Measuring Health Fair Success

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Purpose of the Survey

- Baseline information
- Interest areas
- Other ideas to consider
  - How will completing this survey help me?
  - Is this survey of interest to me?
  - Do I get anything for completing this survey?

Survey Development

- Environment
- Data
- Audience
- Appearance
- Questions
- Responses
- Success

Environment

- Tables and chairs
- Pens or pencils
- Clipboards
- Computer kiosk
- Shaded area
- Quiet area
- Space for privacy
- Locked box for completed surveys

Data

- Online
- Kiosk
- Scantron
- Pencil and paper

Audience

- Who?
- What?
- When?
- Where?
- Why?
- How?

Appearance

- Plenty of white space
- **Font** and size
- Simple format
- Appealing

Instructions

- Are the respondents clearly told how to record their responses?
- Are instructions for returning the survey clear?

Pilot testing is essential

Questions

- Type of questions:
  - Multiple choice versus fill-in questions
- Are questions stated precisely?
- Does the survey avoid assuming too much knowledge on the part of the respondent?
- Is the vocabulary at the reading level of the audience? Is jargon used?

- Are later responses biased by earlier questions?
- Does the survey begin with easy, non-threatening, but pertinent questions?
- Are demographics at the end?
- Are leading questions avoided?
- Is there a logical, efficient sequencing of questions (e.g., general to specific)?

## Response Choices

- Is the survey easy to answer?
- Is the time required to respond reasonable?
- Is there a "respondent orientation"?
- Avoid double-responses:
  - Have you visited a doctor / dentist in the last three months?
  - Check your current age:
    - 20-25 years
    - 25-30 years
    - 30-35 years

Response Rate

- Appealing and relevant
- Targeted approach
  - Prenatal vs. Parenting
  - Hypertension vs. chronic disease
- Incentives
- Purpose of survey clearly stated
- Missing data
- Low response rate
- Identified, anonymous or confidential
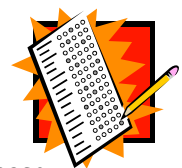
Web-based Tools

- *Zoomerang: (zoomerang.com)* – limited free package; Pro package is offered to nonprofits for $149/year for unlimited surveys.
- *Lime Survey (limesurvey.org)* – powerful, free and open source survey appropriate for nonprofits looking for advanced survey logic and analysis features; substantial technology support.
- *Gismo Survey: (surveygizmo.com)* – low-cost ($19/month) solution with some advanced features; supports 1,000 responses per month

Highlight Success Stories

- Look for themes that lead to action items
- Focus on the big picture
- Follow-up with identified participants
  ◦ No longer anonymous
  ◦ Interview for more detailed information