

NM OSAP Recipient Meeting

New Mexico Community Survey

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Background on the PIRE Evaluation Team

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- David Currey, Ph.D.
- Liz Lillioott, Ph.D.
- Martha Waller, Ph.D.
- Lei Zhang, Ph.D.
- Kim Zamarin, MPH
- Christina Lopez-Gutierrez
- Marissa Elias, MPH
- Ashley Simons-Rudolph, Ph.D.
- Marie Elena Reyes, M.S.

Important dates

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- **February 24th** - Online survey goes live
- **March tbd** - Data entry training
- **April 27th** - All data collection must end
- **May 15th** - Data files (for paper surveys) are due
- **May 31st** - PIRE returns aggregated data files
- **June 30th** - PIRE will return Summary Data Finding Reports*
- **July 15th** - All EOY reports submitted to OSAP

Where can you find important NMCS information?

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- The NMCS 2020 Data collection protocol contains most of this information.
- All documents you need should be found online: www.nmprevention.org under 'Prevention Programs Evaluation Instruments' and 'New Mexico Community Survey'
- Or you can always contact Kim or Marissa or Ashley or Christina or Liz

Tiny URL for NMCS & Testing Programming for Your Community Modules in Advance

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- <https://tinyurl.com/NMCS2020>
- Please take / test the survey BEFORE the data collection period begins, assure your correct modules are included!
- Online survey link **without** YOUR site ID = core+meth

Optional Modules 2020

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Module	# of Communities Using Module
Opioids	11
Methamphetamine	4
Community or College Community	13
Marijuana	11
ACEs	3
Mental Health & Access	8
Tobacco	3
Gambling	1

Modules & Community / College Community

Modules for PFS15 programs

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- Nine optional modules this year.
- While short as stand alone modules, adding to the overall length of the survey should be taken very seriously.
- PFS2015 programs must collect community or college community module this year.
- “Community” modules are helpful to include every other year or at the beginning and end to monitor community attitudes and readiness.
- If you are not going to use the data for specific evaluation questions or needs assessment, please don't include them just because it seems interesting.

Collecting Sensitive Information on Paper Surveys

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- For those collecting ACEs or Meth modules on paper forms, PIRE has envelopes for you to take home today or tomorrow (if you informed us in advance).
- Reuse envelopes when possible.
- Please explain to respondents to put the completed questionnaire into the envelope and close it up, seal it, then place it in your container. You may want to place some empty envelopes in the box early on so someone isn't worried theirs is the only one.

A little advice from a training expert

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- **Approaching potential respondents**
 - Introduce self, your coalition, and the survey (script provided)
- **Screening potential respondents**
 - NM Resident
 - Age
 - Taken the survey already?
- **Dealing with objections and/or concerns**
 - What questions might potential respondents have about the survey?
 - Motivating people to take the survey now!
- Once they agree to take the survey, how do you walk them through the process? Other ways to take the survey...

Setting the survey up for respondents

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The Consent Process:

- Whether using a paper survey or taking the survey on-line, whether in English or in Spanish, you **MUST** walk through the consent form with everyone.

If taking the survey on a tablet

- Stand next to the respondent to show them what you are doing
- Enter the survey by indicating **your are administering for someone else...** Explain why you are doing this.
- Enter the log on information- SITE ID is very important!!!!
- Consent
- Tricky questions
- Close out
- Getting to the cash card drawing

After the questionnaire is completed

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- **Paper surveys** - Ask the respondent to place the completed survey into the envelope provided, seal it, and place it in the box.
- **On-line surveys**- make sure the respondent has submitted the survey. (If they get to the closing page with the link to the drawing, the survey has been completed and submitted.)
- Help the respondent get to the drawing page if needed.
- Upload surveys later (same day) when using offline Qualtrics App
- Troubleshooting the Qualtrics App (sign in and out again, upload survey again)

Data collection tips

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- Collect data in pairs or more (ideally one will be bilingual)
- Data collectors must be 18 or older and will ideally be able to connect with the population you are sampling (young adults, elders, parents, men, etc.)
- Try to make the days of the week and the times of day that you collect data this year match those from last year. (Look at your data collection tracking logs from last year.)
- Setting up for data collection:
 - Ipads, laptops, hotspots- include tinyurl, site ID, POSTERS to take along
 - Incentives (cash requires a log) & take home information document & Collection box; envelopes if needed
 - Clipboard (tape your 'script' on back) - blank sheet on top for privacy
 - Tracking form

Data collection tips

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- Team work: Organize your communications: look at your protocol and who's in charge, who you report to, how you upload app data entry.
- A plan to track on-line surveys
 - Sampling strategies & TIPS
 - High flow area: select every other person.
 - Approach everyone - not just those who look nice.
 - Men
 - Don't be shy, don't make assumptions based on appearance
- Practice your pitch

After a day of collecting data

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Wrapping Up

- Paper surveys - make sure all dated, with site code & location & surveyor info
- Count paper surveys (English & Spanish)
- Count app and/or online surveys completed (use clicker or hatch marks)
- Upload app surveys, then logoff
- Log back into app (username = nmcs@pire.org Password = Pire2020!)
- Fill out data collection tracking log for the day!!!!!!!!!!
- Secure completed paper surveys and Ipads in safe, locked area

Additional Odds and Ends

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- Incentives - OSAP policy guidance
- Take home information - EVERYONE needs to receive this!
- Data tracking form- super important!!!! You must turn this in at the end of the year.
- If you make changes to your data collection protocol (including the LOCATIONS you plan to collect at), you must inform PIRE ahead of time.

Push the survey on your social media

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- Please like on Facebook the New Mexico Community Survey page from your local program's Facebook page, Twitter Feed, Instagram accounts as well as your personal ones.
- Like the New Mexico Community Survey ads on Facebook and Instagram when you see them. Comment on the ads.
- Ask your friends and family to share and comment as well.
- **DO NOT COMPLETE THE SURVEY YOURSELF OR ASK YOUR COALITION MEMBERS TO COMPLETE THE SURVEY.**

We couldn't do this without you!!!

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- Thank you!!!!
- Any questions? Please ask them.
- Any concerns or problems? Please share them!
- If you need Kim or Christina to provide additional training, ask them today!
- If you find that once you start, it's not working the way you planned, let us know so we can help. Don't wait!!!!
- You all make this survey process successful. We are appreciative of all 'heads up' you can provide.