

# CONDUCTING A PUBLIC HEALTH SURVEY



## DESIGN SURVEY QUESTIONS

Consider your desired goals and outcomes for the survey. Surveys can use quantitative data, qualitative data or a mixed method of both. In quantitative data questions such as “how much ?” or “how many ?” may be asked. Qualitative data generally uses open ended questions to get more in depth answers.

## SAMPLING METHOD

Once you have developed the survey, you must determine who you will be surveying. This step is important because if the wrong population is surveyed it can lead to biased or inaccurate results. For example, if your survey is regarding childbirth pain, surveying cis-gendered men would not be appropriate. It is also important because determining the best method can help save on costs and time.



## DATA COLLECTION

Once the survey has been developed and the sampling method has been determined, the next step is determining how you will get your survey out. There are many methods that can be used however consider your resources available and sampling method. If you are doing a survey that includes an entire population, an online survey may benefit you best. If it is a more targeted survey or in depth a method such as a phone survey or face to face may be more beneficial.

## TIPS FOR CONDUCTING SURVEY

Any communication should be professional and polite. Be mindful that the participants, especially if not required, are doing a service to you by partaking in your research. Thank your participants once the survey is complete.

Public health values transparency and community trust. In an effort to maintain those values provide necessary information to participants, especially if there are concerns of privacy.



## SUMMARIZE DATA

Determine the best medium to communicate your data. If the audience is an academic setting your data may be best communicated in a research report. If the audience is the community, a pamphlet or graphic may be best. Your audience will determine how you should present your findings. Be mindful that data may be surprising or contradict your beliefs however in full transparency and honesty, report data truthfully.

In summary, surveys are important to the field of public health because they provide information that is imperative to understanding the population you are serving. Surveys provide data that can be used to develop public health initiatives and policies. Surveys also aid in monitoring and tracking trends within a population.

