

Sandy Salivaras-Bodner | Prevention Research and Evaluation
Manager | HCA/DBHR

2020 Community Survey

Learning Objectives

- ▶ Explore what's new in the 2020 Community Survey
 - ▶ E-cigarette/vaping
- ▶ Review the Community Survey Requirements
- ▶ Review the Community Survey Timeline
- ▶ Administering the Community Survey
 - ▶ Explore ways to gather surveys
- ▶ Q&A

What's new in 2020

▶ New hardcopy template

2020 Community Prevention and Wellness Initiative Community Survey

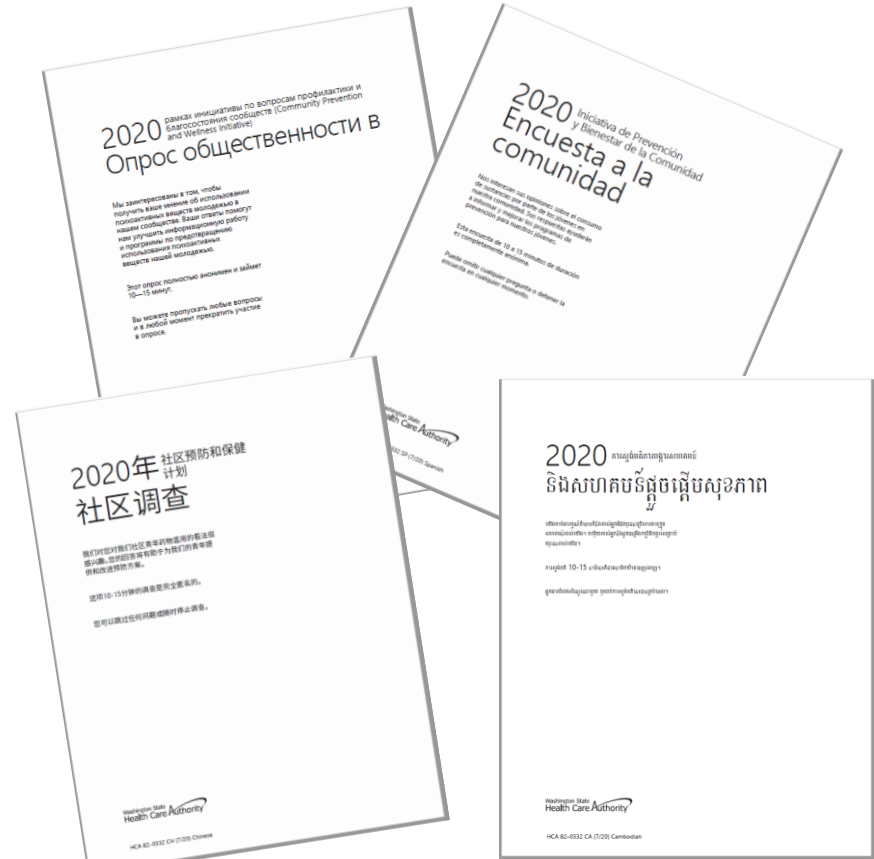
We are interested in your opinions about youth substance use in our community. Your responses will help inform and improve prevention programs for our youth.

This 10-15 minute survey is completely anonymous.

You may skip any questions or stop the survey at any time.

Washington State Health Care Authority

HCA 82-0332 (7/20)



New Additions

1. How much of a problem do you think each of the following is among youth (6th–12th grade) in your community?

| | Not a problem | A minor problem | A moderate problem | A serious problem | Don't know |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Alcohol Use | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Marijuana or hashish use | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Prescription drug misuse (using medication without a prescription or in a way other than prescribed) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other drugs (specify below*) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tobacco use | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| E-cigarettes or other electronic vapor products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Driving under the influence of alcohol | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Driving under the influence of marijuana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Depression | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Suicide | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bullying | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Bullying on social media | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*If you marked "Other Drugs" above, which drugs? _____

New Additions

- ▶ Separated question responses by middle school (6-8th grade) and high school youth (9th-12th grade)

3. If youth wanted to get some alcohol, how easy would it be for them to get some?

| | Very easy | Sort of easy | Sort of hard | Very hard | Don't know |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Middle School youth (6 th -8 th grade) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| High School youth (9 th -12 th grade) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Changes

▶ Conversations with children about alcohol and marijuana use (Q16 and Q17)

16. Which statement BEST describes the conversation you have had with your child about alcohol use in the last 3 months? (Check all that apply for your middle and/or high school aged child/children in the specific age range)

| | Your Middle School youth (6 th –8 th grade) | Your High School youth (9 th –12 th grade) |
|--|---|--|
| I have not talked with my child about marijuana use in the last three months. | <input type="radio"/> | <input type="radio"/> |
| I have told my child that marijuana is not OK and they will receive consequences if they use marijuana. | <input type="radio"/> | <input type="radio"/> |
| I told my child about the risks of youth using marijuana and they should not eat, smoke, or use it any way. | <input type="radio"/> | <input type="radio"/> |
| I told my child that even though they are less than 21, they will have to decide for themselves whether or not to use marijuana. | <input type="radio"/> | <input type="radio"/> |
| 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. | <input type="radio"/> | <input type="radio"/> |

2020 CPWI Community Survey Requirements

- ▶ 100-250 surveys per coalition – based on population of coalition community
 - ▶ Sample size for a diverse representative sample
 - ▶ Community population estimates and survey targets can be found on the Athena Forum

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

2020 CPWI Community Survey Timeline

- ▶ August 17-December 15
 - ▶ Survey data collection by coalitions
 - ▶ Updates / Results link
 - ▶ UPDATES: We aim for around the 1st and the 15th of the month
 - ▶ RESULTS LINK: We will send the results link by request when at least 50 surveys are completed on the English link (Spanish link is NOT distributed)
- ▶ January-February 2021
 - ▶ Data verification, coding, analysis, report creation
- ▶ End of February / early March 2021
 - ▶ Reports & data to coalitions
- ▶ May – July 2020: Revisions and Planning
 - ▶ Feedback from stakeholders

Community Survey Updates

- ▶ Updates of counts and key demographics will be sent out periodically. We aim for the 1st and the 15th of the month
 - ▶ September 15th
 - ▶ October 15th
 - ▶ November 1st and 15th
 - ▶ December 1st and 15th
 - ▶ Final Update: end of December / early January
- ▶ Monitoring representativeness of community sample and alter strategies as needed
 - ▶ Strive for a representative sample of community members
 - Missing key demographic / geographic groups limits utility of data
 - ▶ Review Data Book demographics page to identify target population
 - ▶ Revise strategy based on current tallies

Survey Monkey Results Link

- ▶ We will send the results link by request when at least 50 surveys are completed on the English link
 - ▶ Spanish link is not distributed
- ▶ Though the survey is anonymous, individuals are potentially identifiable
- ▶ As more responses are collected, the chance of identification is reduced

Survey Brainstorming in times of COVID-19

- ▶ Ideas on how to distribute the survey to populations that typically complete them in paper form
 - Collaborate with public utilities billing – where they are able to share a link or QR code via utility billing mailers
 - Generating a QR code and having it posted in various areas and on various print material (i.e. rack cards, posters, etc.)
 - Pairing dissemination with various community outreach events:
 - Food banks
 - Schools – Meals on Wheels, School email/text blasts, Parent-Teacher conferences
 - Doctor's office waiting areas
 - Using Social Media as much as they can – Facebook pages for schools, school districts, Boys & girls club, YMCA
 - Other ideas – feel free to share on chat or raise hand to speak



Questions? More info?

Sandy Salivaras

Prevention Research and
Evaluation Manager

E-mail: [sandy.salivaras-
bodner@hca.wa.gov](mailto:sandy.salivaras-bodner@hca.wa.gov)

Phone: 360-725-5277