

# Amplifying Asian Immigrant Women's Voices

Lessons Learned on Recruitment and Data Validation from the BRAVE Multi-Site Survey

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# Outline

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- Intro to BRAVE (purpose, objectives, geographies, etc)
- Recruitment strategy
  - Starfish sampling–Why we chose this approach
  - Recruitment process
  - Challenges and learnings
- Data Validation strategy
  - Challenges in data quality
  - Validation considerations/principles: ensuring quality without missing out on respondents, iterative process of finalizing protocol
  - Challenges and learnings



# BRAVE Study Introduction

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# Building community, Raising All immigrant Voices for health Equity (BRAVE)

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## What is the BRAVE Study?

The BRAVE National SRH Study, funded by NICHD, explores how social, political, and economic experiences related to immigration status affect sexual and reproductive healthcare (SRH) use among Asian immigrant women. This study will establish the first multi-city, sequential mixed-methods study of the SRH of 2,000 Asian immigrant women aged 18-49 years across diverse immigration statuses.

## What does the study do?

- To understand the mechanisms and protective factors that moderate immigration status and use of SRH
- To identify novel community, social, and policy-level interventions

## What are our aims?

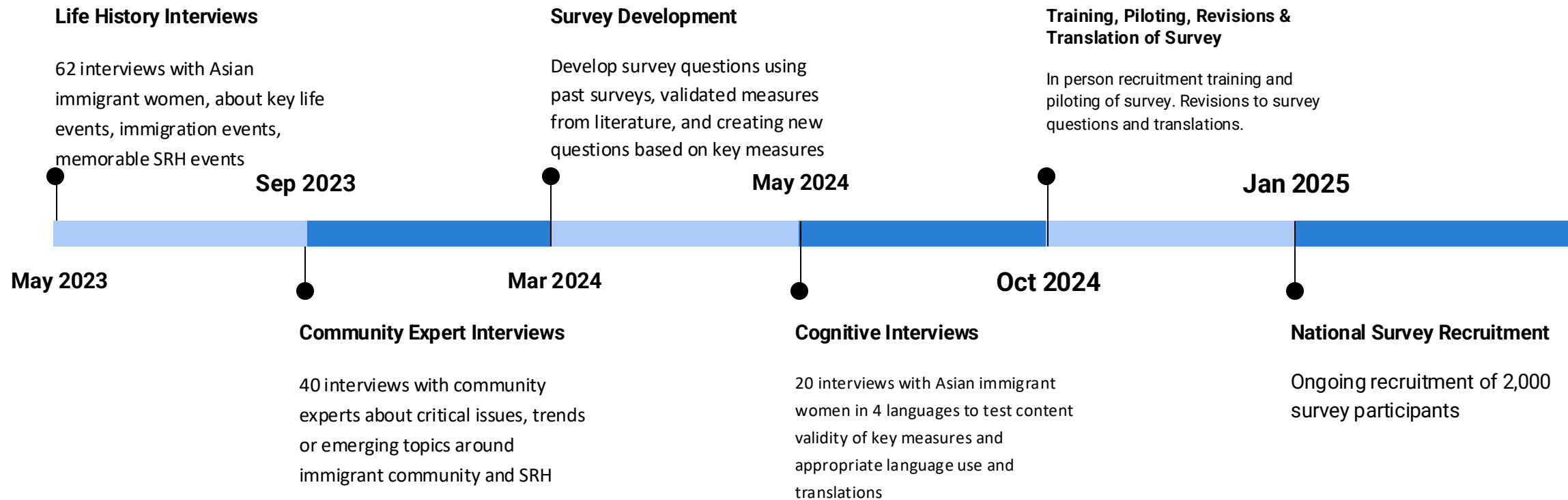
**Aim 1:** Examine how sociopolitical and economic experiences of immigration status act as barriers to SRH use over time through qualitative life history interviews

**Aim 2:** Determine the associations between immigration status, history of immigration status, and SRH use through a national survey

**Aim 3:** Identify mediators and moderators of immigration status on SRH use through a national survey

# Study Timeline

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# Key Federal Actions Impacting Immigrant Health in 2025

Deportation and ICE raids across the country



**Jan:** EO declaring a national emergency at the border

**Mar:** Deportation and detention of visas of international academics or students with valid visas

EO designating English as the official language

**Sep:** ICE raids in Hyundai Plant in Georgia, targeting Korean Workers

Proclamation Restricting Entry of Certain H-1B Workers





# Recruitment Strategy

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# Sampling Design: Target population, eligibility and locations

## Target Population:

- By ethnicity: Chinese, Indian, Filipino, Korean, Other (n = 400/group)
- By immigration status: undocumented with and without DACA, documented lawful permanent residents and naturalized citizens (n = 500/group)
  - Refugees/asylees *excluded due to limited numbers*

## Eligibility Criteria:

- Identify as Asian
- Assigned female at birth, including cisgender women, transgender men, gender non-binary
- Aged 18-49 years (WHO defined “reproductive age”)
- Born outside the U.S.
- Currently living in the U.S.
- Able to provide informed consent and participate in English, Mandarin, Hindi, Korean, or Vietnamese

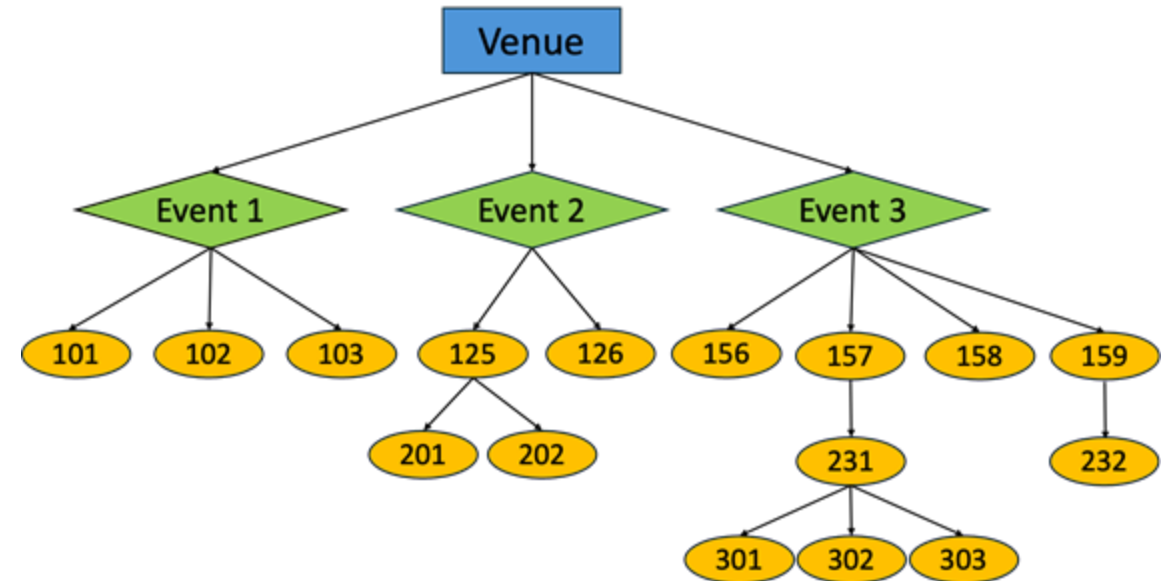
## Study Sites:

- Los Angeles County
- Greater Houston Area
- New York City
- Greater Atlanta Area

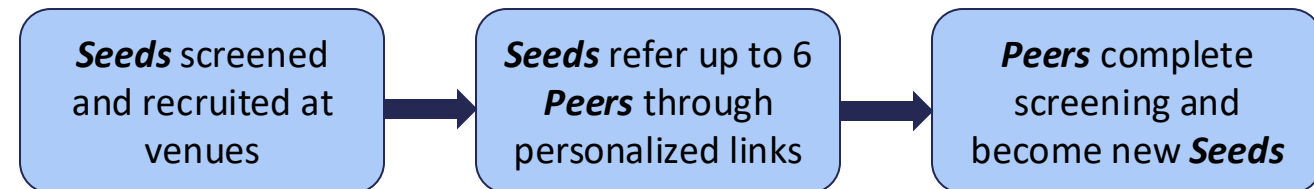
(chosen for their large Asian population and diverse state policy contexts)

# Starfish Sampling

- **Hybrid Approach:** Randomized venue-based sampling + respondent-driven sampling
- **Venue selection:** through community mapping and partner suggestions
- **Recruitment event calendar:** monthly updated, partner suggestions and random selection of venues and their associated busy dates/times
- **Short chains of peer referrals** at each recruitment event: reduce bias and increase diversity and reach



## Recruitment Processes



# Adjusting Starfish Sampling for Our Population

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1. Consult with community experts on areas in study sites that Asian immigrant women may frequent in community expert interviews; work with community partners to narrow down and identify specific venues and areas that Asian immigrant women may frequent within each study site
2. Ensure that each site has field officers with fluency in study languages - number of field officers with each language may vary based on site's specific needs (e.g. prevalence of language, English literacy rates, etc,)
3. Incorporate / prioritize study site recommendations when creating sampling calendar (events, venues, times to visit) and allow for flexibility in scheduling
4. Collect a variety of community events as 'wildcards' (one-off events that can be added purposefully to sampling calendar) - may include citizenship workshops, festivals and celebrations, etc. - no cap on community events
5. Consistent communication with study sites and community advisory board to address and adjust for site specific issues
6. Expand recruitment to include indirect outreach (i.e outreach via email, phone, network) - allows for recruitment from community organizations that don't host events, student groups, etc.

# Lessons Learned

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## Sampling and Recruitment for Culturally and Linguistically Diverse Groups



### **Language**

Importance of language in cultivating trust in communities - both with venues and participants



### **Site Specific Needs**

Each site has its own specific geographic layouts and circumstances that need to be addressed individually



### **Participant Interactions**

Interactions with participants and recruitment strategies need to be adjusted depending on the situation, population, and recruitment event



### **Community Engagement**

Following partner feedback throughout entire process of sampling is critical - partners understand the nuances of their sites and communities



# Survey Quality Assurance

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# Challenges with data quality

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## **Response-related concerns**

1. Bots and fraudulent responses—particularly from social media
2. Duplicate/multiple responses from the same participants
3. Inconsistent and incomplete responses
4. Over-representation of some groups and under-representation of others

## **Technical considerations**

1. Changes in the Qualtrics measures for quality control
2. Need to identify software and processes that can manage the large size of data

# Quality monitoring techniques for data integrity and reliability

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- **A Priori Measures**
  - Assign unique, personalized Qualtrics survey links to each participant to prevent duplicate submissions
  - Integrate reCAPTCHA for bot detection and Qualtrics' duplicate detection
  - Assign unique referral IDs to track the referral chain
- **Post-hoc Measures**
  - Developed quality control protocol for assessment criteria
  - Work in team for cross-validation
  - **External Validation**
    - Bot detection, duplicate detection results
    - IP address and geolocation information
    - Manual monitoring of any suspicious activities
  - **Content Validation**
    - Consistencies between eligibility screener and survey
    - Consistencies in life timelines
    - Manual checking for respondents' attention, response speed, skipping questions, answering randomly, or providing nonsense responses. Provision for verification.

# Data Collection Monitoring Dashboard

**BRAVE Study: Survey Response Monitoring**

Ethnicity ▾
Site ▾
Legal status (scre... ▾
Total screeners **1,616**
Data for analysis **1,597**
Data for analy... (1) ▾
Abortion restriction ▾

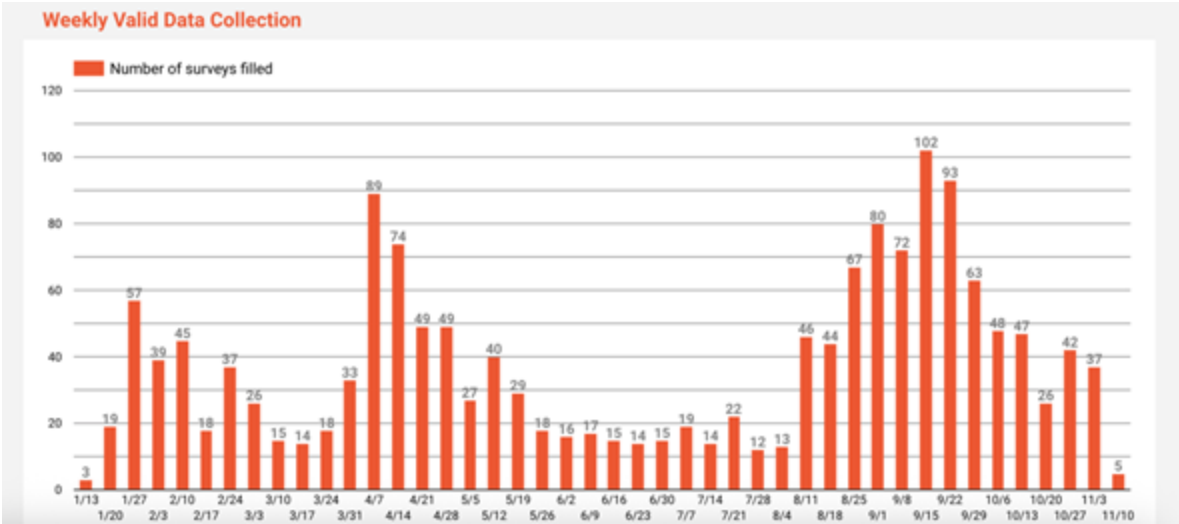
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**GEOGRAPHICAL SPREAD**

Residential location of respondents

Residential State	Total	%Total
California	622	38.95%
New York	244	15.28%
Texas	242	15.15%
Georgia	200	12.52%
Massachusetts	42	2.63%
New Jersey	37	2.32%
Illinois	20	1.25%
Maryland	18	1.13%
Alabama	17	1.06%
Pennsylvania	14	0.88%
Florida	13	0.81%
Louisiana	12	0.75%
<b>Grand total</b>	<b>1,597</b>	<b>100%</b>

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# Lessons Learned

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Data monitoring process that ensures quality responses from diverse groups



## **Process-driven**

Ensuring that the process is clearly documented and there is a protocol that is the guiding document



## **Multiple checkpoints**

Reduce bias in quality assessment by having multiple reviewers and ongoing review by study team



## **Collective ownership**

A monitoring dashboard that is accessible by community partners and study team members ensures transparency and shared ownership



## **Evolving**

Although there is a protocol, ensuring that the process has some flexibility to evolve as data comes in and to respond to challenges in data collection mechanisms

# Acknowledgements and BRAVE Study Team

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**CRC:** Anna Tam, Sarah Ha

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# Questions?

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THANK YOU!

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