

Food Hero Adult Intercept Surveys - Instructions

This document takes approximately 5 minutes to read. **Updated August 11, 2022**

Background

Audience: SNAP eligible adults, participating at any Oregon SNAP-Ed-approved sites, who are the primary meal preparers in their families.

Question history: The What's Cooking? survey builds on questions from the Family Dinner and Cooking Tools Surveys, both of which were field-tested for validity. The WC survey was field-tested with SNAP-Ed educators in December of 2019, and further refined with educator feedback and the following criteria in mind:

1) applies best practice concepts from 12+ years of Food Hero research; 2) tested and approved by Multnomah county food pantry participants (FDS + CTS) or SNAP-Ed educators (What's Cooking?); 3) designed to be short and easy to comprehend; and 4) enhanced with photos to aid with comprehension.

Like the Cooking Tools Survey, What's Cooking? measures:

- 1) awareness of the Food Hero brand/campaign, (a common social marketing indicator, required by USDA for social marketing campaigns);
- 2) frequency of cooking healthy meals at home;
- 3) main meals that are household favorites; and,
- 4) asks about factors that encourage or impede more frequent healthy cooking at home.

Additionally, this survey will be used as a formative assessment to inform the Food Hero campaign regarding recipe, ingredients, foods from various cultures and countries our intended audience are curious about or willing to try, and measures how often during the week participants currently use/try a new recipe at home.

Survey Administration Key Points

How many times should each participant take a survey? Aim to get as many adult participants in a HUB as possible to take the What's Cooking? survey, once. *Participants should only take WC survey one time.*

How long do adult intercepts take to complete? Approximately 5 to 8 minutes. Available languages: The paper surveys are available in English and Spanish. If you need materials in a different language, please email a request to Food.Hero@oregonstate.edu.

Where to access the survey materials: Order the WC intercept survey from the campus team. We will print them with unique ID numbers for each survey, which will

help us with tracking and data entry. The FH evaluation coversheet can be printed as needed and found within the WC folder, here:

<http://foodhero.org/community-toolkit>

All survey materials and protocols for Adult Intercepts and Kids Tasting are viewable within each survey folder.

When to hand out each survey to participants:

Please use the What's Cooking? survey in FFY 2023, until we use up all surveys in stock. Limit participation to those who have not previously taken the survey.

Note: Our goal with WC in FFY 2023 is to use with adults who are primarily responsible for cooking at home—our FH intended audience—and also with a greater focus on reaching older adults and Spanish-speakers. Our request is for each unit to collect and return 20 – 30 WC surveys in FFY 2023.

Adult Intercept Survey Procedure/Protocol

1. Administer adult intercept paper surveys using one or more strategies:

a) At events – whenever possible, please give WC to adults before a Food Hero event, to allow them to report a truer “unaided” recall of the FH brand/campaign on Questions 1 – 4.

b) Give a brief overview of the survey goals, and also screen for those who may have taken the What's Cooking previously. Example: “We use this What's Cooking? survey to better deliver services and recipes and other materials to you, like our new sections on the Food Hero website with recipes to use for garden produce and culturally authentic recipes.

“Have you taken this survey before?”

c) If participants have taken the What's Cooking survey previously, thank them for their help, and offer the reinforcement.

2. What to tell potential participants when distributing adult intercept paper surveys in person:

◆ Tell participants they can receive a reinforcement item when they return their surveys, but that participation is voluntary and they do not need to complete the survey to receive the FH reinforcement being offered.

◆ This also applies if they have taken the What's Cooking? survey previously – they may receive the reinforcement, even if they do not fill in the survey. If you discover a participant has taken the What's Cooking? survey twice, rather than refusing or discarding duplicate surveys, please tag the survey with a note indicating it is a duplicate and send it with the batch.

- ◆ Explain that they may skip any questions they do not wish to answer, but encourage them to answer all questions, if possible.
- ◆ Screen participants for eligibility: adults must be > 18 years of age
- ◆ Participants should be a primary meal preparer for their household. This is also covered as a question on the survey, so we can control for this during analysis.
- ◆ The survey will take approximately 5 - 8 minutes to complete.
- ◆ Participants should not put names on these surveys. We will only report these results as a group.

3. **Reinforcement:** A Food Hero reinforcement can be given to anyone taking the survey, and also to those opting out of the survey.

Any distributed Food Hero reinforcement, as always, should match the message you are delivering that day at the event, be connected to an ongoing Food Hero message being delivered at that site, OR be directly related to a survey question.

4. Where to send paper surveys: batch completed surveys with a completed Food Hero campus coversheet.

Send via mail or scan/email to:

Address: Lauren Tobey, OSU, 106 Ballard Hall, Corvallis, OR 97331
Email: food.hero@oregonstate.edu