

## Information Dissemination Sub-Form

Name of Prevention Intervention: \_\_\_\_\_ E (autofill from Question 33)

Service Type: \_\_\_\_\_ E (autofill from Question 33)

142. When did you first start conducting this information dissemination (and other communication activities) service type as part of your PFS initiative? (Provide MM/YYYY.)<sup>E</sup> (autofill after first completed)

\_\_\_\_\_ MM/YYYY

143. What was/were the intended purpose(s) of the communication or information that you disseminated for this service type? (*Select all that apply.*)<sup>E</sup>

- To raise awareness of one or more specific substance use prevention problems in the community
- To gain support from the community for substance abuse prevention efforts
- To provide information on community norms related to substance use
- To provide information on the risks of substance use
- To provide substance abuse prevention information (e.g., information on securing prescription drugs in the household, information on resisting alcohol offers)
- To change individual behaviors with regard to substance use
- To provide intervention program information (e.g., contact information, meeting times)
- To provide surveillance and monitoring information (e.g., information about whom to contact if you suspect underage alcohol sales at a particular establishment)
- To provide a directory of substance use prevention resources in the community
- Other (*Describe.*) \_\_\_\_\_

144. Did this service type include communication efforts to raise community awareness of underage alcohol use or prescription drug misuse problems **during the past 6 months**? Awareness-raising activities are those in which your primary purpose is to draw attention to a substance abuse problem or to your prevention efforts. These activities are not intended to recruit participants or volunteers, although that may happen. (*Select one response.*)<sup>E</sup>

- Yes
- No (If selected, you will skip Questions 145 and 146.)

145. Indicate the community members and groups (i.e., target audience) to whom you are presenting awareness-raising information. (*Select all that apply.*)<sup>E</sup>
- The general public
  - Youth groups or representatives
  - Schools or school districts
  - Youth-serving organizations other than schools (e.g., Big Brothers/Big Sisters, Boy Scouts/Girl Scouts)
  - Parents, family, or caregiver groups
  - Advocacy volunteers
  - Business community
  - Media (e.g., radio and television stations, newspapers and magazines)
  - Faith-based organizations (e.g., churches, charitable organizations with religious affiliations such as Catholic Charities)
  - Civic or volunteer organizations (e.g., Kiwanis, Fraternal Order of Police, Women’s League, local sports or neighborhood associations)
  - LGBTQ-supportive organization
  - Military or veteran organization
  - Law enforcement agencies (e.g., local, tribal, State, and Federal law enforcement agencies, including the police, the Federal Bureau of Investigation [FBI], the Drug Enforcement Administration [DEA], and the Bureau of Alcohol, Tobacco, Firearms and Explosives [ATF])
  - Local or State, tribal, or jurisdiction courts
  - State departments of justice (e.g., judicial department, department of juvenile justice, department of criminal justice, attorney general’s office)
  - U.S. Department of Justice (excluding their law enforcement arms mentioned above [i.e., FBI, DEA, ATF])
  - State, tribal, or local jails and prisons
  - Health care professionals
  - State, tribal, jurisdiction, or local public health departments
  - Mental health professionals or agencies
  - Other State, tribal, or jurisdiction government agencies (e.g., public health, public safety, social services, American Indian tribal government)
  - Local, village, or tribal agencies (mayor’s office, city council, tribal council, Alaska Native Corporation agencies)
  - Other (Describe.) \_\_\_\_\_
146. Indicate the total number of different community groups or organizations to whom you presented awareness-raising information **during the past 6 months**, if any. *This response should be written as a whole number (e.g., 4).*<sup>E</sup>
- \_\_\_\_\_ community groups or organizations (*If none, enter “0.”*)

147. For this particular service type, did you engage in a social marketing or social norms campaign during **the past 6 months**? Social marketing is using the principles of commercial marketing to develop, implement, and evaluate programs designed to influence the behavior of a target audience. Rather than dictating the way that information is to be conveyed, social marketing involves listening to the needs and desires of the target audience and building the program from there. Social norms campaigns use a variety of methods to correct negative misperceptions (usually overestimations of use) and to identify, model, and promote the healthy, protective behaviors that are the actual norm in a given population. (Select one response.)<sup>E</sup>

- Yes
- No

148. Indicate the type(s) of individuals targeted by this or information dissemination (and other communication activities) service type **during the past Federal fiscal year**.<sup>A</sup> (autofill after first completed)

148a. Age group(s) targeted by information dissemination (and other communication activities) service type during the past Federal fiscal year: (*Select all that apply.*)

- Children age 0 to 11
- Youth age 12 to 17
- Young adults age 18 to 20
- Young adults age 21 to 25
- Adults age 26 or older
- Other (*Describe.*) \_\_\_\_\_

148b. Population type(s) targeted by the information dissemination (and other communication activities) service type during the past Federal fiscal year: (*Select all that apply.*)

- Middle school students
- High school students
- College students
- Parents
- Health care providers
- Employees
- Current or former military members
- Military family members
- Lesbian/gay/bisexual/transgender/questioning individuals (LGBTQ)
- Individuals living in poverty
- Individuals whose native language is other than English
- Individuals with low literacy
- Individuals with mental illness
- Individuals with disabilities (e.g., hearing, visually, or physically impaired)
- Other (*Describe.*) \_\_\_\_\_

149a. For this particular information dissemination (and other communication activities) service type, did you create or air television ads during **the past 6 months**? (Select one response)<sup>E</sup>

- Yes
- No (If selected, you will skip Questions 149b through 149e.)

149b. How many individual times did the television ads air during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ times

149c. How many weeks did the television ads air during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ weeks

149d. How many different televisions stations aired the ads air during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ stations

149e. Provide any information you have on the reach of the television ads aired during **the past 6 months**. This could include information provided by the television stations or advertising agency on ratings points; the average number of viewers at the time the ads aired; the geographic area where the ads aired; **and** the target audience of the related television programs.<sup>E</sup>

(Describe; 3,000-character limit.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

150a. For this particular information dissemination (and other communication activities) service type, did you create or air radio ads during **the past 6 months**? (Select one response.)<sup>E</sup>

- Yes
- No (If selected, you will skip Questions 150b through 150e.)

150b. How many individual times did the radio ads air during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ times

150c. How many weeks did the radio ads air during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ weeks

150d. How many different radio stations aired the ads during **the past 6 months**? Insert “0” if ads were created but not aired during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ stations

150e. Provide any information you have on the reach of the radio ads aired during **the past 6 months**. This could include information provided by the radio stations or advertising agency on ratings points; the average number of listeners at the time the ads aired; the geographic area where the ads aired; and the target audience of the related radio broadcast.<sup>E</sup>

(Describe; 3,000-character limit.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

151a. For this particular communication strategy, did you create or publish print ads during **the past 6 months**? (Select one response.)<sup>E</sup>

Yes

No (If selected, you will skip Questions 151b through 151d.)

151b. How many individual times did the print ads run during **the past 6 months**? (Select one response.)<sup>E</sup>

\_\_\_\_\_ times

151c. How many different newspapers or magazines displayed the ads during **the past 6 months**? Insert “0” if ads were created but not distributed during the period. This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ newspapers or magazines

151d. Provide any information you have on the reach of the print ads run during **the past 6 months**. This could include information provided by the newspaper or magazine on its average readership; the geographic area in which the publication was distributed; and the target audience of the publication.<sup>E</sup>

(Describe; 3,000-character limit.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

152. For this particular information dissemination (and other communication activities), how many special events (e.g., alcohol-free concerts; invited speakers) were hosted during **the past 6 months**? This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ special events

153. For this particular information dissemination (and other communication activities) service type, how many other promotional activities (e.g., providing alcohol-free pamphlets at a health fair, distributing prescription drug take-back information at a school) were hosted during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>

\_\_\_\_\_ promotional activities

- 154a. For this particular information dissemination (and other communication activities) service type, did you present at community meetings (e.g., parent-teacher association [PTA] meetings, town hall meetings, school assemblies) during **the past 6 months**? *Community meetings do not include regularly scheduled coalition meetings or coalition meetings held for planning purposes. (Select one response.)*<sup>E</sup>

- Yes  
 No (If selected, you will skip Questions 154b and 154c.)

- 154b. How many community meetings did you present at during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>

\_\_\_\_\_ meetings

- 154c. What was the total number of participants at all community meetings where you presented during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>

\_\_\_\_\_ participants

- 155a. For this particular information dissemination (and other communication activities) service type, did you send letters to the editor of the local newspaper or community newsletters during **the past 6 months**? *(Select one response.)*<sup>E</sup>

- Yes  
 No (If selected, you will skip Question 155b.)

- 155b. How many letters were **published** during **the past 6 months**? This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ letters

- 156a. For this particular information dissemination (and other communication activities) service type, did you develop or broadcast substance abuse prevention PSAs during **the past 6 months**? *(Select one response.)*<sup>E</sup>

- Yes  
 No (If selected, you will skip Question 156b.)

- 156b. How many times were the PSAs broadcast during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>

\_\_\_\_\_ times

157a. For this particular information dissemination (and other communication activities) service type, did you produce or distribute substance abuse prevention posters during **the past 6 months?** (Select one response.)<sup>E</sup>

- Yes
- No (If selected, you will skip Question 157b.)

157b. How many posters were distributed during **the past 6 months?** This response should be written as a whole number (e.g., 4).<sup>E</sup>

\_\_\_\_\_ posters

158a. For this particular information dissemination (and other communication activities) service type, did you produce or distribute substance abuse prevention brochures during **the past 6 months?** (Select one response.)<sup>E</sup>

- Yes
- No (If selected, you will skip Question 158b.)

158b. How many brochures were distributed during **the past 6 months?** This response should be written as a whole number (e.g., 50).<sup>E</sup>

\_\_\_\_\_ brochures

159a. For this particular information dissemination (and other communication activities) service type, did you provide a related information line or hotline **in the past 6 months?** (Select one response.)<sup>E</sup>

- Yes
- No (If selected, you will skip Question 159b.)

159b. How many individuals called into the information line or hotline **in the past 6 months?** This response should be written as a whole number (e.g., 50).<sup>E</sup>

\_\_\_\_\_ individuals

160. For this particular information dissemination (and other communication activities) service type, did you develop or run a prevention-focused clearinghouse or information resource center **in the past 6 months?** (Select one response.)<sup>E</sup>

- Yes
- No

161a. For this particular information dissemination (and other communication activities) service type, did you launch or continue prevention-focused Web sites or Facebook pages during **the past 6 months?** (Select one response.)<sup>E</sup>

- Yes
- No (If selected, you will skip Questions 161b through 161e.)

- 161b. What is the number of visitor sessions (visits) that the Web sites had during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>
- Specify number of visits \_\_\_\_\_
- Do not know
- 161c. How many new (compared with returning) visitors did the Web sites have during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>
- Specify number of new visitors \_\_\_\_\_
- Do not know
- 161d. What is the total number of unique page views that the Web sites had during **the past 6 months**? *This response should be written as a whole number (e.g., 4).*<sup>E</sup>
- Specify number of unique page views \_\_\_\_\_
- Do not know
- 161e. What was the average amount of time spent on the Web sites during **the past 6 months**? This response should be written in the hours:minutes:seconds format (e.g., 00:14:30 means that the average amount of time spent on the Web site was 14 minutes and 30 seconds).<sup>E</sup>
- Specify time spent (hours:minutes:seconds) \_\_\_ : \_\_\_ : \_\_\_
- Do not know
162. For this particular information dissemination (and other communication activities) service type, did you conduct other communication activities during **the past 6 months**?<sup>E</sup>
- Yes (*Describe; 3,000-character limit.*) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- No

The questions in this section collect information on the individuals reached through your information dissemination (and other communication activities) service type activities.

- 163a. Estimate the total number of individuals who were reached or affected by your information dissemination (and other communication activities) service type activities for **during the past 6 months**. *If you are unsure of the exact number of individuals affected, respond with your best estimate.*<sup>E</sup>
- \_\_\_\_\_ total individuals (If none, enter “0”—you will automatically proceed to the end of this sub-form.)



- 163b. (THIS ITEM WILL NOT APPEAR FOR THE FIRST HALF OF THE YEAR) Of those who received or were affected by your information dissemination (and other communication activities) service type activities **during the past 6 months**, how many were new **during this second half of the Federal fiscal year**? *If you are unsure of the exact number of new individuals reached, respond with your best estimate. New individuals are those who had not been reached or affected by your communication activities before and were therefore not previously counted in the first 6 months of the year. Note that the number reported in Question 163b will always be smaller than or equal to the number reported in Question 163a. For example, if you reported a communication-related activity reaching one town (3,000 people) during the first half of the year, and this strategy continued within that same town in the second half, the total number reported at the end of both halves would be 3,000, but the “new” number would be 3,000 for the first half and 0 for the second half.<sup>E</sup>*

\_\_\_\_\_ new individuals (If none, enter “0”—you will automatically proceed to the end of this sub-form.)

164. Of the total number of **(new) participants** reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), indicate how many were male and how many were female. *The number of females, males, and unknown should add up to the total of participants reported in Question 163a/b. This response should be written as a whole number (e.g., 4) and not as a percentage.<sup>E</sup>*

164a. Number of females: \_\_\_\_\_

164b. Number of males: \_\_\_\_\_

164c. Number gender unknown: \_\_\_\_\_

165. Of the total number of **(new) participants** reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), indicate how many were in each of the age groups listed below. *The number children, youth, young adults, adults, and unknown should add up to the total of new participants reported in Question 163a/b. This response should be written as a whole number (e.g., 4) and not as a percentage.<sup>E</sup>*

165a. Children age 0 to 11: \_\_\_\_\_

165b. Youth age 12 to 17: \_\_\_\_\_

165c. Young adults age 18 to 20: \_\_\_\_\_

165d. Young adults age 21 to 25: \_\_\_\_\_

165e. Adults age 26 and older: \_\_\_\_\_

165f. Age unknown: \_\_\_\_\_

166. Of the total number of **(new) participants** reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), indicate how many were in each of the racial groups listed below. You will have an opportunity to report ethnicity in the next question. Ethnicity is counted separately from race. For example, if you targeted African Americans of Hispanic ethnicity, they would be counted in both the ethnicity (Hispanic) category and the race category under African American. *The number of American Indian/Alaskan Native, Asian, Black, Pacific Islander, White, multiracial, other, and unknown should add up to the total of participants reported in Question 163a/b. This response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

- 166a. American Indian or Alaska Native: \_\_\_\_\_
- 166b. Black or African American: \_\_\_\_\_
- 166c. White: \_\_\_\_\_
- 166d. Asian: \_\_\_\_\_
  - 166di. Asian Indian: \_\_\_\_\_
  - 166dii. Chinese: \_\_\_\_\_
  - 166diii. Filipino: \_\_\_\_\_
  - 166div. Japanese: \_\_\_\_\_
  - 166dv. Korean: \_\_\_\_\_
  - 166dvi. Vietnamese: \_\_\_\_\_
  - 166dvii. Other Asian: \_\_\_\_\_
- 166e. Native Hawaiian or Other Pacific Islander: \_\_\_\_\_
  - 166ei. Native Hawaiian: \_\_\_\_\_
  - 166eii. Guamanian or Chamorro: \_\_\_\_\_
  - 166eiii. Samoan: \_\_\_\_\_
  - 166eiv. Other Pacific Islander: \_\_\_\_\_
- 166f. Multiracial: \_\_\_\_\_
- 166g. Other: \_\_\_\_\_
- 166h. Race unknown: \_\_\_\_\_

167. Of the total number of **(new) participants** reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), indicate how many were Hispanic/Latino and how many were non-Hispanic/Latino. *The number of Non-Hispanic/Latino, Hispanic/Latino, and unknown should add up to the total of participants reported in Question 163a/b. This response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

- 167a. Hispanic, Latino/a, or of Spanish origin: \_\_\_\_\_
  - 167ai. Mexican, Mexican American, Chicano/a: \_\_\_\_\_
  - 167aii. Puerto Rican: \_\_\_\_\_
  - 167aiii. Cuban: \_\_\_\_\_
  - 167aiv. Other Hispanic, Latino, or Spanish origin: \_\_\_\_\_
- 167b. Non-Hispanic, non-Latino/a, and not of Spanish origin: \_\_\_\_\_
- 167c. Hispanic ethnicity unknown: \_\_\_\_\_

168a. Of the total number of **(new)** participants reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), estimate how many speak **English** at each of the levels indicated below. The number speaking English very well, well, not well, not at all, and unknown should add up to the total number of participants reported in Question 163a/b. *Each response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

168ai. Very well: \_\_\_\_\_

168aaii. Well: \_\_\_\_\_

168aiiii. Not well: \_\_\_\_\_

168aiv. Not at all: \_\_\_\_\_

168av. English language ability unknown: \_\_\_\_\_

168b. Of the total number of **(new)** participants reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), estimate how many speak any of the languages below as the **primary language** at home. The number of English speakers, Spanish speakers, other language speakers, and unknown should add up to the total of participants reported in Question 163a/b. *Each response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

168bi. English: \_\_\_\_\_

168bii. Spanish: \_\_\_\_\_

168biii. Other language: \_\_\_\_\_

168biv. Language unknown: \_\_\_\_\_

169. Of the total number of **(new)** participants reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), estimate how many have any of the following disabilities. In this case, the total number of respondents with the disabilities below may be higher or lower than the total of participants reported in Question 163a/b. *Each response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

169a. Deaf or difficulty hearing: \_\_\_\_\_

169b. Blind or difficulty seeing (even with glasses): \_\_\_\_\_

169c. Serious difficulty walking or climbing stairs: \_\_\_\_\_

169d. Difficulty dressing or bathing: \_\_\_\_\_

169e. Difficulty concentrating, remembering, or making decisions because of a physical, mental, or emotional condition: \_\_\_\_\_

169f. Difficulty doing errands alone, such as visiting a doctor's office or shopping, because of a physical, mental, or emotional condition: \_\_\_\_\_

169g. Disability status unknown: \_\_\_\_\_

170. Of the total number of **(new)** participants reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), estimate how many currently serve in the military. The number of current Armed Forces, Reserves, and National Guard service members, along with the former members, nonmembers, and unknown, should add up to the total of participants reported in Question 163a/b. *Each response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

170a. Currently serve in the Armed Forces: \_\_\_\_\_

170b. Currently serve in the Reserves: \_\_\_\_\_

170c. Currently serve in the National Guard: \_\_\_\_\_

170d. Served in the past, but **do not** currently serve in the Armed Forces, Reserves, or National Guard: \_\_\_\_\_

170e. **Never** served in the Armed Forces, Reserves, or National Guard: \_\_\_\_\_

170f. Military status unknown: \_\_\_\_\_

171. Of the total number of **(new)** participants reached by your information dissemination (and other communication activities) service type activities **during the past 6 months** (reported in Question 163a/b), estimate how many are family members of active duty or separated/retired Armed Forces, Reserves, and National Guard service members. The number of family members of active duty and separated/retired Armed Forces, Reserves, and National Guard service members, along with the nonfamily members and unknown, should add up to the total of participants reported in Question 163a/b. *Each response should be written as a whole number (e.g., 4) and not as a percentage.*<sup>E</sup>

171a. Family member of someone on active duty in the Armed Forces, Reserves, or National Guard: \_\_\_\_\_

171b. Family member of someone separated or retired from the Armed Forces, Reserves, or National Guard: \_\_\_\_\_

171c. **Not** a family member of someone on active duty in, separated from, or retired from the Armed Forces, Reserves, or National Guard: \_\_\_\_\_

171d. Military family member status unknown: \_\_\_\_\_