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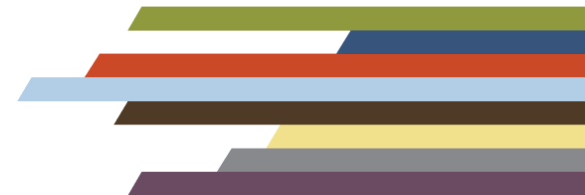
Caring Communities Youth Survey: A Key Asset for Prevention

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Kristin Dillon, PhD, PTTC Associate

June 15, 2021

South Southwest Prevention Technology Transfer Center



Disclaimer

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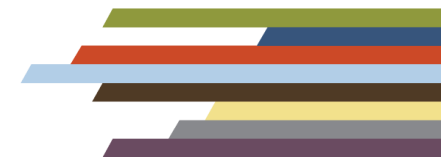


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Presenters



Research Scientist
Amherst H. Wilder
Foundation



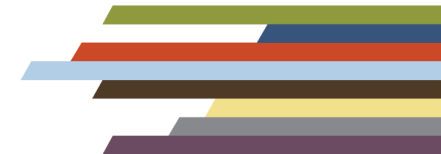
Research Manager
Amherst H. Wilder
Foundation



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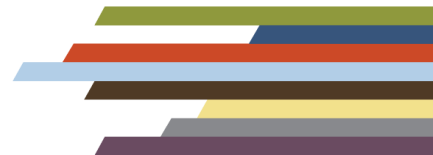
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Learning Objectives

- Outline the purpose of the Caring Communities Youth Survey (CCYS)
- List three methods to encourage participation in future administrations of the survey
- List three strategies for using existing CCYS data to build buy-in for future administrations of the survey
- Describe three characteristics of a culture of data dissemination and use at the local and state levels



Chat Question

Please briefly describe in the chat box why you're in the role you are in as a prevention professional? Why do you care about prevention?

*Why do you do
what you do?*

Purpose of the CCYS



Why is the CCYS important?

- Elevating the voices of youth
- Informing our understanding of current and emerging issues and needs
- Assessing disparities to guide equity work
- Justifying the need for resources and meeting reporting requirements
- Providing a consistent, standardized source for state and local data over time

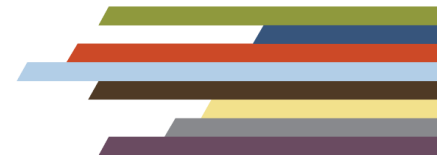


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Pivotal Time in History

- COVID-19
- Environmental disasters
- Social justice
- Importance of monitoring impact on youth mental health, substance use, academic engagement

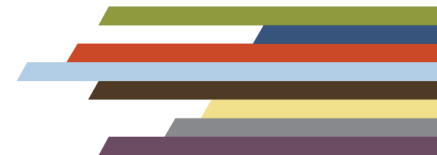


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CCYS Behind the Scenes

Picard Center

- Recruit schools
- Champion the CCYS
- Provide information on the CCYS
- Obtain survey sample
- Ship survey packet
- Post reports online

Bach Harrison

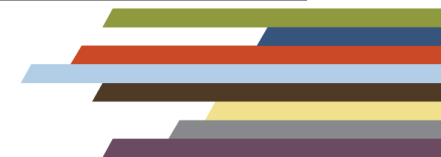
- Data cleaning
- Data analysis
- Local level reporting
- Reports by race/ethnicity
- Training on data interpretation and response rates



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What role can you play?

- Need for champions and influencers at the state, regional, and local levels
- Tap into networks and leverage existing relationships
- Strengthen mutually beneficial partnerships with local schools
- Provide positive pressure!

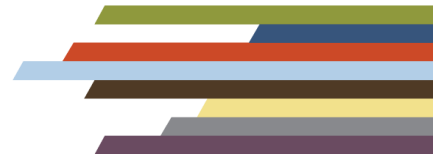


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Approaches to Encouraging Participation in the CCYS



Key Steps

- Identify key stakeholders
- Identify champions
- Share success stories
- Address concerns

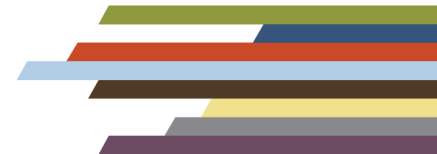


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Key Stakeholders

- School staff—administrators, teachers, counselors, para-professionals, coaches
- Youth
- Youth-serving organizations
- Local government
- Public health
- Parents

Who else?

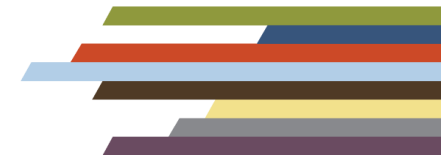


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CCYS Champions

- Understand the importance of the data
- Rely on the data (e.g., to secure funds, measure change over time)
- Value youth voice—youth can be champions too!
- Appreciate local data

I  **DATA**



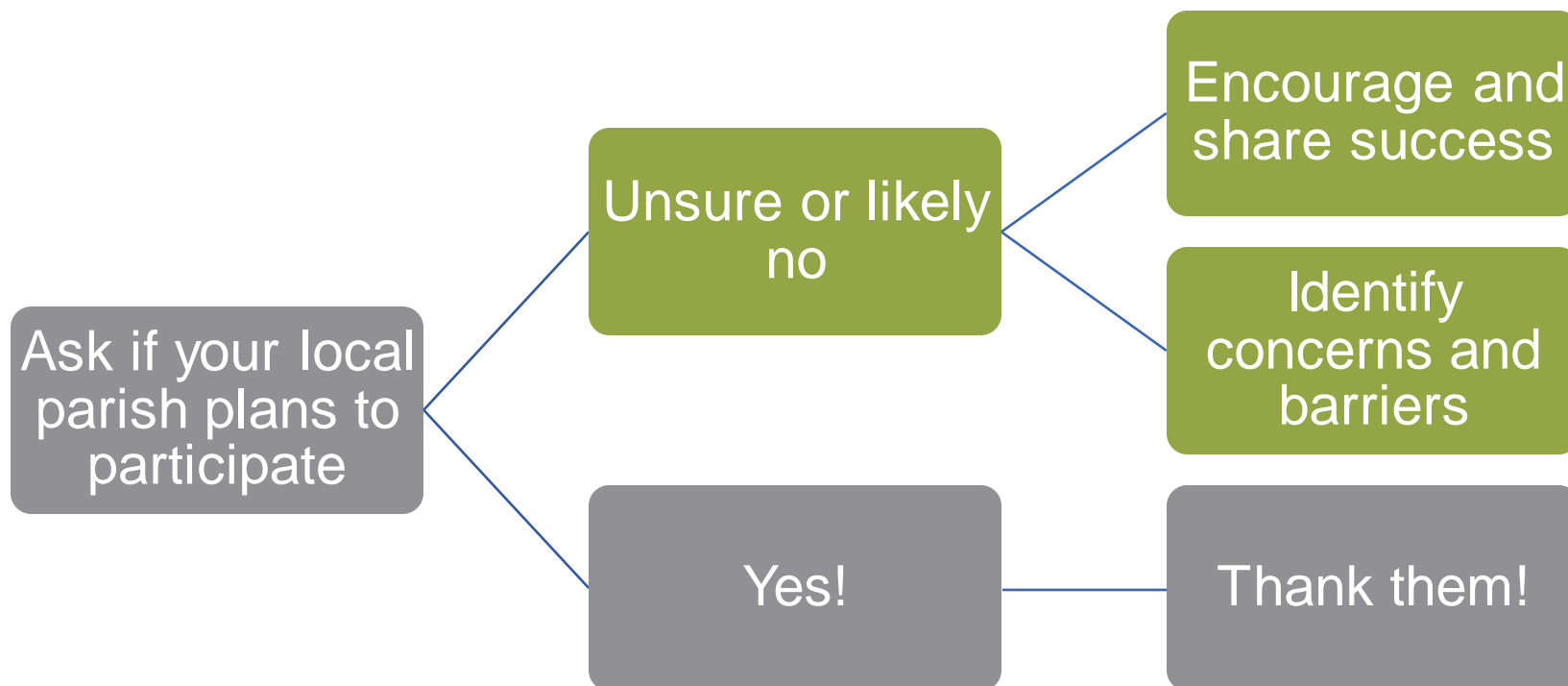
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Steps



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Share Success Stories

- Funding and resources secured at the local level based on CCYS data
- New programs or policies resulting from the data
- Increased awareness of an issue among community members and leaders

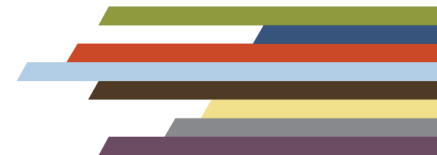


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Create Promotional Handouts

- Coalition logo
- Photo or images
- Trend charts showing improvements, as well as ongoing concerns
- One or two success stories

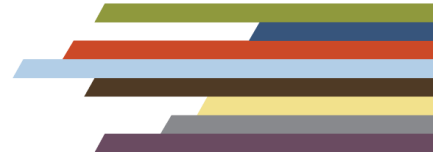
More on this
during the
communications
plan learning
lab!



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Address Concerns

- Response rate
- Reliability
- Sensitive questions
- Survey fatigue

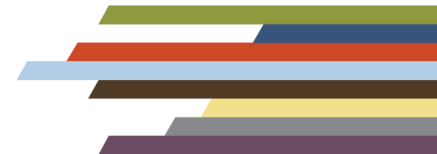


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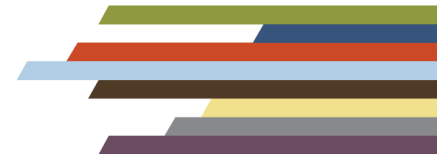
Response Rate



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What is a good response rate?

That depends on several factors:

How closely does the group who responded represent the overall population?

How will you be using the data?

How easy is it to detect the issue you're measuring?

How consistent is your response rate over time?

What do I do if I'm not satisfied with my response rate?

- Know you are in good company
- Be upfront about the limitations to your survey
- Report what you confidently can
- Look for themes across data sources
- Consider weighting the data
- Try to boost your response rate next time

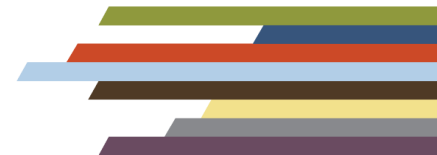


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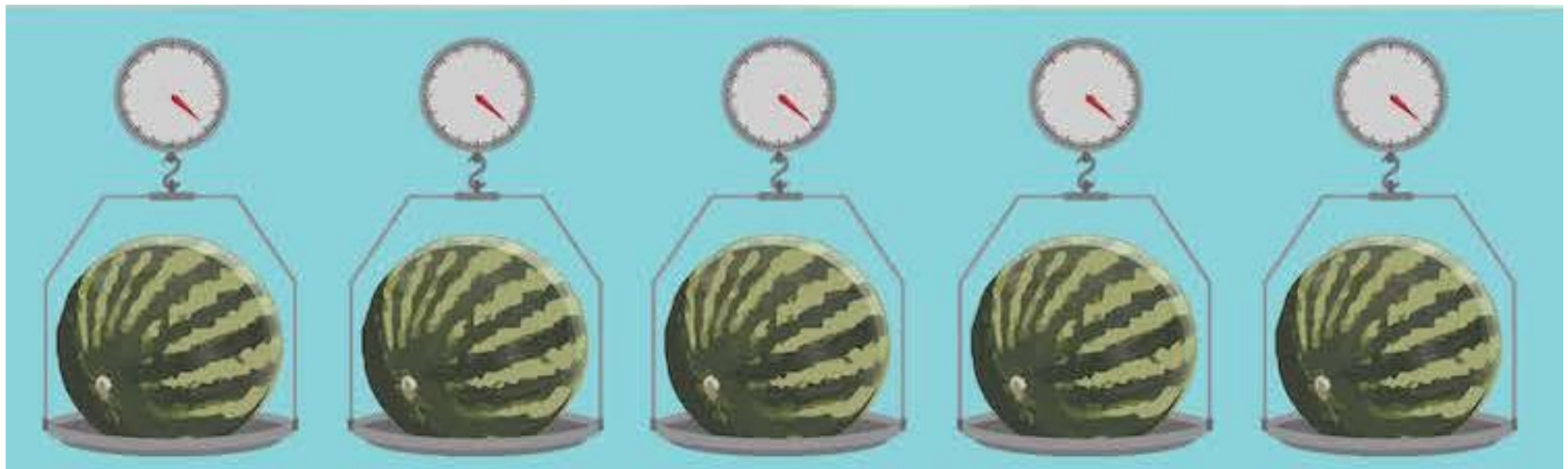
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Reliability

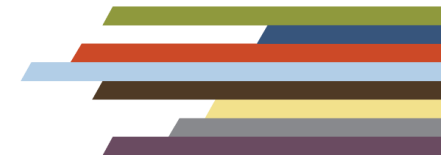
Reliability is the consistency in measurement and results



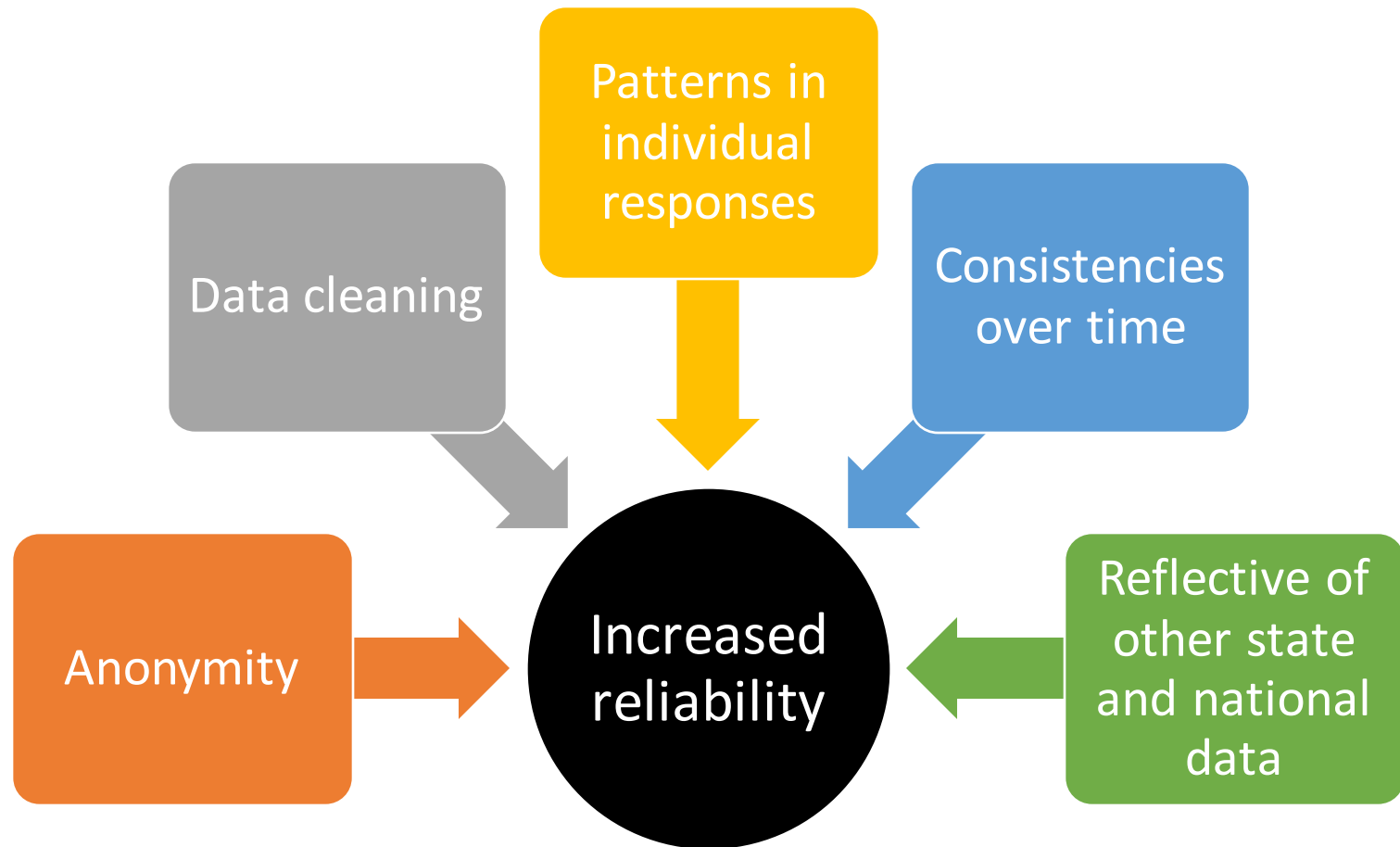
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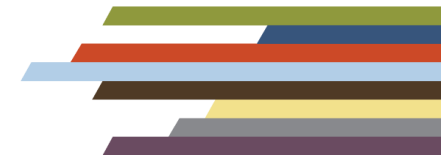
Can self-reported data be trusted?



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Sensitive Questions

Sensitive questions can include:

- Illegal behaviors (e.g., drug use or underage alcohol use)
- Anything that poses a threat or risk if disclosed (e.g., cheating or family conflict)
- Invasion of privacy (e.g., free or reduced lunch, sexual behaviors)
- Emotionally upsetting (e.g., victimization or suicidal ideation)
- Questions with socially desirable responses (e.g., voting, wearing a seatbelt, exercising regularly)

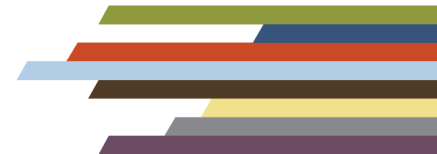


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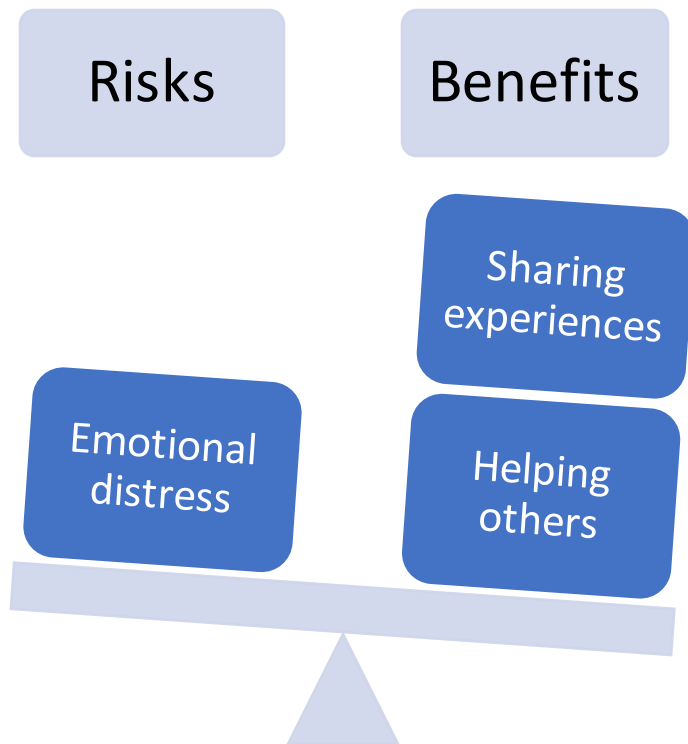
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Sensitive Questions

Studies tend to show that:



We don't know about a behavior



A behavior isn't happening

Daily stress



Stress from study



Most respondents recover quickly



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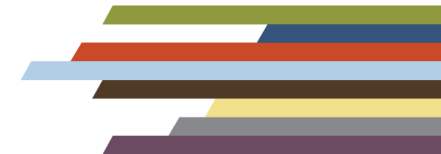
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Sensitive Questions

To buffer effects of sensitive questions:

- Obtain parental consent
- Explain the purpose of sensitive questions
- Allow students to skip questions they don't want to answer
- Provide a positive or neutral activity after survey
- Have resources available for students



Survey Fatigue

- **Survey fatigue** is when your audience becomes bored or uninterested in your surveys
- Often the result of too many surveys
- Strategies:
 - Strive to streamline surveys in school
 - Time the surveys appropriately
 - Make participation exciting

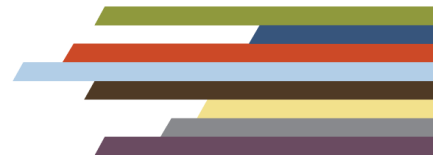


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Develop Talking Points

- Create a FAQ handout that addresses each of the concerns we just covered
- Be ready with responses to address concerns when meeting face-to-face with decision makers or presenting findings

See
Response
Rate
handout!

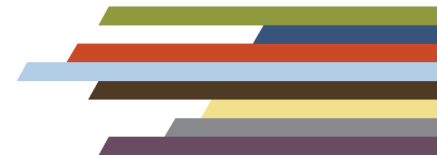


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Using CCYS Data to Promote Participation



Strategies

- Find out which topics stakeholders care about—and show how that connects with substance use prevention
- Offer to help develop data products and disseminate findings
- Show reductions over time resulting from prevention efforts
- Share data in user-friendly, bite-sized ways

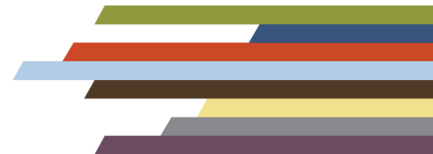


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Example 1

Our data showed...

- Past 30-day e-cigarette use tripled among 10th and 12th graders, and doubled among 8th graders from 2016 to 2018

As a result...

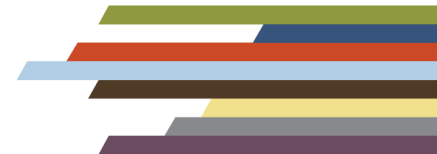
- Our local coalition added vaping as a priority
- The coalition applied for, and was awarded, a Drug Free Community grant



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Example 1 (continued)

Now...

- We need to continue participating in the CCYS to meet federal reporting requirements
- We want to be able to measure decreases in vaping that have resulted from:
 - Curriculum on vaping risks
 - Cessation programs for youth violating school policy
 - Compliance checks with tobacco retailers

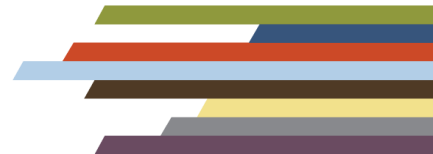


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Example 2

Our data showed...

- Increasing rates of youth depression over time
- Higher rates of suicidal ideation compared to state

As a result...

- Youth champions established a support group
- School staff were trained in Mental Health First Aid (MHFA) and Question, Persuade, Refer (QPR)



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Chat

Which of the strategies described so far have you tried?

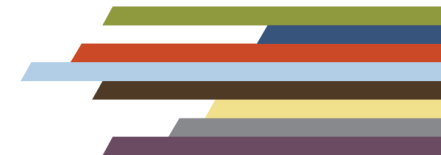
Which strategies have you had success with?



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Building a Culture of Data Use and Dissemination



Build Excitement Around New Findings

- When presenting findings from past surveys, express excitement about anticipating new trend data
- Pair a data point with an action step or resource
 - Align timing with an awareness month
 - Share a data point when a new resource is promoted
- Use innovative dissemination methods like data parties and data games

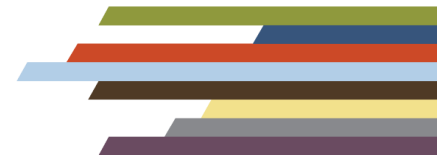


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Develop a Dissemination Plan

- Identify each audience
- Develop key messages for each specific audience
- Determine the best methods for delivering those messages
- Identify stakeholders who will be responsible for messaging—mix it up!
- Set a timeline for dissemination
- **More to come during the learning lab!**

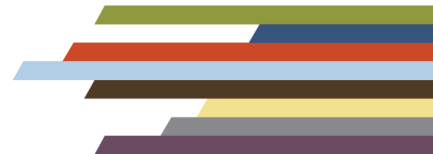


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Innovative Dissemination Approaches

- Data parties
- Gallery walks
- Data placemats
- Scratch-offs
- Fortune tellers
- Trivia polls

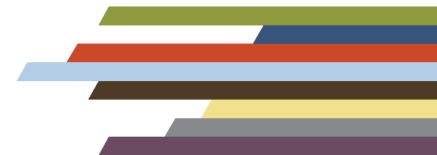
HOT TIP: Invite an evaluator or researcher! They love data and can provide valuable guidance.



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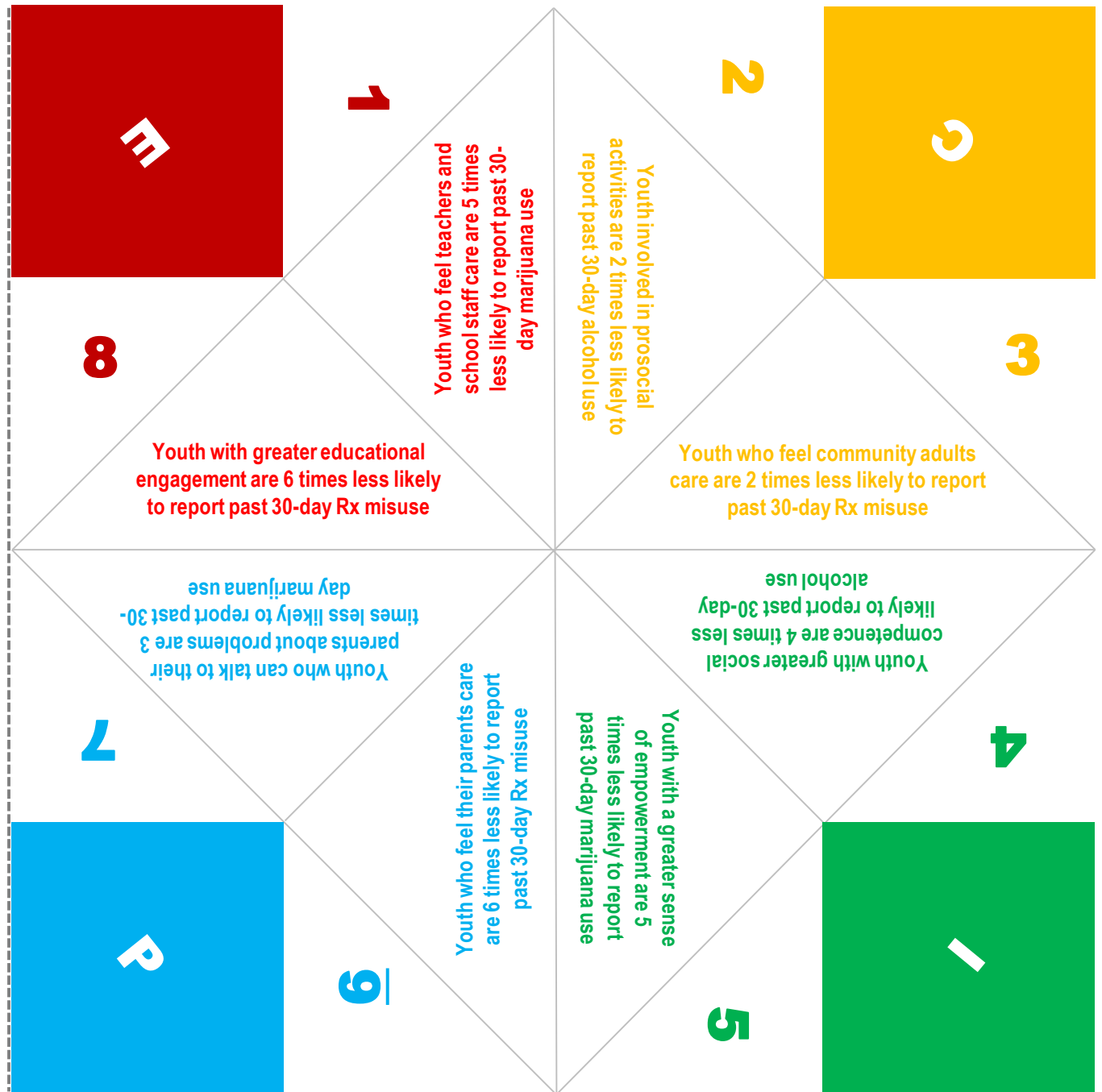
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Envision a future for Roseau County youth

Instructions:

- Cut along dotted lines
- Fold along gray lines
- Pick a color or letter
- Pick a number
- Read the data about how the risk or protective factor addressed by Team EPIC can improve the life of youth in the community



Chat

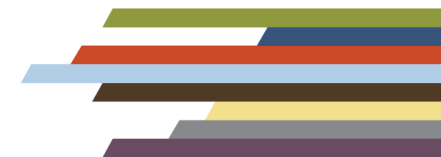
Tell us about any innovative data dissemination approaches you've tried!



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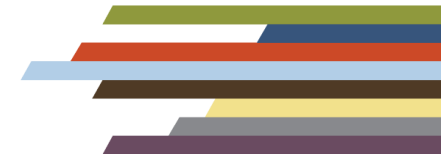
Lessons Learned from Minnesota



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Minnesota Student Survey and CCYS

- Similarities

- Optional for districts to participate
- Covers a wide range of topics
- Data disseminated via interactive databases, static reports, infographics

- Differences

- Three levels of surveys varying by grade
- New option for people to request changes
- Expanded demographic response options

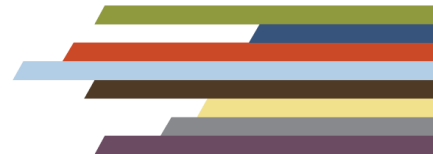


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Promoting Participation

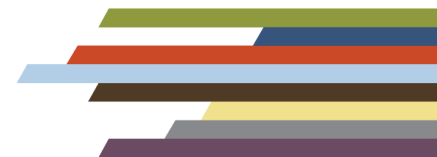
- Audience-specific one-pagers
- Customizable templates from local promotional flyers
- [FAQs](#)
- Recorded webinar series
 - Why and how to promote the survey
 - Stories from local champions addressing substance use and mental health
 - Stories from local champions addressing ACEs and resilience



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Participating in the 2022 Minnesota Student Survey

WHAT

What is the Minnesota Student Survey (MSS)?



The MSS is one of the longest-running youth surveys in the nation, and is open to any public, private or Charter school to participate for free. The survey is an anonymous statewide school-based survey conducted to gain insights into the world of students and their experiences. Sponsoring agencies, such as the Departments of Education, Health, Human Services, and Public Safety use the results to monitor trends, to assess the extent of disparities among population groups, to obtain federal and state funding and to assist local communities and schools.



WHY

What are the benefits to schools and districts who participate in the MSS?

Identifying and addressing the changing needs of youth:

- Request local level data for data-driven decision-making and strategic planning efforts.
- Get a better sense of what students experience at home or in the community that might impact their ability to be successful in school.
- Results can pinpoint areas to improve student inclusivity and belongingness, as well as inform school districts of protective factors.

Financial Benefits:

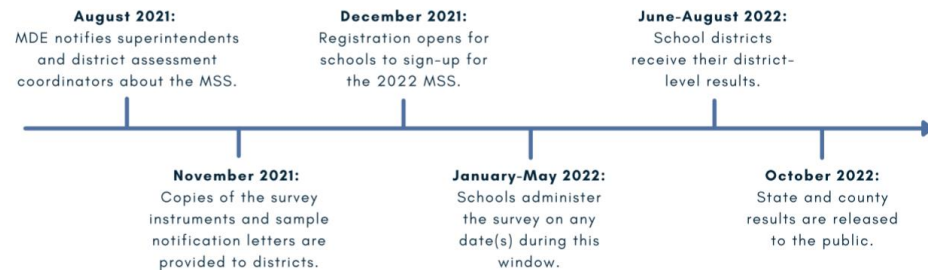
- Better positioned to obtain grant funding.
- For districts who receive funding, this data is essential to meeting funder's reporting requirements.

Community Benefits

- School districts can use local data from the survey to hold community forums.
- School districts can use local data to stimulate discussion of the changing needs of students and equip teachers and staff with relevant training, curricula, and resources to meet those needs.
- Other community organizations and agencies that serve your district's students rely on the MSS data to inform their programming and services.

WHEN + HOW

How does my school participate in the MSS?



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Minnesota Prevention
Resource Center
mprc.org

Questions? Contact:
mde.studentsurvey@state.mn.us

Funding provided by:
mn DEPARTMENT OF
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4 Steps to Organize and Advocate for Your School District's Participation in the Minnesota Student Survey (MSS)

The Minnesota Student Survey (MSS) is an anonymous statewide school-based survey conducted to gain insights into the world of students and their experiences. The survey is open to any public, private, or charter school to participate for free. Results from MSS can be used by schools and other stakeholders to monitor trends, assess the extent of disparities among population groups, obtain federal and state funding, and help inform policies and programming.


Are you interested in having your school district participate in the MSS?

Review the four steps below to help you organize and advocate for your school district's participation in the MSS.

Ask if they plan to participate

1

Find out if your school district plans to participate in the 2022 MSS.



If your school district plans to participate - AWESOME!

If they don't plan to participate or are unsure, proceed to the next steps.

Find champions

3

Identify champions.

A champion is someone who leads an initiative's efforts. They are well-respected in the community and can leverage relationships and networks to ensure that the goals of the initiative are met.

Your champions could include members of the school board, community members, youth or YOU!



2

Identify your partners and collaborate.

Connect with people already in your network or research whether there are community groups, District Assessment Coordinators (DACs) or local public health agencies currently advocating for MSS participation in your district.

Discuss MSS benefits for each stakeholder group and create a plan and talking points to communicate to decision makers why participating in the MSS is important.

Team up with community partners

4

Talk to decision-makers.

Meet with school administrators or other decision makers to speak on this issue.

Follow up with the MSS factsheet for additional information and a thank you email after each meeting. Let decision-makers know you anticipate their answer.

Talk with decision-makers



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Minnesota Prevention
Resource Center
mnprc.org

Questions? Contact:
mde.studentsurvey@state.mn.us

Funding provided by:
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Innovative Community-Level Dissemination and Use

- Classroom projects/assignments using MSS data
- Presenting findings to youth groups
- Empowering youth to elevate prevention priorities based on findings
- Youth-developed videos highlighting statistics on priority topics

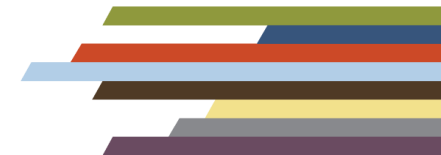


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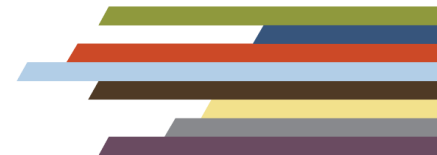
Questions



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[Use, provide feedback, share and promote new products!](#)



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Ask us! Access TA from the PTTC



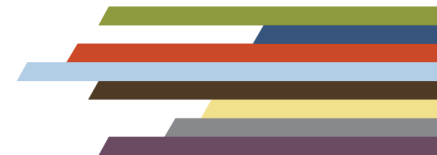
[Join us on Twitter at SSWPTTC6](#)



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Thank You

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