



Concord Substance Abuse Coalition

community leaders for prevention

PRIDE Survey Results

Concord youth grades 7-12

~2007~

Presented by Shannon Swett, Coalition Director

06/27/08



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- **About the Coalition**

- Mission: To decrease substance abuse and underage use in Concord to produce a healthier community.
- Established in 1999 by the Community Provider Network based on assessment findings.
- Grant funding secured over the past 8 years through Federal, State, and Local sources.
- United Way of Merrimack County is fiscal agent.



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- About the Coalition (continued)
 - Individuals and organizations from all sectors of the community working on a shared mission to reduce substance abuse problems in the community.
- By connecting multiple sectors of the community in a comprehensive approach, community coalitions are achieving real outcomes in substance abuse reduction.
- According to the Center for Substance Abuse Prevention (CSAP), coalition building is a smart strategy that promotes coordination and collaboration and makes efficient use of limited community resources.



- Staff:
 - Shannon Swett, Coalition Director
 - Sarah Boucher, Program Coordinator
 - Jennie Stewart-Boldin, Outreach Coordinator
- Executive Committee members
 - Chairperson: John Duval, Concord Police Dept.
 - Vice Chairperson: Tony Schinella, Resident



- Executive Committee members (cont.)
 - Barbara Crouse, Second Start/Concord High School/Rundlett Middle School
 - Deb Samaha, Center for Health Promotion
 - Jon Clancy, Concord High School
 - David Keller, First Congregational Church of Concord
 - Thom Linehan, UNH Cooperative Extension
 - Ray Goodman, Reclaiming Futures
 - Ed Alterisio, NH Liquor Commission – Bureau of Enforcement
 - Lisa Lavoie, Parent of Concord High student
 - Lucia Savage-Reeder, Child and Family Services
 - Rob Fowler, Concord Family YMCA
 - Melissa Heinen, Northern New England Poison Center
 - Natalie Allen, NH DHHS
 - John Santos, Riverbend Community Mental Health
 - Lucy Comstock-Gay, United Way and Community Provider Network



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- Why conduct a youth survey?
 - To inform the assessment and planning processes, including selection of strategies, goals, and objectives.
 - To evaluate programs, initiatives, and long-term outcomes of the Coalition.
 - To raise community awareness that the substance abuse problem is serious, real, and local.
 - Increased involvement from community members



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Whose problem is youth substance abuse?

- a. Parents?
- b. Schools?
- c. Law Enforcement?
- d. Youth?
- e. All of the above and more?

Answer: e. All of the above and more!

Substance abuse is a community problem that requires community involvement, community leadership and community-wide solutions!



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PRIDE Survey Facts

- Created in 1982 by professors at Georgia State University in Atlanta and Western Kentucky University in Bowling Green. Their purpose was to help local schools measure student alcohol, tobacco and other drug use.
- In 1998 a federal law designated Pride Surveys as an official measurement of adolescent drug use in America.
- More than 10 million students, parents, and faculty members have responded to Pride Surveys. More than 32,000 school level surveys have been conducted in Pride Survey history.



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PRIDE Survey Facts (continued)

- Designed for use by youths in grades 6-12
- Validity & Reliability
 - Evaluation of the instrument has confirmed that the tool is valid and reliable to assess the nature and extent of adolescent drug use -the stated purpose for its use.
(<http://www.pridesurveys.com/supportfiles/tr99612.pdf>)
- Survey asks youth information concerning:
 - Self (use and perceptions of alcohol, tobacco and other drugs – ATOD)
 - Family (education, rules, communication)
 - School (grades, activities, rules, safety)
 - Community (activities, faith, law, safety)



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- History of Youth Surveys in Concord
 - 2001 Youth Risk Behavior Survey administered to 6-12 graders
 - 2003 Youth Risk Behavior Survey administered to 6-12 graders
 - 2005 PRIDE Survey administered to 6-12 graders
 - 2007 PRIDE Survey administered to 7-12 graders



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2007 PRIDE Results

Demographics:

| <u>Grade</u> | <u>Total Enrollment</u> | <u>Total Surveyed</u> | <u>% of Enrolled Students Surveyed</u> | <u>Total Males Surveyed</u> | <u>Total Females Surveyed</u> |
|--------------|----------------------------|-----------------------|--|-----------------------------|-------------------------------|
| 6 | 372 | 0 | 0% | 0 | 0 |
| 7 | 352 | 242 | 69% | 108 | 111 |
| 8 | 412 | 256 | 62% | 106 | 120 |
| 9 | 493 | 253 | 51% | 101 | 120 |
| 10 | 450 | 262 | 58% | 119 | 121 |
| 11 | 443 | 263 | 59% | 125 | 120 |
| 12 | 477 | 185 | 39% | 83 | 89 |
| 7-8 | 764 | 498 | 65% | 214 | 231 |
| 9-12 | 1863 | 963 | 52% | 428 | 450 |
| Total | 2999 (6-12) 2627 (7-12) | 1461 | 56% | 642 | 681 |



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2007 PRIDE Results

Risk & Protective Factors:

| | Middle School (7 th -8 th Grades) | High School (9 th -12 th Grades) |
|--|--|---|
| Percent who make good grades “often” or “a lot” | 81% | 70% |
| Percent who “never” or “seldom” get in trouble at school | 75% | 80% |
| Percent who participate in school sports “often” or “a lot” | 40% | 46% |
| Percent who participate in other school clubs or activities “often” or “a lot” | 55% | 53% |
| Percent who participate in community activities or clubs “often” or “a lot” | 54% | 59% |
| Percent who attend church or other faith services “often” or “a lot” | 63% | 68% |



2007 PRIDE Results

Risk & Protective Factors (cont.):

| | Middle School (7 th -8 th Grades) | High School (9 th -12 th Grades) |
|--|--|---|
| Percent who report that their parents talk with them “often” or “a lot” about the problems of tobacco, alcohol, or drug use | 32% | 24% |
| Percent who report that their teachers talk with them “often” or “a lot” about the problems of tobacco, alcohol, or drug use | 23% | 10% |
| Percent who report that their school sets clear rules on using drugs at school “often” or “a lot” | 81% | 77% |
| Percent who report that their parents set clear rules for them “often” or “a lot” | 82% | 68% |
| Percent who report that their parents punish them “often” or “a lot” when they break the rules | 57% | 48% |



2007 PRIDE Results

Other Factors:

| | Middle School (7 th -8 th Grades) | High School (9 th -12 th Grades) |
|--|--|---|
| Percent who report having bought or sold drugs AT school | 0.8% | 14% |
| Percent who report having bought or sold drugs when NOT at school | 3.3% | 23% |
| Percent who report driving a vehicle when they had been drinking alcohol within the past 30 days | 1% | 9% |
| Percent who report riding in a vehicle driven by someone who had been drinking within the past 30 days | 9% | 19% |

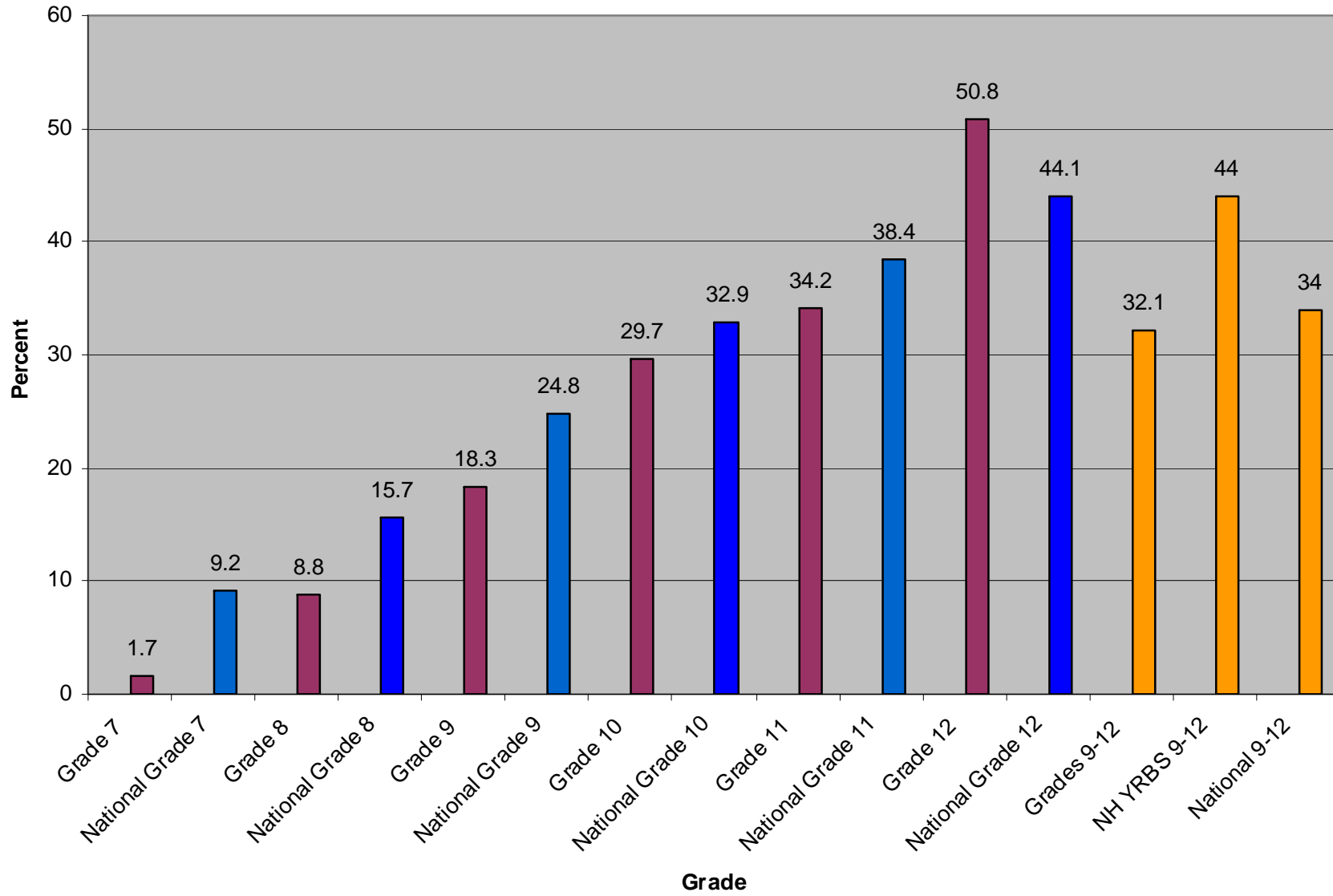


2007 PRIDE Results

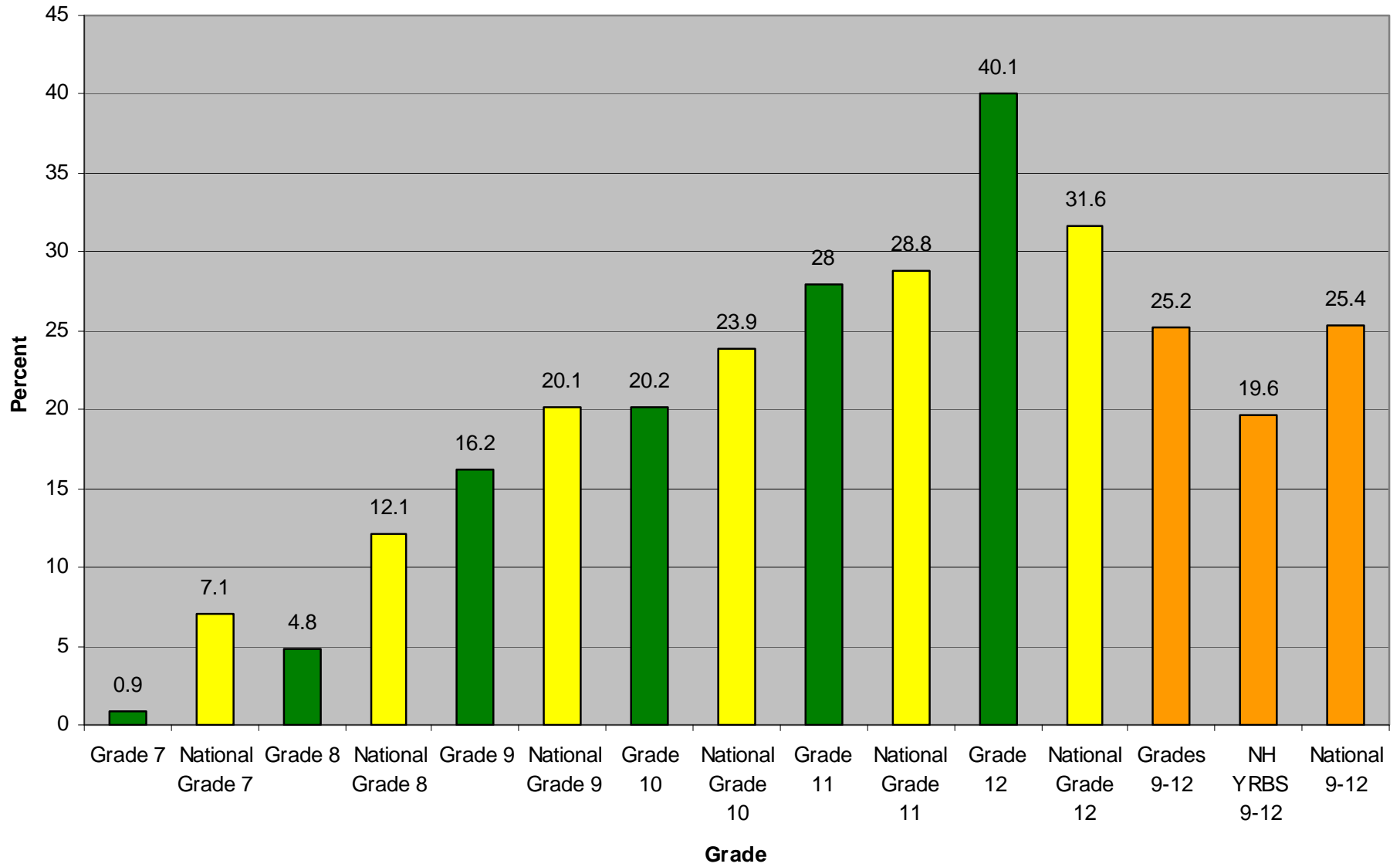
Percentage of youth (grades 9-12) who report use before the age of 13:

| | Concord (2007 PRIDE) | NH (2007 YRBS) | National (2007 PRIDE) |
|-----------|-------------------------|-------------------|--------------------------|
| Alcohol | 14.4% | 18.1% | 15.2% |
| Tobacco | 12.9% | 11.5% | 16.5% |
| Marijuana | 9.4% | 7.9% | 7.3% |

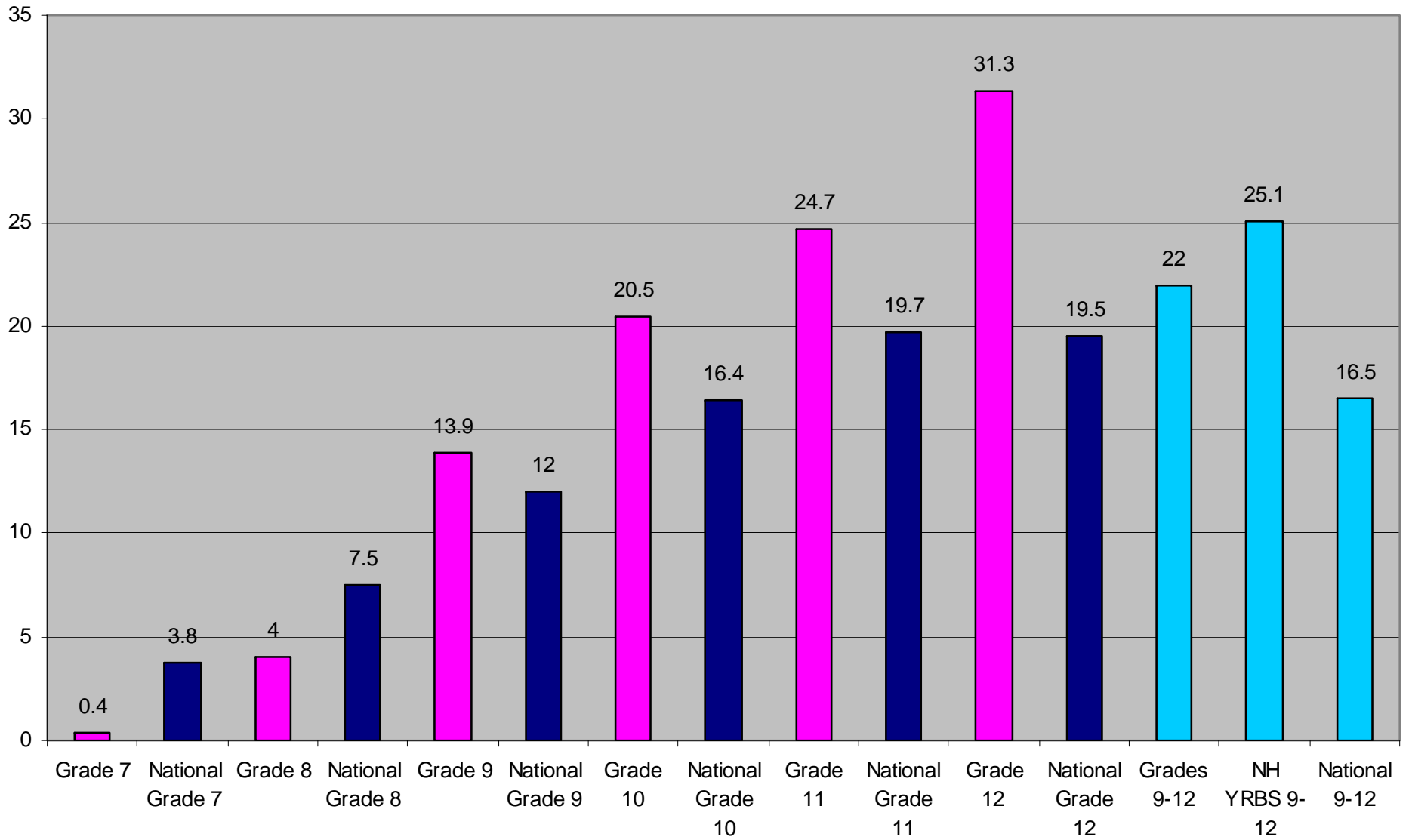
Past 30-Day Use - Alcohol



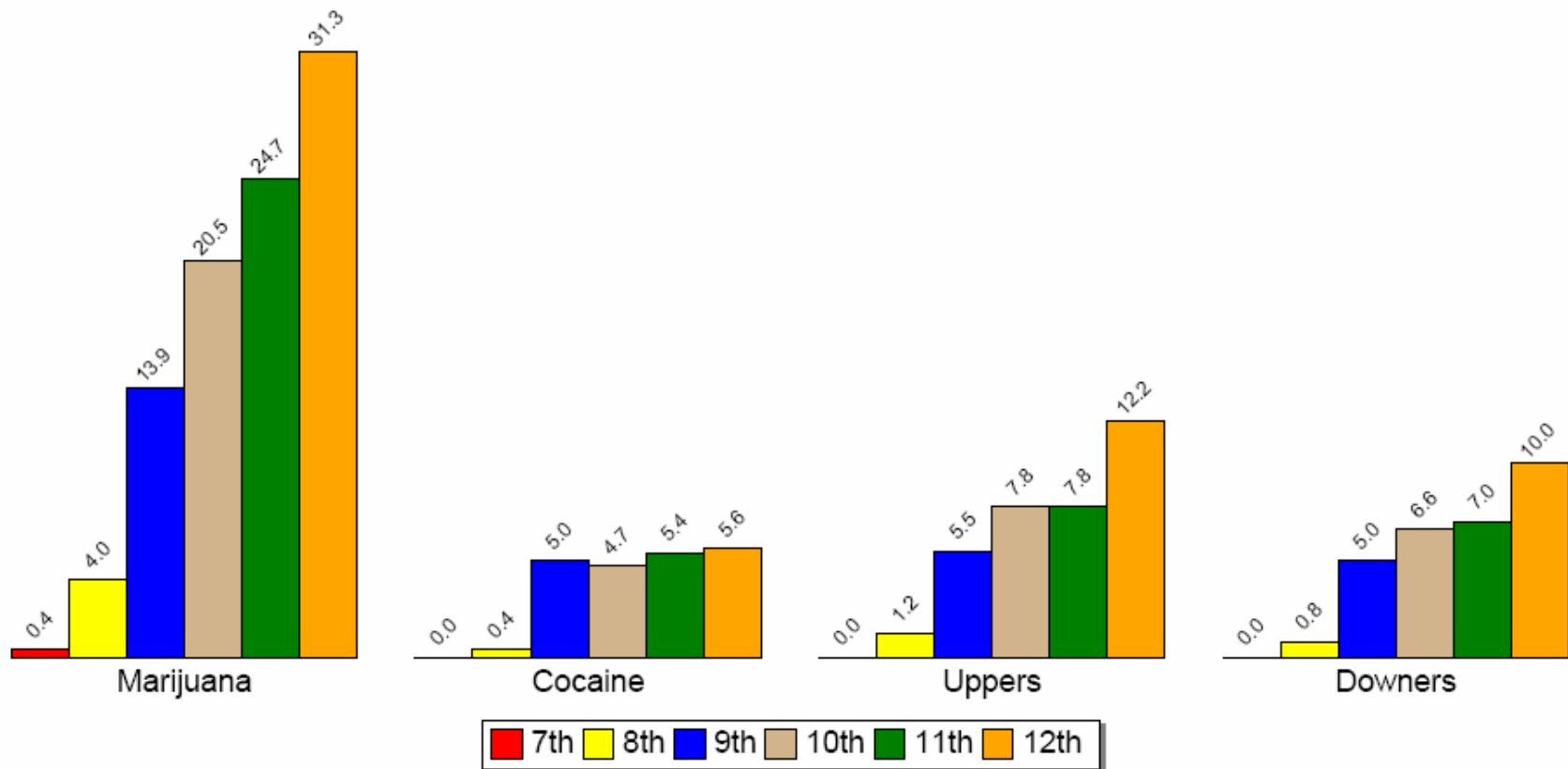
Past 30-Day Use - Tobacco



Past 30-Day Use - Marijuana

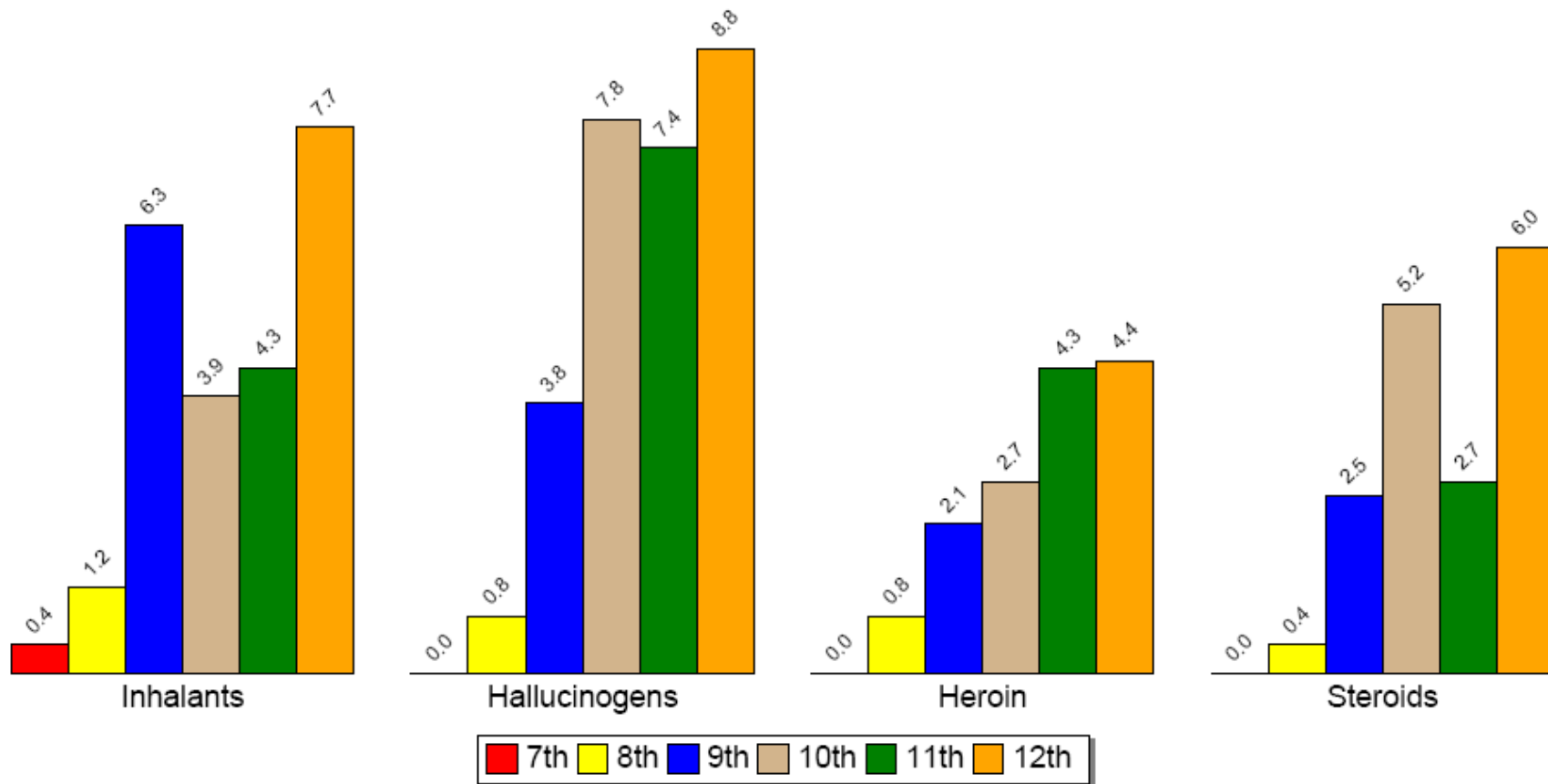


30-Day Use of Marijuana, Cocaine, Uppers and Downers



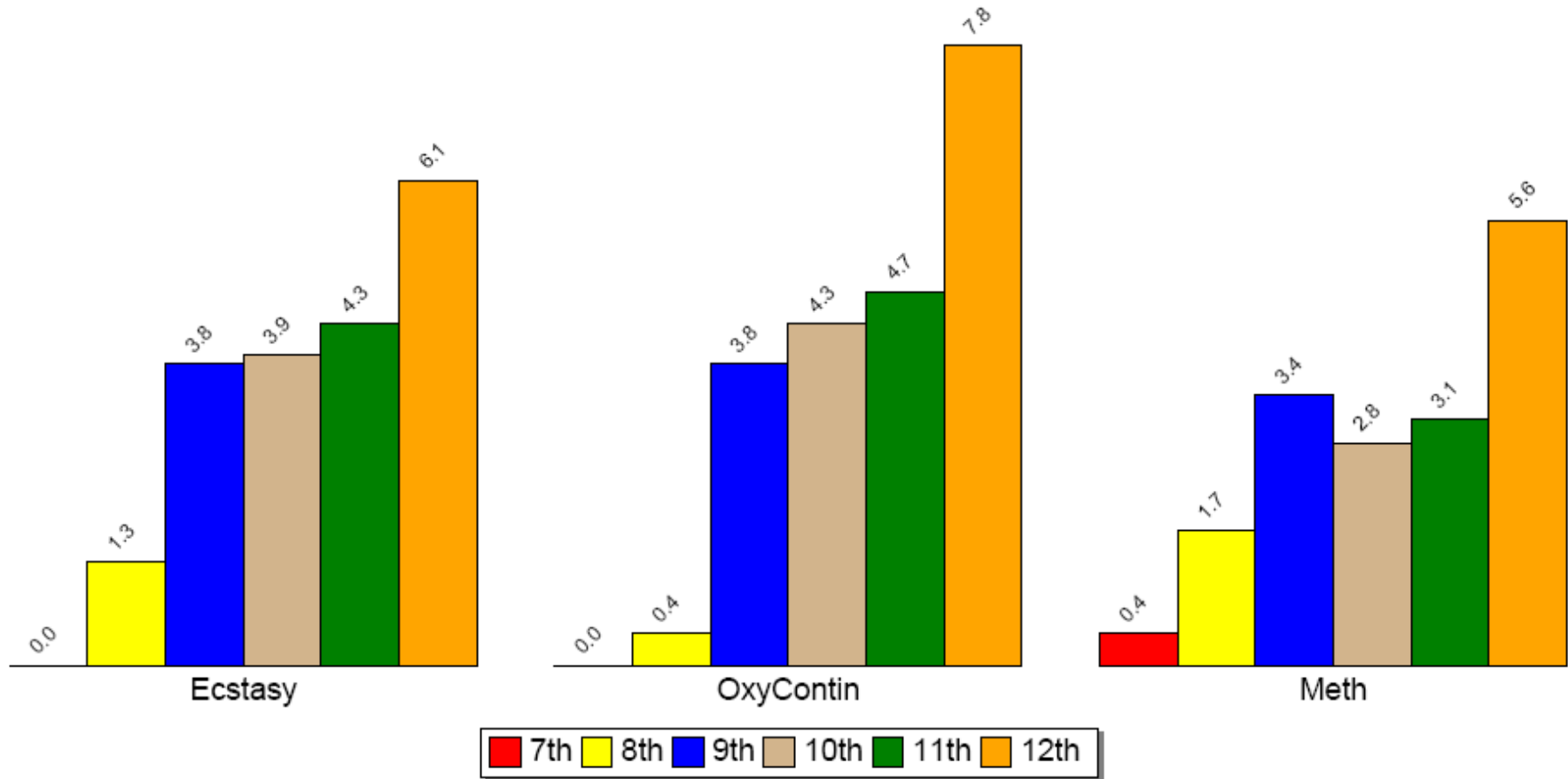
Source: Pride Surveys

30-Day Use of Inhalants, Hallucinogens, Heroin and Steroids



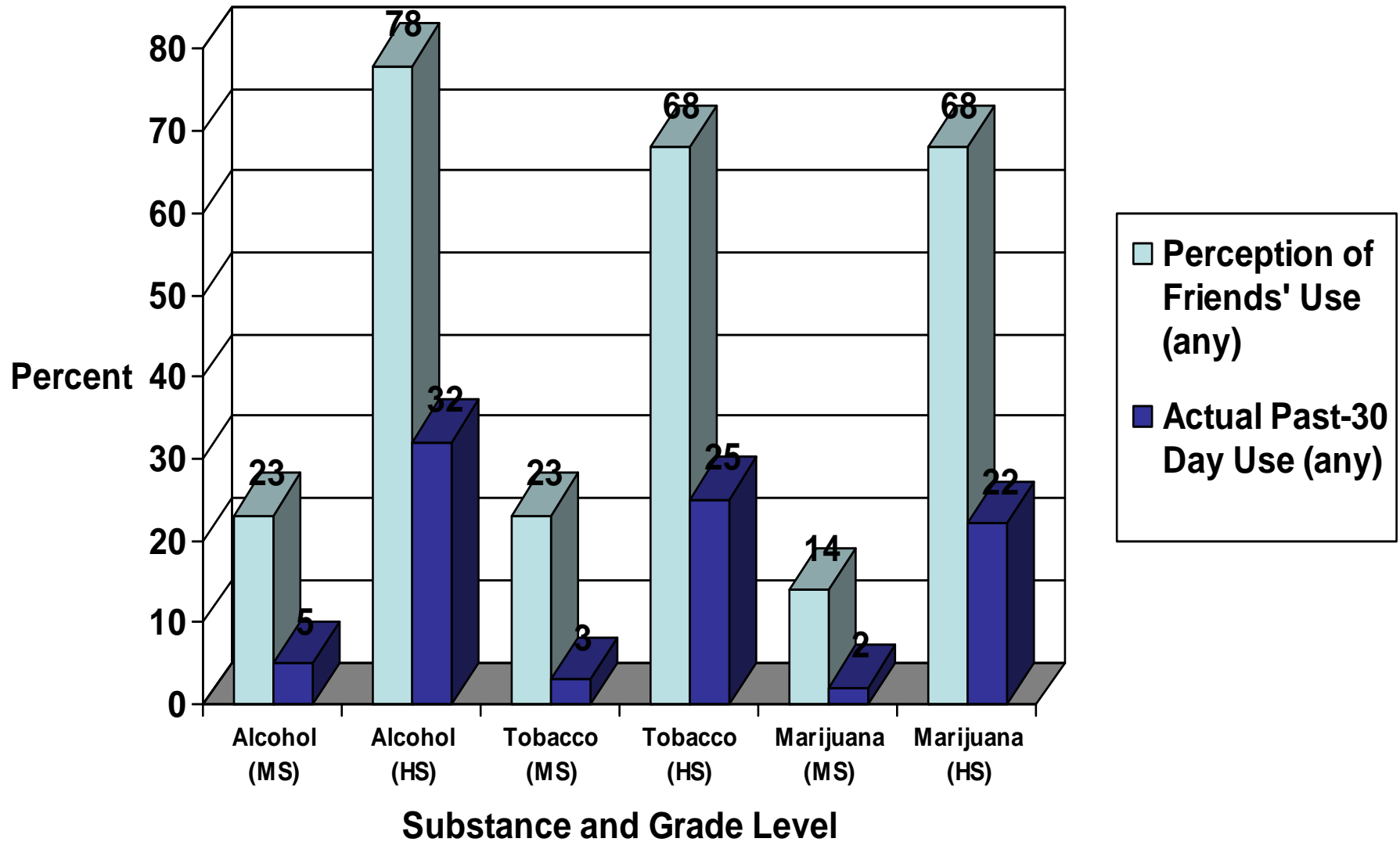
Source: Pride Surveys

30-Day Use of Ecstasy, OxyContin and Meth

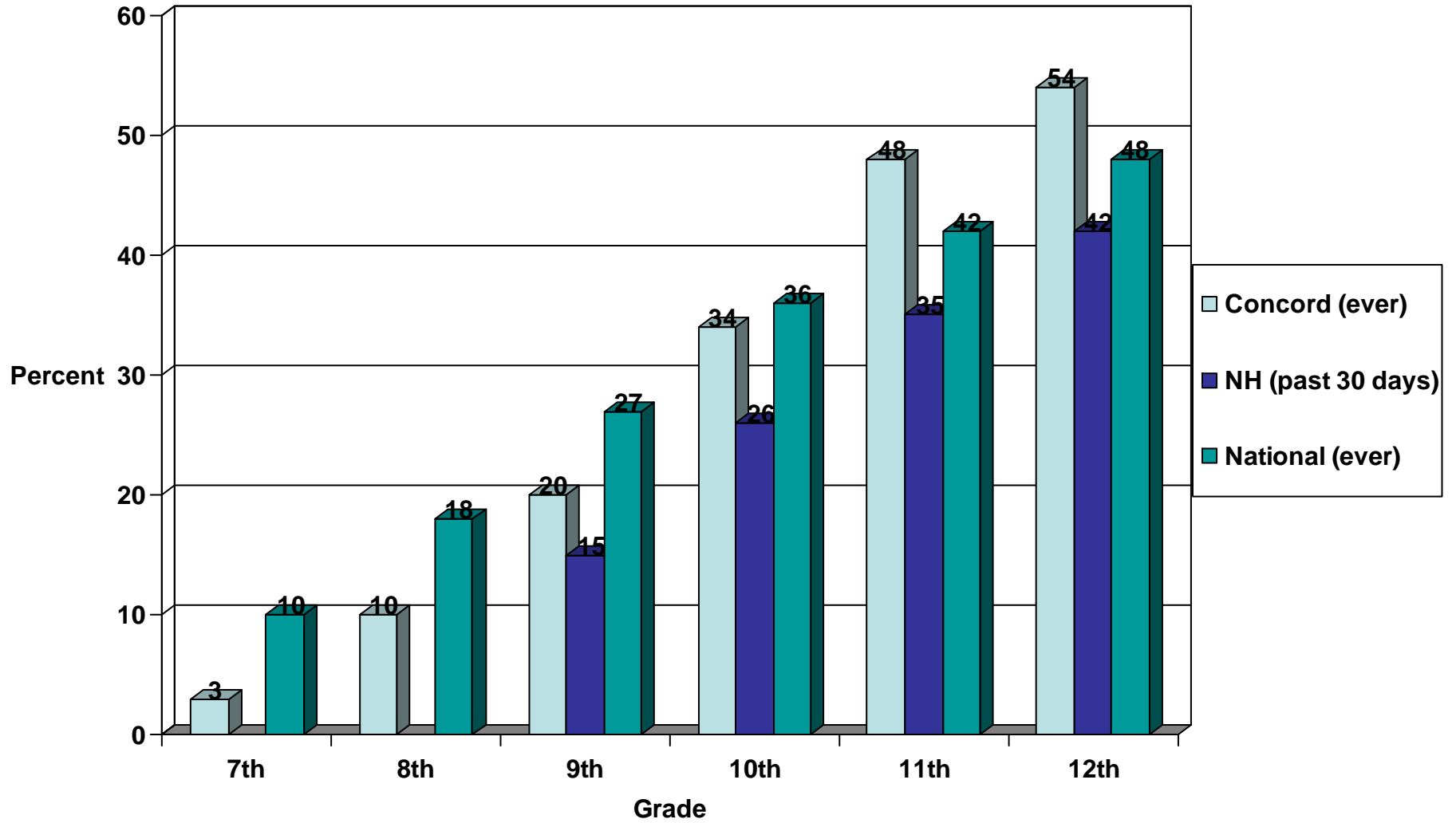


Source: Pride Surveys

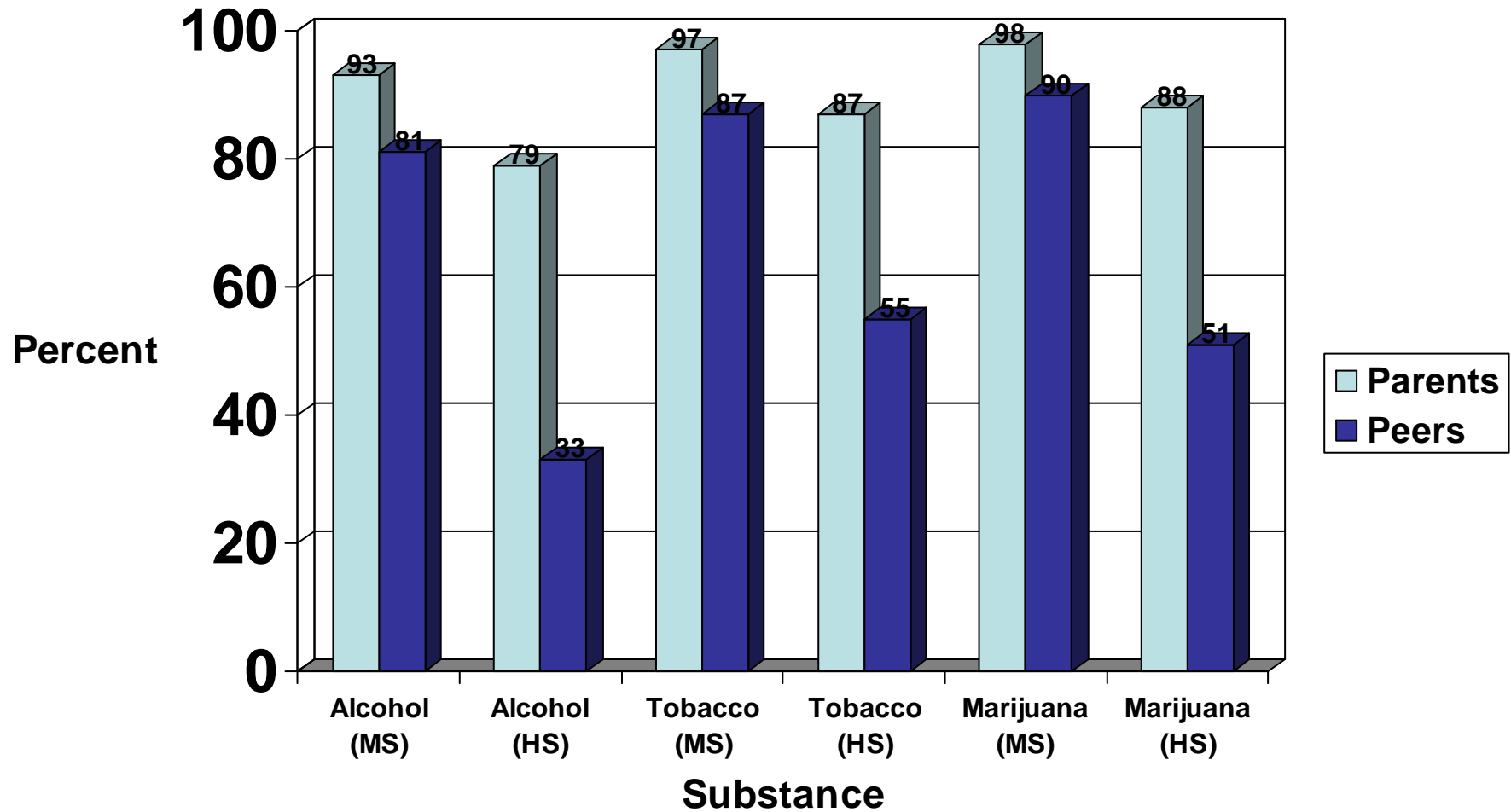
Perceived vs. Actual Use



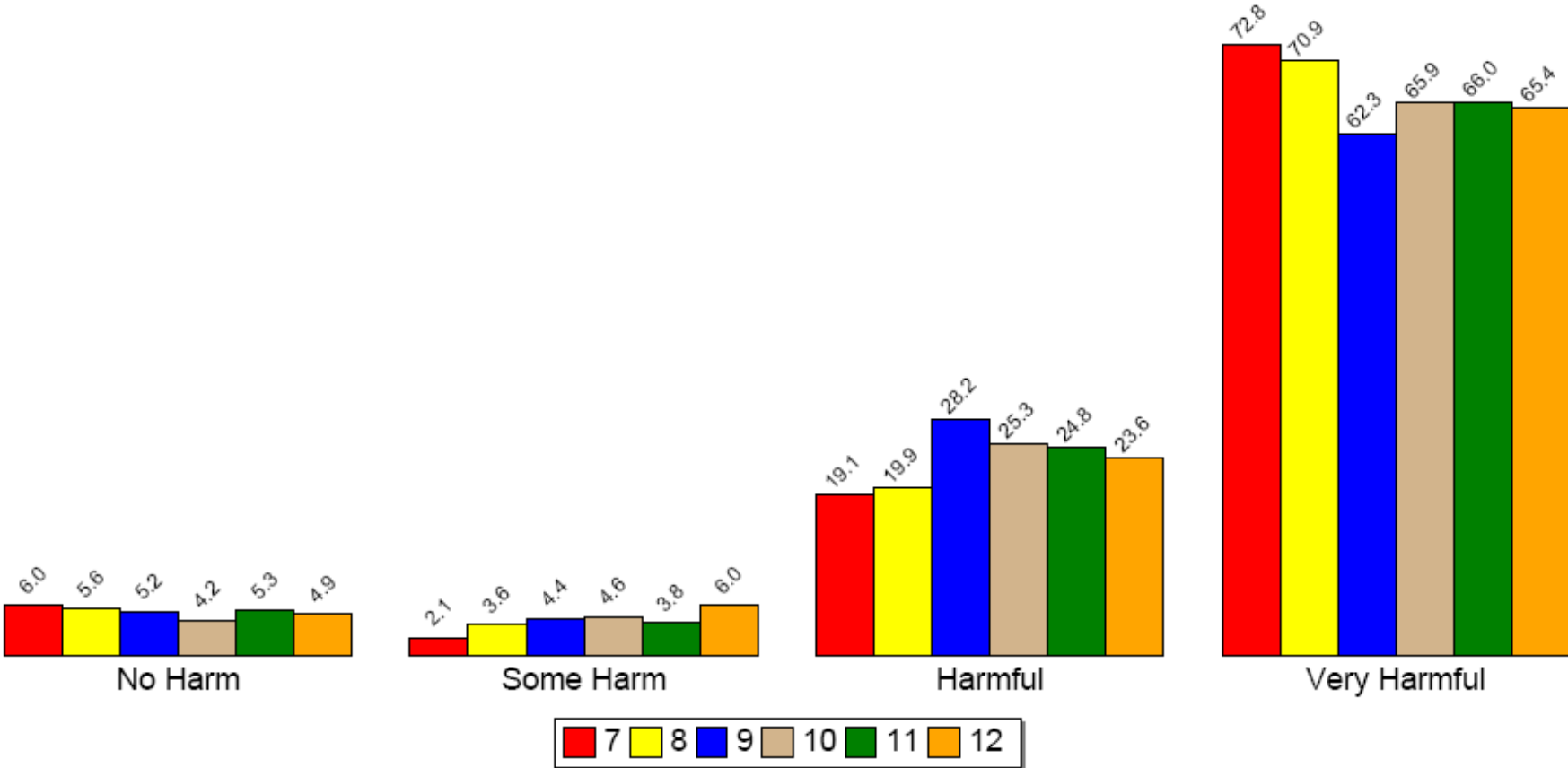
Binge Drinking



Perception of Parental and Peer Disapproval (wrong or very wrong for youth to use)

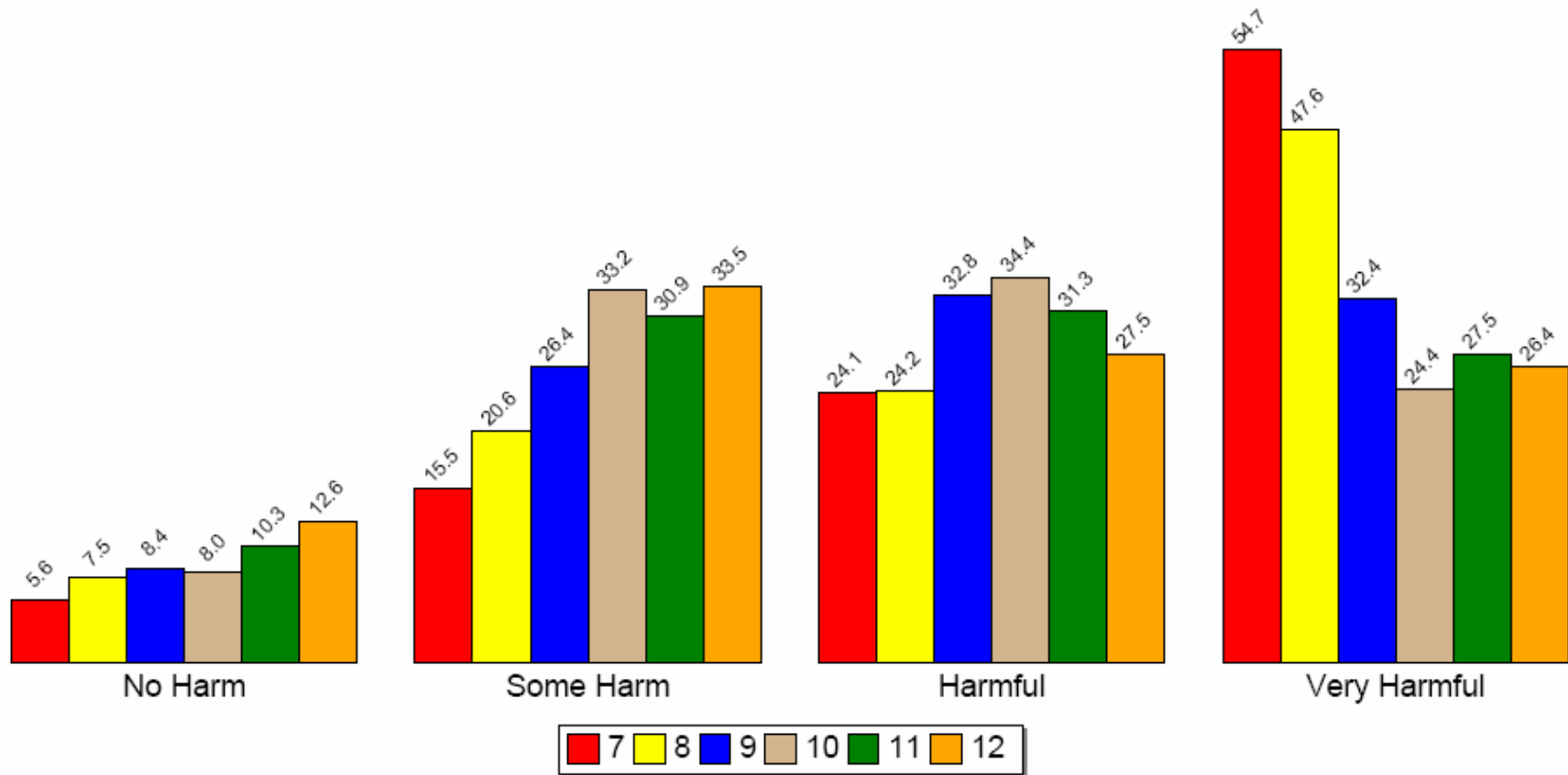


Perception of Risk -- Any Tobacco



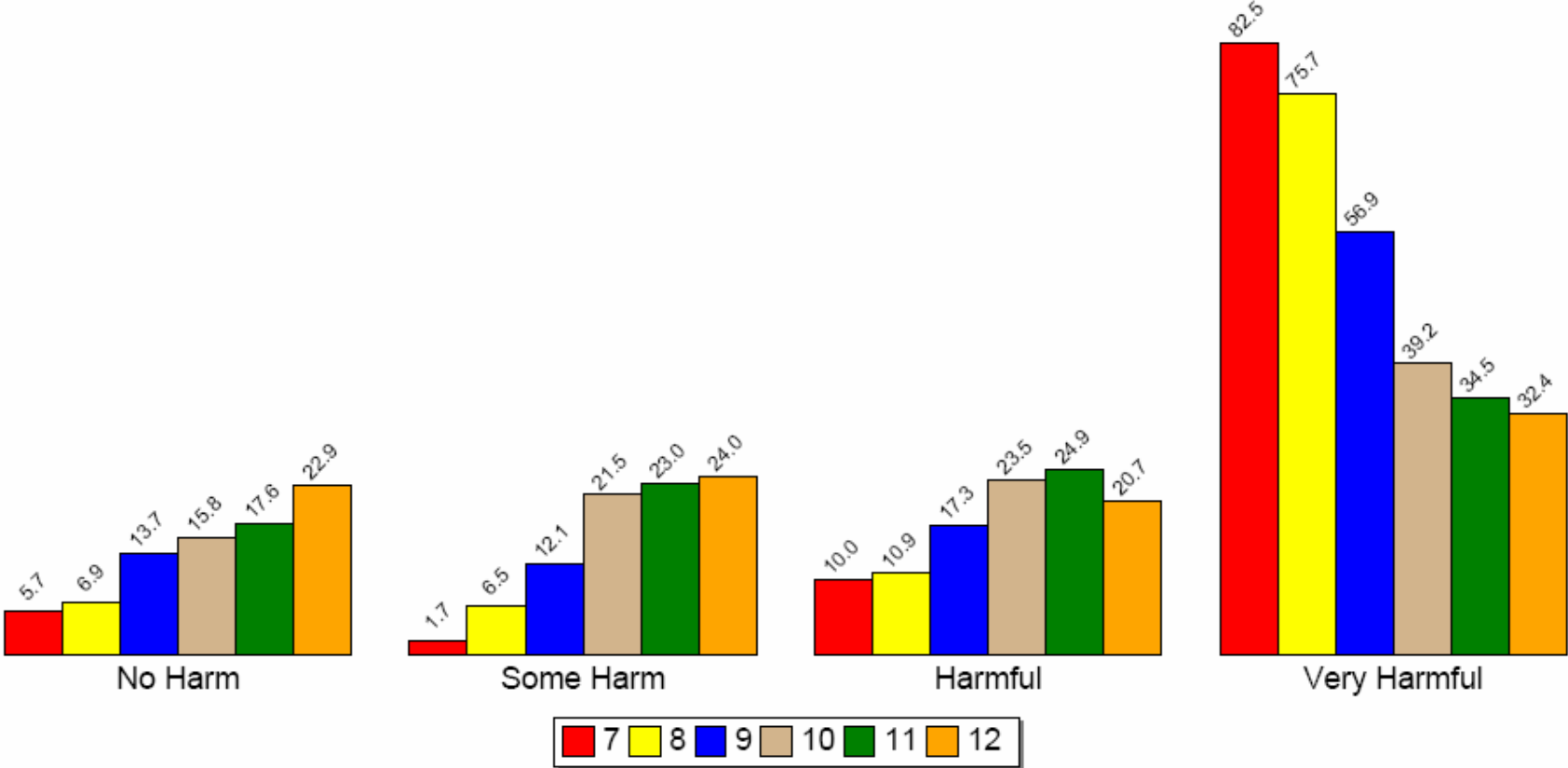
Source: Pride Surveys

Perception of Risk -- Any Alcohol



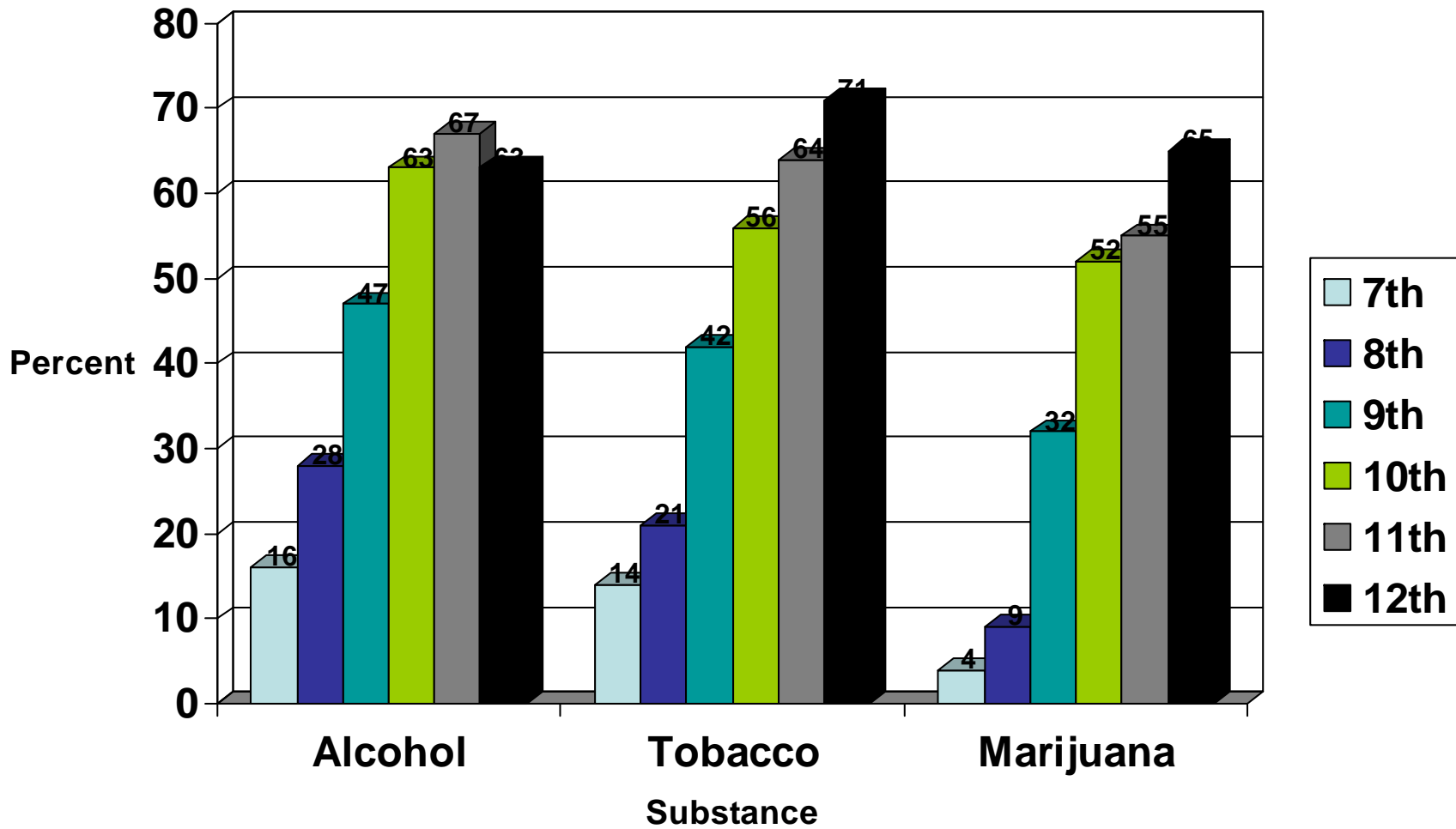
Source: Pride Surveys

Perception of Risk -- Marijuana

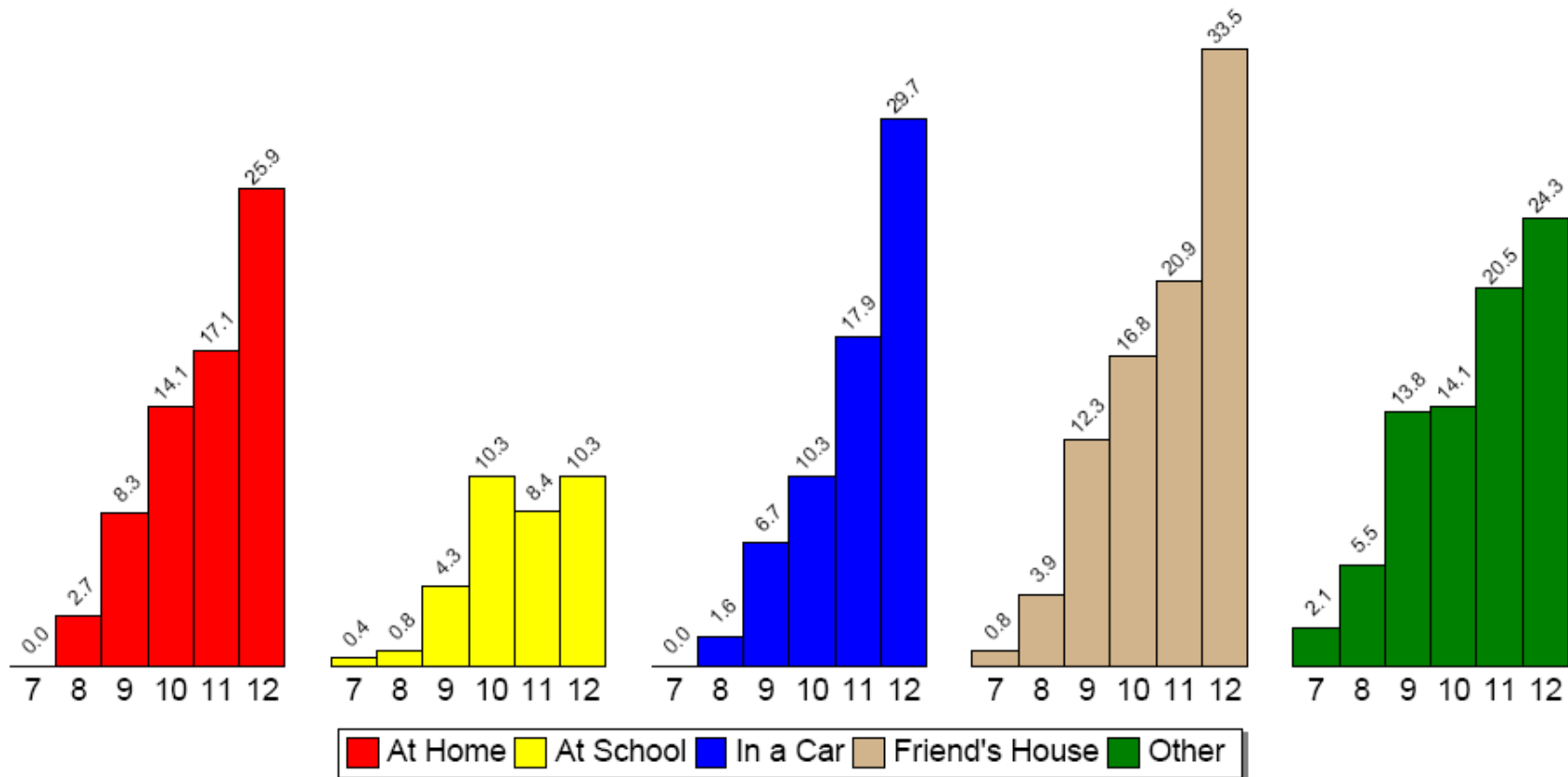


Source: Pride Surveys

Substances reported to be "easy" or "fairly easy" to get

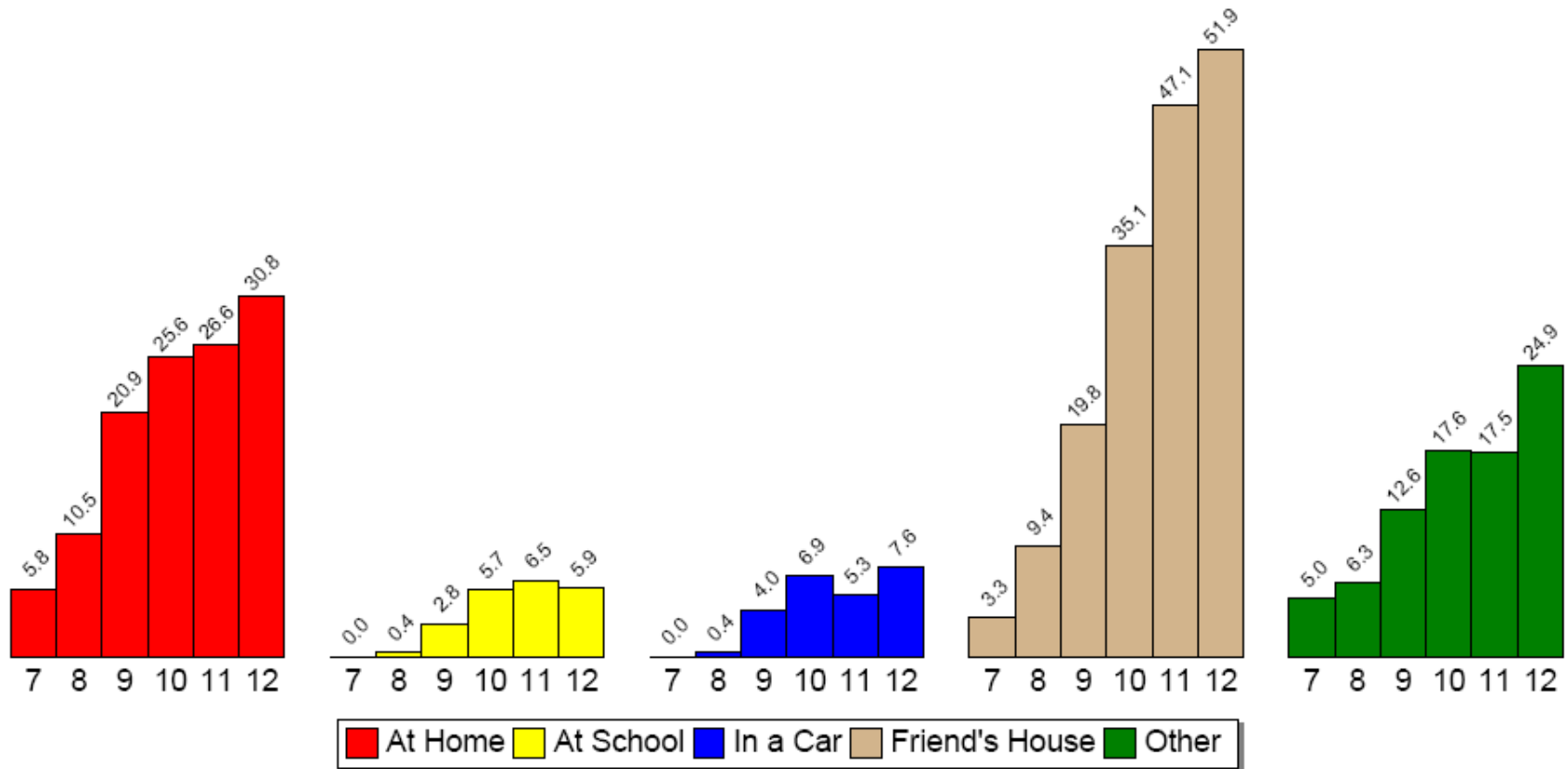


Where Do You Use Any Tobacco



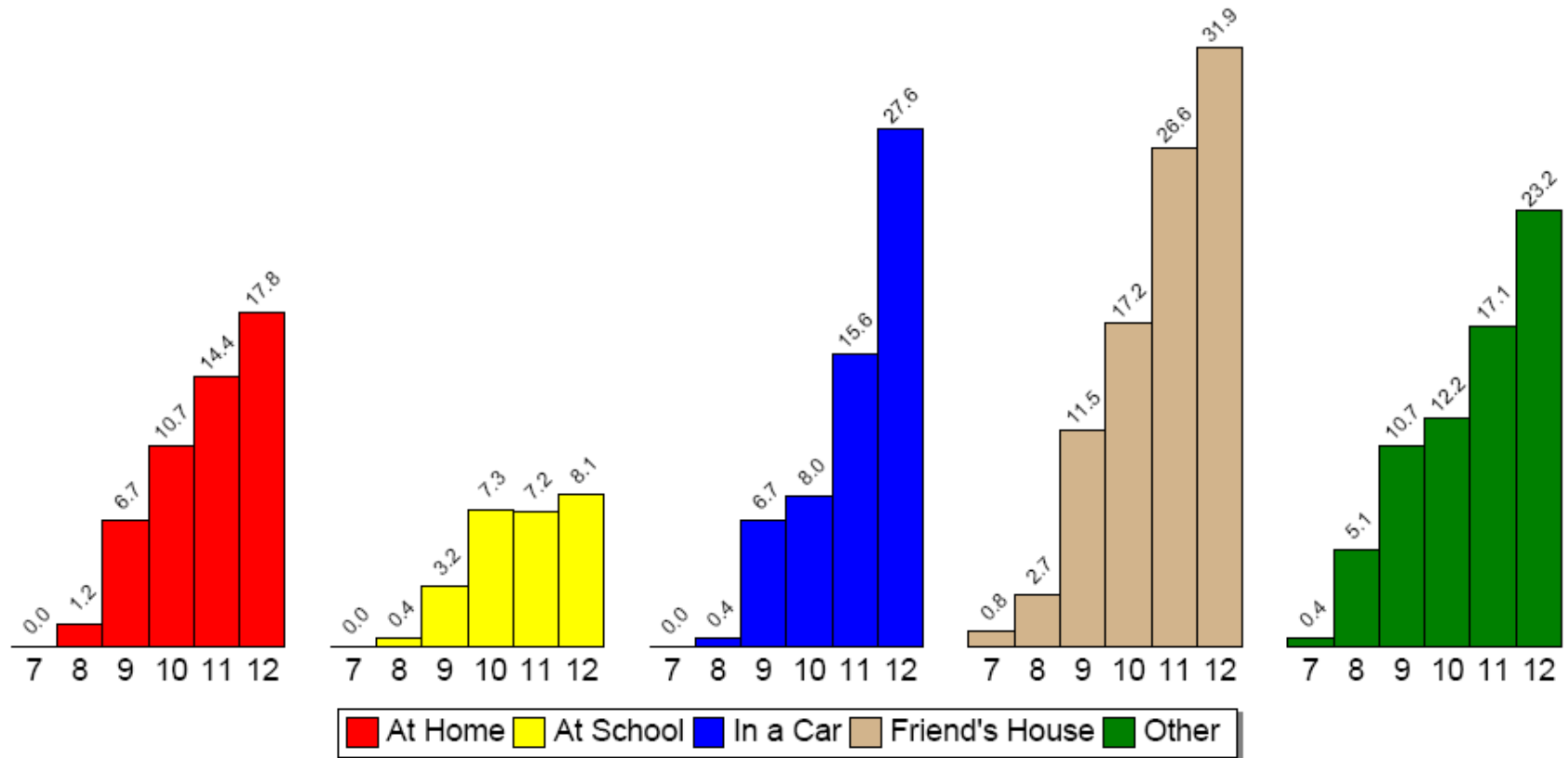
Source: Pride Surveys

Where Do You Use Any Alcohol



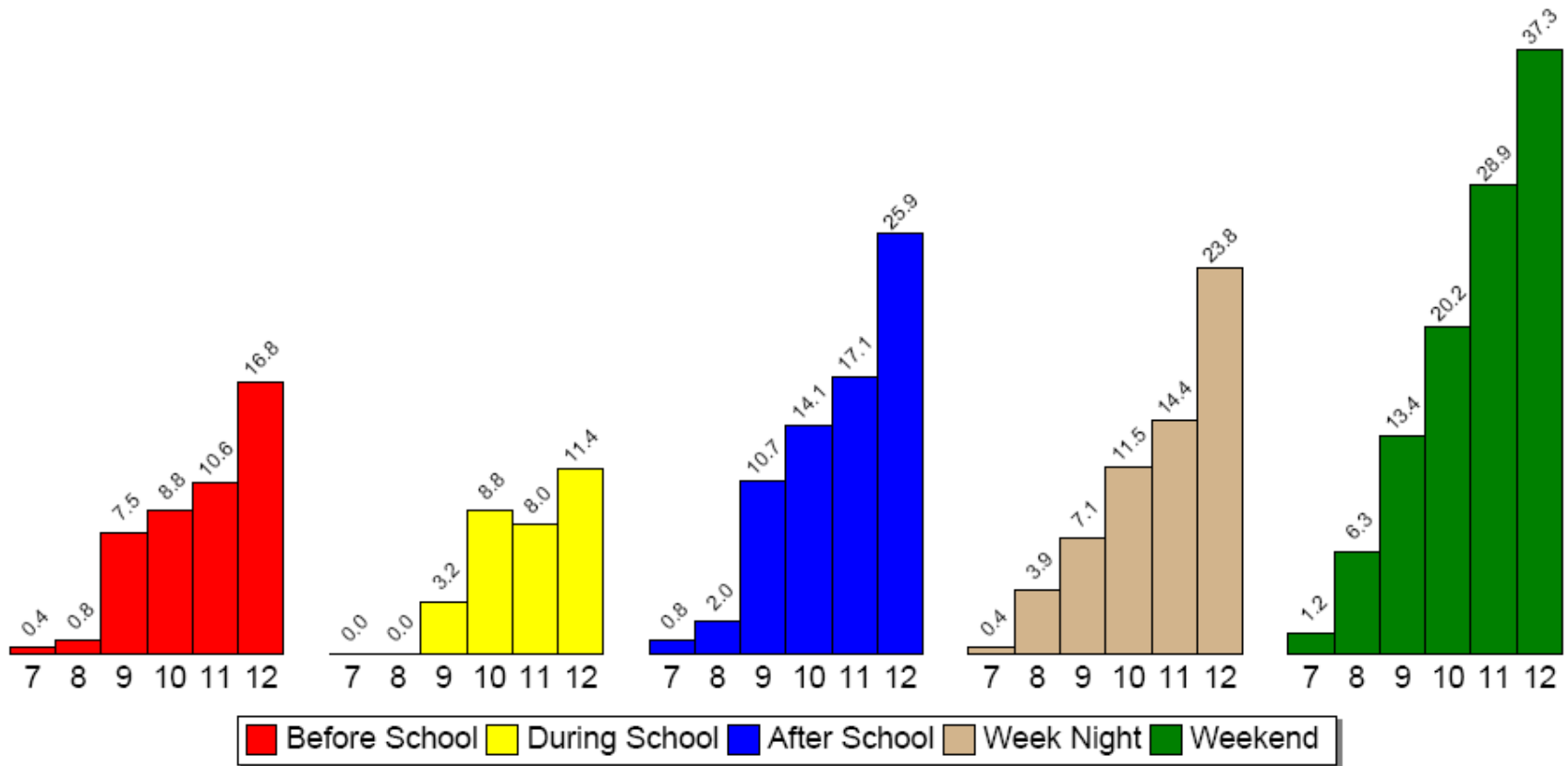
Source: Pride Surveys

Where Do You Use Marijuana



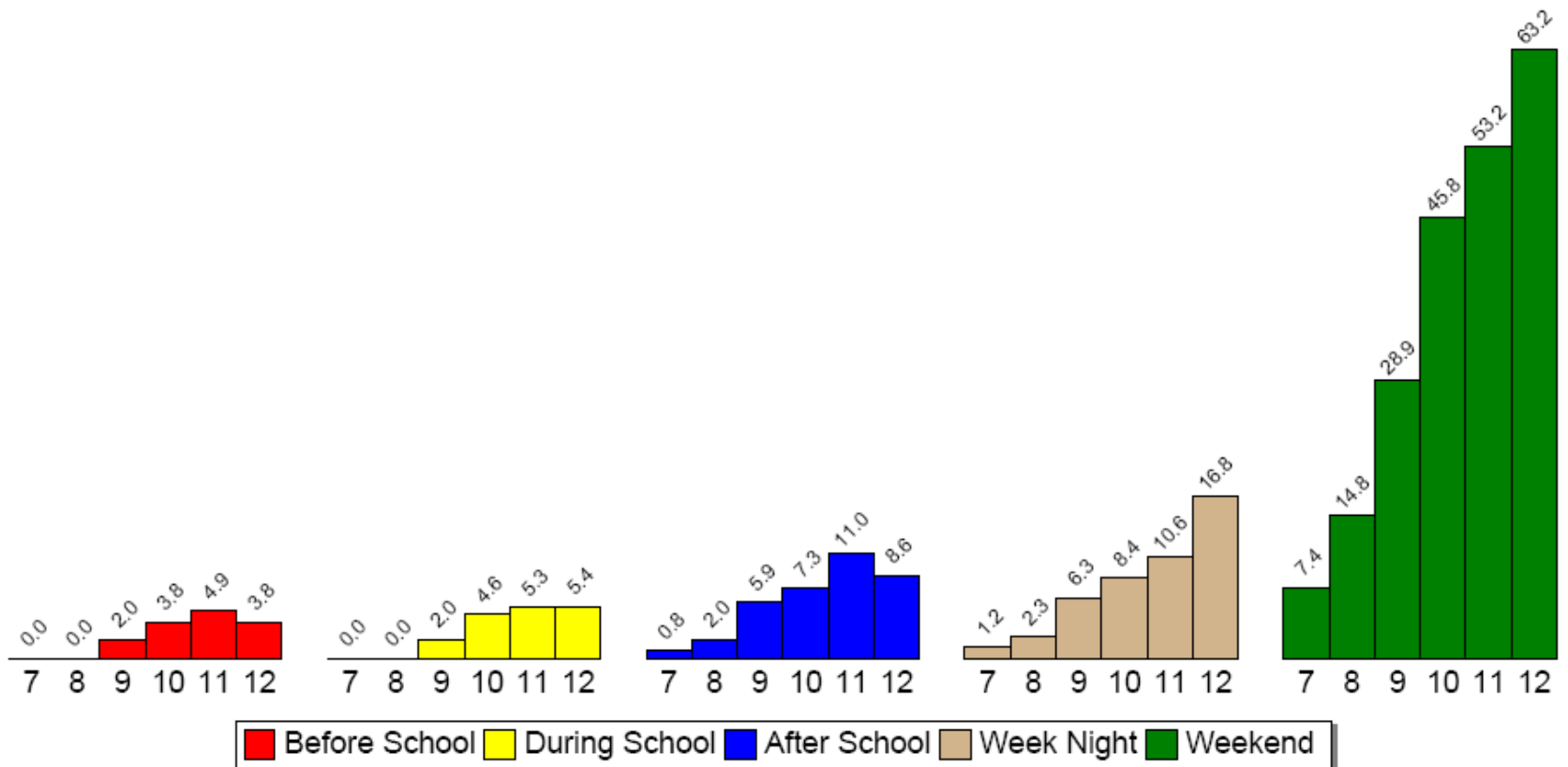
Source: Pride Surveys

When Do You Use Any Tobacco



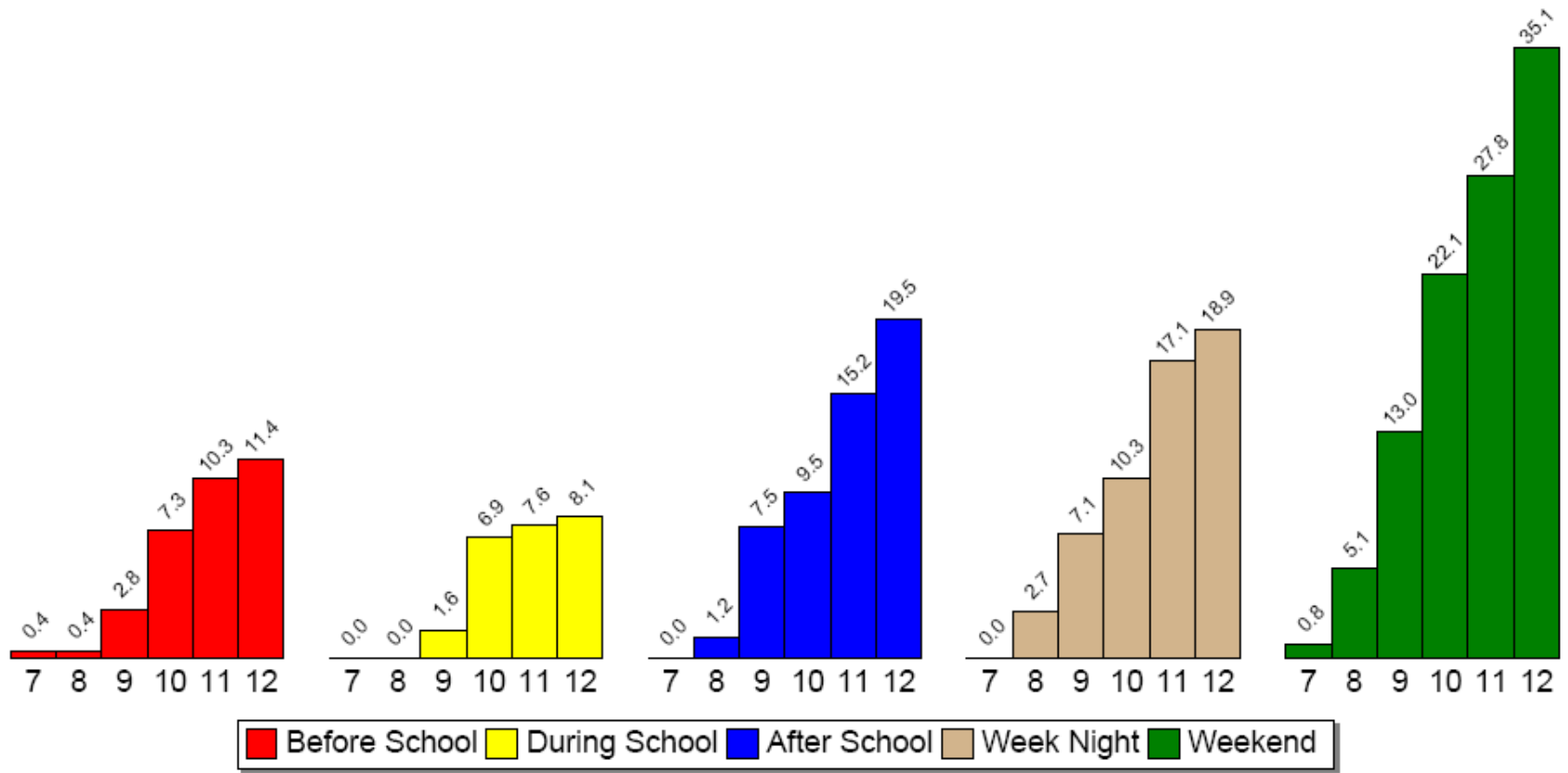
Source: Pride Surveys

When Do You Use Any Alcohol



Source: Pride Surveys

When Do You Use Marijuana



Source: Pride Surveys

PRIDE 2005-2007 Statistically Significant Changes

*Red indicates an improvement

Annual & Monthly Frequency of Use Across Years

Annual Use of Cigarettes

- 7th grade – 9.7 to 2.6
- 11th grade – 22.7 to 31.1

Monthly Use of Cigarettes

- 11th grade – 14.6 to 21.4
- 12th grade – 20.0 to 32.0

Annual Use of Beer

- 8th grade – 22.0 to 13.7

Annual Use of Cocaine

- 11th grade – 5.5 to 11.3

Annual Use of Uppers

- 7th grade – 2.5 to 0.4

Annual Use of Downers –

- 7th grade – 6.9 to 0.9
- 8th grade – 7.1 to 2.0
- 10th grade – 17.5 to 9.7

Monthly Use of Downers –

- 7th grade – 3.2 to 0.0

Annual Use of Inhalants –

- 9th grade – 4.9 to 9.7
- 11th grade – 3.2 to 7.0

Monthly Use of Inhalants –

- 7th grade – 2.5 to 0.4
- 9th grade – 2.3 to 6.3

PRIDE 2005-2007 Statistically Significant Changes

*Red indicates an improvement

Annual & Monthly Frequency of Use Across Years

Annual Use of Hallucinogens

- 11th grade – 5.2 to 11.3

Monthly Use of Heroin

- 11th grade – 1.0 to 4.3

Annual Use of Steroids

- 7th grade – 1.3 to 0.0
- 12th grade – 4.1 to 8.8

Annual Use of Ecstasy

- 11th grade – 3.4 to 8.2

Annual Use of Tobacco

- 7th grade – 11.6 to 3.0
- 11th grade – 34.5 to 44.0

Monthly Use of Tobacco –

- 11th grade – 19.6 to 28.0

Annual Use of Alcohol

- 8th grade – 28.4 to 19.6

Annual Use of Illicit Drugs

- 7th grade – 13.2 to 3.4
- 8th grade – 16.7 to 8.0
- 9th grade – 30.8 to 22.5

Monthly Use of Illicit Drugs

- 7th grade – 6.0 to 0.9

PRIDE 2005-2007 Statistically Significant Changes

*Red indicates an improvement

Perceived Risk of Use Across Years

Perceived Risk of Use of Tobacco

- 8th grade – 96.1 to 90.8

Perceived Risk of Use of Alcohol

- 7th grade – 86.8 to 78.9
- 8th grade – 79.8 to 71.8

Perceived Risk of Use of Beer

- 7th grade – 74.1 to 65.9

Perceived Risk of Use of Liquor

- 8th grade – 77.5 to 69.8
- 9th grade – 70.6 to 62.0

Availability Across Years

Availability of Tobacco

- 7th grade – 26.2 to 13.6
- 12th grade – 78.6 to 70.6

Availability of Alcohol

- 7th grade – 24.1 to 15.9
- 8th grade – 38.1 to 27.5
- 12th grade – 74.3 to 63.3

Availability of Marijuana

- 7th grade – 10.2 to 4.4
- 8th grade – 18.4 to 8.5



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Solutions

We focus on several strategies that have been proven to be effective in decreasing substance abuse in the community. These strategies include:

- Encouraging collaboration and community conversations about substance abuse
- Providing education, information and resources to the community concerning the impact of substance abuse and ways to positively impact the health and well-being of our community
- Using communication tools to convey consistent messaging, increase awareness and work to change the culture of the community concerning substance use.
- Promoting alternative, substance-free activities for youth
- And advocating for policies and enforcement efforts that improve the health of our community.



Solutions

- Other factors we are currently assessing:
 - Social Access
 - Enforcement
 - Social Norms
 - Alcohol Promotion and Pricing
 - Perception of Risk



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Questions?

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