

Southern Arizona Disability Coalition

Community Needs Assessment Consumer Survey Protocol

Survey formats, method of availability:

- Survey is a 40-45 question written instrument.
- Survey will be available online, over the telephone, electronically and in hard copy form (by request).
- Online survey will be available through SurveyMonkey.com and linked through the Center Against Sexual Assault website.
- Callers can request survey to be administered over the telephone with a disability project staff member.
- Hard copies and/or electronic copies can be requested over the phone or by e-mail.
- Alternative formats (over the phone, large print, audio taped version and Braille) will be made available upon request.

Advertising and respondent recruitment:

- Survey will be advertised through a flyer, which will be distributed to service providers, community members, and other organizations with the help of the Southern Arizona Sexual Assault Disability Coalition.
- Survey will be advertised one week in the Tucson Shopper, a free publication that has wide postal circulation.
- Survey will be advertised one week in the Tucson Weekly, a free publication that is available for pickup in a wide variety of retail locations.
- Outreach contacts, to seek further assistance with survey distribution, will be made to community groups and organizations by Coalition members, project staff, and project interns.

Process for Conducting Survey Research

- Goal for number of surveys returned: 200
- Time frame (according to time-task plan)
 - Data collection: through January 2004
 - Data analysis: January and February 2004
 - Integrate findings into Gaps and Accessibility Matrix: February 2004
- Qualified survey respondents will be people with disabilities. Surveys completed by people without disabilities will be removed from sample and evaluated for inclusion in another sample group (such as family members or caregivers).
- Individuals who decline to participate will not be penalized in any way.

Analyzing Survey Data

- No actual names or identifiers will be entered into survey database
- Online survey responses will be downloaded into SPSS database for statistical analysis
- Email, telephone, and hard-copy survey responses will be manually entered into SPSS database for statistical analysis
- Qualitative analysis will, as far as possible, concentrate on common themes emerging from responses to the open-ended survey questions.
- Direct quotes from participants and/or case scenarios may be used for illustrative purposes, but no actual names or respondent identifiers will be included.

Maintaining Confidentiality and Protecting Subjects

- Procedures designed to ensure the privacy, dignity, and respect of all respondents will include the following:
 - All identifying information will be kept separate and secure to ensure the privacy and security of respondents.
 - Surveymonkey.com will contract with the Center Against Sexual Assault in accordance with all policies for protecting client confidentiality. Surveymonkey.com will sign a confidentiality pledge.
 - Surveymonkey.com will only collect IP addresses and use cookies in order to collect aggregate data for the use of their own program evaluation. Surveymonkey.com will not collect any information that could personally identify or locate a survey respondent.
 - Southern Arizona Center Against Sexual Assault staff involved in processing returned surveys and survey data will sign a confidentiality pledge.
- Steps will be taken to protect all the information collected in the surveys. These will include the following safeguards:
 - Online survey data will be downloaded into SPSS.
 - Completed surveys will be kept on paper only. They will be stored in secured containers (such as locked desk drawers or file cabinets).
 - Only key project staff who have signed confidentiality pledges will have access to returned surveys.
 - Neither the written summaries of qualitative data nor the project reports will include the names or identifying information of any of the respondents.
- Survey respondents will be encouraged to seek crisis counseling if they are upset, traumatized, or if they wish to talk with someone during or after completion of the survey. Information will be provided in the survey text on how to access the Center Against Sexual Assault's crisis services.