



## RECRUITMENT TOOLKIT for Partner Organizations

### Introduction

After months of planning, our research team from the University of Vermont and the Vermont Department of Health is excited to launch Vermont’s first Policy and Communication Evaluation (PACE Vermont). PACE Vermont is a new research study to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters. It will also help us learn how to best recruit and retain youth and young adults for future surveys.

The PACE Vermont Study will enroll approximately 2,000 youth aged 12-17 and 1,000 young adults aged 18-25 in early 2019. Eligible participants will complete three brief (10-15 minute) online surveys over a six-month period. The surveys will occur approximately every 3 months and ask about tobacco, alcohol, and substance use beliefs and behaviors; awareness of and support for substance-related policies; and exposure to statewide tobacco and substance use prevention efforts.

#### We need your help to spread the word!

In early 2019, we will be recruiting our 3,000 participants and we need your help to do so! Please find a media toolkit with sample text for e-mails, social media posts, and a newsletter blurb, as well as recruitment flyers which can be printed and distributed in your community.

Keep up with our study progress and key findings on [pacevt.org](http://pacevt.org) and on social media ([Facebook](#): @pacevt and [Twitter](#), [Instagram](#): @pace\_vt).

Thank you for your support to improve the health of Vermonters for years to come!

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## Sample e-mail language

Dear **[insert]**:

In our continuing commitment to health and wellness in our state, **[business/org name]** celebrates the launch of PACE Vermont, a new study to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters. Led by an expert research team from the University of Vermont and the Vermont Department of Health, PACE Vermont will help direct substance use prevention resources where they are needed most.

Until now, Vermont public health experts have relied on youth surveys done every two years to inform substance use prevention efforts. But a lot can happen in two years! By surveying 3,000 young people ages 12-25, PACE Vermont will help close this knowledge gap on rapidly changing questions, such as:

- How do young people feel about and use alcohol, tobacco, marijuana or other drugs?
- What is happening with trending or new and emerging products (for example, JUUL)?
- What effects do legalized marijuana and other substance use policies/laws have on young Vermonters?
- Are statewide substance use prevention campaigns working?

This is a unique opportunity for young people to contribute to a body of knowledge that will be used to improve the health of Vermonters for years to come. The study will also help the team learn how to best recruit and retain youth and young adults for future surveys.

For more information or to participate in the PACE Vermont Study, visit [pacevt.org](https://pacevt.org).

You can also keep track of the study's progress and key findings on [pacevt.org](https://pacevt.org) or PACE Vermont's social media sites ([Facebook](#): @pacevt and [Twitter](#), [Instagram](#): @pace\_vt).

## Sample newsletter blurb

**[Business/org name]** celebrates the launch of Vermont’s Policy and Communication Evaluation (PACE Vermont), a new study to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters. Led by an expert research team from the University of Vermont and the Vermont Department of Health, PACE Vermont will help direct substance use prevention resources where they are needed most.

Until now, Vermont public health experts have relied on youth surveys done every two years to inform substance use prevention efforts. But a lot can happen in two years! By surveying 3,000 young Vermonters aged 12-25, PACE Vermont will help close this knowledge gap on rapidly changing questions, such as:

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- What is happening with trending or new and emerging products (for example, JUUL)?
- What effects do legalized marijuana and other substance use policies/laws have on youth?
- Are statewide substance use prevention campaigns working?

For more information or to participate in the PACE Vermont Study, visit [pacevt.org](https://pacevt.org).

## Sample social media posts

### Sample Facebook Post:

Until now, Vermont public health experts have relied on youth surveys done every two years to capture changes in substance use in young people. But we know a lot can happen in two years! Our partners at the University of Vermont and the Vermont Department of Health are launching the Policy and Communication Evaluation (PACE Vermont) research study to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters, aged 12-25. Help us learn more about what's happening in our state and inform substance use prevention efforts. For more information or to participate in the PACE Vermont Study, visit [pacevt.org](http://pacevt.org) or @pacevt.

### Sample Twitter Post:

Help us keep PACE with substance use beliefs and behaviors in young Vermonters. Learn more at [pacevt.org](http://pacevt.org). @pace\_vt

You can inform efforts to prevent and reduce substance use in Vermont's youth and young adults. Learn more at [pacevt.org](http://pacevt.org). @pace\_vt

### Sample Instagram Post:

Now, JUUL...What's next? Help our partners stay ahead of the curve. The PACE VT Research Study wants to learn more about substance use beliefs and behaviors in 12-25 year olds. Findings will inform efforts to prevent and reduce substance use in Vermont youth. To learn more, visit [[www.PACEvt.org](http://www.PACEvt.org)]. @pace\_vt

### *Young Adult Ad images (Source: unsplash.com)*





## E-mail to parents



Your child is invited to participate in Vermont's first Policy and Communication Evaluation (PACE Vermont). PACE Vermont will study the effects policy and communication efforts have on youth substance use. Led by an expert research team from the University of Vermont's Center for Behavior and Health and the Vermont Department of Health, PACE Vermont will help direct substance use prevention resources where they are needed most.

Until now, Vermont public health experts have relied on youth surveys done every two years to inform substance use prevention efforts. But we know a lot can happen in two years! By surveying 2,000 youth ages 12-17, PACE Vermont will help close this knowledge gap on rapidly changing questions, such as:

- How do youth feel about and use alcohol, tobacco, marijuana or other drugs?
- What is happening with trending or new and emerging products (for example, JUUL)?
- What effects do legalized marijuana and other substance use policies/laws have on youth?
- Are statewide substance use prevention campaigns working?

This is a unique opportunity for your family to contribute to a body of knowledge that will be used to improve the health of Vermont's young people for years to come. The study will also help us learn how to best recruit and retain youth and young adults for future surveys.

You will have access to the study's progress, key findings, and the ability to connect with other families on PACE Vermont's social media sites. You and your child can also earn gift rewards.

### **Step 1: Give Parental Permission**

Visit [pacevt.org](http://pacevt.org) to electronically sign the permission form allowing your child to participate in three online surveys over the course of six months. You will provide your child's e-mail address or cell phone number for us to contact them directly about the survey.

### **Step 2: Take Brief Online Youth Survey**

If your child chooses to participate, they will click the survey link delivered via e-mail or text message. After completing the first survey, they will be invited by email or text message to participate in the next two online surveys at 3 and 6 months after PACE Vermont begins. Each survey takes 10-15 minutes to complete. All surveys are voluntary. All answers are confidential.

### Step 3: Receive Gift Rewards

Parents can earn \$5 in online gift cards for referring other eligible families to participate (up to \$15 total in online gift cards). Youth participants will receive at least \$50 in online gift cards for completing all three surveys.

Thank you for your consideration. To learn more about the study or to give your child permission to participate, please visit [pacevt.org](http://pacevt.org).

Sponsored by:





## **ARE YOU BETWEEN THE AGES OF 12 - 25 YEARS?**

### **We want to hear from you!**

The University of Vermont and Vermont Department of Health are doing a research study to learn more about how policies and marketing campaigns impact youth and young adult substance use. Eligible participants complete online surveys about:

- Tobacco, alcohol, marijuana & other drugs
- JUUL and e-vapor products
- Substance policies and laws
- Prevention marketing campaigns

## **EARN AT LEAST \$50 IN GIFT CARD REWARDS FOR COMPLETING 3 SURVEYS!**

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 [pacevt.org](http://pacevt.org)

 [@pace\\_vt](https://www.instagram.com/pace_vt)





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Vermont  
Part of Your Community. Part of Your Future.

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**We want to hear from you!**

Our goal is to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters.

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VERMONT  
Department of Health  
National Center on Substance Abuse Treatment  
UNIVERSITY OF VERMONT  
College of Medicine  
The University of Vermont  
College of Nursing



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