

**Communities Mobilizing for Change on Alcohol (CMCA)
CMCA Strategy Team Member Survey**

1. How long have you been a strategy team member? Please check one answer
 - 0-3 months
 - 4-8 months
 - 9-12 months
 - 13-24 months
 - 25-36 months

2. What reasons initially influenced your decision to join the CMCA strategy team? Please circle a number below for each item to indicate the extent to which each reason contributed to your decision.

Didn't influence decision → Greatly influenced decision

a. Desire to contribute to the community	1	2	3	4	5	6	7
b. Concern about youth	1	2	3	4	5	6	7
c. Desire to meet new people	1	2	3	4	5	6	7
d. Desire to learn new skills	1	2	3	4	5	6	7
e. My work or position in the community involves dealing with alcohol-related issues	1	2	3	4	5	6	7
f. Belief that this project had the potential to be effective	1	2	3	4	5	6	7
g. Someone I know has been affected by alcohol related problems (myself or others)	1	2	3	4	5	6	7
h. Belief that alcohol is a problem in this community	1	2	3	4	5	6	7

3. How were you recruited to be a strategy team member? Please check one answer.
 - A friend, co-worker, family member, or acquaintance was joining and told me about the opportunity
 - The organizer asked me to join
 - I saw a display or table at a fair, mall, or some public place.
 - I found out about CMCA through radio, television, or the newspaper.
 - A strategy team member I did not know before joining CMCA asked me to join.
 - I approached CMCA on my own.

4. Did you know the organizer before he or she first approached you about CMCA? Please check either yes or no.
 - Yes
 - No

5. How many of the other strategy team members (excluding the organizer) did you know before your involvement with CMCA? Please check one answer below.
 - None
 - One to three
 - Four to six
 - Six to eight
 - Nine or more

6. Each strategy team member has his or her own network of groups and individuals in the community that he or she is connected to through jobs, membership in groups, friendships, family, neighbors, or other contacts. Which sectors did you have links with **before** joining the CMCA strategy team? Please circle a number for each item below.

	Not at all linked			—————> To a great extent			
a. Parent groups (PTA, PTO, PCN, etc.)	1	2	3	4	5	6	7
b. Youth organizations	1	2	3	4	5	6	7
c. Alcohol merchants	1	2	3	4	5	6	7
d. Law enforcement	1	2	3	4	5	6	7
e. Public/government officials (other than law enforcement)	1	2	3	4	5	6	7
f. Religious	1	2	3	4	5	6	7
g. Health/medicine	1	2	3	4	5	6	7
h. Education	1	2	3	4	5	6	7
i. Media	1	2	3	4	5	6	7
j. Fraternal groups (such as the Knights of Columbus, Sons of Norway, Masons, etc.)	1	2	3	4	5	6	7
k. Civic or service groups (such as Jaycees, Junior League)	1	2	3	4	5	6	7
l. Business/industry	1	2	3	4	5	6	7
m. Military	1	2	3	4	5	6	7
n. Alcohol prevention groups	1	2	3	4	5	6	7

7. Did you feel that you were informed about CMCA activities and plans? Please circle one number below

Not at all 1 2 3 4 5 6 7 **A great deal**

8. How were you informed about CMCA meetings or activities? Please check all that apply.

- By other strategy team members
- By the organizer
- By the (researcher(s)/project)
- Other, please specify _____

9. For each item below, please indicate the number of times you have engaged in that activity **within** the CMCA strategy team.

	Never	Once	Twice	3-5 Times	6-10 Times	11+ Times
a. Talked informally to another community member about CMCA or youth access to alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Participated in a formal interview (one-on-one or two-on-one) about CMCA or youth access to alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Participated in a presentation about CMCA to another group member.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Tried to recruit a new member for the CMCA strategy team.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Facilitated a strategy team meeting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Took minutes at a strategy team meeting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. For each item below, please indicate the number of times you have engaged in that activity as **public** work (work that was seen or done publicly) in connection with CMCA.

	Never	Once	Twice	3-5 Times	6-10 Times	11+ Times
a. Wrote a letter to the editor about youth access to alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Wrote a CMCA column for the local newspaper.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Worked on media projects for TV or radio (recorded PSAs, made videos, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Was interviewed about CMCA or youth access to alcohol for TV, radio, or the newspaper.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Participated in an event sponsored by CMCA or that CMCA took part in (other than a strategy team meeting).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Attended a meeting of a city council, school board, state legislature or other government body because an alcohol issue was being discussed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Testified/spoke at a meeting of a government body.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Contacted a public official (by phone, letter, fax, in person) to express your views on youth and alcohol.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. During the time you have been involved with CMCA, how many hours would you estimate you **averaged each month in the past year** working on CMCA activities (attending strategy team meetings, reading CMCA related materials, making phone calls, attending CMCA presentations, writing newspaper columns, etc.)?

Hours per month in the past year on CMCA activities

12. Some CMCA strategy team members also belong to other community groups (political parties, youth groups, service clubs, business groups, farm organizations, religious groups, etc.) During the time you have been involved in CMCA, how many hours would you estimate you **averaged each month in the past year** doing activities for groups other than CMCA?

Hours per month in the past year for other groups

13. To what extent do you agree with the following statements about your strategy team? Please circle one number for each item.

	To no extent —————▶						To a great extent	
a. This team has confidence in itself	1	2	3	4	5	6	7	
b. This team feels it can solve any problem it encounters	1	2	3	4	5	6	7	
c. This team believes it can be very productive	1	2	3	4	5	6	7	
d. This team can get a lot done when it works hard	1	2	3	4	5	6	7	
e. No task is too tough for this team	1	2	3	4	5	6	7	
f. This team expects to have a lot of influence around here	1	2	3	4	5	6	7	

14. In general, how effective do you think your strategy team has been at changing or enacting policy? Policy includes not just passing laws, but also getting an organization to change the way it responds to underage drinking. Please circle one number for each item.

Not at all effective	1	2	3	4	5	6	7	Very effective
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15. How important were each of the following to the efforts of the strategy team? Please mark one response for each item

	Not at all Important		Very Important			Did Not See
a. Data on alcohol purchase attempts in your community.	1	2	3	4	5	6
b. Data on student and young adult alcohol use in your community.	1	2	3	4	5	6
c. Data on policies and practices of alcohol merchants in your community.	1	2	3	4	5	6
d. General background information on youth and alcohol.	1	2	3	4	5	6
e. Model ordinances on youth and alcohol.	1	2	3	4	5	6
f. General background information on Citizen Politics.	1	2	3	4	5	6

16. Did any of the roles listed below exist while you were a strategy team member? Please check all that apply.

- Facilitator or Chair
- Co-facilitator or Co-chair
- Treasurer
- Secretary
- Subcommittee chairperson(s)

17. Did your strategy team have any of the written documents listed below while you were a strategy team member? Please check all that apply.

- Statement of purpose/mission statement

18.

- Operating procedures (what activities to be done, by whom, how)
- Rules for behavior
- A formal membership list
- An organizational chart
- Record keeping mechanisms (tally sheets, meeting minutes)

19. How much influence do you feel you have had personally on decisions made by the CMCA strategy team? Please circle one number below.

Very little 1 2 3 4 5 6 7 **Very much**

20. Who usually introduced project ideas to the strategy team? Please circle one number below.

Organizer always Introduced ideas	Organizer half the time, strategy team half the time	Strategy team members always introduced ideas
1 2	3 4 5	6 7

20. What do you think were the most important goals of the strategy team? Please circle one number for each item below.

	Not at all important	Very Important
a. Educating youth so they will not want to try alcohol/drink.	1 2 3 4	5 6 7
b. Providing alternative activities for youth	1 2 3 4	5 6 7
c. Changing local policies and practices to reduce youth access to alcohol	1 2 3 4	5 6 7
d. Increasing the civic capacity (citizen participation, empowerment, etc.) of the community	1 2 3 4	5 6 7
e. Other _____	1 2 3 4	5 6 7

21. To what extent will the focus of the strategy team change as the organizer leaves?

It will stay the same 1 2 3 4 5 6 7 **It will be very different**

22. The following are issues which may or may not have been obstacles for your strategy team. If the issue was an obstacle, please rate the extent to which it was an obstacle. If it was not an obstacle, circle the number in the “not an obstacle” column.

	Issue was an obstacle							
								Very major obstacle
	Not an obstacle at all							
	1	2	3	4	5	6	7	
a. The community did not want any new restrictions around alcohol.								
b. The community did not consider underage drinking to be a problem.	1	2	3	4	5	6	7	
c. The community viewed CMCA as a prohibitionist group that wanted to stop adults from drinking too.	1	2	3	4	5	6	7	
d. The community felt the youth who were drinking should be held responsible instead of creating new policies that would affect adults as well as youth.		1	2	3	4	5	6	7
e. The community viewed CMCA as an outside group or as a University-controlled project.		1	2	3	4	5	6	7
f. Limited resources (amount of time strategy team members could contribute; funding)		1	2	3	4	5	6	7
g. Personal conflicts between community decision-makers.		1	2	3	4	5	6	7
h. Personal conflicts within the strategy team	1	2	3	4	5	6	7	
i. Low attendance at strategy team meetings	1	2	3	4	5	6	7	
j. A high level of turnover among strategy team members.		1	2	3	4	5	6	7
k. Turnover of the CMCA organizers		1	2	3	4	5	6	7
l. Differing perspectives among the strategy team members about CMCA’s goals.	1	2	3	4	5	6	7	
m. Limited effectiveness of the organizer in working with the strategy team.	1	2	3	4	5	6	7	

23. As support for the local CMCA effort is ending, how likely do you think it is that your strategy team will continue its work? Please circle one number below.

Very Unlikely 1 2 3 4 5 6 7 **Very Likely**

24. If the strategy team continues, will it merge with another group?

- Yes _____ (Name of group)
- No
- Don't know

25. If your strategy team will continue, do you think you personally will continue to participate? Please circle one number below.

Very Unlikely 1 2 3 4 5 6 7 **Very Likely**

DEMOGRAPHIC INFORMATION

26. What is your gender?

- Male
- Female

27. Do you have children under age 21?

- No
- Yes What are their ages

28. Are you currently employed?

- No
- Yes
 - a. What is your job title? _____
 - b. Who is your employer? _____
 - c. What are some of your main job duties? _____

29. What is the highest level of education you have completed?

- Did not complete high school.
- Completed high school.
- Completed junior college, business college, technical/vocational school or at least two years of college.
- Completed a bachelor's degree
- Completed a graduate degree

30. How long have you lived in this community?

Years

31. What is your age?

Years

32. Have there ever been any alcohol-related problems among:

- | | | |
|---------------------------------------------------------------------------------------|--------------------------|--------------------------|
| | Yes | No |
| a. Family members (parents, spouse, siblings, aunts, uncles, cousins, children, etc.) | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Friends | <input type="checkbox"/> | <input type="checkbox"/> |

33. Do you have any additional comments or suggestions about CMCA or your strategy team?

Thank you for completing this survey.