

# 2021 Healthy Kids Dental Survey Report

*Michigan Department of Health and Human  
Services*

*July 2021*



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# 1. Executive Summary

## Introduction

The Michigan Department of Health and Human Services (MDHHS) contracted with Health Services Advisory Group, Inc. (HSAG) to administer and report the results of a child dental plan survey (Child Dental Survey) as part of its process for evaluating the quality of dental services provided to child members enrolled in its dental plans. The Consumer Assessment of Healthcare Providers and Systems (CAHPS<sup>®</sup>) Dental Plan Survey, currently available for the adult population only, was modified by HSAG for administration to a child population to create a Child Dental Survey.<sup>1-1</sup> The goal of the survey is to provide performance feedback that is actionable and will aid in improving the dental care and services of child members enrolled in the Healthy Kids Dental (HKD) Program. Results presented in this report include four global ratings, three composite measures, and three individual item measures. Table 1-1 provides a list of the dental plans that participated in the survey.<sup>1-2</sup>

**Table 1-1—Participating Dental Plans**

Program/Plan Name	Program/Plan Abbreviation
<b>Healthy Kids Dental Program</b>	<b>HKD Program</b>
Blue Cross Blue Shield of Michigan	BCBSM
Delta Dental of Michigan	Delta Dental

<sup>1-1</sup> CAHPS<sup>®</sup> is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

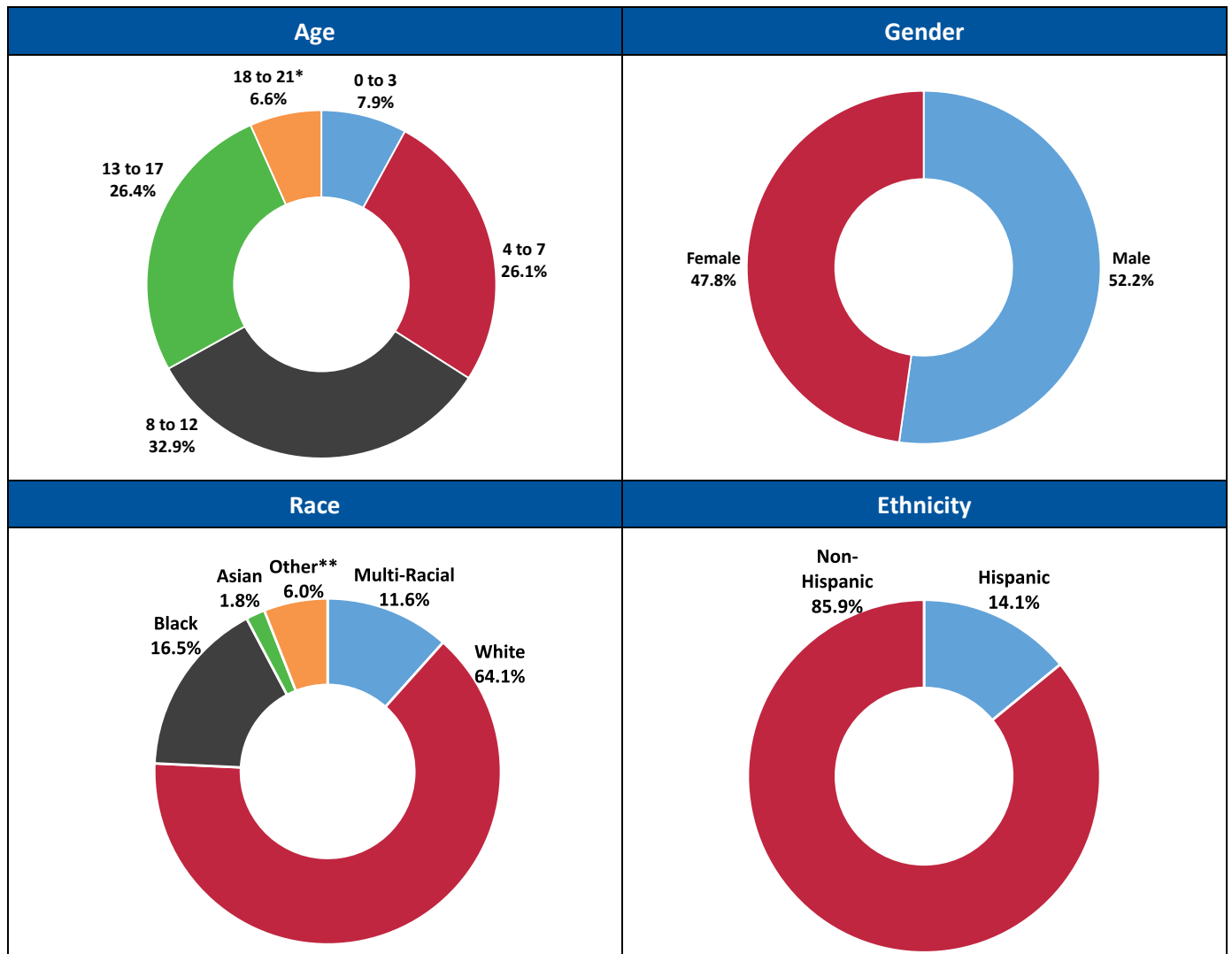
<sup>1-2</sup> The HKD Program aggregate results presented in this report are derived from the combined results of the participating dental plans.

## Key Findings

### Survey Demographics

Table 1-2 provides an overview of the demographic characteristics of children for whom a parent/caretaker completed a survey for the HKD Program. Please note, some percentages displayed in the table below may not total 100 percent due to rounding.

**Table 1-2—Child Member Demographics**



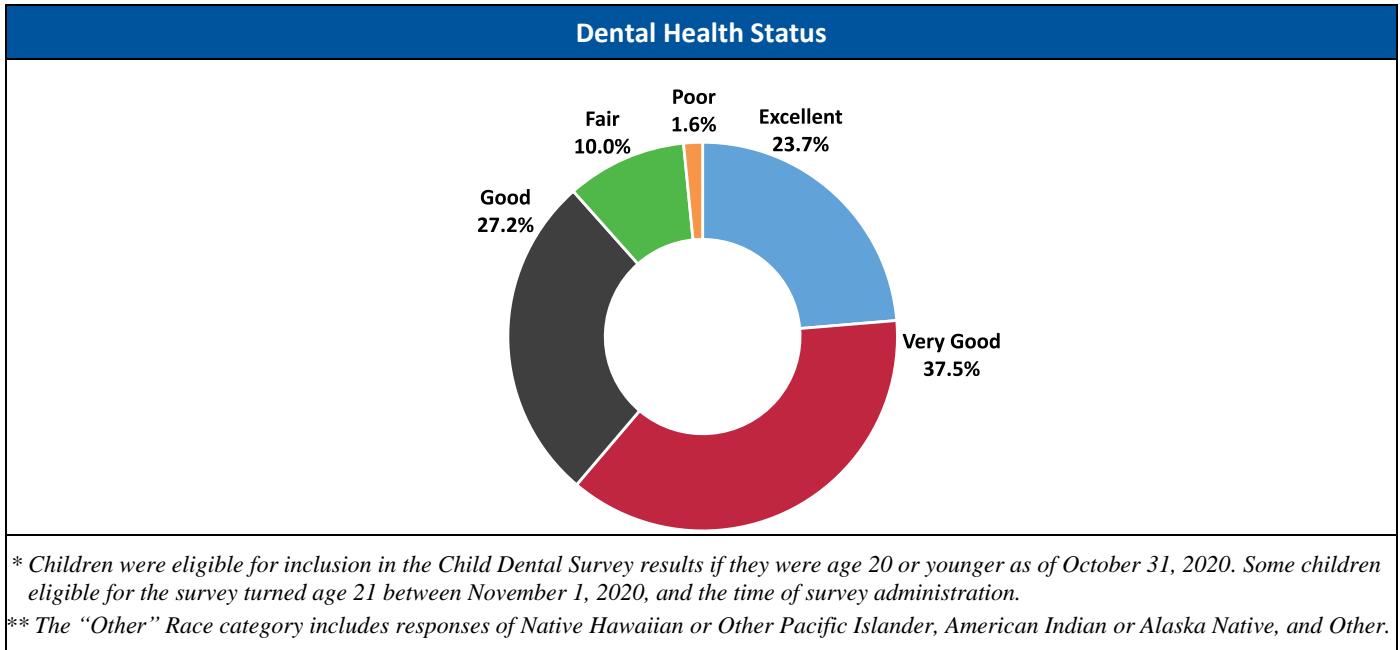
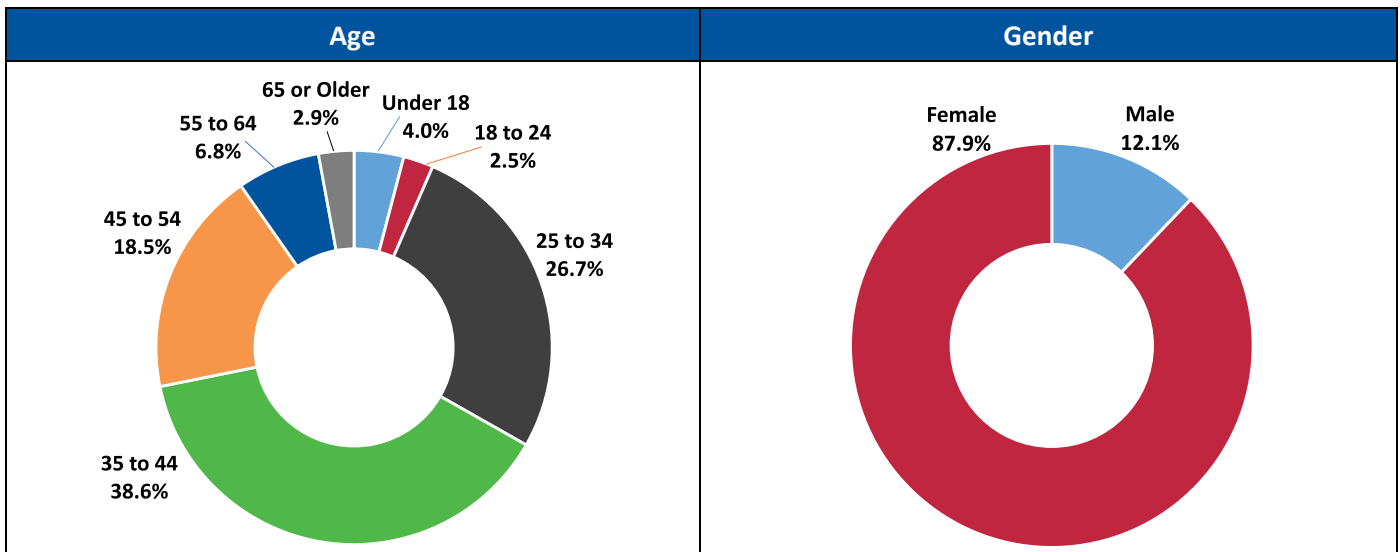
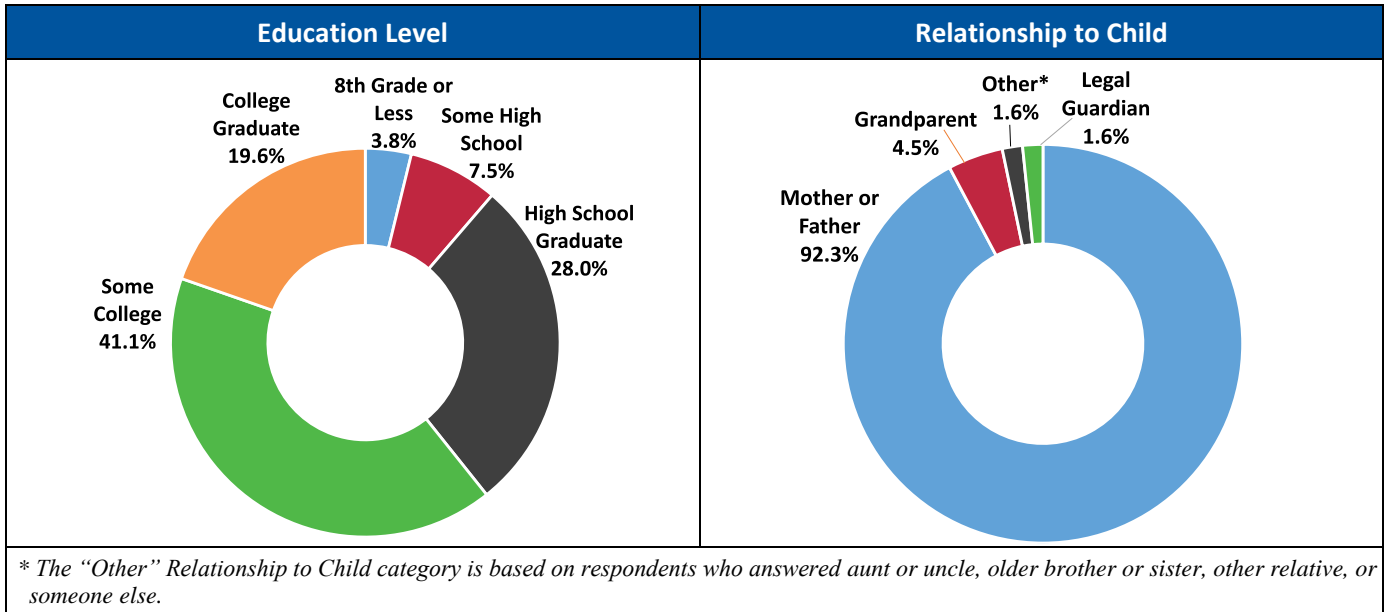


Table 1-3 provides an overview of the demographics of parents/caretakers who completed a survey on behalf of their child member. Please note, some percentages displayed in the table below may not total 100 percent due to rounding.

**Table 1-3—Respondent Demographics**





### Survey Administration Overview

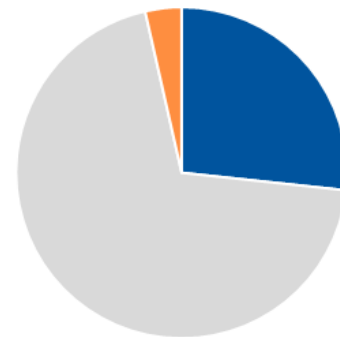
The information presented below is a summary of the survey dispositions for the HKD Program.





### Survey Administration

Start Survey On: **01.12.21**      Finish Survey On: **05.21.21**

**TOTAL SAMPLE SIZE**      **3,300**

**RESPONSE RATE**      **27.68%**



 <b>COMPLETES</b>	<b>881</b>
 <b>INCOMPLETES</b>	<b>2,302</b>
 <b>INELIGIBLES</b>	<b>117</b>
 <b>UNDELIVERABLES</b>	<b>218</b>

■ COMPLETES    ■ INCOMPLETES  
■ INELIGIBLES

### DETAILS

	Mail 1	Mail 2	Mail 3	Phone
<b>Completes</b>	<b>221</b>	<b>210</b>	<b>89</b>	<b>361</b>
	<b>Not Enrolled</b>	<b>Deceased</b>	<b>Language Barrier</b>	
<b>Ineligibles</b>	<b>78</b>	<b>0</b>	<b>39</b>	

### Statewide Comparisons

HSAG compared BCBSM’s results to Delta Dental’s results to determine if the plans’ results were statistically significantly different from each other. The detailed results of this analysis are in the Statewide Comparisons section beginning on page 3-6. Table 1-4 shows a summary of the statistically significant results of this analysis. There were no statistically significant differences for the following measures: *Rating of Finding a Dentist, Rating of Dental Plan, Care from Dentists and Staff, Dental Plan Information and Services, Care from Regular Dentist, Would Recommend Regular Dentist, and Would Recommend Dental Plan.*

**Table 1-4—Statewide Comparisons Summary: Statistically Significant Results**

Measures	BCBSM	Delta Dental
<i>Rating of Regular Dentist</i>	↓	↑
<i>Rating of All Dental Care</i>	↓	↑
<i>Access to Dental Care</i>	↓	↑
↑ Indicates the plan’s score is statistically significantly higher than comparative plan’s score. ↓ Indicates the plan’s score is statistically significantly lower than comparative plan’s score.		



### Trend Analysis

A trend analysis was performed that compared 2021 scores to the 2020 scores. The detailed results of this analysis are in the Trend Results section beginning on page 4-1. Table 1-5 shows a summary of the statistically significant results of this analysis. There were no statistically significant differences for the following measures: *Rating of Regular Dentist*, *Rating of All Dental Care*, *Rating of Finding a Dentist*, *Care from Dentists and Staff*, *Access to Dental Care*, *Dental Plan Information and Services*, *Care from Regular Dentist*, and *Would Recommend Dental Plan*.

**Table 1-5—Trend Analysis Summary: Statistically Significant Results**

Measures	HKD Program	BCBSM	Delta Dental
<i>Rating of Dental Plan</i>		▼	
<i>Would Recommend Regular Dentist</i>	▲		▲
▲ Statistically significantly higher in 2021 than in 2020. ▼ Statistically significantly lower in 2021 than in 2020.			

### Key Drivers of Member Experience Analysis

In order to determine potential items for quality improvement efforts, HSAG conducted a key drivers analysis. HSAG focused the key drivers of member experience analysis on three measures: *Rating of All Dental Care*, *Rating of Dental Plan*, and *Would Recommend Dental Plan*. HSAG refers to the individual items (i.e., questions) for which the odds ratio is statistically significantly greater than 1 as “key drivers” since these items are driving members’ levels of experience with each of the three measures. The detailed results of this analysis are described in the Key Drivers of Member Experience Analysis section beginning on page 5-1. Table 1-6 provides a summary of the survey items identified for each of the three measures as being key drivers of member experience for the HKD Program (indicated by a ✓).

**Table 1-6—Key Drivers of Member Experience: HKD Program**

Key Drivers	Response Options	Rating of All Dental Care	Rating of Dental Plan	Would Recommend Dental Plan
Q7. Child’s dentist listened carefully to parent/caretaker	(Never + Sometimes) vs. Always	✓	NS	NS
	Usually vs. Always	✓	NS	NS
Q11. Child’s dentist spent enough time with child	(Never + Sometimes) vs. Always	✓	NS	NS
	Usually vs. Always	✓	NS	NS
Q13. Dentists or dental staff helped child feel comfortable during dental work	(Never + Sometimes) vs. Always	✓	NS	NS
	Usually vs. Always	✓	NS	NS
Q14. Dentists or dental staff explained during child’s treatment	(Never + Sometimes) vs. Always	NS	✓	NS
	Usually vs. Always	NS	✓	✓
Q21. Child’s dental plan covered all services parent/caretaker thought covered	(Never + Sometimes) vs. Always	NA	✓	NS
Q21a. Child’s dental plan met all of child’s dental care needs	(Never + Sometimes) vs. Always	NA	✓	✓
	Usually vs. Always	NA	✓	✓
Q22. Child’s dental plan covered what child needed	(Never + Sometimes) vs. Always	NA	✓	NS
	Usually vs. Always	NA	✓	✓
<p><i>NA indicates that this question was not evaluated for this measure.</i></p> <p><i>NS indicates that the calculated odds ratio estimate is not statistically significantly higher than 1.0; therefore, respondents’ answers for those responses does not significantly affect their rating.</i></p>				

### Dental Plan Performance Measures

The Child Dental Survey yielded 10 measures that include four global rating measures, three composite measures, and three individual item measures. The global rating measures reflect overall experience with regular dentists, dental care, ease of finding a dentist, and the dental plan. The composite measures are sets of questions grouped together to assess different aspects of dental care (e.g., *Care from Dentists and Staff* and *Access to Dental Care*). The individual item measures are individual questions that look at a specific area of care (e.g., *Care from Regular Dentist*).

Figure 2-1 lists the measures included in the survey.

**Figure 2-1—Child Dental Survey Measures**

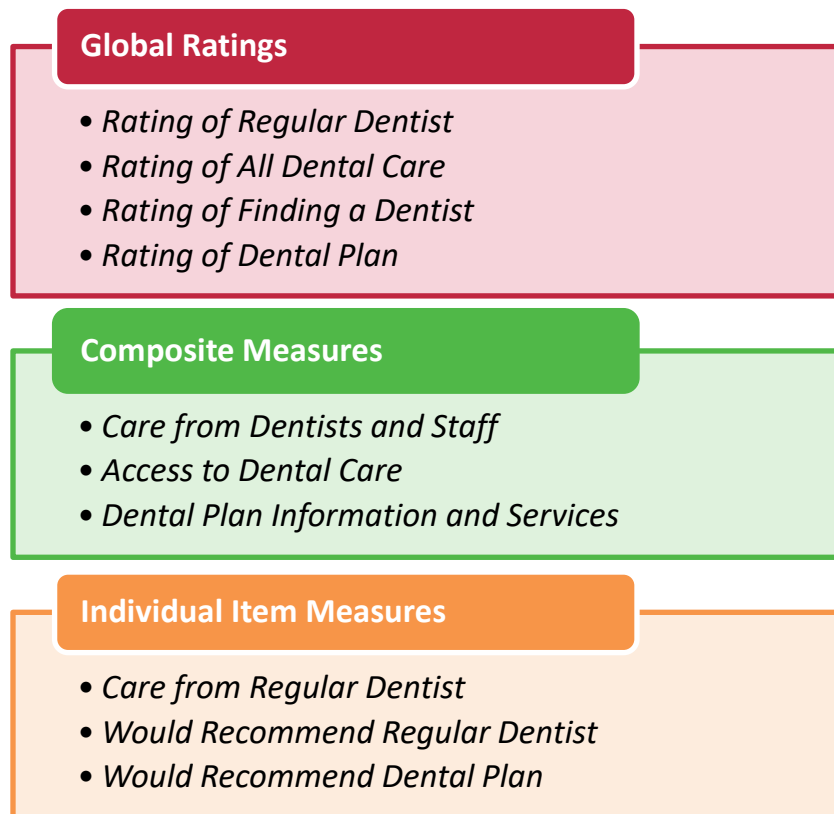


Table 2-1 presents the survey language and response options for the measures.

**Table 2-1—Question Language and Response Categories**

Question Language	Response Categories
<b>Global Ratings</b>	
<i>Rating of Regular Dentist</i>	
12. Using any number from 0 to 10, where 0 is the worst regular dentist possible and 10 is the best regular dentist possible, what number would you use to rate your child's regular dentist?	0–10 Scale
<i>Rating of All Dental Care</i>	
20. Using any number from 0 to 10, where 0 is the worst dental care possible and 10 is the best dental care possible, what number would you use to rate all of the dental care your child received in the last 12 months?	0–10 Scale
<i>Rating of Finding a Dentist</i>	
27. Using any number from 0 to 10, where 0 is extremely difficult and 10 is extremely easy, what number would you use to rate how easy it was for you to find a dentist for your child?	0–10 Scale
<i>Rating of Dental Plan</i>	
31. Using any number from 0 to 10, where 0 is the worst dental plan possible and 10 is the best dental plan possible, what number would you use to rate your child's dental plan?	0–10 Scale
<b>Composite Measures</b>	
<i>Care from Dentists and Staff</i>	
6. In the last 12 months, how often did your child's regular dentist explain things about your child's dental health in a way that was easy to understand?	Never, Sometimes, Usually, Always
7. In the last 12 months, how often did your child's regular dentist listen carefully to you?	Never, Sometimes, Usually, Always
8. In the last 12 months, how often did your child's regular dentist treat you with courtesy and respect?	Never, Sometimes, Usually, Always
10. In the last 12 months, how often did your child's regular dentist explain things in a way that was easy for <u>your child</u> to understand?	Never, Sometimes, Usually, Always
11. In the last 12 months, how often did your child's regular dentist spend enough time with your child?	Never, Sometimes, Usually, Always
13. In the last 12 months, how often did the dentists or dental staff do everything they could to help your child feel as comfortable as possible during his or her dental work?	Never, Sometimes, Usually, Always
14. In the last 12 months, how often did the dentists or dental staff explain what they were doing while treating your child?	Never, Sometimes, Usually, Always

Question Language	Response Categories
<b>Composite Measures</b>	
<i>Access to Dental Care</i>	
15. In the last 12 months, how often were your child's dental appointments as soon as you wanted?	Never, Sometimes, Usually, Always
16. If your child needed to see a dentist right away because of a dental emergency in the last 12 months, did your child get to see a dentist as soon as you wanted?	Definitely Yes, Somewhat Yes, Somewhat No, Definitely No <sup>2-1</sup>
17. If you tried to get an appointment for your child with a dentist who specializes in a particular type of dental care (such as an oral or dental surgeon) in the last 12 months, how often did you get an appointment for your child as soon as you wanted?	Never, Sometimes, Usually, Always <sup>2-2</sup>
18. In the last 12 months, how often did you have to spend more than 15 minutes in the waiting room before your child saw someone for his or her dental appointment?	Never, Sometimes, Usually, Always
19. If you had to spend more than 15 minutes in the waiting room before your child saw someone for his or her appointment, how often did someone tell you why there was a delay or how long the delay would be?	Never, Sometimes, Usually, Always
<i>Dental Plan Information and Services</i>	
21. In the last 12 months, how often did your child's dental plan cover all of the services you thought were covered?	Never, Sometimes, Usually, Always
21a. In the last 12 months, did your child's dental plan meet all of his or her dental care needs?	Definitely Yes, Somewhat Yes, Somewhat No, Definitely No
22. In the last 12 months, did your child's dental plan cover what your child needed to get done?	Definitely Yes, Somewhat Yes, Somewhat No, Definitely No
24. In the last 12 months, how often did the toll-free number, website, or written materials provide the information you wanted about your child's dental plan?	Never, Sometimes, Usually, Always
26. Did this information (from your dental plan) help you find a dentist for your child that you were happy with?	Definitely Yes, Somewhat Yes, Somewhat No, Definitely No
29. In the last 12 months, how often did customer service at your child's dental plan give you the information or help you needed?	Never, Sometimes, Usually, Always
30. In the last 12 months, how often did customer service staff at your child's dental plan treat you with courtesy and respect?	Never, Sometimes, Usually, Always

<sup>2-1</sup> “My child did not have a dental emergency in the last 12 months” was also a valid response option for this question. However, this response option is not assessed as part of this composite (i.e., this response is treated as missing data).

<sup>2-2</sup> “I did not try to get an appointment with a specialist dentist for my child in the last 12 months” was also a valid response option for this question. However, this response option is not assessed as part of this composite (i.e., this response is treated as missing data).

Question Language	Response Categories
<b>Individual Item Measures</b>	
<i>Care from Regular Dentist</i>	
11a. In the last 12 months, how often were you satisfied with the overall care provided to your child by his or her regular dentist?	Never, Sometimes, Usually, Always
<i>Would Recommend Regular Dentist</i>	
12a. Would you recommend your child's regular dentist to other parents or people who are looking for a new dentist for their child?	Definitely Yes, Probably Yes, Probably No, Definitely No
<i>Would Recommend Dental Plan</i>	
32. Would you recommend your child's dental plan to other parents or people who want to join?	Definitely Yes, Probably Yes, Probably No, Definitely No

## How Survey Results Were Collected

### Sampling Procedures

MDHHS provided HSAG with a list of all eligible child members in the HKD Program for the sampling frame. HSAG inspected the file records to check for any apparent problems with the files, such as missing address elements. HSAG sampled child members who met the following criteria:

- Were 20 years or younger as of October 31, 2020.
- Were currently enrolled in a dental plan (i.e., BCBSM or Delta Dental).
- Had been continuously enrolled in the dental plan for at least 11 out of 12 months of the measurement year (November 1, 2019 to October 31, 2020).<sup>2-3</sup>
- Had a paid or denied dental claim during the measurement year.

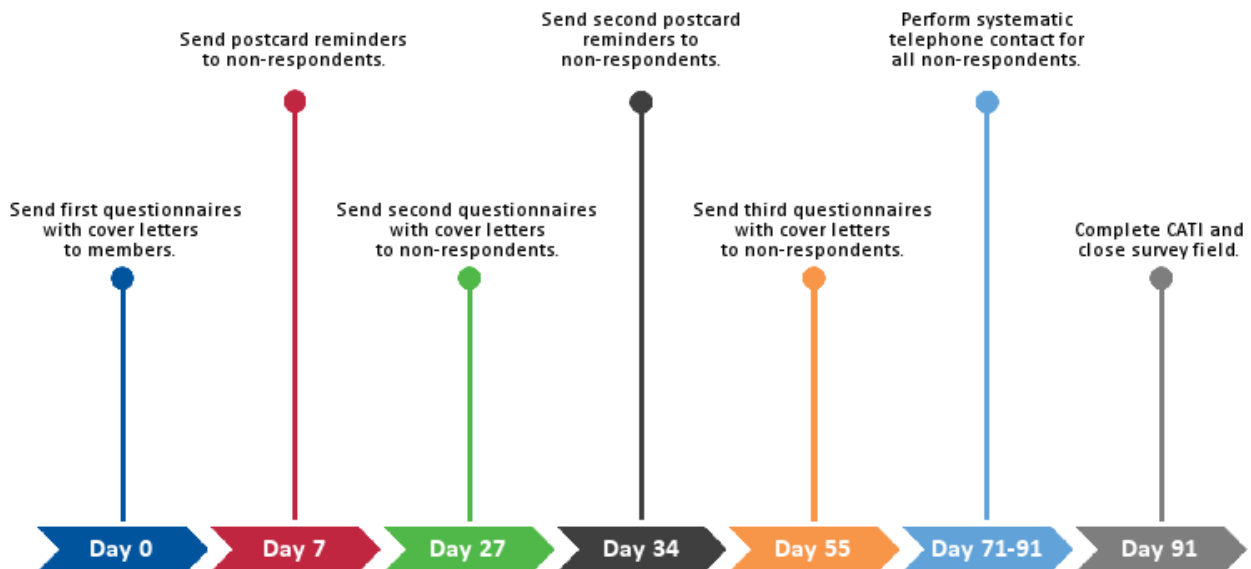
A sample of 1,650 child members was selected from each dental plan for inclusion in the survey. No more than one member per household was selected as part of the survey samples. HSAG tried to obtain new addresses for members selected for the sample by processing sampled members' addresses through the United States Postal Service's National Change of Address (NCOA) system.

<sup>2-3</sup> To determine continuous enrollment, no more than one gap in the enrollment period of up to 45 days, or for a child member for whom enrollment is verified monthly, up to a one-month gap in the enrollment period was allowed.

## Survey Protocol

The survey administration protocol employed was a mixed mode methodology. All sampled members received an English version of the survey.<sup>2-4</sup> Non-respondents received a reminder postcard, followed by a second survey mailing, a second postcard reminder, and a third survey mailing. Due to lower than expected responses from parents/caretakers of child members through the mail, HSAG implemented a telephone follow-up phase (i.e., Computer Assisted Telephone Interviewing [CATI]) for parents/caretakers of child members who did not mail in a completed survey to attempt to increase response rates. Up to three CATI calls to each non-respondent were attempted. Figure 2-2 shows the timeline used for the survey administration.

**Figure 2-2—Child Dental Survey Timeline**



<sup>2-4</sup> Sampled members had the option to complete the survey in Spanish via Computer Assisted Telephone Interviewing (CATI). Members had to call a customer service toll-free number to request completing the survey in Spanish.

## How Survey Results Were Calculated

HSAG developed a scoring approach, based in part on scoring standards devised by the Agency for Healthcare Research and Quality (AHRQ), the developers of CAHPS, to comprehensively assess member experience. In addition to individual plan results, HSAG calculated an HKD Program average. HSAG combined results from the dental plans to calculate the HKD Program aggregate scores. This section provides an overview of each analysis.

### Who Responded to the Survey

The response rate was defined as the total number of completed surveys divided by all eligible members of the sample. HSAG considered a survey completed if at least one question was answered. Eligible members included the entire sample minus ineligible members. Ineligible members met at least one of the following criteria: they were deceased, were invalid (did not meet the eligible population criteria), or had a language barrier.

$$\text{Response Rate} = \frac{\text{Number of Completed Surveys}}{\text{Sample} - \text{Ineligibles}}$$

### Respondent Analysis

HSAG evaluated the demographic characteristics (i.e., age, gender, race, and ethnicity) of child members as part of the respondent analysis. HSAG performed a *t* test to determine whether the demographic characteristics of child members whose parents/caretakers responded to the survey (i.e., respondent percentages) were statistically significantly different from demographic characteristics of all child members in the sample frame (i.e., sample frame percentages). A difference was considered statistically significant if the two-sided *p* value of the *t* test is less than 0.05. The two-sided *p* value of the *t* test is the probability of observing a test statistic as extreme as or more extreme than the one actually observed by chance. Respondent percentages within a particular demographic category that were significantly higher or lower than the sample frame percentages are noted with black arrows in the tables. MDHHS should exercise caution when extrapolating the survey results to the entire population if the respondent population differs significantly from the actual population of the plan or program.

### Child and Respondent Demographics

The demographics analysis evaluated demographic information of child members and respondents based on parents'/caretakers' responses to the surveys. The demographic characteristics of children included age, gender, race, ethnicity, and dental health status. Self-reported respondent demographic information included age, gender, level of education, and relationship to the child.



## Statewide Comparisons

### Global Ratings, Composite Measures, and Individual Item Measures

HSAG calculated top-box scores for each measure. The scoring involved assigning top-box responses a score of one, with all other responses receiving a score of zero. A “top-box” response was defined as follows:

- “9” or “10” for the global ratings.
- “Usually/Always,” “Probably Yes/Definitely Yes,” or “Somewhat Yes/Definitely Yes” for the composite measures and individual item measures.

The exception to this was Question 18 in the *Access to Dental Care* composite measure, where the response option scale was reversed so responses of “Sometimes/Never” were considered top-box responses.

### Dental Plan Comparisons

HSAG compared the plans’ results to each other to determine if the results were statistically significantly different. A *t* test was performed to determine whether BCBSM’s results were statistically significantly different from Delta Dental’s results. A difference was considered statistically significant if the two-sided *p* value of the *t* test was less than 0.05. Statistically significant differences were noted using colors in the figures.

### Trend Analysis

HSAG compared the 2021 results to the corresponding 2020 results to determine whether there were statistically significant differences. A *t* test was performed to determine whether results in 2021 were statistically significantly different from the previous year’s results. A difference was considered statistically significant if the two-sided *p* value of the *t* test was less than 0.05. The two-sided *p* value of the *t* test is the probability of observing a test statistic as extreme as or more extreme than the one actually observed.

Scores that were statistically significantly higher in 2021 than in 2020 are noted with black upward (▲) triangles. Scores that were statistically significantly lower in 2021 than in 2020 are noted with black downward (▼) triangles. Scores in 2021 that were not statistically significantly different from scores in 2020 are not noted with triangles.

### Key Drivers of Member Experience

HSAG performed an analysis of key drivers of member experience for the following three measures: *Rating of All Dental Care*, *Rating of Dental Plan*, and *Would Recommend Dental Plan*. The purpose of the key drivers of member experience analysis is to help decision makers identify specific aspects of care that will most benefit from quality improvement activities.

Table 2-2 depicts the survey items (i.e., questions) that were analyzed for each measure in the key drivers of member experience analysis as indicated by a checkmark (✓), as well as each survey item's baseline response that was used in the statistical calculation.

**Table 2-2—Potential Key Drivers**

Question Number	<i>Rating of All Dental Care</i>	<i>Rating of Dental Plan</i>	<i>Would Recommend Dental Plan</i>	Baseline Response
Q6. Child's dentist explained things in understandable way	✓	✓	✓	Always
Q7. Child's dentist listened carefully to parent/caretaker	✓	✓	✓	Always
Q8. Child's dentist treated parent/caretaker with courtesy and respect	✓	✓	✓	Always
Q10. Child's dentist explained things in understandable way for child	✓	✓	✓	Always
Q11. Child's dentist spent enough time with child	✓	✓	✓	Always
Q13. Dentists or dental staff helped child feel comfortable during dental work	✓	✓	✓	Always
Q14. Dentists or dental staff explained during child's treatment	✓	✓	✓	Always
Q15. Received appointment as soon as wanted	✓	✓	✓	Always
Q16. Child saw dentist as soon as parent/caretaker wanted	✓	✓	✓	Definitely Yes
Q17. Parent/caretaker received appointment for child as soon as wanted for specialized dentist and dental care	✓	✓	✓	Always
Q18. Spent more than 15 minutes in waiting room before child's appointment	✓	✓	✓	Never

Question Number	Rating of All Dental Care	Rating of Dental Plan	Would Recommend Dental Plan	Baseline Response
Q19. Someone explained delay for spending more than 15 minutes in waiting room before appointment	✓	✓	✓	Always
Q21. Child's dental plan covered all services parent/caretaker thought covered		✓	✓	Always
Q21a. Child's dental plan met all of child's dental care needs		✓	✓	Definitely Yes
Q22. Child's dental plan covered what child needed		✓	✓	Definitely Yes
Q24. 800 number, written materials, or website provided parent/caretaker with wanted information		✓	✓	Always
Q26. Information helped find dentist for child that parent/caretaker is happy with		✓	✓	Definitely Yes
Q29. Child's dental plan's customer service staff gave parent/caretaker the information or help needed		✓	✓	Always
Q30. Child's dental plan's customer service staff treated parent/caretaker with courtesy and respect		✓	✓	Always

HSAG measured each measure's performance by assigning the responses into a three-point scale as follows:

- 0 to 6/Definitely No = 1 (Dissatisfied)
- 7 to 8/Probably Yes or Probably No = 2 (Neutral)
- 9 to 10/Definitely Yes = 3 (Satisfied)

For each item evaluated, HSAG calculated the relationship between the item's response and performance on each of the three measures using a polychoric correlation, which is used to estimate the correlation between two theorized normally distributed continuous latent variables, from two observed ordinal variables. HSAG then prioritized items based on their correlation to each measure.

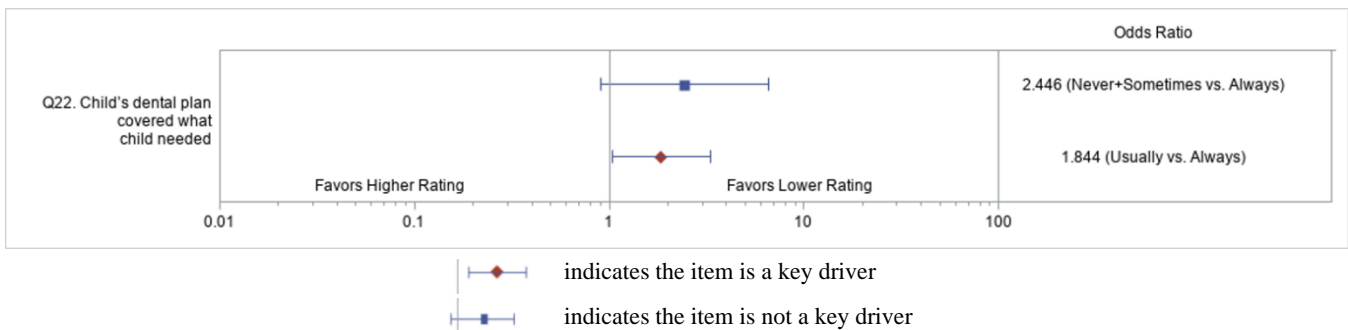
The correlation can range from -1 to 1, with negative values indicating an inverse relationship between overall member experience and a particular survey item. However, the correlation analysis conducted is not focused on the direction of the correlation, but rather on the degree of correlation. Therefore, the

absolute value of the correlation is used in the analysis, and the range is 0 to 1. A zero indicates no relationship between the response to a question and the member's experience. As the value of the correlation increases, the importance of the question to the respondent's overall experience increases.

After prioritizing items based on their correlation to each measure, HSAG estimated the odds ratio, which is used to quantify the respondents' tendency to choose a lower rating over a higher rating based on their responses to the evaluated items. The odds ratio can range from 0 to infinity. Key drivers are those items for which the odds ratio is statistically significantly greater than 1. If a response to an item has an odds ratio value that is statistically significantly greater than 1, then a respondent who provides a response other than the baseline (i.e., "Always," "Definitely Yes," or "Never") is more likely to provide a lower rating on the measure than respondents who provide the baseline response. As the odds ratio value increases, the tendency for a respondent who provides a non-baseline response to choose a lower rating increases.

In the example figure below, the results indicate that respondents who answered "Never and Sometimes" or "Usually" to Questions 22 are 2.446 or 1.844 times, respectively, more likely to provide a lower rating for their dental plan than respondents who answered "Always." The items identified as key drivers are indicated with a red diamond.

### Key Drivers of Member Experience: Rating of Dental Plan



## Limitations and Cautions

The findings presented in this report are subject to some limitations in the survey design, analysis, and interpretation. These limitations should be considered when interpreting or generalizing the findings.

### Causal Inferences

Although this report examines whether respondents report differences in experience with various aspects of their child's dental care experiences, these differences may not be completely attributable to the HKD Program. The survey by itself does not necessarily reveal the exact cause of these differences.

## **Coronavirus Disease 2019 (COVID-19) Impact**

Due to the COVID-19 pandemic in the United States beginning in March 2020, the number of completed surveys may have been impacted as well as members' perceptions of and experiences with the health care system; therefore, caution should be exercised when evaluating the results.

## **Lack of National Data for Comparisons**

Currently AHRQ has not established a child dental survey; therefore, national benchmark data were not available for comparisons.

## **Non-Response Bias**

The experiences of the survey respondent population may be different than that of non-respondents with respect to their dental care services and may vary by plan or program. According to research, late respondents (i.e., respondents who submitted a survey later than the first mailing/round) could potentially be non-respondents if the survey had ended earlier.<sup>2-5</sup> Similarly, respondents who submitted a survey by phone could potentially be non-respondents if the survey mode was mail-only. To identify potential non-response bias, HSAG compared the top-box scores by mode (i.e., respondents who completed a survey by mail to respondents who completed a survey by phone) for each measure. Results indicate that respondents who completed the survey by mail are statistically significantly more likely to provide a higher top-box response than respondents who completed the survey by phone for the *Care from Dentists and Staff* composite measure. While the first-year finding of the non-response bias analysis can only serve as a potential baseline for evaluating if there is a similar trend over the years, MDHHS should consider that potential non-response bias does exist when interpreting CAHPS results for this measure.

## **Survey Instrument**

The Child Dental Survey is a modified version of AHRQ's CAHPS Dental Survey. The CAHPS Dental Survey, currently available for the adult population only, was customized for administration to a child population.

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<sup>2-5</sup> Korkeila, K., et al. "Non-response and related factors in a nation-wide health survey." *European journal of epidemiology* 17.11 (2001): 991-999.

## Who Responded to the Survey

A total of 3,300 surveys were mailed to parents/caretakers of child members enrolled in the HKD Program. A total of 355 and 526 surveys were completed for BCBSM and Delta Dental, respectively.

Table 3-1 shows the total number of members sampled, the number of surveys completed, the number of ineligible members, and the response rates.

**Table 3-1—Total Number of Respondents and Response Rates**

Program/Plan Name	Sample Size	Completes	Ineligibles	Response Rates
<b>HKD Program</b>	<b>3,300</b>	<b>881</b>	<b>117</b>	<b>27.68%</b>
BCBSM	1,650	355	84	22.67%
Delta Dental	1,650	526	33	32.53%

## Respondent Analysis

HSAG compared the demographic characteristics of child members whose parents/caretakers responded to the survey to the demographic characteristics of all child members in the sample frame for statistically significant differences. The demographic characteristics evaluated as part of the respondent analysis included age, gender, race, and ethnicity. Table 3-2 through Table 3-5 present the results of the respondent analysis for the HKD Program and dental plans. Please note that variables from the sample frame were used as the data source for this analysis; therefore, these results will differ from those presented in the demographics subsection, which uses responses from the survey as the data source.

**Table 3-2—Respondent Analysis: Age**

Program/Plan Name		0 to 3	4 to 7	8 to 12	13 to 17	18 to 20
<b>HKD Program</b>	<b>R</b>	<b>10.3%↑</b>	<b>25.9%</b>	<b>31.8%</b>	<b>26.2%</b>	<b>5.8%</b>
	<b>SF</b>	<b>8.2%</b>	<b>26.4%</b>	<b>33.7%</b>	<b>25.9%</b>	<b>5.9%</b>
BCBSM	R	16.3%	24.8%	29.6%	23.4%	5.9%
	SF	17.3%	27.2%	29.8%	19.9%	5.8%
Delta Dental	R	6.3%	26.6%	33.3%	28.1%	5.7%
	SF	7.2%	26.3%	34.1%	26.5%	5.9%

An “R” indicates respondent percentage and an “SF” indicates sample frame percentage.

↑ Indicates the respondent percentage is statistically significantly higher than the sample frame percentage.

↓ Indicates the respondent percentage is statistically significantly lower than the sample frame percentage.

Respondent percentages that are not statistically significantly different than the sample frame percentages are not noted with arrows.

**Table 3-3—Respondent Analysis: Gender**

Program/Plan Name		Male	Female
HKD Program	R	50.7%	49.3%
	SF	49.7%	50.3%
BCBSM	R	50.4%	49.6%
	SF	49.0%	51.0%
Delta Dental	R	51.0%	49.0%
	SF	49.8%	50.2%

An “R” indicates respondent percentage and an “SF” indicates sample frame percentage.  
 ↑ Indicates the respondent percentage is statistically significantly higher than the sample frame percentage.  
 ↓ Indicates the respondent percentage is statistically significantly lower than the sample frame percentage.  
 Respondent percentages that are not statistically significantly different than the sample frame percentages are not noted with arrows.

**Table 3-4—Respondent Analysis: Race**

Program/Plan Name		White	Black	Asian	Native Hawaiian or Other Pacific Islander	American Indian or Alaska Native	Other
HKD Program	R	69.2%↑	19.8%↓	2.7%	0.1%	0.8%	7.3%
	SF	63.7%	24.7%	2.2%	0.1%	1.0%	8.3%
BCBSM	R	64.0%↑	23.5%↓	2.8%	0.3%	1.1%	8.2%
	SF	52.7%	32.8%	3.2%	0.1%	1.1%	10.2%
Delta Dental	R	72.7%↑	17.4%↓	2.7%	0.0%↓	0.6%	6.7%
	SF	64.9%	23.8%	2.1%	0.1%	1.0%	8.1%

An “R” indicates respondent percentage and an “SF” indicates sample frame percentage.  
 ↑ Indicates the respondent percentage is statistically significantly higher than the sample frame percentage.  
 ↓ Indicates the respondent percentage is statistically significantly lower than the sample frame percentage.  
 Respondent percentages that are not statistically significantly different than the sample frame percentages are not noted with arrows.

**Table 3-5—Respondent Analysis: Ethnicity**

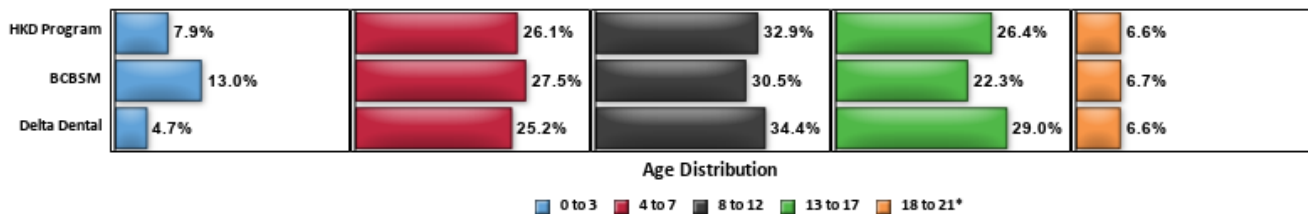
Program/Plan Name		Hispanic	Non-Hispanic
HKD Program	R	10.1%	89.9%
	SF	10.7%	89.3%
BCBSM	R	10.2%	89.8%
	SF	11.5%	88.5%
Delta Dental	R	10.1%	89.9%
	SF	10.6%	89.4%

An “R” indicates respondent percentage and an “SF” indicates sample frame percentage.  
 ↑ Indicates the respondent percentage is statistically significantly higher than the sample frame percentage.  
 ↓ Indicates the respondent percentage is statistically significantly lower than the sample frame percentage.  
 Respondent percentages that are not statistically significantly different than the sample frame percentages are not noted with arrows.

## Child and Respondent Demographics

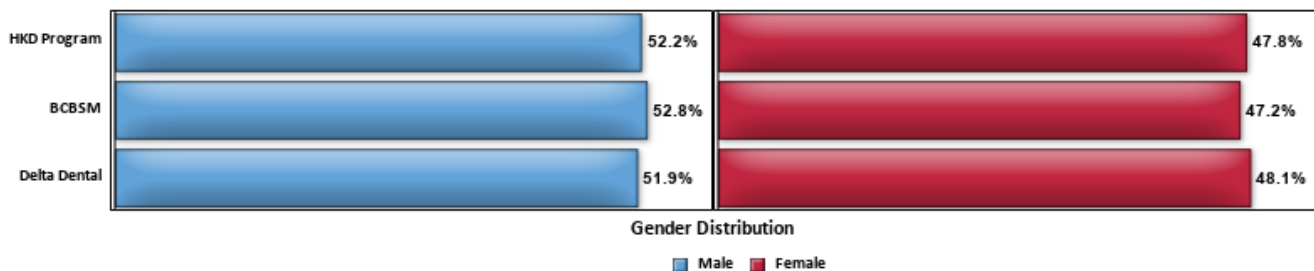
Figure 3-1 through Figure 3-5 depict the self-reported demographic characteristics of children for whom a parent/caretaker completed a survey.

**Figure 3-1—Child Member Demographics: Age**



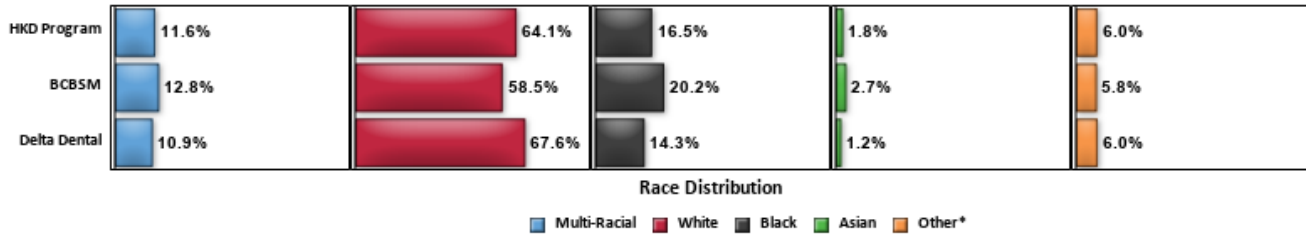
\*Children were eligible for inclusion in the Child Dental Survey results if they were age 20 or younger as of October 31, 2020. Some children eligible for the survey turned age 21 between November 1, 2020, and the time of survey administration.

**Figure 3-2—Child Member Demographics: Gender**





**Figure 3-3—Child Member Demographics: Race**



\*The "Other" Race category includes responses of Native Hawaiian or Other Pacific Islander, American Indian or Alaska Native, and Other.

**Figure 3-4—Child Member Demographics: Ethnicity**



**Figure 3-5—Child Member Demographics: Dental Health Status**

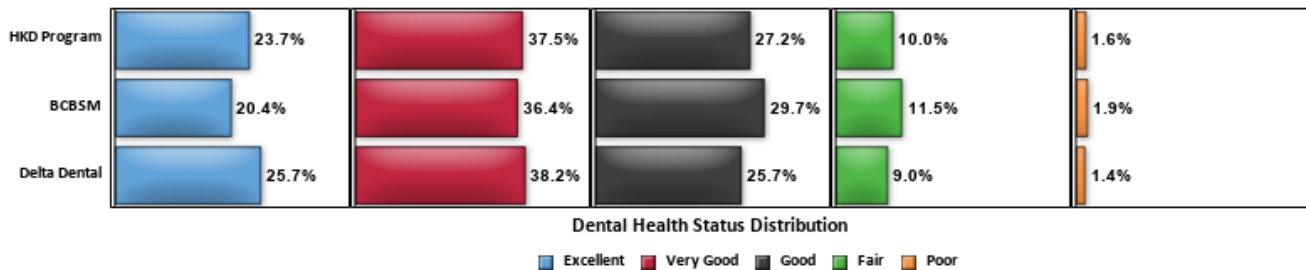
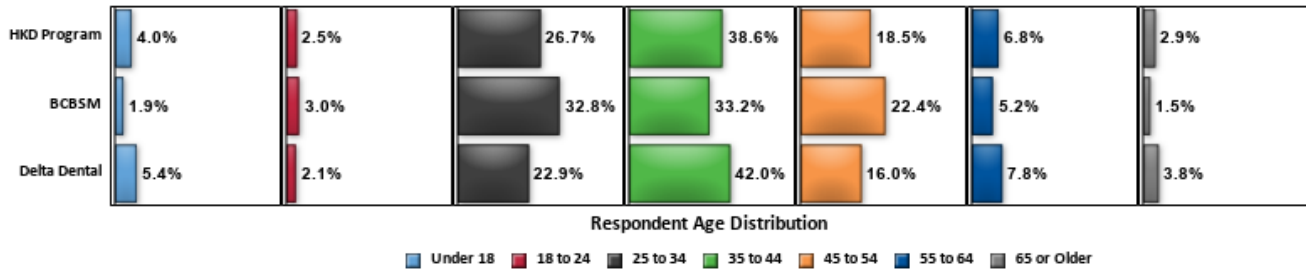
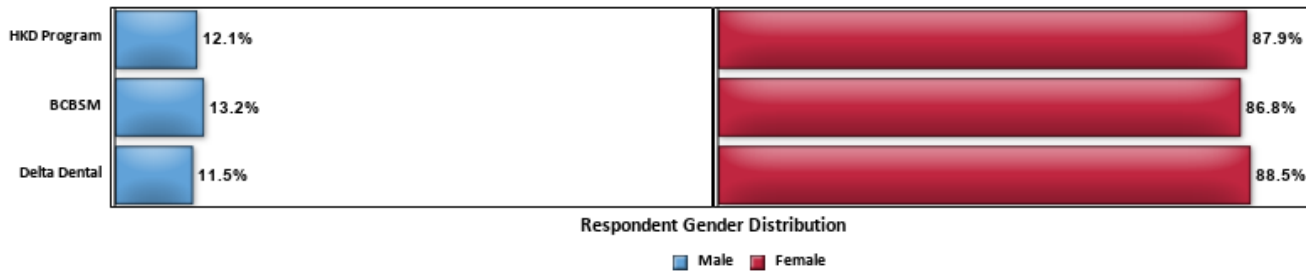


Figure 3-6 through Figure 3-9 depict the self-reported age, gender, education level, and relationship to child for the respondents who completed the survey.

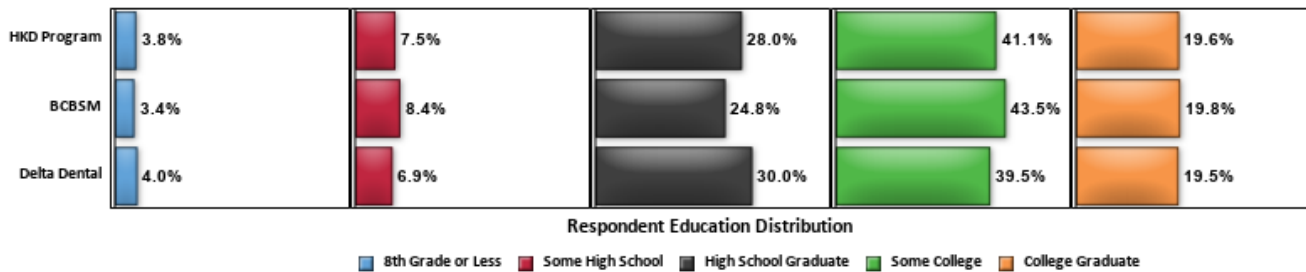
**Figure 3-6—Respondent Demographics: Age**



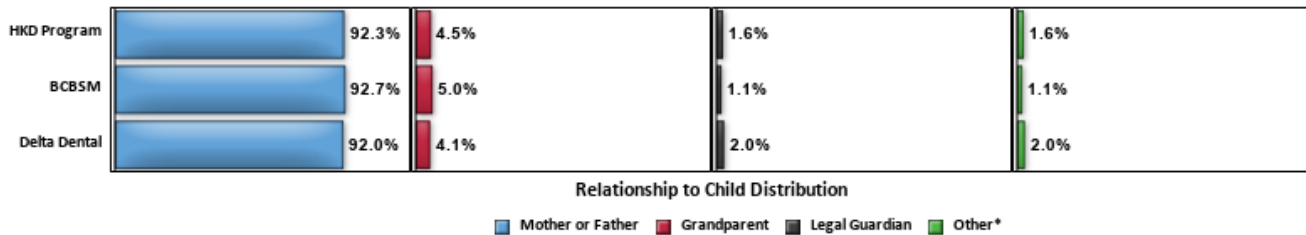
**Figure 3-7—Respondent Demographics: Gender**



**Figure 3-8—Respondent Demographics: Education Level**



**Figure 3-9—Respondent Demographics: Relationship to Child**



\*The "Other" Relationship to Child category is based on respondents who answered aunt or uncle, older brother or sister, other relative, or someone else.

## Statewide Comparisons

HSAG calculated top-box scores for each measure. A “top-box” response was defined as follows:

- “9” or “10” for the global ratings.
- “Usually/Always,” “Probably Yes/Definitely Yes,” or “Somewhat Yes/Definitely Yes” for the composite measures and individual item measures.

The exception to this was Question 18 in the *Access to Dental Care* composite measure, where the response option scale was reversed so a response of “Sometimes/Never” was considered a top-box response. For additional information on the survey language and response options for the measures, please refer to the Reader’s Guide beginning on page 2-1.

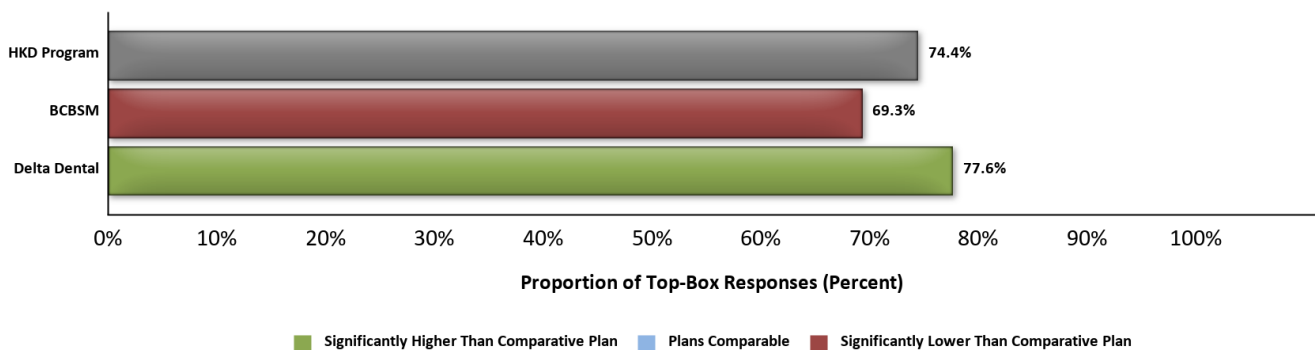
HSAG compared the plans’ results to each other to determine if the results were statistically significantly different. Colors in the figures note statistically significant differences. Green indicates a top-box score for one dental plan that was statistically significantly higher than the other dental plan. Conversely, red indicates a top-box score for one dental plan that was statistically significantly lower than the other dental plan. Blue represents top-box scores that were not statistically significantly different from each other. Scores with fewer than 100 respondents are denoted with a cross (+). Caution should be used when evaluating scores derived from fewer than 100 respondents.

### Global Ratings

#### Rating of Regular Dentist

Figure 3-10 shows the *Rating of Regular Dentist* top-box scores.

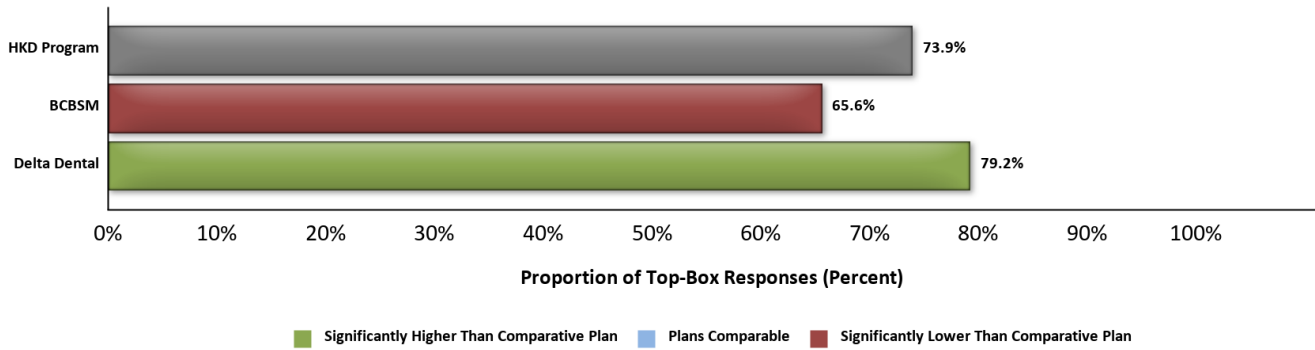
**Figure 3-10—Rating of Regular Dentist Top-Box Scores**



### Rating of All Dental Care

Figure 3-11 shows the *Rating of All Dental Care* top-box scores.

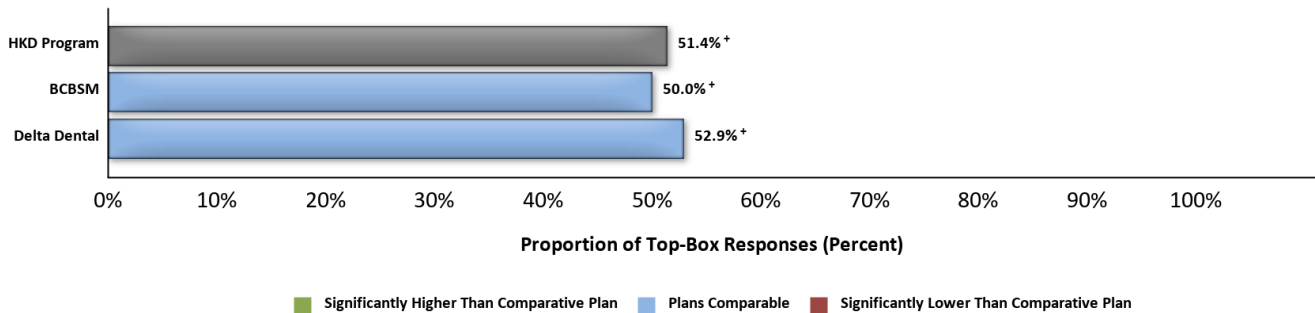
**Figure 3-11—Rating of All Dental Care Top-Box Scores**



### Rating of Finding a Dentist

Figure 3-12 shows the *Rating of Finding a Dentist* top-box scores.

**Figure 3-12—Rating of Finding a Dentist Top-Box Scores**

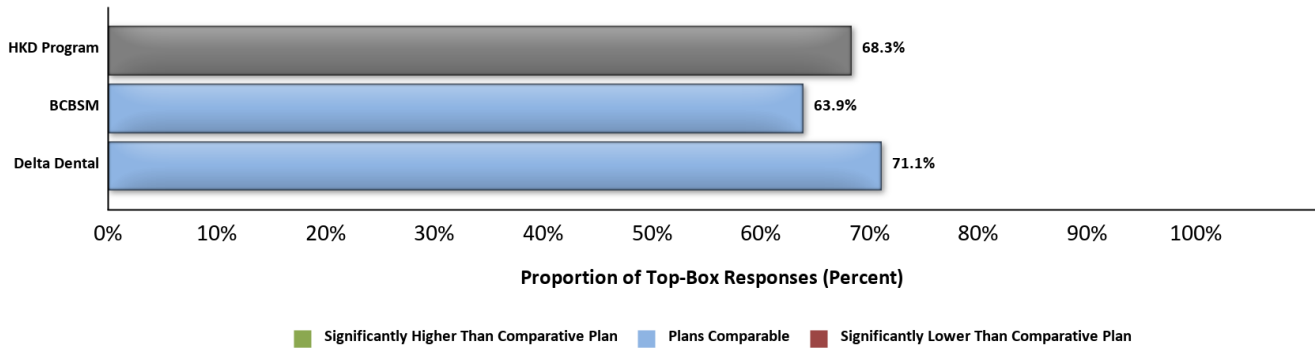


<sup>+</sup> Indicates fewer than 100 responses. Caution should be exercised when evaluating these results.

### Rating of Dental Plan

Figure 3-13 shows the *Rating of Dental Plan* top-box scores.

**Figure 3-13—Rating of Dental Plan Top-Box Scores**

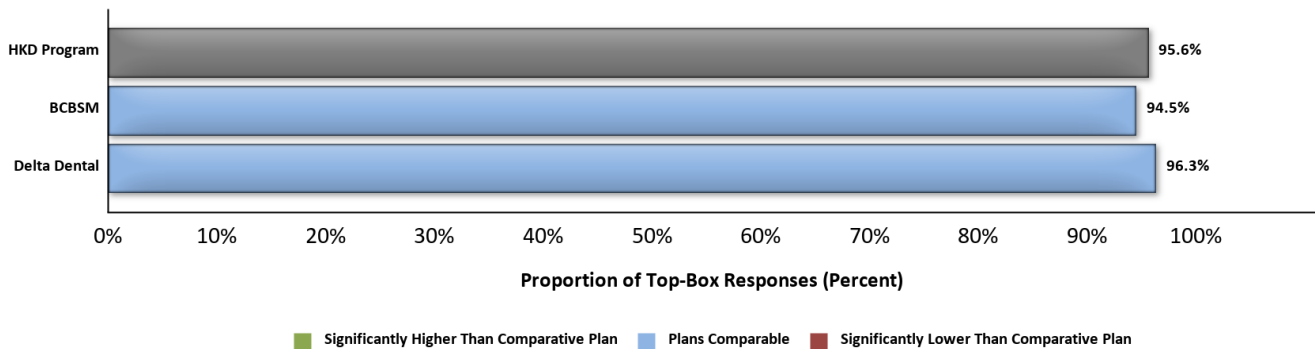


### Composite Measures

#### Care from Dentists and Staff

Figure 3-14 shows the *Care from Dentists and Staff* top-box scores.

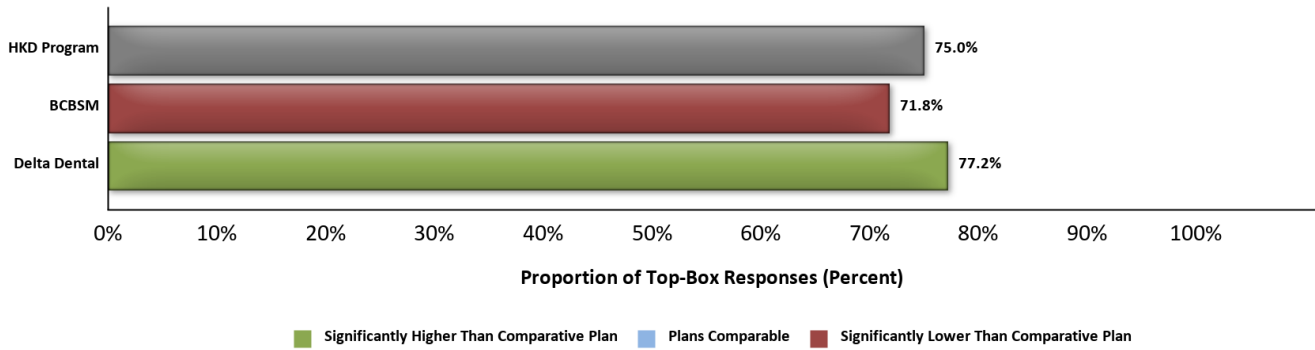
**Figure 3-14—Care from Dentists and Staff Top-Box Scores**



### Access to Dental Care

Figure 3-15 shows the *Access to Dental Care* top-box scores.

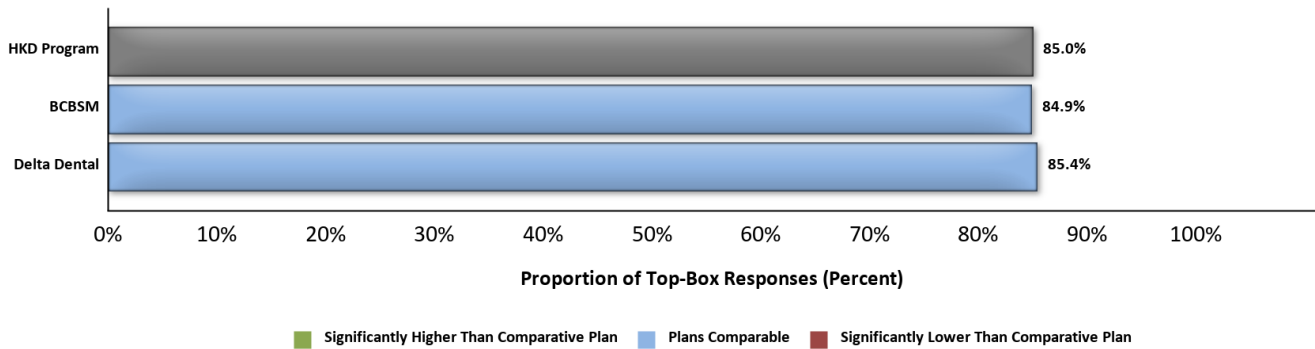
**Figure 3-15—Access to Dental Care Top-Box Scores**



### Dental Plan Information and Services

Figure 3-16 shows the *Dental Plan Information and Services* top-box scores.

**Figure 3-16—Dental Plan Information and Services Top-Box Scores**

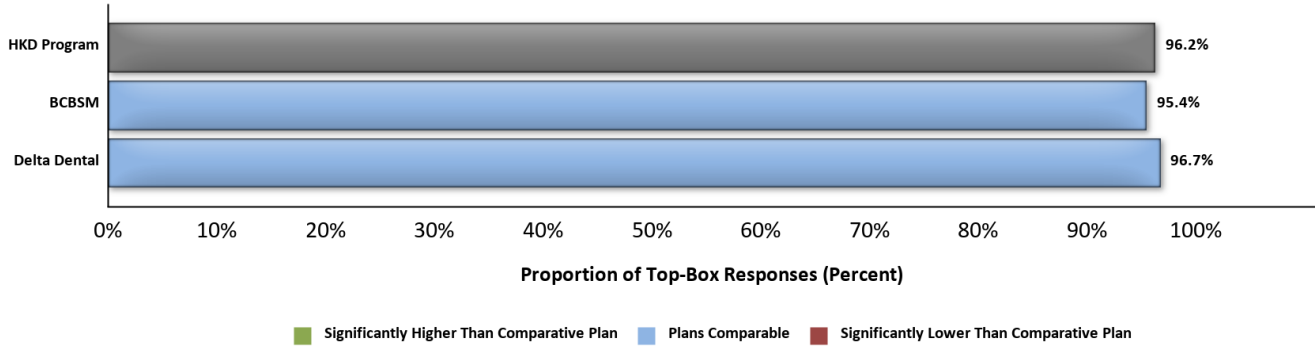


## Individual Item Measures

### Care from Regular Dentist

Figure 3-17 shows the *Care from Regular Dentist* top-box scores.

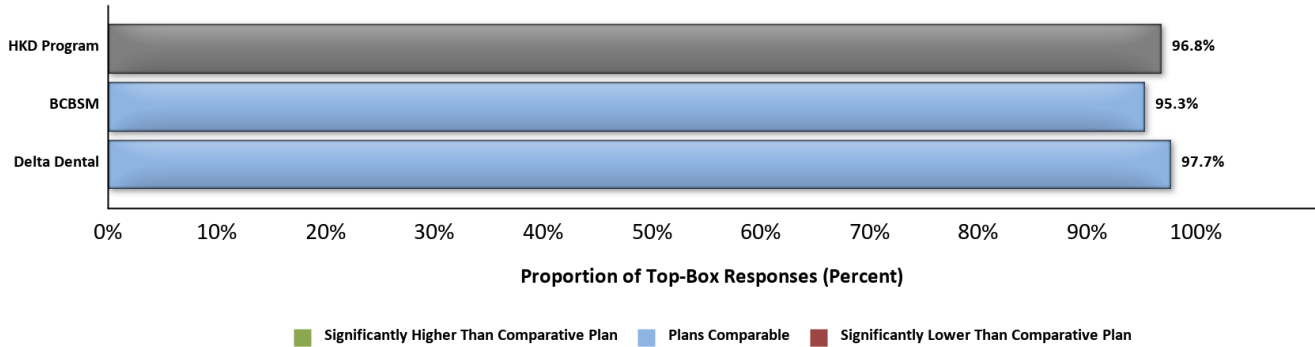
**Figure 3-17—Care from Regular Dentist Top-Box Scores**



### Would Recommend Regular Dentist

Figure 3-18 shows the *Would Recommend Regular Dentist* top-box scores.

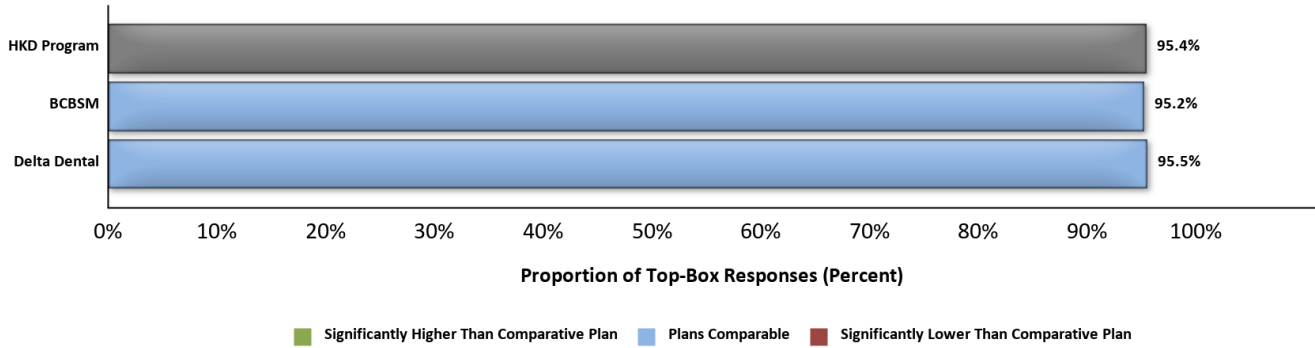
**Figure 3-18—Would Recommend Regular Dentist Top-Box Scores**



**Would Recommend Dental Plan**

Figure 3-19 shows the *Would Recommend Dental Plan* top-box scores.

**Figure 3-19—Would Recommend Dental Plan Top-Box Scores**





## 4. Trend Results

HSAG compared the 2021 scores to the 2020 scores to determine whether there were statistically significant differences. For additional information on the trend analysis, please refer to the Trend Analysis section in the Reader’s Guide on page 2-7.

### HKD Program

Table 4-1 shows the 2020 and 2021 top-box scores and trend results for the HKD Program.

**Table 4-1—HKD Program Trend Analysis**

	2020	2021	Trend Results (2020-2021)
<b>Global Ratings</b>			
<i>Rating of Regular Dentist</i>	71.3%	74.4%	—
<i>Rating of All Dental Care</i>	73.9%	73.9%	—
<i>Rating of Finding a Dentist</i>	52.6% <sup>+</sup>	51.4% <sup>+</sup>	—
<i>Rating of Dental Plan</i>	70.9%	68.3%	—
<b>Composite Measures</b>			
<i>Care from Dentists and Staff</i>	94.5%	95.6%	—
<i>Access to Dental Care</i>	73.5%	75.0%	—
<i>Dental Plan Information and Services</i>	86.0%	85.0%	—
<b>Individual Item Measures</b>			
<i>Care from Regular Dentists</i>	94.4%	96.2%	—
<i>Would Recommend Regular Dentist</i>	94.4%	96.8%	▲
<i>Would Recommend Dental Plan</i>	95.6%	95.4%	—
<sup>+</sup> Indicates fewer than 100 responses. Caution should be exercised when evaluating these results. ▲ Statistically significantly higher in 2021 than in 2020. ▼ Statistically significantly lower in 2021 than in 2020. — Not statistically significantly different in 2021 than in 2020.			

## Delta Dental

Table 4-2 shows the 2020 and 2021 top-box scores and trend results for Delta Dental.

**Table 4-2—Delta Dental Trend Analysis**

	2020	2021	Trend Results (2020-2021)
<b>Global Ratings</b>			
<i>Rating of Regular Dentist</i>	71.6%	77.6%	—
<i>Rating of All Dental Care</i>	75.7%	79.2%	—
<i>Rating of Finding a Dentist</i>	59.4% <sup>+</sup>	52.9% <sup>+</sup>	—
<i>Rating of Dental Plan</i>	70.2%	71.1%	—
<b>Composite Measures</b>			
<i>Care from Dentists and Staff</i>	95.2%	96.3%	—
<i>Access to Dental Care</i>	74.9%	77.2%	—
<i>Dental Plan Information and Services</i>	86.3%	85.4%	—
<b>Individual Item Measures</b>			
<i>Care from Regular Dentists</i>	94.0%	96.7%	—
<i>Would Recommend Regular Dentist</i>	93.7%	97.7%	▲
<i>Would Recommend Dental Plan</i>	96.8%	95.5%	—
<sup>+</sup> Indicates fewer than 100 responses. Caution should be exercised when evaluating these results. ▲ Statistically significantly higher in 2021 than in 2020. ▼ Statistically significantly lower in 2021 than in 2020. — Not statistically significantly different in 2021 than in 2020.			

**BCBSM**

Table 4-3 shows the 2020 and 2021 top-box scores and trend results for BCBSM.

**Table 4-3—BCBSM Trend Analysis**

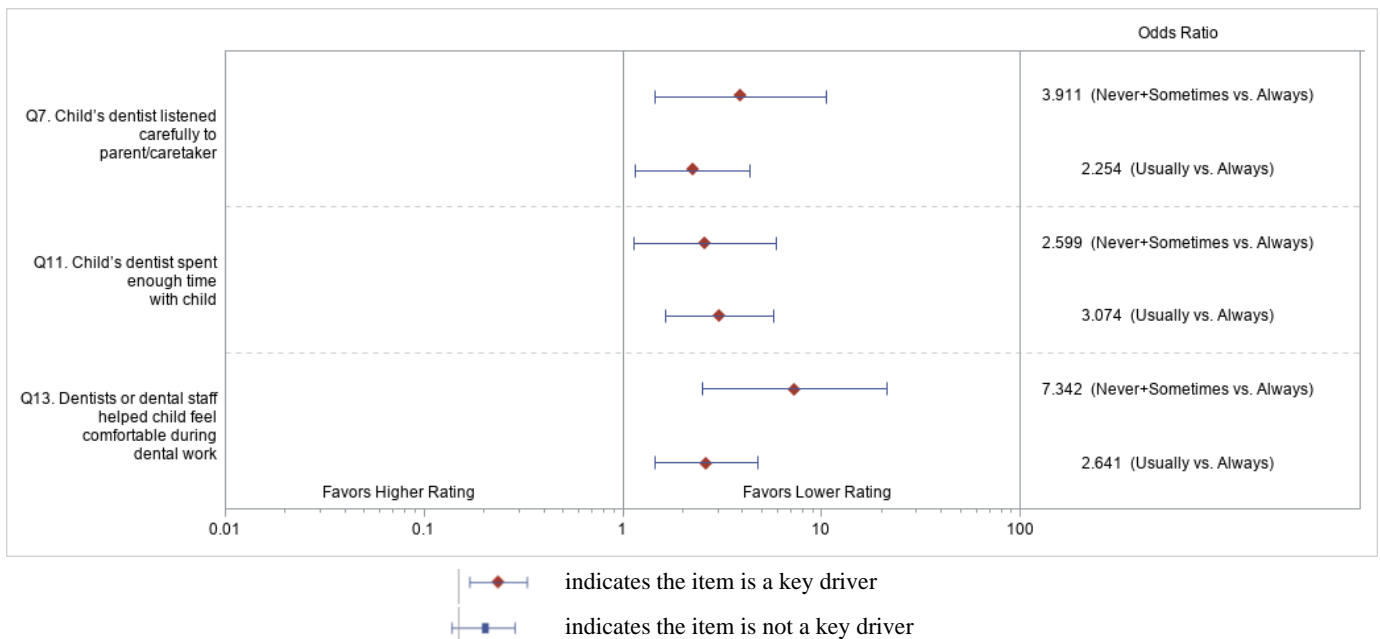
	2020	2021	Trend Results (2020-2021)
<b>Global Ratings</b>			
<i>Rating of Regular Dentist</i>	70.8%	69.3%	—
<i>Rating of All Dental Care</i>	71.5%	65.6%	—
<i>Rating of Finding a Dentist</i>	49.2% <sup>+</sup>	50.0% <sup>+</sup>	—
<i>Rating of Dental Plan</i>	71.8%	63.9%	▼
<b>Composite Measures</b>			
<i>Care from Dentists and Staff</i>	93.4%	94.5%	—
<i>Access to Dental Care</i>	71.9%	71.8%	—
<i>Dental Plan Information and Services</i>	86.0%	84.9%	—
<b>Individual Item Measures</b>			
<i>Care from Regular Dentists</i>	95.0%	95.4%	—
<i>Would Recommend Regular Dentist</i>	95.4%	95.3%	—
<i>Would Recommend Dental Plan</i>	93.9%	95.2%	—
<sup>+</sup> Indicates fewer than 100 responses. Caution should be exercised when evaluating these results. ▲ Statistically significantly higher in 2021 than in 2020. ▼ Statistically significantly lower in 2021 than in 2020. — Not statistically significantly different in 2021 than in 2020.			

## 5. Key Drivers of Member Experience Analysis

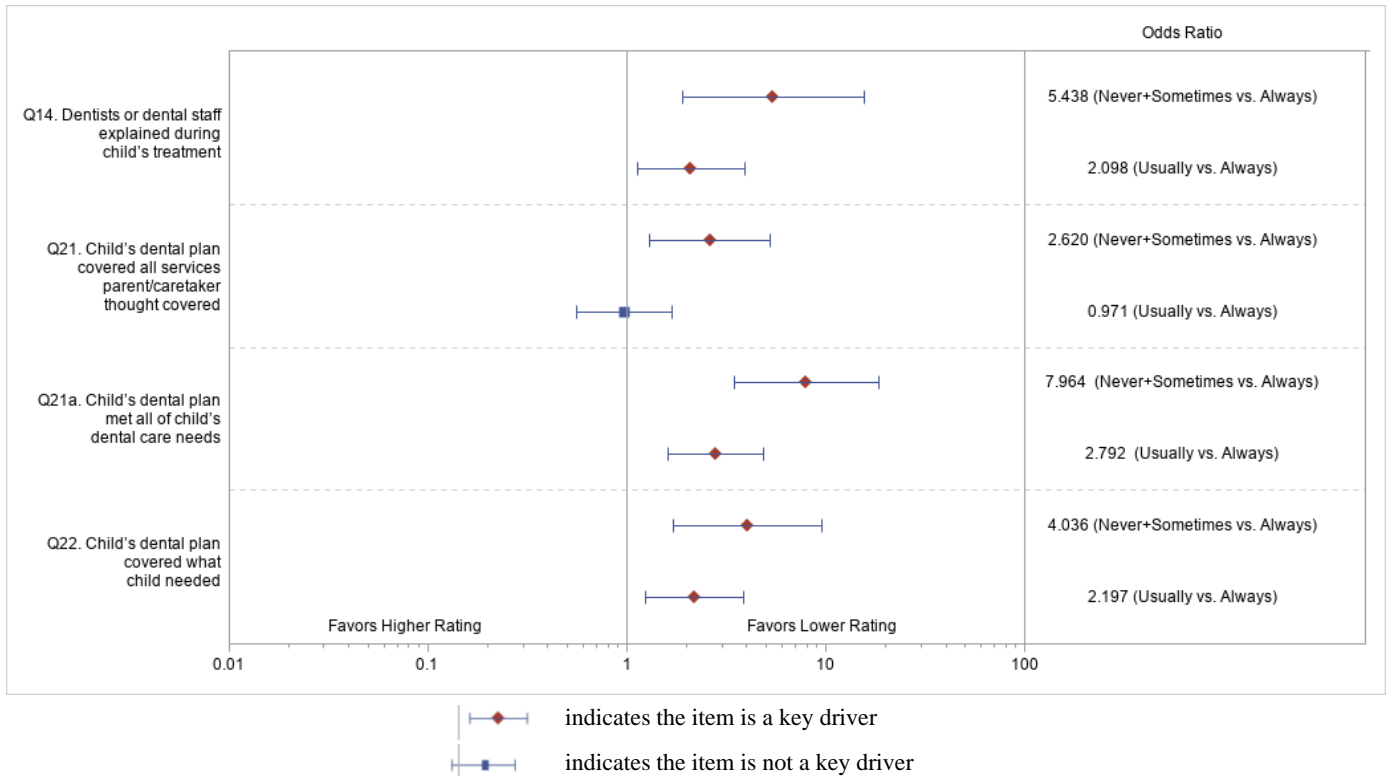
HSAG performed an analysis of key drivers of member experience for the following measures: *Rating of All Dental Care*, *Rating of Dental Plan*, and *Would Recommend Dental Plan*. Key drivers of member experience are defined as those items for which the odds ratio is statistically significantly greater than 1. For additional information on the statistical calculation, please refer to the Reader’s Guide section on page 2-8.

Figure 5-1 through Figure 5-3 depict the results of the analysis for the HKD Program. The items identified as key drivers are indicated with a red diamond.

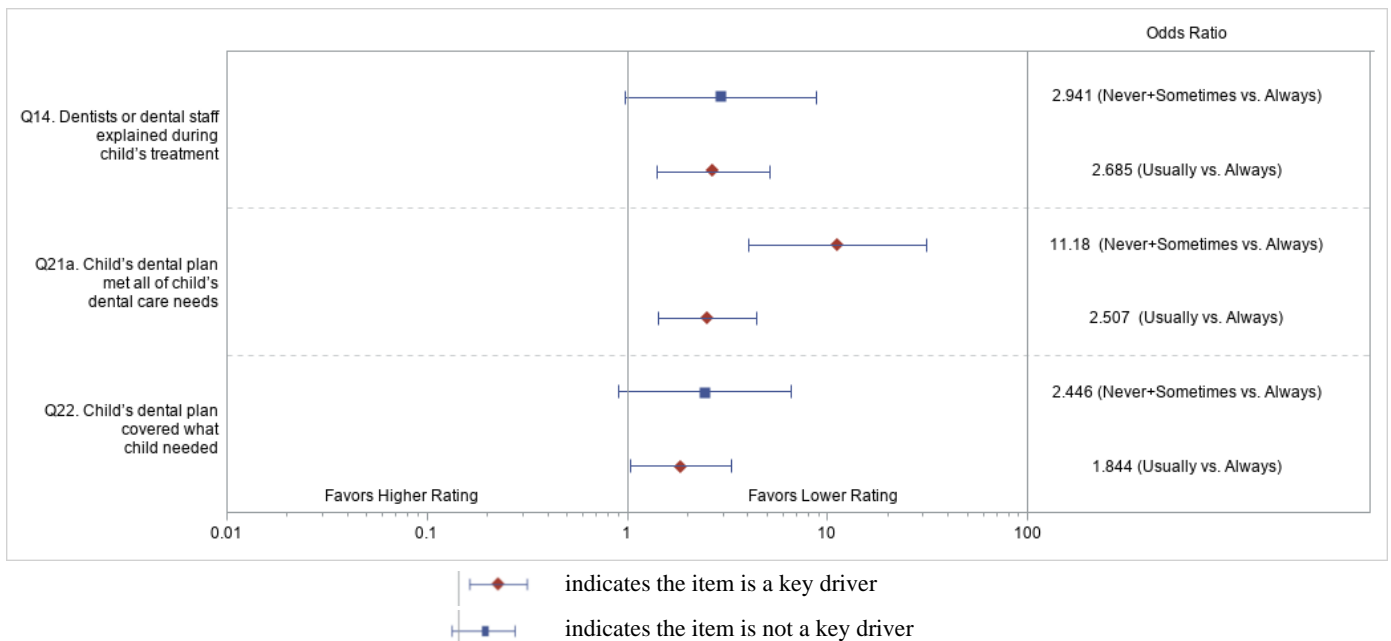
**Figure 5-1—HKD Program Key Drivers of Member Experience: Rating of All Dental Care**



**Figure 5-2—HKD Program Key Drivers of Member Experience: Rating of Dental Plan**



**Figure 5-3—HKD Program Key Drivers of Member Experience: Would Recommend Dental Plan**



## 6. Survey Instrument

This section provides a copy of the survey instrument administered to child members enrolled in the HKD Program.



Your privacy is protected. The research staff will not share your personal information with anyone without your OK. Personally identifiable information will not be made public and will only be released in accordance with Federal laws and regulations.

You may choose to answer this survey or not. If you choose not to, this will not affect the dental benefits your child gets. You may notice a number on the cover of this survey. This number is ONLY used to let us know if you returned your survey so we don't have to send you reminders.

If you want to know more about this study, please call 1-877-455-3393.

### SURVEY INSTRUCTIONS

- Please be sure to fill the response circle completely. Use only black or blue ink or dark pencil to complete the survey.

Correct Mark 

Incorrect Marks



- You are sometimes told to skip over some questions in the survey. When this happens you will see an arrow with a note that tells you what question to answer next, like this:

- Yes → *Go to Question 1*
- No

↓ START HERE ↓

Please answer the questions for the child listed on the envelope. Please do not answer for any other children.

1. Our records show that your child is now in the (insert dental plan name). Is that right?

- Yes → *Go to Question 3*
- No

2. What is the name of your child's dental plan? (*Please print*)

\_\_\_\_\_



3. In the last 12 months, did your child go to a dentist's office or clinic for care?

- Yes → **Go to Question 4**
- No → **Please stop and return this survey in the postage-paid envelope. Thank you.**

### **YOUR CHILD'S REGULAR DENTIST**

4. A regular dentist is one your child would go to for check-ups and cleanings or when he or she has a cavity or tooth pain. Does your child have a regular dentist?

- Yes
- No → **Go to Question 13**

5. Has your child seen his or her regular dentist in the last 12 months?

- Yes
- No, My child has seen someone else → **Go to Question 13**

6. In the last 12 months, how often did your child's regular dentist explain things about your child's dental health in a way that was easy to understand?

- Never
- Sometimes
- Usually
- Always

7. In the last 12 months, how often did your child's regular dentist listen carefully to you?

- Never
- Sometimes
- Usually
- Always

8. In the last 12 months, how often did your child's regular dentist treat you with courtesy and respect?

- Never
- Sometimes
- Usually
- Always

9. Is your child able to talk with his or her regular dentist about his or her dental care?

- Yes
- No → **Go to Question 11**

10. In the last 12 months, how often did your child's regular dentist explain things in a way that was easy for your child to understand?

- Never
- Sometimes
- Usually
- Always

11. In the last 12 months, how often did your child's regular dentist spend enough time with your child?

- Never
- Sometimes
- Usually
- Always

11a. In the last 12 months, how often were you satisfied with the overall care provided to your child by his or her regular dentist?

- Never
- Sometimes
- Usually
- Always





12. Using any number from 0 to 10, where 0 is the worst regular dentist possible and 10 is the best regular dentist possible, what number would you use to rate your child's regular dentist?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
0	1	2	3	4	5	6	7	8	9	10
Worst					Best					
Regular Dentist					Regular Dentist					
Possible					Possible					

12a. Would you recommend your child's regular dentist to other parents or people who are looking for a new dentist for their child?

- Definitely yes
- Probably yes
- Probably no
- Definitely no

**YOUR CHILD'S DENTAL CARE  
IN THE LAST 12 MONTHS**

So far, the questions on this survey have been about your child's regular dentist. The next set of questions asks about any dental care your child had in the last 12 months, including dental care your child had with his or her regular dentist or with someone else.

13. In the last 12 months, how often did the dentists or dental staff do everything they could to help your child feel as comfortable as possible during his or her dental work?

- Never
- Sometimes
- Usually
- Always

14. In the last 12 months, how often did the dentists or dental staff explain what they were doing while treating your child?

- Never
- Sometimes
- Usually
- Always

15. In the last 12 months, how often were your child's dental appointments as soon as you wanted?

- Never
- Sometimes
- Usually
- Always

16. If your child needed to see a dentist right away because of a dental emergency in the last 12 months, did your child get to see a dentist as soon as you wanted?

- My child did not have a dental emergency in the last 12 months
- Definitely yes
- Somewhat yes
- Somewhat no
- Definitely no

17. If you tried to get an appointment for your child with a dentist who specializes in a particular type of dental care (such as an oral or dental surgeon) in the last 12 months, how often did you get an appointment for your child as soon as you wanted?

- I did not try to get an appointment with a specialist dentist for my child in the last 12 months
- Never
- Sometimes
- Usually
- Always



18. In the last 12 months, how often did you have to spend more than 15 minutes in the waiting room before your child saw someone for his or her dental appointment?

- Never → *Go to Question 20*
- Sometimes
- Usually
- Always

19. If you had to spend more than 15 minutes in the waiting room before your child saw someone for his or her appointment, how often did someone tell you why there was a delay or how long the delay would be?

- Never
- Sometimes
- Usually
- Always

20. Using any number from 0 to 10, where 0 is the worst dental care possible and 10 is the best dental care possible, what number would you use to rate all of the dental care your child received in the last 12 months?

- |             |   |   |   |   |   |   |   |   |   |             |
|-------------|---|---|---|---|---|---|---|---|---|-------------|
| ○           | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○           |
| 0           | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10          |
| Worst       |   |   |   |   |   |   |   |   |   | Best        |
| Dental Care |   |   |   |   |   |   |   |   |   | Dental Care |
| Possible    |   |   |   |   |   |   |   |   |   | Possible    |

## YOUR CHILD'S DENTAL PLAN

The next set of questions asks about your child's dental plan. For these questions, answer only about your child's dental plan.

21. In the last 12 months, how often did your child's dental plan cover all of the services you thought were covered?

- Never
- Sometimes
- Usually
- Always

21a. In the last 12 months, did your child's dental plan meet all of his or her dental care needs?

- Definitely yes
- Somewhat yes
- Somewhat no
- Definitely no

22. In the last 12 months, did your child's dental plan cover what your child needed to get done?

- Definitely yes
- Somewhat yes
- Somewhat no
- Definitely no

23. In the last 12 months, did you try to find out how your child's dental plan works by calling their toll-free number, visiting their website, or reading printed materials?

- Yes
- No → *Go to Question 25*



24. In the last 12 months, how often did the toll-free number, website, or written materials provide the information you wanted about your child's dental plan?

- Never
- Sometimes
- Usually
- Always

25. In the last 12 months, did you use any information from your child's dental plan to help you find a new dentist for your child?

- Yes
- No → **Go to Question 28**

26. Did this information help you find a dentist for your child that you were happy with?

- Definitely yes
- Somewhat yes
- Somewhat no
- Definitely no

27. Using any number from 0 to 10, where 0 is extremely difficult and 10 is extremely easy, what number would you use to rate how easy it was for you to find a dentist for your child?

- 0 1 2 3 4 5 6 7 8 9 10  
 Extremely Difficult Extremely Easy

28. In the last 12 months, did you try to get information or help from customer service at your child's dental plan?

- Yes
- No → **Go to Question 31**

29. In the last 12 months, how often did customer service at your child's dental plan give you the information or help you needed?

- Never
- Sometimes
- Usually
- Always

30. In the last 12 months, how often did customer service staff at your child's dental plan treat you with courtesy and respect?

- Never
- Sometimes
- Usually
- Always

31. Using any number from 0 to 10, where 0 is the worst dental plan possible and 10 is the best dental plan possible, what number would you use to rate your child's dental plan?

- 0 1 2 3 4 5 6 7 8 9 10  
 Worst Best  
 Dental Plan Dental Plan  
 Possible Possible

32. Would you recommend your child's dental plan to other parents or people who want to join?

- Definitely yes
- Probably yes
- Probably no
- Definitely no



**ABOUT YOUR CHILD AND YOU**

**33. In general, how would you rate the overall condition of your child's teeth and gums?**

- Excellent
- Very Good
- Good
- Fair
- Poor

**34. What is your child's age?**

- Less than 1 year old

YEARS OLD (write in)

**35. Is your child male or female?**

- Male
- Female

**36. Is your child of Hispanic or Latino origin or descent?**

- Yes, Hispanic or Latino
- No, Not Hispanic or Latino

**37. What is your child's race? Mark one or more.**

- White
- Black or African-American
- Asian
- Native Hawaiian or other Pacific Islander
- American Indian or Alaska Native
- Other

**38. What is your age?**

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

**39. Are you male or female?**

- Male
- Female

**40. What is the highest grade or level of school that you have completed?**

- 8th grade or less
- Some high school, but did not graduate
- High school graduate or GED
- Some college or 2-year degree
- 4-year college graduate
- More than 4-year college degree

**41. How are you related to the child?**

- Mother or father
- Grandparent
- Aunt or uncle
- Older brother or sister
- Other relative
- Legal guardian
- Someone else

**42. Did someone help you complete this survey?**

- Yes → **Go to Question 43**
- No → **Thank you. Please return the completed survey in the postage-paid envelope.**



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**43. How did that person help you? Mark one or more.**

- Read the questions to me
- Wrote down the answers I gave
- Answered the questions for me
- Translated the questions into my language
- Helped in some other way

**Thanks again for taking the time to complete this survey! Your answers are greatly appreciated.**

**When you are done, please use the enclosed prepaid envelope to mail the survey to:**

**DataStat, 3975 Research Park Drive, Ann Arbor, MI 48108**

