

2012 Oklahoma  
Prevention Needs  
Assessment Survey



**RPC Point  
Person**

**Training  
Information**

# 2012 Oklahoma Prevention Needs Assessment Survey

- Sponsored by the Oklahoma Department of Mental Health and Substance Abuse Services
- Conducted by the Oklahoma Department of Mental Health and Substance Abuse Services and Bach Harrison, L.L.C.

# The Oklahoma Prevention Needs Assessment Survey Project Was Designed With the Needs of Our Area In Mind

- One of the major obstacles that the prevention provider system and communities face is the **absence of reliable local data** to help them identify needs and target substance abuse prevention services.
- The Oklahoma Prevention Needs Assessment Survey, **a state-wide risk and protective factor student survey**, is conducted by ODMHSAS to gather data needed for planning.
- The 2012 administration of the OPNA will be the **fifth administration** of the survey.
- The 2012 OPNA Survey will enable Oklahoma to continue to collect **local- and state-level data** on levels of risk and protection, substance use, antisocial behaviors, sources for obtaining alcohol, and places of alcohol use.
- The 2012 survey is being offered so that schools, school districts, communities, and counties can have **planning data that is specific to their individual populations**.

# Survey Features

- The survey will be conducted from **March 1– April 30, 2012**.
- The survey is **free** of charge.
- The survey will be offered to any **public, private and charter** schools throughout the state that are interested in participating.
- Special recruiting attention and priority will be given to schools that are in the **state's survey sample**. Non-sample schools that volunteer to participate, must guarantee a high completion rate.
- Students in the **6th, 8th, 10th & 12th grades** will be surveyed.
- The survey process requires that schools will need to at least obtain **passive consent** from parents, though schools have the option to obtain active consent.

# How is the Oklahoma PNA Survey different from other state student surveys? Why is the data so valuable?

- The survey includes a sample design which will allow the state to gather **high-quality regional-level and state-level data**.
- The survey will collect **Risk and Protective Factor data** which is not collected at the local-level through any other state-wide survey.
- **Reports** can be generated on several levels, including state, regional, school district and school. (Note: schools and districts will only receive profile reports if they meet a completion rate of 85%).
- The Department of Mental Health and Substance Abuse Services is conducting this survey **every two years** to help communities identify and prioritize needs and then target services
- The Oklahoma Department of Mental Health and Substance Abuse Services will also provide **technical assistance to help communities identify and prioritize needs** to target substance abuse prevention services.

## 2012 OPNA Sampling Detail

- The 2012 administration will be run using a **sampling strategy** designed to get valid data for each of the 17 RPCs and for the State of Oklahoma.
- The sample does not survey all schools, but of the schools that have been randomly selected, **we will attempt to survey all students in grades 6, 8, 10, and 12** (as the OPNA has always done).
- Sampling will make for a more time-consuming recruitment process, but the **benefits are immense.**
- **ODMHSAS will be supporting this effort with staff and other resources.**

# 2012 OPNA Sampling Detail

- The sampling design – **stratified cluster design by RPC and school size** (large and small 6<sup>th</sup>/8<sup>th</sup> grade schools, and large and small 10<sup>th</sup>/12<sup>th</sup> grade schools).
- The confidence level and the margin of error will allow us to be **95%** confident that we have a margin of error of **±5%** for each grade (6, 8, 10, and 12) at the RPC level.
  - This level of surveying will result in a **±1.25% margin of error** at the state level
- The sample will require approximately **400 to 550 completed** surveys for each grade at the RPC level and approximately 8,000 completed surveys per grade at the state level.
  - However, since completion in the OPNA usually varies from 50% to 85%, we will **assume that we can get a completion rate of 70%** in each school.
  - Therefore, we will **attempt to survey roughly 750 students per grade per RPC.**

Please refer to  
recruitment spreadsheet

RPC Region	# of Students we will Sample in Grade 6	# of Students we will Sample in Grade 8	# of Students we will Sample in Grade 10	# of Students we will Sample in Grade 12	Students Enrolled in Grade 6	Students Enrolled in Grade 8	Students Enrolled in Grade 10	Students Enrolled in Grade 12
1	688	691	686	665	1,955	2,016	1,915	1613
2	789	786	786	779	8,752	8,077	8,139	6,756
3	686	680	685	665	1,919	1,818	1,897	1,609
4	649	647	645	625	1,431	1,412	1,387	1,211
5	624	609	619	605	1,200	1,091	1,166	1,067
6	743	744	741	730	3,577	3,610	3,451	2,993
7	570	565	569	541	866	842	862	737
8	690	682	684	674	1,988	1,859	1,886	1,735
9	650	650	649	637	1,441	1,438	1,427	1,313
10	659	651	646	638	1,543	1,449	1,401	1,328
11	666	659	663	650	1,628	1,545	1,592	1,440
12	708	703	701	688	2,350	2,256	2,214	1,954
13	787	785	784	777	8,364	7,836	7,779	6,450
14	744	745	742	735	3,625	3,655	3,522	3,205
15	657	656	656	647	1,515	1,505	1,506	1,409
16	723	716	717	704	2,783	2,564	2,587	2,267
17	726	722	724	714	2,854	2,742	2,797	2,507
<b>Total</b>	<b>11,758</b>	<b>11,691</b>	<b>11,697</b>	<b>11,473</b>	<b>47,791</b>	<b>45,715</b>	<b>45,528</b>	<b>39,594</b>

# 2012 OPNA Recruiting Strategy

- Sampled schools (schools with a **“YES” note in column AJ** of your spreadsheets) are of the utmost importance to our sample.
- While the sample is drawn at the school-level, you should **approach recruitment as follows:**
  - **Attempt to get the DISTRICTS of sampled schools to participate.** This will be helpful when it comes to districts that contain multiple sampled schools and would allow that entire district to get really great data.
  - This strategy really **simplifies the process for superintendents** – and makes for a straight-forward administration.
  - Should the district refuse participation, please ask the Superintendent if only the sampled schools can participate.

# Self-Select Option for Non-Sampled Schools

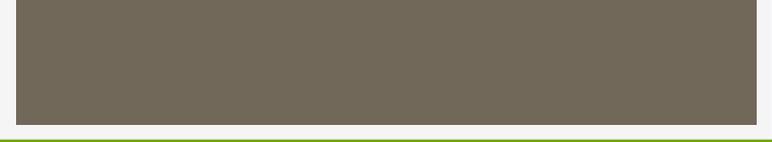
- This year's administration will focus on sampled districts/schools, but will also **offer other districts/schools to volunteer** to do the survey in order to gather valuable (and free) data for their district/schools.
- We'll refer to these as "**self-select**" districts and schools.
- The strategy for including these schools in this year's survey is the following **passive participation strategy**:
  - For these districts/schools the biggest recruitment effort will be **via the packet sent to superintendents**. It will be up to them to return their agreement form (and agree to the terms) for planning to begin.
  - **After you have recruited all of your sample districts/schools**, you may turn your efforts to the self-select districts/schools. Everyone loves data and these schools can still get it.
  - See next slide for self-select requirements.

# Self-Select Terms

- In previous administrations, voluntary participation by schools did not necessarily mean strong or high participation.
- The following are **terms** that self-select districts/schools will need to agree to in order to participate in the survey:
  - The school must sign an agreement stating that if the school is selected to participate in the randomized OPNA survey during the next survey administration, the school will do so.
  - The school must agree to have no less than a participation percentage of 85% of its middle school (6<sup>th</sup> & 8<sup>th</sup>) and 85% of its high school (10<sup>th</sup> & 12<sup>th</sup>) students in order for the surveys to be analyzed.
  - The school must return the surveys to Bach Harrison with no less than 85% participation in each age group.
  - If a school was selected and refused to participate in the randomized OPNA during the previous survey year, they will not receive the self-select OPNA survey.

# Topics of Discussion

- Oklahoma PNA Survey
- RPC Contact Responsibilities
- Overview of School District Survey Coordinator Responsibilities



# **Oklahoma Prevention Needs Assessment Survey**

# Prevention Needs Assessment Survey

- Asks questions about **behaviors** that students or their friends may or may not have done
- Contains questions designed to gather information about **risk behavior and protective factors**
- Contains questions related to **alcohol, tobacco, and other drug use**
- The survey also contains questions on student **sources** of obtaining alcohol, and **where students use alcohol.**

# Examples of Survey Questions

- “I feel safe at my school.”
- “How wrong do you think it is for someone your age to pick a fight with someone?”
- “On how many occasions (if any) have you used marijuana in the past 30 days?”
- “How many times in the past year have you taken a handgun to school?”
- “If you skipped school, would you be caught by your parents?”
- “If I had a personal problem I could ask my mom or dad for help?”

# Risk and Protective Factor Model Survey Instrument (Prevention Needs Assessment Survey)

- Developed through a three-year collaboration between six states and the **Social Development Research Group** at the University of Washington
- Funded by the federal **Center for Substance Abuse Prevention**
- About **one-half of states** are currently doing needs assessments with the Prevention Needs Assessment Survey (a.k.a. the Communities That Care Survey and the Risk and Protective Factor Survey).

# Additional Survey Details

- Only **passive parental consent** is necessary, though schools can choose to obtain active parental consent.
- Student participation is **voluntary**.
- Student and school results are completely **anonymous**.
- Students are **not harmed** during testing.
- The survey takes approximately **50 minutes**.
- The survey will be administered during **regularly scheduled class**.

# Helpful Survey Materials to Answer Questions and Provide Information

- OPNA Questionnaire
- OPNA Survey Project Information Sheet
- Sample Profile Report

# RPC Contact Responsibilities

**\*Timeline to follow discussion of responsibilities**

# School District and Private/Charter School Mailing

- **Introductory packets of information** will be mailed out to Superintendents throughout the state within the next one to two weeks (hopefully, by 1/18). You will be notified when the letter is sent.
- On Tuesday, you were emailed a list of districts in your region. See **Column AJ** to see which schools are a part of the official sample (designed to gather valid regional and state-level data).
- **School districts which contain schools that are part of the sample** should be your number one priority when it comes to recruitment.
- **Non-sample schools will be given the option to participate** on a voluntary (self-select) basis.
- **Approximately 4 days after the packet is sent (no later than 1/25), we need you to begin making contact with Superintendents.**

# Making Contact With Superintendents

- Please begin contacting the superintendents of each of your school districts in your region that contain sampled schools via **face-to-face contact or via phone within one week** of the letters being sent.
  - **Introduce yourself** and explain that the district is part of the very-important state sample.
  - **Answer questions** to the best of your ability.
  - **Obtain verbal support** for the survey project, run Superintendents through the Terms, and ask superintendent to sign and return the form in their packet ASAP.
  - **Ask the superintendent to identify one person at the school district** who will be in charge of organizing the survey at the district level. This person will be referred to as the “Survey Coordinator.”
  - **Refer** superintendents to Stephanie U'Ren or Mary Johnstun for any other questions.
  - **Track** recruitment information in your tracking spreadsheet.
  - **Send tracking spreadsheet** to Stephanie U'Ren as often as she requires.
- Please make every effort to get as many school districts on board (particularly those with sampled schools) as possible before **February 8th**.

# Sample Script for Initial Superintendent Call

- Hello. My name is \_\_\_\_\_. I am working with the Oklahoma Department of Mental Health and Substance Abuse Services to conduct the 2012 Oklahoma Prevention Needs Assessment Survey and am the <<Region>> Regional Prevention Center contact for survey. Do you have a couple of minutes to talk with me about the survey?
- We recently sent you a packet of information on the student survey. Did you have a chance to look at the packet?
  - IF NO: (When would be a good time to call back after you've had a chance to look at it?)
- Do you have any questions?
  - IF NO: Do you plan on allowing your district to participate in the project?

# Responding to Superintendent Concerns

## Common concerns and sample answers

- “Surveys are a hassle”
- “Students are disrupted too much by surveying”
- “Teachers/principals in my district don’t like these surveys”
- Others?
- Try to answer additional concerns. If you don’t know the answer for a question, simply state, “That’s a great question that I’ve never encountered before. Let me gather more information on that and call you back. When is a good time to call again?”

# Sample Script for Initial Superintendent Call, Continued

- IF VERBAL PERMISSION IS RECEIVED
  - Run them through a quick mention of **what will be expected** of them as a district with sample schools or self-selection schools.
  - Ask them to provide you with the name and **contact information for the district-appointed survey coordinator.**
  - Ask them to **complete their Agreement form** and either (A) mail the enclosed consent form to Stephanie U'Ren or (B) work out a means of getting the form to you.
  - “**Thank you** so much for your time and support for the survey. I will begin working with your school district survey coordinator immediately to begin planning. Please call me if you have any questions.”
  - **Record recruitment info** in your spreadsheet and keep Stephanie (via regular updates) abreast of which districts are on board and who the District Coordinator will be. Stephanie will send the district's Survey Coordinator a letter and information on their duties.

# Sample Script for Initial Superintendent Call, Continued

- IF PERMISSION IS NOT RECEIVED FOR THE DISTRICT
  - If you're dealing with a district that has schools in the sample, ask them if they would **allow at least the sampled schools to participate** at a bare minimum.
  - Explain how important the data is not only for the state, but for their region, and community.
  - If they still refuse...
  - **"Thank you** for your time. If you have any more questions or concerns, let me know. We really hope you reconsider."
  - If the district has schools from the sample, **notify Stephanie immediately** so one of the staff at ODMHSAS can follow up and try to turn the recruitment around.

# Initial Superintendent Call: Troubleshooting

- Can you foresee any additional complaints or reactions?
- Do you have any districts in your community that you predict will be troublesome to recruit?
- ODMHSAS will be hiring 3-4 OPNA recruiters who will be helping with this task!

# Record Keeping

- Enter in information into **columns AV-BK** – the light green columns in your spreadsheet.
  - **If we are shipping materials to one contact at the school district, please note that we only need to have shipping information entered into the row containing SCHOOL DISTRICT information. If we are shipping survey materials to individual schools, we will need shipping information provided for each school.**
  - Note that we can only ship surveys to physical mailing addresses **(no PO boxes or Rural Route addresses)**.
  - Also note that each school will only be sent Spanish forms if that information is recorded in your spreadsheet.
- **Review the enrollment information** provided in AE to AH. If that enrollment information does not reflect the actual information, please adjust those numbers.

# Self-Select Return Requirements

- Please note that **self-select schools will have to commit to achieving a high return rate** in order to get profile report results.
- For middle schools- **85% of 6<sup>th</sup> and 8<sup>th</sup> graders must participate.** The numerator will be the number of 6<sup>th</sup> and 8<sup>th</sup> graders taking the survey. The denominator will be the total number of 6<sup>th</sup> and 8<sup>th</sup> graders enrolled according to data obtained from the Department of Education by Bach-Harrison.
- For high schools- **85% of 10<sup>th</sup> and 12<sup>th</sup> graders must participate.** The numerator will be total 10<sup>th</sup> and 12<sup>th</sup> graders taking the survey. Percentage calculated as middle school participation is calculated.

# Follow Up Contact with the School District Survey Coordinator

- Keep in **regular contact with Stephanie** regarding recruitment.
- **Survey Coordinators will be sent a packet of training materials.**
- **Follow up that packet** with a call to introduce yourself and get them started.
- Notify them that it will take roughly 3 weeks for them to receive their materials and **guide them in choosing an appropriate survey date.**

# Maintain Contact with Survey Coordinators and Relay Information to State Survey Coordinators

- **Keep in contact with District Survey Coordinators.** When survey dates are set, please record these dates in your tracking spreadsheet. As this information is gathered, send regular updates to Stephanie.
- Periodically throughout the remainder of the survey process, contact the Survey Coordinators in your region to **ensure that they are completing the tasks assigned to them.**
  - Ensure that they are **establishing passive parental consent** processes.
  - Ensure that they have **found a way to survey ALL 6<sup>th</sup>, 8<sup>th</sup>, 10<sup>th</sup>, and/or 12<sup>th</sup> grade students at their school.** Remind self-select schools of the 85% completion rate requirement.
  - Ensure that they will be completing their survey on the date provided.
  - Make sure that they are **feeling content and confident** with the survey process as it progresses.
  - **Establish and maintain a good rapport.**

# Ensure that Survey Materials were Received

- **One week before the survey** is to begin, Survey Coordinators will receive instructions, teacher instructions, survey booklets, and envelopes for the survey.
- **Please contact them to ensure that they received the materials and that there are enough materials for all classes and students.** If the Survey Coordinator is short materials, please contact Mary Johnstun (801-842-2682), and she will arrange to have more materials sent ASAP.
- Note that the process of shipping materials to schools be **ongoing** as school districts are recruiting. The dates referred to here are goals for the first batch.
- Schools in subsequent batches will need to be informed that it will take **roughly 3 weeks** to get materials sent and they should **plan their survey date accordingly.**

# Ensure the Survey was Completed

- **Survey Coordinators will be sent the following instructions on how to gather and check the completed survey materials.**
  - Survey Coordinators are instructed to make sure the information on the front of each envelope (the Survey Summary information) is completed correctly (i.e. Enrollment figures match the information already gathered, that envelopes are completely filled out, etc.).
  - Survey Coordinators are instructed to put survey packets in the box they were delivered in and send the materials to Bach Harrison via the prepaid FedEx label included in the survey materials they received.

# Ensure Completed Surveys are Mailed in a Timely Manner

- RPC Contacts should **contact Survey Coordinators on the day of the survey** to see if they have any questions on how to gather and check completed survey packets.
- Survey Coordinators should gather survey envelopes, place envelopes in the box in which they were shipped, place prepaid Fed Ex label (provided by Bach Harrison) on the sealed box, and schedule for a FedEx Ground pickup within **two days** of the survey date.
- **The first week of May is the last week for mailing completed surveys.**
- Bach Harrison will keep the DMHSAS updated on the districts that have returned surveys. We may need your help in making follow-up calls to school districts that did not return surveys as promised.

# Troubleshooting/Brainstorming

- Recruiting schools
- Follow-up
- Making sure schools follow-through
- Others?

# Send Thank You Letters

- Please prepare and send thank you letters, hand-written notes, or emails to people involved in the survey process – school districts, survey coordinators, and schools.
- Send notes one week after survey is completed.
- Thank them for their help and support, and notify them that the Superintendent of their school district will receive results of the survey before the beginning of the 2012-2013 school year.

# General Timeline

- Contact and recruit superintendents (**Start on January 25<sup>th</sup> and continue doing this through the first of April**).
- Notify the Oklahoma Department of Mental Health and Substance Abuse Services when you have successfully recruited a school district, and supply Stephanie with Survey Coordinator contact information. Stephanie will then send Survey Coordinators an introductory packet (letter, instructions on how to contact schools, set up passive consent procedures, etc.). Also contact Stephanie when any school districts decline participation. **Your first batch of districts/schools needs to be submitted by February 8<sup>th</sup>.**
- Contact District Survey Coordinators to see if they have questions about the materials they received (**contact as soon as Survey Coordinator packet should be received**).
- Guide Survey Coordinators as they go through the survey process and distribute, track, and return survey materials (**as soon as Survey Coordinators receive their instructions through the end of the survey**).
- Work with Survey Coordinators to ensure that completed survey materials are mailed no later than the first week in May.
- Distribute Thank You letters (**distribute approximately one week after surveys are returned**).

# Dates to Remember

- **January 25<sup>th</sup>** – the day in which your recruitment efforts start.
- **February 8<sup>th</sup>** – drop-dead date for getting your first list of recruited school districts to Stephanie. Any schools that you send to her after this date will need to anticipate roughly **3 weeks** to get their surveys.
- **March 1<sup>st</sup> – End of April**– Survey Period
- **April 1<sup>st</sup>**– Last day for school districts to sign up for survey
- **May 7<sup>th</sup>** – Last day to mail completed surveys to Bach Harrison

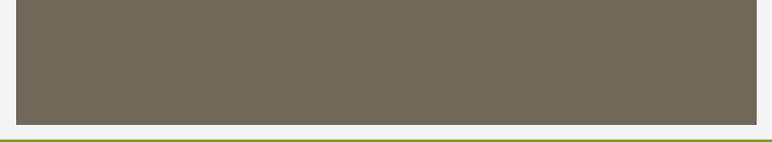
# Contact Information

## **Bach Harrison Contact**

**Mary VanLeeuwen Johnstun,**  
Project Coordinator  
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Phone: (801) 842-2682  
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## **ODMHSAS Contacts**

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Cell: (918) 521-5697  
Fax: (918) 293-3501  
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# THANKS!!!

From all the staff at Bach Harrison and the Oklahoma  
Department of Mental Health and Substance Abuse  
Services

## WE THANK YOU!!!!!!