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# 2021 Community Survey

# 2021 CPWI Community Survey Timeline

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- ▶ August 16-December 16
  - ▶ Survey data collection by coalitions
  - ▶ Updates / Results link
    - ▶ UPDATES: We aim for around the 15<sup>th</sup> of the month
    - ▶ RESULTS LINK: We will send the results link by request when at least 50 surveys are completed on the English link or 50 surveys completed on the Spanish link
- ▶ January-February 2022
  - ▶ Data verification, coding, analysis, report creation
- ▶ End of February / early March 2022
  - ▶ Reports & data to coalitions
- ▶ May – July 2022: Revisions and Planning
  - ▶ Feedback from stakeholders

# What's New in 2021

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- ▶ You will receive your requested survey links on August 13th
  - ▶ Communities that requested additional questions have already received their hardcopy surveys by email
- ▶ 2021 Community Survey is the same as in 2020
  - ▶ Updated hardcopy surveys and other resources can be found at:  
[https://www.theathenaforum.org/community\\_surveys](https://www.theathenaforum.org/community_surveys)
- ▶ You will periodically receive counts and updates on the 15th of each month.
- ▶ Review the Community Survey Requirements
  - ▶ Some communities have increased in population size and minimum survey target requirements have changed

# 2021 CPWI Community Survey Requirements

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- ▶ 100-250 surveys per coalition – based on population of coalition community
  - ▶ Sample size for a diverse representative sample
  - ▶ Community population estimates and survey targets can be found on the Athena Forum

Total Population	Minimum Survey Targets
0 - 3,999	100 surveys
4,000 – 10,999	140 surveys
11,000 – 29,999	180 surveys
30,000 -49,000	215 surveys
50,000 +	250 surveys

# Community Survey Updates

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- ▶ Updates of counts and key demographics will be sent out periodically. We aim for the 15<sup>th</sup> of the month
  - ▶ September 15<sup>th</sup>
  - ▶ October 15<sup>th</sup>
  - ▶ November 15<sup>th</sup>
  - ▶ December 1<sup>st</sup> and 15<sup>th</sup>
  - ▶ Final Update: January 7<sup>th</sup>
- ▶ A lot of time and effort goes into preparing these updates. You are encouraged to get 50 or more surveys completed as soon as you are able so you may track responses yourself.
- ▶ Monitoring representativeness of community sample and alter strategies as needed
  - ▶ Strive for a representative sample of community members
    - Missing key demographic / geographic groups limits utility of data
  - ▶ Review Data Book demographics page to identify target population
  - ▶ Revise strategy based on current tallies

# Survey Monkey Results Link

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- ▶ We will send the results link by request when at least 50 surveys are completed on the English or Spanish link
- ▶ Though the survey is anonymous, individuals are potentially identifiable
- ▶ As more responses are collected, the chance of identification is reduced

# Survey Brainstorming in times of COVID-19

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- ▶ Ideas on how to distribute the survey to populations that typically complete them in paper form
  - Collaborate with public utilities billing – where they are able to share a link or QR code via utility billing mailers
  - Generating a QR code and having it posted in various areas and on various print material (i.e. rack cards, posters, etc.)
  - Pairing dissemination with various community outreach events:
    - Food banks
    - Schools – Meals on Wheels, School email/text blasts, Parent-Teacher conferences
    - Doctor's office waiting areas
  - Using Social Media as much as they can – Facebook pages for schools, school districts, Boys & girls club, YMCA



# Questions? More info?

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