

# Administering the 2016 Community Survey

Community Prevention & Wellness Initiative

*Prepared by  
Decision Support and Evaluation*

*August 24, 2016  
Revised October 21, 2016*

# OUTLINE

**Goal, Purpose, Objectives**  
**Requirements & Timeline**  
**Coalition-Added Questions**  
**Cultural Competency**  
**Administering the Survey**  
**Using the Data Entry Link**  
**Questions**

# ***Goal, Purpose, Objectives***



# Community Survey

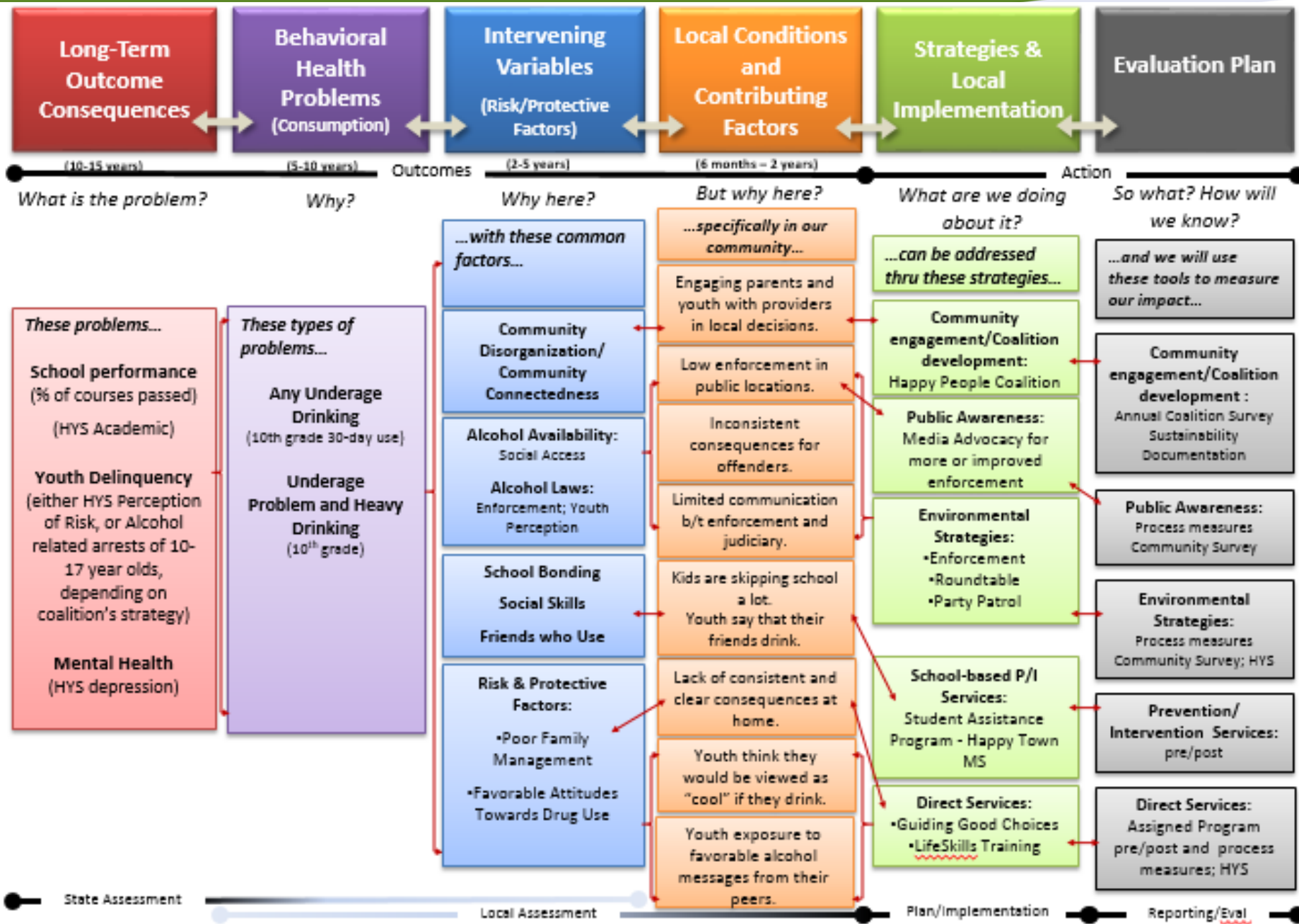
## GOAL

*To assess beliefs, knowledge, and practices regarding 6<sup>th</sup>-12<sup>th</sup> graders' substance use and behavioral health at the local community level*

## PURPOSE

- Assessment – where are we at?
  - Contribute to the development of coalition strategic plans
- Monitoring & trends – what has changed?
  - Evaluation
  - Contribute to biennial strategic plan updates
- To develop a statewide convenience sample profile
  - Help with community outreach activities

# Washington State Department of Social and Health Services





# ***Community Survey***

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## Survey objectives for coalitions

- Obtain a sample of your community that is as representative as possible
- Consider cultural competency in data collection
- Conduct community coalition outreach

# ***Requirements & Timeline***



# Community Survey Requirements

- 100 - 250 surveys per coalition – based on population of coalition community
  - Community population estimates are reported in Community Assessment 2016 Data Books
  - Sample size for a diverse representative sample

## 2016 Community Survey Sliding-Scale Target Sample Size

Coalition Total Population	Survey Targets
0 – 3,999	100 surveys
4,000 – 10,999	140 surveys
11,000 – 29,999	180 surveys
30,000 – 49,999	215 surveys
50,000 +	250 surveys





# Community Survey Requirements

100 surveys Population up to 3,999	
Tekoa	Waterville
Cusick	Pomeroy
Crescent / Joyce	Morton
Wahkiakum / Cathlamet	Mary Walker / Springdale
Darrington	Republic
Klickitat / Lyle	Dayton



# Community Survey Requirements

140 Surveys 4,000 – 10,999 population	
Reardan	White Swan
Concrete	Rainier
Stevenson	Forks
San Juan	Cle Elum / Roslyn
Wahluke	Tenino
Castle Rock	Long Beach
Omak	Hoquiam



# Community Survey Requirements

180 Surveys 11,000 – 29,999 population	
Vashon Island	Chimacum
Prosser	Wapato
Othello	Auburn
Central Seattle	Clarkston
Washougal	Shelton
Sunnyside	East Valley



# Community Survey Requirements

215 Surveys 30,000 – 99,999 population	
White Center/Highline	Ferndale
Chief Sealth	Oak Harbor
Monroe	Walla Walla
Moses Lake	Wenatchee
Discovery	Bermerton
Foss HS	North Kitsap



# Community Survey Requirements

250 Surveys 100,000 + population	
Franklin Pierce	Marysville
Pasco SD	Yakima SD
Clover Park	South East Seattle
West Central	Bellingham
Bethel	



# 2016 *Community Survey* Target Timeline

- August 30: Roll-out begins
  - CORE English hard copy survey posted on Athena Forum
  - Data entry manual posted on Athena Forum
  - Community-specific hard copy surveys emailed (as needed)
- August 30 – Sept 9
  - CORE English survey link and Data Entry emailed
  - Community-specific survey links emailed

*\* If you have a Labor Day event where you plan to field the ONLINE survey, contact [Rebecca.Grady@dshs.wa.gov](mailto:Rebecca.Grady@dshs.wa.gov) and your PSM. We'll put you at the top of the list.*



# 2016 *Community Survey* Target Timeline

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- September 15
  - Hard copy translations posted on Athena Forum
- September 15 - 23
  - CORE Spanish survey link will be emailed
  - Community-specific Spanish survey link & hard copy translations will be emailed



# 2016 *Community Survey* Target Timeline

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- September – December 2016
  - Survey data collection by communities
- January – February 2017
  - Data verification, coding, analysis
  - Report & Excel file creation
- End of February / Early March 2017
  - Reports & data to coalitions



# ***Coalition-Added Questions***



## Coalition-Added Questions

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- Coalition-added questions put at end of the CORE survey to create coalition-specific surveys.
- Translations of coalition-specific questions are not provided by DBHR.
  - *Communities wanting added questions to appear on the Spanish-language online survey need to provide these translations ASAP, if not already done.*

# ***Cultural Competency***



# Cultural Competency

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- Survey translations
  - Cambodian, Chinese, Russian, Somali, Spanish, Vietnamese
- Principle of respect for survey participants
  - Attempt to decrease potential harm & discomfort
- Attention to literacy level
  - Example: survey questions typically written at 6<sup>th</sup>-8<sup>th</sup> grade reading level
  - But, have to be careful with extra clarifications- WIMTY

# *Administering the Survey*



# Administering the Survey

## Survey Monkey Link Distribution

### Link request – DIFFERENT FROM LAST YEAR'S PROCESS

#### You have already chosen:

- Type of survey
  - CORE Survey
  - Coalition-specific Survey
- Language
  - English
  - Spanish

\* If you did not originally ask for a Spanish-language link, but decide you want one, email [Rebecca.Grady@dshs.wa.gov](mailto:Rebecca.Grady@dshs.wa.gov) and your PSM to have one created.

- **Data entry link**
  - All coalitions will receive this link to enter data from hard copy surveys  
PLEASE USE THIS LINK!



# Administering the Survey

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1. Get familiar with the survey instrument
2. Test your Survey Monkey links
  - When testing, only answer the “required” question
3. Understand how the data entry link works
4. Figure out where/how you’ll be fielding the survey



# Administering the Survey

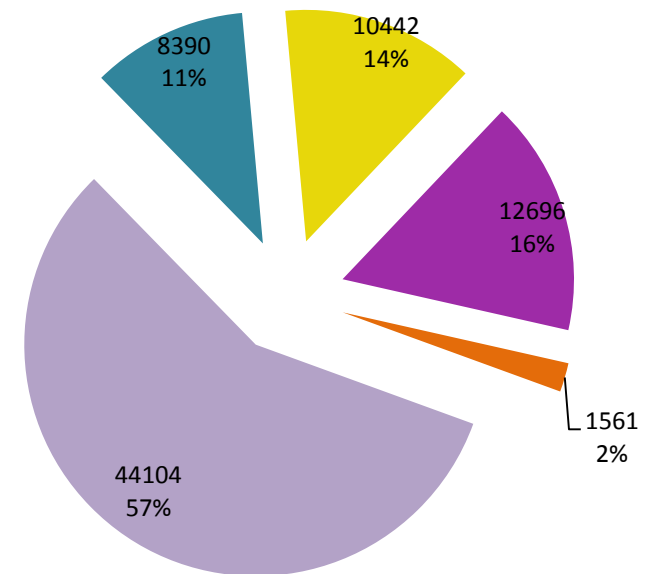
- Where do you plan to field?
- Examples from past survey administrations:
  - Partnered with schools to put link on website, email link, or have folks fill out during parent events
  - Faith-based partners had folks fill out surveys after/during services
  - Sent out survey with public utilities billing
  - Distributed at employee meetings for a large area employer
  - Distributed at recovery support group meetings
  - Posted on local Boys & Girls club Facebook page
- Careful with implementation for some of these – we want to be sure participants feel it's completely voluntary and anonymous





# Administering the Survey

- Strive for a representative sample of community members
  - Missing key demographic/geographic/etc groups limits utility of data
- Review Coalition Databook Demographics page to identify target population





## Administering the Survey

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5. Monitor representativeness of community sample and alter strategies as needed
6. Consider how the survey can be used as part of community outreach



# Administering the Survey

- Plan ahead
  - Consider special community/school events
  - Identify popular sites of your target population
  - Strategize how best to conduct surveys for target populations
- Revise strategy based on current tallies
  - Tally updates of key demographics will be sent to PSMs & coalition coordinators on the 1<sup>st</sup> and 15<sup>th</sup> of each month
  - Compare survey percentages with community demographics in Databook

**TOTAL SUMMARY NOV 21, 2014**

	ENG	SPAN	DE	TOTAL	
	N	N	N	N	%
<b>TOTAL</b>	3252	30	674	3956	
Parents - 6th-12th grade	1185	21	287	1493	37.7
Male	845	5	181	1031	26.1
Hispanic	219	21	143	383	9.7
<b>RACE*</b>	<b>3276</b>	<b>18</b>	<b>604</b>	<b>3898</b>	
White	2833	13	432	3278	84.1
Black	39	0	25	64	1.6
AI/AN	177	0	86	263	6.7
Asian	59	0	17	76	1.9
NHOPI	18	0	8	26	0.7
DK	39	1	6	46	1.2
Other	111	4	30	145	3.7
<b>EDUCATION</b>	<b>3130</b>	<b>22</b>	<b>625</b>	<b>3777</b>	<b>95.5</b>
No education	2	0	3	5	0.1
Grammar	10	1	28	39	1.0
Some HS	32	0	36	68	1.7
GED	97	3	80	180	4.6
High school	216	2	82	300	7.6
Some college	788	4	159	951	24.0
College Grad	1065	10	160	1235	31.2
Post Grad	920	2	77	999	25.3

Community Prevention & Wellness Initiative





# Administering the Survey

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- The *Community Survey* is anonymous
  - Contact information is separate from the survey
  - Include coalition contact information when distributing the online survey link
    - Coalition-specific contact info
    - [CPWICoalitions@dshs.wa.gov](mailto:CPWICoalitions@dshs.wa.gov)



# Administering the Survey

- Survey Monkey results links
  - Though the survey is anonymous, individuals are potentially identifiable
  - As more responses are collected, the chance for identification is reduced
- Prevention Systems Managers will have their coalition's links
  - Results links *can* be distributed to coalitions when 100 surveys are completed on **EACH LINK**.
  - For example, If a coalition has a total of 220 surveys with **160** in English and **60** in Spanish, then
    - English link **is** distributed
    - Spanish link **is not** distributed

**PLEASE CONSIDER CAREFULLY WHETHER THE LINK NEEDS TO BE DISTRIBUTED**

# Using the Data Entry Link



# Data Entry Link

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- Please use it for all hard-copy surveys
- Survey Monkey data entry link starts at Q1 of the survey
  - Enter the data
  - Careful of skip pattern for parents
  - Careful where response options have different order/layout on hard copy vs. Survey Monkey
- It has 4 additional “process” questions at the end
- Set to loop around back to the first question to facilitate entering data from multiple surveys
- Consult Data Entry Manual for more detail



# Data Entry Link

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- Data entry manual preview

# ***PROBLEMS?***

Contact Rebecca Grady ([Rebecca.Grady@dshs.wa.gov](mailto:Rebecca.Grady@dshs.wa.gov))  
and your Prevention System Manager

# QUESTIONS?