



A Message for Drug Free Communities

Dear Prevention Colleague:

In the effort to quantify outcomes, Drug Free Communities have a reliable partner in Pride Surveys. Since the original legislation that created the Drug Free Communities program, Pride Surveys has proven to be a trusted resource.

Current grantees use Pride Survey data to plan and evaluate their efforts. Aspiring grantees rely upon Pride Survey data in the application process.

Every Pride Survey customer receives a ***free, detailed report on the core measures*** required by the Drug Free Communities Program. This raises awareness for the community-based approach and promotes cross-site comparisons.

Our surveys provide reliable and valid data from students, parents and school faculty/staff. We provide a data-rich context for the environment in which adolescent development occurs – at school, home, and other places in the community.

We guarantee both ***low cost*** and a ***two week turnaround***.

After browsing these pages, I hope you will take one of two actions.

If you are completely satisfied with your current data collection effort, keep up the good work. You are on the right track for an evidence-based approach.

If you are looking for a more reliable, efficient, and cost effective solution, please take a closer look at Pride Surveys.

We hope to hear from you soon.

Sincerely yours,

Doug Hall

Doug Hall
Senior Vice President
doug.hall@pridesurveys.com



How Does It Work?

1 When you conduct a Pride Survey, you tell us the number and names of schools to be surveyed, and the number of students per grade level in each school. If using the parent and faculty/staff instruments you will provide the number of questionnaire forms needed.



For the most representative findings, cost effectiveness, and to avoid singling out classes or students, we recommend that you survey all students rather than conduct a random sample.

2 A survey coordinator at each site will receive a shipment of questionnaires. School faculty will conduct the survey. Detailed instructions are provided for the district and the school building coordinators.

3 After the questionnaires have been completed by the respondents, the questionnaires are returned to Pride Surveys where the instruments are scanned and analyzed. Our computer filtering system can detect obvious distortions, and those questionnaires are eliminated from the findings. Detailed reports on CD-Rom are returned to you for the school district *and* for each school building. In addition, you receive a hard copy executive summary for each district and school building.

After we receive your completed questionnaires, you will receive your final reports within two weeks.



Products and Services

Our Family of Questionnaires offers survey instruments and analysis for students, parents, and school faculty/staff. Each of our instruments contains “resembling questions” so you can compare, for example, what students say about their marijuana use with the perceptions of parents and faculty. *Sample instruments and reports available at <http://www.pridesurveys.com>.*

STUDENT QUESTIONNAIRES

Grades 4-6 (2 pages, \$1.25 per student)

Obtains information on the prevalence of alcohol, tobacco and other drug use and bullying, school climate and family management, perception of risk, parental and peer disapproval, availability and other items. It is the most widely used elementary questionnaire in the nation.

Grades 6-12 (2 pages, \$1.35 per student)

Introduced in 1982, the Pride Survey for Grades 6-12 has been employed in more than 32,000 schools. The instrument has undergone years of revision and testing and is recognized by the White House Office of National Drug Control Policy and SAMHSA. In addition to core measures, and school climate items, this instrument collects some 50 risk and protective factor items. Schools find it the most user-friendly of our three choices for grades 6-12.

Risk and Protective Factor Survey Grades 6-12 (4 pages, \$1.45 per student)

A blend of our original instrument for grades 6-12 (above) and the Communities that Care Youth Survey. For communities that follow the Hawkins and Catalano risk and protective factor model, but find the CTC Youth Survey too lengthy, this might be your best choice. For more on the development of this instrument, visit http://www.pridesurveys.com/supportfiles/Rationale_RPFS.pdf.

Communities That Care Youth Survey (12 pages, \$1.65 per student)

The questionnaire and report are exact replicas of the products formerly marketed by The Channing Bete Co. The CTCYS is now owned by SAMHSA; however SAMHSA does not offer data analysis. If you obtain the op-scan questionnaire booklets through SAMHSA, deduct 25 cents per questionnaire. As with all our questionnaires, reports are included in the quoted price.

OTHER QUESTIONNAIRES

Parent Survey (2 pages, \$1.25 per parent)

Promotes greater awareness of teen issues among parents; helps promote parental involvement in your coalition. Results of this questionnaire help identify areas of concern by parents, and areas in which parental and student responses are at odds. An on-line version of this questionnaire is also available.

Faculty/Staff Survey (2 pages, \$1.55 per faculty/staff member)

An important tool to gauge faculty/staff knowledge and understanding of school policy; training needs; school safety; basic information about specific drugs; and opinions about prevention efforts.



Products and Services

OPTIONAL ITEMS

The following products are time-saving options that will simplify and improve your use of data.

Multi-Year Comparison Reports (\$325.00)

Let us do the work for you in comparing your most recent findings with previous years.

Multi-Media Presentation (\$275.00)

The PowerPoint presentation has become a part of life. We make it easy for you by creating a PowerPoint-like presentation. Not only does this save you time and effort, it helps you avoid the errors that often occur when transferring data.

Raw Data (ASCII) on CD with Record Layouts (\$375.00)

We provide you the raw data, and you are able to create customized reports. This option requires proficiency in SPSS or other analytical software.

Additional Reports (\$125.00)

Regardless of the number of schools surveyed, you will receive one school district report and one report for each school building. If you require additional district, or school building reports, there will be a \$125.00 charge per additional report.

Data Mining (\$125.00 per report)

Examine subgroups within the total survey population. Example: Respondents who associate high risk with marijuana use. This service is ideal for those who chose not to purchase the raw data CD.



WHAT YOU GET

After your questionnaires have been scanned and analyzed, you will receive your results on CD-Rom. Results will be aggregated for all students surveyed and disaggregated by school building. Regardless of the number of school building reports needed, the price per questionnaire remains the same. All shipping and handling by UPS is included in the price.

In addition, a printed executive summary (~20 pages, 5.75"W x 8.5"H) will be provided for each consolidated and school building report. Multi-year, multi-media, and data mining reports, if purchased, will be contained on the CD-Rom.



Sample Page From the *free* Drug Free Communities Report

Your results are compiled in tabular format, *saving you hours of work* and *eliminating the chance of error* in transferring data by hand. The following table, delivered on CD-Rom, is an example of what's contained in the DFC chapter.

Table 6.1: Outcome Measures by Grade

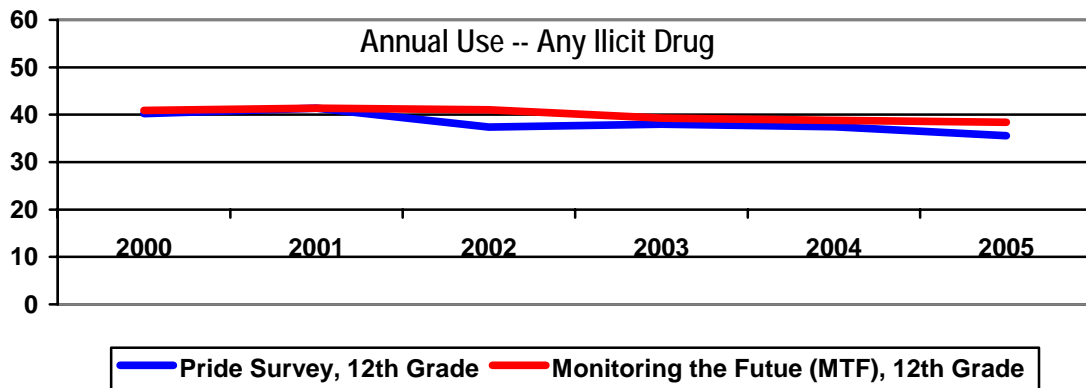
Outcomes	Substance	Grade 6		Grade 7		Grade 8		Grade 9		Grade 10		Grade 11		Grade 12		Combined Grades	
		%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n
30-Day Use	Alcohol	5.3	14787	8.5	15438	15.6	21355	23.6	10868	31.2	15757	36.4	12094	42.1	9587	21.4	99886
	Tobacco	3.9	14798	6.9	15454	13.2	21379	18.6	10887	21.7	15779	26.9	12102	30.6	9587	16.1	99986
	Marijuana	2.1	14716	3.6	15361	7.6	21256	11.6	10805	15.6	15677	17.6	12035	19.8	9538	10.2	99388
	Combined	6.8	14812	11.4	15468	20.7	21396	29.3	10895	37.1	15791	43.2	12112	48.4	9600	26.1	100074
Perception of Risk	Alcohol	88.4	14687	84.7	15322	78.9	21170	73.6	10799	70.6	15615	68.2	12045	65.7	9503	76.8	99141
	Tobacco	93.8	14705	92.3	15331	89.7	21180	88.0	10819	88.8	15630	87.7	12062	88.6	9505	90.0	99232
	Marijuana	92.9	14574	90.4	15228	84.9	21080	79.7	10768	74.5	15554	70.9	12001	69.2	9466	81.5	98671
	Combined	95.8	14718	95.6	15344	94.3	21190	93.0	10823	93.0	15638	92.2	12068	92.4	9515	93.9	99296
Perception of Parental Disapproval	Alcohol	91.4	14194	89.5	14767	85.5	20654	82.5	10344	79.0	15213	75.6	11509	69.1	9248	82.9	95929
	Tobacco	94.4	14231	93.4	14795	91.7	20697	89.0	10361	88.0	15218	83.8	11523	79.8	9256	89.4	96081
	Marijuana	95.5	14196	95.6	14747	94.3	20659	93.0	10343	91.8	15189	90.4	11494	89.1	9232	93.2	95860
	Combined	96.1	14298	96.3	14870	95.7	20802	94.8	10431	94.2	15304	92.8	11578	91.8	9307	94.8	96590
Age of Onset	Alcohol	10.7	3249	11.2	4692	11.7	9521	12.4	5876	13.0	9964	13.6	8255	14.1	6936	12.6	48493
	Tobacco	10.8	1783	11.2	2970	11.6	6093	12.2	3860	12.8	6284	13.3	5758	13.8	4932	12.5	31680
	Marijuana	11.3	561	11.9	1059	12.4	2921	13.0	2208	13.5	4379	14.1	3990	14.5	3651	13.4	18769
Perception of Peer Disapproval	Alcohol	83.7	13893	74.7	14518	59.2	20419	46.1	10227	35.8	15025	32.9	11399	27.1	9161	53.8	94642
	Tobacco	86.2	13929	78.4	14513	67.3	20449	57.2	10252	51.3	15031	45.5	11389	39.2	9144	62.8	94707
	Marijuana	89.6	13885	84.8	14496	74.8	20409	66.1	10223	57.9	15021	55.1	11385	49.7	9142	70.1	94561
	Combined	90.5	14009	86.2	14606	77.6	20566	69.9	10313	63.6	15128	59.9	11467	54.3	9203	73.4	95292
Availability	Alcohol	21.6	14305	30.3	14908	43.3	20894	54.9	10515	65.6	15399	70.0	11682	74.4	9333	49.1	97036
	Tobacco	18.5	14355	27.2	14939	38.9	20930	52.0	10535	61.4	15432	68.8	11698	77.8	9363	46.4	97252
	Marijuana	6.3	14195	10.7	14801	20.3	20728	33.1	10444	45.2	15286	51.3	11597	58.3	9287	29.5	96338
	Combined	26.1	14374	36.5	14960	50.7	20959	62.8	10550	71.8	15454	76.5	11725	83.2	9374	55.8	97396
Perception of Peer Use	Alcohol	90.1	14621	80.8	15278	64.5	21145	44.9	10775	33.0	15678	27.3	12016	22.6	9538	55.1	99051
	Tobacco	81.9	14630	67.9	15278	51.5	21168	35.0	10782	27.2	15676	21.8	12028	17.9	9550	46.0	99112
	Illicit	93.6	14408	89.1	15072	80.6	20852	69.3	10637	63.0	15492	60.0	11866	57.0	9475	75.0	97802
	Combined	95.7	14710	91.7	15366	83.7	21266	72.5	10833	65.8	15749	62.4	12066	59.3	9583	77.7	99573

Sample of the full DFC chapter: <http://www.pridesurveys.com/supportfiles/standard.us05.pdf>. In the left windowpane, click on Drug Free Communities Support Program Core Measures at the bottom of the list.



Reliability and Validity

Pride Surveys have undergone years of testing for reliability and validity. In addition, results from the Pride Survey for Grades 6-12 are compared with the federally-funded *Monitoring the Future Survey* (MTF). The chart and table below demonstrate the consistency in findings.



30-Day Prevalence – Any Illicit Drug

	2000-2001			2001-2002			2002-2003			2003-2004			2004-2005		
Grade	8	10	12	8	10	12	8	10	12	8	10	12	8	10	12
MTF	11.7	22.7	25.7	10.4	20.8	25.4	9.7	19.5	24.1	8.4	18.3	23.4	8.5	17.3	23.1
Pride	10.7	22.3	26.6	8.7	20.0	23.5	12.3	20.3	25.3	10.7	19.2	24.6	10.3	18.5	22.5
Diff.	+1.0	+0.4	-0.9	+1.7	+0.8	+1.9	-2.6	-0.8	-1.2	-2.3	-0.9	-1.2	-1.8	-1.2	+0.6

RELIABILITY AND VALIDITY STUDIES ON THE WEB

- *Pride Surveys Questionnaires for Grades 4-6 and 6-12*
<http://www.pridesurveys.com/WhyPrideSurveys.html#reliable>
- *Communities That Care Youth Survey*
http://www.pridesurveys.com/supportfiles/CTC_reliability.pdf

The Pride Surveys Risk and Protective Factor questionnaire blends two previously tested instruments: the Pride Survey for Grades 6-12 and the Communities that Care Youth Survey. Further testing is underway in schools in Brooklyn and Queens, New York.



Additional Information and Ordering

For More Information

www.pridesurveys.com

800.279.6361

doug.hall@pridesurveys.com

■

To Place an Order

ON-LINE

<http://www.pridesurveys.com/Order/order.htm>

TELEPHONE

800.279.6361

FAX ENCLOSED ORDER FORM

270.746.9598

MAIL ENCLOSED ORDER FORM

PRIDE SURVEYS

160 VANDERBILT COURT

BOWLING GREEN, KY 42103