

**TELEPHONIC INTERACTIVE VOICE RESPONSE AND  
INTERNET-BASED QUESTIONNAIRE FOR LONGITUDINAL  
INJURY AND NEAR-MISS REPORTING**

doi:10.1136/injuryprev-2012-040590m.33

K Verma Santosh, K Courtney Theodore, R Chang Wen, Huang Yueng-hsiang,  
J Brennan Melanye, A Lombardi David, J Perry Melissa. *Liberty Mutual Research  
Institute for Safety, 71 Frankland Road, Hopkinton, MA 01748, USA*

**Background** Telephonic interactive voice response (IVR) systems and Internet-based surveys have provided new methods of collecting longitudinal data for injury researchers. A choice of multiple survey modes has been shown to increase response rate. Different survey methods can lead to different responses to same questions.

**Objectives** This study examined data equivalency and loss to follow-up rate from these two survey modes.

**Methods** 475 workers from 36 limited-service restaurants participated in a 12-week prospective-cohort study of slipping. Participants were given a choice of reporting their weekly experience by telephone using an IVR system, Internet-based survey, or by completing and mailing postal questionnaire forms. All survey materials were made available in three languages: English, Spanish and Portuguese. Demographic differences, loss to follow-up and reported rate of slipping were compared among those who chose internet-based survey and IVR.

**Results** Out of 475 participants, 315 chose IVR (66.3%), 154 chose internet-based survey (32.4%), and 6 chose paper based survey (1.3%) to complete their weekly surveys. Younger participants, English speakers, high school students and college graduates were more likely to choose the Internet-based survey mode over the IVR mode. Loss to follow-up rate was not significantly different by survey mode. Rate of slipping was also not significantly different by survey mode (RR 0.78 95% CI 0.57 to 1.06).

**Significance** Results provided no evidence of differential loss to follow-up or difference in the reported rate of slipping by survey mode. It should be possible to combine Internet-based survey and IVR to collect longitudinal information about injury causing events and near misses.