Discussion: Strategies for Hard to Reach Populations

Stephanie Eckman
Overall comments

Hughes:

– Fantastic People and Where to Find Them: Effectively Surveying the LGBTQ Population

Sheridan:

– Research with Hard to Survey Populations: Lessons Learned From Recruiting and Tracking an Urban, Adolescent Sample

LeBaron:

– Building a Hard-to-Reach Sample: Lessons Learned from the Evaluation of Fresh Empire
Overall Comments

- Two recent experiences
- Two contradictory points
  - Vulnerable populations deserve our best approaches
  - Power of qualitative research
The Pulse of South Sudan

Real Stories.

VOICES OF SOUTH SUDAN

Home > Real Stories.
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- **Venue-based sampling**
  - Aka time-location
  - Aka Centre-based sampling
  - Assumptions:
    - Probability sample of venues
    - Probability sample of people
    - Accurately report venues, times

**Tension between**

Estimating % of target group in general population (Williams Institute)
Conducting survey with members of target group (Hughes paper)
- **Hard-to-Contact**
  - 70% noncontact in Cohort 2

- **Nonrespondents:**
  - Poorer health
  - More adverse childhood experiences

- **More frequent follow up**
  - 4 months
  - 12 months
How to screen for hip-hop youth?
  - Protect against over-reporting

What did survey measure?
  - Exposure to campaign?
  - Trend in smoking %?

Partnering with hip hop organizations?