



International Survey Associates

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**

Each report comes with a detailed chapter dedicated to the four core measures and provides DFC grantees a single space to pull their data from without having to hunt for individual metrics throughout the report.

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 for our standard proprietary surveys.

If you are looking for reliable, efficient, and cost effective data collection, please take a closer look at Pride Surveys. For over 30 years we have been trusted to collect student data for communities and schools in all 50 states. Enclosed is additional information or you can visit our website at www.pridesurveys.com.

We hope to hear from you soon.

Sincerely,

Jay Gleaton

President and CEO

jay.gleaton@pridesurveys.com

Our Learning and Teaching Environment Surveys have been independently evaluated as valid tools for the measurement of school climate by the National Center on Safe and Supportive Learning Environments. They also provide the four core measures and can help coalitions work with reluctant schools.



Easy, Fast, and Low Cost Data Collection

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

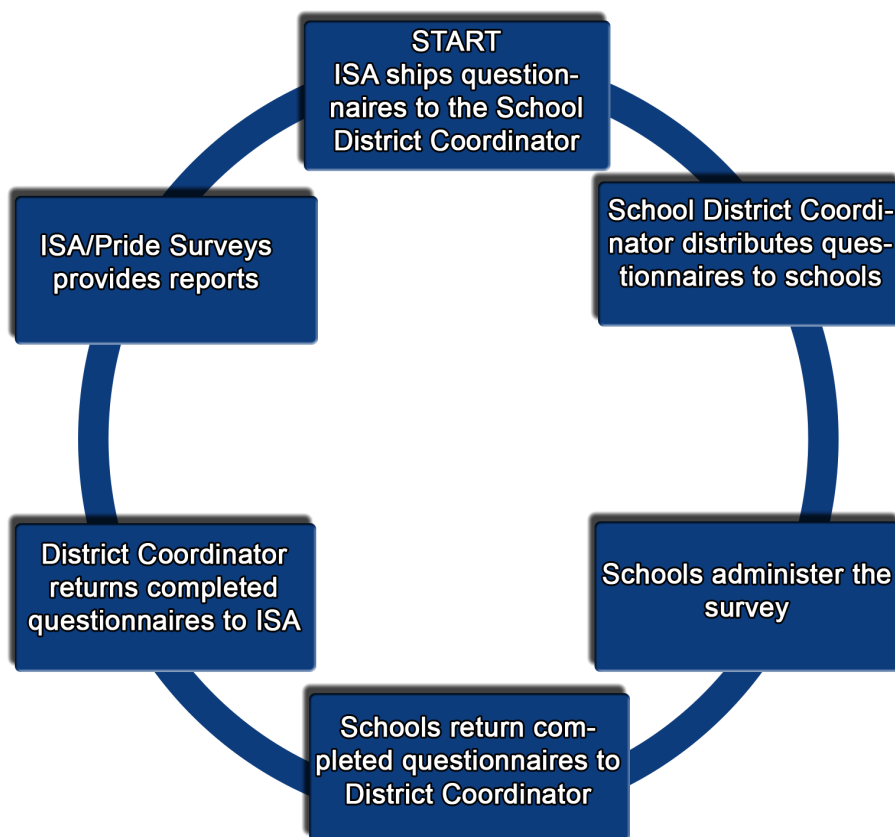
1 For the most representative findings, cost effectiveness, and to avoid singling out classes or students, we recommend that you survey all students rather than conduct a random sample.

2 A survey coordinator will receive and disseminate the questionnaires to school faculty who will conduct the survey. Detailed instructions are provided for the district, the school building coordinators and faculty administering the survey.

3 After the questionnaires have been completed by the respondents, the questionnaires are returned to ISA/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 electronic reports are emailed to you or, if you prefer, are returned to you on CD-Rom*. In addition, you receive a hard copy executive summary for each district and school building.

*TES and LES surveys are reported on an intuitive electronic dashboard and DO NOT include a CD.

Note: For Online surveys we use the same basic process, however we provide links to the survey and secure passcodes for the moderators via email.





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Products and Services

Our Family of Questionnaires offers survey instruments and analysis for students, parents, and school faculty/staff. Each of our Pride Surveys' instruments contain "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/index.php/surveys-we-offer.

QUESTIONNAIRES

Pride Learning Survey (LES)

Appropriate for grades 6-12, this 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.

Pride Teaching Survey (TES)

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 used together 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 of drugs and other items. It is the most widely used elementary student survey in the nation.

Grades 6-12

Introduced in 1982, the Pride Questionnaire 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.



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Risk and Protective Factor Survey for Grades 6-12 (RPF)

A blend of our original instrument for grades 6-12 and the Communities That Care Youth Survey (CTC). For communities that follow the Hawkins and Catalano risk and protective factor model, but find the CTC too lengthy, this might be your best choice.

Communities That Care Youth Survey (CTC)

The questionnaire and report are replicas* of the products formerly marketed by The Channing Bete Co. The CTC is now owned by SAMHSA; however SAMHSA does not offer data analysis. As with all Pride Surveys products, analyses and detailed reports are included in the quoted price.

Parent Engagement and Perception Survey (PEP)

This survey is an updated version of our Parent Survey and can be tied to the Teaching Environment and the Learning Environment Surveys to help gather a 360 degree view of the perceptions surrounding the school.

Topics Include:

- School Engagement
- Family Engagement
- Academic Achievement
- General School Life
- Student Safety
- Impressions About Drug Use

*All surveys except the survey for grades 4-6 were updated in 2012 to include the new Drug Free Communities Core Measures



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OPTIONAL ITEMS

Multi-Year Comparison Reports

Let us do the work for you in comparing your most recent Pride Surveys' ATOD data with previous years' Pride Survey data.

Multi-Media Presentation (NEW for 2017-2018)

We are currently re-vamping the Multi-Media presentation for the Pride Surveys for grades 6-12. Be on the lookout for it this summer. It will feature animated and click-able charts and graphs and should be a great tool for coalitions and schools to get their survey data out to a wider audience.

Raw Data

(CSV) on CD. We provide you the raw data, and enabling you 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.

WHAT YOU GET

After your questionnaires have been scanned and analyzed, you will receive your results as a PDF or as an online dashboard depending on which survey you ultimately choose. 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) may be provided for each consolidated and school building report. Multi-year, multi-media, and data mining reports, if purchased, will be included.

*TES and LES findings are presented as a Dashboard style report.



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DFC 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 tables to the right, included in your report, are an example of what is contained in the DFC chapter.

Table 8.1: Core Measure for 30 Day Use by Grade

Grade	Cigarettes		Alcohol		Marijuana		Presc Drugs	
	pct	n	pct	n	pct	n	pct	n
Grade 6	0.7	146	2.1	146	0.0	145	0.0	145
Grade 7	1.5	195	6.2	193	1.5	195	0.0	195
Grade 8	10.3	194	13.4	194	8.2	194	5.7	194
Grade 9	13.0	200	15.0	200	9.5	200	3.5	200
Grade 10	17.9	156	22.6	155	9.6	156	8.4	155
Grade 11	26.1	157	33.1	157	12.0	158	6.3	158
Grade 12	22.1	154	24.7	154	11.0	154	2.6	154
Combined	12.7	1,202	16.3	1,199	7.4	1,202	3.7	1,201

Table 8.2: Core Measure of Perception of Risk by Grade

Grade	Cigarettes		Alcohol		Marijuana		Presc Drugs	
	pct	n	pct	n	pct	n	pct	n
Grade 6	87.8	139	79.1	139	83.9	137	86.3	139
Grade 7	94.3	194	86.1	194	92.6	190	91.8	194
Grade 8	90.2	193	80.8	193	83.3	192	90.7	193
Grade 9	89.3	197	84.2	196	73.0	196	89.7	195
Grade 10	84.6	156	75.6	156	68.6	156	82.1	156
Grade 11	82.9	158	73.4	158	71.3	157	84.8	158
Grade 12	88.4	155	78.6	154	66.0	153	86.4	154
Combined	88.5	1,192	80.1	1,190	77.4	1,181	87.7	1,189

Table 8.3: Core Measure of Parental Disapproval by Grade

Grade	Cigarettes		Alcohol		Marijuana		Presc Drugs	
	pct	n	pct	n	pct	n	pct	n
Grade 6	99.3	137	97.1	140	99.3	138	98.6	139
Grade 7	99.0	194	97.4	195	98.5	195	100.0	194
Grade 8	95.3	193	94.3	194	96.4	193	96.4	194
Grade 9	95.4	197	94.4	197	95.4	196	97.5	197
Grade 10	92.9	155	88.4	155	91.0	155	92.9	155
Grade 11	88.0	158	85.4	158	93.7	158	94.9	157
Grade 12	89.3	150	90.1	151	92.7	151	96.1	152
Combined	94.3	1,184	92.7	1,190	95.4	1,186	96.7	1,188

Table 8.4: Core Measure of Friends Disapproval by Grade

Grade	Cigarettes		Alcohol		Marijuana		Presc Drugs	
	pct	n	pct	n	pct	n	pct	n
Grade 6	95.2	146	95.9	146	97.3	146	97.9	146
Grade 7	95.9	194	92.8	194	97.4	195	97.9	195
Grade 8	85.6	194	87.6	194	91.2	193	95.9	194
Grade 9	79.0	200	75.0	200	79.0	200	89.4	199
Grade 10	71.6	155	71.8	156	74.4	156	80.8	156
Grade 11	64.2	159	66.7	159	72.3	159	83.6	159
Grade 12	69.5	154	76.6	154	79.2	154	90.9	154
Combined	80.6	1,202	81.1	1,203	84.7	1,203	91.2	1,203



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Customized Service and Products Overview

At Pride Surveys we take a number of questions from customers looking to customize and personalize the data they collect. We do have sections on our instruments where you can add up to 10 additional questions to supplement our thoroughly tested surveys. We work with you to audit your questions for readability, grade level comprehension and item integrity. This is the most common solution for customization.

For larger districts and community coalitions usually more than 20,000 students we can work with you to provide a proposal to fit all of your custom needs.

Groups like the PreventionFIRST! Coalition in Cincinnati has been using a variation of the Pride Survey for years and we have been working with them to meet their specific needs. We have also worked with the Miami Coalition to translate surveys and administer them in Puerto Rico.

We also have customized the CTC survey to use the risk and protective factor model for health agencies most recently in Oregon, New York, and Arkansas.

We have partnered with the Alabama department of education to administer our Teaching and Learning surveys statewide in grades 6-8 as well as all teachers grades K-12.

We are happy to answer project requests for proposals and requests for information. If there is an opportunity in your area or state that you think we would be a good fit for us, please forward along the information.

All pricing for custom work depends on the scope of the specific work. Please contact jay.gleaton@pridesurveys.com for inquires regarding custom solutions.





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For More Information

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