

Importance of Surveying

Surveys help to identify your audience and gather information that will help you best design and implement your campaign. Information gathered during surveying is both quantitative and qualitative. This information helps you determine if the people surveyed are/are not engaging in the behavior, their prior knowledge, beliefs and attitudes. This information can be used to make sure that you have chosen a good behavior/ audience and can help with the evaluation process by providing baseline data. You should survey about 50 people.

Surveying will also help you determine why people are or are not engaging in the desired behavior (*barriers*) and what would make them engage in the behavior (*benefits*). This will help in the design/ choices you make about your campaign.

Other data collected called "*classification*" data will help you get a better picture of who your audience is and the best way to reach them. For example, if they say they get all of their news online, don't advertise your campaign in the local newspaper.

For many behaviors the common barriers and benefits have already been identified. To save time and effort you might just use an *intercept survey* to learn which ones are present in your community and make sure that you have chosen an appropriate behavior. When using an intercept survey, you should approach people in a public and central location for your audience and ask them why they do not engage in the target behavior and what would make them want to engage in the behavior. Tally the responses to identify the most common barriers/benefits for your community. Classification data can be assumed by somebody who knows their own community well, most of this will have been determined from a community assessment or just a long time living in your community.

Baseline and Barrier/Benefit surveys and survey templates are available from WSA. For more information on surveying: <http://www.cbsm.com/pages/guide/step-2:-identifying-barriers-and-benefits>

Tips from Steve Raabe:

Best Practices for Good Survey Interviewing

- Credential yourself to convey legitimacy and trust.
- Be friendly and conversational. Your enthusiasm will persuade residents to take part.
- Stick to the script. Ask questions exactly as worded.
- Every answer is a valid answer and perfectly acceptable to us.
- This is a time to ask questions, not to persuade. Do not react to answers.
- Assure confidentiality if necessary.
- Move through the questions quickly out of respect for residents' time.
- Record responses carefully so you can read them and others can input them later.
- When done, thank the respondent, and give them a sense of how the responses will be used.

Behavior Survey Introduction

Hello, my name is _____. I am a volunteer Watershed Steward (Master Gardener or other) here in Anne Arundel County. *(Give frame of reference/connection with neighborhood if there is one.)* I am **not** selling any products or services, and I am **not** collecting donations.

As part of my work, I am doing an overall assessment of the neighborhood to understand how people are enjoying their yards and the surrounding area. This survey is brief, and it is voluntary and confidential. There are no right or wrong answers; I am just collecting information today. *(Pause.)* Is this a good time right now? *(Pause briefly, then proceed, or set an appointment for the future.)*

Please contact the WSA Office in order to create a new behavior change survey. We can offer you a template to make your survey creation much easier.

