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/QR code before you need to use it in the last lesson.
- If there are technical issues, please contact your MFF program manager/evaluator.

When to Administer

- This survey should only be used with adults ages 18 and older.
- Schedule 15 minutes during the last lesson session to have participants complete surveys. It's important to provide time within the session to get better completion rates.
- Send links/QR codes to participants at the beginning of the allotted in-session time in an e-mail or through a 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 preview 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 that we have finished the lessons for this program, it's time to fill out a survey. ***Please use the link/QR code I just sent to open the survey.*** *We use your responses and feedback to make this program better for others in the future. Your responses are voluntary and will remain anonymous.*

There are no right or wrong answers so please answer all of the questions as honestly and accurately as you can. Make sure to read every question carefully and choose only one response per question, unless otherwise noted. Please let me know if you need help or have a question. Click the blue button with the arrow to get to the first question.

- *Let's get started. Click on the blue arrow to move forward to the first question.*
- *The first question is, "If foods were offered, did you enjoy them?"*
- *The response choices are: "Most or all of them", "some", "none of them", or "did not taste any." Click the choice*

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that applies to you.

- *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 #9.]
- *For question #9, there are several answer choices. Please mark all that are true for you. I will read though the list and pause for you to select any that apply to you at this time. Please mark all the items below that you are doing more often due to these lessons. I am: Eating fruit more often; eating different kinds of fruit more often; …* [continue through each of the response options].
- Continue with question #10.
- *For question #11, there are also several choices. Mark all the items that you plan to do more often due to these lessons. I plan to:* [read through all response choices].
- *For #12:* [Read through question and response choices.] *If you mark other, please type out where you found out about these lessons in the text box.*
- Continue with question #13. *When you have finished answering the last question, click on the blue submit button at the bottom of the screen.*
- *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.

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