

# 2022 Alabama Statewide Survey of Young Adults Survey Administration Protocol

## Introduction

The 2022 Alabama Statewide Survey of Young Adults is a survey of young adults ages 18-25 to assess the prevention needs of this high-risk population. Data collection will be driven by Alabama prevention providers and their community partners. Obtaining local data is vital to understanding behavioral health trends and needs across the state. These data can support prevention planning to help meet local needs and target strategies more effectively. The survey engages young adult respondents to anonymously share their behaviors and opinions about substance use, mental health, and other topics. We anticipate the 32-question survey will take respondents approximately 15 minutes to complete. This document has been developed to support administration of the survey.

The survey content broadly includes questions in the following areas:



Self-reported use and perceptions of community use of alcohol, tobacco/vaping, prescription drug and other drug use and awareness, marijuana/cannabis, over the counter (OTC) medications, stimulants, and polysubstance use.



Substance use and related behaviors in the past 30 days and age of first use.



Ease and methods of access to substances and prescription drugs.



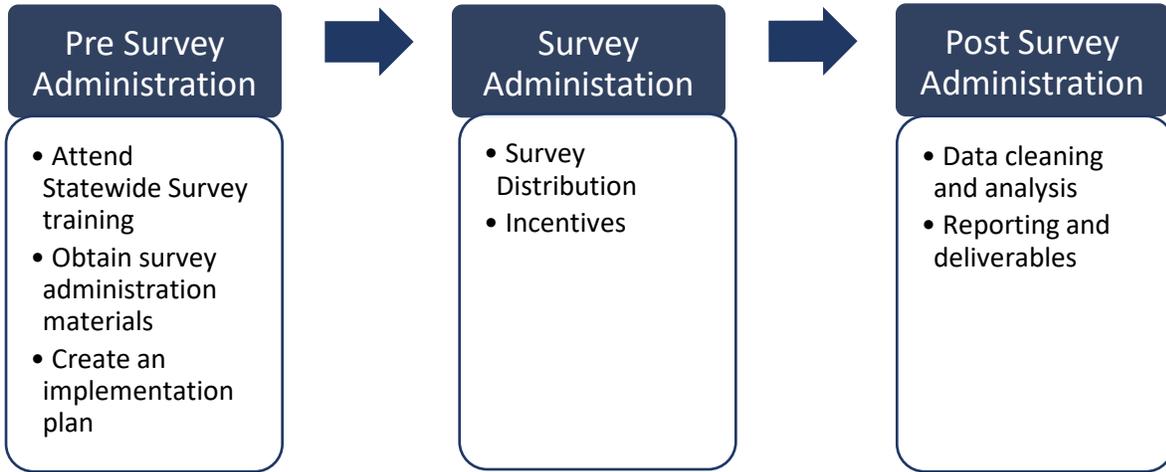
Demographics and school/employment status of respondent.

OMNI, in partnership with ADMH based the survey off similar tools to ensure data validity and ongoing data continuity on measures important to prevention efforts in Alabama. The tool includes behaviors and substances of concern such as marijuana/cannabis and fentanyl awareness. OMNI has worked to make administration of the statewide survey centralized through owning the survey link and creating materials to assist in recruitment and administration. OMNI will clean, analyze, and report on all data collected through the statewide survey.

Providers will be responsible for recruiting young adults to participate. This protocol will provide an overview and detailed instructions for each stage of the survey administration process.

# Overview

## AL Statewide Survey Administration Process



## Alabama Statewide Survey Timeline

Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022
	OMNI conducts Info Gathering and Statewide Survey Training with Providers							
		Providers implement survey; OMNI monitors survey responses						
						OMNI cleans and analyzes data		
							OMNI creates report	

# Pre-Survey Administration

## Training

In February 2022 OMNI hosted a Statewide Survey Information Session for providers to reflect on and share prior survey experiences. Taking these considerations into mind OMNI will convene a full Statewide Survey training in March 2022 to prepare providers to recruit for and administer the survey. **We recommend that all agency staff who will play a role in survey administration attend the training.**

## Materials

After the March training, OMNI will share the materials needed for administration. Please email OMNI at [ALSupport@omni.org](mailto:ALSupport@omni.org) if you have any issues accessing the materials. Here's a list of the necessary materials:

- This Statewide Survey Protocol document
- Implementation Plan Template and Guide
- Statewide Survey Link and SlickText information (Survey available in English and Spanish)
- Recruitment email template
- Recruitment social media blurb (in English and Spanish)
- Recruitment flyer (in English and Spanish)
- Email template for survey distribution
- Statewide Survey tool for in-person distribution
- Statewide Survey Talking Points & Administration Tips for In-Person Surveys
- Letter from ADMH to assist with recruitment

## Implementation Plan

The timeline for implementing the statewide survey ranges from March through June 2022. This timeline reflects when colleges and universities will be in session, which is when we expect providers to be able to recruit the most participants. Preliminary work to develop the statewide survey occurred from March-September 2021 and consisting of the following:

- The survey tool was developed through several steps, including consultation with the ADMH to better understand gaps in available data related to the Block Grant priorities.
- OMNI programmed the survey into an online data collection system (Survey Monkey) and conducted initial testing to ensure survey functionality and appropriate length.
- OMNI translated materials to be available in English and Spanish.
- The survey can be distributed as soon as you have completed the statewide survey training, and all planning/supporting components are in place. To support you with this process, we have created an Implementation Plan Guide for you use in conjunction with this document to plan for recruitment and administration.

## Assigning Key Roles

There are a few key internal and external roles your agency staff will need to identify and assign.

- Providers will need to establish a team of staff who will take the lead in respondent recruitment and coordinating the survey effort with partner organizations. This team will identify and reach

out to community members and partner organizations to begin recruitment efforts. Partnering with many organizations is vital to reach as many young adults as possible.

- Partner organizations that serve young adults will support with recruiting participants.
- Volunteers and agency staff can support with entering any paper surveys (if applicable) into the online system and distributing recruitment materials to the community.

### **Plan for Recruitment**

OMNI has provided you with a list of different ways to recruit participants. **The most important part of recruitment is identifying and partnering with community organizations that work with young adults to support your efforts.**

- Target local colleges, university list-serves, and student organizations that focus on substance use disorders and mental health, or popular events (festivals, concerts, etc.) where there would likely be a lot of young adults.
- Connect with local business where young adults visit often, such as gyms, movie theaters, etc. Ask permission from the business beforehand to distribute surveys.
- Use videos or e-news blasts to promote the survey.
- Share with child policy councils, coalitions, or community organization partners to help recruit.
- Share with participants to pass along to peers.
- You're welcome to be creative in recruitment, but please be aware of potential spam and fraud possibilities with your strategies. See the Appendix for tips in avoiding scammers/survey fraud.

Recruitment materials to be used and how to use them:

- Email: OMNI will share a recruitment email template with your agency. You can partially customize this to incorporate your agencies contact information and reflect the organization or group you are targeting.
- Social media blurb: OMNI will provide language to share on social media. Feel free to share this on your agency websites or social media pages.
- Flyers: OMNI will provide flyers for you to post around community or locations you will be recruiting.

### **Plan for Incentives**

OMNI will be holding a drawing for statewide survey participants for a chance to win multiple incentives:

- 5 X \$500 gift cards
- 10 X \$100 gift cards
- 50 X \$50 gift cards

The drawing will take place after survey implementation is completed in June. OMNI has created an incentive form survey in Survey Monkey that will immediately follow the completion of the survey. This will serve to collect respondents' contact information in a separate location for incentive fulfillment after the drawing. OMNI will also provide a paper version of the incentive form for you to use when conducting in-person recruitment. It is important that any participant incentive information collected in-person is entered into Survey Monkey along with the participant's data, so that the participant is entered into the drawing that OMNI will conduct. It is also important that after the data are entered, that you store the

incentive forms in a separate location from the paper surveys, so that participant data cannot be connected back to their survey answers. If you have any questions about this process, please contact OMNI at [ALSupport@omni.org](mailto:ALSupport@omni.org).

OMNI also recommends the use of smaller individual incentives to express gratitude for respondents' time and contribution to this research effort. Some ideas for incentives can be gift cards for coffee shops on a university campus, fast food, Starbucks, Amazon, Target, Walmart, or grocery stores. If your agency does not allow you to purchase gift cards, you can purchase vouchers from a local business or buy swag items and/or food for in-person recruitment efforts. If you choose to provide smaller individual incentives, you will be responsible for tracking information related to those incentives (i.e. budget, participant contact information, etc.)

## Survey Administration

### Survey Distribution

During the administration process, refer to the steps in your Implementation Plan and Guide Document to continuously monitor your administration procedures. Here are a few things to consider for survey distribution:

- We will be sharing the survey via an SMS/text-based distribution system called “SlickText” rather than posting a clickable survey link in more traditional public-facing places such on websites, in social media posts, or in emails. **SlickText requires the participant to text the code ALABAMA to 855-632-2201** to get a link to the survey. Participants can only text the code once and must have a phone number, so this will help reduce spam. Once the participant sends the text with the code, they will receive back a link. They can then fill out the survey directly on their phone or copy and paste the link into their browser. If a participant does not have a phone number, they can email [ALSupport@omni.org](mailto:ALSupport@omni.org) to receive the link.
- Instructions for how to use SlickText will be contained in all social media graphics and poster templates that OMNI has created for your agency.
- The survey is typically completed online but can be done on paper and then entered by prevention staff into the online version. Both versions inform respondents that the survey is completely anonymous and instructs them to refrain from recording any personally identifiable information in or on either version.
  - For promotion of the online survey, you can post SlickText access information on social media, websites, send via email, or other places that you have identified in recruitment planning.
  - For in-person or paper administration, you can reference the Statewide Survey Talking Points & Admin Tips for In-Person Surveys document. **If you are using a tablet to collect multiple responses or need to enter paper surveys, please contact an OMNI TA to obtain a link that will allow you to enter multiple surveys.**
- If you are having difficulty recruiting survey participants or have a low number of survey responses in the first few weeks of implementation, reach out to the OMNI TA team to identify additional strategies to reach more participants. It is important to stay on track with the timeline.
- Use the Implementation Plan and Guide to continuously monitor staff, partner organizations, etc. as you distribute the survey.

## Post-Survey Administration

### Data Cleaning and Analysis

OMNI will continuously clean data on an ongoing basis throughout the survey administration period and will proactively reach out to providers with any questions or data concerns. Once the survey administration period is complete and all data are cleaned, OMNI will analyze data at the state and county level. At each level of analyses descriptive statistics will present information on survey respondents (demographics, etc.) and frequencies or crosstabs will be used to report key findings from survey questions. Where possible, data will be disaggregated by key demographic characteristics (race/ethnicity, employment/student status, age, etc.)

### Reporting and Deliverables

After completion of the survey administration period and data analyses, OMNI will begin reporting. The aggregate information gathered through the statewide survey will be available in a statewide survey report.

## Appendix

### Letter from ADMH

OMNI will provide you a letter from ADMH to share with partners to provide an overview of the statewide survey process and the measures we are taking to protect all participants' confidentiality. This letter can be specifically helpful for establishing partnerships with colleges and universities as they are used to a formalized Institutional Review Board (IRB) process. Since the statewide survey was developed at the state level, no IRB approval is needed. If organizations are still having concerns about letting your agency distribute the survey, please reach out to the OMNI TA Team.