4. Experimental Recruitment Methods

- **Community Outreach and Engagement**
  - Bilateral advertising in segments across LA County
  - Translations and adapt agents Public Service Announcements (PSA)
  - Mailings to distribution points, other public locations
  - Direct mail to community organizations (e.g., existing Maternal, Child Health Block Grant recipients, Los Angeles Department of Public Health, etc.)
  - Community members (local community leaders, clergy, etc.)

- **Household Recruitment**
  - Direct household recruitment
  - Advanced mail to all eligible households, regardless of response (call for self-referral)
  - Lists of follow-up response (letters mailed to all called)
  - Additional outreach approach (calls back reading of postcards and brochures)
  - Eventual kickoff call to key addresses with a matched phone number

- **HH Experiments**
  - Regular mail to Priority Mail
  - Priority Mail with HH advanced on survey Priority Mail with no incentive
  - Mail Preference Advanced version of Pregnancy Screener
  - Participation with promotion of 1.5% post-target for failing to complete Pregnancy Screener

5. Results

- **A. Completed Screens by Wave (Wave 1 vs Wave 2)**

<table>
<thead>
<tr>
<th>Wave</th>
<th>Total</th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>25%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>Wave 2</td>
<td>25%</td>
<td>20%</td>
<td>5%</td>
</tr>
</tbody>
</table>

- **B. Percent of Completed Screens by Recruitment Mode by Wave**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Phone</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Online</td>
<td>25%</td>
<td>25%</td>
</tr>
</tbody>
</table>

6. Discussion

- Rigorous stepped gate screening completed successfully
- **Recruitment Strategy**
  - Baby Safe Pregnancy Screener marketing, both cases
  - **SAQ**
    - Pregnancy Screener was most helpful in identifying eligible households of interest
    - **Inbound** phone calls resulted in the highest rate of completes during Wave 1 (96% completion rate on Wave 1 and 78% completion rate on Wave 2)
    - **Outbound** phone calls had a high rate of completes during Wave 2 (84% completion rate on Wave 2)
    - **Direct Mail** was a lower rate of completes during Wave 1 (74% completion rate on Wave 1 and 66% completion rate on Wave 2)

- **Bone and Joint Development**
  - **Inbound** phone calls resulted in the highest rate of completes during Wave 1 (96% completion rate on Wave 1 and 78% completion rate on Wave 2)
  - **Outbound** phone calls had a high rate of completes during Wave 2 (84% completion rate on Wave 2)
  - **Direct Mail** was a lower rate of completes during Wave 1 (74% completion rate on Wave 1 and 66% completion rate on Wave 2)

- **Overall Recruitment Strategies**
  - A combination of **Inbound** and **Outbound** phone calls resulted in the highest rate of completes during Wave 1 (96% completion rate on Wave 1 and 78% completion rate on Wave 2)
  - **Direct Mail** was a lower rate of completes during Wave 1 (74% completion rate on Wave 1 and 66% completion rate on Wave 2)

- **Recruitment Strategies**
  - A combination of **Inbound** and **Outbound** phone calls resulted in the highest rate of completes during Wave 1 (96% completion rate on Wave 1 and 78% completion rate on Wave 2)
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- **Recruitment Strategies**
  - A combination of **Inbound** and **Outbound** phone calls resulted in the highest rate of completes during Wave 1 (96% completion rate on Wave 1 and 78% completion rate on Wave 2)
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