Slide 1

Underage Drinking and the Influence of Community & Family Attitudes

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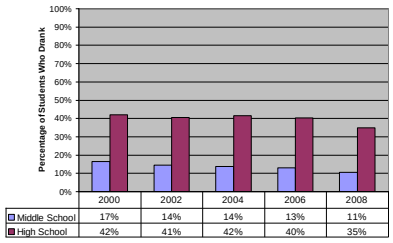
Slide 2

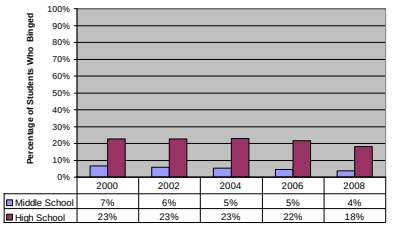
Trend in 30-Day Alcohol Use, 2000-2008



	2000	2002	2004	2006	2008
Middle School	17%	14%	14%	13%	11%
High School	42%	41%	42%	40%	35%

Slide 3

Trend in Binge Drinking - Previous 2 Weeks 2000-2008



	2000	2002	2004	2006	2008
Middle School	7%	6%	5%	5%	4%
High School	23%	23%	23%	22%	18%

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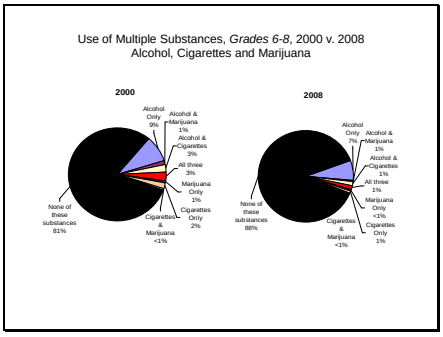
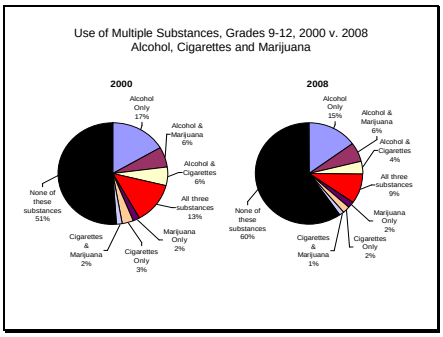


Slide 5



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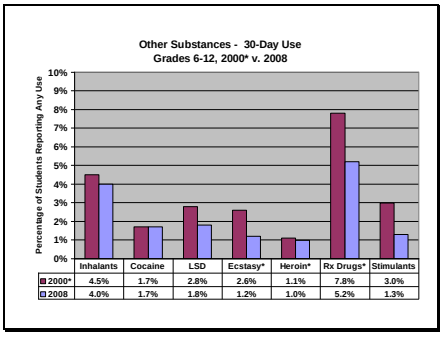

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Student Attitudes That Influence Alcohol Use

Ease of Access

Law Enforcement

Community Norms

Parental Monitoring

Parental Attitudes

Slide 8

Ease of Access

"If you wanted to get some beer, wine or hard liquor (for example, vodka, whiskey, or gin), how easy would it be for you to get some?"

At Risk = "Sort of Easy" or "Very Easy"
Not At Risk = "Very Hard" or "Sort of Hard"

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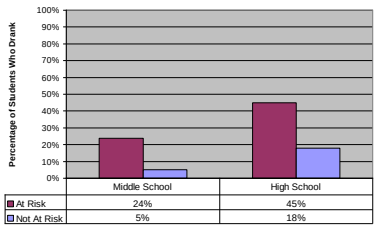
Ease of Access and 30-Day Alcohol Use



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Law Enforcement

"If a kid drank some beer, wine or hard liquor (for example, vodka, whiskey or gin) in your neighborhood would he or she be caught by the police?"

At Risk = "NO" or "no"
Not At Risk = "YES" or "yes"

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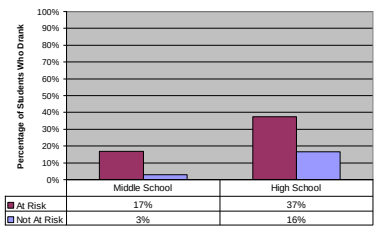

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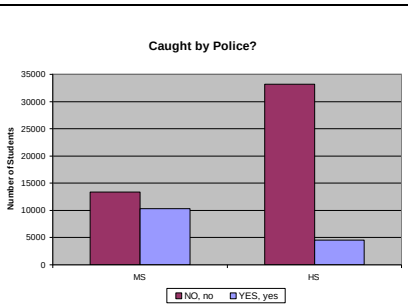

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Community Norms

"How wrong would most adults (over 21) in your neighborhood think it is for kids your age to drink alcohol?"

At Risk = "A Little Bit Wrong" or "Not Wrong at All"
Not At Risk = "Wrong" or "Very Wrong"

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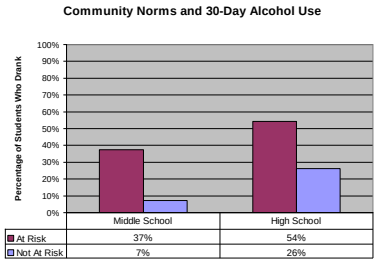

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Parental Monitoring

"If you drank some beer, wine or liquor (for example, vodka, whiskey, or gin) without your parents' permission, would you be caught by your parents?"

At Risk = "NO" or "no"
Not At Risk = "YES" or "yes"

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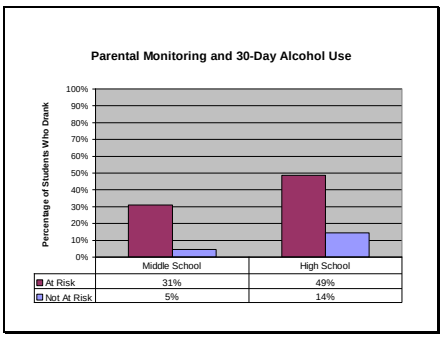

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Parental Attitudes

"How wrong do your parents feel it would be for you to drink beer, wine or hard liquor (for example, vodka, whiskey or gin)?"

At Risk = "A Little Bit Wrong" or "Not Wrong at All"
Not At Risk = "Wrong" or "Very Wrong"

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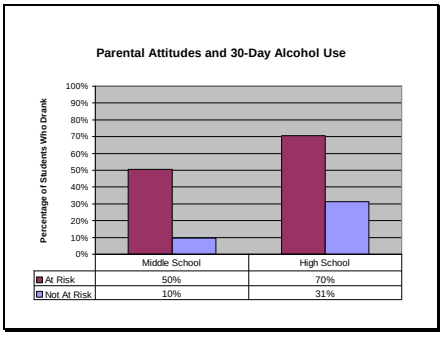

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OSA-Funded Initiatives

Initiative	Description	Attitude Targeted
Responsible Beverage Service	Training for retail establishments – reduces sales to minors	Community Norms
Find Out More, Do More	Parent outreach through schools and workplaces	Parent Attitudes
Parents Who Host Lose the Most	Information on laws against providing alcohol to minors	Parent Attitudes
Police Trainings	Resources and training to Police Depts to reduce youth-to-youth access	Law Enforcement

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Conclusions

- We are making progress in reducing alcohol and marijuana use among Maine's MS and HS students
- Students' attitudes about family and community norms do influence the use of these substances
- Programs addressing these attitudes are available
- Keep up the good work!

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Contact Information

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