

# Positive Community Norms

# 2018

## UNITED SOUTH CENTRAL, MN PARENT SURVEY

### KEY FINDINGS REPORT

This Key Findings Report summarizes significant findings about how parents feel about underage alcohol, tobacco, and other drug use in our community, including:

1. Most parents have healthy, protective beliefs about alcohol, tobacco and other drugs.
2. Many parents under-estimate the protective beliefs of other parents regarding underage alcohol, tobacco, and other drug use.
3. Many parents under-estimate the amount of youth who are choosing NOT to use alcohol, tobacco, and marijuana.

While most students are making good decisions, the negative impacts for those that do use can be devastating. Alcohol-related accidents and car crashes are a leading cause of death among 15-24 year-olds. Alcohol and other drug use also contributes to poor academic performance, violence, property damage, sexual assault, and other negative consequences.

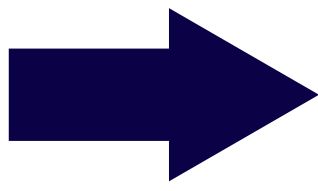
We must take action to prevent underage substance use. We can increase the number of youth who make healthy decisions by correcting youth, parent, and community misperceptions about underage alcohol, tobacco and other drugs by using the Positive Community Norms approach to prevention.

We can correct misperceptions by communicating that most teens are making healthy choices, most parents have strong protective beliefs, most parents set rules and consequences, and that most parents support enforcement of underage drinking laws. It's equally important to make it clear that any underage use is illegal, dangerous, and unacceptable. Communicating accurate information and encouraging parents to establish clear rules and guidelines will cultivate even stronger positive community norms in our community.

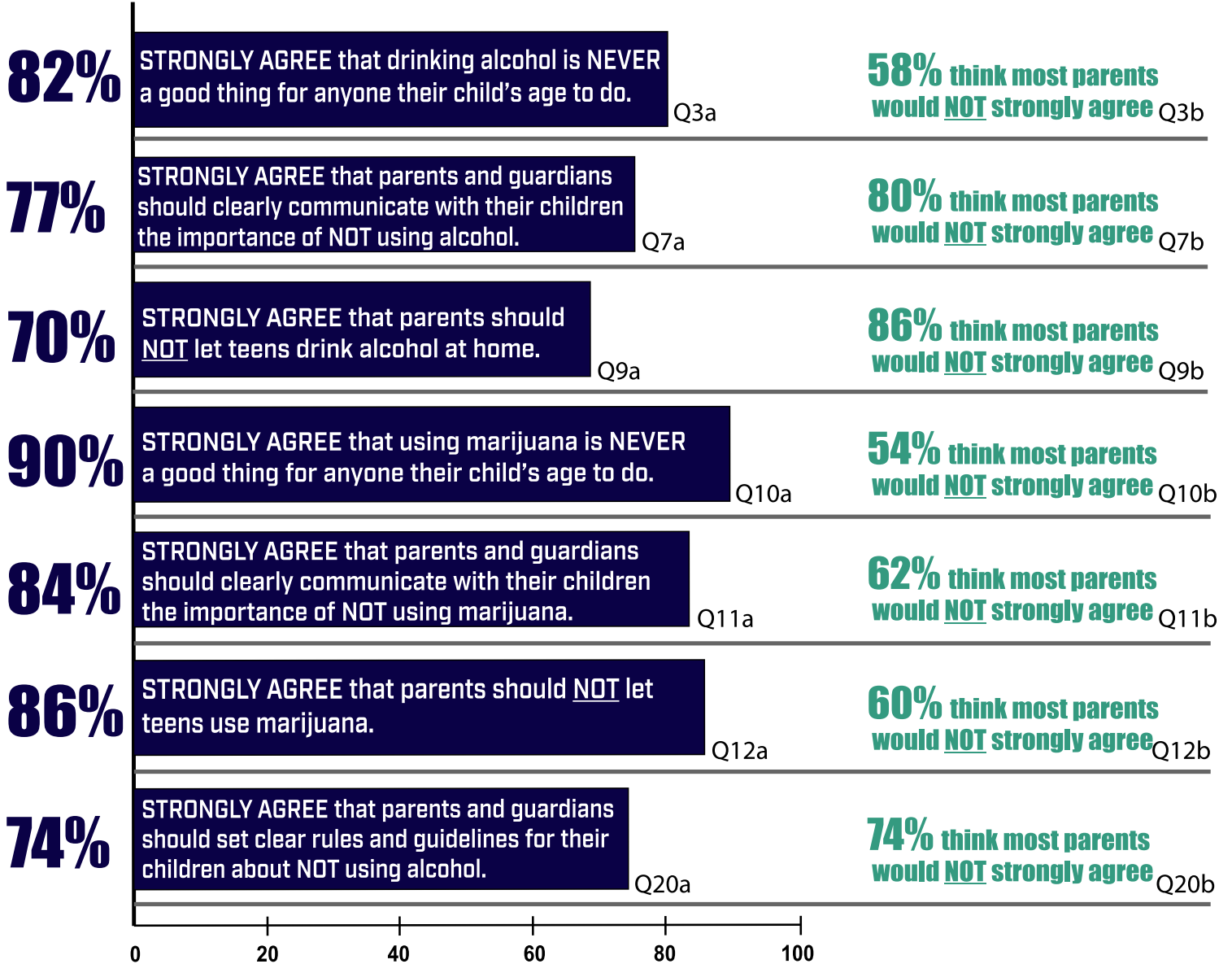


#### SURVEY BACKGROUND

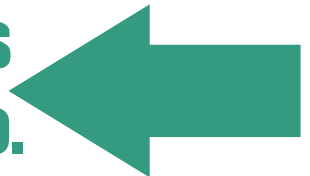
The results presented in this report are based on the 2018 Positive Community Norms Parent Survey. This report was prepared under a special project operated by the Minnesota Department of Human Services (DHS), Behavioral Health Division (BHD). The results in this report focus on parent beliefs and attitudes about underage substance use. These survey results are based on surveys of 99 parents of 7-12th grade students in United South Central, MN. The statistical results provide a 95% confidence level with a Margin of Error of 11, and a response rate of 44.2%.

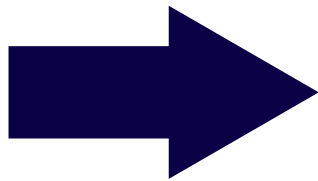


## Parents Have **STRONG** Protective Beliefs



Many parents think most other parents do NOT feel as strongly as they do.



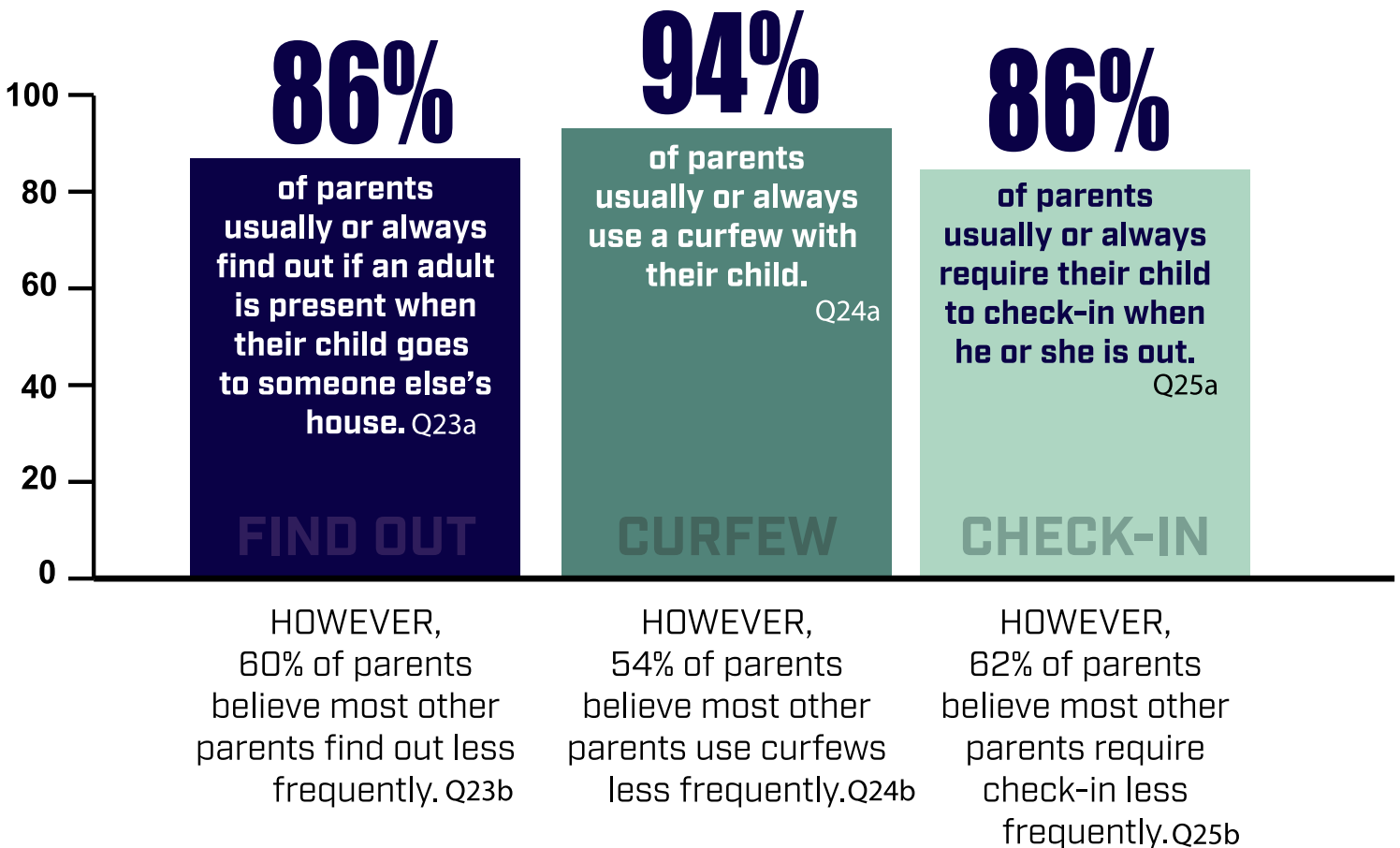


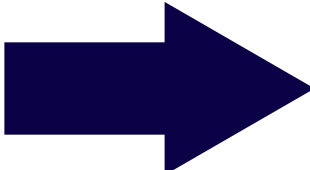
## Parents take **ACTION** and **MONITOR BEHAVIOR**

**99%** of parents **DO NOT ALLOW** their child to drink alcohol in their home. Q8



**MOST** parents [81%] talk to their child several times a year or more often about the importance of NOT using alcohol. Q6a

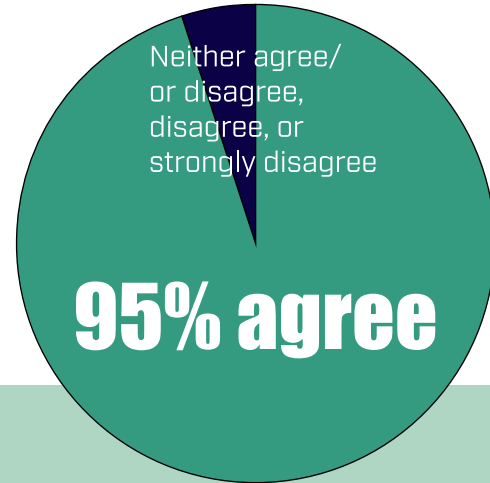
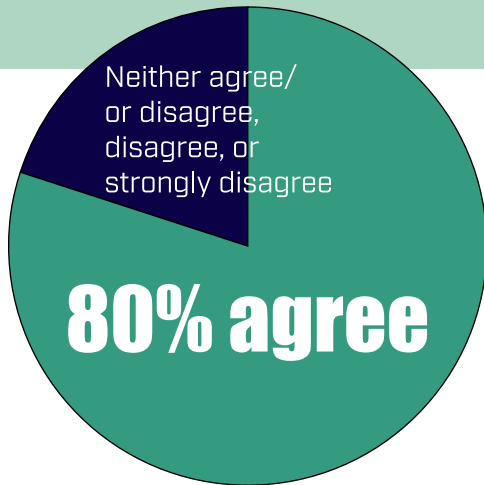




## Parents show **SUPPORT** for **POLICY & ENFORCEMENT**

**Most PARENTS agree that their community should adopt or enforce laws that make it illegal for adults to allow youth (other than their children) to drink alcohol on their property.** Q19a

42% think most other parents would not agree. Q19b



**Most PARENTS agree that local law enforcement should consistently enforce laws regulating alcohol use by youth under age 21.** Q21a

26% think most other parents would not agree. Q21b

## **PARENTS BELIEVE SUBSTANCE USE IS WRONG & RISKY**

**95%** of parents **believe drinking alcohol is wrong** or very wrong for their child to do. Q16a

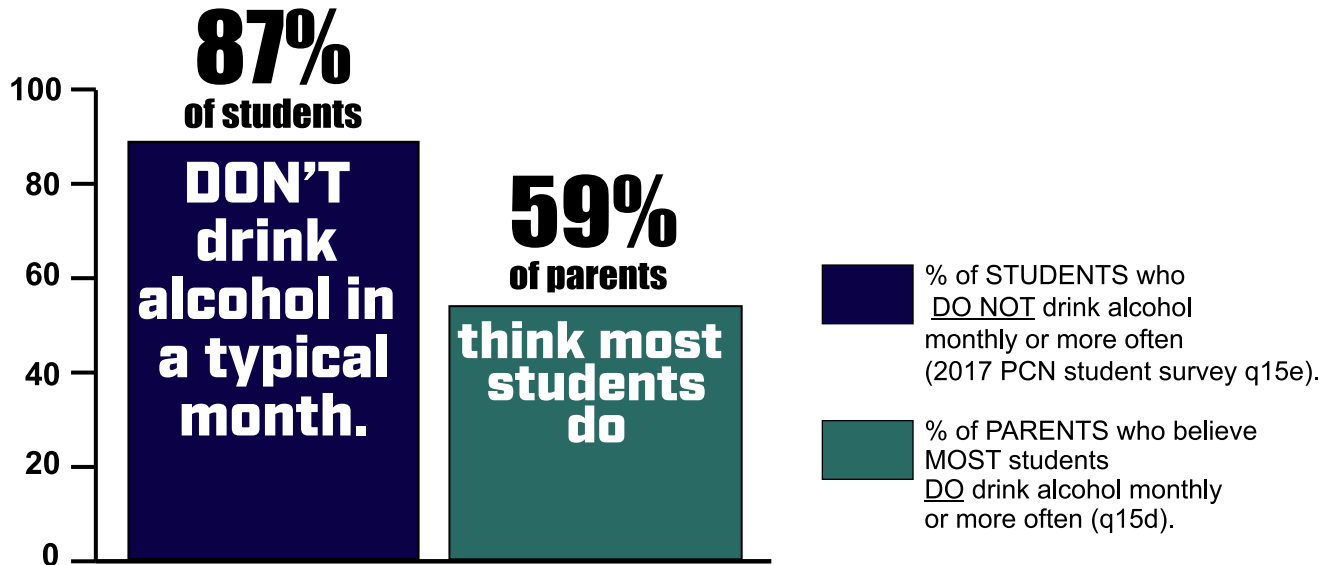
**100%** of parents **believe smoking marijuana is wrong** or very wrong for their child to do. Q16e

**78%** of parents **believe teens risk harming themselves** if they drink **alcohol**. Q18a

**79%** of parents **believe teens risk harming themselves** if they smoke **marijuana**. Q18b



## Most students **DON'T** drink alcohol in a typical month; many parents misperceive this norm:



## Most students **DON'T** use marijuana in a typical month; many parents misperceive this norm:

