

## MODULE ONE/Session 2: Uses of Surveys

### PURPOSE

The purpose of this session is to show participants what they will gain by going through this training. While they may understand in general the importance of having reliable information about the impact and results of their programs, many participants will not understand why they have to sit through a 4-day workshop on the subject of surveys. The point of this session, then, is to show them how they will be able to use the data that comes from surveys. It is expected that once trainees see how helpful survey data can be, they will recognize the value of and need for this training.

### TIME

45-60 minutes

### OBJECTIVES

By the end of this session, participants will have:

1. Described why coverage is important to know.
2. Listed how surveys will help them in their work.
3. Analyzed coverage in different scenarios and made recommendations based on results.

### DELIVERY



**STEP 1**—Define coverage. Display Overhead #7: What Is Coverage? and ask for responses. Be sure you or someone else defines coverage correctly.



One of the key uses of surveys is to measure coverage.  
**WHAT IS COVERAGE?**

**IMPORTANT: COVERAGE** is the percentage of people in any catchment area who either: (a) know a recommended health behavior; (b) practice a recommended health behavior; or who (c) receive a particular service.