

TITLE: Using Panel Surveys to Inform Policy and Strategic Priorities

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Public Health Professionals interested in collecting survey data for specific populations

ABSTRACT: Assessment is a core component of public health and is essential to evidence-based decision making. Numerous public health surveys supply information about health and risk behaviors and disease prevalence, to inform policy and strategic priorities and evaluate progress.

Large, ongoing, population-based surveys such as the Behavioral Risk Factor Surveillance System (BRFSS) are essential for monitoring health-related estimates over time. These types of surveys are expensive, have long turnaround times, and can be slow to respond to emerging issues. Recently the Health Promotion and Chronic Disease (HPCDP) section of the Oregon Health Authority has used panel surveys to capture timely feedback about health attitudes and behaviors among Oregonians.

Panel surveys are web-based questionnaires sent to individuals in pre-registered respondent pools. HPCDP uses panel surveys to capture current attitudes and behaviors related to tobacco, marijuana, and alcohol prevention efforts.

In 2017 HPCDP ran two panel surveys, each with 2000 respondents. Examples of questions asked included “support for tobacco retail licensure”, “perception of harm from marijuana smoke and vapor exposure”, and “opinion about liquor availability in communities”. Panel surveys can be a cost-effective tool to obtain results about timely issues, however they have limitations related to generalizability.

OBJECTIVE(S): Showcase how the Panel Surveys are conducted

Provide some examples of how HPCDP has used these data to inform our work

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