



Humana
Foundation

Best Practices When Surveying Older Adults

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Planning and recruitment



STEP ONE

Design for accessibility

- Use plain language and keep surveys short
- Make materials easy to read (large fonts, high contrast, multiple languages)



STEP TWO

Prepare your approach

- Build time into the evaluation timeline for responses and follow-up
- Test questions with older adults before launching
- Train staff on how to build trust with participants and explain surveys clearly and respectfully



STEP THREE

Build trust through people

- Recruit trusted partners, staff, and/or peers to support data collection





Collect data



Use staff or partners who already regularly interact with participants



Collect data during program activities when possible



Offer multiple options (paper, phone, digital, in-person)



Explain how participants' input will be used and why it matters



Offer incentives that match the time and effort required (gift cards, groceries, services)



Provide support (read questions aloud, partner with caregiver, offer translation)



Close the loop: Turn feedback into action

