

INFORMATION COLLECTION REQUEST

Science to Practice:

Perspectives of and Attitudes Towards a Marketing Strategy for Preventing Alcohol-related Problems in College Communities

CDC ID# 0920-12OG

Supporting Statement B

Department of Health and Human Services
Centers for Disease Control and Prevention
National Center for Injury Prevention and Control
Division Unintentional Injury Prevention

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods:

The purpose of this Information Collection Request (ICR) is to evaluate the reach of and key informants' response to the marketing strategy for the Safer Campuses and Communities intervention (SCC). As detailed in Supporting Statement A, this ICR relates to the data collection necessary to implement the fourth and final phase of the project entitled, "Science to Practice: Developing and Testing a Marketing Strategy for Preventing Alcohol-related Problems in College Communities." In addition, larger, more established colleges and universities are more likely to have resources to support prevention, even in the difficult financial environments that public universities, in particular, now have to respond to.

For this project, a sample of 160 IHEs with at least 5000 students will be selected from an existing database of colleges and universities, the Institutional Data Archive (IDA) on American Higher Education. The IDA consists of longitudinal and cross-sectional data on 384 institutions of higher education drawn from 24 separate data sets. It was created to allow researchers to take advantage of the large volume of data on higher education, which is spread across many separate data sets. Consolidated by researchers at the University of California, Riverside for the Colleges & Universities 2000 Project, the current version of the database was updated through the 2010-11 academic year.

Description of the IDA Sampling and Weighting Strategy

The sample of 384 institutions in the IDA is based on stratified random sampling to over-sample selective colleges and universities and research universities. The IDA project provides weights for each institution reflective of the sampling procedure so that it is possible to generalize back to the universe of IHEs. The sample includes all highly selective colleges and leading research universities in the United States (n=72). It also includes more than 100 institutions from each of three other strata: other selective colleges and research universities; Carnegie 1994 Master's I

institutions; and non-selective baccalaureate-granting institutions. The sample includes no specialized institutions, for-profit institutions, or two-year colleges.

The IDA includes information on earned degrees, enrollments, finances, faculty salaries, technology transfer activities, and institutional rankings over a 40-year period, 1970-2011. Of particular importance to this information collection, the database includes contact information for administrators and key university staff members and census information concerning neighborhoods surrounding the IHEs. Employing the IDA to obtain the sample of 160 IHEs with at least 5,000 undergraduate students for the evaluation of the SCC marketing strategy will allow us to generalize to the universe of four-year IHEs with at least 5000 students.

Sampling Plan for this ICR

The IDA contains data on about 165 IHEs with at least 5,000 undergraduates; the exact number varies slightly over time. As we plan to sample 160 IHEs, if necessary, we will randomly deselect the handful of expected institutions to reach the target sample.

Given the survey procedures (described below) and experience with using a similar approach during Safer California Universities study (Saltz, et al. 2010), on which SCC is based, we expect to get participation from at least two representatives for each IHE. Thus, we expect to have data from every IHE in the sample. Statistical power for the sample of 160 IHEs using linear regression with 10 predictors, alpha of .05, beta (power) of .8 will allow detection of a significant standardized coefficient of less than .23, a moderate effect size. The primary outcomes to be analyzed are actions taken by the key informants (did the respondent follow up by forwarding the email, printing materials from the website, meeting with a group to discuss adopting SCC, etc.) (see Attachment C) Given the exploratory nature of this study and resources available, this should be adequate.

2. Procedures for the Collection of Information

As described in Supporting Statement A, this ICR relates to Phase 4 of the Science to Practice: Developing and Testing a Marketing Strategy for Preventing Alcohol-related Problems in College Communities project. The purpose of Phase 4 is to evaluate the reach of and key

informants' response to the marketing strategy that will be implemented during Phase 3. For the evaluation, key campus officials and community members at each of the 160 IHEs who received the marketing email during Phase 3 and responded back to PIRE expressing their interest in reducing alcohol-related problems on their campus or in their community (as part of Phase 3) will receive an invitation (Attachment F) to complete the online survey. The purpose of the survey is to assess the marketing strategy's reach (were appropriate campus and community members recruited through requesting that the campus officials share the email) and the response to it (did the respondent follow up by forwarding the email, printing materials from the website, met with a group to discuss adopting SCC (see Attachment C, Questionnaire).

The email invitation to complete the survey will be sent from the survey subcontractor, inviting each person to participate in the survey. The email invitations will clearly state the following:

- Participation in the survey is of a voluntary nature,
- Any question within the survey may be skipped,
- and, respondent may quit the survey at any point by simply closing their browser.

The invitation will include a hyperlink that will connect directly to the survey questionnaire. Participants will also have the option to cut and paste the web address into their browser's URL address field. The invitation will also allow the person to request they be removed from future reminders if they wish. Otherwise, reminder emails will be sent to non-responders 5, 9, and 14 days after the initial invitation. The emails will include contact information for the survey staff for any individual who may wish to have more information about the survey.

3. Methods to Maximize Response Rates and Deal with Nonresponse

An email invitation to participate in the survey will be sent to all of the college officials and community members (key informants) at each of the 160 sites who have responded back to PIRE expressing their interest in reducing alcohol-related problems on their campus or in their community. Reminder email will be to non-responders 5, 9, and 14 days after the initial invitation. The emails will include contact information of the survey staff for any individual who may wish to have more information about the survey.

4. Tests of Procedures or Methods to be Undertaken

The procedures to be used in the survey are based on methods developed through a National Institutes of Health research project where a “key informant” survey was conducted alongside the original Safer California Universities study. There, a core group of campus representatives was identified by position in the university (Dean of Students, Head of Health Services; Chief of Campus Police). Responses were obtained from all campuses in that study (N=14) which was the unit of analysis. Rates of response at the individual level ranged from 60 to 100%, with a median of 83%.

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

All aspects of study design, data collection, data analysis, and data reporting will be handled by PIRE, The primary contact at Pacific Institute for Research and Evaluation is:

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References

Brint, Steven, Kristopher Proctor, Robert A. Hanneman, Kerry Mulligan, Matthew B. Rotondi, Scott P. Murphy. 2011. "Who are the Early Adopters of New Academic Fields? Comparing Four Perspectives on the Institutionalization of Degree Granting Programs in US Four-Year Colleges and Universities, 1970–2005." *Higher Education* 61: 563-585.

Saltz, R.F., Paschall, M.J., McGaffigan, R.P., & Nygaard, P.M.O. (2010) Alcohol Risk Management in College Settings: The Safer California Universities Randomized Trial. *American Journal of Preventive Medicine*, 39(6) 491–499.