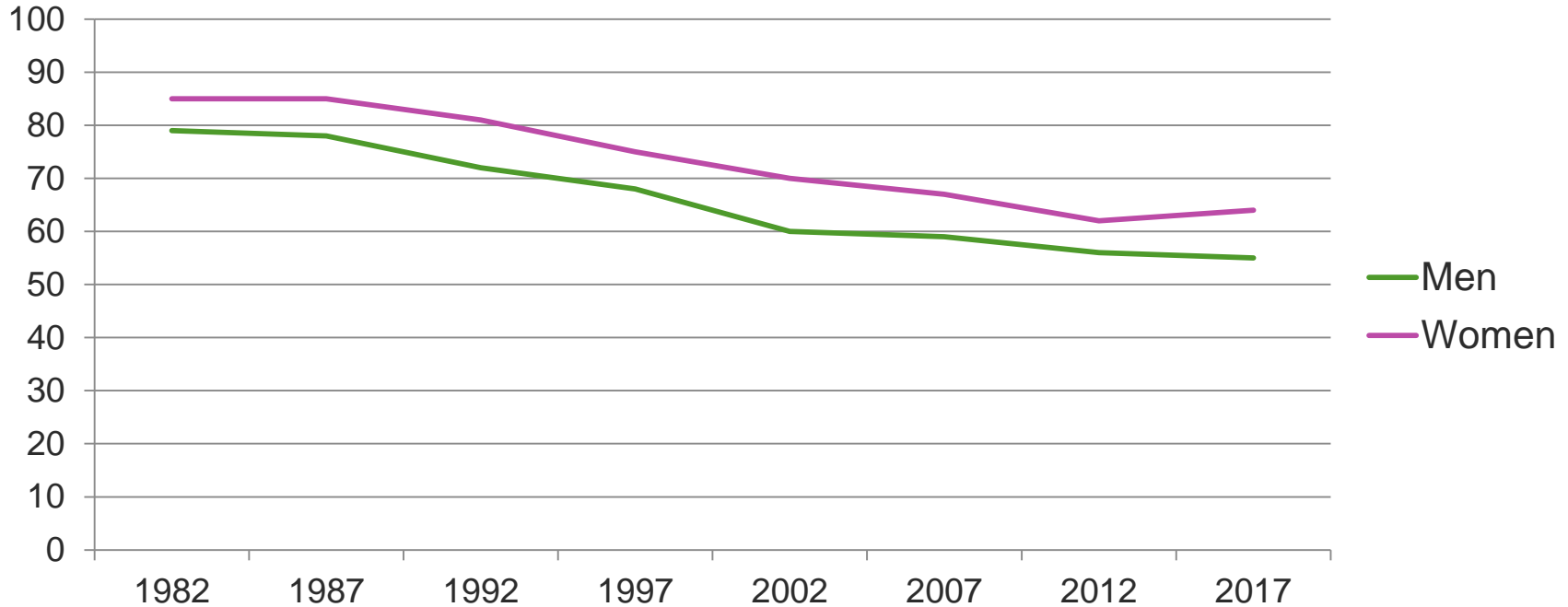


# PARTICIPATION RATE FOR YOUNGER AGE GROUPS BENEFIT MOST OF SMS REMINDERS – THE FINHEALTH 2017 SURVEY

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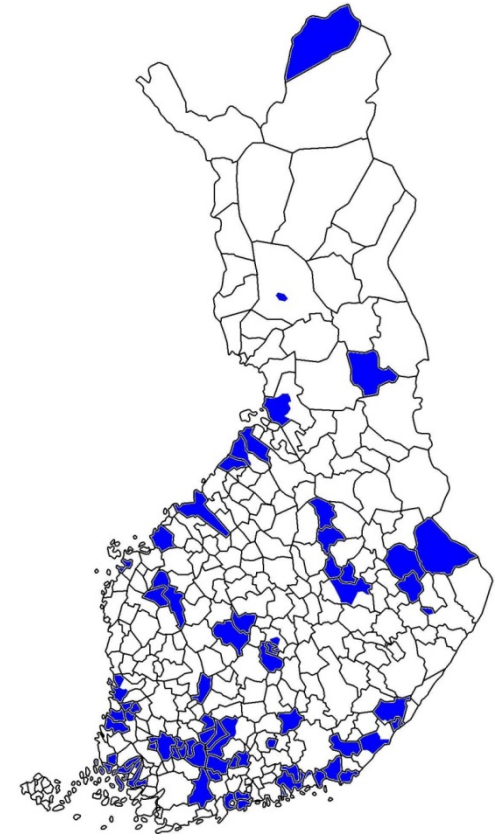


# BACKGROUND – TRENDS IN PARTICIPATION RATES IN FINLAND

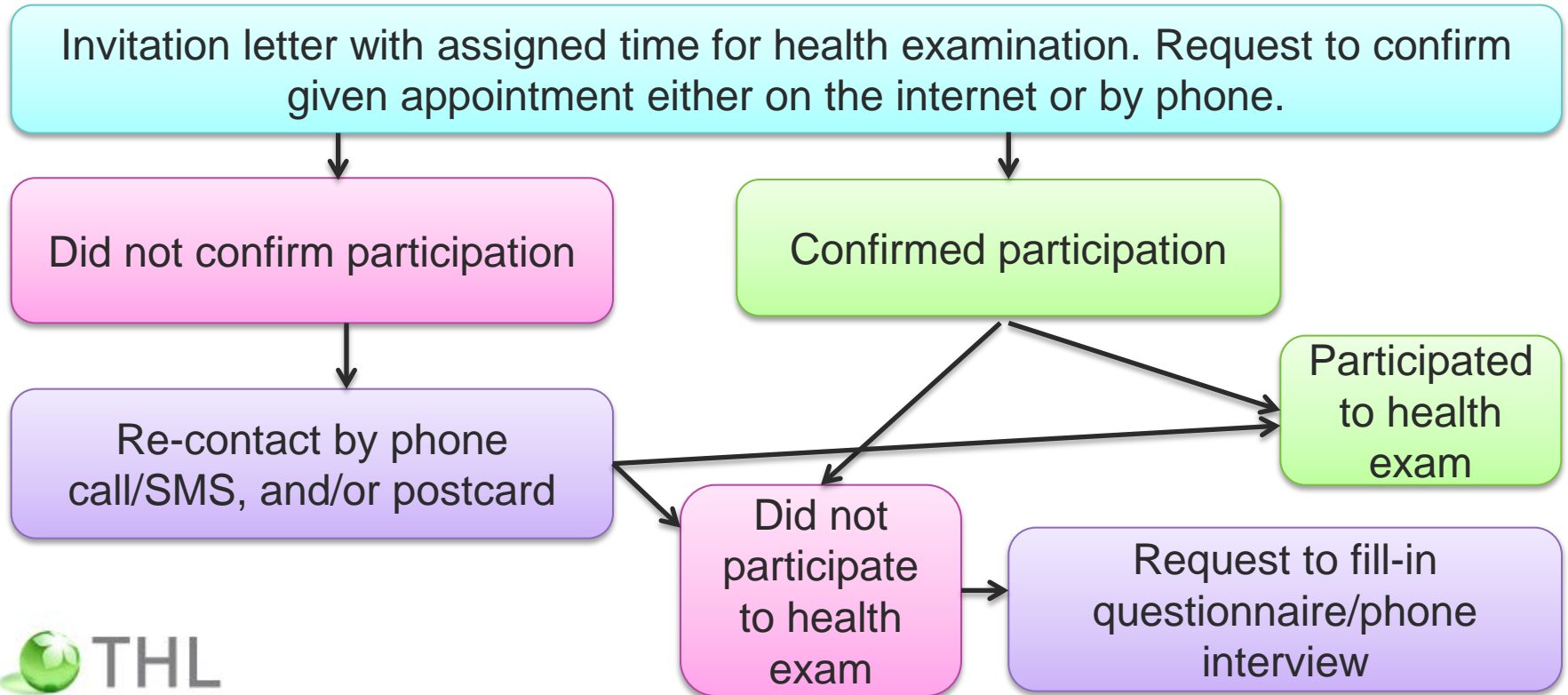


# METHODS

- Data from the FinHealth 2017 survey
  - Sampling frame: National population register
  - Nationally representative sample size: 11.965
  - Age group: 18+ men and women
  - Multi-staged stratified sample
- Data collection methods
  - Self-administered questionnaires
  - Physical examination
  - Collection of biological samples



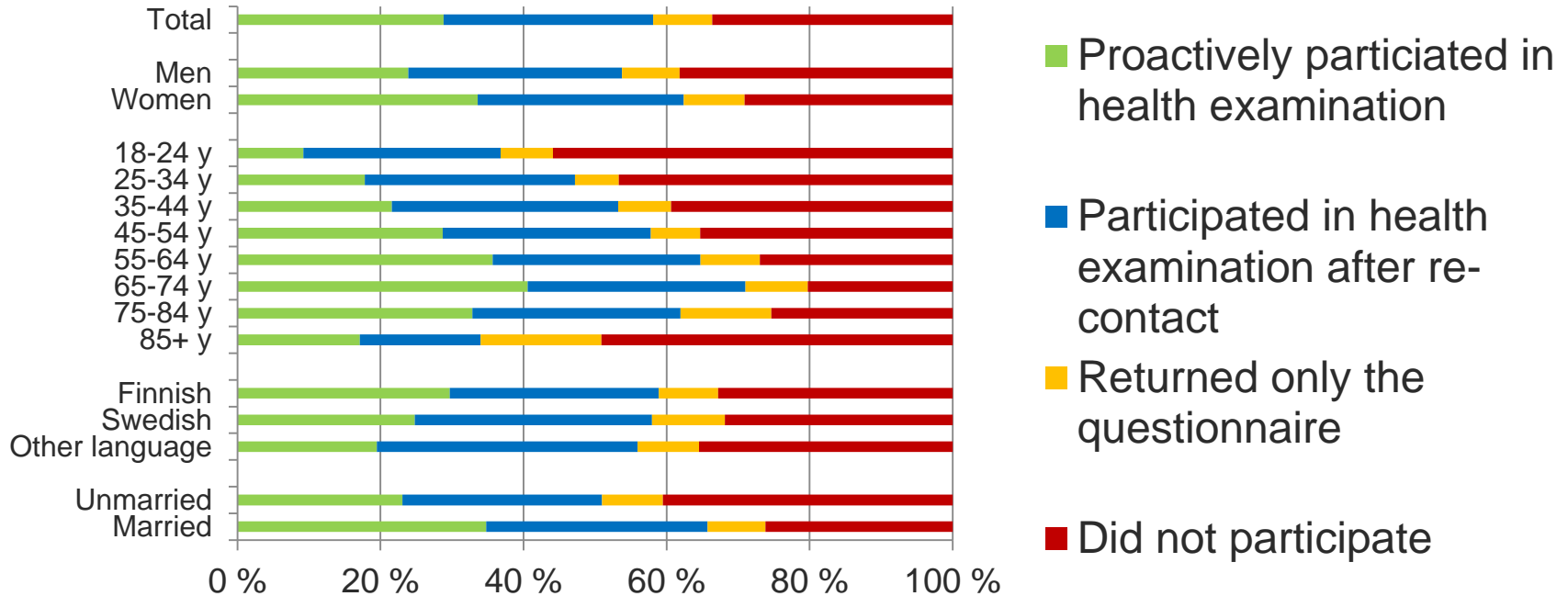
# METHODS – RECRUITMENT PROCESS



# RESULTS

- 58% participated to the health examination
  - 43% of participants (28% of the entire eligible sample) confirmed their pre-assigned appointment or changed it without reminder
- 8% returned only the mailed survey questionnaire or participated to a short telephone interview
- 34% did not participate at all

# RESULTS - PARTICIPATION STATUS



# RESULTS – RE-CONTACTS

- Mobile phone numbers were available for about 60% of eligible sample
- 97% of those who did not confirm or change their pre-assigned appointment time were re-contacted:
  - 57% by phone call or SMS
  - 27% by postcard
  - 16% with both phone call/SMS and a postcard
- 42% of re-contacted persons participated to the health examination

# RESULTS – EFFECTIVE REMINDERS

- Reminders were most effective among those who are usually difficult to recruit.
- Participation rates to the health examinations increase with reminder
  - In men from 24% to 54%, and in women from 34% to 62%
  - Among 18-25 years old from 9% to 37%, and 25-34 years old from 18% to 47%
  - Persons speaking some other language than Finnish or Swedish as their mother tongue from 19% to 56%



# CONCLUSIONS

- Additional contacts to remind and motivate participation seem to be beneficial for increasing of participation rate
- Targeted recruitment strategies for different population groups would be needed
- Resources (time and money) required for reminders and personal re-contacts need to be included already when planning the survey



More information about FinHealth survey  
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# THANK YOU!



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