P&I evaluation protocol:
Youth Web Survey

Overview

The goal of this survey is to learn more about how youth in your community feel about underage drinking and access to alcohol. The survey will be administered anonymously to youth via web survey. Questions include opinions on how youth are accessing alcohol, how easy or difficult they think it is to access alcohol, how much of a problem they think underage drinking is in their community, and what are some potential strategies and challenges to reducing underage drinking. The results of the survey will supplement your community needs assessment.

Data collection

Administration

- You will receive a link to your community's web survey in SurveyMonkey.

- You will be responsible for distributing the survey link to as many youth in your community as possible.

- There are multiple options for distributing the link: a) posting the link on Facebook, b) posting the link on school or organization websites c) distributing the link via emails and listservs and d) setting up a computer station at school or an event to allow youth to directly access the survey. The particular method(s) you choose should be determined by your own internet capabilities and access to youth. You may wish to administer the survey to youth using a combination of these approaches. If you come up with any other effective ways to distribute the survey link, let us know! Please note that this survey can only be administered through SurveyMonkey in order to ensure anonymity and ease of sharing of results between you and Wilder Research.

Posting survey link on Facebook

One way in which you can distribute the survey to youth is by posting the survey link on your coalition or youth group's Facebook page. To do this, you will just need to copy the link you receive from Wilder Research and post it on your Facebook Wall with an introduction like the following:

> Students! We want to hear from you! Please take a moment to fill out this **anonymous** survey about youth alcohol use in our community. Your opinions will be combined with the opinions of other students to help us better understand how to work with youth. There are no "right" or "wrong" answers. We just want to hear what you have to say!

Note: Facebook users must be at least 13 years old to create a profile. Because we want youth ages 11-18 to fill out this survey, Facebook should not be the only distribution method you use.

Posting survey link on school or organization websites

You may also choose to post the survey link on school websites within your district. This may be a good way to distribute the survey to students who do not have access to the internet outside of school. You will need to ask permission from the schools in your district to post this.

You can also brainstorm a list of other organizations in your community that have websites frequented by youth. These may include youth-serving organizations, the library, local news outlets, etc. If your coalition has a website, you are strongly encouraged to post the link there.

Distributing survey link via emails and listservs

Emailing the link directly to students may also be an option if you have access to, and permission to use, individual email addresses.

Set up a computer station at school or event to allow youth to directly access the survey

If possible, you may also choose to set up a computer station during a lunch period or at a school or community event. You can encourage youth to spend a few moments filling out the survey online at the computer. In this case, it would be appropriate to offer youth a small incentive, such as candy or a trinket, for completing the survey. Confidentiality is very important so make sure that the computer is stationed in such a way that people passing by cannot see the responses on the screen.

Consent and confidentiality

Because these surveys are anonymous and the information is not personally sensitive in nature, a formal consent form is not needed from either parents or students for participation. Participation in this activity is ultimately voluntary and completely anonymous. There will be no way of knowing who has taken the survey or what their individual responses were.

Data entry and analysis

Wilder Research will analyze and report results in aggregate across all communities, but you will be required to analyze your own results to share within your community and to complete the Needs Assessment Workbook. Wilder Research will send you a password-protected link to your community's survey results. This link will provide you with a summary of all the responses and all of the individual open-ended responses. You will be responsible for analyzing the open-ended responses. Instructions for how to do this can be found in Appendix D of your Needs Assessment Workbook or at the following link: http://www.evaluatod.org/resources/evaluation-guides/Analyzing_InterpretingData_8-09.pdf.

Reporting

You will use the results from this survey to fill in Section 2p in your Needs Assessment Workbook. Although the workbook does not ask for results for each survey question, you should still analyze the responses for each question. Any interesting findings can always be included in the summary section at the end of Section 2 and should be shared with your coalition for the purposes of planning.

Wilder Research will be reporting on the youth web survey results across all P&I communities in aggregate. Aggregated results will be made available to DHS and all P&I grantees.