RAPID Community Voices Survey Methods and Approach

Overview & Objectives

RAPID Community Voices partnerships aim to gather timely and actionable information and parent voices from families with young children in cities, counties/regions and states, to promote data- and parent-informed policies and programs locally. Community Voices surveys are online surveys of households with at least one child under age 6. Through the surveys, RAPID and our partners aim to better understand the experiences, needs, and resiliency of parents/caregivers and their young children. Our Community Voices partnerships:

- Provide ongoing, timely and actionable data to inform local policies, programs and other efforts to support parents/caregivers and families with young children,
- Promote parent and community voices as central to decision making,
- Promote data transparency and near real-time data sharing with stakeholders, including community-based leaders and advocates, policymakers, academic researchers, parent representatives, and participants themselves.

Survey Methods & Approach to Partnership

1) <u>Survey Administration:</u> Community Voices partners can determine the frequency of data collection, up to a maximum frequency of quarterly surveys over two years. The RAPID team builds the online surveys in Qualtrics and the surveys are self-administered by the participant. All surveys are administered in both English and Spanish, and additional languages can be requested.

2) <u>Participant Compensation:</u> Surveys take 15 minutes or less to complete and all participants are given a $5 gift card for their time (a $20/hour rate). RAPID delivers gift cards to the email address provided by the participant during their first survey. Participants can apply their gift card to a large variety of vendors - from gasoline, groceries, restaurants, retail and other services - through the Tango platform.

3) <u>Participant Recruitment:</u> Participants are recruited using convenience sampling. The development of local recruitment partnerships and strategies is led by the Community Voices partner organization(s), as they are best able to build on existing relationships in the community and leverage organizations that are trusted by parents and caregivers locally. RAPID supports by providing a Recruitment Toolkit, which includes template language for emails, texts, newsletter content, and template flyers, as well as with data on engagement and response rates. All materials in the Toolkit can be customized. The most frequent and effective strategies are flyering, email blasts, and in-person tabling.

4) <u>Survey Frequency and Structure:</u> Community Voices partners can determine if they would like to hear from the same participants repeatedly over time or if they will recruit new participants in each data collection wave.
    a) If partners would like to gather information and insights from the same participants repeatedly, the first survey that RAPID will administer will be an <u>initial recruitment survey</u>. Through this survey, recruitment partners in the

community will share the link to the survey and, in addition to gathering responses to survey questions, RAPID will receive participants' consent to be re-contacted for ongoing surveys. All future surveys will be <u>ongoing assessments</u>, sent directly by RAPID to the email address provided by consented participants in the initial survey.

b) If Community Voices partners will recruit new participants for each wave of data collection, we will collaborate to determine what questions should be asked at each wave and each survey will be a one-time opportunity.

5) <u>Survey Content:</u> All RAPID surveys can include questions that lead to both quantitative and qualitative data. RAPID offers hundreds of ready-to-use and validated survey questions for our partners' consideration, and we can also collaborate to customize survey questions to meet local data needs. RAPID's national surveys always include questions in our core domains: experiences of material hardship, child emotional well-being, adult emotional well-being, child care, and preventive health care. RAPID routinely gathers demographic information including race, ethnicity, income level, family structure, and child disability status. Other survey content can be organized into topical modules that can be fielded one-time or on a recurring basis. Topical modules have included food insecurity, access to and use of local programs and services, social support, experiences of racism and discrimination, and kindergarten enrollment.

6) <u>Data Processing & Analysis:</u> RAPID is skilled at collecting and processing survey responses to ensure high quality datasets. We identify and remove inauthentic responses and prepare the data for analysis. Data analysis can be completed for our Community Voices at the same interval as data collection (i.e., up to four times per year). Results can be disaggregated and delivered by race, ethnicity, child age, income level, and region or geography (i.e., rural, suburban, urban). Missing responses ("NA" or unanswered questions) are excluded in analyses so results are calculated based on valid responses only. Unless otherwise stated, no stratification or weighting methods are applied in analyses. We do not report results for subgroup analyses when the cell size for that group is smaller than 5. Data analysis also includes providing qualitative data (i.e., responses to open-ended questions).

7) <u>Data Sharing:</u> RAPID can provide raw, de-identified data to our Community Voices partners in their preferred format and through a Data Sharing Agreement with Stanford University. RAPID will retain all participant contact information and ensure their confidentiality is protected.

8) <u>Participant Engagement & Communication:</u> RAPID provides participants with a phone number and email address to contact our team if they have any questions or concerns. All survey questions are optional and participants can opt out at any time. RAPID sends our national and state survey participants a monthly newsletter to share how the data and insights are being used, what we are learning through the surveys, and relevant resources (including local services and programs), and to provide an opportunity for participants to share their feedback with us.