

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



Close the loop: Turn feedback into action

