



KENTUCKY INCENTIVES FOR PREVENTION (KIP) STUDENT SURVEY

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State Web Site: [http://reachevaluation.com/projects/kentucky-
incentives-for-prevention-kip-survey/](http://reachevaluation.com/projects/kentucky-incentives-for-prevention-kip-survey/)

Sources of Information for the Database

Every other year, the Kentucky Division of Behavioral Health and Substance Abuse, with the support of the Governor's Office of Drug Control Policy and the Federal Center for Substance Abuse Prevention, jointly sponsor the statewide Kentucky Incentives for Prevention (KIP) Student Survey to assess the extent of alcohol, drug, and tobacco (ATOD) use among 11 to 18 year-olds throughout Kentucky, and to evaluate the impact of prevention efforts aimed at reducing substance use. Participation in the KIP Survey is optional, and at the discretion of each school district. The survey originated in Kentucky with a Center for Substance Abuse and Prevention (CSAP) funded project in 1999. The KIP survey is administered to 6th, 8th, 10th and 12th graders, and all student responses are completely anonymous. Since 2008, districts have had the option of administering the survey online or using a paper version of the survey. Once the data are gathered and analyzed, a report outlining information specific to the district is sent to each participating district. The entire administrative cost of the survey is borne by Kentucky's Division of Behavioral Health, Developmental and Intellectual Disabilities.

Description of the Data Collected

The KIP survey provides comprehensive information about student self-reported ATOD consumption patterns and consequences related to ATOD. In 2012, the survey involved 153 (out of 173) Kentucky school districts and over 115,000 students. Survey items assess such domains as demographics, ATOD use, ATOD related problems, ATOD accessibility, values (personal and parental), school safety, gambling and mental health. REACH Evaluation is the evaluation contractor responsible for administration, scoring, and dissemination of results, and has held this responsibility for six survey administrations in 2003, 2004, 2006, 2008, 2010 and 2012.

Strengths of the Data

Since 2004, easy-to-interpret presentation-ready reports primarily comprised of color graphs showing averages for a selection of key variables have been provided to each participating district. Comparisons with the Area Development District (region) and most of Kentucky (the other participating school districts), and (when available) a national score (e.g., from the Monitoring the Future national survey which uses the same items) are also shown on these graphs. REACH also creates trend graphs for each district that has participated in at least two KIP administrations. In addition, REACH has made available graphs depicting each district's Government Performance and Results Act (GPRA) data, which are the required outcome measures for the Drug Free Communities (DFC) grant program and may be useful for other government-issued grants as well. Each district is issued an electronic copy and hard-copy of their summary report, along with a unique username and password to access their most recent KIP report, along with data from all prior survey administrations, via REACH's district-specific KIP Survey Data Website.

Web-based software developed by REACH is used to create all graphs and maps for the KIP report, and facilitates the option of specifying grade, race, or year for any question in the survey. Further, REACH responds to requests for additional reports specifying gender, race, groups of school districts, groups of schools, or individual schools (if there are a sufficient number of students who completed the survey to ensure the protection of confidentiality).

Significant efforts go into protecting the anonymity of responses and this greatly reduces any risks associated with accurate reporting. Stringent administration guidelines ensure that data are collected in the same manner across school districts, further increasing the reliability of the data. In the data cleaning process, REACH searches for implausible responses and discrepancies and eliminates those surveys from the tallied results.

For more information about the KIP survey please visit: <http://reachevaluation.com/projects/kentucky-incentives-for-prevention-kip-survey/>.

Specific Uses of Information

The KIP survey enables schools to obtain valuable information about ATOD and school safety issues to be used in prevention activities. The data help statewide planners obtain a picture of the prevalence and consequences of ATOD issues statewide in order to allocate resources and support communities. KIP survey data can be used by government agencies to monitor *Healthy Kentuckians 2020* goals pertaining to substance abuse. The data are also useful in designing and evaluating substance abuse prevention initiatives and meeting Federal reporting requirements related to ATOD.

Data Limitations

The primary limitation of the KIP survey is that the largest urban area in Kentucky does not participate in the survey, and is therefore not included in the statewide analyses and report. In addition, each individual school district decides what part of its report to make public, possibly limiting the use of local-level data. However, state and regional level data are made available through reports created by REACH Evaluation and are posted on their website. Significant efforts go into protecting the anonymity of responses (students know that a response cannot be traced back to them); subsequently, the anonymity of the responses greatly reduces the risk associated with telling the truth. However, some limitations associated with self-report data are inevitable.

System Evaluation

Following each biennial administration, analysis begins with data cleaning to ensure that any problems with the data set are discovered and resolved (e.g., transposed or missing data). Analyses are then conducted to assure that the data are psychometrically sound (i.e., reliable and valid). To find inconsistencies, pairs of answers are compared. To recognize exaggeration, REACH statisticians create summary variables that combine groups of individual variables. Using the same standard in each participating Kentucky school district, data is excluded from students whose answers are substantially inconsistent or exaggerated.

Once data cleaning has been completed, a set of cross-tabulations can be produced for each school district or group of school districts, and the data can be related with data from previous years to enable the production of multi-year charts and graphs.

Data Set Availability

KIP statewide and regional reports are available to the public free of charge and can be accessed on the REACH Evaluation KIP website at <http://reachevaluation.com/projects/kentucky-incentives-for-prevention-kip-survey/>. The *KIP Survey 2012: Statewide Trends Related to Substance Abuse, School Safety, & Gambling (2004-2012): Sourcebook* represents a total sample of 115,050 6th, 8th, 10th and 12th grade students. Requests for statewide data in cross-tabulation format may be submitted to Lisa Crabtree, KIP Survey Manager at REACH Evaluation (lisa@reacheval.com, 502-585-1911).

Data Release Policy

Since KIP survey data are the “property” of the schools, written permission from the school district is required in order to access district-specific results. Persons wishing to request district-specific data may contact the KIP Coordinator or superintendent directly, or Lisa Crabtree, KIP Survey Manager at REACH Evaluation (lisa@reacheval.com, 502-585-1911).

Suggested Data Citation

REACH Evaluation. *KIP Survey 2012: Statewide Trends Related to Substance Abuse, School Safety, & Gambling (2004-2012): Sourcebook*. Louisville, KY: REACH Evaluation, [2012].

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