

Positive Community Norms

2017

UNITED SOUTH CENTRAL STUDENT SURVEY

KEY FINDINGS REPORT

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

1. Most youth are making good decisions and have healthy, protective beliefs about alcohol, tobacco and other drugs.
2. Many youth drastically over-estimate the prevalence of alcohol, tobacco and other drug use among their peers, which puts them at greater risk for using these substances themselves.
3. Too many youth are using substances which are both illegal and dangerous.

While most of our 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 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 their misperceptions about their peers' use of alcohol, tobacco and other drugs using the Positive Community Norms approach to prevention.

We can correct misperceptions by communicating that most teens are making healthy choices – while making 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.

The logo for FariCARES, featuring the word "FariCARES" in a stylized, outlined font.The logo for "WE ARE UNITED", with "WE ARE" in a bold, sans-serif font above "UNITED" which is written in a bold, sans-serif font inside a stylized banner.

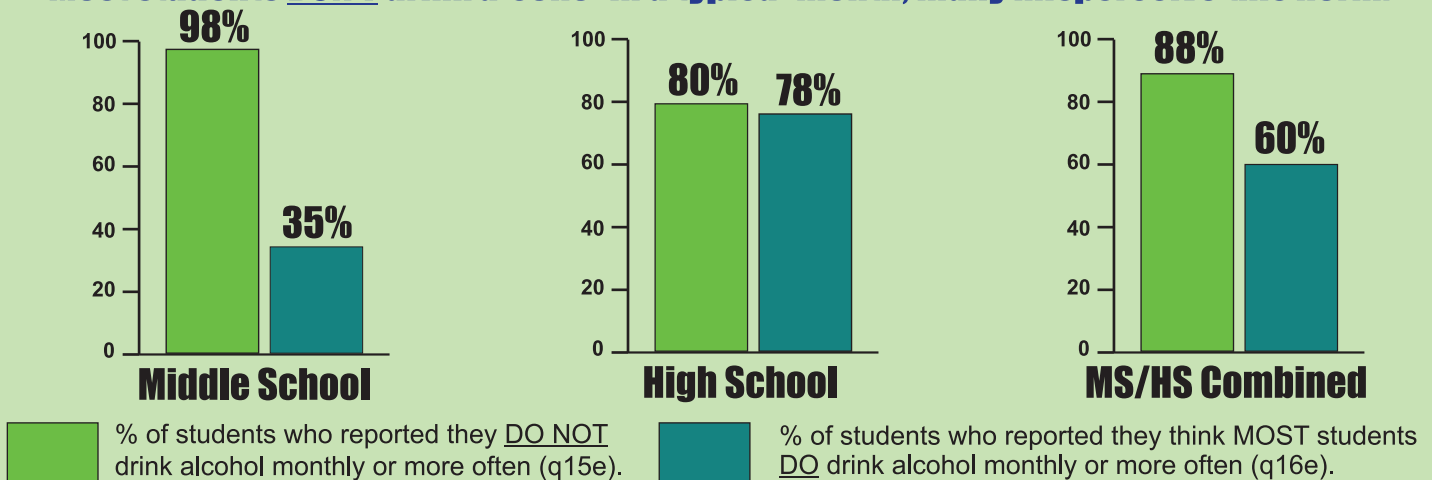
SURVEY BACKGROUND

The results presented in this report are based on the 2017 Positive Community Norms Student Survey. This report was prepared under a special project operated by the Minnesota Department of Human Services (DHS), Alcohol and Drug Abuse Division. The results in this report focus on youth substance use and attitudes about use. These survey results are based on 258 surveys of 7-12th grade United South Central, MN students; with a response rate of 85%.

Middle School = 7-8 grade, High School = 9-12 grade

➔ Student Behaviors

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



Most students **NEVER** use tobacco, marijuana, or prescription drugs:

Substance:	% MS & HS <u>actual</u> NEVER USE	% MS & HS who THINK most other students HAVE used
Marijuana (q15&16f):	81%	81%
Prescription Drugs (q15&16m):	94%	60%
Cigarettes (q15&16a):	84%	84%
E-Cigarettes (q15,16d):	83%	73%
Chewing tobacco, snuff or dip (q15,16c):	93%	73%
Any tobacco (combo q15,16 a, c, d):	75%	89%

Most students would leave a party if teens were drinking alcohol, many misperceive this norm.

q32. "I would leave a party if teens were drinking alcohol."	% of Students who personally strongly agree or agree	% of Students who think most other students would NOT strongly agree or agree
Middle School	73%	56%
High School	41%	84%
Combined	55%	72%

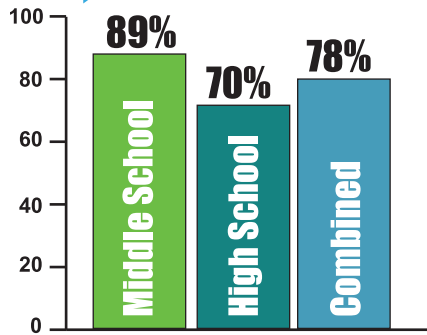
Most students **DON'T** drink and drive, many misperceive this norm:

q10. How often have you driven a car while drinking or after drinking alcohol in the past 12 months?	% of Students who personally HAVE NEVER	% of Students who think most other students HAVE
Middle School	92%	71%
High School	93%	75%
Combined	93%	73%

Most students are making healthy and safe choices!

Middle School = 7-8 grade, High School = 9-12 grade

Student Attitudes



MOST students would rather **NOT** drink alcohol when hanging out with friends. q8.

70% of all students think most other students would rather drink. q9.

Most students agree drinking alcohol is **NEVER** a good thing to do, many misperceive this norm:

q6. "Drinking alcohol is NEVER a good thing for anyone my age to do."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	83%	33%
High School	52%	73%
Combined	65%	56%

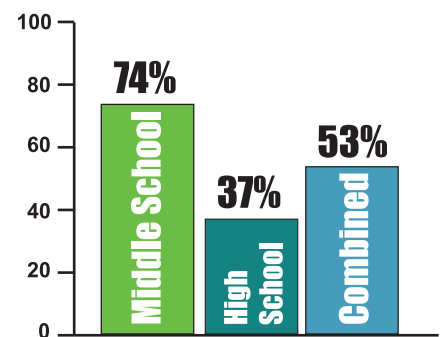
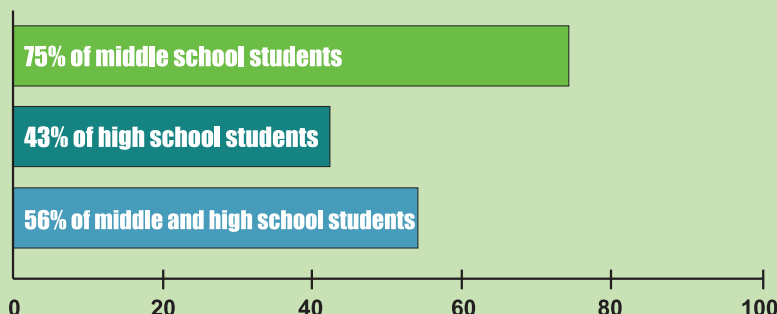
Most students agree getting drunk is **NEVER** a good thing to do, many misperceive this norm:

q7. "Getting drunk is NEVER a good thing for anyone my age to do."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	87%	26%
High School	53%	68%
Combined	68%	50%

Most students agree using marijuana is **NEVER** a good thing to do, many misperceive this norm:

q13. "Using marijuana is NEVER a good thing for anyone my age to do."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	85%	38%
High School	63%	82%
Combined	73%	63%

Most students **DISAPPROVE** of their friends trying marijuana: q18f.



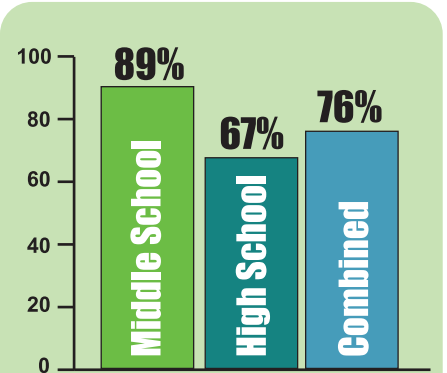
MANY students **DISAPPROVE** of their friends drinking any amount of alcohol. q18a.

Middle School = 7-8 grade, High School = 9-12 grade

➔ Parental Guidance

MOST students AGREE that parents should talk with them many misperceive this norm:

q19. "Parents and guardians should clearly communicate with their children the importance of NOT using alcohol."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	83%	36%
High School	70%	58%
Combined	76%	49%



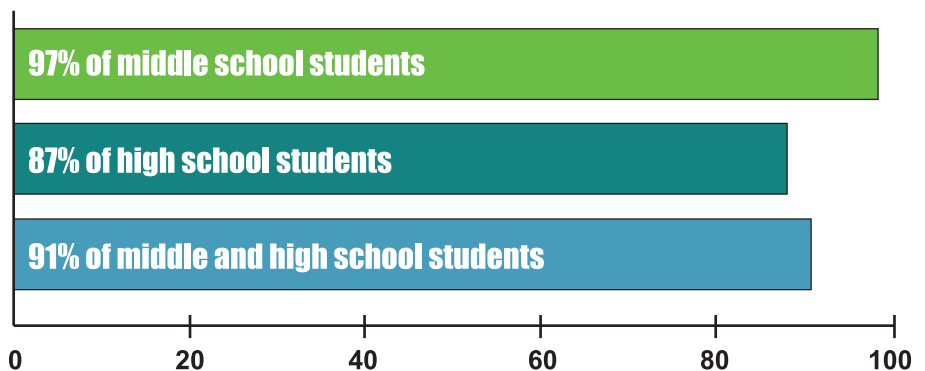
MOST students AGREE that parents should NOT let teens drink many misperceive this norm:

q21. "Parents should NOT let teens drink alcohol at home."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	85%	43%
High School	50%	79%
Combined	65%	64%

MOST students report their parents would feel it was **WRONG** for them to drink any amount of alcohol. q26a.



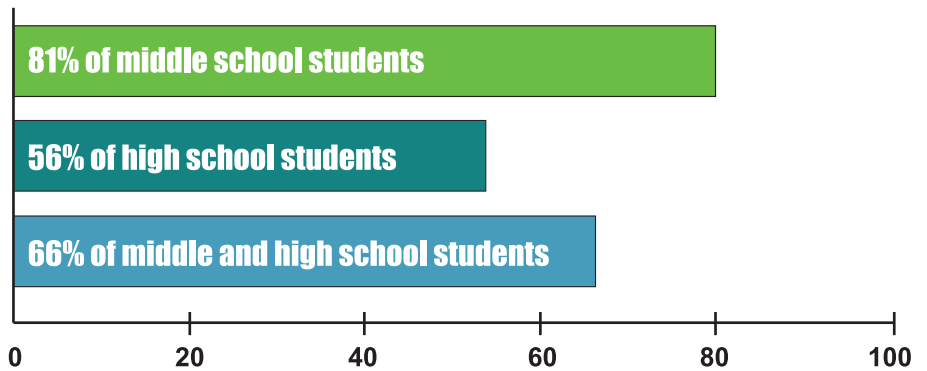
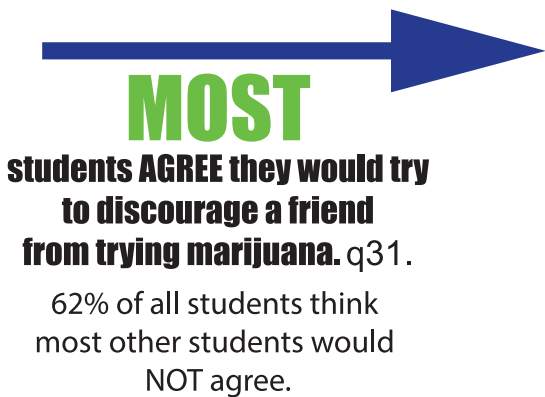
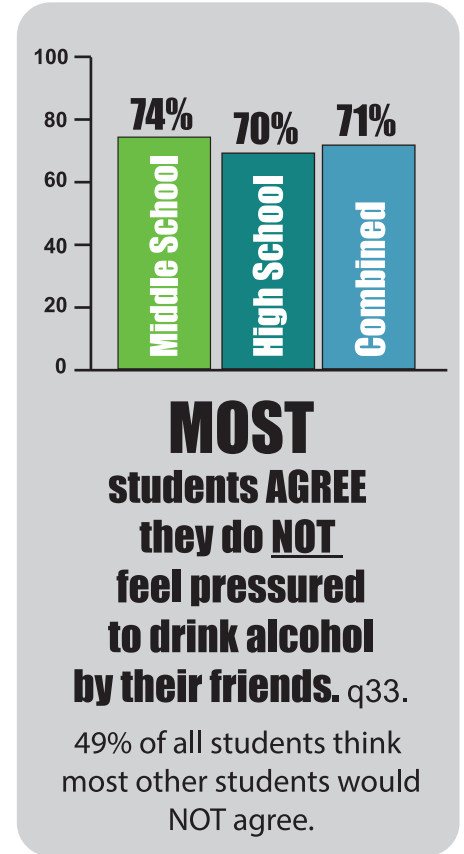
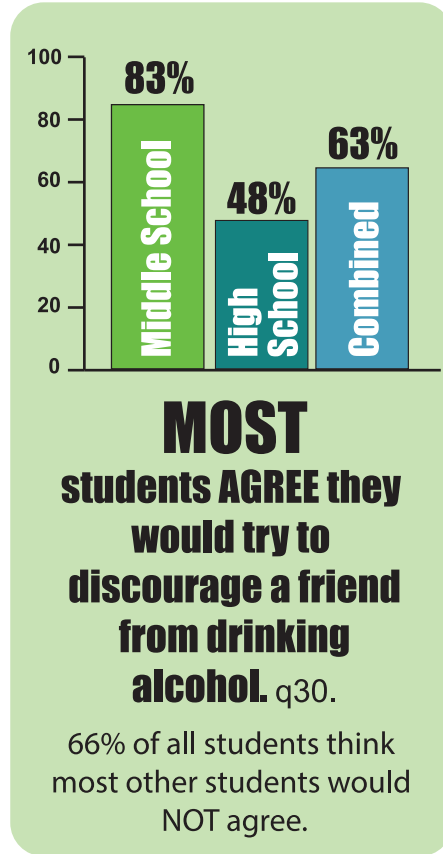
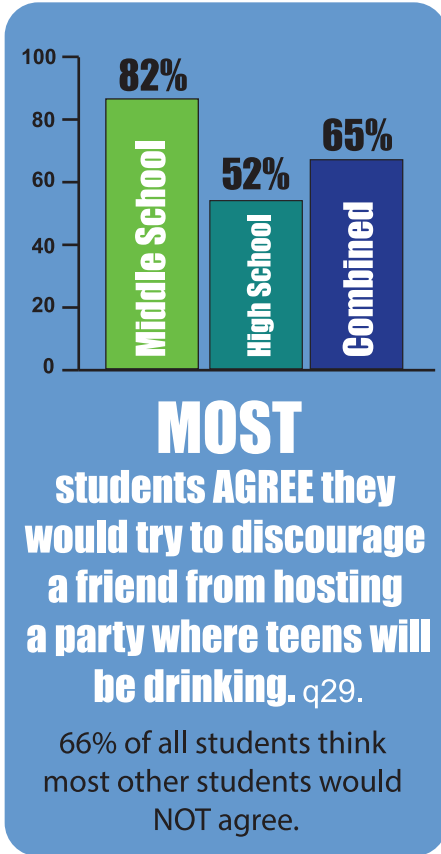
MOST students report that their parents do **NOT** allow them and their friends to drink alcohol at home. q20.



Most students think their parents should set clear rules about alcohol use.

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➔ Peer Support for Non-Use



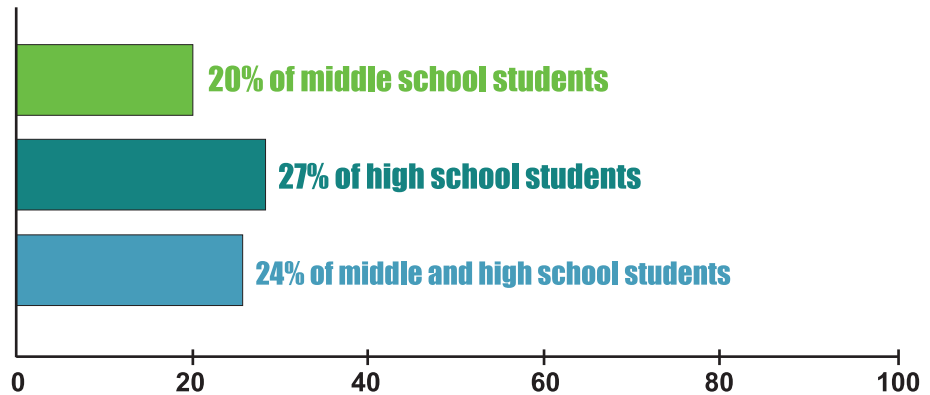
Most students would encourage their friends to make healthy choices.

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**Percent of United South Central students that recall seeing or hearing
“We Are United” messages a few times a month or more often. q34.**



➔ *Key Actions*

This report reveals both hope and concern when it comes to preventing alcohol, tobacco and other drug use in our community. As a community member, your voice matters. These data are only helpful when put into action. Here are some key actions you can take:

- ▶ **Create messages that correct misperceptions among youth, parents and community members about the prevalence of underage substance use.**
- ▶ **Share and discuss this report with community leaders and key stakeholders.**
- ▶ **Use this information to promote a spirit of hope for successfully reducing alcohol tobacco, and other drug use among teens.**
- ▶ **Promote ways that bystanders can support intervention and treatment options.**
- ▶ **Compare these data with other findings in your community to create a more accurate community story about increasing health norms.**
- ▶ **Use these data to frame issues and guide policy development.**
- ▶ **Frame media and steer public conversations in a way that includes positive norms.**



Reflection Questions

SPIRIT: Questions to Reveal Deeper Insights

- ◆ What meaning do you take from what you've seen in these data??
- ◆ What surprises you? What challenges your perception?
- ◆ What encourages and energizes you?
- ◆ What do these data suggest is possible in your community?

SCIENCE: Questions to Focus Collective Attention

- ◆ What is your major learning, insight or discovery from these data so far?
- ◆ How do these data compare to other data on your community?
- ◆ What might still need clarification or further research?
- ◆ What do you still need to learn about this issue?

ACTION: Questions to Create Forward Movement

- ◆ What actions can you take to create positive changes?
- ◆ What do these data suggest needs your immediate attention?
- ◆ How might these data be used to challenge misperceptions of norms?
- ◆ How can you be more intentional and strategic based upon these data?

RETURN: Questions to Evaluate and Create Energy

- ◆ Do these data align with the stories you hear in your community?
- ◆ Do these data reflect a positive 'return on investment' of your energies?
- ◆ How can these data be used to help your key stakeholders identify future needs?
- ◆ What opportunities do these data reveal?