

# Web-Based Survey of US Health Educators: Challenges and Lessons

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**Objective:** To report the challenges and lessons learned while conducting a nationwide Web-based survey of US health educators. **Methods:** We developed a Web-based survey, entitled Health Promotion and Genetics/Genomics Survey, to assess health educators' likelihood to adopt genomic competencies into health promotion; 1924 health educators responded (adjusted response rate = 23.1%). **Results:** This study addresses challenges identified in the electronic surveying process:

population identification, sampling, instrument design, survey implementation, and data preparation/analysis. Strategies for dealing with these challenges are proposed. **Conclusions:** This practical example contributes to the further development and refinement of guidelines and best practices for Web-based surveying of US health educators.

**Key words:** Internet, Web-based surveys, survey, genomics, health educators

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