

II. MAILINGS

A. INTRODUCTORY/RECRUITMENT MAILING

i. Telephone Households

Definition of a Telephone Household

A telephone household is defined as a household for which a telephone number was obtained at the same time the name and address was obtained (e.g., telephone number was provided on the list received from the company providing names, addresses, and telephone numbers).

Steps in preparing introduction/recruitment mailings

- a. Follow ACCESS query instructions for generating individualized cover letters and envelope labels.
- b. For the recruitment mailing, use the #10 size NQLS envelope.
- c. Place the NQLS cover letter (addressed "Dear Resident") into the envelope (see Appendices, page 2).
- d. Weigh the package to determine the correct amount of postage (\$.37).
- e. Place the correct amount of stamps onto the NQLS envelope.
- f. Mail the letter.
- g. After mailing, fill in 'Date letter sent' and the expected calling date ('NexCall') for a given household in their ACCESS sheet (next call date should be 5-7 days after letter is sent.)

Timing of mailings

Recruitment mailings should be mailed 5-7 days prior to the expected initial call date for that household. This ensures that the participant will have just recently (within the past week) received these materials when contacted by phone.

Re-send Mailing:

- a. If the prospect has lost the letter and wants another, follow steps 1-7 of recruitment mailing and include a consent form.
- b. Include a handwritten note in reference to previous conversation. (optional)

ii. Non-Telephone Households

Definition of a Non-Telephone Household

A non-telephone household (NTH) is defined as a household for which a telephone number was not provided at the same time the name and address was obtained (e.g., telephone number was not on the list received from the company providing names, addresses, and telephone numbers).

Steps in preparing mailings

Mailings to non-telephone households should be the first set of mailings to go out, in order to allow time for non-telephone households to return postcards and provide telephone numbers.

Follow ACCESS query instructions for generating individualized cover letters and envelope labels.

Write the recruiter ID number on the lower left hand corner of the business reply postcard. Use a #10 NQLS envelope and place the NQLS cover letter and the business reply postcard into the envelope.

Weigh the package to determine the correct amount of postage (\$.37).

Place the correct amount of stamps onto the NQLS #10 envelope.

After mailing, fill in 'Date letter sent' and the expected calling date ('NexCall') for a given non-telephone household in their ACCESS sheet (next call date should be 3 weeks after the letter is sent).

After receiving telephone information from a non-telephone household:

Indicate telephone number in their ACCESS sheet and put appropriate code in the Source Code box (either RPST, CWN, or WEB).

Change the next call date in their ACCESS sheet to the following calling day.

Use the NQLS #10 size envelope.

Write recruiter ID number on the lower left hand corner of the #9 business reply envelope.

Put the household ID number (8 digit number) and the recruiter ID number on the consent form.

Place the NQLS cover letter (short letter for non-telephone households), consent form, magnet, and the #9 business size return envelope into the NQLS #10 size envelope.

Weigh the package to determine the correct amount of postage (\$.37) and stamp envelope.

Double-check all labels. Make sure the prospect's name on the cover letter matches the name on the envelope and mail the package.

B. CONSENT FORM MAILING

- i. When a participant agrees to participate, a consent form needs to be mailed.
- ii. Write the participant ID # on the last page of the consent form.
- iii. Write the recruiter's initials on the business reply envelope.
- iv. Write a personal note to the participant, and include it in a NQLS #10 envelope along with the business reply envelope.

C. RETURNED MAIL

We will attempt a mailing to a residence two times, unless the first letter sent was returned as 'undeliverable' or 'insufficient address'. If this is the case, indicate this in the ACCESS database (7/7/7 in Next Call, date letter returned in Second Call box, and RMU in Next Call code and First Call code) and disregard further attempts at contact. If the letter is returned because the person has moved or addressee unknown, another attempt is made. If the letter is returned because the address or apartment is vacant, enter "vacant" in the Next Call comment box; 7/7/7 in the Next Call box; date letter returned in Second Call box, and RMU in Next Call code. A query for "vacant" residences can be run periodically and resident letters resent.

Telephone households

Attempt to contact this individual. You may reach the right person but they have moved.

You may reach a different person at a different address. Make a note to verify the address of whomever you are recruiting.

If you get the right address but the wrong person, attempt to recruit this person. If necessary, resend the telephone letter to the current resident.

If you get the right person but the wrong address, check the person's current residence and send a non-telephone letter addressed to 'resident' to the residence in the record.

Non-Telephone households

Resend a non-telephone letter addressed to 'resident'.

If the letter was returned as "undeliverable as addressed", enter date in the First Call Box, with a code of RMU. Change the next call date to 7/7/7 and the Next Cod to RMU. If the letter was returned because the resident moved, *resend a "resident" letter. Enter date in Date 2nd consent sent field and First Call box; enter RMM in Next Code box and First Call code box. Change the Next Call date to 4 weeks from when letter sent. Make note in First Call comment box that letter was resent as 'resident' letter. If letter is returned a second time, change Next Call to 7/7/7 and change Next Code to either RMM or RMU, whichever is appropriate.

If the second letter was not returned, this residence will show up on a Call List. At this time, change the NexCall to 7/7/7 and the NexCod to NEVER.

* Sending all NTH mailings to "resident" should eliminate RMMs.

Procedure/Scenarios When Receiving Returned Mail

- i. A participant* letter comes back and you're still actively calling the household:
 - a. Log the letter in the second call box with the date and a code of RMM. Log the actual second call in the second call comment box (usually just an NH).
 - b. Continue calling because it may have been a postal error and the person still lives there.
- ii. A participant letter comes back after you've already coded a DISC, FAX, BUS, or NM:
 - c. Log the returned mail in the second call box with the date and a code of RMM.
 - d. The final outcome code will stay the same because you will have already either sent a resident letter or you're going to the next time you query for them.
- iii. A resident letter comes back:
 - e. Log the letter in the next available call box with the date and a code of RMU.
 - f. The final outcome will be 7/7/7 NEVER. Change it to 7/7/7 RMU.
 - g. If the returned letter has "vacant" written on it, type "vacant" into the main comment box.

D. POSTCARD or CALLED WITH NUMBER

- i. Do not log the postcard or phone call in a call box. Instead, enter either "RPST" or "CWN" in the source field.
- ii. Change the information needed (name, phone #, etc.)
- iii. Call and recruit them, using the first available call box for your first call (could be the second or third since the first will show a record of the initial DISC or NM).

E. RESIDENT LETTER MAILING

Resident letters (non-telephone letters addressed to "Current Resident" should be sent when the participant's telephone number is not operable. The following call outcomes will indicate when a resident letter needs to be sent: DISC, NM, BUS, and FAX. Record the date that the second letter was sent in the "second consent" field. Change the next call date to 7/7/7 and the next call code to NEVER.

Procedure for Calls and Sending Resident Letters

- i. If the # is disconnected, the person no longer lives there, it's a fax machine or a business, code accordingly (7/7/7 DISC, FAX, BUS or 12/12/12 NM). For the NMs, you **do not** need to enter a "0" in the eligible field since these are all temporary codes.
- ii. If you call a person, and the name on the machine is significantly different than the one from contact solutions, code it as a 12/12/12 NM (again, no need to enter a "0" in the eligible field).
- iii. Several times a month, query for these calls and mail them resident* letters. Enter the date mailed in the second consent form mailed field. You **do not** need to write "resident letter sent" in the comment box. Change the final outcome to 7/7/7 NEVER.

F. SECOND POSTCARD MAILING

A Next Call date is scheduled for three weeks after a non-telephone mailing. When this batch of names shows up on your Call List with NTH as Next Call Code, send the second postcard. The purpose of the NTH code is to prompt this mailing of the second postcard. This will be the second and final attempt to reach this group of people.

When you get these households on your Call List, get your preprinted labels (printed when the original non-telephone labels were printed) and address the second postcard. Stamp with a \$.23 postcard stamp and mail. In the database, change Next Call date to 7/7/7 and the Next Code to NEVER.

G. ACCELEROMETER MAILING INSTRUCTIONS

- i. For the accelerometer mailing, use a 9x12 flat envelope.
- ii. Place the meter cover letter (printed on NQLS letterhead with a personalized, handwritten note), the meter instructions, and the meter log (with the bottom information filled in) into a 9x12 envelope. Also include the photocopy of the participant's consent form. (Do not fold these).
- iii. Write the participant's address and attach NQLS return label on the 9x12 envelope.
- iv. Place the meter and the belt in a 7 ½ x 10 ½ padded envelope. This envelope will serve as the participant's return envelope when sending back the meter and survey. Double-check that the 7 ½ x 10 ½ envelope has the NQLS address label (with recruiter's specific name) and a return address label in the upper left hand corner completed with the participant's name and address. Place the checklist reminder sticker on the back of the 7 ½ x 10 ½ envelope.
- v. Weigh the 7 ½ x 10 ½ package with the meter, belt, and include the meter log and survey (unless participant has chosen the phone survey) to determine the correct amount of postage. (\$1.52) Place the stamps on the envelope. (The survey will not be included in this mailing and is only included here so that the correct postage can be determined for the return of this envelope. If participant is doing the phone survey, do not include the survey in the weighing. The meter log is already included in the 9 x 12 envelope and should also be removed from the padded envelope prior to mailing).
- vi. Place the padded envelope inside the 9x12 envelope, containing the other materials.
- vii. Weigh this package as a whole to determine the correct amount of postage (\$1.29).
- viii. Verify mailing address and place the stamps on the envelope.
- ix. Mail the package.

H. SURVEY MAILING INSTRUCTIONS

The survey should be mailed to the participant 4-5 days after the movement meter has been sent to them (on the day that they should receive a CSAC call). Make sure to fill in the date survey sent and schedule next call (CSAP) for the day we expect the participant to finish wearing the meter (1 week) in the participant's ACCESS form.

Paper Survey:

- a. For mailing the survey, use a 9x12 envelope.
- b. Place participant's ID number on the first page of the survey and fill in "for office use only" box on last page.
- c. Place the survey in the envelope. Do not fold the survey.
- d. Include a personal note reminding the participant to send the survey back along with the meter.
- e. Weigh the package to determine the correct amount of postage. (\$0.83)
- f. Verify mailing address and place the NQLS return label and the stamps on the envelope.
- g. Mail the package.

Online Survey:

- a. Make sure that the participant has a password set for their online survey (this will be recorded in the CSAC comment box).
- b. Send the participant an email (see Appendices, page 15) that includes their user name and password. The user name is the first initial of the first name and the last name, all in lower case letters – e.g. John Smith = jsmith.
- c. Use the "nqls.org" email account to send this email, so that the participant will respond to this general account instead of the recruiter's personal account.

Mail/Email the survey on the day that the CSA check up call is scheduled for, regardless of whether the participant is contacted. Do not wait to speak with the participant.

I. SECOND PART RECRUITMENT MAILING

The SECPART code is set for 5½ months after the first meter was worn. When this code shows up on the daily Call List, send the 6-month recruitment letter. The purpose of this mailing is to reestablish contact with the participants before the 6-month Recruitment Call (see Scripts, page 21).

- i. Use the NQLS #10 size envelopes.
- ii. Print a 6-month Recruitment Letter (see Appendices, page 17), personalized with the participant's name.
- iii. Place the 6-month Recruitment Letter and a personalized note into the NQLS #10 size envelope.
- iv. Weigh the package to determine the correct amount of postage (\$.37) and stamp envelope.
- v. Write the participant's name and address on the envelope and mail it.
- vi. Change the next call date in the participant's ACCESS form to 5 days later, with the next call code as 6NC. Record the date mailed in the Access database.

J. SECOND PART ACCELEROMETER/SURVEY MAILING

- i. For mailing the accelerometer and survey, use a 9x12 envelope.
- ii. The second part survey will be mailed along with the meter. There are three choices of surveys for the second part: if the participant indicated that they have children in the first survey, send the Youth Survey. If not, send the Standard Survey. If the participant has moved since the first part, send the Mover Survey. Fill in the participant's ID# and the date mailed on the survey.
- iii. Place the meter cover letter (printed on NQLS letterhead with a personalized, handwritten note), the meter instructions, and the meter log (with the bottom information filled in) into a 9x12 envelope.
- iv. Write the participant's address and attach an NQLS return label on the 9x12 envelope.
- v. Place the meter and the belt in a 7 ½ x 10 ½-padded envelope. This envelope will serve as the participant's return envelope when sending back the meter and survey. Double-check that the 7 ½ x 10-½ envelope has the NQLS address label (with recruiter's name specified) and a return address label in the upper left hand corner completed with the participant's name and address. Place the checklist reminder sticker on the back of the 7 ½ x 10-½ envelope.
- vi. Weigh the 7 ½ x 10-½ package with the meter, belt, and include the meter log and survey (unless participant has chosen the phone survey) to determine the correct amount of postage. (\$1.52) Place the stamps on the envelope. *If participant is doing the phone or online survey, do not include the survey in the weighing. The meter log is already included in the 9 x 12 envelope and should also be removed from the padded envelope prior to mailing).*
- vii. Place the padded envelope inside the 9x12 envelope, containing the other materials and a white NQLS ballpoint pen.
- viii. Weigh this package as a whole to determine the correct amount of postage (\$1.75 with survey).
- ix. Verify mailing address and place the stamps on the envelope.
- x. Mail the package.