

2019 CPWI Community Survey Results

How to understand
and use your CPWI
community survey
reports

May 12, 2020

Today's Presentation

- ▶ CPWI Community Survey overview and process
- ▶ 2019 Survey Results
 - ▶ Respondent demographics
 - ▶ Tips for using your data/reports
 - ▶ Overview of key indicators
 - ▶ Statewide snapshot of community concerns
 - ▶ Alcohol and marijuana related questions
- ▶ Next Steps for the 2020 CS administration
- ▶ Q&A

2019 Community Survey Survey Overview and Process

What is the Community Survey?

- ▶ Annual survey administered by community coalitions (Aug – Dec)
 - ▶ Started in 2008
 - ▶ DFCs invited to participate as well
- ▶ 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

2019 Survey Administration Results

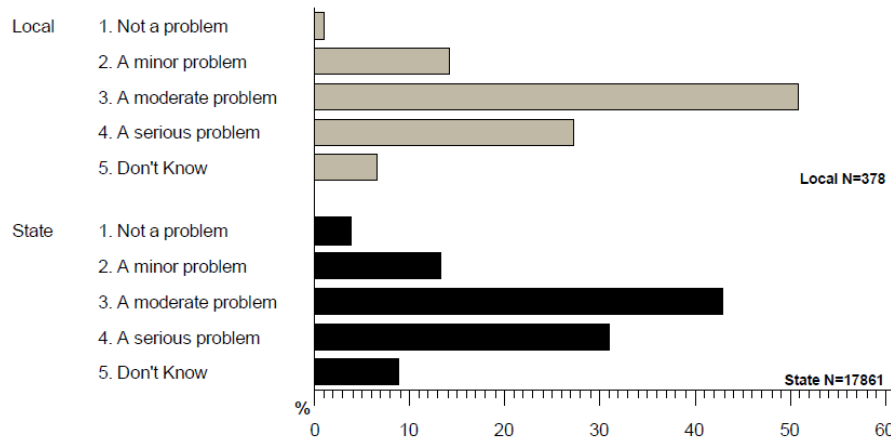
- ▶ 18,106 surveys were collected from 82 CPWI Communities (and 4 DFC communities)
- ▶ Sample size by site from 42 to 483 respondents
- ▶ Coalitions had a target minimum number of surveys to administer, based on population

2019 Community Survey Using the Results

Using the Community Survey Data

- ▶ A pdf of results, comparing your community to the “state”

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



Answer	Local		State	
	Count	%	Count	%
1. Not a problem	4	1.1	701	3.9
2. A minor problem	54	14.3	2363	13.2
3. A moderate problem	192	50.8	7673	43.0
4. A serious problem	103	27.2	5546	31.1
5. Don't Know	25	6.6	1578	8.8

- ▶ An excel file with more detail and combined individual data
- ▶ If your community had added questions, a separate pdf file with those results

Using the Community Survey Data

- ▶ Participants were recruited through a convenience sample
 - ▶ Grab sampling / availability sampling
- ▶ Limitations
 - ▶ Findings may not represent the beliefs/behaviors of your entire community
 - ▶ We must be careful about comparing data across regions and over time, but we can make some comparisons with these caveats
 - ▶ Larger sample size helps to reduce chance of sampling errors and lack of representation of population

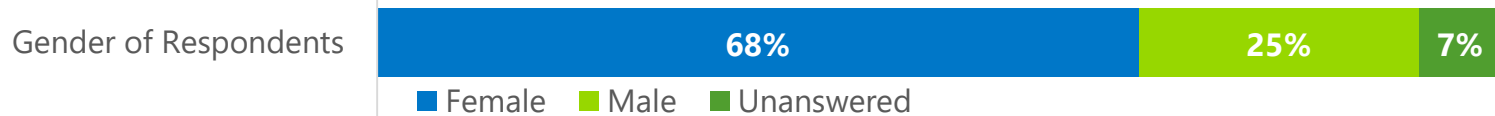
Using the Community Survey Data

- ▶ Does not mean survey isn't useful
- ▶ The Community Survey provides insights that none of the other data sources we have can provide
- ▶ Use the Community Survey data along with other resources of information, such as:
 - ▶ Healthy Youth Survey
 - ▶ Data Books
 - ▶ Risk Profiles
 - ▶ What you are seeing and hearing "on the ground"

2019 Community Survey Respondent Demographics

Who responded to the survey?

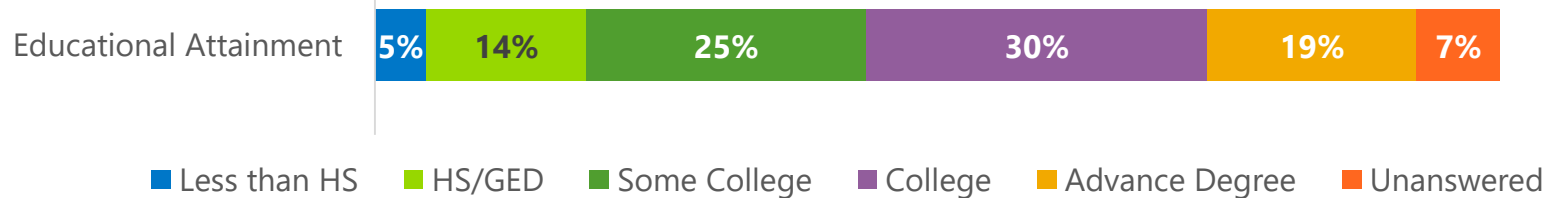
Respondents are **68% Female**



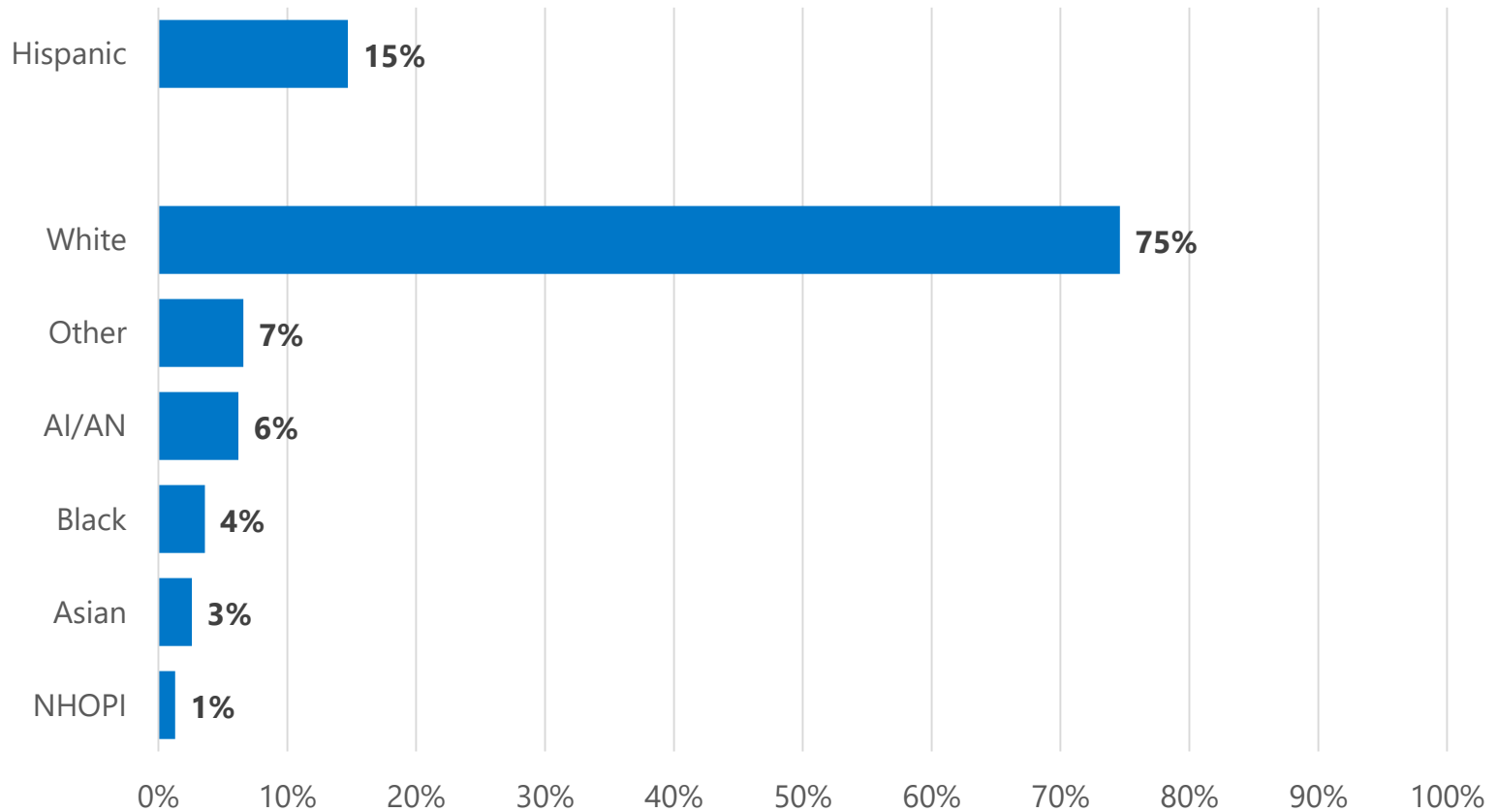
Majority of respondents are not raising children



Most respondents have some college or more



Race / Ethnicity of Respondents



Data Books Community Demographics Page

Community Demographics

The racial/ethnic and age composition below can help prevention planners better understand the community's diversity.

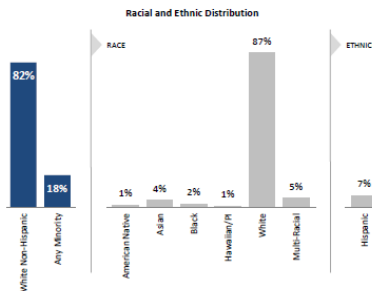
Race and Ethnicity (Count, Percent)

Persons whose race or ethnicity is: (1) "American Native" – American Indian or Alaska Native, one race only; (2) "Asian" – Asian, one race only; (3) "Black" – African American, one race only; (4) "Hawaiian/PI" – Native Hawaiian/Other Pacific Islander, one race only; (5) "White" – White, one race only; (6) "Multi-Racial" – Two or more races; (7) "Hispanic" – Persons whose ethnicity is Hispanic or Latino, of any race; (8) "Any Minority" – Persons of any race or ethnicity except for non-Hispanic White, one race only; calculated as a percentage of all persons. The race categories 1 through 6 may include persons of Hispanic or Latino origin.

Cascadia

RACE/ETHNICITY	NUMBER	%
White Non-Hispanic	34,697	82%
Any Minority	7,656	18%
RACE		
American Native	546	1%
Asian	1,711	4%
Black	717	2%
Hawaiian/PI	240	1%
White	37,036	87%
Multi-Racial	2,104	5%
ETHNICITY		
Hispanic	2,818	7%
TOTAL	42,353	100%

NOTE: Percentages of Any Minority and White Non-Hispanic will sum to 100%. Percentages in Race will sum to 100%.

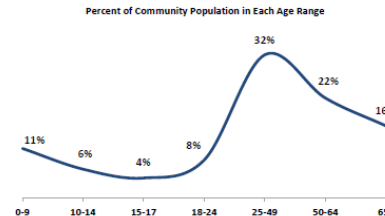


Age Composition (Count, Percent)

Children (ages 0-9, 10-14, 15-17 years), adults (ages 18-24, 25-49, 50-64 years) and seniors (ages 65+) as a percentage of all persons.

Cascadia

AGE RANGE	NUMBER	%
0-9	4,647	11%
10-14	2,709	6%
15-17	1,881	4%
18-24	3,566	8%
25-49	13,411	32%
50-64	9,373	22%
65+	6,765	16%
TOTAL	42,353	100%



SOURCE: Washington State Office of Financial Management, Forecasting Division (2019). 2018 Estimates of Age, Sex, Race and Hispanic Origin.

What's Happening? A Community Needs Assessment Data Book

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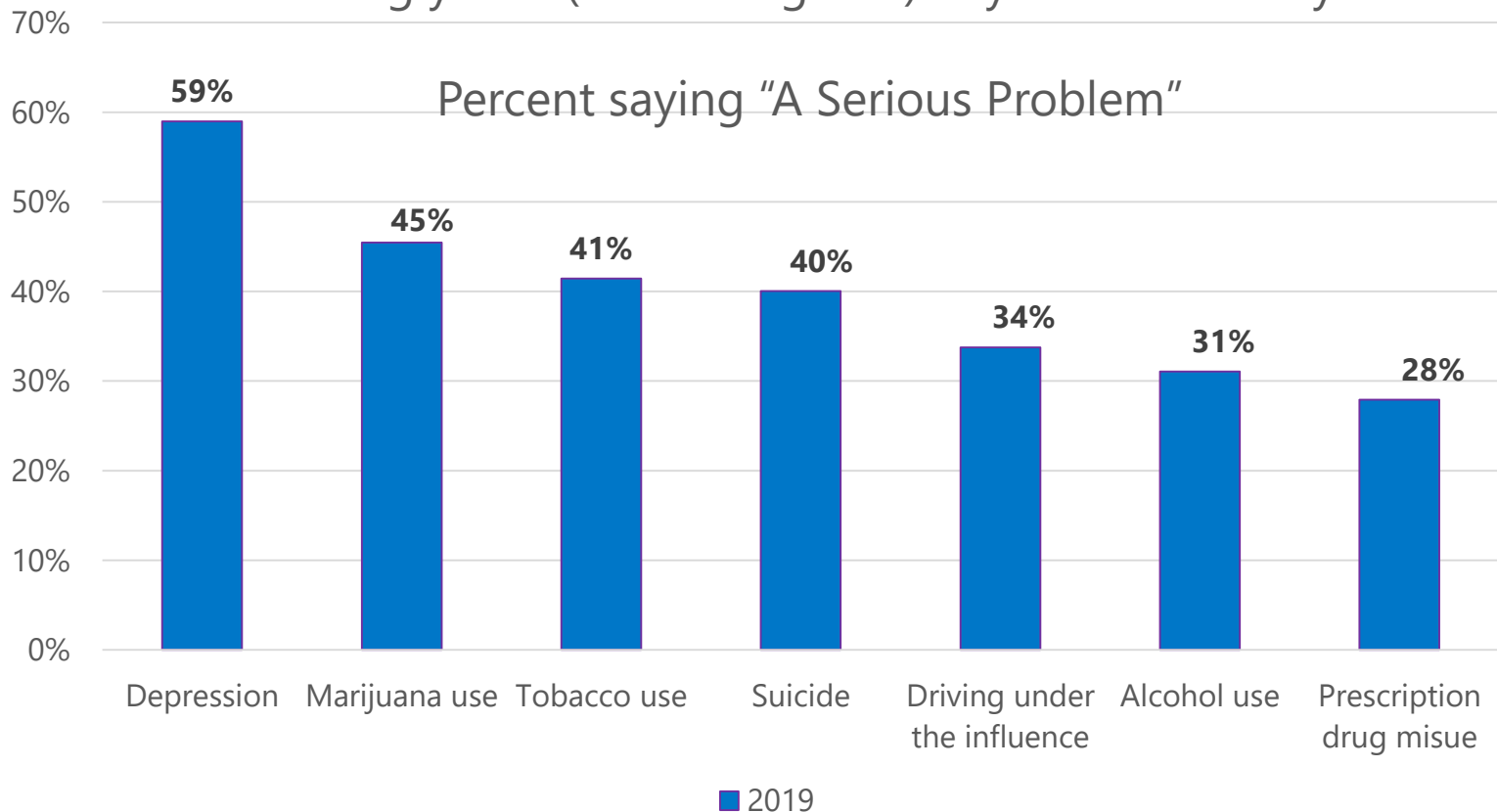
2019 Community Survey Overview of Key Indicators

Beliefs about severity of the problem

- ▶ How much of a problem do you think each of the following is among youth (6th – 12th grade) in your community? (Not a problem – serious problem)
 - ▶ Alcohol use
 - ▶ Marijuana or hashish use (weed, hash, pot)
 - ▶ Driving under the influence of alcohol, marijuana or other drugs
 - ▶ Prescription drug misuse
 - ▶ Tobacco use
 - ▶ Depression
 - ▶ Suicide

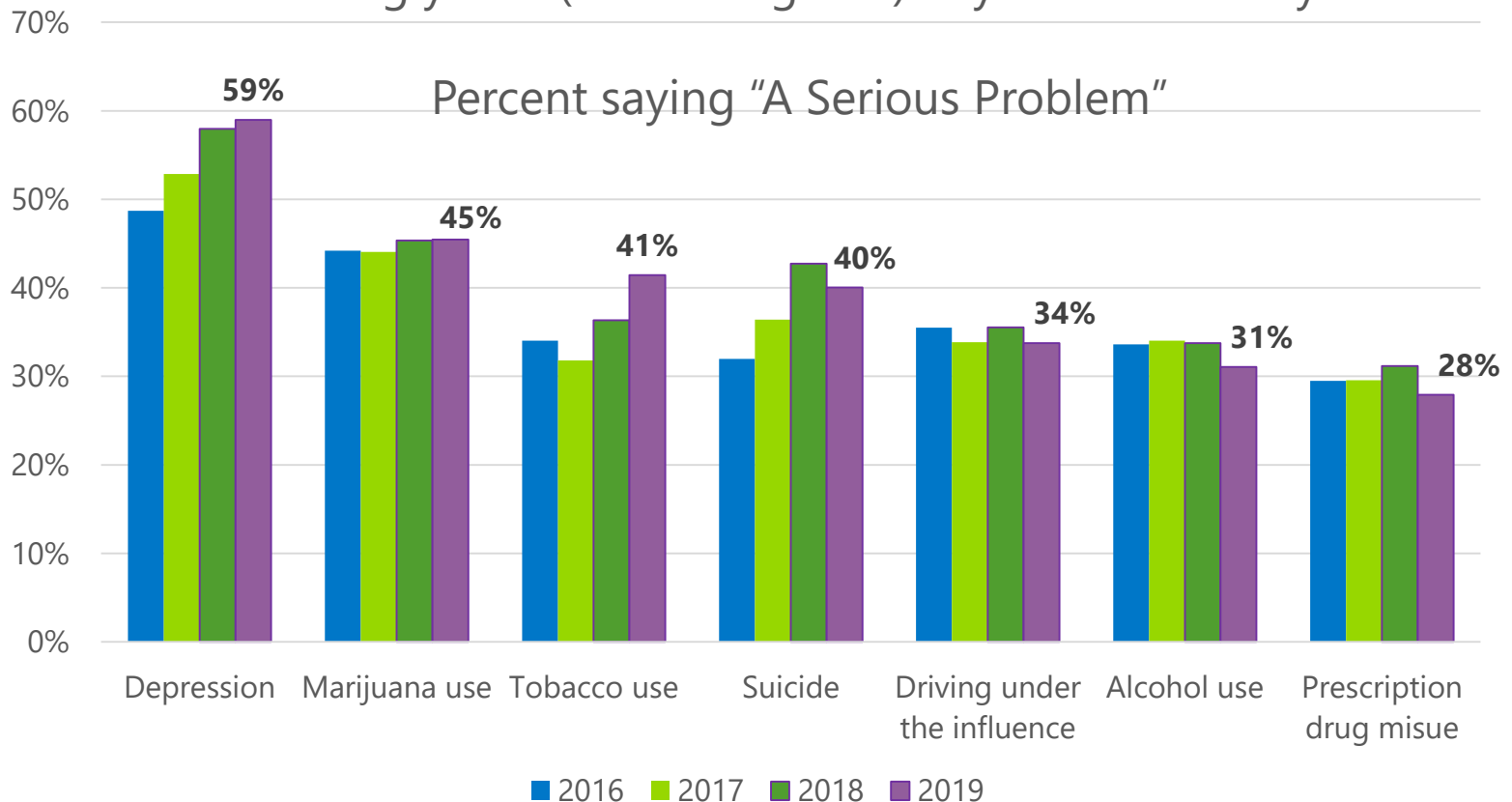
Belief about severity of the problem

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



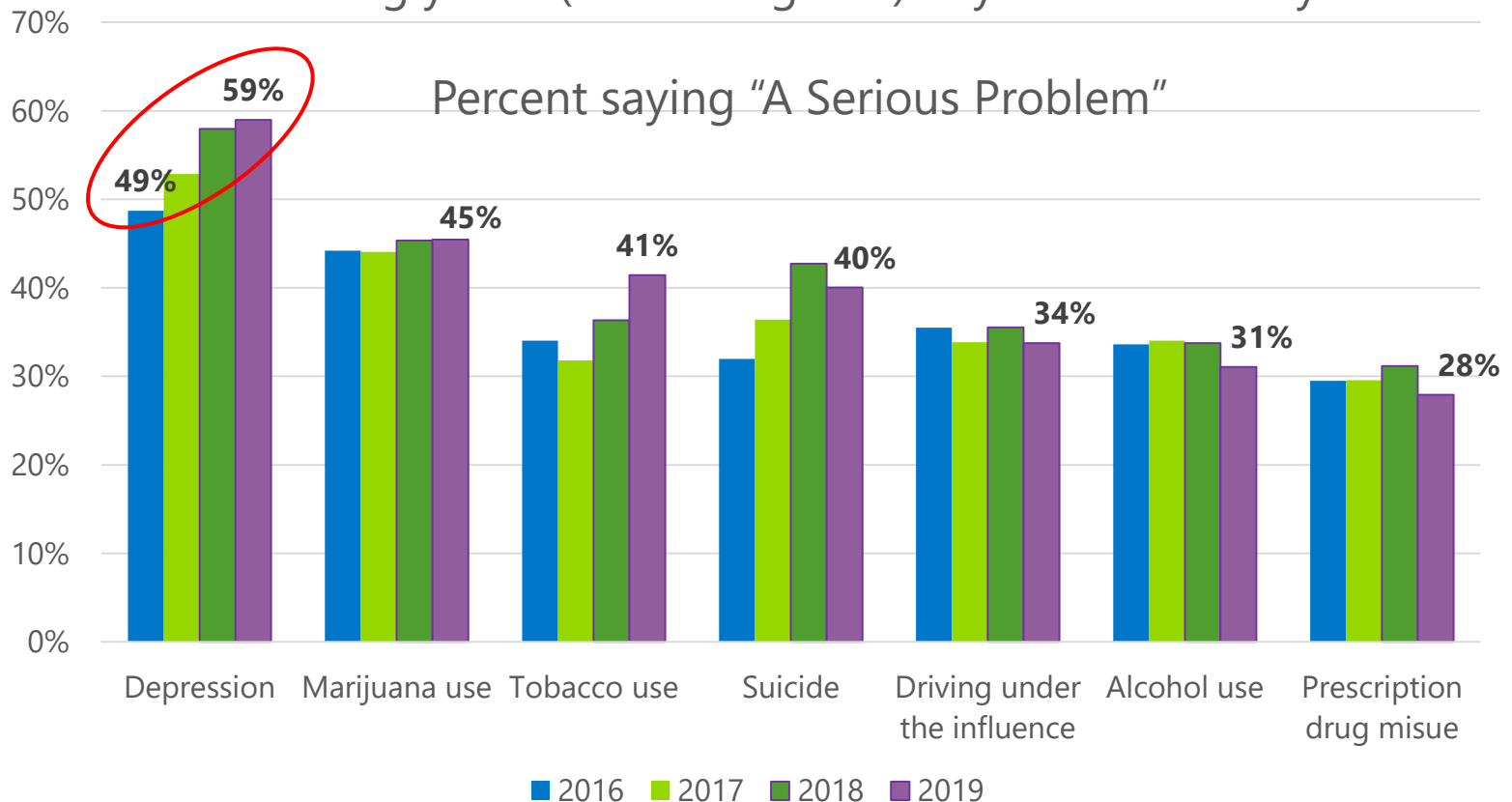
Belief about severity of the problem

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



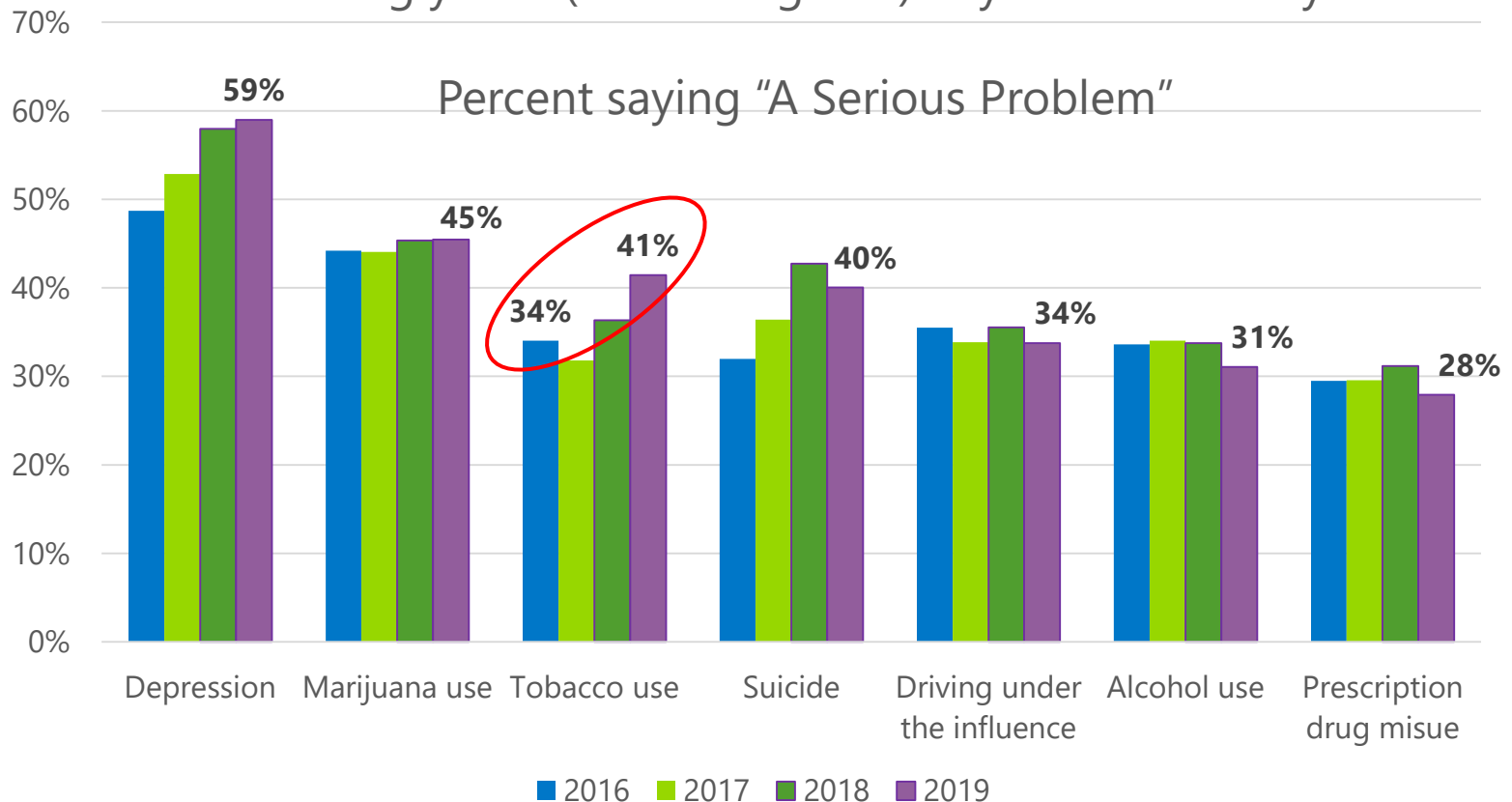
Belief about severity of the problem

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



Belief about severity of the problem

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



Compare rank and trend with 2018 HYS results

2019

Community Survey

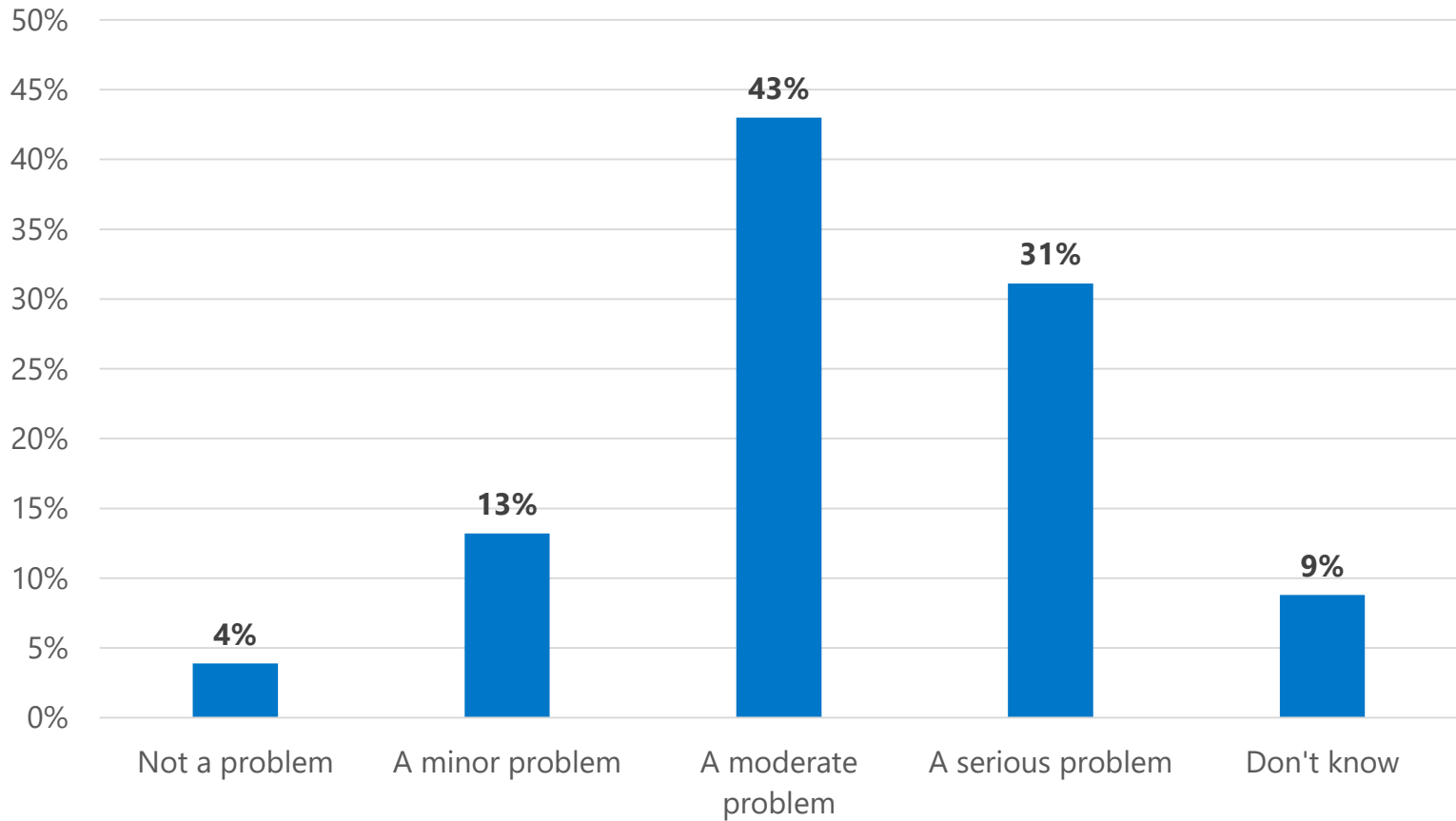
Rank	Variable	Trend
1	Depression	↑
2	Marijuana use	No Change
3	Tobacco	↑
4	Suicide	↑
	Alcohol use	No Change

2018

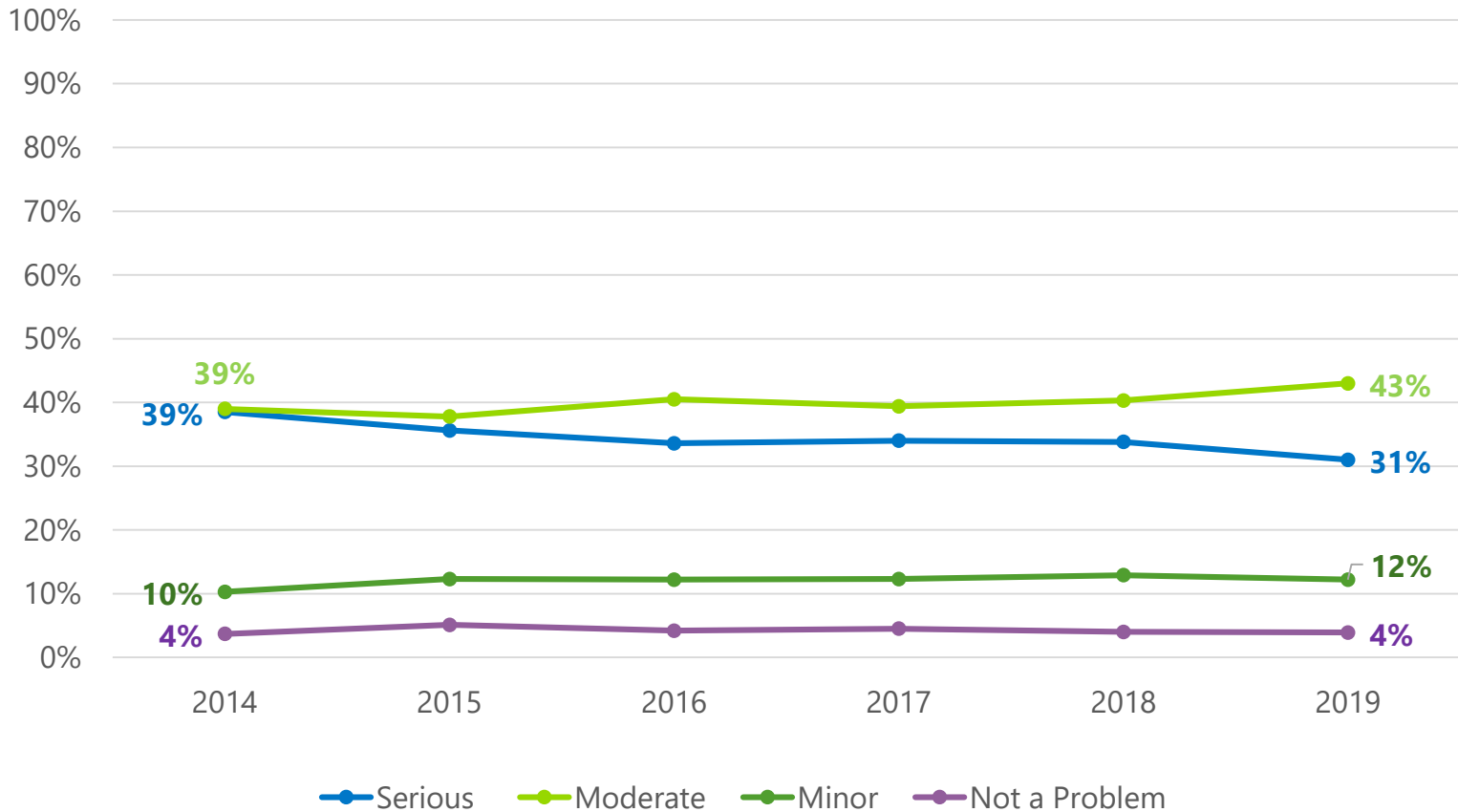
Healthy Youth Survey

Rank	Variable	Trend
1	Depression	↑
2	Alcohol use	↓
3	Marijuana use	No Change
4	Tobacco	↓
	Suicide	↑

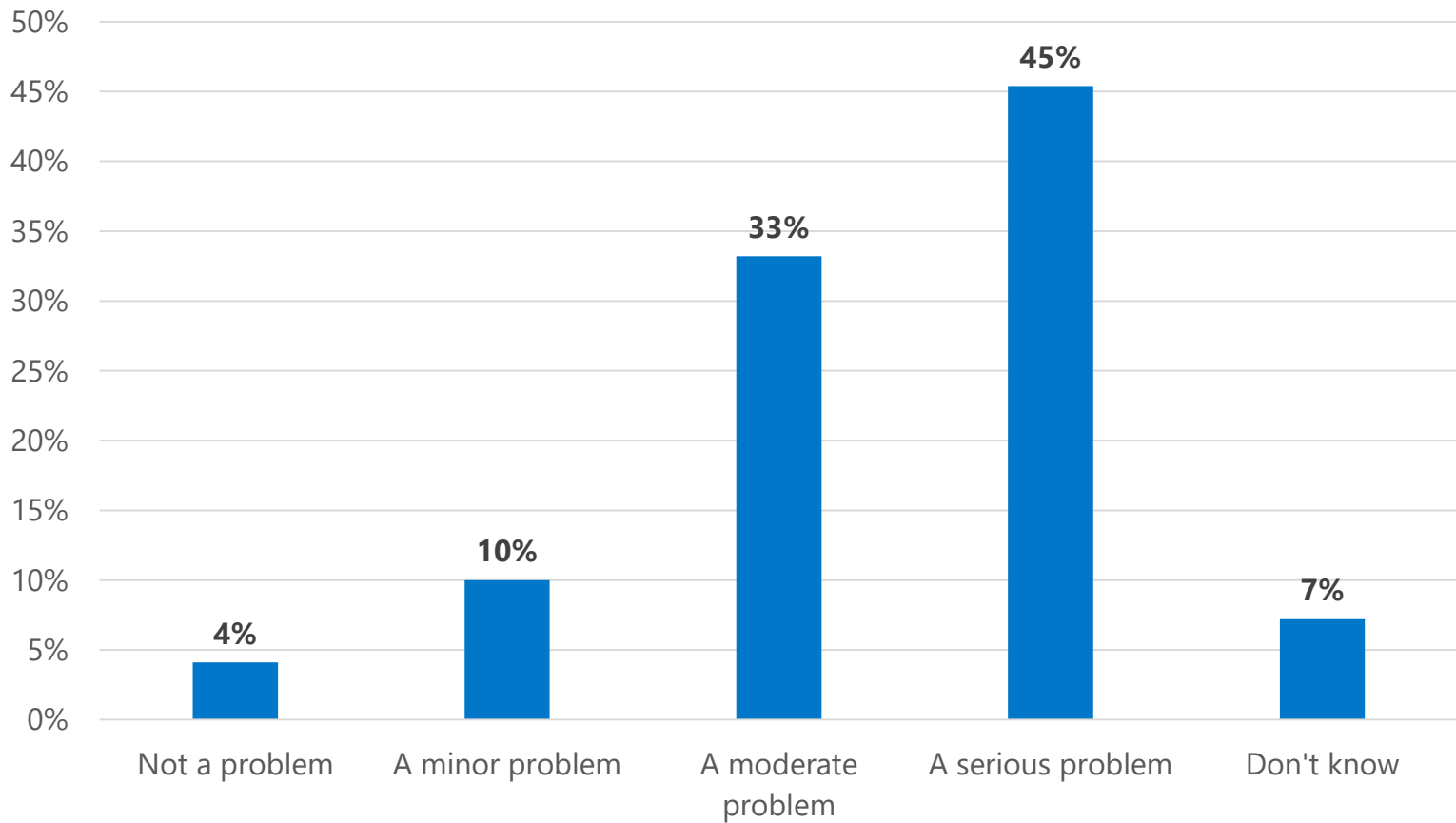
Belief about severity of alcohol use



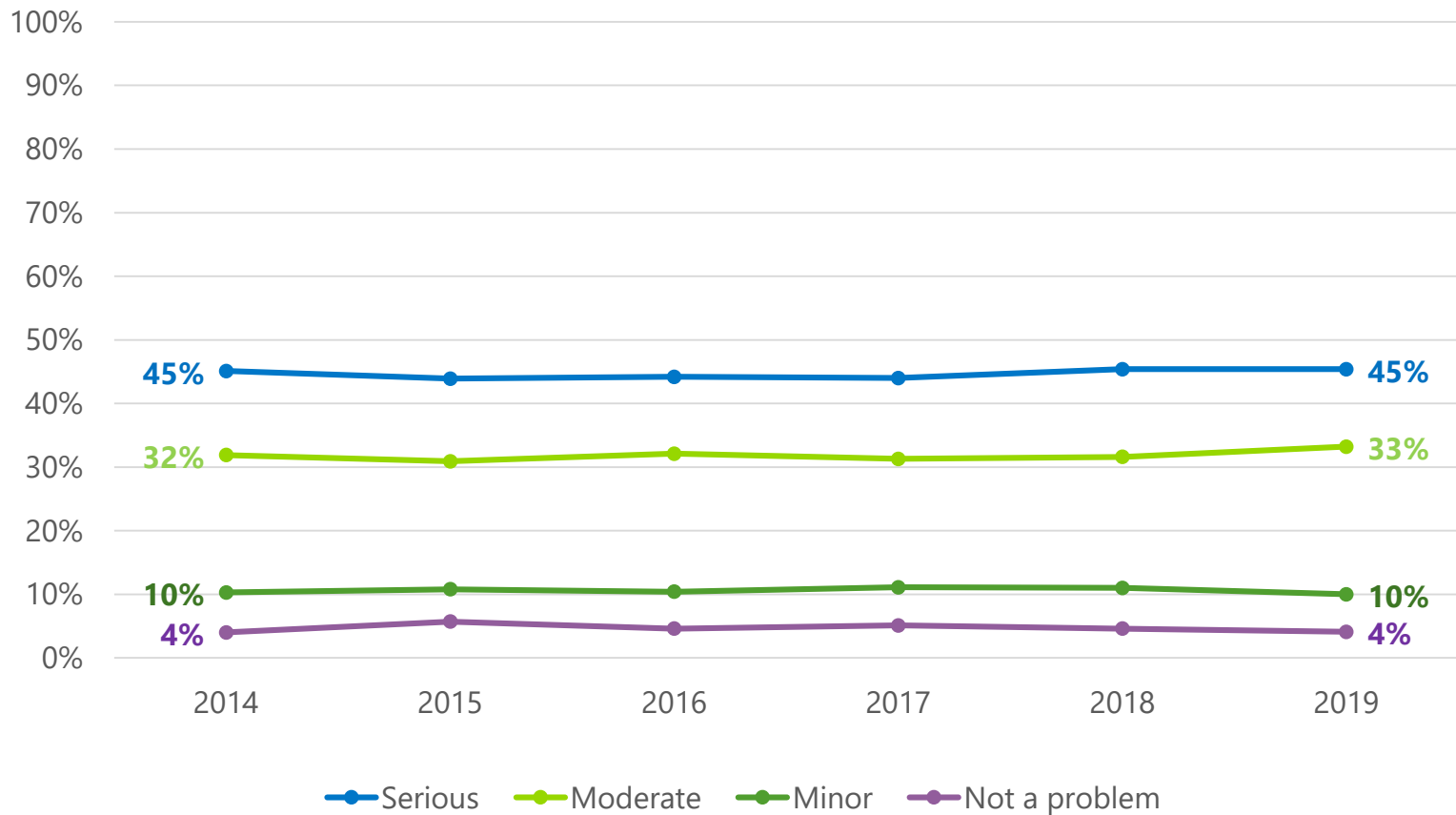
Alcohol use as a problem over time



Belief about severity of marijuana use



Marijuana use as a problem over time

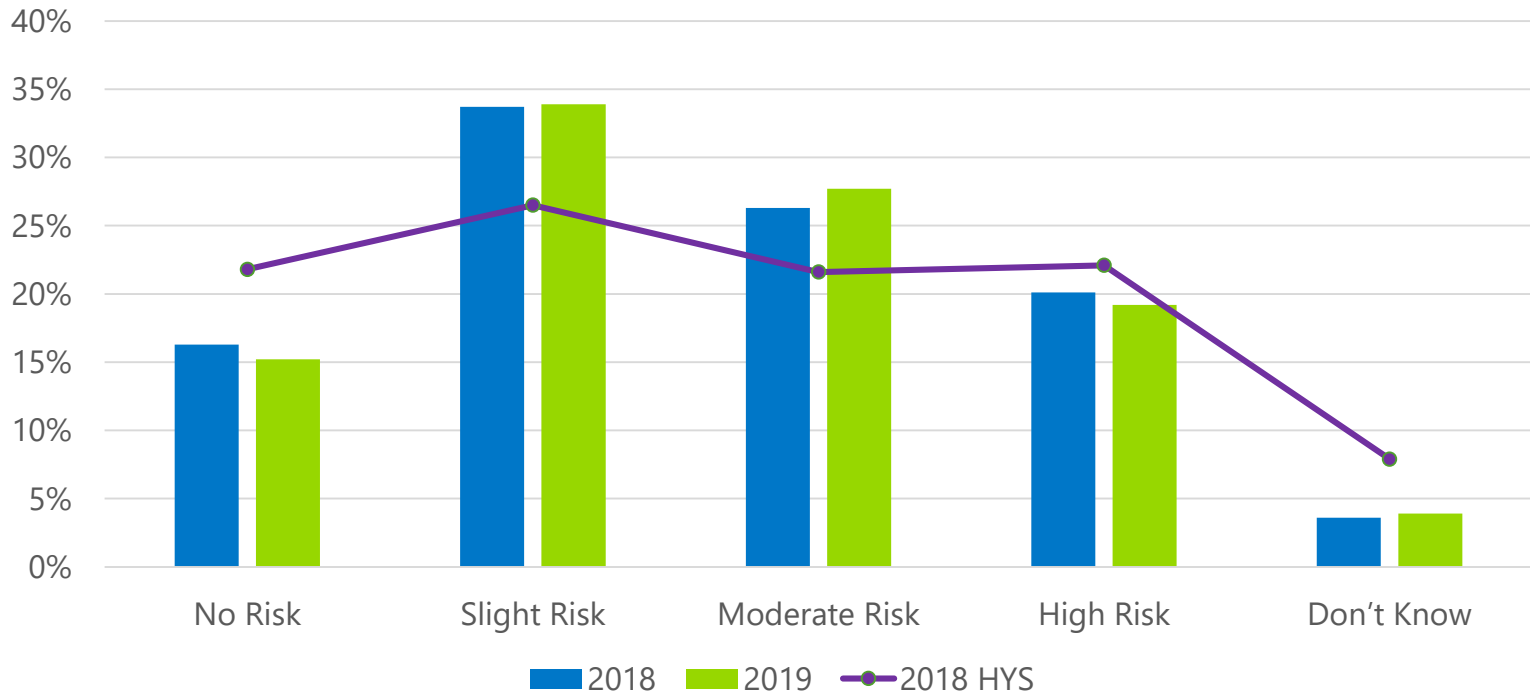


Beliefs about risk of harm in youth substance use

- ▶ How much do you think youth risk harming themselves if they:
 - ▶ Try marijuana once or twice?
 - ▶ Use marijuana regularly (once or twice a week)?
- ▶ Wording identical to items in the Healthy Youth Survey that comprise the Perceived Risk of Drug use risk factor, and can be used to compare attitudes of adults and youth

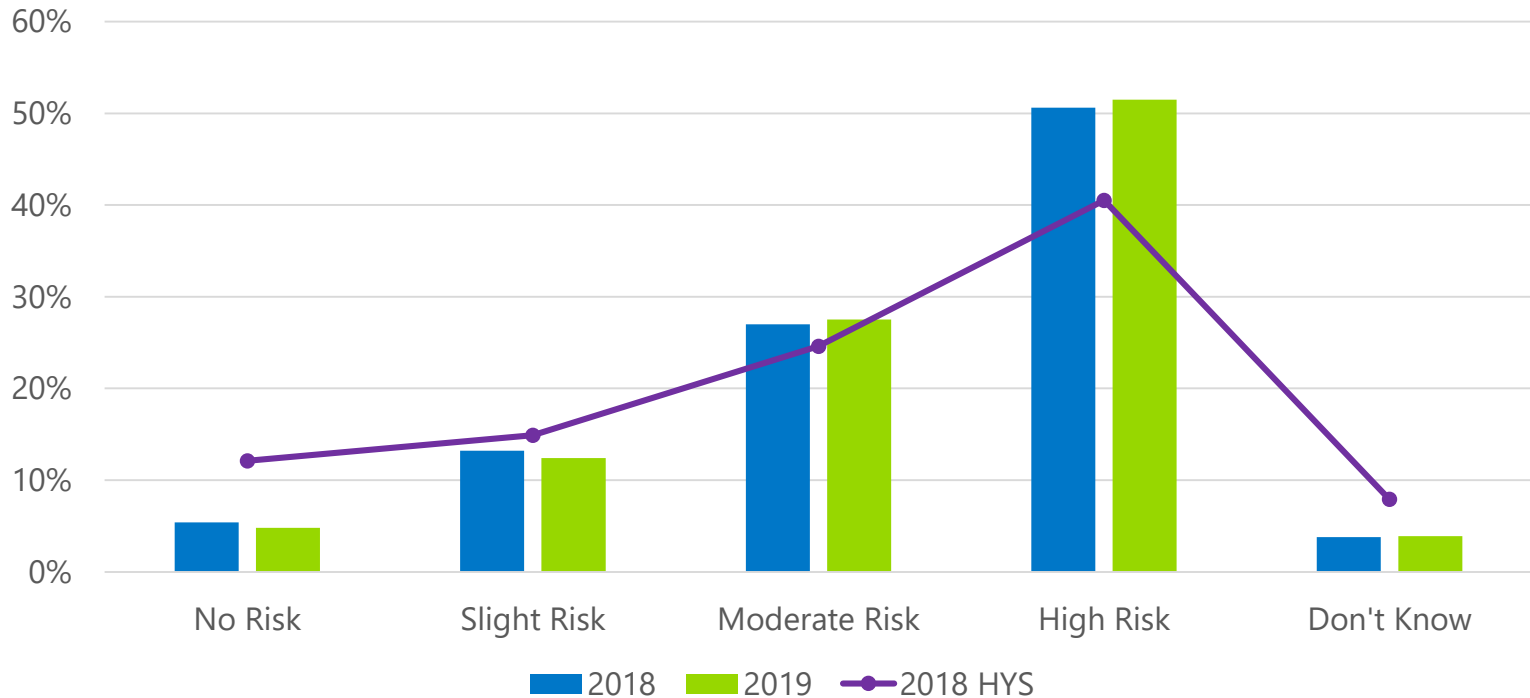
Try marijuana once or twice

Q: How much to you think youth risk harming themselves if they try marijuana once or twice?



Use marijuana regularly (once or twice a week)

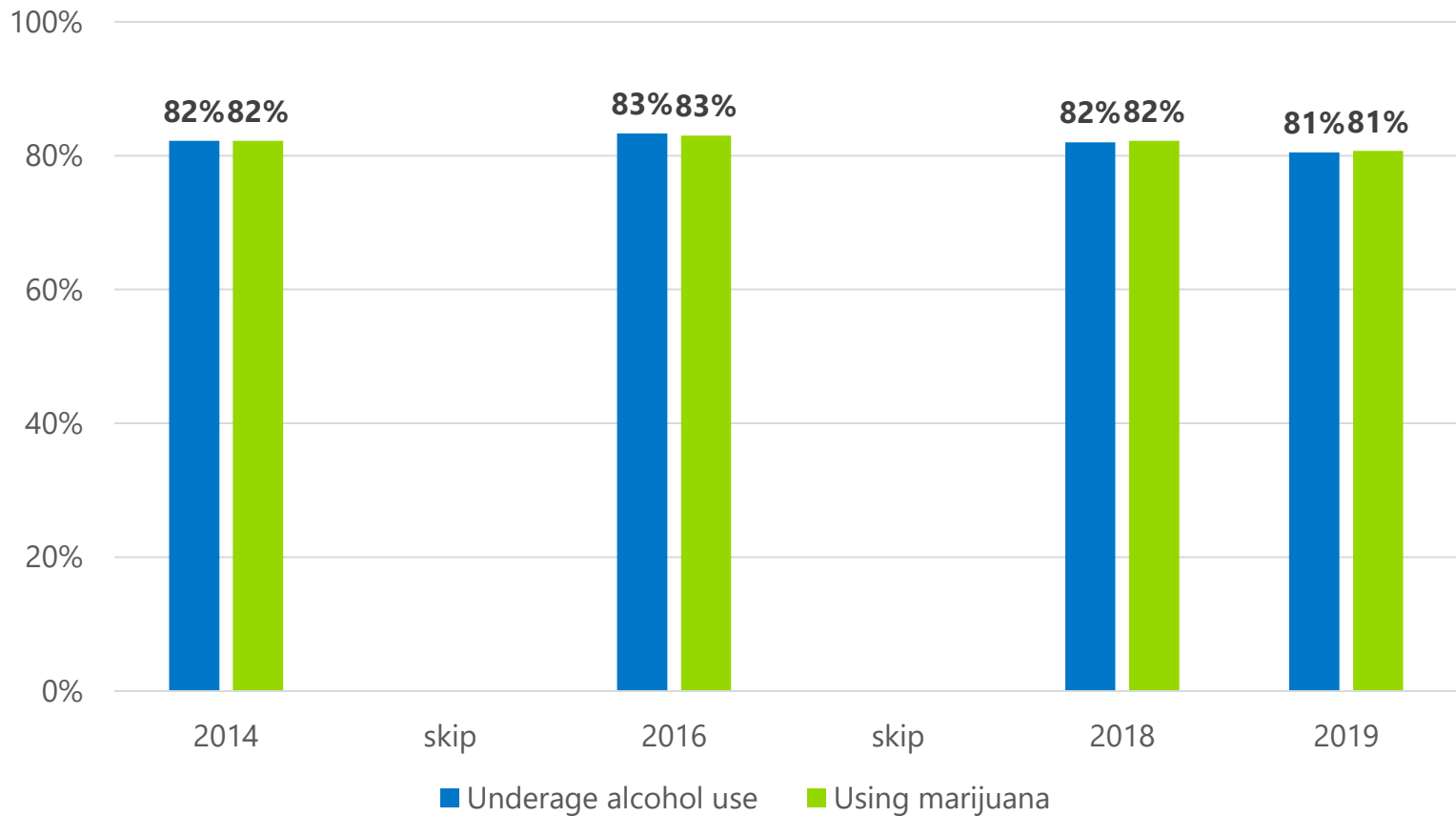
Q: How much to you think youth risk harming themselves if they use marijuana regularly?



Parental communication, monitoring, and supervision behaviors

- ▶ Have you talked to your child (6th – 12th grade) in the last 3 months about the risks or harms from:
 - ▶ Underage alcohol use?
 - ▶ Using marijuana?

Parental communication on harms from underage alcohol use and using marijuana



Conclusions

- ▶ Respondents top 4 concerns in the communities include:
 - ▶ Teen depression
 - ▶ Marijuana use
 - ▶ Tobacco use
 - ▶ Suicide
- ▶ Over the last 4 years respondents seem increasingly concerned about:
 - ▶ Teen depression
 - ▶ Tobacco use
- ▶ Consider what your survey results say when making plans for upcoming programming, but remember to consider these results along with other data sources and what you're seeing "on the ground."

2020 Community Survey

▶ Changes

- ▶ Added vaping, bullying, and bullying on social media to list of concerns
- ▶ Separated question responses by middle school (6-8th grade) and high school youth (9th-12th grade)

3a. 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"/>

- ▶ Conversations with children about alcohol and marijuana use

Thanks to those who participated in the survey
revision process

Next Steps

- ▶ Mid-June – email for link request and added Q's
- ▶ August-December – 2020 CS administration
- ▶ May 27th – Webinar: 2020 Coalition Leadership Institute
 - ▶ Data Book training
 - ▶ Understanding confidence intervals and interpreting your results



Questions? More info?

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