

# Surveillance and Evaluation Webinar

## Increasing School Participation in the Youth Tobacco Survey

November 17, 2015 3:00 PM – 4:30 PM

### Featured Speakers:

**Erica Causey-Terry, MPH**  
DB Consulting  
Office on Smoking and Health  
Centers for Disease Control and Prevention

**Katelin Ryan, MA**  
Director of Program Evaluation  
Tobacco Prevention and Cessation Commission  
Indiana State Department of Health

**Nell Valentine, MS**  
Social Science Research Center  
Mississippi State University

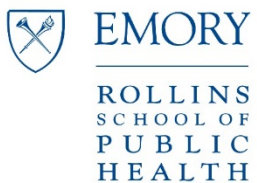
**Sophia Allen, PhD, MBA**  
Public Health Program Administrator  
Pennsylvania Department of Health





# Get to know the Evaluators' Network – *Where Collaboration and Information Thrive*

Carissa Beatty, Evaluators' Network  
Community Manager



Emory Centers  
for Training and  
Technical Assistance



# **Now: Evaluators' Network**



# The Evaluators' Network website – a Community of Practice

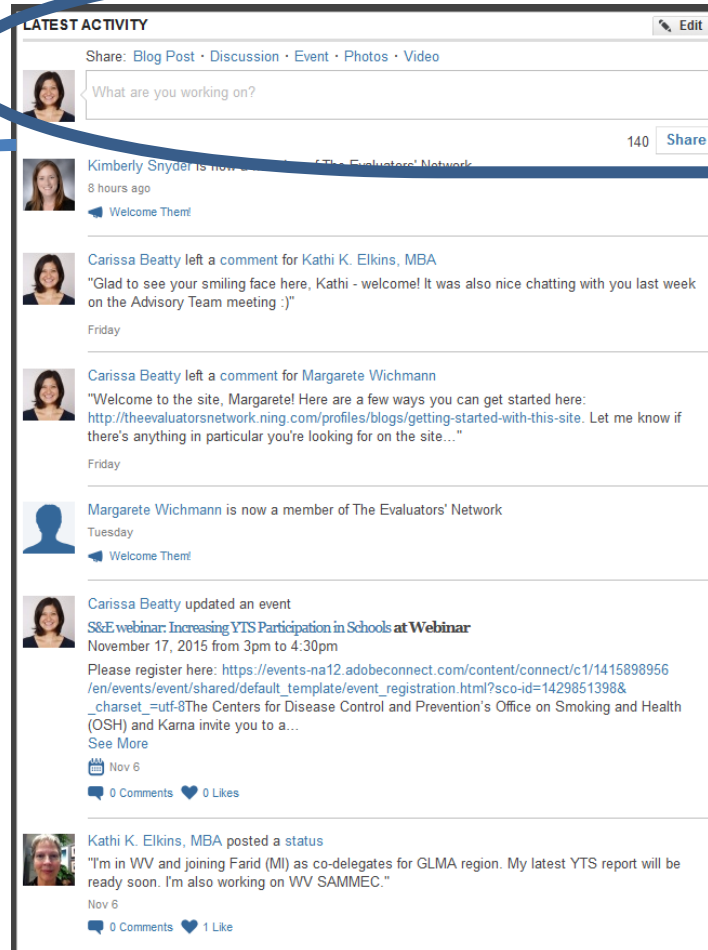


The screenshot displays the homepage of 'The Evaluators' Network'. At the top, a blue banner features a globe icon and the text 'The Evaluators' Network' with the tagline 'Where Collaboration and Information Thrive'. Below the banner is a navigation menu with links for MAIN, FORUM, BLOGS, EVENTS, RESOURCES, NEWSLETTERS, MEMBERS, MY PAGE, and MANAGE. The main content area shows a large group photo of diverse professionals with the text 'Welcome to The Evaluators' Network' and the tagline 'where collaboration and information thrive'. To the right, a user profile for 'CARISSA BEATTY' is visible, including options for Sign Out, Inbox, Alerts, Friends - Invite, and Settings. Below the profile is a 'MEMBERS' section displaying a grid of member avatars, some of which are blue silhouettes.

<http://theevaluatorsnetwork.ning.com>

# Evaluators' Network website Newsfeed

*See what's  
happening!*



**LATEST ACTIVITY** Edit

Share: Blog Post · Discussion · Event · Photos · Video

What are you working on?

140 Share

Kimberly Snyder is now a member of The Evaluators' Network  
8 hours ago  
Welcome Them

Carissa Beatty left a comment for Kathi K. Elkins, MBA  
"Glad to see your smiling face here, Kathi - welcome! It was also nice chatting with you last week on the Advisory Team meeting :)"  
Friday

Carissa Beatty left a comment for Margarete Wichmann  
"Welcome to the site, Margarete! Here are a few ways you can get started here:  
<http://theevaluatorsnetwork.ning.com/profiles/blogs/getting-started-with-this-site>. Let me know if there's anything in particular you're looking for on the site..."  
Friday

Margarete Wichmann is now a member of The Evaluators' Network  
Tuesday  
Welcome Them

Carissa Beatty updated an event  
**S&E webinar: Increasing YTS Participation in Schools at Webinar**  
November 17, 2015 from 3pm to 4:30pm  
Please register here: [https://events-na12.adobeconnect.com/content/connect/c/1/1415898956/en/events/event/shared/default\\_template/event\\_registration.html?sco-id=1429851398&\\_charset=utf-8](https://events-na12.adobeconnect.com/content/connect/c/1/1415898956/en/events/event/shared/default_template/event_registration.html?sco-id=1429851398&_charset=utf-8)The Centers for Disease Control and Prevention's Office on Smoking and Health (OSH) and Karna invite you to a...  
See More  
Nov 6  
0 Comments 0 Likes

Kathi K. Elkins, MBA posted a status  
"I'm in WV and joining Farid (MI) as co-delegates for GLMA region. My latest YTS report will be ready soon. I'm also working on WV SAMMEC."  
Nov 6  
0 Comments 1 Like

*Work  
out  
loud!*

<http://theevaluatorsnetwork.ning.com>



# Evaluators' Network website Forum



### Discussion Forum (4)

View Categories

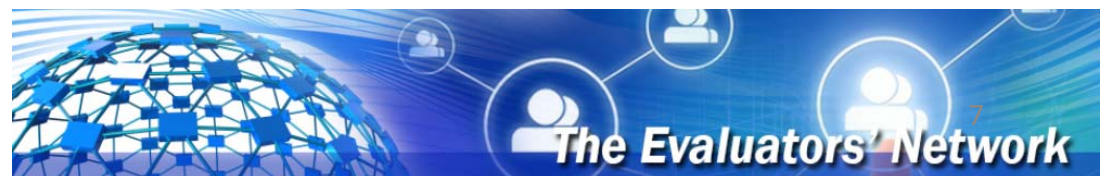
| Categories   | Discussions | Latest Activity   |
|--|-------------|---|
| <a href="#">Introductions</a><br>New to the network? Introduce yourself here by telling us: 1) Your name 2) Where you're from 3) Your organization and role 4) A favorite thing to do in your free time. | 1           | Aug 5, 2014<br><a href="#">Welcome and Introduction</a><br>by Carissa Beatty                  |
| <a href="#">Member Questions</a><br>Post your questions about surveillance and evaluation here.  | 23          | Jan 30<br><a href="#">Reply by Humphrey Costello</a>  |
| <a href="#">S&amp;E webinar discussions</a><br>Chat about topics related to the S&E webinars and coffee breaks.  | 3           | Sep 18, 2014<br><a href="#">9/2014: Writing a Work Plan - Challenges</a><br>by Carissa Beatty |
| <a href="#">Tips &amp; Tools</a><br>Have a tip or great idea to share? Post it here!   | 3           | on Thursday<br><a href="#">Reply by Carsten Baumann</a>                                       |

✉ Stop Following – Don't email me when there are new discussions

<http://theevaluatorsnetwork.ning.com>

# Who can use the Evaluators' Network Resources?


| Resources<br>↓   | Who it's for:                         |  |          |
|--|---------------------------------------|--|----------|
|  | Surveillance & Evaluation Specialists | Program Managers and other Tobacco Program staff | Everyone |
| Evaluators' Network Digest e-newsletter                        | ✓                                     | ✓  |          |
| Live S&E webinars  | ✓                                     | ✓  |          |
| S&E webinar archive  | ✓                                     | ✓  | ✓        |
| Ning Website:<br>Community of practice<br>(password protected) | ✓                                     |  |          |



# Watch the e-news for updates!

Where collaboration and information thrive!  
The Evaluators' Network Digest - November 5, 2015

[View this email in your browser](#)



## The Evaluators' Network

The Evaluators' Network and this newsletter are designed to foster collaboration and communication among tobacco control program evaluators.

**In this Issue**

**Evaluators' Network**

>> [UPDATE: Increasing School Participation in the Youth Tobacco Survey](#)

**CDC Grand Rounds**

>> [E-cigarettes: An Emerging Public Health Challenge](#)

>> [The American Academy of Pediatrics Issues Policy Statement on E-Cigarettes](#)

**New research**

>> [E-cigarettes Themed Issue](#)

**Hot Topics on the Evaluators' Network Site**

**UPDATE: Increasing School Participation in the Youth Tobacco Survey**

You asked for it! The webinar, "**Increasing School Participation in the Youth Tobacco Survey**" has been scheduled for November 17, 2015. Let's keep the conversation going - see what other state surveillance and evaluation specialists are saying in these YTS-related discussion threads in the Forum, and share your thoughts. Or, [start your own conversation!](#)

- [School-based surveys: Fall vs Spring](#)
- [Conducting youth surveys among special ed populations](#)
- ["In-house" YTS data collection](#)
- [Data collection vendors for Youth Tobacco Survey](#)
- [Sample data sharing agreements](#) (with researchers / contractors)

Register for the webinar [here](#).

A sample of the Evaluators' Network Digest;  
read more at: [http://us10.campaign-  
archive2.com/?u=53511727d96cb24d4955f6955&id=3  
69161a849](http://us10.campaign-archive2.com/?u=53511727d96cb24d4955f6955&id=369161a849)

**Questions?**  
Email Carissa Beatty,  
Community Manager  
[ttac@sph.emory.edu](mailto:ttac@sph.emory.edu)





# Increasing School Participation in the State-based Youth Tobacco Survey (YTS): Challenges and Strategies.

**Erica Terry, MPH**  
Survey Coordinator  
DB Consulting Contractor

**Bob Gerzoff, MS**  
Data Analysis and Survey Support, Team Lead  
Epidemiology Branch

Evaluation Network Webinar  
11/17/2015

## **The Youth Tobacco Survey (YTS)**

- **The YTS collects data from young people in grades 6 through 12.**
- **Individual State Departments of Health plan and implement the survey with staff from the Centers for Disease Control and Prevention in the Office on Smoking and Health (CDC/OSH) supporting and assisting them with data processing, sampling, statistical analysis, quality control and data management.**
- **The YTS is intended to enhance the capacity of state agencies and organizations to design, implement, and evaluate tobacco prevention and control programs for the purposes of preventing young people from using tobacco and helping current users quit.**

## **What is the YTS school response rate?**

- **The school response rate is calculated by dividing the number of participating schools by the number of selected schools.**
- **The school response rate has the greatest impact when calculating the overall response rate.**

## **Why might states be experiencing a decline in school participation in the YTS?**

**The following slides outline challenges that states are experiencing when attempting to gain school participation, along with strategies to help overcome them.**

## **Challenge: Lack of support from the superintendent, school board, teachers, and students**

- Strategy: Gain support from high level officials.
  - Schools are more likely to participate in the YTS if shown that their districts support its administration.
  - Letters of support from the Department of Education, Department of Health, the school districts, National Parent Teacher Association, etc.
- Strategy: Strategy: In-person meetings with school administrators who initially refused.

## **Challenge: Lack of support from superintendent, school board, teachers, and students (continued)**

- Strategy: Send emails to school administrators that did not respond by phone (with read receipt).

## Challenge: Loss of instructional time

- Strategy: Shorten the number of questions on your state survey.
  - We are working with YTS staff and discussing removal of some core questions that may no longer be relevant to states.
  - This could be a key selling point when approaching schools for participation.

## Challenge: Competition with other surveys

- Strategy: Coordinate the survey sample draw when possible.
  - YRBS- The YTS survey is able to coordinate a sample draw with the YRBS even if the YRBS is being conducted in the spring, and the YTS is scheduled to be conducted that following fall.
  - State and Local Surveys- OSH can help obtain a coordinated sample of the YTS and some state and local surveys.\*

\*Please check with the OSH Data Analysis and Survey Support team to see if this is an option for your state.



## **Challenge: Weather – rescheduling, delays – loss of schools**

- Strategy: States can continue to administer their survey into the next season to capture schools who have agreed to participate, but could not due to weather or other circumstances.

**Challenge: Larger schools are usually selected to participate every year, leading to reluctance to participate because of continuous disruption in school operations.**

- Strategy: OSH is working on sampling procedures that would not select those larger schools who were selected in the previous survey administration.
  - Implementation of these sampling procedures may increase the chances of large school participation since they aren't selected every year.

## Challenge: Survey administrator issues- loss of communication

- Strategy: Become a part of the process.
  - Stay in constant communication with the survey administrators.
  - Require weekly participation reports.
  - Once schools are scheduled, require that administrators adhere to detailed administration plans.
  - Make expectations clear in the request for proposal (RFP).

## Successful State Strategies

- Educate key stakeholders, including leadership, parents, and students, on the benefits.
- Use partners to advocate for participation, especially others that have established a rapport with school administrators.
- Allow for some flexibility where possible.
- Fall implementation - Schools are more receptive to implementing a survey in the Fall: In spring, mandatory testing is taking place.
- Build strong partnerships and collaborate with key stakeholders when coordinating and marketing with other surveys.

## Data Analysis and Survey Support Team

Bob Gerzoff, Team Lead [RCG8@cdc.gov](mailto:RCG8@cdc.gov)

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Anna Teplinskaya, Analyst [DZT5@cdc.gov](mailto:DZT5@cdc.gov)

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LaTisha Marshall, MPH  
Health Scientist  
Evaluation Team, Epidemiology Branch

For more information please contact Erica Terry [heu6@cdc.gov](mailto:heu6@cdc.gov)

### **Centers for Disease Control and Prevention**

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

Visit: [www.cdc.gov](http://www.cdc.gov) | Contact CDC at: 1-800-CDC-INFO or [www.cdc.gov/info](http://www.cdc.gov/info)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.





# Fostering Interagency Collaboration through the Administration of the Pennsylvania YRBS/YTS

Centers for Disease Control and Prevention  
Office on Smoking and Health Technical Assistance Webinar  
Tuesday, November 17, 2015

Judy Ochs, Director  
Sophia I. Allen, Ph.D., YTS Coordinator  
Bureau of Health Promotion and Risk Reduction  
Division of Tobacco Prevention and Control



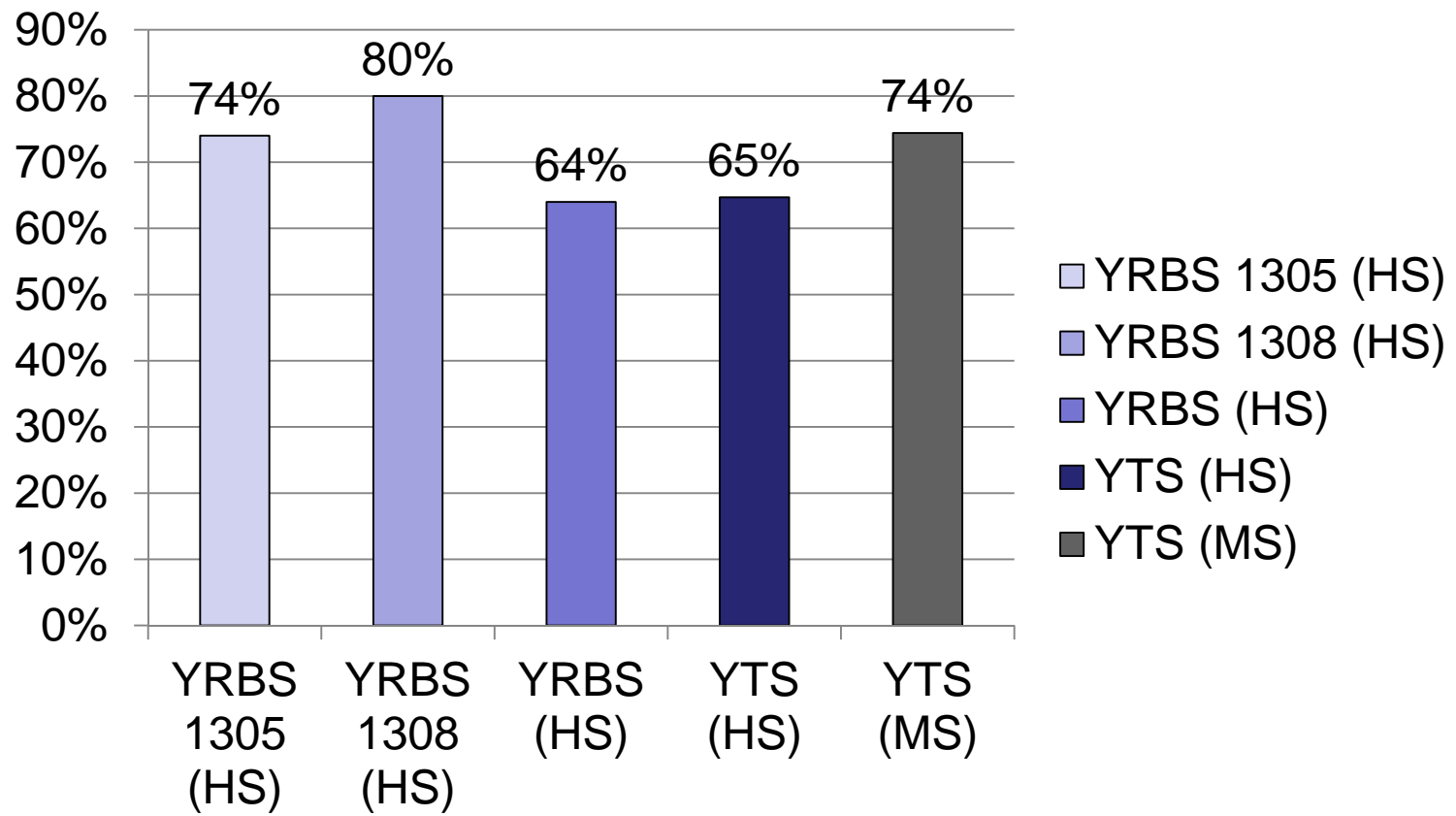
## Methods

- Researched other states that combined youth survey administration and their marketing techniques.
- Local support from school districts/schools coupled with coordination strategies were developed long before surveys were administered.
- Developed communication methods for all stakeholders involved.
- Promoted upcoming survey administration at school conferences.
- Contracted with organizations who had contacts at the local level and knowledge of the survey process.
- Trained survey administrators in advance of survey administration and used standardized survey tools.
- Followed clearance procedures for conducting the surveys, including coordination with the Philadelphia School District (e.g., used same YRBS survey tool).



# Results and Implications

## Overall Participation Rate by Sample\*



\*Weighted results means that the survey got an overall response rate of at least 60%. Weighted results are representative of all students in grades 9–12 attending public schools in each jurisdiction.  
HS=High School; MS=Middle School



## Results and Implications

- The collaborative efforts to collect data from a coordinated sample of Pennsylvania schools are expected to result in a more effective description of risk behaviors and school health policies and practices.
- These findings will improve program development, inform funding decisions, facilitate program monitoring, and support health-related policies and legislation.
- Lessons learned from coordinated survey implementation can inform future partnerships.

# Lessons Learned

- When working with different government agencies in the state for conducting survey, get agreement in writing and get at least 2 high level administrators from each agency to agree to collaboration.
- Use the appropriate level of personnel/field staff
- Persistent, friendly follow up with schools
- Collaborate with the Philadelphia School District (large school district in PA)
  - Keep them up-to-date with the process
  - Adhered to Philadelphia School District, Office of Research policies and those of the surrounding school districts.
- Involve Regional Primary Contractors or contract with local organizations to administer surveys.
- Passive permission with school districts works best
- Use scripts for the survey administrators
- Partner with professional school organizations to get more schools to participate.

## Contact Us

Pennsylvania Department of Health  
Bureau of Health Promotion and Risk Reduction  
Division of Tobacco Prevention and Control

Judy Ochs, Director  
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[jochs@pa.gov](mailto:jochs@pa.gov)

Sophia I. Allen, Ph.D., YTS Coordinator  
(717) 783-6600  
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# Mississippi Youth Tobacco Survey

## About Us

- The Social Science Research Center at MSU has conducted the survey since 2002.
- With the exception of 2001 (funding) and 2005 (Katrina), MS has conducted the YTS annually since 1998.
- Funding agencies have changed, but state commitment to reducing youth smoking has remained strong.
- High school current smoking rates have dropped 60% in those years, and
- Middle school current smoking rates have decreased by 77%.

# Mississippi Youth Tobacco Survey

## What Has Worked

- Support from CDC and RTI
- Support from MSDH
  - Tobacco free coalitions
- Consistent funding
- Research group conducting YTS
  - Survey and research expertise
  - Time, resources, and personnel

# Mississippi Youth Tobacco Survey

## What Hasn't

- Selection proportional to enrollment size in a rural state
- Coordination of other school-based surveys
- Long survey length
- Core questions focused on cigarette use
  - In MS, there is no statistical difference between the current use of cigarettes, SLT, and e-cigarettes.

# Indiana YTS – School Recruitment

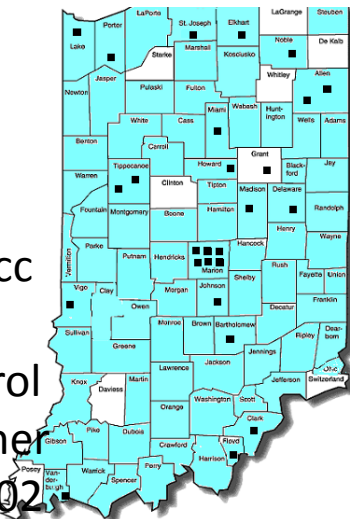
- Assets:
  - In-house YTS coordinator
  - Local tobacco control coalitions
  - Monetary incentives
  - Letters of support from key influencers
  - Coordinated HS sample with YRBS



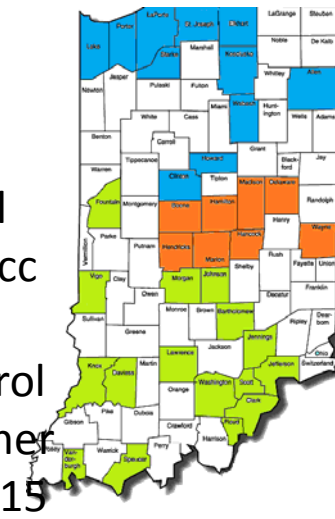
# Indiana YTS – School Recruitment

- Liabilities:
  - Reduced infrastructure and capacity at the local level
  - School concerns (curriculum, class time, security)
  - Competing school-based surveys

Local tobacco control partnerships: 2002



Local tobacco control partnerships: 2015



# Indiana YTS – School Recruitment

- Options for overcoming barriers
  - Consolidating and/or combining youth surveys
  - MOU with Division of Mental Health and Addictions (Indiana Youth Survey)
  - Web-based survey administration
  - Flexibility with sampling parameters?

# Q/A and Round Table Discussion

- The Q&A portion is not only for presenter questions, it is for states to have a “round table” discussion to further share strategies and concerns with each other.
- If using the Q&A text box, please preface your question to the group, with “Group”. If you are asking a presenter a question, preface with their name.
- If you have questions specific to your state, please email them to Erica Terry, [heu6@cdc.gov](mailto:heu6@cdc.gov)

# Webinar Evaluation

Thank you for participating in our webinar. Please take a moment to complete this brief, anonymous feedback survey. Your comments are very important to us.