

# **Compendium of Community Survey Measures**

*Washington State Strategic Prevention Framework  
State Incentive Grant*

Prepared for

**Division of Behavioral Health and Recovery**  
**Washington State Department of Social and Health Services**  
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**January 2012**



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# Background

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In 2004 Washington State received a grant from the Substance Abuse Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention (CSAP). This SAMHSA/CSAP-funded Strategic Prevention Framework (SPF) State Incentive Grant (SIG) selected a priority focus of underage drinking. Washington State randomly selected 12 communities for SPF SIG funding from a pool of 48 eligible communities stratified by population density, poverty, and minority concentration. The SPF SIG intervention communities developed strategic plans and logic models that included a mix of curriculum-based programs and environmental change strategies.

As one step in planning, SPF SIG communities implemented community surveys to assess adult attitudes and beliefs related to underage drinking. The surveys provided unique data on community attitudes and beliefs that could be addressed through communication efforts, including normative beliefs that might be barriers to implementation of strategies directed at law enforcement, policy, and parenting practices. The surveys were implemented again 2 years later, providing data to serve as indication of change over time.

The surveys included constructs relevant to the communities' logic models and prevention planning needs. The Washington SPF SIG evaluation team created a compendium of existing survey items drawn primarily from the Minnesota Community Readiness Survey (Beebe et al, 2001), the Montana Most of Us Social Norms Parent Survey (Montana State University, 2000), and adapted items from Project Northland program surveys (Perry et al, 2000).

The communities had limited resources to devote to the surveys; hence, traditional but expensive methods such as random-digit dial telephone surveys were not an option. Because the surveys were intended as information sources to further each community's SPF SIG prevention planning, survey content and administration varied, reflecting the particular needs, interests, and resources of each community. The state's SPF SIG evaluation team served in an advisory capacity, working with the local SPF SIG coordinator and coalition to develop the instrument, devise a sampling plan to reflect the target population, develop a feasible data collection plan given community resources, analyze the data, and assist in interpreting and presenting the results.



# Methodological Considerations

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## Methods of Administration

Washington State SPF SIG communities each selected methods of administering the community survey that they felt would best reach a representative sample of the target population in their community. Some communities used a combination of administration methods.

- **Mail Surveys:** Most communities using a mail survey identified a mailing address list of parents and/or community members (e.g., household resident address lists, town records, school district records) and selected a random sample of residents to receive the survey. Communities included in the mailing packet a cover letter, the survey, and a self-addressed stamped envelope for returning the survey. Some communities mailed an advance letter prior to mailing the survey and communities typically used multiple mailings and/or reminder postcards to increase response rates. Communities with sizeable Hispanic populations included both English and Spanish hard copy versions of the survey in the mailing. To ensure that all adult household members had the opportunity to complete the survey 2 copies were often included in the package. Communities accompanied the mailing with publicity via radio and television news announcements and posters to encourage participation.
- **Intercept and Household Surveys:** Some communities used a direct intercept method of distributing surveys to the target population, in which volunteers intercept passersby to request participation in the survey. Some communities organized coalition members or volunteers to gather the survey at key school or community events such as high school sporting events, parent nights, or local fairs or festivals where they expected to encounter individuals in the target population. Other communities collected surveys at gathering places such as grocery stores, malls, churches, etc. Volunteers provided respondents with clipboards and had respondents insert completed surveys into survey boxes to ensure anonymity. Some communities engaged youth volunteers and/or bilingual teams in survey administration. In smaller communities, volunteers and local youth traveled from household to household to gather surveys. Because intercept methods are convenience samples, it is important to choose locations to maximize representativeness and to assess representativeness of completed surveys by comparing respondent demographics with the targeted population demographics.
- **On-Line Surveys:** A small number of communities used an on-line platform (e.g., Survey Monkey) to administer the survey. In these communities the cost of the mail surveys was a concern and the communities believed that most in their target population would be responsive to and accessible via an on-line survey. The communities established a link with a meaningful name to attract participation (e.g., [www.surveymonkey.com/NESeattleParentSurvey](http://www.surveymonkey.com/NESeattleParentSurvey)). The communities distributed the link through Parent Teacher Association lists, community flyers, school websites, community group email lists. It is important to note that on-line surveys, while having the advantage of lower costs and ease of data entry and collection, tend to draw a nonrepresentative sample, especially in locations where there are disparities in population access to the Internet.

- **Surveys Distributed by Students:** A few communities targeting parents (rather than the community as a whole) distributed surveys to students to bring home to parents or guardians for completion. The survey packets delivered via “kid” or “backpack” mail included instructions for parents on completing and returning the surveys.

## Sampling Considerations/Target Population

- SPF SIG communities used their project logic models to select the target population (e.g., community adults, parents) for the survey. Communities identified gaps in the available data on local contributing factors to underage alcohol use. For example, during the needs assessment process a community may have gathered qualitative data from law enforcement suggesting that officers were reluctant to ticket for Minor in Possession because they did not feel the community supported such action. In order to formulate an appropriate strategy, the SPF SIG community would need to know whether the law enforcement perception was accurate (suggesting a need for efforts to influence community norms) or inaccurate (suggesting a need to provide accurate information on community norms to law enforcement in order to support change in enforcement practices).
- Some communities had developed logic models that focused on factors related to parents of school-age children, and therefore focused the survey primarily at parents. Other communities’ logic models included factors related to communitywide issues or norms, and these communities directed the survey at all adult household members in the community. Such communities also included items on the survey aimed specifically at parents (or parents of children of specific age groups) so that parent responses could be examined separately from those of the community as a whole.
- Regardless of survey administration method, careful attention must be paid to ensuring that respondents are representative of the target population. In addition to thoughtful advance consideration of administration methods, SPF SIG communities also compared the demographic characteristics of those who responded to the survey to the characteristics of those in the target population (using either Census or school district data). In some cases, additional targeted data collection efforts occurred to correct underrepresentation of specific demographic populations.

## Survey Language Considerations

- Survey questions were assessed for literacy level and adjusted as necessary to no higher than a Grade 8 language comprehension level. The SPF SIG community coalitions were actively involved in the survey development process, selecting the questions most relevant to the local data gaps and needs and at times adjusting language for local meaning.
- Communities with sizeable Hispanic populations translated the instrument into Spanish. The communities utilized either school district translation staff or local coalition members with translation experience to develop the Spanish version of the survey and used multiple community members to verify the translated version. A community with low literacy among Spanish speakers used Spanish-speaking intercept team members who read the survey items aloud to respondents.

## Incentives

- Many communities used an incentive for completing the survey to increase survey response rates. The restrictions of the SPF SIG grant prevented the use of a direct monetary incentive with the surveys, and some of the local school districts had limitations about other kinds of incentives that could be used.
- Common incentives included gift cards and certificates to local services (e.g., \$2 off pizza at the store, \$1 off a concession stand drink for surveys at a high school basketball game). Some communities used a raffle approach in which respondents could complete a tear-off sheet from the survey with information to be entered into a raffle for a small number of more substantial rewards. Communities using mail or intercept surveys were able to include an incentive with the survey packet. In the case of some on-line surveys, the respondents could send a separate e-mail to the local coordinator at the end of the survey to be entered into a drawing for prizes.
- Some communities using volunteer teams to gather intercept surveys also provided incentives for the volunteers, e.g., buttons and t-shirts for all volunteers, a pizza party for the team gathering the largest number of surveys.

## Survey Layout

- Communities attempted to limit the length of the surveys in order to increase response rates, and surveys were typically 3 to 5 pages. Surveys were printed double-sided, and some communities using a mail survey formatted the survey as a booklet with a cover page.
- The surveys typically included an introduction identifying the entity sponsoring the survey and background about the intent of the data collection with information about who might be contacted with questions. The introduction also typically clarified that the survey responses were anonymous, as no personal identifiers appeared on the surveys.
- Most communities began the survey with basic demographic items (i.e., gender, age, etc.). Some coalitions felt that asking specific demographic questions (e.g., race/ethnicity questions) at the beginning of the survey might be off-putting to some respondents and these communities included the items at the end of the survey. Note that refusal rates for these items were very low regardless of placement in the survey.
- The domains discussed in this document are presented in roughly the order used in the surveys. The questions about parental attitudes and behaviors were generally presented at the end of the survey, as only those with children in the specified age groups completed these items.



# Survey Content

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Community survey constructs included adults' attitudes and beliefs about underage drinking and their perceptions of these attitudes and beliefs in the community as a whole; perceived ease of youth access to alcohol; attitudes about the enforcement of alcohol laws; and perceptions of legal consequences. Constructs aimed at parents included practices to restrict their children's access to alcohol; practices around monitoring or supervision of their children; and perceptions of these practices among all parents in the community.

At the second survey administration, some communities added items related to substances other than alcohol in order to provide data for efforts beyond SPF SIG (e.g., the CSAP Office of National Drug Control Policy Drug Free Communities grant program).

## Demographics

- The intent of the survey was to gather data from a representative sample of the target population (e.g., community adults or parents). As such it was important to gather demographic data from respondents to develop a profile of the respondent sample. Survey sample demographics were compared with population data such as local census data or school district data to assess representativeness of the sample. As needed, additional targeted data collection efforts occurred to correct underrepresentation of specific demographic populations.
- An important aspect of the analysis of survey responses was assessing whether differences existed in attitudes, perceptions, and behaviors between respondents with different characteristics and backgrounds. This was particularly important if the survey over- or underrepresented specific demographic groups in the sample. Common comparisons between population groups included:
  - Gender
  - Race/ethnicity
    - White v. non-White respondents (usually in more urban sites)
    - Hispanic v. non-Hispanic respondents (in sites with high proportion of Hispanic families)
  - Age category (e.g., under 30 v. 31-49 v. 50+)
  - Parent v. non-parent
  - Age of oldest child (e.g., 0-10 v. 11-14 v. 15-18)
- Communities asked about the ages or grade levels of children of respondents. A few communities asked about children under age 21, while most asked about school-age children or those age 18 and under. In larger communities serving a wide range of schools, communities asked where the children attended school (either as an open-ended question or multiple choice selection).
- Many communities used items on marital status and employment to help assess the representativeness of the sample, but did not make comparisons of survey responses between population groups within these items.

Item	Response Options	Comments on Measure
What is your age group?	<ul style="list-style-type: none"> <li>▪ 18-24</li> <li>▪ 25-34</li> <li>▪ 35-44</li> <li>▪ 45-64</li> <li>▪ 65 or older</li> </ul>	Categories match the Census.
Are you male or female?	<ul style="list-style-type: none"> <li>▪ Male</li> <li>▪ Female</li> </ul>	
Do you have children age 18 or younger? This includes any natural, adopted, step children, or wards of the state, whether they are living with you or not.	<ul style="list-style-type: none"> <li>▪ No</li> <li>▪ Yes</li> </ul>	Communities adapted wording depending on targeted age group and priorities (e.g., children under age 21, children age 21 or younger living in the household, school-age children).
[If yes to above] How old are your children? (Circle all that apply.)	<ul style="list-style-type: none"> <li>▪ Age 10 or younger</li> <li>▪ Age 11-14</li> <li>▪ Age 15-18</li> </ul>	Age categories differed depending on community needs.
What race or ethnicity do you consider yourself to be? (Circle all that apply.)	<ul style="list-style-type: none"> <li>▪ Native American/ Alaska Native</li> <li>▪ African American/ Black</li> <li>▪ White/Caucasian</li> <li>▪ Hispanic or Latino</li> <li>▪ Asian/Asian American</li> <li>▪ Native Hawaiian or Other Pacific Islander</li> <li>▪ Other:</li> </ul>	Most communities decided to include Hispanic in this combined race/ethnicity item rather than treat Hispanic ethnicity as a separate question. Some communities included additional categories or subcategories (e.g., East African) to reflect specific populations in the target area.
What is your current marital status?	<ul style="list-style-type: none"> <li>▪ Married</li> <li>▪ Living with partner</li> <li>▪ Widowed</li> <li>▪ Divorced/Annulled</li> <li>▪ Separated</li> <li>▪ Never married</li> </ul>	
What is your zip code?	<ul style="list-style-type: none"> <li>▪ [varies]</li> </ul>	Larger communities were most likely to use the zip code item. It is preferable to ask the question with a set of defined responses.
Which best describes your household's annual income before taxes?	<ul style="list-style-type: none"> <li>▪ Less than \$15,000</li> <li>▪ \$15,000-\$29,999</li> <li>▪ \$30,000-\$49,999</li> <li>▪ \$50,000-\$74,999</li> <li>▪ \$75,000 or more</li> </ul>	Income categories may vary by community, but should be mappable to Census.
Which of the following best describes your present situation?	<ul style="list-style-type: none"> <li>▪ Currently employed</li> <li>▪ Currently unemployed</li> <li>▪ Student</li> <li>▪ Homemaker</li> <li>▪ Retired</li> </ul>	

## Attitudes Toward Youth Substance Use

- These items provided insights about community members' attitudes toward youth alcohol use under a variety of circumstances.
- Supplemented data about risk factors from the Healthy Youth Survey such as Community Laws and Norms and Parental Attitudes Favorable Towards Drug Use.
- Emerged as opportunity to test community myths such as “drinking is a rite of passage in our community” or “we did it as youth so what is the big deal.”
- Helped establish actual community attitudes useful in the development of Social Norms Marketing campaigns contrasting actual and perceived attitudes.
- Here and elsewhere throughout the survey, parallel items can be added related to other substances.

## Attitudes and Beliefs about Youth Substance Use

Item	Response Options	Comments on Measure
<b>How much do you agree or disagree with the following statements?</b>		
It is OK for 18-20 year olds to drink alcohol.	<ul style="list-style-type: none"> <li>▪ Strongly Disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly Agree</li> </ul>	Some communities used the term “youth out of high school” OR “youth under 21 who have graduated from high school” rather than specific ages
It is OK for 15-17 year olds to drink alcohol.	Same as above	Some communities used the term “high school aged youth” rather than specific ages
An adult’s use of alcohol has no influence on a teenager’s use of alcohol.	Same as above	
In my community, there is a lot of social pressure for teenagers to use alcohol.	Same as above	Many sites personalized the question by using the specific community name (e.g., In Port Angeles, there is a lot of social pressure . . . )
In my community, it is considered acceptable for teenagers to drink.	Same as above	See above.
It is OK for teenagers to drink at parties if they don’t get drunk.	Same as above	We found high percentages of adults/community members strongly disagreeing with this item, which may leave little room for change.
Teenagers should be able to drink as long as they don’t drive afterwards	Same as above	See above.
It is OK for 12-14 year olds to drink alcohol.	Same as above	See above.
Do you feel that it is OK for parents to offer their teenage children alcoholic beverages in their home?	<ul style="list-style-type: none"> <li>▪ No, never</li> <li>▪ Yes, but only on special occasions</li> <li>▪ Yes, on any occasion</li> </ul>	
Do you feel that it is OK for parents to offer teenage children <i>other than their own children</i> alcoholic beverages in their home?	<ul style="list-style-type: none"> <li>▪ No, never</li> <li>▪ Yes, but only on special occasions</li> <li>▪ Yes, on any occasion</li> </ul>	We found high percentages of adults/community members strongly disagreeing with this item, which may leave little room for change.

### **Beliefs About Severity of the Problem**

- Most sites personalized the setting by using the specific community name, for example, “In *West Seattle*, how much of a problem . . . .”
- One concern about these items is how to interpret changes over time. An increase in the perceptions of the severity of the problem might suggest that community members feel the problem is getting worse over time (i.e., more teenagers are using alcohol). Conversely, this increase might suggest that an increased number of community members believe that using alcohol is a problematic behavior (i.e., no change in teenage alcohol use, but a change in belief that teenagers’ use of alcohol is problematic). If using these items it is imperative to look at changes in other survey domains to help understand how to interpret changes in this measure.

<b>Item</b>	<b>Response Options</b>
<b><i>In your community, how much of a problem do you believe each of the following is?</i></b>	
Alcohol use by teenagers	<ul style="list-style-type: none"> <li>▪ Not a problem</li> <li>▪ A minor problem</li> <li>▪ A moderate problem</li> <li>▪ A serious problem</li> </ul>
Alcohol use by adults	Same as above

### **Beliefs about Risk of Harm in Youth Substance Use**

- These items used wording identical to items in the Healthy Youth Survey that comprise the Perceived Risk of Drug Use risk factor, and can be used to compare attitudes of adults and youth.

<b>Item</b>	<b>Response Options</b>
<b><i>How much do you think youth risk harming themselves if they:</i></b>	
Take one or two drinks of an alcoholic beverage (wine, beer, a shot, liquor) nearly every day.	<ul style="list-style-type: none"> <li>▪ No risk</li> <li>▪ Slight risk</li> <li>▪ Moderate risk</li> <li>▪ Great risk</li> <li>▪ Not sure</li> </ul>
Smoke one or more packs of cigarettes per day	Same as above
Try marijuana once or twice	Same as above
Smoke marijuana regularly (at least once or twice a week)	Same as above

### **Attitudes Toward Enforcement and Consequences for Youth Substance Use**

- Many communities identified local enforcement issues as an intervening variable and/or contributing factor in helping to explain higher levels of youth substance use.
- Some communities implemented strategies intended to work with the local law enforcement personnel, judicial systems and/or policy makers on rules, laws, codes,

policies, and practices related to enforcement issues. These questions provided a way of gauging public perceptions and attitudes about enforcement of underage drinking laws.

- Supplemented youth data on the Community Laws and Norms risk factor from the Healthy Youth Survey.

### **Attitudes and Beliefs About Enforcement**

Item	Response Options	Comments on Measure
<b>How much do you agree or disagree with the following statements?</b>		
Law enforcement personnel in our community should enforce the laws against underage drinking.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>	Tribal communities may want to substitute the term "Tribal Police"
Law enforcement personnel should break up teen parties at people's homes when youth are drinking alcohol or using drugs.	Same as above	
Law enforcement personnel should break up teen parties that occur in outdoor locations (e.g., beach, woods, etc.) when youth are drinking alcohol or using drugs.	Same as above	Can substitute locally relevant examples of outdoor locations.
Adults in the community should report underage drinking.	Same as above	
Law enforcement personnel in my community are committed to enforcing laws against underage drinking.	Same as above	
Law enforcement personnel in my community effectively respond to calls and requests about underage alcohol and drug use at parties or gatherings.	Same as above	

### **Attitudes and Beliefs about Consequences**

- The list of potential consequences may be adapted to reflect specific local penalties. For example, tribal reservations might have penalties that vary from Washington State laws.
- Items assessing knowledge of current consequences (What do you think legal consequences are . . . ) may provide information about need for community education. Items assessing attitudes toward consequences (What do think legal consequences should be . . . ) provide a barometer of community support for consequences.
- In Washington State, providing to or possession of alcohol by those under 21 is a gross misdemeanor. Judges can choose to impose a sentence of no more than \$5,000 and/or no more than a year in jail. Alternative sentencing options may include diversion and/or community service. School notification is determined by local practice. A minor in possession of alcohol receives an automatic driver's license revocation of 1 year (first offense), but may earn early reinstatement in as soon as 90 days.

Item	Response Options
<p>What do you think the legal consequences <b>are</b> in this community if the police catch an underage youth drinking alcohol? (Check all that apply.)</p>	<ul style="list-style-type: none"> <li>▪ Youth can be fined up to \$5,000</li> <li>▪ Youth can be sentenced to up to 1 year in jail</li> <li>▪ Youth's driver's license can be suspended for 90 days to 1 year for a first offense</li> <li>▪ Youth can be sentenced to a diversion program</li> <li>▪ Youth can be required to complete community service</li> <li>▪ The school can be notified (student may have broken athletic department policies)</li> <li>▪ Other: _____</li> </ul>
<p>What do you think the legal consequences <b>should be</b> in this community if the police catch an underage youth drinking alcohol? (Check all that apply.)</p>	<ul style="list-style-type: none"> <li>▪ Youth should receive a fine</li> <li>▪ Youth should receive a jail sentence</li> <li>▪ Youth's driver's license should be suspended</li> <li>▪ Youth should be sentenced to a diversion program</li> <li>▪ Youth should be required to complete community service</li> <li>▪ The school should be notified (student may have broken athletic department policies)</li> <li>▪ Other: _____</li> </ul>
<p>What do you think the legal consequences <b>are</b> in this community for adults who provide alcohol to underage youth (<i>other than their own children</i>) or allow youth to drink on their property? (Check all that apply.)</p>	<ul style="list-style-type: none"> <li>▪ Adults can be fined up to \$5,000</li> <li>▪ Adults can be sentenced to up to 1 year in jail</li> <li>▪ Adults can be required to complete a diversion program or community service</li> <li>▪ The parents/guardians of the youth caught using alcohol can receive a fine</li> <li>▪ There are no legal consequences for adults who provide alcohol to under age youth</li> </ul>
<p>What do you think the legal consequences <b>should be</b> in this community for adults who provide alcohol to underage youth (<i>other than their own children</i>) or allow youth to drink on their property? (Check all that apply.)</p>	<ul style="list-style-type: none"> <li>▪ Adults should receive a fine</li> <li>▪ Adults should receive a jail sentence</li> <li>▪ Adults should be required to complete a diversion program or community service</li> <li>▪ The parents/guardians of the youth caught using alcohol should receive a fine</li> <li>▪ There should be no legal consequences for adults who provide alcohol to under age youth</li> </ul>

## Perceived Youth Access to Substances

- Many communities prioritized ease of access to alcohol as a contributing factor in influencing levels of youth alcohol use. Items in this domain gather data from an adult perspective regarding perceptions of ease of access for youth in the community.
- A number of communities administered youth surveys with a similar set of items gauging youth perceptions of ease of access from a variety of sources, as well as actual sources of alcohol utilized by the responding youth. Using these items it is possible to compare adult and youth perceptions directly. The Healthy Youth Survey also recently added a detailed question about youth alcohol access from a variety of sources.
- Supplemented youth data on the Perceived Availability of Drugs risk factor from the Healthy Youth Survey.

### *Perceptions of Youth Ease of Access to Alcohol*

- All of the SPF SIG communities used the term “underage youth” for reference. A community could modify the language to reference a specific age group if desired (e.g., high school youth or youth age 18-20).
- Most sites personalized the setting by using the specific community name, for example, “How easy or hard is it for underage youth in Warden . . . :”

Item	Response Options	Comments on Measure
<b><i>How easy or hard is it for underage youth in your community to:</i></b>		
Get alcohol.	<ul style="list-style-type: none"> <li>▪ Very easy</li> <li>▪ Sort of easy</li> <li>▪ Sort of hard</li> <li>▪ Very hard</li> </ul>	
Get an older person to buy alcohol for them.	Same as above	
Buy alcohol themselves from a local store or business.	Same as above	
Sneak alcohol from their home or a friend’s home.	Same as above	
Get their parents to give alcohol to them.	Same as above	
Get alcohol at a party at someone’s home.	Same as above	A locally-relevant option could be substituted or added, for example, a party that occurs in an outdoor location (i.e., beach, woods, etc.)”
Get alcohol at a public or community event like a festival.	Same as above	
Get alcohol at a family celebration such as a wedding, barbecue, or birthday.	Same as above	Locally relevant examples could be added, (e.g., quinceañeras.)

## Parental Communication, Monitoring, and Supervision Behaviors

- Many communities identified parent attitudes and behaviors as possible contributing factors to high levels of underage alcohol use in the community. Factors included parental monitoring, supervision, and communication related to alcohol use. The community survey provided data on such family management practices in the community.
- Community surveys typically ended with the parenting items, as the surveys included skip instructions for those who were not parents of children in the targeted age group. (Communities' targeted age group varied from as young as age 9 to a maximum of age 20.) The relevant age group was specified in the skip instructions, as the questions about monitoring or setting rules related to substance use were not directly relevant to parents of younger children. Sample language: *Please answer the questions on the next page only if you have children **age 11-18** in your home. Please consider your oldest child between the ages 11-18 when responding. If you do not have children **age 11-18** in your home, you can skip to question 20, the last question of the survey.*
- Supplemented youth data on the Family Management and Parental Attitudes about Drug Use risk factors from the Healthy Youth Survey.
- Gathered data on actual parental behaviors for use in the development of Social Norms Marketing campaigns to promote the understanding that positive parenting practices are normative in the community.

### Parental Communication

- The intent of the items was to establish to what extent parents discuss alcohol use with their children, how often they have such discussions, and what message they communicate to their children. It is possible to determine the percentage of parents who are communicating permissive vs. nonpermissive messages.

Item	Response Options
When was the most recent time you had a discussion about alcohol use with your child?	<ul style="list-style-type: none"> <li>▪ Within the last 3 months</li> <li>▪ Within the last year</li> <li>▪ More than a year ago</li> <li>▪ Have never had this discussion</li> </ul>
How often have you talked with your child about alcohol and/or underage drinking in the last 3 months?	<ul style="list-style-type: none"> <li>▪ Never</li> <li>▪ 1 or 2 times</li> <li>▪ 3–5 times</li> <li>▪ 6–10 times</li> <li>▪ Over 10 times</li> </ul>
Which of the following statements best describes your discussion with your child about alcohol use in the last 3 months? (Check all that apply)	<ul style="list-style-type: none"> <li>▪ I have not talked with my child about alcohol use in the last 3 months.</li> <li>▪ I told my child that alcohol is not OK and they will receive consequences if they drink.</li> <li>▪ I told my child it is OK for him/her to have a few drinks on a special occasion.</li> <li>▪ I told my child about the risks of underage drinking and that they should not to drink.</li> <li>▪ I told my child that even though they are less than 21, they will have to decide for themselves whether or not to drink alcohol.</li> <li>▪ I have told my child it is OK to drink at home with parental supervision</li> <li>▪ Other: _____</li> </ul>

## Parental Rules

- The intent of the questions was to establish whether parents establish and implement rules and consequences for their children with respect to underage alcohol use.

Item	Response Options
I have clear rules against my child using alcohol.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
I have explained these rules to my child.	Same as above
I have explained the consequences for breaking my rules about alcohol to my child.	Same as above

## Parental Monitoring and Supervision

- The intent of the questions was to establish whether parents actively monitor their children's behaviors, especially in situations where there is a possibility of substance use.

Item	Response Options
Do you monitor the supply of alcoholic beverages in your home to make sure none is missing?	<ul style="list-style-type: none"> <li>▪ Yes</li> <li>▪ No</li> <li>▪ I do not keep alcohol in our home</li> </ul>
When my child is not home, a parent knows where he/she is and who he/she is with.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
<b>Think about your oldest child between the ages of 11 and 18. When he/she goes out in the evening, on the weekend or spends time with friends during non-school hours, how often do you:</b>	
Ask who he/she will be with	<ul style="list-style-type: none"> <li>▪ Never</li> <li>▪ Sometimes</li> <li>▪ Most of the time</li> <li>▪ Always</li> </ul>
Know where he/she is and who he/she is with	Same as above
Ask if alcohol or drugs will be present where he/she is going	Same as above
Contact other parents to confirm what your child has told you	Same as above
Check to see if there is adult supervision at a house party	Same as above
Set a time for your teen to be home	Same as above
Check to see if your teen is under the influence of alcohol or drugs (smell breath, check eyes, talk)	Same as above

## Perceived Community/Parent Norms Related to Youth Substance Use

- A number of SPF SIG communities included items on respondents' perceptions of the attitudes and behaviors of others in the community, in order to assess the prevalence of misperceptions of community norms. The communities used data from these items in deciding whether to implement a Social Norms Marketing campaign intended to dispel misperceptions about attitudes and behaviors in the community. The intent of the campaigns is to bolster and expand support for positive practices by increasing the belief that such practices are normative.
- Each of the perceived norms items (used to calculate perceived community norms) must match a parallel item on the respondent's own personal attitudes or behaviors (used to calculate *actual* community norms). Both the question wording and the response options must be consistent between the parallel items. For example:
  - Actual: "It is OK for 18-20 year olds to drink alcohol." (Strongly Disagree/ Disagree/ Agree/ Strongly Agree)
  - Perceived: "Most adults in my community believe it is OK for 18-20 year olds to drink alcohol." (Strongly Disagree/ Disagree/ Agree/ Strongly Agree)
- Communities interested in norms perceptions elected to use items in the domain(s) most relevant to their potential strategies. Domains included Perceived Attitudes toward Youth Substance Use, Perceived Attitudes toward Enforcement, Perceived Parental Communication, Perceived Parental Rules, and Perceived Parental Monitoring and Supervision.
- Perceived norms perceptions items typically appeared in 2 places within the surveys: Any items on attitudes toward youth substance use or enforcement appeared just following the survey questions completed by all respondents, while items on parenting perceptions appeared following the survey questions completed only by parents of youth in the targeted age group.
- Typically a transition sentence alerted respondents that the items ask about the attitudes and behaviors of others (as opposed to their own attitudes). For example, "We want to know what you think other adults in [community name] believe."

### Perceived Attitudes Toward Youth Substance Use

Item	Response Options
<b>How much do you agree or disagree with the following statements?</b>	
Most adults in [community name] believe it is OK for 18-20 year olds to drink alcohol.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
Most adults in [community name] believe it is OK for 15-17 year olds to drink alcohol.	Same as above
Most adults in [community name] believe it is OK for teenagers to drink at parties if they don't get drunk.	Same as above
Most adults in [community name] believe teenagers should be able to drink as long as they don't drive afterwards.	Same as above
Do you do you think most adults in [community name] feel it is OK for parents to offer their teenage children alcoholic beverages in their home?	<ul style="list-style-type: none"> <li>▪ No, never</li> <li>▪ Yes, but only on special occasions</li> <li>▪ Yes, on any occasion</li> </ul>

## ***Perceived Attitudes Toward Enforcement***

<b>Item</b>	<b>Response Options</b>
<b><i>How much do you agree or disagree with the following statements?</i></b>	
Most adults in [community name] believe that law enforcement personnel in our community should enforce the laws against underage drinking.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
Most adults in [community name] believe that law enforcement personnel should break up teen parties at people's homes when youth are drinking alcohol or using drugs.	Same as above
Most adults in [community name] believe that law enforcement personnel should break up teen parties that occur in outdoor locations (e.g., beach, woods, etc.) when youth are drinking alcohol or using drugs.	Same as above
Most adults in [community name] believe that adults should report underage drinking.	Same as above

## ***Perceived Parental Communication Norms***

- Most communities used the phrase "typical [community name] family." An alternative wording was "in most [community name] families."

<b>Item</b>	<b>Response Options</b>
Which of the following statements best describes the discussion in a typical [community name] family with their children about alcohol use in the last 3 months?	<ul style="list-style-type: none"> <li>▪ They have not talked with their child about alcohol use in the last 3 months</li> <li>▪ They told their child that alcohol is not OK and they will receive consequences if they drink</li> <li>▪ They told their child it is OK for him/her to have a few drinks on a special occasion.</li> <li>▪ They told their child about the risks of underage drinking and that they should not drink.</li> <li>▪ They told their child that even though they are less than 21, they will have to decide for themselves whether or not to drink alcohol.</li> <li>▪ They told their child it is OK to drink at home with parental supervision</li> <li>▪ Other: _____</li> </ul>

## Perceived Parental Rules

Item	Response Options
<b>How much do you agree or disagree with the following statements?</b>	
Most parents in [community name] have clear rules about children not using alcohol.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
Most [community name] parents have explained these rules about alcohol to their child.	Same as above
Most parents in [community name] have consequences for children who break family rules about alcohol use.	Same as above
Most [community name] parents have explained the consequences for breaking their rules about alcohol use to their child.	Same as above

## Perceived Parental Monitoring and Supervision Norms

Item	Response Options
Most parents in [community name] know where their children are and who they are with when not home.	<ul style="list-style-type: none"> <li>▪ Strongly disagree</li> <li>▪ Disagree</li> <li>▪ Agree</li> <li>▪ Strongly agree</li> </ul>
Do you think that most parents in [community name] monitor the supply of alcoholic beverages in their homes to make sure none is missing?	<ul style="list-style-type: none"> <li>▪ Yes</li> <li>▪ No</li> <li>▪ Most do not keep alcohol in the home</li> </ul>
<b>How often do you think most [community name] parents do the following when their oldest child goes out in the evening, on the weekend or spends time with friends during non-school hours:</b>	
Ask who he/she will be with.	<ul style="list-style-type: none"> <li>▪ Never</li> <li>▪ Once in a while</li> <li>▪ Most of the time</li> <li>▪ Always</li> </ul>
Know where he/she is and who he/she is with.	Same as above
Ask if alcohol or drugs will be present where he/she is going.	Same as above
Contact other parents to confirm what their child has told them.	Same as above
Check to see if there is adult supervision at a house party.	Same as above
Set a time for their teen to be home.	Same as above
Check to see if their teen is under the influence of alcohol or drugs (smell breath, check eyes, talk).	Same as above

## References

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- Beebe, T.J., Harrison, P.A., Sharma, A., & Hedger, S. (2001, February). The Community Readiness Survey: Development and initial validation. *Evaluation Review*, *25*(1), 55–71.
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- Perry, C.L., Williams, C.L., Komro, K.A., & Veblen-Mortenson, S. (2000). Project Northland: A community-wide approach to prevent young adolescent alcohol use. In W.B. Hansen, S.M. Giles, & M.D. Fearnow-Kenney (Eds.), *Improving prevention effectiveness* (pp. 225–234). Greensboro, NC: Tanglewood Research.



**Appendix A**  
**Sample Community Survey**

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## [Name of Community] Community Survey

The [name of community coalition] is interested in your opinions about issues of underage alcohol use in our community. Your opinion is important to us. It will help us plan effective underage alcohol prevention programs in our community. We would appreciate it if you could complete this 10 to 15 minute survey.

Before you begin filling out the survey, we would like you to answer a few questions about yourself. **Circle the letter that is next to the answer you choose.**

1. What is your age group?

- A** 18-24
- B** 25-34
- C** 35-44
- D** 45-64
- E** 65 or older

2. Are you male or female?

- A** Male
- B** Female

3a. Do you have children age 18 or younger? This includes any natural, adopted, step children, or wards of the state, whether they are living with you or not.

- A** No
- B** Yes

↳ 3b. How old are your children? **(Circle all that apply.)**

- A** Age 10 or younger
- B** Age 11-14
- C** Age 15-18

4. What race or ethnicity do you consider yourself to be? **(Circle all that apply.)**

- A** Native American/Alaska Native
- B** African American/Black
- C** White/Caucasian
- D** Hispanic or Latino
- E** Asian/Asian American
- F** Native Hawaiian or Other Pacific Islander
- G** Other: \_\_\_\_\_

**People have different beliefs and rules about the use of alcohol by underage youth. What do you think about each of these statements?**

- | I think . . .  | Strongly Agree                    | Agree                             | Disagree                          | Strongly Disagree                 |
|--|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 5. It is okay for underage youth to drink at parties if they don't get drunk.                                  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 6. Underage youth should be able to drink as long as they don't drive afterwards.                              | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 7. Adults' use of alcohol has no influence on underage youth's use of alcohol.                                 | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 8. Do you feel that it is okay for parents to offer their underage children alcoholic beverages in their home? |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>A</b> No, never  |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>B</b> Yes, but only on special occasions   |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>C</b> Yes, on any occasion   |                                   |                                   |                                   |                                   |

**What do you think about each of these statements?**

- | I think . . .   | Strongly Agree                    | Agree                             | Disagree                          | Strongly Disagree                 |
|---|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 9. Law enforcement personnel in our community should enforce the laws against underage drinking.  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 10. Law enforcement personnel should break up teen parties at people's homes when youth are drinking alcohol or using drugs.  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 11. Law enforcement personnel should break up teen parties that occur in outdoor locations (e.g., beach, woods, etc.) when youth are drinking alcohol or using drugs. | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 12. Adults in the community should report underage drinking.  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 13. Law enforcement personnel in my community are committed to enforcing laws against underage drinking.  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 14. Law enforcement personnel in my community effectively respond to calls and requests about underage alcohol and drug use at parties or gatherings.                 | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 15a. What do you think the legal consequences <u>are</u> in this community if the police catch an underage youth drinking alcohol? ( <b>Circle all that apply.</b> )  |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>A</b> Youth can be fined up to \$5,000  |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>B</b> Youth can be sentenced to up to 1 year in jail  |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>C</b> Youth's driver's license can be suspended for 90 days to 1 year for a first offense   |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>D</b> Youth can be sentenced to a diversion program   |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>E</b> Youth can be required to complete community service   |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>F</b> The school can be notified (student may have broken athletic department policies)   |                                   |                                   |                                   |                                   |
| <input type="checkbox"/> <b>G</b> Other: _____  |                                   |                                   |                                   |                                   |

15b. What do you think the legal consequences **should be** if the police catch an underage youth drinking alcohol? **(Circle all that apply.)**

- A** Youth should receive a fine
- B** Youth should receive a jail sentence
- C** Youth's driver's license should be suspended
- D** Youth should be sentenced to a diversion program
- E** Youth should be required to complete community service
- F** The school should be notified (student may have broken athletic department policies)
- G** Other: \_\_\_\_\_

16a. What do you think the legal consequences **are** in this community for adults who provide alcohol to underage youth (*other than their own children*) or allow youth to drink on their property? **(Circle all that apply.)**

- A** Adults can be fined up to \$5,000
- B** Adults can be sentenced to up to 1 year in jail
- C** Adults can be required to complete a diversion program or community service
- D** The parents/guardians of the youth caught using alcohol can receive a fine
- E** There are no legal consequences for adults who provide alcohol to minors.

16b. What do you think the legal consequences **should be** in this community for adults who provide alcohol to underage youth (*other than their own children*) or allow youth to drink on their property? **(Circle all that apply.)**

- A** Adults should receive a fine
- B** Adults should receive a jail sentence
- C** Adults should be required to complete a diversion program or community service
- D** The parents/guardians of the youth caught using alcohol should receive a fine
- E** There should be no legal consequences for adults who provide alcohol to minors.

**Now we would like to know what you think other adults in the community believe.**

What do you think most adults in [community name] think?

- |   | Strongly Agree                    | Agree                             | Disagree                          | Strongly Disagree                 |
|---|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 17. <b>Most adults in my community</b> believe it is okay for underage youth to drink at parties if they don't get drunk.     | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| 18. <b>Most adults in my community</b> believe underage youth should be able to drink as long as they don't drive afterwards. | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |
| <b>Most adults in my community</b> believe that law enforcement personnel should enforce the laws against underage drinking.  | <input type="checkbox"/> <b>A</b> | <input type="checkbox"/> <b>B</b> | <input type="checkbox"/> <b>C</b> | <input type="checkbox"/> <b>D</b> |

**Please answer the questions on the next page only if you have children age 11-18 in the home. If you do not have children age 11-18 in the home, you can skip to the last page of the survey.**

**This page is for parents with children age 11-18 in the home. Please consider your oldest child between the ages 11-18 when responding. If you do not have children age 11-18 in the home, you can skip to Question 38, the last question of the survey.**

19. Do you monitor the supply of alcoholic beverages in your home to make sure none is missing?

- A** Yes
- B** No
- C** I do not keep alcohol in our home

20. When was the most recent time you had a discussion about alcohol use with your child?

- A** Within the last 3 months
- B** Within the last year
- C** More than a year ago
- D** Have never had this discussion

**How much do you agree or disagree with each of these statements?**

	Strongly Agree	Agree	Disagree	Strongly Disagree
21. I have clear rules against my child using alcohol.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>
22. I have explained these rules to my child.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>
23. I have explained the consequences for breaking my rules about alcohol use to my child.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>

**When your child goes out in the evening or on the weekend, how often do you:**

	Never	Rarely	Sometimes	Usually	Always
24. Ask who he/she will be with.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
25. Ask where he/she is going.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
26. Ask what he/she is doing.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
27. If my child is attending a party, check to see if the party will have adult supervision.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
28. Set a time for my child to be home.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
29. Wait up until my child comes home.	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>
30. Check to see if my child is under the influence of alcohol or drugs (smell breath, check eyes, talk).	<input type="checkbox"/> <b>A</b>	<input type="checkbox"/> <b>B</b>	<input type="checkbox"/> <b>C</b>	<input type="checkbox"/> <b>D</b>	<input type="checkbox"/> <b>E</b>

**How often do you think parents of most children in your community do the following when their child goes out in the evening or on the weekend:**

	Never	Rarely	Sometimes	Usually	Always
31. Ask who he/she will be with.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
32. Ask where he/she is going.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
33. Ask what he/she is doing.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
34. If their child is attending a party, check to see if the party will have adult supervision.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
35. Set a time for their child to be home.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
36. Wait up until their child comes home.	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
37. Check to see if their child is under the influence of alcohol or drugs (smell breath, check eyes, talk).	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>

**Thank you for completing the survey!**

38. Your assistance is very much appreciated. If there is anything else you would like to tell us about the survey or about the issue of underage drinking, please do so in the space provided below:

**Please return your completed survey in the envelope provided to:**

**Coalition Name  
Address  
City Zip**