

Food Hero Adult Intercept Surveys - Instructions

This document takes approximately 6 minutes to read. Updated January, 11, 2019

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 Family Dinner and the Cooking Tools Surveys have been field tested for validity. Each survey question has been developed with the following criteria in mind:

1) applies best practice concepts from 10+ years of Food Hero research; 2) tested and approved by Multnomah county food pantry participants; 3) designed to be short and easy to comprehend; and 4) enhanced with photos to aid with comprehension.

The Survey Measures:

- **Family Dinner Survey (FDS):** 1) awareness of the Food Hero brand/campaign and 2) fruit and vegetable (FV) intake/preferences, including use of canned vegetables. The first indicator is a common social marketing indicator, and required by USDA for social marketing. The second indicator covers the goal of Food Hero: to increase FV intake in total amount, forms (i.e. fresh, frozen, canned) and variety.
- **Cooking Tools Survey (CTS):** 1) awareness of Food Hero brand/campaign, 2) frequency of cooking healthy meals at home, 3) main meals that are household favorites, and, 3) supports & 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 reinforcements we can provide to participants to make it easier to cook Food Hero recipes, and recipes we can promote more often, based on the tools participants already have and use for home cooking.

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 **both** the FDS and CTS once. Participants can take FDS once a fiscal year. Participants should only take CTS one time.

How long do adult intercepts take to complete? Approximately 3 to 5 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 adult intercept materials from the campus team, except for the FH campus coversheet which can be printed as needed and found within the FDS or CTS folders, here:

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

All survey materials are viewable within each survey folder.

When to hand out each survey to participants:

- FDS: Special use only – please contact Lauren Tobey to discuss your evaluation aims with FDS in FFY 2019.

Food Hero Adult Intercept Surveys - Instructions

- CTS: Please continue to use CTS in FFY 2019, until we use up all surveys in stock. Limit participation to those who have not previously taken the survey.

Note: Our goal with CTS in FFY 2019 is to use up CTS in stock; use with adults who are primarily responsible for cooking at home—our FH target moms—but this year with a greater focus on reaching older adults and Spanish-speakers.

Adult Intercept Survey Procedure/Protocol

1. **Administer** adult intercept paper surveys using one or more strategies:
 - a) At events – whenever possible, please give CTS to adults **before** a Food Hero event, to allow them to report a truer “unaided” recall of the FH brand/campaign on Question 1.
 - b) Give a brief overview of the surveys goals, and also screen for those who may have taken the CTS previously. Example: “ We use this Cooking Tools Survey to better deliver services and tools to you, like our new grocery bags. Have you taken this survey before?”
 - c) If participants have taken the CTS previously, thank them for their help, and offer the reinforcement. Another option is to have the FDS available instead for participants who have already taken the CTS. They can take the FDS once a year, but the CTS only once.
2. **What to tell potential participants when distributing adult intercept paper surveys in person** (the parent cover letter will explain this information):
 - 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 CTS previously – they may receive the reinforcement, even if they do not fill in the survey. If you discover a participant has taken the CTS 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 12 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 - 7 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

Food Hero Adult Intercept Surveys - Instructions