



# Core Institute

Southern Illinois University  
Carbondale

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Southern Illinois University Carbondale

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# Agenda

- Introduction
- Objective
- Match to IHEC Objectives
- Unique aspects of the new survey
- Database enhancements
- Procedures

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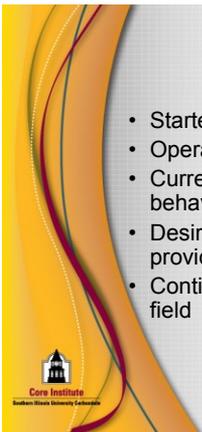
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# Introduction

- Started in 1989 as a FIPSE resource
- Operate at cost recovery
- Currently the largest database for AOD behaviors in post-secondary education
- Desire to expand the services we provide
- Continue to provide relevant data to the field

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## Objective

- Support your statewide collection efforts
  - North Dakota
  - Tennessee
  - Arkansas
  - Florida
  - Puerto Rico
  - Australia
  - Illinois



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## IHEC Survey Objectives:

- to establish the current incidence and prevalence of alcohol and other drug use on Illinois 2 and 4-year college campuses;
- negative consequences associated with use;
- the relationship of alcohol and other drug use to campus climate issues;
- students' perception of others' use;
- beliefs regarding use;
- experiences of secondhand effects of others' use;
- experiences of physical and sexual violence; and
- perceptions of risk related to use.



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## Match to IHEC Objectives

- Incidence and Prevalence of Alcohol:
  - 17\* – Log (estimate BACs)
  - 18/19\* – Heavy Episodic
  - 20\*/21\* – Most
  - 23\* – Typical
  - 30\* – Age of first intoxication



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## Match to IHEC Objectives

- Incidence and Prevalence of Other Drug Use:

Prescriptions Drugs included\*

31A/B – Annual AOD use

37 – Current AOD use



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## Match to IHEC Objectives

- Students' perception of others' use

Prescriptions Drugs included\*

32 – Perceived annual AOD use

33\* – Perceived Alcohol use

34\* – Perceived typical Alcohol use



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## Match to IHEC Objectives

- Perceptions of risk related to use;

Unmatched

38\* – Acceptance of Alcohol  
and Marijuana



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## Match to IHEC Objectives

- beliefs regarding use
  - 38\* – Acceptability of Alcohol and Marijuana Use
  - 39\* – Perception of Acceptability of Alcohol and Marijuana



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## Match to IHEC Objectives

- Negative consequences associated with use
  - 25 – Negative consequences



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## Match to IHEC Objectives

- experiences of secondhand effects of others' use
  - 35 – Effects of other's drinking



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## Match to IHEC Objectives

- experiences of physical and sexual violence;  
25f – Argument  
25g – Physical fight  
25s – been taken advantage of  
25t – Unwanted sex  
25u – Unprotected sex



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## Match to IHEC Objectives

- The relationship of alcohol and other drug use to campus climate  
36 - AOD atmosphere  
40 - Campus atmosphere



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## Match to IHEC Objectives

- Identify High Risk Groups  
BAC ranges  
8/9\* – Gender Identity/Orientation  
14\* – Living arrangements  
15 – Groups and affiliations



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## Unique Aspects

- Other new items
  - 20 – Sources of alcohol
  - 28 – Sources of marijuana
  - 31A – Sources of Prescription Drugs
  - 26 - Events
  - 16/41/42 – Spirituality
  - 24 – Harm Reduction/Self-protection
  - 43 – Policy Resistance



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## 5 items of bad drinking behaviors (question 24):

1. Intentionally not eating food before drinking
  2. Start drinking before going out (pregaming)
  3. Choose a drink containing more alcohol
  4. Chug alcohol
  5. Do shots
- Intramurals were higher on pregaming and drinks with more alcohol.
  - Greeks were higher on pregaming, chugging and doing shots.



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## Database Enhancements

- Every survey is unique
- Any mix of items
  - Community College items
- Full customization



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## Procedures

- Call Betty
- Standard pricing
  - additional questions
  - reports
  - emailing
- IHEC limits for web surveys
- IHEC incentives automatic



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## Participating Steps

- Obtain IRB/Human Subjects approval and submit approval documentation to the Core Institute.
- Submit order form and payment.
- Send any additional information (i.e., front page, back page, additional questions, etc.)



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- **Front Page (Privacy Statement):**
  - A customized page can be added to the beginning of the web-based survey (which may consist of the informed consent information or any institution-specific message).
- **Back Page (Completion Page/End of Survey Page):**
  - A customized page can be added to the end of the web-based survey. This could include an incentive for the students to participate such as a coupon, an email link for the students to enter a raffle for a prize, or any institution-specific message. This page can also collect 3 fields of contact information such as name, phone or email.



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- **Anonymous or Tracked (5 digit vs. 9 digit):**
  - With the 5 digit login code, all students who are invited to participate will use the same login code that will identify them as students of your school only. With the 9 digit login code, the first 5 digits will identify the school and the last 4 digits will be unique to each student and, therefore, allows for tracking responders and non-responders. The 9 digit code can also be used for incentives.




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- **Emailing:**
  - Core staff can email your students to invite them to participate in the survey. If you want us to do the emailing, you need to send the text for the email invitation in a Word document and an Excel file of your students' email addresses.




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## Costs

- Front Page (*Privacy Statement*) \$ 50
- Back Page (*End of survey statement*) \$ 50
- Additional Questions (*up to 10*) \$ 100
- Additional Questions (*over the initial 10*) \$ 15
- 9-digit Unique ID (*incentives/tracking*) \$ 100
- Email Invitation Fee (*# of student contacts*) \$ .10
- Reminder Email Fee \$ .05
- Survey Completion Fee \$.80




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## Participating Steps Cont'd

- A researcher will send you a link to the web-based survey for your approval.
- Once the Core Institute has your approval, your survey will go "live" and your students can be emailed the invitation to participate
- After the survey is closed, you will need to fill out and return the Demographic Survey to the Core Institute.
- Reports will be sent and any additional services will be billed.
- Turnaround time to receive reports is 4-6 weeks.



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## Services

- **Executive Summary Report:**
  - This report highlights the salient items on the Core surveys in a narrative format; excellent for giving to administrators, directors, boards, and presidents.
- **Crosstab Report:**
  - This report contains frequencies, percentages, and bar graphs for each item on the survey along with breakdowns by gender. Other breakdowns such as class, age, race, residence, or student status are also available.



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- **Filter Options for Report:**
  - You may order reports for different subgroups of your sample. We can filter for any survey item. *Possible subgroups include freshmen, under 21 years of age, living in a residence hall, believing that the campus enforces AOD policies, etc.*



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- **Data File:**
  - You can obtain the raw data file of the surveys collected in your project. Available formats are SPSS, SAS or STATA.

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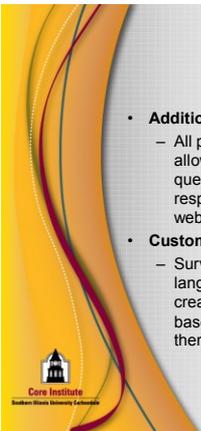
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- **Additional Questions:**
  - All paper surveys (except the Faculty and Staff) allow for 5 additional single-response option questions for no fee. Up to 73 additional single-response option questions can be added to the web-based surveys (fees apply).
- **Customization:**
  - Surveys can be modified for specific content or language or you can have a customized survey created for your school in both web and paper-based formats. Our full range of options ensures there is an option for almost any budget.

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- **Statistical Analyses:**
  - Statistical analyses can be done to meet your research needs. Contact us for more information.

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## Options on the Standard Surveys

- **Weighting Options:**
  - Weighting compensates for differential representation, thus producing estimates that relate to the target population, and allow greater generalization. Only crosstab reports can have weights applied.
- **Liar Scales:**
  - For use with SPSS Data files only. Standard scale consists of SPSS syntax to eliminate students from your sample that have not answered the survey items truthfully. Customized scales can be created as well.



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- **Trends:**
  - Up to five years of data can be displayed together, making longitudinal analysis much easier. You can purchase institutional reports and data files based on all years your institution has participated.
- **Customized Reference Group Reports:**
  - Reports can be requested based on the aggregated responses from any five or more participating institutions matching your criteria.



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- **eCHECKUP TO GO Program:**
  - Our collaboration with San Diego State University's program allows you and your AOD colleagues to make practical use of your unique campus specific Core data by integrating it into a substance intervention that has been shown to significantly reduce the destructive use and abuse of alcohol in 12 controlled trials across campuses in the US. More information at [www.echeckuptogo.com](http://www.echeckuptogo.com).



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- **College Drinkers Checkup:**
  - A Windows and web-based brief motivational intervention for heavy drinking college students offered through Behavior Therapy Associates LLP. The College Drinkers Checkup (CDCU) first screens for heavy drinking. Students who screen positive are given personalized feedback and invited to use the rest of the program which takes about 35 minutes. The normative feedback is gender and university specific, using norms from your Core survey. We provide a print out to assist users in customizing the feedback based upon their institution norms. Two randomized clinical trials with outcomes out to 12 months have documented significant reductions in drinking and alcohol-related problems. Effect sizes of these reductions were medium to large and some of the largest in the literature to date. [Click here for the College Drinkers Checkup link.](#)




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## Low Response Rates

- Historical goal of 70% response rates
- Current email surveys are running nearer to 10%




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**SAN DIEGO STATE UNIVERSITY**

Alcohol and Other Drug Initiatives

**Advantages and Disadvantages of Field, Telephone and Web Surveys: Results From a Concurrent Comparison**

James Lange, Ph.D.  
Coordinator of AOD Initiatives

Workshop Presentation at the  
U.S. Dept. of Education's National Meeting on Alcohol, Drugs, and Violence  
Prevention in Higher Education, Washington DC, 2006

October 21, 2006




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## Reasons for not participating?

	Frequency	Percentage
Too Busy	43	49.4%
Didn't want to participate	11	12.6%
Spamish/Junk Mail	10	11.5%
No reason	5	5.7%
Didn't realize what it was	4	4.6%
Didn't know sender	3	3.4%
Don't drink	2	2.3%
Thinks took survey	2	2.3%
Didn't receive invite	2	2.3%
Technical difficulties	2	2.3%
Too long	1	1.1%
Deleted accidentally	1	1.1%
Completed in past	1	1.1%

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<https://coresurvey.siu.edu/publisher/Survey/FrontPage/2FTGYNLEB4Q>



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## Online Security and Anonymity

- Managed Firewalls
- Dedicated Online Server
- IP Addresses not logged
- InCommon SSL Certificates
- Server is housed in a secured, programmable key card access room.



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• **Contact Information**

- CORE Institute  
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Illinois University  
Building 0269-Mailcode 6740  
374 E. Grand Avenue  
Carbondale, IL 62901
- 618-453-4420
- [coreinst@siu.edu](mailto:coreinst@siu.edu)



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