

The word on the street: Lessons learned from using intercept surveys to evaluate environmental change interventions promoting physical activity and nutrition

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Abstract (150 words)

Intercept surveys provide face-to-face interaction with the intended target population in the intervention setting. Our team employed intercept surveys to evaluate two physical activity and nutrition signage interventions. We intercepted and verbally administered surveys to (1) pedestrians and bicyclists, and (2) convenience store patrons. We assessed whether participants recalled seeing intervention signs and whether those signs influenced their physical activity or purchasing behaviors. This presentation will share practical lessons learned about implementation. For instance, we did not anticipate the volume of qualitative feedback we received during verbal survey administration. Participants freely offered explanations of their answers and let us know when answer choices were not a perfect fit. Data collection in pairs or trios worked well to ensure safety and improve data quality. We encountered several challenges using electronic tablets. Despite drawbacks, such as social desirability bias, intercept surveys were a valuable way of capturing feedback from the intended target population.