

Collaborating Partner Survey

I. Purpose

The Collaborating Partner Survey provides an opportunity for other agencies, organizations and groups that work with the LHD to share feedback and insights regarding their partnership with the LHD and how it facilitates public health approaches, strategies and activities that help address health inequities and the social determinants of health.

Advantages: This survey allows the LHD self-assessment to benefit from the perspectives of outside agencies and organizations. As with the Staff Survey tool, an online survey tool, such as *SurveyMonkey*, is an efficient way to reach many partners, and eliminates the need for data entry. Additionally, this survey includes many open-ended questions to allow partners to contextualize their responses and provide detailed information about how the LHD does or can address the root causes of health inequities.

Challenges and Limitations: Because some collaborating partners may not have access to the online survey format, be prepared to offer a paper version that you can mail to those participants, if you have the capacity to manually enter and analyze the data. Because of the rich information solicited by the open-ended questions integrated into this survey, a moderate amount of qualitative analysis will be required, which is more time consuming than an exclusively quantitative questionnaire. Moreover, keep in mind that some collaborating partners may not be comfortable with survey-taking and that a more open-ended discussion might be more productive.

Questions in this survey included the following elements of the Matrix of Workforce Competencies and Organizational Characteristics for Addressing Health Inequities:

Organizational Characteristics	Workforce Competencies
<ul style="list-style-type: none">• Institutional Commitment• Structure that supports True Community Partnerships• Transparent and Inclusive Communication• Community Accessible Data & Planning	<ul style="list-style-type: none">• Community Knowledge• Community Organizing• Cultural Competency/Humility

II. Implementation

Staff and Community Partners' Time and Resources

The table below shows the estimated investment required for implementing the Collaborating Partner Survey.

Survey Implementation Task	Who	Estimated Staff Time
Convening Implementation Team/ Survey Preparation	Leadership and Selected Staff	2-5 hours per person
Identifying and Communicating with Partners	Leadership, Implementation Team and Managers	2-8 hours per person
Managing Survey	Selected Implementation Team Member	8-12 hours
Completing the Survey	Selected Partners	15-25 minutes per person
Data Management and Analysis	Analyst	6-8 hours for data management; 10-12 hours for data analysis, including qualitative analysis of open-ended survey items; this may vary depending on the number of participants

Additional Resources Needed:

- Subscription to online survey tool
- In-house expertise and resources or external consultant for survey administration and/or data analysis

Implementation Plan

The preceding table shows the estimated investment required for implementing the Collaborating Partner Survey:

☐ **Create an Implementation Team**

☐ **Review of the Collaborating Partner Survey**

The Implementation Team should review and tailor the Collaborating Partner Survey to modify any language that is not relevant or clear in the context of your community and your work with the partners receiving the survey. It may be useful for the team to consider the reading level of the potential respondents. While a glossary of key terms is available for survey participants, many of the questions are related to complex Public Health ideas and functions. BARHII will provide a copy of a ready-to-use tool on *SurveyMonkey* which can be copied and edited. See *Appendix IX* for guidelines on using *SurveyMonkey*.

☐ **Identifying Partners**

Management staff and the Implementation Team should select collaborating partners to participate in the survey. See Key Considerations below for identifying partners.

☐ **Administration of the Partner Survey**

- The public health official should send an introductory email or letter before the online survey is administered to share the purpose of the assessment and to convey the importance of the partner's participation. For a sample introductory letter from a public health official inviting collaborating partners to participate in the survey, see *Appendix IV*.
- An external consultant or selected staff member administers the online survey tool.
- To maintain confidentiality, an external consultant or selected staff member monitors the survey responses and sends weekly reminders to partner representatives who have not completed the survey.
- *SurveyMonkey* offers limited quantitative analysis. It is recommended that after reaching the completion rate goal, an external consultant or selected staff member exports all responses into SPSS for data management and analysis. Qualitative data will require additional analysis. See further discussion under Staff Survey section (page 20).
- After the survey is closed, community partners should be notified of the final response rate, thanked for their time and participation, and informed about next steps in the Self-Assessment.

Recommendation

If no external consultant will be contracted, choose one staff member that will administer and monitor all survey responses and keep responses confidential.

See *Appendix VII* for technical guidelines on how to manage and analyze partner survey data.

III. Key Considerations

Survey Modality

Online Survey: The survey can be created using an online survey provider such as *SurveyMonkey*. A link should be sent to each survey participant through an email distribution.

Advantage: Online surveys are easier to administer and monitor. Responses can easily be tracked and reminders sent to participants who have not yet completed the survey. Another benefit of an online survey is that the data are automatically collected and ready to be exported for data management and analysis without data entry.

Disadvantages: The risk of sending an online survey with a large distribution list is that your email may be classified as junk mail and the recipient may never see the email. If you find that this is the case, try sending a generic link through a personal email or send a paper survey. Another disadvantage of the online method of survey administration is that those without regular, private access to a computer and the internet may not be able to respond to the survey and cannot have their perspectives heard. Based on your list of desired survey respondents, you may decide to make a paper survey available to mail to those who cannot participate online.

Recommendation

After sending an email invitation for an online survey, closely monitor the response rate. If there's a low response rate, contact a sample of survey participants to see if the email with the survey link is being automatically filed as junk mail.

Identifying Community Partner Organizations to Participate in the Survey

The following criteria for selecting community-based organizations, community groups and other public agencies to invite to participate in the Collaborating Partner Survey aim to ensure that a variety of external perspectives are included and that the responses are as relevant and useful as possible to the LHD.

All community partners included in the Self-Assessment should:

- Work with communities most affected by health inequities;
- Provide critical services or advocacy efforts for the LHD and/or the communities served by the LHD;
- Have a basic understanding of public health functions; and
- Have a pre-existing relationship with the LHD.

In considering the particular individuals who will complete the survey, include a relevant cross section of staff from organizations, from line staff to senior management as well as a set of individuals carrying out varying roles within organizations and groups with less formal structures.

Additionally, selected organizations and groups should represent a variety of:

- Sizes (large, medium, small)
- Populations served (consider race/ethnicity, geography, age spectrum, and other community characteristics)
- Issues addressed:
 - Health focused vs. non- health focused
 - Specific service/issue areas such as communicable disease, mental health, transportation, environmental justice, health care access, substance abuse, violence and injury, housing, etc.
- Sectors and organization types:
 - Academic
 - Advocacy
 - Direct service
 - Community-based
 - Public
 - Private/business
 - Neighborhood associations
- Levels of partnership with the LHD
 - Former (not collaborating with the LHD but has in the past)
 - Minimal (networking/information sharing only)
 - Some (activity coordination/cooperative)
 - Extensive (collaborative partnership, or funded by the LHD)

Survey Links

When administering online surveys, there are generally two types of survey links that can be used: a generic link or a unique link. For more details, see discussion on page 20 in the Staff Survey section.