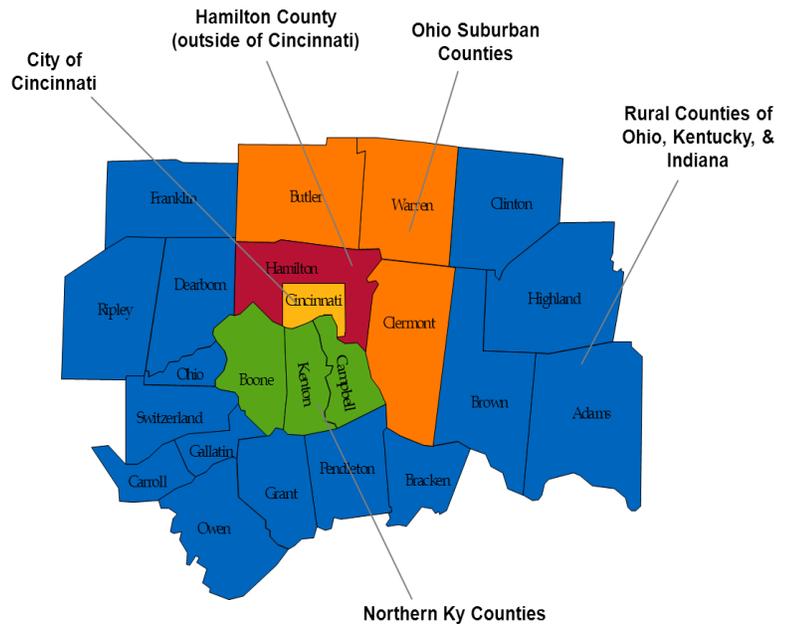




# Overview & Methodology

## 2011 Greater Cincinnati/Northern Kentucky Child Well-Being Survey

The **Child Well-Being Survey (CWBS)** is a random digit dial (RDD) telephone survey of primary caregivers of children in the Greater Cincinnati/Northern Kentucky region conducted by the Anderson Center for Health Systems Excellence and supported by Cincinnati Children's Hospital Medical Center, the Health Foundation of Greater Cincinnati, the United Way of Greater Cincinnati, the Center for Clinical and Translational Science and Training, and Vision 2015. The CWBS has been conducted three times - in 2000, 2005, and most recently in 2011. Primary caregivers, usually parents, are asked questions about one randomly selected child in their household. The 2011 CWBS includes questions about health status, chronic conditions, access to care, insurance status, child care, time use, food security, and neighborhood attributes. The CWBS relies mainly on validated questions that have been used by other national surveys about child health, making the data comparable to data collected at the national and state level.



### Methodology

A total of **2,083** primary caregivers (mostly parents) of children under the age of 18 living in the Greater Cincinnati/Northern Kentucky region were interviewed by telephone between October 2011 and February 2012. Of the 2,083 completed surveys, 16% were cell phone interviews and the rest conducted on landlines. For sampling purposes, the region was sub-divided into five sub-regions (see map).

The 2011 CWBS also included oversamples of Avondale, Price Hill, and the city of Covington.

The CWBS data are weighted to best reflect the population. Sample weights were developed to account for households with more than one telephone number, households with multiple children, under- or over-representation of various demographic groups



## Methodology (cont'd)

in the population due to sampling variability and non-response, and, finally, to account for the stratification and disproportionate sampling of the population of the 22-county region. The sampling error for the survey is  $\pm 2.1\%$ . This sampling error is based on a sample size of 2,083 and assumes a 95% confidence interval. When analyzing data for any sub-groups of the sample, the margin of error will be higher.

## Survey Topics

The 2011 CWBS covers a wide variety of topics, including:

- General health status
- Special Health Care Needs
- Use of behavioral health services
- Presence and severity of asthma
- Presence and severity of ADHD
- Obesity
- Oral health
- Health care use and access
- Insurance coverage
- Receipt of preventive care
- Receipt of Preventive Dental Care
- Physical activity
- Screen Time
- Reading
- Discussion of drugs and alcohol
- Participation in extracurricular activities
- Child care arrangements
- Parent's source of child health information
- Food security
- Neighborhood resources
- Community support
- Parental perception of school and neighborhood safety

Care was taken to ensure that the data would be comparable to previous versions of the CWBS and to other state and national surveys. Several questions have been included on the survey since 2000, meaning that we can now compare data across three points in time. In addition, most of the questions have been modeled after questions asked on national and state-level surveys to allow comparisons.

## Survey Results

The results of the CWBS provide policy makers, public agencies, researchers, and community members with population-based information to describe and monitor the health and well-being of children in our region. The CWBS data (past and present) and reports of findings are available to the public at no cost and can be found on the CCHMC Anderson Center website or on the websites of some of our community partners. Use the contact information below for more information about the survey or to receive the data.

### *Thanks to our 2011 CWBS Community Partners!*

The Health Foundation of Greater Cincinnati

The United Way of Greater Cincinnati

The Center for Clinical and Translational Science and Training

Place Matters (Xavier University)

United Way of Northern Kentucky

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