THE HEALTH OMNIBUS SURVEY
SPRING 2012

A population interview survey of 3,000 households in South Australia focusing on the health and wellbeing of the community
The Health Omnibus Survey
Spring 2012

“... sample is large enough to give a high level of confidence in the results and trends being found.”
Professor Robert Adams
Discipline of Medicine and The University of Adelaide
The Queen Elizabeth Hospital

“... lends itself to re-analysis. The sample of more than 3000 South Australian households provides a robust and reliable data set from which important public health information can be derived.”
Emeritus Professor Robert Goldney
Professor of Psychiatry
The University of Adelaide

“The Health Omnibus Survey provides a rigorous and cost-efficient method of collecting high quality community based data on a large sample with the additional (rarely found) potential for time-series analyses over consecutive time intervals.”
Professor Phillipa Hay
Professor of Mental Health, School of Medicine
University of Western Sydney

To reserve space for your questions, please contact:

Natasha Meek
Harrison Health Research
Telephone (08) 8490 4220
Email natasha@harrisonresearch.com.au

OR

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INTRODUCTION

The Health Omnibus Survey is a service provided since 1991 by Harrison Health Research to a number of government and non-government organisations responsible for servicing the health needs of the South Australian community. It examines aspects of the lives of South Australians, in particular their health and wellbeing.

The idea of an omnibus survey is that several organisations share the cost of conducting a face to face survey, with each organisation paying only for those questions which are of direct relevance to their information requirements.

The goal of the Omnibus is to collect, analyse and interpret data that can be used to plan, implement and monitor various programs and initiatives.

The Health Omnibus Survey provides organisations with an opportunity to generate population statistics of prevalence rates, program impacts and other important data at an affordable cost.

A particular advantage of the Health Omnibus is that an extremely rigorous sampling procedure is adopted for the survey, generating statistical information of the highest quality. Initially a sample of 5,200 households will be selected. The response rate obtained in the sample has traditionally been in excess of 60%. Therefore, it is aimed to conduct interviews at 3,000 households across the State.

A quality control committee, which includes representatives of users of the survey, has a watching brief over all facets of the survey. The committee is chaired by Associate Professor Anne Taylor from Population Research and Outcome Studies.

This prospectus presents an invitation to interested organisations to participate in the Spring 2012 Health Omnibus Survey. In total a minimum of 150 questions must be purchased for the Health Omnibus to proceed. All questions should have some relevance to the overall health of the population. The Committee reserves the right to reject any questions which it considers inappropriate.
ADVANTAGES OF THE HEALTH OMNIBUS SURVEY

The particular advantages offered by the Health Omnibus Survey are:

- A high quality survey with a strict survey methodology addressing sample selection, interview methodology, analyses and reporting.
- Advanced statistical analysis to meet client needs.
- Data weighted to correspond to the age, sex and geographic profile of South Australia.
- Large representative interview sample of South Australians.
- Opportunity to cross-tabulate your data with the data of other users subject to agreement.
- Opportunity to share data with other users.
- Up to 10 demographic questions provided free.
- Question to be included to allow recontact for future research (subject to Ethics approval).
- Low cost.
POTENTIAL APPLICATIONS OF THE HEALTH OMNIBUS SURVEY

The Health Omnibus Survey has the potential to generate information that is useful for a wide variety of applications. Some key uses of the survey are:

- Information which explains population perspectives, attitudes, values and behaviours associated with issues under investigation.
- Information on knowledge, attitudes and behaviours.
- Information on perceptions towards and acceptability of services and programs or organisations.
- Information allowing the segmentation of problems and related issues.
- Information which identifies target groups for interventions and campaigns.
- Information on the acceptability and uptake of new initiatives and programs.
- Provision of prevalence or incidence data.
- Monitoring changes in health problems and disease trends.
- Data to test hypotheses.
- Information on the aetiology of specific health problems.
- Evaluation of interventions and programs.
SAMPLING

The Health Omnibus Survey has been designed to meet the highest standards of population survey methodology.

Initially, a total of 5,200 households will be randomly selected within South Australia. This is a multi-stage, systematic area sample.

The sample will comprise of 75% selected from the Adelaide metropolitan area with the remainder being drawn from those country centres with a population of 1,000 or more.

A minimum of six visits will be made to each household before classification as a non-contact.

A sample size of 3,000 interviews is expected as call backs will be made until this number is achieved.

One person (aged 15+) will be randomly selected from each household and interviewed on a face-to-face basis.

Prior to the main survey, a pilot study of 50 interviews will be conducted to test questions, validate the survey instrument and assess survey procedures.

QUESTIONNAIRE

Approximately 10 background demographic questions (for example: age, gender, household income, marital status, education, country of birth) are included without charge and all clients' data can be cross-tabulated against these. This, in fact, means that an organisation with only one or two questions will have access to a great deal of data and can conduct a meaningful study.

Assistance will be provided by the management committee in the preparation of questions where required.
ETHICS

Each subscriber can obtain approval of their questions from their own Ethics Committee.

The overall methodology and completed questionnaire for the Health Omnibus Survey is submitted to The University of Adelaide Ethics Committee.

VALIDATION

Ten percent of respondents will be re-contacted and interviewed again on selected questions to validate original response. Data entry will be fully verified (double punched) to ensure accuracy of data capture.

DATA ANALYSIS

The survey data will be weighted by sex, five-year age groups and geographic area so that findings apply to the demographic profile of South Australia.

Data will be edited for accuracy and consistency. Standard output will include frequency counts and cross tabulations.

REPORTING - TWO OPTIONS

Those organisations with personnel available to analyse and report on the data can be supplied with a CD only. Organisations selecting this option will be provided with information covering methodological issues, the response rate and a profile of respondents.

However, if required, a written report will be provided to participating organisations detailing the survey results. The report is presented in a reader friendly style outlining the main findings from each question and includes a number of relevant cross-tabulations. Tests of statistical significance will be conducted where appropriate. The additional cost of this reporting option will be negotiated with potential users based on the depth of analysis required. A copy of the client's weighted unit record data, including demographics, will be made available on CD at no extra cost.
COLLABORATIVE RESEARCH

In the interests of encouraging subscribers to the Health Omnibus to collaborate with each other, a copy of the final questionnaire will be supplied to all subscribers at the time of providing data or reports. Data belonging to other participants, however, will not be provided and subscribers will need to negotiate directly with each other if they wish to share that.

Should any subscriber require that their questions not be made available to others, they should highlight that in writing at the time of booking. Any subscriber who is unwilling to share their questions with others will not be provided with details of the questions asked by other subscribers.

MANAGEMENT

Quality control is a major feature of the Health Omnibus Survey and is provided by a committee, which includes representatives of users of the survey. The committee is chaired by Population Research and Outcome Studies.

Questions submitted for inclusion in the survey are reviewed by the committee both before and after pilot testing of the survey instrument.
COMMITTEE MEMBERS

Associate Professor Anne Taylor (Chair)
Manager
Population Research and Outcome Studies

Ms Lora Dal Grande
Senior Epidemiologist
Population Research and Outcome Studies

Ms Jodie Avery
Senior Research Associate
Population Research and Outcome Studies

Dr Evan Atlantis
Research Fellow
School of Medicine
Faculty of Health Sciences
The University of Adelaide

Dr Sarah Appleton,
Research Fellow
The Health Observatory
The Basil Hetzel Institute
Discipline of Medicine
The Queen Elizabeth Hospital Campus
The University of Adelaide

Mr Glen Kelly
Managing Director
Harrison Health Research

Ms Natasha Meek
Manager Health Research & Quality
Harrison Health Research

Mrs Jane Reynolds
Operations Manager
Harrison Health Research
# TIMING

The timetable has been designed to allow an appropriate amount of time for review of questions and pilot testing.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Tuesday 1\textsuperscript{st} May</td>
<td>Reminder will be sent for questions to be submitted by deadline.</td>
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<tr>
<td>Friday 18\textsuperscript{th} May</td>
<td>Deadline for questions to be submitted to Harrison Health Research</td>
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<tr>
<td>Friday 10\textsuperscript{th} August</td>
<td>Pilot testing begins following compilation of the survey instrument</td>
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<tr>
<td>Last week in August</td>
<td>Finalisation of survey instrument. Further discussion with users re questions if required</td>
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<tr>
<td>Tuesday 4\textsuperscript{th} September</td>
<td>Fieldwork begins</td>
</tr>
<tr>
<td>30\textsuperscript{th} November 2012</td>
<td>Fieldwork completed</td>
</tr>
<tr>
<td>January 2013</td>
<td>Data analysis completed</td>
</tr>
<tr>
<td>February 2013</td>
<td>Reports prepared</td>
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ORGANISATIONS WHICH HAVE USED THE HEALTH OMNIBUS SURVEY

Since Harrison Health Research first offered the service in 1991 the following organisations have included questions:

- Adelaide Clinic
- Alzheimers’ Association of South Australia
- Arthritis Foundation of SA
- Asthma Foundation of SA
- Australian Department of Health and Ageing
- Australian Institute of Health and Welfare
- Australian Caption Centre
- Australian Red Cross Blood Service
- Cancer Council SA
  - Skin Cancer Prevention Program
  - Tobacco Control Research and Evaluation
- Carer’s Association
- Centre for Ageing Studies
- COPE
- CSIRO
- Deakin University
- Department of Education, Training and Employment
- Department of Family and Community Services
- Department of Health
  - Population Research and Outcome Studies Unit
  - Breast X-Ray Screening Unit
  - Communicable Diseases Control Unit
  - Food Policy
  - Reproductive Technology Unit
  - SA Cervix Screening Program
  - The Migrant Health Service
  - Health Promotion SA
- Department for Transport, Energy and Infrastructure
- Diabetes Australia (South Australia)
- Dog and Cat Management Board
- Drug and Alcohol Services Council
- Emergency Management Unit, Public Health & Clinical Coordination
- Family Planning Association
- Flinders Medical Centre
  - Department of Obstetrics & Gynaecology
ORGANISATIONS WHICH HAVE USED THE HEALTH OMNIBUS SURVEY  (Continued)

Flinders University of SA
- Environmental Health Unit
- Department of General Practice
- Department of Rehabilitation & Aged Care
- School of Nursing and Midwifery
Guide Dogs Association of SA & NT
Heart Foundation
James Cook University
Julia Farr Services
Leukaemia Foundation
Osteoporosis Australia
Palliative Care Council of SA
Repatriation General Hospital
- Division of Surgery
Royal Australian College of General Practitioners
Royal Adelaide Hospital
Royal District Nursing Service
SA Ambulance Service
SA Dental Service
Southern Adelaide Palliative Services
The Queen Elizabeth Hospital
- Department of Thoracic Medicine
- Endocrine and Diabetes Service
Transport SA
- Safety Strategy
University of Adelaide
- Population Research and Outcome Studies
- Department of Psychiatry
- Department of Obstetrics and Gynaecology
University of South Australia
- School of Health Sciences
University of Western Sydney
- School of Medicine
Women’s and Children’s Hospital
- Department of Obstetrics & Gynaecology
Work Cover Corporation
COSTS

The cost structure is shown below:

Full or part sample:

Ten or more questions - $2,500 per question (excluding GST)
Up to nine questions - $2,650 per question (excluding GST)

These costs include extensive demographic data with which users question will be cross tabulated. More advanced analyses can be negotiated with the Population Research and Outcome Studies, University of Adelaide.

Questions which have more than six response categories invariably prove to be unwieldy in survey administration. If it is necessary to have more response categories the price of the question will be loaded by at least 50% of the price per question per each additional 6 responses (or part thereof). Questions which require an “Other – specify” response, or which take longer than a ‘standard question’ to administer, will also attract a loading. In both instances, the additional cost will be agreed with the subscriber prior to finalising the questionnaire.

Subscribers will also be required to confirm their commitment and cost in writing (refer Appendix A) prior to final questionnaire being developed.

Questions which require show cards which assist the respondents in answering questions attract an additional fee of $400 (excluding GST) per show card.

If a full written report is required, cost (excluding GST) will be negotiated with individual subscribers.

Unless otherwise agreed, half (50%) of the overall cost will be invoiced prior to the survey commencing (in late August/September 2012); a further thirty percent (30%) will be invoiced on completion of data collection (December 2012); and the balance will be invoiced on provision of data or written report (January 2013). Payment is due within 14 days of the date of the invoice.

The person commissioning the research will be held responsible for ensuring that Harrison Research is provided with the correct information for issuing invoices and for ensuring that payments are made promptly.
FOR FURTHER DETAILS

Please contact Natasha Meek (Harrison Health Research) on (08) 8490 4220.

Detailed methodological information can be found at:


CAPABILITIES OF HARRISON HEALTH RESEARCH

Harrison Health Research is committed to providing its clients with quality research and quality service. This is the twenty sixth occasion the company has undertaken the Health Omnibus Survey.

The company has extensive experience in the conduct of qualitative and quantitative health/welfare surveys for a range of health and health-related organisations.

Harrison Health Research extends the invitation to any client to inspect the operational facilities of the organisation. Our address is Level 1, 69 Fullarton Road Kent Town SA 5067.

Harrison Research is one of a small number of companies, Australia-wide, whose whole data collection and management processes are accredited under ISO 20252 the International Standard for market, social and opinion research.

ISO ACCREDITATION AND USE OR THE MARKET AND SOCIAL RESEARCH PRIVACY PRINCIPLES

Harrison Research is accredited under the International Standard for Market Opinion and Social Research (AS ISO 20252) which ensures that all of our processes and all steps of the research comply with strict guidelines, thereby ensuring that your research is of the highest possible standard.

As a member of the Association of Market and Social Research Organisations (AMSRO) Harrison Research is entitled to undertake research using the Market and Social Research Privacy Principles (M&SRPP’s) rather than having to comply with the more restrictive National Privacy Principles.
# APPENDIX A: HEALTH OMNIBUS PARTICIPATION AGREEMENT

| Subscribing Organisation | Name:  
| Address: |
| Contact Person | Name:  
| Telephone: |
| Questions | Questions with 6 or less responses:  
| Questions with more than 6 responses:  
| Questions with open-ended responses:  
| Report required: Yes/No |
| Agreed Cost | (To be agreed following Pilot Study) |
| Details of Person/Organisation to whom Invoice is to be sent | Name:  
| Organisation:  
| Address:  
| Telephone: |
| Ethics Approval (Please delete one option) | Seeking own ethics approval *(please specify committee name)*  
| or  
| Require ethics approval |

I agree to participate in the 2010 Health Omnibus and certify that the above information is correct. I also undertake to ensure that all invoices are paid promptly and accept that, should there be any delays in any of the payments, the final data/reports may be withheld until full payment is received by Harrison Research.

Signed on behalf of ........................................
By............................................................(Name)

Signed on behalf of ........................................(Organisation responsible for payment)
By............................................................(Name)

Signed on behalf of Harrison Research:
By............................................................(Name)