

Cooking Tools Survey - Adult Intercept Instructions

This document takes approximately 6 minutes to read. Updated October 15, 2024

Background

Intended Audience: SNAP eligible adults, participating at any Oregon SNAP-Ed-approved site, especially those who are the primary meal preparers in their families.

Question history: The Cooking Tools Survey has been field tested for validity. Each question has been developed with the following criteria in mind: 1) applies best practice concepts from 10+ years of Food Hero research; 2) tested and approved by Multnomah County food pantry participants; 3) designed to be short and easy to comprehend; and 4) enhanced with photos to aid with comprehension. CTS has been updated for FFY 2025 to align ethnicity/race and gender questions with current best practices, and to include images of five new items to the original cooking tools grid: food thermometer, mortar and pestle, air fryer, electric pressure cooker, and fruit and vegetable brush.

Survey Objectives

Cooking Tools Survey (CTS): This survey will be used to make decisions about reinforcements we can provide to make it easier for participants to cook Food Hero recipes, and recipes we can promote more often based on the tools participants already have and use for home cooking. Additionally, this survey will ask about 1) main meals that are household favourites; 2) factors that support or discourage participants when deciding to cook meals at home; and, 3) awareness of the Food Hero brand/campaign. ^{[[[} _{SEP]}

Survey Administration Key Points ^{[[[} _{SEP]}

How many times should each participant take a survey? Aim to get as many adult participants in a HUB as possible to take the CTS once. Participants should only take CTS **one time**. ^{[[[} _{SEP]}

How long do adult intercepts take to complete? Approximately 5 minutes. ^{[[[} _{SEP]}

Available languages: The paper surveys are available in English and Spanish. A Russian language survey is being developed and will be ready to use by spring of 2025. If you need materials in a different language, please email a request to Food.Hero@oregonstate.edu. ^{[[[} _{SEP]}

Where to access the survey materials: The CTS (English – 2 formats; Spanish – 2 formats), Protocol, and the FH Evaluation coversheet are available on the NEP website and Design Online.

Adult Intercept Survey Procedure/Protocol

1. Administer adult intercept paper surveys using one or more of these strategies:

- a) At events, when possible, please give the CTS to adults **before** a FH event, to allow them to report a truer “unaided” response to the FH brand recall prompt in Question 3.
- b) Give a brief overview of the survey goals and screen for those who may have taken the CTS previously. Example: *“Your answers on this Cooking Tools Survey will help us know what kinds of services, recipes and programs we can offer in the community. Have you taken this survey before?”* [L] [SEP]
- c) If participants have taken the CTS previously, thank them for their help and offer the reinforcement. They can take the new/revised CTS only once.

2. What to tell participants when administering the Cooking Tools Survey

*The survey will take approximately 5 minutes to complete. Tell participants they can receive a reinforcement item when they return their surveys. Remind participants that there is no right or wrong answer and participation is completely voluntary. They may skip any questions they do not want to answer.

*Participants should not put names on these surveys. If you discover a participant has taken the CTS twice, please tag the survey with a sticky note to let us know it is a repeat. Please send it with the rest of the batch. [L] [SEP]

* Screen participants for eligibility: this survey is intended for adults 18 years or older. If you want to use it with a younger group, please reach out to Chris Mouzong for additional instructions: Christine.mouzong@oregonstate.edu.

*Participants may ask how to answer when they have a tool or kitchen item with multiple uses. For example, an Instant Pot can be used as a slow cooker. Tell participants to respond by circling both the “Electric Pressure Cooker” and “Slow Cooker.”

2. Reinforcement: A Food Hero reinforcement can be given to anyone taking the survey and to those who opt out. Any distributed Food Hero reinforcement, as always, should match the message you are delivering that day at the event, be connected to an ongoing Food Hero message being delivered at that site, OR be directly related to a survey question. [L] [SEP]

3. Where to send paper surveys: batch surveys with a completed Food Hero Evaluation Coversheet and follow instructions on the coversheet to send to campus or scan and email.