

## Methodologies

- **Surveys.** A number of sites conducted surveys of community residents or target audience members. PACE-EH sites also conducted surveys in a variety of modes including **door-to-door surveys, written surveys, mailed surveys, telephone surveys, and web surveys.** The survey was conducted by telephone using systematically selected numbers. The local phone book was divided into five sections. Each interviewer was instructed to randomly select and dial a phone number from each column of the phone book until an individual answered the phone.
- **Stories by community members.** One site had community residents tell stories to highlight environmental health problems they had experienced and to explain how these issues had been dealt with in the past.
- **Interviews with community leaders.** Several sites conducted interviews with community leaders to gain perspectives on important issues.
- **Focus groups/interviews with community members and key stakeholder groups.** A few sites held focus groups or interviews with community members and groups. In one site, focus groups were held in each PACE-EH defined region while in a few other sites, interviews were conducted with specific types of community members (e.g., youth).
- **Community meetings/health fairs.** Several sites held community meetings to gather feedback on issues in the community or to administer a community survey. One site put on a community health fair offering free catfish plates to those who would fill out a survey.
- **Brainstorming by Community-Based Environmental Health Assessment (CEHA) team on issues.** Several sites generated issues through brainstorming of the CEHA team without further data collection activities. Some sites used brainstorming of issues by team members by looking at statistical reports and demographics as a strategy to develop a survey instrument.
- **Examination of existing data/prior research.** Several sites generated issues through examination of existing data or prior research without further data collection activities. Some sites used an examination of existing research to develop a survey instrument.
- **Windshield surveys** as another tactic for assessing community health on Camano Island, WA, residents participated in a windshield survey. Eight survey teams, consisting of three or four persons each, drove one of eight designated areas and answered subjective survey questions. The Camano Pilot Project Coalition crafted the survey categories and questions from seven healthy-community themes. The categories included:
  - Health-care access and health promotion;
  - Community centers;
  - Healthy rural environment;
  - Supporting our youth;
  - Transportation;
  - Local business clusters and services; and
  - Safety

The results from the windshield survey served as a composite of subjective data collected through personal observations about people, their lifestyles, and the environment in which they live and work. Utilizing this approach, the windshield survey satisfied three objectives: to engage the community in the assessment process, to gather community information, and to have fun.

## **1998 PACE-EH used These Methodologies:**

- 5 Focus groups-professional facilitated
- 24 Facilitated discussions at Township Trustee meetings, Civic Associations, etc.
- 25 PACE Committee members surveys
- 26 Key professional informants
  - 3 other surveys selected by the committee, but results were not used in determining priorities:
    - 40,000 newsletters Sent-1200 returned the survey
    - 200 Delaware County fair attendees
    - 500 senior government class at 5 local high schools