



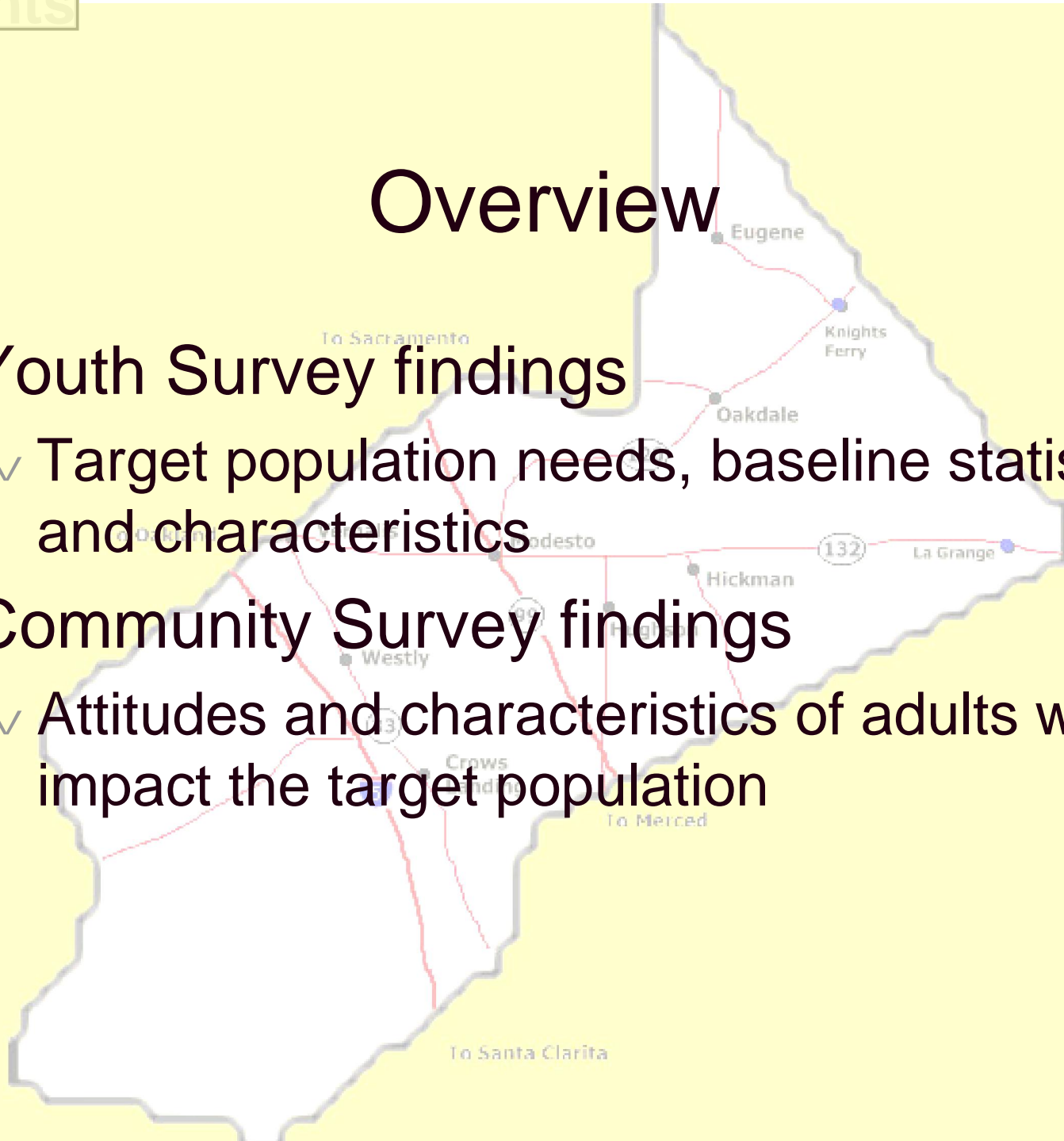
**Behavioral Health and Recovery Services
State Incentive Grant**

***Intervention Evaluation Report
September 2006***

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Overview

- ∨ Youth Survey findings
 - ∨ Target population needs, baseline statistics, and characteristics
- ∨ Community Survey findings
 - ∨ Attitudes and characteristics of adults who impact the target population



Youth Survey respondents

Demographic	7-12 yrs old	13-14 yrs old	15-17 yrs old	18-20 yrs old	21-25 yrs old
n	46	158	197	84	48
Female (%)	69	65	61	58	48
Male (%)	31	35	39	42	52
Caucasian (%)	50	42	46	68	52
Hispanic (%)	45	45	41	20	25
Asian-American (%)	-	5	6	3	2
African-American (%)	-	1	2	5	16
Other (%)	5	7	6	4	5

Drinking frequency is over-estimated through middle school

Age group	% who drink		% who binge drink	
	Others	Self	Others	Self
7-12	49.1	19.9	39.4	11.4
13-14	51.5	32.9	34.0	19.3
15-17	64.4	49.2	44.6	37.0
18-20	75.7	75.9	56.0	60.5
21-25	77.6	91.5	62.7	68.1

Adult estimates: 55% drink, 35% binge drink

Drinking ≠ High status

Age group	People who drink are more popular	People who drink before they are legal are cool	People make fun of someone who won't drink
7-12	1.7	1.5	1.9
13-14	2.4	1.6	1.8
15-17	2.7	1.7	1.9
18-20	2.5	1.8	1.9
21-25	2.4	1.7	2.1

Average responses (1 = Strongly disagree, 5 = Strongly agree)

% rating each program effective

Age group	Causes bad things	Health risks	Fun alternatives	Morally wrong	Reducing access
7-12	81	65	46	54	24
13-14	87	65	42	43	30
15-17	82	58	40	23	25
18-20	70	43	26	10	28
21-25	66	63	28	3	38

Need to educate about negative outcomes

When do people binge drink? (%)

Age group	Monday-Thursday	Friday & Saturday	Sunday	Holidays	School vacations
7-12	18	64	36	36	18
13-14	24	65	15	49	25
15-17	13	83	23	62	48
18-20	19	97	21	48	49
21-25	27	97	35	48	65

Most binge drinking occurs after 9pm;
some binge drinking between 6-9pm in younger ages

Where do people binge drink? (%)

Age group	Parties w/o parents	At home	Parties w/parents	Bars or clubs	Orchards, parks, etc.
7-12	65	43	26	26	9
13-14	71	40	28	16	22
15-17	86	48	35	21	36
18-20	93	38	28	42	30
21-25	87	62	45	93	15

To Santa Clarita

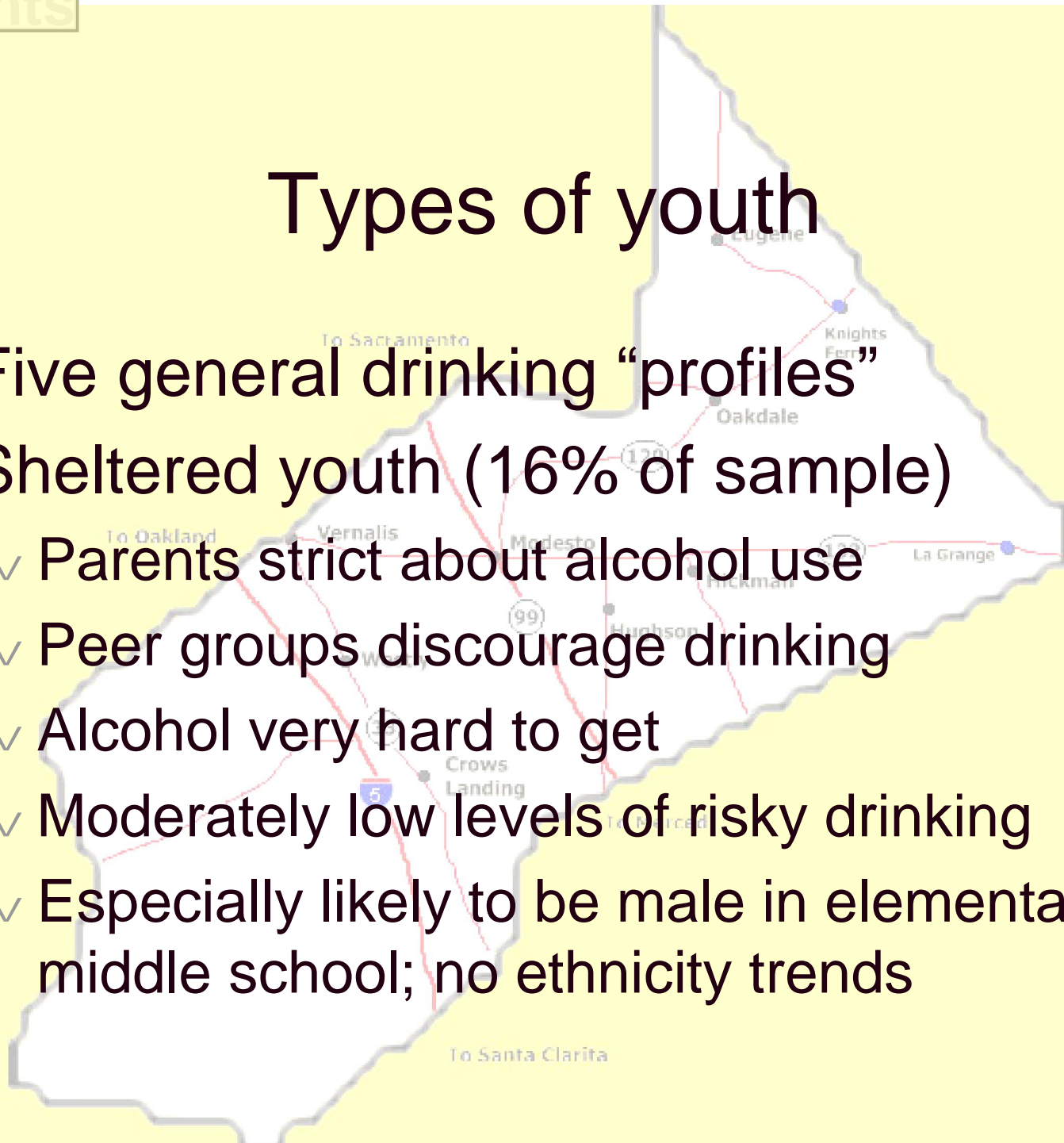
How is alcohol obtained? (%)

Age group	Friend or acquaint.	"Hire" someone to buy	Take from parents w/o asking	Receive from parents	Steal from store
7-12	34	34	62	24	31
13-14	64	45	58	27	17
15-17	75	69	51	26	25
18-20	86	70	46	24	13
21-25	92	66	42	39	13

Purchases usually made at gas stations, convenience stores, small markets, and liquor stores

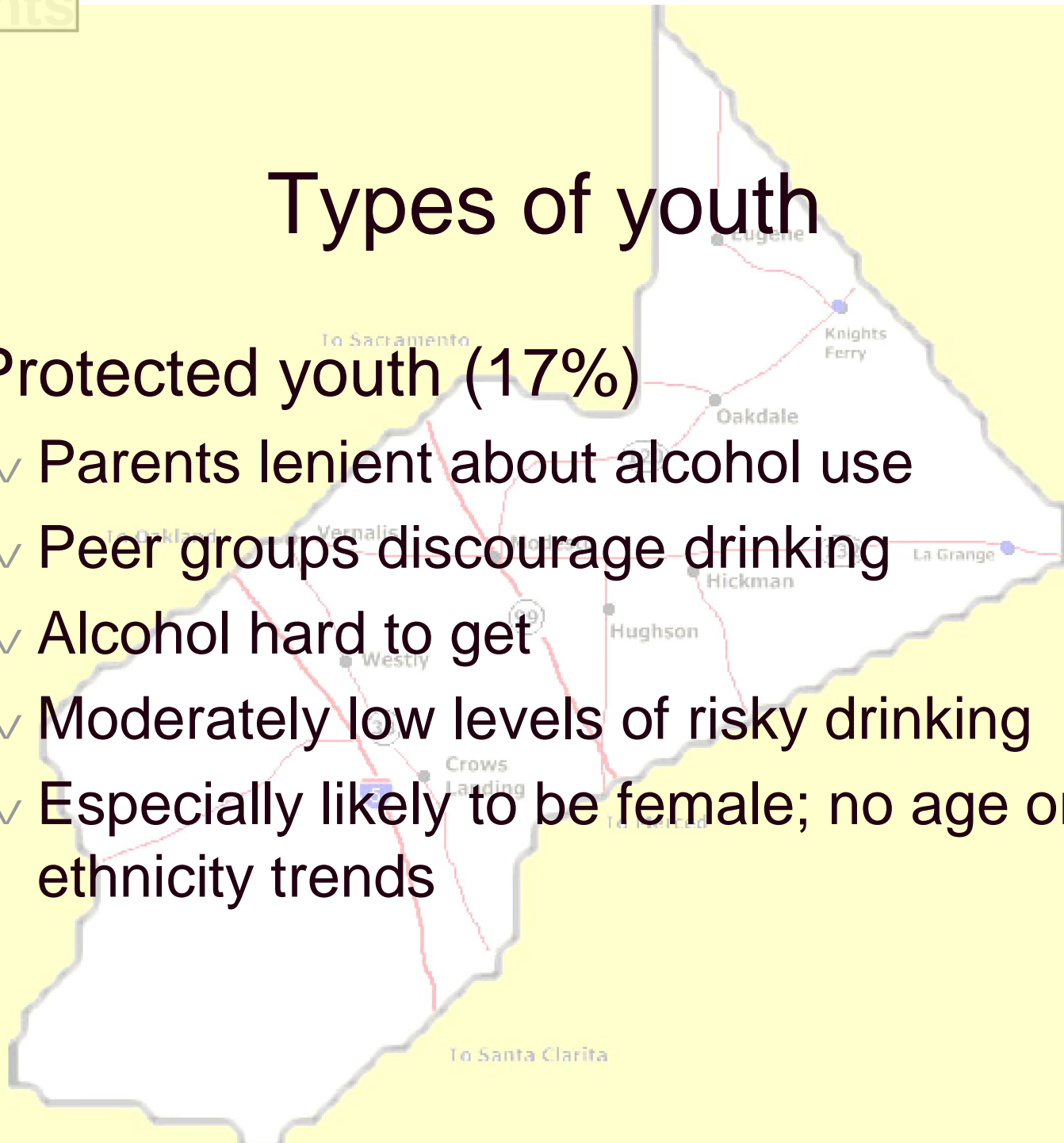
Types of youth

- ✓ Five general drinking “profiles”
- ✓ Sheltered youth (16% of sample)
 - ✓ Parents strict about alcohol use
 - ✓ Peer groups discourage drinking
 - ✓ Alcohol very hard to get
 - ✓ Moderately low levels of risky drinking
 - ✓ Especially likely to be male in elementary or middle school; no ethnicity trends



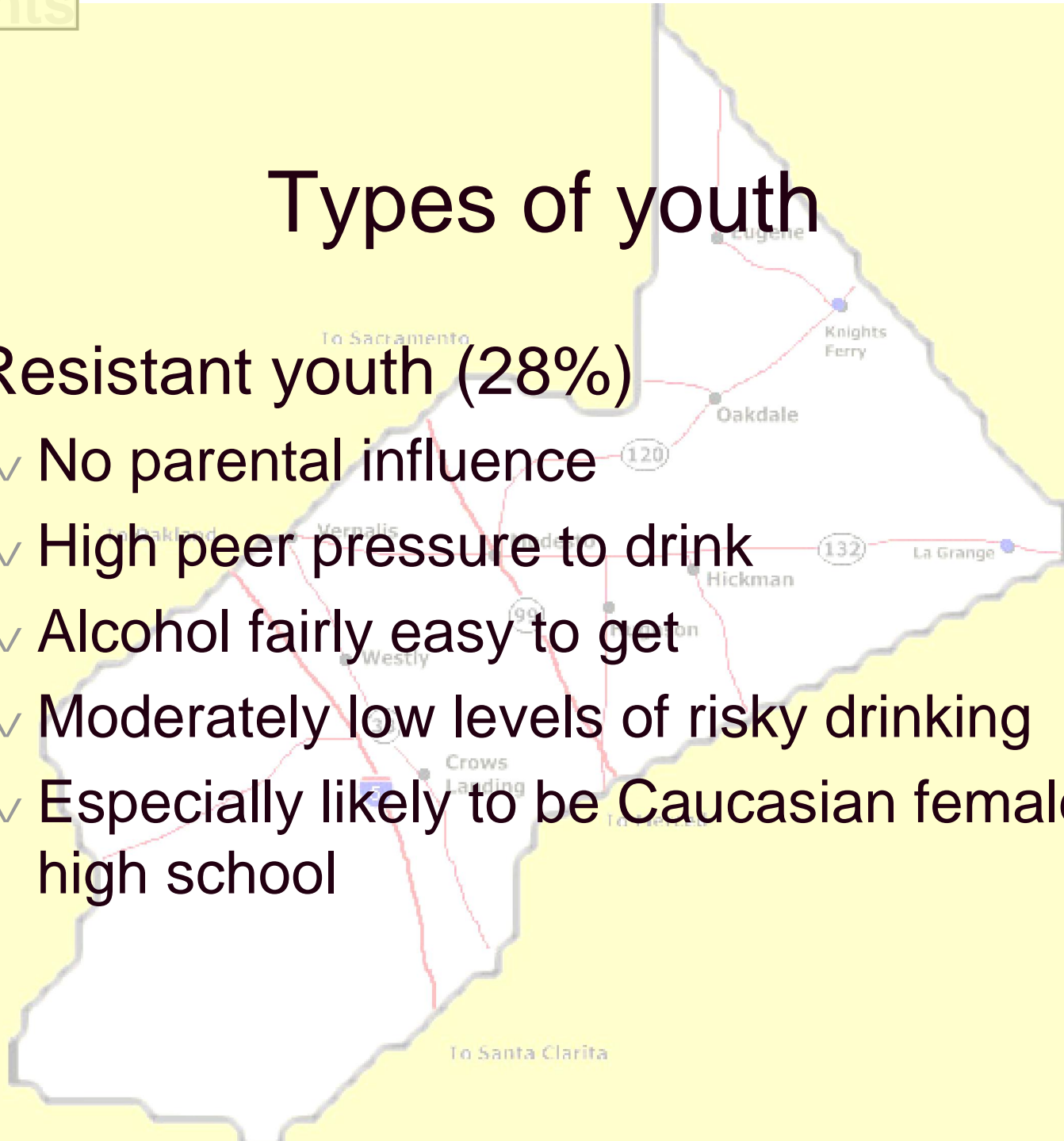
Types of youth

- ✓ Protected youth (17%)
 - ✓ Parents lenient about alcohol use
 - ✓ Peer groups discourage drinking
 - ✓ Alcohol hard to get
 - ✓ Moderately low levels of risky drinking
 - ✓ Especially likely to be female; no age or ethnicity trends



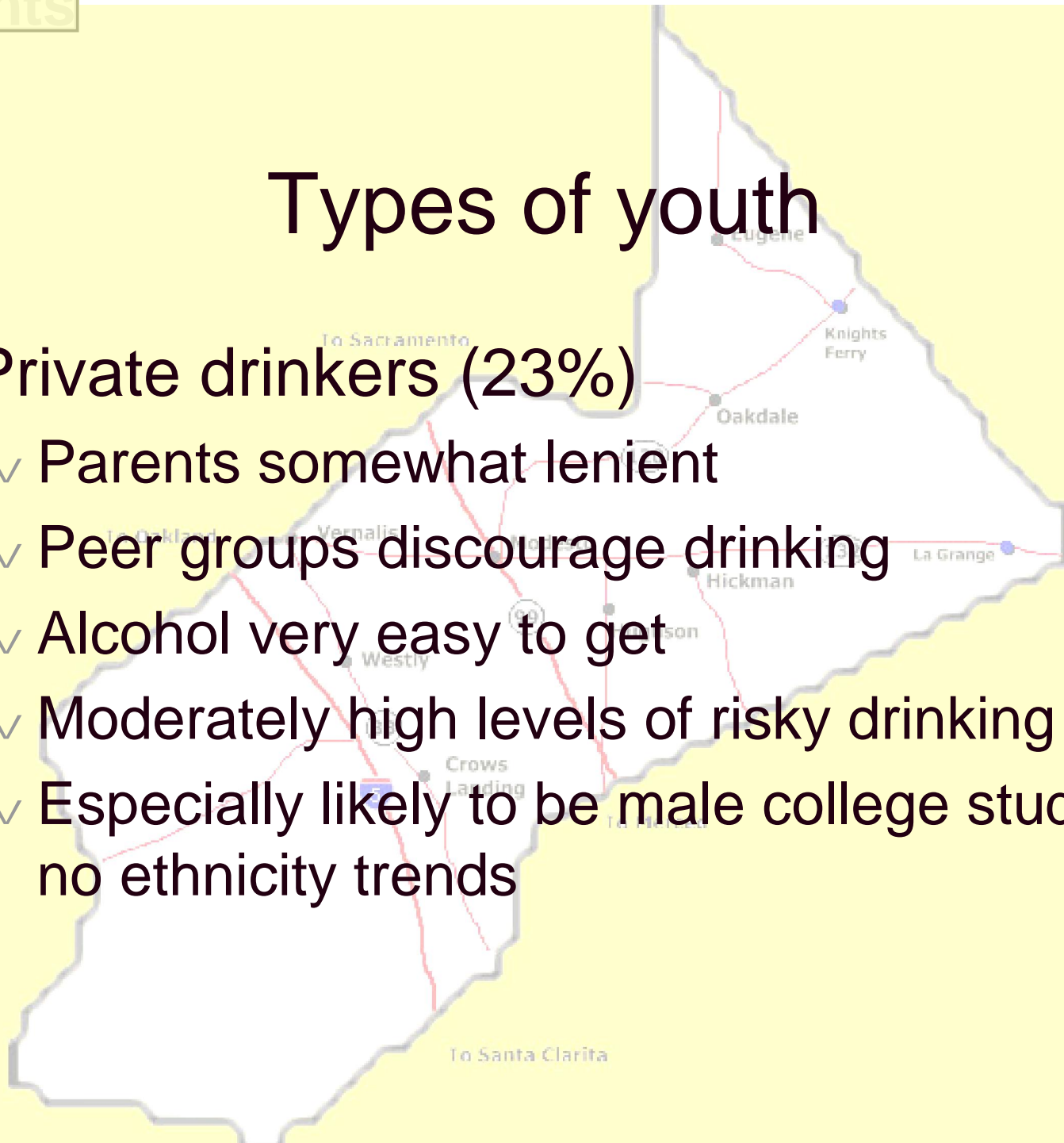
Types of youth

- ✓ Resistant youth (28%)
 - ✓ No parental influence
 - ✓ High peer pressure to drink
 - ✓ Alcohol fairly easy to get
 - ✓ Moderately low levels of risky drinking
 - ✓ Especially likely to be Caucasian female in high school



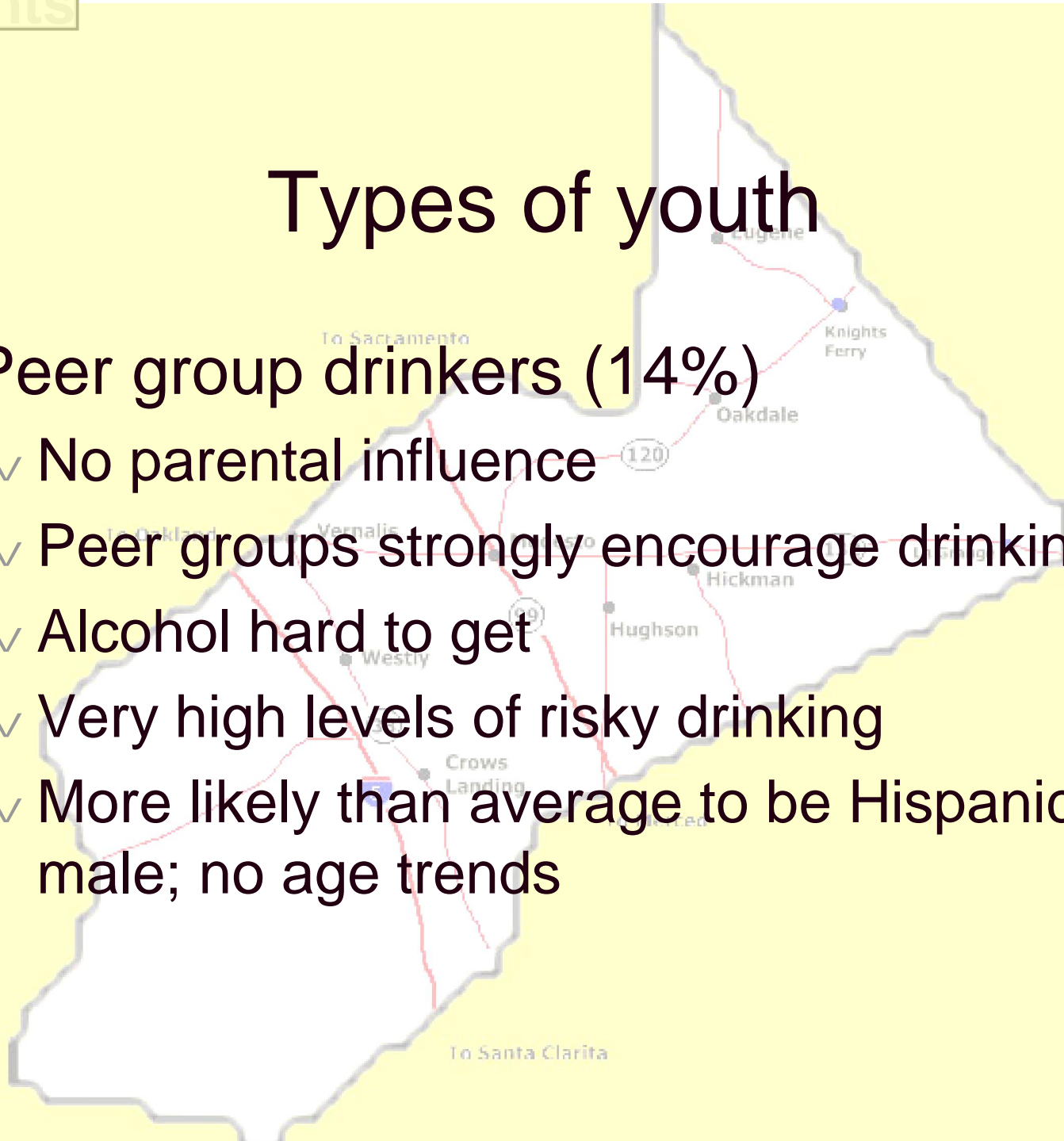
Types of youth

- ✓ Private drinkers (23%)
 - ✓ Parents somewhat lenient
 - ✓ Peer groups discourage drinking
 - ✓ Alcohol very easy to get
 - ✓ Moderately high levels of risky drinking
 - ✓ Especially likely to be male college student; no ethnicity trends



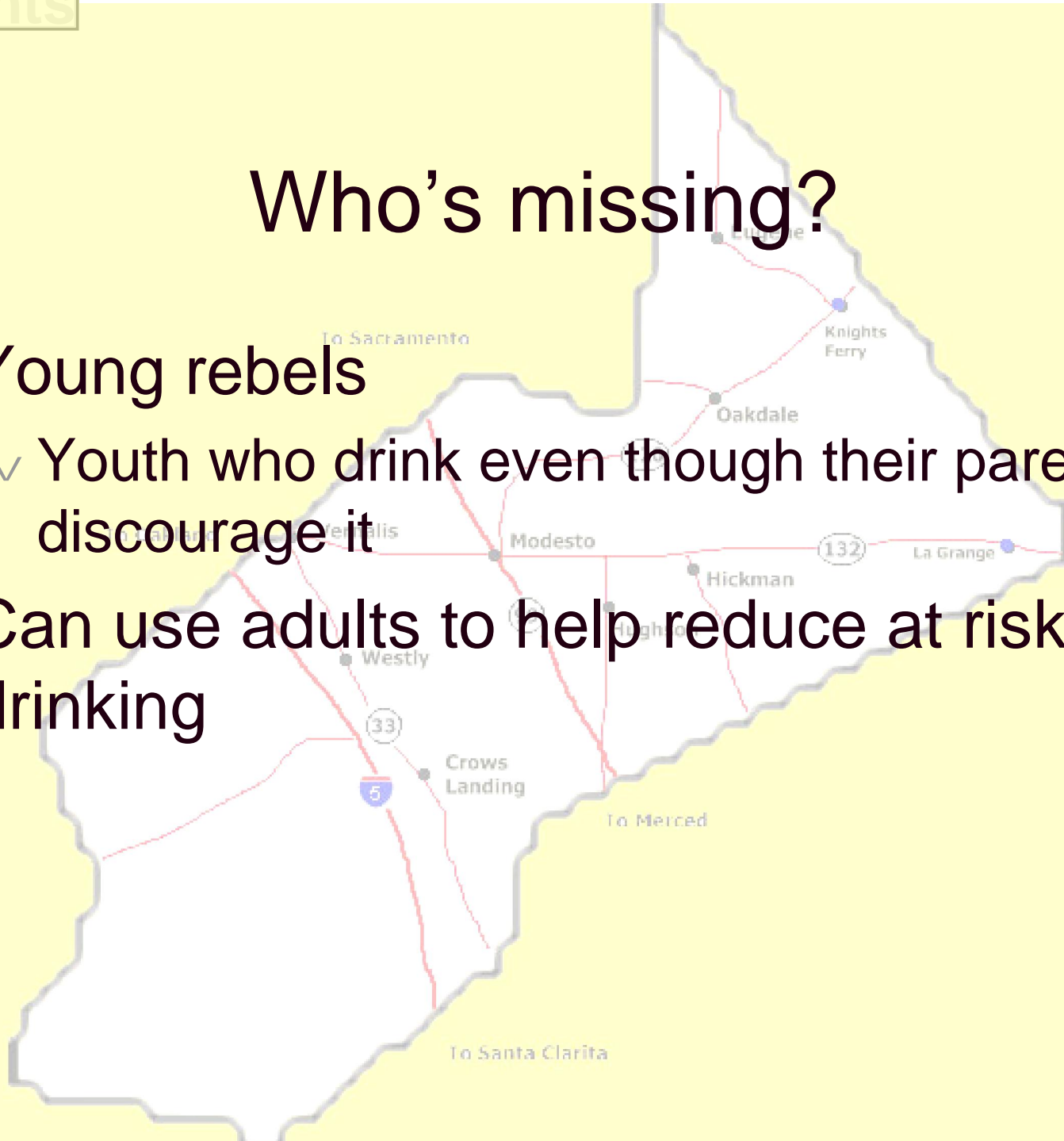
Types of youth

- ✓ Peer group drinkers (14%)
 - ✓ No parental influence
 - ✓ Peer groups strongly encourage drinking
 - ✓ Alcohol hard to get
 - ✓ Very high levels of risky drinking
 - ✓ More likely than average to be Hispanic male; no age trends



Who's missing?

- ✓ Young rebels
 - ✓ Youth who drink even though their parents discourage it
- ✓ Can use adults to help reduce at risk drinking



Community Survey respondents (n = 268)

Demographic	%
Female	70
Male	30
Caucasian	75
Hispanic	16
Asian-American	2
African-American	2
Other	5

Demographic	%
Work in school setting	30
Not in school setting	70
18-25 yrs old	14
26-35 yrs old	17
36-45 yrs old	24
46-55 yrs old	25
56 yrs or older	19

Most adults recognize youth drinking as a problem

Question	Average response
My children can drink at home as long as they don't drive afterwards	1.6
It's okay for youth to get drunk if they don't drive	1.7
Underage drinking is not a serious problem	2.0
Even moderate drinking by youth is a health risk	4.2

1 = Strongly disagree, 5 = Strongly agree

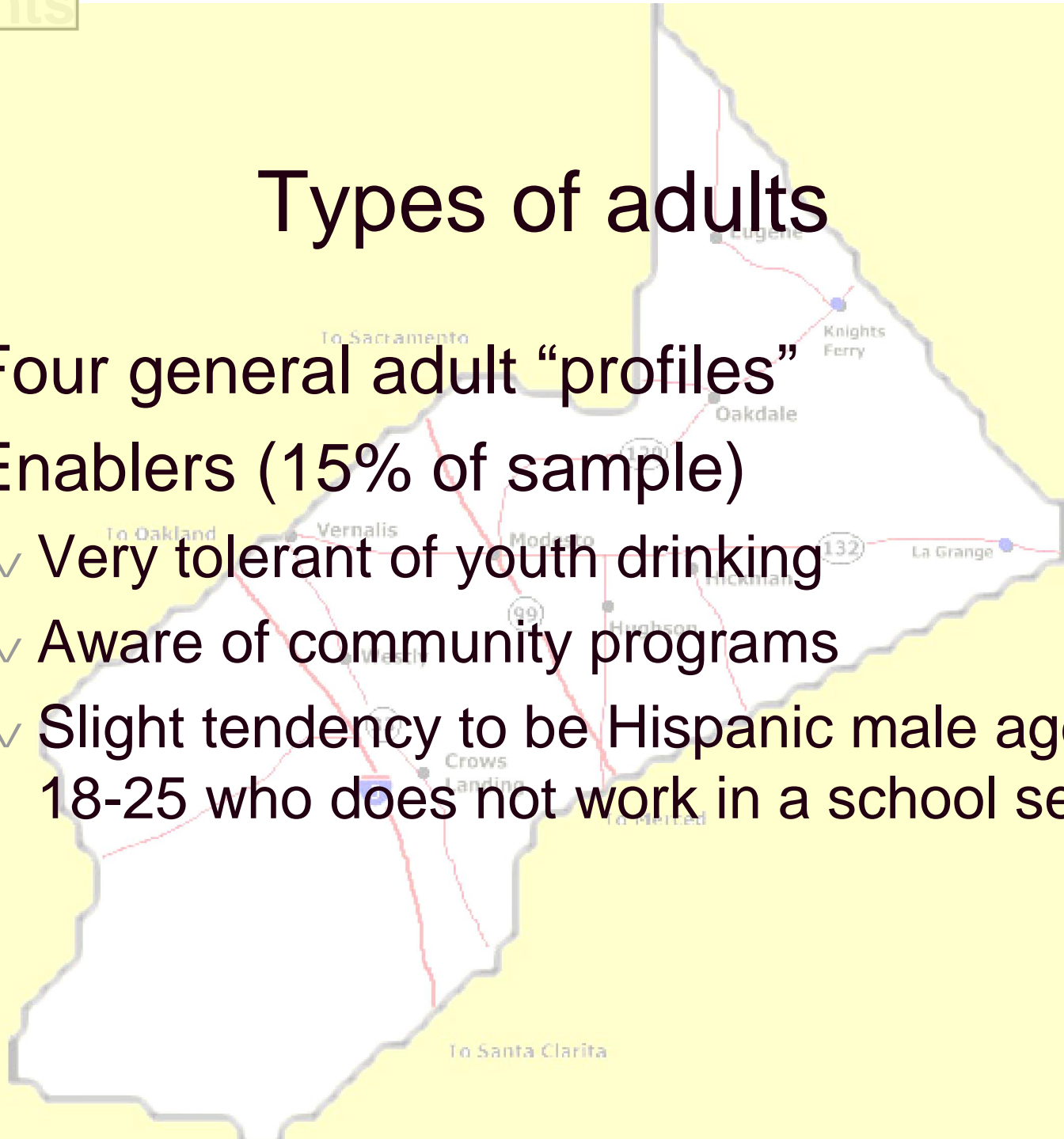
Most adults are willing to intervene, but don't

Question	Average response
I feel uncomfortable talking to my children about the dangers of drinking	1.9
I feel awkward talking to youth about the dangers of alcohol	2.0
I rarely talk to young people about alcohol use	3.1
I know how to help youth who are using alcohol	3.1

1 = Strongly disagree, 5 = Strongly agree

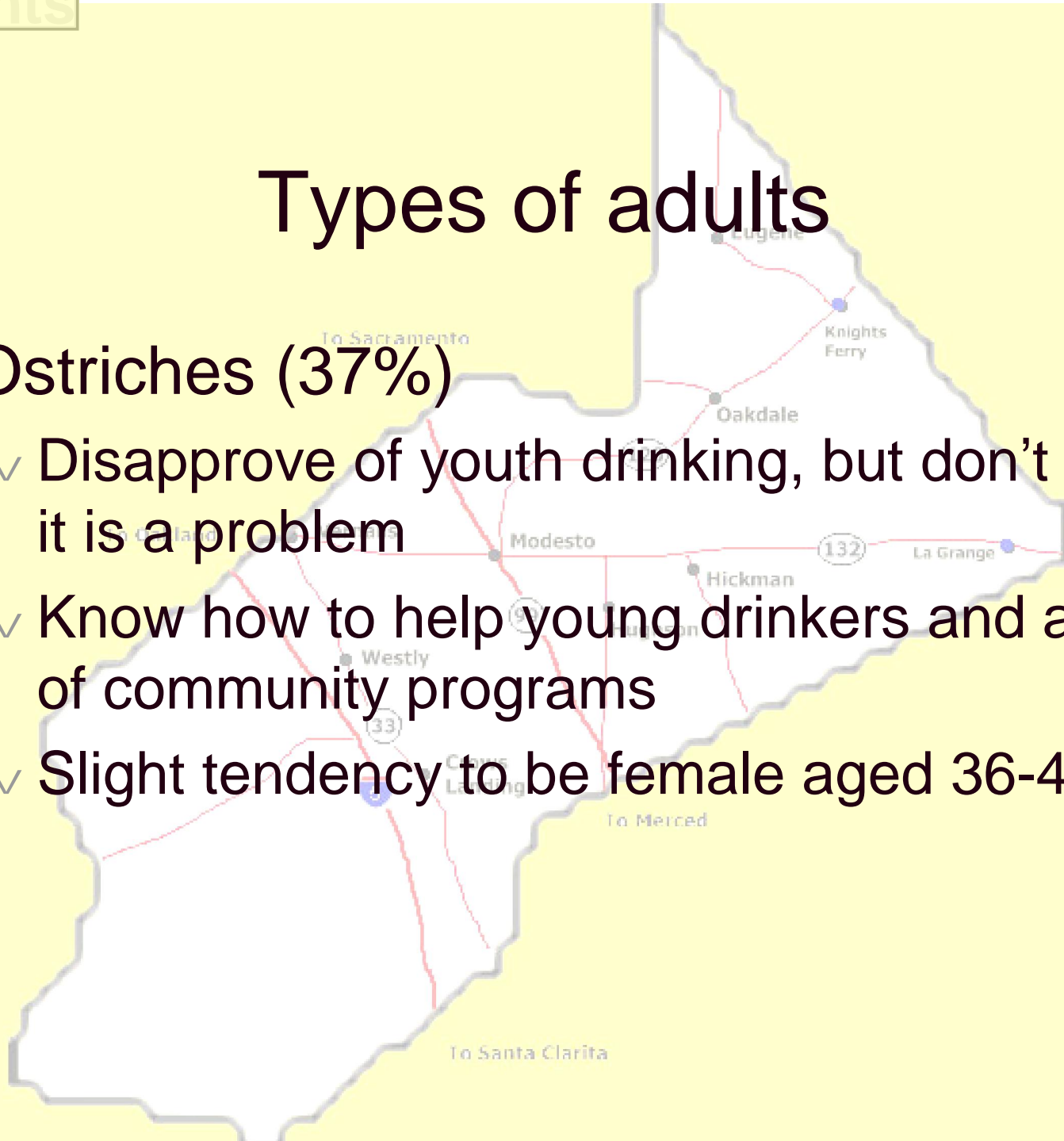
Types of adults

- ✓ Four general adult “profiles”
- ✓ Enablers (15% of sample)
 - ✓ Very tolerant of youth drinking
 - ✓ Aware of community programs
 - ✓ Slight tendency to be Hispanic male aged 18-25 who does not work in a school setting



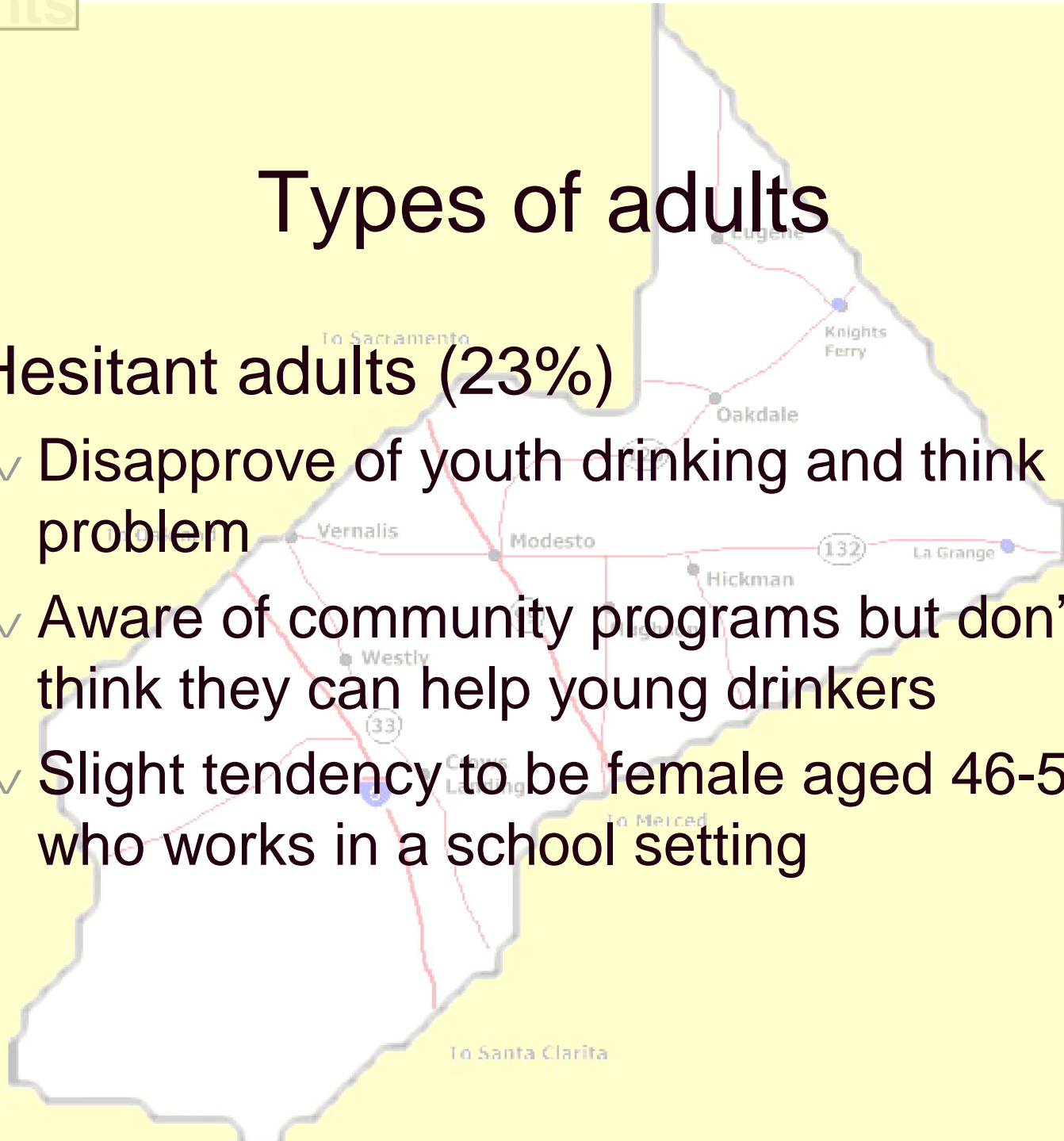
Types of adults

- ∨ Ostriches (37%)
 - ∨ Disapprove of youth drinking, but don't think it is a problem
 - ∨ Know how to help young drinkers and aware of community programs
 - ∨ Slight tendency to be female aged 36-45



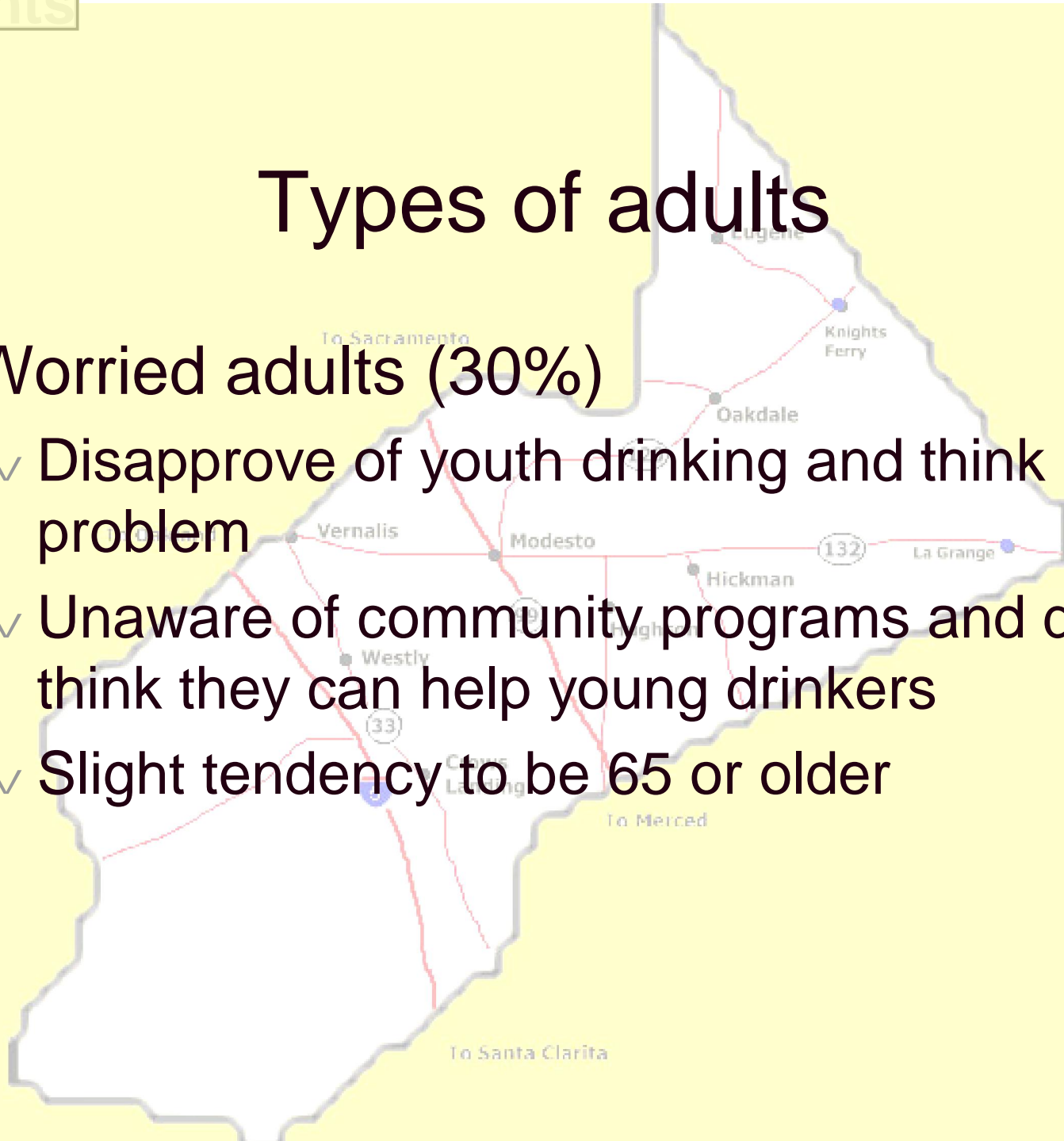
Types of adults

- ✓ Hesitant adults (23%)
 - ✓ Disapprove of youth drinking and think it is a problem
 - ✓ Aware of community programs but don't think they can help young drinkers
 - ✓ Slight tendency to be female aged 46-55 who works in a school setting



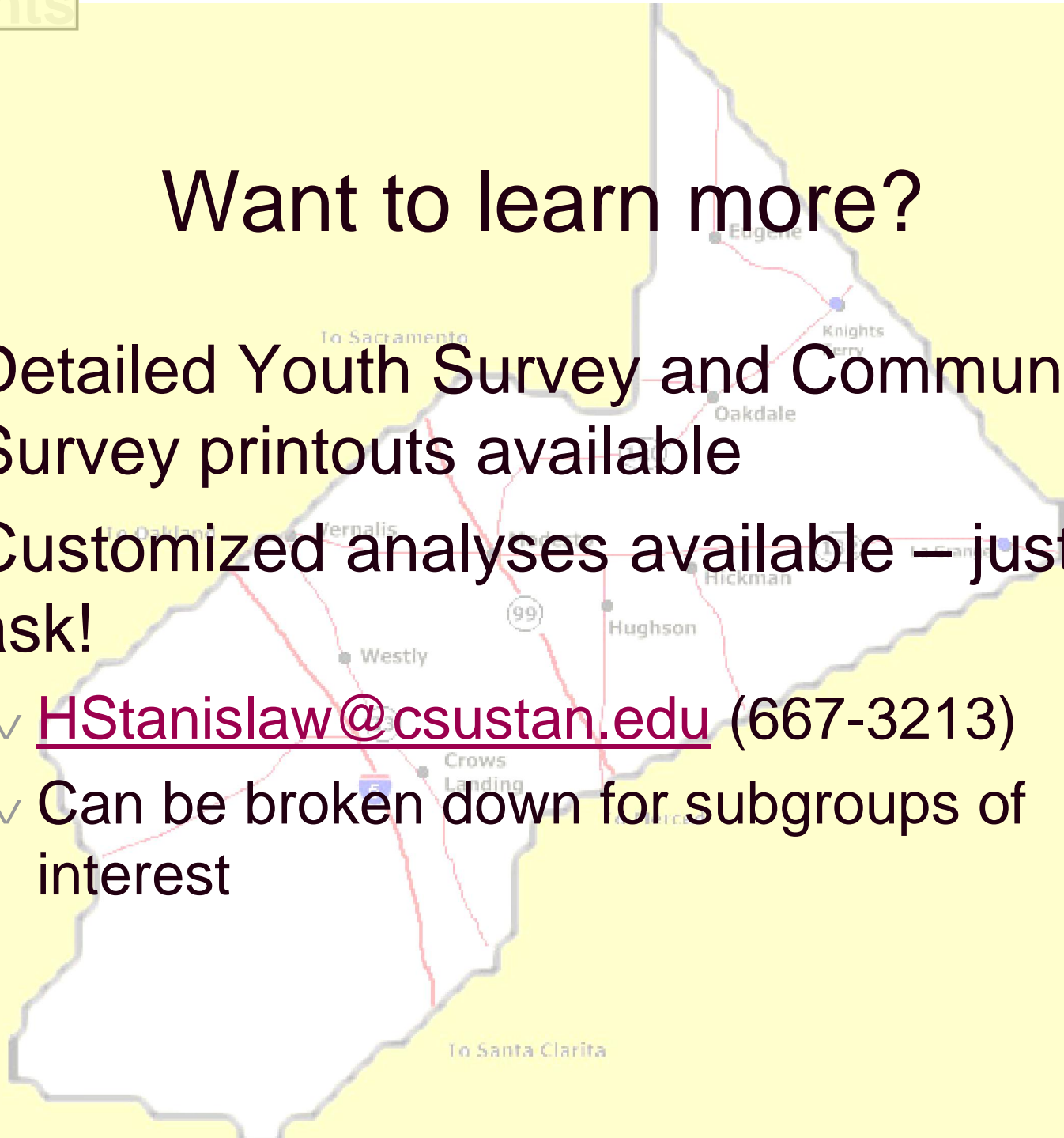
Types of adults

- ∨ Worried adults (30%)
 - ∨ Disapprove of youth drinking and think it is a problem
 - ∨ Unaware of community programs and don't think they can help young drinkers
 - ∨ Slight tendency to be 65 or older



Want to learn more?

- ∨ Detailed Youth Survey and Community Survey printouts available
- ∨ Customized analyses available – just ask!
 - ∨ HStanislaw@csustan.edu (667-3213)
 - ∨ Can be broken down for subgroups of interest



No. of presentations in past 12 months (%)

Age group	None	1	2 or 3	> 3
7-12	33	10	23	33
13-14	37	12	35	16
15-17	38	24	31	7
18-20	55	23	15	6
21-25	69	16	4	11

Need alternative outlets for college-age youth

In middle school reduce drinking, don't increase abstinence

	7-12 yr olds		13-14 yr olds	
	100% – % of friends who drink	% of people who never drink	100% – % of friends who drink	% of people who never drink
Almost none	2	7	7	16
Few	7	30	13	22
Some	12	14	22	20
Many	10	21	16	16
Almost all	69	30	43	26