Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2006

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Abstract:

More than 28,000 secondary students from more than 50 middle and high schools in eight regionally diverse states have been surveyed using an online instrument. A strategy has been developed that preserves anonymity and validates user responses. Measures of tobacco, alcohol, marijuana, and other illicit drug use, ATOD access in schools, parental alcohol policies, riding with a drinking driver, willingness to report weapons seen at school, and seat belt use demonstrate a wide discrepancy between actual school norms and students' perceptions of the norms in all instances. Positive normative messages constructed from these results for schools will be shared. Results will also be reported from a multivariate analysis comparing the relative strength of actual norms that vary across school sites with the strength of the individual's perception of the norms for predicting individual personal high-risk behavior.

Key Points of Presentation:

- 1. *Breadth of survey database*. Over 24,000 students from 50 middle and high schools and eight regionally diverse states have participated.
- 2. Norms and Perceptions Measured
 - a. Alcohol
 - b. Tobacco
 - c. Marijuana
 - d. Other Illicit Drugs
 - e. ATOD access at school
 - f. Parental Alcohol Policies
 - g. Reporting Weapons seen at school
 - h. Seat belt use
 - i. Body weight and self image
- 3. Overall Results by School Type and Grade Level. Patterns of norms and misperception for behaviors measured will be reported.
- 4. Social Norms Message from Multi-State Results. Messages that can be extracted from the survey results will be shared.
- 5. *Misperceptions Predicting High-Risk Behavior*. Results from multiple regression comparing how well the perceived norm predicts high-risk behavior compared to how well the actual school norm predicts high-risk behavior for:
 - a. Tobacco
 - b. Alcohol
 - c. Marijuana
 - d. Other illicit drugs
 - e. Seat Belt Use

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Alcohol Education Project

Social Norms Surveys Online

Web-based surveys have been designed to support prevention program research, evaluation, and social norms interventions in college and secondary school environments. Secondary school surveys are available in English and Spanish.

Web-Based Survey Instruments for Secondary and College Populations

- Secondary School ATOD and safety Instrument: http://campus.hws.edu/aodsurvey/hsf/
- Secondary School Bullying Instrument: http://campus.hws.edu/aodsurvey/bullya/
- College Greek Instrument: http://campus.hws.edu/aodsurvey/greekPre-A/
- College Student-Athlete Instrument: http://campus.hws.edu/aodsurvey/athPre-A/

(Enter **test** for the username and **test** for the password at the logon screen to run each of these surveys)

How to Use one of our Web-Based Survey Instruments

Here are the steps that you need to use one of our web-based survey instruments in your program.

- Contact one of the project directors (<u>H. Wesley Perkins</u>, 315-781-3437 or <u>David W. Craig</u>, 315-781-3611) to discuss your specific application and the time you wish to conduct the survey.
- Discuss with a project director any customized questions you need for your programming beyond those questions already present in our survey instrument for your application.
- Obtain a confidentiality agreement form from this web site and have it signed by an administrator from your institution.
- Setup a schedule for survey administration for your population. For more detailed information download the pdf instructions document from http://alcohol.hws.edu/surveys.

Surveys Developed for:

Middle and High Schools

-ATOD norms and perceptions, school safety, traffic safety, sexual behaviors, school activities, body image

Greeks and Athletes

-ATOD norms and perceptions, health and well-being, co-curricular activities, academic

interests/accomplishments,

post-graduation plans

Features

Secure and Anonymous Data Environment

Two common problems with web-based surveys are that anyone may log in as many times as they like or must enter their name or ID code to take a survey destroying anonymity. The HWS Alcohol Education Project surveys secure data entry though timed user accounts. Organizations using our surveys set up a schedule when classes or groups of subjects take the survey. Groups of subjects are given a username and password at the time they take the survey. Accounts expire after the assigned period and will not function before the period. Anonymity is preserved since all subjects are given the same username and password during a given survey session. The screen shot here shows the logon screen that subjects must pass trough before taking the survey. Note that language may be selected here.

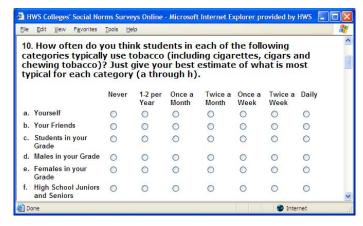


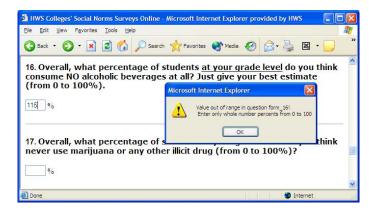
Questions to Assess ATOD norms and perceptions

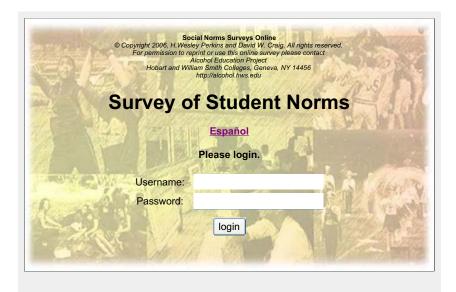
Efficient grids are used to simultaneously assess ATOD norms and perceptions. The screen below shows a sample question.

Real-Time Data Validation

One problem with paper surveys is that subjects may enter invalid data. Web-based surveys can validate entries that subjects make and notify in real time if the subject makes an error. The screen here shows an example of how invalid percent entries are flagged automatically as subjects fill out the survey.







Social Norms Surveys Online

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Survey of Student Norms

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This is a survey of what students think about their school, the use of alcohol, tobacco, and other substances, and about other behaviors related to health and safety. We want you to tell us about yourself and your perceptions of other students. You will <u>not</u> be asked to submit your name--this is an <u>anonymous</u> survey. Questions that ask about other students are referring to students <u>at your school</u>. Please read each question carefully. There are no "right" or "wrong" answers-- just give your best estimate. This survey is <u>voluntary</u>. If you do not wish to respond to a question you may leave it blank and continue on.

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. How 9	old are	-	12	13	14	15	16	17	18	19	20	21+
								Ö				0
См	lale emale											
○ F												
	/ities: W	/hich of	the fol	lowing	groups	or activ	ities ha	ave you	partici	oated in	this so	hool

d. Volunteer service work				
e. Religious group				
f. Part-time job				
5. What is your most typical tra (select one)	ansportation to an	d from schoo	ol?	
School bus				
Walk or ride bike				
I drive				
Brother, sister, or friend drives				
Parent or another adult drives				
City bus or train				
6. At this school				
				Ct
	Strongly agree	Agree	Disagree	Strongly disagree
 a. I feel that other students care about me 	0	0	0	0
b. I feel that teachers care about me	О	О	С	С
c. I am encouraged to help and respect other students	0	0	0	0
d. I don't fit in	0	О	О	0
e. Other students look to me to show them how to act	0	С	0	0
f. It is easy to make friends here	0	О	О	0
g. I can't do much to change bad things that happen here	0	0	0	0
 I am happy here most of the time 	О	О	С	
i. Teachers don't really try to stop kids who are bullies	0	0	0	0
7. Which statement below aborthewing tobacco) do you feel be (select one)				igars, and
Tobacco use is never a good th	ing to do.			
Occasional tobacco use is ok, b	ut not daily use.			
Daily tobacco use is ok if that's	what the individual wa	ints to do.		
8. Which statement below about chewing tobacco) do you experyour grade? (select one)				
Tobacco use is never a good th	ing to do.			

	Page 3 o
Occasional tobacco use is ok, but not daily use.	
Daily tobacco use is ok if that's what the individual wants to do.	
 Which statement below about drinking alcoholic beverages down attitude? (select one) 	o you feel best represents <u>you</u>
Drinking is never a good thing to do for anyone at any age.	
Drinking in moderation is all right for adults, but not for students my agor religious gathering.	e except for just a few sips in a family
Occasional drinking at my age beyond just a few sips in a family or religions of the simple of the s	ious gathering is okay as long as it
Occasional drinking at my age is okay even if it does interfere with school	ol work or other responsibilities.
Frequent drinking at my age is okay if that's what the individual wants to	o do.
 Drinking in moderation is all right for adults, but not for students my agor religious gathering. Occasional drinking at my age beyond just a few sips in a family or religions. 	
doesn't interfere with school work or other responsibilities.	
Occasional drinking at my age is okay even if it does interfere with school Frequent drinking at my age is okay if that's what the individual wants to	
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TOAL?	

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11. How often do you think students in each of the following categories typically use tobacco
(including cigarettes, cigars and chewing tobacco)?

Just give your best estimate of what is most typical for each category (a through g).

	Never	1-2 per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Your friends	0	0		0	0	0	0
c. Students in your grade							
d. Males in your grade	0	0	0	0	0	0	0
e. Females in your grade							
f. High School Juniors and Seniors	0			0	0	0	0
g. School Athletes							

12. Not counting just a few sips in a family or religious gathering, how often do you think students in each of the following categories typically consume <u>alcohol</u>? Include beer, wine, wine coolers, liquor and mixed drinks in your answer.

Just give your best estimate of what is most typical for each category (a through g).

	Never	1-2 per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Your friends	0	0	0			0	0
c. Students in your grade							
d. Males in your grade	0	0	0	0	0	0	0
e. Females in your grade							
f. High School Juniors and Seniors	0	0	0	0	С	0	С
g. School Athletes							

13. How many alcoholic drinks, if any, do you think each of the following students on average typically consume at parties or social occasions?

Just give your best estimate of what is n	nost typica	l for each	category	(a througi	h g).			
	0	1	2	3	4	5	6	7+
a. Yourself								
b. Your friends		0	С	0	С	О	0	О
c. Students in your grade								
d. Males in your grade	0	0	С	0	С	С	0	О
e. Females in your grade								
f. High School Juniors and Seniors	0	С	С	С	С	С	0	С
g. School Athletes		0					0	0

14. How often do you think students in each of the following categories typically use $\underline{\text{marijuana}}$?

Just give your best estimate of what is most typical for each category (a through g).

	Never	1-2 per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Your friends	0	0	0	0	0	О	0
c. Students in your grade							
d. Males in your grade	0	0	0	0	0	0	0
e. Females in your grade							
f. High School Juniors and Seniors			0	0	0	0	0
g. School Athletes							

15. How often do you think students in each of the following categories typically use <u>illicit</u> <u>drugs other than marijuana?</u>

Just give your best estimate of what is most typical for each category (a through g).

Never Very a. Yourself Sever S	Twice a week	Daily
a. Yourself	0	
b. Your friends		0
c. Students in your grade		
d. Males in your grade	О	0
e. Females in your grade		
f. High School Juniors and Seniors		0
g. School Athletes		0

16. Overall, what percentage of students <u>at your grade level</u> do you think use NO tobacco products at all?

Just give your best estimate (from 0 to 100%).

how do you resist pressure from those who are drinking alcohol? (choose all that apply)
a. I don't go to parties where people are drinking
b. I leave parties where people are drinking
c. I hang out with people who don't drink
d. I tell people that I don't want to drink if they ask me
e. I hold an alcoholic drink, but don't drink from it
f. I drink non-alcoholic drinks like water or pop
22. How recently, if ever, have you been drunk in the last 12 months? (select one)
Never
Within the last year, but not within the last 30 days
Within the last 30 days, but not within the last 7 days
Within the last 7 days
23. Overall, what percentage of students at your grade level do you think have been drunk on at least one occasion in the last 7 days?
Again, just give your best estimate (from 0 to 100%).
%
Next >

5/19/2006

http://campus.hws.edu/aodsurvey/hsf/index.asp

5/19/2006

21. If you never drink alcohol, or if you have consumed alcohol but sometimes choose not to,

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24. If you did not drink at all bhere and skip the next question 25. During the last 12 months your drinking? (Select one answer for each item a thri	n. which, if any, of the fo	-	,
	Not during the last 12 months	Once during the last 12 months	More than once during the last 12 months
a. Physical injury to yourself	0		0
b. Physical injury to others	O	О	0
c. fighting			0
d. Damage to property	0	0	0
e. Cutting class	0		0
f. Inefficiency in homework, classroom, or lab work	0	0	О
g. Late papers, missed exams, failure to study for exams	0	0	0
h. Damaged friendships or relationships	0	0	0
i. Impaired driving			
 j. After drinking could not remember events or actions that occurred while drinking 	0	0	О
k. Missed or performed poorly in an athletic event	0	0	0
I. Hospitalization	0	0	0
m. Punishment by parent or guardian	0	0	0
n. Trouble with police	0	0	0
o. Sickness (hangover, nausea, illness)	0	0	0

	Never	1-2 per year	Once a month	Twice a month	Once a week	Twice a week	Dail
a. Yourself							
b. Students in your grade	С	О	О	0	О	О	0
27. Who do <u>you think</u> student And what would <u>most other s</u>			saw a we	apon (kn	ife or gu	n) at scho	ool?
Check <u>all</u> that apply)	•						
think students should							
check all that apply)							
a. Tell a principal							
b. Tell a teacher or counselor							
c. Tell a hall monitor							
d. Tell a friend							
e. Tell a police officer or secu	rity person						
f. Tell a parent or another adu							
g. Tell a brother, sister, or co							
h. Not tell anyone							
Most other students would sa	v						
check all that apply)	•						
a. Tell a principal							
b. Tell a teacher or counselor							
c. Tell a hall monitor							
d. Tell a friend							
e. Tell a police officer or secu	rity person						
f. Tell a parent or another add	ult relative						
g. Tell a brother, sister, or co	usin						
h. Not tell anyone							

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Ō	2	3		5 6	7	8 9	
lriving or ri	ding in a	motor veh		th of the follow	ving categori	es use seat b	oelts when
gam, jast gr	- your ses	esumate ro	Almost Neve		Half 50% of the time	Usually 75% of the time	Almost Always 90 100% of th time
a. Yourself				0	0	0	0
b. Your frie	nds		О	0	0	О	0
c. Students	in your gr	ade	0	0	0	0	0
d. High Sch	nool Juniors	and Seniors	0	G	0	O	O
Once Twice	ore times						
Once Twice 3 or mo	ercentage vehicle w	ith a drive	r who drank	ink have ridde alcohol just b			a passeng
Once Twice 3 or mo	ercentage vehicle w	ith a drive	r who drank				a passengo
Once Twice 3 or mo 4. What per a motor verse give your models 5. What line	ercentage rehicle w best estima	ith a drive ate (from 0 to	r who drank o 100%).		efore or whil	le driving?	
4. What per a motor vest give your st give your st gleect one) No drini Some d	ercentage rehicle w best estima nits, if ar king is allo Irinking is a Irinking wit	ith a driver ate (from 0 to my, do your wed (other thallowed with a th friends is al	r who drank o 100%). parents app nan a few sips in a parent when o	alcohol just b bly to you about a family or religionly family memb int is present	efore or whil ut drinking a ious gathering) ers are present	le driving? Icohol <u>in you</u>	
Once Twice 3 or mo 44. What pe n a motor v ust give your w % 55. What lin select one) No drini Some d Some d	ercentage rehicle w best estima nits, if ar king is allo Irinking wit g is allower	ith a driver ate (from 0 to my, do your wed (other thallowed with a th friends is al	r who drank o 100%). parents app nan a few sips in a parent when o	alcohol just b bly to you about n a family or religonly family memb	efore or whil ut drinking a ious gathering) ers are present	le driving? Icohol <u>in you</u>	
Once Twice 3 or mo 44. What pe n a motor v ust give your a % 55. What lin select one) No drini Some d Orinking No limit	ercentage rehicle we best estimate the state of the state	ith a driver ate (from 0 to my, do your wed (other the allowed with a th friends is all d without a pa	r who drank o 100%). parents app and a few sips in a parent when o llowed if a pare arent present a	alcohol just b bly to you about a family or religionly family memb int is present	efore or whil ut drinking a ious gathering) ers are present get drunk or dr	le driving? Icohol <u>in you</u> ive afterwards	r home?

(select one)

_				e present				
Drinking is allo	with friends is allowed							
_	wed without a parent	present as long a	is I do not get di	runk or drive	afterward	S		
No limits								
37. Are you curre 'select one)	ntly licensed to di	rive an autom	obile?					
,								41
No								you
Yes, but with a Iriving at particular ti	restricted permit (for	r example, requiri	ng another licen	sed driver in	the car or	only allo	owing	(jus
Yes, without re								
								Av
38. What is your	race or ethnic orig	gin?						
choose one)	-	-						
O	(All N-t)							
American India	an/Alaskan Native							Av
Black/African A	American							
Hispanic/Latin								
White/Caucasi	an							
Other								42. (usin
								(usii
39. What is your	weight and heigh	nt?						A/
or. which is your								4
Weight								
								Fin
pounds								
	et and then inches	s)						
Height (enter fee								
feet				6		7		
feet 3	4	5						
feet	4	5						
feet 3				С				
feet 3				С				
feet 3	2 3		6 7	8	9	10	11	

41. Wha		d you gu	ıess is tl	ne avera	ige male	and fen	nale wei	ght for	males a	nd fema	les in
_		st guess fo	r each bel	'ow)							
Averag	e male v	weight i	n your g	rade							
	pounds										
Averag	e femal	e weight	in your	grade							
	pounds										
			imate g .0, B=3.0,				ast term	<u>ı's</u> cours	ses.		
A/A+	A- 3.7	B+ 3.3	B 3.0	B- 2.7	C+ 2.3	C 2.0	C- 1.7	D+ 1.3	D 1.0	D- 0.7	F 0.0
4.0											\subset
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