

## Assessment of the *Communities Talk Prevent Underage Drinking Initiative*

### Supporting Statement

#### **B. Statistical Methods**

##### **B.1 RESPONDENT UNIVERSE AND SAMPLING METHODS**

For the Organizer Survey, the respondent universe consists of community-based organizations (CBOs) and institutions of higher education (IHEs) that received a stipend to conduct at least one biennial *Communities Talk* event/activity (activity) in their community. The sampling method for this instrument is described below.

##### Organizer Survey (Initial and Follow-up)

The initial Organizer Survey will be collected via a random sampling of CBOs and IHEs that registered and received a stipend to conduct a *Communities Talk* activity (N=1,000). SAMHSA has collaborated with National Prevention Network (NPN) members of each state, U.S. territories, and the District of Columbia for the past eight rounds of events (2006-present) to identify CBOs and IHEs in their respective state to organize at least one biennial activity. Along with NPN members, other entities including other federal agencies and national collaborating organizations (NCOs) are invited by SAMHSA to identify CBOs and IHEs to organize activities. Once the recommendations are received by SAMHSA, SAMHSA provides CBOs and IHEs with an invitation to host a *Communities Talk* activity. The CBOs and IHEs then register online and confirm their participation. The CBOs and IHEs are provided with information about obtaining a planning stipend from SAMHSA to conduct an activity in their community and resources to assist in planning and implementing an activity. They are also notified that a random sample of CBOs and IHEs will be selected to complete the web-based Organizer Survey about their completed activity. They will also be notified that SAMHSA will provide an opportunity at the end of the initial Organizer Survey for activity coordinators to opt in to participating in a 1-year follow-up survey to provide details on any actions that were taken as a result of the *Communities Talk* activity that happened in the previous year. Like the initial Organizer Survey, the 1-year follow-up survey will also be web-based.

A stratified random sample of 500 CBOs and IHEs will be selected for the organizer survey in the expectation of achieving 400 completed surveys. Strata will be the 10 HHS regions defined as groups of states. The first-stage (CBO and IHE) sampling frame will be compiled using the activity details submitted online by every planning stipend-recipient CBO and IHE in the target population. These sample sizes will ensure that survey estimates will be within +/- 5 percentage points at the 95 percent confidence levels. The organizer survey estimation precision will be even better due to relatively large sampling fractions due to the selection of about 1/2 or 50 percent of the eligible 1,000 CBOs and IHEs.

The CBOs and IHEs agree to conduct at least one *Communities Talk* activity in their respective communities, and it is solely up to the CBO or IHE as to whether it will conduct more than one activity, since this is often based upon resources and funding. The information collected on the Organizer Surveys will be used to document the activities, determine if the activities lead to additional activities within communities that are aimed at preventing and reducing underage drinking (UAD), identify what these activities may include, and help to plan for future rounds of *Communities Talk* activities.

**B.2 INFORMATION COLLECTION PROCEDURES**

Organizer Survey (Initial and Follow-up)

After the *Communities Talk* activities, the point of contact at each CBO or IHE that hosted an activity will be e-mailed instructions on how to access the Organizer Survey (see Attachment 1) and a deadline by which to complete the survey. The coded survey will be provided through a web-based survey system, such as Voxco. As respondents complete each page of the survey and click *Next*, data entered will be automatically saved. The respondents will be allowed to return to the survey until the last question is answered. Once the survey is completed (i.e., the last question is answered), CBOs and IHEs will not be allowed to go back into the survey to make changes. Organizers who do not complete the Organizer Survey by the deadline will be sent a reminder e-mail requesting them to complete the survey by another defined date (see Attachment 1C).

The last question on the Organizer Survey provides respondents with the opportunity to opt in to be contacted about 1 year after the initial survey is completed as a follow up on any actions that were taken as a result of the initial *Communities Talk* activity. All coded surveys with recorded “yes” responses will be eligible to receive the Organizer Survey instrument again within the next year. About 1 year after the initial survey completion date, the request to complete the follow up survey will be sent to the email address of the CBO or IHE point of contact. The same procedures used to distribute the Organizer Survey will be utilized for the 1-year follow up instrument (see Attachments 1A and 1B).

**B.4 TESTS OF PROCEDURES**

The updated Organizer Survey was sent to three individuals from organizations that hosted a 2019 *Communities Talk* activity. These individuals were asked to identify any questions that they did not understand or thought they would not be able to answer. They were also asked to report the amount of time it took them to complete the instrument. Those individuals easily understood all of the questions, and no questions were identified as being difficult to answer. Based on the review of comments, no changes were made to the instrument. In light of this input and the simple, straightforward nature of the testing procedures, pretesting is not necessary.

**B.5 STATISTICAL CONSULTANTS**

The following individuals provided statistical consultation in development of the surveys and data collection methodology:

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## **List of Attachments**

1. Organizer Survey for Initial and Follow-Up
  - A. Organizer Survey Email Invitation for Initial
  - B. Organizer Survey Email Invitation for Follow-Up
  - C. Organizer Survey Email Reminder for Initial and Follow-Up
  
2. ICF IRB Exempt Approval