



Supported by
The Robert Wood Johnson Foundation

Bridging the Gap: Research Informing Practice for Healthy Youth Behavior



*A Policy Research Partnership
to Reduce Youth Substance Use*

**University of Illinois at Chicago
Health Research and Policy Centers**



**University of Michigan
Institute for Social Research**



Purpose of the Bridging the Gap Initiative:

- **To evaluate the impact of:**
 - *Policies*
 - *Programs*
 - *Practices*

- **Addressing various types of substances:**
 - *Alcohol use*
 - *Illicit Drug Use*
 - *Tobacco Use*

- **At various levels:**
 - *State*
 - *School*
 - *Community*
 - *Individual*

University of Michigan

Institute for Social Research

Monitoring the Future (MTF)

Youth, Education and Society (YES!)



University of Illinois at Chicago

Health Research and Policy Centers

ImpacTeen

Coordinating Center and Community Data Collections

UIC

Alcohol Policy Research Team

U of MN

Illicit Drug Policy Research Team

Andrews U

Tobacco Policy Research Team

Roswell Park



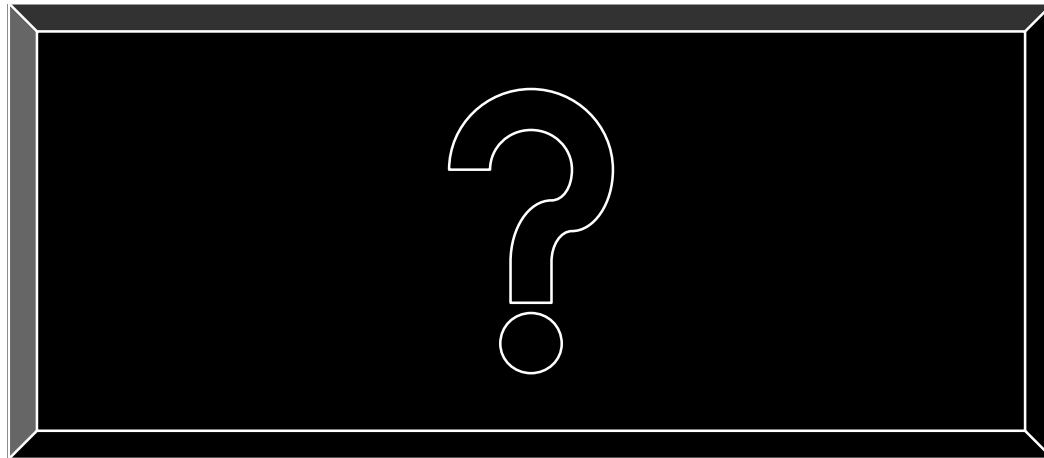
Community Data Collection

Data Collection Subcontractor:
Battelle Centers for Public Health Research and
Evaluation



Community Level Data Collection

How to define community?





Community Data Collection: Community Definition

School Catchment Area

- Single school districts (60%)
- Maps (17%)
- Informant description or street listing (9%)
- Radius from school (5%)
- Demographic boundary (5%)
- Zip codes (3%)



Community Data Collections - Key Components

➤ Archival Data:

- FDA data, population characteristics, etc.

➤ Key Informant Interviews:

- Modular interviews, targeted and snowball approach

➤ Community Observations:

- Retail outlets for tobacco and alcohol (i.e., product placement, pricing, advertising, counteradvertising, signage)
- Local ATOD, and youth specific ordinances and regulations
- General community observations (i.e., advertising, counteradvertising, social capital)
- Proposed GIS mapping

Key Informant Surveys

➤ **Modular Approach:**

- Universal questions
- Demographic module
- Health Department Agency
- Police Agency
- Police Officer
- Coalition
- *Prosecutors*
- Targeted Modules:
 - Alcohol Sales Enforcement/Surveillance
 - Alcohol Education/Media/Policy Advocacy
 - Tobacco Sales Enforcement/Surveillance
 - Tobacco Education/Media/Policy Advocacy
 - Youth Focused Treatment Providers
 - *Illicit Drugs Intake Processing; Diversion Programs*
 - Illicit Drugs Education/Media/Policy Advocacy
- Ordinance Feedback Modules



Physical Activity Physical Resources: Key Informant Surveys

UQ6. ...supervised after-school activities:

- School-based athletics
- Athletic opportunities not associated with school
- Supervised teen activity centers such as YMCA or YWCA

UQ7. ...unsupervised after-school opportunities:

- Teen centers
- Ice or roller-skating rinks
- Unsupervised sports or recreational areas
- Dances or other unsupervised recreational clubs
- Playgrounds or parks

PQ9.....Is your agency currently involved in recreational activities for youth?

Key Informant Surveys: Challenges

- **Identifying/Interviewing Appropriate Informants:**
 - Snowball approach partially successful - worked well for coalitions and treatment providers, but not for health departments and police departments
 - 2000 - Pre-identified key informants in health departments, police departments, prosecutor offices; appears to have improved coverage of key informant surveys
 - 2001 - Trying to secure cooperation of appropriate national organizations (e.g. National Assn. of Chiefs of Police) to improve cooperation of difficult to obtain informants
- **Length of Interviews**
- **Cost of Interviews**



Ordinance/Regulation Data & Community Observation

➤ Local Ordinances/Regulations

- collected from city offices, county offices, health departments, and other relevant control authorities
- Identified prior to site visits
- Key ordinances identified immediately for ordinance feedback modules of key informant interviews
- Currently developing coding scheme/database for ordinance coding modeled after ANRF, CDC, Mayatech

➤ General Community Observation

- Change from store-by-store and driving route observation to general community observation based on overall time spent in community
- Inclusion of social capital items



Social Capital: Working Definition

Social capital is defined as the social trust, norms and networks that people can draw upon to solve common problems.

ImpacTeen is measuring:

- the quality and quantity of associations between people
 - the social and political environments that enable people to come together and give them common purpose or meet common needs
 - poverty is NOT necessarily an indicator of low social capital

Social Capital: Key Informant Surveys

Several questions are included in the universal and coalition module. For example:

UQ15. In general, how proud do you think most people are of this community?

UQ16. How often in the past 12 months have community members joined together to address a common issue such as environmental cleanup, playground restoration, social or political advocacy?

CQ20. In this community, to what extent are difficult social issues, such as drug dealing handled as an individual or family responsibility? By neighborhood groups...? By community activists...? By local government...?



Categories of Social Capital Indicators: Community Observations

➤ **Community Recreational Space**

- Sports areas
- Parks/green spaces, playgrounds, golf courses
- Public pools/beaches
- Neighborhood gardens
- Auditoriums/theaters
- Floral/seasonal displays
- Fairgrounds



Categories of Social Capital Indicators: Community Observations

➤ **Community Social Interaction**

- Many people strolling, walking dogs, pushing strollers, rollerblading, biking
- Presence of bike/rollerblade paths and bike lanes on roads
- Numerous or well-attended restaurants/coffee shops



Categories of Social Capital Indicators: Community Observations

➤ Public Events/Signage

- Event announcement posters
- Outdoor church bulletin boards
- Community pride signs
- Club meeting announcements
- Community club signs
- Signs which protest about community problems or announce community meetings



Categories of Social Capital Indicators: Community Observations

➤ Safety

- Neighborhood police on bikes, foot, horses
- Police sub-stations
- Neighborhood Watch signs



Categories of Social Capital Indicators: Community Observations

➤ **Absence of Informal Social Controls**

- Abandoned houses or businesses
- Dilapidated buildings, unkempt lawns
- Bars on windows
- Intruder fences
- Graffiti
- Homeless persons loitering on street
- Teens hanging out

Analyses of Community Data: Examples

- Wakefield et. al. *American Journal of Public Health* (conditionally accepted) - examines the impact of the billboard ban on cigarette advertising on marketing at the point of purchase
- Terry-McElrath et. al., *MMWR* (under review) - describes tobacco company marketing practices in retail outlets and discusses differences by store types
 - Slater et.al., WCTOH/SRNT presentations - describes the relationship between tobacco advertising and promotion at the retail level and community characteristics (including race/ethnicity, age, and SES)
- Chartbooks based on store observation and manager survey data

Proposed GIS Analyses

Aim #1: What are the characteristics of communities with higher tobacco outlet densities?

Aim #2: Are measures of youth tobacco use greater in areas where tobacco outlets are more densely concentrated?

Outlet Density Measures:

- Outlets per 1,000 persons
- Outlets per square kilometer of land area
- Outlets per 10 kilometers of roadway



Applicability to Physical Activity Framework

Community Level:

- **Political/Government:** Local ordinances/regulations
- **Institutional/Organizational:** School policies;
Law enforcement; Health department
- **Physical:** Community observations; GIS
- **Socio-Cultural:** Social capital