



NM Community Survey:

Collecting Data

Data Collection Training
February 2022

NEW MEXICO COMMUNITY SURVEY (NMCS)

AGENDA

REVIEW KEY INFORMATION

CHANGES TO THE SURVEY FOR FY 22

RECRUITMENT

SNEAK PEAK! DATA ENTRY AND ANALYSIS

NEXT STEPS

NEW MEXICO COMMUNITY SURVEY (NMCS)

**GOAL = COLLECT REASONABLY REPRESENTATIVE
SAMPLE OF ADULTS IN THE COMMUNITY**

FEBRUARY 28-APRIL 29, 2022 (9 WEEKS)

Data is collected online or in-person
New Mexican residents only
18 or older
1 submission per person

How Will the Data be Used?

- Programs and communities to assess local needs and track changes over time in key prevention areas
- OSAP to track changes in ATOD use & IVs over time at a state level
- State agencies to improve & increase prevention services to all New Mexicans
- SEOW (State Epi Outcomes Workgroup) to monitor and track local progress
- **How do you use the data?**

Important Dates for Your Calendar

February 21-25 - PIRE works with communities to finalize protocols



February 28-Data collection may begin with *approved protocol* and online survey goes live

April 29 - Data collection ends

May 6 - Data files (for paper surveys) are due

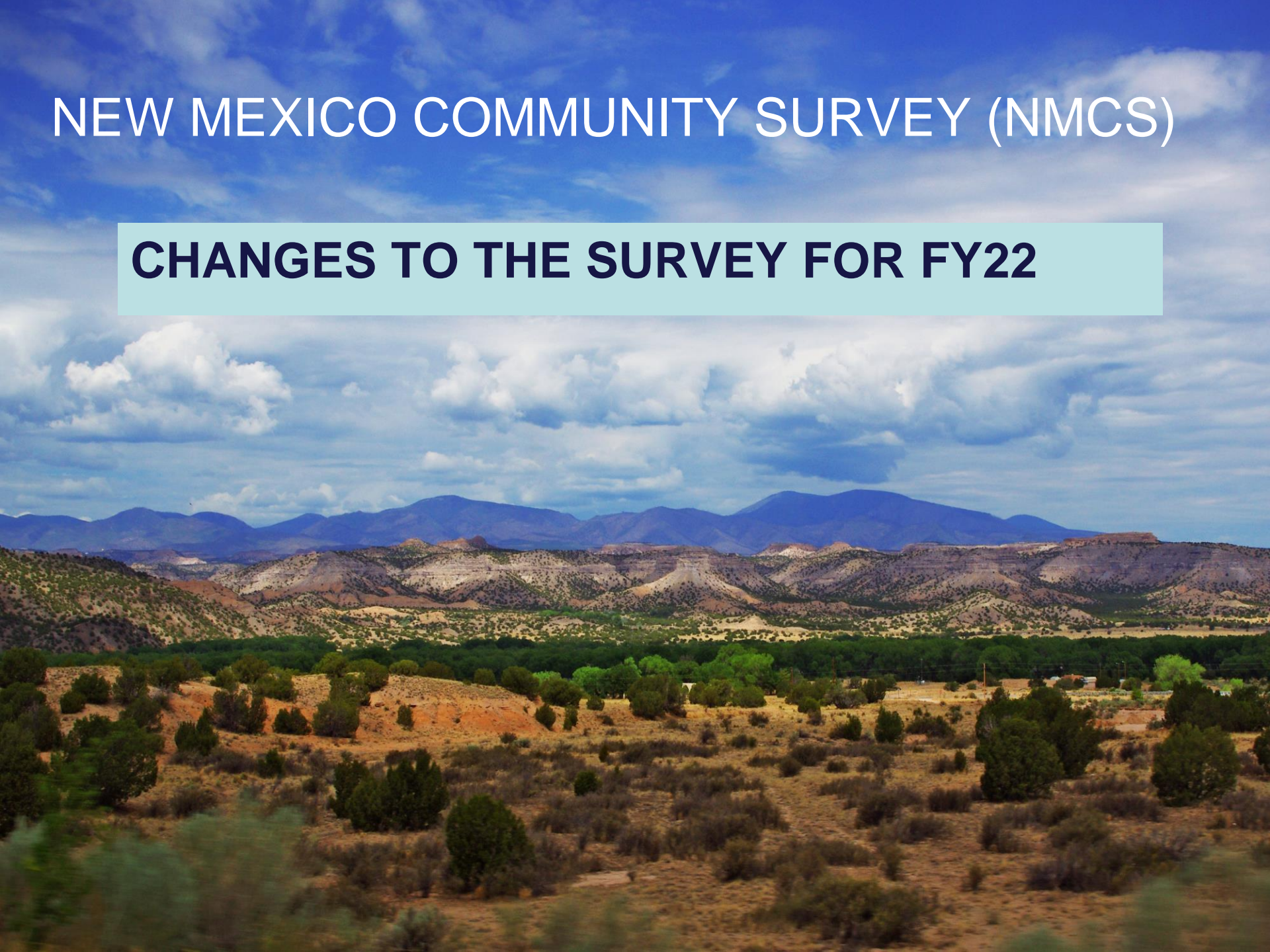
June 1-15 - PIRE returns aggregated data files to local evaluators

June 30 - PIRE returns R-reports

July 15 - All End-of-Year reporting documents submitted to OSAP

NEW MEXICO COMMUNITY SURVEY (NMCS)

CHANGES TO THE SURVEY FOR FY22



Out with the old....

The logo for Qualtrics XM, featuring the word "qualtrics" in a black, lowercase, sans-serif font, followed by a registered trademark symbol (®) and the letters "XM" in a blue, uppercase, sans-serif font.

In with the new....

The logo for Alchemer, featuring the word "Alchemer" in a large, bold, orange, sans-serif font. Below it, the text "Formerly SurveyGizmo" is written in a smaller, black, sans-serif font.

The NM Community Survey- Core + 10 Optional Modules

- **core (44)**
- adverse childhood experiences (ACEs) (12)
- college community (1)
- community alcohol-related harms (10)
- gambling (5)
- marijuana (18)
- mental health (10)
- methamphetamine (7)
- additional opioid questions (9)
- tobacco (5)

poly-substance use (5) MANDATORY for PFS-20 funded communities; optional for others

Changes to NMCSFY 22 CORE

- Updating language/slang terms
- Adding employment questions
- Moving a few questions from supplemental modules to core

Changes to Supplemental Modules

Tobacco-updating terminology

Meth-removing redundant question

Marijuana-moving 2 items to core, updating terms, added question about safe storage for youth

Changes to Supplemental Modules

Mental Health- Added back “anxiety” question, added question on whether person who requested help was able to get help, and added new question about family member committing suicide

Opioid- updated stigmatizing language

PFS20- Moved some questions to Core for online only and added perception of risk question

Incentives for Online Data Collection

- **Online incentives are only available if the participant takes the survey online**
 - No connection between your responses and your information for the drawing.
 - Only eligible to win the weekly incentive during the week you completed the survey.
- **Duplicate entries are not allowed.** (We remove duplicate entries from later drawings.)

Take a
Minute...

Questions?



Photo credit: Wikipedia

Recruitment Ideas

- Visual Media
- Direct Mail
- Social Media
- Partnerships
- Working with Municipalities/Local Systems



State-Wide Recruitment Efforts

- PIRE uses social media research and advertising to target web-savvy participants in your communities.
- PIRE places and monitors Facebook & Instagram ads in English and Spanish.
- Halfway through, we will begin zipcode targeting in areas with low response rates



State-Wide Visual Ad

We will mail print media to you.

We will order a limited number of additional copies.

**Do your part to
keep New Mexico
safe and healthy**



Take an anonymous survey and enter for chances to win **\$100** or **\$300**.

<https://tinyurl.com/2022NMCS>

- ★ Giving away **\$100** to 3 people every week.
- ★ Must be 18 or older and live in New Mexico.
- ★ Ends April 29th



Sponsored by: Pacific Institute for Research and Evaluation and the NM Office of Substance Abuse Prevention

Example of PIRE Social Media Ads



New Mexico Community Survey

Sponsored · 

NM Community Survey. Chances to win \$100 or \$500 cash gift cards. Giving away 3 \$100 cash gift cards every week. Take an anonymous NM Community Survey. Must be 18 or older and live in New Mexico. Keeping New Mexico healthy!



Three chances to win every week!

[Learn More](#)



Win up to \$500 in cash!

[Learn More](#)



Keeping New Mexico healthy!

[Learn More](#)

Some New, Great Ideas from Communities

Your Input Matters! Take the New Mexico Community Survey.



Please help the Socorro County Prevention Coalition with our yearly community survey.
You may win a \$25 gift card!

GO TO:
<http://tinyurl.com/NMCS2021>



Some New, Great Ideas from Communities

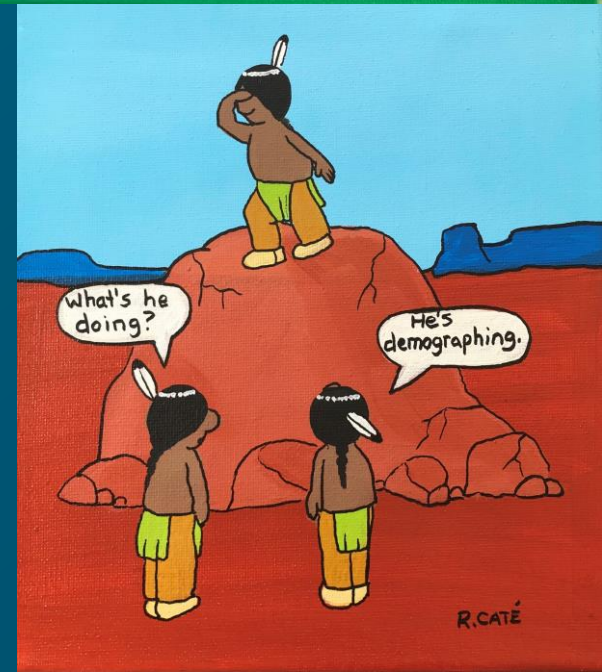
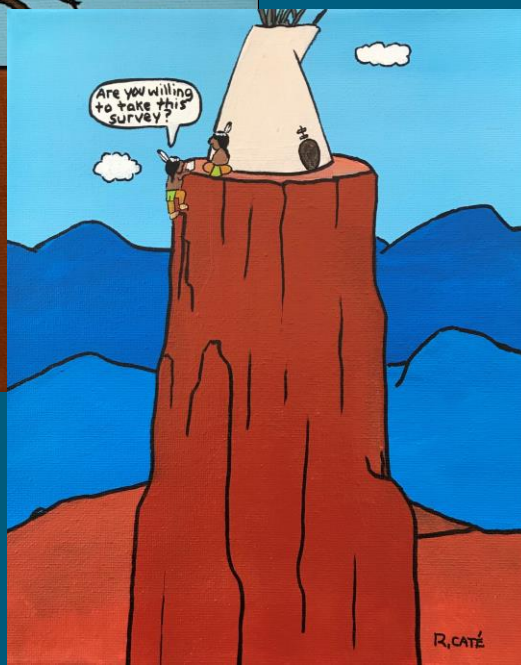
Your Voice Counts

Click to take the
New Mexico Community Survey
for San Juan County

Enter for a chance
to win **\$100**
3 people win every week!

Help New Mexico
Substance Misuse
Prevention
Programs

Caté Ads



Where Can I Find More Examples?

← → ↻ Not secure | nmprevention.org/NM-Community-Survey.html

ShoeBoxed Gender Issues PowerSchool CC Search AJCP Access Log In Community... MemberClicks-SCRA SN Reviewer Finder-Ge... W Barriers and Solutio... Reading


IMPrevention.org is a privately owned website and is not owned or operated by any government agency.

NEW MEXICO PREVENTION

- OSAP Staff
- Service Providers and Site IDs
- Substance Abuse Prevention Services ▾
- Prevention Program Evaluation Instruments ▾**
- Prevention Program Statewide Evaluation Reports
- More Resources ▾
- Guiding Documents
- DOSE OF REALITY

New Mexico Community Survey

- NMCS Site IDs
- Protocol and NMCS Prep Materials
- Data Collection Instruments and Tools
- Ads from PIRE and Communities
- Codebook



Minimum Requirements for In-Person Recruitment



Guidelines for Protecting Participant Confidentiality

When giving participants paper surveys...

- Consent
- Confidentiality
- Take-home info

When giving participants iPads...

- Consent
- Confidentiality
- Take-home info
- Online raffle entry

NEW MEXICO COMMUNITY SURVEY (NMCS)

EARLY LOOK AT DATA ENTRY AND ANALYSIS



Data Entry and Analysis

- We will provide a training on data entry in mid-March only for communities collecting paper/pencil
- PIRE provides cleaned data file with all your data combined from the on-line surveys and any that are gathered in other communities.
- Your local evaluator will help you to create any additional graphs or tables and fill out your NMCS Summary Report within your Findings Sheets.

Hey PIRE, where is the....

The screenshot shows a web browser window with the URL nmprevention.org/NM-Community-Survey.html. The browser's address bar indicates the site is "Not secure". The page features a dark teal header with the "NEW MEXICO PREVENTION" logo on the left and a navigation menu on the right. The navigation menu includes links for "OSAP Staff", "Service Providers and Site IDs", "Substance Abuse Prevention Services", "Prevention Program Evaluation Instruments", "Prevention Program Statewide Evaluation Reports", "More Resources", "Guiding Documents", and a logo for "A DOSE OF REALITY". Below the header, the main content area is titled "New Mexico Community Survey". Under this title, there is a green button labeled "NMCS Site IDs" and a vertical list of eight orange buttons: "Protocol and NMCS Prep Materials", "Data Collection Instruments and Tools", "Ads from PIRE and Communities", "Codebook", "Data Entry Templates", "SPSS Syntax", and "Reporting Templates".

NEW MEXICO PREVENTION

OSAP Staff

Service Providers and Site IDs

Substance Abuse Prevention Services

Prevention Program Evaluation Instruments

Prevention Program Statewide Evaluation Reports

More Resources

Guiding Documents

A DOSE OF REALITY

New Mexico Community Survey

NMCS Site IDs

- Protocol and NMCS Prep Materials
- Data Collection Instruments and Tools
- Ads from PIRE and Communities
- Codebook
- Data Entry Templates
- SPSS Syntax
- Reporting Templates

Starting Recruitment



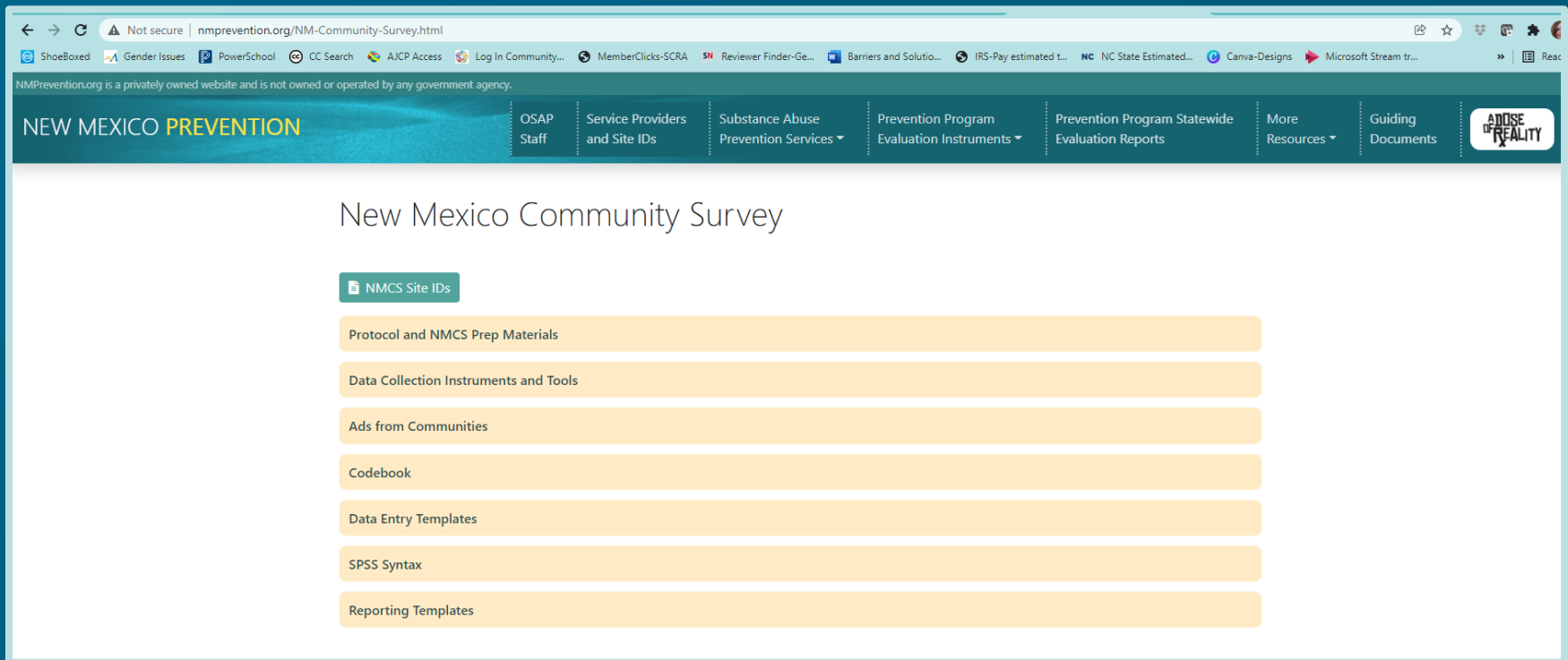
- ☐ Have you drafted emails to coalitions?
- ☐ Have you decided on social media (frequency, any ad buys, etc)
- ☐ Have you secured any needed permissions for signs or in-person recruitment?

Reminder...



If you make a significant change to your protocol after it has been approved, *such as adding a site or changing an ad*, you must let PIRE know.

Where else can NMCS information be found?



<http://www.nmprevention.org/NM-Community-Survey.html>

NEW MEXICO COMMUNITY SURVEY (NMCS)

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Photo credit: Burst

Questions?