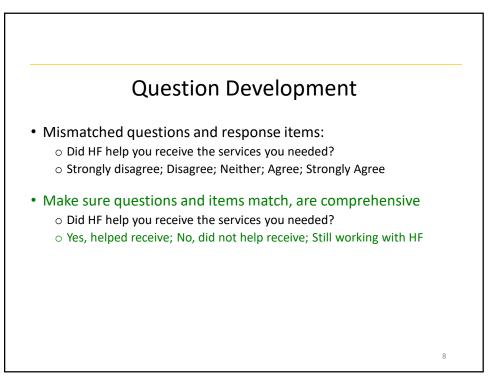
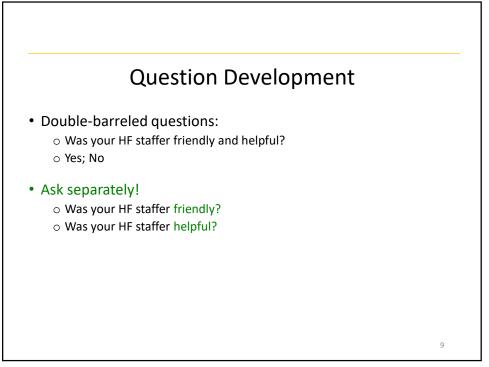
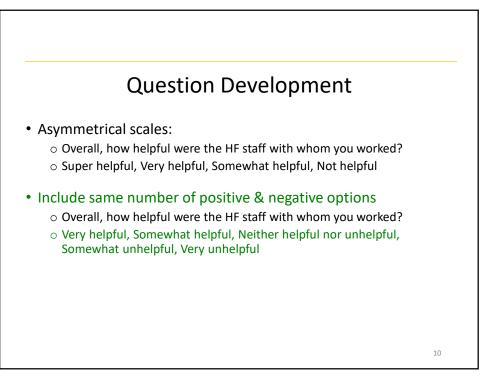


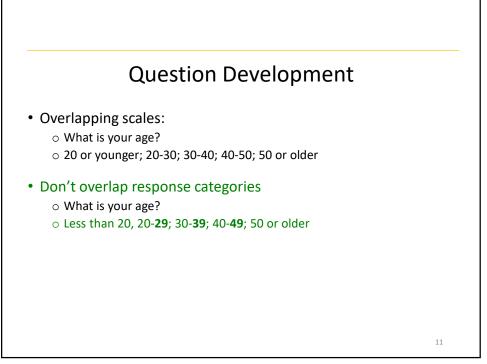
## Ask yourself:

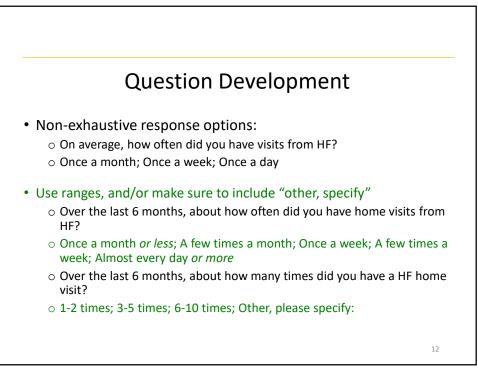
How could this question be answered in a way I *don't* want? How could this item be misinterpreted? How can I make the question clearer to guard against likely misinterpretations?

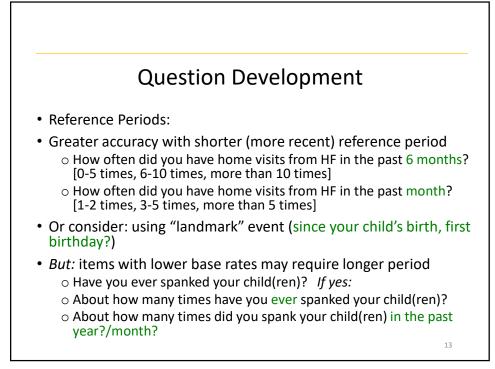


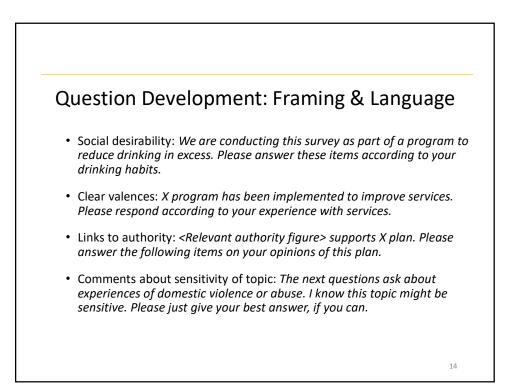


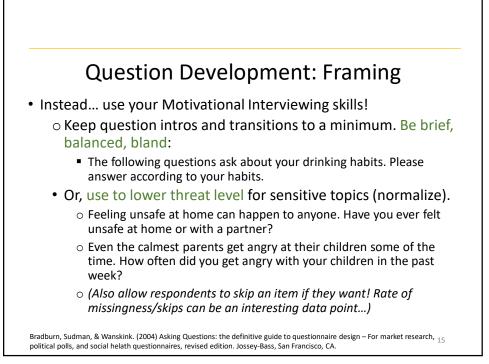




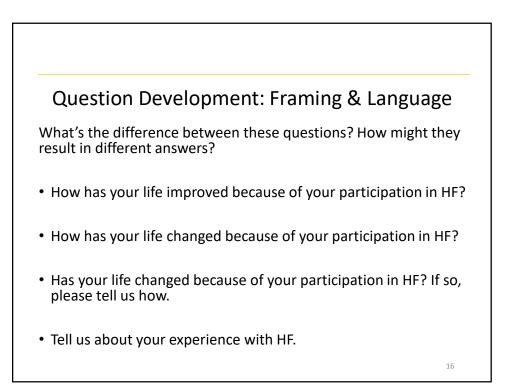


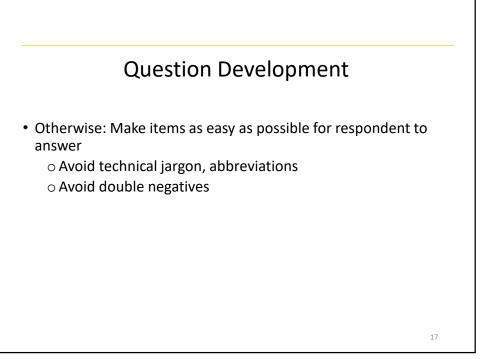


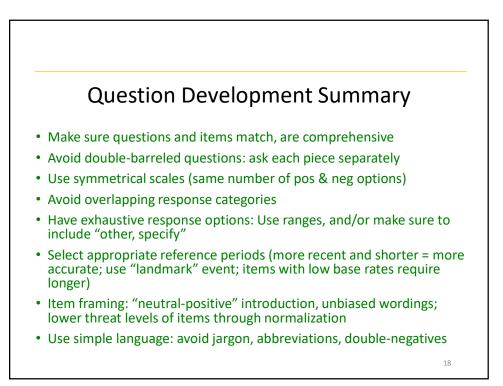




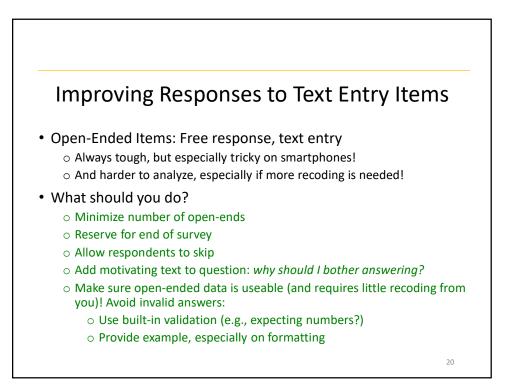


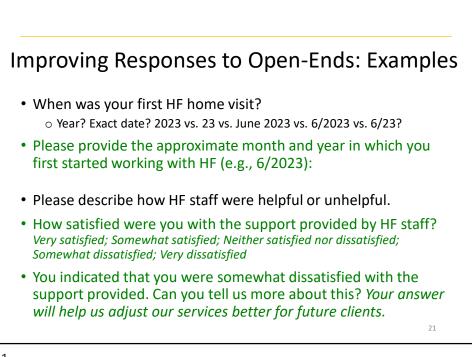


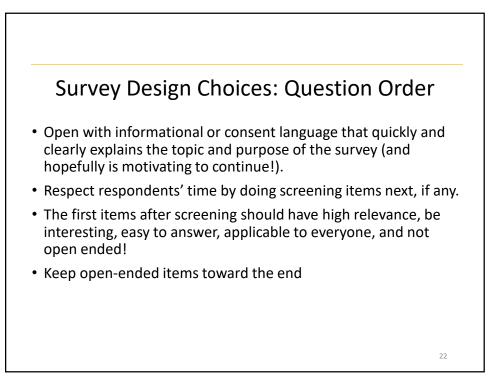


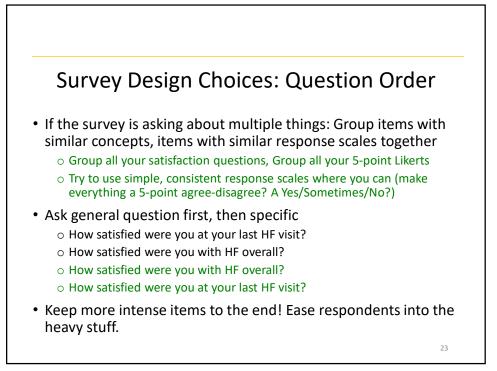


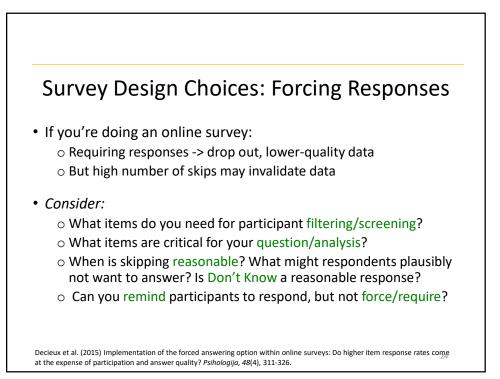








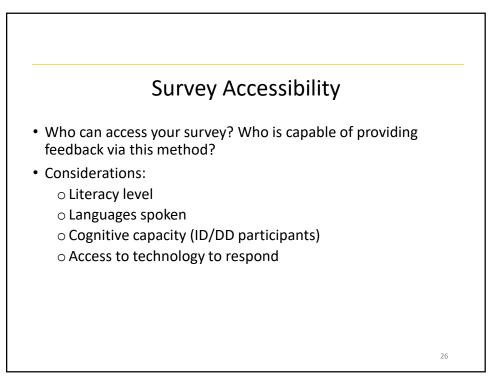


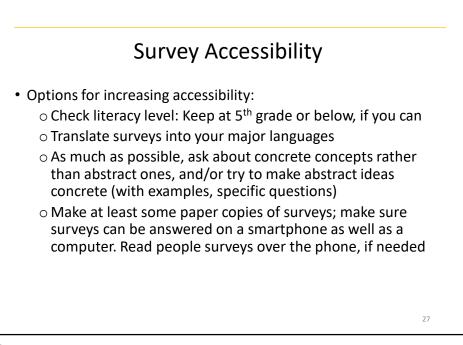


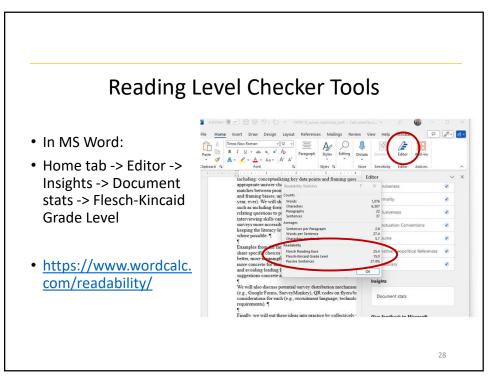


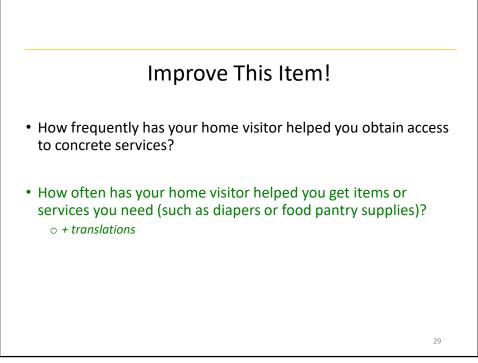
- How do you write a good survey?
- How do you make surveys more accessible?
- How do you implement and distribute a survey?
- Let's practice: Group review and revision of sample surveys

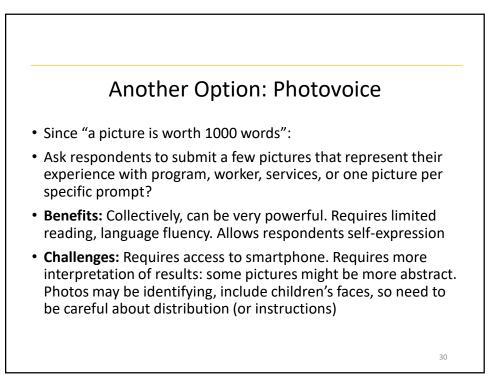
- Workshopping your materials
- Questions

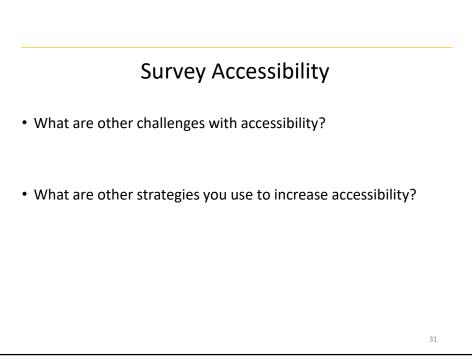


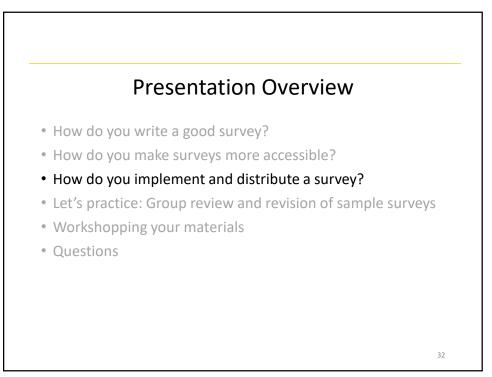


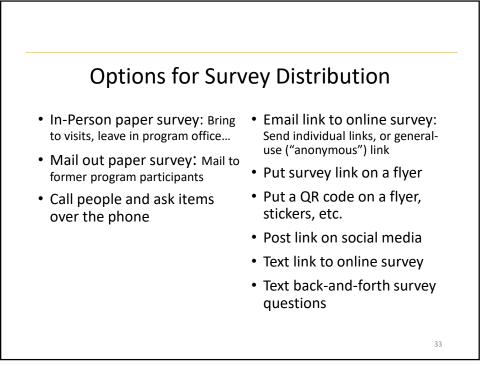


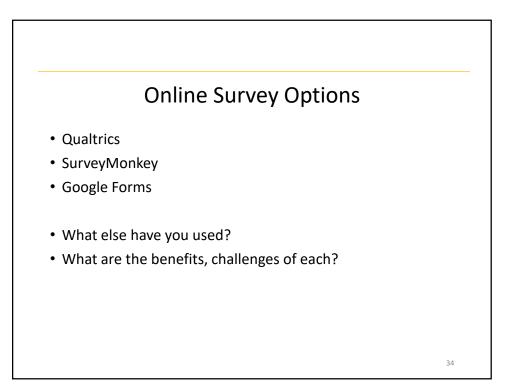


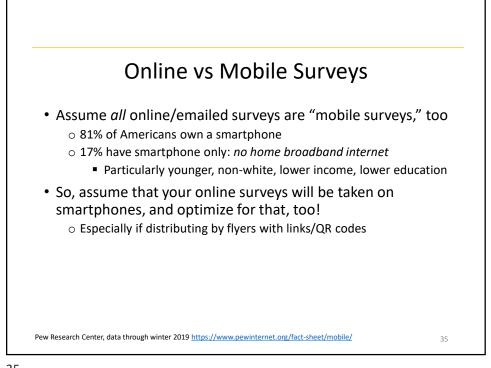




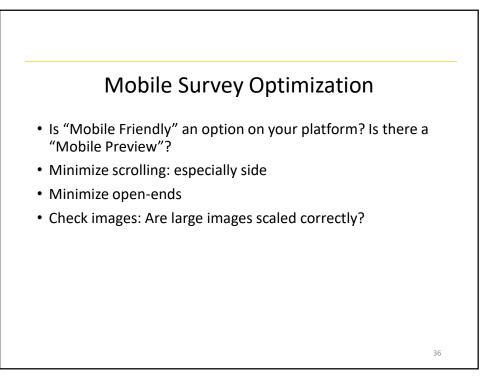












•	Wording Considerations:	
	<ul> <li>What wording, language will be meaningful to your respondent population? What is too</li> </ul>	
	"jargony" or insidery? How will they identify themselves? What will feel scammy?	
	<ul> <li>How much information about the survey's topic, purpose should you give on the flyer? What</li> </ul>	
	will allow potential participants to realize that the survey applies to them, and what is better to	
	screen for later? (e.g., people who are eligible for a service but do not use it might not respond if	
	a flyer says it is about need related to that service, because they don't think of themselves as	
	eligible/users; probably don't put income thresholds required on flyer)	
	<ul> <li>Is your survey/focus group available in multiple languages? If yes: do you want to note the</li> </ul>	
	languages on the flyer, or design a different flyer for each target language?	
	<ul> <li>Make your call to action clear: Do you want people to take your survey, sign up for your focus</li> </ul>	
	group, contact you for more information?	
	<ul> <li>Consent-y language to include: anonymity/confidentiality? Duration of participation? Incentives</li> </ul>	
	available (and any limits: e.g., first 250 participants will receive \$5 digital gift card to X store)?	
	<ul> <li>Include an end date on participation! Respond by X date, Survey open until Y date, etc.</li> </ul>	
•	Design Considerations:	
	<ul> <li>Google image search for graphics based on target population, survey topic, data collection</li> </ul>	
	method whatever you can think of! Then refine, adjust search as needed	
	<ul> <li>Consider: stock photos of people (if particular target population, age group, gender, race, etc.)</li> </ul>	
	make sure you're including appropriate diversity) versus illustration (potentially more universal,	
	especially if a silhouette/outline, but also less specific).	
	<ul> <li>Consider icons: insert in PowerPoint, or find through <u>https://thenounproject.com/</u></li> </ul>	
	<ul> <li>Slide background: semi-transparent image? Solid color, or color gradient? Or white, if already a</li> </ul>	
	lot of visual stuff going on!	
	<ul> <li>Logos: Whose should be included? CHSR's? (look in Templates folder on G drive) Sponsor?</li> </ul>	
	Funder? What will bring participants in, versus turn them off? Negotiate with sponsor	
	<ul> <li>Color schemes: pull from funder logo? from CHSR logo? from an image?</li> </ul>	
	o Font choices: what is the right balance between interesting and easily readable?	
•	Distribution Considerations:	
	<ul> <li>Include a QR code on <u>flyer</u></li> </ul>	
	<ul> <li>Make urls into tinyurls (<u>https://tinyurl.com/app</u>) or bitlys (<u>https://bitly.com/</u>): avoid Qualtrics'</li> </ul>	
	awful keysmash urls. Test to make sure urls are clickable on final pdf!	
	<ul> <li>Include a phone number for follow-up contact? Especially if a non-tech-savvy audience</li> </ul>	
	<ul> <li>Distribute as a pdf, not an editable ppt file or a .psd (not enough people will be able to open) or</li> </ul>	
	.jpg/png/tif (will feel scammy)	
	<ul> <li>Will the flyer also be printed and hung on a bulletin board, handed out? Will distributors have</li> </ul>	37
	access to color printers? Should we print and send physical copies to program offices?	

