

P10041.08

Northern Ireland

Diet and Health

Study 2015

Telephone Unit Project

Instructions

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1 BACKGROUND & OBJECTIVES

Shhht...don't mention it!

Consumption of dietary sodium (or salt) is related to high blood pressure and cardiovascular disease. Sodium consumption can be assessed by measuring its levels in urine, ideally in a sample collected over a 24-hour period.

Public Health England (PHE) and the Food Standards Agency Northern Ireland (FSA NI) are conducting this study to monitor progress towards the dietary target to reduce salt intake to approximately 6g per day. The study will be carried out in Northern Ireland and will involve adults, aged 19-64.

In order to measure dietary salt consumption, individuals will be recruited by the Telephone Unit (TU) and details of those agreeing to take part will be passed onto trained fieldworkers at Ulster University.

Participants will be asked to collect all urine passed during a 24-hour period. There will be two short visits conducted by a trained fieldworker from Ulster University. During the first fieldworker visit, the fieldworker will explain the procedures and leave the collection equipment. The fieldworker will collect the samples on the second visit and send them to the laboratory, at our collaborators the Medical Research Council Human Nutrition Research (MRC HNR), for analysis.

Fieldwork will be carried out in five monthly waves:

- TU carry out recruitment in **January to June**.
We need to achieve 1,820 recruited individuals to meet our target of obtaining 550 usable urine samples.
- Fieldworker appointments will be carried out from **February to July**.
In that time we aim to collect usable urine samples from 550 adults.

2 NATCEN CONTACTS

The study fieldwork will be co-ordinated by:

Researcher:	Katharine Sadler and Beverley Bates
Project Manager:	Chloe Robinson
Telephone Unit:	Sonia Shirvington

If you have any queries about the study, please first contact your Supervisor in the TU. They will advise you of the best course of action.

3 FIELDWORK & SAMPLE DESIGN

The sample design is to achieve a representative sample of the adult population aged 19 to 64 years living in Northern Ireland across all geographical areas including rural and urban areas (and area deprivation codes).

A **maximum of two people aged 19 to 64 years** within each household are eligible to take part in the study. Where there are more than two eligible adults in a household, two adults will be randomly selected by CATI.

3.1. Random Digit Dialling

Telephone numbers will be generated by a method of Random Digit Dialling (RDD).

RDD is method where a representative sample of telephone numbers is generated at random from a frame of all possible landline telephone numbers.

For this study, a company called Survey Sampling Inc. (SSI) has provided us with a RDD sample for Northern Ireland. SSI selected all eligible area codes and has removed a large proportion of non-working numbers from the sample file. Although the majority of the numbers in the sample should be working numbers, a proportion of these numbers may be non-working or will not belong to private households. **Non-residential numbers will have to be screened out, and numbers where there is no answer/answer phone may be dialled in a later shift.**

3.2 Sample size

A total of **16,500** telephone numbers have been generated and will be given to the TU. The majority of them will be working numbers. The telephone numbers will be given to the TU in five batches (waves).

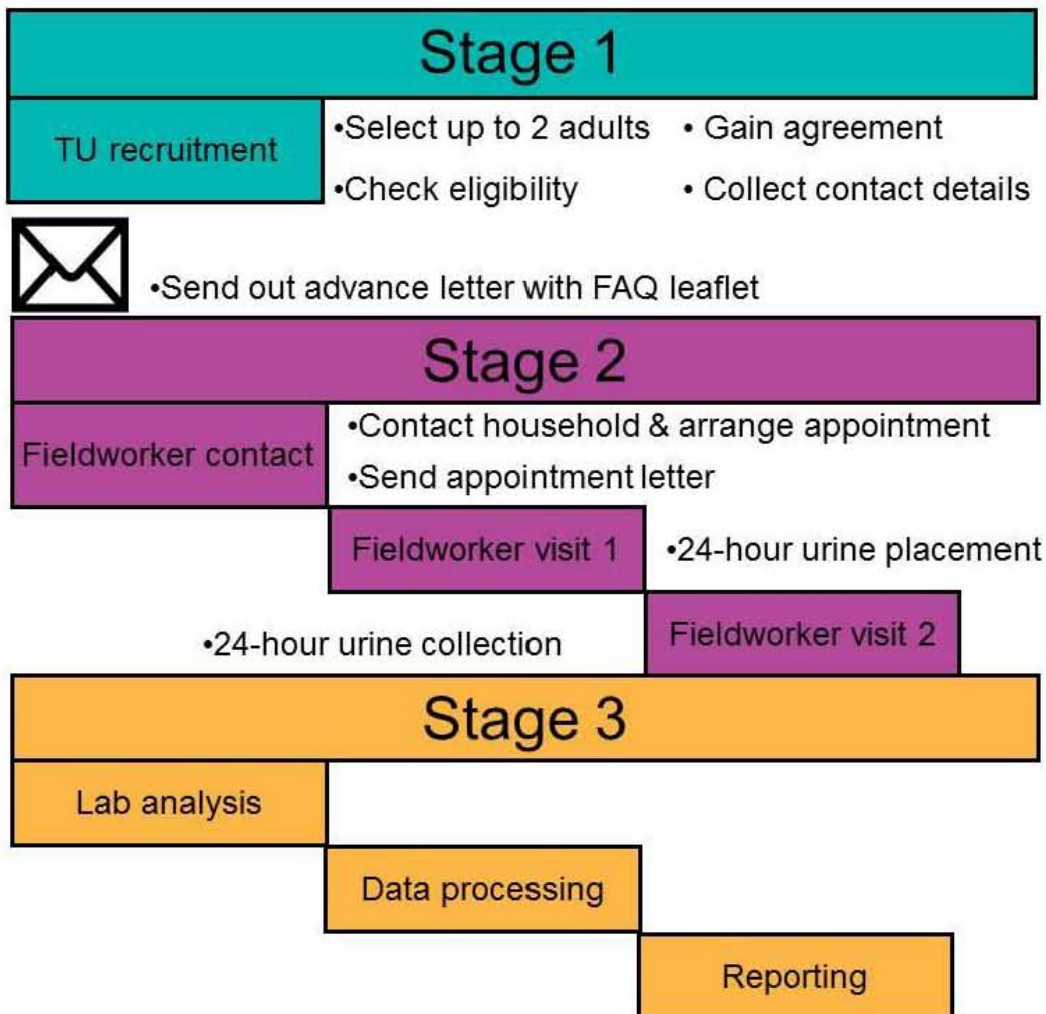
3.3 Fieldwork dates

The TU will have approximately four weeks to cover each wave of telephone numbers. The TU fieldwork dates and size of waves are as follows:

Wave	Start date	End date	Sample Size
Wave 1	7 th Jan 15	4 th Feb 15	3,483
Wave 2	5 th Feb 15	8 th Mar 15	3,300
Wave 3	9 th Mar 15	6 th Apr 15	3,300
Wave 4	7 th April 15	6 th May 15	3,300
Wave 5	7 th May 15	7 th June 15	3,117
Total	7th Jan 15	7th June 15	16,500

4 STUDY STRUCTURE

There are two stages to the study; the first stage involves initial contact by the TU to establish eligibility and agreement to the fieldworker to visit. The second stage is the fieldworker visit where the study will be explained in greater detail.



5 THE CATI PROGRAMME

You will be making contact with each generated telephone number to introduce the study, check the eligibility of participants and gain agreement for the fieldworker to visit. Participant details will then be passed on to the fieldworker, who will arrange an appointment at a time convenient to the participant. Each of the TU stages is described in more detail in the following sections:

Section A: CATI Introduction

Intro

Short introduction, which mentions NatGen, Food Standards Agency Northern Ireland, Public Health England and Ulster University and briefly introduces the study.

It is important that you read the script exactly as it appears on the CATI screen. Once you have read the introduction, answer queries as and when they are raised.

Section B: Verifying telephone numbers

IntroAll

After introducing the study you will need to establish whether the telephone number is a **residential number** i.e. belonging to a private address. A private address is defined as:

- a private household lives at the location where the telephone rings
- **and** the telephone number can be used to make contact with household members (i.e. it's not permanently connected to a fax/modem).

A **non-residential number** (numbers belonging to businesses and communal establishments) will need to be coded as a '2'.

Section C: Respondent eligibility and selection

Within each household a maximum of 2 people aged 19 to 64 years are eligible to take part in the study. Where households contain **3 or more adults** CATI will randomly select 2 adults.

Agechk/NumElig

You will need to establish if there are any people aged 19 to 64 living at the household and record the number of eligible participants. If the person you are speaking to is not aged between 19 and 64, you will need to speak with someone who is. If no one in the household is within the eligible age range then end the interview and code in the Non Response block.

If there are 3 or more eligible participants you will need to collect the names and ages of all adults aged between 19 and 64 in the household, starting with the adult answering the call and then **from the oldest to the youngest member** of the household.

You cannot go back and change the number of eligible participants at *NumElig* at any other time during the interview, so please ensure that the number of eligible participants you are entering at *NumElig* is correct.

Selection

Usually in a household where a selection has been made the person answering the phone will be one of the selected participants (PERSON 1 on CATI). Where the person on the phone is NOT selected, you will need to speak to one of the selected adults. If neither of the selected adults is available to take your call you will need to make an appointment to call back and speak to them.

Household eligibility Rules:

1. What should you do if you reach a telephone in a communal establishment such as a B&B or a retirement home?

Generally, such communal establishments are not included in surveys of private households. However, it is possible that the telephone line is used by a separate household living on the premises of the communal establishment (e.g. the owner of the B&B with his/her family). If so, the private household is eligible and you should introduce the survey and select a participant.

2. What should you do if you reach a telephone in a communal hallway?

If you have reached a communal telephone in halls-of-residence or a nursing home, the telephone number is ineligible.

Exceptions:

- Include the private phone located *in the room* of the student/fieldworker. Carry out the participant selection and carry out the interview.
- Include the phone located in the communal hallway of a house that has been converted into bedsits. Note that each bedsit is a separate household and you must select the household of the person who has answered the phone.

3. What should you do if you reach a telephone in a home-based office?

Even if the telephone is only used for business, it does nevertheless give access to private household members and is therefore eligible. Select participant(s) and carry out the interview.

Section D: Household questionnaire

We will ask one of the selected respondents, who has agreed to take part in the study, a short household questionnaire that will cover food and economic activity. The household questionnaire will **ONLY** be asked of the selected respondent.

The household questionnaire covers questions on general dietary patterns and also economic activity of the household.

.....

IntroHH

Respondents will be asked some questions about what they ate *yesterday and the day before yesterday*. Questions on individual food items then follow.

Cereal

We are only interested in whether the respondent has eaten whole grain or high fibre cereals (exclude cereals such as Crunchy Nut Corn Flakes, Rice Krispies).

HHAcc

The final part of the household questionnaire covers economic activity. You will need to establish in whose name the accommodation is owned or rented. This may not necessarily be the person who you are speaking to.

If the accommodation is owned or rented by someone else in the household then this person is the household reference person (HRP). If more than two people own/rent the accommodation then you need to establish who the highest income earner is (income – earnings, benefits, pensions). If both people have the same income then the person who is oldest is the HRP.

Household Reference Person (HRP) is the person in whose name the accommodation is owned or rented. If there is more than one person, with the highest income, then the HRP is the eldest.

SrcInc

Code the sources of income for the HOUSEHOLD REFERENCE PERSON AND SPOUSE/PARTNER only. Don't include income for other adults in the household.

HRPActiv

This set of questions deals with what the HRP was doing in the seven days ending on the Sunday preceding the interview. If the HRP's occupational status has changed since that date, we are interested in **the reference week only**, even though the temptation is to talk about what the respondent is doing currently.

Paid work:

It should be left to the respondent to decide whether or not (s)he is in 'paid work', but it must be paid work to count. 'Paid work' at this question means any work for pay or profit done in the reference week. It is to be included, however little time is spent on it, so long as it is paid.

Temporarily sick or on leave:

Someone who was temporarily sick or on leave from a job in the reference week should still be coded as in paid work. Longer-term absences are a little more complicated. If the total absence from work (from the last day of work to the reference week) has exceeded six months, then a person is classed as in paid work only if full or partial pay has been received by the worker during the absence, and they expect to return to work for the same employer (i.e. a job is available for them).

Maternity/Paternity leave:

If the respondent is on maternity or paternity leave, with a job to go back to, this should be coded as in paid work (but temporarily away).

Career breaks:

In some organisations, employees are able to take a career break for a specified period and are guaranteed employment at the end of that period. If a respondent is currently on a career break, (s)he should be coded as being in paid work only if there is an arrangement between the employer and employee that there will be employment for the employee at the end of the break. This is not dependent on his/her receiving payment from the employer during the break. Leave it up to the respondent to define whether or not (s)he has a job to go back to.

Seasonal employment:

In some industries/geographical areas (e.g. agriculture, seaside resorts), there is a substantial difference in the level of employment from one season to the next. Between 'seasons', respondents in such industries should not be coded as being in paid work. (However, note that the odd week of sick leave during the working season would be treated like any other worker's occasional absence, and coded as being in paid work.)

Casual work:

If a respondent works casually for an employer, but has not worked for them during the reference week, (s)he should be coded as not being in paid work, even if (s)he expects to do further work for the employer in the future.

Unpaid work:

Respondents should be coded as 'doing unpaid work for a business that you/a relative owns' if their work contributes directly to a business, firm or professional practice owned by themselves and/or relatives, but who receive no pay or profits. Unpaid voluntary work done for charity etc, should not be included here.

Training schemes:

People on Government Training Schemes may count themselves as being in paid work, but they should be coded as 'on a Government scheme for employment training'. The main schemes which are running at the moment are Youth Training and Training for Work (used to be called Employment Training or Employment Action).

Looking for paid work or a Government training scheme:

'Looking for paid work or a Government training scheme' may cover a wide range of activities, and you should not try to interpret the phrase for the respondent. Those looking for a place on a government scheme should only be coded as such if the search is active rather than passive. In other words, a respondent who has not approached an agency but who would consider a place if an agency approached her/him, should not be coded as looking for a scheme.

Intending to look for work but prevented by temporary sickness or injury:

'Intending to look for work but prevented by temporary sickness or injury' should only be used if the sickness/injury has lasted for less than 28 days. If it has lasted longer than this, code as 'doing something else'.

Permanently unable to work because of long-term sickness or disability:

'Permanently unable to work because of long-term sickness or disability' should only be used for men under 65 and women under 60. Those older than this should be coded as 'retired', 'looking after the home or family' or 'doing something else', as appropriate.

Retired:

'Retired' should only be used for people who retired from employment at around retirement age, or who were permanently sick prior to reaching retirement age.

Section E: Eligibility of selected participants

If the participant is willing to be contacted, you will check their eligibility for taking part in the study. If the participant is pregnant or breastfeeding they will not be eligible to take part.

If they are not eligible they will be thanked for their time and told that they won't be able to take part in the study. If eligible you will tell participants that the fieldworker will explain more when they get in touch.

Section F: Introduction to the fieldworker visit

EligAsk

You will ask whether the participant(s) would be willing for a fieldworker from Ulster University to phone them to explain more about the study and if they agree to take part the fieldworker will arrange to visit them. Participants also have the opportunity to say they are 'unsure' about the fieldworker visit. In cases where participants are unsure you will offer two options to the participant to receive more information:

- Provide website link
- Send a reassurance email or letter about the study

For the letter/email note down (and read back) participant's email address and ask when it would be convenient to call back. For participants that will receive a letter, please allow 3 working days until you call them back to check if they are now happy for the fieldworker to call.

Section G: Fieldworker appointments

Upon respondent agreement and eligibility, the respondent's contact details will be passed onto a fieldworker who will arrange an appointment convenient for the respondent.

Section H: Completing the non-response block

You will need to complete the non response block for unproductive outcomes. See APPENDIX A: TU OUTCOME CODES) for a full list of household outcome codes.

6 ANSWERING QUERIES

Try to follow the CATI script as much as possible and only answer queries as and when they are raised.

In general,

- for any queries regarding who we are or why we are involved, please respond directly to the potential participant.

- for any queries regarding the actual collection, purpose, use, feedback, etc of the study results, please tell participants that the fieldworker is better placed to answer these queries.

To help respond to possible questions you may get asked use the following:

General queries

“Who are NatCen Social Research?”

Please explain as you usually would. We are working with Ulster University in carrying out this study, they are based in Northern Ireland and will be conducting the fieldwork. Ulster fieldworkers will be carrying ID cards.

“How did you get my number?”

Your telephone number was obtained through a method of *random digit dialling* where telephone numbers are randomly generated from a frame of all possible telephone numbers in Northern Ireland. Your telephone number and household were selected using this method.

“But my number is protected (TPS)?”

Some numbers are data protected. Members of the public who don't want to receive unsolicited marketing/sales calls can register with the Telephone Preference Service (TPS). Telemarketers have to remove these people from their lists. Non-compliance can result in a fine. However, **the TPS only applies to sales and marketing calls**. Genuine social research is exempt. Also, because numbers are randomly generated, we don't know which ones have registered for TPS.

“What will I have to do?”

At this stage we simply want you to agree for a fieldworker to visit you and explain the study in more detail. Avoid getting into too much detail about what the fieldworker visit would involve. The fieldworker is in a better position to explain the study in more detail.

“How long will it take?”

The fieldworker will make two visits to your household. Each visit will take about 20 minutes.

“I'm pregnant/breastfeeding, can I still take part?”

Please exclude pregnant/breast-feeding women from the selection process but only if they mention it. If participant volunteers this information, say 'no, they are not eligible but all other adults (19-64) are.'

“I'm ill/incontinent etc, can I still take part?”

Yes, at this stage, all you are doing is collecting agreement for the fieldworker to visit and explain the study in more detail. If a participant volunteers this information, it is best to leave a note of this for the fieldworker.

7 WHAT THE FIELDWORKER DOES

7.1 Fieldworker appointments

Upon participant agreement and eligibility, the participant's contact details will be passed onto a fieldworker from Ulster University who will arrange an appointment convenient for the participant.

7.2 Fieldworker role

The study involves two short fieldworker visits. During the **first visit**, lasting about 20 minutes, the fieldworker will:

- introduce the study
- explain the protocol in detail
- re-check eligibility
- seek written consent to take part
- arrange a time for urine collection and the second fieldworker visit
- give each participant a collection sheet and equipment

The **second visit** (around 20 minutes) is for sample collection and despatch. The fieldworker will:

- go through the urine collection sheet with participants
- take two aliquots of the 24-hour sample for despatch
- hand over a gift card for each participant who provides a complete sample

After the visit the fieldworker will send the urine samples to the laboratory at Human Nutrition Research (HNR) along with the collection sheet and despatch note.

7.3 Participant letters

Each household that has agreed to take part in the fieldworker visit stage will receive a letter thanking them for their agreement to take part in the study and informing them that the fieldworker will be in touch shortly to arrange a visit.

Advance letter

The advance letter comes with a FAQ leaflet enclosed that answers common questions about the study.

Reassurance email/letter

Participants who are unsure or request further information about the study and NatCen will be sent a reassurance email (or letter) by the TU (prior to the appointment being booked by the fieldworker).

7.4 Participant incentives

Participants who fully complete the study (i.e. provide complete 24-hour urine sample) will receive a £15 gift card. This will be provided by the fieldworker at the second visit.

Please mention the incentive if the participant is reluctant to take part in the study. However, please DO NOT say that “you will be paid to take part” – instead say “if you take part, you will be given a £15 gift card as a token of appreciation for your time.”

APPENDIX A: TU OUTCOME CODES

Code	Description	Notes
Productive Codes: Eligible Interview		
111	Complete interview and agreed to fieldworker visit	
112	Complete interview but selected participant refused fieldworker visit	
113	Complete interview but proxy refusal to fieldworker visit	Selected person refuses fieldworker visit, and refuses on behalf of other selected person
114	Complete interview but refusal to fieldworker visit	Both selected respondents refuse fieldworker visit.
210	Partial interview by selected participant	Interview terminated before the end (not refusal – see 440 for refusal during interview)
Unable to establish eligibility		
430	Refusal at introduction / before interview	Refusal before any eligibility questions
692	Unable to confirm eligibility due to language barrier	
810	Contact made but unable / refused to confirm whether address is residential	
830	Contact made but unable / refused to confirm whether eligible residents (age 19-64)	
Eligible, Non-Interview		
322	Contact made at RDD number but not with a responsible resident	Phone answered by a child / or non-resident, no one else available.
323	Contact with responsible resident but no contact with selected participant	
Refusal - after establishing eligibility		
431	Refusal by target participant	

Code	Description	Notes
432	Proxy refusal during interview	When person is not a selected participant and interviewer asks for second selected person
440	Refusal during the interview	
450	Broken appointment, no re-contact	Arranged to call back selected participant(s) but interviewer is unable subsequently to re-contact them.
	Other non-response – after establishing eligibility	
510	Selected person ill at home during field period Intoxicated persons to be included.	If first selected person ill, and there is a second selected person, ask for second person.
520	Selected person away/in hospital throughout field period	As above
541	Language barrier with Household	
542	Language barrier with selected participant	If issue with first selected person, and there is a second selected person, ask for second person.
530	Physically or mentally unable / incompetent (permanent conditions)	As above
550	SUPERVISOR CODE: Lost interview	
591	SUPERVISOR CODE: Full interview but participant requested data deleted	
592	SUPERVISOR CODE: Partial interview but participant requested data deleted	
599	Other non-response (give details)	
	Problems getting through	
611	SUPERVISOR CODE: Not issued to an interviewer	
612	SUPERVISOR CODE: Issued but not attempted	
641	Always ringing, not answered (no answering machine/voice mail)	

Code	Description	Notes
642	Always answer phone/voice mail	Message does not indicate whether telephone number is for a private household
643	Always busy / engaged line	
644	Always fax/ modem/ data line/ pager	E.g. bad telephone line, telephone company has technical problems. Problems may be temporary, attempt number again within fieldwork period.
645	Always telecommunication technological barriers	Call barring, call-screening or other telecommunication technologies creating barrier to contacting number and establishing whether it a private household or not.
646	Other technical phone problems	
649	Other non-contact (e.g. combinations of 641-646) (give full details)	
690	Other unknown eligibility (give full details)	
Telephone number not eligible		
730	Out of service or disconnected	These numbers should be attempted again during the field period as they may become reconnected
740	Non-residential Telephone number is used solely for business, school, government office, other organisation, etc., with no resident persons.	This does not include numbers that are shared for both business and private use.
750	RDD number is residential, but no resident household Residential, but not the main residence of any of the persons staying there (apply standard definition of residency).	Likely to apply to seasonal/ vacation/ temporary residences

Code	Description	Notes
760	Communal establishment/ institution Residential and occupied, but does not contain any private household(s)	e.g. institutions and barracks
770	Resident household(s), but not eligible – no one in HH aged 19-64	
771	Selected participant(s) not eligible – pregnant or breastfeeding	
780	SUPERVISOR CODE: Out of sample (outside of Northern Ireland)	
790	Other ineligible (details to be recorded)	