



COMMUNITY HEALTH DATA BASE

An Information Service of the Public Health Management Corporation

Asking the right questions:

An overview of the survey process



Presented by PHMC's
Community Health Data Base

You are invited to attend this Community Health Data Base seminar on how to use and improve your agency's primary research techniques!

Sending out a survey is often seen as a simple task, but it is one that can quickly flop when all the bases have not been covered. Asking the right questions in your survey is key. The seminar begins with a brief discussion of the types of primary research vehicles available – focus groups, key informant interviews and surveys – and how to select which type will best meet your information needs. The emphasis, throughout the seminar, will be on designing surveys and collecting data.

Issues concerning confidentiality, length of survey, survey testing, wording and order of questions, and how to send it out, (i.e. mail versus phone, in-person, or point of service) will be discussed. Expert seminar leaders will provide insight on sampling design, quality control, and how to organize your data for meaningful analysis.

A complimentary continental breakfast will be provided, so come and enjoy this hands-on learning experience with your colleagues and friends from the Community Health Data Base.

Join us!

Date: Tuesday, March 31, 2009
Time: 9:30 am — 12:00 pm
Place: Public Health Management Corporation
260 S. Broad Street, 18th Floor
Philadelphia, PA 19102
R.S.V.P. Please fill in and fax back the form below
or email johannat@phmc.org

Registration Form

Fax to: Attn. Johanna Trowbridge (215) 731-2199
Please photocopy for additional attendees.

Name _____

Title _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Community Health Data Base: Member Affiliate

Space is limited. Seating will be assigned on a first-come, first-served basis.

