



21 Reasons Retreat  
January 21, 2009

## I. MYDAUS Data Overview

All MYDAUS data is for grades 6-12 unless noted otherwise.

### • **GOAL: Reduce youth substance abuse.**

By 2010, reduce by 20% the percent of Portland students in grades 6-12 reporting use of alcohol, marijuana, and cigarettes.

	2004 baseline	2008 results	Percent change
Alcohol 30 day use	36	29.2	-19%
Alcohol 2 weeks binge	19.4	16.5	-15%
Marijuana 30 day use	19.6	14.5	-26%
Cigarettes 30 day use	14.7	10.1	-31%

*Progress notes: We are well on our way to meeting our 2010 targets for reducing youth drinking. In addition, we have already exceeded our targets for marijuana and cigarette use - Do we want to set new targets for the 2009 MYIHS?*

### ▪ **Objective: Strengthen Enforcement**

By 2008, increase by 20% the proportion of students who report that they would be caught by police for drinking alcohol

2004 baseline	2008 results	Percent change
22.2	24.6	11%

*Progress notes: This objective is a difficult one to achieve, due to the nature of the strategy (more enforcement → more violations → fewer parties → fewer violations). We achieved dramatic results in the 2006 survey, following a sudden increase in party patrol activities by the Portland Police Department. However, we lost some ground between 2006 and 2008. As of the 2008 survey, we are halfway toward our target.*

▪ **Objective: Reduce Access**

By 2008, increase by 20% the proportion of students who report that alcohol is “hard” or “very hard” to get

	2004 baseline	2008 results	Percent change
Total grades 6-12	47.6	51.1	7%
11th grade only	26.9	39.2	46%
12th grade only	25.9	33.7	30%

*Progress notes: While we achieved only a slight increase among students in grades 6-12, something remarkable happened among juniors and seniors. This is likely a reflection of success resulting from the Portland Police Department’s retail compliance checks, which would primarily impact older teens. Ongoing party patrols and parental monitoring efforts may also have had an impact on this age group.*

▪ **Objective: Strengthen Community Norms**

By 2008, increase by 20% the proportion of students who report that adults in their community think underage drinking is “very wrong”

2004 baseline	2008 results	Percent change
51.5	52.1	1%

*Progress notes: We have made very little progress toward this objective. Changing community norms is a slow process. What can we do better to get there sooner?*

▪ **Objective: Strengthen Parental Monitoring**

By 2008, increase by 20% the proportion of students who report that they would be caught by their parents if they drank alcohol without their permission

2004 baseline	2008 results	Percent change
46.2	49	6%

*Progress notes: We are moving in the right direction, but these results do not reflect the dramatic changes evident in the Parent Phone Survey. Maybe parents are changing their behavior, but youth haven’t caught on yet...*

## II. Portland Parent Survey Data Overview

- **Objective: Strengthen Parental Monitoring**

By 2008, increase by 20% the percentage of parents who answer...

	2006 baseline	2008 results	Percent change
“NO” to the question, “Are there any circumstances under which you would allow your teen’s friends to drink in your home?”	72.1%	79.5%	10%
“Agree” to the statement, “As a parent, I feel that I have the ability to influence my teen’s choices about alcohol”	39.5%	55.3%	40%
“Strongly Disagree” with the statement, “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly”	23.4%	53.8%	130%

Other data highlights:

- **Parental Behaviors - Good news!** Significantly more parents are taking concrete actions to prevent their teens from drinking—such as asking if alcohol will be present at a party, calling parents of teen hosting a party, and talking with their teen about the dangers of drinking alcohol. We also saw an increase in the percentage of parents who are counting or locking alcohol in the home.
- **Parental Concerns - Good news!** More parents are concerned about a wider range of harms related to teen drinking—including concerns regarding brain development, addiction, depression, and moving on to other substance abuse.
- **Hosting and furnishing: Mixed news:** Compared to two years ago, fewer parents are willing to allow their teen’s friends to drink in their home. However, those who are willing to host seem to be becoming more certain of their actions. When asked in what circumstances they would host, fewer parents are citing “don’t know”—and more parents are saying it’s okay if there are other parents present or if they take the keys.
- **Parental Empowerment - Mixed news:** Fewer parents think that teen drinking is inevitable, and more parents feel that they have the ability to influence their teen’s choices about alcohol—especially parents of younger teens. However, at the same time, more parents are feeling helpless when it comes to preventing their teen from drinking alcohol—especially parents of older teens.

*Progress notes:*

*We are making dramatic progress in parental monitoring behavior and attitudes. But even though parents seem to be armed with more information and tools, this also seems to be increasing parents’ sense of helplessness, rather than*

*building confidence. Why is this happening, and how can we build a more empowering message into future campaign efforts?*

*In addition, the pervasive myths of “take the keys” and “keep a watchful eye” seem to be gaining strength among the parents who either disagree or aren’t getting our message.*