New Mexico Community Survey
Data Collection Protocol

Developed by the Pacific Institute for Research and Evaluation (PIRE) for New Mexico's Office of Substance Abuse Prevention (OSAP)

2023 Information at a Glance	
Protocols Due to PIRE:	January 22, 2024
NMCS Start Date:	February 26, 2024
NMCS End Date:	April 28, 2024
For questions, contact: DAVE CURREY DCURREY@PIRE.ORG 919-265-2622 MARISSA ELIAS MELIAS@PIRE.ORG 505-765-2329	

Table of Contents

Version: Spring 2024

SECTION 1: Getting Started

Purpose of this Protocol

This document is intended to be used by the New Mexico prevention programs that are expected to collect community-level data using the NM Community Survey. PIRE recommends using a rigorous time and venue-based sampling methodology to provide as much rigor as possible to convenience-based sampling. The document provides guidelines for data collection and recommendations and helpful tips for planning purposes.

This protocol was restructured this year to better assist programs with data collection process. We encourage you to take a look at the new tools and resources that are highlighted in the Table of Contents that includes an updated Community Protocol Template, a new section describing Data Entry and Frequently Asked Questions, and new helpful tools for data collection in the Appendices.

Overview of the New Mexico Community Survey

The New Mexico Office of Substance Abuse Prevention (OSAP) funds the implementation and evaluation of prevention efforts across the state. To inform statewide and community-level efforts to address these indicators, prevention partners developed a community survey for adults referred to as the New Mexico Community Survey (NMCS). The NMCS contains a Core module that everyone must implement which focuses on use and misuse of alcohol and prescription drugs, and some of the contributing factors related to misuse. In addition, communities may choose to administer modules related to topics such as: mental health, tobacco, marijuana, opioids, methamphetamine, polysubstance use, gambling, and adverse childhood events. Program staff, working with their local evaluator, may select one or more of these optional modules based on their prevention strategy implementation and evaluation needs and/or the issues their stakeholders would like to monitor.

The NMCS has been implemented statewide since 2008. Each year, OSAP-funded counties and partner communities conduct data collection during the spring of each year, usually between the end of February and the beginning of May. In the last few years, data collection took place using two methodologies that relied on convenience samples. The first approach was a time and venue-based data collection process, either via paper and pencil, or using an app on iPads, tablets, and smartphones, or directly online via laptops. Potential respondents were solicited in strategically identified venues in communities across the state. The second approach involved two types of online recruitment of potential respondents: 1) via an ad campaign on Facebook targeting residents across the state who were 18 and older to take the survey on-line; and 2) via email invitations, QR codes, or friends and family members telling others about the on-line survey.

On March 13, 2020, the New Mexico governor initiated a statewide lockdown in response to the COVID-19 pandemic. While online data collection represented a portion of the prior year's surveys, concern over the spread of COVID-19 led PIRE to end in-person data collection as of March 13, 2020, and the remaining data were collected using online recruitment methods. Since then, data collection has been, and continues to be, tailored to the evolving reality of the COVID-19 pandemic.

Roles & Responsibilities

PIRE Responsibilities

1. Ensure the annual NMCS implementation meets assessment and evaluation needs of the Office of Substance Abuse Prevention and the Behavioral Health Services Division before other purposes
2. Lead editing and development of new questions, modules and data collection methodologies of the NMCS
3. Translate tools into a dialectically appropriate Spanish as needed
4. Work with survey software such as Alchemer to implement NMCS on-line data collection
5. Develop NMCS instruments, tools and data collection protocol that follow federal guidelines on ethical data collection
6. Purchase NMCS social media advertisements, other advertisements, and incentives for the state-level recruitment efforts
7. Train providers, evaluators and other community partners on completing the NMCS data collection protocol, as well as review and recommend improvements as required prior to implementation.
8. Maintain copies of submitted and approved community-level protocols
9. Train providers, evaluators and other community partners on data collection for the NMCS and any new technologies implemented
10. Plan and coordinate the New Mexico Community Survey administration among all OSAP providers and monitor data collection in accordance with approved protocols and ethical data collection standards.
11. Prioritize and support data collection of a statewide representative sample
12. Support community-level data collection to help ensure they have an appropriate, representative sample of adults
13. Develop and make available data entry templates and data analysis syntax on nmprevention.org website
14. Collect, clean and analyze NMCS data provided by OSAP funded programs and on-line surveys of participating communities
15. Provide NMCS data R reports (templates for their annual reporting) to participating OSAP communities
16. Provide NMCS local data sets to the local evaluators of participating communities
17. Provide a weighted state-level summary report on the NMCS data
18. Provide a comprehensive state-level report based on the NMCS data that includes successes and areas of need

Local Evaluator Responsibilities for Data Collection

1. Assist local program with local-level data collection design, administration, and problem-solving for the statewide community survey.
2. Review survey carefully to ensure that all optional modules and questions appear as expected.
3. Monitor all data collection activities for appropriate survey participant protection.
   - This includes following state evaluation approved protocols that may include seeking IRB, tribal leadership, local approvals, or other approvals when appropriate.
   - This always includes assuring that informed consent is acquired, anonymity & confidentiality is protected, locking up completed instruments, maintaining identifying information separate from completed instruments, explaining the voluntary nature of participation, and identifying any unique protection needs of different kinds of survey participants.

- If staff are involved in data collection, local evaluators must assure that they are appropriately trained in basic survey participant protection issues and that they follow this protocol.

4. Communicate at least weekly with program staff prior to and after the NMCS survey administration and <u>at least weekly</u> during survey administration to get updates on the program that includes issues with data collection and the NMCS data collection protocol.
5. Attend trainings with relevant program staff collecting in person data or handling data on survey administration protocols and analyze strategies as appropriate to the instruments used by the prevention program.
6. Review the final report with program staff and stakeholders within the first month of the fiscal year (July) and strategize on solutions to any problems or concerns the findings may have revealed.
7. Provide technical assistance as needed and as appropriate to prevention program staff.
8. Complete data entry and cleaning of all (paper) survey data (NMCS, ASFS, & BP SFS) collected and the completion of findings sheets using statewide evaluator-developed syntax.

Program staff responsibilities

1. Attend or watch the annual data collection protocol training via recorded webinar. Annual updates will be announced via email and posted on nmprevention.org.
2. Ensure that someone from your coalition will be present at PIRE-led NMCS-related trainings. This person will be responsible for assuring that best practices are distributed to all program staff collecting and/or handling data.
3. Lead and complete a Community Data Collection Protocol and submit by deadline to PIRE and respond to protocol revision requests (Refer to Important Dates and Links on cover page)
4. Complete and submit budget form to OSAP for approval; and submit any subsequent budget revisions to OSAP for approval.
5. Work with local evaluator to coordinate data collection training for local data collectors (can reach out to PIRE for additional assistance)
6. Develop locally-relevant visual media and online advertising for the survey; submit all drafts to PIRE for SEOW approval and review with your protocol.
7. (If applicable) Lead preparation for face-to-face data collection as outlined in the Data Collection Checklist
8. Review preview of survey carefully to ensure that all optional modules and questions appear as expected.
9. Monitor PIRE online survey tallies during data collection to monitor your progress towards representative sample or desired over-sampling goal/s.
10. Maintain communication with PIRE as to the progress, obstacles, etc. of the data collection process.
11. <u>Contact PIRE</u> before changing approaches if goals are not being reached.
12. Attend survey data entry webinar training (if applicable).
13. Lead local data entry process as outlined by PIRE Data Entry Training (templates available at www.nmprevention.org)
14. Ensure that If an outside IRB (e.g., Tribal, University) requires changes to an already PIRE approved protocol, program staff reports these changes to PIRE staff immediately, before changes are implemented.
15. Ensure and maintain safe and secure storage of all collected paper surveys for 5 years following data collection as mandated by Federal law.
16. Ensure compliance with PIRE's Approved Data Collection Protocol and Guidelines in local data collection activities

17. Ensure compliance with pandemic standards concerning all interactions (See [NMCS COVID-19 Safety Protocols and Requirements](#))
18. Work with local evaluator to review R-Reports for data oddities or discrepancies once PIRE has sent cleaned data files.
19. Work with local evaluator to review R-Reports for data oddities or discrepancies once PIRE has sent R-Reports
20. Review findings to inform reporting and prevention programming activities
21. Submit findings sheets to OSAP at EOY reporting

SECTION 2: PIRE GUIDELINES AND METHODOLOGY

Protecting Survey Participants

We have worked hard to design a protocol that is as protective as possible for the survey participants and consistent with Federal regulations and ethical standard practices for data collection. We are relying on programs and evaluators to ensure there is adherence to this protocol. The following are PIRE's Data Collection Guidelines.

PIRE DATA COLLECTION GUIDELINES

❖ You should provide a collection system that will allow people to provide their completed surveys to you without you, your coalition/agency or anyone else being able to identify any completed survey as coming from any unique individual. **It is of utmost importance that you protect the anonymity of the respondents' data.**

❖ You should **provide the PIRE-provided Take-Home information to ALL survey participants** who complete a survey at your in-person data collection sites.

❖ (You should) Provide a clear outline or explanation or process of how you will **ensure that paper surveys are kept safe and secured.** This includes closely monitoring completed surveys at data collection sites and securely storing them during and after data collection.

❖ Your data collection protocol submissions are reviewed to ensure that your data collection process aligns with PIRE's data collection guidelines. If any deviations from your PIRE-approved community protocol occur, you must **notify PIRE as soon as possible to update your protocol** that we have on file.

❖ Lastly, **please notify PIRE of any incident or concerning event that may occur during or while conducting data collection.** Some of these events might include a participant mistakenly walking away with data, a distressed onlooker or participant, or unusual patterns in non-completion of the survey. The PIRE team will help you figure out next steps.

Overview of Data Collection Approaches

The New Mexico Community Survey is sponsored by the NM Office of Substance Abuse Prevention (OSAP). Three approaches are used to collect data:

1. **Online recruitment** at the state-level led by PIRE
2. **On-line recruitment** and data collection by local prevention program efforts
3. **Face-to-face recruitment** and data collection by local prevention programs

Approaches 2 and 3 pertain specifically to the local prevention program efforts. As in the past, programs should aim to collect a reasonably representative sample of their county's adult population. Based on the reach of the coalition, they may also want to oversample populations of interest such as young adults, Spanish speakers, or those living on tribal lands. There is a place to note this on the protocol form that is submitted to PIRE. The next sections will go into detail about the protocol for <u>Online and In-Person</u> data collection strategies for communities or programs who participate in NMCS Data Collection.

Online Recruitment and Data Collection

The New Mexico Community Survey exists in both an online and paper version. The online version is programmed on a platform called Alchemer. The PIRE team provides the link and QR code each year for that specific year's version of the survey. Please double check that you have the current year's survey link and QR code before printing or distributing at-large. To help with this process, below are some guiding steps and tips and tricks for this **Online and Digital** data collection method.

Online Recruitment and Data Collection
What does this method involve?
✓ Recruitment through <u>social media platforms</u> (commonly Facebook/Meta) to share the link and encourage community members to complete the survey online
✓ Recruitment through online <u>listservs</u> or online <u>community groups</u> that reach the broad community or populations of focus
✓ Recruitment through distribution of <u>printed</u> materials that contain the survey link and/or QR code that directs individuals to fill out the survey online
✓ There may be other ways of implementing this method that are not listed above. Don't hesitate to let PIRE know about any other ideas you have in your community protocol, and we will let you know if it falls within PIRE guidelines and/or how it can be adjusted
What will I need for this type of data collection?
✓ Your PIRE-approved **Community Protocol**
✓ The current year's survey link **(tinyURL) or QR code**

- ✓ An **Online Recruitment Plan** of who, when, where you plan to promote and distribute the NMCS survey link (submitted in your Community Protocol)

- ✓ A team to help you create, post, and monitor your online promotion activities

- ✓ Your program's **SITE ID**, if you want to track your local recruitment efforts for the online survey (to distinguish local recruitment from state-level recruitment)

- ✓ Some communities have set-up local raffles to incentivize participants who participate online from their county. If you would like to do this**,** please make sure this is approved as part of your required OSAP Budget submission and include in your Community Protocol submission for the PIRE team to make sure your county is included in the online drawing form.

Possible Recruitment Activities		
Type	Description	Examples
Digital Visual Media (email)	Identify online avenues for distributing promotional material or survey link by **email**	✓ Work with local school systems to connect through parents-emails to parents ✓ Email listservs for city or county employees ✓ Email listserves from local government agencies to community residents
Printed Visual Media	Identify new or relevant places to put up **posters or leave flyers.**	✓ Laundromats ✓ City offices ✓ Gas station tents ✓ MVD ✓ Local Restaurants or Retail establishments ✓ Partnerships with Private Delivery Companies ✓ School events or student take-home information ✓ COVID-19 testing or vaccine sites
Mail Inserts	Partner with local agency to include survey promotional material in their outgoing correspondence.	✓ Local utility companies or schools *Note: This is different from using direct mail to collect paper surveys. Please go to "Face-To-Face Recruitment and Data Collection" section for more details on this method.*
Social Media	Using any email or social media communication lists that you or your partners in the community have for distributing recruitment information.	✓ Facebook Posts or Advertisements ✓ Facebook Watch parties ✓ Facebook groups like church groups, civic groups, etc. ✓ Next Door Post or Ad ✓ Reach college population through Instagram and/or Tik Tok Posts or Advertisements

In some communities and with some populations, collecting data in-person is sometimes preferred as it can lead to a more representative sample. This can involve recruiting participants to take the survey online, or administration of the NMCS at that time and place using a paper version or through a tablet connected to the internet. This process must be fully explained in the community protocol and must be approved by PIRE/SEOW. In some cases, in-person recruitment or data collection will need additional approval which could take time. If you have any questions, you can always reach out to the PIRE team for guidance. To help you with this process, below are some guiding steps and tips and tricks for this **in-person** data collection method.

Face-to-Face Recruitment and/or Data Collection
What does this method involve?
Face-to-Face Data Collection can look like any of the following options. If you have <u>other</u> ideas, let the PIRE team know!

✓ **Option 1:** Recruiting participants <u>in person</u> by handing out flyers or card with survey link encouraging them to take the survey at home

✓ **Option 2:** Engaging folks in a <u>socially distanced conversation</u> and then directing them to a poster with tinyURL and QR code so that they may take the survey on their own device

✓ **Option 3:** Face-to-face approach and consenting of individuals to <u>complete a paper survey</u> or through a wifi-connected tablet

✓ **Option 4:** Paper survey collection by USPS direct mail (more details below)

What will I need for this type of data collection?

✓ Your PIRE-approved Community Protocol

✓ **The current year's survey link** (tinyURL) or **QR code**

✓ NMCS Checklist for step-by-step and important reminders

✓ A Data Tracking Log to plan, monitor and track your survey collection (a general plan is submitted in your Community Protocol)

✓ Printed paper surveys (English & Spanish) and/or tablets for sites with wifi connection

✓ **The paper versions of the survey are updated every year on the prevention website:** http://www.nmprevention.org/NM-Community-Survey.html . **Please double check that you have the current year's survey before printing or distributing at-large.**

✓ Take-Home information

✓ Data collection team: All data collectors must be ages 18+ and **receive a data collection training (work with local evaluator for this).** Note: you must have bilingual staff at sites you intend on collecting Spanish surveys**.**

✓ Your program's SITE ID to record on your paper surveys, enter into the tablet, or included with your flyers/cards if you want to track your local recruitment efforts for the online survey (to distinguish these survey respondents from those who are recruited through PIRE's state-level efforts)

✓ Incentives for participation (OSAP Communities must adhere to OSAP guidelines and submit with NMCS Budget directly to OSAP)

Possible Recruitment Activities		
Type	Description	Examples
Local MVD	PIRE coordinates with the state-level Taxation and Revenue Division to receive approval from the Deputy Director of Field Operations for prevention programs to promote the NMCS at state-run MVD offices	✓ Visit local MVD before data collection begins to introduce yourself and get the green light to conduct data collection activities ✓ Have the Deputy Director letter of support handy to share with MVD staff if needed ✓ Encourage MVD staff to participate as well ✓ Does not apply to privately-run MVD Express offices
Local city/county establishments	Identify and receive approval from local offices or sites that are frequented by the general population	✓ Get permission from places like local libraries, local schools to recruit parents, post offices, county clerk, etc… ✓ Avoid government assistance or social support services where the sample is less representative on a key (socio-economic status) variable. ✓ Avoid courts, detention centers where participants may feel unduly coerced
Outside of local establishments	Identify other local establishments that serve and are frequented by the general population in your county	✓ Recruit or collect surveys outside of locations such Target, local markets, coffee shops, Wal-Mart, large employers at shift changes, restaurants and other local businesses ✓ Recruit at large, well-attended civic events where you have permission ✓ Avoid local events related to health and wellbeing unless this is an annual event that draws a reasonably representative sample ✓ Avoid events that do not occur annually ✓ Avoid clinics and hospitals
University or College Campus	Seek necessary permission to promote or collect surveys on campus at common areas or central location	✓ Find out if you need IRB approval from the institution before you engage in any data collection activities ✓ Get permission to set up data collection site in a student activity building, common room or cafeteria ✓ As much as possible, avoid collecting at or outside student health clinics or mental health support services

Other locations to recruit specific demographics	Identify areas where you might find hard-to-to reach populations or individuals who are generally underrepresented in your sample. **Reasoning and approach must be justifiable and explained in your Community Protocol.**	✓ Spanish-speaking supermarkets, community centers, or retail establishments ✓ Hardware stores or auto service shops to specifically recruit males ✓ Senior centers or Senior living communities to reach 60+ individuals

SECTION 3: COMPLETING A DATA COLLECTION COMMUNITY PROTOCOL

NMCS Training and Protocol Prep

Each year the PIRE team provides a live data collection training that provides a general overview of the community protocol template, changes to survey content or methodology and any other important changes or updates for the year. The PIRE team has developed a series of pre-recorded trainings that cover different areas of data collection training to prepare local programs for the data collection cycle. Training presentations and videos will be available at: http://www.nmprevention.org/NM-Community-Survey.html . **Please note** that in addition to these trainings, the PIRE team hosts office hours and is available to meet with programs one-on-one or provide any additional data collection training needed. Please reach out to the PIRE team if you need additional training or assistance with data collection training for your team.

Programs that intend to participate in the data collection for the New Mexico Community Survey are required to submit a Community Protocol to PIRE for review and approval. The Community Protocol not only helps PIRE monitor and support local level data collection efforts, but it also serves as your roadmap to how you will be doing data collection in your community. Depending on your experience with the NMCS, it can be overwhelming to think about how you will prepare for data collection this year. To help you, we have developed a checklist (APPENDIX A) that can help you start your planning and prep for developing and submitting a Community Protocol. We recommend starting to prep at the beginning of the new year (January), a couple of months before data collection begins.

IMPORTANT TIPS AND REMINDERS
1. Include any POSSIBLE data collection activities in your first protocol submission. If you do not engage all your approved activities, that is OK.
2. You MAY NOT conduct data collection at sites or using methods that are not in your PIRE APPROVED Community Protocol.
3. You can make adjustments to your data collection activities during the data collection period as long as you inform and receive approval from PIRE. This approval can typically be given within one business day.
4. Download, save and print your most recently PIRE APPPROVED Community Protocol and carry with you to all data collection sites.

5. Keep an eye out for emails <u>from OSAP</u> about your <u>NMCS Budget</u> submission instructions, templates and deadlines.

6. Do not begin data collection before the official start date (refer to cover page).

Budget and Incentives

New Mexico Community Survey Budget

OSAP **requires** submission and approval of an NMCS budget **for all OSAP-funded communities** before data collection can begin in your community. OSAP will send out and respond to all communications related to the budget for the NMCS and submissions go directly to OSAP. You <u>do not</u> need to submit the budget <u>to PIRE</u>. Please contact the OSAP Program Director for any questions related to your NMCS Budget submission.

Incentives for Face-to-Face Administration

Typical incentives are a small snack (candy bar, snack bar, or fruit), bottled water, or small amounts of cash that demonstrate novelty like Sacajawea $1 coin. We have found that $1 bills are good incentives for younger adults. *(Be aware that using cash incentives will require additional tracking, but PIRE can help you with this).* **Please also be aware that as of December 2019, using OSAP funds for cash incentives over $1 and gift card amounts over $2.50 is no longer allowed by OSAP.** Obtain something that is culturally appropriate and won't get you into trouble as a public health promoter. Some have used a random incentive, where every 10th or 20th participant receives a larger prize such as a gift card. For example, you can place a Post-it on every 10th paper survey that says the participant is a winner. Others have used coupons from local businesses as incentives. This works nicely if you are collecting data in that venue. If an incentive has worked well for you in the past, use it and let PIRE know so we can share your success.

Please remember: You may not collect any personal information from participants or have their personal information anywhere on their survey or connected to their survey.

Selecting Modules or Additional County-Specific Questions

NMCS Modules

The NMCS contains a Core module that everyone must implement. Your community may select optional modules based on what prevention strategies your community is addressing and/or what data your stakeholders would like to collect. You and your evaluator will decide on the modules you will include as well as any additional questions you may want to ask that are not already included in the modules. If a module is selected, the **community must use all of the measures** contained in that module. All modules will be available in English and in Spanish. Most communities select no more than 2 optional modules to add to the Core. Please be aware of overall survey length when selecting the content of your final survey. The longer the survey, the less likely respondents are to complete it. Lastly, please note that **modules**

related to illicit substance use (PFS 20 and Methamphetamine) are to be implemented ONLINE ONLY, meaning, programs SHOULD NOT administer these surveys in the paper version of the survey. If you have questions, don't hesitate to reach out to the PIRE team.

Module Name	# Q's	Brief Description
CORE Survey	40-45	Includes all demographic items, as well as items concerning alcohol consumption & access, and prescription painkiller use & access. This module is required by all programs to implement.
Adverse Childhood Experiences (ACEs)	11	Includes questions about adverse childhood events that may have occurred during the adult respondent's youth.
College Community (11 questions)	11	Includes questions about community concern and awareness of alcohol problems in the community related to the college/university/students and how they should be addressed. Communities with college campuses can implement the college community module, and we are happy to discuss with you and your local evaluator(s) how this might work best. We recommend college programs use every other year.
Community Alcohol-Related Harms	11	Includes questions about community concern and awareness of alcohol problems in the community and how they should be addressed. For those of you working on Social Host Ordinances, or the alcohol tax, this module will be required to measure outcomes. This survey parallels the College Community module, so you will likely do one or the other in your community. We recommend using every other year.
Marijuana (2 Modules)	5-13	**Module 1:** Questions related to access and use **Module 2:** Questions related to access and use, plus questions about community support for prevention
Tobacco	5	Includes tobacco and vapor product questions
Mental Health	10	Includes current mental and behavioral health status and access to services questions
Gambling	4	Includes questions about involvement in various gambling activities and a 3-item gambling severity screening tool.
Additional Opioid	9	Includes additional questions about Rx opioid and heroin use among family and friends.
PFS20 (Polysubstance use)	5	ONLINE ADMINISTRATION ONLY: Includes questions related to illicit and polysubstance use. All items are required of PFS-20 communities for their online surveys. All other counties may elect to add this module for their online data collection.
Methamphetamine	6	ONLINE ADMINISTRATION ONLY: Includes questions related to access and use.

Adding Questions

Communities may choose to add specific questions that are not included in these modules, assuming PIRE has the time and person power to have it programmed into the online survey. In previous years, some communities have added additional questions that are unique to their community. These questions MUST be approved by PIRE prior to inclusion so they should be included in your submitted protocol. Typically, these have been questions related to alcohol tax increases or issues very specific to your community that might not be relevant to other communities and therefore, are not included on the general survey. You may include some additional questions at the end of the survey (after core module and other selected/approved modules). You need to identify these questions as well as an appropriate introduction to them in your protocol submission to PIRE. For example, you may preface the questions with a statement like:

"The last five questions are asked by the X County Partnership and are specific to your county. Your answers help us plan and improve services."

Community Data Collection Protocol Template

PROGRAM NAME:	
COUNTY:	
SUBMISSION DATE:	

Please list the representatives from your program who should receive communications related to this protocol.

	NAME	EMAIL
PROGRAM EVALUATOR		
PROGRAM COORDINATOR		
	add additional rows if needed	

GENERAL DATA COLLECTION INFORMATION

1.	Will you be recruiting participants online?	☐ YES	☐ NO
2.	Will you be collecting paper surveys?	☐ YES	☐ NO
3.	Will you be collecting surveys using tablets?	☐ YES	☐ NO
4.	Will you need to check-out tablets from Coop Consulting, Inc.?	☐ YES	☐ NO
5.	Do you need PIRE printed recruitment materials (i.e., posters, flyers)?	☐ YES	☐ NO

Please submit your printed materials request here:

6. How many completed surveys are you aiming for in your county? You should aim for between 300 & 400 in most cases. If less than 300, please explain.

Response:

7. How does this compare to your recruitment last year? (how many surveys did you get last year compared to your expectation this year?)

Response:

8. Everyone will collect the CORE module, but you may add additional modules at the end if you choose. Please select the additional modules you would like to use:

☐ Adverse childhood experiences (ACEs) ☐ College community ☐ Community alcohol-related harms ☐ Gambling ☐ Cannabis/Marijuana (short) ☐ Cannabis/Marijuana (extended)	☐ Mental health ☐ Methamphetamine (ONLINE USE ONLY) ☐ Additional opioid questions ☐ Poly-substance use (Required for PFS 20's, ONLINE USE ONLY) ☐ Tobacco

9.	Will you be adding community specific questions?	☐NO	☐YES (complete section below)

Community Specific Questions (if applicable): Please provide a list of those questions, responses, and the introductory statement to be used.	
PLEASE ADD AN INTRODUCTORY STATEMENT: *(EXAMPLE: Because you live in Bernalillo County, the Health Equity Council would like to ask you additional questions about your community.)*	
Question	*Response Options*
1.	
2. *Add rows as needed*	

ONLINE DATA COLLECTION

Please provide a general description of your <u>online</u> data collection plans by answering the questions below:	
1	How do you plan to promote the survey, what communication channels do you plan to use? Where, when, how often….(list-serves and type, Facebook posts, ask city/county/schools to send email to people…)**For participants' protection, no advertising can be used without PIRE advance approval.**
Response:	
2	Do you plan to use PAID advertising to promote the survey? Where, when, how often...
Response:	
3	Are there **sub-populations** (examples: young adults 18-25, Latinx, elders, LGBTQ) from whom you plan to collect <u>online</u> data? Who are they and what is your plan?
Response:	
4	Do you plan to use **incentives for <u>online</u> participants**? Please tell us about the small incentives (e.g., type of pre-packaged food, amount of money.) Remember the OSAP guidance regarding maximum allowable incentives (valued at $2.50 from OSAP funds; cannot give cash). Please contact OSAP with questions.
Response:	
5	Will you need PIRE to draw county-specific winners for your program? If so, please describe below (number of names, frequency, total number of winners)
Response:	
6	Please describe the accessibility of the internet within your target area.
Response:	
7	Any unique barriers to collecting online data (e.g. limited entry into tribal areas with low internet access, weather or holiday-related concerns?)
Response:	
8	Is there anything else the reviewer should know when reviewing this protocol?
Response:	

FACE-TO-FACE DATA COLLECTION

Please provide a general description of your <u>face-to-face</u> data collection plans by answering the questions below:	
☐ <u>YES</u>, I plan to do face-to-face data collection (paper or tablets)	☐ I <u>DO NOT</u> plan to do face-to-face data collection

	(If so, you may skip this section)
1	If you plan to recruit or collect surveys face-to-face, please describe **where, when, and how** you plan to recruit participants.
Response:	
2	Are there **sub-populations** (examples: young adults ages 18-25, Latinx, elders, LGBTQ) from whom you plan to collect <u>online</u> data? Who are they and what is your plan?
Response:	
3	Do you plan to **use incentives for <u>face-to-face</u> participants**? Please tell us about the small incentives. Remember the OSAP guidance regarding maximum allowable incentives (valued at $2.50 from OSAP funds; cannot give cash). Please contact OSAP with questions.
Response:	
4	Do you need to have data collectors/recruiters that can communicate in languages other than English? What is your plan for approaching these non-English speaking populations?
Response:	
5	Who will train those responsible for collecting surveys about the data collection protocol and approved data collection sites and approaches? When will training take place?
Response:	
6	Please explain how you intend to adequately protect respondent's confidentiality while taking the survey and returning the completed survey. (e.g., giving participant a manilla envelope to put completed survey and then having a large collection box with a lock)
Response:	
7	How will paper surveys be stored following data collection and in preparation for data entry? Describe a secure process of transport and storage.
Response:	
8	If you are collecting paper and pencil surveys, who will be leading the data entry for the paper and pencil surveys?
Response:	
9	Is there anything else the reviewer should know when reviewing this protocol?
Response:	

DATA COLLECTION TEAM

Please list all those who will be involved in the data collection. Start with the primary contact person for data collection.

Name of Staff Person or Volunteer	Email Address	Role (e.g., supervisor, trainer, data collector, data entry, etc.)	18 or older?	
			☐YES	☐NO
			☐ YES	☐NO
			☐ YES	☐NO
			☐ YES	☐NO

Version: Spring 2024

			☐ YES	☐NO

SIGNATURE AND DATE

We have worked hard to design a protocol that is as protective as possible for the survey participants and, consistent with Federal regulations. We are relying on you to ensure that you adhere to this protocol. If any deviations from the PIRE-approved protocol occur, we require that you notify us immediately so that appropriate steps can be taken.

Program Evaluator: Please type your name to assent that you have collaborated on the completion of this protocol and have read and understand the NMCS Protocol Acknowledgement.

TYPE NAME HERE   Click or tap to enter a date.

Program Coordinator: Please type your name to assent that you have collaborated with your evaluator on the completion of this protocol and have read and understand the NMCS Protocol Acknowledgement.

TYPE NAME HERE   Click or tap to enter a date.

(If applicable) **PFS 20 Program Evaluator:** Please type your name to assent that you have collaborated on the completion of this protocol on issues that are relevant to the PFS20 project and have read and understand the NMCS Protocol Acknowledgement.

TYPE NAME HERE   Click or tap to enter a date.

(If applicable) **PFS 20 Program Coordinator:** Please type your name to assent that you have collaborated on the completion of this protocol on issues that are relevant to the PFS20 project and have read and understand the NMCS Protocol Acknowledgement.

TYPE NAME HERE   Click or tap to enter a date.

SECTION 4: PREPARING FOR DATA COLLECTION

NMCS COVID-19 Safety Protocols and Requirements

Given the continued impact of COVID-19 on many of our communities in New Mexico, we assume that most recruitment and data collection efforts will take place online. However, there are circumstances where face-to-face data collection is feasible by some community programs and may be the best method for capturing certain groups that would otherwise be missed by online data collection. We want everyone involved with Data Collection to be safe and healthy. If you include face-to-face interactions in your protocol, you MUST follow the most current guidelines set forth by the State of New Mexico and the U.S. Centers for Disease Control, and any relevant city, community, municipality, and/or tribal guidelines. If the advice differs, you must follow the advice which is <u>most restrictive of face-to-face interactions</u>.

For more information of the most recent COVID-19 safety guidelines you can refer to the following sites for more information:

> NM DOH Guidance: https://cv.nmhealth.org/covid-safe-practices/
>
> CDC Guidance: www.cdc.gov/coronavirus/2019-ncov/community/index.html

Important Reminders for Data Collection Day

1. Survey instruments, trainings and tools are available at www.nmprevention.org /NM-Community-Survey.html
2. Programs should make sure you have received PIRE approval of your community protocol
3. Programs should make sure all data collectors have completed a data collection training
4. Programs should make sure to beta-test the online survey for your county to ensure your requested modules or questions have been programmed properly and for any other potential errors that the PIRE team can fix
5. If you plan to use iPads/tablets:
   - Fully charge your devices and if possible, use them when beta-testing the survey (details will be provided by PIRE on beta-testing)
   - Keep iPad/tablet login information separately from the device (e.g., do not tape to the device). This way, if the device is stolen, the data will be protected.
6. If collecting surveys in-person, make sure you prepare the materials you will need in the field. You can refer to the **Data Collection Checklist** (**APPENDIX B**)
7. If participants complete the survey using paper surveys, they will not be able to enter the gift-card drawing. Please let them know this upfront and consider providing a different incentive.
8. If experiencing problems with the survey, contact PIRE.
9. If any device is lost or stolen, inform PIRE immediately.
10. Contact PIRE for any questions or concerns at the following email & phone numbers

DAVE CURREY	MARISSA ELIAS
DCURREY@PIRE.ORG	MELIAS@PIRE.ORG
919-265-2622	505-765-0184

Version: Spring 2024

Data Entry

When administering paper surveys in the community, in addition to ensuring the completed surveys are kept secure and confidential, programs also need to submit the data from completed paper surveys to PIRE, through a **data entry process.** Please note the following:

- Do not mail your completed surveys to PIRE.
- The local program coordinator and evaluator should coordinate on a process for secure survey storage throughout and after data entry.
- A data entry training will be provided by PIRE as needed for programs collecting paper surveys. Below are tools related to Data Entry with a brief description:

Codebook	The codebook is a copy of the paper version of the survey that includes the codes for each question, so you know how to enter paper survey responses into the template that gets submitted to PIRE.
Data Entry Template (Excel or SPSS)	Can use either the Excel or the SPSS template to manually enter responses for each completed paper survey. Either the Excel or SPSS file can be sent to PIRE when completed
Alchemer Data Entry	The PIRE team has created an online platform that mirrors the online version of the survey, to enter paper survey responses without having to work with an excel document. The responses entered this way are directly available to PIRE.

The materials for this process and the training are updated every year on the www.nmprevention [/NM-Community-Survey.html](http://www.nmprevention/NM-Community-Survey.html) website. Make sure you have the most recent year's tools. If you have any questions, reach out to PIRE.

Frequently Asked Questions

QUESTION	ANSWER
Why are we participating in the community survey?	The NMCS monitors important trends and is used at the state and community-levels to help gauge the effectiveness of our prevention work and suggest priorities for the future.
What is a SITE ID and where can I find it?	Used to track your local recruitment efforts (to distinguish these survey respondents from those from your county who are recruited through PIRE's online state-level efforts). Find your Site ID here: http://www.nmprevention.org/Service-Providers.html
Where can I find a copy of the survey and the additional modules?	Survey materials are updated annually at www.nmprevention.org [/NM-Community-Survey.html](http://www.nmprevention.org/NM-Community-Survey.html) You can always reach out to PIRE if you have trouble locating materials!

Where can I find the online survey link or QR code?	This link is updated every year, so it will be sent out by email by the PIRE team and also posted on the nmprevention website here: http://www.nmprevention.org/NM-Community-Survey.html
Where can I find the Spanish version of the survey?	Spanish survey materials are updated annually at www.nmprevention.org /NM-Community-Survey.html. If you submit additional questions for your county, PIRE provides Spanish translation for the online programming. If you need translation for paper surveys, reach out to the PIRE team.
How many modules can I select for my county?	Most communities select no more than 2 additional modules, representing local questions which are not part of the state-level CORE survey.
When can I start data collection?	Be on the lookout for emails from PIRE with **important dates.** The start date slightly changes each year but the data collection cycle usually starts in March until the beginning of May. You may not begin any survey collection before the NMCS start date.
When does data collection end?	Be on the lookout for emails from PIRE with **important dates.** The start date slightly changes each year but the data collection cycle usually starts in March until the beginning of May. You may not continue any survey collection after the NMCS start date. If there are special circumstances, please reach out to the PIRE team.
Who do I submit my budget to?	The NMCS Budget submissions go **directly to OSAP.**
Who do I submit my community protocol to?	The NMCS community protocols go to the PIRE team: dcurrey@pire.org and melias@pire.org
Which counties are required to implement the PFS20 module?	Counties funded with state PFS20 funds including Bernalillo, Doña Ana, Santa Fe, Sandoval, and Valencia.
What do I do if there are changes to my data collection plans or protocol?	Contact the PIRE team so that we can update your protocol on file and ensure that your changes are still in alignment with our data collection guidelines.
One of our interns just developed a graphic/meme to encourage survey participation. Can I use it on our social media?	Probably. Please send a copy to PIRE for final approval.
Can I fill out the survey myself?	The goal is to collect a representative sample from the state and therefore we discourage survey participation by individuals with direct connection to the prevention field.

Version: Spring 2024

SECTION 5: CONCLUSION OF DATA COLLECTION

Data sets & R-Reports

After the data collection cycle ends, the PIRE team works as quickly as possible to compile and organize the data for each county. The PIRE team sends county-level **cleaned data sets** to the local evaluators and then shares an **R-report.** Once a program receives their data sets and R-reports, the PIRE team encourages both the program staff and local evaluator to review the results together. If anything seems odd or off, please let the PIRE team know so that we can investigate and fix it if there is an error.

Once program staff have reviewed results with their evaluator, here are some ideas for next steps to use the findings from the survey to enhance local prevention programming:

1. **Review demographics:** Start making note of populations that are underrepresented in the sample, so that next year's planning can take it into account when you determine venues for the survey promotion.
2. **Sharing Data with Community & Stakeholders:** We've heard that many programs like to present findings to their coalition and stakeholders.
3. **Using your own data:** Work with your local evaluator to understand what can be learned from the NMCS results, and how it can be integrated into strategy activities (for example, social media ads, health messages, etc.
4. **Recommended additional trainings:** The NMCS is a great resource for local programming and evaluation and the PIRE team recommends taking advantage of other trainings offered by OSAP's prevention training system (Kamama) to grow program capacity and skills in working with, interpreting, and using all types of data (like the NMCS).

The PIRE team appreciates the hard work and investment from our partners that goes into the collection of the NMCS this year. This valuable component of New Mexico's OSAP prevention work could not be possible without your efforts. We especially appreciate your patience as the PIRE team has worked to adapt to changing circumstances in the last few years related to the pandemic and as we transitioned into a new survey platform in 2022. Thank you all for your important contributions to substance use prevention in New Mexico.

APPENDIX A: Protocol Prep Checklist

✓ ASSEMBLE YOUR TEAM WITH YOUR LOCAL EVALUATOR	
Start putting together a list of your data collection team this year and the different types of support you'll need. These team members can include:	
☐ Coalition members	☐ Interns/Aides/Volunteers
☐ Core team members	☐ Other:_____

✓ COMPILE AND REVIEW RELEVANT DOCUMENTS
These documents can be helpful and will inform how, when and where you collect:
☐ Scope of Work
☐ Previous year's NMCS Findings
☐ Previous year's NMCS Data Collection Community Protocol (Approved by PIRE)
☐ Previous year's Tracking Log (if available)

✓ REVIEW AND REVISE	
1. How did you implement the survey last year?	5. What will you do differently this year to address any issues from implementation last year?
2. **What worked well for you? (Reaching certain demographics/populations, etc.)**	6. What needs to change?
3. What did you learn from last year's implementation?	7. What do you still need?
4. What can you replicate? (Locations, dates, incentives, format, etc.)	

✓ CREATE A VISUAL TIMELINE OR CALENDAR
☐ Map out internal deadlines and goals about 2 months out (Tip: work backwards from March 1st). Reach out to community partners to secure support and commitments early…
☐ Schedule meeting dates/times with your data collection team in advance. We recommend for programs to start meeting with their teams <u>at least one month</u> before the survey start date.
☐ Schedule your data collection activities and times in your March/April/May calendar in advance

✓ COMPLETE AND SUBMIT A COMMUNITY PROTOCOL
☐ With the help of your team, complete a Community Protocol to the best of your knowledge concerning the anticipated data collection activities
☐ Submit the completed protocol to PIRE for review and approval
☐ Once submitted, be on the lookout for emails from the PIRE team for follow-up questions or revisions needed on your protocol.

IMPORTANT TIPS AND REMINDERS

- ✓ Include any <u>POSSIBLE </u>data collection activities in your first protocol submission. If you do not engage all your approved activities, that is OK.

- ✓ You <u>MAY NOT</u> conduct data collection at sites or using methods that are not in your PIRE APPROVED Community Protocol.

- ✓ You can make adjustments to your data collection activities during the data collection period as long as you inform and receive approval from PIRE.

- ✓ Download, save and print your most recently PIRE APPPROVED Community Protocol and carry with you at all data collection sites.

- ✓ Keep an eye out for emails <u>from OSAP</u> about your <u>NMCS Budget</u> submission instructions, templates and deadlines.

- ✓ Do not begin data collection before <u>the official start date</u>.

APPENDIX B: Data Collection Checklist

Materials	Instructions
✓ Data Tracking Log	1. Write date and location and names of data collection team members and time/number of hours at data collection sites 2. Use tracking log to track completed surveys, English and Spanish
✓ Paper Surveys (If applicable)	1. Talk through the script language and walk participant through the consent process 2. If they agree to participate, complete the Date, Location, SITE ID, Data Collector Initials 3. Fill out site information on survey 4. Administer the survey 5. Store completed survey in manilla envelope and place in a closely monitored survey collection box
✓ Tablet Administration (If applicable)	1. Prep the tablet by charging it overnight and having the survey link open or bookmarked on the internet browser 2. Go through consent process and remember to tell participant about online raffle at the end 3. Enter the SITE ID information 4. Select "I am administering this survey to someone else" 5. Leave tablet with individual to complete the survey, but stay close by to answer any questions 6. Make sure to remind participant about the online raffle. If they want to participate, help them get to the registration page.
✓ Take-Home Information	Provide every participant with take-home information
✓ Materials/ Supplies	1. Incentives (granola bars, water, etc) 2. NMCS Poster with QR code/TinyURL 3. Clipboards for paper surveys 4. Pens for paper surveys 5. Manilla folders for completed surveys 6. Box for completed surveys 7. Hot spot for wifi access to online survey (if using tablets) 8. Use wipes to clean clipboards between each use 9. Place completed forms in labeled manilla envelope 10. If needed, letter of support for site (e.g., MVD)
✓ PIRE Contact Information	Marissa Elias melias@pire.org 505-765-0184 Dave Currey dcurrey@pire.org 919-265-2622

APPENDIX C: Script for Data Collectors

Hi, I'm (your name) from (coalition or program) here in (city/town). We're conducting a survey to help identify substance abuse prevention needs in the community. It takes about 20 minutes to complete and as an incentive, we're giving out (incentive). **Would you be interested in helping us today?**

YES: Great! If it's okay with you, I just need ask you a few questions to see if you're eligible to participate. **(Continue below)**	**NO:** Thanks for your time. If you see us again, please consider taking the survey as it's very important for us to understand the needs of our community so we can shape programming appropriately. **(Thank and end interaction)**

Do you live here in New Mexico? (If people live most of the time in NM, then they can participate. If they live outside your county, ask them to think about their community when they answer the questions).

YES: Ok, and **are you at least 18 years or older?**	**NO:** Ok, this survey was designed for New Mexico residents, so unfortunately, you're not eligible to participate at this time. But thank you for taking the time to hear about the survey! **(Thank and end interaction)**
YES: Have you already participated in this survey this year? (online or at another location) **(Continue below)**	**NO:** In order to participate you have to be at least 18 years old so unfortunately, you're not eligible to participate at this time. But thank you for taking the time to hear about the survey! **(Thank and end interaction)**
NO: (*Provide a survey on a tablet or clip board with a pencil or pen)* **Now let me just walk you through a few things and you can tell me if you still want to participate. (Continue below)**	**YES:** That's great, thank you for your support by participating! You are only allowed to take the survey once, but you can participate again next year! Thank you! **(Thank and end interaction)**

As I mentioned, the survey is primarily about drug and alcohol use in our community. *(include other topics if additional question/modules were selected for your county).* This first page provides information about who funds this survey and the purpose. Most importantly you should know that this survey is completely voluntary, you may skip any questions you don't want to answer, and your responses are anonymous, so do not put your name anywhere on the survey. You should also know about the potential risk of data collectors on this team may see your responses, we do our best to prevent that and have provided an envelope for your completed survey when you're done. Also keep in mind that some of the questions may make you feel uncomfortable, but you are able to skip any questions or stop taking the survey at any time. If you have questions along the way, please feel free to ask me and I'll do my best to answer them. If you realize after you start that you have already taken the survey, just let me know."
Please just provide one answer per question, unless it says you can answer all that apply, in which case you can provide more than one response."

Are you still interested in taking the survey?

APPENDIX D: Take-Home Information

Thank you for your participation. The information you provide is helping the State of New Mexico improve its substance abuse prevention and mental health services by better understanding what is needed and where it is needed.

New Mexico Crisis and Access Line (NMCAL)

If you are in crisis or have personal concerns that were raised while taking this survey and you would like information on substance use and/or mental health treatment available in your area, mental health professionals are here to hear you and available to talk 24/7/365 at **New Mexico 988**, the **New Mexico Crisis and Access Line** (855-662-7474), and the **Peer-to-Peer Warmline** (855-466-7100). Or you can visit: http://www.nmcrisisline.com/ for more information. You may also contact the **National Child Abuse Hotline toll free at 1-800-4-ACHILD (1-800-422-4453).**

New Mexico Peer to Peer Warmline

If you prefer texting someone, instead of calling, the New Mexico Peer to Peer Warmline is now responding to text messages from 6p – 11p MT every day. **You can TEXT for free at 1-855-466-7100** (Note: standard text message charges from your service provider will still apply). The Warmline is a place you can connect with a Certified Peer Support Worker about mental health and substance use concerns that you are experiencing yourself, or to help someone else. Every texter is connected with a Certified Peer Support Worker, who is trained to support people through active engagement, empathetic responses, and collaborative problem solving.

Gambling Hotline

If you would like to talk with someone about problem gambling, please contact **The Gambling Hotline toll free at 1-888-696-2440** sponsored by the Responsible Gaming Association of New Mexico. The Help Line, provides referrals to treatment providers or community resources across New Mexico. This 24-hour/7-day-a-week service is a vital link that allows anyone…anywhere…anytime…to reach out confidentially for the information or help they need for problem gambling.

Questions or Concerns?

This survey is conducted by the (Provider/Coalition Name) on behalf of the NM Office of Substance Abuse Prevention (NM OSAP). If you would like to know more about why we are doing this survey, please contact (First and Last name of contact person at Provider/Coalition) at (Provide a phone number) or (Provide an email address).

If you have questions or concerns about the survey procedure or the purpose of this survey, please contact Dr. David Currey toll-free at 1-855-346-2631 or at dcurrey@PIRE.org. Please refer to the "New Mexico Community Survey" when you call.

Please take this with you because it provides important information you may want later!

Version: Spring 2024