

Designing Surveys to Achieve Policy Change

Group Exercise Scenario

Grantee and Contractor Meeting, July 27-28, 2011

Background:

You have just gotten off the phone with a concerned parent. She heard from a neighbor who is a contractor that he is doing the electrical work in a soon-to-be-opened club called "Happy Hookah," located a few blocks from the local high school.

One of your work plan objectives is to strengthen clean air laws. One option is to make changes to City Code to eliminate or redefine the Tobacco Retail Shop exemption in such a way that it no longer allows smoking lounges. This is your opportunity to pursue this objective.

The City Council has a meeting in seven weeks, and you know that you can get on the agenda because you have presented to them about tobacco prevention several times over the past few years. As a result of that work they've recently passed a smoke-free parks ordinance by a vote of 5-2.

From experience, you know that relevant data will be invaluable as you elicit support for changing the City Code. Your challenge is to gather relevant data in the short time period that you have. (See back for possible timeline.)

Example of tasks and timeline

Weeks 1-2

- Obtain administrator approval.
- Identify needs, assets.
 - o You ask TPEP for PDAs. However, they are not available during the short window of time.
 - o Arrange for 1-2 surveyors and a data entry person.
- Determine survey objective(s), target population, survey method, survey content.

Week 3

- Design survey; draft question(s).
- Field check and verify survey.

Week 4

- Perform survey.
- Enter survey data into spreadsheet or database.

Week 5

- Analyze survey data.

Week 6

- Write up results.
- Prepare results for target audience.
- Distribute results to target audience.