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PINELLAS COUNTY HEALTH DEPARTMENT

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FOR IMMEDIATE RELEASE

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Health Department Conducting Survey in Pinellas County

The Pinellas County Health Department is conducting an anonymous, random dialing telephone survey that will interview approximately 1,500 adult residents in Pinellas County.

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

The survey contains approximately 134 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; and
- Support community policies that promote health and prevent disease.

The survey will be administered by Schulman, Ronca and Bucavalas, Inc. (SRBI). SRBI calling centers located 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 a phone number from the calling list unless the respondent refuses to participate.**

The Pinellas County Health Department has conducted the BRFSS survey in conjunction with the Florida Department of Health and the Centers for Disease Control and Prevention (CDC) since 2004. More 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 our community through public and private partnerships in an environment that respects diversity.