

Program Evaluation (Adults)

Online Administration Protocol

Post-only survey

Planning & Preparation

- The survey is formatted online and can be taken on a phone, tablet, or computer.
- Test the link before you need to use it in programming.
- If there are technical issues, please contact your MFF evaluator.

When to Administer

- This survey should only be used with adults ages 18 and older.
- Schedule 20 minutes during the last session to have participants complete surveys. It's important to provide time within the session to get better completion rates.
- Send links to participants at the beginning of the allotted in-session time in an E-mail or through the virtual platform, like a chat or message function.

Administration

- To ensure that data collection is not jeopardized it is important to administer surveys consistently and to remain neutral in presenting the survey and answering any questions that arise.
- If multiple people will be administering surveys, they should all be trained on appropriate and consistent administration.
- We can't assume participants can read the screener on their own, so please **read items and responses aloud** to the group.
- When you administer the survey, do not prompt by telling them what the words or phrases mean.
- Tell participants to select the best answer for them, but that they can leave the answer blank if they don't know which response to choose.
- They will be able to move forward with the survey if they have an unanswered question by using the forward arrows after each question.
- Have a copy of the survey available for yourself to be able to read questions and answer options from.

Introduction

- You should include an introduction at the beginning when you send out the link. The introduction is brief and conveys a neutral perspective. An abbreviated introduction is included at the beginning of the online survey.
- Text in italics below can be read aloud.

*Now we're going to fill out a survey. **Please click the link I just sent to open the survey.** You should see an instructions page. Responses will be used to improve programs.*

Please make sure to read every question carefully and choose only one response per question, unless otherwise noted. There are no right or wrong answers so please answer all of the questions as honestly and accurately as you can. Your answers are voluntary and will be kept private. I will now read all questions and answers on the survey out loud. Please let me know if you need help or have a question.

Program Evaluation (Adults)

Online Administration Protocol

Post-only survey

1. Please click the blue button with the arrow to get to the first question.
2. The first question is...
3. The answer choices are...
4. Click each choice that applies to you.
5. When you have finished answering this question, click on the blue arrow at the bottom of the screen. [Follow this procedure for all items through question number 11.]
6. Now it's time to tell us about yourself.
7. First is age, choose either 18 to 59 or 60 and older from the drop-down menu.
8. Next is ethnicity. Please select either Hispanic/Latino or Non-Hispanic/Latino. There is a "prefer not to answer" option as well.
9. Next is race. If you identify with more than one option, you may choose multiple races. If you do not see an option you identify with, please choose "not listed" and type your answer in the text box.
10. Then we have options for gender including female, male, not listed, and prefer not to answer.
11. Now, there will be four questions about if you've seen any signs or information online with the slogan, '**Show them the way: eat more fruits and veggies every day**' or '**Show them the way: go out and play**'?
12. The first question is...
13. The answer choices are...
14. Click each choice that applies to you.
15. When you have finished answering the last question on this page, click on the blue arrow at the bottom of the screen.
16. Thank you for taking the time to complete this survey. Once you see the screen that says, "Thanks for taking this survey!" You may exit your browser.

Returning Completed Surveys

Participant survey responses are automatically recorded through Qualtrics® XM and sent to MFF. No further action is needed to submit.