Procedure

Use of Web Survey Tools Procedure
Cairns and Hinterland Hospital and Health Service

Purpose
This Procedure describes the processes for using web survey products, such as Office Forms, undertaken on behalf of Queensland Health in the Cairns and Hinterland Hospital and Health Service.

Scope
This Procedure relates to all staff within the Cairns and Hinterland Hospital and Health Service wanting to use web survey tools.

Procedure including roles and responsibilities
Web or online surveys are a widely used method of gathering information from both staff and population groups.

CHHHS CFO and ICT team endorsed MS Forms software available with MS Office 365 as the preferred tool.

- It is available, without additional costs, to all QH staff via network login
- Because Forms is part of the QH MS Office suite within the QH network, data security and privacy risks are lower

The use of commercial on-line survey tools, such as Survey Monkey is discouraged.

Whilst simple and inexpensive, use of commercial and free web survey tools must be undertaken with due care and consideration of all ethical and privacy conditions.

Most web survey tools offered by companies located outside of Australia collect information that is stored on servers overseas. This has important implications for information privacy.

Information Privacy Responsibilities
Queensland Health is bound by the National Privacy Principles and the Information Privacy Act 2009. These set out several rules for how personal information, such as that collected by any survey, is to be collected, stored, used and disclosed.

Staff conducting surveys must:
- ensure that no personal information is collected which is irrelevant to the business process or where there is no specific and immediate use for the information collected
- develop and include appropriate privacy notices / statements
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- determine whether recording names or other identifying details is necessary and only collect such information as is essential to the project function.

Staff conducting or planning to conduct a survey using any web survey tool are directed to Office of the Information Commissioner Queensland guideline, Applying the Legislation: Web survey tools and the privacy principles, and must implement the instructions contained therein.

Most web survey tools are offered by companies located outside of Australia, and the information which the surveys collect is transferred to and stored on servers located in the country from which the company operates.

The Information Privacy Act 2009 (Qld) (IP Act) contains a number of privacy principles which set out the rules for how personal information is to be collected, managed, used and disclosed by Queensland government agencies. Personal information includes any information or opinion, whether true or not, about an individual who is or can be identified from the information or opinion.

For example, if an internal staff survey asks the participant for their job title, how long they have been working for the agency, and how many people are in their business unit, the participant's identity could reasonably be ascertained from the survey data. Section 33 (a) of the IP Act provides that personal information may be transferred out of Australia if the individual agrees to the transfer. Inclusion of the following statement in the survey instrument satisfies the requirements of section 33 of the IP Act.

"The survey is being conducted using [name of survey tool] which is based in [Country – eg the United States of America]. Information you provide on this survey will be transferred to [name of survey tool]'s server in [Country – eg the United States of America]. By completing this survey, you agree to this transfer."

Further information on web survey tools or information privacy is available from the Office of the Information Commissioner.

See also the Queensland Health Surveys and privacy considerations fact sheet, available at: Department of Health Privacy & Right to Information QHEPS Resource page.

Approval at Appropriate Management Level

The responsible staff member must ensure that the appropriate level of management has been consulted and approval granted prior to the commencement of any survey. The level of management consulted will depend on the scope, breadth and sensitivity of the survey.

Approvals should be documented, as appropriate to internal business unit requirements. Once approved, staff should register their Office Forms surveys or questionnaires at:

- CHHHS Register of surveys & questionnaires (note, login to Office 365 account is required)
- See Health Support Queensland guide - Accessing the Office 365 portal for further instructions

CHHHS recommends the use of the omnibus survey, where possible, to minimise the number of surveys undertaken. This is a method of quantitative marketing research using a single survey to collate information or data on a wide variety of subjects.

Survey Development

The Queensland Government logo should be displayed on the first page of online surveys and/or on survey coversheets.
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A short statement must be provided on survey cover letters or in any pre-survey documentation informing survey recipients of mandatory privacy, confidentiality and anonymity commitments that apply to Queensland Government surveys.

Appropriate contact name and contact details for the staff member responsible for the survey must be listed within the survey (preferably on the cover page or in the email), enabling any potential respondents to contact this person to address any issue or concern they may have with the survey.

Staff are advised to seek assistance and/or training in survey and questionnaire design at the commencement of the project.

Research ethics and governance

Research ethics and Queensland Health research governance requirements and how they apply to the project must be considered before the survey is implemented.

- Information regarding research ethics and Queensland Health research governance review processes is available from the Queensland Health, Health Innovation, Investment and Research Office
- For further guidance see also the NHMRC National Statement on Ethical Conduct in Human Research.

The researcher has an ethical responsibility to only undertake projects that are:
- justifiable in terms of potential contribution to knowledge
- well designed to ensure that the information collected will be in a highly useable form
- collected in a way that minimises respondent burden

For guidance regarding ethics approval processes contact HREC Coordinator, Cairns_Ethics@health.qld.gov.au

For guidance regarding Queensland Health research governance requirements contact Research Governance Officer, RGO_cairns@health.qld.gov.au


Cultural Considerations

Surveys are often not a suitable method for collecting information / research involving Aboriginal and Torres Strait Islander people.

Further information is also available via NHMRC, Values and Ethics: Guidelines for Ethical Conduct in Aboriginal and Torres Strait Islander Health Research.

Definition of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition / Explanation / Details</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey</td>
<td>Surveys provide a means of measuring a population’s characteristics, self-reported and observed behaviour, awareness of programs, attitudes or opinions, and needs. Repeating surveys at regular intervals can assist</td>
<td><a href="http://www.qgso.qld.gov.au/about-statistics/survey-methods/index.php">http://www.qgso.qld.gov.au/about-statistics/survey-methods/index.php</a></td>
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in the measurement of changes over time. These types of information are invaluable in planning and evaluating Government policies and programs.

### Supporting documents

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Document ID/link</th>
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<tbody>
<tr>
<td>Authorising Policy, Directive or Standard/s</td>
<td>Web survey tools and the privacy principles</td>
<td>Office of the Information Commissioner Queensland</td>
</tr>
<tr>
<td>Related documents</td>
<td>Survey methods (Information Privacy)</td>
<td>Queensland Government Statistician's Office</td>
</tr>
<tr>
<td>Department of Health Resources</td>
<td>Brochures, Fact sheets, Tools</td>
<td>DoH Corporate Services Division, PRTI</td>
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### References and Suggested Reading

- CHHHS Online Survey Tools QHEPS page
- CHHHS Research in healthcare specialty guide
- Research ethics and governance QHEPS page (Allied Health)
- CHHHS Research and ethics QHEPS page
- Queensland Health Research ethics and governance unit
- LKC List of resources for borrowing – Surveys methods

### Audit Strategy

<table>
<thead>
<tr>
<th>Level of risk</th>
<th>Low to medium (6) rating</th>
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<tr>
<td>Audit strategy</td>
<td>Two yearly review or as changes occur</td>
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<tr>
<td>Audit tool attached</td>
<td>NA</td>
</tr>
<tr>
<td>Audit date</td>
<td>30/06/2021</td>
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<tr>
<td>Audit responsibility</td>
<td>Manager, Library &amp; Knowledge Services</td>
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**Key elements / indicators / outcomes**

CHHHS staff are aware of their obligations and are compliant with legislative and policy requirements when using online, web-based survey tools.

### Document Communication and Implementation Plan

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible Position</th>
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</table>
| Identify the target group:  
  - All staff | Manager, Library & Knowledge Services |
| Provide a time line for communication and implementation milestones:  
  - Existing procedure  
  - Available via QHEPS | |
| Identify method of communication:  
  - Publish updated document to replace previous versions  
  - Available on QHEPS | Manager, Library & Knowledge Services |
List education and training available to support implementation:

- NA

Identify frequency of communication:

- NA

**Consultation**

Key stakeholders (position and business area) who reviewed this, and previous versions are:

- Allied Health Research (HP Research Fellow)
- Executive Director of Medical Services CHHHS
- Executive Director of Nursing & Midwifery CHHHS
- Executive Director of Allied Health CHHHS
- Research Governance Officer & HREC Co-ordinator
- Manager, ICT CHHHS
- Chief Finance Officer, CHHHS

**Procedure Approval**

<table>
<thead>
<tr>
<th>Approval Date: 06/06/2019</th>
<th>Effective Date: 06/06/2018</th>
<th>Review Date: 30/06/2021</th>
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**Approving Officer:**

Dr Colin Feekery  
A/Executive Director Medical Services

**Signature:**

**Supersedes:**  
V1.0 Work instruction | V2.0 Procedure | V3.0 Procedure

**Key Words:**

Web surveys, Online surveys, Survey tools, Office Forms

**Accreditation references:**


**Procedure Revision History**

<table>
<thead>
<tr>
<th>Version No.</th>
<th>Custodian (created/modified by)</th>
<th>Endorsing Officer/Committee</th>
<th>Authorising Approval</th>
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<td>Manager, Library &amp; Knowledge Services</td>
<td>Executive Director of Nursing and Midwifery CHHHS</td>
<td>Executive Director of Nursing and Midwifery CHHHS</td>
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<td>Manager, Library &amp; Knowledge Services</td>
<td>Executive Director Strategy, Planning, Performance and Aboriginal and Torres Strait Islander Health</td>
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