

SPF PFS evaluation protocol: *Alcohol Perception Survey*

Overview

The goal of this evaluation tool is to assess community members' thoughts about alcohol use and enforcement of underage drinking laws in the community. This evaluation gives respondents an opportunity to confidentially offer their opinions regarding:

- 1) Acceptance of underage drinking
- 2) Enforcement of underage drinking laws
- 3) Alcohol use in the community

By administering this survey, you receive information about community members' attitudes and perceptions about alcohol use and enforcement, which can help guide the promotion and implementation of Zero Alcohol Providers (ZAP).

Data collection

- This survey will be administered by volunteers at community events. Volunteers should have clipboards and pens that community members can use to complete the survey.
- Volunteers should be instructed how to administer the survey. You may want to hold a brief meeting or call with volunteers to review the survey and answer any questions they may have.
- Have information available for volunteers about the Healthy Mavericks Alcohol and Drug Prevention Coalition that they can handout to community members.
- **Before giving a survey to an individual, volunteers must ask whether the person lives in Mankato. If they answer “no,” then the survey should not be given to them. This will help ensure that responses are gathered only from Mankato residents.**
- Once a community member has completed a survey, there should be a manila envelope that they can place the survey in without other people viewing their responses.
- After collecting the surveys, the manila envelope should be sealed and stored in a secure place before being mailed to Wilder Research for data entry.
- Here are examples of some potential questions that community members may ask about the survey with suggested answers:
 - **Q: Why is the coalition asking these questions?**

- *A: The coalition is working on a community initiative to keep Mankato State University students safe. In order to make this work as effective as possible, we want your input as a member of this community.*
- **Q: How will the information gathered through the survey be used?**
- *A: Your answers will be combined with the answers we get from all of the other community members who complete this survey, and the coalition will use your collective opinions to help prioritize and plan its work.*
- **Q: Who should I contact if I have questions about the survey after I take it?**
- *A: Antonia Kolas, SPF PFS Project Coordinator, (Antonia.kolas@mnsu.edu or 507-389-5184)*
- **Q: Will I be able to see the report summarizing this data?**
- *A: A summary of the results will be shared with the coalition. If you are interested in seeing those results or joining the coalition, please contact Antonia.*

Confidentiality

Language at the beginning of the survey explains that responses are kept confidential. However, participation is voluntary, so if a community member does not wish to complete the survey, they are not required to do so.

Privacy

Because you are collecting this information from community members directly, there may be some concern on their behalf about you seeing the information. To ensure all community members feel comfortable completing the survey, inform them that the survey is confidential and when results are reported, they will be grouped with the responses of others. To help increase comfort with the survey, you should collect the completed surveys in a manila envelope to reassure participants that their responses will not be seen by others and that their survey will remain confidential.

Data entry, analysis, and reporting

All surveys should be mailed to Wilder at the following address after data collection is complete:

Wilder Research
c/o Nick Stuber
451 Lexington Parkway North
Saint Paul, MN 55104

Please make copies of the surveys before sending the originals to Wilder in case they are lost in the mailing process. Alternatively, you could scan and email copies of the survey to Nick Stuber at nick.stuber@wilder.org.

Wilder will enter the data, perform analysis, and create a report summarizing the survey findings.