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
Now: Evaluators’ Network
The Evaluators’ Network website – a Community of Practice

http://theevaluatorsnetwork.ning.com
Evaluators’ Network website

Newsfeed

Work out loud!

See what’s happening!

http://theevaluatorsnetwork.ning.com
Evaluators’ Network website

Forum

http://theevaluatorsnetwork.ning.com
Who can use the Evaluators’ Network Resources?

<table>
<thead>
<tr>
<th>Resources</th>
<th>Who it’s for:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Surveillance &amp; Evaluation Specialists</td>
</tr>
<tr>
<td>Evaluators’ Network Digest e-newsletter</td>
<td>✓</td>
</tr>
<tr>
<td>Live S&amp;E webinars</td>
<td>✓</td>
</tr>
<tr>
<td>S&amp;E webinar archive</td>
<td>✓</td>
</tr>
<tr>
<td>Ning Website: Community of practice (password protected)</td>
<td>✓</td>
</tr>
</tbody>
</table>
Watch the e-news for updates!

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

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.
  o Schools are more likely to participate in the YTS if shown that their districts support its administration.
  o Letters of support from the Department of Education, Department of Health, the school districts, National Parent Teacher Association, etc.

• 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
Erica Terry, Survey Coordinator HEU6@cdc.gov
Anna Teplinskaya, Analyst DZT5@cdc.gov
Erin (O’Connor) Landau, Analyst UYZ6@cdc.gov
Amal Jama, Analyst VUJ3@cdc.gov
Tenecia Smith, Analyst XMR6@cdc.gov
Special Thanks To:

Yessica Gomez, MPH
Evaluator
Evaluation Team, Epidemiology Branch

Rene Arrazola, MPH
Epidemiologist
Research Team, Epidemiology Branch

LaTisha Marshall, MPH
Health Scientist
Evaluation Team, Epidemiology Branch

For more information please contact Erica Terry 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 | Contact CDC at: 1-800-CDC-INFO or 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*

<table>
<thead>
<tr>
<th>Sample</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>YRBS 1305 (HS)</td>
<td>74%</td>
</tr>
<tr>
<td>YRBS 1308 (HS)</td>
<td>80%</td>
</tr>
<tr>
<td>YRBS (HS)</td>
<td>64%</td>
</tr>
<tr>
<td>YTS (HS)</td>
<td>65%</td>
</tr>
<tr>
<td>YTS (MS)</td>
<td>74%</td>
</tr>
</tbody>
</table>

*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
• 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
(717) 783-6600
jochs@pa.gov

Sophia I. Allen, Ph.D., YTS Coordinator
(717) 783-6600
soallen@pa.gov
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 partners: 2002

Local tobacco control partners: 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
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.