

Introduction to Community Surveys

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August 29, 2012

Presented for the Division of Behavioral Health and Recovery

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Community Surveys – Prevention Coalitions

- Important tool for strategy planning, program evaluation and coalition development
- Element of comprehensive strategy for helping coalitions plan strategies and evaluate direct service and environmental efforts
- Draws in perspectives from adults, parents and community members
- Can be an economical approach to gather data and evaluate program impacts.

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So why would anyone want to do a community survey?

- Need to evaluate changes in some community level contributing factors and intervening variables *e.g., perceptions of law enforcement in the community*
- Need for data to establish a “baseline” on key measures *e.g., parental perceptions of ease of access through various sources or of the monitoring behaviors of other parents*
- Need to test some assumptions identified by coalitions in the theory development process *e.g., contributing factor about parents/adults having favorable attitudes about youth alcohol use or expressing norms that support use*

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So why would anyone want to do a community survey?

- Need for data contrasting key demographic groups in the population *e.g., in Wenatchee looking at perceptions of ease of access between Hispanic and Non-Hispanic residents*
- Need for data to support planning and development of environmental strategies (i.e. Social Norms Marketing) *e.g., gathering data to contrast residents own attitudes about underage drinking with their perceptions of "others" same attitudes.*
- Need for data/results to draw in participation to the coalition *e.g., showing the Law Enforcement personnel that community members do care about local enforcement*

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Some of your colleagues have even used community surveys (successfully!)

- **WHITE SWAN** (Mt Adams School District) – as part of comprehensive data collection and evaluation approach
- **OKANAGAN COUNTY** – wide ranging survey with interest in attitudes about social host ordinances
- **CENTRAL SEATTLE** – parent attitudes and behaviors with emphasis on youth marijuana related issues
- **WARDEN** – survey providing insights on potential impacts of local Social Norms Marketing efforts

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Community Survey Process (lots more detail in Part II)

- 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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**Community Survey Process
Northeast Seattle**

TARGET POPULATION

- Parents of youth who attend any of the Northeast Seattle public schools (includes 7 elementary, 1 middle, and 2 high schools)
- Focus on parents with youth 5-18 year olds
- Predominantly Caucasian population

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**Community Survey Process
Northeast Seattle**

METHOD OF ADMINISTRATION

- Online survey developed in Survey Monkey with an identifiable web link www.surveymonkey.com/NESeattle-CommunitySurvey
- E-mail messages out to lists of parents from all schools e.g., through PTA lists
- No incentives

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**Community Survey Process
Northeast Seattle**

SURVEY CONTENT

- Personal attitudes about underage drinking
- Perceptions of and attitudes about parenting monitoring and supervision
- Actual parenting skills and behaviors
- Perceptions about enforcement of underage alcohol laws and about penalties and consequences for youth and parents

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**Community Survey Process
Northeast Seattle**

DATA MANAGEMENT

- Survey Monkey provides ongoing tracking of surveys – data entered into usable database
- Real time summaries of questions
- Ongoing tracking of demographics e.g., large gender disparity triggered new e-mail messages out for survey response
- 405 surveys completed
 - About 68 percent Female respondents
 - About 88 percent White/Caucasian respondents
 - About 10 percent have three or more children

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**Community Survey Process
Northeast Seattle**

DATA ANALYSIS

- Overall frequency distributions and summaries of averages
- Comparison of attitudes and perceptions for male and female respondents
- Comparison of attitudes and perceptions with an “oldest child” in elementary vs. middle vs. high school
- Contrast the respondent demographics with school district and population demographics

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**Community Survey Process
Northeast Seattle**

USING DATA

- Formal presentation of full results to findings to the coalition
- Sharing results with Media Advocacy Workgroup
- Development of a “positive messages” to inform media advocacy campaign and use in other coalition documents
- Modifications to the Theory of Change model
- Development of Law Enforcement Roundtable

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What should your coalition do before jumping into a community survey?

- Develop your **theory of change/logic model** – think about your local conditions, contributing factors and intervening variables?
- Review possible environmental strategies that could work in your community
- Develop an evaluation/assessment workgroup – give them responsibility for this process
- Make sure coalition members are willing to do the work e.g., data collection, finding incentives, data entry, etc.

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What should your coalition do before jumping into a community survey?

- Review other community survey tools – there are plenty of examples!
- Review other community survey findings – what have others learned from doing these
- Let your audiences/stakeholders know what they will learn from doing a community survey.
- Commit to using the approach over time – importance of longitudinal data collection
- Be willing to get a little “messy” – you will encounter some bumps in the road!

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So what exactly can I ask coalition members to help with?

- Review of survey drafts – prioritizing questions, considering local language, etc.
- Translation
- Marketing and Outreach of survey efforts
- Direct data collection (e.g., giving out surveys)
- Ensuring any necessary community “permissions” for data collection
- Finding incentives
- Review of findings and data
- Sharing results with stakeholders and community

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Are there more questions??

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