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.
- Many parents under-estimate the amount of youth who are choosing NOT to use alcohol, 3. 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%.

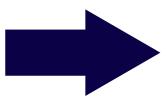




82 %	STRONGLY AGREE that drinking alcohol is NEVER a good thing for anyone their child's age to do. Q3a	58% think most parents would <u>NOT</u> strongly agree _{Q3b}
77%	STRONGLY AGREE that parents and guardians should clearly communicate with their children the importance of NOT using alcohol. Q7a	80% think most parents would <u>NOT</u> strongly agree _{Q7b}
70 %	STRONGLY AGREE that parents should NOT let teens drink alcohol at home. Q9a	86% think most parents would $\underline{\text{NOT}}$ strongly agree $_{Q9b}$
90%	STRONGLY AGREE that using marijuana is NEVER a good thing for anyone their child's age to do. Q10a	54% think most parents would <u>NOT</u> strongly agree _{Q10b}
84 %	STRONGLY AGREE that parents and guardians should clearly communicate with their children the importance of NOT using marijuana. Q11a	62% think most parents would <u>NOT</u> strongly agree _{Q11b}
86 %	STRONGLY AGREE that parents should <u>NOT</u> let teens use marijuana. Q12a	60% think most parents would <u>NOT</u> strongly agree _{Q12b}
74 %	STRONGLY AGREE that parents and guardians should set clear rules and guidelines for their children about NOT using alcohol. Q20a	74% think most parents would <u>NOT</u> strongly agree _{Q20b}
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Many parents think <u>most</u> other parents do <u>NOT</u> feel as strongly as they do.

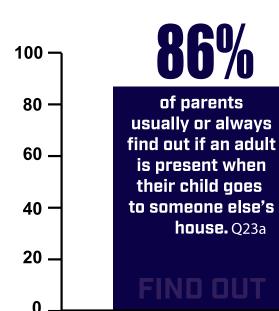




Parents take ACTION and MONITOR BEHAVIOR

99% of parents DO NOT ALLOW their child to drink alcohol in their home. $_{\rm Q8}$

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



94%

of parents
usually or always
use a curfew with
their child.

Q24a

86%

of parents
usually or always
require their child
to check-in when
he or she is out.

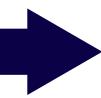
O25a

CURFEW

HOWEVER, 60% of parents believe most other parents find out less frequently. Q23b HOWEVER, 54% of parents believe most other parents use curfews less frequently.Q24b HOWEVER, 62% of parents believe most other parents require check-in less frequently.Q25b

CHECK-IN





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

Neither agree/ or disagree, disagree, or strongly disagree

95% agree

Neither agree/ or disagree, disagree, or strongly disagree

80% agree

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. O16a

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.

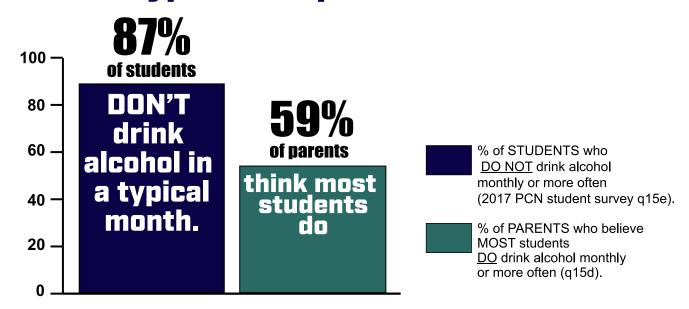
O18a

79% of parents believe teens risk harming themselves

if they smoke marijuana. Q18b



Most students <u>DON'T</u> drink alcohol in a typical month; many parents misperceive this norm:



Most students <u>DON'T</u> use marijuana in a typical month; many parents misperceive this norm:

