

IMPROVING RESPONSE RATES FOR THE WORKFORCE SURVEY

TIPS FROM IMPLEMENTERS TO ACHIEVE 65-70% STAFF PARTICIPATION



DISTRIBUTE SURVEY

Effective distribution methods are efficient and keep staff anonymous. Online methods include emailing or otherwise linking to the survey with instructions. If online is not the best option, try paper. Note that paper surveys require staff time for analysis or data entry.



IDENTIFY CHAMPIONS

Gain support from staff in key leadership or influential roles who can also champion the survey. Explain that the survey is a way to understand your organization's ability to address issues related to suicide prevention so that system-level improvements can be made.



CONSIDER INCENTIVES

Generate staff buy-in by providing incentives like an all-staff raffle or lunch for the team with the highest response rate.



RE-TAKE REGULARLY

Complete the survey every 12-18 months to identify changes in competencies and additional training needs. Survey new as well as veteran staff members.

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EXAMPLES FROM IMPLEMENTERS TO ACHIEVE 65-70% STAFF PARTICIPATION

CASE EXAMPLE #1: SWITCH TO PAPER

One implementation team greatly improved their survey response rate by changing distribution methods. Initially, the team emailed the survey but fewer than 10% of the staff responded. The team later decided to print paper copies to administer during a quarterly all-staff meeting. In addition to paper versions, the team used Zero Suicide slides and local data to increase staff interest in the initiative. These changes led to a 70% Workforce Survey response rate among nine clinical sites in two counties.

CASE EXAMPLE #2: THE PERSONAL TOUCH

Another implementation team identified three major factors that contributed to their 78% response rate. First, the implementation team gained buy-in from senior executives and the CEO early on. Second, a Local Outreach to Suicide Survivors (LOSS) director was involved throughout implementation. Her personal story was featured in an employee newsletter and she spoke at staff meetings. Finally, the team emailed the staff weekly upbeat progress reports on participation. Directors also closely monitored their department's response rates.

CASE EXAMPLE #3: THE KITCHEN SINK APPROACH

A third implementation team relied on department directors for distribution. Staff could take the survey online or on paper during shifts. The survey link was emailed out and installed on nursing station computers for ease of access. A member of the nursing or admin staff rounded the three shifts in all units to remind staff to participate and hand out paper copies. This team achieved 60% participation. Though slightly below the desired rate, their mixed method approach increased their internal rates and may be useful for other sites.