

|  |
| --- |
| Staff travel survey implementation guide |
| 2.4 – Sustainable transport in health care |
|  |

Contents

[Introduction 1](#_Toc105068560)

[Things to address for a successful survey 1](#_Toc105068561)

# Introduction

A travel survey gives you valuable information about the way people are travelling to your site. It also picks up issues and opportunities for encouraging more people to use non-car options more often.

Implementing a successful staff travel survey – whether simple or comprehensive – needs:

* forward planning (two to four months depending on the size of the workplace)
* to involve key hospital stakeholders (site management, communications staff, nurse unit managers and IT support) to ensure smooth delivery and buy-in
* good communications to encourage staff to participate.

An effective survey needs management buy-in, time and resources. You need to determine the relative value of the insights you may gain versus the effort involved in implementing the survey. This is in part based on the size of your organisation and whether you are aiming to implement a passive, active or comprehensive plan.

# Things to address for a successful survey

**Small site (less than 250 staff) and no budget to deliver a survey?** Consider whether you need to run a survey at this time. Other data and analysis may be enough for now. Run some focus groups to hear directly from staff.

**Local workplace management buy-in**: ensure the survey has strong executive **and** local management awareness, endorsement and support to ensure the survey is well promoted.

**Employees are more likely to respond to a travel survey if**:

* there are significant current or upcoming issues relating to travel (such as a new development that may put pressure on car parking)
* you offer incentives to respond (this can be as simple as chocolates handed out on the day or hot beverages to win)
* you have intensive communications about the upcoming survey that are specific to the site you are surveying, and staff are directly encouraged to respond
* communicate and share summary results with staff to boost likelihood of participation in future surveys.

**Plan and allow enough time for coordination and approvals**:

* resource survey implementation appropriately – example implementation plan outlines what you need to do over a three- to four-month timeline for a large workplace.
* avoid running the survey when other major surveys are held.

**Manage privacy requirements**: research and choose an online survey tool or method that meets your organisation’s privacy requirements:

* you do not need to collect any identifiable personal information for a travel survey
* you may wish to ask people to share their email address so you can give them an incentive for participation – this is personally identifiable information.

**Make sure your IT system supports the survey**: talk to your IT and ensure:

* the online survey domains will be accessible (not blocked by security firewalls)
* there will be no issues when many people access the survey at the same time.

**Provide options for completing the survey**:

* often it is easier for clinical staff to complete a survey on their personal device
* use a QR code to access the survey as well as an email link.

**Test the survey with staff**: ask a number of staff volunteers (10 or more) to test the survey on different hospital computers and personal devices to ensure it works and it makes sense.

**Work out your sample size**: you need a minimum response rate, based on your total on-site employee numbers, to ensure you have valid and credible results. Use the Australian Bureau of Statistics online calculator to work out the sample size you need.

* [Australian Bureau of Statistics’ Sample size calculator](https://www.abs.gov.au/websitedbs/d3310114.nsf/home/sample+size+calculator) <https://www.abs.gov.au/websitedbs/d3310114.nsf/home/sample+size+calculator>

**Work with your communications team to promote the survey** through a range of channels:

* options include: digital signs, desktop and email banners, posters at key sites, emails before and on the day of the survey
* have survey staff at entries and key sites on the day to encourage people to complete the survey
* ensure communications stand out – this needs highly visible messaging across multiple channels and media types
* Refer to *Survey implementation: example communications copy* (2.8) for more advice.

**Work with hospital stakeholders to promote your survey** to their teams ahead of time and on the day:

* make it fun and create buy in – there should be a positive energy and visibility on the ground with champions and team members
* Refer to *Stakeholder engagement matrix* (2.7) and *Stakeholder travel survey briefing pack example* (2.9).

To receive this document in another format, phone 9595 2898, using the National Relay Service 13 36 77 if required, or [email sustainability](mailto:sustainability@health.vic.gov.au?subject=Sustainable%20transport%20in%20hospitals) <sustainability@health.vic.gov.au>.

Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne.

© State of Victoria, Australia, Department of Health, August 2022.

Refer to the main reference document **ISBN** 978-1-76096-951-6 **(pdf/online/MS word)**

Available at [Department of Health website](http://www.health.vic.gov.au/sustainability) <www.health.vic.gov.au/sustainability>