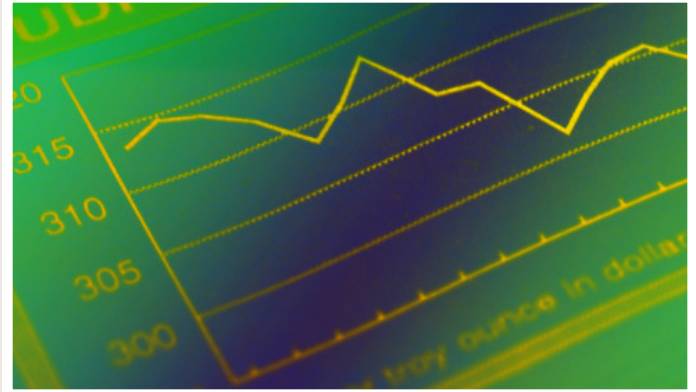


Survey Research Group

State-of-the-Art Data Collection, Research, and Analysis

The Survey Research Group (SRG), a program of the well-respected Public Health Institute based in Oakland, has specialized in conducting public health-related surveys, and currently conducts a number of surveys for public (federal, state, and county) and private sector clients in California and nationwide.



SRG has evolved from a single-survey system developed solely to conduct the California Behavioral Risk Factor Surveillance System (BRFSS) into a multi-project public health research program that has conducted multi-mode health-related surveys since 1987.

The mission of SRG is to foster health, well-being, and quality of life through rigorous quantitative and qualitative research guided by the principles of equity in health, environment, education, and economic contexts. SRG's strategies to achieve this mission are:

- Provide high quality data and analysis.
- Cultivate innovative approaches to research.
- Conduct state-of-the-art research on a local to global scale.
- Lead professional development and training in research methods.
- Forge partnerships with organizations of researchers, practitioners, and clinicians.

Survey Knowledge and Expertise

As an industry specialist in public health research, SRG has experience in conducting many types of health-related surveys. We have administered telephone-based, mail-based, web, mobile, and in-person surveys. Our in-house staff of more than 50 full time interviewers make over 2 million calls per year. Eighty percent of our interviewing staff is bicultural and bilingual, regularly conducting interviews in English and Spanish. SRG also has the capacity to conduct surveys in other languages including Cantonese, Mandarin, Vietnamese, Russian, Hmong, and more languages, depending upon the

needs of the client. We also have experience conducting surveys with multiple sampling frames, including telephone and mail surveys as well as telephone surveys that include both landline and cell phone components.

Our research staff has advanced training in public health and sociology; content areas of expertise include obesity, nutrition, physical activity, reproductive health, social determinants of health, health behaviors, and mental health. Staff also has advanced training and expertise in statistics and is highly capable of creating weights and

continued →



analyzing survey data in SPSS, SAS and other statistical software packages. As the research field advances to incorporate qualitative with quantitative methods, SRG excels in its capabilities to conduct key informant interviews, executive interviews, focus groups, and cognitive testing.

SRG has extensive experience working with public agencies at the local, state, and national levels. We contract with many different programs at the state and local levels to conduct the California Behavioral Risk Factor Surveillance System, the California Adult Tobacco Survey, and the California Women's Health Survey. Our national clients include the Centers for Disease Control and Prevention. Our state clients include programs based at the California Department of Public Health and the California Department of Health Care Services. Our county clients include local health departments such as the County of Orange Health Care Agency and the

Santa Clara County Department of Public Health. In addition, we also contract with public universities and have conducted research for the University of California, Los Angeles, and the University of California, Davis.

Public health officials, advocates, and researchers use the health data for a variety of purposes:

- › To track health risks
- › Identify emerging problems
- › Prevent disease
- › Improve treatment
- › Evaluate programs

Experience in the telephone instrument design, data collection, data analysis, multi-lingual capacity, information products, and commitment to client service sets SRG apart from our competitors.

Project Profiles



California Behavioral Risk Factor Surveillance System

Since 1987, SRG has conducted the California Behavioral Risk Factor Surveillance System (BRFSS), a state survey that includes the national BRFSS coordinated through the Centers for Disease Control and Prevention (CDC) in addition to state-specific questions. Our staff is often approached by the CDC to present data in many forms: analysis and findings, research practices, expert panels, weighting data, and other methodological issues. SRG was recently praised by CDC's BRFSS data manager for our well-formatted, clean, and timely datasets.

Orange County Alcohol and Other Drugs Survey

In 2012, the County of Orange Health Care Agency, Alcohol and Drug Education Prevention Team, recently contracted with Survey Research Group to conduct the Orange County Alcohol and Other Drugs Study, a random-digit dial survey of adults in Orange County funded by the County of Orange Health Care Agency and conducted every ten years. SRG was primarily responsible for survey instrument translation in Spanish and Vietnamese, data collection, data cleaning, and creating weights using iterative proportional fitting techniques (raking).

Child Health and Development Studies

The Three Generations Study (3Gs) is a longitudinal follow-up study of women whose mothers enrolled in the Fifties and Sixties. The purpose of 3Gs is to look at causes of breast cancer and other diseases affecting women that may pass from one generation to the next or be caused by things in the environment. Prenatal Environmental Determinants of Intergenerational Risk (PEDIGREE) is a sub-study of 3Gs. Like 3Gs, PEDIGREE is studying how the environment might play a role in the development of disease across generations. Since 2010, SRG's role in these projects includes interviewing respondents via telephone or web, scheduling in-person visits, and coordinating examiner appointments using web applications and iPad technology.

