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2018 Community Survey

Today's presentation

- Community Survey overview
- 2018 Survey results
 - Using local data/reports
 - Statewide snapshot
- 2019 administration

Survey Overview

- Major aim
 - capture adult attitudes about teen alcohol & drug use in the community
- Main uses
 - To inform strategic planning
 - As baseline and to monitor change
 - To start a conversation in the community
 - To encourage positive community and parent norms
- Developed by coalition volunteers & state staff

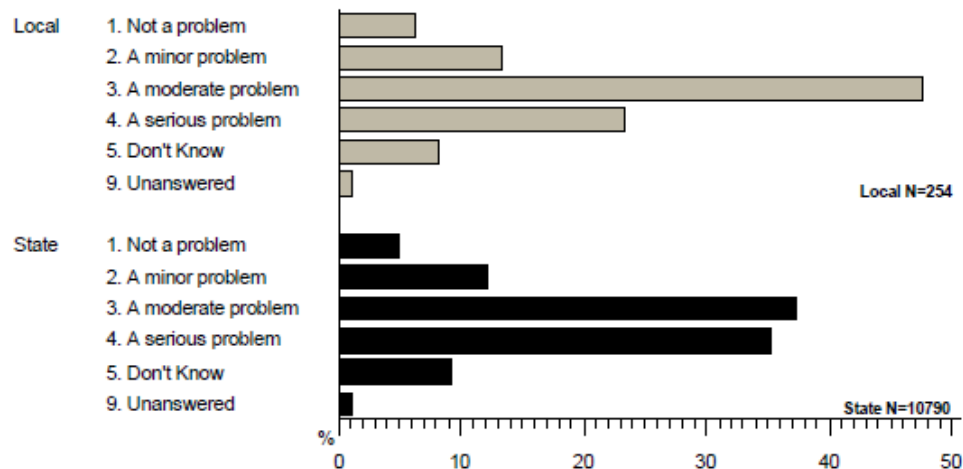
Survey administration

- Administered annually by community coalitions
 - Aug/Sept – Dec
 - Target sample size based on population
- Online and paper
 - English and Spanish online
 - Translated into 7 languages

Local Data Reports

- What coordinators received:
 - PDF
 - Excel file (2 if added question)

01a. How much of a problem do you believe each of the following is among youth (6 – 12th grade) in your community? Alcohol use



Answer	Local		State	
	Count	%	Count	%
1. Not a problem	16	6.3	545	5.1
2. A minor problem	34	13.4	1309	12.1
3. A moderate problem	121	47.6	4034	37.4
4. A serious problem	59	23.2	3795	35.2
5. Don't Know	21	8.3	985	9.1
9. Unanswered	3	1.2	122	1.1

Data use recommendations

- Participants were recruited through a convenience sample
- Potential limitations, depending on administration
 - Findings may not be representative of entire community
 - Must be careful with comparisons across regions or over time
- But, that does not mean the survey isn't useful or that we should discount what the results say
 - Fills important data gap
 - Key: Use *along with* other sources of information

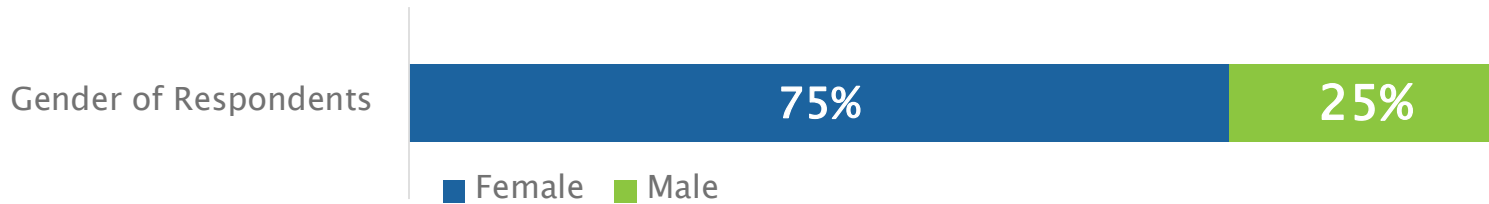
2018 Survey Overview

67
coalitions

Administration Type	
Data Entry	31% (4,725)
English Online	67% (10,380)
Spanish Online	2% (375)

15,480
respondents

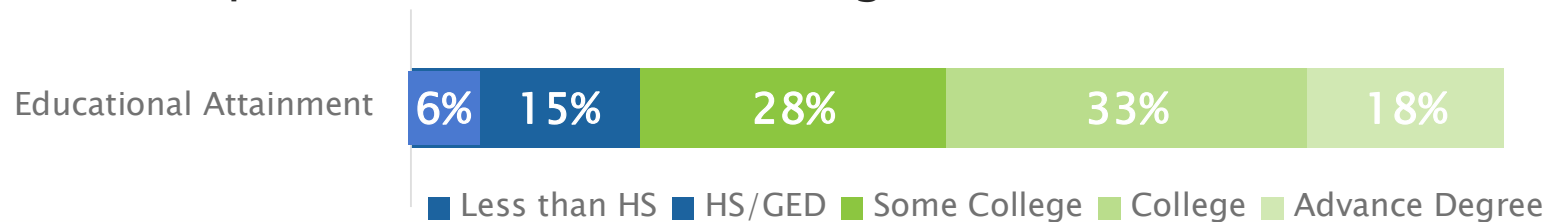
Respondents are 75% female



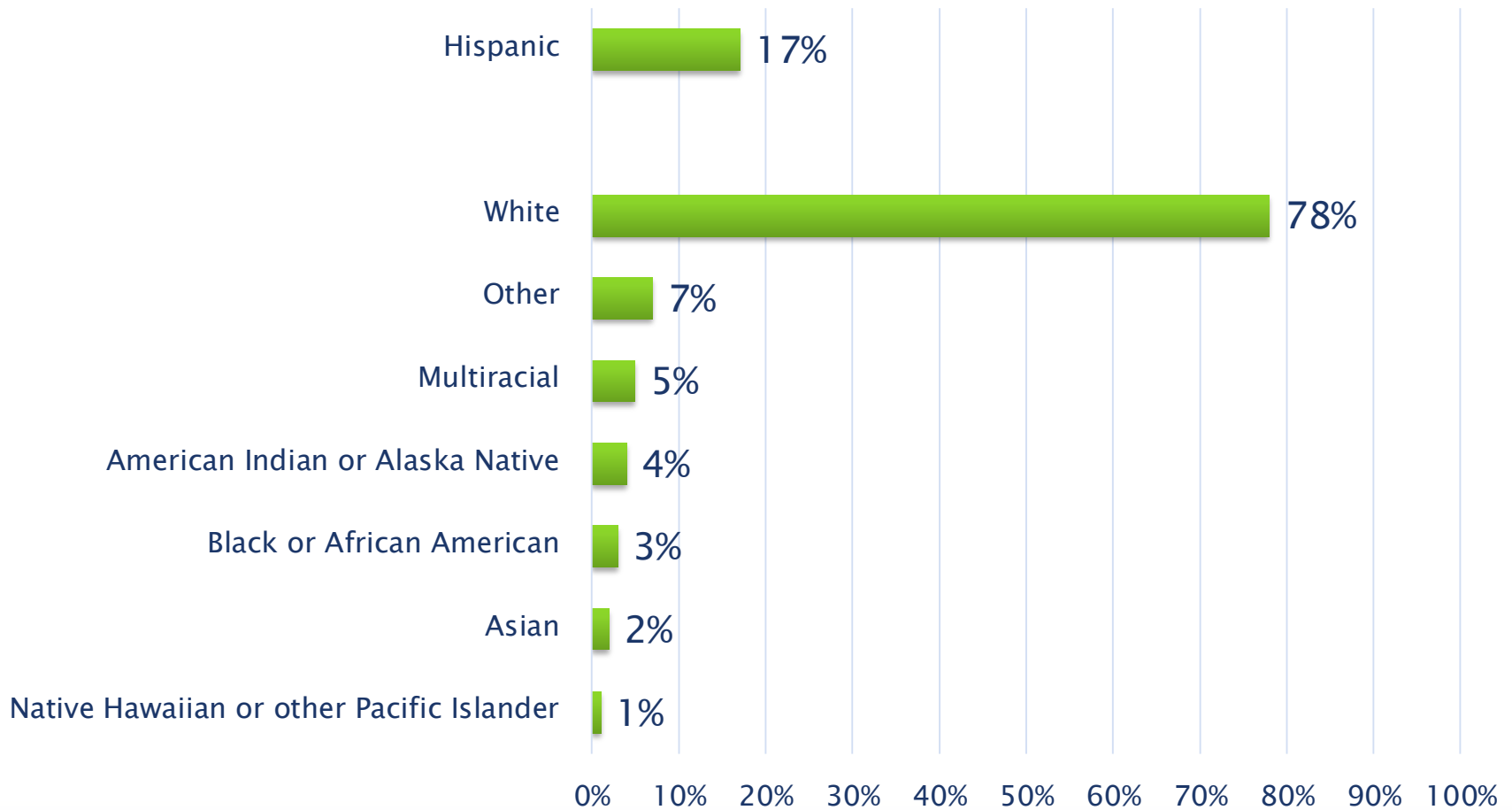
Majority of respondents are not a parent/guardian

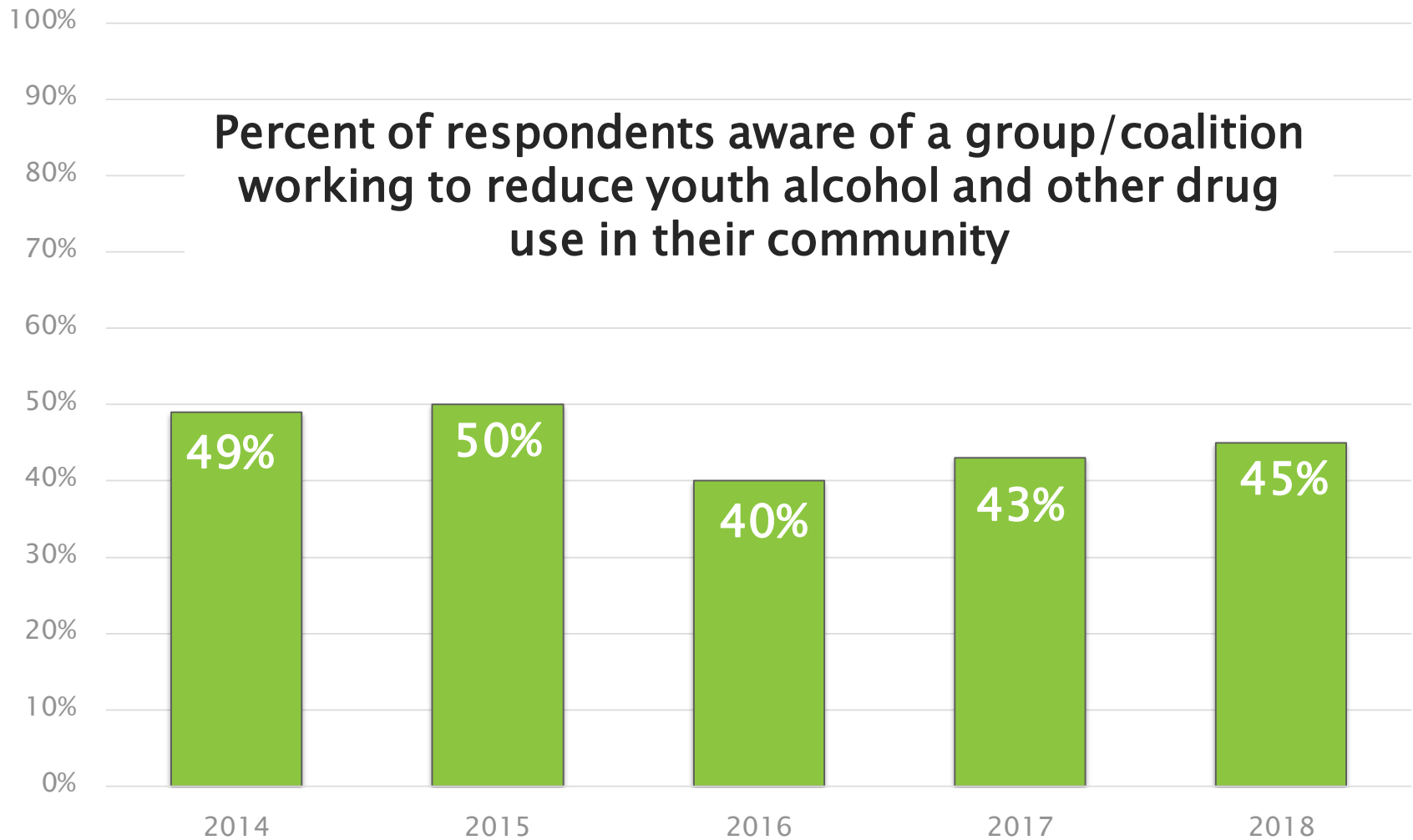


Most respondents have some college or more

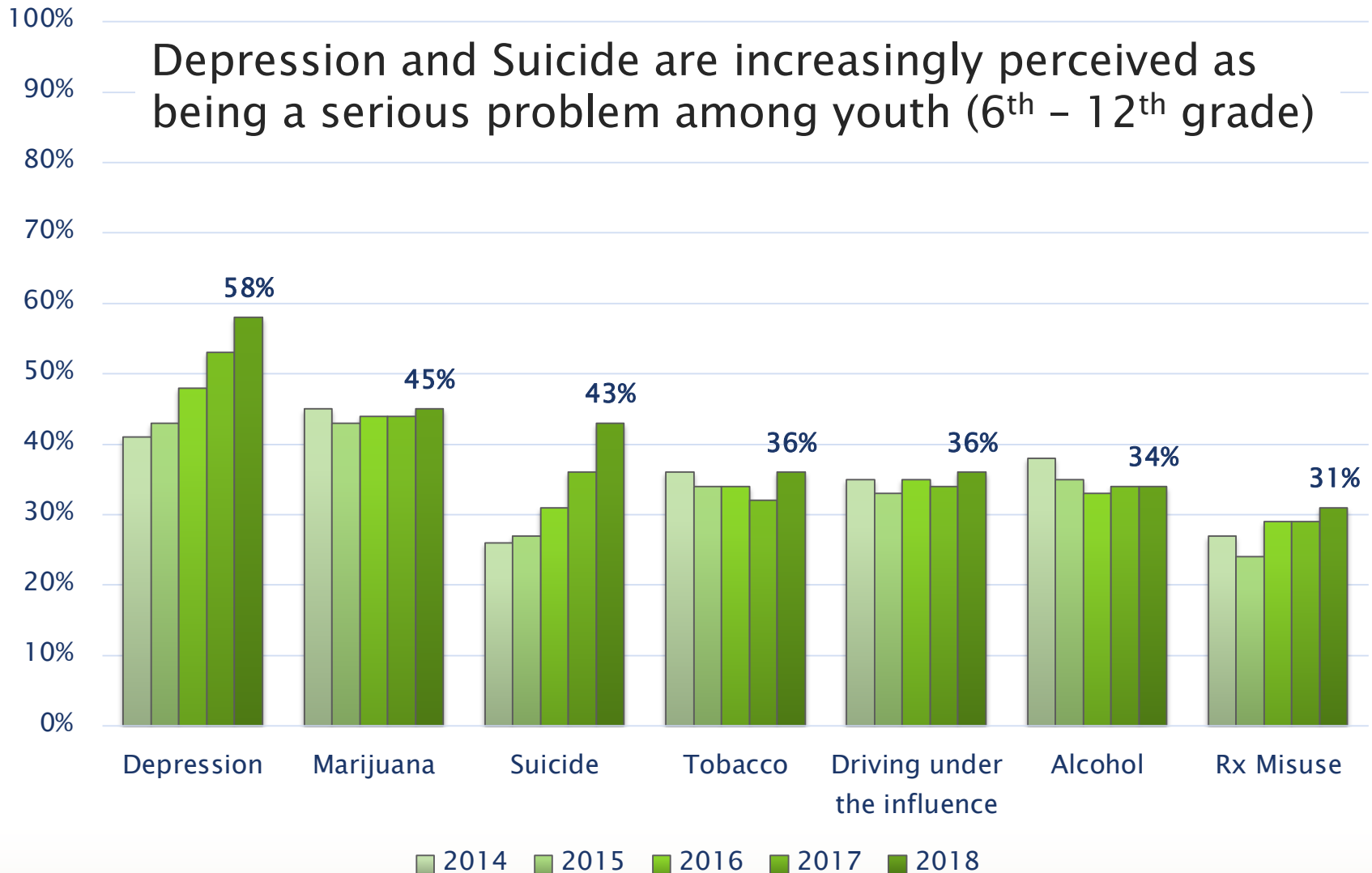


Race/Ethnicity of Respondents





Ranged from 14% to 94% in 2018



Coming up – 2019 Community Survey

- June
 - Survey revisions
 - Coalition link requests
 - Coalition added question requests
- July
 - Survey translation
 - Survey programming & testing
 - Hard copy layout
- August 15 – December 15
 - Survey administration