

Parent/Guardian Data Collection Strategies

Purpose

Evaluation plans will include surveys for parents/guardians of children who receive SNAP-Ed programming if:

- Children are too young to be surveyed themselves, so parents/guardians are asked about their child's possible behavior changes; or
- Programs indirectly reach parents/guardians through programming, so they are asked about their own possible behavior changes.

Survey Tools

When **children are pre-kindergarten through second grade**, evaluation plans will note that the MFF Parent Survey should be used. This has been updated for FY2022 to be just one page long. It is post only.

Best Practice Strategies for Survey Distribution and Collection

Partners have submitted their best practices over time to share with other programs. Think about which strategies might work for your program and please share successes and learnings with your Evaluator.

Accountability and buy-in strategies:

- Allocate time in **program staff meetings** to getting updates from educators on return rates for their sites. Include time to discuss best practices and problem solve low return rates as a team.
- Ask **principals to reinforce this program requirement** with teachers in writing and during staff meetings.
- **Involve site contacts** at community settings to develop a plan to survey parents.
- Work with principals/teachers to **offer a healthy "reward"** for classrooms who achieve 75% return rates or greater by a certain date. Examples: an extra Friday recess, students lead the school in a Fit Bit during the next assembly.
- Have teachers **use a class list** to mark when surveys are returned. That way teachers know who should receive a second copy of the survey.
- Have program staff **collect surveys from each teacher** instead of a generic bin in the office. This means you can track return rates at the teacher level and know who to work with to improve return rates, provide extra copies of surveys, etc.
- Understand **classroom and school calendars** to understand possible barriers with holidays, state testing, etc. and make a plan.

Distribution to parents:

- Include a **note or letter** on bright paper explaining what the survey is and how it will be used. The note can include:
 - Due date (recommend about one week). Make an effort to collect surveys after due date, but one week is a best practice to get quicker responses.
 - That surveys will be kept private and only looked at in summary with surveys from other parents.
 - Any reward/incentive that the group will get for returned surveys (see best practices below).
 - A SNAP-Ed program staff member to contact with questions.
- Place surveys in **brightly colored folders**.
- Put brightly colored **post-it notes with "thank you"** handwritten on each survey.
- Leave **extra copies of surveys** with each teacher to send a second copy home, as necessary.