

Healthy Food Survey Tool

Surveys are an opportunity to capture the views of community members who may not attend public displays or meetings. They are cost effective, low effort to produce, and can be online, paper, or a combination depending on your audience.

The aim of this survey is to learn about overall challenges to healthy food access to guide a successful mobile food intervention.

You can make your own Healthy Food Survey. Here's how!





Considerations

- Surveys do not allow for complex discussion and can be difficult to get responses.
- Need to have a distribution plan for whichever method of survey you'll use.
- Digital surveys require access to a digital device.
- Relies on participants being open and honest with their responses.

Preparing

1

Think about your goals. What information do you want to learn and how will this information inform the design process? Who do you want to respond to the survey?

2

Consider the format of your questions – open ended, multiple choice, or on a likert scale (a rating scale)?

3

Decide on a format. You can create physical surveys to mail or hand out, or create a digital survey using a website like Google Forms.

4

Think about your audience. Do they have access to a computer, tablet, or smartphone to take a digital survey? Will they be likely to open, fill out, and return a mailed survey? Choose a method that fits your audience and the resources you have available. You can also use multiple methods.

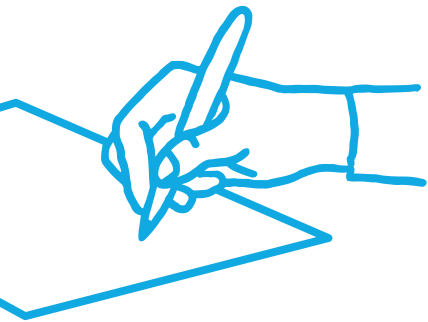
5

Consider being present at local events and farmers markets where people are already out and about to engage them where they are.



For online surveys

- Create your survey in google forms or another online survey tool. Make sure to start your survey with a brief description of the project and why you're asking people to respond to the survey.
- Consider adding images into your survey. Adding an image of the project site or design options can help contextualize the project.
- Double check the sharing settings of your survey. Make sure it's set so that anyone can respond but only certain people can edit it.
- Think about how to share your survey. You could share a QR code and link during a community meeting, on a flyer or yard sign, on social media, or through an email list.



For paper surveys

- Type up your survey using whatever software you feel comfortable with, and determine how many copies you need to print out.
- Think about how you will distribute your survey and what each distribution method will require. For example, if you mail surveys, you should provide postage for respondents to mail their responses. You could also hand out surveys at a community meeting or while tabling at an event.

For all surveys

Let the audience know how you will use the data they provide! For example, clarify if the survey is anonymous, if they will be directly quoted, and inform them what data if any it will be shared, (such as with other organizations, government agencies, funders, etc, and for what purpose?)

Recording Information

Consider how you will gather the information at the end of your survey.



Paper surveys might need to be digitized, or their responses tabulated. Digital survey platforms may have capabilities to extract, tabulate and analyze data directly.



Consider if you will use the data to prepare a report, community shareback session, or just use the data to inform a future project.



**And that's it! The power is yours.
Tell us how your Survey goes.**

