

The South Australian Population Health Survey

Population Health Survey Module System

Prospectus 2018



Government
of South Australia

SA Health

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Introduction

Population health surveys play an important role in the development of health services and policies by collecting and disseminating information to policymakers, service providers and researchers about the health of a community, the performance of the health care system and its impact on people of varying sociodemographic, economic and illness levels.

The main population health survey undertaken by the Department for Health and Wellbeing is the South Australian Population Health Survey (SAPHS). The SAPHS replaced the old South Australian Monitoring and Surveillance System (SAMSS) in July 2018 to meet the Department's changing needs and align the survey with other state and national population health surveys. The topics covered in the SAPHS are:

- > Overall health status
- > Health care utilisation
- > Country health
- > Chronic conditions
- > Cancer screening and prevention
- > Disability and carers
- > Biomedical risk factors (i.e. weight, cholesterol, blood pressure)
- > Protective factors (i.e. physical activity and nutrition)
- > Behavioural risk factors (i.e. smoking and alcohol)
- > Food security
- > Mental health
- > Wellbeing
- > Disadvantage and inequity
- > Demographics

The full list of questions can be found [here](#) on the Population Health Survey website.

In addition to SAPHS, the Department for Health and Wellbeing (DHW) also coordinates the complimentary survey called Population Health Survey Module System (PHSMS).

The PHSMS is an 'omnibus-type' service available to government and non-government organisations to obtain data on a range of population health and wellbeing issues within South Australia. This survey aims to provide an alternative data source for indicators not already covered in the SAPHS. The idea of an 'omnibus-type' survey is that several organisations can share the overall costs of conducting a survey.

Purpose of this prospectus

This prospectus outlines the benefits, target audience, methodology and provisional timetable for April – May 2019 survey module to interested audiences to join in the South Australian Population Health Survey Module Systems (PHSMS).

Benefits of the PHSMS

Commissioning a survey in the field of epidemiology can be time consuming, costly and require expertise in epidemiology to ensure the proper survey design, data collection and analysis.

The benefits to subscribers using the PHSMS rather than facilitating their own data collection include access to:

- > an epidemiological survey with sound methodology, analyses and reporting
- > a representative sample of South Australians
- > a cost effective option for inclusion in a larger survey
- > faster collection of data
- > consolidation of ethics approvals in one application facilitated by the DHW
- > the opportunity to share data with others
- > standard demographic questions at no additional cost.

Potential PHSMS subscribers

The PHSMS survey a representative sample of South Australians to obtain data on a range of health issues relevant to its subscribers. Potential subscribers of the PHSMS include government agencies, non-government organisations, research institutes, universities and health professionals.

Subscribers can include questions in the PHSMS designed to:

- > determine the prevalence or incidence data on new or emerging population health issues
- > isolate target groups for interventions and campaigns
- > identify the aetiology of specific health problems
- > assess the acceptability and uptake of new initiatives and programs
- > evaluate health interventions and programs.

Interest in the PHSMS can be expressed by submitting the [Population Health Survey Module System \(PHSMS\) Application form](#) to PopHealthSurveys@sa.gov.au.

The Population Health Surveys team can assist subscribers to formulate questions and coordinate the preparation of the survey questionnaire to be included in the PHSMS. Please call on 8226 6545 for further assistance.

Methodology

The PHSMS survey will primarily utilise a Computer-Assisted Telephone Interviewing (CATI) system. Participants may also be offered the option of completing the survey online by receiving a unique hyperlink sent to a mobile phone or email address.

The PHSMS is primarily designed to collect data from South Australian adults aged 18 and over. Subscribers with special needs can approach the DHW if they need survey data on specific populations (for example South Australian children only) -see [Flexibility of the PHSMS](#) for more information.

PHSMS questions must be related to population health and wellbeing, and can include the determinants of health and wellbeing.

Each questionnaire should include between 40 (minimum) and 80 (maximum) questions. Thirteen background demographic questions will be included in PHSMS free of charge. The questionnaires will be designed so that data collection takes an average of 20 mins or less to complete. A pilot study will be conducted using both sample frames to test question formats, question sequence, and to assess survey procedures.

Please note that if the number of questions submitted to any particular PHSMS does not reach the minimum aggregated threshold number (40), the Population Health Surveys team may not be able to proceed with that specific PHSMS due to cost. This is taken from the total number of questions – there is no minimum number of questions from any subscriber.

Ethics

All questions submitted will be assessed by the Department for Health and Wellbeing and must be approved by a standard ethics approval process through the SA Health Ethics Committee.

The Population Survey Team will support the ethics approval process for all subscribers. To assist with the ethics application, all subscribers are requested to accept the standard terms and conditions by signing an agreement provided upon negotiation of survey questions and pricing.

Data Collection

The survey data will be collected by the same agency who conducts other surveys for the DHW, including SAPHS. The data collection agency is compliant with the ISO 20252 International Quality Standard for Market, Opinion and Social Research Certification.

Flexibility of the PHSMS

Subscribers with specific needs request a survey outside the bounds of a standard PHSMS. Some examples of flexibility required by a subscriber include surveys:

- > to be conducted only of South Australian children
- > with an increased sample size to adequately present data at specific geographic locations
- > which solely focuses on one particular topic area
- > consisting of Aboriginal and Torres Strait Islander respondents only.

Costs for these surveys will be negotiated.

Data Cleaning and Analysis

Data analysis will be conducted as per subscriber requirements. Generally data will be analysed by the Population Health Surveys team within the Department of Health and Wellbeing and will largely be descriptive in nature. Frequency, proportion and 95% confidence intervals of response categories will be calculated, and cross tabulation of key variables with demographic variables will be conducted as required. Statistical tests may be performed under the guidance of the Principal Statistician and Senior Epidemiologist.

Costs

A standard survey module will comprise of n=3,000 South Australian adults aged 18 years and over. Base questions will be charged at \$2,500 (GST Inc.) per question for internal subscribers (operating under the SA Health banner) and \$3,000 (GST Inc.) per question for external subscribers.

A loading of 50% is applied to complex questions incurring additional time. For example, loadings will apply to questions with six or more read out options, questions with an 'other – please specify' option, and questions which require lengthy descriptions to the respondent.

Timing

The PHSMS will run approximately three to five times per year (depending on the subscriber's needs) until 2022. This prospectus gives a provisional timetable for the April - May 2019 collection. More prospectuses will be distributed for the June 2019 and December 2019 data collection.

Table: A provisional timetable for April/May 2019 module.

| Events | Time frame for April/May 2019 Module |
|--|---|
| Deadline for questions to be submitted | Friday 8 February 2019 |
| Review of questions | Friday 15 February 2019 |
| Submit a combined ethics application | Friday 22 February (4-6 weeks) |
| Time for data collection agency for programme and pilot study | Beginning of April 2019 |
| Data collection commences | Mid-April 2019 |
| Data collection completed | End of May 2019 (it will take around six weeks to collect the data) |
| Data delivery, analysis and reports completed | Raw data can be sent immediately upon receipt. It may take up to four weeks for data cleaning and preparation of custom report. |

Further details

For more information

Saima Islam
Manager – Population Health Surveys
Prevention and Population Health
Tel: 08 8226 6420
Email: Saima.Islam@sa.gov.au

Suresh Joshi
Epidemiologist
Prevention and Population Health
Tel: 08 8226 0722
Email: Suresh.Joshi@sa.gov.au

Iordan Kostadinov
Epidemiologist
Prevention and Population Health
Tel: 08 8226 6391
Email: Iordan.Kostadinov@sa.gov.au

Britt Catcheside
Epidemiologist
Prevention and Population Health
Tel: 08 8226 6384
Email: Suresh.Joshi@sa.gov.au

Benjamin Krumeich
Epidemiologist
Prevention and Population Health
Tel: 08 8226 3217
Email: Benjamin.Krumeich@sa.gov.au

For more information

Population Health Surveys
PopHealthSurveys@sa.gov.au
Prevention and Population Health Branch
Department for Health and Wellbeing
Level 3, Citi Centre Building
11 Hindmarsh Square SA
www.sahealth.sa.gov.au



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