

Pride Survey Methods

Licking County Youth

2009-10 School Year

Prepared by the Community Mental Health and Recovery Board of Licking and Knox
Counties for Our Futures in Licking County
August 2010

Acknowledgements

We thank the 5,078 middle and high school students who completed the Pride survey in May 2010. We also thank the following school district staff and superintendents who helped to coordinate data collection:

C-TEC	Joyce Malainy, Superintendent Mary Kay Andrews
Heath City Schools	Tom Forman, Superintendent Tim Winland Ellis Booth
Granville Exempted Village Schools	Scot Prebles, Superintendent Scott Emery
Lakewood Local Schools	Jay Gault, Superintendent Arnie Ettenhofer
Licking Heights Local Schools	Thomas Tucker, Superintendent Jack Fette
Newark City Schools	Douglas Ute, Superintendent Linda Price
North Fork Local Schools	Scott Hartley, Superintendent Marilyn Messick
Southwest Licking Local Schools	Forest Yocum, Superintendent Charla MacKenzie

Pathways of Central Ohio assisted with collecting completed surveys from several school districts.

This project was partially funded by a federal grant from the Drug-Free Communities Support Program. School districts shared the costs of the survey forms and data processing.

Pride Surveys (International Survey Associates) developed the survey instrument, processed the survey data, and prepared detailed reports of the survey results.

Survey Methods

Survey instrument

The *Pride Questionnaire for Grades 6 to 12* is the most commonly-used survey of youth drug and alcohol use in the U.S. This 123-item paper-and-pencil survey takes 40-50 minutes for students to complete. Independent researchers have found it to be valid and reliable, and it meets federal requirements for evaluating alcohol, tobacco, and other drug (ATOD) prevention programs. Pride includes a “lie detection system;” when answers to questions indicate that a student is not being honest (e.g., inconsistencies), the software will eliminate the data for that student.

The *Pride Questionnaire for Grades 6 to 12* includes questions about most of the behaviors and protective factors that are being tracked for Our Futures initiative, including:

- ATOD use, attitudes, access, and where and when they use
- Parental disapproval of ATOD use
- Participation in school and community activities

The survey also addresses a wide range of topics that are not specific indicators for Our Futures, but are also of interest to the community: school safety, violence and weapons, vehicle safety, and obesity.

Youth disapproval of ATOD use, school climate, parental monitoring, attachment to a pro-social adult, and adult provision of alcohol, however, are not included in the standard instrument. Ten supplemental items were therefore added to address these topics.

Changes to the survey in 2010. In 2010 Pride made several changes to survey items regarding prescription and over-the-counter drug use:

May 2009	May 2010
Within the past year how often have you... Used Oxycontin? [monthly use response option]	Within the past year how often have you... Used prescription pain killers (like Vocodin, OxyContin, or Percocet) to get high? [monthly use response option]
During your life, how many times have you taken a prescription drug such as Ritalin, Adderall or Xanax without a doctor’s prescription? [ever used]	Within the past year how often have you... Used prescription drugs (such as Ritalin, Adderall, or Xanax) to get high? [monthly use response option]
During your life, how many times have you taken over-the-counter drugs to get high? [ever used]	No lifetime use item for over-the-counter drugs
During the past 30 days, how many times have you taken over-the-counter drugs to get high? [past 30 days]	Within the past year how often have you... Used over-the-counter drugs to get high? [monthly use response option]

Continued

May 2009	May 2010
No age of onset item for prescription drugs	At what age did you first... Use prescription drugs (such as Ritalin, Adderall, or Xanax) to get high?
No age of onset item for prescription drugs	At what age did you first... use prescription pain killers (like Vocodin, OxyContin, or Percocet) to get high?
No age of onset item for over-the-counter drugs	At what age did you first... use over-the-counter drugs to get high?

School district participation

Our Futures invited all ten public school districts in Licking County to participate in the Pride survey in May 2009 and May 2010. Seven districts, plus C-TEC, agreed to participate (the same districts both years). The Community Mental Health and Recovery Board of Licking and Knox Counties (CMHRB) entered into Memoranda of Understanding with each participating school district, and Our Futures shared the costs of the survey with the districts. As presented in Figure 1, the districts that participated in the survey (green bars) represented 81% of all public school students in Licking County at the May 2009 baseline. These districts represent varying levels of poverty (see Figure 2), and are located in central, rural, and suburban communities.

Figure 1. Number of students enrolled, K-12, 2008-09 school year

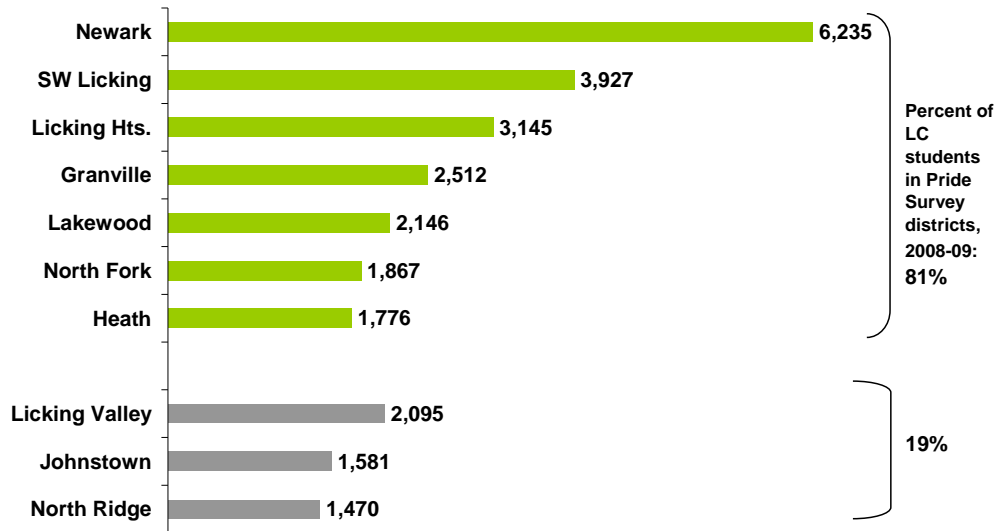
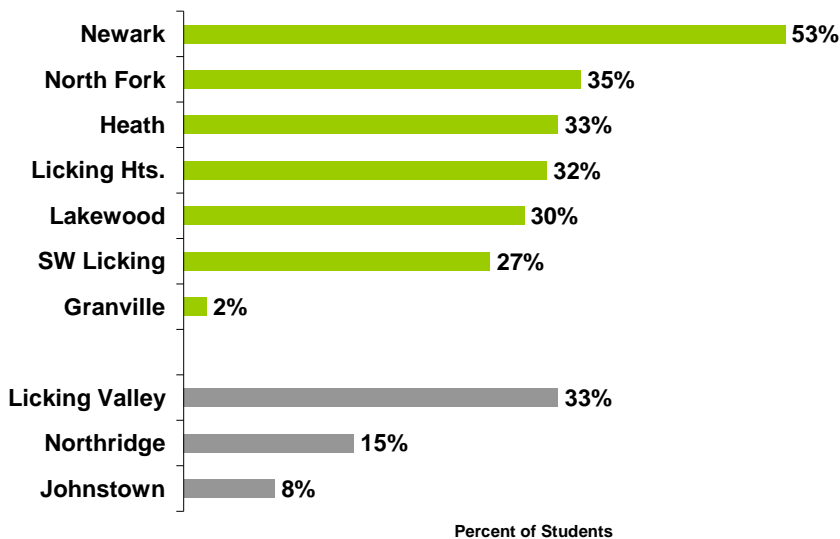


Figure 2. Percent of students identified as “economically disadvantaged, 2008-09 school year ($\leq 185\%$ Federal Poverty Guideline)



Our Futures and CMHRB have access to the aggregate, county-level data (data from *all districts combined*, not broken out by district or building). Each district has a detailed data report for their own students, including results at the building level.

Data collection and response rate

Students in grades 6, 8, 10, and 12 at each of the above districts were invited to participate in the survey. Surveys were collected in school classrooms during May 2009; each district selected their own specific survey date(s) (not within last two weeks of school). The survey is anonymous (no names) and voluntary, and school districts

obtained passive parental consent. Teachers administered the surveys and were instructed to collect them in a large envelope and to not look at student responses.

A total of 5,097 students completed the survey in May 2009 and 5,078 completed it in May 2010 (only includes accurate and complete surveys). As shown in Table 1, the response rate was 86% in May 2009 and 84% in May 2010 (5,089 completes out of 6,061 students in the specified grade levels who were present on the day of the survey).

Table 1. Response Rate Calculations for 2009 and 2010 Pride Survey

	Number of students eligible to participate in survey (Number of students enrolled in grades 6, 8, 10, and 12 minus number of students absent on the day of the survey; response rate denominator)	Number of completed surveys (response rate numerator)	Number of students eligible to participate in survey (Number of students enrolled in grades 6, 8, 10, and 12 minus number of students absent on the day of the survey; response rate denominator)	Number of completed surveys (response rate numerator)
C-TEC	271	*	275	*
Heath City Schools	484	*	435**	*
Granville Exempted Village	791	*	798	*
Lakewood Local Schools	598	*	592	*
Licking Heights Local Schools	721	*	745	*
Newark City Schools	1,522	*	1,506	*
North Fork Local Schools	457	*	533	*
Southwest Licking Local Schools	1,117	*	1,177	*
Total	5,961	5,097 86% Response Rate	6,061	5,078 84% Response Rate

*Provided in district-level reports

**As of the preparation of this report, Heath City Schools were not able to report the number of absent students. The May 2009 absentee count was therefore imputed for the May 2010 calculation.

Comparative data

National Pride survey results from the 2008-09 school year (n=122,243) provide some context for how Licking County youth are doing relative to youth in the US overall.

When compiling this national report, Pride uses sampling and weighting to ensure that the surveys are representative of the U.S. student population (*Questionnaire Report for Grades 6 to 12, 2008-09 National Summary - Grades 6 thru 12*, available at www.pridesurveys.com). As of the preparation of this report (August 2010), the US data for the 2009-10 school year was not yet available.

ATOD core measures

The Federal Drug-Free Communities Support Program, administered by the Center for Substance Abuse Prevention, requests specific evaluation data referred to as the “Core Measures” of youth ATOD use and attitudes: average age of onset, past 30-day use, perception of risk, and perception of parental disapproval. These core measures must be tracked for tobacco, alcohol, and marijuana. The Pride *Questionnaire for Grades 6 through 12* does not directly ask about past-30 day use of ATOD. Instead, it asks “Within the past year, how often have you...;” students who report using a substance “once a month” or more often are counted as having used in the past 30 days.

Statistical analysis

The August 2010 PowerPoint presentation (*May 2010 Pride Survey Results*) includes the results of statistical analysis for selected survey items used to evaluate the Reward and Reminder campaign. Differences between May 2009 and May 2010 were tested using the Chi-Square test for the following items:

- Percent of students who have used in the past 30 days (for each grade level):
 - Alcohol
 - Marijuana
 - Cigarettes
- Percent of students who say it is “fairly” or “very” easy to get (for 6th & 8th graders, and 10th and 12th graders):
 - Tobacco
 - Alcohol
 - Marijuana

P-values (***p<0.001, etc.) indicating the level of statistical significance for each item are displayed on the bar graphs in the PowerPoint presentation.

More information

For more information about the Pride survey methods or results for Licking County (county-wide aggregate report), contact: Amy Bush Stevens, Program Evaluator, CMHRB, stevens@bhg.org or 740-522-1234.

For more information about the Pride survey instrument and national data reports, contact Pride Surveys at www.pridesurveys.com or 1-800-279-6361.

For more information about Our Futures in Licking County, contact Lew Mollica, Community Impact Coordinator, CMHRB, mollica@bhg.org or 740-522-1234.

Our Futures in Licking County is a county-wide plan to create a healthier Licking County by improving the educational, social, safety, and economic environments. Our Futures is currently planning to implement several evidence-based strategies designed to reduce ATOD use and behavior problems, including:

- Reward and Reminder Campaign to reduce access to alcohol and tobacco
- Families United Campaign to help parents talk with their kids about not using ATOD
- PAX-IT Notes and the Good Behavior Game to promote positive behaviors in school
- Triple P Parenting education and intervention to help parents address behavior problems

More information about these strategies is available at www.ourfutures.org.