

Summaries of 2013 Coalition & Community Surveys New London Community & Campus Coalition (NLCCC)

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Coalition Survey

- 1) Completed by 30 members of NLCCC representing 11 of the 12 sectors of coalition membership (all except Media). Given using SurveyMonkey.com[®]. Of the respondents, 14 attend coalition meetings at least half the time, and 13 attend seldom or never.
- 2) Clear preferences were expressed for meeting monthly rather than less frequently; meeting on Wednesday, with Tuesday and Thursday as runners-up; meeting about noon; and meeting in the Martin Center. Thus, the present schedule and location are preferred by most. One suggestion was for virtual on-line meetings, and one was for shifting the location around to coalition members' offices.
- 3) Highest scores were registered for: integration of NLCCC with the goals of member organizations; effective use of coalition members; and sharing of ideas. Many felt that the community is not fully aware of NLCCC, its logo or its goals.
- 4) Closer integration of NLCCC goals and activities with community groups was favored. Naming NLCCC officers was not supported.
- 5) Many respondents indicated willingness to help with a variety of NLCCC activities.
- 6) Many things were mentioned as working well for NLCCC, including: alcohol seller/server training; media materials; preventing alcohol sales to minors; involvement with JRB; materials with logo to advertise NLCCC existence; and generally, connection with a variety of groups.
- 7) Improvements may come from even more community involvement, broadening membership, fostering relations with schools, clearer definition of NLCCC vision, and involving parents.
- 8) Suggestions for programs included mental health issues, drug use trends, risky behaviors in addition to substance use, cataloging of existing resources, and information about relevant laws.

Community Survey

- 1) The 2013 survey was completed by 415 adults in New London, relatively evenly spread among ages and genders. There were 595 respondents to the 2012 New London community survey. Results are reported by gender and by age-group (under 30, 30-49, and 50 or over).
- 2) The majority of younger people (63%) were familiar with NLCCC and its logo, but most older people (79%) were not.
- 3) Posters, bus signs, banners, and personal items like pens were the most commonly seen NLCCC items. People under 30 were much more likely to be familiar with NLCCC materials.
- 4) Only about 5% of people said NLCCC messages are not convincing.
- 5) In sending and receiving information, younger people were more likely to use texting, Facebook, Twitter, and other social media (except not LinkedIn). More older people read newspapers. Everybody uses email and the telephone.
- 6) Perceived risk of harm to youth who regularly use alcohol or marijuana increased among all respondents in the past year.
- 7) About 3 of 4 respondents of all ages felt they know a lot about effects of alcohol on a teenager's physical and mental development.
- 8) Perceived availability of substances was in the order of: marijuana > [more available than] cigarettes > alcohol > prescription drugs without own prescription.