

Testimony for Public Hearing - Kansas Senate Committee on Education
February 15, 2018

SB389 — *Changing requirements to administer certain tests, questionnaires, surveys and examinations under the student data privacy act and allowing disclosure of de-identified student data.*

Good afternoon members of the committee,

My name is Shana Burgess, I am the Director of Prevention and Community Relations for Johnson County Mental Health Center. Over the past 10 years, I have worked in prevention in Kansas focusing on substance abuse prevention, suicide prevention and mental health promotion. I serve on the leadership team for both the Olathe Communities That Care Coalition and the Johnson County Suicide Prevention Coalition and I am a parent in the Blue Valley School District.

I am testifying in favor of Senate Bill 389.

We live in a time and a place where resources are limited, priorities are necessary and outcomes are key. Our state has had the opportunity for the past 24 years, to administer the Kansas Communities That Care (KCTC) Student Survey, a research based survey that is reliable and valid, and is provided annually, free of charge, to students throughout our state. This broad survey paints a picture of alcohol, tobacco and other drug use, prosocial and antisocial behavior, along with key mental health indicators such as depression and suicide risk among Kansas youth. Identified trends through analysis of this self-report data by 6th, 8th, 10th and 12th grade students can help schools, districts and communities be more proactive, rather than reactive, in addressing adolescent health.

Impact of Senate Bill 367 Additional Requirements

In Johnson County, schools, parents and the community have been highly invested in utilizing information gathered from the KCTC Student Survey to shape strategies to support children and families throughout our community. From 2010-2014, Johnson County KCTC Student Survey participation rates averaged 79% with all six public school districts along with many private schools taking the survey. Since the passage of SB 367, Johnson County participation rates have plummeted to an average of 25% participation over the past three years.

Year	2010	2011	2012	2013	2014	2015	2016	2017
County	Johnson County	Johnson County	Johnson County	Johnson County	Johnson County	Johnson County	Johnson County	Johnson County
Participation Rate	75.62	77.28	81.22	79.76	79.58	0.08	38.15	35.82

Best practices in survey research indicate that 60% participation is acceptable for planning purposes and 80% participation is optimal for evaluation as it is generalizable to the population at this level. As participation rates decline at the state and local level it is a fear and possibility that buy-in and confidence in the data will diminish, putting in jeopardy a longstanding data source with historical comparatives, dating back to 1995.

Data Driven Decisions

Higher rates of participation equal better data, which leads to tailored strategies that positively impact the health of our children and our communities. The Olathe Communities That Care Coalition is dedicated to utilizing a variety of data, including the KCTC Student Survey, along with diverse voices

representing multiple sectors throughout our community to assess, plan, implement and evaluate strategies to fulfill our mission of *'working together to promote a safe and healthy community'*.

The KCTC Student Survey provides data for assessment, planning and measurement of initiatives prioritized in order to make the most significant positive impact in our community.

Takeaways from the 2016 KCTC Student Survey	Prioritized Risk Factors
<ul style="list-style-type: none"> Over 17% reported drinking alcohol in the past month Over 16% reported that it would be VERY EASY for them to get Alcohol Over 31% reported that they would NOT be caught by their parents if they drank some beer, wine or hard liquor without permission Close to 10% reported that they think there is NO RISK of harming themselves if they use alcohol every day 	<ul style="list-style-type: none"> Perceived Availability Family Management/Monitoring Perceived Risk of Harm

Targeted Implementation Strategies	
It Matters Media Campaign	<i>'Parents are the #1 Influence'</i>
Family Day	Simple, everyday things parents do to connect with their kids
Retailer Trainings	Educating for the responsible sale and consumption of alcohol
Compliance Checks	Enforcement against retailers who sell alcohol to minors
AlcoholEdu - Parents	Online module providing education to reduce underage drinking
Town Hall Meetings	Data, strategies and resources to reduce underage drinking
Sticker Shock	Educating adults who might provide alcohol to youth about the law that prohibits furnishing alcohol to minors

Opportunities with the Passage of Senate Bill 389

Changing the requirements to administer surveys like the KCTC Student Survey, which is voluntary, does not collect personally identifiable data, and is reported in aggregate groups will reduce the unnecessary burden to schools by allowing parents to opt-out rather than opt-in. My hope is for this change to help to restore levels of participation across our state to match or exceed rates prior to 2015. This relevant data will guide decisions, create buy in and promote collaboration around clearly identified priorities specific to local communities.

Good data can help communities rally behind a shared vision, common goals and streamline approaches to most appropriately and most effectively utilize limited resources to make the biggest impact for the public good.

"People without information cannot act. People with information cannot help but act." - Ken Blanchard

Thank you for the opportunity to provide my perspective and I appreciate your consideration of this change.

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