

Evaluation Survey

The evaluation survey can provide data serving three primary functions: 1) assessing the extent of exposure to social norms messages through a variety of media, 2) assessing change in perceived norms from the baseline social norms survey, 3) assessing change in personal attitudes and behaviors from the baseline social norms survey, and 4) providing new data for the development of ongoing campaign messaging. An evaluation survey that collects updated data for ongoing campaign messaging will include the baseline social norms survey questions and campaign exposure questions.

A sample evaluation survey to be used for the purposes of evaluation and ongoing campaign messaging is shared below. If your goal in administering the evaluation survey is only for evaluation purposes, we have noted below which items can be omitted.

Please note that like the baseline social norms survey, the evaluation survey has been designed to be inclusive of the four primary substance categories previously assessed: tobacco/nicotine, alcohol, marijuana, and un-prescribed pill use. You will want to modify the evaluation survey to focus on the substances you initially assessed or are interested in learning more about for the purposes of ongoing campaign message development.

[School Name] Student Survey

This survey asks about students' attitudes and behaviors regarding general interests, lifestyles, and what you think about substances such as alcohol, tobacco, marijuana, and other things. We are mostly interested in what you believe; there are no right or wrong answers.

The survey should take you about 20 minutes to complete. Your responses are completely **anonymous**. We will not collect your name or any information that can directly link you with your answers, so be as honest as possible. This survey deals with an important issue that affects many people, and you can help us understand what [Middle/Junior/High] school students like to do and think is good to do. If you do not want to answer a question, you can skip it, and you may stop at any time.

Thank you for your time.

If you agree to take part in this survey, please click **continue**.

Questions 1-3 can be omitted if you are not gathering updated data for ongoing campaign messaging. The remaining protective norms can be used to assess changes from baseline and to ease students into the survey.

INTRODUCTION

We would like to begin by asking you about things that may be of interest to you, important for your lifestyle, and how you get through times when you may feel down or stressed.

1. How do you spend your time after school or on the weekends (check all that apply)?
- Play sports
 - Watch a movie/TV/YouTube
 - Play video games
 - Hang out with family
 - Listen to music
 - Read a book/comic
 - Hang out with friends
 - Go shopping
 - Something else (please describe): _____

2. What do you do most often when hanging out with friends on the weekend? Mark only one.
- Play sports
 - Watch a movie/TV/YouTube
 - Play video games
 - Listen to music
 - Go shopping

3. What do you like more?

Hot dogs	Hamburgers	Soccer	Basketball
Pop Music	Rock Music	Spring	Fall
Beach	Mountains	Comedy	Action
Book	Graphic novel		

4. What is important to you in this phase of your life (check all that apply)?
- Getting good grades
 - Involvement in extra-curricular and/or sports activities
 - Planning for the future
 - Leading a healthy life
 - Positive relationships with those I care about

5. How important do you believe it is to...

Not at all important	Somewhat important	Very important
-------------------------	-----------------------	-------------------

- Volunteer in your community
- Make friends with people different from you
- Help a friend in need
- Help someone I don't know who is in need
- Take your schoolwork seriously
- Be physically active
- Eat a healthy diet including fruits and vegetables

6. When you are feeling down or stressed or when bad things happen, how do you get through it? Here is a list of things that some young people do - please tell us which ones you use. (*Check all that you use.*)

- Exercise
- Prayer

- Talk to someone I trust
- Relax/Take a break
- Meditation/Yoga
- Hang out with family/friends
- Listen to to/Make music
- Read/Write
- Make art/Draw
- Gaming
- Social media

As you transition to asking questions about substance use, start with injunctive norms to assess personal attitudes and perceptions of peers' typical attitudes with respect to substance use.

ATTITUDES ABOUT SUBSTANCE USE

We would now like to change the topic. The next set of questions asks what your attitudes are about students using substances, such as alcohol, tobacco/nicotine, marijuana, and other things. Please indicate to what extent you approve or disapprove of each of the following:

7.

	Strongly Disapprove	Disapprove	Approve	Strongly Approve
• [Middle/Junior/High] school students using tobacco or nicotine products (cigarettes, cigars, chew, vaping).	A	B	C	D
• [Middle/Junior/High] school students drinking beer or other alcohol (beyond just a few sips in a family or religious gathering).	A	B	C	D
• [Middle/Junior/High] school students smoking/vaping marijuana or eating it in some form.	A	B	C	D
• [Middle/Junior/High] school students pressuring other students to drink alcohol or use other substances.	A	B	C	D
• [Middle/Junior/High] school students taking pills NOT prescribed or given by their doctor, nurse, or parent/guardian.	A	B	C	D
• [Middle/Junior/High] school students sharing their pills with other students.	A	B	C	D

- [For High School] High school students driving under the influence of a substance.

A

B

C

D

YOUR ATTITUDES AND OTHER STUDENTS' ATTITUDES ABOUT SUBSTANCE USE

This next section asks questions about your attitudes and what you think might be the most typical or common attitude of other students in your grade at your school.

8a. Which statement below about student use of tobacco or nicotine in any form (smoking, vaping/e-cigarettes, cigars, chew, etc.) do you feel best represents your own attitude? (select one)

- Use of tobacco or nicotine is never a good thing to do.
- Occasional use is OK, but not daily use.
- Frequent use is OK, if that's what the individual wants to do.

8b. Which statement below about student use of tobacco or nicotine in any form (smoking, vaping/e-cigarettes, cigars, chew, etc.) do you expect to be the most common attitude among students in your grade at your school? (select one as your best guess)

- Use of tobacco or nicotine is never a good thing to do.
- Occasional use is OK, but not daily use.
- Frequent use is OK, if that's what the individual wants to do.

9a. Which statement below about drinking alcoholic beverages do you feel best represents your own attitude? (select one)

- Drinking (more than a few sips in a family or religious occasion) is never a good thing to do for anyone at my age.
- Occasional drinking at my age beyond just a few sips is OK.
- Frequent drinking beyond just a few sips at my age is OK if that's what the individual wants to do.

9b. Which statement below about drinking alcoholic beverages do you expect to be the most common attitude among students in your grade at your school? (select one as your best guess)

- Drinking (more than a few sips in a family or religious occasion) is never a good thing to do for anyone at this age.
- Occasional drinking at this age beyond just a few sips is OK.
- Frequent drinking beyond just a few sips at this age is OK, if that's what the individual wants to do.

10a. Which statement below about students smoking/vaping marijuana or eating marijuana in some form (edibles such as candy, cookie, chocolate bar, etc.) do you feel best represents your own attitude? (select one)

- Smoking, vaping, or eating marijuana is never a good thing to do.
- Occasional smoking, vaping, or eating marijuana is OK, but not daily.
- Frequent smoking, vaping, or eating marijuana is OK, if that's what the individual wants to do.

10b. Which statement below about student smoking/vaping marijuana or eating marijuana in some form (edibles such as candy, cookie, chocolate bar, etc.) do you expect to be the most

common attitude among students in your grade at your school? (select one as your best guess)

- Smoking, vaping, or eating marijuana is never a good thing to do.
- Occasional smoking, vaping, or eating marijuana is OK, but not daily.
- Frequent smoking, vaping, or eating marijuana is OK, if that's what the individual wants to do.

11a. Which statement below about students taking pills NOT prescribed or given by their doctor, nurse, or parent/guardian do you feel best represents your own attitude? (select one)

- Students should only take pills prescribed or given by a doctor, nurse, or parent/guardian.
- Taking pills that are provided by friends is OK.
- Taking pills provided by anyone is OK, if that's what the individual wants to do.

11b. Which statement below about students taking pills NOT prescribed or given by their doctor, nurse, or parent/guardian do you think is the most common attitude among students in your grade at your school? (select one as your best guess)

- Students should only take pills approved by their doctor, nurse, or parent/guardian.
- Taking pills that are provided by friends is OK.
- Taking pills provided by anyone is OK, if that's what they want to do.

The survey now transitions to asking descriptive norm questions to assess personal behaviors and perceptions of peers' typical behaviors with respect to substance use. For middle school, where substance use is less prevalent, response options could be consolidated (i.e., never, a few times per year, once per month or more, once per week or more).

STUDENT USE OF SUBSTANCES

Thank you for telling us about your attitudes about different substances. Next, we would like to ask about your own use of substances and how often you think substances are used by other students.

12. How often do you and how often do you think students in your grade at your school typically use tobacco/nicotine (including cigarettes, vapes/e-cigarettes, cigars, and chew)? *Just give your best guess of what is most common for yourself and students in your grade at your school.*

	Never	1-2 times per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Students in your grade at your school							

13. Not counting just a few sips in a family or religious gathering, how often do you and how often do you think students in your grade at your school typically drink alcohol? Include beer, wine, wine coolers, liquor, and mixed drinks in your answer. *Just give your best guess of what is most common for yourself and students in your grade at your school.*

	Never	1-2 times per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Students in your grade at your school							

14. How often do you and how often do you think students in your grade at your school typically smoke, vape, or eat marijuana (in candy, cookies, chocolate bars or other treats)? *Just give your best guess of what is most common for yourself and students in your grade at your school.*

	Never	1-2 times per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Students in your grade at your school							

15. How often do you and how often do you think students in your grade at your school typically use any kind of pill that is NOT prescribed or given by their doctor, nurse, or parent/guardian? *Just give your best guess of what is most common for yourself and students in your grade at your school.*

	Never	1-2 times per year	Once a month	Twice a month	Once a week	Twice a week	Daily
a. Yourself							
b. Students in your grade at your school							

During the PAST 30 DAYS, on how many days, if any, did you do any of the following:

16. Use any tobacco or nicotine products (cigarettes, e-cigarettes/vaping, cigars, chew)?

17. Have at least one drink of alcohol including beer, wine, wine coolers, liquor, and mixed drinks (beyond just a few sips in a family or religious gathering)?

18. Smoke, vape, or eat marijuana (i.e., in candy, cookies, chocolate bars or other treats)?

19. Take a pill not prescribed or given by your doctor, nurse, or parent/guardian.

During the past 30 days, what percentage of students in your grade at your school do you believe have used any of the following?

20. Any tobacco or nicotine products (cigarettes, e-cigarettes/vaping, cigars, chew)?

- A. 0%
- B. 10%
- C. 20%
- D. 30%
- E. 40%
- F. 50%
- G. 60%
- H. 70%
- I. 80%
- J. 90% or more

21. Had at least one drink of alcohol including beer, wine, wine coolers, liquor, and mixed drinks (beyond just a few sips in a family or religious gathering)?

- A. 0%
- B. 10%
- C. 20%
- D. 30%
- E. 40%
- F. 50%
- G. 60%
- H. 70%
- I. 80%
- J. 90% or more

22. Smoked, vaped, or ate marijuana (in candy, cookies, chocolate bars or other treats)?

- A. 0%
- B. 10%
- C. 20%
- D. 30%
- E. 40%
- F. 50%
- G. 60%
- H. 70%
- I. 80%
- J. 90% or more

23. Took a pill not prescribed or given by a doctor, nurse, or parent/guardian.

- A. 0%
- B. 10%
- C. 20%
- D. 30%
- E. 40%
- F. 50%
- G. 60%
- H. 70%
- I. 80%
- J. 90% or more

PARENT OR GUARDIAN RULES

These next questions ask about what kinds of rules your parents/guardians have about you using substances and what you think are the most typical rules other students' parents have about their children using substances.

24a. What rules, if any, have your parents/guardians set for you about using tobacco or nicotine in any form (smoking, vaping/e-cigarettes, cigars, chew, etc.) (*select one*)

- No tobacco/nicotine is allowed
- Some tobacco/nicotine is allowed with family member(s) when a parent/guardian is present
- Some tobacco/nicotine is allowed with friends if a parent/guardian is present

- No rules/Do not know of any rules

24b. What rules, if any, would you say are most typically set by parents/guardians of other students in your grade about using tobacco or nicotine in any form (smoking, vaping/e-cigarettes, cigars, chew, etc.)? (select one)

- No tobacco/nicotine use is allowed
- Some tobacco/nicotine use is allowed with family member(s) when a parent/guardian is present
- Some tobacco/nicotine use with friends is allowed if a parent/guardian is present
- No rules/Do not know of any rules

25a. What rules, if any, have your parents/guardians set for you about drinking alcohol (more than a sip or two)? (select one)

- No alcohol use is allowed
- Some alcohol use is allowed with family member(s) when a parent/guardian is present
- Some alcohol use is allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

25b. What rules, if any, would you say are most typically set by parents/guardians of other students in your grade about drinking alcohol (more than a sip or two)? (select one)

- No alcohol use is allowed
- Some alcohol use is allowed with family member(s) when a parent/guardian is present
- Some alcohol use is allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

26a. What rules, if any, have your parents/guardians set for you about smoking, vaping, or eating marijuana in some form? (select one)

- No marijuana use is allowed
- Some marijuana use is allowed with family member(s) when a parent/guardian is present
- Some marijuana use is allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

26b. What rules, if any, would you say are most typically set by parents/guardians of other students in your grade about smoking, vaping, or eating marijuana in some form? (select one)

- No marijuana use is allowed
- Some marijuana use is allowed with family member(s) when a parent/guardian is present
- Some marijuana use with allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

27a. What rules, if any, have your parents/guardians set for you about taking any kind of pill that is NOT prescribed or given to you by them, a doctor, or nurse? (select one)

- No use is allowed
- Some use is allowed with family member(s) if a parent/guardian is present
- Some use is allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

27b. What rules, if any, would you say are most typically set by parents/guardians of other students in your grade about taking any kind of pill that is NOT prescribed or given by their doctor, nurse, or parent/guardian? (select one)

- No use is allowed
- Some use is allowed with family member(s) if a parent/guardian is present
- Some use is allowed with friends if a parent/guardian is present
- No rules/Do not know of any rules

The next questions ask about substance-related protective attitudes and behaviors (i.e., reasons for not using and ways of avoiding substances).

ATTITUDES AND PERCEPTIONS ABOUT CARING FOR OTHER STUDENTS

This next section asks what you think you and other students in your grade would do if you saw another student sharing or about to use substances.

28. Who should students tell if they saw other students sharing pills?

I think students should...
(check all that apply)

Most other students would say...
(check all that apply)

- | | |
|---|---|
| a. Tell a principal | a. Tell a principal |
| b. Tell a teacher or counselor | b. Tell a teacher or counselor |
| c. Tell a hall monitor | c. Tell a hall monitor |
| d. Tell a friend | d. Tell a friend |
| e. Tell a police officer or security person | e. Tell a police officer or security person |
| f. Tell a parent/guardian or another adult relative | f. Tell a parent/guardian or another adult relative |
| g. Not tell anyone | g. Not tell anyone |

29a. How much do you agree or disagree with this statement? *If a friend my age was about to drink alcohol, use tobacco/nicotine or marijuana, or take a pill not prescribed or given by their doctor, nurse, or parent/guardian, I think it is right for me to try to talk with and discourage that person from doing so.*

Strongly Agree Agree Disagree Strongly Disagree

29b. What response do you think most other students in your grade at your school would give to the statement you just answered above? (select one)

Strongly Agree Agree Disagree Strongly Disagree

30a. How much do you agree or disagree with this statement? *If a student my age was being pressured by other students to drink alcohol, use tobacco/nicotine or marijuana, or take a pill not prescribed or given by their doctor, nurse, or parent/guardian, I should step in to help that student get out of the situation if I can.* (select one)

Strongly Agree Agree Disagree Strongly Disagree

30b. What response do you think most other students in your grade at your school would give to the statement you just answered above? (select one)

Strongly Agree Agree Disagree Strongly Disagree

HOW YOU AVOID USING SUBSTANCES

Now we want to know how you limit or avoid using substances.

31. If you never use tobacco or nicotine in any form (smoking cigarettes or cigars, vaping or using e-cigarettes), or if you sometimes choose not to use it, how do you avoid using it?

(choose all that apply)

- a. I don't go to places where students are smoking or vaping
- b. I leave places if students start smoking or vaping
- c. I avoid students who smoke or vape
- d. I hang out with students who don't smoke or vape
- e. I tell students that I don't want to smoke or vape if they ask me
- f. Other ways? (Please describe)

32. If you never drink alcohol, or if you sometimes choose not to, how do you avoid drinking it? (choose all that apply)

- a. I don't go to places where students are drinking
- b. I leave places if students start drinking
- c. I hang out with students who don't drink
- d. I tell students that I don't want to drink if they ask me
- e. I drink non-alcoholic drinks like water, sports drinks, soda/pop, or juice
- f. Other ways? (Please describe)

33. If you never smoke, vape, or eat marijuana, or if you sometimes choose not to, how do you avoid smoking, vaping, or eating it? (choose all that apply)

- a. I don't go to places where students are smoking, vaping, or eating marijuana
- b. I leave places if students start smoking, vaping, or eating marijuana
- c. I avoid students who smoke, vape, or eat marijuana
- d. I hang out with students who don't smoke, vape, or eat marijuana
- e. I tell students that I don't want to smoke, vape, or eat marijuana if they ask me
- f. Other ways? (Please describe)

REASONS FOR NOT USING SUBSTANCES

This next section asks about reasons why you might not use substances. It may be that you never use any substance at all or, even if you are someone that has used a substance, there may be times that you do not use.

34. When you choose not to use tobacco/nicotine in any form, why do you make this choice? (Select all that apply):

- a. I don't like the taste or smell of tobacco/nicotine
- b. I worry about how it will make me feel
- c. I want to do well in sports
- d. Almost all my friends avoid using tobacco/nicotine
- e. I promised a family member(s) I would not use tobacco/nicotine
- f. I don't want to get in trouble
- g. I don't like to make poor or unhealthy choices

- h. I want to be a role model for my friends
- i. Other:

35. When you choose not to drink alcohol, why do you make this choice? (Select all that apply):

- a. I don't like the taste/smell
- b. I worry about how it will make me feel
- c. I want to do well in sports
- d. Almost all my friends avoid drinking alcohol
- e. I promised a family member(s) I would not drink
- f. I don't want to get in trouble
- g. I don't like to make poor or unhealthy choices
- h. I want to be a role model for my friends
- i. Other:

36. When you choose not to smoke, vape, or eat marijuana, why do you make this choice? (Select all that apply):

- a. I worry about how it will make me feel
- b. I want to do well in sports
- c. Almost all my friends avoid using marijuana
- d. I promised a family member(s) I would not use marijuana
- e. I don't want to get in trouble
- f. I don't like to make poor or unhealthy choices
- g. I want to be a role model for my friends
- h. Other:

37. When you choose not to use pills unless they are prescribed or given by your doctor, nurse, or parent/guardian, why do you make this choice? (Select all that apply):

- a. I worry about how it will make me feel
- b. I don't want to risk getting sick or hurt
- c. Almost all my friends avoid using pills that are NOT prescribed to them
- d. I promised a family member(s) I would not use pills that are NOT prescribed to me
- e. I don't want to get in trouble
- f. I don't like to make poor or unhealthy choices
- g. I want to be a role model for my friends
- h. Other:

The next two questions ask about campaign exposure. You will want to customize the response options on Question 38 to reflect media you did and did not use to assess the reliability of the survey responses and determine the possible presence of co-occurring messaging campaigns.

SCHOOL INFORMATION ABOUT MOST STUDENTS AT [SCHOOL NAME]

These are two questions about messages you may have seen or heard during this school year.

38. During this school year, how often have you seen or heard information about WHAT MOST STUDENTS OR THE MAJORITY AT YOUR SCHOOL do or think about the use of alcohol, tobacco, and marijuana, or use of pills not provided by a doctor/nurse or parent/guardian BASED ON SURVEY RESULTS FROM STUDENTS AT YOUR SCHOOL? (choose one)

- Never
- Once
- Twice
- 3-4 times
- 5-9 times
- 10-19 times
- 20 or more times

39. Where did you see or hear this survey information ABOUT WHAT MOST STUDENTS AT YOUR SCHOOL DO OR THINK about alcohol, tobacco, or marijuana use, or use of pills not prescribed or provided by a doctor/nurse or parent/guardian? (Check how often seen/heard for each item.)

- | | Never | Once | More than once |
|--|-------|------|----------------|
| • On wall posters at school | | | |
| • In school newsletters | | | |
| • On lunchroom table tents | | | |
| • On bathroom printed bulletins | | | |
| • On baseball caps work by teachers or students | | | |
| • On buttons work by teachers or students | | | |
| • In school announcements over PA (speaker system) | | | |
| • On t-shirts worn by students | | | |
| • Other (please specify): | | | |

STUDENT BACKGROUND INFORMATION

These last questions make sure a broad range of students representing your school have participated.

40 What grade are you in? (Circle one) 6 7 8 9 10 11 12

41. Are you a boy or a girl? ___ Boy ___ Girl

42. Do you consider yourself to be Hispanic or Latinx? ___YES ___NO

43. What race do you consider yourself to be (Check all that apply)?

- ___ White
- ___ Black or African American
- ___ Asian-American/Pacific Islander
- ___ American Indian or Alaska Native
- ___ Other _____

44. What types of grades do you usually get? (Please check one)

- ___ Mostly As ___ Mostly Bs ___ Mostly Cs ___ Mostly Ds ___ Mostly Fs

45. Do you get free school meals, or vouchers for free school lunches?
 ___YES ___NO

The final two questions also ask about campaign exposure. These questions assess recall of the actual social norms campaign materials disseminated in your school. You will want to customize these items by adjusting the questions to represent the types of media used in your school and sharing a collage of that media.

46. Please look at the first set of images of different school posters that may have appeared sometime during this school year. Do you recall seeing any of this material? (Choose one answer.)

- I do not recall seeing any of these posters.
- I may have seen one or two of them at some point during the year.
- I have definitely seen some of them a few times during the year.
- I have seen most of them several times during the year.



47. Please look at this next set of images of other materials that includes stickers, buttons, and a bathroom bulletin that may have appeared sometime during this school year. Do you recall seeing any of this material? (Choose one answer.)

- I do not recall seeing any of these items.
- I may have seen one or two of them at some point during the year.
- I have definitely seen some of them a few times during the year.
- I have seen most of them several times during the year.



THANK YOU for taking the time to answer these questions and sharing your thoughts.