



SDDT Survey Administration Training provided by Raimi + Associates

January 26, 2022

Welcome!

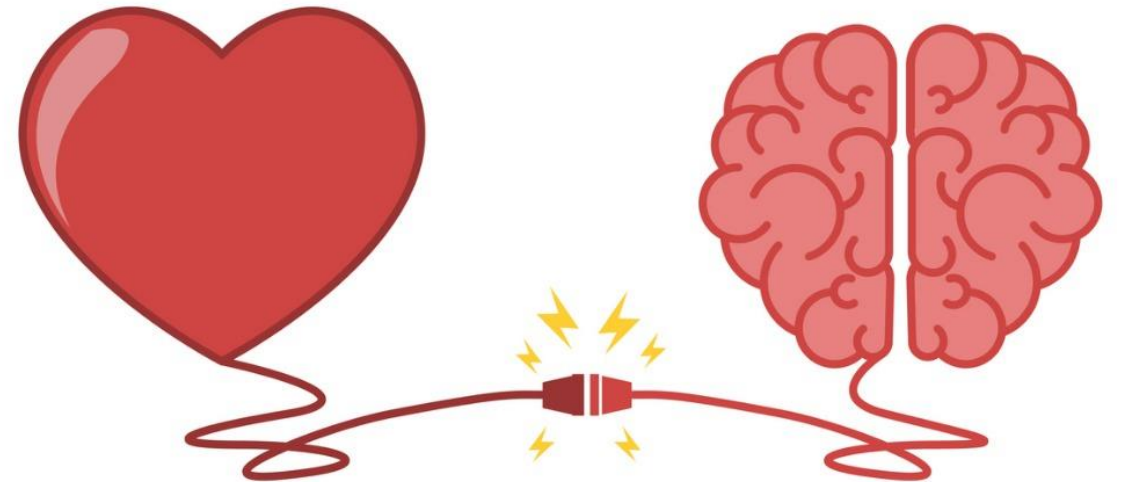
Agenda

1. **Introductions**
2. **Survey Overview**
 - Benefits + limitations of a survey
 - Survey design
3. **Survey Administrator Roles**
 - Responsibilities
 - Best practices for in-person administration
 - Common questions
4. **Practice!**
5. **Questions + Answers**
6. **Close**



Training Objectives

- Increase understanding of benefits and purpose of surveys
- Increase confidence in administering surveys



Introductions

- 1) Turn your video + mic on and **introduce yourself!**

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- 2) Have you **taken a survey?**
 - If yes, raise your virtual hand!

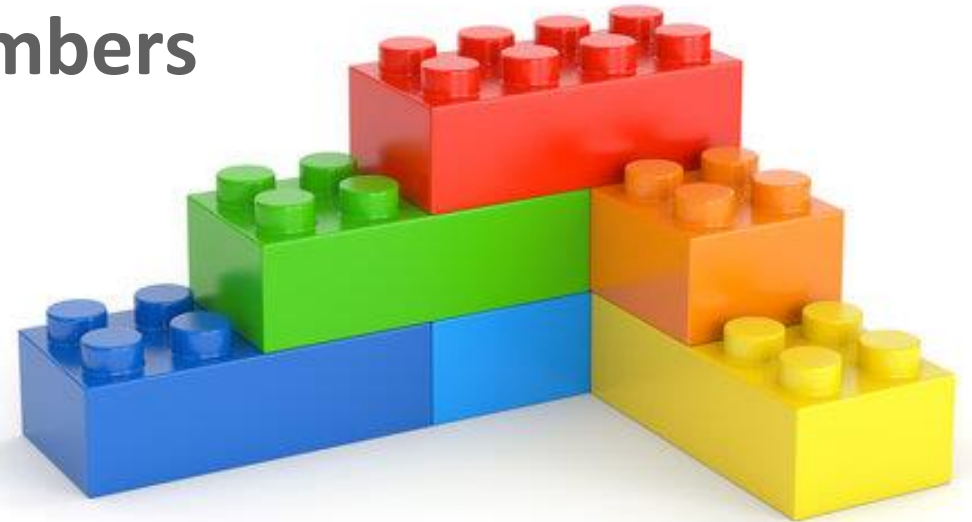
Introductions

- 1) Turn your video + mic on and **introduce yourself!**
- 2) Have you **taken a survey**?
 - If yes, raise your virtual hand!
- 3) Have you **administered** a survey in person?
 - If yes, raise your virtual hand or share in chat.

**Why conduct a
survey?**

Benefits of Conducting Surveys

- Good way to capture **high level information** from a **broad range of participants/community members** about certain experiences/perspectives
- Good way to get input from **large numbers** of participants/community members
- **Can collect both quantitative and qualitative data**
- Data are **easier to analyze, compare, and present**



Limitations of Survey Data

- Data/information gathered from surveys is broad rather than in-depth
- Lacks context and doesn't capture some differences in how respondents feel or think about certain questions



Survey Design

Survey Design Considerations: Types of data

Quantitative

- **Numbers/counts**
- **Typically collected through surveys**

Qualitative

- **Words, images, sensory.**
- **Descriptions, experiences, feelings**

Types of Survey Questions

Check Boxes

- Check one
- Check all that apply

Scales

- Very Satisfied, Satisfied, Unsatisfied, Very Unsatisfied
- 1 - 5 (1 = strongly agree, 5 = strongly disagree)
- Frequency (multiple times a day, once a day, a few times each week, a few times each month, less than once a month, never)

Open Ended

- Written Responses
- Fill in the blank

Survey Design: Nuts and Bolts

- 1) Begin by identifying 1-2 key questions you want the survey data to answer
- 2) Make sure survey questions will help answer the key questions
- 3) Make sure the survey is not too long (typically a survey should take 5-15 minutes to complete)
- 4) Decide what demographic questions are meaningful for your questions or project
- 5) Consider including standardized survey questions (e.g., CHIS) so that you can compare results

Ways to Administer Surveys

- **In-person via paper**
- **Online survey tool** (e.g., GoogleForms, SurveyMonkey)
 - In-person via tablet or computer
 - Survey URL distributed via email, social media for people to complete on their own computer/tablet/smartphone
- **Phone conversation** (ideally survey administrator enters responses immediately into online survey tool)
- **Text message**



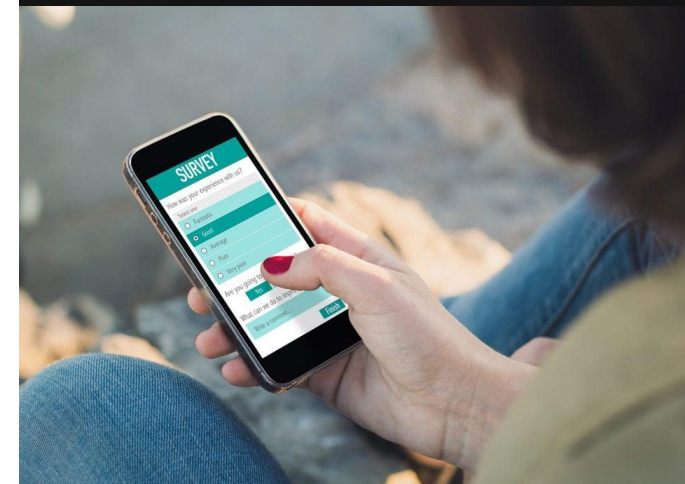
Incoming Call



Decline



Accept



Survey Administration: Role & Responsibilities

Survey Administrator Roles + Responsibilities



DOs

- ✓ **Serve as a representative** of the organization and project
- ✓ **Explain the purpose** of the survey and answer questions from potential participants
- ✓ **Determine if people are eligible** to participate
- ✓ **Protect confidentiality** of respondents



DON'Ts

- ✗ **“Correct”/disagree or agree with survey respondents**
(for example, saying “excellent” or “very good” after some answers)

When in person: Safety First!

Before you go to any community engagement event or site...

- ✓ Make sure to check-in with your primary contact before heading out and remember to check back in after you are done for the day.
- ✓ If you feel uncomfortable, follow your instincts, leave, and move on to another community member.
- ✓ Dress comfortably.
- ✓ Do not bring valuables with you.
- ✓ Do not carry a weapon.
- ✓ Do not bring drugs or alcohol (or be under the influence when collecting community input).

When in person: Safety First!

At community engagement events and sites...

- ✓ If for any reason you do not feel comfortable please stop, find your data collection partner and decide if it is time to end data collection at this event/location.
- ✓ You may encounter a participant that you know either personally or through work. If you feel that your relationship with this person would keep you from asking them to complete the survey in an un-biased manner, please refer them to a fellow data collector.
- ✓ Do not share your telephone number with people you interact with (who fill out surveys).
- ✓ **Have fun!** Conducting surveys with community members can be a fun and interesting experience.

Interacting with Community Members In-Person

- ✓ If you are helping a participant fill out their survey, whenever possible, sit or stand across from the participant, because this will make it easier to establish eye contact.
- ✓ Listen actively to participants so that they understand you are interested in what they have to say. However, stay aware of time and if other people are interested or may need help, and try not to keep them waiting for too long.
- ✓ If you are helping a participant fill out their survey, be patient with the participant. If they stray from the questions, allow them to talk for a little while. But take control when it feels comfortable and bring their survey back on track by saying “This is really helpful. Let’s look at the question again.” Then repeat the question.
- ✓ If the participant does not seem to want to continue the survey, ask them if they are OK and if they want to continue. If they do not want to continue, thank them for their time.
- ✓ Be respectful of participants and be mindful of your behavior. How you talk to/act toward participants may affect the answers that they give you.

When in person: Administrating the survey

The survey data collection process has several steps. It's important to go through each of them with each of the participants. Do not make any changes to the survey yourself.

1. **Invite a person/people** to participate!
2. Confirm that the person/ people who are interested in participating are **eligible** AND have not already participated in this survey.
 - a. When someone is NOT eligible, thank them for their time.
3. Support people in completing the survey.
 - a. Briefly explain the **purpose of the survey** and ask them for their consent.
 - b. Hand them a survey and a pen to fill out the survey.
 - c. If they want help to complete the survey, assist them.

When in person: After people complete the survey

1. Make sure they return the survey to you!
 - a. Take the completed survey and put it in a safe, convenient, and confidential place (**e.g., large envelope in your hands, in a backpack on your back**).
 - b. Once each person has returned their survey, invite them to **share their contact information** to be entered in the raffles for incentives (gift cards). Remember to record this contact info on the incentive sheet – no names or contact info should be recorded on any survey.
2. Once you are done collecting surveys at an event or location, make sure all completed surveys and the incentive sheet have been collected and are stored in a safe and confidential place. Also pack up all other materials.
 - a. Check in with your contact person to confirm you are done with data collection for the event/location and coordinate getting completed surveys and the incentive sheet back to them.

Survey Administration via Phone Call

- ✓ Have survey and call script ready on computer (or printed)
- ✓ Maintain neutrality in tone and demeanor
- ✓ Read the script, answer any participant questions
- ✓ Begin asking survey questions and write in the responses



**Common
Questions
from
Community
Members**

Responding to Common Questions

If someone asks a question that you do not know the answer to, do not make up an answer!

Instead, say you don't know (or are not sure and do not want to share incorrect information), then share that question with your primary contact person so the contact can let you know how to respond if someone else asks that question.

Know where or how people can ask other questions (or questions you don't know the answers to) or learn more – this might be a website, or the email or phone number for the project coordinator.

Privacy and Confidentiality Concerns

Are you going to tell other people what I said?

To maintain confidentiality, we do not ask for your name or other identifying information on the survey. Your anonymous responses will be put together with other people's responses, and this is what other people will see. Even if someone writes their name on a survey (OR if someone writes someone else's name down), names will not be included in the analysis of the community input.

**What are you going to do with this information?
Who are you going to tell?**

I am not going to tell anyone what you say (or write), specifically. The input that we gather from many community members will be shared with [identify people or groups, for example, "my supervisor and 4 other promotoras" or "the San Francisco Department of Public Health"] to [purpose of survey, for example, "better support children and youth."]

**Why are you asking me all these personal questions?
This is so nosy.**

It's OK if you don't want to answer some—or any! --of the questions. You can skip any questions or decline to participate at any point. Just let me know if change your mind once you begin the survey – that's OK! We are asking these questions so that [reason/purpose of conducting the survey]. Remember, no one is going to be able to trace your responses back to you.

Be Prepared for Questions

- Why are you conducting this survey?
- Why are you asking for this information?
- How can I learn more or get involved?
- Who else are you asking?



Let's Practice!

Fish-Bowl Survey Administration

- Identify a person who is going to administer the survey
- Identify 1 community participant who will take the survey
- Administer the survey
- Debrief

the MORE
YOU PRACTICE
THE PRACTICE
BETTER
YOU GET

Practice! Survey Administration

1. Make sure the participant understands the instructions

Instructions to survey respondent:

Please answer the following questions as honestly as you can – there are no right or wrong answers. We will be surveying more than *[minimum number, whether 100 or more]* community members to help us decide where to focus our efforts in one program. All of your responses are confidential, and you can choose to skip (not answer) any question.

Practice! Survey Administration

2. Read the survey questions and have participant write in the answer or you can offer to write in the answer

Knowledge + Beliefs

1) **What 3 things do you feel are the biggest threat to your health?**

- I. _____
- II. _____
- III. _____

2) **What 3 things do you feel are the biggest threat to the health of Latinx children and youth living in San Francisco? *They can be the same or different from what you just shared as the biggest threats to your health.***

- I. _____
- II. _____
- III. _____

3) **How healthy or unhealthy do you think soda and other sugary beverages are?**

- Very healthy
- Somewhat healthy
- Neither healthy nor unhealthy
- Somewhat unhealthy
- Very unhealthy
- I don't know

Practice! Survey Administration

3. Remind the participant that there is no wrong answer—and that the survey is only about gathering information.

Experiences + Practices

1) **When/where do you most often drink sugary beverages?** Select up to 5.

- At home with family members
- At social gatherings larger than your household (for example, BBQ, birthday party, baby shower)
- At restaurants, cafes, or bars
- At work
- Before or after work or during breaks
- At school (including during a lunch period)
- Before or after school
- At church or religious gatherings
- When driving
- During or after physical activity (e.g., playing soccer, doing landscaping or yard work, carrying bags of groceries)
- Other – please specify:

Debrief + Troubleshooting Challenges

Questions?

Stay in Touch!

SDDT Evaluation Team

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