

Purpose of Tip Sheet



- **This document will take you step-by-step through the process for accessing online survey links in PEARS and Qualtrics as well as distributing survey links to class participants via Zoom in order to collect participant surveys online when delivering web-based nutrition education classes.**

Using Survey Links to Collect Adult Demographic Cards and Evaluation Surveys in PEARS

The collage includes several survey forms:

- Adult Demographic Card:** A form for collecting demographic information in English and Spanish.
- Plan, Shop, Save & Cook Checklist - Entry:** A checklist for tracking food-related activities.
- Planear, Comprar, Ahorrar y Cocinar Formulario - Inicial:** The Spanish version of the checklist.
- Teacher Observation Survey:** A form for teachers to provide feedback on nutrition education.
- Teacher Feedback Survey:** A form for students to provide feedback on their teachers.

- **For web-based nutrition education classes, you can provide participants or teachers with a link to complete PEARS survey(s) online.**
- **The PEARS surveys currently available for online data collection include:**
 - Demographic Cards,
 - Intent to Change Surveys (ITCs),
 - Plan, Shop, Save & Cook (PSSC),
 - Adult Physical Activity Survey (APAS),
 - Teacher Observation Survey (TOS), and
 - Teacher Feedback Survey (TFS).

***Note:** Most PEARS surveys are currently available for online data collection in **English and Spanish**. The adult demographic card is available in **English, Spanish and Chinese** with auto-calculate as well as **Hmong** without auto-calculate.

***Note:** All PEARS surveys collect the adult demographics necessary for reporting direct education. However, **Spanish-language evaluation surveys cannot be used to auto-generate adult participants' demographics for Program Activities**. Class demographics from participants using Spanish-language evaluation surveys need to be **hand tallied** and entered into the **Demographics** reporting page of the Program Activity.

Online Surveys Tip Sheet (PEARS and Qualtrics)

PEARS Plan Track Analyze Elizabeth

Track / **Program Activities**

- Success Stories
- Indirect Activities
- Partnerships
- Coalitions
- PSE Site Activities
- Social Marketing Campaigns

Evaluation

Did you perform any evaluations of this program activity? *

Yes

Surveys

+ Attach Survey

Name	Records	Aggregated	Type	Date Delivered	Actions
FY20 Plan, Shop, Save & Cook...					

Save and continue Save Cancel

Progress 40%

- General Information
- SNAP-Ed Custom Data
- Evaluation
- Demographics
- Mark as Complete

- Create a Program Activity for the online nutrition education session/series being delivered.
- Attach the survey(s) you plan to administer online during your class through the **Evaluation** reporting page in your Program Activity.
 - **Select a survey** from the drop down list to attach.
 - Then, **complete the required fields** which include:
 - selecting the survey and type,
 - estimating the date delivered, and
 - saving the default survey name.

***Note:** If you are administering a pre/post survey, you will need to **attach the survey TWICE:**

- **Once** as a **Pre** survey and
- **Once** as a **Post** survey.

***Note:** For more detailed step-by-step instructions, see the **PEARS Surveys Tip Sheet – STEP 1: Attaching Pre/Post Surveys to Program Activities** (pages 2-5).

Evaluation

Did you perform any evaluations of this program activity? *

Yes

Surveys

+ Attach Survey

Name	Records	Aggregated	Type	Date Delivered	Actions
FY20 Food Behavior Checklist	0		Pre	Nov. 1, 2019	


Progress 40%





- General Information
- SNAP-Ed Custom Data
- Evaluation
- Demographics
- Mark as Complete









Get a public link to have participants fill out the survey online

- After attaching the survey(s) you plan to administer, find the survey you want to collect online in the **Surveys** table and click on the chain link icon () under **Actions**.
- This button () will provide you with a public link to have participants fill out the survey online. (see example)

Online Surveys Tip Sheet (PEARS and Qualtrics)

- Once you click on the link icon () , a pop-up box will appear with the **survey link** and **QR code**.
- Both the **survey link** and **QR code** can be easily shared with participants during web-based nutrition education classes.
 - To distribute the **survey link** to participants, simply copy and paste the link into the Zoom chat function.
 - See the State Office recommendations for sharing survey links and survey administration practices below (on page 4).
 - Alternatively, the **QR code** can be shared on the screen and participants' can use their phone cameras to read the QR code and follow the web link to the online survey.

Surveys						
Name	Records	Aggregated	Type	Date Delivered	Actions	
Adult Demographic Card	0		Pre	Aug 18, 2020	 	

Surveys						
Name	Records	Aggregated	Type	Date Delivered	Actions	
FY20 Plan, Shop, Save & Cook	0		Pre	Aug. 3, 2020	 	
FY20 Plan, Shop, Save & Cook	0		Post	Aug. 24, 2020	 	

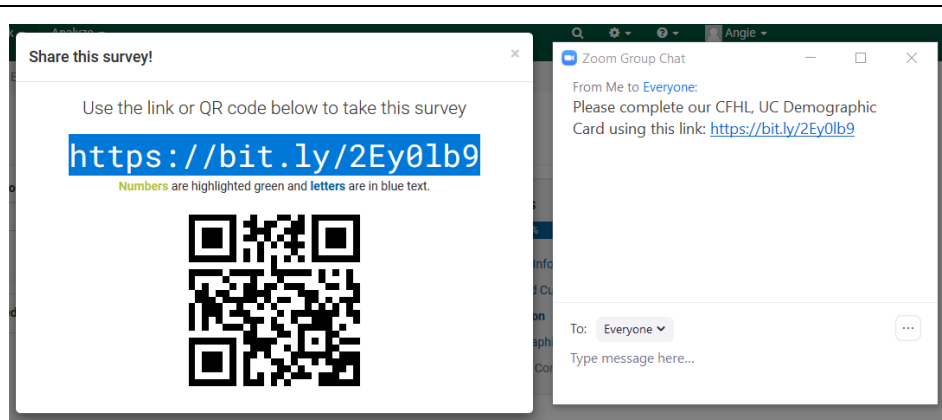
- You will have to **generate a link for each survey type** that you plan to collect (see examples).
 - Adult Demographic Card (English) = 1 survey link
 - PSSC Pre/Post Survey (English) = 2 survey links
 - Includes adult demographics which only need to be completed in the pre-survey.

***Note:** Participants need to complete their pre and post surveys in the same language (English pre/post or Spanish pre/post), so the surveys can be matched.

***Note:** If you have a class with English- and Spanish-speaking participants, you will need to attach and provide links to both the English and Spanish versions of the surveys in PEARS.

- Adult Demographic Card (English/Spanish) = 2 survey links
- PSSC Pre/Post Survey (English/Spanish) = 4 survey links

Online Surveys Tip Sheet (PEARS and Qualtrics)



- To distribute the online survey to participants, you can either share the:
 - survey link(s) through the Zoom chat function or
 - QR code(s) on the screen.
- Please work with participants to **complete the survey during the webinar** – similar to the administration practices used with face-to-face program delivery. Completing the survey **during the webinar** allows you to:
 - answer any questions that participants may have while completing the survey and
 - improves response rate by ensuring that participants complete the survey.

***UCCE Tip:** One county program that uses the participant link approach suggested “first time users” arrange a “mock” Zoom class with staff members and conduct a practice run. This helps you practice and fine tune the new approach with live participants.

FY21 Plan, Shop, Save & Cook

Please Share a Little

We would like to learn about the people who attend our activities to help us improve our services. Your answers are combined with everyone else's and cannot be used to identify you. **Thank you for your help.**

ONLY ANSWER THE DEMOGRAPHIC QUESTIONS **BEFORE YOU START THE PROGRAM/CLASSES.**

Create your own 6-digit ID# by entering the:

- first letter of your FIRST name ("M" for Maria Rodriguez-Herrera),
- first letter of your LAST name ("R" for Maria Rodriguez-Herrera),
- 2-digit number for your birth MONTH ("01" for January), and
- 2-digit number for your birth DAY ("03" for the 3rd day).

In this example, the 6-digit ID# is "MR0103".

MAKE SURE THE 6-DIGIT ID# YOU ENTER BEFORE THE PROGRAM MATCHES THE ONE YOU ENTER AFTER THE PROGRAM, SO WE CAN MATCH YOUR SURVEYS. *

- For the PSSC pre/post survey collected online, participants are required to create and enter their own unique ID# in PEARS.
- To assist you in helping participants create and enter their ID# in online surveys, you can use your shared screen in Zoom to:
 - display the ID code section of the PSSC pre/post survey and walk through the steps to create the participant ID# together or
 - display the step-by-step ID code instructions for online survey administration in PEARS – see PowerPoint slides in **English** and **Spanish**.
 - See also resource developed by Coraima Linares of UCCE Fresno/Madera posted on Adult Evaluation page PSSC PEARS Survey Guide (**English/Spanish**)

***Note:** You can ask participants to use the Zoom chat function to chat in their ID#, so you can double check that they have created an accurate six-digit ID#. Remember that the pre and post survey ID#s need to be **exactly the same**, so the State Office can match the pre and post surveys for data analysis.

Evaluation

Name	Records	Aggregated	Type
FY21 Plan, Shop, Save & Cook	7	<input type="checkbox"/>	Pre
FY21 Plan, Shop, Save & Cook	6	<input type="checkbox"/>	Post

How to Address Unmatched Surveys?

- With many participants completing pre/post surveys **online** in FFY2021, the state office understands that our pre/post survey data will include unmatched surveys.
 - Please don't delete any unmatched surveys completed by participants using the public survey link in PEARS.
 - This could result in the **loss of demographic data** entered by participants in their pre-surveys.
- When you resume collecting surveys **in-person**, please continue to only enter survey data into Qualtrics and/or PEARS for matched pre/post surveys.

Using Survey Links to Collect Adult Demographics & Surveys in Qualtrics

PEARS

Adult Demographic Card

We would like to learn about people who attend our activities to help us improve services. Your answers are confidential with everyone else's and cannot be used to identify you. Everyone here today should fill out one of these forms. Thank you for your help!

Check the box that best describes your age

64 57 50 60+

Check the box that best describes your Gender/Sex

Female Male Other / Prefer not to answer

Check the box that best describes your Ethnicity

Hispanic/Latino Not Hispanic/Latino Prefer not to answer

Choose all that apply to your Race

American Indian or Alaskan Native Asian

Black or African American Native Hawaiian or Pacific Islander

White

Qualtrics

Food Behavior Checklist

These questions are about the ways you plan and fix food. Think about how you usually do things.

Do you eat fruits or vegetables as snacks?

No Yes, sometimes Yes, all the time

Liste de hábitos alimenticios

Estas preguntas son sobre cómo usted escoge y prepara la comida. Pense en lo que usualmente hace.

¿Come frutas o verduras entre comidas?

No A veces Con frecuencia Todos los días

Forma Demográfica de Adulto

Nos gustaría saber acerca de las personas que asisten nuestras actividades para ayudarnos a mejorar nuestros servicios. Sus respuestas se combinan con las de los demás y no se pueden usar para identificarlos personalmente. Cada persona presente hoy debe llenar este formulario. Muchas gracias por su ayuda.

Marque la casilla que mejor describe su edad

0-4 años 5-17 años 18-59 años 60 o más años

Marque la casilla que mejor describe su género / sexo

Femenino Masculino Otro/a / Prefero no responder

Marque la casilla que mejor describe su etnicidad

Hispano/a o Latino/a No Hispano/a o Latino/a Prefero no responder

Elige todo lo que correspondiera a su raza

Indio Americano/a o Nativo/a de Alaska Asiático/a

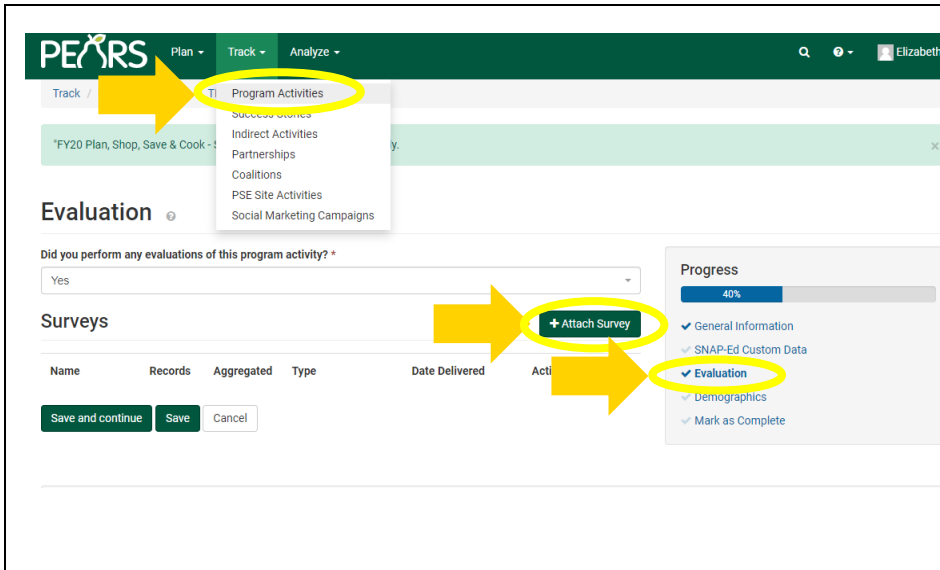
Negro/a o Afroamericano/a Nativo/a de Hawai o de las Islas del Pacífico

Blanco/a

- PEARS surveys cannot include photos** so surveys like the Food Behavior Checklist are better collected in Qualtrics
- For web-based classes, you can use online survey links to collect adult participants' demographics in PEARS and pre/post surveys with photos in Qualtrics.**
- These surveys are also available online:**
 - Demographic Card in PEARS (see pages 1-4),
 - Food Behavior Checklist + Physical Activity (FBC+PA) pre/post survey via a link in Qualtrics,
 - Healthy Happy Families (HHF) pre/post survey via a link in Qualtrics, and
 - Eating and Activity Tool for Students for middle and high school students (EATS-MS/HS) pre/post survey via a link in Qualtrics.

***Note:** Pre/post surveys in **Qualtrics** are available for online data collection in **English** and **Spanish** (except EATS-MS/HS → English only). The adult demographic card in **PEARS** is also available in **Chinese** with auto-calculate and **Hmong** without auto-calculate.

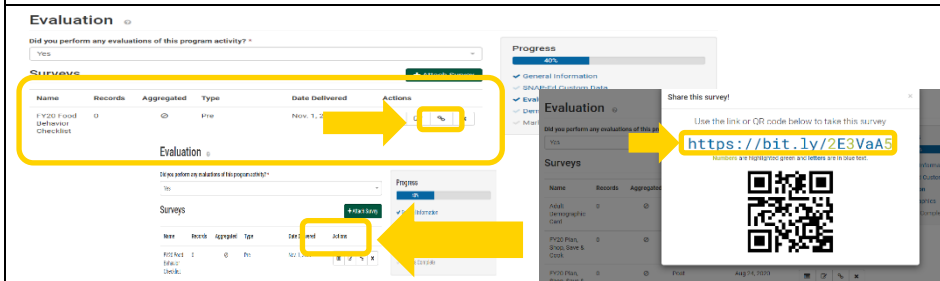
Online Surveys Tip Sheet (PEARS and Qualtrics)



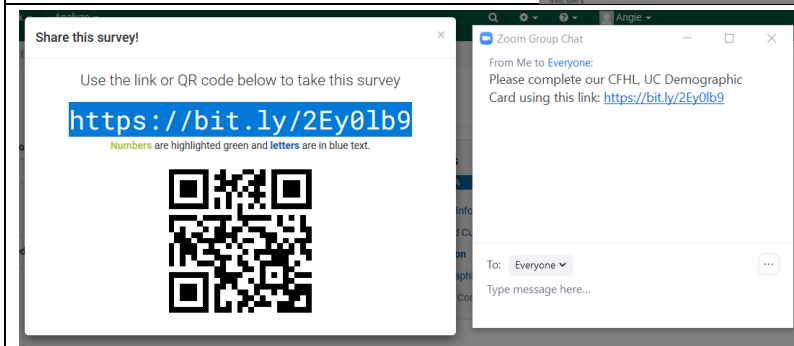
To collect the **Adult Demographic Card**:

- Create a *Program Activity* for the online nutrition education session/series being delivered.
- Click **Attach Survey** on the **Evaluation** reporting page in your Program Activity.
- Then, **complete the required fields** which include:
 - selecting the survey (e.g. Adult Demographic Card) and type (e.g. Pre),
 - estimating the date delivered, and
 - saving the default survey name.

***Note:** Adult demographic cards are only collected in adult classes. If you are administering the **EATS-MS/HS** pre/post survey with youth, please **SKIP to PAGE 7** for pre/post surveys in Qualtrics.



- In the **Surveys** table, click on the chain link icon (🔗) under **Actions** to get a public link so participants can fill out the survey online. (see example)
- Once you click on the icon (🔗), a pop-up box will appear with the **survey link** and **QR code**.



- You can distribute the Demographic Card by **copying/pasting the link into Zoom chat** or **sharing the QR code on the screen** and asking participants to complete the demographic card and pre/post survey during the webinar – similar to the administration practices used with face-to-face program delivery. That way, you can:
 - answer any questions that participants may have while completing the surveys and
 - help ensure that you get a better response rate.

Online Surveys Tip Sheet (PEARS and Qualtrics)

	<p>To collect pre/post surveys in Qualtrics, you will copy/paste the following into the Zoom chat function:</p> <ul style="list-style-type: none"> the link to the pre/post survey in Qualtrics, the PEARS Program Activity Number (see highlights in example), and the County where the class is occurring. <p>*Note: Here are the links to the pre/post surveys – FBC+PA (English / Spanish), HHF (English / Spanish), and EATS-MS/HS (English). The pre/post surveys and support materials are also available on CFHL, UC's Evaluation webpage.</p>
	<ul style="list-style-type: none"> Next, work with participants to enter: <ul style="list-style-type: none"> the Program Activity Number from the Zoom chat, their first/last initials and birth month/day to create their unique ID#, the UCCE County, and select either Entry (for the Pre-survey) or Exit (for the Post-survey). See step-by-step ID code instructions for online survey administration in Qualtrics – PowerPoint slides in English and Spanish. Then, they will advance to the pre/post survey questions.

California's CalFresh Healthy Living, with funding from the United States Department of Agriculture's Supplemental Nutrition Assistance Program – USDA SNAP, produced this material. These institutions are equal opportunity providers and employers. For important nutrition information, visit the [CalFresh Healthy Living](http://CalFreshHealthyLiving.org) website.