



Friendly ways to encourage survey participation

Higher survey participation gives you a fuller, more accurate picture of the resident and family experience and increases the usefulness of your results. Here are practical ways to encourage more people to complete the survey.

TIP	WORTH KNOWING	COMMUNICATION TIPS
Promote the survey early	Proactive communication is key.	<ul style="list-style-type: none">• Posters, flyers, lobby signage• Pre-survey emails or letters• Communication to resident and family councils
Make staff your champions	When nurses, CNAs, social workers, and other direct-care staff speak positively about the survey, residents and families take notice.	<ul style="list-style-type: none">• Equip frontline staff with simple talking points• Encourage positive conversation about the survey
Reassure about privacy	Some people hesitate to give honest feedback because they worry their comments might affect their care.	<ul style="list-style-type: none">• Survey is confidential• Results are aggregated — not tied to individuals
Offer support during survey	Some residents may need help opening an email, clicking the link or understanding the process.	<ul style="list-style-type: none">• Assist with access (email/text) while ensuring answers remain private and their own• Remind them to check email and spam folders• Let them know the sender name/subject line
Show how feedback leads to change	People are more likely to participate when they see that their input leads to positive change.	<ul style="list-style-type: none">• Share examples of improvements from past feedback• Reinforce that their voice truly shapes the experience
Use mid-survey reminders	During the active survey window, routinely monitor survey responses and take action if participation is low.	<ul style="list-style-type: none">• Family updates and newsletters• Shift huddles• Direct reminders from care staff