

# Pride Survey of Licking County Youth, 2009-10 School Year

## *Summary of Key Findings*

### **Monthly alcohol use declined for Licking County 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> graders from May 2009 to May 2010**

- Decline was statistically significant for 8<sup>th</sup> graders and 12<sup>th</sup> graders (5 percentage point drop in alcohol use for each grade level)
- Declines in monthly marijuana and cigarette use were significant for 8<sup>th</sup> graders, although changes in the use of these substances were not significant for students in other grade levels

### **Despite declines, alcohol still most commonly used drug**

- Alcohol is by far the most commonly used drug among teens in Licking County, followed by marijuana and prescription drugs
- 39% of Licking County 12<sup>th</sup> graders reported monthly drinking, compared to 23% for marijuana use, 4% for cocaine, 3% for heroin, and 3% for Meth
- Prescription drug use is fairly common: 8% of local 12<sup>th</sup> graders said they had used prescription pain killers to get high and 8% said they had used other kinds of prescription drugs (such as Ritalin, Adderall, and Xanax) to get high on a monthly basis

### **Fewer kids said alcohol is easy to get, although access to alcohol, tobacco, and marijuana remains fairly high for high school students**

- 61% of 10<sup>th</sup> and 12<sup>th</sup> graders reported it is “fairly” or “very” easy to get alcohol in 2010, down from 69% in 2009 (statistically significant change)
- 65% of 10<sup>th</sup> and 12<sup>th</sup> graders reported it is “fairly” or “very” easy to get tobacco in 2010, down from 74% in 2009 (statistically significant change)
- Despite these declines, a majority of high school students still say it is easy to get tobacco, alcohol, and marijuana, while far fewer 6<sup>th</sup> and 8<sup>th</sup> graders report easy access
- Tobacco and alcohol are the most accessible, although marijuana access also appears to be widespread
- 27% of local 10<sup>th</sup> and 12<sup>th</sup> graders said an adult had given them or their friends alcohol (beer, wine, hard liquor) for a party in the past 30 days

### **Most alcohol and other drug use occurs at home, not in school**

- Alcohol, tobacco, and other drug use (ATOD) in school is very rare: 2% of local 10<sup>th</sup> and 12<sup>th</sup> graders reported using alcohol at school, and 3% reported using marijuana at school
- Students most commonly use ATOD at a friend’s house or in their own home

### **Most—but not all—parents disapprove of youth ATOD use**

- The vast majority of students at all grade levels reported that their parents would feel it was “wrong” or “very wrong” for them to use alcohol, tobacco, and marijuana
- Student perception of parent disapproval did not change much from 2009 to 2010, although there was a slight increase in parent disapproval of tobacco and alcohol use
- Perceived disapproval declines for older students, especially for alcohol; 72% of 12<sup>th</sup> graders reported that their parents would object to them drinking

## So... what are we doing about it?

Our Futures in Licking County is a county-wide initiative to create a healthier Licking County by improving educational, social, safety, and economic environments. During the 2009-10 school year, Our Futures began two evidence-based strategies designed to reduce ATOD use, behavior problems, and child maltreatment:

- Reward and Reminder campaign: 67 local alcohol vendors were checked for compliance with underage sales laws
- Triple P parenting program: 37 providers were trained and certified to deliver Triple P to families with children ages 0 to 12

During the 2010-11 school year, the following evidence-based strategies will be added:

- PAX Good Behavior Game: 75 teachers have been trained and will implement this strategy for decreasing classroom disruptions in 9 school districts
- PAX-IT Notes: All 11 school districts will use this approach to improve school climate
- Families United Campaign: 2 school district areas will launch this effort to promote parent monitoring and supervision, clear expectations about kids not using ATOD, and other practical tips for parents to support wellbeing for their adolescent children

## Is it working?

All of the strategies chosen by Our Futures have been carefully researched by others and found to be effective in achieving the outcomes we seek for our community. It is too soon to know for sure if these efforts are working in Licking County. However, the May 2010 Pride Survey results do provide some promising findings:

- Statistically significant declines from 2009 to 2010 in access to tobacco and alcohol and monthly use of alcohol are very promising.
- These results may indicate that the Reward and Reminder campaign was associated with a decline in access and use, but continued research is needed to confirm this finding over the longer-term.

## About the Pride survey

- Pride *Questionnaire for Grades 6 to 12* was administered to students in grades 6, 8, 10, and 12 in May 2009 and May 2010
- 7 of the 10 public school districts in Licking County participated both years, representing 81% of public school students in the county at baseline: Newark City, Southwest Licking, Licking Heights, Granville, Lakewood, North Fork, and Heath, plus C-TEC
- 5,078 students completed the survey in May 2010; 84% response rate
- To access the full report and a description of the research methods, go to [www.ourfutures.org](http://www.ourfutures.org)

Additional reports on the Pride Survey results will focus on specific topics, such as parent monitoring and supervision, school climate and other youth protective factors, and greater detail on ATOD use and attitudes. US comparative data for the 2008-09 school year is expected to be available in fall 2010.

