

Community Prevention and Wellness Initiative

Community Survey 2013-14

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PRESENTATION OBJECTIVES

- Introduction – past surveys
- 2013-14 Community Survey
- Lessons Learned
- Next Steps – 2015 Community Survey



INTRODUCTION

Publication - Origin of survey

Past results



Origin of the Community Survey

Strategic Prevention Framework – State Incentive Grant 2004-2010

12 communities

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
© Society for Community Research and Action 2012



2008 & 2010 Community Survey

12 communities

- Purpose
 - Collect local data for planning
 - Confirm or refute coalition assumptions
- Topic
 - Underage drinking
- Methods
 - Mail, intercept, interviews, on-line
- Results
 - ~3600 surveys per year
 - Mail efforts least successful
 - Refinement of planning strategies



2012-2013

Goals for the first PRI Community Survey

Provide data for understanding social norms

- What do adults believe about youth substance use?
- What are adult perceptions of the community's norms?

Collect baseline data for environmental strategies that target adult attitudes.

- Social marketing
- Law enforcement – effectiveness, awareness, public support

Topic:

Primarily underage drinking

Results:

28 communities

5,931 completed surveys



2013-2014 Community Survey

- Sample sizes
- Demographics
- Opinions - Substance Use & Behavioral Health
 - Perceptions – Consequences
 - Opinions – Law Enforcement
 - Perceptions – underage drinking



2013-2014 CPWI Community Survey

52 coalitions

■ Purpose

- Collect local data for strategic planning
- Generate baseline data to evaluate environmental intervention strategies
- Provide data on knowledge, perceptions, attitudes, behaviors
- Monitor change
ex. new marijuana/alcohol regulations; changing demographics

■ Topics

- Alcohol, marijuana, prescription drugs



2013-2014 Survey – Key Questions

Alcohol – Prescription Drugs - Marijuana

- What do adults perceive as serious problems regarding youth substance use and behavioral health?
- What do adults consider are appropriate youth consequences for alcohol and marijuana use ?
- How do community members perceive local law enforcement in response to cases of underage substance abuse?
- What are adult opinions regarding alcohol use among minors: *opinion of their peers; in the home; at parties?*



SAMPLE SIZES

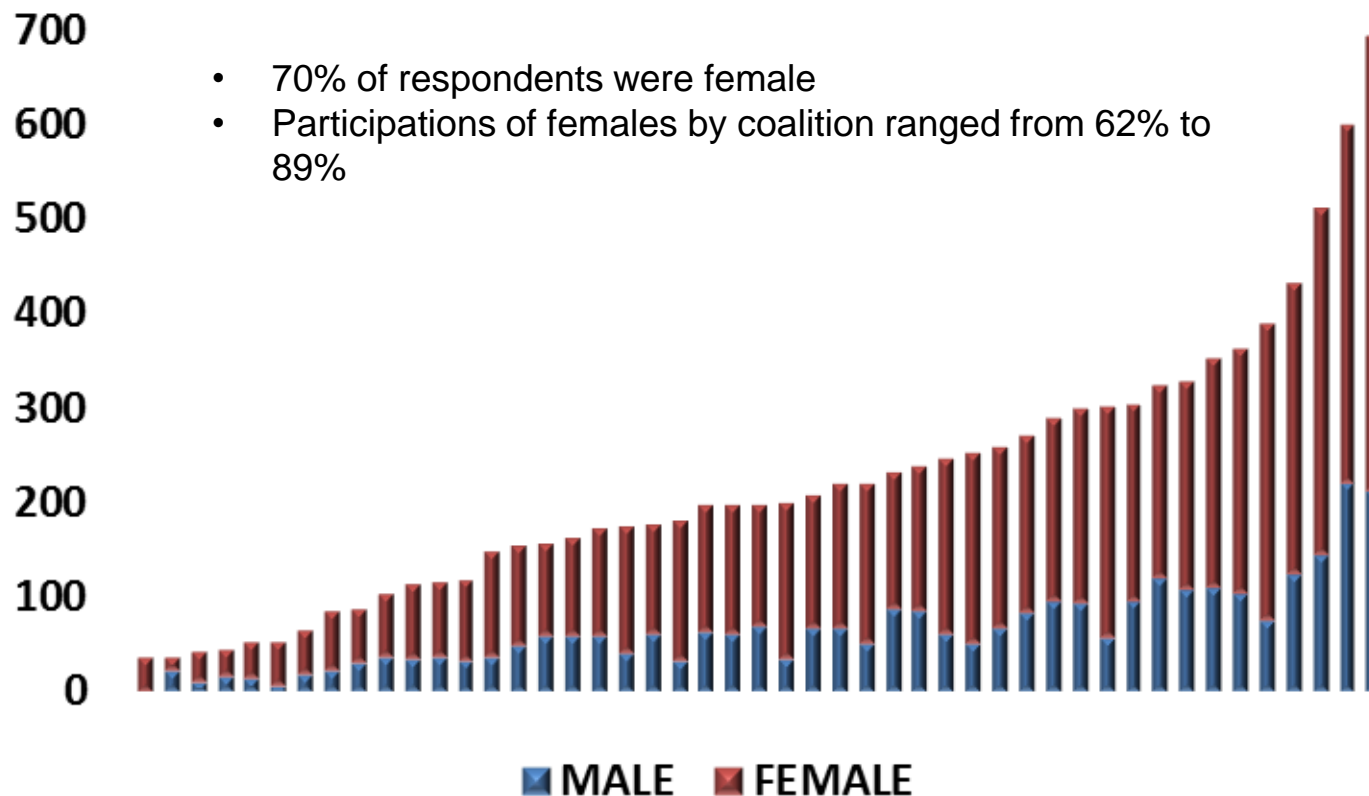
Total
Counties Like Us



Preliminary Sample Size

A total of 10,463 surveys were collected from 49 communities.
Sample size by site ranges from 37 to 693

NOTE:
3 Coalitions
not counted



Sample Size by Counties Like Us

URBAN A & B N=4	URBAN C N=6	RURAL A N=7	RURAL B N=11	RURAL C N=11
King (A)	Benton	Ferry	Adams	Clallam
Pierce (B)	Clarke	Franklin	Asotin	Cowlitz
Snohomish (B)	Kitsap	Grant	Chelan	Grays Harbor
Spokane (B)	Thurston	Klickitat	Columbia	Island
	Whatcom	Okanogan	Douglas	Jefferson
	Yakima	Pend Oreille	Garfield	Lewis
		Skamania	Kittitas	Mason
			Lincoln	Pacific
			Stevens	San Juan
			Walla Walla	Skagit
			Whitman	Wahkiakum

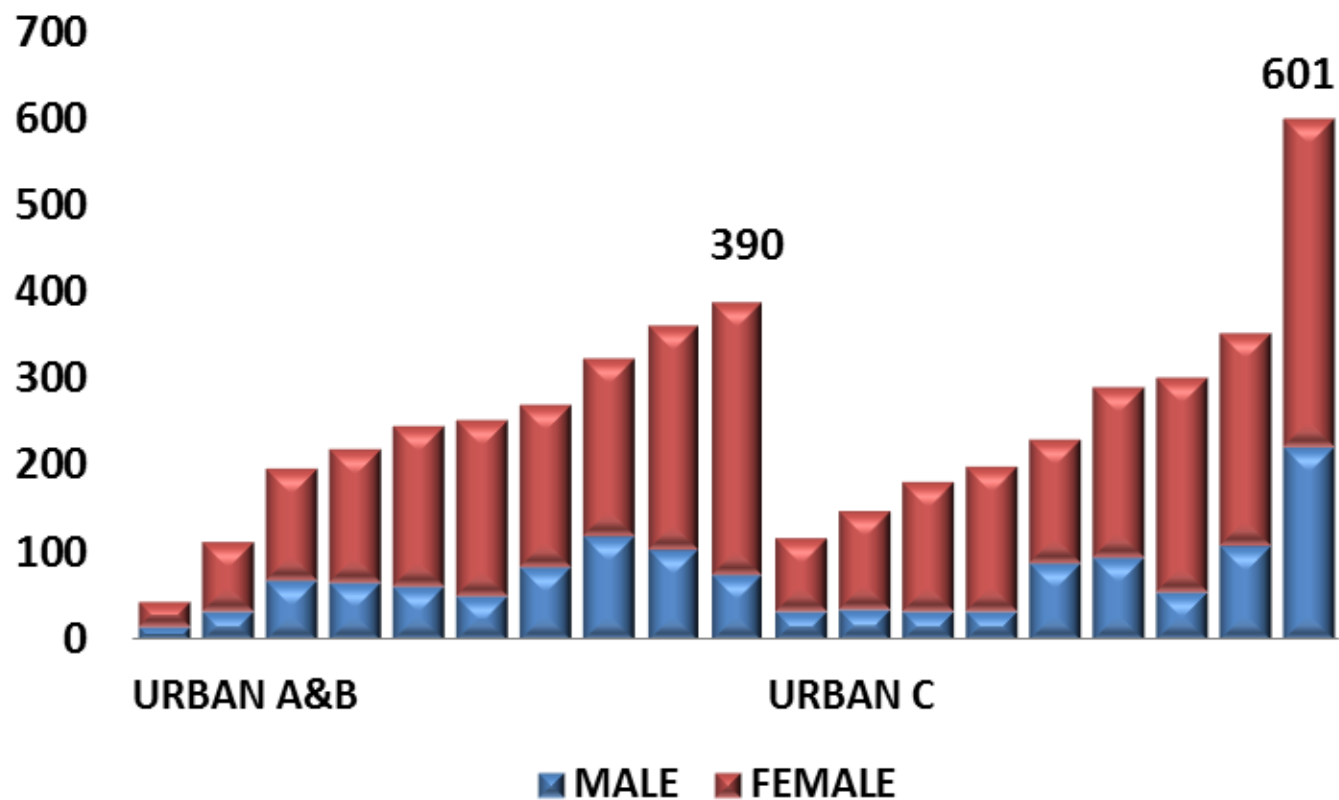
COUNTIES LIKE US: Groups of similar counties based on their share of young population, the number of deaths related to drug and alcohol use, and location within Washington State.

SOURCE: The Community Outcomes and Risk Evaluation Geographic Information System (CORE GIS)
<http://www.dshs.wa.gov/rda/research/risk.shtm>



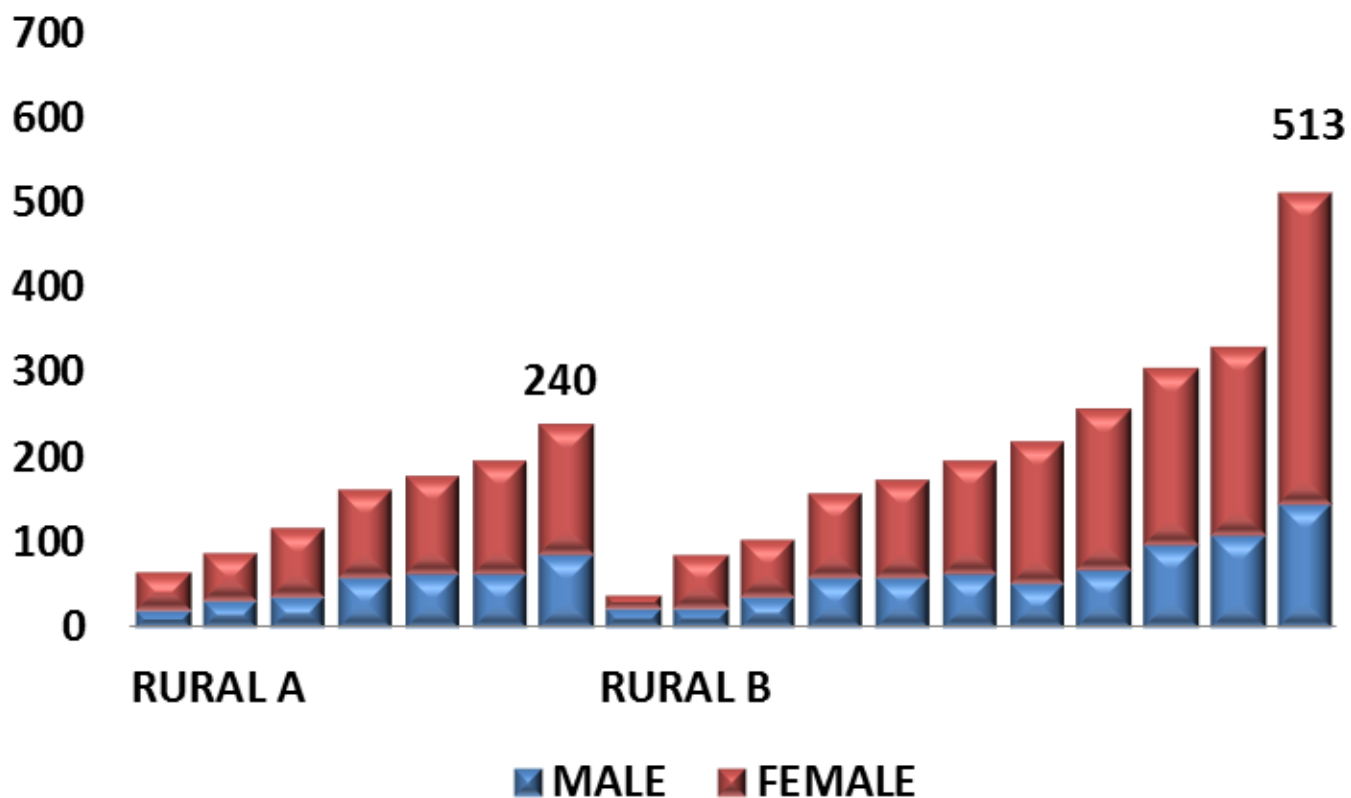
Sample Size by Counties Like Us

Urban A & B & Urban C

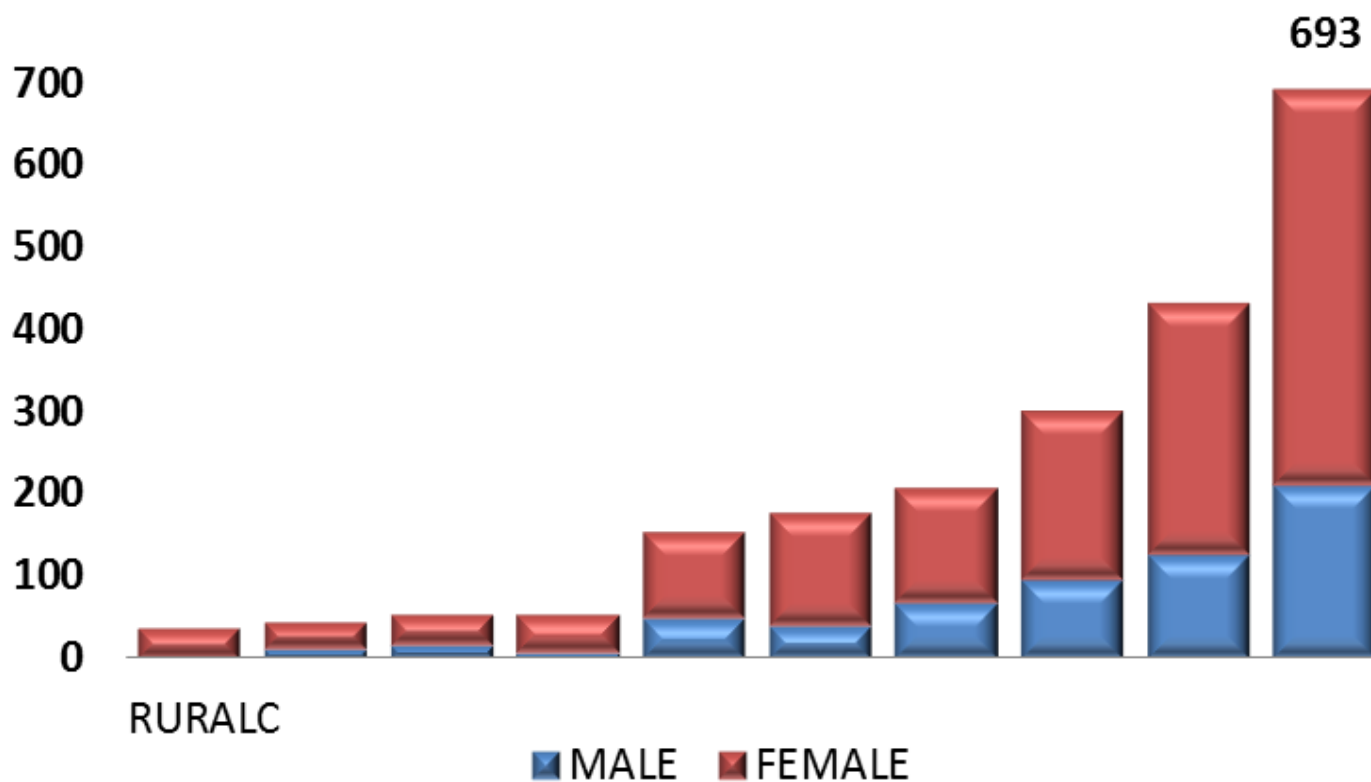


Sample Size by Counties Like Us

Rural A & Rural B



Sample Size by Counties like Us Rural C



DEMOGRAPHICS

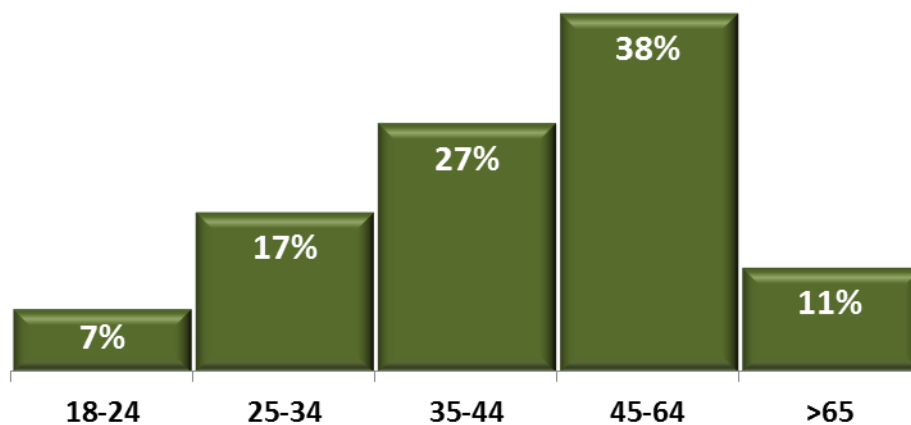
Race/Ethnicity

Age

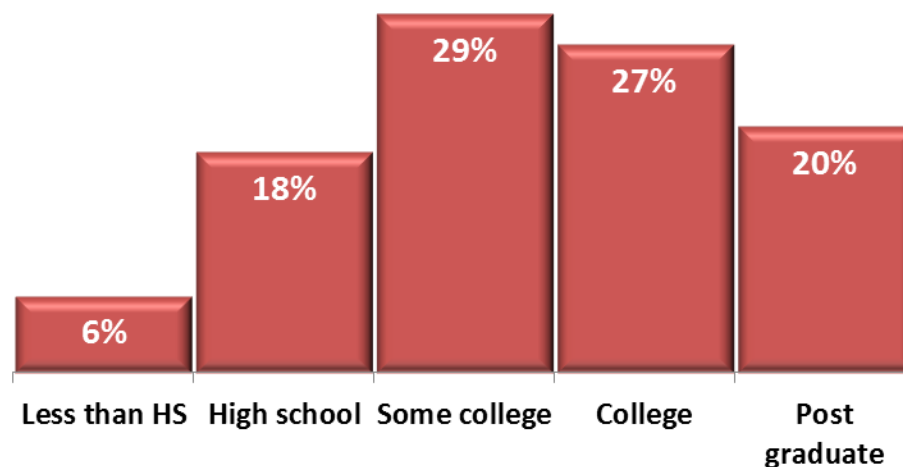
Education



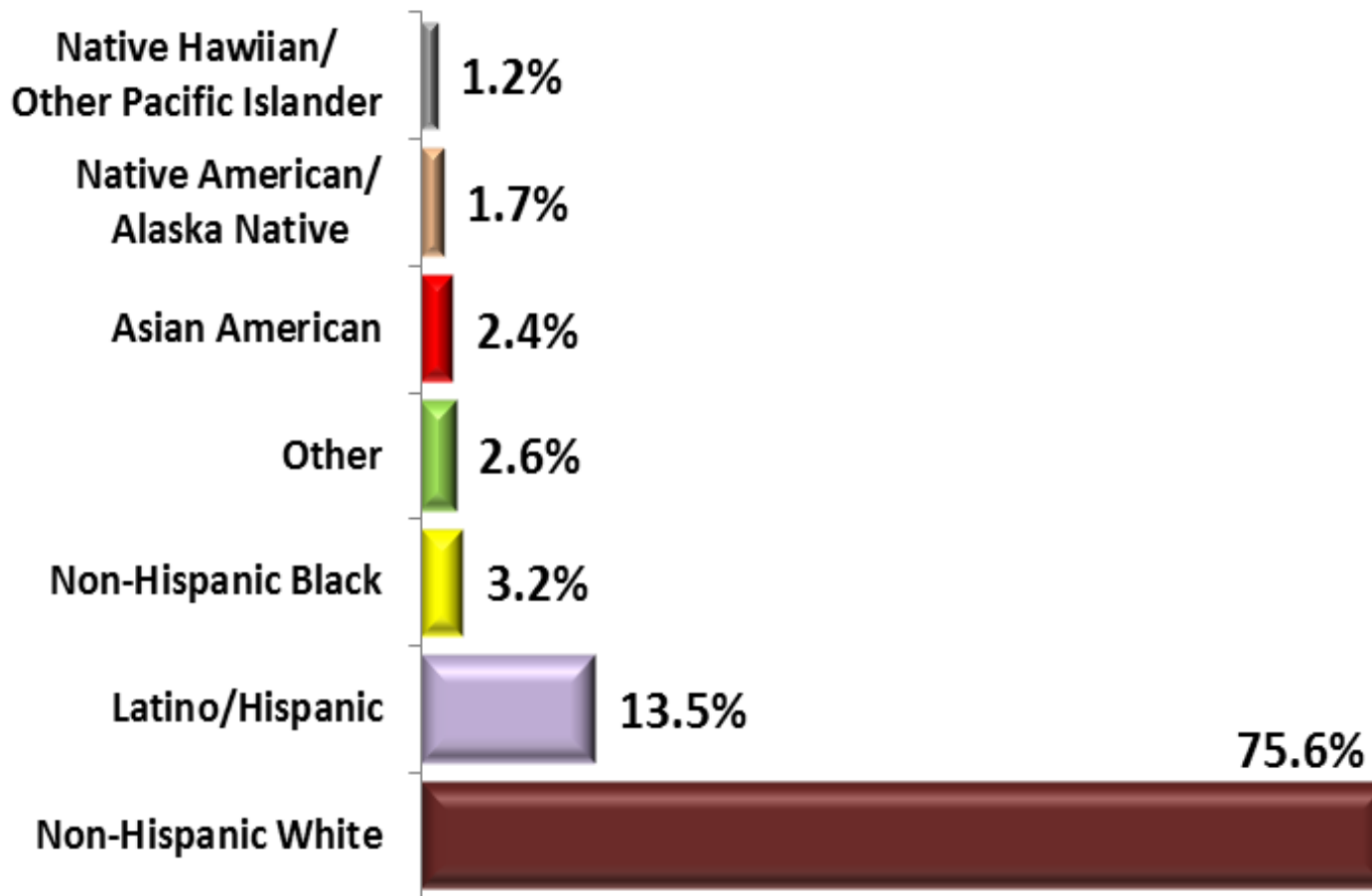
Percentage of Respondents by Age



and Education



Percentage Respondents by Race/Ethnicity



PERCEPTIONS

SUBSTANCE USE & BEHAVIORAL HEALTH BY SOCIO-ECONOMIC STATUS (Educational attainment)

Q.

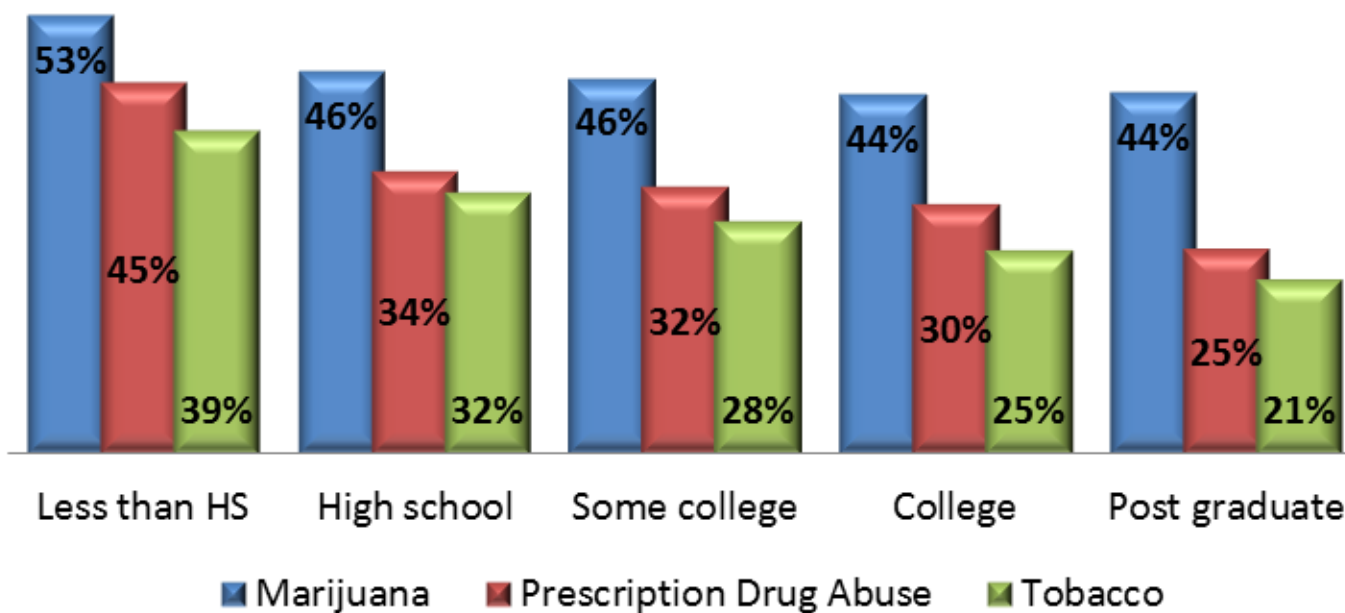
Among the youth in your community, how much of a problem are these behavioral health issues?

Response Options:	Not a problem	A minor problem	A moderate problem	A serious problem
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Marijuana – Prescription Drugs – Tobacco Perceptions by educational attainment

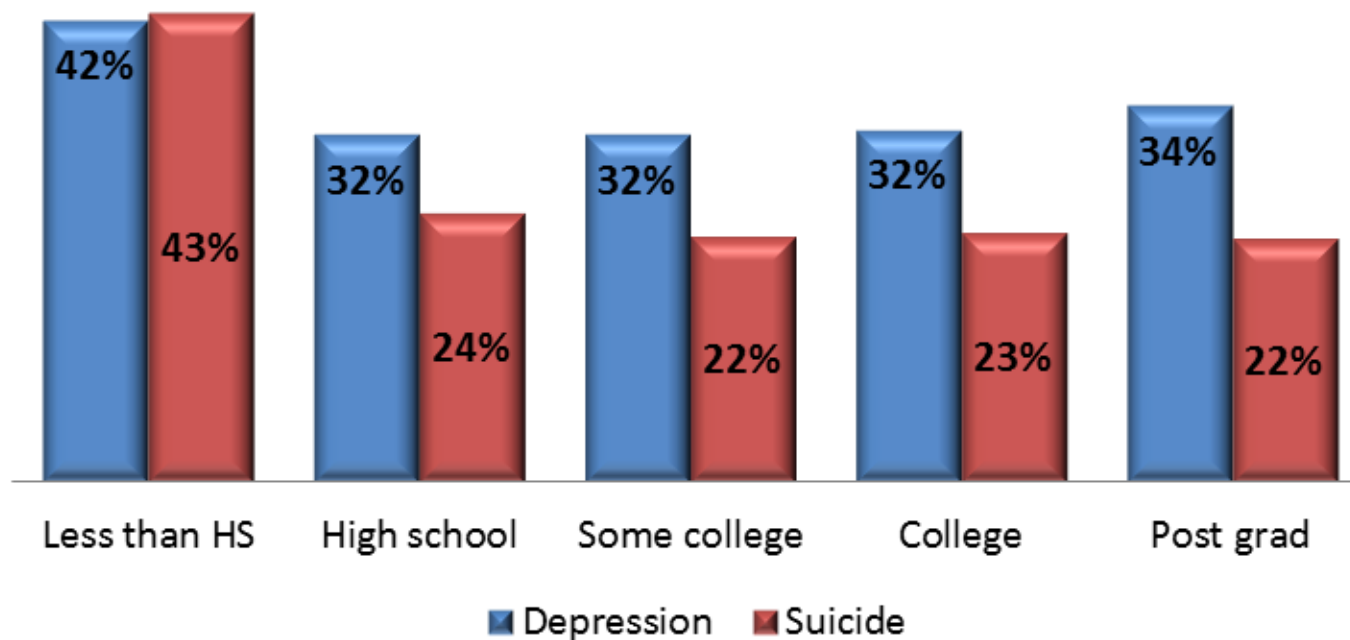
These issues are a serious problem



Depression – Suicide

Perceptions by educational attainment

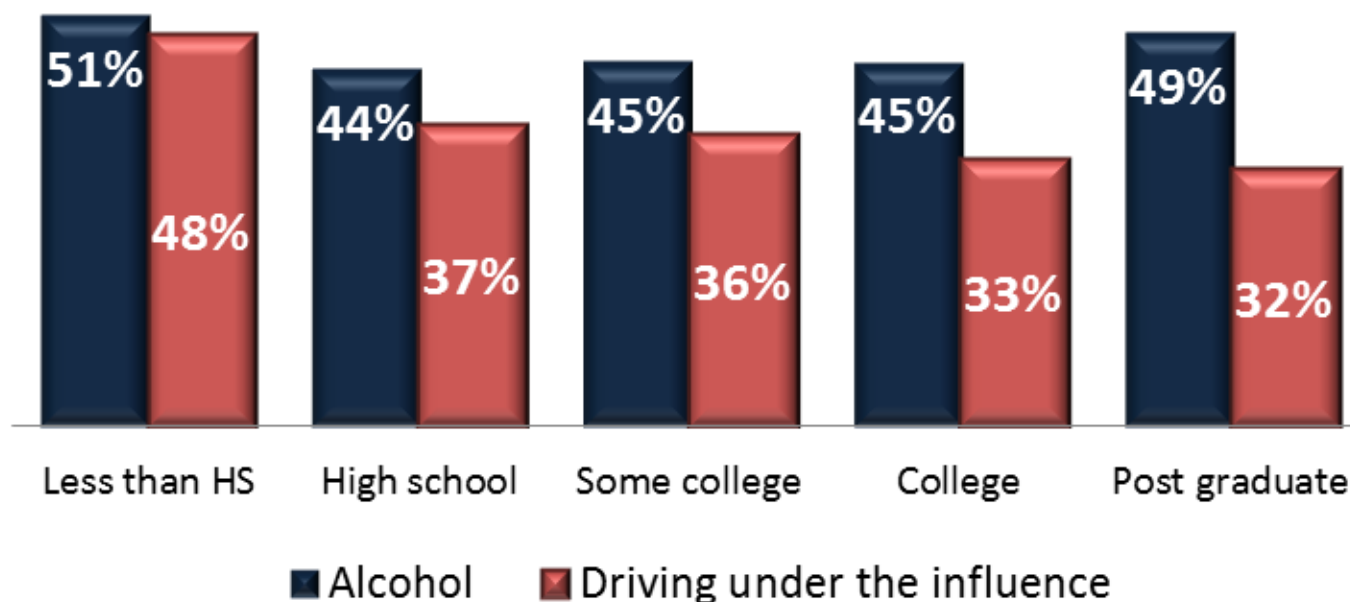
These issues are a serious problem



Alcohol – Driving under the Influence

Perceptions by educational attainment

These issues are a serious problem



Summary – Perceptions of behavioral health problems

- Socio-economic differences
 - Least educated participants were more likely to report youth substance abuse & behavior health problems as serious
- Priorities – among all participants
 1. Alcohol
 2. Marijuana
 3. Depression – Driving under the influence
 4. Tobacco
 5. Prescription drugs
 6. Suicide



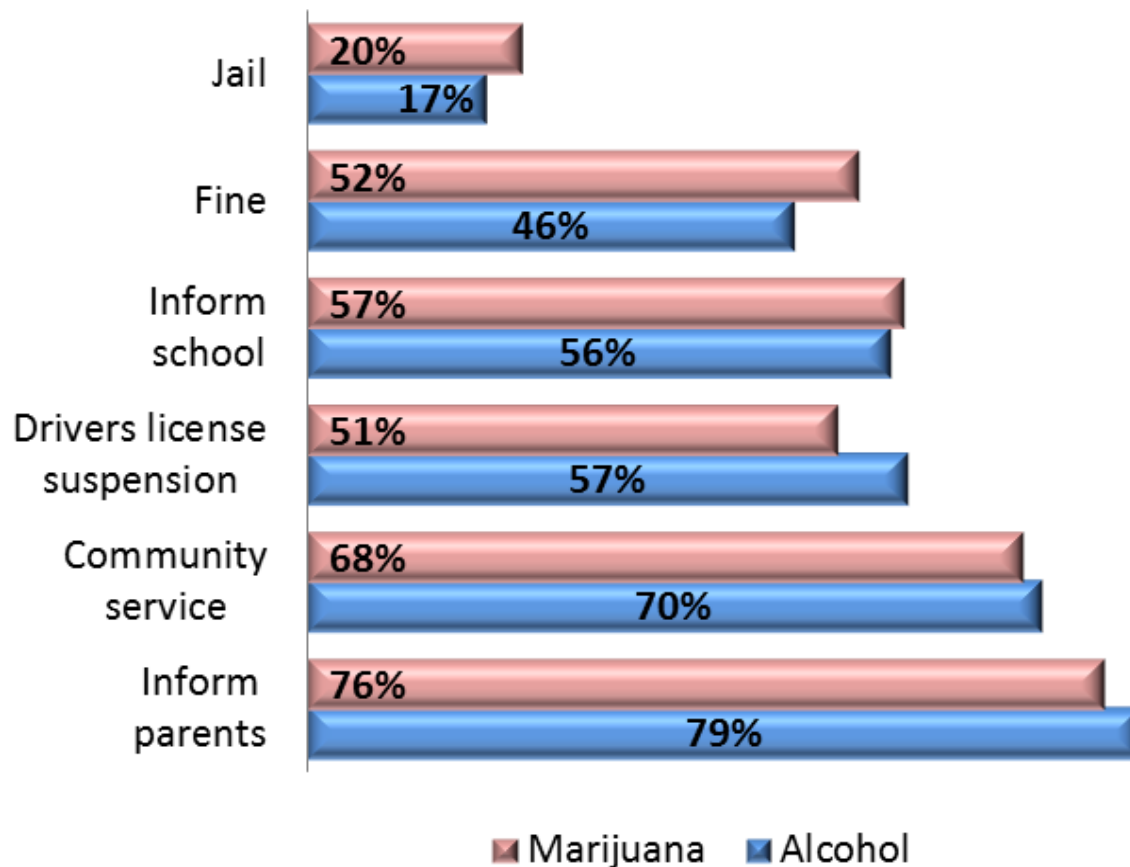
PERCEPTIONS ON CONSEQUENCES Marijuana – Alcohol

Q.

What do you think the consequences should be in this community if the police catch an underage youth using marijuana or alcohol? (check all that apply)



Perceptions of Consequences for Marijuana Alcohol Use



PERCEPTIONS ON COMMUNITY LAW ENFORCEMENT

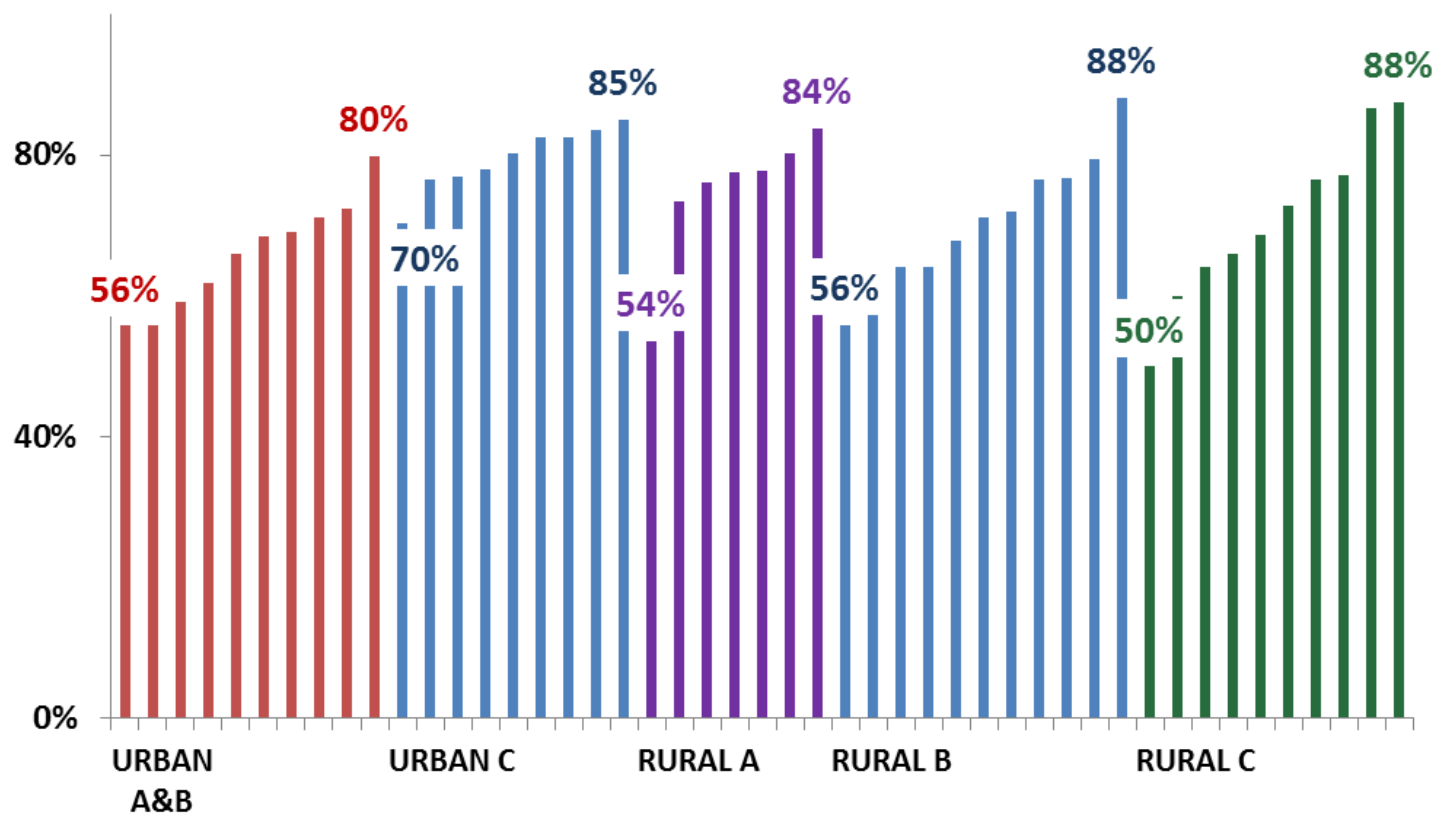
Q. *Law enforcement personnel in our community are effective when they respond to calls and requests about underage alcohol and drug use at parties and gatherings.*

Response Options:	Strongly disagree	Disagree	Agree	Strongly agree
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Counties Like us Comparison: Law enforcement

Agree or strongly agree: Law enforcement personnel in our community are effective



COMMUNITY PERCEPTIONS

Underage drinking

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?*

Q. *Do you believe it is OK for parents to offer their teenage children alcoholic beverages in their home?*

Q. *Do you believe it is OK for teenagers to drink at parties if they don't get drunk?*

Response Options:	Yes	Yes, but only on special occasions	No
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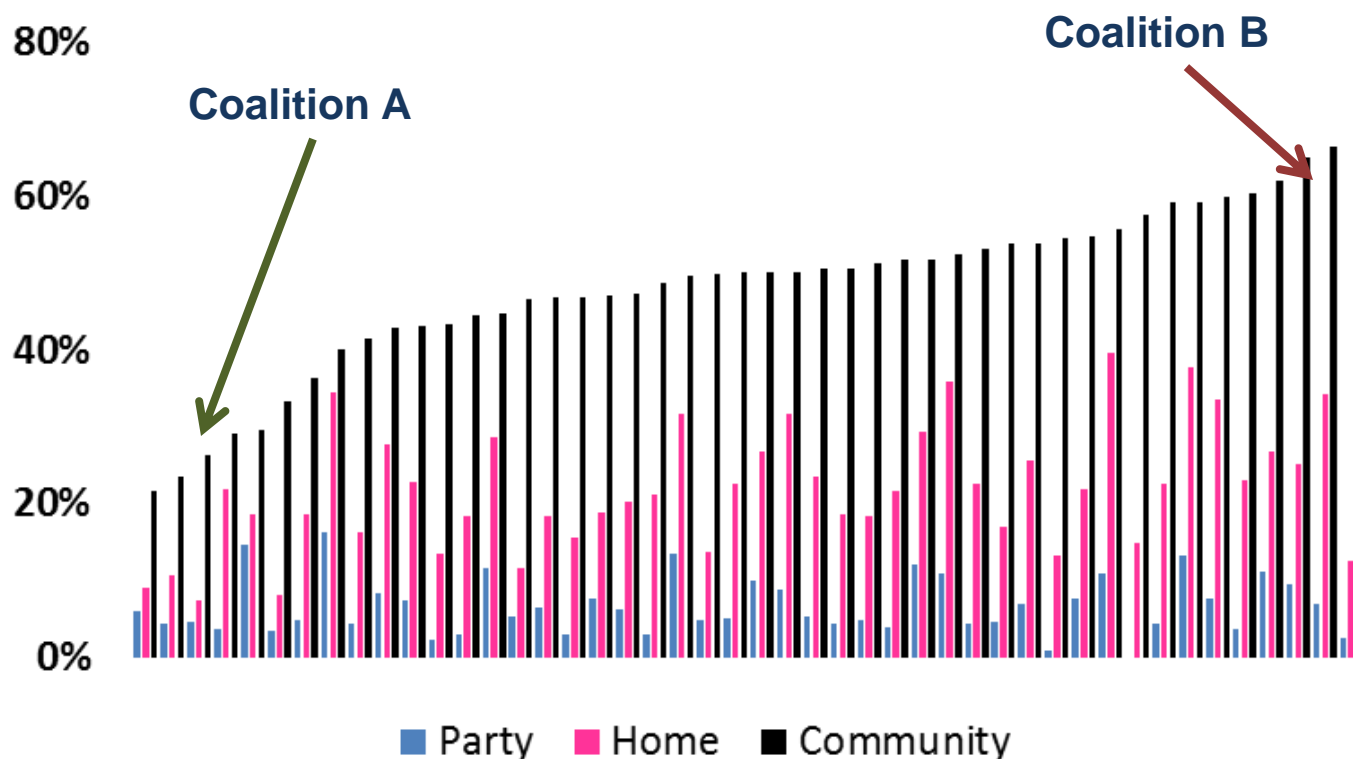
Cross-site Comparison of Community Norms

Answer: Yes and Yes in special occasions

Adults in this community believe it is OK for teenagers to drink at home if they don't get drunk.

It is OK for teenagers to drink at home if they don't get drunk.

It is OK for teenagers to drink at parties if they don't get drunk.



Cross-site Comparison of Community Norms

Answer: Yes and Yes in special occasions

Adults in this community believe it is OK for teenagers to drink at home if they don't get drunk.

It is okay for teenagers to drink at home if they don't get drunk.

It is okay for teenagers to drink at parties if they don't get drunk.

	Community	Home	Parties
All Coalitions Response Range	22% – 68%	7% – 40%	0% – 16%
Rural A Coalition A	26%	7%	5%
Rural C Coalition B	65%	25%	10%

- Substantial differences in perception: community – home – parties
- No apparent pattern within coalitions



LESSONS LEARNED

Survey development

Technical assistance

Coalition Community Survey Plans



Lessons Learned

- **Improve survey development and finalization**
 - Update survey with questions similar to the PFS evaluation
 - Improve introductory explanation for each survey section
 - Develop and implement effective skip patterns in the survey instrument
 - Coordinate final survey with all coalitions conducting individual surveys
 - Promote sharing of questions individual coalitions find important
 - Provide technical guidance – as needed – in developing coalition-specific survey questions



Lessons Learned

- **Provide more technical assistance -- on-line survey**
 - Provide clear guidelines on the setup of the surveys to ensure consistency with the larger survey
 - Ensure a consistent on-line structure for both the English and Spanish versions of the survey
 - Develop and test embedded survey skip patterns to minimize participant confusion and avoid data entry errors



Lessons Learned

- Integrate coalition community survey plans into survey analysis
 - Examples
 - Number and types of recruitment sites
 - Recruitment methods (*special efforts for hard-to-reach populations?*)
 - Number of surveys completed in languages other than English
 - Coalition target populations
 - Incentives provided

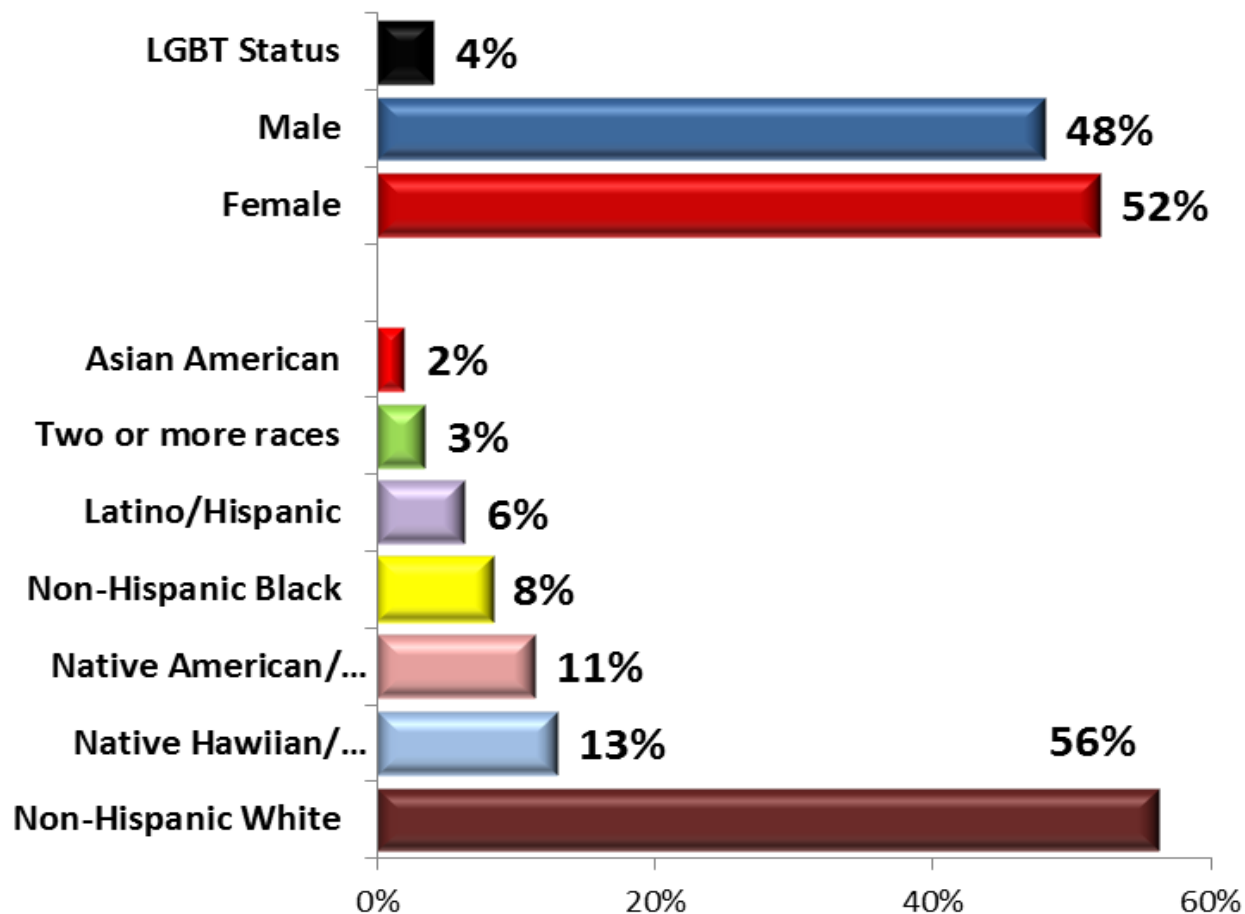


2014-2015 Survey

Updated survey instrument
Enhanced technical assistance
Greater efficiency and effectiveness in reaching
coalition goals



PFS Grant: Service population by race/ethnicity, sex, sexual orientation



*Data source: Ad Hoc report run on October 14, 2013 from DBHR Performance Based Prevention System.





DISCUSSION QUESTIONS COALITION RECOMMENDATIONS

