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PINELLAS COUNTY HEALTH DEPARTMENT

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FOR IMMEDIATE RELEASE

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Pinellas County Health Department Conducting Risk Factor Telephone Survey

The Pinellas County Health Department (PinCHD) is conducting an anonymous, random dialing telephone survey that will interview approximately 1500 adult residents in the County.

The Behavioral Risk Factor Surveillance System (BRFSS) survey, **which will not ask any questions regarding personal identification such as name, Social Security number, or home address**, will provide PinCHD important information about health behaviors and health conditions. Participating in the survey is entirely voluntary.

The survey contains 124 questions on demographics, physical activity, diet, tobacco use, alcohol consumption, weight control, immunization, health care access, asthma, diabetes, cardiovascular disease, oral health, women's health and colorectal cancer screening. It may take 15-20 minutes to complete the interview.

County-specific information from the BRFSS is essential for the county and community to:

- Determine priority health issues and identify populations at highest risk for illness, disability, and death;
- Develop strategic plans and target prevention programs;
- Monitor the effectiveness of interventions and progress in meeting prevention goals;
- Educate the public, the health community, and policy makers about disease prevention;
- Support community policies that promote health and prevent disease.

Schulman, Ronca and Bucavalas Inc (SRBI) has been contracted to administer the telephone interviews. SRBI call centers in Fort Myers, New Jersey, New York and West Virginia will conduct the telephone interview. The interviewers will randomly call residential phone numbers. Most surveys will be scheduled for weekday evenings, Saturday days and Sunday evenings. **Survey protocol requires the interviewers to make repeated attempts to administer a survey before removing the phone numbers from the calling list unless the respondent refuses to participate.**

PinCHD has conducted the BRFSS survey in conjunction with the Florida Department of Health and the U.S. Centers for Disease Control and Prevention (CDC) since 2004. Further information about BRFSS survey is available at CDC's website: <http://www.cdc.gov/brfss/>

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The mission of the Pinellas County Health Department is to promote, protect and improve the health and safety of residents and visitors through public and private community efforts.
www.PinellasHealth.com