



# ***2024 Take Action LA Survey:*** **Best Practices for Data Collection**

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**RAND**

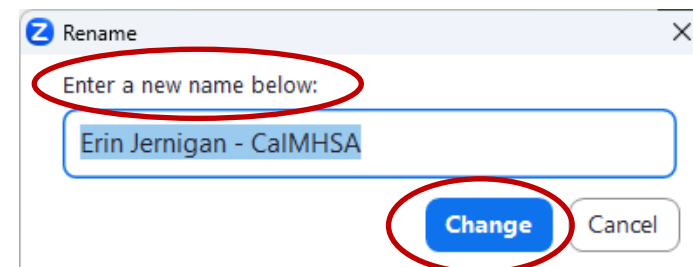
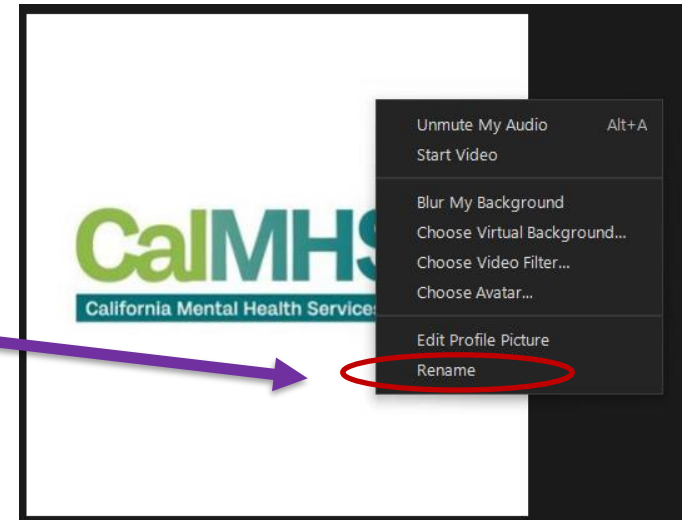
**April 17, 2024**

# WELCOME!

## Please:

- ✓ Be sure to **MUTE** yourself
- ✓ **RENAME** yourself to include your organization name (*this will help confirm attendance*)
- ✓ Put your **QUESTIONS** in the Q&A to be answered at the end of the presentation
- ✓ **STAY** for the entirety of the meeting to fulfill your attendance requirement

Right click on your square and select “Rename”

A screenshot of the Zoom "Rename" dialog box. The title bar says "Z Rename". Below the title bar, the text "Enter a new name below:" is circled in red. Below this text is a text input field containing "Erin Jernigan - CalMHSA". At the bottom right of the dialog box, there are two buttons: "Change" and "Cancel". The "Change" button is circled in red.

# 2024 Take Action LA Survey

RAND is helping CBOs implement data collection at Take Action LA events – by providing data collection tools and guidance on how to use them.

The **goal** of the 2024 Take Action LA Survey is to understand how community members are benefitting from the events.

The survey will provide **information about the impact** of efforts by LACDMH and partnering organizations to **reduce mental health stigma** and increase **community members' awareness** about mental health **symptoms** and **resources**.

# Following Best Practices for Data Collection

Your team is being asked to collect data for the 2024 Take Action LA Survey.

Following these **Best Practice Guidelines** will ensure that:

- We get the data that we need to evaluate recent mental health efforts
- We can understand the perspectives of diverse LA County residents
- We avoid violating the rights of survey participants

# Survey Materials

- RAND will mail your team survey materials including:
  1. Scannable surveys
  2. Flyers with QR codes for those who prefer to take survey online
    - You will also receive an electronic flyer and link via email by 4/24
  3. Data Collection Checklists
  4. FedEx Envelopes in which to return paper surveys to RAND

Rick Garvey ([Garvey@rand.org](mailto:Garvey@rand.org)) will be contacting you regarding delivery of your materials!

*Confirm your address with him if you have not done so already!*

- Before each event, your team should:
  - Review these best practices and the surveys
  - Customize a poster template for your event
  - Gather supplementary materials for the event
    - For example, you may need a table/chairs, clipboards, and black pens

# Online Survey Option

- In addition to paper surveys, CBOs will have an online option
  - Flyers with QR codes will be mailed along with your paper survey packets
  - QR codes must be used during or immediately after the event.
  - If hosting more than 1 event, you will get a different flyer for each event.
- CBOs with virtual events will be emailed fliers and a link to the survey for each virtual event.
  - The link can be posted in the chat during your virtual event.
  - You can also put the digital flier with QR code on the screen near the end of the event.

RAND

**COMPLETE A 5-MINUTE SURVEY**

You are being asked to complete a 5 minute RAND Corporation survey about today's event. We will use results to inform other events in the future.

Your participation is voluntary and your answers are anonymous.

**TAKE SURVEY NOW!**

**NAME OF YOUR EVENT**

RAND You must be 14 or older to participate.

Scan to take the survey.

**The QR code will be specific to each event, so please use the correct flyer for your event!**

# Informed Consent

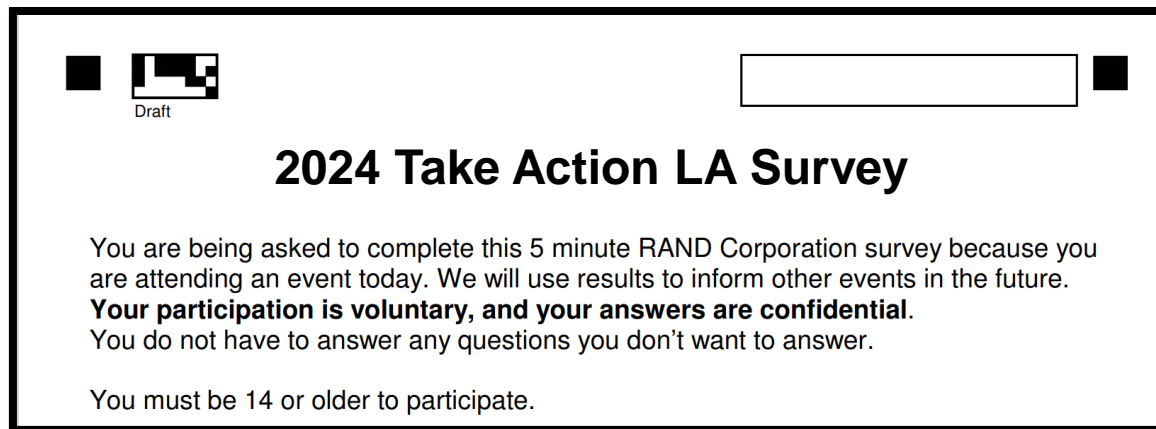
**Survey participants have the right to make an informed choice about whether they want to participate.**

-They have the right to:

- Refuse to do the survey without consequences.
- Start the survey and later decide to stop.
- Skip questions on the survey.

**Make sure that participants review and understand the informed consent statement at the top of the survey before they begin.**

Children under age 14 cannot consent to take the survey



The image shows a screenshot of a survey consent form. At the top left, there is a small icon of a document with a checkmark and the word "Draft" below it. To the right of this is a rectangular input field. The main title of the survey is "2024 Take Action LA Survey". Below the title, the text reads: "You are being asked to complete this 5 minute RAND Corporation survey because you are attending an event today. We will use results to inform other events in the future. **Your participation is voluntary, and your answers are confidential.** You do not have to answer any questions you don't want to answer." At the bottom of the form, it states: "You must be 14 or older to participate."

# Informed Consent

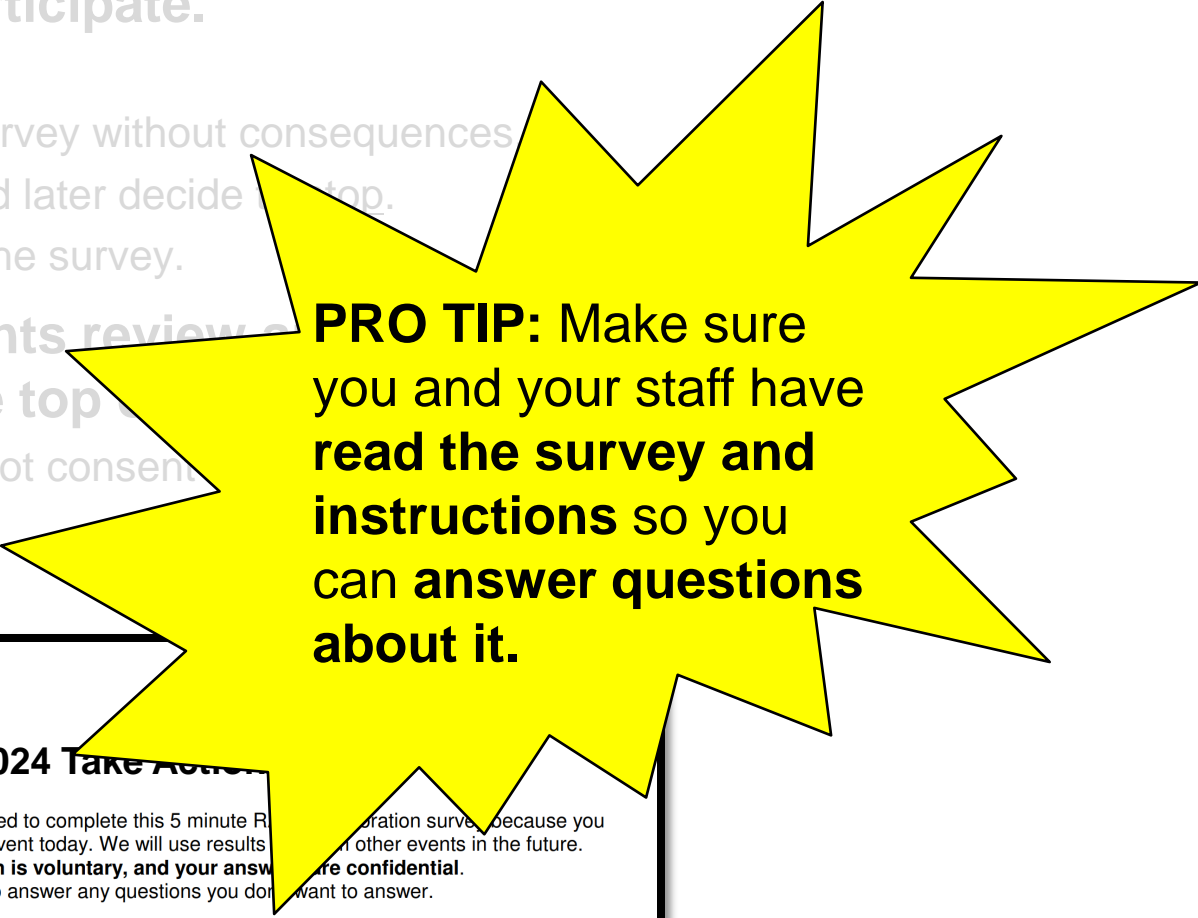
Survey participants have the right to make an informed choice about whether they want to participate.

-They have the right to:

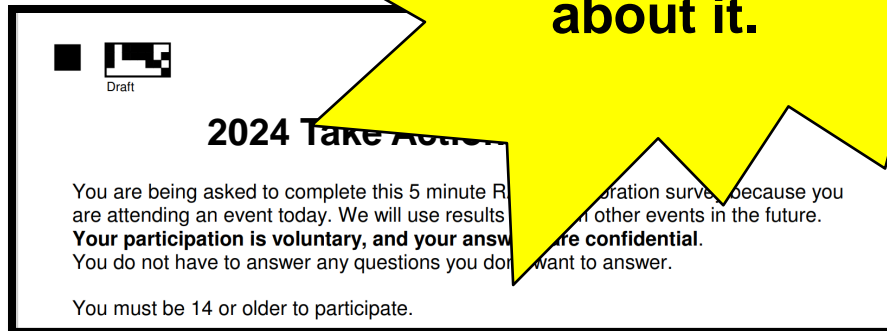
- Refuse to do the survey without consequences
- Start the survey and later decide to stop.
- Skip questions on the survey.


Make sure that participants review the consent statement at the top of the survey.

Children under age 14 cannot consent.



**PRO TIP:** Make sure you and your staff have read the survey and instructions so you can answer questions about it.



 Draft

### 2024 Take Action

You are being asked to complete this 5 minute RAND participation survey, because you are attending an event today. We will use results from other events in the future.

**Your participation is voluntary, and your answers are confidential.**

You do not have to answer any questions you don't want to answer.

You must be 14 or older to participate.

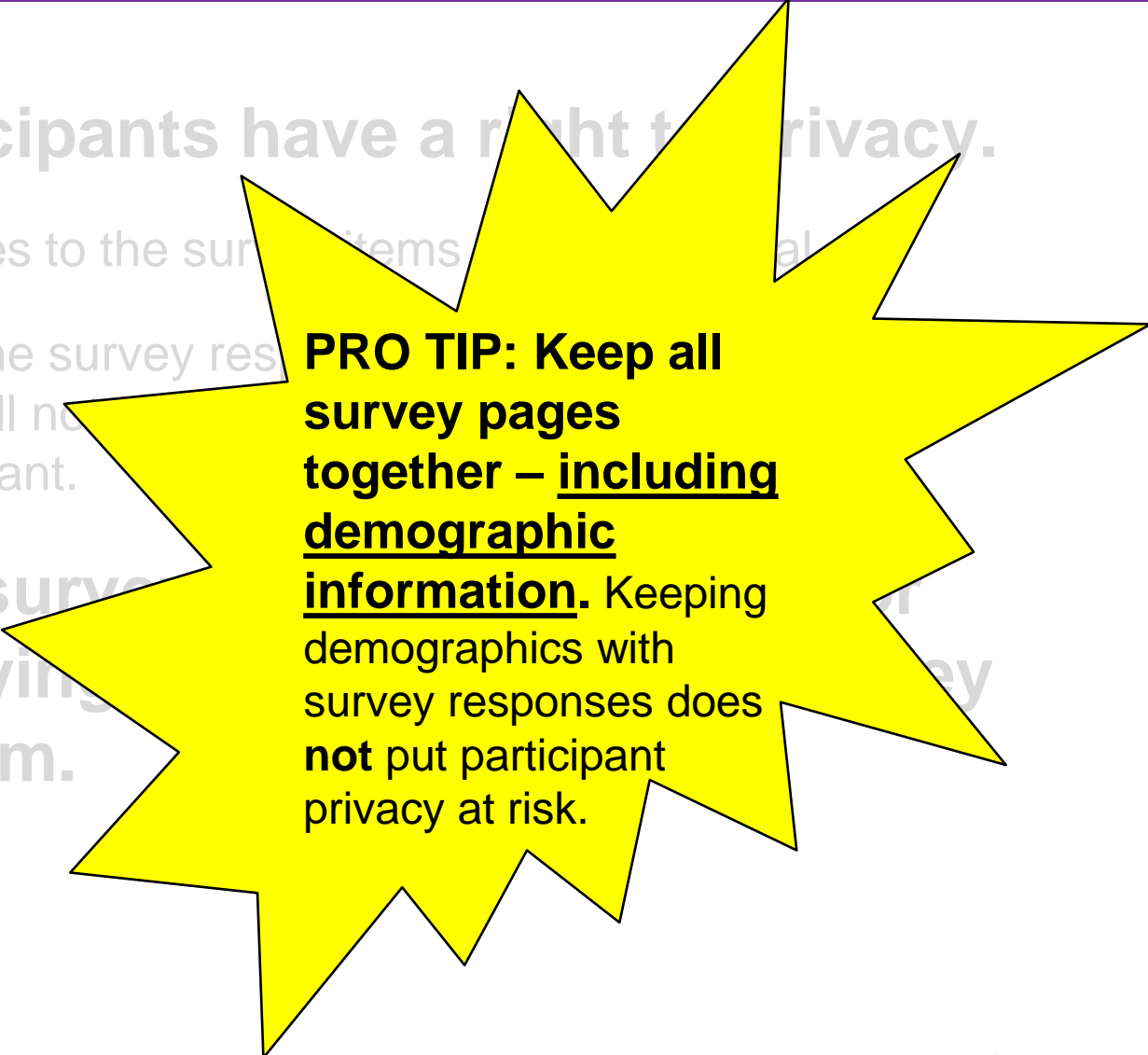


# Protecting Participant Privacy

- **Survey participants have a right to privacy.**
  - Their responses to the survey items are confidential.
  - We will combine survey responses together to protect their privacy. We will not single out the responses of any one survey participant.
- **Never put a survey participant's name or other identifying information on the survey response form.**

# Protecting Participant Privacy

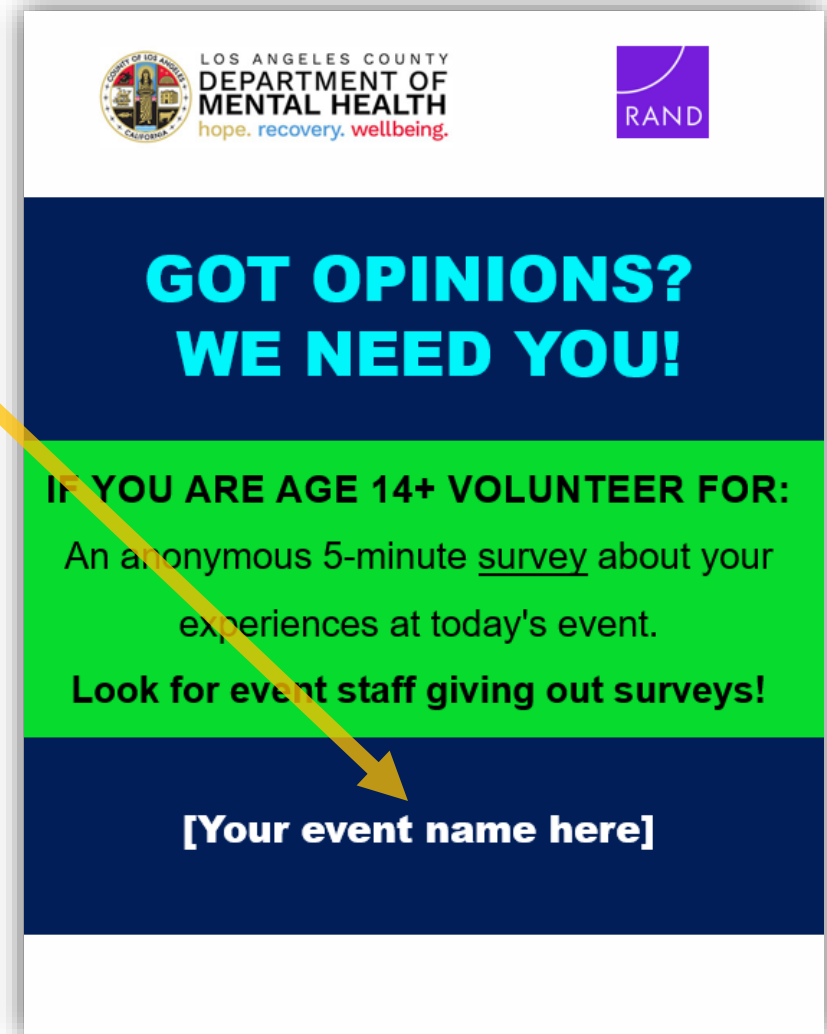
- Survey participants have a right to privacy.
  - Their responses to the survey items are confidential.
  - We will combine survey responses to protect privacy. We will not identify any survey participant.
- Never put a survey response form with other identifying information.



**PRO TIP: Keep all survey pages together – including demographic information.** Keeping demographics with survey responses does **not** put participant privacy at risk.

# Recruiting Participants

- **Recruit participants who have had a chance to take part in the event.**
  - Consider setting up a table and signs at a place where you have contact with people leaving the event.
  - **Modify this poster with the name of your event**
  - Consider making an **announcement** about the survey.
- **Actively approach** people and invite them to complete the survey.
  - All voices count! Recruit participants with diverse backgrounds and identities.
  - There are no wrong answers! Survey responses will help us to improve mental health awareness efforts.



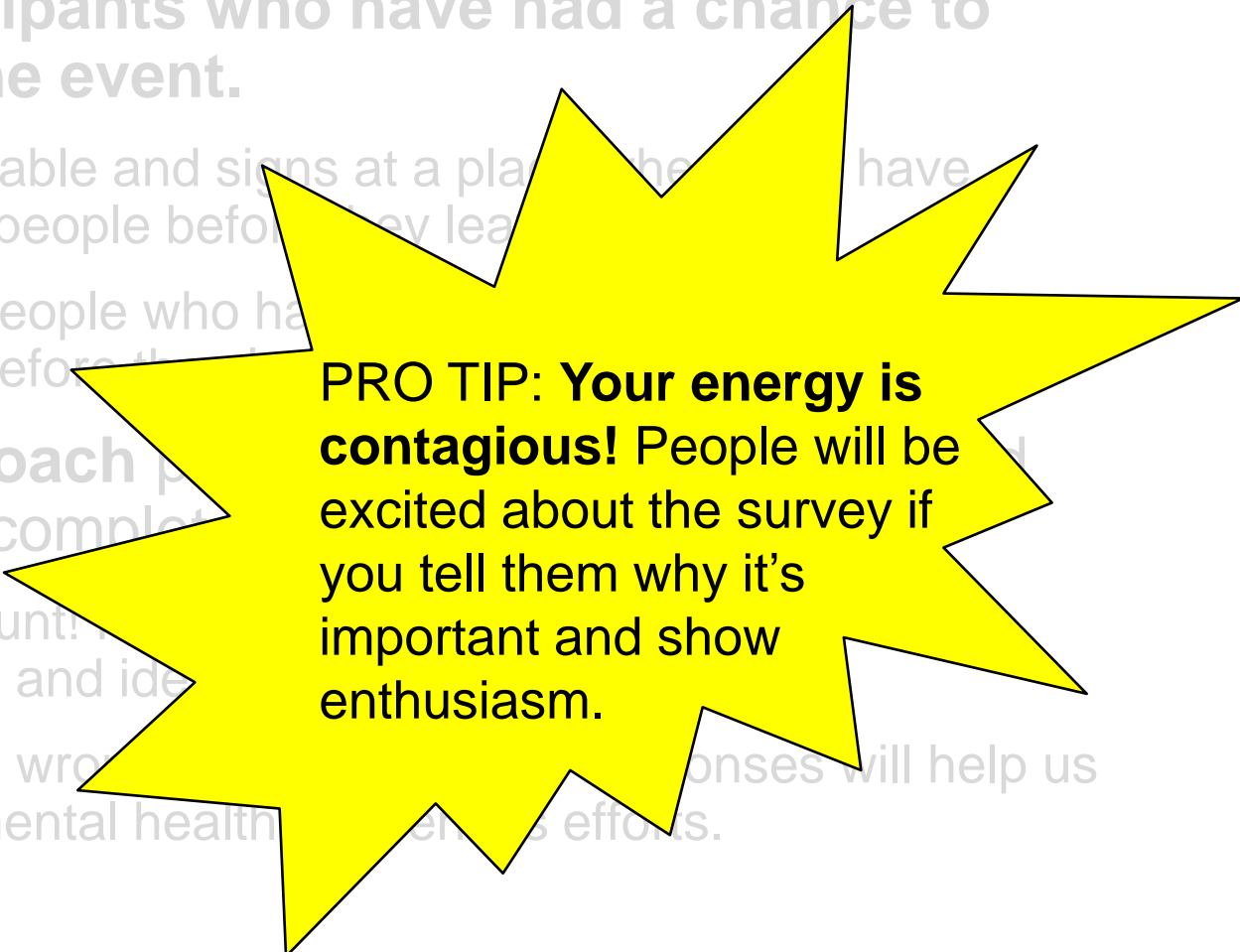
# Recruiting Participants

- Recruit participants who have had a chance to take part in the event.

- Set up your table and signs at a place where you will have contact with people before they leave.
- Encourage people who have had a chance to come back before the event ends.

- Actively approach people and invite them to complete the survey.

- All voices count! People from all backgrounds and identities are needed.
- There are no wrong answers! Your responses will help us to improve mental health services and our efforts.



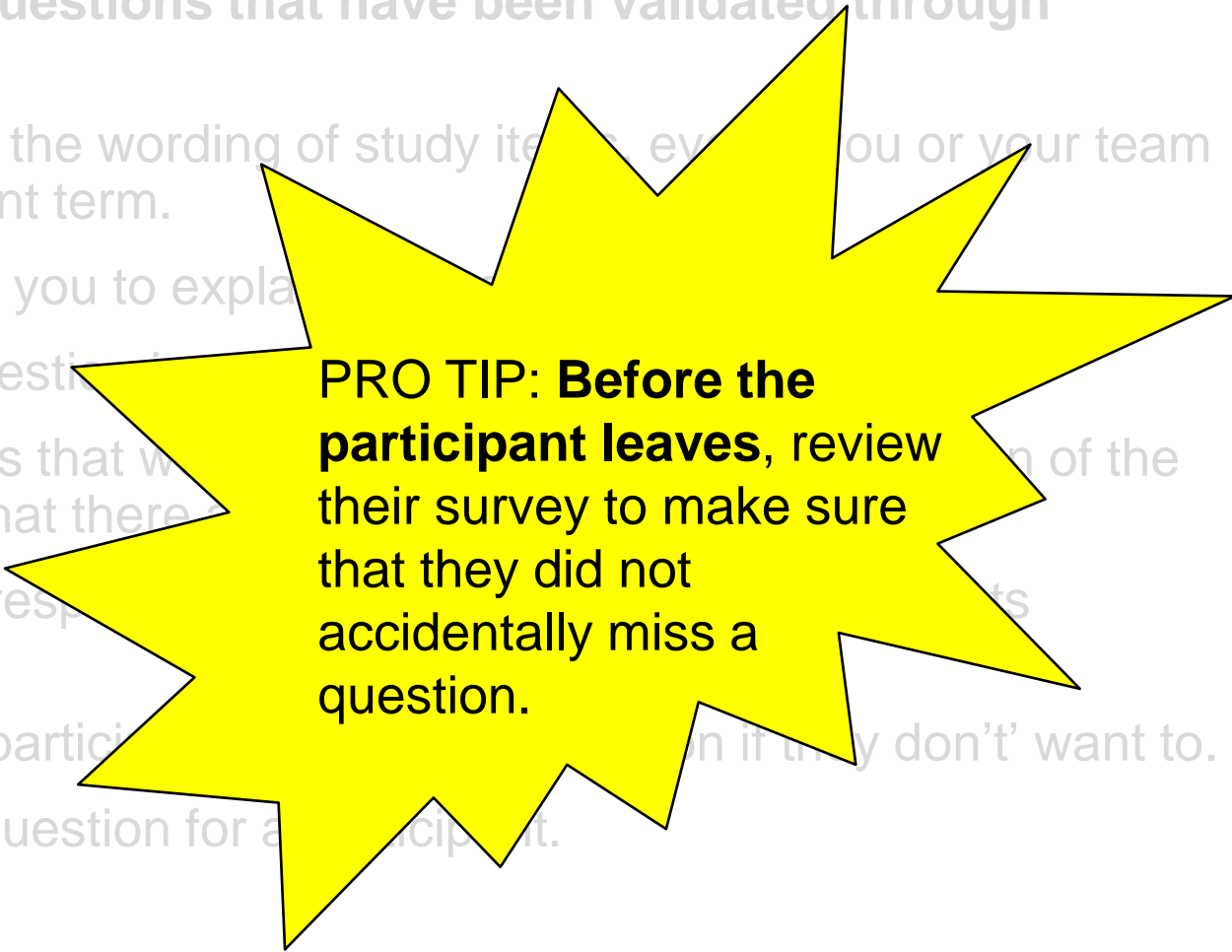
**PRO TIP: Your energy is contagious!** People will be excited about the survey if you tell them why it's important and show enthusiasm.

# Survey Items

- **Surveys include questions that have been validated through research.**
  - Do not change the wording of survey items, even if you or your team prefer a different term.
- If a participant asks you to explain what survey items mean:
  - Do not try to explain it.
  - Instead, tell participants that we are interested in their interpretation of the question and that there are no right or wrong answers.
- **Complete survey** responses help us to understand participants perspectives.
  - Never force a participant to answer a question if they don't want to.
  - Never fill in an answer for a participant.
- **Offer to read survey questions** for participants who do not have glasses or have trouble reading.

# Survey Items

- Surveys include questions that have been validated through research.
  - Do not change the wording of study items even if you or your team prefer a different term.
- If a participant asks you to explain a question:
  - Restate the question in your own words.
  - Tell participants that you are not sure of the meaning of the question and that there may be more than one interpretation.
- Complete survey responses from multiple perspectives.
  - Never force a participant to answer a question if they don't want to.
  - Never fill in a question for a participant.



**PRO TIP: Before the participant leaves, review their survey to make sure that they did not accidentally miss a question.**

# Survey Items

- 1) The first survey question will help us to understand whether participants recognize the branding for Take Action LA County.



1. Did you see this logo at today's event?
  - Yes
  - No

# Survey Items

- 2) The second set of questions asks about how they heard about the event and what resources they are seeking.

How did you find out about today's event? (Mark all that apply)

- From the organization holding the event
- Community or county service agency (e.g. library, park, etc.)
- Social media
- LA County Department of Mental Health website
- Take Action website
- Online ad
- Billboard, bus stop or other outdoor ad
- Television ad
- Radio ad
- Story in newspaper or online
- Friend or family member
- Other (specify):

What kinds of resources are you seeking today? (Mark all that apply)

- Wellbeing or wellness resources
- Mental health resources
- Self-care resources (makeup, haircut, nails)
- Physical health resources (including vaccines, health screenings, etc.)
- Activities (skateboarding lessons, yoga, etc.)
- Food and nutrition resources
- Clothing or supplies
- Just curious
- Other (specify):
- I am not seeking resources today**



# Survey Items

3) The third set of questions asks about how the event has made them more aware of mental health resources and whether it made them want to take action to support mental well-being.

\* **Note:** There are two more questions asking about awareness and mental health stigma.

Please tell us how much you agree or disagree with each of the following statements about today's event.

Today's event...

	Strongly Agree	Moderately Agree	Neither Agree nor Disagree	Moderately Disagree	Strongly Disagree
connected you with information and resources to support your own and others' well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you more aware of mental health resources in your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you more aware of mental health resources provided by LA County Department of Mental Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you feel more connected to community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you want to take action to support your own mental well-being	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you want to take action to support the mental well-being of your family and friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
made you want to take action to support the mental well-being of your community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Survey Items

- 4) The fourth set of questions will help us to understand community members' feelings about LACDMH.

Please tell us how much you agree or disagree with each of the following statements about the LA County Department of Mental Health.

	Strongly Agree	Moderately Agree	Neither Agree nor Disagree	Moderately Disagree	Strongly Disagree
The LA County Department of Mental Health is here for me if I need help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The LA County Department of Mental Health offers resources that are important and helpful for the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The LA County Department of Mental Health is trusted in my community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel good about the LA County Department of Mental Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Survey Items

- The last items on the survey ask about participants' demographic background.
- These questions will help us to understand if people from different communities experience the Take Action LA initiative differently and to identify inequities.

How old are you?

- 14-15
- 16-25
- 26-59
- 60 or older

What is your gender identity?

- Man
- Woman
- Transgender man/Transmasculine
- Transgender woman/Transfeminine
- Non-binary (e.g., gender queer or gender expansive)
- use a different term (specify):
- Undecided/unknown at this time

What is your race/ethnicity? (Mark all that apply)

- White/Caucasian
- Latino/Hispanic
- Black/African American
- Asian/Pacific Islander
- American Indian/Native American
- Middle Eastern or North African
- Other (specify):

# Data Collection Tools

- **Train all staff on data collection procedures**
  - Supervisors, interviewers, administrative staff
  - Review the survey together.
  - Review the Data Checklist together
- **We translated the survey for people who prefer to respond in languages other than English**
  - English and Spanish scannable print surveys will be sent to your organization
  - Tagalog, Korean, and Chinese surveys will be available for download May 1<sup>st</sup> at <https://www.calmhsa.org/lac-grants/>
  - Feel free to translate the poster to reflect languages used in your community
- **If you are hosting multiple events:**
  - Split the surveys evenly for each event
  - If you don't use all of your surveys at an event, add these to the set of surveys for the next event(s)

# Data Collection Tools

- **Use the Checklist for Data Collection (1 per event)**

- Include instructions for each step of the recruitment, informed consent, survey review, and survey storage steps.

*Virtual events can use the digital flyer and link to the online survey*

Look out for an email from Rick Garvey ([Garvey@rand.org](mailto:Garvey@rand.org))

## In Person Event Data Collection Checklist

- Use this checklist to prepare to collect survey data at your event and to return it to RAND for analysis.

### Before the Event

- Gather all materials for the event that were mailed & emailed to you:
  - Scannable surveys
  - Event-specific fliers with QR codes (for online survey option)
  - Recruitment posters (sample provided for you to adapt)
  - Black pens** for participants to use
  - Clip boards** for participants to use
  - Folder** for completed surveys

### During the Event

- Post your poster advertising the study
- Announce the survey

### After the Event

- Gather all completed surveys
- If you hosted multiple events, put the completed surveys for each event in separate folders.*
- Return materials in pre-addressed FedEx envelope within 1 week after you have completed all events.

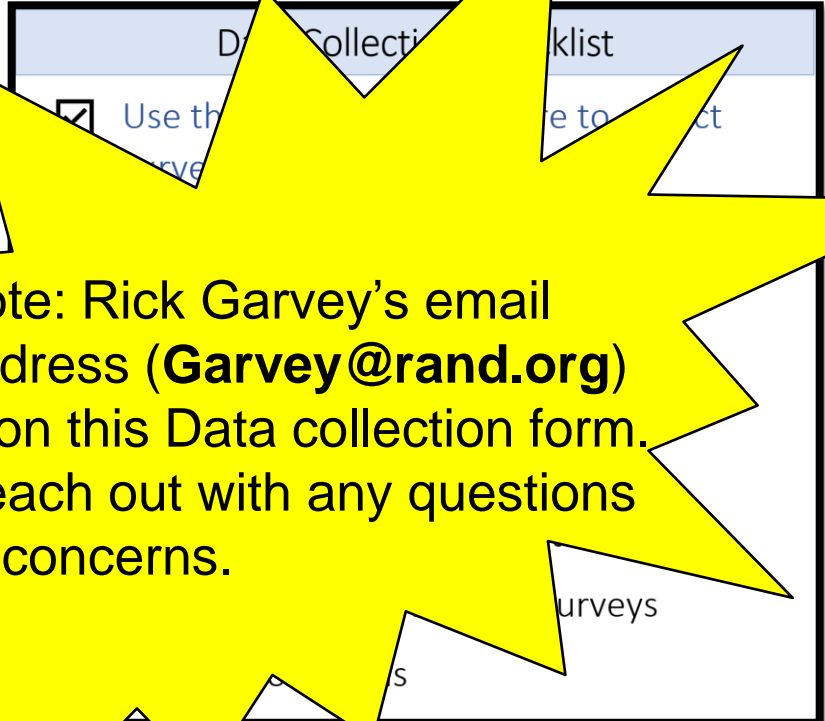
Contact Rick Garvey at [Garvey@rand.org](mailto:Garvey@rand.org) with any questions or concerns.

Cell: (310) 721-1647

# Data Collection Tools

- Use the Checklist for Data Collection (*1 per event*)

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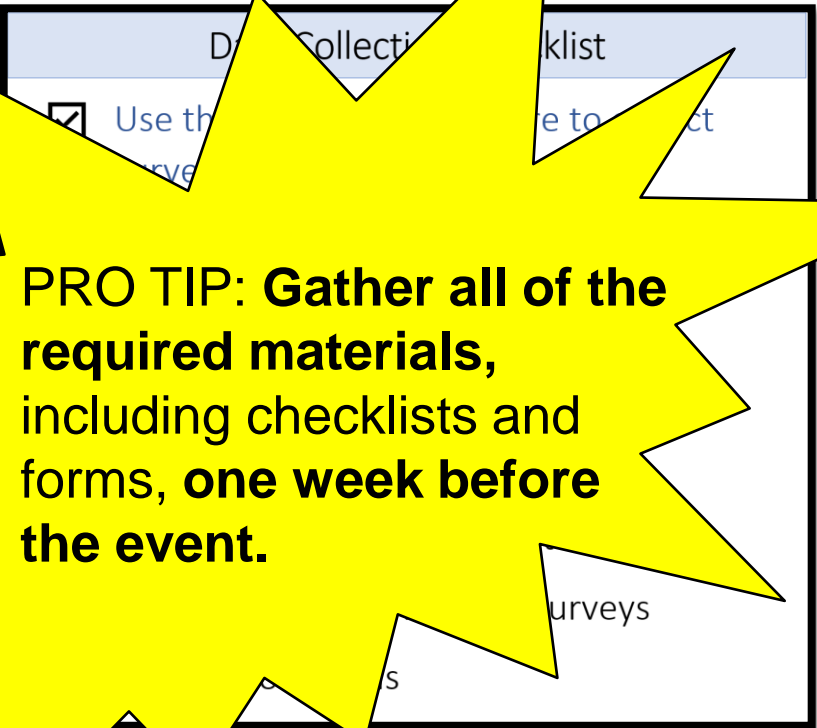
A screenshot of a 'Data Collection Checklist' form. The form has a blue header with the title 'Data Collection Checklist'. Below the header, there is a checkbox labeled 'Use the checklist to collect data' which is checked. The rest of the form is partially obscured by a large yellow starburst callout.

Note: Rick Garvey's email address (**Garvey@rand.org**) is on this Data collection form. Reach out with any questions or concerns.

# Data Collection Tools

- Use the Checklist for Data Collection (1 per event)

- Include instructions for each step of the recruitment, informed consent, survey review, and survey storage steps.



# After the Event

- Return to the Data Collection Checklist
- Gather completed surveys
- Return these materials in the pre-addressed FedEx envelope(s)

RAND Corporation

Attn: Rick Garvey – M4W

1776 Main St

Santa Monica, CA 90407-2138

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# QUESTIONS?

Contact Dr. DiGuisseppi at [gdiguise@rand.org](mailto:gdiguise@rand.org) for general questions

Contact Rick Garvey at [Garvey@rand.org](mailto:Garvey@rand.org) for questions about receiving and sending surveys