

**2013**

**PRI**

Prevention Redesign Initiative Community Survey

# **PRI Community Survey 2012-2013**

## *Preliminary Results*

**March 2013**



## Introduction

The community survey is based on SPF SIG experience

Am J Community Psychol (2013) 51:243–253

DOI 10.1007/s10464-012-9543-5

ORIGINAL PAPER

### **Using Community Surveys to Inform the Planning and Implementation of Environmental Change Strategies: Participatory Research in 12 Washington Communities**

Roy M. Gabriel · Gillian J. Leichtling ·  
Marc Bolan · Linda G. Becker

Published online: 4 August 2012

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## Goals for the first PRI Community Survey

### Provide data for understanding social norms

- What do adults believe about youth substance use?
  - What are the biggest problems?
  - What is the role and effectiveness of law enforcement?
- What are adult perceptions of the community's norms?

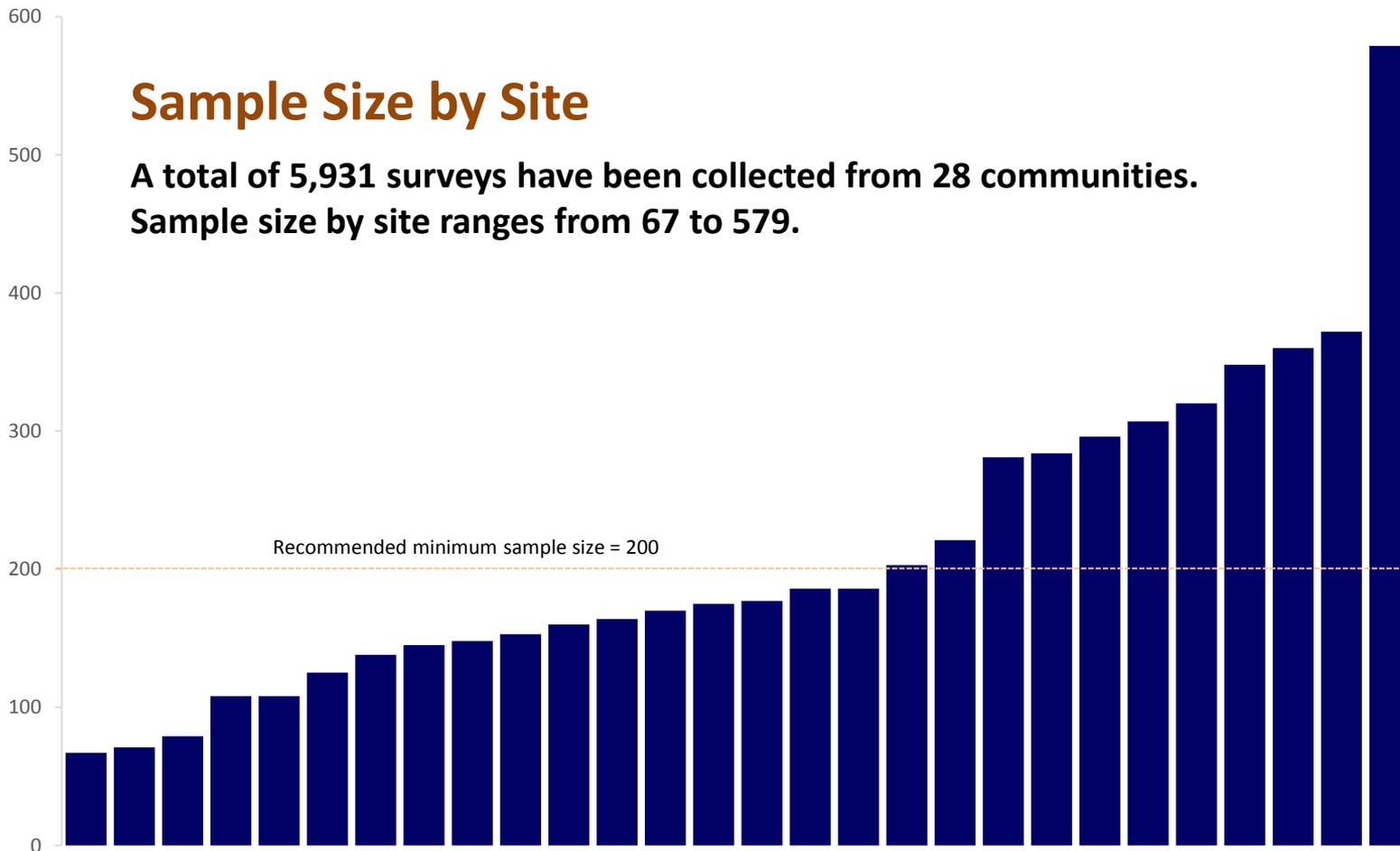
### Collect baseline data for environmental strategies that target adult attitudes.

- Social marketing
  - “Counter” advertising or other targeted communication strategies
  - Social Norms Marketing
- Law enforcement – effectiveness, awareness, public support, etc.

# Sample Size

## Sample Size by Site

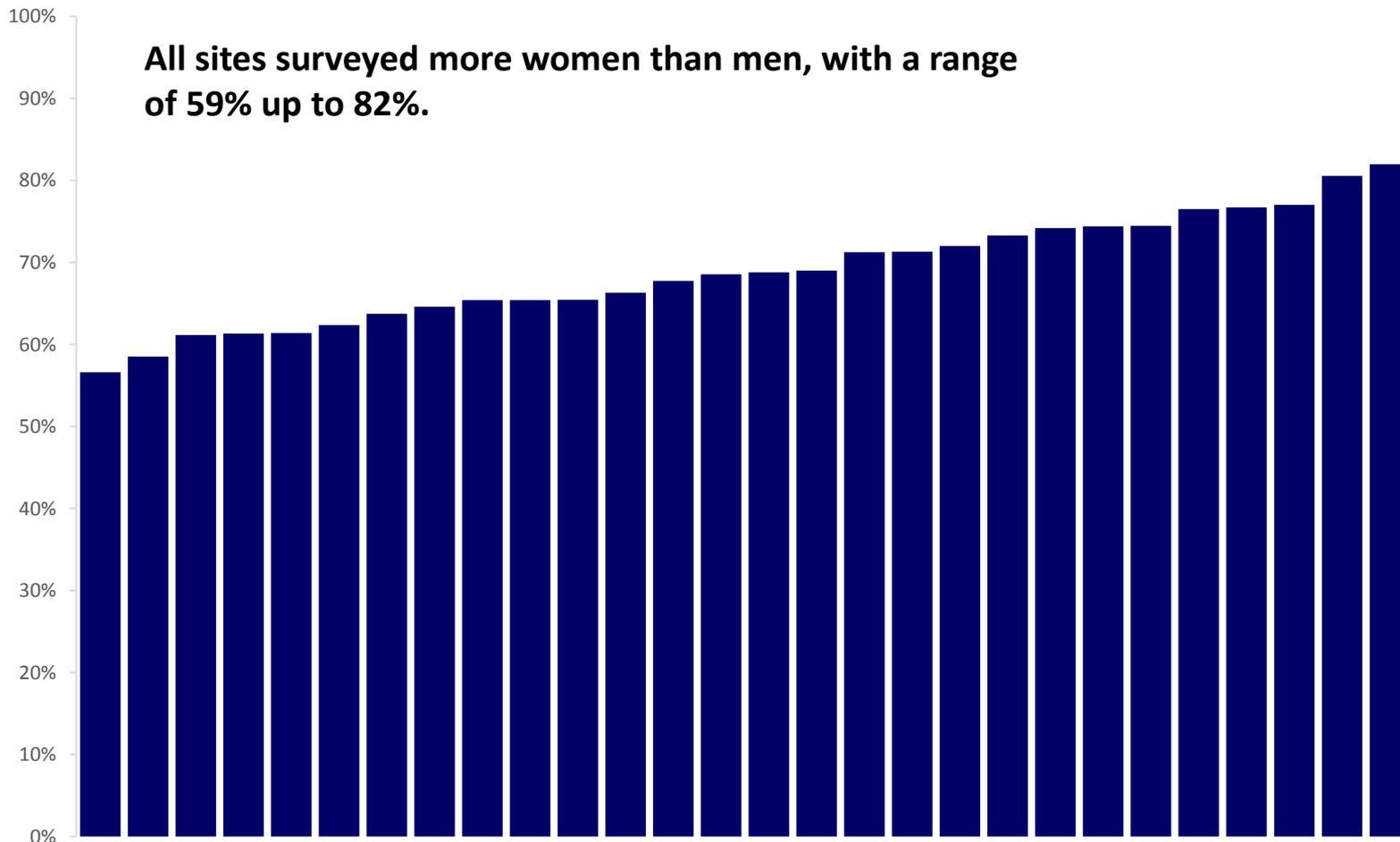
A total of 5,931 surveys have been collected from 28 communities.  
 Sample size by site ranges from 67 to 579.



NOTES: Sample sizes of the English version and the Spanish version are combined.



# Respondent Gender

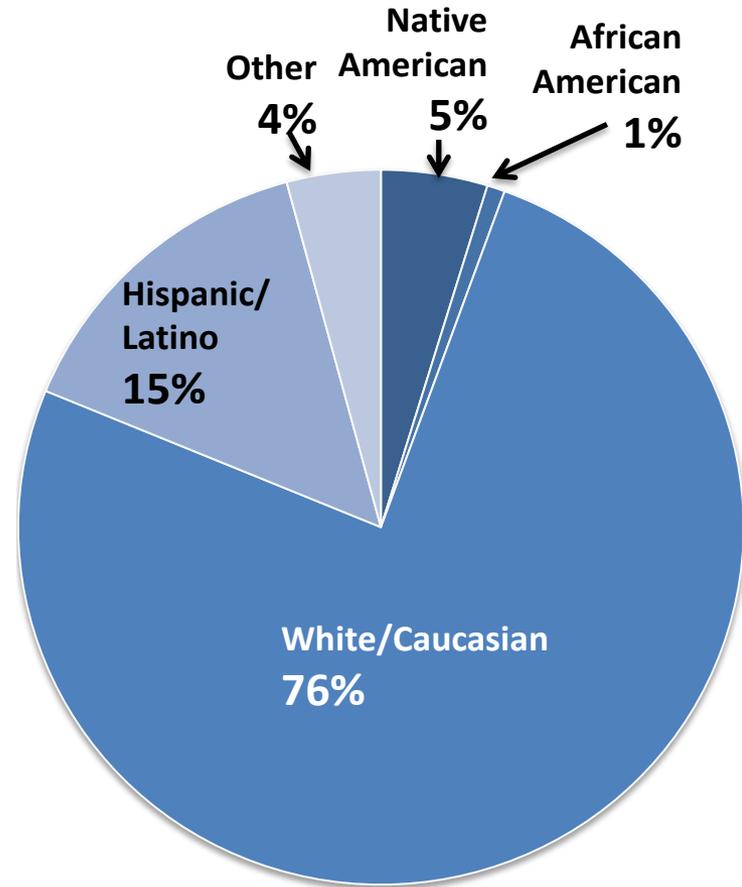


NOTES: Surveys completed in English and Spanish are combined.



## Racial and Ethnic Diversity

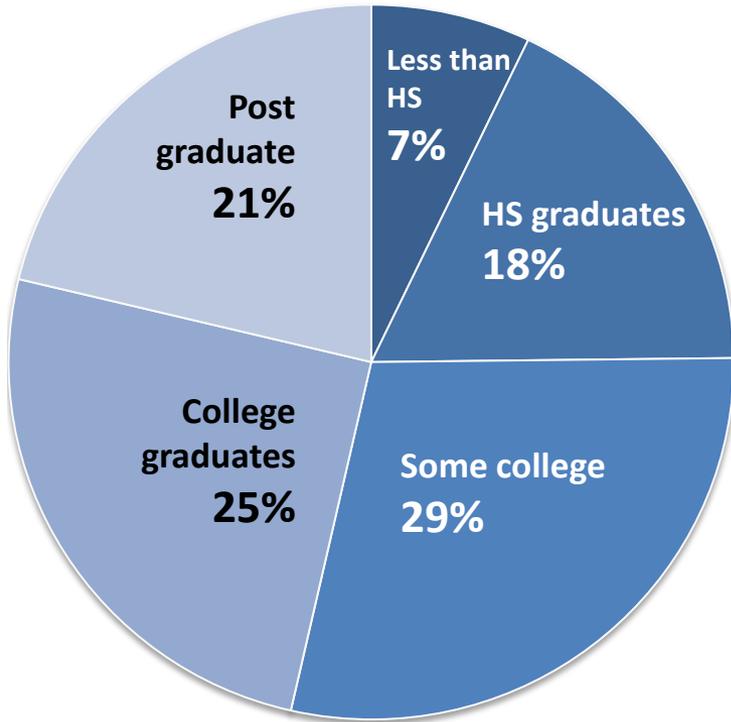
- White/Caucasian respondents account for over 75% of the sample.
- Seven sites had a significant number (10%+) of Hispanic respondents.
- Most of the Native Americans surveyed were in two sites.
- Only one site has a significant number of African American respondents.



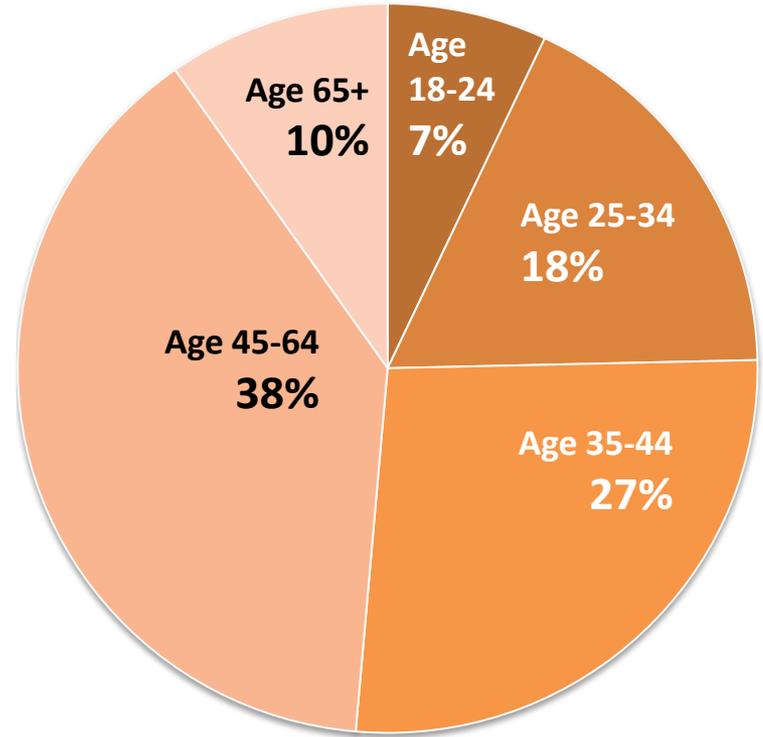
**NOTES:** Other race/ethnicity includes Asian, Native Hawaiian or other Pacific Islander, and those answered “other race/ethnicity”. Results from SE Seattle are not included in this analysis , due to differences in the question.

# Respondent Age and Education

*Almost half of the respondents have college degrees*



*About two thirds of the respondents are between 35 and 64 years of age*



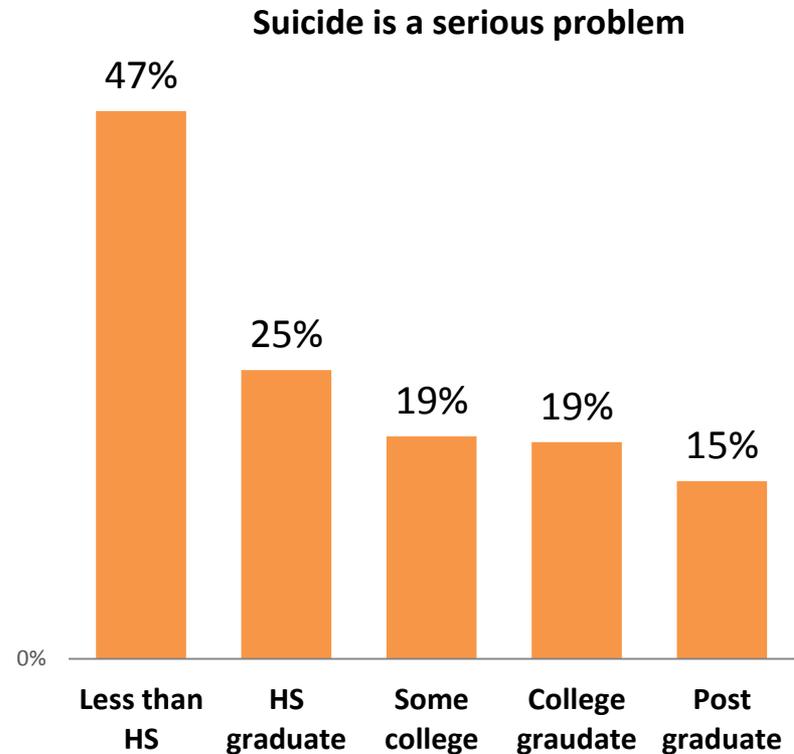
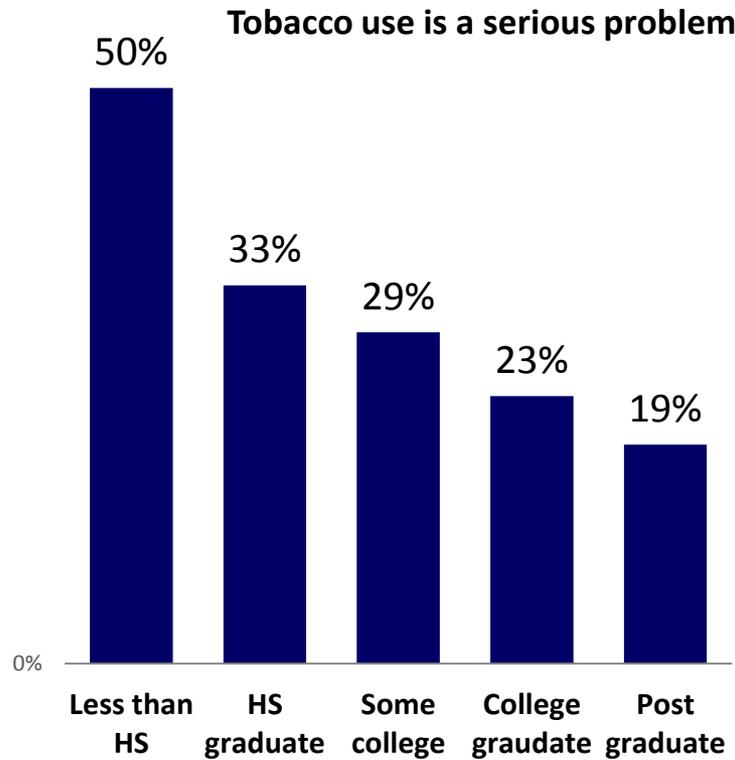
**NOTES:** Surveys completed in English and Spanish are combined.



## Perception by Socio-economic Status

Perceptions about substance abuse/mental health problems vary by education levels

**Q.** *Among the youth in your community, how much of a problem are these issues?*



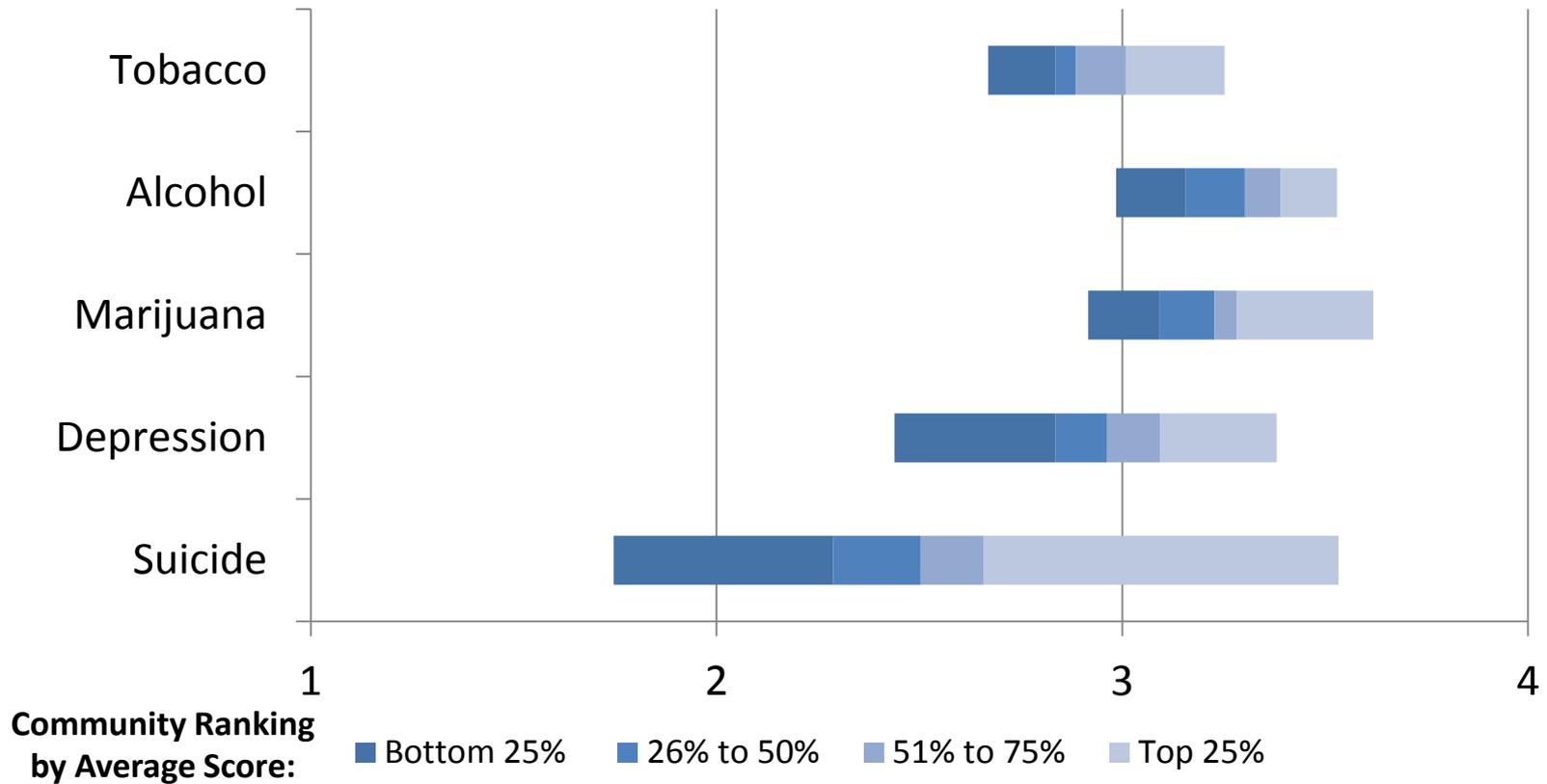
## Cross-site Comparison: Perception of Substance Abuse and Mental Health Issues

Underage drinking and teen marijuana use are the top rated issues in most communities



**Among the youth in this community, how much of a problem are these issues:**

Average Score



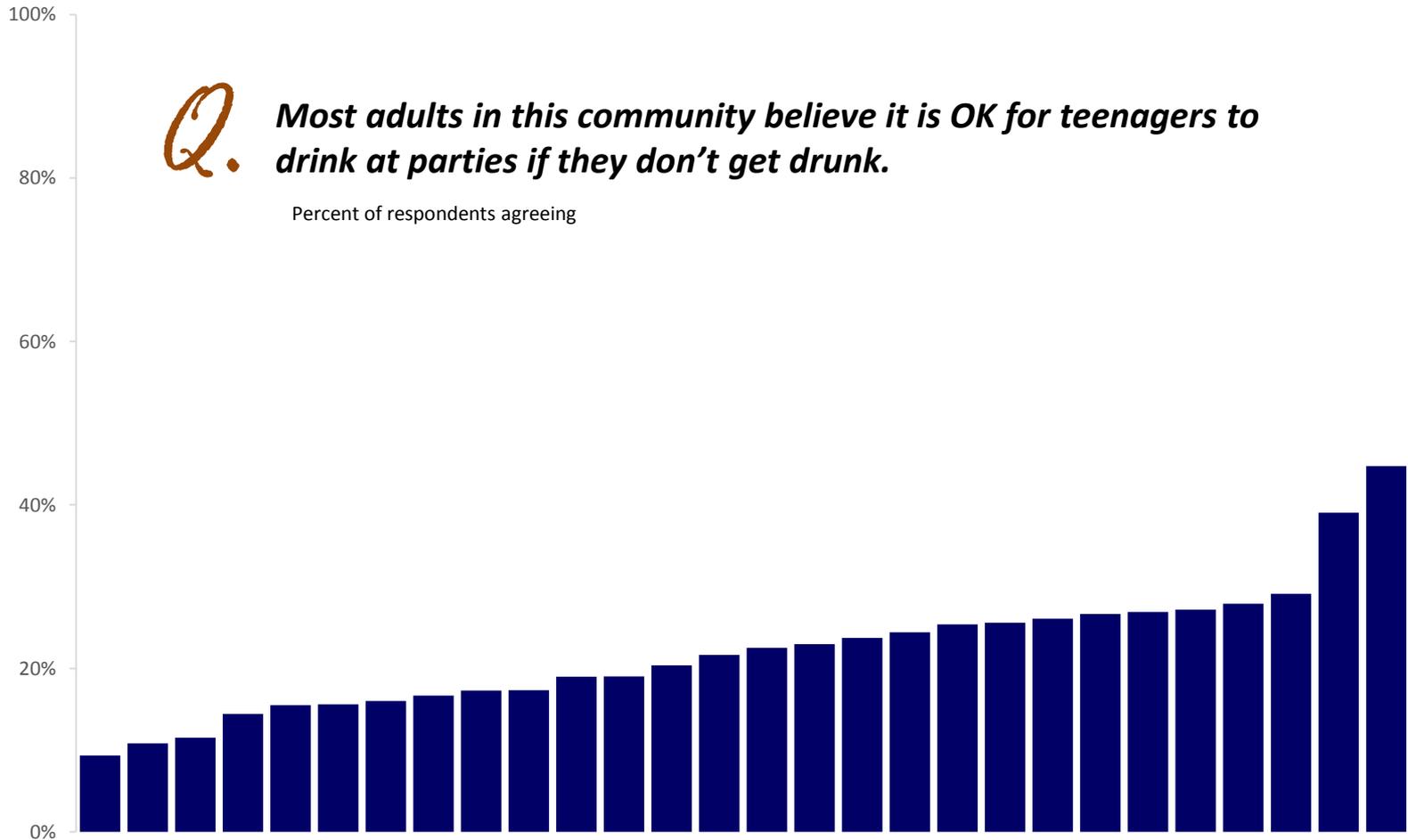
NOTES: Scores range from 1 (not a problem) to 4 (a serious problem).

# Cross-site Comparison: Community Norms (1)



**Most adults in this community believe it is OK for teenagers to drink at parties if they don't get drunk.**

Percent of respondents agreeing



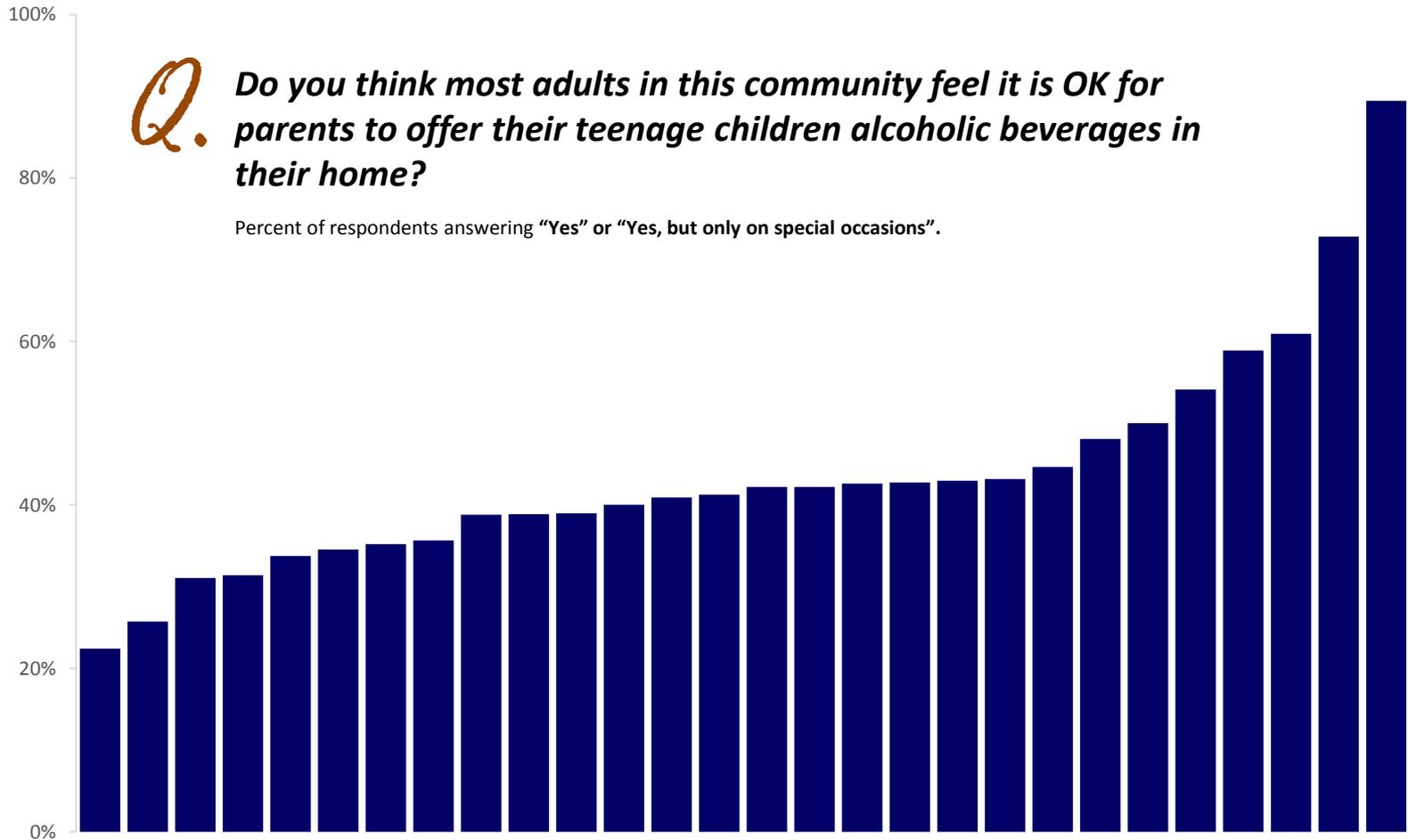
NOTES: Sample sizes of the English version and the Spanish version are combined.



## Cross-site Comparison: Community Norms (2)

**Q.** *Do you think most adults in this community feel it is OK for parents to offer their teenage children alcoholic beverages in their home?*

Percent of respondents answering "Yes" or "Yes, but only on special occasions".



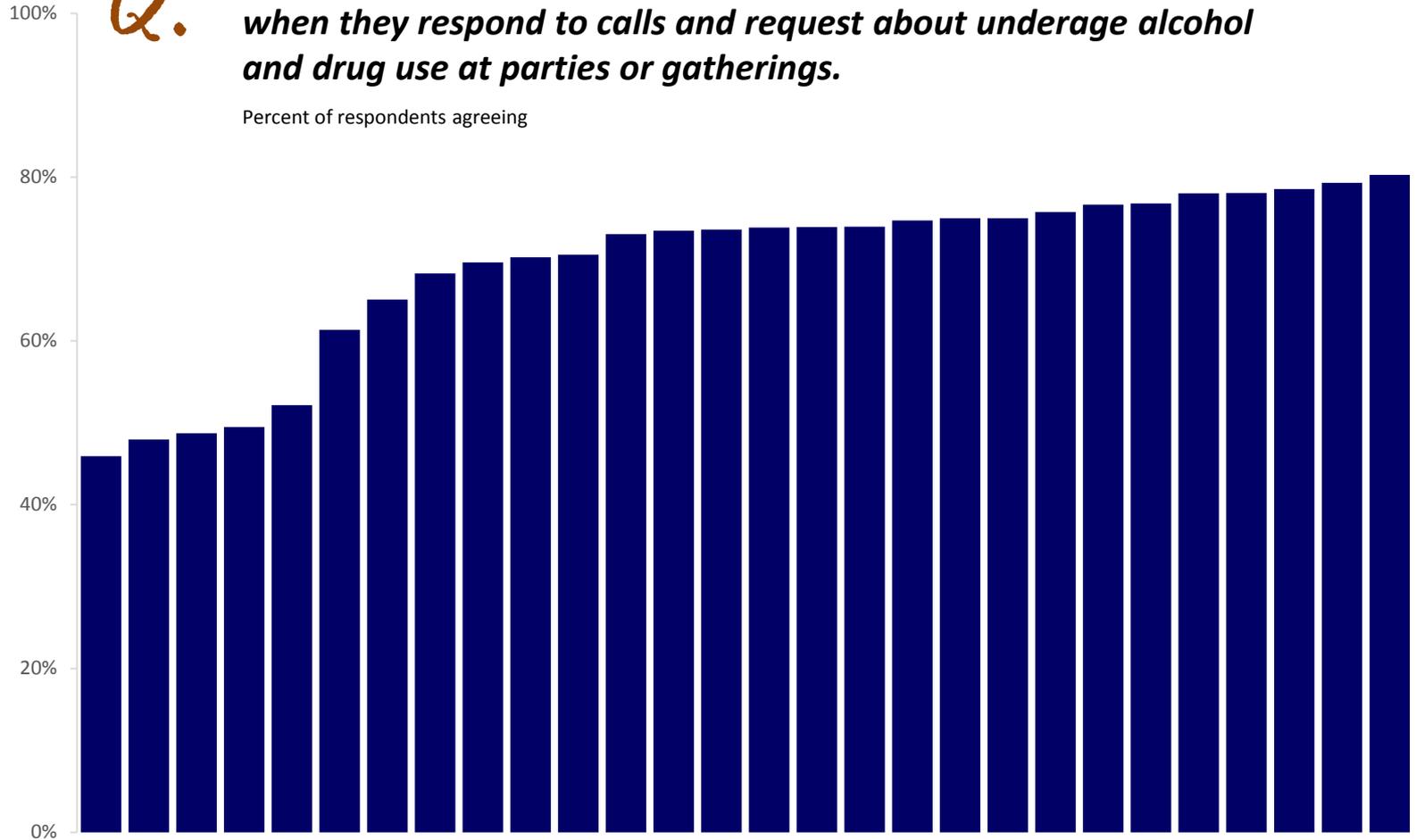
NOTES: Sample sizes of the English version and the Spanish version are combined.

## Cross-site Comparison: Law Enforcement



*Law enforcement personnel in our community are effective when they respond to calls and request about underage alcohol and drug use at parties or gatherings.*

Percent of respondents agreeing



NOTES: Sample sizes of the English version and the Spanish version are combined.



## Lessons Learned

### Frustration about some of the answer options

- Allow multiple selection
  - Pros and cons...
  - Re-work the answer options
- Allow “don’t know”---or explain better

### Find a way to allow contact information!

- The versions were inconsistent on this point---and the people who used the on-line version that did allow personal info---no complaints?
  - Solutions?
    - An extra tear-off page
    - Online: automatically send to a new webpage



## Lessons Learned, continued

Many PRI sites wanted to add questions, and quite a few did: three approaches...

- Do the paper-and-pencil survey, then just enter data from statewide survey portion
- Subscribe to Survey Monkey (or gizmo) and do a local survey that includes statewide survey

*Missing content areas---consider revisions so as to reduce the need for “add ons”.*

*OR: explore other options...*

Odds and ends: tighter timeline, Athena Forum, ...

