

ATOD evaluation protocol: *Community event scan*

Overview

The goal of this evaluation is to assess the extent to which events in your community use evidence-based best practices to restrict alcohol sales to underage youth and young adults, as well as intoxicated adults. By observing different practices at events, you can gain information to inform discussions with policymakers, law enforcement, and/or event coordinators to improve restrictions at future events.

Data collection

- In order to maintain positive relationships with event organizers, you may wish to contact them and explain the purpose of this assessment before the event.
- You should select observers who you trust to collect reliable information in a professional way.
- Plan a time to train the observers before the scan and answer any questions they may have. This training should include reading through each of the scan questions together and talking about what the different response options may look like at the event.
- If you decide to use youth or young adults as your observers, please be sure there is an adult on-hand to assist with any issues that may arise and to speak to event organizers on behalf of the coalition if they have questions.
- If possible, plan to have at least two observers working together at any one time to complete the tool. This will improve the quality of the data because they will need to build consensus around their responses to questions.
- Also, if possible, try to arrange for more than one observation of any particular event, including different days (for multi-day events) and/or different times of the day (afternoon and evening). The more data you collect about one event, the more reliable the results will be.
- Observers should try their best to answer the questions using the response options available. However, they can write notes next to questions to provide additional context or explanation.
- If you would like to use Survey Monkey for the tool, please contact your Wilder consultant at least three days before the first event to set up community-specific version.

Data analysis and reporting

You will likely be using this community scan data in two distinct ways: to provide event organizers with event-specific information and to provide other community stakeholders with themes from across events. To assist with this, Wilder Research has developed a synthesis form that can be used for individual events and one that can be used for aggregating events. In addition, Wilder has created an Excel spreadsheet that can be used to provide simple analysis of the data to help inform the synthesis forms.

Single event synthesis form

Once all of the observations from a single event have been collected, you can complete the single event synthesis form. Either the P&I or one of the observers can complete the form, but all observations from a single event should be used. Use the key below to fill out your *Community Event Scan Synthesis Form: Single Event*. The key delineates which questions from the scanning tool should inform each section of the synthesis form. Once completed, you can use the results to define the strengths of the community event and the opportunities for improvement. Sharing the synthesis form with the event organizers will help to teach them about best practices overall and about opportunities for improving their own event. Please note that some event organizers may be very sensitive about their specific event results being shared with others, so try to refrain from sharing single-event results beyond those who absolutely need the information.

Best practice	Where to find information
Creating a safe environment	
Restricting the age of servers	Q 20
Hiring adequate security	Q 23-25
Prohibiting drinking alcohol on the job	Q 21
Limiting alcohol sponsorship/promotions	Q 9
Preventing underage alcohol use	
Checking identification – for all individuals who look under age 30 for each alcohol sale	Q 10
Enclosing an area – for sale and consumption without access to those under 21 and both staff and physical barriers limiting access	Q 13
Using wristbands – for everyone under 21, applied by staff, secure enough to avoid transfer	Q 11
Limiting servings - one serving per ID	Q 22
Using distinguishable cups	Q 15

Best practice	Where to find information
Preventing intoxication	
Refusing sales to obviously intoxicated customers	Q 18-19
Limiting cup size – Single serving (one 12 oz cup or glass of wine) only for alcoholic beverages	Q 14
Offering food and non-alcoholic beverages	Q14 & 16
Preventing price discounting on alcohol – no sales or promotions on alcoholic beverages and alcoholic beverages more expensive than non-alcoholic beverages	Q14

Multiple event synthesis form

Once you have observations from across multiple community events, you can synthesize the results to make them more appropriate for a broader audience and to identify common themes across events.

- In the form, please enter the number of events that have implemented each best practice “all of the time,” “some of the time,” or “not at all.” These ratings should be based on all of the observations for each event. If a particular event has different ratings for the same question, consider all of the ratings in determining which category that event falls into for that best practice. You can use the table above to help determine where in the observation forms you may find the information for each best practice.
- From the Single Event synthesis forms and the original observation forms, you can then note the common strengths and common recommendations for improvement that emerged across events.
- Next, fill in the Observer Perceptions. To do this, first, record the number of observations endorsed for each level of agreement/disagreement. Then, look at the observations for each event and record the number of events for which all “strongly disagree” or “disagree” were marked, all “strongly agree” or “agree” were marked, or a combination of these responses were marked.
- Finally, look through the full synthesis form to identify the best practices your community is currently implementing well and the best practices for which your community could most use assistance.

This information can help you celebrate the best practices your community is already implementing well overall, determine common best practices to promote across events, and inform policy about decisions related to community event restrictions.

Excel spreadsheet

Wilder has created an Excel spreadsheet for completing data entry and another spreadsheet in the same workbook that will automatically analyze results from the scans. If you have any questions about the survey or the data entry or analysis, please contact your identified Wilder consultant.

Please Note: This spreadsheet allows you to examine results by community event or across community events, so you can enter all data into the same spreadsheet as long as you consistently use the same event name for each entry about the same event.

The following provides a step-by-step process for completing the data entry into Excel.

1. Enter the name of the event for which you're entering data. Be sure to use the same event name for all entries about the same event. Enter the location of the event and the organization(s) hosting the event.
2. Type in the date of the event. You can type dates in with abbreviations or numbers – they will automatically format to “mo/day/yr” style.
3. Type in the time of the scan. You can enter the hour and minute either in military time (i.e., 15:30) or with an AM/PM notation (i.e., 3:30 PM), and the time will be automatically formatted consistently.
4. Most questions include a drop-down list of response options that match the tool. For instance, click on the cell under column G (“6. Does this event have activities for youth or families”) to record the data for Question 6. A gray arrow will appear to the right of the cell – click on this arrow to access a drop-down menu of responses. Select the response that corresponds with the survey answer. *Note: be sure to select the response carefully and check your answers. It is easy to make errors at this step in the process.*
5. Some questions on the Community Scan tool include the opportunity to mark all applicable response options (such as question 10a). For these questions, each response option has its own column and you can select whether or not each option is checked.
6. Repeat steps for all completed scans. If an observer left any questions blank, you should leave those cells blank on the spreadsheet.
7. Once the data has been entered, you can view the analyses by clicking on the “Data Summary” tab at the bottom of the screen. Counts and percentages of responses will be automatically generated from the information you entered. To examine the results for a specific event, select that event from the orange drop-down list at the top of the Summary tab. Leave that space blank to see results from all scans combined.