



# **Applying a Data Equity Lens to Questionnaire Design and Recruitment**

Using a Cultural Broker to Help Create More  
Equitable Design

# ABOUT THIS PRESENTATION



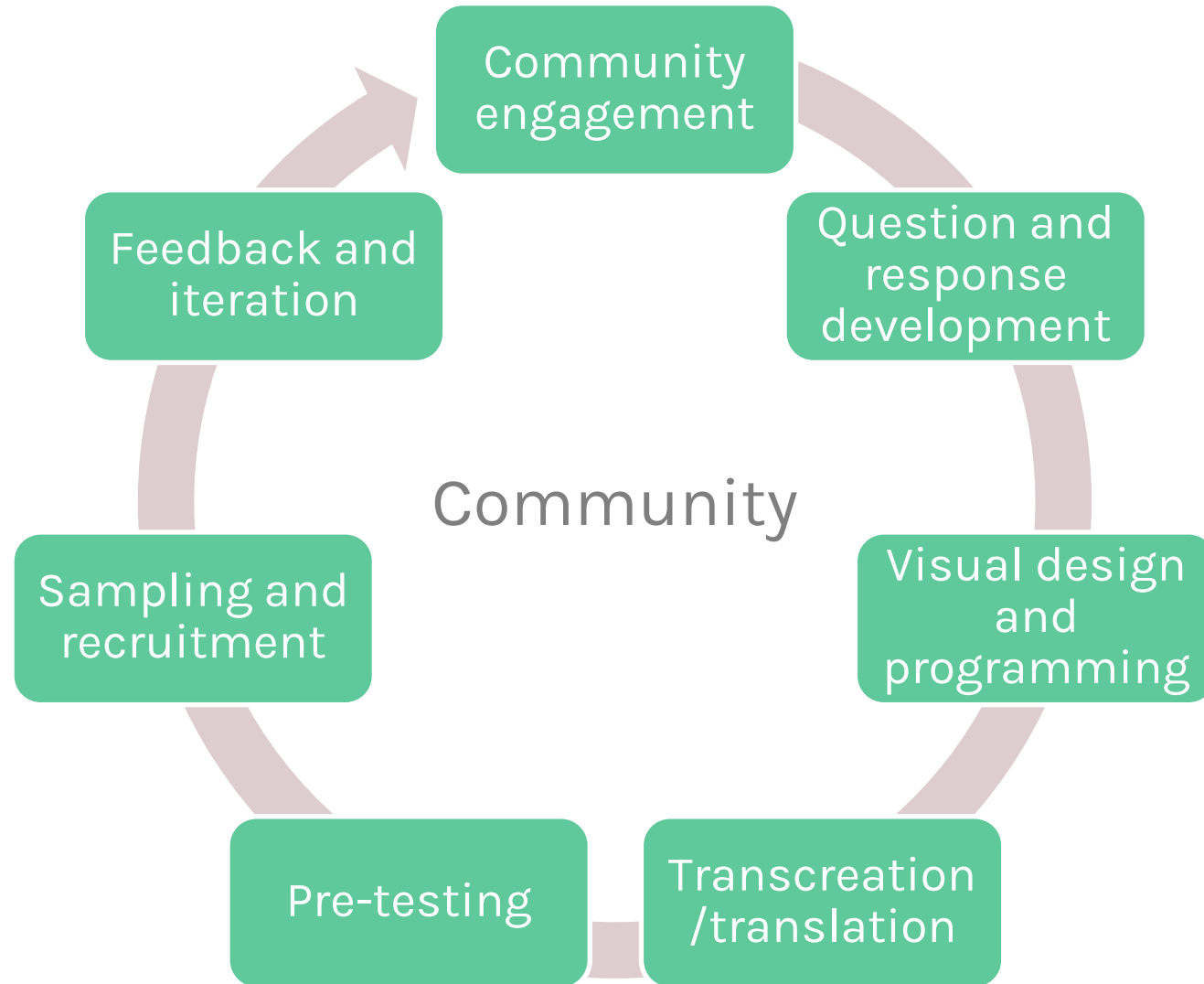
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President  
MDR



# WHY EQUITABLE DESIGN IS IMPORTANT

- Ensures that all respondents, regardless of their background or identity, have the opportunity and ability to participate.
- Reflects the diverse experiences of the population.
- Seeks to eliminate biases and the exclusion of underrepresented and marginalized groups.
- Leads to **more accurate and reliable data**.
- Solutions can be developed that truly **benefit or meet the needs of everyone**.

# A TRADITIONAL EQUITABLE DESIGN PROCESS



# THE CHALLENGE WITH THIS APPROACH

- Community engagement is not easy and takes time, effort and trust
- What if you don't have the time?
- You are tasked with ensuring participation from a new community without have any established relationships?
- Or you have traditionally had difficulty getting representation from certain groups?

# 1. COMMUNITY ENGAGEMENT USING CULTURAL BROKERS

## What is a Cultural Broker?

- Community-based organization w/equity-based mission
- Advocates, navigators, DEI coaches and consultants
- Bring skills in facilitation, relationship building, data collection

## How we have worked with Cultural Brokers

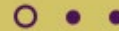
- Partners in all phases of project
- Formal role (contracted, scope of work, budget, etc.)
- Treat relationship ethically and with respect

# 1. COMMUNITY ENGAGEMENT USING CULTURAL BROKERS

## Cross Cultural Community Services



To promote social inclusion, improve equitable outcomes within systems, and address the social determinants of health for culturally and ethnically diverse communities through outreach, education and advocacy.



## 2. RESPONDENT FIRST DESIGN

- Start by writing surveys and discussion guides from the perspective of the respondent
  - Imagine if you were taking this survey
  - Write questions in easy to understand, clear, and simple English
  - The visual design of a survey plays as much a role in understanding as the wording and language
  - Make surveys shorter!
- Review and Refine with Community Input
  - Bring different personal and cultural perspectives and experiences

## 2. RESPONDENT FIRST DESIGN (AN EXAMPLE)

### Original

How can providers assist and support mothers when it comes to culturally sensitive care?

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### Original

How can providers assist and support mothers when it comes to culturally sensitive care?

### After Community Input

How can health care providers include important cultural traditions in their care?

### 3. MOVING BEYOND QUOTAS

- Traditional sampling methods might be good 90% of the time
- What about the groups not accessible through these platforms?
- Meet your respondents where they are - alternative sampling and data collection approaches

| Standard (90%)  | Alternative (10%)  |
|---|--|
| <ul style="list-style-type: none"><li>• Online panels</li><li>• Probability-based samples</li><li>• Social media/digital recruiting (non-probability)</li></ul> | <ul style="list-style-type: none"><li>• Community-based</li><li>• Other types of convenience sampling (purposive sampling, snowball sampling)</li><li>• Specialty panels</li></ul> |

# 3. MOVING BEYOND QUOTAS

**ARE YOU A NEW MOM WHO IDENTIFIES AS INDIGENOUS AND/OR AMERICAN INDIAN OR ALASKA NATIVE?**

**WANT TO SHARE YOUR STORY?**



You may be eligible to participate in a survey that will help improve care for women like you. Scan the QR code to take the survey!



**ARE YOU A NEW MOM WHO IDENTIFIES AS INDIGENOUS AND/OR AMERICAN INDIAN OR ALASKA NATIVE?**

**WANT TO SHARE YOUR STORY?**

**TELL ME MORE**

The Listening to Mothers IV Survey seeks to understand the pregnancy, childbirth, and postpartum experiences of mothers across the United States. The goal of this survey is to inform policy and medical care for mothers.

**INTERESTED?**

You can visit [www.listeningtomothers.org](http://www.listeningtomothers.org) or scan this QR code to see if you qualify for this survey.

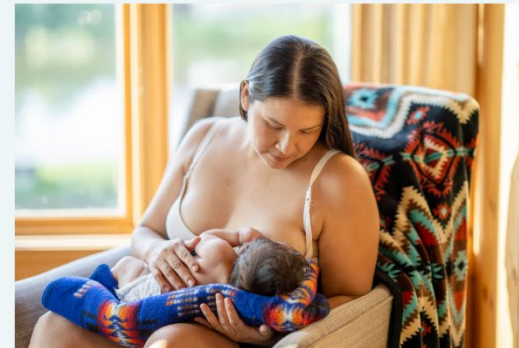


**WHO IS BEHIND THIS SURVEY?**

This survey is a collaboration between the National Partnership for Women & Families and their research partner Market Decisions Research.

**I STILL HAVE QUESTIONS**

Visit our website, [listeningtomothers.org](http://listeningtomothers.org), or contact the project manager, Elisa Ungaro via email at [eungaro@marketdecisions.org](mailto:eungaro@marketdecisions.org), or phone at (800) 293-1538 ext. 1620.



**WHY INDIGENOUS MOMS?**

The National Partnership for Women & Families is committed to developing meaningful information about the views and experiences of birthing people who identify as Indigenous and/or American Indian and Alaska Native, with respect to pregnancy through the postpartum and infant periods.

# 3 TIPS FOR MORE EQUITABLE DESIGN

1

**Use a Cultural Broker to Kick-Start Community Engagement**

2

**Begin and End With Respondent-First Design**

3

**Move Beyond Quotas for True Representativeness in Your Sample**

# ADDITIONAL RESOURCES

## [UCLA Data Equity Center](https://healthpolicy.ucla.edu/our-work/data-equity-center)

*(<https://healthpolicy.ucla.edu/our-work/data-equity-center>)*

- Technical Assistance
- Resource Library
- Training
- Events