

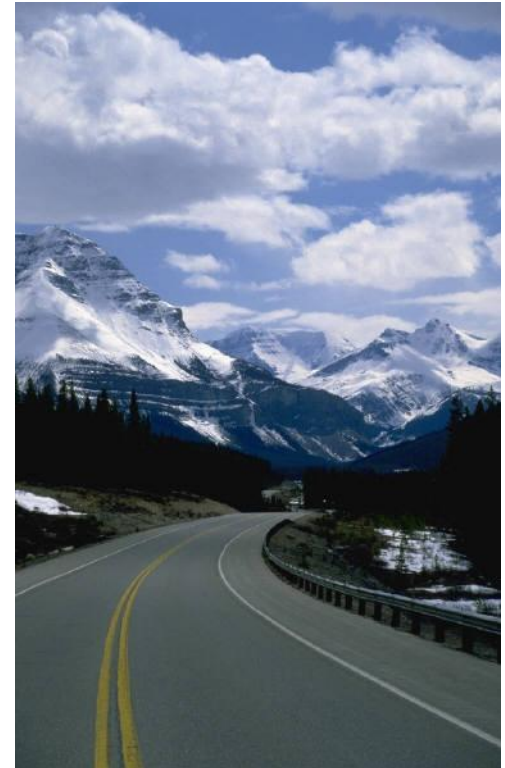
Survey Data Collection in School Settings

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Outline

- Background/Context
- Findings – Response Rate
- Findings – Response Quality
- Lessons Learned
- Critical Success Factors



Setting

- Alberta, Canada
- Study took place in one metropolitan city and its surrounding area
- Over 1 million people
- Ethnically diverse
- Socioeconomic status varied



Background

- Concern about the rise in childhood obesity
- Approximately 30% of children and youth are overweight or obese
- An education-health partnership to promote healthy food choices at schools
- No formal school food program
- Food services at schools ranged from very limited (catered hot lunch once a week to every two months) to daily (onsite cafeteria)

Background

- Majority of the schools in Alberta are publically funded
- 4 public school jurisdictions took part over 5 years
- All 4 jurisdictions would like to document student outcomes via student survey
 - knowledge
 - attitude
 - behaviour
- Not government mandated survey

Background

- The project implementation and evaluation were flexible to accommodate each jurisdiction's preferences and reporting needs
- Student survey was one of the tools used in this evaluation, target participants were students in grades 7 to 12
- Other tools included school environment assessment, administrator interviews, teacher survey, etc.
- School jurisdictions' representatives chose the student survey data collection methods

Characteristics of Schools

- School jurisdiction 1:
 - Medium sized school jurisdiction
 - Mixture of urban and rural schools
 - Most schools participated
 - Participating schools served students from K to 12
 - Chose paper-based survey format
 - School staff facilitated survey distribution and collection

Characteristics of Schools

- School jurisdiction 2:
 - Large jurisdiction
 - All schools in urban areas
 - 11 pilot school sites, 8 junior high schools (grades 7 to 9), 3 senior high schools (grades 10 to 12)
 - Chose on-line survey method to integrate with their on-line learning system

Characteristics of Schools

- School jurisdiction 2:
 - Jurisdiction-based facilitator scheduled and attended data collection days at the schools
 - 2 senior high schools were difficult to engage as students did not have common classes

Characteristics of Schools

- School jurisdiction 3:
 - Large jurisdiction
 - A mixture of urban and rural school sites, though majority of them were in urban areas
 - 10 urban pilot school sites serving students from K to 12
 - Chose the on-line survey method
 - School-based champions facilitated data collection at their own schools
 - No oversight was provided by the jurisdiction

Characteristics of Schools

- School jurisdiction 4:
 - Small jurisdiction
 - Rural area schools
 - All schools participated
 - Chose paper-based survey format
 - School staff facilitated survey distribution and collection

Question

- An unexpected opportunity to compare student data collection methods
 - Would students be more likely to respond to one medium over the other?
 - Would students stay “on task” in one medium over the other?

Findings – Response Rate

- Overall response rates ranged from 35% to 74.5%
- Did not expect 100% response rate due to school absences and parental or student dissent to participate
- School jurisdictions 1 & 4 (paper-based survey):
 - Participation rates were 68% and 74.5%
- School jurisdictions 2 & 3 (on-line survey):
 - Participation rates were 52% and 35%
 - However, school jurisdiction 2 had 2 difficult to engage schools – the other schools had 78% response rates

Findings – Appropriate Responses

- Evaluator reviewed responses to the open-ended questions
- Inappropriate responses gathered from all school jurisdictions
- Similar proportions of inappropriate responses from school jurisdictions 1 & 4, as well as the engaged schools from jurisdiction 2
- The remaining schools had higher proportions of inappropriate responses

Lessons Learned

- Potential limitations in methodology used
- Students were able to respond to surveys on both media – accessibility was not an issue
- Paper-based vs. on-line based survey medium did not appear to influence response rate nor response quality
- Facilitation and engagement at the school jurisdiction level were key factors to success

Critical Success Factors/Next Steps

- Appointment of a school jurisdiction champion
- Facilitation for data collection at the school level, provided either by school jurisdiction or evaluators
- Partner engagement and commitment for data collection and use
- Opportunity to link in with the on-line learning systems or other educational platforms as technologies emerge

Thank you

- Contact Information

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