

# Positive Community Norms

# 2020

## UNITED SOUTH CENTRAL COMMUNITY SURVEY

### KEY FINDINGS REPORT (KFR)

This Key Findings Report summarizes perspectives and norms around how community members feel about underage substance use in our community, including:

- 1.) Many community members over-estimate the number of teens who use substances.
- 2.) Most community members disapprove of underage substance use.
- 3.) Most community members show strong support for underage drinking laws.
- 4.) Most community members believe in the power of prevention.

While most students are making good decisions, the negative impacts for those that do use substances can be devastating. As a community we must take action to prevent underage substance use. We can increase the number of teens who make healthy decisions by correcting youth, parent, and community misperceptions about the prevalence of underage substance use. Together we can make positive impacts in the lives of our youth by talking with each other about:

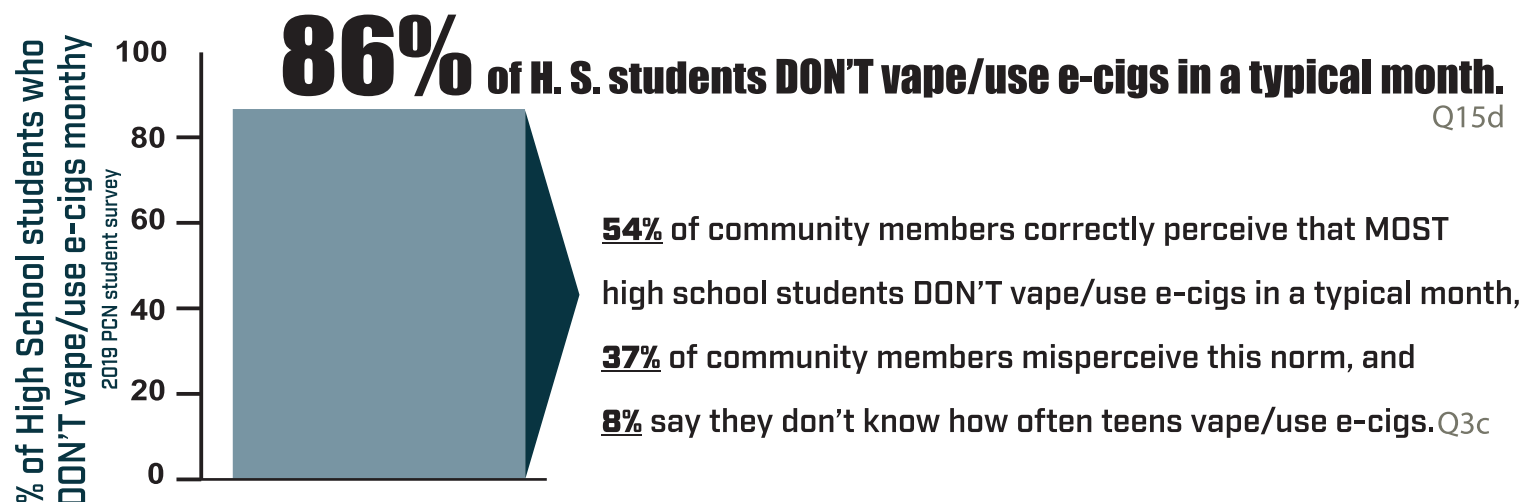
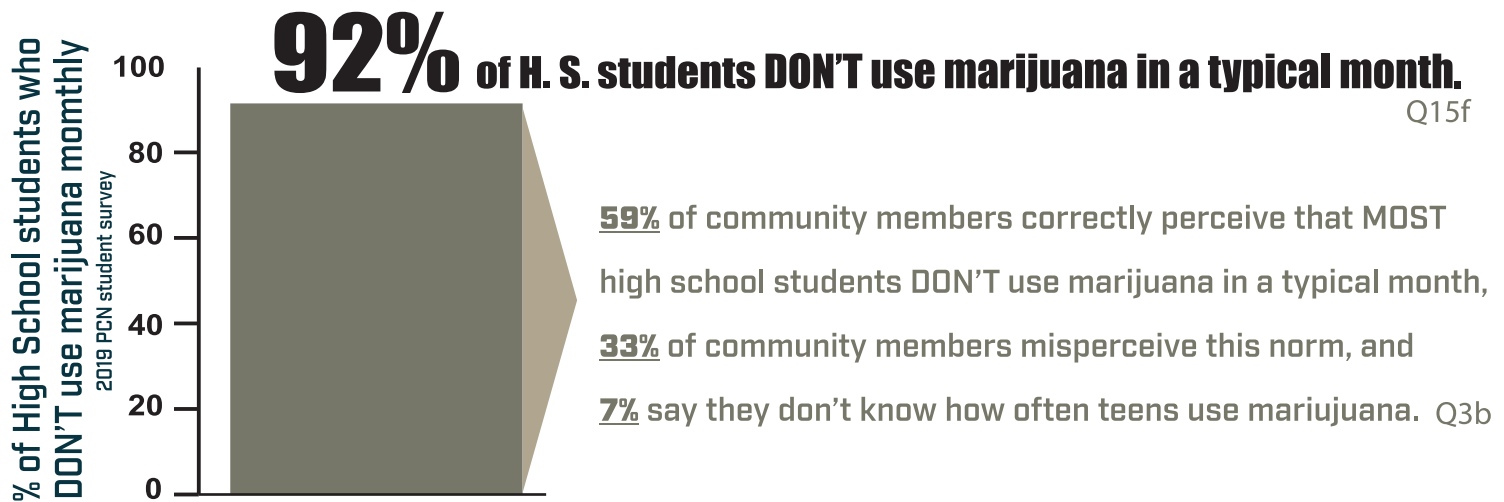
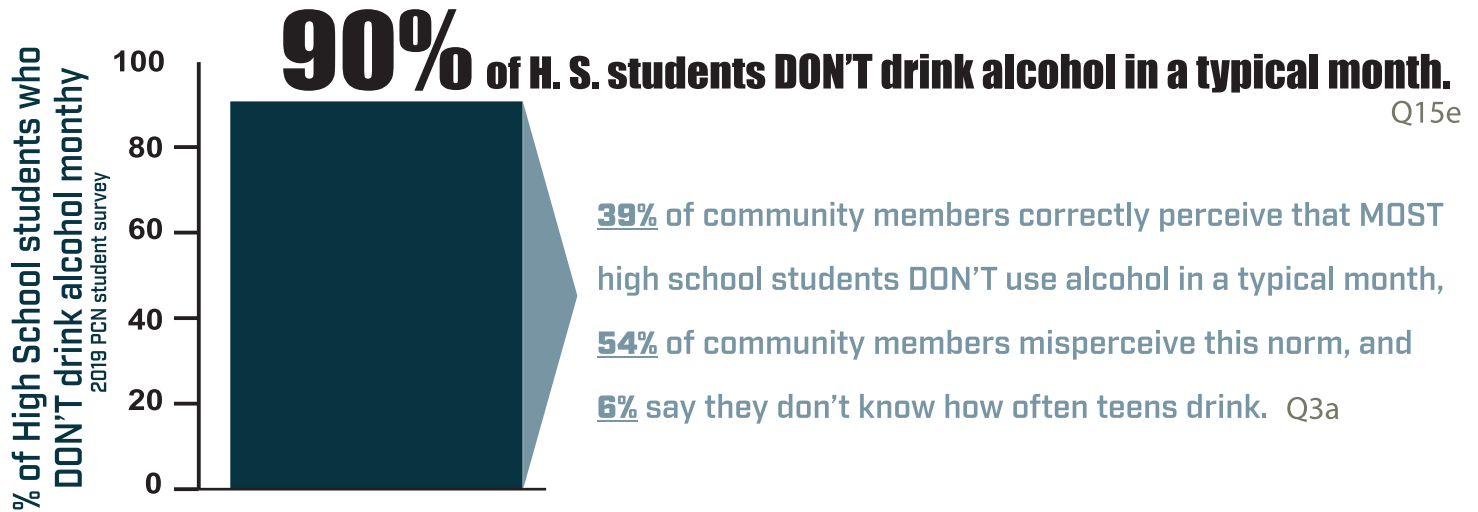
- Our personal and collective belief in prevention.
- Our personal and collective stance against underage substance use.
- Our support for programs, policies & community groups that work to keep kids healthy and safe.



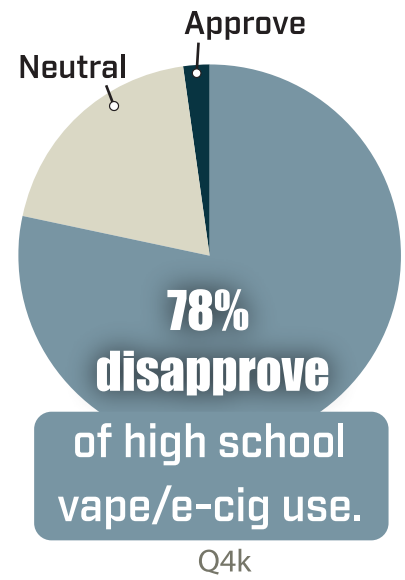
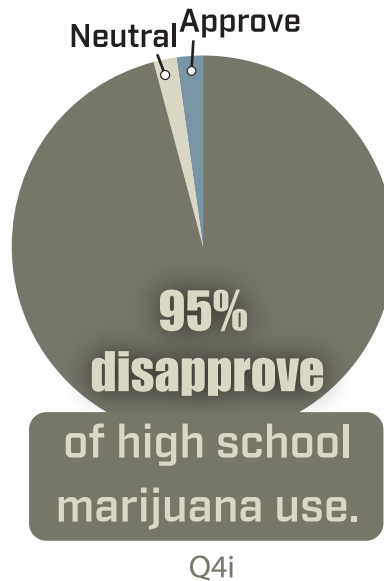
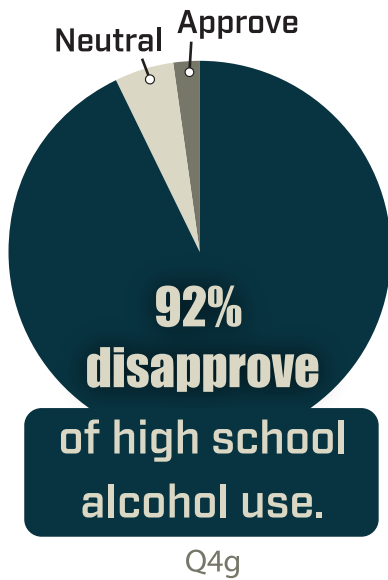
#### SURVEY BACKGROUND

The results presented in this report are based on the Positive Community Norms Community Survey that was conducted by phone in February and March of 2020. This report was prepared under a special project operated by the Minnesota Department of Human Services-Behavioral Health Division. These survey results are based on 98 randomly selected adults age 21 and over within the United South Central, MN school district. The statistical results provide a 90% confidence level with a margin of error of 8.14.

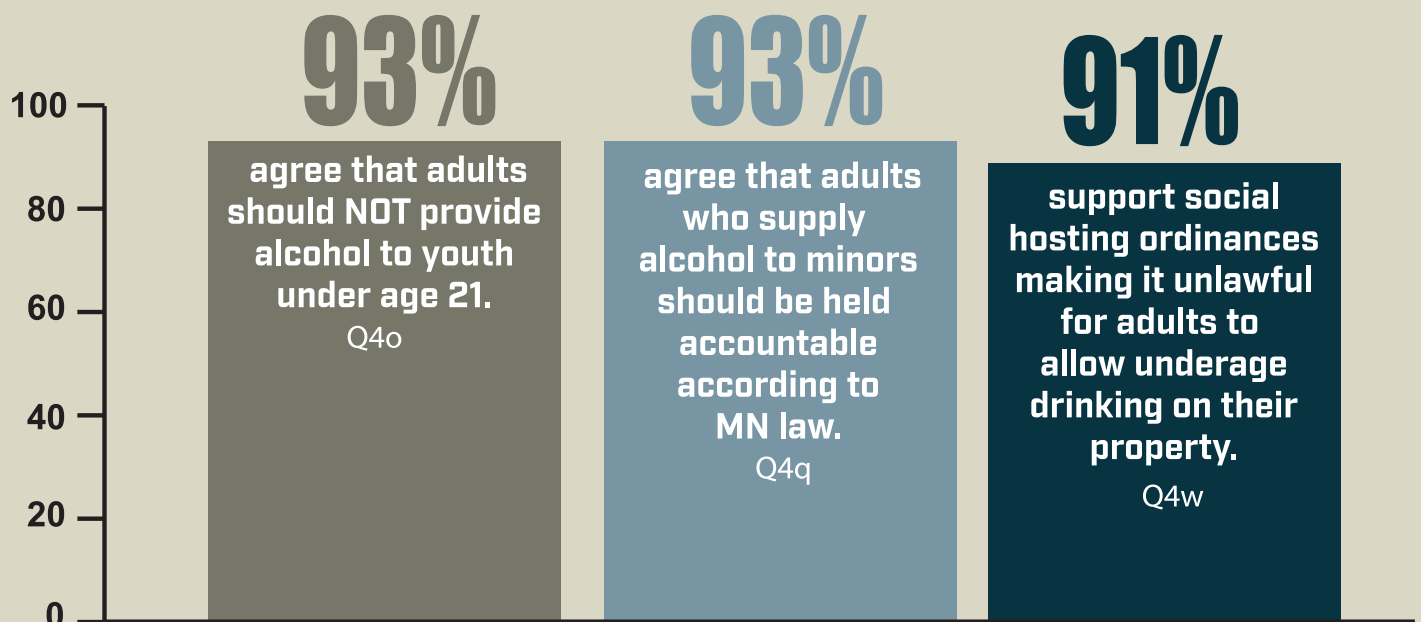
## **MOST** high school students DON'T use substances in a typical month; community members have mixed perceptions about that:



## Community shows disapproval of underage substance use:

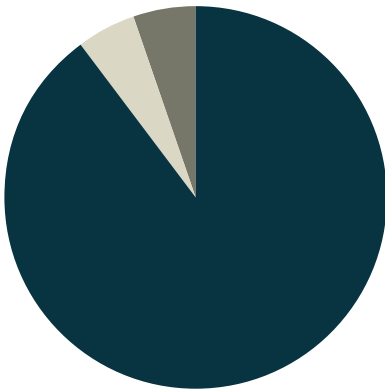


## Community supports underage drinking laws and enforcement:

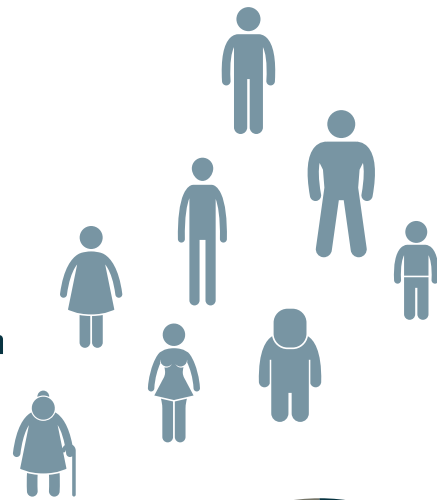


## My community believes in the importance of prevention.

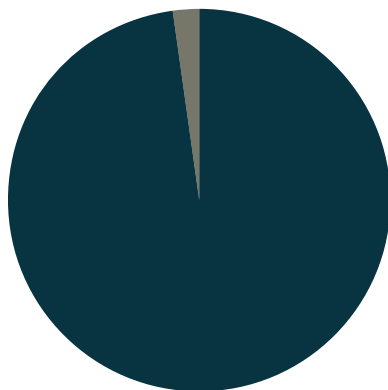
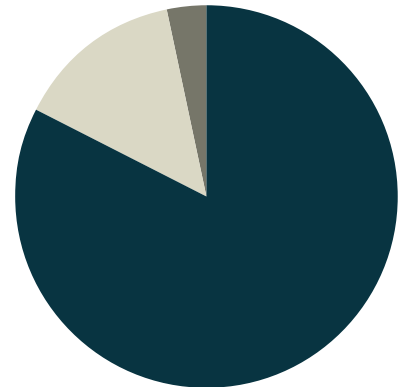
● AGREE      ● NEUTRAL      ● DON'T AGREE



**89%**  
agree they have  
a responsibility  
for the health and  
well-being of youth  
in the community.  
Q4y



**82%**  
believe it's possible  
to reduce alcohol and other  
drug problems through  
prevention efforts.  
Q4aa



**98%**  
agree it's important  
to have groups in the  
community working  
to prevent problems  
associated with underage  
substance use.  
Q4bb

