

Key Findings Report 2018

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Positive Community Norms

2018

AUSTIN, 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

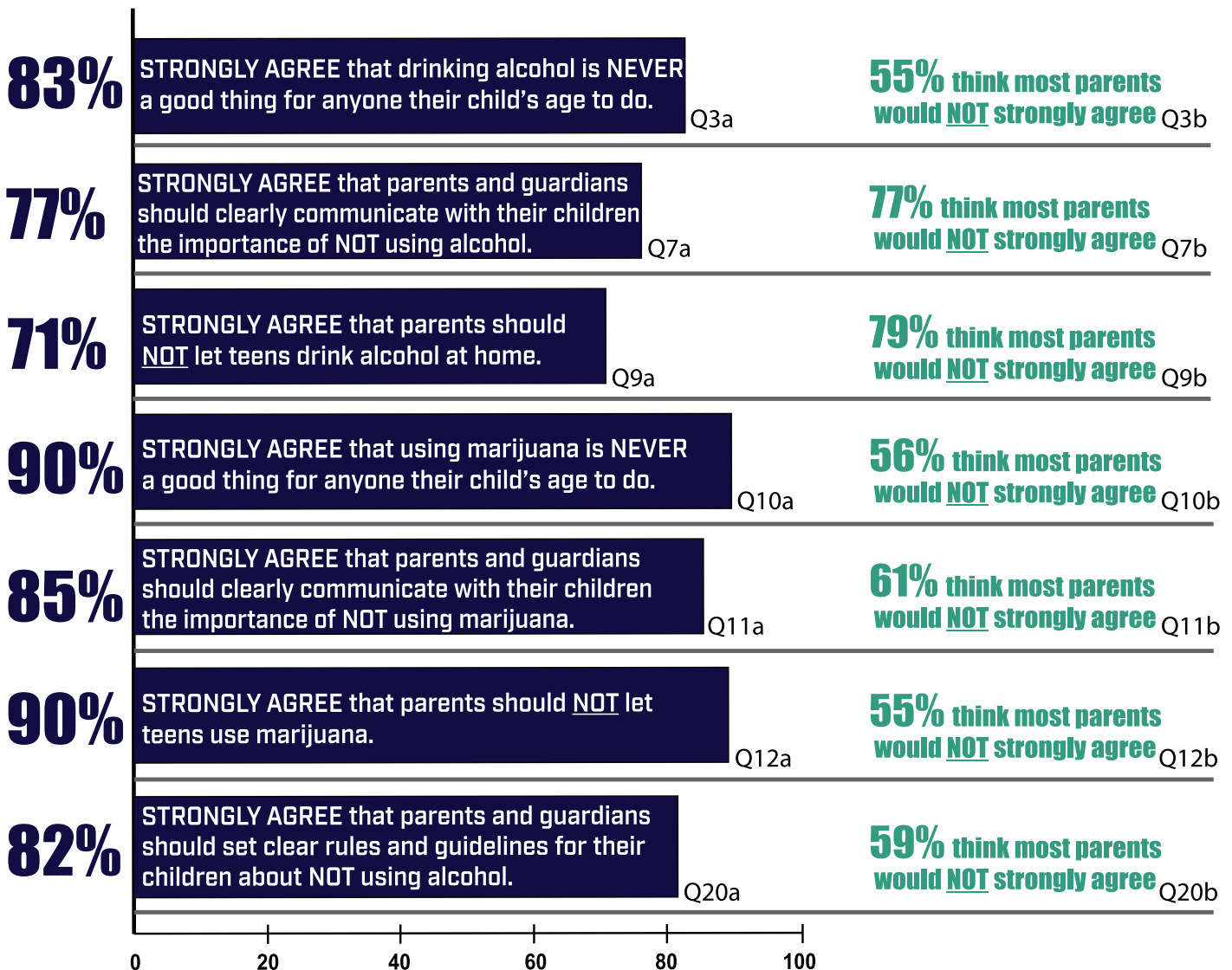
The results presented in this report are based on the 2018 Positive Community Norms Parent Survey. This report was prepared under a special project operated by the Minnesota Department of Human Services (DHS), Behavioral Health Division (BHD). The results in this report focus on parent beliefs and attitudes about underage substance use. These survey results are based on surveys of 305 parents of 7-12th grade students in Austin, MN. The statistical results provide a 95% confidence level with a Margin of Error of 5, and a response rate of 16.9%.

2018

AUSTIN, MN PARENT SURVEY KEY FINDINGS REPORT



Parents Have **STRONG** Protective Beliefs

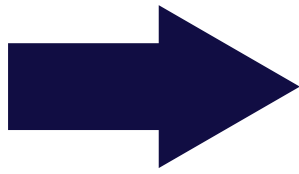


Many parents think most other parents do NOT feel as strongly as they do.

2018

AUSTIN, MN

PARENT SURVEY KEY FINDINGS REPORT

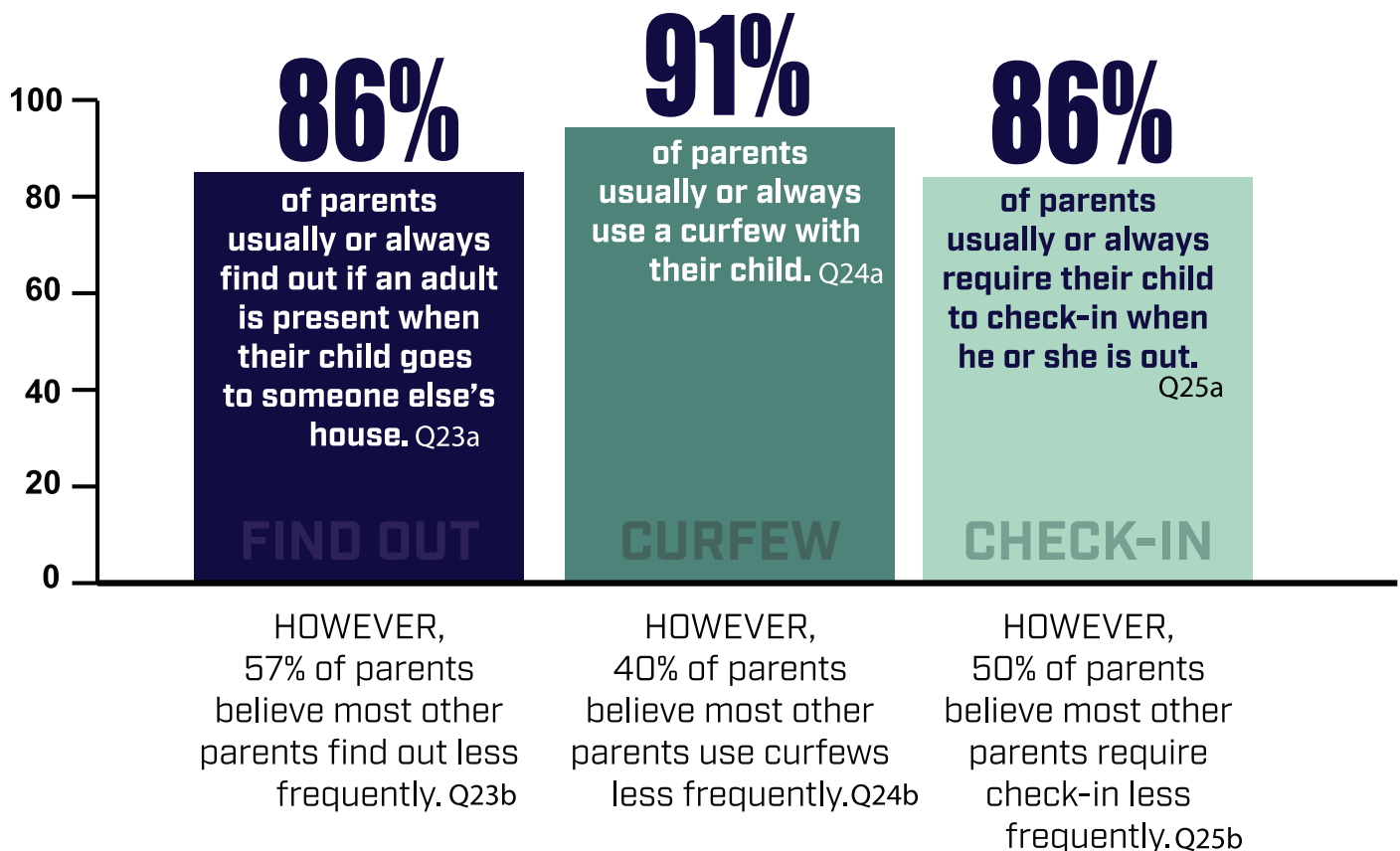


Parents take **ACTION** **and** **MONITOR BEHAVIOR**

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

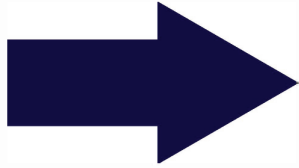


MOST parents (78%) talk to their child several times a year or more often about the importance of **NOT** using alcohol. Q6a



2018

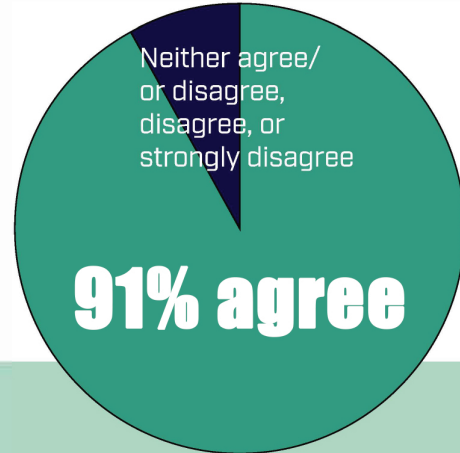
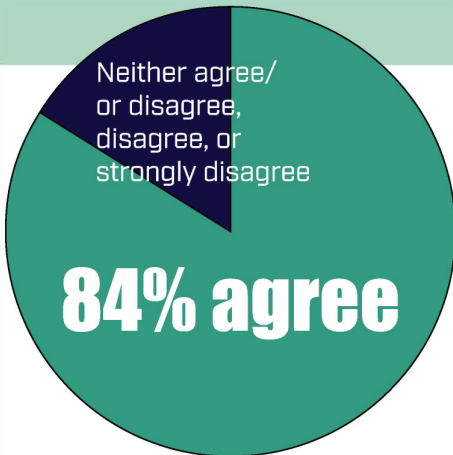
AUSTIN, MN PARENT SURVEY KEY FINDINGS REPORT



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

28% 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

16% think most other parents would not agree. Q21b

PARENTS BELIEVE SUBSTANCE USE IS WRONG & RISKY

93% of parents **believe drinking alcohol is wrong** or very wrong for their child to do. Q16a

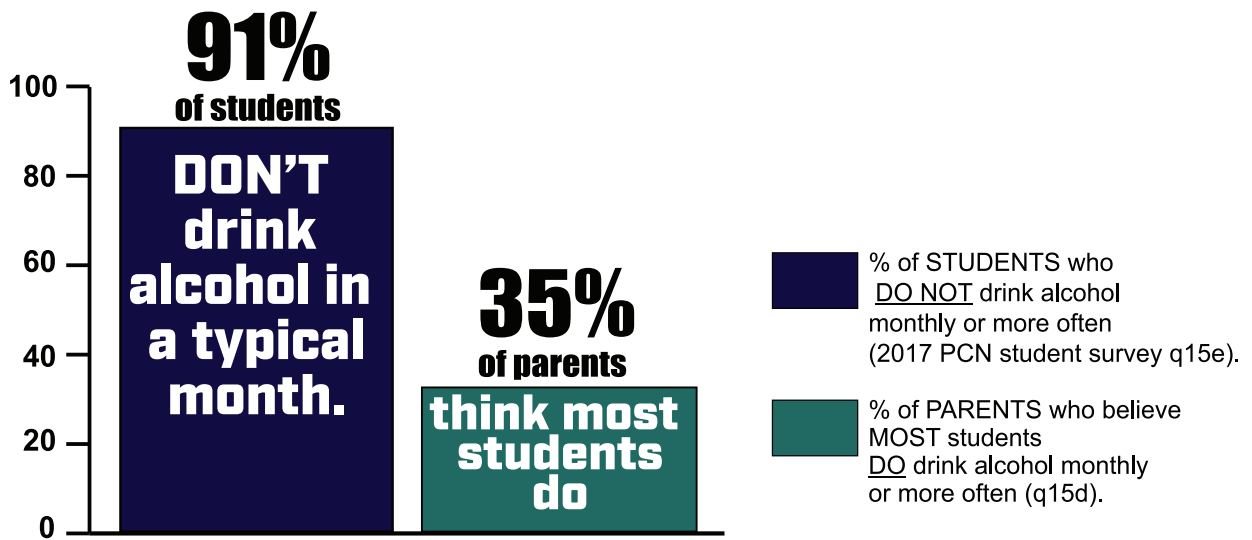
99% of parents **believe smoking marijuana is wrong** or very wrong for their child to do. Q16e

83% 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:

