



2017 Vermont Local Opinion Leaders Survey

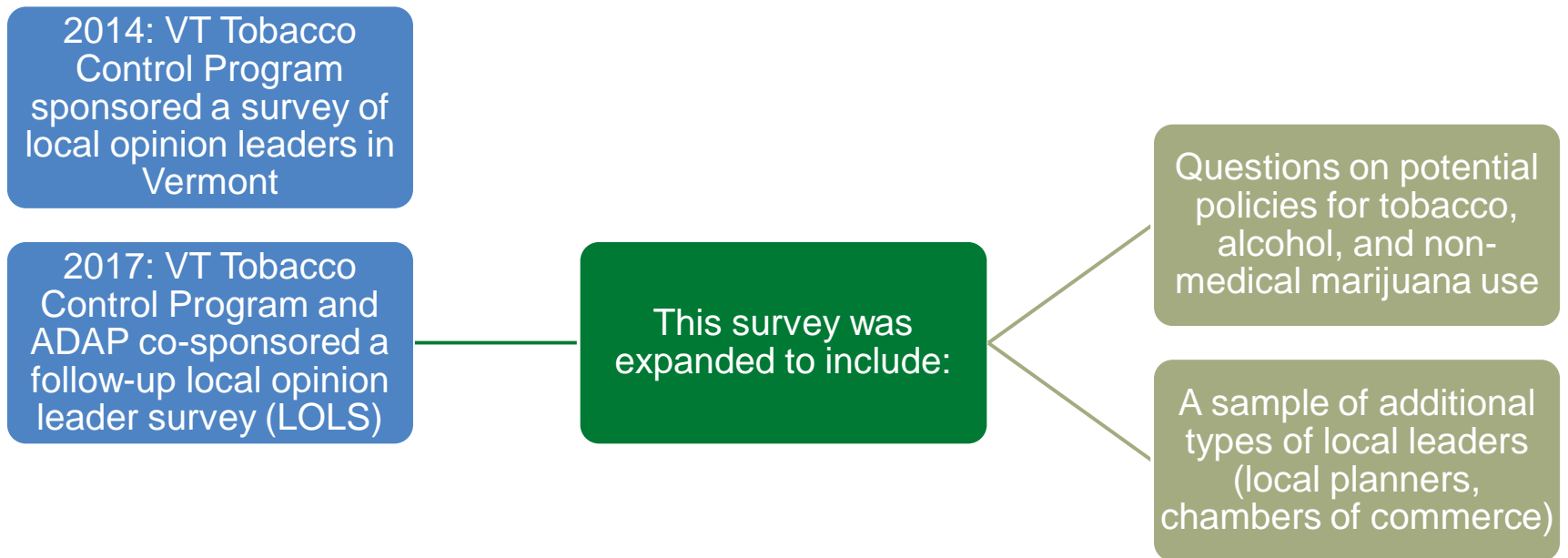
Report prepared by: JSI Research & Training Institute,
Inc.

Presented by Hilary Fannin, RPP Program Manager

2017 LOLS Presentation Outline

- What is the Local Opinion Leader Survey (LOLS)?
- Who was surveyed? How?
- What were the findings?
- Exercise: Share LOLS findings to influence policy change in your region

What is the Local Opinion Leader Survey (LOLS)?



Local Opinion Leader Survey Goals

- Compare level of support for selected tobacco prevention and control policies over time
- Describe local opinion leaders' most pressing concerns about the health of their community and on the relative importance of tobacco, alcohol, marijuana, and opiate use in their community.

Local Opinion Leader Survey Goals

- Ascertain level of support for new potential prevention and control policies for tobacco, alcohol, and recreational marijuana use
- Examine whether level of support for policies varies by local opinion leader role, perceived influence, and county population size
- Describe the reasons local opinion leaders provided for their policy stances

2017 LOLS Sample Development

Core telephone interview sample:

- Selectboard Chairs
- Mayors
- Regional Planners
- Town Managers

Online expanded sample:

- Local Planners
- Chamber of Commerce Members and Staff

Sample Response Rates

SAMPLE	Survey Sample	Completed	Response Rate
Core Sample	310	211	68.1%
Expanded Sample	150	88	58.7%
TOTAL	460	299	65.0%

Results from the 2017 VT LOLS, JSI, p.4

Response Rates by County

COUNTY	Survey Sample	Completed	Response Rate
Addison	38	29	76%
Bennington	31	21	68%
Calendonia	32	24	74%
Chittenden	35	24	69%
Essex	16	9	56%
Franklin	28	19	67%
Grand Isle	6	5	83%
Lamoille	20	14	70%
Orange	31	19	61%
Orleans	31	15	48%
Rutland	54	28	52%
Washington	45	32	70%
Windham	43	24	56%
Windsor	50	35	69%

Results from the 2017 VT LOLS, JSI, p.6

2017 LOLS Policy Opinion Question Example

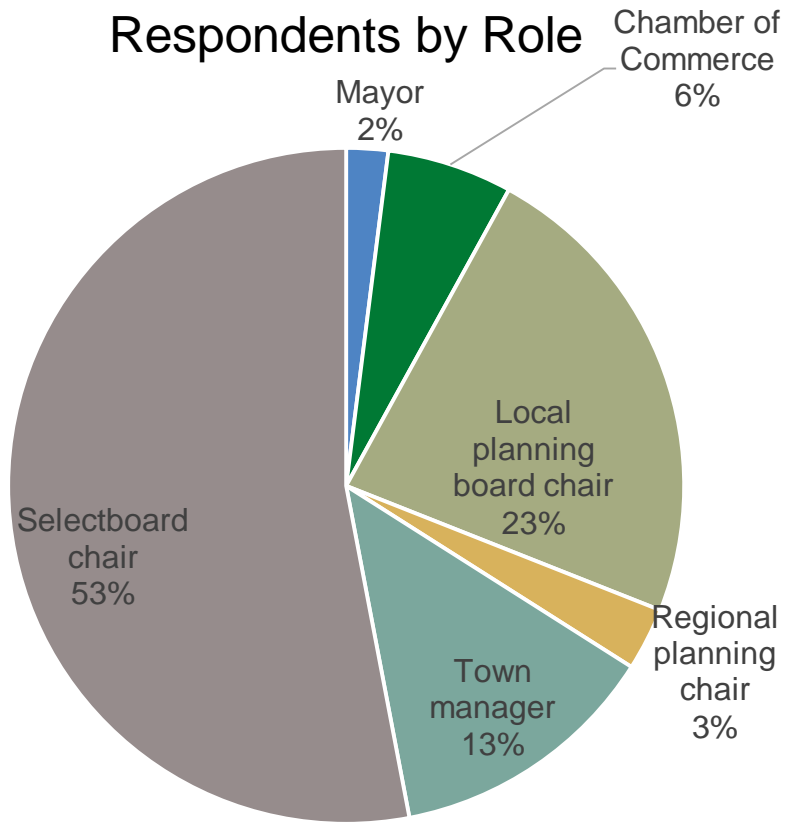
- What is your opinion about a policy that would restrict the consumption of alcoholic beverages in public places such as parks, beaches, municipal sports fields, et cetera?
Would you be...
 - Strongly against
 - Somewhat against
 - Neither in favor or against
 - Somewhat in favor
 - **Strongly in favor**
 - Don't know

Statistical/Analytic Methods

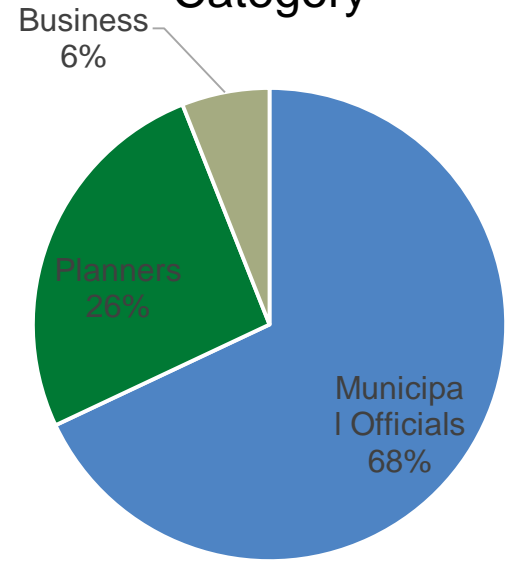
- Policy opinion questions are stratified by:
 - ▣ Role: municipal official, planner, or business
 - ▣ Influence: local or state
 - ▣ Geography: based on the size of the county's largest population center
- Respondents had opportunities to provide context for their opinions which were analyzed qualitatively
 - ▣ *"I recorded that you are [insert response] of this policy. Could you tell me why?"*

2017 LOLS Results: Respondent Stratification

Respondents by Role



Respondents by Role Category



Results from the 2017 VT LOLS, JSI, p.8

Perceived Level of Influence

Perceived Level of Influence as “Medium” or “High”

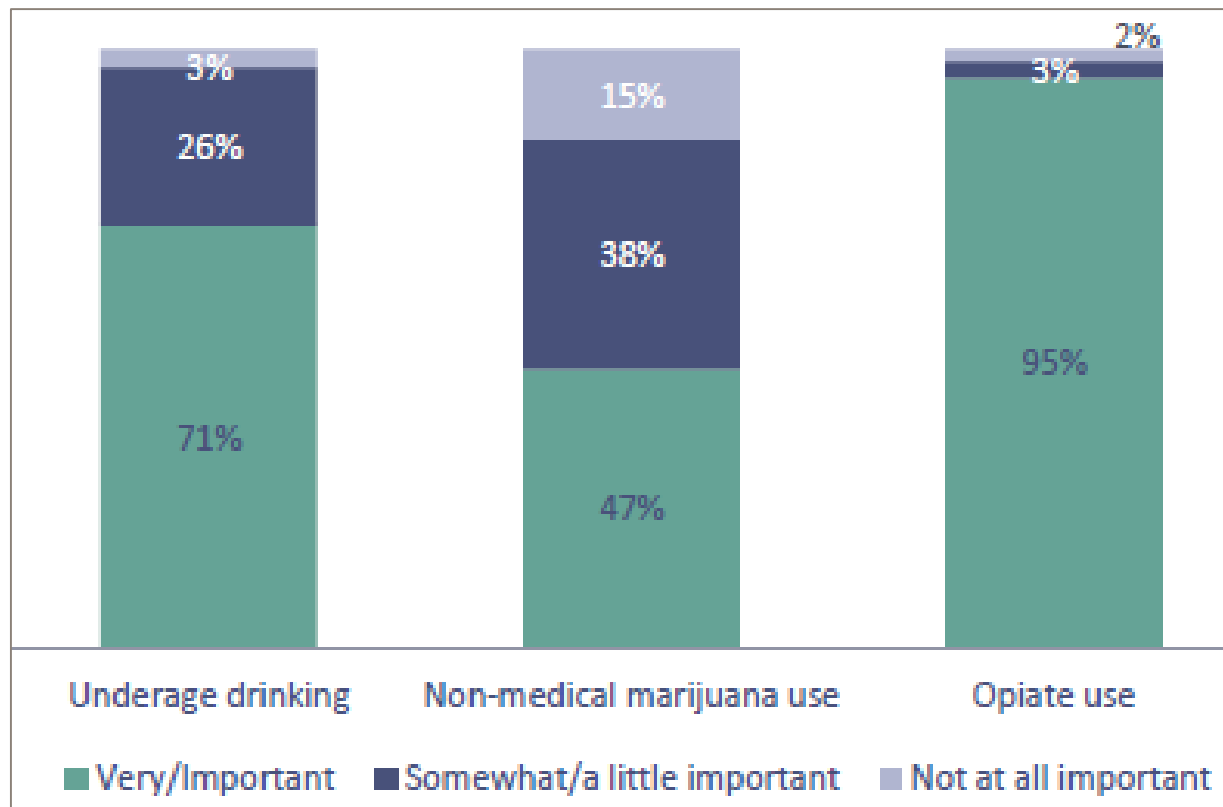
Role	Influence in local Community %	Influence with State Legislators %
Mayor (n=5)	100%	80%
Selectboard chair (n=159)	71%	44%
Planners (n=78)	45%	33%
Town manager (n=38)	84%	45%
Chamber of Commerce (n=19)	63%	47%

Results from the 2017 VT LOLS, JSI, p.9

Relative Importance of Public Health Issues

How important do you think it should be for your community to address:

- Underage drinking?
- Non-medical Marijuana use?
- Opiate use? (examples: heroin, pain medications)



Results from the 2017 VT LOLS, JSI, p.10

Relative Importance of Public Health Issues

- Qualitative Responses: what are the most important health problem needs in the respondent's community?
 - 51% of responses given (N=388) mention addiction in some form
 - Support for health promotion language in town or regional plans

Level of Support for Alcohol Control Policies

- Alcohol Control Policy Questions:
 - ▣ Restrict alcohol consumption in public places
 - ▣ Create a 1% local option tax
 - ▣ Increase alcohol excise tax
 - ▣ Restrict number of alcohol retailers

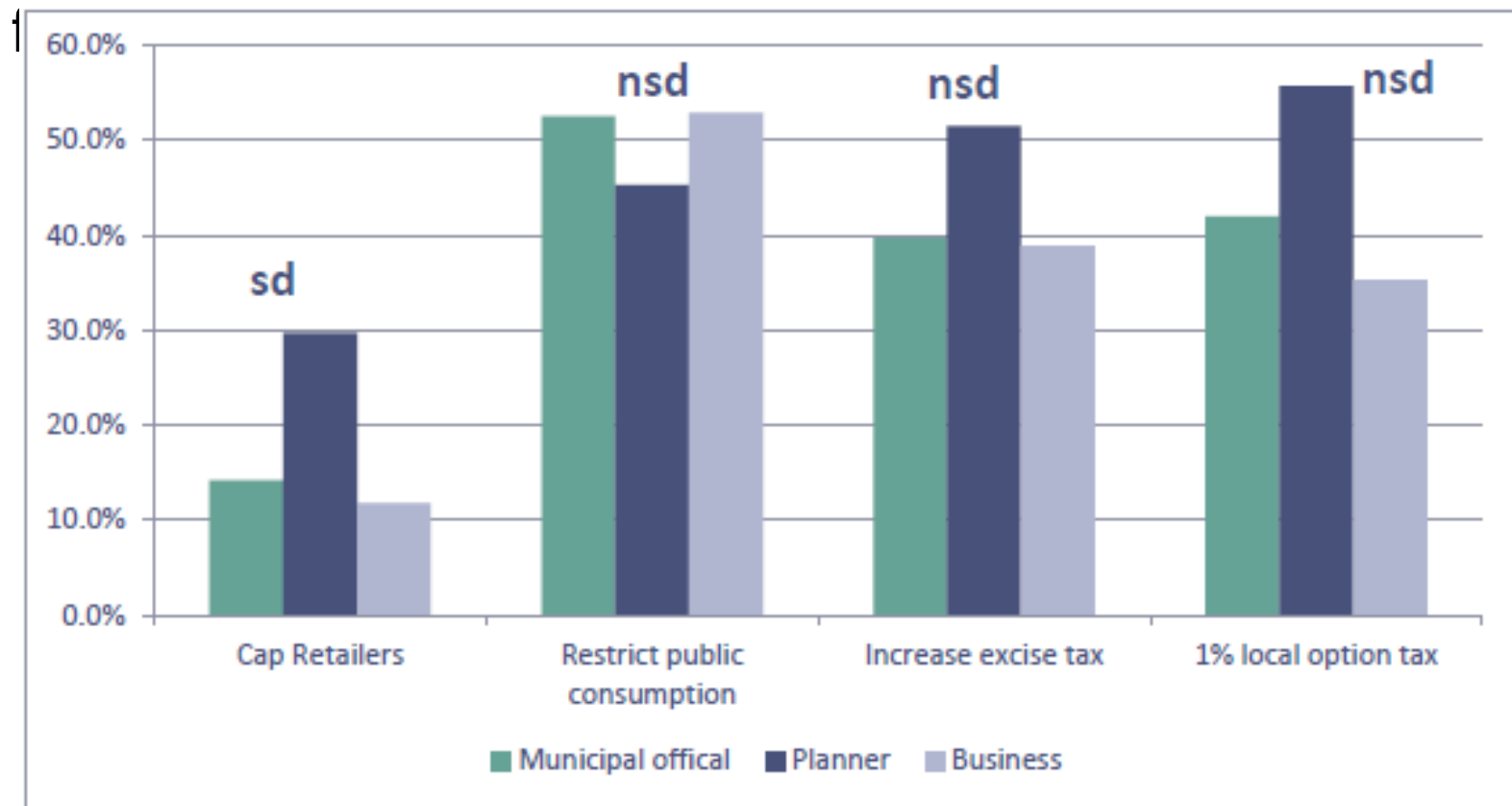
Level of Support for Alcohol Control Policies

POLICY	Strongly Favor (95% CI)	Somewhat Favor	Neither For or Against	Somewhat Against	Strongly Against
<i>Restrict alcohol consumption in public places</i>	25.0% (20.1% - 30.4%)	25.7%	16.0%	18.1%	15.3%
<i>Create a 1% local option tax</i>	25.3% (20.3% - 30.8%)	21.3%	15.2%	13.0%	25.3%
<i>Increase alcohol excise tax</i>	14.8% (10.9% - 19.4%)	27.8%	17.2%	17.5%	22.7%
<i>Restrict # of alcohol retailers</i>	7.8% (5.0% - 11.6%)	10.3%	18.8%	23.4%	39.7%

Results from the 2017 VT LOLS, JSI, p.12

Level of Support for Alcohol Control Policies

Alcohol Policy Support by Role (% somewhat or strongly)



Results from the 2017 VT LOLS, JSI, p.13

Level of Support for a Non-Medical Marijuana Control Policy

POLICY	Strongly Favor (95% CI)	Somewhat Favor	Neither For or Against	Somewhat Against	Strongly Against
<i>Restrict advertising for non-medical marijuana and related paraphernalia</i>	41.1% (35.3% - 47.0%)	19.7%	13.7%	8.8%	16.8%

Results from the 2017 VT LOLS, JSI, p.14

Qualitative themes

- Policies with the greatest positive commentary:
 - ▣ Restricting alcohol consumption in public places
 - ▣ Restricting advertising for non-medical marijuana
- Policies with mixed commentary, mostly positive:
 - ▣ Increasing the state beer/wine tax or creating a local option tax
 - ▣ Restricting advertising for non-medical marijuana and related paraphernalia

Exercise

- Choose a table from the JSI report (pages 16-18)
 - ▣ Tables 13, 14, 15, or 16
- As a group, chose one theme with a **positive** tone toward the policy to communicate to your community. *10 minutes*
 - ▣ How can this theme be leveraged to support prevention of youth substance use?
 - ▣ Which partners will you engage? How will you communicate the theme (ex. in-person presentation by youth, social media post, etc.)?
 - ▣ Why did you chose this theme?
- As a group chose another theme with a **negative** tone toward the policy to communicate to your community, answering the same questions for the above. *10 minutes*

Conclusions

- Leaders agree that substance use issues are important health issues in the community
- Restricting advertising regarding non-medical marijuana use and paraphernalia has relatively strong support
- Opioids continue to be “universally acknowledged as important” by local opinion leaders
- Vast majority of leaders support including health promotion language in their town or regional plan, or have such language already in their plan
- Leaders have provided information through this survey to provide support to the public health community
 - How can the prevention community help bridge the communication gap?

22

Questions?

23

Thank you!

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