mailed this important survey, please take the time now to complete and mail it, or fill it out on the internet at the web site provided in the survey cover letter.

If you have any questions or need another copy, please call **[contact name]** at our toll free number **[insert number]**.

Your opinion is valuable and will help us here at **[insert practice name]** in the health care services we provide for young children.

Thanks again for your help.

Sincerely,

Template for telephone reminder phone call:

Hello, can I speak to parent/guardian of **[Insert Child's name]**?

If Yes, or This Is:

- I am **[insert your name]** calling from the **[insert health system]**. Recently, we sent you a survey titled “**Your Child’s Health Care**” that is about the health care your child gets. Did you receive the survey? Is a white survey with green/teal writing on it - It was in a booklet form?”

Have you sent it back in the last few days?

- If they **yes**, Say “We are just calling to remind parents to please fill out the survey. It is part of an effort the **[insert department/health system]** is doing to improve well-child care for young children and they think the best way to get feedback is to hear from parents like yourself. Do you think you sent it back in the last few days?”
 - If they say **yes** – Thank you, and have a great day!
 - If they say **no** - Your participation in the survey is **voluntary**. However, only parents like you can provide the important feedback needed in the survey. All the information you give us will be kept confidential and will never be matched to your name or your child's name. Your child's doctor or nurse will not see your individual responses or know who completed the survey. We hope you reconsider and will take the time to complete the survey. Thank you for your time, have a good morning, night, afternoon.
- If they say “**No**,” say “Did you receive the survey in the mail? It was in a booklet form?”
 - If they say **No**: If we send another survey to your home, would you be willing to complete it?
 - If yes – they want another survey: Thank you. We will send it to you as soon as possible. Can I please CHECK Your ADDRESS? (Check address)

Thank you, in advance, for the time you take to complete the survey. The information you provide will help improve health care for children in **[insert health system]**.

- If no- they don't want another survey: Your participation in the survey is **voluntary**. Only parents like you can provide the important feedback needed in the survey. All the information you give us will be kept confidential and will never be matched to your name or your child's name. Your child's doctor or nurse will not see your individual responses or know who completed the survey. We hope you reconsider and will take the time to complete the survey. Thank you for your time, have a good morning, night, afternoon.

- If they say **Yes**: "I know parents like yourself are busy and it may be hard to find time to complete the survey but your feedback is very important. The information you give us will help improve health care for children in **[insert health system]**. Do you think you could take the time either today or tomorrow?"
 - ◆ If they **say yes** "Thank you so much, we look forward to your feedback. Remember to send it back in as soon as possible and have a good afternoon, morning, night."
 - ◆ If they **say no**, say "....."
 - ❖ If they don't want to do it: Your participation in the survey is **voluntary**. Only parents like you can provide the important feedback needed in the survey. All the information you give us will be kept confidential and will never be matched to your name or your child's name. Your child's doctor or nurse will not see your individual responses or know who completed the survey. We hope you reconsider and will take the time to complete the survey. Thank you for your time, have a good morning, night, afternoon.

- ❖ If they say they have questions before they will fill out: You can contact **[insert contact name]** at the following toll-free line with any questions that you have about the survey or how your responses will be used: **[insert phone number]**. Thank you for your time.

If No,

May I please speak to the parent or guardian of **[insert child's name]**?

If Yes, (go to the back to the top)

If No, they are not here: Ok, thank you. We will call back. (Enter Call Back Code)

If no, they don't live here or they refuse to pass the phone on:

Thank you for the time. (Enter Refusal Code – Don't Call Back)

If it is a Message Machine:

Hello, I am calling from the **[insert health system]**. Recently, we sent you a survey titled "**Your Child's Health Care**" about the health care **[Insert child's name]** gets. Our records show that we haven't received the survey yet. I know parents like yourself are busy, but your feedback is very important. The information you give us will help improve health care for children in **[insert health system/city]**. All responses will be kept confidential. We are calling to remind you to please send back the survey as soon as possible. If you have questions about the survey or how you responses will be used, you can call **[insert contact person]** at the following toll-free number: **[insert phone number]**. Have a good day.