

Media survey administration description

1. Background

Survey administration sites

Participants

Girl scouts of Southwest Texas	11
Brentwood Middle School- Communities In Schools	2
Calderon Boys and Girls Club	14
Roy Cisneros Elementary- Communities In Schools	1
Stafford Elementary- Communities In Schools	3
Cuellar Community Center	6
Edgewood Family Network	42
Good Samaritan Community Center	7
San Juan Brady Community Center	10
Sonny Melendrez Community Center	7
Normoyle Community Center	3
Young Women's Leadership Academy	5

Sample of interest:

Our convenient sample was acquired through personal contacts and through our community partner- the Girls Scouts of Southwest Texas.

The criteria for girls to take the survey were:

- Latina
- 11-14 years old
- Live on the West side of San Antonio, Texas in these zip codes: 78201, 78207, 78226, 78227, 78228, and 78237.

2. Working Through Media Survey Challenges:

Challenge 1: Difficult to only use girls scouts for our sample.

- Initially, our plan was to have only girl scouts for our 100 participants in our study. In our first few months of trying to acquire participants we realized it was challenging to reach only girl scouts. To work around this challenge, we opened up our sample of interest to all 11-14 year old, Latina girls who live in the zip codes of interest.

Challenge 2: Getting girls to return consent forms.

- At the beginning of July we were allowed through IRB to start receiving verbal and face-to-face consent from parents.
- Then we began by having the survey administrator travel to each location and do a short 10-12 minute presentation before the survey was administered. This presentation introduced, demonstrated the survey administration process, and reviewed the consent form with the prospective participants so they could return their consent forms at a later date. The survey was administered usually one week later. From start to finish the participant usually took about 15-20 minutes to complete the 96 question survey.
- Offering incentives. From March 26th, through June 30th, we did not offer incentives for participants. As of July 1, 2010, we began offering an incentive to participants who completed the survey. (A total of 79 participants received incentives). The incentive was a \$10 gift card to either Target or HEB Grocery Store. Upon the completion of the survey, a gift card log was filled out. The gift card log template was downloaded from the UTHSCSA website. On this form the information gathered was: date, sequence of card #, date of distribution, visit/ payment event, signature of payor, and the signature of the participant.

Challenge 3: Working around the title of the study, that was listed on the consent form.

“Partnership to Address Physical Activity among Low-income Latino Adolescent Girls.”

- The title seemed to discourage parents from allowing their daughters to take the survey because of the “low- income,” labeling their families. To work around this issue, the survey administrator began to include a brief media survey description (in color) and stapled it in front of the consent form. This form had already been previously approved by the IRB. The brief media survey description gave parents an easy- to- read introduction and description about the purpose to the survey. This did work and more consent forms were returned after including this form.

3. Survey Administration Process Description:

Upon the arrival at the administration site, the survey administrator would:

- 1) Reintroduce self
- 2) Reorient the participants with the survey: purpose of the study and the administration process

- a. At this point the survey administrator gave instructions to the participants instructing them on how to answer the questions, adjust the volume of the headset.
- 3) Collect written consent forms
- 4) Receive verbal or face-to-face consent. For verbal and face-to-face consent the survey administrator would notate:
 - a. Date
 - b. Location
 - c. Participant identification number
 - d. Parents name
 - e. Staff initials- of who received consent and spoke with the parent
 - f. Method of confirmation
- 5) For those who received verbal consent the survey administrator would call the parent of the prospective participant and introduce themselves, the purpose of the survey, and ask if they would allow their child to take the survey. Consent was received in both English and Spanish. As for the face-to-face consent, the survey administrator would do the same as those who received verbal consent.