

# SPEAK NOW!

## PUBLIC HEALTH CAMPAIGN FINAL EVALUATION REPORT

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SUBMITTED BY  
JSI Research & Training  
Institute, Inc.  
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JSI RESEARCH & TRAINING  
INSTITUTE, INC.



COLORADO  
Office of Behavioral Health  
Department of Human Services

## Introduction

### What Do the Data and Literature Say?

The Rise Above Colorado Youth Survey is a data source for behavioral health and substance use behaviors and attitudes among Colorado youth, ages 12-17. The survey is updated every two years, and the 2018 survey had more than 600 youth respond. Key highlights from the 2018 Rise Above Colorado Survey include<sup>1</sup>:

**Teens' mental health plays a role in drug and alcohol usage.** The 2018 data continued to show a significant relationship between teens' mental health and their usage and attitudes toward substance use. For example, teens who said they have six or more mentally difficult days per month were significantly more likely to have tried marijuana (33%), prescription pain relievers (10%) and alcohol (48%). They were also significantly more likely to have been offered those substances and significantly more likely to be curious about trying marijuana and prescription pain relievers than those who reported a fewer number of mentally trying days.

**Teens' attitudes and experiences are associated with drug and alcohol use.** Rise Above included questions in 2018 that assessed various risk and protective factors and their impact on substance use such as believing schoolwork is meaningful and that drugs can help cope with stress. Most of these protective factors have a negative relationship to reported use, meaning the more strongly teens agree with these statements, the less likely they are to have used each substance. The attribute "The schoolwork I am assigned is often meaningful and important to me" has the strongest correlation to both marijuana and alcohol use, with a correlation coefficients of -0.21 and -0.19, respectively. When it comes to curiosity, the attribute "The schoolwork I am assigned is often meaningful and important to me" is the most strongly associated with the degree to which respondents felt curious to try each of the five substances surveyed, with the strongest relationship being prescription pain relievers (-0.28).

The number of extracurricular activities teenagers participate in did not have a strong relationship to their use of, or access to (direct offers), any of these substances, nor did it impact their level of curiosity to try any of these substances. The only statistically significant difference was seen among those who participate in three to five activities, whose level of curiosity to try marijuana was substantially lower, at 14%.

**Teens overestimate their peers' usage.** Just as in 2016, the 2018 survey examined teens' perceptions of their peers' drug and alcohol usage. Most teens overestimated their peers' usage of all substances. Participants were asked what percentage of the students at their school, as well as in their grade, they believed have used each of these substances in the past 30 days. The purpose of these questions was to see the gap between reported and estimated use. Use of marijuana and alcohol are overestimated by participants who are 12

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<sup>1</sup> <https://www.riseaboveco.org/about.html#drugabuse>

to 14 years of age; among teens 15 to 17 years of age, marijuana and alcohol again have the largest gaps between reported and perceived use, but at twice the levels seen among 12 to 14 year-olds.

Teenagers who had been offered marijuana and alcohol were also more likely to have overestimated substance use among their peers. Those who overestimated their schoolmates' recent use of substances were also significantly more likely to have consumed alcohol, at or close to 50% of the time.

**Teens' perception of parental acceptance of occasional drug and alcohol use.** In 2016, more teens' believed their "parents would be fine with [them] smoking marijuana once in a while;" and this perception was associated with increased usage of all other substances. Family discussions about alcohol, marijuana and meth remained statistically unchanged from 2016; currently students report having these discussions at 81%, 78% and 42%, respectively. For prescription drugs, however, family discussions have increased significantly over the years, reaching a record high of 51% of students reporting having family discussion today.

The increase in the percentage of teenagers having talked with their parents about prescription drugs is seen across all demographic segments. Meanwhile, family discussion of marijuana decreased significantly since 2016 among 14 year-olds and those who identify as heterosexual or Hispanic.

**Smoking and Vaping.** In the 2018 survey, participants were asked for the first time if they smoke, use a vape pen or some other form of e-cigarette. The vast majority of teenagers (92%) said they don't, while 7% said they use a vape pen or e-cigarette, and 2% said they smoke cigarettes. Of those who use a vape pen, three-fourths (78%) said they use nicotine-free vape juice or flavoring, 27% use tobacco, 18% use marijuana/THC oil, and 7% use hash/hash oil.

**Why is this important?** Teens who smoke cigarettes or use a vape pen were significantly more likely to have used all five types of substances surveyed, and also significantly more likely to have been offered marijuana, prescription drugs and alcohol (at 52% or higher). They also showed significantly higher levels of curiosity to try marijuana and prescription drugs.

### **Key findings from the 2018 Partnership Attitude Tracking Study (PATS)<sup>2</sup>**

The PATS is an annual survey tracking substance use among nearly 45,000 8th, 10th and 12th graders. Key findings from the 2018 survey include:

- Vaping among American teens increases dramatically over one year
- Opioid use at record lows
- Marijuana use stable

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<sup>2</sup>The Partnership Attitude Tracking Study: Partnership for Drug-Free Kids and Met Life Foundation.





The new PATS data found that electronic vaping has become more popular among teens, with the substances teens are vaping ranging from nicotine to marijuana to "just flavoring." Reported use of vaping nicotine specifically in the 30 days prior to the survey nearly doubled among high school seniors from 11% in 2017 to 20.9% in 2018. Among eighth graders, 10.9% reported vaping products that contained nicotine in the past year. Use is up significantly in virtually all vaping measures among all grades

surveyed. The study confirmed that reports of past-year marijuana vaping also increased in 2018, with usage now at 13.1% for 12th graders, compared to 9.5% last year.

"Many parents we talk with are unaware of what vaping is and unprepared to have conversations with their kids or even know what to look for. Conversely, teens may not fully understand that vaping has the potential to be just as addictive as smoking tobacco," said Fred Muench, President and CEO of the Partnership for Drug-Free Kids. "Teens may think too that there are 'just vaping flavoring,' but some vaping devices do not have nicotine-free options and teens may not know what they are actually consuming. There are significant, concerning unknowns, including vaping's long-term health consequences."

Past year rates of marijuana use are steady among high school sophomores and seniors, but among 8th graders, there has been a significant drop over 5 years. In 2013, rates were 12.7%, and in 2018, the number is 10.5%.

Rates of daily marijuana use are also steady, with 5.8% of high-school seniors reporting daily use, compared with rates reported at 5.0 and 6.6% for the past 20 years. There continues to be more 12th graders who report using marijuana every day (5.8%) than smoking cigarettes (3.6%), and only 26.7% of 12th graders think regular marijuana use offers great risk of harm.

**Media plays a major role in prompting parent-teen discussions about substance use.** The primary – and increasingly influential – cue for parent-teen discussions about drug and alcohol use is the media, particularly television. Seventy% of parents surveyed reported that something portrayed in the media prompted a conversation with their child about drugs or alcohol, and 64% specified that they were motivated to start a discussion by seeing something drug-related on television.

The PATS data also revealed that more parents address teen drug or alcohol use before special events, like graduation, and at key transition times when teens are most vulnerable, including starting a new grade or moving into middle or high school.

**Mothers take the lead in monitoring,** but dads have the opportunity to engage more with kids. The PATS study showed a jump in the number of parents who are aware of their ability to influence their teens' decision to use drugs or alcohol. The percentage of parents who agreed with the statement "there is very little parents can do to prevent their kids from

trying drugs (other than alcohol)” dropped nearly 40% since 2015 to just 21% in 2018. More parents believe that they can help prevent alcohol use as well, with only 23% agreeing that there is little parents can do to prevent drinking (down from 34% in 2015).

As parents gain confidence in their prevention abilities, they are less likely to view educating kids about the risks of drug use as the responsibility of their child’s school. In 2018, fewer than 1 in 3 parents (27%) agreed that schools should be primarily responsible for drug education, down from nearly 40% the previous year. Teens who report that their parents show concern for them and are monitoring their behaviors are less likely to engage in substance abuse.

PATS data show that teens are less likely to use substances if they have learned a lot about the risks of drug use from their parents or from schools. Unfortunately, one-third of parents (34%) believe there is little they can do to prevent their kids from trying drugs other than alcohol; and nearly one in four parents (23%) feel uncomfortable telling their child not to use drugs because of their own history of drug use. Parents can play a crucial role in preventing their child from progressing beyond experimental (“once or twice” use) to heavy use of marijuana.

### What is the Speak Now! Campaign?

Colorado Department of Human Services, Office of Behavioral Health, Community Programs (OBH) was awarded the Strategic Prevention Framework - Partnerships for Success (SPF-PFS) grant from SAMHSA, Center for Substance Abuse Prevention (CSAP) focused on:

- Underage drinking among persons aged 12 to 20;
- Prescription drug misuse and abuse among persons aged 12 to 25; and
- Underage marijuana use among persons aged 12-20.



OBH is focused on reducing substance abuse rates by addressing gaps in current prevention services and increasing the ability to reach out to specific populations or geographic areas with serious and emerging substance abuse problems.

As a part of the project, Evolution Communications Agency was awarded funding to execute a 4-year statewide media campaign to target parents and caregivers focused on providing evidence-based information and resources to create awareness about and interest in talking with their children about the risks of alcohol and other drugs.

The campaign was comprised of a website, earned media, paid media, targeted communications to OBH community grantees and their partners as well as a training component.



## Evaluation Scope

JSI was contracted as the evaluator in year 3 of the campaign. The evaluation of the Speak Now! campaign includes two main approaches: formative and summative.

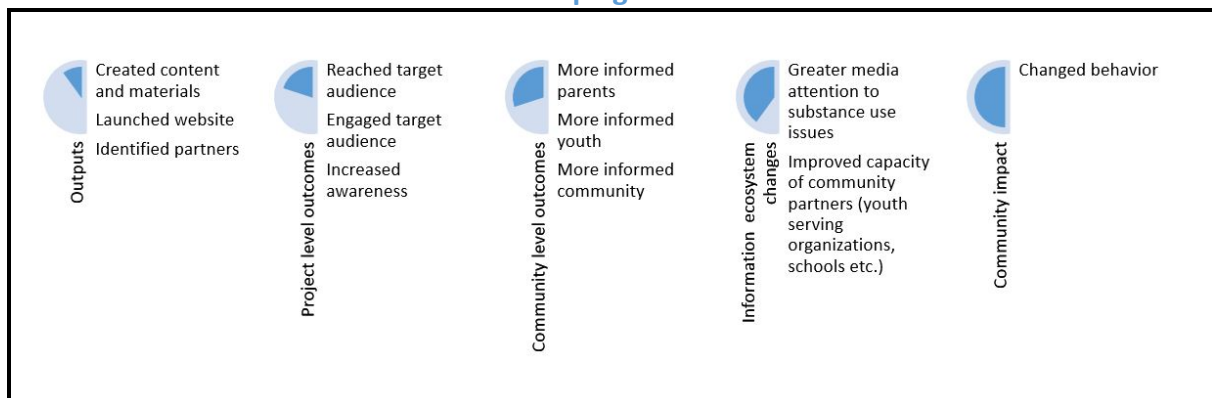
**Purpose of evaluation.** Evaluate the impact of campaign by measuring behavior change as parents and caregiver self-report talking with their children about substance use and misuse.

- What is the impact of the Speak Now! Campaign on parents/caregivers' knowledge, attitudes, intentions and behaviors to speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?

### Six secondary evaluation questions were addressed:

- To what extent has the Speak Now! campaign increased the parents/caregivers' knowledge about underage drinking, prescription drug misuse and abuse, and under-age marijuana use?
- To what extent has the Speak Now! campaign changed the attitudes of parents/caregivers about talking with their youth about underage drinking, prescription drug misuse and abuse and under-age marijuana use?
- To what extent has the Speak Now! campaign provided parents/caregivers the appropriate messages that they can use to speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- To what extent has the Speak Now! campaign influenced parents/caregivers to have a conversation with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- What campaign message(s) produced changes in knowledge, attitudes, and behaviors of parents/caregivers so they speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- Why do campaign message(s) produced influence changes in knowledge, attitudes, and behaviors of parents/caregivers so they speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?

### Outcomes framework for information campaigns



## Data Collection Methods

In year 4, the evaluation focused on the annual state-wide phone survey of parents and Google Analytics of the website; these built on the data collection methods that were implemented and reported on in year 3.



State-wide phone survey of parent and caregivers to assess changes over time of the paid media campaign outcomes.



Google Analytics was used to assess effectiveness of the campaign in attracting parents to the official Speak Now! website, we investigated the metrics before the media flight, during, and after. Three separate analyses were conducted:

- Comprehensive analysis of baseline data for years 1- 4 for English and Spanish sites;
- Comprehensive analysis of metrics for years 1 to 4 during English and Spanish paid media flights; and
- Analysis of website usage during earned media flights in Year 3 and Year 4.

### Year 3 data collection methods<sup>3</sup>



Focus groups with parents and caregivers to test creative concepts of the updates to the website and assess the relevance and resonance of its messages to the target population.



Online survey with community partners to test creative concepts of the updates to the website and assess relevance and usefulness of its resources and information.



Train of the Trainer to determine the extent to which the TOT reaches the intended audience.

A mixed methodology was used to answer the evaluation questions, including a phone survey and focus groups. The survey was developed to collect data from parents and caregivers about the knowledge, attitudes, skills, intentions, and behaviors related to talking to their children on the issues addressed by the campaign. These data address evaluation questions 1-4. A focus group protocol, on the other hand, was designed to identify whether, what, and why the campaign messages produce changes in knowledge, attitudes, and behaviors of parents/caregivers. These data address evaluation questions 5 and 6, although the focus group conversations also may address some aspects of questions 1-4. A repeated observations design is being used to assess the changes over time of the outcomes of the campaign referring to evaluation questions 1-4, with observations (survey administrations) conducted before the first push-period of the campaign media buy as well as following each

<sup>3</sup>See Appendix 1 for Year 3 Speak Now! Campaign Evaluation Report.





push-period thereafter. West Group Research was contracted to administer the phone survey.

### Activities for Year 4

A snapshot of activities for fourth year of the campaign	
Measure	Activity
5	Earned media stories and/or interviews
2	Paid media campaigns: Spring and Fall
3.2MM	Gross media impressions*
1,878	Media clicks
928	Media landing page visits
664	Community Partner Outreach - Partners Reached
74,000	Pieces of collateral print orders
12,200	Website visits
114	ToT participants

\*Impression is a term that refers to the point in which a website page is viewed once by a visitor. The number of impressions of a website is determined by the number of times a particular page is located and loaded.

### Activity highlights

- Fall paid media campaign was timed to coincide with back to school when many parents and caregivers are spending extra time with their children. The campaign ran the following platforms: television, radio, newspapers in “high risk” OBH regions, and online/mobile.
- Supported OBH grantees to plan and execute their paid media strategies; Boulder County, Aurora Substance Abuse Prevention Coalition and Peer Assistance Services all executed paid media buys.
- Developed new content for the website around vaping, including the health effects and the impact of vaping on the developing brain. This content was added to the English site in December 2018, and translated for Spanish in January 2019.
- The vast majority of activities took place, as planned, during this reporting period. Those that did not take place were due to contextual factors out of the team’s control or to necessary adaptations in the work plan and timeline. It is anticipated that the activities planned for the next contract year will take into consideration the lessons learned and suggestions offered by members of the Evolution team to continue making the Speak Now campaign as successful as possible.

## Results

### Statewide Parent Survey to Evaluate Awareness and Impact of Paid Media Campaign

#### Overview of survey

JSI continued the use of the existing survey tool and process for administering the tool as in the previous two years of the campaign in order to maintain a consistent methodology across years. A repeated observations design was used to assess the changes over time of



the campaign outcomes, with observations (survey administrations) conducted before the first push-period of the campaign media buy as well as following each push-period thereafter. West Group Research was contracted to administer the survey each year of the campaign.

The survey included 26 items: 6 screening, 11 content, and 9 demographic. Surveys 1 and 2 included one additional item to request contact information for follow up. The screening items were used to identify parents or caregivers of 9 to 20 year old children, as well as to ensure that they were within the target age group of 35 or older. The content items included three questions about having seen or heard the messages of the media campaign and recollection of its messages, while the other eight items focused on the impact of the message and included two about knowledge (one was an open-ended item), two on attitudes, one on skills, one on intention, and two on behavior. Lastly, the demographic items referred to age, primary language, number and ages of their children (or the children they care for), education, marital status, income, and race and ethnicity.

Year 1 of the campaign had a paid media buy with a primary distribution area of 11 Colorado counties. During Year 1, the campaign used indoor billboards, indoor posters, and transit ads (bus sides, light rail interiors, and bus shelters) as the platforms to deliver its message. To maximize the evaluation resources, Surveys 1 and 2 were administered by phone to random samples of parents and caregivers from the same 11 counties that were the target of the paid media buy.<sup>4</sup>

Year 2 of the campaign saw a significant increase in budget for paid media, which then included TV and radio ads, ads in local newspapers, as well as social media, in addition to the delivery methods used during Year 1, this time covering almost the entire state. Additional evaluation funding also expanded the reach of the survey to a much wider number of counties and almost all geographic areas of Colorado. Census data were included in the development of a sampling strategy for the phone Survey 3, which targeted six geographic regions, 41 counties, and a goal of 210 surveys.

In Year 3, two paid media buys were implemented. The first paid media campaign launched in English and Spanish on April 2, 2018 and ran through the first half of June 2018. All paid media assets directed audiences to the Speak Now Colorado website. The paid media campaign consisted of the following platforms: television, radio, online/mobile, print, and out of home. The television schedules ran in English in all three Designated Market Areas (DMAs) in Colorado: Denver, Colorado Springs/Pueblo and Grand Junction. Online and mobile placements also ran statewide in English and Spanish. Radio ran in the Denver DMA in English and Spanish. Print and out of home placements ran in counties identified by OBH as being “high risk/high need”, including Adams, Broomfield, Lake, Chaffee, Fremont,

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<sup>4</sup> The goal was to administer each survey to 150 parents/caregivers in the target geographic area, 115 in English and 35 in Spanish during each survey administration.



Custer, Pitkin, Eagle, Grand and Garfield Counties. In addition, during the same timeframe, OBH grantees Peer Assistance Services and Boulder County ran geo-targeted media campaigns co-branded with the Speak Now brand in their respective geographies. Peer Assistance Services media campaign ran in English on Facebook and targeted OBH regions 4, 5 and 6, and Boulder County's campaign ran in English and Spanish using Pandora, online/mobile, print and transit ads. The call to action for both grantee media campaigns was the Speak Now Colorado website. Over 5.3M gross media impressions and 8,405 clicks to the website were delivered throughout the course of the spring media campaign.

In August 2018, the second paid statewide media buy in English and Spanish for the Speak Now! campaign was executed. The paid media campaign was timed to coincide with the back to school period (end of the summer) when many parents and caregivers were spending extra time with their children and may have had more opportunity to talk with them about drugs and alcohol. The campaign ran the following platforms: television, radio, newspapers in "high risk" OBH regions, and online/mobile advertisements. A post-buy analysis was prepared to reflect the final delivery of the media campaign. For television, the campaign delivered 119.5%, a 19.5% increase over our anticipated delivery, which equates to \$8,785 in added value for OBH. In total, the campaign delivered the following gross impressions to our target demographic: TV/cable: 4,447,003, radio: 1,241,660, newspapers: 189,830 and online mobile: 1,828,451.

The focus in the final year of the contract was to continue to build awareness of the Speak Now! Colorado message leading up to and during spring break and high school graduation season and the back to school season. The goal was to provide statewide media coverage to parents/Hispanic parents and caregivers with children between the ages of 9-20 while including additional outreach to the counties of Adams, Broomfield, Summit, Lake, Chaffee, Fremont, Custer, Pitkin, Eagle, Grand and Garfield. In FY 2019, a media mix of TV/Cable, Radio, online, print and out-of-home was maintained to impact all segments of the target audience since fragmented consumer media habits and multi-screen attention spans make high reach impossible in any single medium. Multiple media vehicles allowed for segmented messaging to enhance frequency and increase message recall among the target audience.

In Year 4, two paid media buys were implemented. The first paid media campaign was launched in two phases in English and Spanish. The first phase ran from March 11 through April 30, 2019 and the second phase ran from May 13 to June 30, 2019. For these two campaigns, television over-delivered at 124.5%; over 3.2M online/mobile impressions delivered, 1,878 clicks to website, and over 10M gross media impressions delivered across all platforms. The Fall campaign ran from July 22 to September 30, 2019. The call to action for both media campaigns was to go visit the Speak Now! Colorado website and have a conversation with children.

The table below presents the target distribution of surveys, in English and Spanish, broken down by geographic area, for the administration of Survey 5 that took place July 5th through July 31st, 2019 after the Spring campaign and overlapping with a couple of weeks of the Fall campaign during the fourth year of the project.

### Target geographic distribution of phone surveys during survey 5

Region	Counties by language
Denver Metro	Spanish and English in same counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson
South Front Range	Spanish: El Paso, Fremont, Huerfano, Las Animas, Pueblo, Otero, Prowers
Northern Colorado	English same as Spanish plus: Elbert, Teller
Southwest Colorado	Spanish and English in same counties: Larimer, Logan, Morgan, Weld
Wester Slope	Spanish and English in same counties: Alamosa, Archuleta, Conejos, Costilla, La Plata, Montezuma, Rio Grande, Saguache
Central Colorado & Resorts	Spanish: Delta, Gunnison, Mesa, Montrose English same as Spanish plus: Chaffee
	Spanish: Eagle, Garfield, Lake, Pitkin, Summit English same as Spanish plus: Grand, Park, Routt

The table below presents the target distribution of surveys, in English and Spanish, broken down by geographic area, target sample for each area the number and percent of surveys completed.

### Target distribution and completion of phone surveys during survey 5

Geographic Areas for Sample	Target Sample	Completed Sample	Difference in Target versus Completed	Percent Completed
Total	250	252	+2	101%
Denver Metro-English	102	108	+6	106%
Denver Metro-Spanish	18	6	-12	33%
South Front Range-English	35	54	+19	154%
South Front Range-Spanish	8	1	-6	13%
Northern Colorado –English	25	39	+14	156%
Northern Colorado –Spanish	7	3	-4	43%
Southwest Colorado-English	12	12	0	100%
Southwest Colorado-Spanish	6	0	-6	0%
Western Slope –English	14	14	0	100%
Western Slope –Spanish	6	1	-5	17%
Central Colorado & Resorts –English	12	14	+2	117%
Central Colorado & Resorts –Spanish	5	0	-5	0%

The sampling methodology established with the first survey administration and was maintained for Year 4 with an 11% increase in total sample. Given the polarizing climate for non-English speakers during the last two years of the campaign, JSI faced challenges in reaching Hispanic parents, and the language of the survey participants may not present the full picture of reaching Hispanic parents as well. For example, during the final survey implementation, 9 of the 11 Hispanic/Latino respondents preferred to conduct the survey in English.



The original sampling methodology is described below.

#### Methodology to estimate proportion of phone surveys in English and Spanish<sup>5</sup>

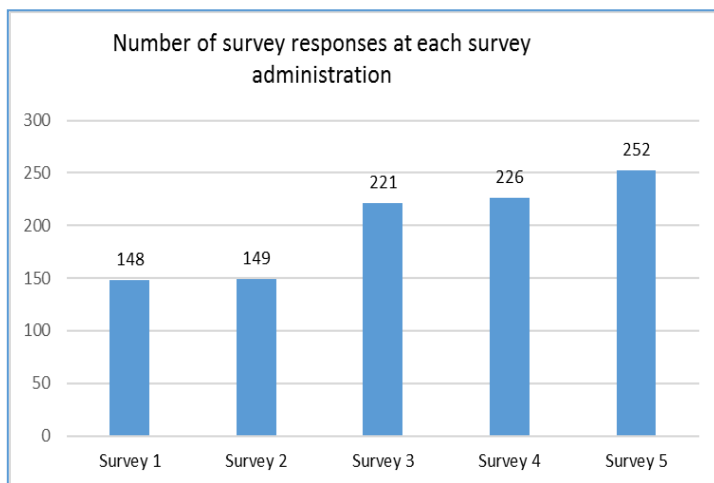
1. Ran a search in American Fact Finder, US Census Bureau website (factfinder.census.gov) of: "Language spoken at home" for 2015 from: 2011-2015 American Community Survey 5-Year Estimates, for all Colorado Counties. Estimates captured were for 2015.
2. Pulled out data of Citizens 18 Years and over.
3. Selected "Speak only English", and "Speak Spanish" (from Speak a language other than English), per county: a) Total estimate of number of people, and b) Estimate percent of people.
4. Spanish speakers: a) Selected the seven counties of Denver Metro area; Larimer, Weld, El Paso, Pueblo, and Mesa; and b) Selected counties with percent greater than 10 (e.g.,  $\geq 10\%$  Spanish speakers out of the total number of people in that county) and/or those counties with more than 500 Spanish speakers.
5. English speakers: a) Included all the counties selected for Spanish sample; and b) Included also counties with estimates of 10,000 or more English speakers.
6. Calculated total number of Spanish speakers in the selected counties, for a total of 252,136 people (min. = 500, max. = 47,862), and English speakers, for a total of 3,271,014 English speakers (min. 1442, max. = 426,324).
7. Grouped counties in six regions: a) Denver Metro area (seven counties); b) South Front Range (nine counties); c) Northern Colorado (four counties); d) Southwest Colorado (eight counties); e) Western Slope (five counties); and f) Central Region and Resorts (eight counties)
8. Estimated proportion of Spanish speakers per region against total number of Spanish speakers. This is the target number of surveys per region.
9. Estimated proportion of English speakers per region against total number of English speakers. This is the target number of surveys per region.

This methodology set the foundation for the survey sampling plan with building in increases of 10% for Years 3 and 4.

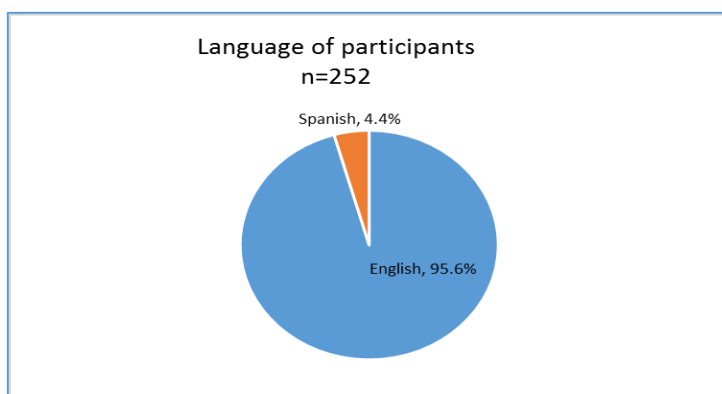
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<sup>5</sup> Mariana Enríquez, Ph.D., Evaluation Consultant. Speak Now! Public Health Campaign Second Annual Evaluation Report. November 2017.

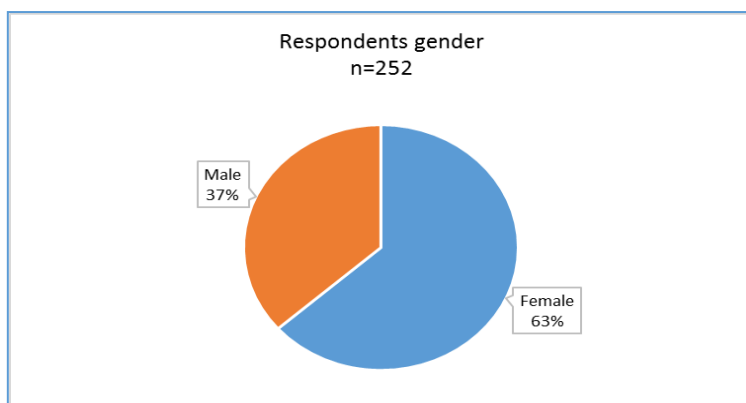
## Respondent demographics



A total of 148, 149, 221, 226, 252 surveys were collected, at Survey times 1, 2, 3, 4 and 5 respectively. As the graph shows, there was a steady increase in the total number of surveys completed with each survey period.

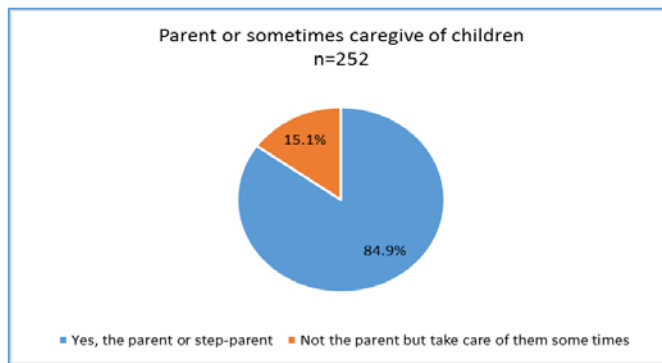


There were 78%, 77%, 90.5% and 88% of surveys conducted in English at Survey times 1, 2, 3 and 4, respectively, while the rest of the surveys were conducted in Spanish. There were steady increases in English language respondents and steady decreases in Spanish language responses.



The respondents' gender remained relatively stable across each survey implementation, with the majority of respondents identifying themselves as women. There were 68%, 57%, 62% and 64% of survey respondents who identified as women at Survey times 1, 2, 3 and 4, respectively, while the rest of the respondents were men.





As in past surveys, the majority of respondents identified themselves as the parent of children. Only small percentages of respondents were the caregivers of children, with 5%, 8%, 6%, 10% and 15% at survey times 1, 2, 3, 4, 5 respectively; the rest of the respondents were parents or step-parents.

Additional demographic data of survey respondents and their children, broken down by survey implementation time, are presented in the tables below. Data may not add to 100% due to rounding or missing data.

#### Survey respondents' age, n=248

Age	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
34 or younger	3%	7%	7%	4%	4%
35-40	18%	13%	20%	19%	16%
41-45	26%	20%	20%	21%	18%
46-50	30%	28%	22%	22%	22%
51-54	22%	16%	14%	13%	14%
55 or older	1%	17%	17%	18%	24%

#### Survey respondents' race, n=245

Race	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
White	82%	73%	81%	81%	77%
African-American	2%	3%	2%	3%	4%
Asian	3%	2%	2%	3%	1%
Native American	3%	0%	2%	2%	1%
Native Hawaiian or Pacific Islander	0%	0%	1%	1%	0%
Other	10%	22%	10%	14%	15%

#### Survey respondents' ethnicity, n=245

Ethnicity	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
Hispanic	27%	31%	20%	23%	21%
Non-Hispanic	70%	66%	78%	77%	79%

### Survey respondents' primary language spoken at home, n=248

Primary language	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
English	81%	74%	90%	80%	92%
Spanish	9%	9%	5%	10%	5%
Both	9%	14%	5%	6%	2%
Other	1%	2%	1%	1%	1%

### Survey respondents' marital status, n=243

Marital status	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
Married or living with partner	88%	85%	87%	86%	83%
Single, divorced or living without partner	1%	11%	11%	11%	10%
Widow	1%	2%	1%	2%	3%

### Survey respondents' highest level of education, n=249

Education	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
Less than high school	3%	5%	1%	4%	3%
Some high school, no diploma	1%	5%	1%	3%	2%
High school graduate or GED	13%	8%	16%	14%	13%
Some college, no degree	14%	11%	16%	17%	19%
Associate's or Bachelor's degree	44%	43%	43%	36%	12%
Graduate degree (Master's, professional or doctoral)	25%	25%	20%	20%	50%

### Survey respondents' annual household income, n=231

Income	Survey time 1	Survey time 2	Survey time 3	Survey time 4	Survey time 5
Less than \$10,000	1%	1%	1%	1%	3%
\$10,000 to less than \$14,999	3%	2%	1%	1%	2%
\$15,000 to less than \$19,999	3%	0%	3%	4%	2%
\$20,000 to less than \$24,999	2%	3%	3%	2%	4%
\$25,000 to less than \$34,999	2%	2%	4%	4%	8%
\$35,000 to less than \$49,999	6%	7%	7%	9%	8%
\$50,000 to less than \$74,999	13%	13%	15%	13%	16%
\$75,000 or more	55%	52%	57%	50%	49%





### Demographic take aways



Results across the demographic indicators were generally consistent across the data collection periods (surveys 1-5); however, there are important differences in other characteristics that are worth noting:

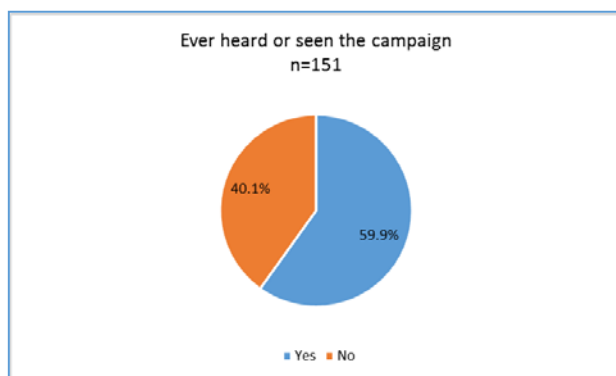
Selected demographic data points	Change
Survey response rate from S1 to S5	↑41%
Spanish speakers respondents from S1 to S5	↓80%
Male respondents from S1 to S5	↑6%
Hispanic respondents from S1 to S5	↓29%

- The number of English speakers shows an important increase between Surveys 2, 3, 4 and 5. This change was expected given the higher proportion of surveys conducted in English at times 4 and 5, as compared with the other administrations.
- Similar to marital status, annual household income remained very consistent through the survey administration periods.
- The increase in male respondents could expand the impact of the campaign, as the literature notes moms take the lead in monitoring, but dads have the opportunity to engage more with kids.
- Based on the demographic data, the campaign seems to reach more of the following groups of parents/caregivers:
  - Those who identify as Caucasian;
  - Those with higher levels of education;
  - Those with higher household incomes; and
  - Those who are 41-50 years of age.

### Impact of the message

The Speak Now! campaign was expected to impact parents and caregivers of children 9 to 20 years of age, to help them talk with their children about using alcohol, marijuana, prescription drugs, and other drugs. This implies that as parents/caregivers receive the Speak Now! messages, they will be more likely to have those conversations with their children. The evaluation of the campaign was designed to measure how much its messages produce the desired changes in parents.

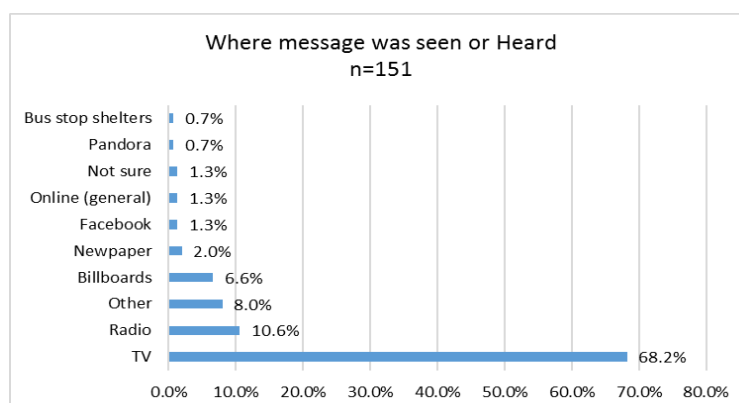
To estimate the impact of the Speak Now! campaign, a selection was made of the survey responses of parents/caregivers who indicated they had heard or seen a media campaign with a message encouraging parents to talk with their children about substance use/misuse; these were the responses used for further analyses.



This selection yielded 66 responses from Survey 1, 66 from Survey 2, 144 from Survey 3, 122 from Survey 4, and 151 from Survey 5.

There was a 56% increase for those respondents who indicated they had seen or heard the campaign message from S1 to S5.

Respondents indicated that they saw the message on TV most of the time (68%), followed by hearing the message on the radio at 11%. There was an 8% increase from the previous year in those seeing the message on TV and a 5% decrease for radio. Otherwise the other message channels remained stable.



### Campaign message awareness and recall

Respondents were then asked what they recalled from the message, knowing that in some cases their recollection was not related to the Speak Now! campaign. Respondents offered 151 comments of what they recalled. An analysis was conducted on the participants' recollections to identify the primary content of the responses. Responses were analyzed by identifying the themes that emerged from the responses themselves. The following is a sample of the comments:



"Start the discussion now."

"It encouraged parents to discuss the use of drugs and children that have had these discussions are less likely to misuse drugs."



"It seems like there as a commercial about resources that parents could us to talk to their kids."

Twenty-one respondents indicated that they did not remember any messages, even when they said they had heard or seen the media campaign. The wording of 50 (58% increase over year 3) comments had a strong resemblance to the wording of the Speak Now! messages, suggesting a clear connection with the campaign even though they didn't specifically recall the message.



The remaining comments were coded into three themes as follows:

- Marijuana (77% decrease from year 3)
- General messages about drugs, alcohol, prescription drugs, meth, opioids, and tobacco
- Substance use (40% decrease from previous year)
- The majority of comments fell into the general theme of having a conversation with your children (13% increase over year 3)

Most comments in this theme were generic and difficult to clearly identify as coming from Speak Now! or another campaign, however, wording on some of the comments show a strong resemblance to messages from other campaigns. The following is a sample of the comments:



"Do not use marijuana and drive."

"I recall it saying lock up your marijuana."

"I believe it was parents talk to your kids."



"Kids whose parents talk to them about substances are going to make better decisions."

Fourteen comments were general messages about drugs, alcohol, prescription drugs, meth, opioids, tobacco, and addiction. These comments are more generic about all types of substances and substance use.



"It talked about the deadly effects of tobacco use, prescription drug abuse, and vaping dangers."

"It talked about the number of opioid related deaths in the last few years."

**Message recall take  
aways**



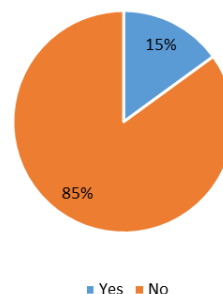
Message recall seems to have improved over time for the campaign. There was a 56% increase for those respondents who indicated they had heard or seen a media campaign with a message encouraging parents to talk with their children about substance use/misuse from S1 to S5. Year 5 shows respondents sharing messages that were directly related to the Speak Now! message, and a decrease in messages that seem to more closely correlated to other campaigns:

- 58% increase in comments that had a strong resemblance to the wording of the Speak Now! messages.
- 13% increase in identifying a message about talking with kids;
- 77% decrease in marijuana specific messages; and
- 40% decrease in general messages about drugs, alcohol, prescription drugs, meth, opioids, tobacco, and substance use.

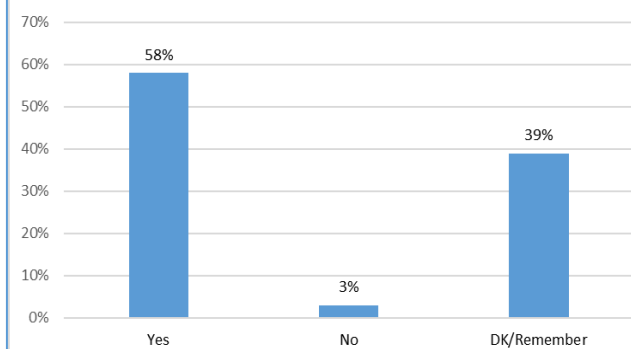
## Campaign message impact

Of those that said they saw or heard the message, 15% indicated they learned new information as a result of the message. This represents a 13% decrease from the previous year for those indicating they learned new information.

Learned new information as a result of the message  
N=151

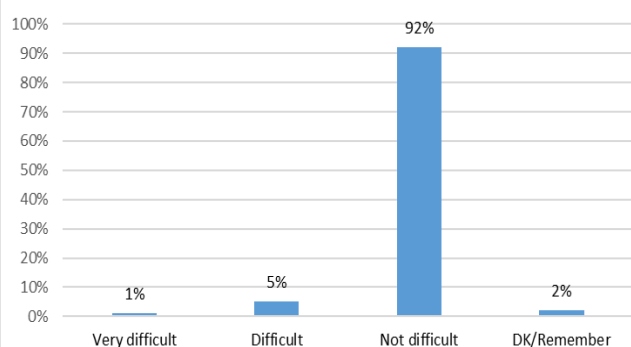


Ever talked with children  
N=151

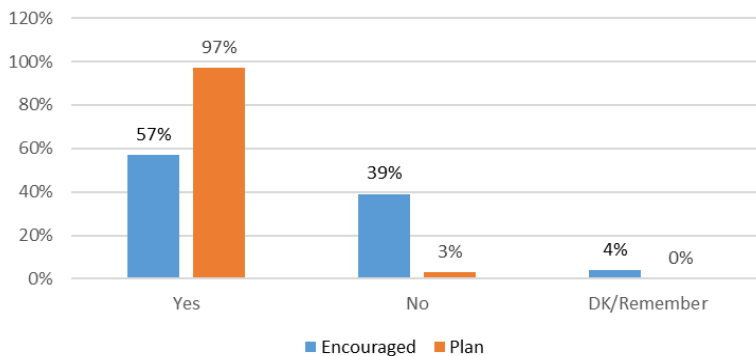


Of those respondents who had seen or heard the message, they were asked if they had ever talked with their children about the use of alcohol and marijuana and misuse of prescription drugs; over half indicated they had and 92% said the conversation wasn't difficult.

How difficult was the discussion  
N=151



Encouraged and planned to talk with children  
N=151



Respondents were then asked if the message they heard or saw encouraged them to talk with their children about the use of alcohol and marijuana and the misuse of prescription drugs and other drugs, with 70%, 67%, 61%, 60%, and 57% at survey times 1, 2, 3, 4, 5, respectively, indicated it did.

There was a 5% decrease in those indicating the message encouraged them to have a conversation from those last year. When asked if they planned to talk with their children; 97% said they had planned to have a conversation.

For those four respondents who planned to talk with their children but hadn't, they were asked why they hadn't. Their responses were:



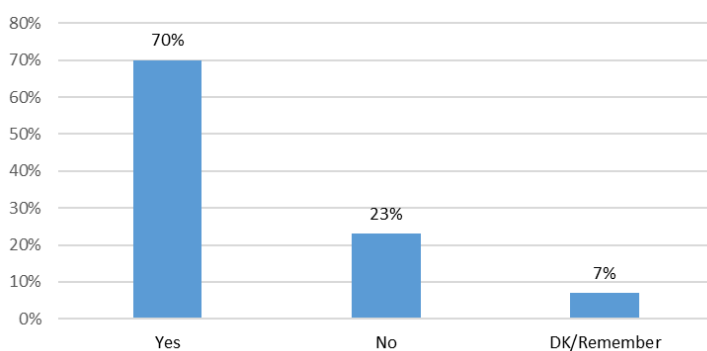
"My son has a disability."

"Their father is an addict and I'm just the stepfather."

"Too young, he is 5 years old."

"Prefer not to say."

Talked with your children as a result of message  
N=86

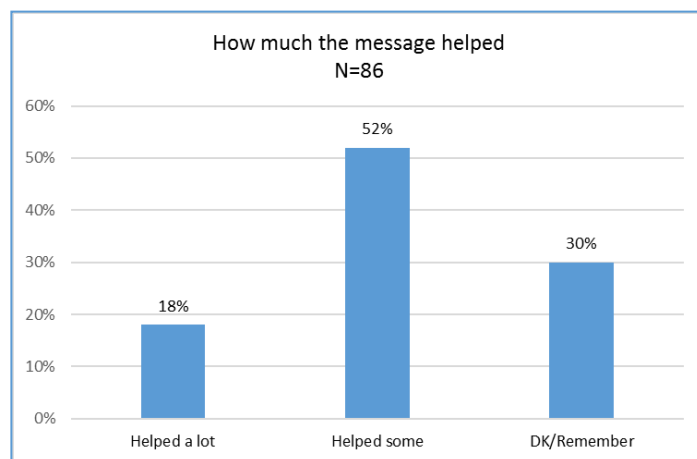


Of those that said the message they saw or heard encouraged them to talk with their children (N=86), over half indicated they had acted on the message. Seventy percent of respondents indicated they talked with their children as a result of seeing or hearing a campaign message.

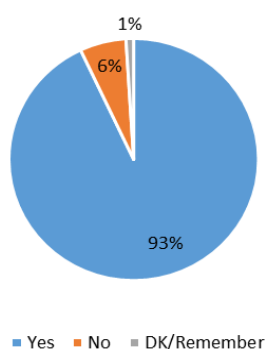
There was a 1.4% increase over the previous year in those indicating they had a conversation as a result of the campaign.

Of those that said the message encouraged them to talk with their children, the majority (70%) said the message they saw or heard helped them some to a lot with talking with their children. There were no respondents saying the message didn't help at all.

From year 4, there was a 53% decrease in those indicating the message helped a lot in having the discussion; a 4% decrease in helping some; and a 100% decrease in those indicating the message didn't help at all.

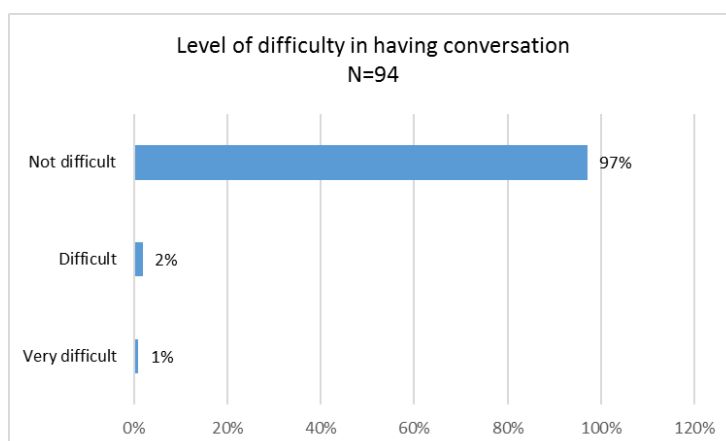


Ever talked to your children about substance use/misuse  
N=101



Survey respondents who indicated they had not heard or seen the Speak Now! message were asked if they had ever talked with their children about those issues, with 30%, 35%, 55%, 89% and 93% of them indicating they had had such conversations at survey 1, 2, 3, 4, and 5 respectively.

Of those that had not seen the message and had a conversation with their children about substance use/misuse, 97% indicated it was not difficult at all. This represents an 11% decrease from those reporting not difficult at all at S4.



Of those who had not seen the campaign and indicated, they had never had a conversation with their children, 5% said they intend to do so. For those four respondents who planned to talk with their children but hadn't, they were asked why they hadn't; their responses are included here:



"My daughter has a disability. She is autistic."  
"Too young. She is 9."



### Message impact take aways



- It is difficult to determine a direct link between the Speak Now! Campaign and parents having conversations with their children. This is most likely due to the competition of similar efforts running almost concurrently with the Speak Now! Campaign.
- Data collected through the survey indicate improved levels of recollection of the Speak Now! message in the final year of the campaign. However, survey respondents reported limited learning of new knowledge from the Speak Now! Message.
- A majority of survey respondents felt encouraged by the Speak Now! message to have conversations with their children, and they felt that the message helped them to have those conversations.

## Results

### Speak Now! Website Analysis

#### Methodology

The official Speak Now! website was integral in meeting the overall goals of the campaign, as it featured comprehensive and digestible information meant to educate parents and caregivers on the dangers of substance abuse among youths and how to have critical conversations with their children. Throughout the four years of the campaign, Evolution Communications leveraged paid and earned media to attract users and spread recognition of the website throughout the state of CO and beyond (domestically and even abroad). In order to investigate the effectiveness and reach of the website and of the media efforts, JSI utilized Google Analytics to assess the amount of visitors to the English and Spanish site and various metrics describing user behavior. It's important to note that much of JSI's analysis of the website was focused exclusively on CO users, where users from outside of CO were filtered out of results. This was done, since nearly all Speak Now! Resources were aimed toward CO residents, making data from users outside of CO not as representative of the media campaign's efforts.

#### Google Analytics background

Google Analytics works by collecting user-interaction data through a tracking script embedded into each page of a website, which is then processed and available for reports. The data collected provides everything from a user's location to how long they were on the site to what device they utilized to access the site. In order to obtain a full picture of users' interaction with the site, JSI utilized the following metrics to measure user behavior:

- **Demographic Information:** Age, gender, geographic location.
- **Device Type:** The type of device (desktop, tablet, and mobile) that the user visited the website on.



- **Sessions:** A (single) session is recorded every time that a user engages with a website. A session expires after 30 minutes of inactivity. Sessions can be interpreted as site visits.
- **Average Session Duration:** The average time (in seconds) that a user or users' session(s) last. Generally, the longer a session is, the more the user is engaging with the site.
- **Pages/Session:** The amount of pages of a website that a user interacts with during a session. Generally, a pages/session coefficient greater than 1 is desired, as it implies that the user is interacting with more than just the homepage.
- **Most Viewed Pages:** The pages with the greatest amount of sessions.
- **Bounce Rate (%):** Measures single-page visits, visits where a user enters and leaves the website from the same page. Similar to average session duration and pages/session, bounce rate is useful in discerning whether sessions (or visits) are of quality.

The evaluation of the website was broken down into three phases - an overall assessment of the website, performance during paid media campaigns, and performance during earned media events.

## Google Analytics Results

Overall, the data gathered from the website using Google Analytics demonstrates that the Speak Now! Campaign was successful in attracting its target demographic to the website and that both the paid and earned media campaigns increased site visits considerably. The sections that follow will detail more specifically the demographics and geographic areas covered and will delve into the how effectively the website performed overall, during the paid media campaigns, and during the earned media campaigns.






## Demographics

The age ranges of users was similar between the sites, with the majority of users, 74% for the English site and 70% for the Spanish site, falling in between the ages of 25 and 54, which is representative of the average span of parents with children old enough to have conversations.<sup>6</sup> The gender makeup of users for both websites was primarily female, with 69% of visitors to the English site being female (31% male) and 61% of visitors to the Spanish site being female (39%) male. The vast majority of visitors came from Denver with 36% of English site users and 55% for Spanish site users. Additionally, visitors to the Spanish website were much more likely to use their mobile device than visitors to the English site, as 79% percent of the visits to the Spanish site visited through a mobile device. This decreased to only 47% for visitors to the English site. For both English and Spanish desktop was the second most used device for accessing the website and tablets the least used of the main three device types.

<sup>6</sup>Livingston, G. and Cohn, D. (2010). The New Demography of American Motherhood. Pew Research Center. <https://www.pewsocialtrends.org/2010/05/06/the-new-demography-of-american-motherhood/>, accessed Oct 2019.



### Breaking down the overall use and demographic information for the English and Spanish websites from Year 1 through Year 4.

	Total Sessions 	Age* (% of sessions) 	Gender* (% of sessions) 	Top 5 Cities (% of sessions) 	Device Usage (% of sessions) 
<b>English Website</b>	38,747	18-24 (8%) 25-34 (26%) 35-44 (27%) 45-54 (21%) 55-64 (11%) 65+ (6%)	Female (69%) Male (31%)	1. Denver (36%) 2. CO Springs(6%) 3. Boulder (5%) 4. Aurora (5%) 5. Pueblo (2%)	Mobile (47%) Desktop (45%) Tablet (8%)
<b>Spanish Website</b>	8,813	18-24 (8%) 25-34 (24%) 35-44 (30%) 45-54 (16%) 55-64 (14%) 65+ (7%)	Female (61%) Male (39%)	1. Denver (55%) 2. Aurora (5%) 3. CO Springs(4%) 4. Boulder (3%) 5. Longmont (3%)	Mobile (79%) Desktop (14%) Tablet (7%)

\*The age and gender data was only available for less than half of all website users due to the inability of Google Analytics to extrapolate demographic information for all users. The proportions above for age and gender may not be a perfect representation of the entire website user base.

### Website performance from year 1 to year 4

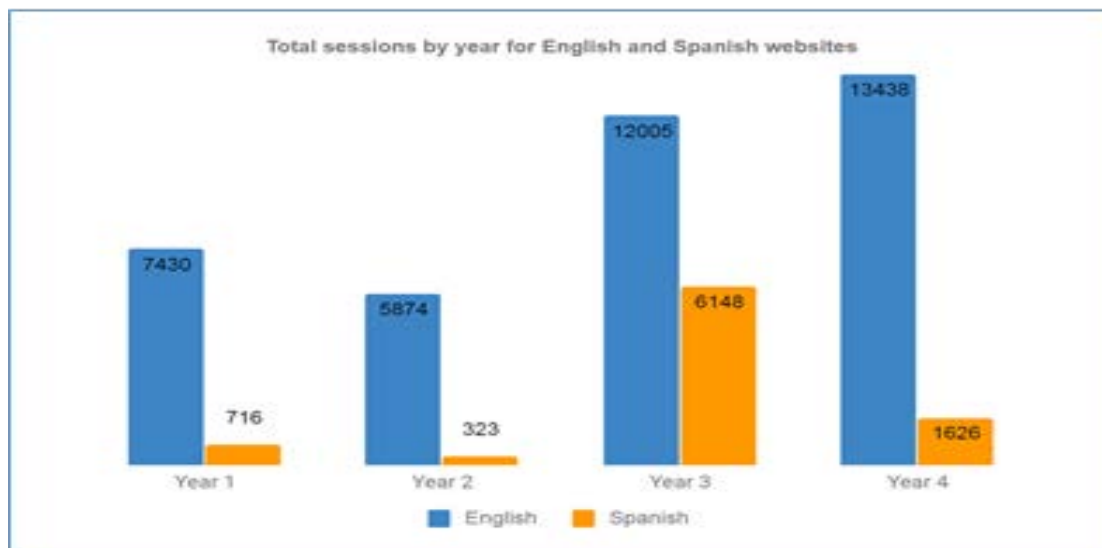
#### At a glance

The English website received 38,747 sessions, and the Spanish 8,813 in total from Year 1 through Year 4. The large difference in sessions between the English and the Spanish sites was most likely due to the majority of paid and earned media being dispersed in English and through English channels; a significantly smaller Spanish speaking population<sup>7</sup>; and the fact that since English is the dominant and official language in the U.S., many Hispanic or Latinos may choose to utilize the English site instead. This was a theme that was evident in the parent phone surveys.

<sup>7</sup><https://www.census.gov/quickfacts/CO>

Apart from a slight decrease in sessions from Year 1 to Year 2, there was a consistent increase from Year 1 to Year 4 for the English site, with Year 4 totalling 13,438 sessions, or 34.7% of the total sessions for the English site (See figure X). There was a 104.4% increase in sessions from Year 2 to Year 3 for the English site and an impressive 1803.4 % increase during the same period for the Spanish site. Unlike the English site that showed an increase from Year 3 to Year 4, though, the Spanish site's sessions decreased from 6,148 in Year 3 to 1,626 in Year 4. This was primarily due to the varying amount of media dedicated to the Spanish site, which will be addressed in the discussion section of this report.

See Appendices 2 and 3 to see the trends in sessions for both sites in detail.



It's important to note that the data above reflect only users from Colorado, as the media campaigns and community engagement was focused within the state of Colorado. To put everything into perspective, there were 61,773 sessions from users outside of Colorado for the English site and 22,200 for the Spanish, with 89% of English site users coming from a diversity of states within the U.S. but only 23.81% of Spanish site users coming from the U.S. Other countries from which the Spanish site users came from include Mexico (20.51%), Russia (11.98%), and Colombia (9.7%) which is followed by other Latin countries. demonstrating that there was considerable use of the site from other constituents.

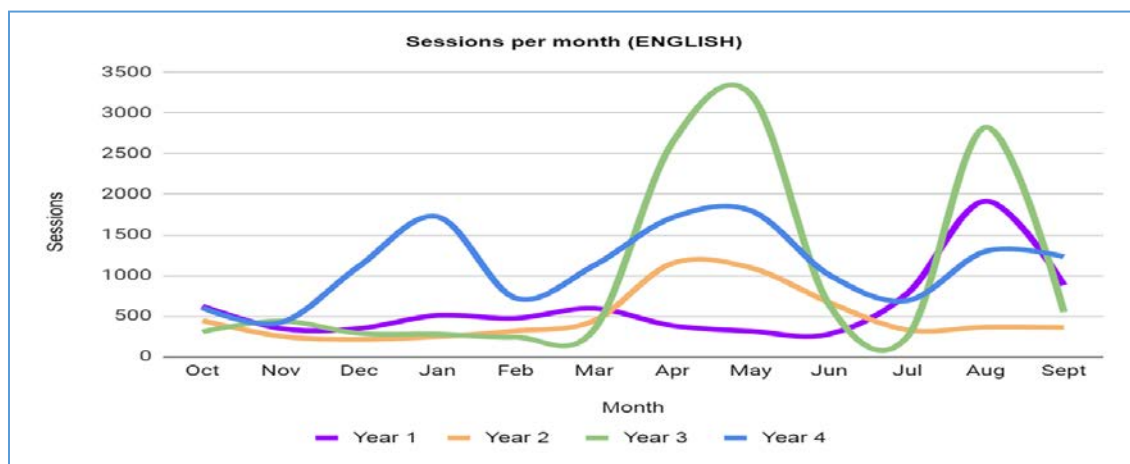
The following sections present the results for metrics such as bounce rate, pages per session, and average session duration. These measurements are vital to understanding the manner in which users are interacting with the site.

A session measures a single visit to the site and is important in understanding the amount that users are interacting or visiting with the site shows the quantity of registered sessions for the English site for years 1-4 and shows the Spanish Site. Below the key findings for each are broken down.

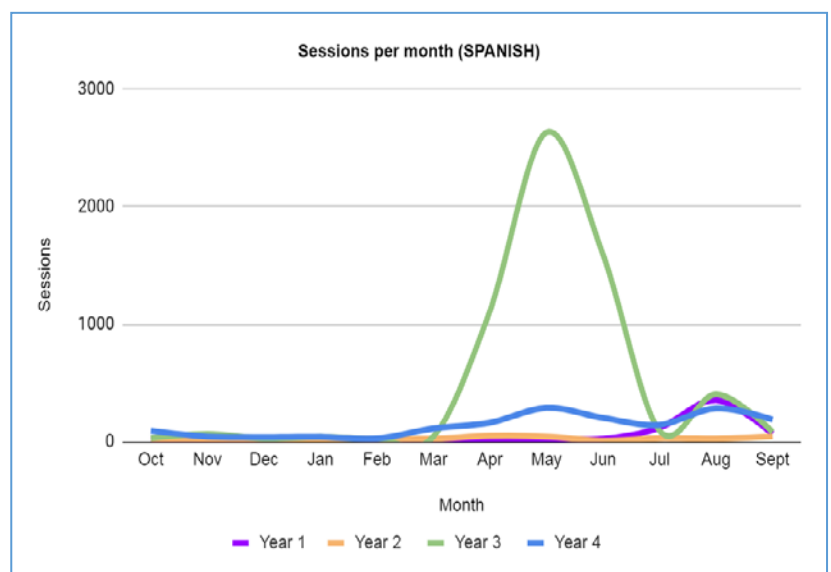


### In-depth look at sessions (visits)

**English site:** The first thing to note when looking at the graphs on the right are the spikes in website activity during certain months of the year. These spikes in session activity mostly correspond to Speak Now!'s paid media flights, which occurred around March through June for years 2 through 4 and July through September for years 1, 3, and 4. The spike in sessions for Year 4 in December and January was due to successful earned media events that aired during the winter and will be discussed in the earned media section of the report. The spikes in visits to the website during these months is drastic and makes up a significant majority of the total sessions for the year overall. Apart from the large spikes that will be explained in the paid media section, it is important to note that Year 1 and Year 4 showed the highest average session counts during months outside of the paid media campaigns, with Years 2 and 3 showing less than 500 per month during the majority of the time that a paid media campaign wasn't present.

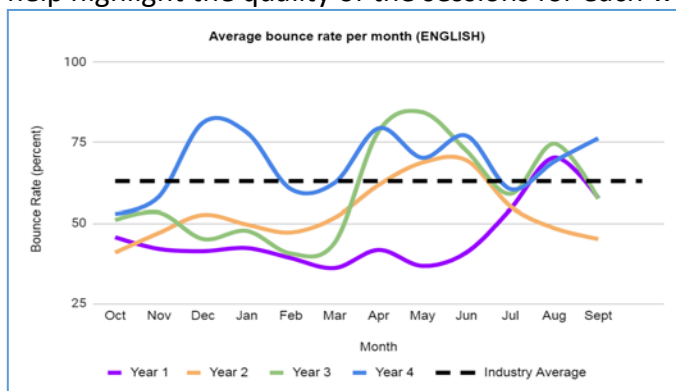


**Spanish site:** Like the English site, the Spanish site shows evident spikes in sessions during the paid media campaigns that occurred between March and June as well as July and September, depending on the year(s). What's most notable for the Spanish site is the drastic increase during the media campaigns, especially in year three, and the generally low session counts outside of the media campaigns. Where the English site registered sessions in the 100's outside of the media campaigns, the Spanish site registered mostly in the 10's.



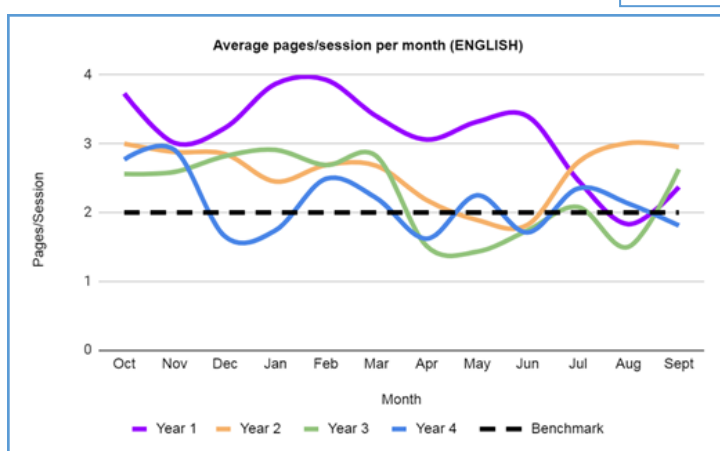
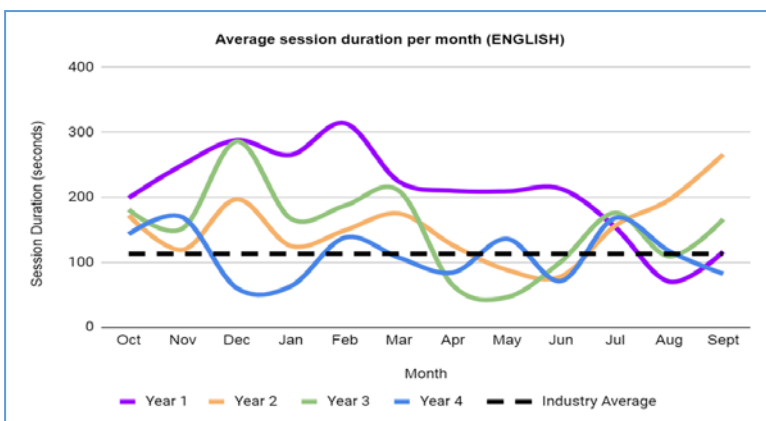
### User behavior measures: bounce rate, average session duration, and pages/session

Bounce rate is defined as any instance someone enters the website on a page and fails to interact with any other part of the website. This is a valuable metric, as it helps identify “ineffective” website visits. For example, someone visiting the home page for a brief moment and then leaving without viewing any of the specific content is not likely to gain information that will help them have discussions with youth<sup>8</sup>. Average session duration and pages/session help tell a similar story, as they both measure the extent to which a user interacts with the site. As can be seen in the graphs below, pages/session and average session duration have a roughly inverse relationship with bounce rate. The following results help highlight the quality of the sessions for each website from Year 1 to Year 4.



English site: The first thing to notice when looking at the bounce rate, average session duration, and pages/session is that for the majority of the time, the website was above the industry averages. Although not ideal, these metrics could be expected during the paid media flights, as a main focus of the campaigns was employing targeted ads on parenting websites and Pandora online radio.

Since the ads brought the website to a considerably larger audience and many may not have been seeking out the information or even interested in it, they may have had limited interactions, increasing the bounce rate and lowering the average session duration and pages/session.

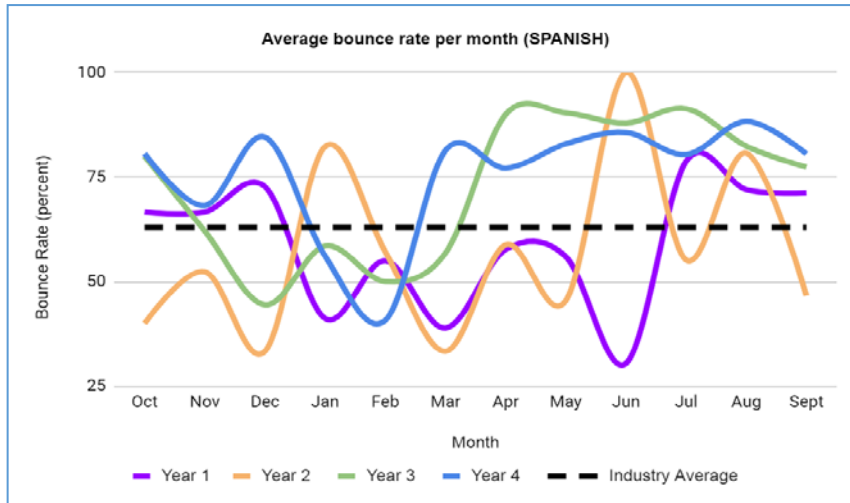


Additionally, targeted ads can have the tendency to be clicked on accidentally and the user usually exists the page immediately, which may have had a considerable effect on the data. A potential reason for the more drastic bounce rates in Years 3 and 4 may have been because in those years the ads were targeted more toward mobile users (Appendix 4). Mobile data is known to have the highest bounce rates, followed by tablets, and then desktops.

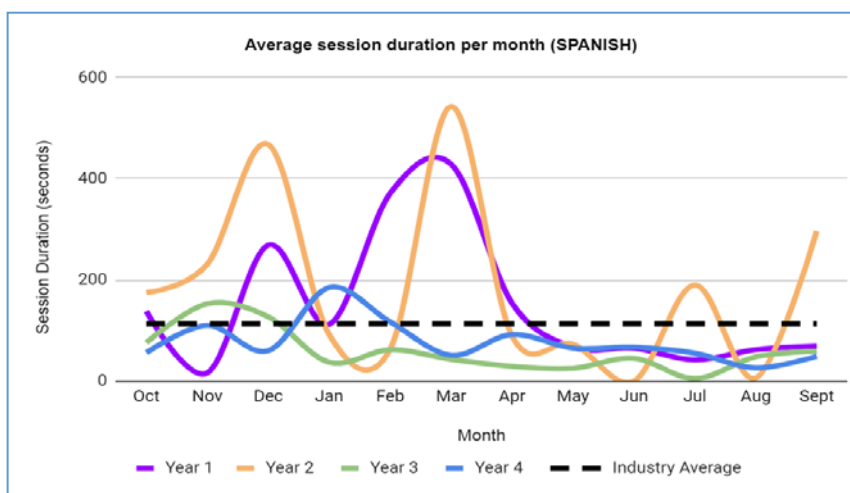
<sup>8</sup><https://www.brafton.com/blog/strategy/brafton-2017-content-marketing-benchmark-report/>



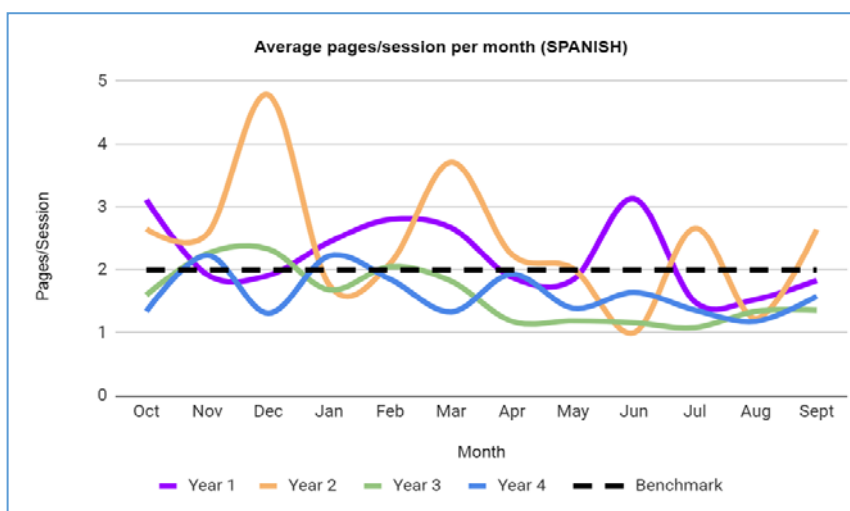
**Spanish site:** In contrast to the English site, the Spanish site shows considerably more variation in all of the metrics, although the increases in bounce rate and decreases in session duration and pages per sessions are still evident during the media flights.



The sporadic data may have been due to a few reasons. First, the Spanish site had considerably less sessions and, therefore, the data may be affected more heavily by outliers.



Second, Spanish speaking users utilized their mobile phones to access the site considerably more than English users.



## Paid Media

Overall, the paid media campaigns were successful in attracting more visitors to both the English and Spanish websites during the media flight periods, with Year 3 being a standout year. The following sections detail the timeframe and channels that the paid media flights operated through and the effectiveness of the flights in attracting visitors to the sites.

### Paid media timeline

Evolution Communications facilitated six paid media flights from Year One to Year Four of the project, see the table below for the specific dates. The paid media flights varied in length, with the second media flight in Year Three being the shortest at 35 days and media flights in Year 2 and Year 4 being the longest at 91 days. The type of paid media varied and included: T.V. messages, print ads, place-based posters (on buses, sports fields, rec centers), targeted web-page ads, and targeted Pandora ads.

### Paid media flights for years 1-4

Project year	Media flight period	Length of flight (days)	Primary media activities
Year 1	Jul 25 - Sept 18, 2016	56	T.V., print, online (parenting websites, Facebook, and Pandora-audio); Place based posters @ rapids game (Spanish)
Year 2	Mar 27 - Jun 25, 2017	91	T.V., print, radio, online (news websites and parent sites)
	Apr 2 - Jun 10, 2018	70	T.V., radio, bus cards, print
Year 3	Jul 30 - Sept 2, 2018	35	Targeted Ads: news websites, with large focus on parent sites Place-based posters: sports fields, community/rec centers etc, rapids game (Spanish)
	Mar 11 - Jun 9, 2019	91	T.V., radio, bus cards, print
Year 4	Jul 22 - Sept 29, 2019	70	Targeted Ads: news websites, with large focus on parent sites Place-based posters: sports fields, community/rec centers etc, rapids game (Spanish)

### Top cities reached

The top cities reached during the paid media flights (See Appendix 5), based on their share of the total sessions in Colorado, were not too dissimilar to the top cities overall (See table with overall use and demographic information for the English and Spanish websites from Year 1 through Year 4). The primary difference was that during the paid media flights cities such as Centennial, Lakewood, Arvada, Highlands Ranch, Loveland, Pueblo, and Glenwood Springs came into the top 5 most reached cities. The vast majority of visitors (>30%) came from Denver with Colorado Springs, Boulder, and Aurora averaging around 5-10% of sessions. It's important to note that the Spanish site had considerably more visits coming

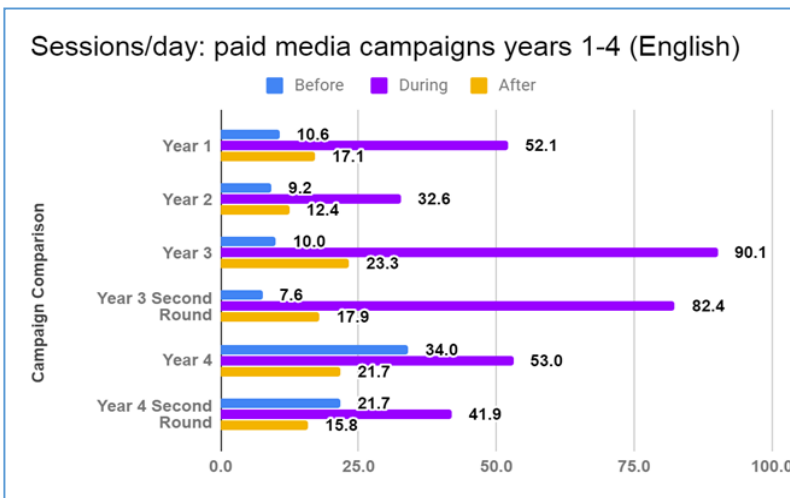




from Denver during both the paid media periods and overall, averaging above 50%. Boulder's prevalence in the overall top 5 and strong performance in Year 4, where it averaged just above 10% for the English site and just under 8% for the Spanish site is due to Boulder conducting its own paid media flights. During Year 4, Boulder purchased a significant amount of bus ads and targeted Pandora and mobile web ads.

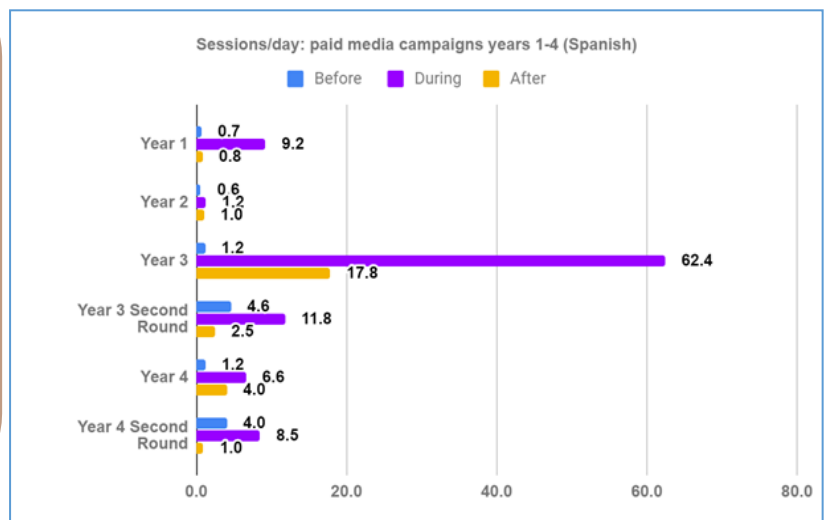
### Paid media campaign performance

Overall, the media flights listed above, in the table for years 1-4, were largely successful in boosting visits to the site, especially for the English site, with Year 3 being a standout year for both the English and Spanish sites.



The graph to the left shows sessions per day for the English and Spanish sites, the increases in sessions/day from before the campaign to after are evident for both sites. The English site had a maximum increase from 10 sessions per day before to 82.4 sessions per day (724% increase) during the first round of the Year 3 campaign. The minimum increase for the English site was a difference of 19 session/day, or a 55.9% increase, in Year 4

As shown in the graph to the right, the Spanish site demonstrated a maximum change of 61.2 session/day from before the first round of the Year 3 campaign, where the average was a mere 1.2 sessions/day, to during the campaign where there was a stark increase to 62.4 session/day, or a 5100% increase. The minimum change was in Year 2, with .6 session/day before increasing to a small 1.2 sessions/day during, which represents a 100% increase.



As detailed in the earlier sections, the Spanish site had considerably less use than the English site, due to the majority of paid and earned media being dispersed in English and through English channels; Denver having a significantly smaller Spanish speaking population than English speaking ; and the fact that since English is the dominant and official language in the U.S., many Hispanic or Latinos may choose to utilize the English site instead. Year 3

for the Spanish site seemed to be an exception and most likely there were more media resources devoted to the Spanish site than the other years.

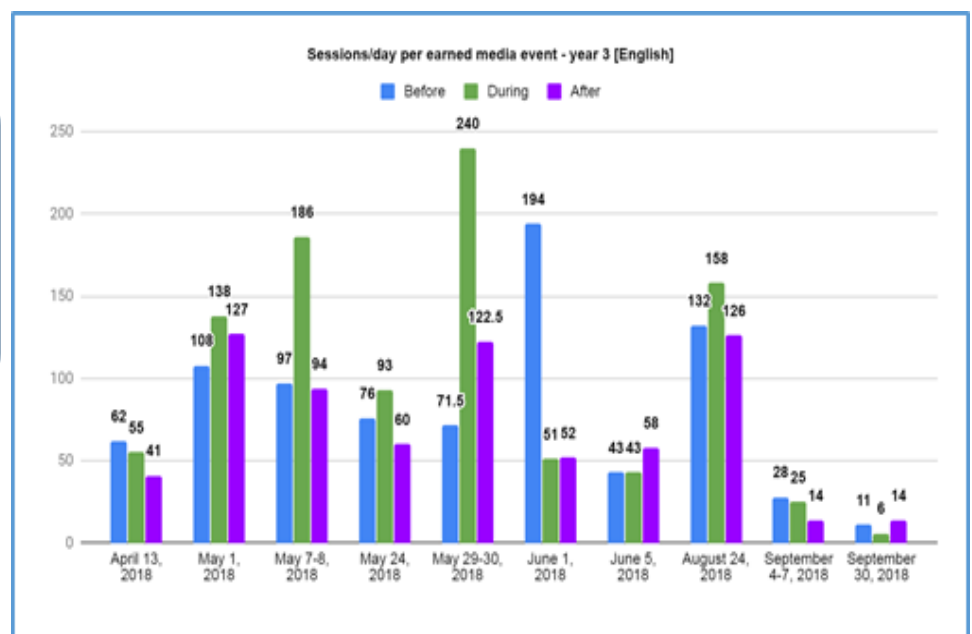
As mentioned in the previous section, it should be noted that one of the tradeoffs with increasing site visits, especially when it's done through mobile devices, is that the average bounce rate often increases and pages/session decreases. This was evident in the paid media campaigns, as bounce rate increased and pages/session decreased as sessions increased. For example, Year 3 showed the largest quantity in recorded sessions for both the English and Spanish websites, and it also registered the highest bounce rate of just above 80 and 90% for English and Spanish sites, respectively. The pages/session during Year 3 were also the lowest. See Appendix 4 bounce rate during paid media flights and Appendix 6 pages per session during paid media flights to see in more detail the changes in bounce rate and pages/session from before, during, and after the paid media flights.

### Earned media

In Years 3 and 4 of the Speak Now! Campaign, Evolution further leveraged their existing relationships as well as forging new relationships with a wide variety of news outlets and community partners around the state of CO. This resulted in nearly 30 news releases (see Appendix 7 earned media timeline) containing information about that Speak Now! Campaign and inviting people to visit the website for more information. Generally, the earned media events attracted additional users to visit the website, with some of the events being significantly more successful than others and with the English website benefiting more than the Spanish from the earned media, primarily due to a focus on English (speaking) media. It's important to note that many of the earned media events overlapped with the paid media campaign (see paid media campaign flights table above), which is why it was important to focus on the increases in sessions/day just before, during, and after the campaigns, as visits would already be higher than during non-paid media periods.

### Year 3

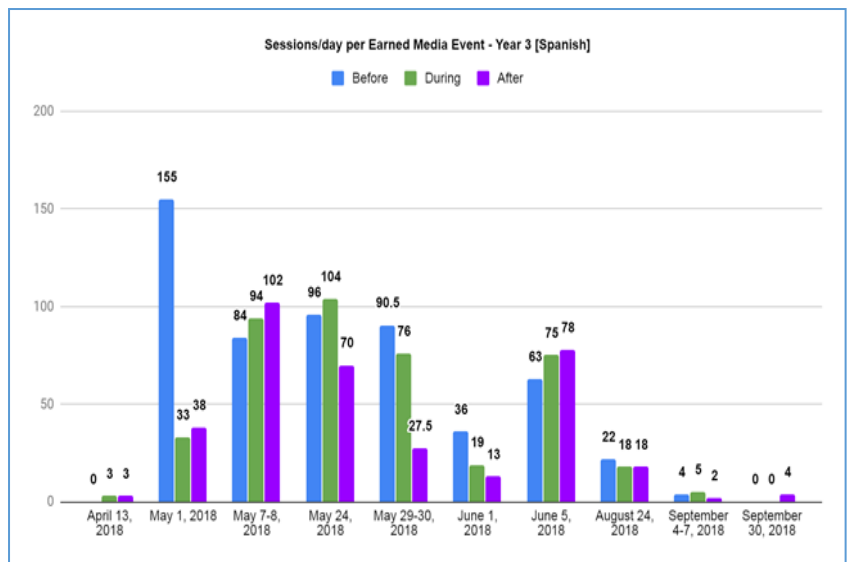
The graph to the right shows the dates that earned media events occurred on in Year 3 and the average sessions/day before, during, and after the earned media event.



There were five media events that demonstrated an increase in sessions/day (site visits) from before the event to during the media events for the English site. See the table below for details.

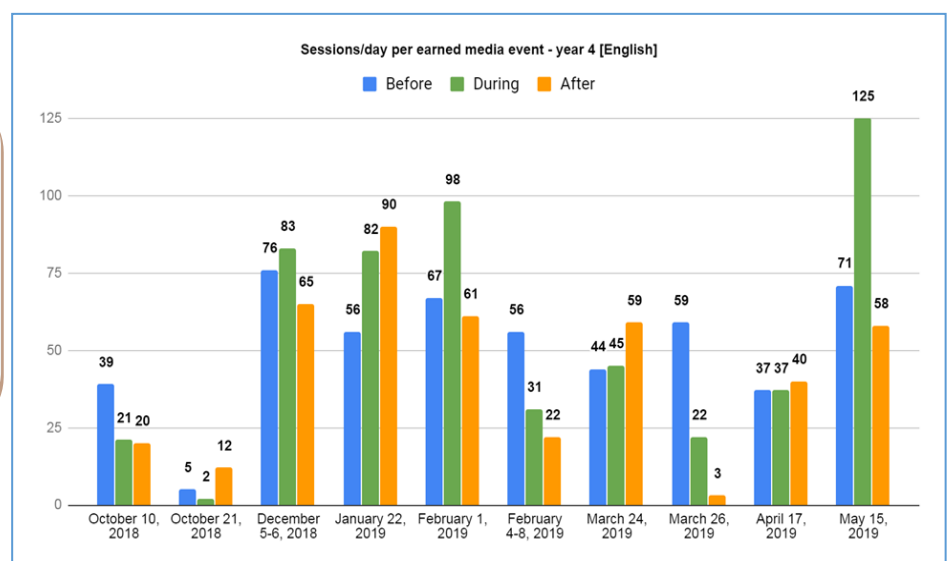
Earned media events	Media platform	Channels	Percent change in website sessions	Change
May 1, 2018	TV	KMGH News KUSA KTVD Denver	28%	↑
May 7 & 8, 2018	TV	KWGN KDVR Denver	91%	↑
May 24, 2018	Online	The Fix	22%	↑
May 29 & 30, 2018	TV & Online	CBS 4	236%	↑
August 24, 2018	TV	KMGH Denver	20%	↑

The Spanish site also showed an increase, albeit smaller than the English site, during the May 7 and 8 (KWGN TV) event with an ↑11%, as well as the May 24, 2018 event via The Fix with an ↑8%, as the graph to the left shows. The Spanish site exclusively showed increases during the June 5, 2018 (The Pulp Pueblo) and September 4-7, 2018 (Educa Radio).



## Year 4

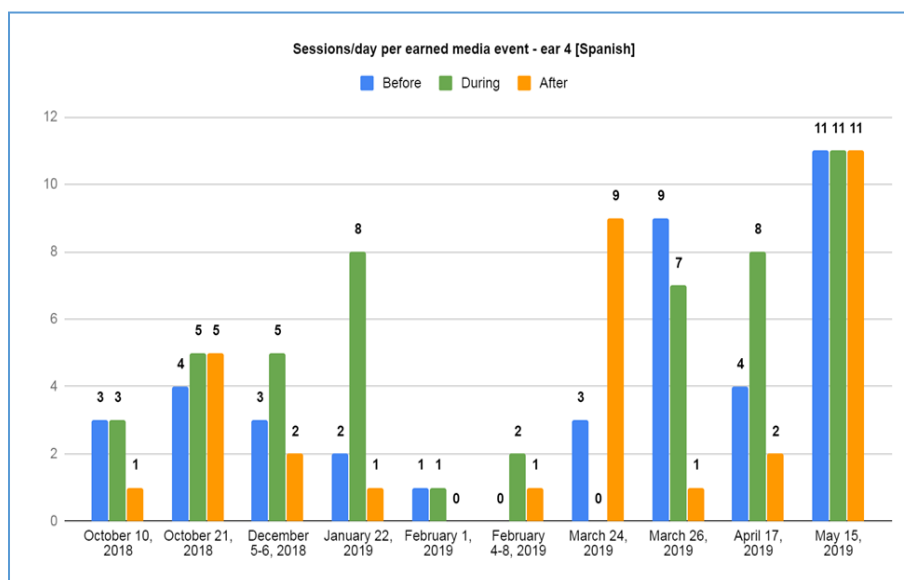
The graph on the right shows the dates that earned media events occurred in Year 4 and the average sessions/day before, during, and after the earned media event.



There were four media events that demonstrated a significant<sup>9</sup> increase in sessions/day (site visits) for the English site. See the table below for the details.

Earned media events	Media platform	Channels	Percent change in website sessions	Change
December 5-6, 2018	TV & Online	KMGH	9%	↑
January 22, 2019	Radio	SOMOS1	46%	↑
February 1, 2019	Print & Radio	Steamboat Pilot & Today CADE-KMGH	46%	↑
May 15, 2019	TV & Online	KCNC	76%	↑

The KCNC media airing online and on TV showed the largest increase in Year 4 by a substantial margin at 76%. Like in Year 3's CBS 4 event that aired on TV and online, Year 4's KCNC event was most likely aided by the dual media (online and TV) presentation. The SOMOS 1 radio interview with Gabriele (Gabi) appeared to be the most effective radio event in Years 3 and 4, increasing sessions/day by 46%. It was especially effective as it increased site visits for both the English and Spanish sites. Regarding the Steamboat Pilot and Today article and KMGH story on CADE, there was an increase of 46%, but since they aired on the same day, it was difficult to extrapolate which event led to the large increase.



It was difficult to deduce any significant results related to earned media in Year 4 due to the overall lack of sessions in Year 4 for the Spanish site. Looking at the graph to the left, it is evident that the sessions were low, in the single digits. Because of this, even a small increase of one or two, which could have been due normal traffic or the media event, standout and skew the data. The SOMOS1 interview with Gabriele Mohr that aired in Spanish showed an increase of 300%.

<sup>9</sup> The March 24, 2019 "Somos 1 interview with Gabi" only caused an increase of one session from before to during.



## Google Analytics take aways



### Demographics

- 74% of users fell between the age ranges of 25 and 54, the target range of the campaign
- Users were majority female: 69% female, 31% male (English) and 61% female, 39% English (Spanish)
- The top cities were consistent across the English and Spanish sites with the exception of the English having Pueblo in the top 5 and the Spanish having Longmont.

### Overall performance

- English site had significantly more site visits (session) than Spanish, nearly 5 times as many.
- Relatively steady increase in sessions from year 1 to year 4 of English site but not so steady of an increase in Spanish site. The years varied in success, with year 3 being the most successful year of the campaign.
- Bounce rate, pages/session, and average session duration only underperformed industry averages during the paid media flight, which could be expected. Spanish stats were very sporadic and difficult to identify trends in, most likely due to higher mobile usage and a significantly smaller sample population .
- Competing with several other similar campaigns: Trusted adult, Prescription Drugs, Good to Know, Responsibility Grows Here; these could account for the shifts in year 2.
- Eighty percent of the paid media campaign is English so would expect more website traffic to be English, and there's no way to capture data on Hispanic or Latino parents who prefer to access the English site over the Spanish.

### Paid media campaigns

- Paid media campaigns were responsible for attracting large quantities of visits to the websites.
- Year 3 was most successful for both the English and Spanish sites.
- Campaigns were mostly focused toward the English site, except for the first round in year 3, where the Spanish site had a much more even share of the sessions than other years.

### Earned media

- Focus was on English sources, only a handful focused towards Spanish speakers.
- On average, the earned media events showed to increase the number of visits to the site from before and after.

## Summary

- In spite of not being able to establish a clear and direct relationship between the campaign and the percentages of parents talking with their children, it is very possible that the Speak Now! message contributed to the impact of parents talking with their children about those issues.
- Data collected through surveys suggest that the Speak Now! campaign had a small impact on parents/caregivers' knowledge. On the other hand, data indicate that respondents and participants felt encouraged by the Speak Now! message to have or continue to have these conversations with their children.
- Data collected through Google Analytics show high levels of awareness evidenced by the general trends upwards of sessions across all four years of the campaign; Additionally the data show levels of engagement with the site which are higher than the industry average for health and wellness sites.
- Both paid and earned media campaigns successfully boosted visits to both English and Spanish websites, with the English site seeing considerably greater amounts of visits.

## Limitations

- Several similar public health efforts have been concurrently taking place across Colorado, and without a stronger research design, it would be impossible to assert that the campaign produced any changes that can be observed on the target population.
- Given the limitations of the evaluation for a robust analysis, an alternative, more basic examination of data differences is offered to assess changes in the indicators of interest (i.e., knowledge, attitudes, skills, intentions, and behaviors) for each survey administration.
- Limitations to website analysis using Google Analytics were that it is impossible to link the number of visits (sessions) and the quality of visits (measured by bounce rate, pages/session, and average session duration) to the effectiveness of the websites info in educating and influencing parents.



## Appendices

### Appendix 1

Year 3 evaluation report



# Speak Now! Public Health Campaign

*Year 3 Evaluation Summary: October 1, 2017 to September 30, 2018*

## **SPEAK NOW! PUBLIC HEALTH CAMPAIGN THIRD ANNUAL EVALUATION REPORT**

**Submitted to:**

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**January 2019**

# Speak Now! Public Health Campaign

## *Year 3 Evaluation Summary*

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# Introduction

## Speak Now! End of Year Evaluation Summary

### Overview

#### What Do the Data and Literature Say?

Key highlights from the 2016 Rise Above Colorado Survey include<sup>1</sup>:

- **Teens' mental health plays a role in drug and alcohol usage.** The data found a significant relationship between teens' mental health and their usage and attitudes toward drugs. For example, teens with six or more difficult days per month used alcohol and marijuana at twice the rate of their peers who reported no difficult days and were twice as likely to feel that "experimenting with drugs is simply part of being a teenager and not a big deal.
- **Teens' attitudes and experiences are associated with drug and alcohol use.** Various risk and protective factors, such as believing schoolwork is meaningful and that drugs can help cope with stress, showed strong relationships to usage. For example, believing schoolwork is meaningful is a protective factor that contributes to lower use of drugs and alcohol. The belief that drugs can help teens manage stress and pressure is associated with higher use.
- **Teens overestimate their peers' usage.** The survey examined teens' perception of their peers' drug and alcohol usage as large gaps between perception and reality have been found to negatively correlate with decisions to use substances. Most teens overestimated their peers' usage of all substances.
- **Teens' perception of parental acceptance of occasional drug and alcohol use.** More teens' believe their "parents would be fine with [them] smoking marijuana once in a while;" and this perception is associated with increased usage of all other substances.

Key findings from the 2015 Partnership Attitude Tracking Study (PATS) found<sup>2</sup>:

- **Media plays major role in prompting parent-teen discussions about substance use.** The primary – and increasingly influential – cue for parent-teen discussions about drug and alcohol issues is the media, particularly television. 70 percent of parents surveyed reported that something portrayed in the media prompted a conversation with their child about drugs or alcohol, and 64 percent specified that they were motivated to start a discussion by seeing something drug-related on television.



- The Partnership Attitude Tracking Study (PATS) data also revealed that more parents are prompted to address teen drug or alcohol use before special events, like graduation, and at key transition times when teens are most vulnerable, including starting a new grade or moving into middle or high school.

<sup>1</sup><http://www.riseaboveco.org/articles/2016-youth-substance-abuse-survey-results.html>.

# Introduction

## Speak Now! End of Year Evaluation Summary

### Overview

- **Mothers take the lead in monitoring, but dads have the opportunity to engage more with kids.**

The PATS study also revealed a jump in the number of parents who are aware of their ability to influence their teens' decision to use drugs or alcohol. The percentage of parents who agreed with the statement "there is very little parents can do to prevent their kids from trying drugs (other than alcohol)" dropped nearly 40 percent since 2009 to just 21 percent in 2015. More parents believe that they can help prevent alcohol use as well, with just 23 percent agreeing that there is little parents can do to prevent drinking, down from 34 percent in 2009.

As parents gain confidence in their prevention abilities, they are less likely to view educating kids about the risks of drug use as the responsibility of their child's school. Fewer than 1 in 3 parents (27 percent) in 2015 agreed that schools should be primarily responsible for drug education, down from nearly 40 percent the previous year. Teens who report that their parents show concern for them and are monitoring their behaviors are less likely to engage in substance abuse.

PATS data show that teens are less likely to use substances if they have learned a lot about the risks of drug use from their parents or from schools. Unfortunately, one-third of parents (34 percent) believe there is little they can do to prevent their kids from trying drugs other than alcohol; and one in four parents (23 percent) feel uncomfortable telling their child not to use drugs because of their own history of drug use.

Parents can play a crucial role in preventing their child from progressing beyond experimental ("once or twice" use) to heavy use of marijuana.

### What is the Speak Now! Campaign?

Colorado Department of Human Services, Office of Behavioral Health, Community Programs (OBH) was awarded the Strategic Prevention Framework - Partnerships for Success (SPF-PFS) grant from SAMHSA, Center for Substance Abuse Prevention (CSAP) focused on:

- Underage drinking among persons aged 12 to 20;
- Prescription drug misuse and abuse among persons aged 12 to 25; and
- Underage marijuana use among persons aged 12-20.

OBH is focused on reducing substance abuse rates by addressing gaps in current prevention services and increasing the ability to reach out to specific populations or geographic areas with serious and emerging substance abuse problems.



<sup>2</sup>The Partnership Attitude Tracking Study: Partnership for Drug-Free Kids and Met Life Foundation.

# Introduction

## *Speak Now! End of Year Evaluation Summary*

### Overview

As a part of the project, Evolution Communications Agency was awarded funding to execute a 4-year statewide media campaign to target parents and caregivers focusing on providing evidence-based information and resources to create awareness about and interest in talking with their children about the risks of alcohol and other drugs among Colorado's youth.

The campaign is comprised of a website, earned media, paid media, targeted communications to OBH community grantees and their partners as well as a training component.

### Evaluation Scope

JSI was contracted as the evaluator in year 3 of the campaign. The evaluation of the Speak Now! campaign includes two main approaches, formative and summative.

**Purpose of Evaluation.** Evaluate impact of campaign by measuring behavior change as parents and caregiver self-report of talking with their children about substance use and misuse.

- What is the impact of the Speak Now! Campaign on parents/caregivers' knowledge, attitudes, intentions and behaviors to speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?

**Six secondary evaluation questions will also be addressed.**

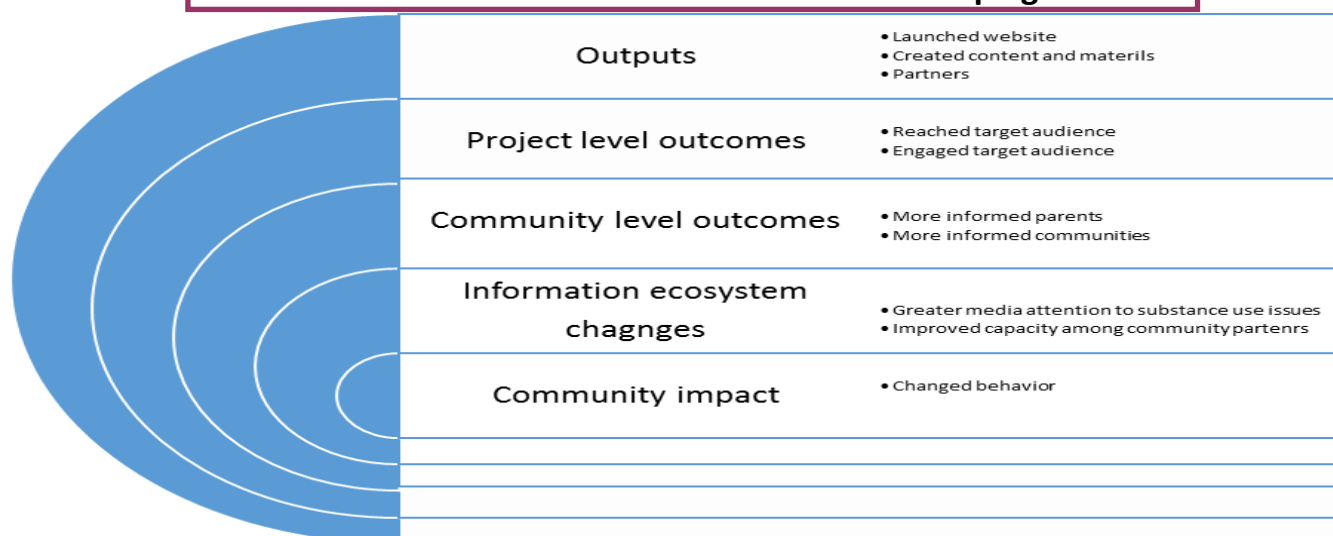
- To what extent has the Speak Now! campaign increased the parents/caregivers' knowledge about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- To what extent has the Speak Now! campaign changed the attitudes of parents/caregivers about talking with their youth about underage drinking, prescription drug misuse and abuse and underage marijuana use?
- To what extent has the Speak Now! campaign provided parents/caregivers the appropriate messages that they can use to speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- To what extent has the Speak Now! campaign influenced parents/caregivers to have a conversation with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- What campaign message(s) produced changes in knowledge, attitudes, and behaviors of parents/caregivers so they speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?
- Why do campaign message(s) produced influence changes in knowledge, attitudes, and behaviors of parents/caregivers so they speak with their youth about underage drinking, prescription drug misuse and abuse, and underage marijuana use?

# Introduction

## Speak Now! End of Year Evaluation Summary

### Overview

#### Outcomes Framework for Information Campaigns



#### Data Collection Methods



Statewide phone survey of parent and caregivers to assess changes over time of the paid media campaign outcomes.



Focus groups with parents and caregivers to test creative concepts of the updates to the website and assess the relevance and resonance of its messages to the target population.



Online survey with community partners to test creative concepts of the updates to the website and assess relevance and usefulness of its resources and information.



Train the Trainer to determine the extent to which the TOT reaches the intended audience.

A mixed methodology is being used to answer the evaluation questions, including a phone survey and focus groups. The survey was developed to collect data from parents and caregivers about the knowledge, attitudes, skills, intention, and behaviors related to talking to their children on the issues addressed by the campaign. These data address evaluation questions 1-4. A focus group protocol, on the other hand, was designed to identify whether, what, and why the campaign messages produce changes in knowledge, attitudes, and behaviors of parents/caregivers. These data address evaluation questions 5 and 6, although the focus group conversations also may address some aspects of questions 1-4. A repeated observations design is being used to assess the changes over time of the outcomes of the campaign referring to evaluation questions 1-4, with observations (survey administrations) conducted before the first push-period of the campaign media buy as well as following each push-period thereafter. West Group Research was contracted to administer the phone survey.

# Activities Snapshot

## *Speak Now! End of Year Evaluation Summary*

### Year 3 Activities

#### Activities for Year 3: A snapshot of activities for third year of the campaign

<b>1</b>	Website update
<b>3</b>	Materials developed: Toolkit update, factsheets and healthy habits plan
<b>13</b>	Earned media stories and/or interviews
<b>2</b>	Paid media campaigns: Spring and Fall
<b>7,706,944</b>	Gross media impressions
<b>191,882</b>	Pieces of collateral
<b>15</b>	TOT presenter packages requested
<b>9</b>	TOT sessions presented
<b>63</b>	TOT participants
<b>28,500</b>	Website impressions <sup>§</sup>

<sup>§</sup>Impression is a term that refers to the point in which a website page is viewed once by a visitor. The number of impressions of a website is determined by the number of times a particular page is located and loaded.

#### Activity Highlights

- Worked with OBH grantee Coalition of Colorado Campus Alcohol and Drug Educators to develop spokespeople and storylines for this campaign. The release was picked up by 223 media outlets nationwide.
- Fall paid media campaign was timed to coincide with back to school when many parents and caregivers are spending extra time with their children. The campaign ran the following platforms: television, radio, newspapers in “high risk” OBH regions, and online/mobile.
- Additional community partner outreach included securing a cover story in Colorado Parks and Rec Association magazine, which is distributed to 1,500 association members/130 organizations including Outdoors Colorado, Colorado Lottery, and Colorado Parks and Wildlife. It was also inserted in Lawn and Landscape Magazine, with a distribution of 3,500.
- Vast majority of activities took place, as planned, during this reporting period. Those that did not take place were due to contextual factors out of the team’s control, or to necessary adaptations in the work plan and timeline. It is anticipated that the activities planned for the next contract year will take into consideration the lessons learned and suggestions offered by members of the Evolution team to continue making the Speak Now campaign as successful as possible.



# Speak Now! Public Health Campaign

## Website Assessment Summary

### Introduction

## Parent Focus Groups and Community Partners Survey to Evaluate Website Usage and Update

JSI conducted focus groups with parents and an online survey with community partners to test creative concepts of the updates to the website and refreshing of the Speak Now! Branding. In addition, these focus groups assessed the relevance and resonance of the Speak Now! messages to the target population. The goals of the focus groups were to determine people's reaction and impressions of the updated site, rather than a comparison of old site vs. new one, and to understand the reach and recall of the website and if it is a resource parents would use to have conversations with their children.

A week after the focus groups were conducted the community partner survey was disseminated as an online survey. It was administered to campaign community partners to provide feedback on the relevance and usefulness of its resources and information. These data collection activities were scheduled based on the website update and migration schedule. In order to ensure the website had been accessed, JSI waited at least a month after the launch of the updated site to put the survey in the field and recruit for focus groups.

The focus groups used a standardized guide to address three areas related to the website: design, content and navigation. The facilitator began the conversation with asking participants to share if they had previously had discussions with their children about substance use, if they had previously heard of the campaign, or had been to the website. Following the 15 minute warm-up the discussion focused on the keys areas related to the website:

**Website design** to understand participants' impressions or opinions on the website design, and how that design might affect who or how often people would visit the website. Participants were encouraged to comment on color scheme, logos, layout, balance of text and pictures/figures- and anything else that that they may notice!

**Website content** to determine how well the content met participants' information needs in talking with their children about substance use. JSI printed pages from key sections of the website for participants to review. Each participant chose 2 topics/sections review. They had 5-10 minutes to read through them and then discuss.

**Usability/Navigation** to see how easily participants could find the information they were asked to find, if the navigation through the website feels intuitive, and any feedback on how these areas could be improved. Participants were asked to pair up, and go to the website's homepage from a laptop, a tablet or a phone.

Participants signed a consent form and completed a demographic survey before the focus group began. In order to ensure we reached the target audience for the groups, potential participants were asked the age of their children, which needed to be between the ages of 9-20. They were also asked how often they use the internet and for what purpose.





# Speak Now! Campaign

## Focus Group Recruitment and Demographic Information

### Recruitment Activities

### Recruitment Process

In May, JSI conducted five community discussion groups to collect feedback on the Speak Now/ Hable Ahora website updates. JSI obtained meeting space at no cost, provided refreshments at each group, and offered a \$45 incentive to each participant. The focus groups were scheduled as follows:

#### Denver, CO:

Servicios de la raza, 3131 W 14th Ave, Denver, CO 80204

**English:** 5/14/2018 4-6 PM

**Spanish:** 5/14/2018 6-8 PM

#### Fort Collins, CO:

Dazbog Coffee, 401 Mason Ct #105, Fort Collins, CO 80524

**English:** 5/15/2018 4-6 PM

**Spanish:** 5/15/2018 6-8 PM

#### Pueblo, CO:

Barkman Library, 1300 Jerry Murphy Rd, Pueblo, CO 80101

**English:** 5/15/2018 4-6 PM

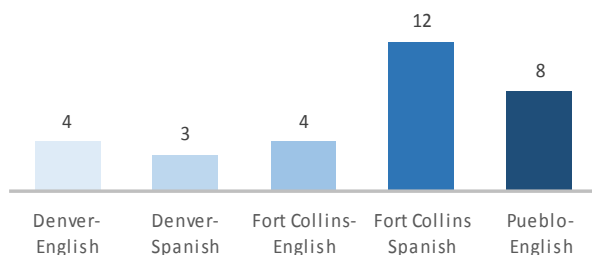
**Spanish:** N/A

Recruitment took place March and May, 2018. JSI developed a flyer to recruit for the groups, which included the location, date, time, contact information and purpose of the discussion groups. Flyers were in both English and Spanish. Recruitment methods included: reaching out to community partners, passing out flyers in the community, posting on social media, and posting/passing out in libraries, community centers, non profit organizations, housing communities, restaurants/retail areas, bus stops, among many other locations. JSI successfully recruited participants to hold 5 focus groups, located in Denver, Fort Collins and Pueblo, Colorado. The demographic information of all 31 focus group participants follows.

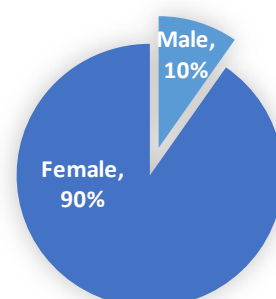
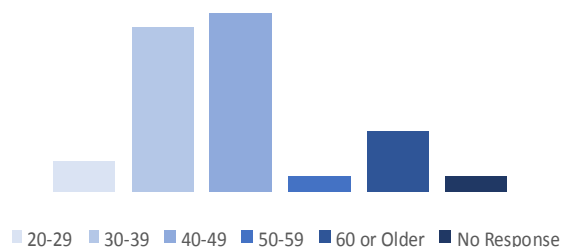
### Age, Gender, and Location

JSI conducted five focus groups, located in Denver, Fort Collins and Pueblo, with a total of **31 participants**. The majority of the participants were between 30 and 50 years of age. Ninety percent of participants identified as female, and the other 10% identified as male.

Focus Group Location and Language



Age



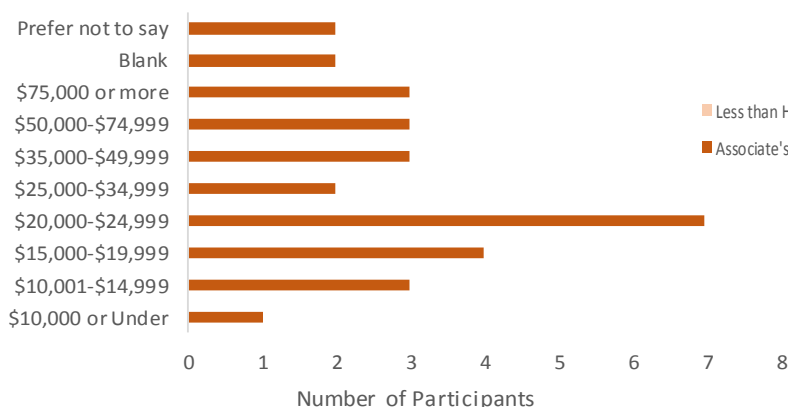
# Speak Now! Campaign

## Focus Group Recruitment and Demographic Information

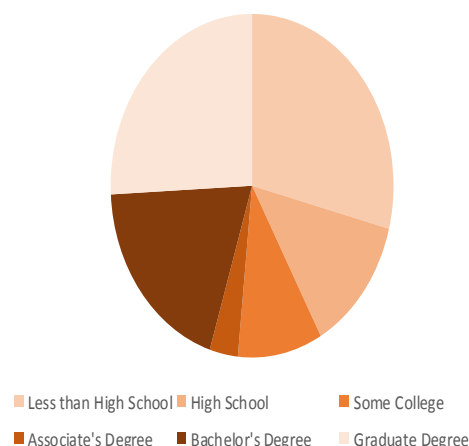
### Education and Income

The household income of participants ranged from **under \$10,000 to \$75,000 or more**, signifying a diversity of income. Education levels ranged from **less than high school to Masters degrees, including PHD's**.

Household Income



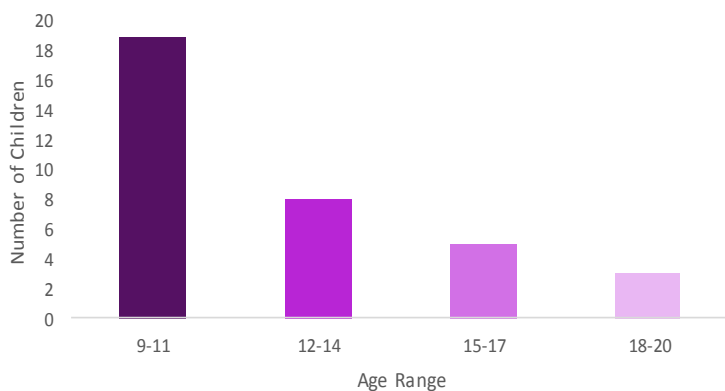
Education Level



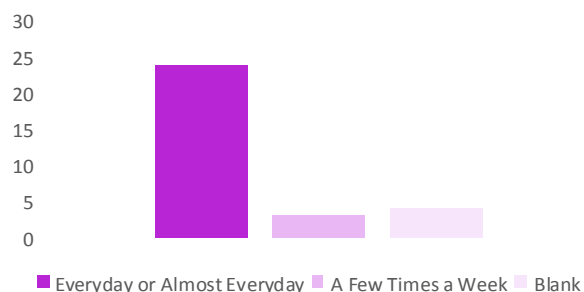
### Race, Origin, Marital Status and Children

Focus group participants were born in the **U.S., Guatemala, Mexico, Nicaragua and Columbia**. Twenty-two were married or living with a partner, and nine were single, divorced or living without a partner. All but one participant had a child ages 9-21 living in their household. All but one participant said they used the internet regularly.

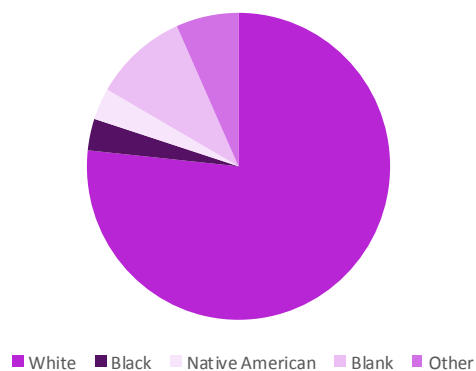
Age of Children of Participants



Internet Use



Race



# Speak Now! Campaign

## Focus Group Feedback

Design feedback reflected issues or recommendations that fell into three categories:

- Color of website
- Images/graphics used
- Organization of the site, especially the homepage

Each is outlined below, beginning with reported observations or concerns, and ending with participant recommendations.

"It used to be really bright and eye-catching, and I find this really monochromatic and dull" ~Denver

### Observations/Concerns

#### Colors:

- Colors (blue and green) do not call people to action. You think of more dynamic colors to call people to action.
- How does color scheme work with common colorblindness?
- Colors are current, I like them- someone else thinks the colors are neutral, and okay.

#### Images/graphics:

- The family depiction is too heteronormative. Cars, motorcycles, wheelchairs, animals, other life-style pieces need to be incorporated. Need more diversity.
- Overall feedback is mixed on balance of texts, images, videos, etc.
  - Way too much text. The text could be more dynamic. No interest in reading it when it is in a paragraph format.
  - Could use a video to break up all of the text- could help with parents that are not very literate.
  - Show characters speaking out in videos (diverse characters) rather than just reading the text.
  - Inconsistent- paragraphs on some pages, bullets on others, etc.
- Graphics
  - Would be more engaging if there was a picture of a real family rather than an animated plate of spaghetti.
  - Hate the spaghetti image. It is better on the website, bad on phone (text is above the plate, and is confusing if you do not see the image. Good that they say meal time rather than just dinner.
- Main page: all of the tabs (home, talk with your kids, know the facts, know the law and resources) need to be on the same line.
  - Use the white space better, why is there so much white space.
  - The old website had three large buttons that divided the age groups- it was so easy to know "oh that is my kid"- didn't have to search for anything, it was there.

"I don't see the purpose of the skyline behind the family on the main page- this has nothing to do with "my" family. Grey, skyline and outlines of people do not make me feel warm and comfortable. Things that do make me feel warm and comfortable are things that are full of color, welcoming, relatable." ~Denver

# Speak Now! Campaign

## Focus Group Feedback

### Design

#### Organization of the site:

- Top of Homepage: have just three tabs (talk, learn, know) to be concise and draw attention
- Top of homepage is lackluster
- Speak Now logo feels like an add on, need something more eye catching, a focus of attention
- Men are being put in front of women in homepage banner
- Speak Now is overpowered by “Now is a good time to talk” and other tag lines.

#### Recommendations

- Someone hates the new design. This is monochromatic, dull and boring. It is not modern. Liked last website better. Last website was simple and eye catching.
- Add different colors (brighter, or there could be just three main colors)
- Would rather see real people rather than outlines of people, less heteronormative depictions of people.
- Skyline does not represent rural communities. Could be a home setting instead, where you can see yourself having these conversations.
- Spaghetti image: maybe change to image of table and chairs, people sitting around a table instead of a plate of food. Focus on the conversation rather than the mealtime, then have the mealtime as an example.
- Top of Homepage: have just three tabs (Talk, learn, know) to be concise and draw attention

### Content

#### Content feedback reflected issues or recommendations that fell into four categories:

- **Specific to marijuana**
- **Framing of messages**
- **Providing statistics and concrete examples**
- **Providing content for and by children/teens**

Each is outlined below, beginning with reported observations or concerns, and ending with participant recommendations.

#### Observations/Concerns:

##### Marijuana

- Bad content. Relying on hyperlinks to add content; only mention THC as active ingredient (not only active ingredient), outdated content, no mention of medical use, no mention of spectrum of effects.
- Explanation of what MJ is, is very academic- like a book from 20 years ago. MJ has so many different forms right now, especially in modern day (think dabs, juuls, edibles, spliffs, etc.). This doesn't talk about all of the possible deliveries. It does not give current info as a parent.

“I would recommend this website. It has basic, easy to understand information. It is good info on starting a conversation” ~Pueblo

# Speak Now! Campaign

## Focus Group Feedback

### Content

- Effects: should list depression/anxiety/panic attacks- important to include. Kids think they are self-medicating; parents need to have information to know that drugs can be counterproductive.
  - Could be special consideration or families with history of mental illness- how to talk about how drugs can bring early onset
- #1 important thing is that MJ can effect children differently than it does adults

#### Framing the message:

- Make language less punitive: Start with humor rather than the fact that it's a felony- kids never think something bad is going to happen to them, so they can't often relate.
- Get rid of punitive language (ie. You know it's...)

"I would love to see an example of a conversation, how to start a conversation" ~Pueblo

#### Provide concrete examples and statistics:

- Give concrete examples of how parents can create an openness to talk about these things with their children- Do they have statistics on the website?

#### Content for kids:

- Would appreciate content for kids that parents could pass to kids and then talk about after
- Content/ phrasing in scenarios are accusatory.
- Content with videos/quotes/stories from kids could be powerful.

#### Other content issues:

- Unbalanced/inconsistent level of content when comparing different pages and sections or the website. This inconsistency is confusing and disorienting.
- Outside links:
  - There are links to NCBI peer reviewed articles, which are too high of a reading level. Hyperlinks in general are random and inconsistent on type and level. Discouraging, unexpected.
  - CO good to know site is much stronger. SN links to it, and relies too heavily on its content.
- Videos
  - Videos currently are not in Spanish.

"There are a lot of words on the page – I am not going to read everything" ~Pueblo

#### Recommendations

- Wouldn't start out with marijuana use is legal in CO for 21+- that is not the most important point. Lead with something that will make people want to read more.
- Highlight all the different forms of MJ delivery.
- Make information more current.
  - Updated consideration: interaction of pot and testosterone therapy; transgender issues
  - Use current terminology, slang, include pictures/ diagrams
  - MJ should be cannabis for accuracy; more info on med MJ; MJ section is not complete.

# Speak Now! Campaign

## Focus Group Feedback

### Content

- Include the effects of MJ on depression/anxiety/panic attacks.
- Include bullet points that highlight specific conversation starters that parents can use as notes
- Instead of framing just the consequences (a lot of young people feel like they won't/can't be caught), lead with what can be lost (freedom, driving privileges, etc.).
  - Start with all of things that kids what, add those examples for parents to highlight- and then explain how those freedoms can be lost.
- Have more scenarios (both text and video) to provide examples and guidance to parents for having the conversation.
- Having statistics on the website would help with context of when it is important to start thinking about certain behaviors.
  - Statistics, prevention programs (esp. hotline), realistic and more videos, real pictures vs cartoons
- Missing info about less common substances kids are using these days (think tide pods)
- Talk to kids and ask them: if a parent/guardian brought up this topic, how would you like them to say it? Have a focus group with kids.
- Include an engaging activity that a kid could actually do on the website.
- Add videos with kids/teens talking about their experiences.
- There should be a section on website that explains terminology
- Add buttons so parents/guardians can share info on social media
- Add videos of info instead of written, videos children talking about their experiences
  - Add educational videos (in Spanish and English), pictures, more languages
- Narrow down content on website in order to get message across
  - Fewer paragraphs, more eye catching

### Usability/Navigation

**Usability & Navigation feedback reflected issues or recommendations that fell into three categories:**

- **Phone versus computer**
- **Linking**
- **Internal search**

Each is outlined below, beginning with reported observations or concerns, and ending with participant recommendations.

"The website is easy to navigate on the computer" ~Fort Collins

#### **Observations/Concerns:**

##### **Phone vs. computer:**

- Found scenarios easily on the phone, once you get there they are quite lengthy.
- Easy to navigate on the computer.
- Keeps downloading things when you do not want it to on the phone, which is annoying.
- Menu on the phone is not all on one line.

# Speak Now! Campaign

## Focus Group Feedback

### Usability/Navigation

#### Linking:

- Seems like the internal linking is not complete (missing some active links)- have to keep going back to the main menu to navigate rather than give you the next reasonable content after you finish the current content.

"Internal search is lacking- Google would probably work more efficiently" ~Denver

#### Internal Search:

- There are no results for CBD- this needs to be on there
- Search button opens up in a weird place on cell phone
- Scenarios could be easier to find- have to dig through layers, scroll a lot

#### Recommendations

None

#### Other feedback reflected issues or recommendations that fell into two categories:

- **Promotion of website**
- **Recommending website**

Each is outlined below, beginning with reported observations or concerns, and ending with participant recommendations.

#### Website promotion:

Buses, TV, billboards, Schools, Schools newsletters, RTD light rail, radio ads on other websites, announcements at schools, print ads in parenting mags, Facebook, Instagram, newspapers, craigslist, pamphlets at resources (WIC, etc.), library bulletins, one-time alerts on phones, park benches, bus stops, TV ads, movie theaters, CBOs, handout in church, YMCA, rec centers, DR offices, shopping malls, directly from family practice/pediatricians, podcasts, mom bloggers

#### Recommend website:

Would you recommend other parents/guardians to visit this website to if they want to know about how to talk to their children about the use of substances?

"Yes, because they are not many resources in the community what are in our language (Spanish)"  
~Fort Collins

- Not at this time, it is not easy to get info, info is not up to date and it is not displayed in an eye catching or inviting manner
- Only if they have at minimum a HS degree- more of middle class, mainstream family.
- Yes, definitely, especially if there were pages for kids and the info was better listed
- Maybe- with some additions/changes and added activities
- Yes, there are not many Spanish resources out there

### Other Notes

# Speak Now! Campaign

## Community Partners Feedback

Community Partners are on the frontline using these resources with the community and would be helpful in assessing the relevance and usefulness of the Speak Now! website. JSI worked with Merritt+Grace to disseminate the survey link to the community partners. The survey was developed in SurveyMonkey and was out in the field for four weeks. Merritt+Grace sent out four communications; below is a schedule of communications that went out to the community partners:

Date of communication	Type of communication	Distribution Number	Number of opens
May 23, 2018	Announcement to full list	683	223
June 4, 2018	Reminder 1 to full list	668	195
June 7, 2018	Reminder 2 webinar registrants	22	14
June 18, 2018	Reminder 3 to full list	670	190

Participation in the survey was completely voluntary; there were 45 surveys completed, yielding a 7% response rate. In order to improve the response rate, respondents were offered a chance to win one of three \$90 Visa gift cards for completing the survey.

The survey was comprised of the following sections:

- **Demographic information** provided information about the agency.
- **Information about SpeakNow site** use specified access behavior of the respondents.
- **Overall impression of the site** assessed the site on 6 criteria using a scale of 1-5, 1 being poor and 5 being excellent
- **Relevancy of information** asked respondents to indicate their level of agreement with how relevant the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not relevant at all and 4 being very relevant
- **Usefulness of information** asked respondents to indicate their level of agreement with how useful the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not useful at all and 4 being very useful

Within each question there was space for respondents to provide qualitative feedback as well.



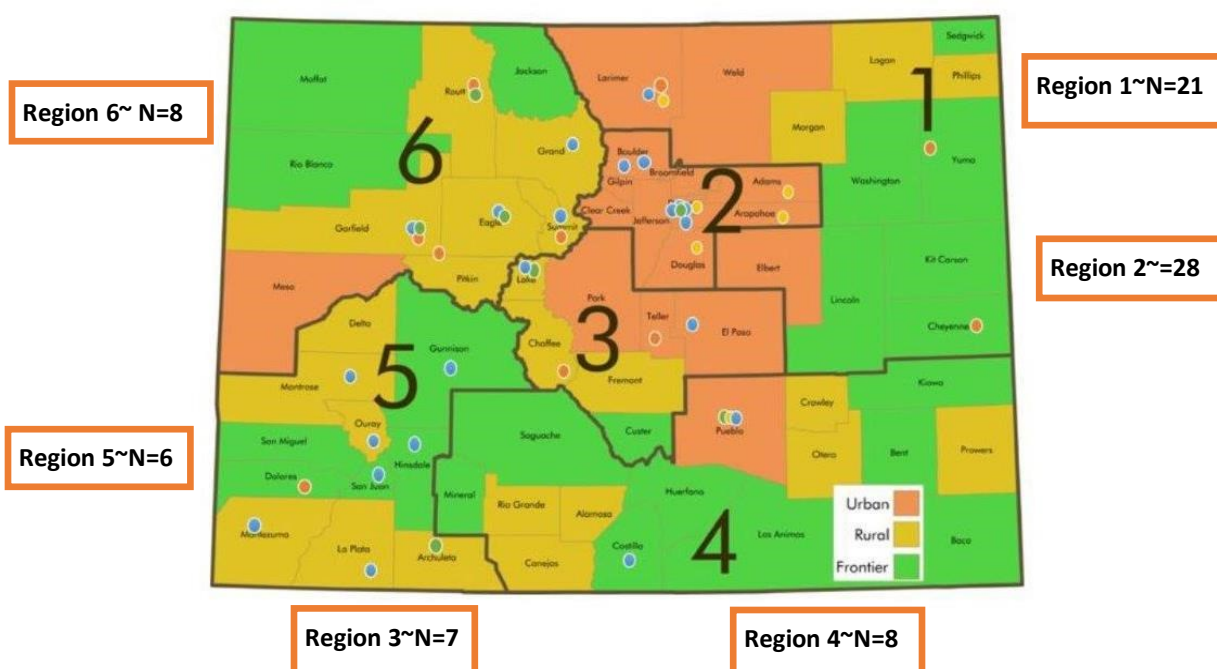
# Speak Now! Campaign

## Community Partners Feedback

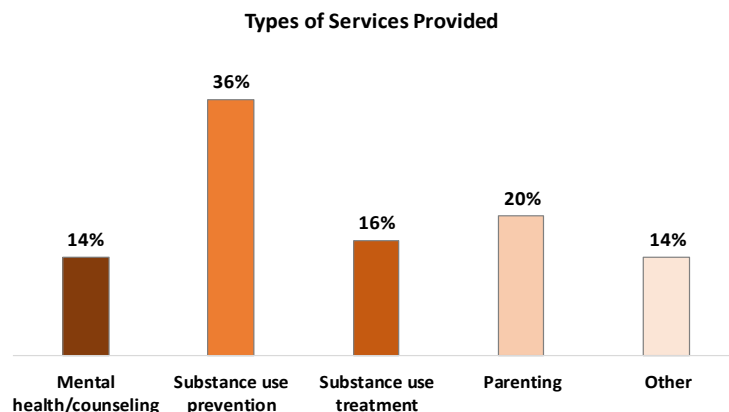
In order to ensure the survey reached the target audience, JSI included a section to collect demographic information about the organization. The first was counties served by the organization - the survey responses were distributed well across all OBH Community Prevention Services regions. The second were the types of services provided by the organization. The core services provided include substance use prevention, substance use treatment, and parenting.

## Colorado Department of Human Services

### Office of Behavioral Health Community Prevention Services



\*Response was mark all that apply, total equals more



<sup>1</sup> Response was mark all that apply, total equals more than 100%.

#### Types of Services Provided: Other

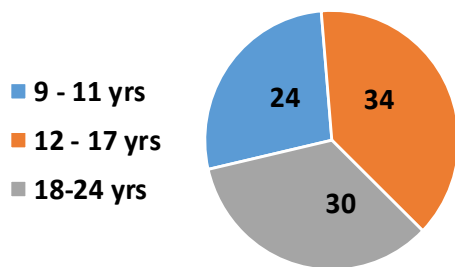
Types of services	Community Partner Response
Probation-refer for services	1
Domestic violence and sex offender treatment	2
Public transit, after-school, senior center, job training	1
Mentoring	1
Public health: environmental health; WIC; family planning, tobacco prevention; suicide prevention	4
Support, grants, training, research, policy recommendations	1
Food bank, youth group, emergency services	1
Child welfare	1
<b>Total</b>	<b>12</b>

# Speak Now! Campaign

## Survey Respondents Demographic Information and Website Access

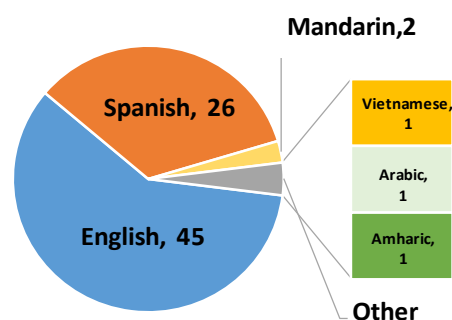
In order to ensure the survey reached the target audience, JSI included a section to collect demographic information about the organization. To determine the survey was reaching organizations which targeted the age-range for Speak Now!, demographic questions included one for the age-groups served as well as the languages services were provided.

Age-Groups of Clients Served<sup>2</sup>



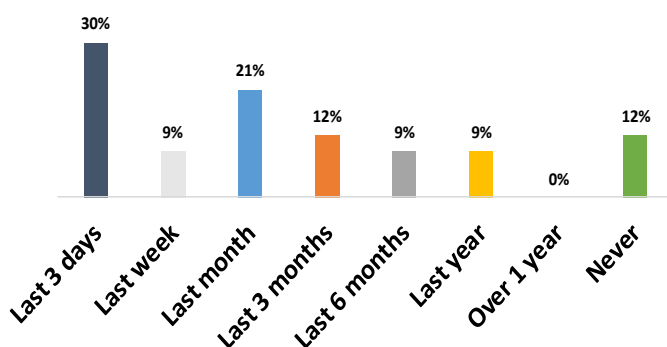
<sup>2</sup>Response was mark all that apply, total equals more

Language of the Services Provided<sup>3</sup>



<sup>3</sup>Response was mark all that apply, total equals more than 100%

How Recently Website Was Accessed<sup>4</sup>

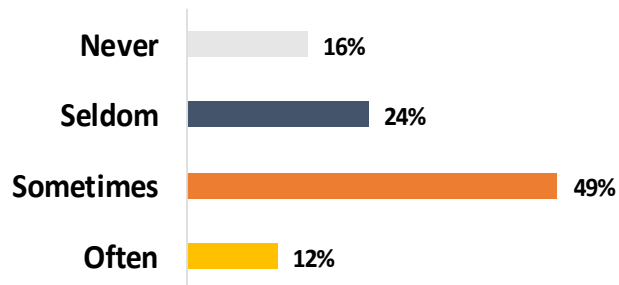


<sup>4</sup>43 responses/2 skipped

The majority of respondents said they accessed the site sometimes and seldom were the most identified.

The majority of respondents had accessed the SN website within the last 3 days and last month. There was no one saying they had accessed over a year ago; however, 12% had never accessed the site.

Frequency of Accessing Site<sup>5</sup>



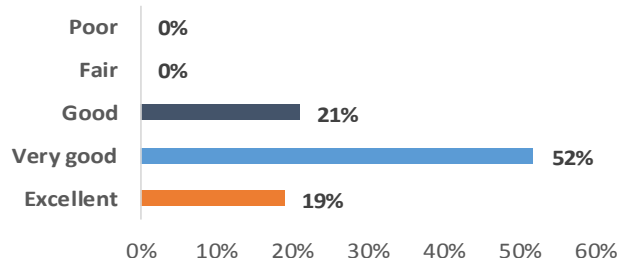
<sup>5</sup>43 responses/2 skipped

# Speak Now! Campaign

## Community Partners Feedback

### Overall Impression of Website

#### Overall Impression of the Website<sup>6</sup>

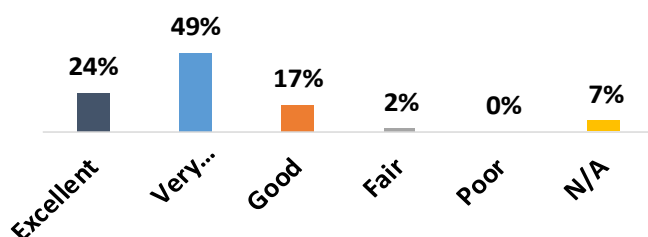


<sup>6</sup>42 responses/3 skipped

The majority of respondents rated their impression of the website as very good. The weighted score for impression was 3.97. No qualitative feedback was provided.

Within the overall impression of the website section, there were a series of questions that asked how well the website communicated various issues, such as the importance of having a conversation with youth or informs parents how to start a conversation.

#### How well the website communicates the importance of having conversation with youth<sup>7</sup>



<sup>7</sup>41 responses/4 skipped



Comments provided were to add information on vaping, and they often refer parents to this site because the information is excellent.

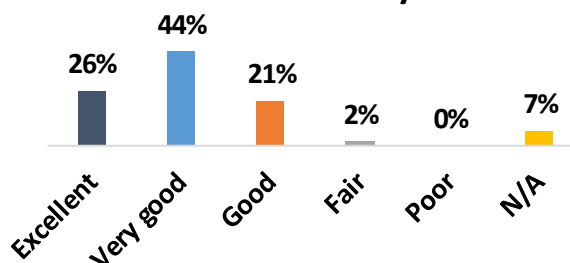
The majority of respondents said that the website communicated the importance of having conversations with youth as very good. The weighted score for impression was 4.03.

The majority of respondents said that the website communicated how to start a conversation with youth as very good. The weighted score for impression was 4.00.



One respondent would like handouts to give to kids such as one on vaping alone.

#### How well the website informs parents how to start a conversation with youth<sup>8</sup>



<sup>8</sup>43 responses/2 skipped

# Speak Now! Campaign

## Community Partners Feedback

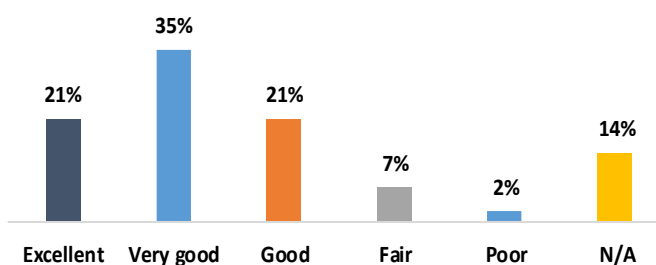
### Overall Impressions of Website

The majority of respondents said that the website directs visitors where to get more resources as very good. The weighted score for impression was 3.73.

#### How well the website shows where to get resources and additional information<sup>9</sup>



Two respondents indicated there was no resource page, only videos available at this time.



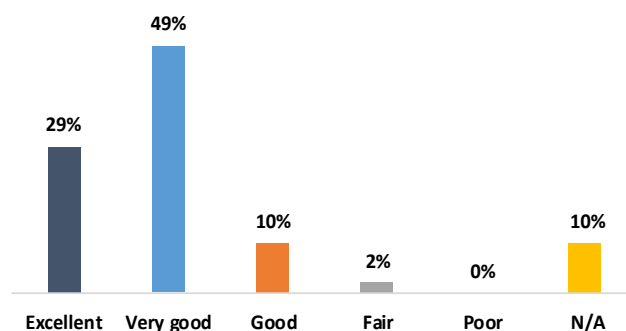
One said the hyperlinks are very helpful and one other requested resources on prevention programs.

The majority of respondents said that the website was organized well as very good. The weighted score for impression was 4.16.

#### How well the content is organized and easy to follow<sup>10</sup>

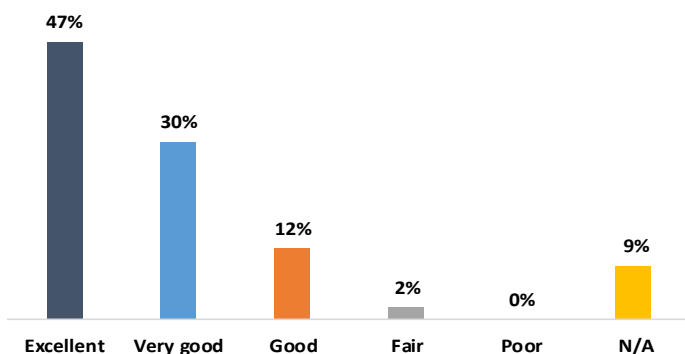


One respondent said they thought flyers should be moved under resources, title



#### The website design and organization encourages engagement<sup>11</sup>

<sup>10</sup>41 responses/4 skipped



<sup>11</sup>43 responses/2 skipped

The majority of respondents said that the website encourages engagement as excellent. The weighted score for impression was 4.33.

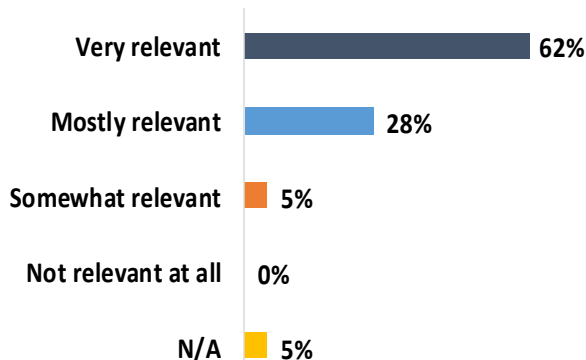
No qualitative feedback was provided.

# Speak Now! Campaign

## Community Partners Feedback

Within the relevancy section, there were a series of questions that asked respondents to indicate their level of agreement with how relevant the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not relevant at all and 4 being very relevant.

### Relevancy of the homepage<sup>12</sup>



<sup>12</sup>39 responses/6 skipped

The majority of respondents said that the talk with your kid information is very relevant. The weighted score for impression was 3.74.

<sup>13</sup>40 responses/5 skipped



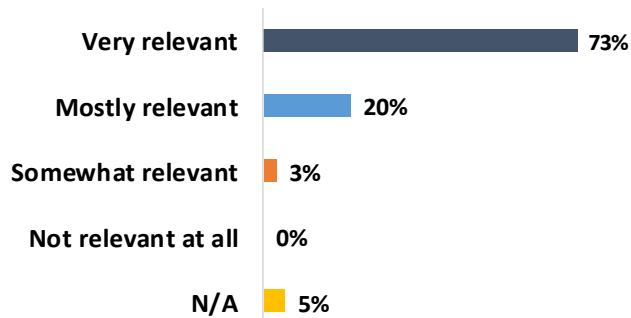
One respondent recommended moving the circles with the ages to the top of this page.



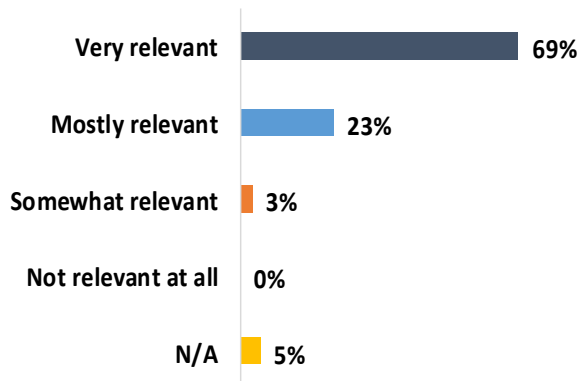
One respondent said there was too much scrolling through on the homepage.

The majority of respondents said that the homepage information is very relevant. The weighted score for impression was 3.59.

### Relevancy of talk with your kid page<sup>13</sup>



### Relevancy of know the facts page<sup>14</sup>



<sup>14</sup>39 responses/6 skipped

The majority of respondents said that the know the facts information is very relevant. The weighted score for impression was 3.70.



One respondent noted that this is not a page rather a drop down menu.

# Speak Now! Campaign

## Community Partners Feedback

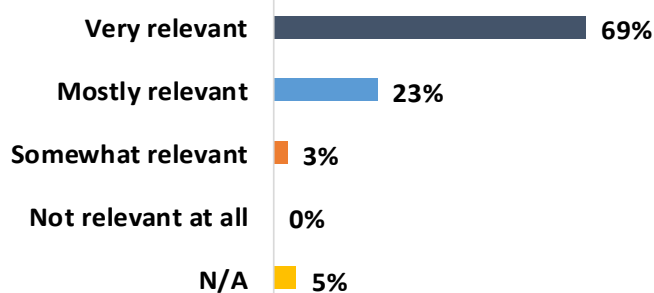
### Relevancy of Website

The majority of respondents said that the know the laws information is very relevant. The weighted score for impression was 3.63.



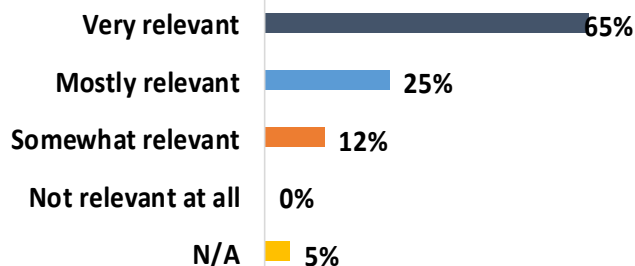
A responded shared this is best page of website, and it could be better by adding vaping; giving examples. However, the “in certain situations” is murky.

#### Relevancy of resources<sup>16</sup>



<sup>16</sup>39 responses/6 skipped

#### Relevancy of know the laws page<sup>15</sup>



<sup>15</sup>40 responses/5 skipped

The majority of respondents said that the resources page is very relevant. The weighted score for impression was 3.70.

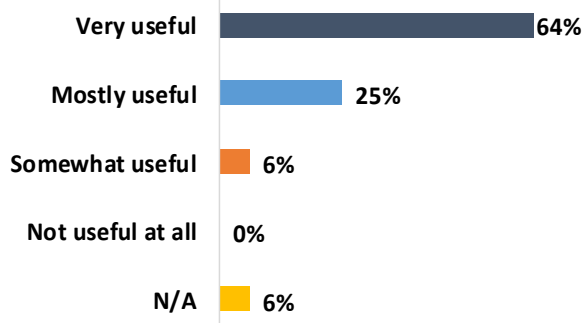


One respondent said the PSAs are a bit cheesy but the message is solid, and another thinks the videos are better for the talk with your kids page. Resources should

### Usefulness of Website

Within the usefulness section, there were a series of questions that asked respondents to indicate their level of agreement with how useful the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not useful at all and 4 being very useful

#### Usefulness of homepage<sup>17</sup>



<sup>17</sup>36 responses/9 skipped

The majority of respondents said that the homepage information is very useful. The weighted score for impression was 3.62.

No qualitative feedback was provided.

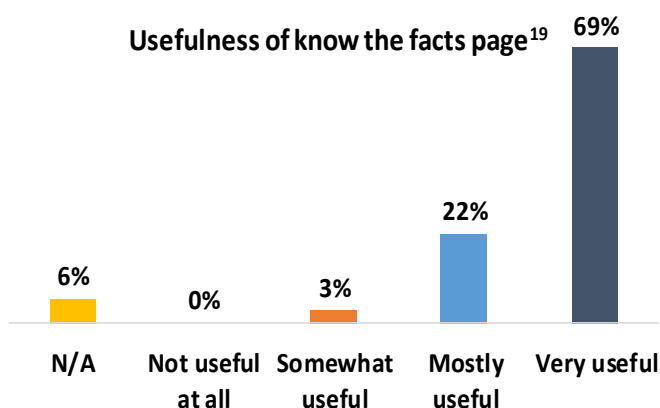
# Speak Now! Campaign

## Community Partners Feedback

### Usefulness of Website

The majority of respondents said that the talk with your kids information is very useful. The weighted score for impression was 3.79.

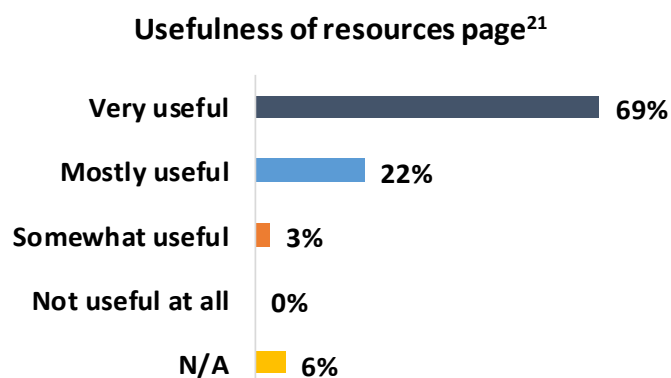
No qualitative feedback was provided.



<sup>19</sup>36 responses/9 skipped

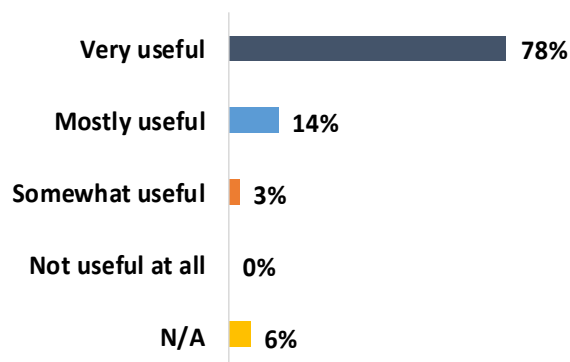
The majority of respondents said that know the laws information is very useful. The weighted score for impression was 3.71.

No qualitative feedback was provided.



<sup>21</sup>36 responses/9 skipped

### Usefulness of talk with kids page<sup>18</sup>

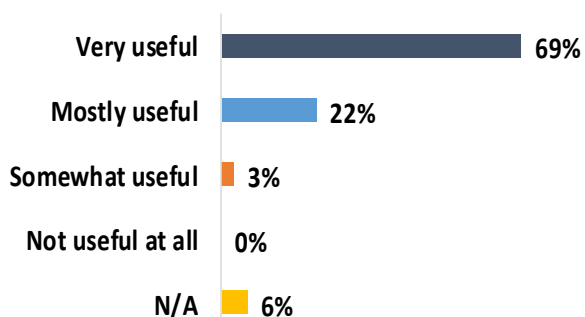


<sup>18</sup>36 responses/9 skipped

The majority of respondents said that know the facts information is very useful. The weighted score for impression was 3.71.

No qualitative feedback was provided.

### Usefulness of know the laws page<sup>20</sup>



<sup>20</sup>36 responses/9 skipped

The majority of respondents said that know the laws information is very useful. The weighted score for impression was 3.50.

No qualitative feedback was provided.

# Speak Now! Campaign

## Community Partners Feedback

### Final Comments from Survey Respondents



Keep up the great work! A huge resource for our resource center. Thanks!

I love how intuitive and easy to navigate your website is. The information is clear and concise, not overwhelming as many such websites can be. I feel comfortable using this as a personal tool but also referring parents to it as well.

Include vaping information. This is a huge trend in our community. You might also want to include tips for how teachers can identify use and what to do in that event. Vaping is rampant in schools. Teachers are a target audience different from parents.



I love your hand outs and have been giving them out at our Eat Chat Parent events in English and Spanish. It would be great if Speak Now! Provided speakers to attend regional events.

I like the name you use, but I had no idea what your site was about at first. Perhaps a parent/ child logo might help? Something more transparent to send your message. Thank you for a wonderful resource.



I think you should definitely update the prevention programs page. Just some food for thought: you could consider adding a "current trends page"... I am not sure how to word this, but I was talking to a parent who heard his kids talking about "dabbing" (using marijuana concentrates) he thought his kid was talking about dabbing in the form of dancing. He said he wished there was some way that he could be updated on the current lingo youth use or the current trends so he could know what to talk about further. I have heard a few parents and teachers with for the same thing.

### Website Feedback Takeaways

## The Takeaway

- ◇ Overall the website update received positive feedback; however there was some variability on how the website was received across the parent focus groups.
- ◇ There was agreement among the parents that the graphics need to be updated to better reflect diversity (gender, sexual orientation, race/ethnicity) as well as to better reflect the goal of the site and pages (ie: spaghetti bowl and skyline).
- ◇ Overall the website feels academic to parents, and they would like more accessible information and tools in terms of reading level and the information being more reflective of current environment (ie vaping, jules etc).
- ◇ There was much more agreement across the community partners survey respondents which was overwhelmingly positive.
- ◇ Both parents and community partners requested more updated information on marijuana.

The next section provides a summary of the supplemental online survey with parents.



# Supplemental Online Parent Survey

## *Speak Now! End of Year Evaluation Summary*

### Introduction

### Targeted Parent Survey to Evaluate Website Usage and Awareness of Paid Media Campaign

JSI used carryover funding to augment the existing evaluation plan for Speak Now statewide social marketing campaign to evaluate impact of campaign by measuring behavior change as parents and caregivers self-report of talking with their children about substance use and misuse. The augmented evaluation included additional parent surveys in OBH Regions 3, 4, and 6 in order to increase the reach in these areas where the statewide phone survey and focus groups either were not implemented at all or to the saturation point planned.

JSI reviewed secondary data (i.e. the Healthy Kids Colorado) to see if there were areas with increased substance use and looked at areas that didn't meet our planned goals for the statewide phone survey in order to determine where the survey should be focused for enhanced data collection.

These are the areas that had a low response rate for the statewide phone survey evaluating the paid media campaign:

Spanish South	Regions 3 and 4	13%
Spanish Southwest	Region 5	0%
Spanish Western Slope	Region 6	33%

These are the areas that showed increases in substance use based on the most recent Healthy Kids Colorado Survey. Each targeted region had an increase in at least one category: alcohol, marijuana, or prescription drug use:

- OBH Region 4 and 6 saw an increase in alcohol use-in particular having had one drink in past 30 days or ever had at least one drink;
- OBH Region 4 saw slight increases in all 3 measures of marijuana use; and
- None of these 3 OBH regions saw increase in prescription drug use.

JSI aimed for an overall survey goal of 230 with the following breakdown per area:

Spanish South Front Range	Regions 3 and 4	100
Spanish Southwest	Region 5	50
Spanish Western Slope	Region 6	80

# Supplemental Online Parent Survey

## *Speak Now! End of Year Evaluation Summary*

### Introduction

In order to promote the survey, JSI partnered with the Community Partner organization to post and/or hang flyers about the survey. The JSI team canvassed areas to promote the survey and posted on craigslist as well. Additionally, to improve the uptake of the survey, JSI included a QR code on the flyer for easier access to the survey. The survey was developed in SurveyMonkey in both Spanish and English and was out in the field for four weeks.

Participation in the survey was completely voluntary; there were 249 surveys initiated with 104 surveys completed, yielding a 45% response rate for the sample goal of 230. In order to improve the response rate, respondents were offered a chance to win one of 25 \$50 Visa gift cards for completing the survey.

The supplemental online survey evaluated the reach and awareness of the paid media campaign, both for the areas that had a low response rate for the statewide phone survey that followed the first media flight and to assess the second media flight launched in August. The survey was comprised of two primary sections. One focused on the paid media campaign and one on the website which addressed the following sections:

- **Demographic information** provided information about the agency.
- **Information about Speak Now! site** use specified access behavior of the respondents.
- **Overall impression of the site** assessed the site on 6 criteria using a scale of 1-5, 1 being poor and 5 being excellent.
- **Relevancy of information** asked respondents to indicate their level of agreement with how relevant the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not relevant at all and 4 being very relevant.
- **Usefulness of information** asked respondents to indicate their level of agreement with how useful the information provided in each page is to them as a service provider, as well as to the consumers/clients/community they serve, using a scale of 1-4, 1 being not useful at all and 4 being very useful.

Within each question there was space for respondents to provide qualitative feedback as well.


Paid media assessed if respondent had heard of the campaign ; if so where did they see/hear about the campaign, and what impact the campaign had:

- What did they recall about the message?
- If the message encouraged them to have a discussion with their child.
- If they message from the campaign helped them have the conversation.

**speaknow!**

Parents and Caregivers of children (ages 9-20)!  
Take a survey on SpeakNow!  
a campaign helping you talk with your kids about  
alcohol and drugs.

**Now's A Good Time To Talk**

1 Scan this QR Code:  
  
Or use this link:  
[https://www.surveymonkey.com/r/Speak\\_Now\\_2018](https://www.surveymonkey.com/r/Speak_Now_2018)

2 Complete the  
15 minute survey

3 You'll be entered  
to win a \$50 Gift Card

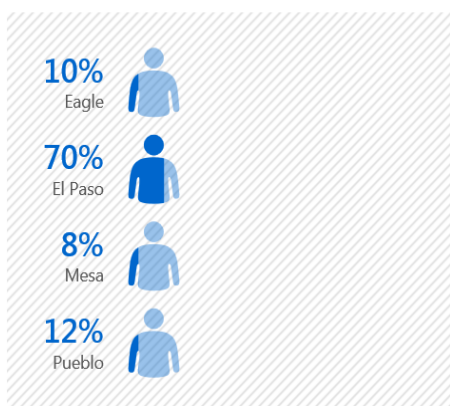
This survey is sponsored by the Office of Behavioral Health, Colorado Department of Human Services. Organized by JSI. [www.speaknowcolorado.org](http://www.speaknowcolorado.org)

# Supplemental Online Parent Survey

## Speak Now! End of Year Evaluation Summary

In order to ensure the survey reached the target audience, JSI included a section to collect demographic information about the respondent. The first was what county they reside in to ensure the respondents were concentrated across the three targeted OBH Community Prevention Services regions. For all demographic questions the number of respondents was 104.

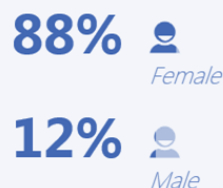
### County of Residence



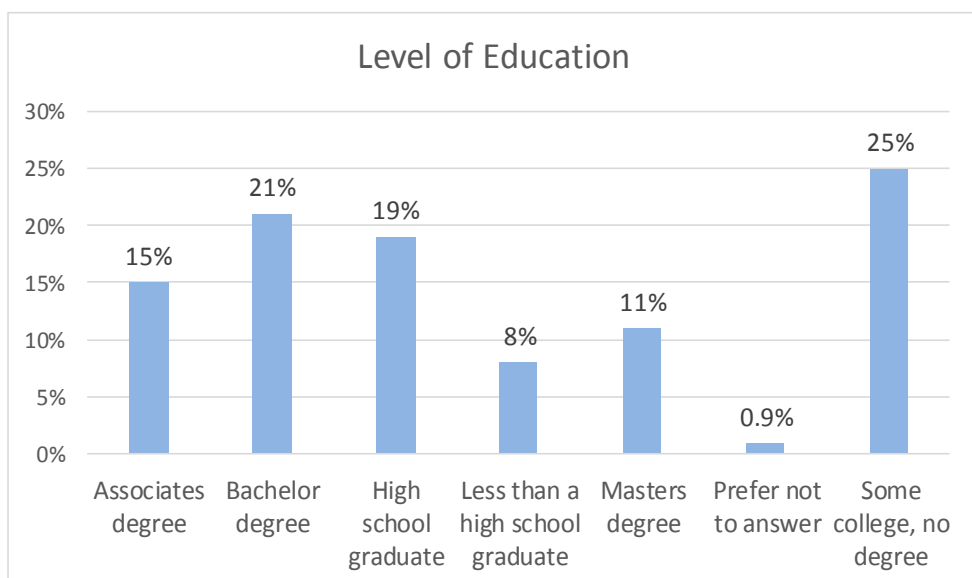
The majority of respondents were from El Paso, OBH Region 3.

The majority of respondents identified themselves as female and the majority (51%) being between the ages of 30-39. Caucasian was the most identified race (59%) and 37% identifying as Hispanic.

### GENDER



### Level of Education



Education levels ranged from less than high school to Masters degrees, including PhD, with the majority having some level of college.

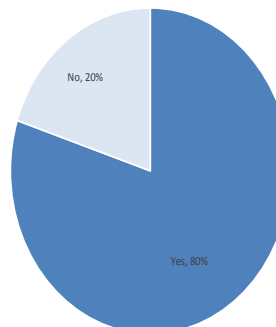
# Supplemental Online Parent Survey

All respondents had a child ages 9-20 living in their household. Eighty percent of respondents said they have talked with their children about the use of alcohol and marijuana and the misuse of prescription drugs and other drugs.

## CHILDREN'S AGE OF RESPONDENTS

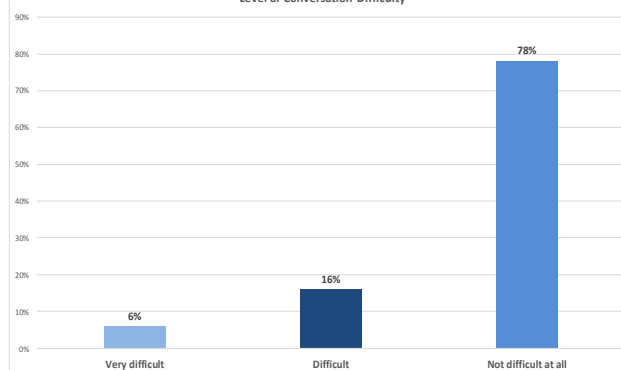


Ever Had Discussion with Child about Substance Use

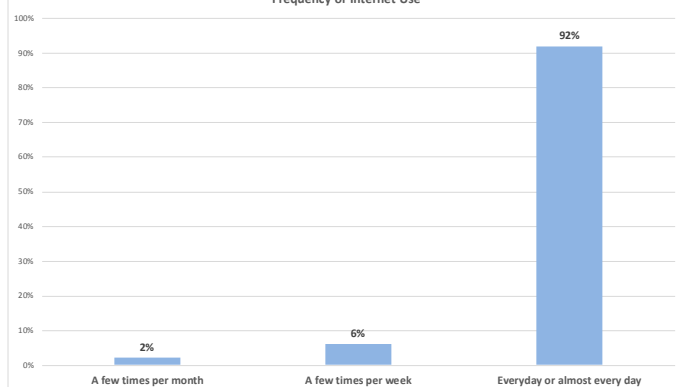


The majority (78%) of respondents said it was not difficult to talk to their children about the use of alcohol and marijuana and the misuse of prescription drugs and other drugs.

Level of Conversation Difficulty



Frequency of Internet Use



All but two respondents said they used the internet regularly.

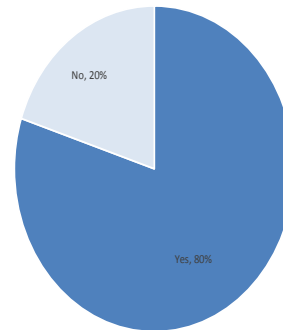
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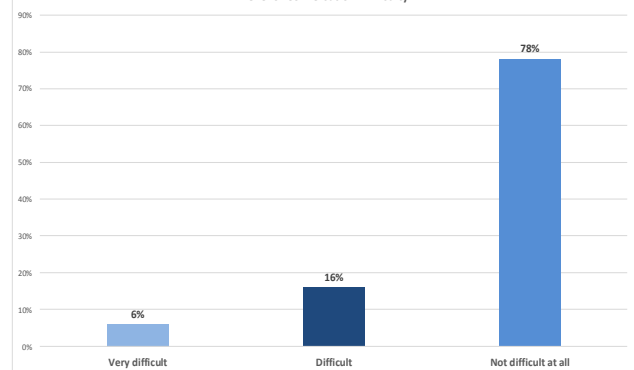


Ever Had Discussion with Child about Substance Use



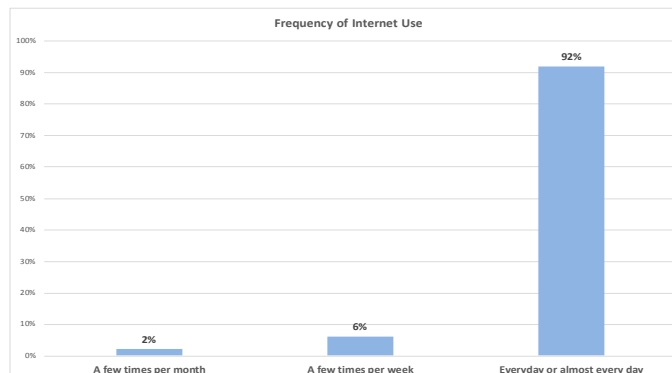
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Level of Conversation Difficulty



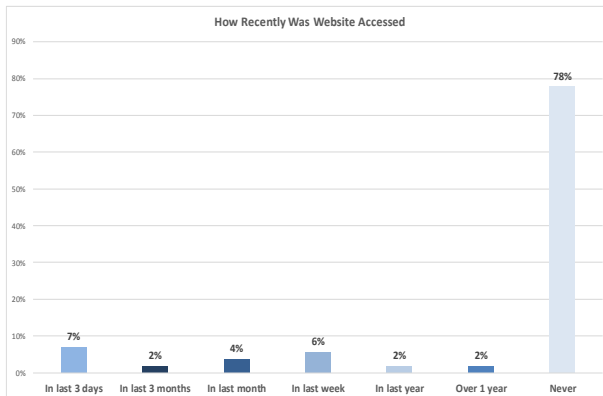
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Frequency of Internet Use



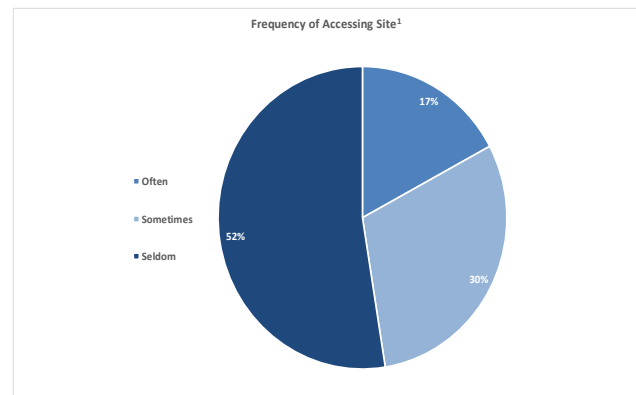
# Supplemental Online Parent Survey

In order to provide a context to the responses on the usefulness of the website, respondents were asked how recently they accessed the Speak Now! Website and how often they access the site.

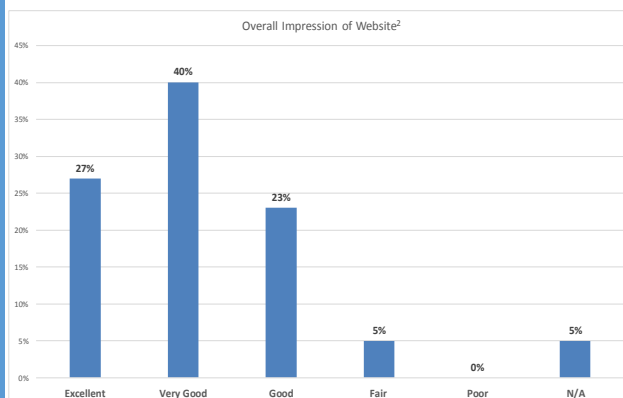


The majority of respondents (78%) had never accessed the campaign website and small percent reporting access in the last 3 days (7%) and in the last week (6%).

The majority of respondents said they accessed the site sometimes and seldom were the most identified (82%).



<sup>1</sup>23 responses/81 skipped



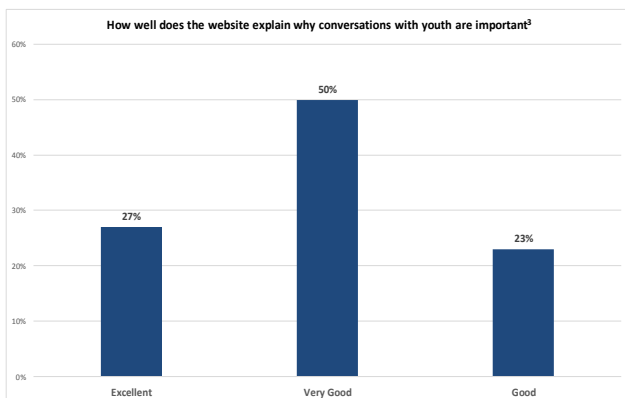
The majority of respondents rated their impression of the website as very good. The weighted score for impression was 3.95. No qualitative feedback was provided.

<sup>2</sup>22 responses/82 skipped

# Supplemental Online Parent Survey

## Overall Impression of the Website

Within the overall impression of the website section, there were a series of questions that asked how well the website communicated various issues, such as the importance of having a conversation with youth or informs parents how to start a conversation.



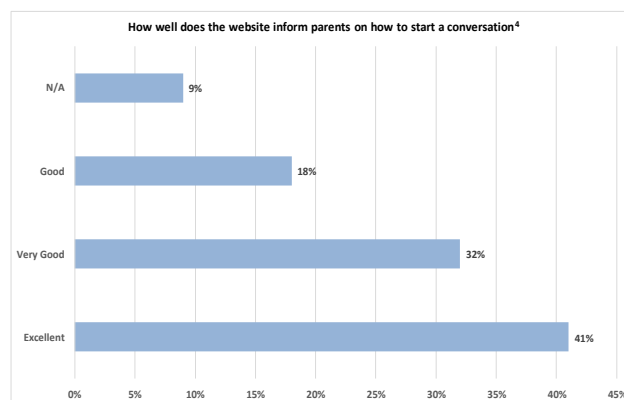
<sup>3</sup>22 responses/82 skipped

The majority of respondents said that the website communicated for parents how to start a conversation with youth as excellent. The weighted score for impression was 4.25. No qualitative feedback was provided.

### Data Takeaways



The majority of respondents said that the website communicated the importance of having conversations with youth as very good. The weighted score for impression was 4.05. No qualitative feedback was provided.



<sup>4</sup>22 responses/82 skipped

Results across these website effectiveness indicators were consistent with the community partner survey implemented in May-June 2018 and this survey with parents.

Indicator	Community Partner Survey Score <sup>V1</sup>	Parent Survey Score <sup>V2</sup>	Change <sup>5</sup>
Overall Impression	3.97	3.95	↓.5%
Communicating the importance of having conversations with youth	4.03	4.05	↑.49%
Communicating to parents how to start a conversation with youth	4.00	4.25	↑5.8%

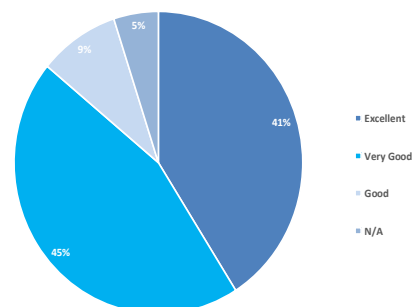
<sup>5</sup>The Percentage Change Formula quantifies the change from one number to another and express the change as an increase OR decrease. The formula used:  $\frac{(V2 - V1)}{V2} \times 100 = \text{percent increase or decrease}$

# Supplemental Online Parent Survey

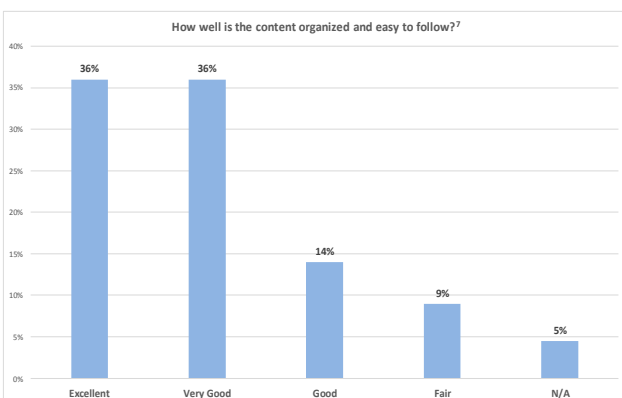
## Overall Impression of the Website

The majority of respondents said that the website directs visitors where to get more resources as excellent to very good. The weighted score for impression was 4.33. No qualitative feedback was provided.

How well does the website show you where to get resources and additional information<sup>6</sup>



<sup>6</sup>22 responses/82 skipped



<sup>7</sup>22 responses/82 skipped

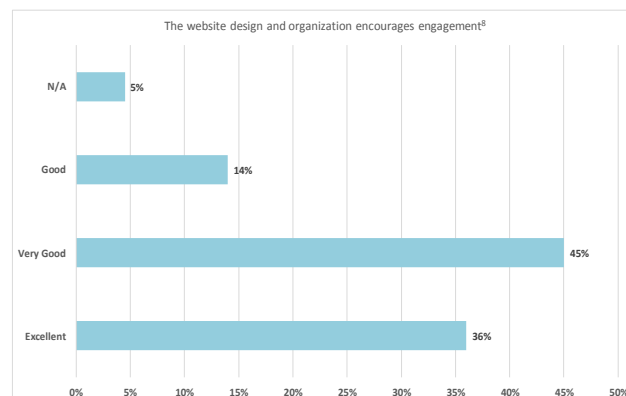
The majority of respondents said that the website encourages engagement as very good. The weighted score for impression was 4.24.



One respondent recommended adding information on vaping.

### Data Takeaways

Take Away



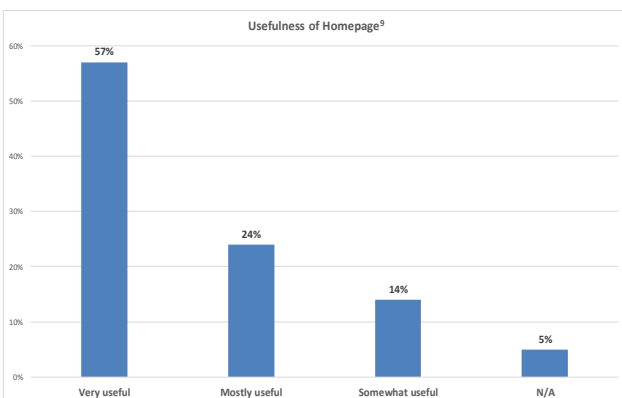
<sup>8</sup>22 responses/82 skipped

Indicator	Community Partner Survey Score <sup>V1</sup>	Parent Survey Score <sup>V2</sup>	Change
Directs visitors where to get more resources	3.73	4.33	↑14%
Organized well	4.16	4.05	↓3%
Encourages engagement	4.33	4.24	↓2%



# Supplemental Online Parent Survey

Within the usefulness section, there were a series of questions that asked respondents to indicate their level of agreement with how useful the information provided in each page is to them as a parent, using a scale of 1-4: 1 being not useful at all and 4 being very useful. Links to website pages were provided to help respondents answer the questions.



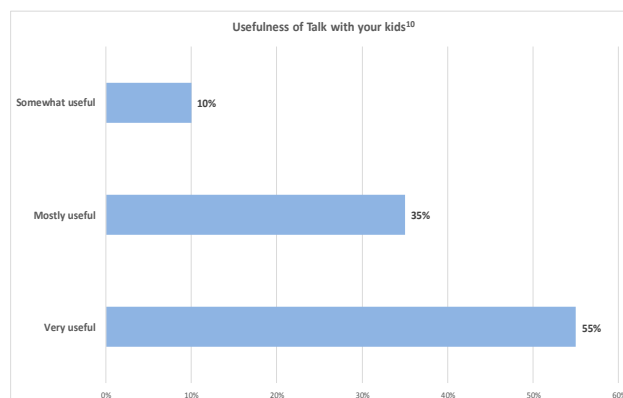
<sup>9</sup>21 responses/83 skipped

The majority of respondents said that talk with your kids information is very useful. The weighted score for impression was 3.45.

No qualitative feedback was provided.

The majority of respondents said that the homepage information is very useful. The weighted score for impression was 3.45.

No qualitative feedback was provided.



<sup>10</sup>20 responses/84 skipped

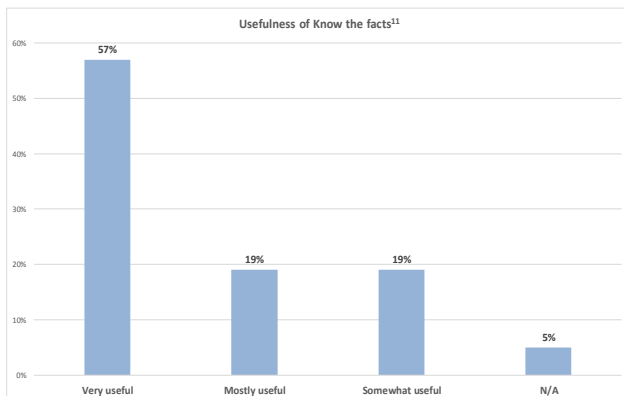
## Data Takeaways



Indicator: Usefulness	Community Partner Survey Score <sup>V1</sup>	Parent Survey Score <sup>V2</sup>	Change
Homepage	3.62	3.45	↓4.9%
Talk with your kids	3.79	3.45	↓9.9%

# Supplemental Online Parent Survey

## Usefulness of Website



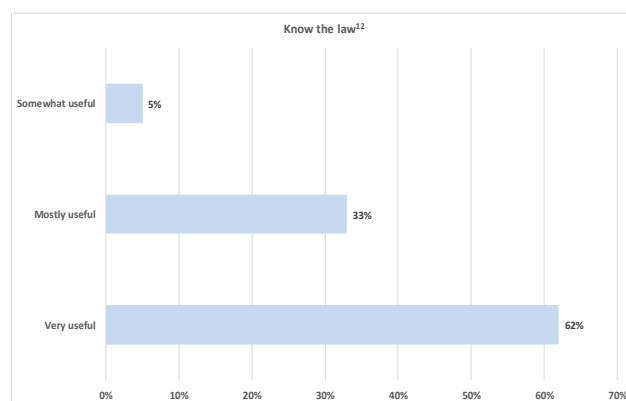
<sup>11</sup>21 responses/83 skipped

The majority of respondents said that know the law information is very useful. The weighted score for impression was 3.57.

No qualitative feedback was provided.

The majority of respondents said that know the facts information is very useful. The weighted score for impression was 3.40.

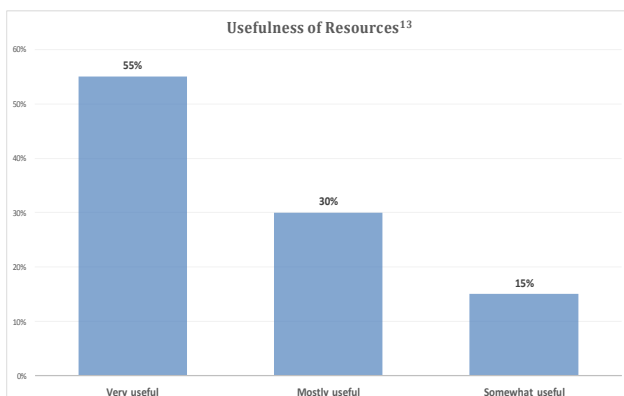
No qualitative feedback was provided.



<sup>12</sup>21 responses/83 skipped

The majority of respondents said that re-sources information is very useful. The weighted score for impression was 3.40.

No qualitative feedback was provided.



<sup>13</sup>20responses/84 skipped

## Data Takeaways



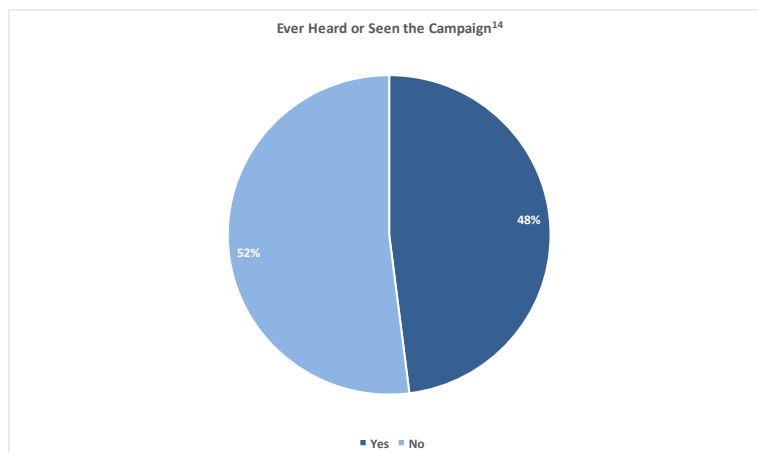
Indicator: Usefulness	Community Partner Survey Score <sup>V1</sup>	Parent Survey Score <sup>V2</sup>	Change
Know the facts	3.71	3.40	↓9%
Know the law	3.71	3.57	↓3.9%
Resources	3.50	3.40	↓2.9%

# Supplemental Online Parent Survey

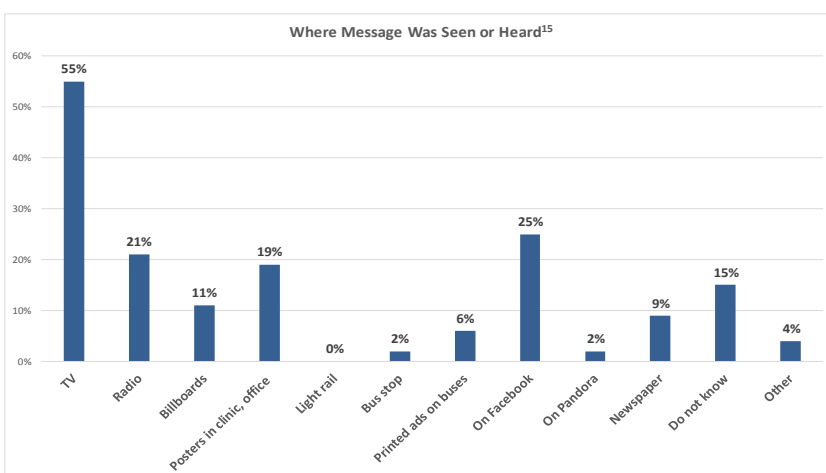
## Speak Now! End of Year Evaluation Summary

### Media Campaign

In order to ensure the survey reached the target audience, JSI included a question for the media campaign section of the survey asking if the respondent had ever heard or seen, within the last few months, a media campaign with a message that encourages parents to talk with their children about the use of alcohol and marijuana, and the misuse of prescription drugs and other drugs. Those that had seen and heard of the campaign were almost evenly split, yes at 48%.



<sup>14</sup>100responses/4 skipped



<sup>15</sup>47responses/57skipped

Response was mark all that apply, total equals more than 100%



Two respondents indicated other mechanisms. One indicated they saw the campaign message by email and the other said through child's school.

Respondents were then asked what they recalled from the message, knowing that in some cases their recollection was not related to the Speak Now! campaign. Respondents offered 41 comments of what they recalled. An analysis was conducted on the participants' recollections to identify the primary content of the responses. Responses were analyzed by identifying the themes that emerged from the responses themselves.

# Supplemental Online Parent Survey

## Speak Now! End of Year Evaluation Summary

### Media Campaign Recall

Eight respondents indicated that they did not remember the any messages, even when they said they had heard or seen the media campaign. The wording of 22 other comments had a strong resemblance to the wording of the Speak Now! messages, suggesting a clear connection with the campaign.



Talk with your kids about drinking or marijuana:

“Talk with your kids, they are listening.”

“How to talk with your kids about drugs, conversation starters.”

“The phrase ‘Now’s a good time to talk’”

Three comments were coded into the common theme of danger.



“Let them know about the dangers and consciousness. If they are ever in a situation they are not comfortable in that you are there for them.”



“D.A.R.E program, helps and teaches to kids stay away from drugs and of the streets.”

Two comments were coded into the common theme of the D.A.R.E. program.

Two comments were coded into the common theme of the importance of education.



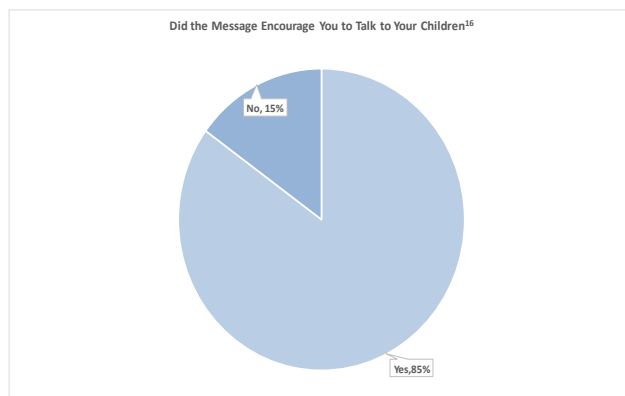
“It’s important to teach your kids.”



“It was about cigarettes on mtv about how it will not allow your lungs to fully develop if you start smoking at a young age.”

Two comments were coded into the common theme of the importance of education.

Respondents were then asked if the message they heard or saw encouraged them to talk with their children about the use of alcohol and marijuana and the misuse of prescription drugs and other drugs.



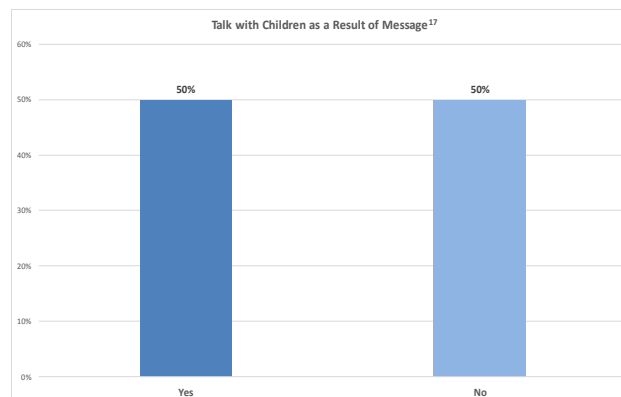
<sup>16</sup>47responses/57skipped

# Supplemental Online Parent Survey

## Speak Now! End of Year Evaluation Summary

The overarching goal of the campaign is to help parents talk with their children about using alcohol, marijuana, prescription drugs, and other drugs. The implication of this goal is that, as parents/caregivers receive the SpeakNow! messages, they will be more likely to have those conversations with their children. The evaluation of the campaign is designed to measure how often the messages produce the call to action by parents.

Of those that said the message they saw or heard encouraged them to talk with their children, the respondents were split half and half with acting on the message. 50% indicated they talked with their children as a result of seeing or hearing a campaign message.



### HOW MUCH THE MESSAGE HELPED



Of those that said the message encouraged them to talk with their children, the majority said the message they saw or heard helped them some with talking with their children.

### Data Takeaways



<sup>18</sup> 20 responses

The evaluation questions were designed to guide the evaluation of the campaign, by analyzing the changes in parents in terms of acquiring new knowledge, changing their attitudes towards having those conversations with their children, and eventually having the conversations with their children. The results from the supplemental survey indicate that at least 50% of respondents:

- ◊ Were encouraged by the message to talk with their children about the use of alcohol and marijuana, and the misuse of prescription drugs and other drugs.
- ◊ Had talked with their children as a result of seeing or hearing the message.
- ◊ Have talked with their children about those topics.
- ◊ Almost 100% of respondents reported that the message helped them some to a lot to have those conversations.

The next section will provide a summary of the state-wide random-digit phone survey.

# Supplemental Statewide Phone Survey

## *Speak Now! End of Year Evaluation Summary*

### Introduction

## **Statewide Parent Survey to Evaluate Awareness and Impact of Paid Media Campaign**

JSI continued the use of the same survey tool and process for administering the tool as in the previous two years of the campaign in order to maintain a consistent methodology across years. A repeated observations design has been used to assess the changes over time of the campaign outcomes, with observations (survey administrations) conducted before the first push-period of the campaign media buy as well as following each push-period thereafter. West Group Research was contracted to administer the survey each year of the campaign.

The survey included 26 items: 6 screening, 11 content, and 9 demographic. Surveys 1 and 2 included one additional item to request contact information for follow up. The screening items were used to identify parents or caregivers of 9 to 20 year old children, as well as to ensure that they were within the target age group of 35 or older. The content items included three questions about having seen or heard the messages of the media campaign and recollection of its messages, while the other eight items focused on the impact of the message and included two about knowledge (one was an open-ended item), two on attitudes, one on skills, one on intention, and two on behavior. Lastly, the demographic items referred to age, primary language, number and ages of their children (or the children they care for), education, marital status, income, and race and ethnicity.

Year 1 of the campaign had a paid media buy with a primary distribution area of 11 Colorado counties. During year 1, the campaign used indoor billboards, indoor posters, and transit ads (bus sides, light rail interiors, and bus shelters) as the platforms to deliver its message. To maximize the evaluation resources, Surveys 1 and 2 were administered by phone to random samples of parents and caregivers from the same 11 counties that were the target of the paid media buy.<sup>19</sup>

Year 2 of the campaign saw a significant increase in budget for paid media, which then included TV and radio ads, ads in local newspapers, as well as social media, in addition to the delivery methods used during Year #1, this time covering the state almost completely. Additional evaluation funding also allowed to expand the reach of the survey to a much wider number of counties and almost all geographic areas of Colorado. Census data were included in the development of a sampling strategy for the phone Survey 3, which targeted six geographic regions, 41 counties, and a goal of 210 surveys.

In year 3, two paid media buys were implemented. The first paid media campaign launched in English and Spanish on April 2, 2018 and ran through the first half of June 2018. All paid media assets directed audiences to the Speak Now Colorado website. The paid media campaign consisted of the following platforms: television, radio, online/mobile, print, and out of home. The television schedules ran in English in all three Designated Market Areas (DMAs) in Colorado: Denver, Colorado Springs/Pueblo and Grand Junction. Online and mobile placements also ran statewide in English and Spanish. Radio ran in the Denver DMA in English and Spanish. Print and out of home placements ran in counties

<sup>19</sup>The goal was to administer each survey to 150 parents/caregivers in the target geographic area, 115 in English and 35 in Spanish during each survey administration.

# Supplemental Statewide Phone Survey

## *Speak Now! End of Year Evaluation Summary*

### Introduction

identified by OBH as being “high risk/high need”, including Adams, Broomfield, Lake, Chaffee, Fremont, Custer, Pitkin, Eagle, Grand and Garfield Counties. In addition, during the same timeframe, OBH grantees Peer Assistance Services and Boulder County ran geo-targeted media campaigns co-branded with the Speak Now brand in their respective geographies. Peer Assistance Services media campaign ran in English on Facebook and targeted OBH regions 4, 5 and 6, and Boulder County’s campaign ran in English and Spanish using Pandora, online/mobile, print and transit ads. The call to action for both grantee media campaigns was the Speak Now Colorado website. Over 5.3M gross media impressions and 8,405 clicks to the website were delivered throughout the course of the spring media campaign.

The second paid media statewide media buy in English and Spanish in August 2018 for the Speak Now! campaign was executed. The paid media campaign was timed to coincide with back to school when many parents and caregivers are spending extra time with their children and may have more opportunity to talk with them about drugs and alcohol. The campaign ran the following platforms: television, radio, newspapers in “high risk” OBH regions, and online/mobile. A post-buy analysis was prepared to reflect the final delivery of the media campaign. For television, the campaign delivered 119.5%, a 19.5% increase over our anticipated delivery, which equates to \$8,785 in added value for OBH. In total, the campaign delivered the following gross impressions to our target demographic: TV/cable: 4,447,003, radio: 1,241,660, newspapers: 189,830 and online mobile: 1,828,451.

The table below presents the target distribution of surveys, in English and Spanish, broken down by geographic area, for the administration of Survey 4 that took place July 5th through July 31<sup>st</sup>, 2018 in between the Spring and Fall media buys during the third year of the project.

#### Target geographic distribution of phone surveys during survey 4

Region	Counties by Language
Denver Metro	Spanish and English in same counties: Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Jefferson
South Front Range	Spanish: El Paso, Fremont, Huerfano, Las Animas, Pueblo, Otero, Prowers English same as Spanish plus: Elbert, Teller
Northern Colorado	Spanish and English same counties: Larimer, Logan, Morgan, Weld
Southwest Colorado	Spanish and English same counties: Alamosa, Archuleta, Conejos, Costilla, La Plata, Montezuma, Rio Grande, Saguache
Western Slope	Spanish: Delta, Gunnison, Mesa, Montrose English, same as in Spanish plus: Chaffee
Central Colorado & Resorts	Spanish: Eagle, Garfield, Lake, Pitkin, Summit English, same as in Spanish plus: Grand, Park, Routt

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

The table below presents the target distribution of surveys, in English and Spanish, broken down by geographic area, target sample for each area the number and percent of surveys completed.

### Target geographic distribution of phone surveys during survey 4

Geographic Areas for Sample	Target Sample	Completed Sample	Difference in Target versus Completed	Percent Complete
<b>Total Sample</b>	<b>230</b>	<b>226</b>	<b>-4</b>	<b>98%</b>
Denver Metro-English	98	104	+8	108%
Denver Metro-Spanish	18	18	0	100%
South Front Range-English	34	43	+9	126%
South Front Range-Spanish	8	1	-7	13%
Northern Colorado –English	23	26	+3	113%
Northern Colorado –Spanish	4	7	-3	57%
Southwest Colorado-English	5	5	0	100%
Southwest Colorado-Spanish	0	6	-6	0%
Western Slope –English	11	11	0	100%
Western Slope –Spanish	2	6	-4	33%
Central Colorado & Resorts – English	9	9	0	100%
Central Colorado & Resorts –	3	5	-2	60%

The sampling methodology established with the first survey administration was maintained for year 3 with a 9% increase in total sample. The original sampling methodology is described below.

### Methodology to estimate proportion of phone surveys in English and Spanish<sup>20</sup>

1. Ran a search in American Fact Finder, US Census Bureau website ([factfinder.census.gov](http://factfinder.census.gov)) of: Language spoken at home for 2015 from: 2011-2015 American Community Survey 5-Year Estimates, for all Colorado Counties. Estimates captured were for 2015.

2. Pulled out data of Citizens 18 Years and Over.

3. Selected Speak only English, and Speak Spanish (from Speak a language other than English), per county: 1) Total estimate of number of people, and 2) Estimate percent of people.

<sup>20</sup>Mariana Enríquez, Ph.D., Evaluation Consultant. Speak Now! Public Health Campaign Second Annual Evaluation Report. November 2017.

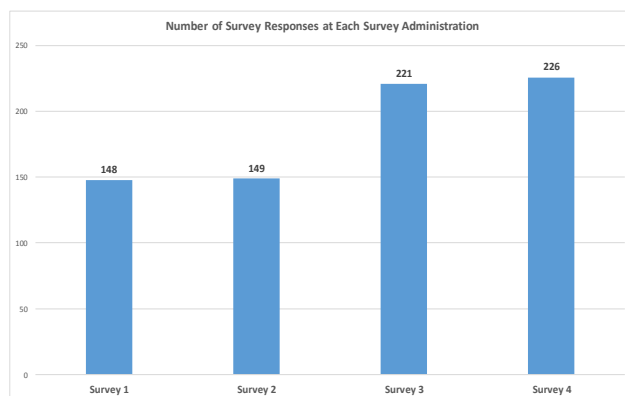


# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

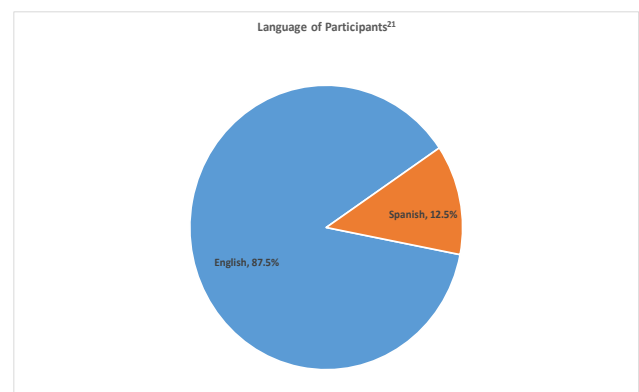
### Demographics of Respondents

4. Spanish speakers: a. Selected the seven counties of Denver Metro area; Larimer, Weld, El Paso, Pueblo, and Mesa.  
b. Selected counties with percent greater than 10 (e.g.,  $\geq 10\%$  Spanish speakers out of the total number of people in that county) and/or those counties with more than 500 Spanish speakers.
5. English speakers: a. Included all the counties selected for Spanish sample  
b. Included also counties with estimates of 10,000 or more English speakers
6. Calculated total number of Spanish speakers in the selected counties, for a total of 252,136 people (min. = 500, max. = 47,862), and English speakers, for a total of 3,271,014 English speakers (min. 1442, max. = 426,324).
7. Grouped counties in six regions: a. Denver Metro area (seven counties)  
b. South Front Range (nine counties)  
c. Northern Colorado (four counties)  
d. Southwest Colorado (eight counties)  
e. Western Slope (five counties)  
f. Central Region and Resorts (eight counties)
8. Estimated proportion of Spanish speakers per region against total number of Spanish speakers. This is the target number of surveys per region.
9. Estimated proportion of English speakers per region against total number of English speakers. This is the target number of surveys per region.



There were 78%, 77%, 90.5% and 88% of surveys conducted in English at Survey times 1, 2, 3 and 4, respectively, while the rest of the surveys were conducted in Spanish.

A total of 148, 149, 221, 226 surveys were collected, at Survey times 1, 2, 3, and 4 respectively.

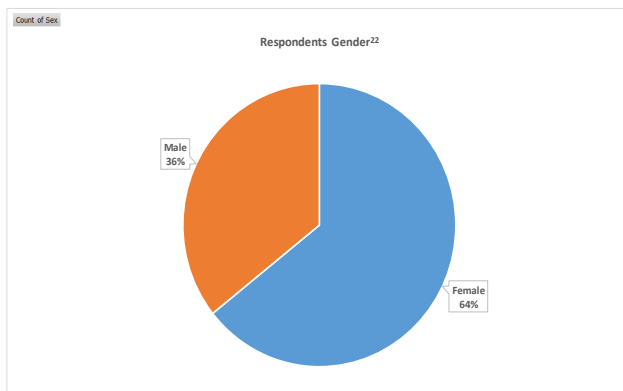


<sup>21</sup>224 responses 2 skipped

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

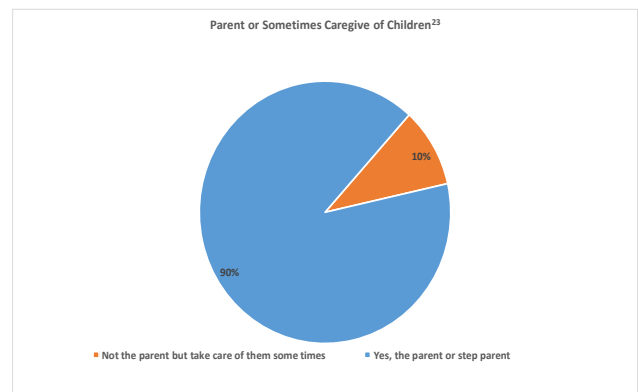
### Demographics of Respondents



<sup>22</sup>224 responses 2 skipped

The majority of respondents identified themselves as the parent of children. Only small percentages of respondents were the caregivers of children, with 5%, 8%, 6% and 10% at survey times 1, 2, 3, and 4 respectively; the rest of the respondents were the parents or step-parents.

There were 68%, 57%, 62% and 64% of survey respondents were women at Survey times 1, 2, 3 and 4, respectively, while the rest of the respondents were men.



<sup>23</sup>224 responses 2 skipped

Additional details additional demographic data, broken down by survey time, are presented in the table below.

### Descriptive statistics of survey respondents and their children broken down by survey time

Respondents' Age <sup>24</sup>	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
34 or younger	3%	7%	7%	4%
35-40	18%	13%	20%	19%
41-45	26%	20%	20%	21%
46-50	30%	28%	22%	22%
51-54	22%	16%	14%	13%
55 or older	1%	17%	17%	18%

<sup>24</sup> Data may not add to 100% due to rounding or missing data.

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

### Demographics of Respondents

Descriptive statistics<sup>25</sup> of survey respondents and their children broken down by survey time

Children in house-hold	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
Average number of children	1.8	1.8	2.1	2.0

Primary language spoken by respondent	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
English	81%	74%	90%	80%
Spanish	9%	9%	5%	10%
English and Spanish	9%	14%	5%	6%
Other	1%	2%	1%	1%

Primary language spoken at home	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
English	81%	77%	91%	81%
Spanish	8%	11%	6%	12%
English and Spanish	5%	8%	2%	5%
Other	1%	2%	1%	1%

Marital status	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
Married or living with partner	88%	85%	87%	86%
Single, divorced or living without partner	11%	11%	11%	11%
Widow	1%	2%	1%	2%
Declined to answer	1%	2%	1%	2%

Ethnicity	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
Hispanic	27%	31%	20%	23%
Non-Hispanic	70%	66%	78%	77%

<sup>25</sup>Data may not add to 100% due to rounding or missing data.

# Supplemental Statewide Phone Survey

## *Speak Now! End of Year Evaluation Summary*

### Demographics of Respondents

**Descriptive statistics<sup>26</sup> of survey respondents and their children broken down by survey time**

Race	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
White	82%	73%	81%	81%
African-American	2%	3%	2%	3%
Asian	3%	2%	2%	3%
Native American	3%	0%	2%	2%
Native Hawaiian or Pacific Islander	0%	0%	1%	1%
Other	10%	22%	10%	14%
Declined to answer	4%	3%	4%	6%

Highest level of education	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
Less than high school	3%	5%	1%	4%
Some high school, no diploma	1%	5%	1%	3%
High school graduate	13%	8%	16%	14%
Some college, no degree	14%	11%	16%	17%
Associate's or Bachelor's degree	44%	43%	43%	36%
Graduate degree (Master's, professional or doctoral)	25%	25%	20%	20%

<sup>26</sup>Data may not add to 100% due to rounding or missing data.

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

### Demographics of Respondents

Descriptive statistics<sup>26</sup> of survey respondents and their children broken down by survey time

Family Annual Household Income	Survey Time 1	Survey Time 2	Survey Time 3	Survey Time 4
Less than \$10,000	1%	1%	1%	1%
\$10,000 to less than \$14,999	3%	2%	1%	1%
\$15,000 to less than \$19,999	3%	0%	3%	4%
\$20,000 to less than \$24,999	2%	3%	3%	2%
\$25,000 to less than \$34,999	2%	4%	4%	4%
\$35,000 to less than \$49,999	6%	7%	7%	9%
\$50,000 to less than \$74,999	13%	13%	15%	13%
\$75,000 or more	55%	52%	57%	50%
Declined to answer	16%	17%	9%	14%

### Data Takeaways

Take Away

Results across the demographic indicators were generally consistent across the data collection periods (surveys 1-4); however, there are important differences in other characteristics that are worth noting:

Change <sup>27</sup>	Selected Demographic Data Points
↑35%	Survey response rate from S1 to S4
↓11%	Spanish speakers respondents from S1 to S4
↑6%	Male respondents from S1 to S4
↓17%	Hispanic respondents from S1 to S4

- ◇ The number of English speakers shows an important increase between Surveys 2, 3, and 4. This change was expected given the higher proportion of surveys conducted in English at times 3 and 4, as compared with the other two administrations.
- ◇ Similar to marital status, annual household income remained very consistent through the three survey administrations.

<sup>27</sup>The Percentage Change Formula quantifies the change from one number to another and express the change as an increase OR decrease. The formula used:  $\frac{V2 - V1}{V1} \times 100 = \text{percent increase or decrease}$

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

### Demographic

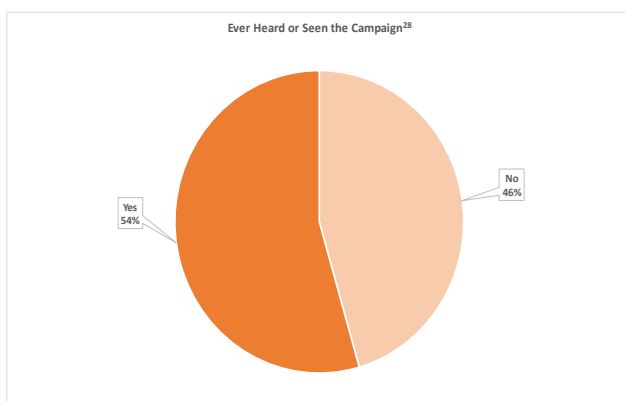
#### Data Takeaways

- ◇ The increase in male respondents could expand the impact of the campaign as the literature notes moms take the lead in monitoring, but dads have the opportunity to engage more with kids.
- ◇ Based on the demographic data, the campaign seems to reach more of the following groups of parents/caregivers:
  - ⇒ Those who identify as Caucasian;
  - ⇒ Those with higher levels of education;
  - ⇒ Those with higher household incomes; and
  - ⇒ Those who are 41-50 years of age.

### Impact of Campaign Message

The Speak Now campaign is expected to impact parents and caregivers of children 9 to 20 years of age, to help them talk with their children about using alcohol, marijuana, prescription drugs, and other drugs. This implies that, as parents/caregivers receive the Speak Now messages, they will be more likely to have those conversations with their children. The evaluation of the campaign is designed to measure how much its messages produce the desired changes in parents.

To estimate the impact of the Speak Now!! campaign, a selection was made of the survey responses of parents/caregivers who indicated they had heard or seen a media campaign with a message encouraging parents to talk with their children about substance use/misuse.; these were the responses used for further analyses. This selection yielded 66 response from Survey 1, 66 from Survey 2, 144 from Survey 3, and 122 from Survey 4.

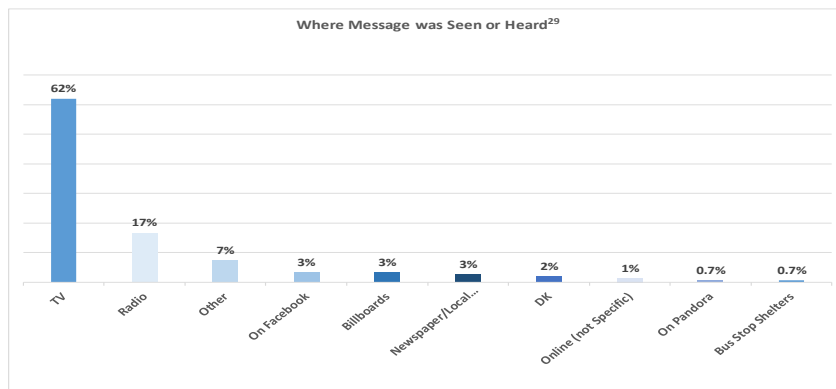


<sup>28</sup>224 responses 2 skipped

There was a 46% increase for those respondents who indicated they had see or heard the campaign message from S1 to S4.

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary



<sup>29</sup> 139 responses-Response was mark all that apply, total equals more than 100%

Respondents indicated that they saw the message on TV most of the time (62%), followed by hearing the message on the radio at 17%.

There was a 19% decrease in those seeing the message on TV and 6% decrease for radio.

Respondents were then asked what they recalled from the message, knowing that in some cases their recollection was not related to the Speak Now! campaign. Respondents offered 143 comments of what they recalled. An analysis was conducted on the participants' recollections to identify the primary content of the responses. Responses were analyzed by identifying the themes that emerged from the responses themselves.

Twenty-one respondents indicated that they did not remember the any messages, even when they said they had heard or seen the media campaign. The wording of 22 other comments had a strong resemblance to the wording of the Speak Now! messages, suggesting a clear connection with the campaign.



"Start the discussion now."

"About its always a good time to talk to your



"Parents need to talk to kids about drugs."

"Protect your children from drugs."

The remaining comments were coded into eight emerging themes as follows: Having the conversation with the children (70 comments). Most comments in this theme are generic and difficult to clearly identify as coming from Speak Now or another campaign, however, wording on some of the comments show a strong resemblance to messages from other campaigns. The following is a sample of the comments

# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

### Campaign Message Recall

Sixteen marijuana specific comments. These comments were specific about marijuana, in some instances about it being legal, other times about its effects, and still others are more generic.



“Talk with your kids about marijuana if no one else is doing it, parents should be .”

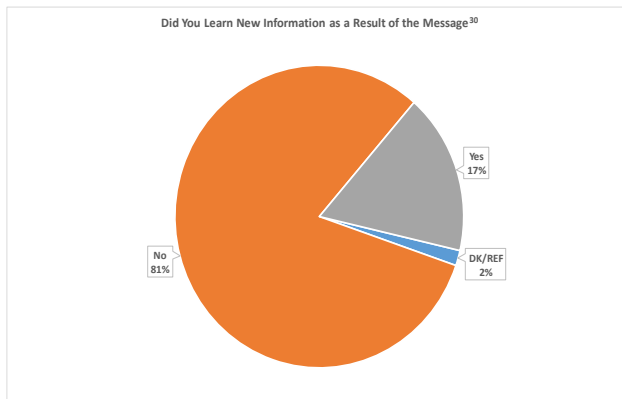
“Marijuana is a drug and has effects on the body. “

Fourteen were general messages about drugs, alcohol, prescription drugs, meth, opioids, tobacco, and addiction. These comments are more generic about all types of substances and addiction.



“It talked about the number of opioid related deaths in the last few years.”

“Deadly effects of tobacco use Prescription drug abuse Vaping dangers.”

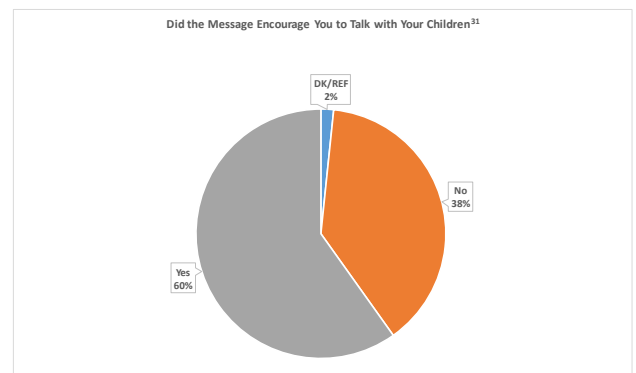


<sup>30</sup> 122 responses 0 skipped

Of those that said they saw or heard the message, 17% indicated they learned new information as a result of the message.

Respondents were then asked if the message they heard or saw encouraged them to talk with their children about the use of alcohol and marijuana and the misuse of prescription drugs and other drugs. with 70%, 67%, 61% and 60% at survey times 1, 2, 3, and 4 respectively.

There was a 17% decrease in those indicating the message encouraged them to have a conversation.



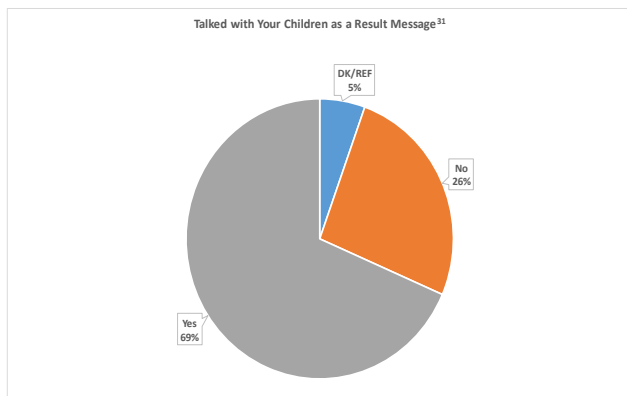
<sup>31</sup> 122 responses 0 skipped



# Supplemental Statewide Phone Survey

## Speak Now! End of Year Evaluation Summary

### Campaign Message Impact

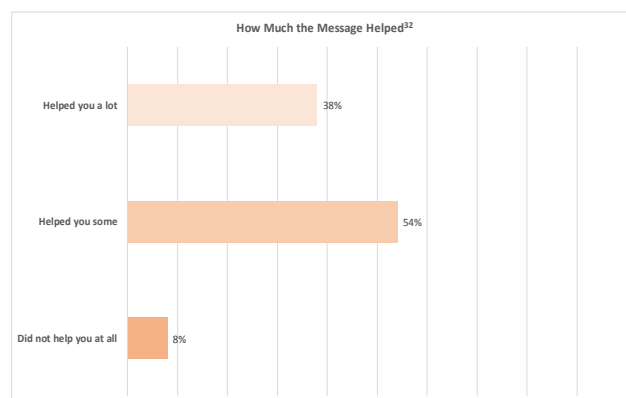


<sup>31</sup> 73 responses

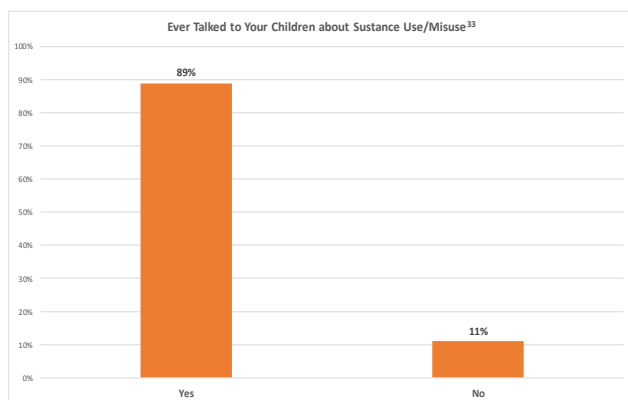
Of those that said the message encouraged them to talk with their children, the majority (92%) said the message they saw or heard helped them some with talking with their children.

There was a 53% increase in those indicating the message helped a lot in having the discussion.

Of those that said the message they saw or heard encouraged them to talk with their children, just over half indicated they had acted on the message. 69% indicated they talked with their children as a result of seeing or hearing a campaign message. There was a 28% increase in those indicating they had a conversation as a result of the campaign.



<sup>32</sup> 50 responses 23 skipped



<sup>33</sup> 102 responses 0 skipped

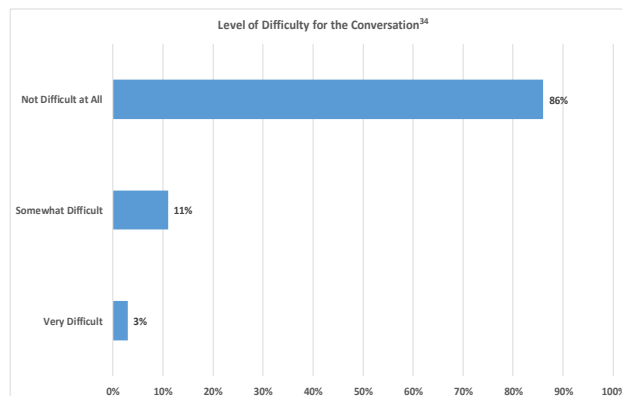
Survey respondents who indicated they had not heard or seen the Speak Now! message were asked if they had ever talked with their children about those issues, with 30%, 35%, 55% and 89% of them indicating they had had such conversations at survey 1, 2, 3, and 4 respectively.

# Supplemental Statewide Phone Survey

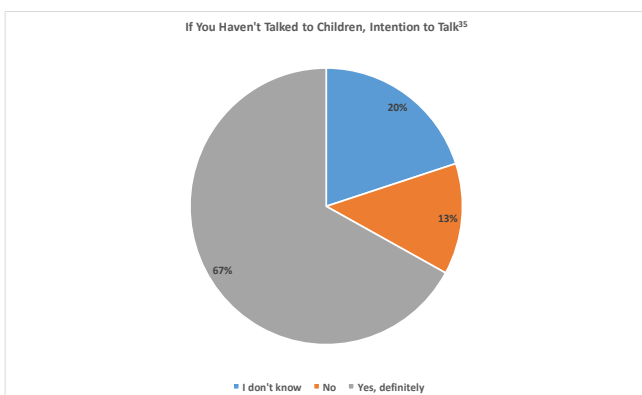
## Speak Now! End of Year Evaluation Summary

### Campaign Message Impact

Of those that had not seen the message and had a conversation with their children about substance use/misuse, 86% indicated it was not difficult at all. This represents a 13% decrease from those reporting not difficult at all at S1.



<sup>34</sup>102 responses 0 skipped



<sup>34</sup>15 responses 0 skipped

Of those who had not seen the campaign and indicated they had never had a conversation with their children, 67% said they intend to do so.

### Data Takeaways



It is difficult to determine a clear impact of the Speak Now! Campaign, as noted by the varying results across campaign indicators:

- ◇ Data collected through the survey indicate low levels of recollection of the Speak Now message, which most likely are due to the competition of similar efforts running almost concurrently with the Speak Now! campaign.
- ◇ Survey respondents reported limited learning of new knowledge from the Speak Now! Message.
- ◇ A majority of survey respondents felt encouraged by the Speak Now message to have conversations with their children, and they felt that the message helped them to have those conversations.

# Google Analytics

## *Speak Now! End of Year Evaluation Summary*

In addition to collecting survey and focus group data, data were also collected on the Speak Now! website activity recorded via Google Analytics. These data reveal how many people visited the website, the number of sessions or visits, how many and which pages were visited, and how long the visits to the website lasted. These figures provide an indirect estimate of the impact of the campaign on the community, as a measure of awareness of the campaign.

These data reveal how many people visited the Website, the number of sessions or visits, how many and which pages were visited, and how long the visits to the website lasted. These figures provide an indirect estimate of the impact of the campaign on the community, even if that impact is, at that level, a measure of awareness of the campaign. Data recorded by Google Analytics also include demographic information on the website visitors, including age group and gender, and the device and language used to access the data.

### **Analysis Methodology**

**Earned Media:** Compared Impression for one week before, the event, and one week after. The difference between one week before and one week after was then calculated. The totals for each earned media date were summed to show the overall effect of earned media. It is important to consider that earned media events weren't happening in a vacuum. Other external factors including the paid media campaign took place during some of the earned media events and most likely influenced the results.

**Paid Media:** Total impressions for the Spring and Fall Media buy were totaled and then measured as a percentage of the total impression received during the year. Then all from cities in Colorado were pulled from the overall list of cities. These impressions were then calculated as a total of all impressions from cities around the world. Then, all Colorado located cities with 25 impressions or more were totaled. All remaining impression from Colorado were also totaled

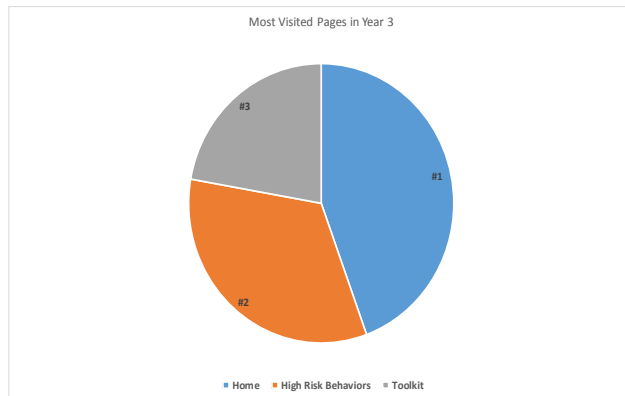
Data indicate that visitors in the age group of 25 to 54 are the most common visitors to the website, and that all adults between the ages of 55 to 64, spend the most time on the site at 2.28 minutes per visit, compared to those 65 and older that tend to spend shorter times in their sessions.

Data also show that more than double of the visits are made by women, who also visit more pages and spend more time in each page, when compared against men. Similarly, more than two times the number of visitors connect to the website from their desktop, as compared to those using a mobile or a tablet device; however there was a significant increase in Jan to Sept 2018 in the number of visitors using a mobile devise to connect.

The number of impressions have shown a steady increase over the course of the campaign. Year 2 showed 8403 impressions and year 3 showed a total of 17,084 impressions. This represents a 51% increase in impressions.

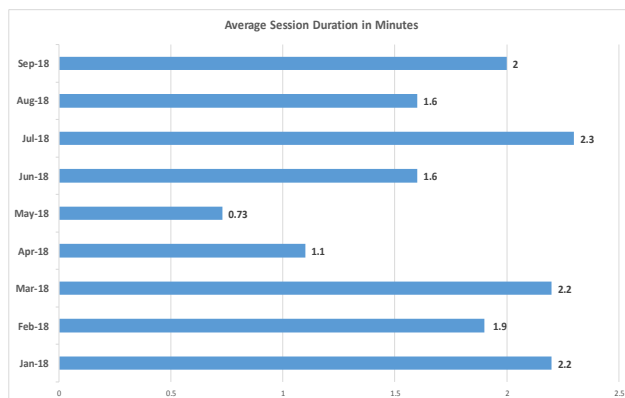
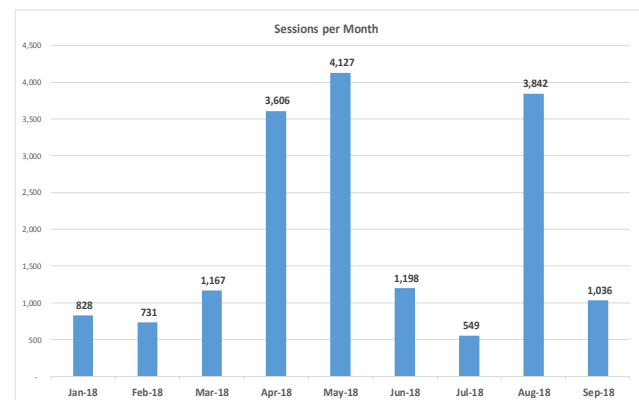
# Google Analytics

## Speak Now! End of Year Evaluation Summary



The top 3 pages visited in year 3 of the campaign were Homepage, High-Risk Behaviors, and Toolkit. These have remained stable over the campaign period.

As the data show, there was a significant increase in the number of sessions during the three months of the campaign, with much smaller numbers before and after the three months.



On the other hand, the average duration of the sessions during April, May and June 2018, all months of the campaign, were the lowest in the eight-month span. These data indicate that although the “traffic” in the website was higher during the campaign, visitors were not spending as much time per visit as visitors did outside of the campaign period.

### Data Takeaways

- ◇ In year 3, users spent on average 1.7 minutes on the website, well-below the industry average of 3 minutes for a health website.
- ◇ These data suggest not only a great interest on the website, but also a clear reception of the campaign message, mainly, the invitation to visit the Speak Now! website.
- ◇ A bounce rate of just over 68% is of concern because it suggests that the website is not interesting enough to the visitors to visit more than the one page where the visitors landed. visitors probably would not spend much time exploring it.

# Summary

## *Speak Now! End of Year Evaluation Summary*

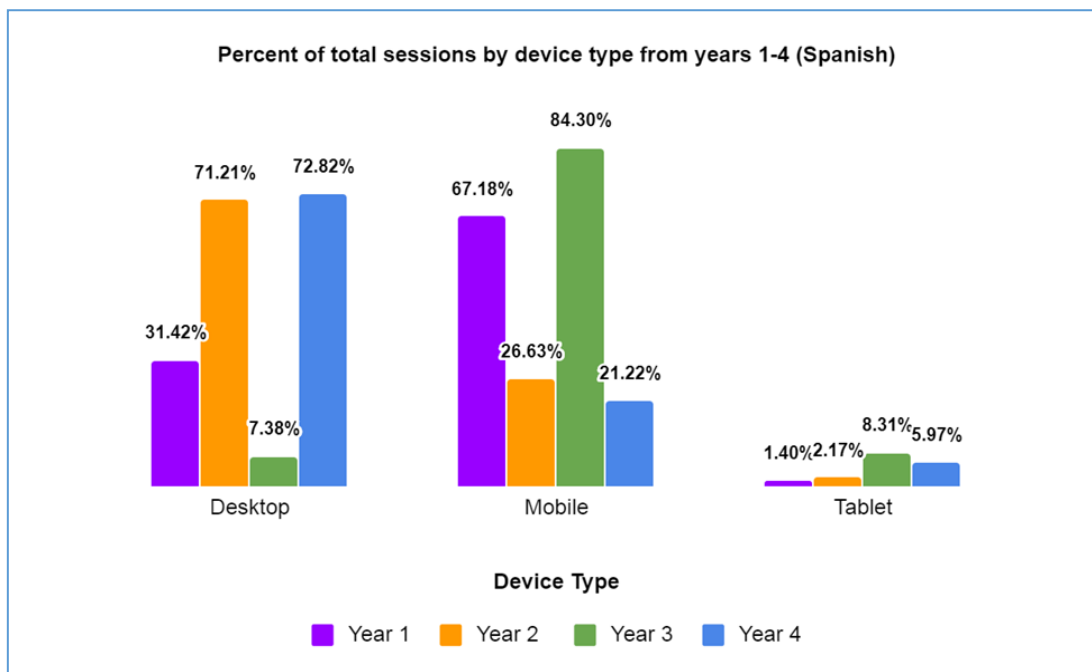
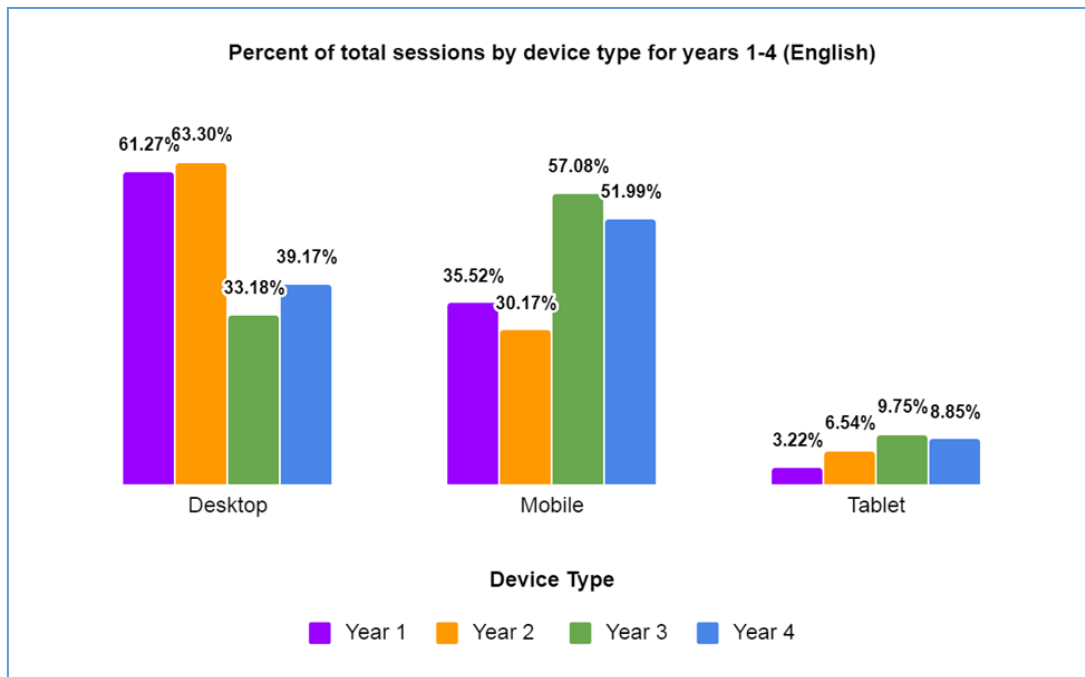
- ◇ In spite of not being able to establish a clear and direct relationship between the campaign and the percentages of parents talking with their children, it is very possible that the Speak Now message contributed to the impact of parents talking with their children about those issues.
- ◇ Data collected through surveys and focus groups suggest that the Speak Now campaign had a very small impact on parents/caregivers' knowledge, probably because very little knowledge was actually imbedded in the Speak Now message. On the other hand, survey and focus group data indicate that respondents and participants felt encouraged by the Speak Now message to have or continue to have these conversations with their children, knowing that any time and any place are appropriate to have such conversations. In addition, focus group participants indicated that they were planning to change the way they have the conversations with their children by encouraging them to express their opinion, which in turn they expect will improve the communication with their children.

### Limitations

- ◇ Several similar public health efforts have been concurrently taking place across Colorado, and without a stronger research design, it would be impossible to assert that the campaign produced any changes that can be observed on the target population.
- ◇ Given the limitations of the evaluation for a robust analysis, an alternative, more basic examination of data differences is offered to assess changes in the indicators of interest (i.e., knowledge, attitudes, skills, intentions, and behaviors) for each survey administration.

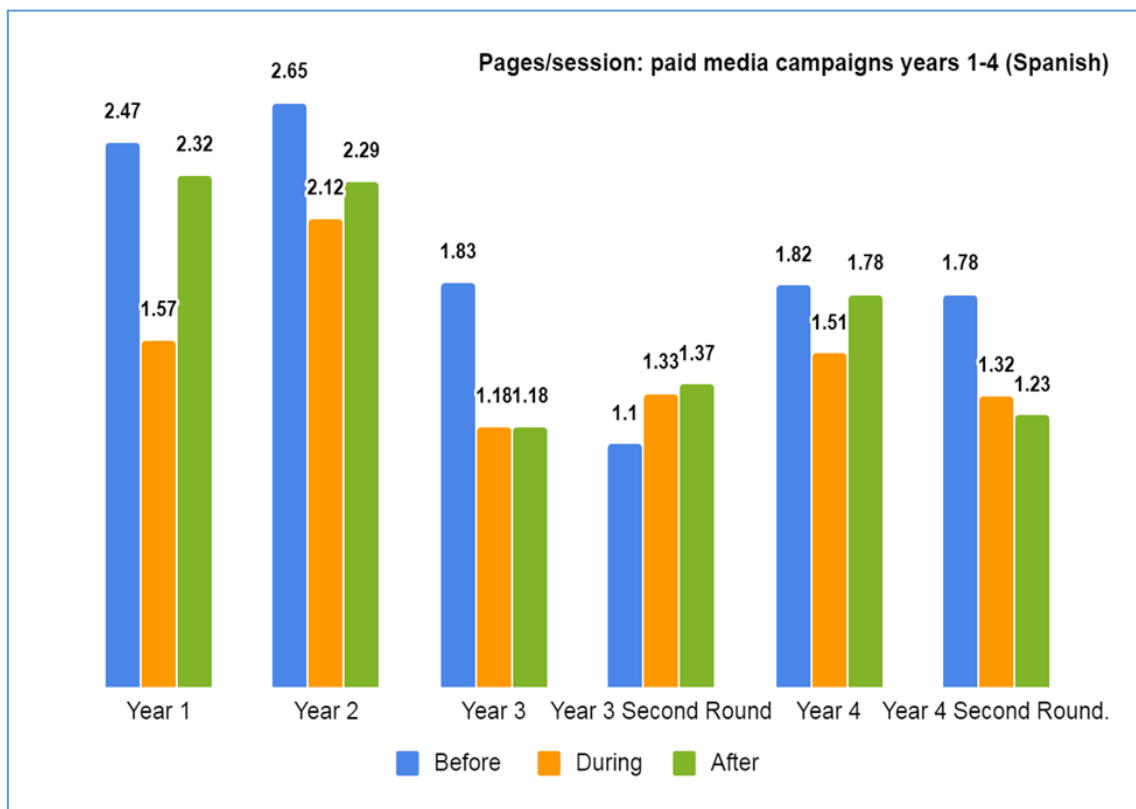
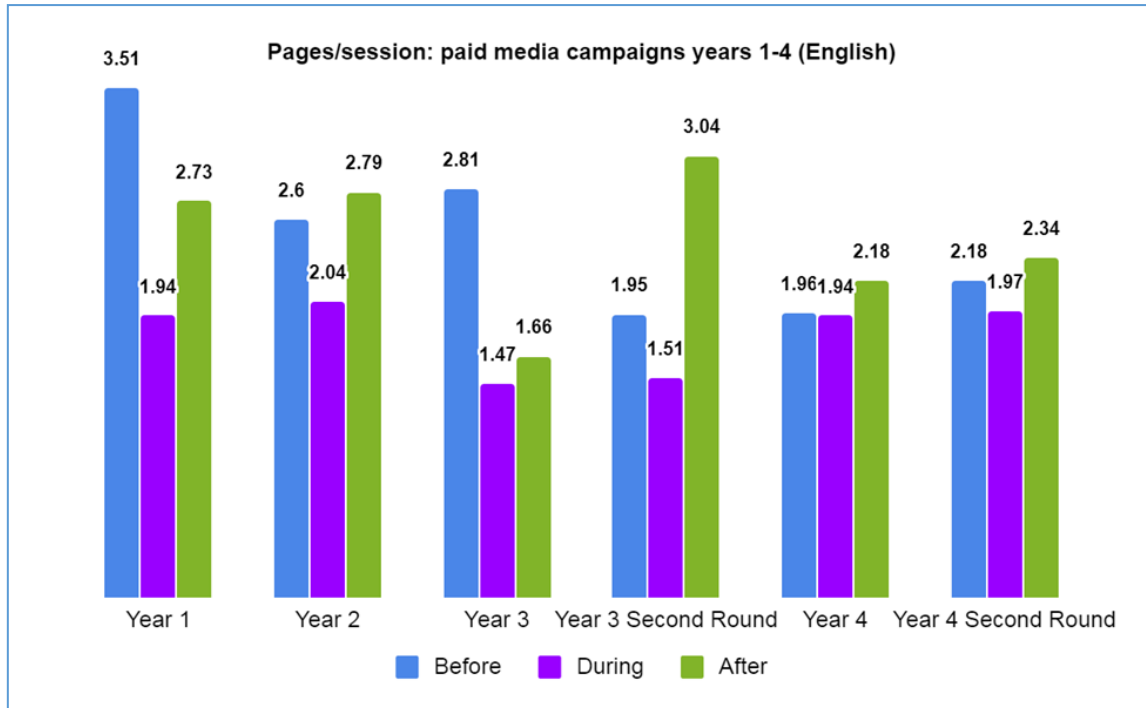
## Appendix 2

The share of the total sessions that each of the three main devices (desktop, mobile, and tablet) were used to access the site.



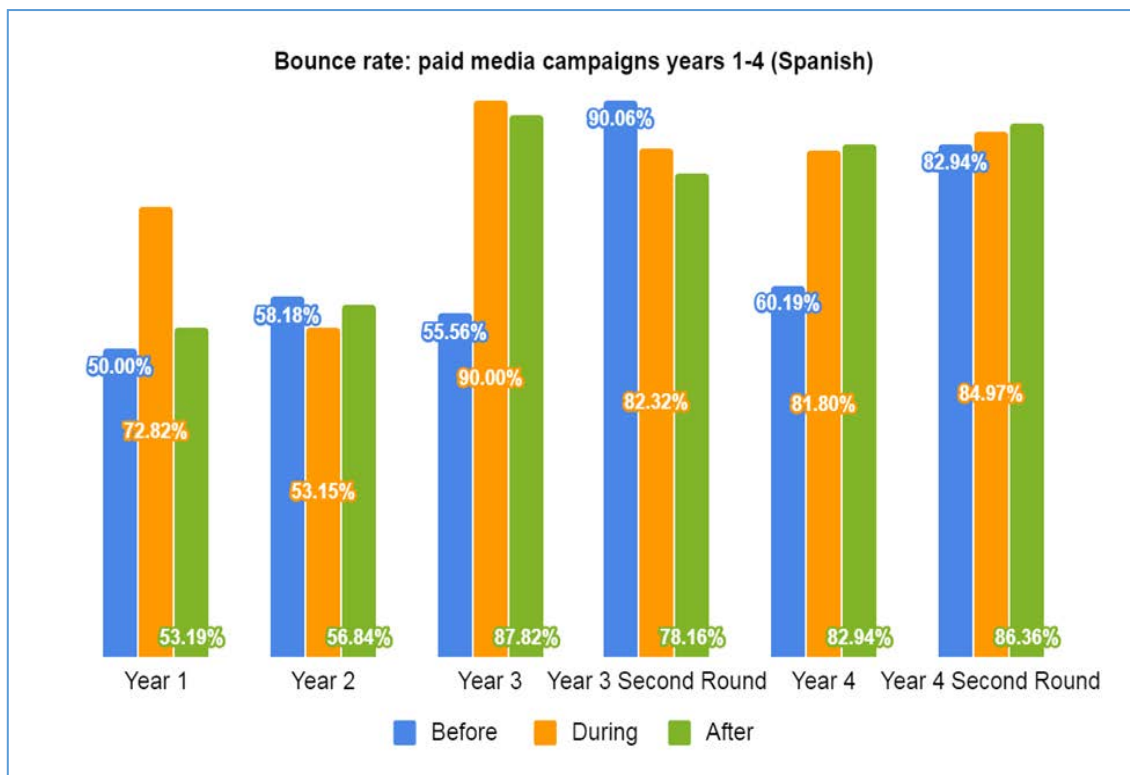
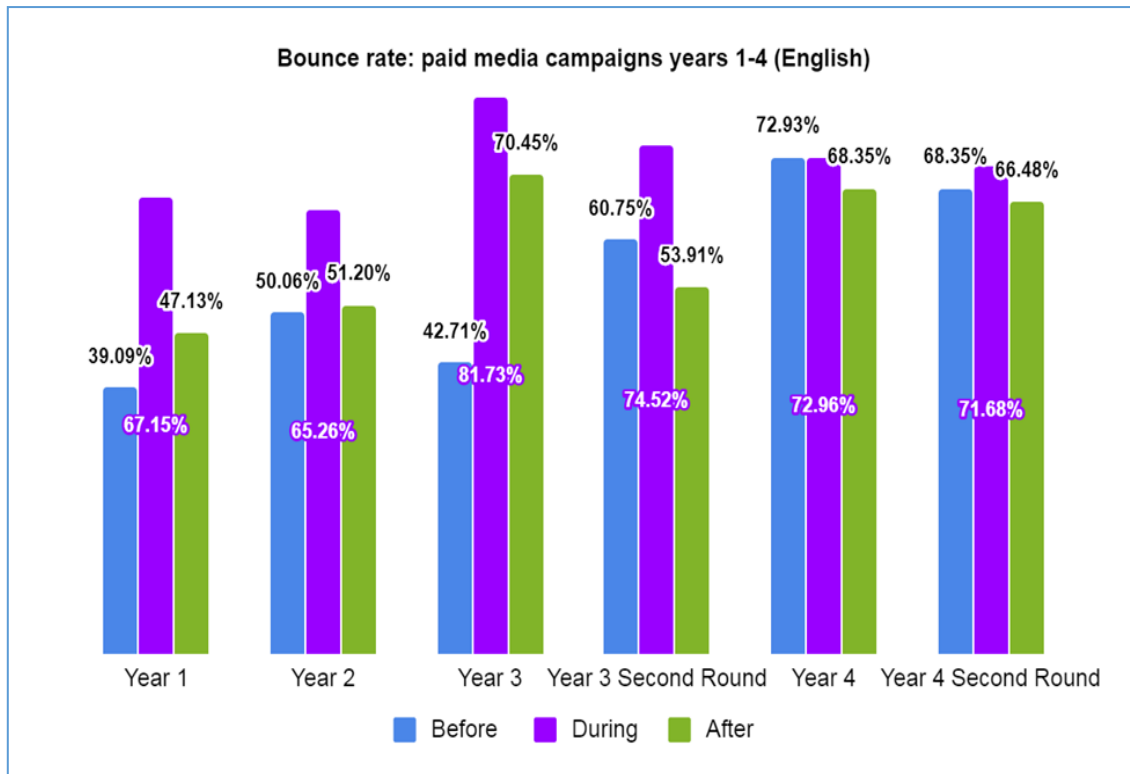
### Appendix 3

The average pages/session for equal time periods before, during, and after the paid media flights in Years 1-4 for English and Spanish sites.



## Appendix 4

The average bounce rate for equal time periods before, during, and after the paid media flights in Years 1-4 for English and Spanish sites.





## Appendix 5

Top 10 CO cities during media campaign flights based on percent of total sessions (English Website).

Year 1	Year 2	Year 3	Year 3 (second flight)	Year 4	Year 4 (second flight)
Denver (49.7%)	Denver (30.7%)	Denver (30.9%)	Denver (39.1%)	Denver (28.7%)	Denver (37.8%)
Colorado Springs (8.1%)	Colorado Springs (14.1%)	Colorado Springs (7.6%)	Colorado Springs (7.7%)	Boulder (10.1%)	Aurora (5.8%)
Aurora (4.0%)	Aurora (4.9%)	Longmont (7.1%)	Aurora (7.1%)	Glenwood Springs (4.3%)	Boulder (4.8%)
Boulder (2.7%)	Highlands Ranch (3.9%)	Boulder (6.1%)	Boulder (3.1%)	Loveland (3.6%)	Colorado Springs (2.8%)
Pueblo (2.3%)	Boulder (3.8%)	Aurora (5.3%)	Greeley (2.7%)	Broomfield (3.4%)	Lakewood (2.7%)
Fort Collins (2.2%)	Woodmoor (3.2%)	Ken Caryl (3.2%)	Fort Collins (2.4%)	Aurora (3.3%)	Golden (2.7%)
Centennial (1.9%)	Lakewood (3.0%)	Arvada (2.6%)	Loveland (1.8%)	Highlands Ranch (2.9%)	Broomfield (2.5%)
Centennial (1.9%)	Lakewood (3.0%)	Arvada (2.6%)	Loveland (1.8%)	Highlands Ranch (2.9%)	Broomfield (2.5%)
Lakewood (1.4%)	Centennial (2.1%)	Lakewood (1.9%)	Lakewood (1.6%)	Colorado Springs (2.4%)	Arvada (1.9%)
Greeley (1.4%)	Ken Caryl (1.8%)	Fort Collins (1.8%)	Westminster (1.5%)	Ken Caryl (2.4%)	Thornton (1.9%)

Top 10 CO cities during media campaign flights based on percent of total sessions (Spanish Website)

Year 1	Year 2	Year 3	Year 3 (second flight)	Year 4	Year 4 (second flight)
Denver (54.1%)	Denver (38.7%)	Denver (54.9%)	Denver (62.7%)	Denver (54.3%)	Denver (52.0%)
Aurora (6.6%)	Centennial (6.3%)	Colorado Springs (5.3%)	Aurora (5.8%)	Boulder (7.9%)	Aurora (8.1%)
Colorado Springs (6.0%)	Lakewood (5.4%)	Longmont (4.6%)	Colorado Springs (3.9%)	Aurora (5.0%)	Arvada (4.0%)
Arvada (3.3%)	Pueblo (4.5%)	Aurora (3.7%)	Boulder (2.9%)	Longmont (2.7%)	Boulder (2.5%)

Westminster (2.3%)	Colorado Springs (3.6%)	Boulder (3.3%)	Fort Morgan (2.4%)	Lafayette (2.0%)	Lakewood (2.4%)
Fort Morgan (2.1%)	Greeley (3.6%)	Westminster (2.1%)	Arvada (1.7%)	Louisville (2.0%)	Greeley (2.0%)
Fort Collins (1.9%)	Greenwood Village (3.6%)	Lakewood (1.8%)	Greeley (1.7%)	Broomfield (1.8%)	Thornton (2.0%)
Thornton (1.9%)	Aurora (2.7%)	Lafayette (1.7%)	Westminster (1.5%)	Loveland (1.7%)	Loveland (1.9%)
Greeley (1.4%)	Boulder (2.7%)	Loveland (1.7%)	Thornton (1.5%)	North Washington (1.7%)	Westminster (1.9%)
Lakewood (1.2%)	Fort Collins (2.7%)	Arvada (1.6%)	Lakewood (1.2%)	Thornton (1.7%)	Ken Caryl (1.9%)



## Appendix 6

The top viewed pages for the English and Spanish sites for Years 1 through 4.

Rank	Year 1	Year 2	Year 3	Year 4
<b>Top Viewed Pages for English Site (% of views)</b>				
1	No data	Home 39.2%	Home 61.2%	Home 44.5%
2		Toolkits 8.1%	Know the law 3.2%	Talk with your kids-ages 9-13 3.7%
3		Ages 9-13 6.3%	Talk with your kids-ages 9-13 2.6%	Talk with your kids - overview 3.6%
4		Identifying high-risk behaviors 6.3%	Toolkits 2.2%	Talk with your kids-ages- 14-17 3.2%
5		Ages 14-17 4.8%	Community partners- about Speak Now! 2.2%	Community partners- about Speak Now! 3.1%
6		Speak-now here's now 4.8%	Talk with your kids-ages 14-17 2.1%	Know the facts-vaping- brain development 2.0%
7		Know the law 3.3%	Talk with your kids 1.2%	Resources-prevention programs 2.1%
8		Alcohol-drug-brain- development 3.1%	Speak-now here's now 1.2%	Talk with your kids-ages- 9-13-start-the- conversation 1.6%
9		Scenarios 3.1%	Ages 14-17 1.2%	Know the law 1.3%
10		About 2.6%	Resources-prevention- programs 1.2%	Know the facts-vaping- health effects 1.2%

Rank	Year 1	Year 2	Year 3	Year 4
<b>Top Viewed Pages for Spanish Site (% of views)</b>				
1	No data	Home 55.0%	Home 61.2%	Home 94.3%
2		identifique- comportamientos-de- alto-riesgo 5.6%	Know the law 3.2%	busqueda .41%
3		edades-14-17 5.0%	Talk with your kids-ages 9-13 2.6%	hable-con-sus- hijos/edades-de-9-a-13 .40%

4		conozca-la-ley 4.4%	Toolkits 2.2%	socios- comunitarios/acerca-de- hable-ahora/ .31%
5		edades-9-13 3.5%	Community partners- about Speak Now! 2.2%	conozca-la-ley .30%
6		hable-ahora-hagalo- asi 3.1%	Talk with your kids-ages 14-17 2.1%	edades-14-17 .25%
7		tome-la-prueba 3.1%	Talk with your kids 1.2%	hable-con-sus- hijos/edades-de-14-a-17 .23%
8		el-alcohol-las-drogas- y-el-desarrollo-del- cerebro 2.8%	Speak-now here's now 1.2%	preocupado-por-su-hijo .21%
9		plan-de-habitos- saludables 2.3%	Ages 14-17 1.2%	conozca-las-leyes .20%
10		situaciones- hipoteticas 2.3%	Resources-prevention- programs 1.2%	identifique- comportamientos-de- alto-riesgo .20%



## Appendix 7

Timeline of all Earned Media events in Year 3 and Year 4.

Date of Earned Media Event	TV	Print	Online	Radio
<b>Year 3</b>				
April 13, 2018	KDVR Denver			
May 1, 2018	KMGH Denver; KUSA Denver; KTVD Denver; WXYZ Detroit; WEWS Cleveland; WCPO Cincinnati; KSHB Kansas City; KNXV Phoenix; WRTV Indianapolis; WKBW Buffalo KWGN Denver, KDVR Denver, KWGN Denver News at 7, KWGN Denver News at 4			
May 4, 2018			The Fix	
May 29-30, 2018	CBS 4 Denver 5 am and pm		Good King News; CBS4	
June 1, 2018		The PULP Pueblo		
June 5, 2018			The Pulp	
August 24, 2018	KMGH/Denver 7			
September 4-7, 2018				Educa Radio (French, Tigrinya, Arabic, Nepali)
September 30, 2018	Fox News 2			

Date of Earned Media Event	TV	Print	Online	Radio
<b>Year 4</b>				
October 10, 2018				Radio Educa (Targeted to Spanish parents)
October 21, 2018			FOX 31 (Story Link added to Youtube)	
December 5-6, 2018	Channel 7 News (KMGH): David Arnold from CADE with an interview with a student counselor from Regis University, focused on marijuana usage		KMGH Online	
January 22, 2109				SOMOS1! interview w/Denver Public Schools' Gabrielle Mohr
February 1, 2019		Steamboat Pilot and Today article	Steamboat Pilot and Today article	CADE Story on KMGH
February 4-8, 2019	Steamboat Pilot			
March 24, 2019				KUSA Storytellers: Somos 1 interview with Gabriela Mohr
March 26, 2019			Denverite	
April 17, 2019		PR Wire: SN News Alcohol Awareness Month		
May 15, 2019	CNC (Indirect coverage via story on vaping)		KCNC Online vaping story	

