



*Communities United for
Substance Abuse Prevention
NH SPF Region D*

**High School Survey Result
October 2009**

Prepared For

CUSAP

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BACKGROUND

Communities United For Substance Abuse Prevention (CUFSAP), NH Strategic Prevention Framework Region D has commissioned Team Fort Collins to develop a version of their “Actuality” social norms marketing program for high school youth in Sullivan County.

The premise of the work is that students tend to have exaggerated perceptions of the alcohol and other substance use at their school. This belief increases the sense of peer pressure for students to partake of various substances. Through a series of unfolding marketing campaign efforts, students are made aware of the sense of exaggeration and informed of the actual levels of substance use at the school. By reducing perceptions of total use and validating individual inclinations against substance use, students are inoculated against substance trial and use.

Programs will be designed by Team Fort Collins and implemented locally through a “Street Team” supported by staff under contract to CUFSAP.

In October 2009, our team conducted baseline research on current social norms, reported below. In October 2010, a follow up post-test wave of research will be conducted to provide evidence of program success.

DETAILED FINDINGS

DEMOGRAPHICS

GRADE

1. What grade are you in?

9th	30%
10th	27%
11th	20%
12th	23%

GENDER

2. Are you?

Female	53%
Male	47%

GENDER BY GRADE:

2. Are you? [GENDER]

	Total Sample	Grade 9th	10th	11th	12 th
Female	53%	50%	60%	56%	47%
Male	47%	50%	40%	44%	53%

ETHNICITY

3. What ethnicity are you? (MULTIPLE RESPONSES ALLOWED)

White	92%
Other	3%
Hispanic	2%
African American	2%
Native American	2%
Asian American	2%

SUBSTANCE ABUSE

ALCOHOL USE / BINGE DRINKING - LIFETIME & PAST 30 DAYS

4. During the past 30 Days, on how many occasions have
[YOU . . . / YOUR FRIENDS . . . / OTHER STUDENTS AT YOUR SCHOOL . . .]

One in four respondent (25%) report using alcohol in the past 30 days, while two in five (38%) report that their friends had consumed alcohol in the same time period, and two in three (66%) report that other students in the school consumed alcohol in the past 30 days. Note that the question regarding perceptions of “Other students” and even, to some degree, perceptions of “Friends” consumption tend to be exaggerated due to (a) common misperceptions, and (b) accurate assessments that at least some of the target group may be using substances.

One in eight (12%) students report binge drinking (5+ drinks in a single setting) in the past 30 days, while one in four (26%) report friends binge drinking, and three in five (59%) report that others in the school binge drank in the past 30 days.

STUDENTS SCHOOL	YOU OTHER		
	YOU	FRIENDS AT YOUR	SCHOOL
Base: Total sample	N=512	N=512	N=512
Had any drinks with alcohol			
Base: Answering	N=510	N=501	N=466
Never in life	41%	32%	23%
Not in last 30 days (0)	34%	30%	11%
Once or twice (1.5)	21%	24%	20%
Once or twice a week (6)	3%	11%	19%
Daily (30)	1%	4%	27%
Mean among past 30-day users	2.1	2.9	3.7
Mean among all respondents	0.5	1.0	2.0
Had five or more drinks of alcohol at one time			
Base: Answering	N=510	N=498	N=460
Never in life	64%	46%	28%
Not in last 30 days (0)	24%	27%	13%
Once or twice (1.5)	9%	16%	20%
Once or twice a week (6)	2%	8%	17%
Daily (30)	1%	2%	23%
Mean among past 30-day users:	2.2	3.0	3.6
Mean among all respondents:	0.2	0.7	1.7

DRIVEN CAR AFTER DRINKING / BEEN PASSENGER OF IMPAIRED DRIVER - PAST 30 DAYS

4. During the past 30 Days, on how many occasions have
[YOU . . . / YOUR FRIENDS . . . / OTHER STUDENTS AT YOUR SCHOOL . . .]

As with reported past 30 day drinking, while most students had neither driven after drinking nor been a passenger in a car where the driver had been drinking, a higher proportion report that their friends had been in both situations, as a far higher proportion report that other students at their school have binged.

STUDENTS SCHOOL	YOU OTHER FRIENDS AT YOUR		
	YOU	FRIENDS	AT YOUR
Base: Total sample	N=512	N=512	N=512

Driven a car after drinking alcohol

Base: Answering	N=509	N=492	N=452
Never in life	91%	67%	38%
Not in last 30 days (0)	6%	20%	14%
Once or twice (1.5)	2%	9%	18%
Once or twice a week (6)	0%	2%	8%
Daily (30)	1%	2%	22%
Mean among past 30-day users:	2.3	2.4	2.9
Mean among all respondents:	0.1	0.3	1.0

Been the passenger in a car with a driver who had been drinking

Base: Answering	N=509	N=496	N=454
Never in life	63%	56%	34%
Not in last 30 days (0)	23%	25%	16%
Once or twice (1.5)	12%	14%	17%
Once or twice a week (6)	1%	4%	11%
Daily (30)	1%	2%	22%
Mean among past 30-day users:	1.9	2.6	3.2
Mean among all respondents:	0.3	0.5	1.2

USED TOBACCO / MARIJUANA- LIFETIME & PAST 30 DAYS

4. During the past 30 Days, on how many occasions have
[YOU . . . / YOUR FRIENDS . . . / OTHER STUDENTS AT YOUR SCHOOL . . .]

Similar results are noted for tobacco and marijuana use... where only 6% of youths report using marijuana daily, 16% report that their friends use daily, and 38% report that other students in their school use marijuana daily. For cigarettes and tobacco, one in ten students report daily use, and one in four report that their friends smoke daily, while nearly half report that others in the school smoke daily.

STUDENTS SCHOOL	YOU OTHER		
	YOU	FRIENDS AT YOUR	SCHOOL
Base: Total sample	N=512	N=512	N=512

Used a tobacco product (cigarettes or smokeless)

Base: Answering	N=511	N=500	N=458
Never in life	69%	41%	21%
Not in last 30 days (0)	11%	14%	7%
Once or twice (1.5)	6%	12%	12%
Once or twice a week (6)	3%	8%	12%
Daily (30)	11%	26%	48%
Mean among past 30-day users:	3.2	3.3	3.7
Mean among all respondents:	0.3	0.8	1.7

Used marijuana

Base: Answering	N=500	N=489	N=457
Never in life	69%	46%	25%
Not in last 30 days (0)	14%	14%	10%
Once or twice (1.5)	6%	11%	12%
Once or twice a week (6)	4%	12%	15%
Daily (30)	6%	16%	38%
Mean among past 30-day users:	3.3	3.8	4.0
Mean among all respondents:	0.4	1.1	1.7

RX DRUGS W/O PRESCRIPTION / OTHER ILLICIT DRUGS - LIFETIME & PAST 30 DAYS

**4. During the past 30 Days, on how many occasions have
[YOU . . . / YOUR FRIENDS . . . / OTHER STUDENTS AT YOUR SCHOOL . . .]**

The case for other drugs follows similar but even more exaggerated differential patterns. Only 3% of students report using unprescribed prescription drugs in the past 30 days, while 12% report that their friends have used and nearly half (47%) report that other students in the school have used them. Use of other illicit drugs (excluding marijuana) follows similar patterns.

STUDENTS SCHOOL	YOU OTHER		
	YOU	FRIENDS AT YOUR	SCHOOL
Base: Total sample	N=512	N=512	N=512

Used prescription drugs prescribed for someone other than yourself

Base: Answering	N=510	N=496	N=456
Never in life	88%	73%	40%
Not in last 30 days (0)	8%	15%	13%
Once or twice (1.5)	2%	6%	14%
Once or twice a week (6)	0%	3%	10%
Daily (30)	1%	3%	23%
Mean among past 30-day users:	2.2	2.9	3.3
Mean among all respondents:	0.1	0.3	1.0

Used an illicit drug, other than marijuana

Base: Answering	N=509	N=495	N=460
Never in life	93%	72%	37%
Not in last 30 days (0)	4%	15%	11%
Once or twice (1.5)	2%	7%	15%
Once or twice a week (6)	0%	4%	11%
Daily (30)	1%	3%	26%
Mean among past 30-day users:	2.0	3.1	3.4
Mean among all respondents:	0.0	0.3	1.2

ALCOHOL ACQUISITION / DISTRIBUTION

WHERE ALCOHOL IS OBTAINED – BY GRADE, GENDER AND RECENT USE

7. If you drank alcohol (more than just a sip or a taste) in the past year, how did you get it?

Roughly one in three students get alcohol at parties or from adults other than their own parents or guardians. One in four get alcohol from home without their parents/guardian's permission, and one in five get it at home with parent/guardian permission. Very few purchase alcohol directly from stores, bars or restaurants.

	Total Sample	By Grade				By Gender	
		9th	10th	11th	12th	Male	Female
Base: Total sample	N=512	N=154	N=136	N=100	N=118	N=237	N=271
I got it at a party.	37%	28%	31%	51%	44%	34%	39%
An adult other than my parents/guardians bought or gave it to me	31%	22%	30%	44%	35%	27%	35%
I got it another way.	28%	19%	31%	31%	35%	26%	30%
I got it from home without my parent(s)/guardian(s) permission	27%	28%	29%	24%	27%	22%	31%
Someone less than 21 bought or gave it to me.	25%	17%	27%	33%	27%	23%	27%
I got it from home with my parent(s)/guardian(s) permission	22%	18%	23%	22%	27%	22%	23%
I bought it in a store.	6%	3%	4%	11%	6%	9%	3%
I bought it in a bar or restaurant	4%	3%	5%	7%	4%	5%	3%

Among youths who had consumed alcohol at least once in the past 30 days, a majority got it at a party, and over half got it from an adult other than their parents/guardians or another way.

Weekly+	Total Sample	<u>Alcohol past 30 days</u> <u>5+ drinks past 30 days</u>					
		None	1-2x Weekly+	None	1-2x		
Base: Total sample	N=512	N=382	N=107	N=21	N=451	N=46	N=13
I got it at a party.	37%	25%	70%	90%	30%	82%	92%
An adult other than my parents/guardians bought or gave it to me	31%	21%	57%	85%	26%	64%	92%
I got it another way.	28%	18%	59%	67%	23%	69%	92%
I got it from home without my parent(s)/guardian(s) permission	27%	20%	49%	57%	24%	39%	77%
Someone less than 21 bought or gave it to me.	25%	18%	47%	62%	21%	58%	77%
I got it from home with my parent(s)/guardian(s) permission	22%	15%	42%	52%	20%	29%	77%
I bought it in a store.	6%	3%	12%	29%	4%	12%	54%
I bought it in a bar or restaurant	4%	2%	7%	29%	3%	2%	54%

WHERE ALCOHOL IS CONSUMED – BY GRADE, GENDER AND RECENT USE

8. If you drank alcohol (more than just a sip or a taste) in the past year, where were you when you drank it?

Most youths that drink do so in someone’s home, either with or without the parent’s permission. One in four drink in a home where the parent does permit alcohol consumption (if not in their home, then in a friend’s home). Fewer drink in public venues, cars or at events.

	Total Sample	By Grade				By Gender	
		9th	10th	11th	12th	Male	Female
Base: Total sample	N=512	N=154	N=136	N=100	N=118	N=237	N=271
At my home or someone else's home without parental permission	35%	34%	35%	35%	39%	29%	42%
In another place	33%	28%	29%	42%	35%	31%	35%
At someone else's home with their parent's permission	28%	19%	24%	34%	39%	24%	31%
At my home with my parent's permission	24%	21%	25%	24%	27%	25%	24%
At an open area like a park, beach, or back road	19%	14%	16%	25%	25%	19%	20%
In a car	13%	14%	12%	14%	15%	17%	15%
At public events such as a sporting event, festival, or concert.	14%	9%	9%	19%	19%	17%	11%
	Total Sample	Alcohol past 30 days		5+ drinks past 30 days			
Weekly+		None	1-2x Weekly+	None	1-2x		
Base: Total sample	N=512	N=382	N=107	N=21	N=451	N=46	N=13
At my home or someone else's home without parental permission	35%	25%	66%	76%	31%	67%	85%
In another place	33%	23%	58%	79%	28%	66%	100%
At someone else's home with their parent's permission	28%	18%	54%	65%	23%	59%	75%
At my home with my parent's permission	24%	16%	48%	52%	21%	33%	77%
At an open area like a park, beach, or back road	19%	11%	40%	55%	14%	51%	83%
In a car	14%	8%	29%	57%	10%	36%	92%
At public events such as a sporting event, festival, or concert.	14%	7%	31%	45%	10%	33%	92%

PARENT INFLUENCE ON SUBSTANCE ABUSE

PERCEPTION OF PARENT APPROVAL OF SUBSTANCE ABUSE

9. How wrong do your parents feel it would be if they found out you had been:

While the majority of parents disapprove of youth drinking, nearly a third are viewed as thinking it is either not wrong or only a little wrong. Disapproval of tobacco and marijuana use is somewhat higher: only one in five youths view their parents as permissive toward tobacco (either Not wrong or just A little wrong), and one in six toward marijuana use.

	Drinking alcohol	Using tobacco	Smoking or using marijuana
Base: Total sample	N=512	N=512	N=512
Not at all wrong	12%	9%	8%
A little wrong	20%	10%	8%
Wrong	25%	19%	14%
Very wrong	43%	62%	69%

INFLUENCE OF PARENT APPROVAL ON ALCOHOL ABUSE

4. During the past 30 Days, on how many occasions have YOU . . .

Contrary to most parent's assumptions, a youth's perception of their parent's sense of approval or disapproval greatly influences their behavior towards alcohol use. Where parents are perceived as feeling alcohol use is wrong or very wrong, half of students have never had a drink of alcohol, vs. just one in five students who view their parents as not feeling alcohol use is wrong.

Similarly, three in four students whose parents are against alcohol use have never tried binge drinking, compared with just two in five youths whose parents have a more permissive attitude.

	Total Sample	<u>Parent: Drinking alcohol is...</u>	
		Wrong or very wrong	Not or a little wrong
Base: Total sample	N=512	N=345	N=164
Had any drinks with alcohol			
Never in life	41%	51%	20%
Not in last 30 days (0)	34%	31%	38%
Once or twice (1.5)	21%	14%	35%
Once or twice a week (6)	3%	2%	5%
Daily (30)	1%	1%	1%
Had five or more drinks of alcohol at one time			
Never in life	64%	74%	42%
Not in last 30 days (0)	24%	19%	37%
Once or twice (1.5)	9%	6%	17%
Once or twice a week (6)	2%	1%	3%
Daily (30)	1%	1%	1%
Been the passenger in a car with a driver who had been drinking			
Never in life	63%	68%	52%
Not in last 30 days (0)	23%	22%	25%
Once or twice (1.5)	12%	8%	21%
Once or twice a week (6)	1%	1%	1%
Daily (30)	1%	1%	1%

INFLUENCE OF PARENT APPROVAL ON TOBACCO USE

4. During the past 30 Days, on how many occasions have YOU . . .

Youths whose parents are perceived as viewing tobacco use as wrong or very wrong are far less likely to use tobacco products – three in four have never tried them, and just one in ten are daily smokers.

A majority of youths whose parents don't view tobacco use as wrong or just a little wrong have used tobacco products in their lifetimes, and one in three are daily smokers!

	Total Sample	<u>Parent: Using tobacco is...</u>	
		Wrong or very wrong	Not or a little wrong
Base: Total sample	N=512	N=409	N=99
Used a tobacco product (cigarettes or smokeless)			
Never in life	69%	75%	40%
Not in last 30 days (0)	11%	12%	9%
Once or twice (1.5)	6%	5%	8%
Once or twice a week (6)	3%	2%	8%
Daily (30)	11%	6%	34%

INFLUENCE OF PARENT APPROVAL OF MARIJUANA USE ON OTHER SUBSTANCE ABUSE

4. During the past 30 Days, on how many occasions have YOU . . .

Perceptions of parental attitudes are similarly important for preventing youths from trying marijuana. Among youths whose parents find marijuana use wrong or very wrong, three in four have never tried it and seven in eight have not smoked marijuana in the past 30 days. In contrast, three in five children of parents who think marijuana use is not wrong or just a little wrong have tried it, two in five have used marijuana in the past 30 days, and one in five use marijuana daily.

Permissive parental attitudes toward marijuana use are also related to greater use of prescription drugs prescribed for others, and to use of other illegal substances.

	Total Sample	<u>Parent: Using marijuana is...</u>	
		Wrong or very wrong	Not or a little wrong
Base: Total sample	N=512	N=423	N=85
Used marijuana			
Never in life	69%	75%	38%
Not in last 30 days (0)	14%	13%	21%
Once or twice (1.5)	6%	6%	11%
Once or twice a week (6)	4%	3%	10%
Daily (30)	6%	3%	21%

Used prescription drugs prescribed for someone other than yourself

Never in life	88%	91%	72%
Not in last 30 days (0)	8%	6%	18%
Once or twice (1.5)	2%	2%	4%
Once or twice a week (6)	0%	0%	
Daily (30)	1%	0%	7%

Used an illicit drug, other than marijuana

Never in life	93%	95%	81%
Not in last 30 days (0)	4%	4%	6%
Once or twice (1.5)	2%	1%	7%
Once or twice a week (6)	0%		
Daily (30)	1%		6%