

Positive Community Norms

2019

AUSTIN 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.



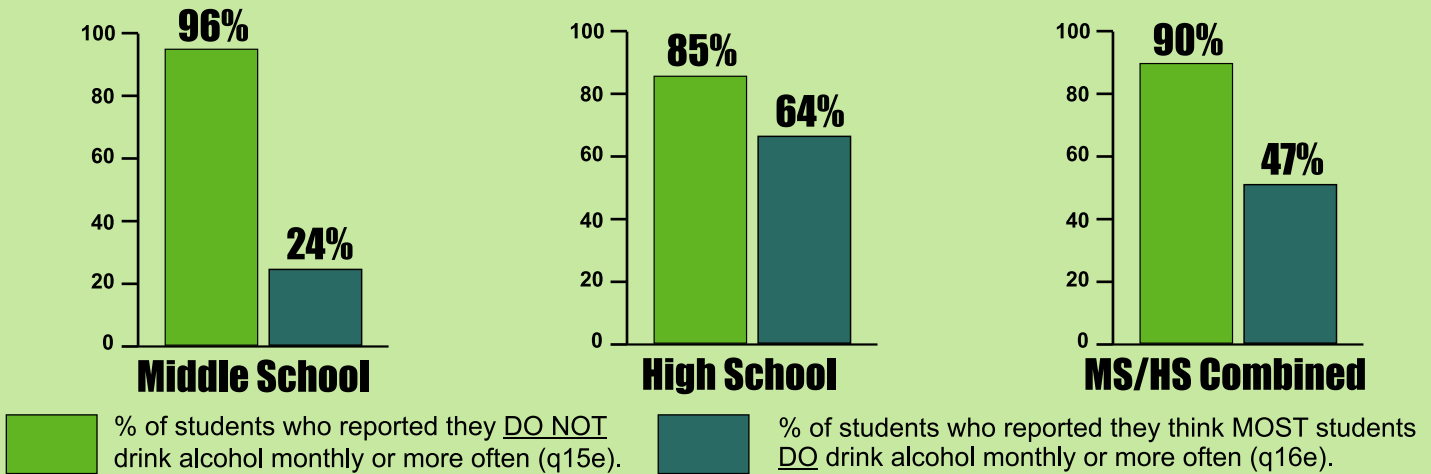
SURVEY BACKGROUND

The results presented in this report are based on the 2019 Positive Community Norms Student Survey. This report was prepared under a special project operated by the Minnesota Department of Human Services (DHS), Behavioral Health Division. The results in this report focus on youth substance use and attitudes about use. These survey results are based on 685 surveys of 7-8 grade, and 985 surveys of 9-12 grade Austin, MN students; with an overall response rate of 76%.

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):	79%	72%
Prescription Drugs (q15&16m):	97%	45%
Cigarettes (q15&16a):	92%	66%
Vape or E-Cigarettes (q15,16d):	68%	82%
Chewing tobacco, snuff or dip (q15,16c):	96%	51%
Any tobacco (combo q15,16 a, c, d):	66%	84%

Many students would leave a party if teens were drinking alcohol, most misperceive this norm.

q41. "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	69%	54%
High School	50%	75%
Combined	58%	66%

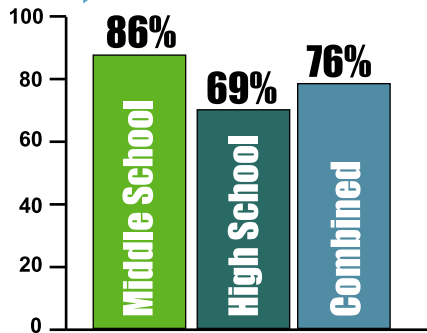
Most students DON'T drink and drive, many misperceive this norm:

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%	26%
High School	88%	72%
Combined	89%	53%

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.

66% 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	88%	27%
High School	66%	64%
Combined	75%	48%

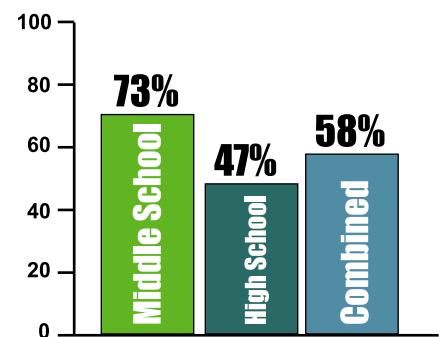
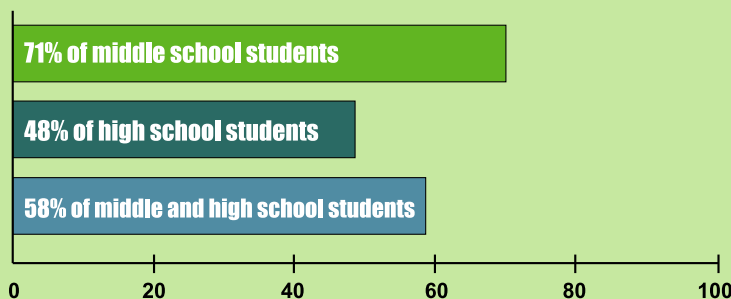
Most students agree getting drunk is NEVER a good thing to do, many misperceive this norm:

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	90%	21%
High School	69%	58%
Combined	78%	43%

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	83%	35%
High School	61%	71%
Combined	70%	56%

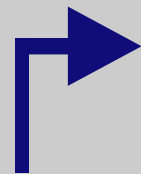
Many students DISAPPROVE of their friends trying marijuana: q18f.



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

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

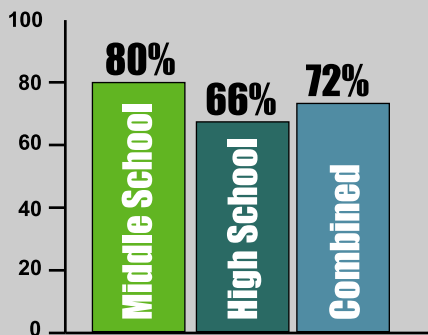
Student Attitudes (cont.)



MOST

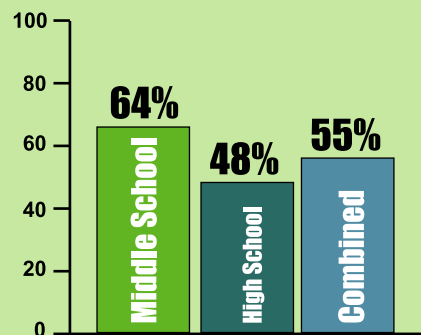
students agree that “vaping or using e-cigarettes is NEVER a good thing for anyone my age to do.” q12a.

67% of all students (MS and HS combined) think MOST other students would NOT agree. q12b.



MANY

students disapprove of their friends vaping or using e-cigarettes. q18d.



Student Access

ALCOHOL

Middle and high school students WHO USED ALCOHOL IN THE PAST 30 DAYS, revealed how they got it: q26.

I bought alcohol at gas stations or convenience stores	8%
I bought alcohol at bars or restaurants	10%
I bought alcohol at stores	10%
I bought alcohol on the internet	6%
I got alcohol from friends	41%
I got alcohol from my parents	30%
I got alcohol from other family members	31%
I got someone else to buy it for me	25%
I got alcohol at parties	34%
I took alcohol from my home	37%
I took alcohol from a friend's home	17%
I took alcohol from stores	5%
I got it some other way	22%

VAPE/E-CIGS

Middle and high school students WHO VAPED OR USED E-CIGS IN THE PAST 30 DAYS, revealed how they got it: q29.

I bought it at gas stations or convenience stores	18%
I bought it at grocery, discount, or drug stores	4%
I bought it on the internet	12%
I bought it at vape shops or other stores that sell only e-cigarettes	16%
I got it from friends	63%
I got it from my parents	5%
I got it from other family members	17%
I got it from someone I didn't know	5%
I got someone else to buy it for me	20%
I took it from my home	5%
I took it from a friend's home	6%
I took it from stores	3%
I got it some other way	20%

MARIJUANA

Middle and high school students WHO USED MARIJUANA IN THE PAST 30 DAYS, revealed how they got it: q32.

I bought it from someone I know	50%
I bought it from someone I didn't know	15%
I bought it on the internet	6%
I got it from friends	53%
I got it from my parents	9%
I got it from other family members	19%
I got it from someone I didn't know	12%
I got someone else to buy it for me	23%
I grew it myself	9%
I took it from my home	7%
I took it from a friend's home	10%
I got it some other way	27%

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

→ Parental Guidance

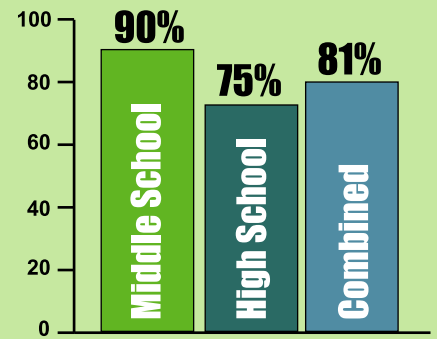
MOST students AGREE that parents should talk with them many misperceive this norm:

ALCOHOL

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	84%	32%
High School	72%	48%
Combined	77%	42%

MARIJUANA

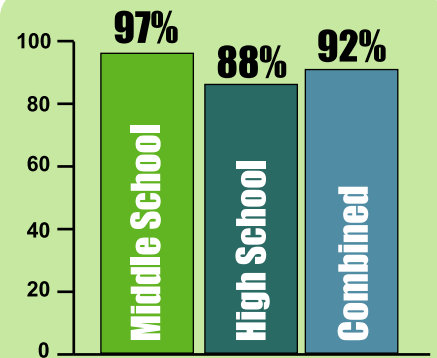
q20. "Parents and guardians should clearly communicate with their children the importance of NOT using marijuana."	% of students who personally strongly agree or agree	% of students who think most other students would NOT strongly agree or agree
Middle School	82%	32%
High School	65%	55%
Combined	72%	45%



MOST students report their parents would feel it was **WRONG** for them to drink any amount of alcohol. q35a.

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

q22. "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	84%	35%
High School	58%	65%
Combined	69%	52%

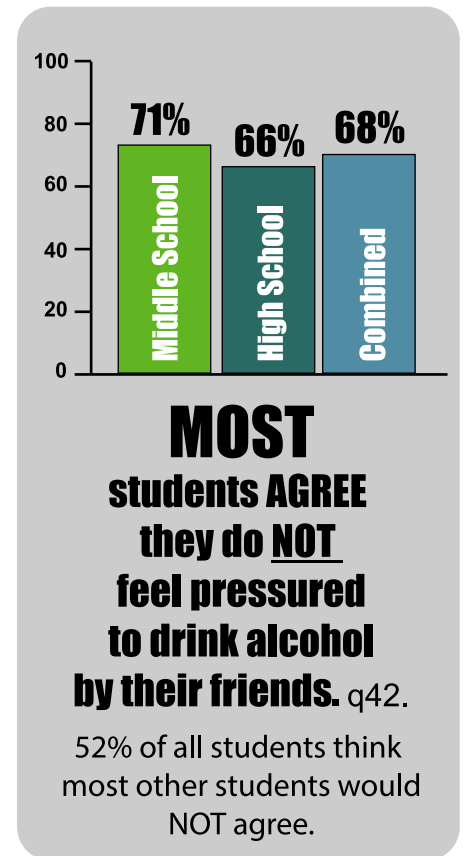
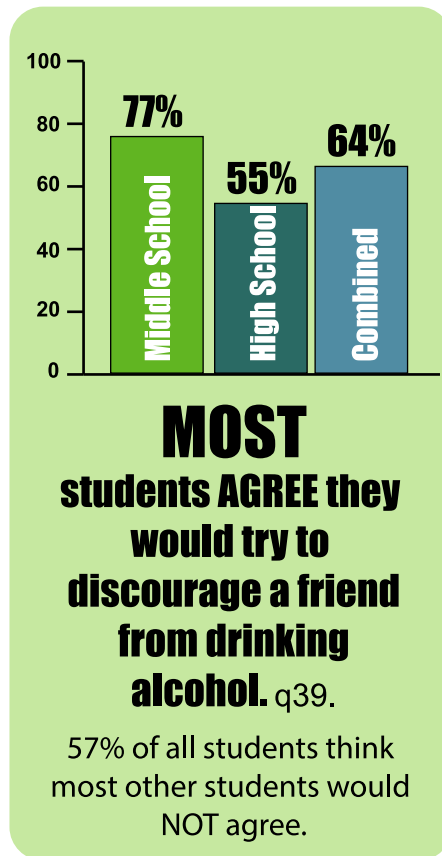
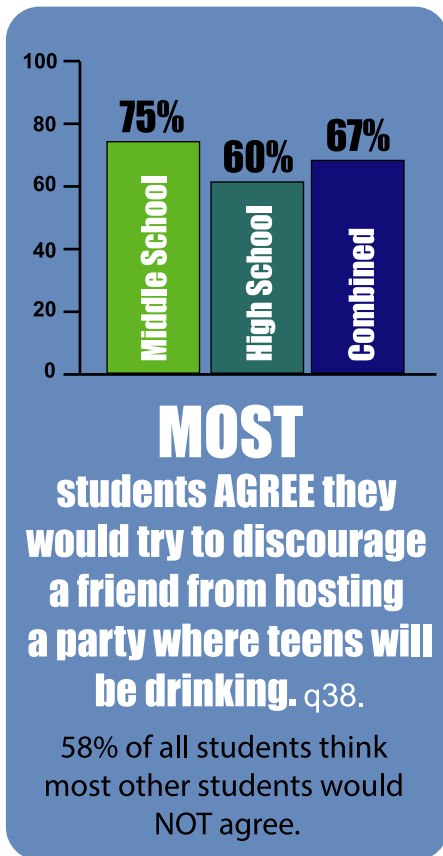


MOST students report that their parents do **NOT** allow them and their friends to drink alcohol at home. q21.

Students think their parents should set clear rules about alcohol use.

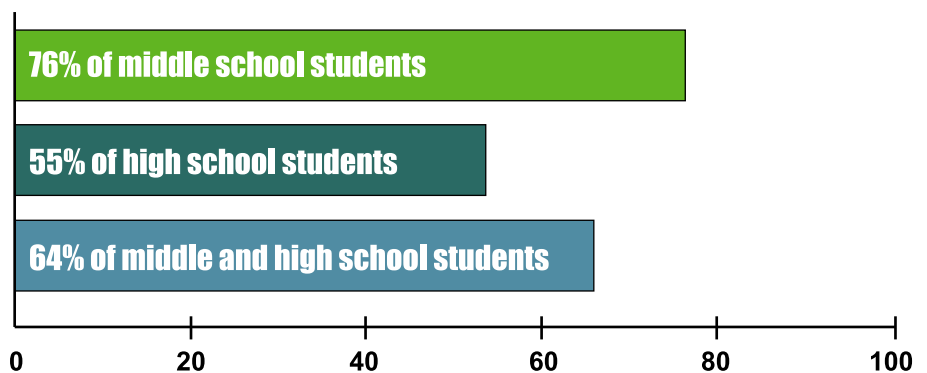
Middle School = 7-8 grade, High School = 9-12 grade

➔ Peer Support for Non-Use



MOST students **AGREE** they would try to discourage a friend from using marijuana. q40.

54% of all students think most other students would NOT agree.

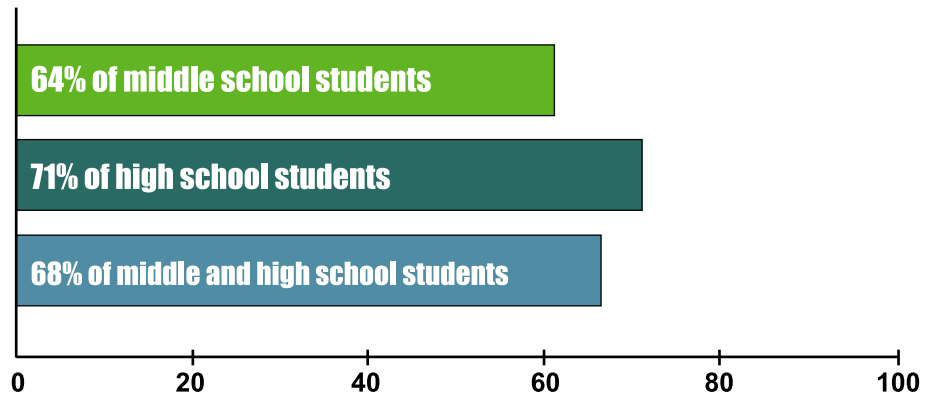


Students encourage their friends to make healthy choices.

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

Percent of Austin students that recall seeing or hearing TRUTH IS messages a few times a month or more often.

q43.



➔ 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?