



A Message for Prevention Providers

Dear Prevention Colleague:

In the effort to quantify outcomes, you have a reliable partner in Pride Surveys.

Prevention specialists use Pride Survey data to assess and evaluate their efforts.

**Each student survey captures
THE FOUR CORE MEASURES**

Every Pride Survey customer receives a *free, detailed report on the Core Measures*.

Our surveys provide reliable and valid data from students, parents and school faculty/staff. We guarantee both *low cost* and a *turnaround time of only two weeks*.

If you are looking for reliable, efficient, and cost effective data collection, please take a closer look at Pride Surveys. Enclosed is additional information or you can visit our website at www.pridesurveys.com.

We hope to hear from you soon.

Sincerely yours,

Janie Pitcock

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Our new Learning and Teaching Surveys capture the Core Measures AND give school superintendents data they can use.



How Does It Work?

- 1** It is very easy to 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 advanced data recognition technology can detect obvious distortions. Our process will eliminate any corrupt questionnaires from the findings.

- 4** You will soon receive detailed reports on CD-Rom for the school district *and* for each school building. In addition, you receive a full color hard copy of our useful executive summary for each district and school building.

After we receive your completed questionnaires, you will receive your final reports within **two weeks**. This guarantee will be available on the new Learning and Teaching Surveys beginning May 1, 2011.



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. *Samples of each instrument and report are available at www.pridesurveys.com.*

QUESTIONNAIRES

NEW – Pride Learning Environment Survey

Appropriate for grades 6-12, this new survey is primarily designed to gather information on school life and the learning environment, such as student-teacher interaction, schoolwork, and school climate. The questionnaire collects the Core Measures required of Drug Free Communities grantees.

NEW – Pride Teaching Environment Survey

The Teaching Environment Survey contains 28 parallel items with the student learning survey. Together the learning and teaching surveys give school administrators a rounded view of their schools from the teacher and student perspectives. Community coalitions get core measures and school climate data (bullying, harassment, etc.). These two surveys in combination are a win-win for coalitions and schools.

Grades 4-6

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

Introduced in 1982, the Pride Survey for Grades 6-12 has been employed in thousands of schools. The instrument has undergone years of revision and testing. In addition to core measures, and school climate items, this instrument collects some 50 risk and protective factor items.

Risk and Protective Factor Survey Grades 6-12

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.

Communities That Care Youth Survey

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. As with all questionnaires, reports are included in the quoted price.

Parent Survey

Promotes greater awareness of ATOD issues among parents and helps promote parental involvement in your community. 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

An important tool to gauge faculty/staff knowledge and understanding of school alcohol and drug policy; training needs; school safety; basic information about specific drugs; and opinions about prevention efforts. This survey is specific to ATOD issues, while the Teaching Environment Survey is focused on teaching and learning. Available in paper/pencil and web versions.

OPTIONAL ITEMS

Multi-Year Comparison Reports

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

Multi-Media Presentation

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

Data Mining

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

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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.

In addition, a printed executive summary (~20 pages) 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 (age of first use is not shown in this sample but is included in the full report).

Table 5.1: Core Measure for 30 Day Use by Grade

Grade	Alcohol		Tobacco		Marijuana	
	pct	n	pct	n	pct	n
Grade 6	4.3	14,450	3.3	14,459	2.2	14,411
Grade 7	7.7	15,216	6.2	15,221	3.6	15,182
Grade 8	11.8	20,544	9.3	20,560	6.4	20,465
Grade 9	20.9	12,845	16.3	12,856	12.4	12,800
Grade 10	26.4	16,400	20.0	16,416	15.9	16,354
Grade 11	32.6	10,809	24.9	10,820	18.9	10,777
Grade 12	38.3	11,570	29.1	11,572	21.1	11,530
Combined	18.9	101,834	14.5	101,904	10.7	101,519

Table 5.2: Core Measure of Perception of Risk by Grade

Grade	Alcohol		Tobacco		Marijuana	
	pct	n	pct	n	pct	n
Grade 6	77.1	13,837	85.1	14,410	84.6	14,279
Grade 7	77.6	14,819	85.4	15,215	82.7	15,106
Grade 8	75.2	20,266	86.8	20,652	80.2	20,510
Grade 9	73.6	12,648	85.2	12,902	71.9	12,802
Grade 10	72.7	16,224	86.4	16,433	67.8	16,300
Grade 11	70.4	10,689	86.1	10,858	62.4	10,798
Grade 12	68.9	11,508	86.1	11,638	59.4	11,534
Combined	74.0	99,991	85.9	102,108	73.9	101,329

Table 5.3: Core Measure of Parental Disapproval by Grade

Grade	Alcohol		Tobacco		Marijuana	
	pct	n	pct	n	pct	n
Grade 6	89.6	13,889	93.2	13,957	94.7	13,873
Grade 7	88.4	14,774	93.2	14,813	95.4	14,734
Grade 8	85.7	20,084	92.3	20,119	94.5	20,067
Grade 9	81.3	12,462	88.4	12,480	91.5	12,446
Grade 10	78.6	15,980	87.1	16,019	90.4	15,962
Grade 11	74.1	10,535	83.0	10,546	87.9	10,509
Grade 12	67.1	11,386	78.2	11,409	86.6	11,378
Combined	81.6	99,110	88.6	99,343	92.0	98,969

Sample of the full DFC chapter: <http://www.pridesurveys.com/customercenter/us09ns.pdf>



Additional Information and Ordering

For More Information

WWW.PRIDESURVEYS.COM
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To Place an Order

ON-LINE
WWW.PRIDESURVEYS.COM/ORDER/ORDER.HTM

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MAIL ENCLOSED ORDER FORM
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