



Measure Attitudes, Perceptions, Behaviors Chart a Course to Greater Academic Achievement

Dear Educator:

According to *Education Week*, a major new study demonstrates that programs such as drug-abuse prevention and anti-bullying efforts lead to greater academic achievement.*

Pride Survey research also shows the positive effects of pro-social behavior on grades. For example, students who never use drugs are **six times more likely to make good grades** than students who use drugs frequently.

These are two reasons why schools use Pride Survey data to chart a course to greater academic achievement.

Pride Surveys collect **reliable** and **valid** data from students, parents and school faculty/staff, giving you a data-rich context for adolescent development.

Since 1982 we have conducted more than 34,000 school building level surveys in all 50 states.

Our easy-to-use surveys meet the *Safe and Drug-Free Schools and Communities* requirement that programs **"be based on an assessment of objective data."** They are consistent with the *Uniform Data Set* recently issued by the U.S. Department of Education as required by Federal law.

I have enclosed a sample copy of our most popular student questionnaire, the **Pride Survey for Grades 6-12**. You can review our other questionnaires and reports at www.pridesurveys.com.

Let us help you keep your schools safe, healthy, and academically strong. I look forward to hearing from you.

Sincerely yours,

Toni O'Keefe

Director of Customer Relations
(800) 279-6361

*View the Education Week article at <http://www.edweek.org/ew/articles/2007/12/19/16social.h27.html>

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Why You Should Conduct a Student Survey

“We have been surveying our 6th-12th grade students for years and these trend data help us know where our gains are, where our deficits are, and what we need to do to keep drug use and violent behaviors down in our community.”

Nancy Fortner
Director of Guidance Programs
Huntsville City Schools, Alabama

Assessment and Planning

Ms. Fortner and her colleagues in Huntsville are on the right track. Research at the National Institute on Drug Abuse (NIDA) found that effective prevention begins when a community “identifies the specific drugs and other child and adolescent problems in the community.”
<http://www.drugabuse.gov/pdf/prevention/RedBook.pdf>

Evaluation

Huntsville Schools use Pride Surveys data to watch trends. Again, this is the prevention strategy recommended by NIDA research: An effective prevention plan “incorporates ongoing assessments to evaluate the effectiveness of prevention strategies.”

Public Awareness

NIDA research also found: “The results of assessment can be used to raise community awareness of the nature of the problem and guide the selection of programs most relevant to the community’s needs.”

Sustainability

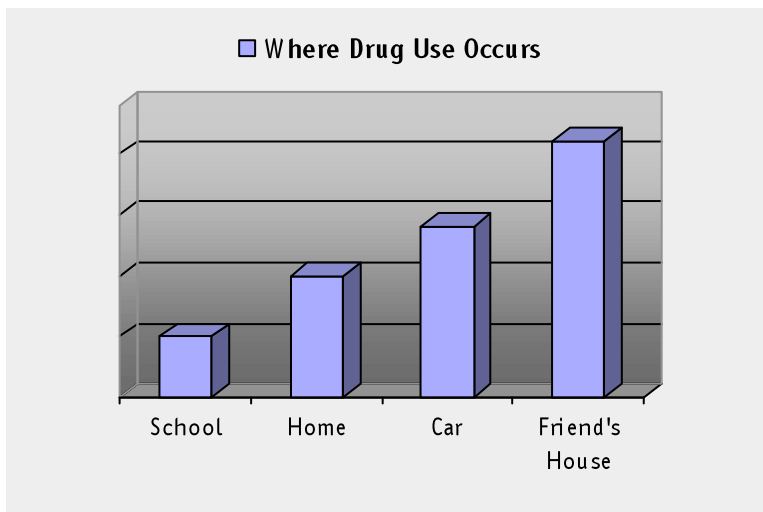
In a time of diminishing prevention resources, many school districts have found that Pride Survey data can lead to grants and other funding sources. In fact, the Federal Government and most state agencies hold grantees accountable for using resources wisely and achieving program results

What if my state already conducts a statewide survey? The extent and nature of adolescent problems can vary widely from one school building to the next – even in the same school district. Many statewide surveys furnish county-level data at best. You cannot extrapolate sub-county data from county-level estimates.



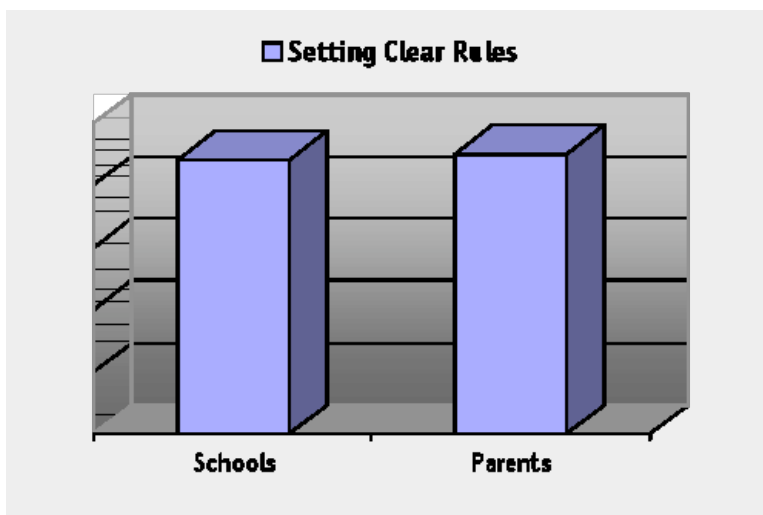
Data Highlight the Good Work Schools Are Doing

Schools are often blamed for problems that originate outside school. Pride Survey data encourage community-wide ownership of adolescent problems.



MYTH: We often hear about the "school drug problem."

FACT: *School is the least likely place for adolescent drug use.*



MYTH: Schools provide an undisciplined and unruly environment.

FACT: *Schools are as likely as parents to set clear rules for adolescents.*

Source: Pride Survey for Grades 6-12 National Summary

The above charts are based on national statistics. When you use Pride Surveys you can provide these locally-specific facts to your community.



Easy, Fast, and Low Cost Data Collection

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



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 at each site will receive a shipment of questionnaires. School faculty will conduct the survey. Detailed instructions are provided for the district and the school building coordinators.

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

After we receive your completed questionnaires, you will receive your final reports within two weeks.



Products and Services

Our Family of Questionnaires offers survey instruments and analysis for students, parents, and school faculty/staff. Each of our instruments contains “resembling questions” so you can compare what students say with the perceptions of parents and faculty.

STUDENT QUESTIONNAIRES

Pride Survey for Grades 6-12 (2 pages)

The Pride Survey for Grades 6-12 has been employed in more than 34,000 schools. More than 11 million students have responded to the questionnaire. It provides data on the incidence and prevalence, age of onset, perception of health risk, and perception of social disapproval of drug use and violence as required by Safe and Drug-Free Schools legislation. In addition, this questionnaire collects data on school climate items and 50 risk and protective factors. Schools find it the most user-friendly of our three choices for grades 6-12. (*Sample questionnaire enclosed.*)

Risk and Protective Factor Survey - Grades 6-12 (4 pages)

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

Communities That Care Youth Survey - Grades 6-12 (12 pages)

The questionnaire and report are exact replicas of the products formerly marketed by The Channing Bete Co. The CTCYS is now owned by the Substance Abuse and Mental Health Services Administration; however SAMHSA does not offer data analysis. As with all questionnaires, reports are included in the quoted price.

Pride Survey for Grades 4-6 (2 pages)

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 and other items. It is the most widely used elementary questionnaire in the nation.

OTHER QUESTIONNAIRES

Parent Survey (2 pages)

Promotes greater awareness of teen issues among parents; helps promote parental involvement in your school and community. Results of this questionnaire help identify areas of concern by parents, and areas in which parental and student responses are at odds. An on-line version of this questionnaire is also available.

Faculty/Staff Survey (2 pages)

An important tool to gauge faculty/staff knowledge and understanding of school policy; training needs; school safety; basic information about specific drugs; and opinions about prevention efforts. An on-line version of this questionnaire is also available.

View samples of all questionnaires and reports at www.pridesurveys.com.



Products and Services

OPTIONAL ITEMS

The following products are time-saving options that will simplify and improve your use of data.

Multi-Year Comparison Reports

Let us do the work for you in comparing your most recent findings with previous years.

Multi-Media Presentation

The PowerPoint presentation has become a part of life. We make it easy for you by creating a PowerPoint-like presentation. Not only does this save you time and effort, it helps you avoid the errors that often occur when transferring data.

Raw Data (ASCII) on CD with Record Layouts

We provide you the raw data, and you are able to create customized reports. This option requires proficiency in SPSS or other analytical software.

Additional Reports

Regardless of the number of schools surveyed, you will receive one school district report and one report for each school building.

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 on CD-Rom. 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. All shipping and handling by UPS is included in the price.

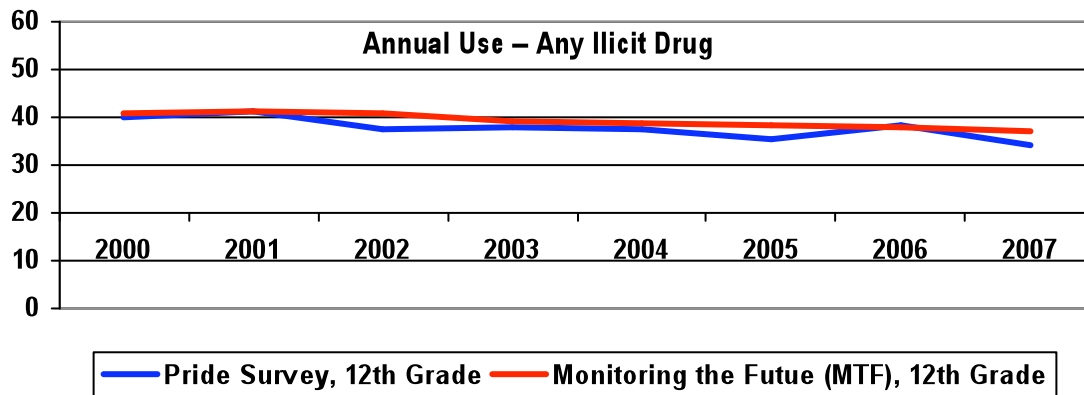
In addition, a printed executive summary (~20 pages, 5.75"W x 8.5"H) will be provided for each consolidated and school building report. Multi-year, multi-media, and data mining reports, if purchased, will be contained on the CD-Rom.

Details: <http://www.pridesurveys.com/Order/GeneralTermsAndConditions.pdf>



Assured Reliability and Validity

Pride Surveys have undergone years of testing for reliability and validity. In addition, results from the Pride Survey for Grades 6-12 are compared with the federally-funded *Monitoring the Future Survey* (MTF). The chart and table below demonstrate the consistency in findings.



RELIABILITY AND VALIDITY STUDIES ON THE WEB

- *Pride Surveys Questionnaires for Grades 4-6 and 6-12*
<http://www.pridesurveys.com/WhyPrideSurveys.html#reliable>
- *Communities That Care Youth Survey*
http://www.pridesurveys.com/supportfiles/CTC_reliability.pdf

The Pride Surveys Risk and Protective Factor questionnaire blends two previously tested instruments: the Pride Survey for Grades 6-12 and the Communities that Care Youth Survey. Further testing was conducted in December 2006 in schools in Brooklyn and Queens, New York.



Additional Information and Ordering

Samples of Questionnaires and Reports
www.pridesurveys.com

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More Information
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