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**Prevention Providers and Coalitions**  
**Evalumetrics Community Prevention Survey©**

**Instructions for Participation**

Evalumetrics Research, in cooperation with the New York State Alcohol Policy Alliance (NYAPA) is providing the Community Prevention Survey © at no cost to eligible<sup>1</sup> substance abuse prevention organizations in New York State.

The Community Survey measures adults' attitudes related to youth alcohol and other substance use. It also measures opinions related to selected policy initiatives and environmental strategies aimed at reducing alcohol or other substance related problems. In addition, parents of middle or high school students are asked about their attitudes and behaviors related to risk and protective factors that predict young people's use and abuse of substances and other problems, e.g. approval of alcohol use, family management.

The survey also includes items that assess the community's exposure to and reaction to prevention strategies such as media spots. Evalumetrics will accommodate limited local items to reflect local efforts, e.g. specific media spots, public forums or other prevention activities.

Participating in the Community Prevention Survey requires several simple steps. A partner organization can join the survey at any time as the survey is online and open at all times.

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<sup>1</sup> Only recognized prevention organizations may participate in or use the Evalumetrics Community Prevention Survey ©. All analyses of survey data, including local items, will be conducted by Evalumetrics. Neither the survey or analysis services will be provided to any organization that is in any way affiliated with or receives or has a policy that allows for receiving funding or other resources from any source directly or indirectly involved in the manufacture, sale, distribution or promotion of the use of alcohol or tobacco products.

- I. To preview the survey, go to [www.communitysurveylink.com](http://www.communitysurveylink.com) and click on “Test Survey” in the yellow box. For preview purposes only...regardless of where you live, when the survey opens click on “Allegany County” as your county of residence then be sure to indicate that you have a middle or high school student. This will avoid skip patterns and will ask every question including examples of media items (specific to Allegany) similar to those that can be constructed specifically for any media or other campaigns being conducted in a participating organization’s target area.

The survey has numerous automatic skip patterns. For example, if a respondent clicks that he or she lives in a county that does not have local items and if they have no school-age children, they will be asked only a few core questions about norms related to underage drinking and to opinions about policies such as Social Host or Alcohol Tax. Parents are asked detailed items related to such behaviors as family supervision and rules and attitudes such as parental norms related to substance use. These items parallel the items on the most frequently used student surveys based on the Hawkins and Catalano model, e.g. Evalumetrics Youth Survey, CTC, PRIDE. Only respondents from participating counties are asked the local items and only for their home county.

- II. Each participating partner will be allowed up to 10 “local” questions. These are questions that will be asked only of respondents who check that they live in the participating program’s county. (Zip code or other demographic can also be used to identify your target audience.) Local questions can be related to media or other activities or can be about issues not already covered by other items.
- III. The survey is ongoing. Results will be calculated for whatever time period needed. For example, results can be run for any selected month or quarter even though data collection continues on an ongoing basis.
- IV. **Launching the Survey.** *The critical required activity for participating organizations is to promote the survey to the public.* This includes a few steps.
  - a. Once local items are constructed and included, a link (web address) will be set up to send users to the survey. This link can be placed on your website and those of your local partners. Using a simple icon is most effective.

- b. The survey should be promoted and your website address or other web address easy to remember, should be added to all media messages, materials, ads etc. Local media coverage, including news stories, also helps as does marketing at events. You can also have a laptop available at events for instant responses.
  - c. ***Incentives really help***. In one county, the prevention organization gives a \$50 gift card to one respondent each month. Respondents are asked to voluntarily give a phone number or email to be entered into a drawing. One email (or number) is chosen at random by Evalumetrics Research each month. The award also provides a photo-op that can be published in local media giving exposure to the prevention program and promoting the survey. Local businesses can be approached to donate prizes and to promote the survey.
- V. **Sample**. A truly representative sample assumes every member of the target population has the exact same chance of being in the survey sample. Usually this requires random samples. While the web-based method used in the Community Prevention Survey cannot be assumed to generate a random sample; once a large number of responses are collected, demographics can be analyzed to determine if respondents represent a cross-section of the target community. It is important to remember that the survey is, by design and purpose, meant to be a barometer...not a micrometer.
- VI. **Invitation Survey**. Another option that can result in a more scientific sample is to do an “invitation sample.” If your target is parents, schools might be willing to forward the link to their email list of parents in the district. You might also have other identified populations that can be invited to respond using email lists. Because schools and other agencies that maintain these lists send the invitation, concerns about confidentiality are greatly reduced as the list is not shared and identities are not revealed.
- VII. The survey can be viewed and completed on a tablet, e.g. iPad, as well as on many smart phones.

**Results**

All analyses will be conducted by Evalumetrics Research. Participating organizations will be provided with a report of survey results including comparisons to regional and statewide results when available.

Prevention organizations who conduct or have access to student surveys can work with Evalumetrics to analyze adult/parent responses to the Community Survey to those of students.

For more information or to begin the process of participation contact Rob Lillis at [rlillis@rochester.rr.com](mailto:rlillis@rochester.rr.com) or call (585)-394-5811.