

Customer Satisfaction Survey for
The Center for Substance Abuse Prevention (CSAP)
Substance Abuse and Mental Health Services Administration (SAMHSA)

A. **Product/Activity to be Assessed:**

The Center for Substance Abuse Prevention (CSAP) provides national leadership in the Federal effort to prevent alcohol, tobacco, and other drug problems.

The CSAP Mission is to bring effective substance abuse prevention to every community by working with States and communities to develop comprehensive prevention systems that create healthy communities in which people enjoy a quality life. This includes supportive work and school environments, drug- and crime-free neighborhoods, and positive connections with friends and family.

The role of prevention is to create healthy communities in which people have a quality of life:

- Healthy environments at work and in school
- Supportive communities and neighborhoods
- Connections with families and friends
- Drug- and crime-free communities

To help Americans lead healthier and longer lives, CSAP supports Programs of Regional and National Significance (PRNS) that promote a structured, community-based approach to substance abuse prevention through the Strategic Prevention Framework (SPF). The SPF approach provides information and tools that can be used by States and communities to build an effective and sustainable prevention infrastructure.

CSAP's PRNS and services entail frequent interaction with Federal and non-Federal customers. CSAP desires to assess how well staff members are meeting our customers' requests and needs in the service areas.

B. **Brief statement of objectives of the proposed customer satisfaction effort, including specific identification of who will use the resulting information and how they will use it:**

The purpose of the customer satisfaction survey is to solicit feedback and suggestions on how to improve the quality and efficiency of CSAP services. In keeping with the notion of creating a customer-focused and customer-driven organization, the objectives of the proposed customer satisfaction survey effort are:

- to find out how well CSAP staff are presently meeting customers' needs;
- to determine if CSAP employees need additional training on how to understand

and be actively responsive to customers' requests;

- to make each CSAP employee more aware of the importance of continuously seeking to improve the quality of both the programs and services we provide; and
- to cause CSAP staff to examine and perhaps to decide that some refocusing of our internal structure may be in order so as to help create a Center that functions more serviceably, efficiently, and economically.

A staff member within the Office of the Director (OD) will analyze the survey responses. That individual will compile quantitative and qualitative data from the responses. The quantitative analyses will include frequency and percentage distributions of ratings. These will be provided for all of CSAP and will also be broken down by division and office.

A monthly report will be provided to Anna Marsh, Ph.D., Acting Director, Center for Substance Abuse Prevention/Substance Abuse and Mental Health Services Administration that will include tables and summaries of quantitative data, and analyses of qualitative data, such as suggestions for improving service. Below are samples of a table.

Overall Satisfaction for All Services:

	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
Percent (N=)	20	65	10	5

Ratings: Responsiveness, Courtesy, Quality, Efficiency, Follow-through/Follow-up. There will also be a table for each of these categories (example below).

Responsiveness:

	Excellent	Good	Fair N/A	Poor
Percent (N =)	45	35	15	5

The Acting CSAP Director will work through the CSAP Division/Office Directors to provide feedback from the survey results to CSAP staff members. Staff may also work together to determine how to enhance those strengths identified by the survey and conversely how to overcome or improve identified weaknesses. Should systemic changes need to be made due to the survey results, the Acting CSAP Director will work with CSAP Senior Staff, in consultation with other SAMHSA Senior Staff, to design any appropriate changes.

C. Overview of methods to be used to collect the information:

All recipients of outgoing e-mails from CSAP staff will have the opportunity to click on

a hot link embedded at the end of each outgoing e-mail and will be invited to provide feedback on the sender’s customer service by completing the Customer Satisfaction Survey. The hot link will be introduced with the following message: “The Center for Substance Abuse Prevention values your feedback. Please click on the following link to complete a brief customer survey.”

The Customer Satisfaction Survey will be available to all customers receiving e-mails from CSAP staff. Because of the nature of the survey, we anticipate receiving a response rate of approximately two (2) percent. There are no plans for follow-up to those who choose not to respond.

The responses of those who choose to take part in the survey will go from the respondent via the Web directly to a database file. The Web site will keep no record of where the responses came from, thereby maintaining the confidentiality of customers who do not self-disclose. Additionally, name, phone number and organization are designated as optional information on the survey.

D. Annual response burden estimate:

Both Federal and non-Federal customers use CSAP services. However, the numbers below are based on non-Federal customers. Non-Federal recipients of e-mails containing the link to the Customer Satisfaction Survey have an estimated average salary of \$60,000. The draft customer satisfaction survey was given to less than nine non-Federal respondents to provide feedback on the usefulness of the questionnaire and the time to complete. Respondents averaged approximately 4 minutes.

- (1) 150 respondents annually x 4 minutes = approximately 10 hours yearly.
- (2) 10 hours x \$30.00 per hr. = \$300.00 yearly.
- (3) This will involve no startup or operational/maintenance costs to respondents.

Respondents	# of respondents	# responses/ respondent	Hours/ response	Total burden hours	Hourly wage rate (\$)	Total cost/ year (\$)
Non-Federal Customers	150	1	.067	10	\$30	300.00

E. Methods used to develop and test the questions (attach a copy of the questionnaire):

The Acting CSAP Director and the CSAP Division/Office Directors have tailored and refined a survey that was used by another component within the Department of Health and Human Services that has a similar mission to CSAP in that they provide services to a

large variety of non-Federal customers.

The proposed survey questionnaire was shared with nine individuals outside of CSAP. These individuals were asked for their review and comment. All of the comments received were favorable, and no changes were suggested.

A staff member within the OD will analyze and compile frequency and percentage distributions. Quantitative and qualitative data will be compiled and reported monthly to Anna Marsh, Ph.D., Acting Director, Center for Substance Abuse Prevention.

Since CSAP is not certain which types of services will elicit the most responses, we are asking an open-ended question about which services were received. An analyst will review the types of services mentioned and group them by CSAP Division for the purposes of analysis. Finer analysis of a particular service provided by a Division may also be possible, depending on the number of responses about that particular service.

CSAP anticipates that analysis of these responses will permit us to develop a list of the most frequently mentioned services. We could then provide that checklist to respondents in future versions of the questionnaire so the respondent could then select the type of service received.