

2016 Montana
Prevention Needs
Assessment Survey



2016 Survey
Project
Gear-Up

Topics of Discussion

- Montana PNA Survey
- Data Uses and Applications: Selling Features for EVERYONE
- What you can do to Support the MPNA



Montana Prevention Needs Assessment Survey

2016 Montana Prevention Needs Assessment Survey

- Sponsored by the Chemical Dependency Bureau, Addictive and Mental Disorders Division.
 - Jackie Jandt, CDB AMDD MPNA Project Manager
- Survey Contractor: Bach Harrison, L.L.C.
- Find data for 2010, 2012, and 2014 reports here:
 - <http://dphhs.mt.gov/amdd/SubstanceAbuse/CDDATA/PNADATA>

The Montana Prevention Needs Assessment Survey Project Was Designed With the Needs of Our Area In Mind

- One of the major obstacles that the prevention provider system and communities face is the **absence of reliable local data** to help them identify needs and target substance abuse prevention services.
- The Montana Prevention Needs Assessment Survey, **a state-wide risk and protective factor student survey**, is conducted by the State of Montana to gather data needed for planning.
- The 2016 administration of the MPNA will be the **tenth administration** of the survey – the survey started in 1998.
- The 2016 MPNA Survey will enable Montana to continue to collect **local- and state-level data** on levels of risk and protection, substance use, antisocial behaviors, mental health items, and more.
- The 2016 survey is being offered so that regions, schools, school districts, and communities can have **planning data that is specific to their individual populations**.

Survey Features

- The survey will focus on our **February 1-12 primary administration window, with the option to extend the survey through the end of April if need-be.**
- The survey is **free** of charge.
- The survey will be offered to any **public, private and charter** schools throughout the state that are interested in participating.
- We ask that you reach out to ALL school districts and charter/private schools in your area to recruit participation.
- The MPNA Survey focuses on grades 8, 10, and 12; however, any school/district that wants **ALSO** to survey grades 7, 9, and 11 is completely welcome to do so.
- All data collected is carefully cleaned and validated prior to reporting! BH uses five validity checks to ensure that all data reported represents honest, valid participation.

How is the Montana PNA Survey different from other state student surveys? Why is the data so valuable?

- Offering a census survey at no cost to schools provides us with the opportunity to gather hearty data without placing a financial burden on the education system.
- The survey will collect **Risk and Protective Factor data** which is not collected at the local-level through any other state-wide survey.
- **Reports** can be generated on several levels, including state, regional, school district and school.
- Ample **technical assistance is provided to help communities identify and prioritize needs** to target substance abuse prevention services.
- Montana provides a wealth of data in various reported formats – from full profile reports to multi-year by-grade crosstab reports!

Diving into the MPNA Form

- Asks questions about **behaviors** that students or their friends may or may not have done
- Contains questions designed to gather information about **risk behavior and protective factors**
- Contains questions related to **alcohol, tobacco, and other drug use**
- The survey also contains questions on student **sources** of obtaining alcohol, perceived risks associated with non-prescribed Rx drug use, and perceived acceptability of non-prescribed Rx use.

Additional Survey Details

- Only **passive parental consent** is necessary, though schools can choose to obtain active parental consent.
- Student participation is **voluntary**.
- Student and school results are completely **anonymous**.
- Students are **not harmed** during testing.
- The survey takes approximately **50 minutes**.
- The survey will be administered during **regularly scheduled class**.

MPNA Reported Data

- Data (a lot of it) for everyone!

MPNA data can be used to discuss...

- Underage drinking and other illegal substance use and treatment needs
- Mental health issues and treatment needs
- Suicide ideation and suicide prevention
- Bullying
- Gang prevention
- Antisocial behaviors
- School and community safety/violence
- Highway safety
- Sources of obtaining substances
- Impacts of parental involvement on youth behaviors
- Career and college readiness, as well as other school counselor areas of concern

Applications of MPNA Data

- Needs assessments
- Decision making and funds distribution
- Evaluation of past efforts
- Grant writing
- Reporting
- District Accreditations
- Maintenance of funds/grants
- Decision making
- Community/Populations outreach
- Legislative efforts

2016 MPNA Survey Strategy

- As with all previous administrations, the 2016 administration is based upon a straight-forward survey strategy –
 - Attempting to survey all 8th, 10th, and 12th grade students in the state, while also...
 - Giving the option for the survey to be extended to grades 7, 9, and 11).
- Recruitment Packets will be Sent to District/System administrators in the first week of November.
 - They will be sent a letter, background information, a copy of their 2014 results (or public information results if they did not participate previously), and an agreement form.
- We would LOVE to have your help in being vocal about your support of the 2016 Survey and your need for the data!

Recruitment in General

- Bach Harrison, Survey Contractor, will be sending out a recruitment packet (containing a letter, FAQ sheet, sample form, 2014 results, and agreement form + SASE) to all superintendents, and charter/private school administrators in the first week of November.
- Consider reaching out to your administrators ASAP so that they can be on the lookout for the packet. If you would like to wait until November, we ask that you begin making contact with administrators no later than THREE days after the materials are shipped.
- Do your best to really sell through survey, the data received, and its benefits to the entire community.
- Use your network of area data users as much as possible. Recruitment goes best when it is a team effort and when districts understand that the data is used and appreciated by MANY people in their community.

Recruitment in General, Cont.

- Superintendents/Administrators will return their agreement forms to Bach Harrison via SASE, and Mary and her team will log them into our Master Spreadsheet.
- We will need you to complete on-going active recruitment of those districts/schools that have not returned their agreement forms.
- Do what you can to turn No's, Maybe's, and No Responses into a firm YES through strong use of your network.
- Keep in communication with Jackie Jandt regarding your progress and needs for assistance.

Prepare to “Sell” the MPNA...

Without Feeling Slimy

- States that properly market the survey consistently have higher completion rates. Selling the survey is a necessary evil of a successful data collection effort.
- Don't think of it “informing” rather than “selling.”
- Promote the benefits to the district/schools -- data to be used for prevention planning, reporting, grant writing, school climate assessment, bullying prevention, mental health awareness issues, counselor/teacher work, etc.
- Promote the “big picture” benefits – how the data positively affects the community/county/region/state.
- Market the data as part of a bigger/helpful system.

Selling the MPNA: Let's Brainstorm!

- How have you “sold” the survey in the past? What arguments have worked well?
- What tactics for “selling” the survey have failed for you in the past? What arguments haven't worked?
- What do you think are the present-day best selling features of the data?
- How can you sell by example? What gold-star districts are in your region that have made amazing use of their data?

A Guide for Making Contact With Superintendents

- Should you choose to make contact with your local Superintendents:
 - **Introduce yourself** and explain the survey.
 - **“Sell” the survey**, the reports they will receive, and the benefits to the community.
 - **Answer questions** to the best of your ability.
 - **Obtain verbal support** for the survey project, run Superintendents through the Terms, and ask superintendent to sign and return the form in their packet ASAP.
 - **Refer** superintendents to Jackie or Mary Johnstun for any other questions.
- We are trying to make every effort to get as many school districts on board as possible before **December 15**.

Ideas for Effective Recruitment

- Making Superintendent contact BEFORE the recruitment packets are sent.
- Follow-up emailing/calls/meetings.
- Sending Administrators electronic copies of the agreement forms.
- Utilizing local data users and stakeholders to get a foot in the door.
- Strong organization and communication at the heart of all of your efforts.
- “Sell” the survey through effective audience-based reasoning regarding cost, data use, and the impact on schools/communities.

Turning a “No”/”Maybe” into a “Yes”: Overview

- Common reasons for NOT participating in risk and protective factor surveys:
 - We don't have time in our schedule.
 - The survey takes too long to administer.
 - We've participated in these surveys before and get nothing out of it.
 - Our students don't take these types of surveys seriously – the data is worthless.

Turning a “No”/”Maybe” into a “Yes”: Problem #1

- Problem #1: *We don't have time in our schedule.*
- Responses:
 - We've widened our survey window to allow more scheduling options.
 - Let's explore the option of an assembly schedule.

Turning a “No”/”Maybe” into a “Yes”: Problems #2 and #3

- Problem#2: *The survey takes too long to administer.*
 - The paper survey can be completed in 45 minutes by a 7th grader, and as little as 30 minutes by a high school student.
 - The online survey is even faster – taking student a mere 20-25 minutes to complete.
 - If you are short of district/school staff to organize, I would love to volunteer to help out!
- Problem #3: *We’ve participated in these surveys before and get nothing out of it.*
 - I am really sorry to hear that. It sounds like we need to do a better job of supporting you when your data is released.
 - These are some ways that other data users/districts/community groups are using the data: X, Y, Z
 - Perhaps you don’t see a direct use of your data, but did you know that your county is using the data for _____, your community is using it for _____, your region is using it for _____, and the State in general is using it for _____?

Turning a “No”/”Maybe” into a “Yes”: Problem #4

- Problem #4: *Our students don't take these types of surveys seriously – the data is worthless.*
- Responses:
 - Bach Harrison, our survey contractor, has actually built 5 validity/honesty checks into the data cleaning process to weed out dishonest participation. About 3.5% of surveys are eliminated each administration so that we can be sure your data is accurate.
 - Students love to be heard – don't underestimate the power of this community survey for securing honest participation.

Additional problems?

- Try to answer additional concerns. If you don't know the answer for a question, simply state, “That's a great question that I've never encountered before. Let me gather more information on that and call you back. When is a good time to call again?”

What to do with a “No” is a firm “No.”

- Keep calm and carry on.
- Thank the person for their time and turn to your network!
Ask yourself:
 - Does anyone else in this network have a better “in” with the Superintendent?
 - Given the Superintendent's concerns, who in the network might be best able to address those concerns?
 - Who might I be able to partner with in the network to make it happen.

Recruitment is only half the battle – Ensure Actual Survey Completion

- **Keep in contact with District Survey Coordinators.**
- Periodically throughout the remainder of the survey process, contact the Survey Coordinators in your region to **ensure that they are completing the tasks assigned to them.**
 - Ensure that they are **establishing passive parental consent** processes.
 - Ensure that they have **found a way to survey ALL 8th, 10th, and/or 12th grade students at their school/district.** Remind all that we are shooting to get a bare minimum of 70% of their population surveyed.
 - Ensure that they will be completing their survey on the date provided.
 - Make sure that they are **feeling content and confident** with the survey process as it progresses.
 - **Establish and maintain a good rapport.**

General Timeline

- Contact and recruit superintendents **(Start right after this WebX and continue doing this through the end of the survey window).**
- Stay in touch with Jackie Jandt or Mary Johnstun to get updates regarding recruitment in your region/community and to learn who will be coordinating the survey in each district/school.
- Contact District Survey Coordinators to see if they have questions about the materials they received **(contact as soon as Survey Coordinator packet should be received).**
- Offer assistance to Survey Coordinators as they go through the survey process and distribute, track, and return survey materials **(as soon as Survey Coordinators receive their instructions through the end of the survey).**
- Work with Survey Coordinators to ensure that completed survey materials are mailed no later than Mid-May (or before the school is closed for summer).

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THANKS!!!

From all the staff at Bach Harrison
and the State of Montana,

WE THANK YOU!!!!!!