

“Talk. They Hear You.” Campaign Parents’ Night Out Presentation Survey

A. Product Activity to be Assessed

The “Talk. They Hear You.” ® national media campaign has developed a brief educational presentation for the parents and caregivers of children ages 9–20 entitled “Parents’ Night Out.” This presentation highlights key pieces of the campaign to stop underage drinking and other drug use before it starts. The “Parents’ Night Out” voluntary customer satisfaction survey includes five customer satisfaction questions asked in real-time throughout the presentation to assure the inclusion of an appropriate range of customers and identify the customers who are, or should be, served by the campaign. A short post-presentation survey will be distributed immediately following the presentation.

The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention, is requesting OMB approval for “Parents’ Night Out” voluntary customer satisfaction survey consisting of the following:

- During Presentation Survey (Attachment A)
- Post-Presentation Survey (attachment B)

Background

The “Talk. They Hear You.” national media campaign is grounded in research and was developed using a nuanced understanding of public health issues, rigorous methodologies, evidence-based communications models, and a continuous improvement process to deliver the right messages and products to the target audience. Under the leadership of the Interagency Coordinating Committee on the Prevention of Underage Drinking (ICCPUD), the Substance Abuse and Mental Health Services Administration (SAMHSA) has advanced the “Talk. They Hear You.” campaign from its pilot stage to a national platform by producing and distributing fresh, relevant content that is continuously evaluated through several strategies that require Office of Management and Budget package approval prior to implementation. In addition, to developing and disseminating “Talk. They Hear You.” campaign components, since the campaign’s inception SAMHSA has also been charged with evaluating these components annually. Although message testing during development and media measures from partner distribution of campaign materials have indicated the potential impact of the materials, SAMHSA is required to work with ICCPUD to continue conducting ongoing evaluation of campaign message and material effectiveness as required by the Sober Truth on Preventing Underage Drinking Act (STOP Act).

B. Brief Statement of Objectives

The overall objective of the “Parents’ Night Out” voluntary customer satisfaction survey is to (1) identify parents and caregivers who are or should be served by the “Talk. They Hear You.” campaign, (2) continue improving the kind and quality of content customers find effective related to the “Talk. They Hear You.” campaign, (3) assess their level of satisfaction with the Parents Night Out” presentation as a new product, and (4) provide customers with choices in both the sources and means in which “Talk. They Hear You.” content is delivered.

C. Overview of Methods to Collect Information

Data Collection Method

The customer satisfaction questions will be delivered from within the presentation by the presenter using an online presentation system. The subsequent customer satisfaction responses will then be downloaded in an Excel file and used as part of the analysis. The survey will be sent via email using Qualtrics®, an online survey distribution platform.

All responses to the customer satisfaction questions and post-presentation survey will be presented in aggregate and any verbatim responses will be presented anonymously. The facilitator will discuss this at the start of the presentation.

Description of Respondents

The “Parents’ Night Out” presentation is targeted to parents and caregivers of children ages 9–20. It is a stand-alone presentation to be delivered by the campaign’s community partners. Community partners may include school-based organizations, parent/caregiver organizations, or other community organizations committed to the prevention and reduction of underage drinking and/or other substance use. Community partners will be able to customize the publicity around the presentation and the registration materials. The invitations to the survey will also allow for local/regional customization.

Selection of Targeted Respondents

The presentation will be cohosted with community partners. The community partners will publicize the events as well as manage the registration process while the “Talk. They Hear You.”® campaign team will conduct the voluntary customer satisfaction survey. All individuals invited by the community partner will be eligible to answer the survey. It is assumed that they will be attending the “Parents’ Night Out” presentation because they are either parents, caregivers, or may otherwise have an opportunity (e.g., faith leader, community members, etc.) to talk with children ages 9–20 about underage drinking and/or other substance use.

The final slide of the presentation will contain a link to the survey URL to be completed immediately following the presentation. Respondents will be asked to submit their email and select the presentation. Emails are requested to match against registration lists so that we can identify who needs to receive a reminder email. We anticipate a winnowing down process from the registration to the presentation to the response rate for the immediate follow-up survey.

Registration

The publicity and registration for the “Parents’ Night Out” presentations will be handled primarily by the presentation partners, as they will customize the language of the registration page to include their logos and other language particular to their target audiences. There will be two questions added to all registration pages to provide broad demographics to assist the

presenter in tailoring the presentation for local/regional differences and ages of children, and to recruit for the initial follow-up study. The two questions are as follows:

[To be added as part of the registration for individual presentations.]

1. What is your ZIP code? _____
2. Please indicate the age(s) of your children. Are they: [Please select all that apply.]
 - 9–11 years old
 - 12–14 years old
 - 15–17 years old
 - 18–20 years old

This “Parents’ Night Out” presentation is part of a study by the Substance Abuse and Mental Health Services Administration’s (SAMHSA) “Talk. They Hear You.” ® campaign (OMB Control Number 0930-0197). Immediately following the presentation, there will be a link to the post-presentation survey with some questions about the presentation and its impact. We estimate that the survey will take 7 minutes to complete. Attendees do not have to begin or complete the survey, and their answers will be used by the campaign to improve the presentation and associated materials.

Customer satisfaction Questions

Customer satisfaction questions interspersed throughout the presentation are intended to obtain immediate feedback to assess the range of participating customers and break up the presentation into manageable segments. In addition to the customer satisfaction question slides, there is a disclaimer slide indicating passive consent in answering the five customer satisfaction questions.:

Disclaimer reads as follows: This presentation will contain five short customer satisfaction questions asking your opinions about various pieces of the presentation. All answers will be presented as totals or percentages, and no one will be able to tell by name who answered each question. When you answer the questions, you are agreeing to have your answers presented as part of totals and percentages.

Post-presentation Survey

The customer satisfaction will include a survey immediately following the presentation to ascertain parents and caregivers’ opinions about the presentation, specifically if they will take any actions to learn more about underage drinking and other drug use, and if they plan to have a conversation with their child or children. This survey will be presented as a URL on the last slide of the Parent’s Night Out presentation.

Invitation for those who did not respond to the post-presentation survey at the time of the presentation

[Include “Talk. They Hear You.” ® and SAMHSA logos.]

Thank you so much for attending the “Parents’ Night Out” presentation on [Date of presentation]. We hope that it was informative and helpful.

The survey is part of the “Parents’ Night Out” presentation. . . . A link to the survey is here:

[Insert link]

We estimate that the survey will take approximately 7 minutes to complete and the survey will be open for 7 days following the presentation.

On behalf of the “Talk. They Hear You.” ® campaign team and the “Parents’ Night Out” presentation host, [Insert host name], we thank you in advance for your participation.

If you have any questions about the study, the survey, the “Parents’ Night Out” presentation, or the “Talk. They Hear You.” campaign, please reach out to us at underage.drinking@samhsa.gov or 240-276-1582.

Reminder

Recently, you were sent an invitation to participate in a survey about the “Parents’ Night Out” presentation on [Insert date]. This survey will be open for another 2 days, and we encourage your participation by completing it.

The “Parents’ Night Out” presentation is part of a study by the Substance Abuse and Mental Health Services Administration’s (SAMHSA) “Talk. They Hear You.” ® campaign (OMB Control Number 0930-0197).

If you have any questions about the survey, the “Parents’ Night Out” presentation, or the “Talk. They Hear You.” campaign, please reach out to us at underage.drinking@samhsa.gov or 1-877-SAMHSA-7.

Methods for Identifying Duplications

The information needed is specific to this program’s social marketing campaign and is not collected anywhere else.

D. Annualized Response Burden Estimate

Instrument	Total number of respondents	Total responses/respondent	Total responses	Hours per response	Total hour burden	Total Survey Cost
Post-presentation Survey	500	1	500	0.16	80	\$1,150.00
Total	500	1	500	0.16	80	\$1,150.00

Estimates of Annualized Cost to the Government

The estimated annual cost to the federal government is \$31,526.13
(Note: Amount should include contractor costs, if the contractor is involved in the survey/collection.)

Project Officer

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List of Attachments:

Attachment A: During Presentation Survey
Attachment B: Post-presentation Survey