Development of Community Surveys

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So again, why a community survey?

- Program planning – strategy selection!
- Program evaluation!
- Community engagement!
- Coalition Development!

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Community Survey Process

- Who do you want to gather data from? – your TARGET POPULATION!
- How do you want to gather the data from this population? – METHOD OF ADMINISTRATION
- What would you like to ask the target population? – SURVEY CONTENT
- How will you manage the data? – DATA MANAGEMENT
- What does the data tell you? – DATA ANALYSIS
- How will do use the data to help with planning and program evaluation? – USING DATA

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Target Population

- Who do you want to complete the surveys?
- Target population has implications for sampling, generalizing results, and community outreach
- All community members? All adults?
- Just parents? Perhaps just a subset of parents (e.g., middle school parents)?
- What to consider when you change the target population?

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Target Population (some examples)

- WARDEN – first time was whole community, second time was middle and high school parents
- CENTRAL SEATTLE – parents of youth at specifically targeted schools
- WHITE SWAN – all community members in the Mt Adams School District

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Target Population (so this means something for sampling, right?)

- Most communities will not be able to have the whole target population complete the survey!!
- You will likely have to draw a **sample** of individuals to complete the survey (depending on method of administration)
  - Can you generate a random sample to target for survey – this would be optimal for generalizing results?
  - Do you need to use a stratified sampling approach i.e., specifically target larger number of individuals of some characteristic?
  - Will it simply be a convenience sample?

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Target Population (Sampling)

So Everyone Asks this Question – How big a sample do I need?

- Well one fancy answer is that to generalize results with statistical significance to a population of over 1 million you need about 350 responses
- A less fancy answer that you a) want as many as possible to do the analyses you need and b) focus less on the number and more on whether this sample is **representative** of the target population!
- You want to avoid a **biased** sample!

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Method of Administration

- **Mail survey** – can be costly and maybe not generate great response – can you be creative?
- **Online Survey** – easy to fill out, will it generate representative response
- **Event data collection** – some work to get out to all kinds of community events for data collection, can target your outreach
- **Student packets/School Based** – enclosed with parent packets when they are the target population
- **Residence Survey** – in small communities going door-to-door

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Method of Administration (here is how some communities have done it!)

- CENTRAL SEATTLE – copies of survey enclosed in first day student packets at 2 middle and 1 high school
- WHITE SWAN – coalition coordinator and members collected surveys at churches, restaurants, sporting events, fair, etc.
- KITTITAS COUNTY – copies of surveys enclosed with resident utility bills, along with online survey link
- NE SEATTLE – survey monkey online link with information sent out through PTA lists
- ASOTIN – youth dropping off and collecting surveys from local households

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Method of Administration (Incentives)

- Incentives will help individuals feel more comfortable completing surveys – with the right incentives for the right population!
  - Can you afford to use incentives?
  - Are there any rules preventing you from using incentives?
  - Will they work logistically (e.g., incentive payments with anonymous online surveys?)
  - Incentives before the fact, during the collection or after the fact?

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Survey Content

- You will want to ask about everything – you cannot!
- So align the content with your community priorities – look at local theory of change , needs assessments, community conditions, etc.
- Also consider which questions should be asked of which target populations

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Survey Content (some important considerations)

- Strive for 4 or less pages of written content (varies with online approach!)
- Emphasize closed-ended questions
- Check all your language to make sure it fits your population
- Get your translation right!
- Make sure respondents know the survey is anonymous!
- Question layout to simplify response – e.g., parent only sections!

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Survey Content (*also see DBHR compendium*)

- Respondent Demographics
- Attitudes about Youth Substance Use
- Attitudes about Local Enforcement and Consequences of Underage Substance Use
- Perceptions of Youth Access to Different Substances
- Parental Monitoring and Supervision Behaviors (*specifically related to youth substance use issues*)
- Perceptions of the Attitudes and Behaviors of "Other" Community Members as related to Youth Substance Use Issues.

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Data Management (so now I have a bunch of surveys!)

- Data Entry necessary for hard copy surveys – simple data entry forms in Excel and/or Access
- Need to develop codebooks to help with data entry process
- Online surveys have the advantage of ongoing data entry – and of ability to view ongoing summary of basic frequencies
- Tracking of demographics and other factors are important for helping target response e.g., seeing disparities by gender

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Data Analysis

- Basic overall frequencies and summaries of key measures
- Comparisons of data between key subgroups of target population e.g., Gender, Race/Ethnicity
- Comparisons of different survey items e.g., actual vs. perceived parental communication
- Comparisons of measures over years of administration – can help demonstrate changes and patterns over time

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Using Data

- Sharing data with coalition and other stakeholders – full summaries and key findings
- The power of charts and graphs!
- Contrasting results with other community data sources e.g., contrasting perceptions of substance access
- Identifying different target populations for different strategies
- Formulating direct service and environmental strategies for community prevention

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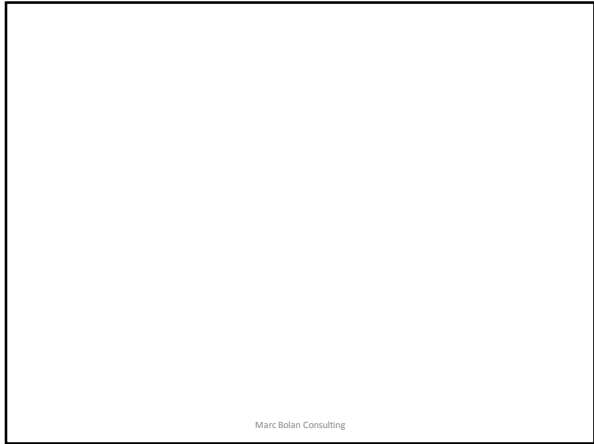
Using Data (some examples)

- ORCHARD MS – data on gaps between actual and perceived parental attitudes formed basis for development of social norms marketing campaign
- NE SEATTLE – strong support of community members for law enforcement efforts around underage substance use led to formation of law enforcement workgroup
- WHITE SWAN – high agreement with need for Social Host ordinance in the community helps local advocacy efforts
- WARDEN – reductions in gaps between actual and perceived parental communication show efficacy of Social Norms marketing campaign

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Are there more questions??

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