



Concord Substance Abuse Coalition
community leaders for prevention

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**CONCORD COALITION RELEASES YOUTH SURVEY RESULTS CONCERNING
SUBSTANCE ABUSE BEHAVIORS AND PERCEPTIONS**

The Concord Substance Abuse Coalition released the 2007 PRIDE Survey results to the Concord community at a press briefing on Friday, June 27, 2008. The PRIDE survey was administered to middle and high school aged Concord youth in grades 7-12 in the Fall of 2007. The PRIDE Survey, developed in 1982, is a nationally recognized tool used to measure risky behavior among youth, most notably substance abuse behaviors and perceptions. The survey results show decreases in the use and availability of several substances, while highlighting some other areas of concern. The data garnered through this survey will be used by the Coalition and its member organizations to refine strategies for prevention in the community.

Shannon Swett, Coalition Director, explained that the PRIDE survey provides valuable data to inform assessment and planning processes, measure long-term outcomes, and raise community awareness that the substance abuse problem is serious, real, and local.

“The data presented here today,” says Swett, “confirms that substance abuse among youth is not simply a problem to be addressed by parents, schools, or law enforcement. In fact, the data clearly shows that this is a community problem in which there is no simple solution. We must join forces with concerned citizens from all sectors of our community to reduce the negative outcomes associated with substance abuse.”

Key findings from the PRIDE Survey include:

- o Youth are least likely to use alcohol, tobacco or other drugs in the school environment. Youth are mostly abusing substances at a friend’s house, at

home, in the car, or in other environments. This use takes place most often on weekends, followed by week nights.

- Only 32% of middle school and 24% of high school youth report having parents who talk to them “often” or “a lot” about the problems of tobacco, alcohol, or drug use.
- 14% of Concord youth report drinking alcohol before the age of 13, compared with 18% statewide.
- 13% of Concord youth report using tobacco before the age of 13, compared with 12% statewide.
- 9% of Concord youth report using marijuana before the age of 13, compared to 8% statewide.
- Concord youth perceive their peers to be abusing substances at much higher rates than actual reported use.
 - 23% of middle and 78% of high school youth believe their friends use alcohol, though only 5% of middle and 32% of high school youth report past 30-day use of alcohol.
 - 23% of middle and 68% of high school youth believe their friends use tobacco, though only 3% of middle and 25% of high school youth report past 30-day use of tobacco.
 - 14% of middle and 68% of high school youth believe their friends use marijuana, though only 2% of middle and 22% of high school youth report past 30-day use of marijuana.

A full report of the 2007 PRIDE Survey data can be accessed by contacting the Coalition.

The Concord Substance Abuse Coalition, comprised of individuals and organizations from all sectors of the community, was formed in 1999 with the mission to reduce substance abuse and underage use in Concord to produce a healthier community. The Coalition receives funding from the Substance Abuse and Mental Health Services Administration’s Drug Free Communities Support Program; the NH Department of Health and Human Services’ Division of Public Health Services Tobacco Prevention and Control Program and Tobacco Prevention and Control Program. Community members are encouraged to join the efforts of the Coalition. For more information, please contact Shannon Swett, Coalition Director at 223-2023 or Shannon@concordprevention.org.

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