

Presentation to The Office Of Substance Abuse and Mental Health Services (SAMHS)



2015 Parent Survey Report April 6th 2015

PREPARED BY



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Background & Objectives

KEY OBJECTIVE:

- ▶ Benchmark previous Maine parent studies in relation to monitoring and to a lesser extent modeling relating to children's use of alcohol
- ▶ The study is benchmarked to the 2008, 2009, 2011, and 2013 studies.

Background & Objectives

ISSUES EVALUATED

- ▶ **Parental Attitudes Towards Alcohol Use**
- ▶ Parental attitudes toward underage drinking,
- ▶ Ratings of various potential risks of teen drinking,
- ▶ Appropriate age to begin talking about underage alcohol use, and
- ▶ Appropriate age to begin monitoring behavior with respect to underage alcohol use

Background & Objectives

ISSUES EVALUATED

- ▶ **Parental Behaviors Related to Alcohol Use**
- ▶ How parents most commonly talk to their child about alcohol use,
- ▶ Whether alcohol in the house is accessible to teens, and
- ▶ Behaviors related to level of parental involvement

- ▶ **Parental Influence with Regard to Alcohol Use**
- ▶ Various agree / disagree statements related to parental modeling behaviors and attitudes regarding parental influence over teen drinking behaviors

Background & Objectives

ISSUES EVALUATED

- ▶ **Current and Projected Teen Alcohol Use**
- ▶ Extent to which parents believe that their teen has had alcohol in 1) their lifetime, 2) the past 30 days, and/or 3) in the past 2 weeks to excess (binge drinking), and
- ▶ If parents do not believe that their teen is currently participating in these behaviors, the likelihood that they will be by the time they graduate from high school

- ▶ **Communications / Outreach**
- ▶ Awareness of recent information regarding underage drinking

Background & Objectives

ISSUES EVALUATED

- ▶ **Parental Attitudes Towards Marijuana Use**
- ▶ Parental attitudes toward marijuana use, and
- ▶ Ratings of various potential risks of marijuana use.

- ▶ **Parental Behaviors Towards Prescription Drug Use (new in 2015)**
- ▶ Parental behaviors to prevent teenage use of prescription medication (not prescribed to the teens)

Methodology

- ▶ Stratified sample of 1,200 parents statewide by Maine's eight Public Health Districts, 150 per PHD, and with children in grades 7 through 12 - 200 per grade.
- ▶ 18 minutes in length
- ▶ Overall Study margin of error is $\pm 2.8\%$ at the 95% confidence level.
 - ▶ Note: Higher margins of error for individual public health districts
- ▶ Fieldwork was completed between mid-January and mid-February 2015.

Methodology

- The 2015 Stratification Plan is as follows:

Public Health District	Counties	Estimated Enrollment (Grades 7-12)	Sampling Plan	Actual Sampling	Margin of Error
York	York	12,950	150	150	± 7.96
Cumberland	Cumberland	18,383	150	150	± 7.97
Western	Androscoggin Franklin Oxford	13,332	150	150	± 7.96
Midcoast	Knox Lincoln Sagadahoc Waldo	8,703	150	150	± 7.93
Central	Kennebec Somerset	11,341	150	150	± 7.95
Penquis	Penobscot Piscataquis	11,311	150	150	± 7.95
DownEast	Hancock Washington	4,935	150	150	± 7.88
Aroostook	Aroostook	4,603	150	150	± 7.87
	TOTAL	85,558	1,200	1,200	± 2.81

Grade	7 th	8 th	9 th	10 th	11 th	12 th
Estimated Enrollment	13,915	14,074	14,628	14,366	14,206	14,412
Surveys	200	200	200	200	200	200
Margin of Error	± 6.88	± 6.88	± 6.88	± 6.88	± 6.88	± 6.88

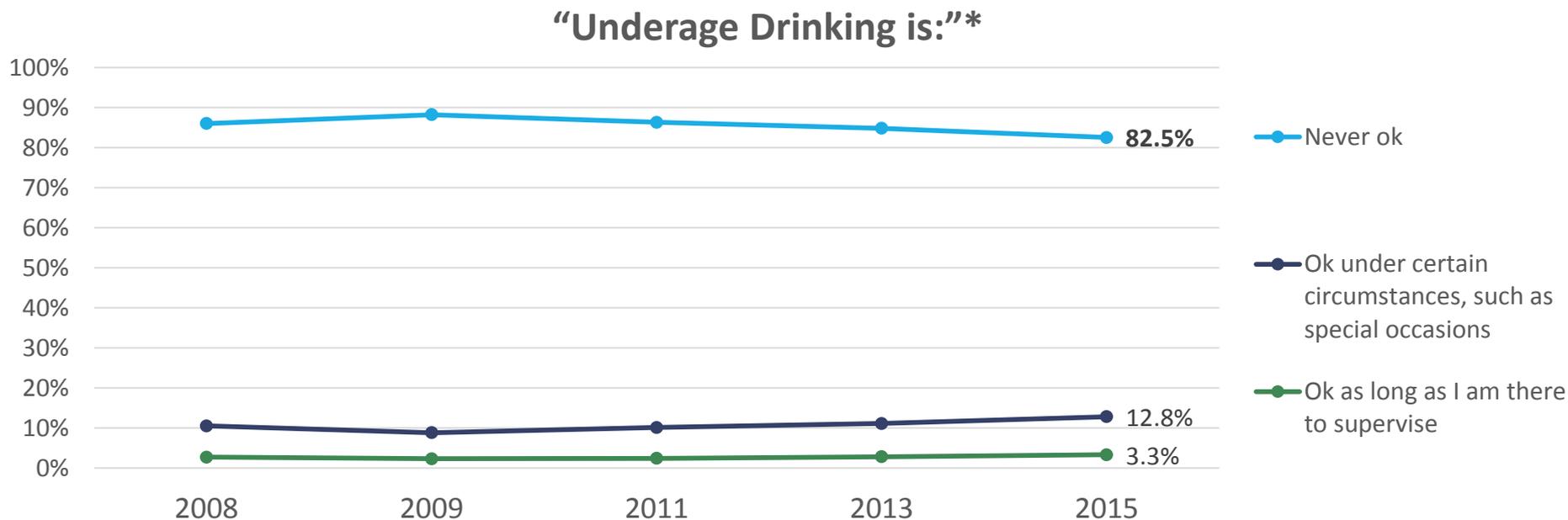
Grade level enrollment estimations based on Maine DOE data for public and private school students.

KEY DATA POINTS

FINDINGS: PARENTAL ATTITUDES REGARDING ALCOHOL USE

Attitude Toward Underage Drinking: *BENCHMARKED*

Q1: "Which of the following best describes your attitude toward underage drinking? Underage drinking is:"



- Though the percentage of parents describing underage drinking as “never ok” has declined slightly since 2009, there has not been a significant change in overall data since 2011. The percentage of parents who feel that underage drinking is “never OK” remains high, at 82.5% (vs. 84.8% in 2013).

* Less than 1% of parents answered “Ok as long as an adult is present”; “Ok most of the time”; “Ok – there should not be a legal drinking age”; or “Don’t know.”

Attitude Toward Underage Drinking: *SEGMENTATION*

Q1: "Which of the following best describes your attitude toward underage drinking? Underage drinking is:"

- The table below shows the demographics of parents who are more or less likely to feel that underage drinking is "never ok":

More Likely	Less Likely
✓ Mothers (85.0%)	✓ Fathers (77.5%)
✓ Parents under the age of 45 (86.6%)	✓ Parents 45 and older (80.4%)
✓ Parents with high school degree or less (88.6%), some college / 2 year degree (84.1%)	✓ Parents with a 4 year degree or more (79.8%)
✓ Parents with household incomes of less than \$50,000 (88.7%), \$50,000 to less than \$100,000 (84.5%)	✓ Parents with household incomes of \$100,000 or more (78.5%)

- The percentage of respondents who indicated that underage drinking is "never ok" has decreased in the Cumberland PHD (from 83.1% to 76.0%) and the Penquis PHD (from 89.3% to 84.0%) between 2013 and 2015.
 - In all of the other PHDs, the percentages recorded between 2013 and 2015 are similar on this measure.

Top Reasons for Not Wanting Child to Drink Alcohol (UNAIDED): *BENCHMARKED*

Q2: "What are the top three reasons you don't want your child to drink alcohol?" [Unaided]

Top Answers	Top 3 Reasons Combined			
	2009	2011	2013	2015
Poor decisions / Bad judgment	29.2%	33.1%	32.8%	36.0%
Illegal / Against the law	33.1%	35.0%	39.1%	35.8%
Dangerous / Not safe	25.6%	32.4%	30.8%	33.0%
Not healthy / Health reasons	30.2%	31.3%	38.6%	32.8%
Not mature enough / Too young	21.5%	26.9%	28.4%	28.0%

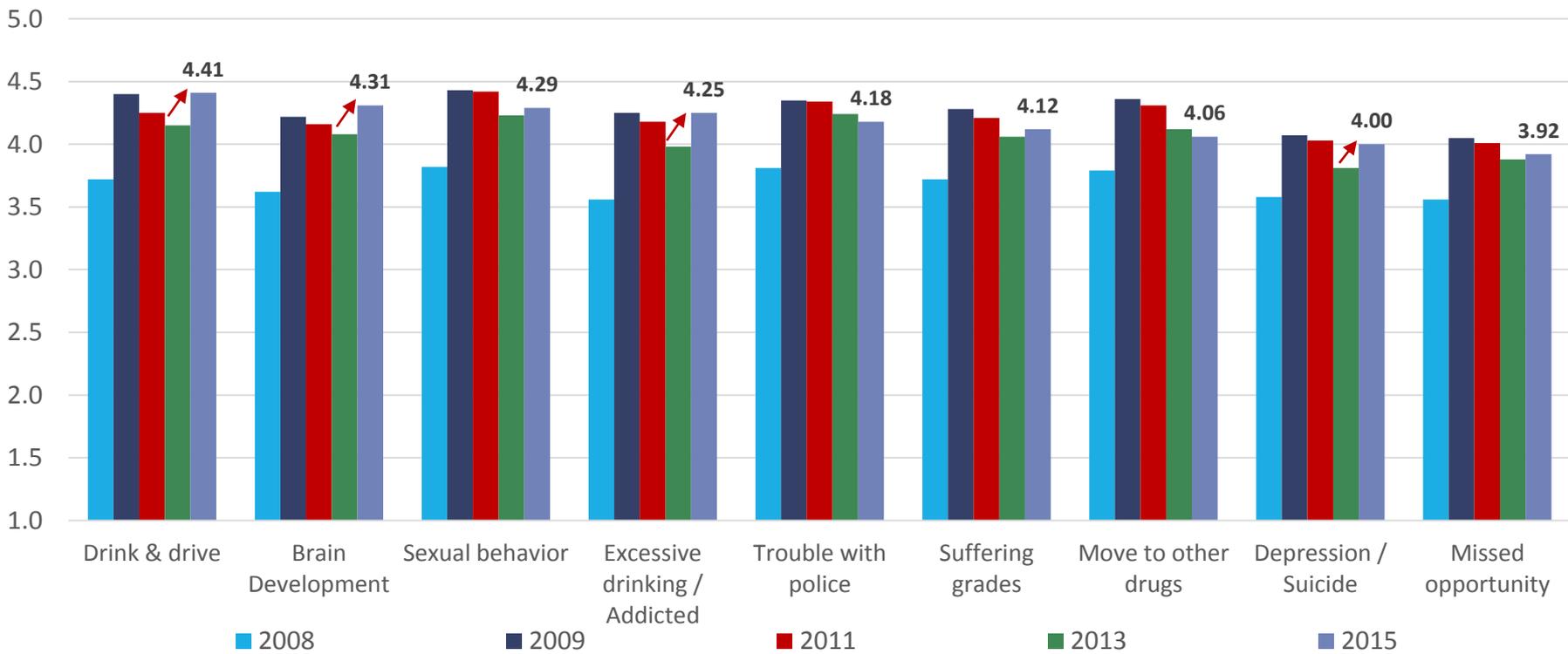
- Though they fluctuate a little from year to year, parents' top reasons for not wanting their child to drink alcohol are very similar overall between 2015 and previous years, with the same five or so concerns rising to the top.

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use: *BENCHMARKED*

Q3: "I am going to read you some potential risks that are associated with teenage drinking. Please tell me how worrisome you find each of the risks I read to you, on a scale of 1 to 5, where 1 would mean 'not at all worrisome' and 5 would mean 'one of the most worrisome.'" [Options rotated]

Potential Risks of Teenage Drinking – BENCHMARKED SUMMARY CHART

(Mean Rating)



Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use: *BENCHMARKED*

Q3: "I am going to read you some potential risks that are associated with teenage drinking. Please tell me how worrisome you find each of the risks I read to you, on a scale of 1 to 5, where 1 would mean 'not at all worrisome' and 5 would mean 'one of the most worrisome.'" [Options rotated]

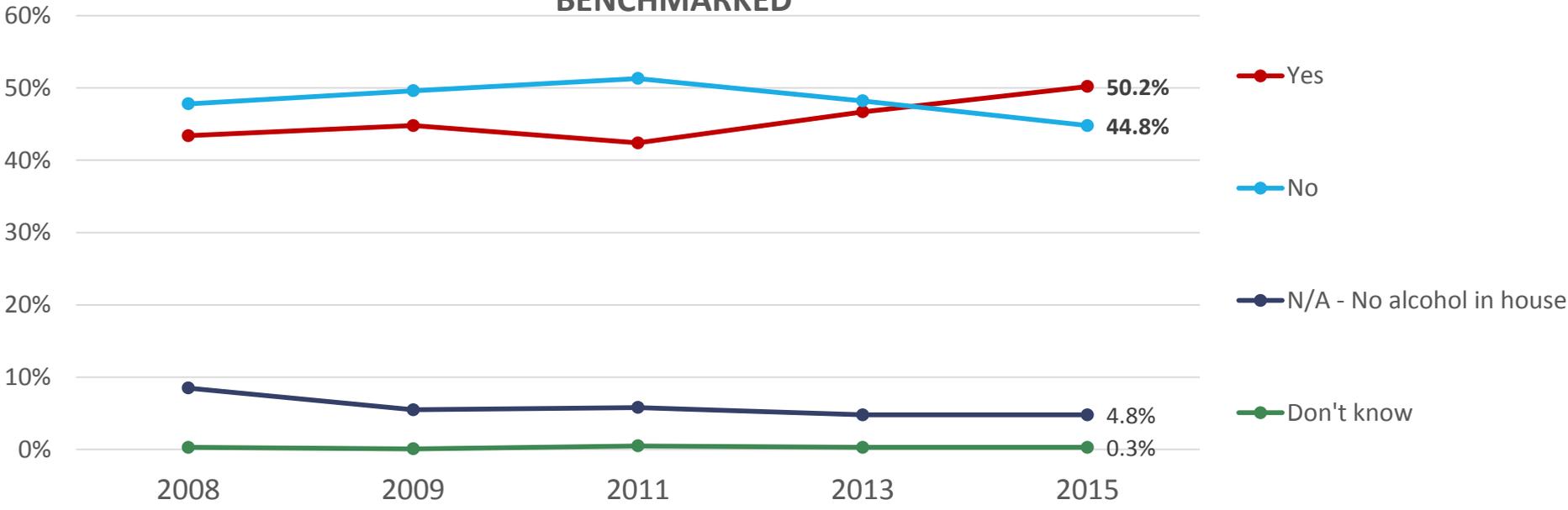
- Eight of the nine potential risk factors rate above a 4.00 on a five point scale, with the other rating close to 4.00 at 3.92.
- The top concerns continue to be "teen might drink and drive" (4.41), "teen's brain development might be negatively impacted" (4.31), "teen might be involved in unwanted and/or unprotected sexual behavior" (4.29), "teen might drink to excess or become addicted to alcohol" (4.25), and "teen might end up in trouble with the police" (4.18), though the order of these risks within the top five has changed somewhat since 2013.
- In general, there has been a **slight increase** in the degree of parental worry regarding the risks associated with teen alcohol use since 2013, with seven of the nine factors seeing **increases in worry** (the red arrows on the previous page indicate **the four risk factors with significant increases since 2013: "teen might drink and drive," "teen's brain development might be negatively impacted," "teen might drink to excess or become addicted," and "teen's drinking could lead to depression or suicide"**).

FINDINGS: PARENTAL BEHAVIORS RELATED TO ALCOHOL USE

Accessibility of Parent-Purchased Alcohol without Parental Knowledge: *BENCHMARKED*

Q5: "Would your teen be able to access any alcohol that you have purchased without your knowledge?"

Accessibility of Parent-Purchased Alcohol without Parental Knowledge - BENCHMARKED



- The percentage of parents reporting that their teen would be able to access alcohol that they have purchased without their knowledge has continued to increase since 2011, from 42.4% to 46.7% in 2013 and 50.2% in 2015.

Top Actions Taken to Prevent Teenager from Drinking Alcohol (UNAIDED): *BENCHMARKED*

Q6: "Can you tell me the three things that you do regularly to prevent your teenager from drinking alcohol?" [Unaided]

Top Answers	Top 3 Actions Combined			
	2009	2011	2013	2015
Communication / Talk to teen about drinking	61.1%	63.1%	65.2%	73.3%
Staying involved with / encouraging teen's activities	10.4%	20.3%	20.5%	20.9%
Knows where teen is	25.4%	21.4%	23.3%	18.3%
There is no alcohol in the house	21.7%	24.1%	24.8%	18.1%
Limit teen's access to alcohol at home	13.5%	12.6%	19.6%	16.9%
Trust teen / teen not interested	9.3%	10.2%	10.4%	15.7%
Parent does not drink	16.5%	16.7%	17.3%	15.3%
Enforce the rules	2.4%	7.7%	13.2%	9.8%
Know your child's friends and their parents	15.0%	9.6%	10.8%	7.1%
Check in often with teen	7.3%	10.2%	8.5%	6.2%

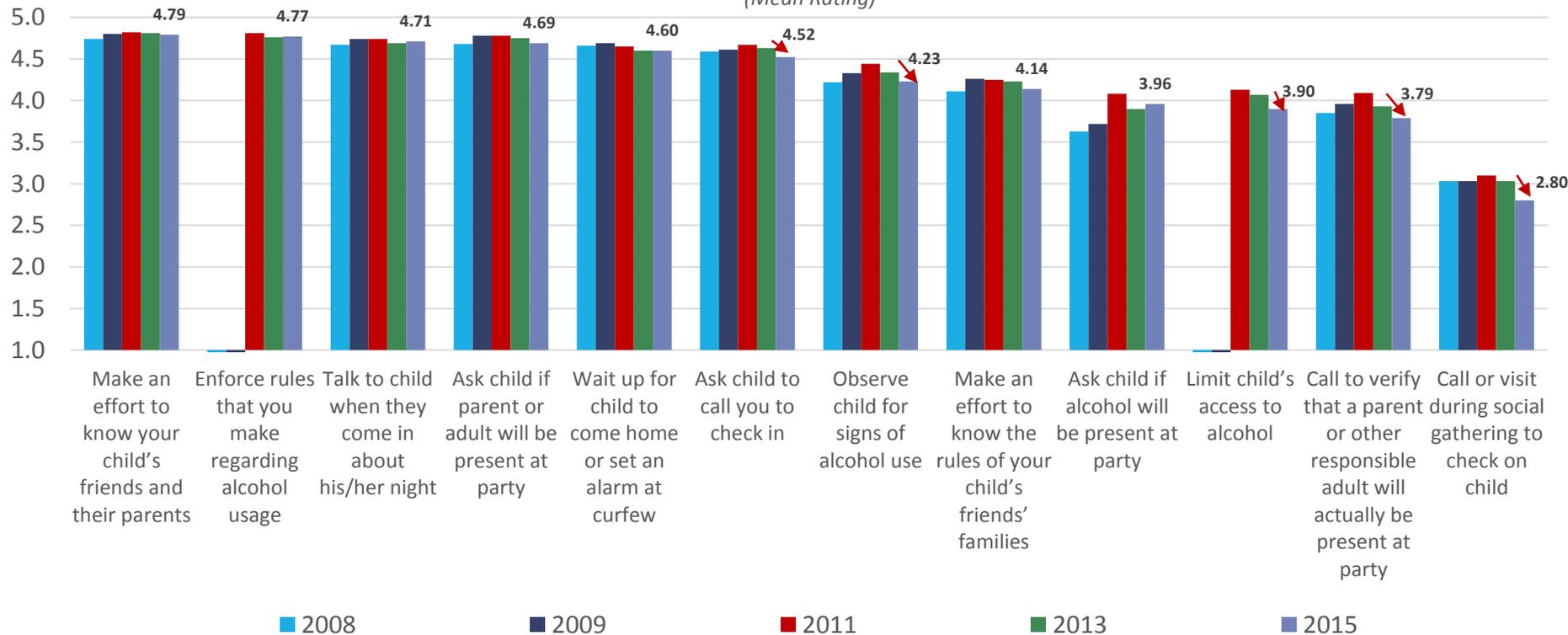
- The top action taken to prevent their teenager from drinking alcohol has consistently been “communication / talk to teen about drinking” since 2009.
- Overall, 2015’s results are very similar to those from 2013. However, the percentage of parents naming “communication / talking to teens about drinking” **has increased by 8.1 percentage points**, while the percentage saying “there is no alcohol in the house” has decreased by 6.7 percentage points.

Frequency of Parental Behaviors to Prevent Teen from Drinking Alcohol: *BENCHMARKED*

Q7: "Please tell me how often you or another adult in your household do the following using a scale of 1 to 5, where 1 means 'never' and 5 means 'always.'" [Options rotated]

Frequency of Parental Behaviors to Prevent Teen from Drinking Alcohol – BENCHMARKED SUMMARY CHART

(Mean Rating)



Frequency of Parental Behaviors to Prevent Teen from Drinking Alcohol: *BENCHMARKED*

Q7: "Please tell me how often you or another adult in your household do the following using a scale of 1 to 5, where 1 means 'never' and 5 means 'always.'" [Options rotated]

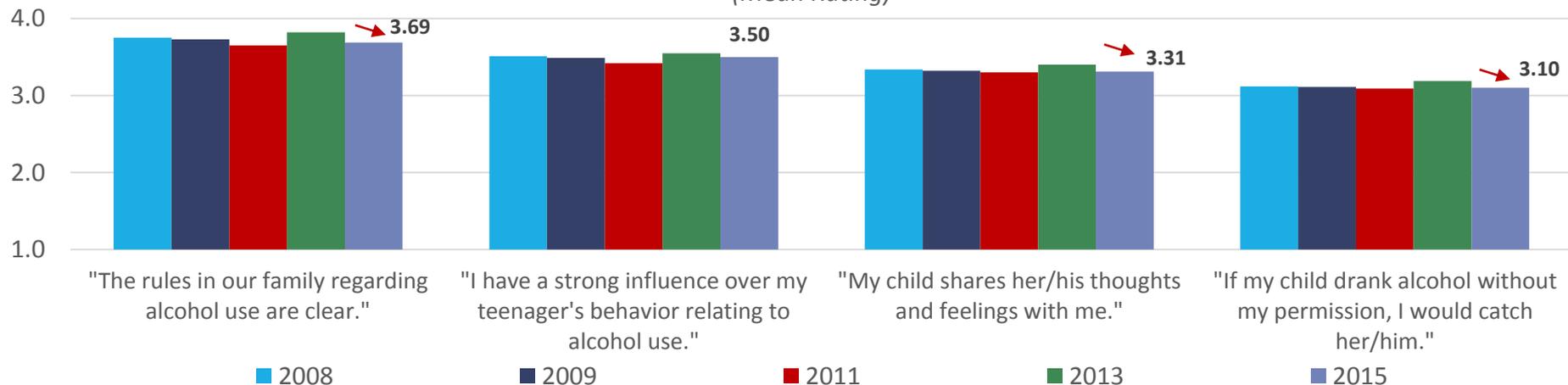
- Respondents reported that they most often: 1) "make an effort to know their child's friends and their parents, especially the families of your teen's four closest friends" (4.79), 2) "enforce the rules that you make regarding alcohol usage" (4.77), 3) "talk to their child when they come home at night" (4.71), 4) "ask their child if a parent or other adult will be present at a party or social gathering" (4.69), and 5) "wait up for their child to come home or set an alarm at curfew" (4.60).
- Respondents least often "call or visit during a social gathering to check on child" (2.80).
- Overall, results are similar between 2013 and 2015 for the top five behaviors tested. However, five of the behaviors have declined since 2013: 1) "asking their child to call to check in" (from 4.62 to 4.52), 2) "observing child for signs of alcohol use" (from 4.34 to 4.23), 3) "limiting child's access to alcohol" (**from 4.07 to 3.90**), 4) "calling to verify that a parent or other responsible adult will actually be present at a party" (from 3.93 to 3.79), and 5) "calling or visiting during a social gathering to check on child" (**from 3.03 to 2.80**).

FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent / Child Relationship: *BENCHMARKED*

Q8: "To what extent do you agree or disagree with the following statements?" Scale of 1 to 4, where 1 is 'strongly disagree,' and 4 is 'strongly agree.'
[Scale rotated]

Parental Perceptions of Parent / Child Relationship – BENCHMARKED SUMMARY CHART
(Mean Rating)



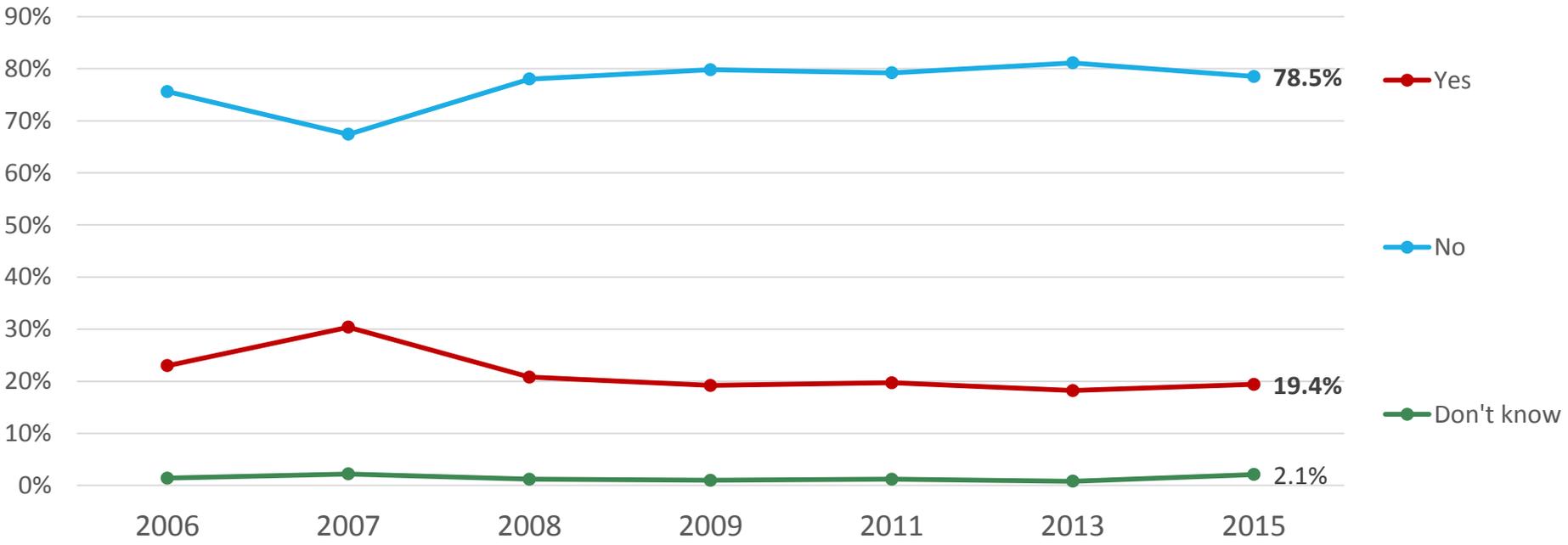
- As in 2013, respondents indicated that they most strongly agree with the statement that “the rules in their family regarding alcohol use are clear” (3.69) and least strongly with the statement that “if their child drank alcohol without their permission, they would catch her/him” (3.10).
- Though results have not changed drastically, the mean ratings for three of the four perceptions have declined somewhat since 2015.

FINDINGS: CURRENT AND PROJECTED TEEN ALCOHOL USE

Child's Lifetime Alcohol Use: *BENCHMARKED*

Q10: "Do you think that your child has ever had alcohol, that is more than just a few sips, in their lifetime?"

Child's Lifetime Alcohol Use - BENCHMARKED

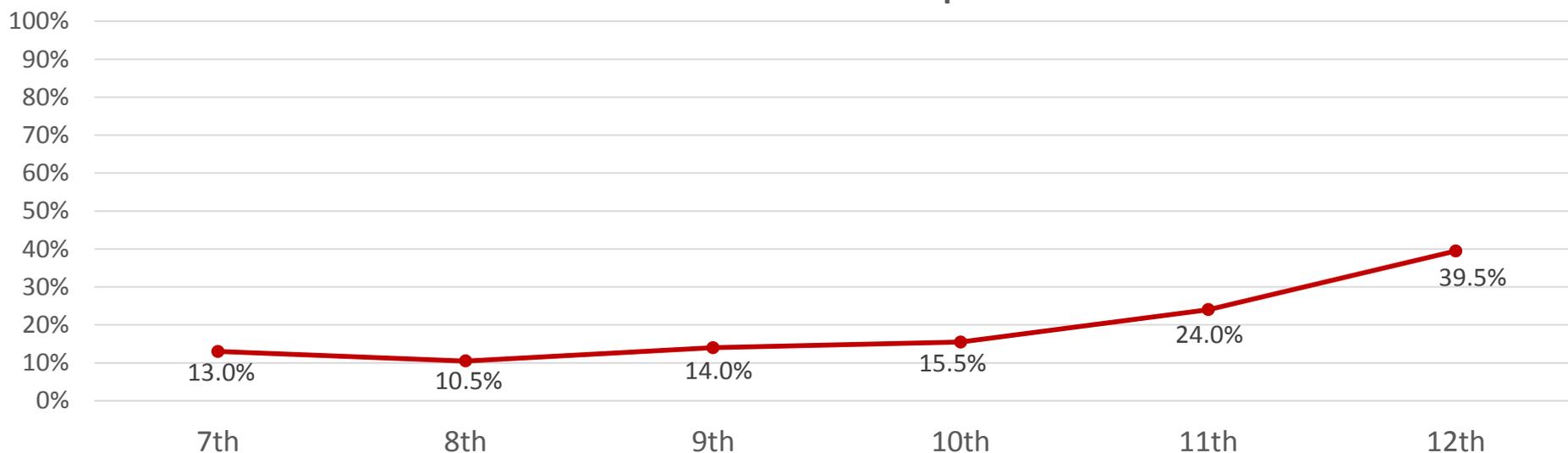


- Consistent with previous years' data, eight in ten parents (78.5%) think their child has never had more than a few sips of alcohol.

Child's Lifetime Alcohol Use: *BY GRADE*

Q10: "Do you think that your child has ever had alcohol, that is more than just a few sips, in their lifetime?"

Believe Child has had More than a Few Sips of Alcohol – BY GRADE



- Not surprisingly, the belief that one's child has had more than few sips of alcohol increases with the grade of the child: parents of 11th (24.0%) and 12th (39.5%) graders are significantly more likely to think their teen has had alcohol than parents of students in grades 7 through 10 (10.5% to 15.5%).

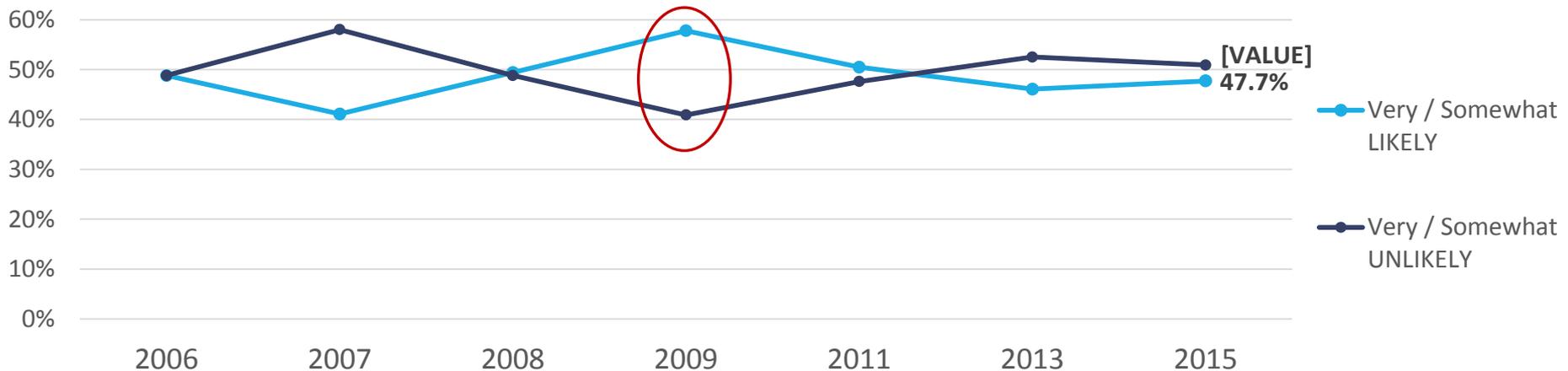
Likelihood of Child Drinking Alcohol Before High School Graduation: *BENCHMARKED*

Q10a: "How likely do you think it is that your child will drink alcohol, that is more than just a few sips, before he/she graduates from high school?"

Scale of 1 to 4, where 1 is 'very unlikely,' and 4 is 'very likely.'

[Options rotated; Asked of parents who do not believe that their child has had more than just a few sips of alcohol in their lifetime]

Likelihood of Child Drinking More than a Few Sips of Alcohol Before High School Graduation - **BENCHMARKED**

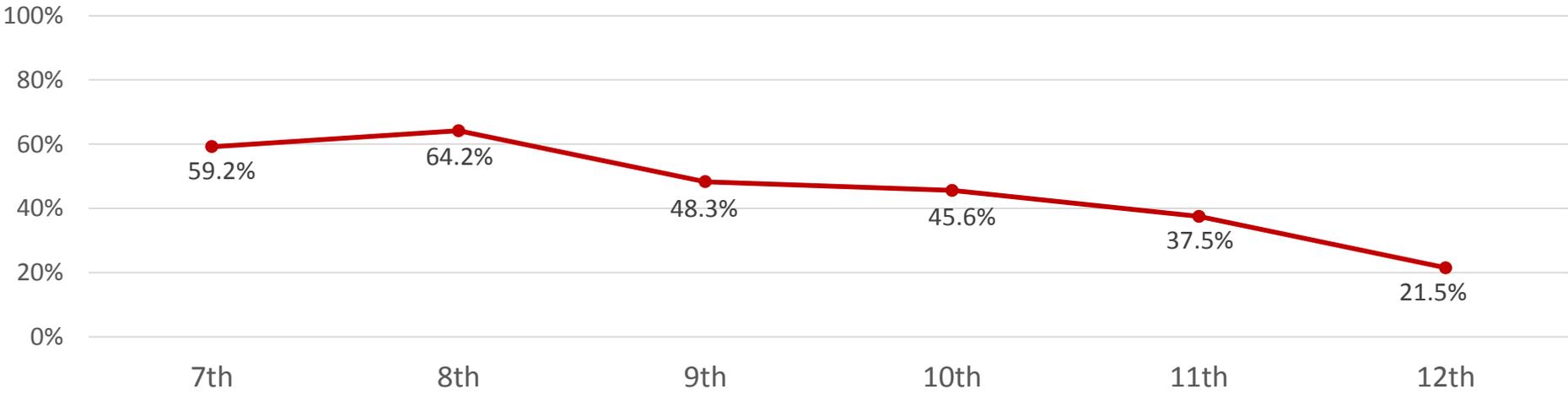


- In 2015, parents who do not believe that their child has had more than a few sips of alcohol in their lifetime are split with regard to whether or not they think that their child will do so before they graduate high school. Just over half (50.9%) of parents believe that their child drinking more than a few sips of alcohol before graduation is “somewhat” or “very unlikely,” while just under half (47.7%) believe the opposite.
- These results are very similar to those from 2013.

Likelihood of Child Drinking Alcohol Before High School Graduation: *BY GRADE*

Q10a: "How likely do you think it is that your child will drink alcohol, that is more than just a few sips, before he/she graduates from high school?"
Scale of 1 to 4, where 1 is 'very unlikely,' and 4 is 'very likely.'
[Options rotated; Asked of parents who do not believe that their child has had more than just a few sips of alcohol in their lifetime]

Believe Child "Somewhat" or "Very Likely" to Drink More than a Few Sips of Alcohol Before High School Graduation – BY GRADE

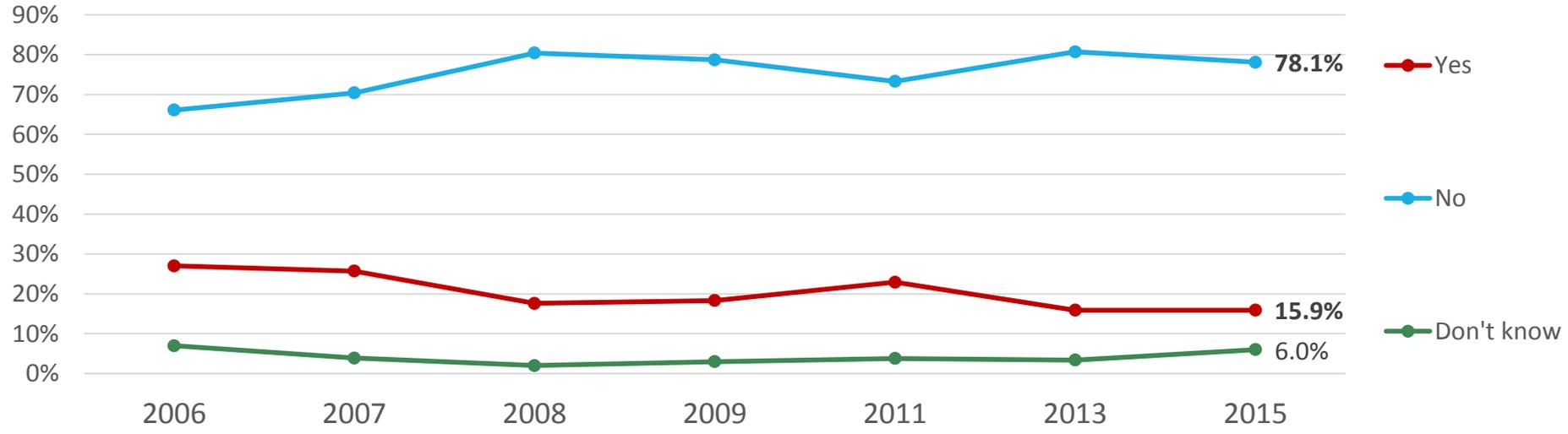


- Of parents who do not believe or who do not know if their child has consumed more than a few sips of alcohol, those of students in lower grades report a greater likelihood that their child will drink alcohol before they graduate from high school.
- This may indicate that if a child makes it to 11th or 12th grade without having consumed alcohol, that their chances of doing so in the last year or two of high school are lower (at least in terms of their parents' awareness / perceptions regarding this behavior).

Child's Recent Alcohol Use (Last 30 Days): *BENCHMARKED*

Q11: "Do you think that your child has had more than just a few sips of alcohol in the past 30 days?"
[Asked of parents who indicated that their child has had alcohol, other than a few sips, in their lifetime; n=233]

Child's Recent Alcohol Use (Last 30 Days) - BENCHMARKED



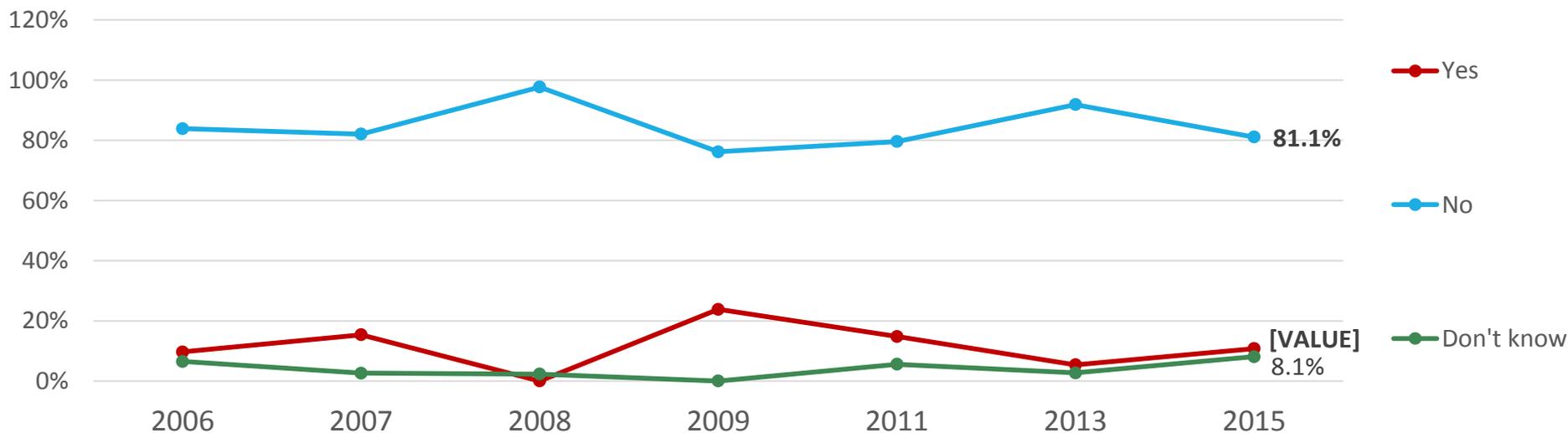
- Amongst parents who believe that their child has had more than a few sips of alcohol in their lifetime (n=233), 15.9% believe their child has had more than a few sips of alcohol in the past 30 days. This is similar to 2013's percentage (15.9%). **This translates into just 3.1% of the total sample (n=1,200).**
- Due to the smaller sample size for this question (n=233), it is more difficult to make statistically valid comparisons between demographic subgroups.

* 2006/2007 survey question read: "Do you think that your child has had any alcoholic beverages in the past 30 days?"

Child's Binge Drinking Behavior (Last 2 Weeks): *BENCHMARKED*

Q12: "Do you think that your child has had more than just a few sips of alcohol in the past 2 weeks?"
[Asked of parents who indicated that their child has had alcohol, other than a few sips, in the past 30 days; n=37]

Child's Binge Drinking Behavior (Last 2 Weeks) - BENCHMARKED



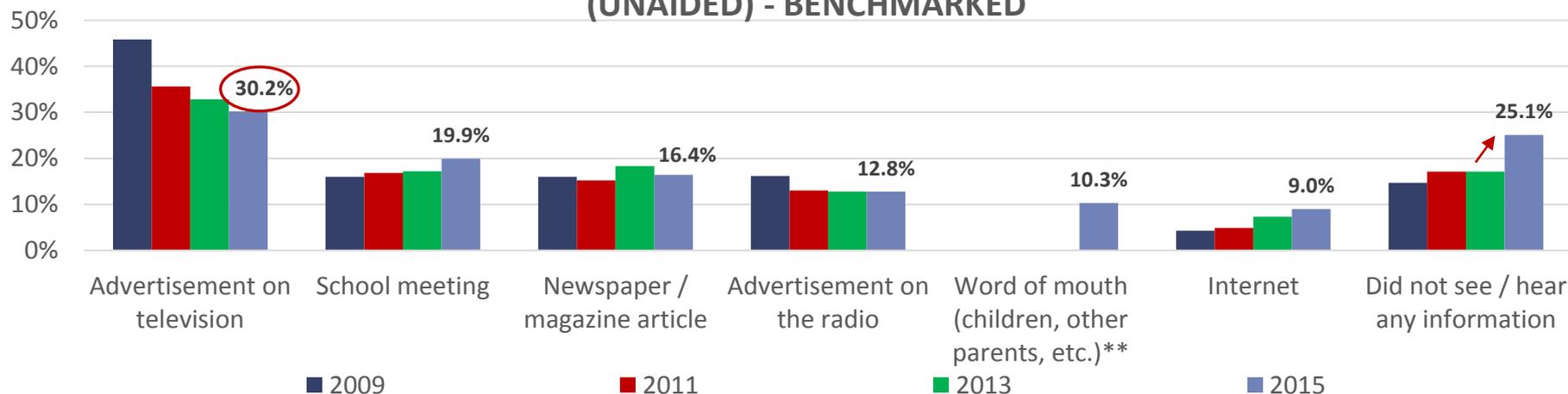
- The percentage of respondents who think their child has had five or more alcoholic beverages on any one occasion in the past two weeks has increased by 5.4 percentage points since 2013, up to 10.8% from 5.4%. However, this difference is not statistically significant due to the small sample size for this question (asked only of parents who indicated that their child had more than a few sips of alcohol in the past 30 days, n=37). **The number of parents who think their child has binge drank in the past 2 weeks ultimately translates into just 0.3% of the total sample.**

FINDINGS: AWARENESS OF PUBLIC INFORMATION REGARDING UNDERAGE DRINKING

Where Parents Have Seen or Heard Information Regarding Underage Drinking (UNAIDED): *BENCHMARKED*

Q13: "Over the past 12 months, have you seen or heard any information about underage drinking? If so, where did you see or hear the information?"
[Unaided; Multiple responses recorded]

Where Parents Have Seen or Heard Information Regarding Underage Drinking (UNAIDED) - BENCHMARKED



- The top place that parents have seen or heard information regarding underage drinking are 1) advertisements on television (30.2%), 2) school meetings (19.9%), and 3) newspapers / magazine articles (16.4%). In addition, 12.8% report hearing advertisements on the radio, 10.3% report hearing things from other parents and children, and 9.0% generally report seeing information on the internet. The percentage reporting seeing or hearing information regarding underage drinking on the internet has been trending upwards since 2009.
- This year's results for where parents have seen or heard information regarding underage drinking over the past two months are very similar to those from 2013. However, the percentage of parents who reported seeing an advertisement on the television has declined by 15.6 percentage points since 2009.

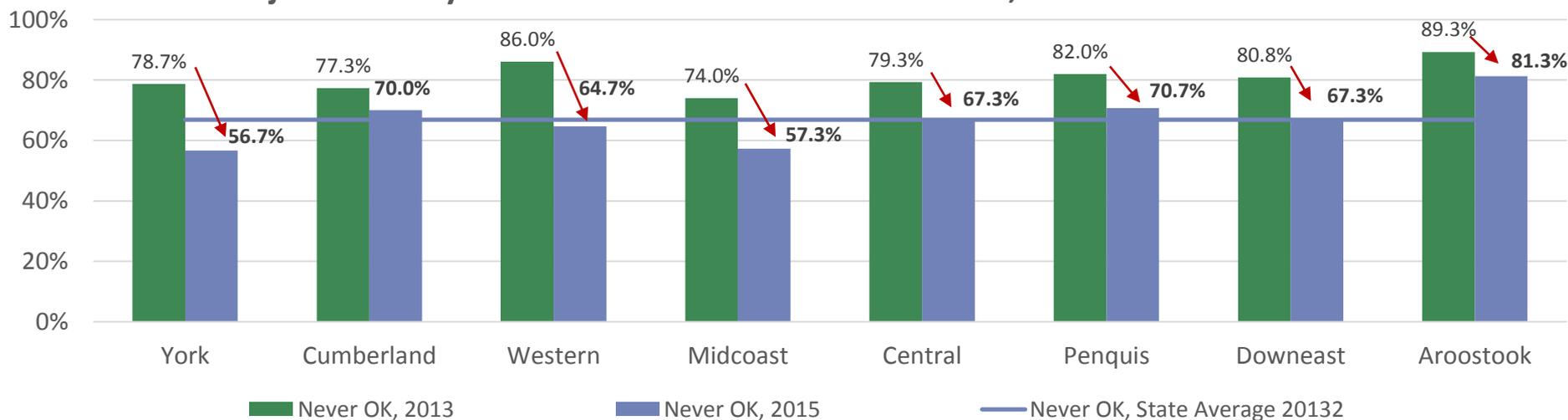
** This response was added in 2015.

FINDINGS: PARENTAL ATTITUDES REGARDING MARIJUANA USE

Attitude Toward Marijuana Use by Child: *BENCHMARKED, BY PUBLIC HEALTH DISTRICT*

Q14: "Which of the following best describes your attitude about marijuana use by your child or teenager? Marijuana use by my child is:"

"Marijuana Use by Child is Never OK" – BENCHMARKED, BY PUBLIC HEALTH DISTRICT

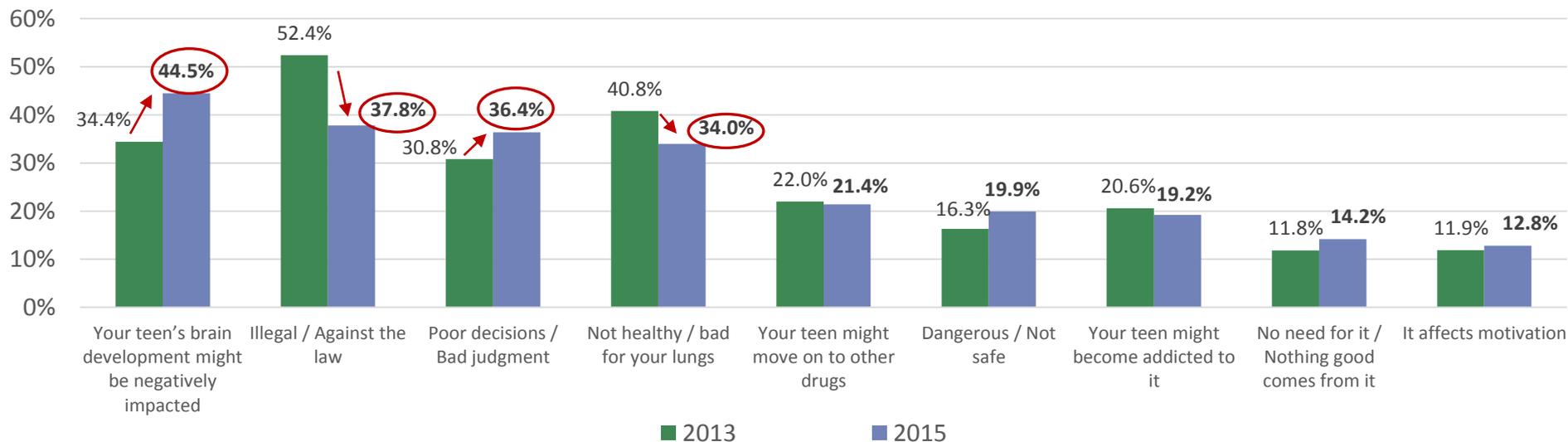


- The percentage of parents who feel that marijuana use by their child is “never ok” has statistically declined in all of the PHDs since 2013, with the exception of Cumberland. This is not surprising given that the percentage of parents who feel this way has declined overall since 2013.
- Compared to the state average (66.9%), the percentage of respondents who indicated that marijuana use by their child or teenager is “never ok” is higher in the Aroostook PHD (81.3%) and lower in the York (56.7%) and Midcoast (57.3%) PHDs.

Top Reasons for Not Wanting Child to Use Marijuana (UNAIDED): 2015 RESULTS

Q15: "What are the top three reasons you don't want your child to use marijuana?" [Unaided]

Top 3 Reasons for Not Wanting Child to Use Marijuana (UNAIDED) - 2015 RESULTS

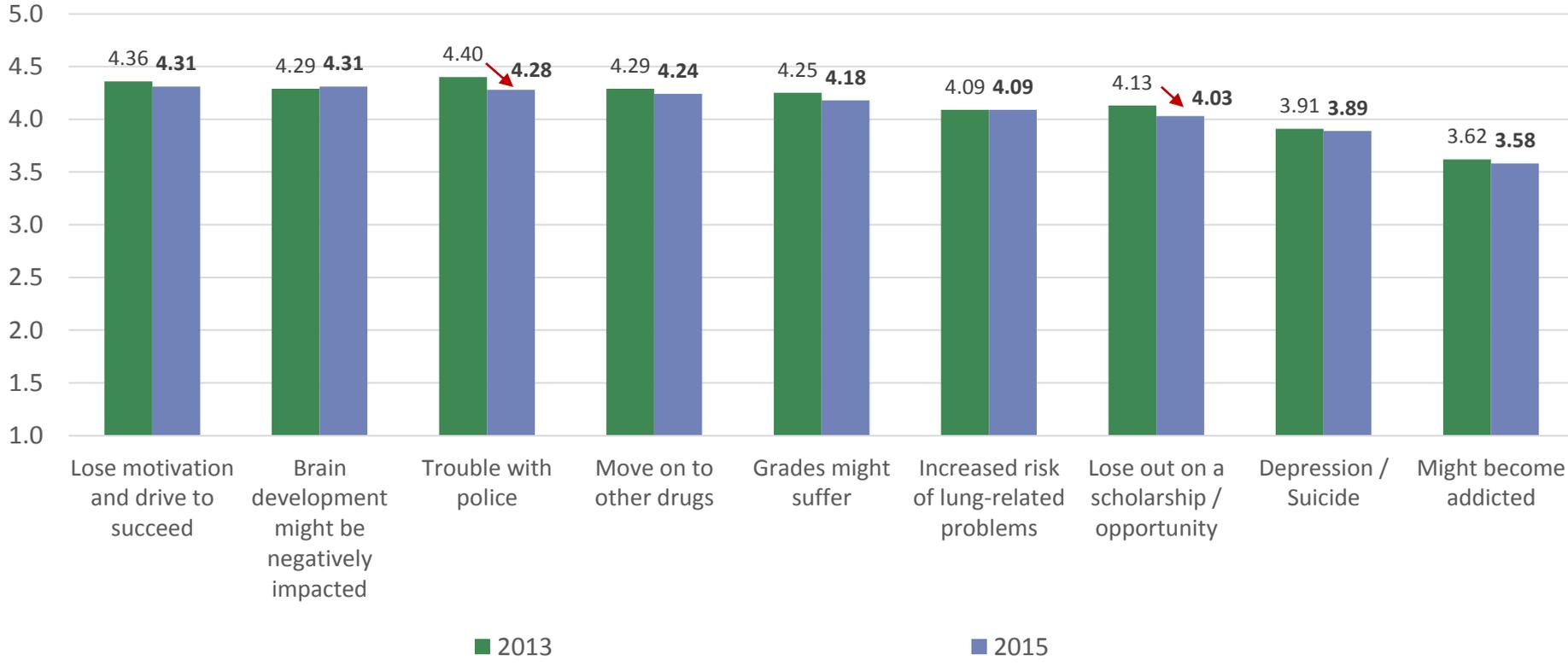


- In 2015, parents name “teen’s brain development might be negatively impacted” (44.5% top three reasons combined) as the top reason for not wanting their child to use marijuana, followed by “illegal / against the law” (37.8%), “poor decisions / bad judgment” (36.4%), and “not healthy / bad for your lungs” (34.0%).
- These were also the top four reasons cited in 2013, however the percentages have shifted significantly.** In particular, “teen’s brain development might be negatively impacted” has seen an increase of 10.1 percentage points while “illegal / against the law” has dropped by 14.6 percentage points – possibly as a result of the recent local votes to legalize recreational marijuana use in some Maine municipalities.

Degree of Worry Regarding Specific Risks Associated with Teen Marijuana Use: *BENCHMARKED*

Q16: "I am going to read you some potential risks that are associated with teenage marijuana use. Please tell me how worrisome you find each of the risks I read to you, on a scale of 1 to 5, where 1 would mean 'not at all worrisome' and 5 would mean 'one of the most worrisome.'" [Options rotated]

Potential Risks of Teen Marijuana Use* – BENCHMARKED SUMMARY CHART (Mean Rating)



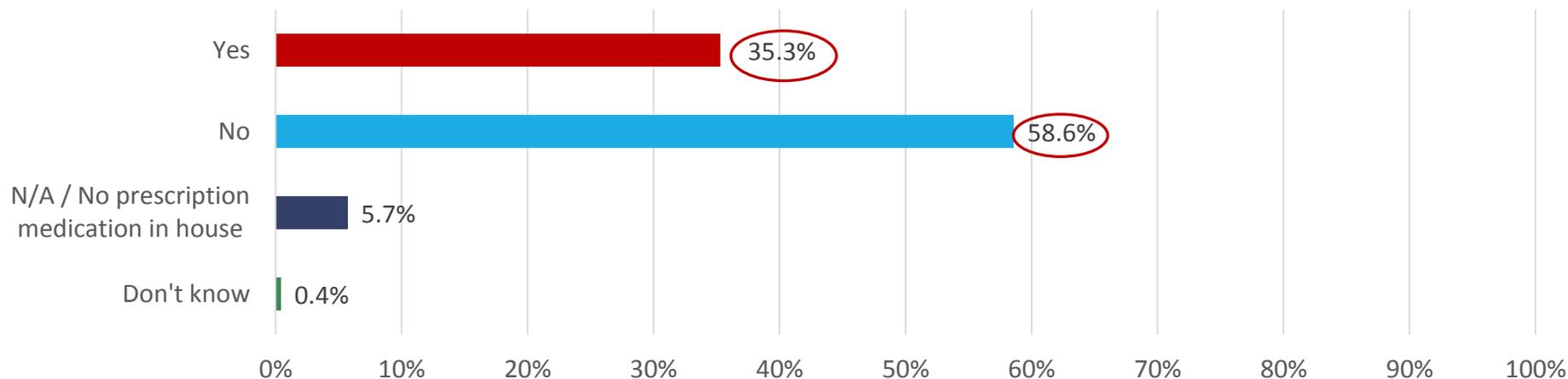
* New question as of 2013.

FINDINGS: PARENTAL BEHAVIORS RELATED TO PRESCRIPTION DRUG USE

Accessibility of Prescription Medication in the House that is Not Prescribed to Child Without Parental Knowledge*

Q17: "Would your teen be able to access any prescription medication in the house that was not prescribed to them without your knowledge?"

Accessibility of Prescription Medication in the House that is Not Prescribed to Child Without Parental Knowledge*

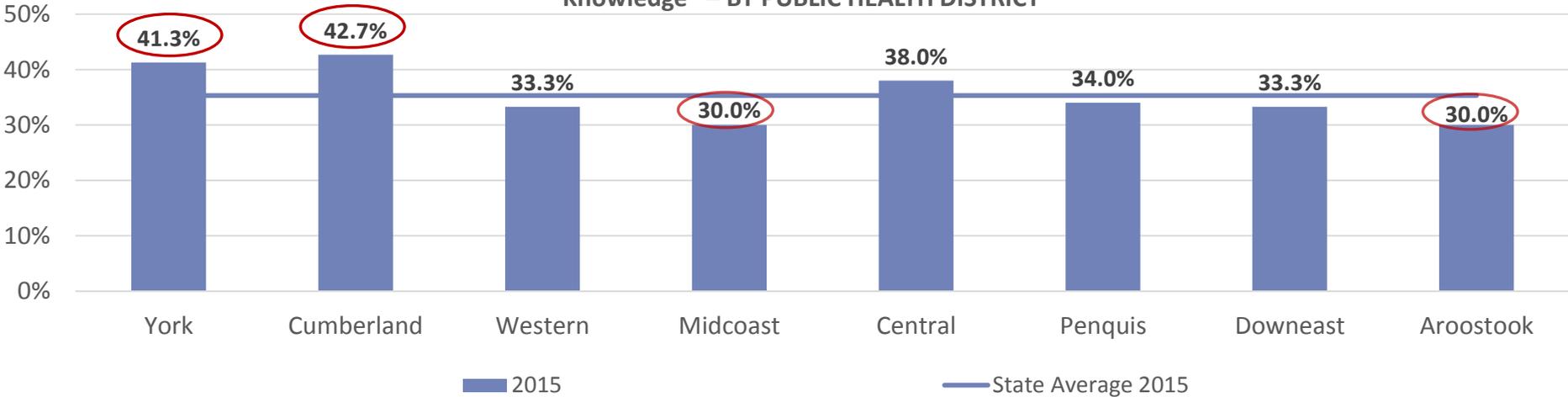


- A strong majority of parents (58.6%) do not feel that their child would be able to access prescription medications in the house that were not prescribed to the child without their knowledge.
- About a third (35.3%) of parents report that their teen would be able to access prescription medications without their knowledge. This is lower than the 50.2% of parents who report that their child could access alcohol in their home without their knowledge.

Accessibility of Prescription Medication in the House that is Not Prescribed to Child Without Parental Knowledge*: *BY PUBLIC HEALTH DISTRICT*

Q17: "Would your teen be able to access any prescription medication in the house that was not prescribed to them without your knowledge?"

Teen Able to Access Prescription Medication in the House that is Not Prescribed to Child Without Parental Knowledge* – BY PUBLIC HEALTH DISTRICT



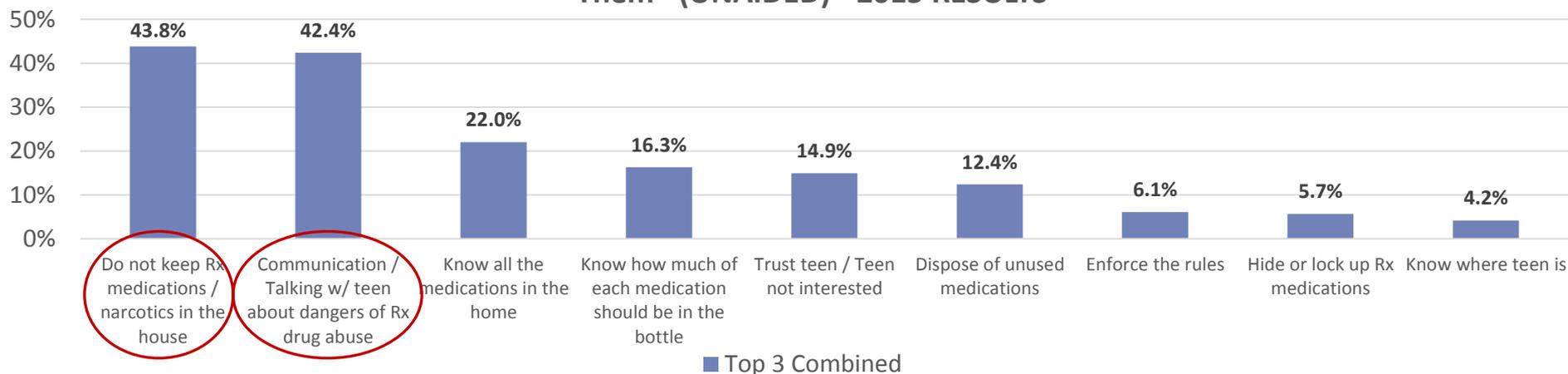
- Between 30.0% and 42.7% of parents in each of the PHDs report that their child could access prescription medication in their house without their knowledge. Parents in the Cumberland (42.7%) and York (41.3%) PHDs are the most likely to report that their teen would have access to prescription medications in the house without their knowledge (vs. 35.3% for the state average), while parents in the Aroostook (30.0%) and Midcoast (30.0%) PHDs are the least likely to report this.

* New question as of 2015.

Top Actions Taken to Prevent Child from Using Prescription Medication Not Prescribed to Them* (UNAIDED): 2015 RESULTS

Q18: "Can you tell me three things that you do regularly to prevent your teenager from using Rx medication which is not prescribed to them?" [Unaided]

Top Actions Taken to Prevent Child from Using Prescription Medication Not Prescribed to Them* (UNAIDED) - 2015 RESULTS

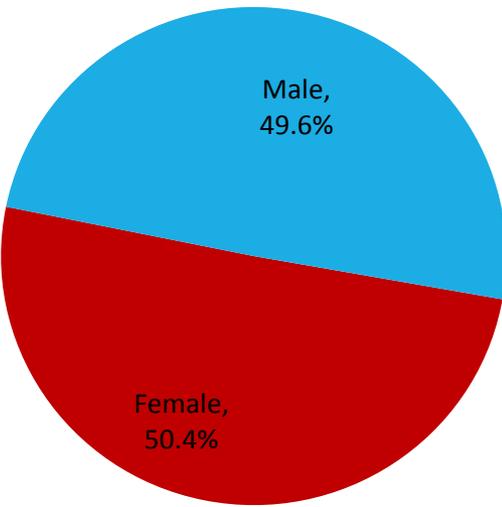


- In 2015, the top actions parents take to prevent their child from using prescription drugs not prescribed to them are 1) "not keeping medications / narcotics in the house" (43.8%) and 2) "communicating / talking with teen about the dangers of prescription drug abuse" (42.4%).
- Other top responses included "knowing all the medications in the home" (22.0%), "knowing how much medication should be in each bottle" (16.3%), and "disposing of unused medications" (12.4%).
- Fifteen percent (14.9%) of parents did not feel that prescription drug abuse would be an issue for their child.
- Four of the top six actions taken fall into the "access" category, while the #2 action is in the "communications / education" category.

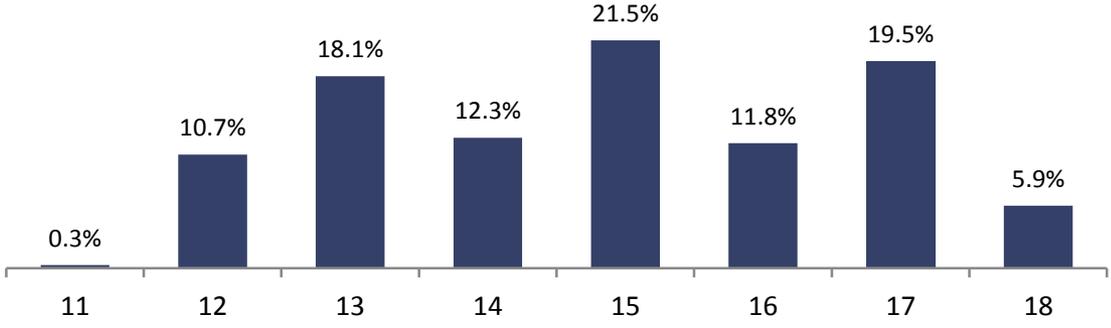
RESPONDENT PROFILE

Respondent Profile

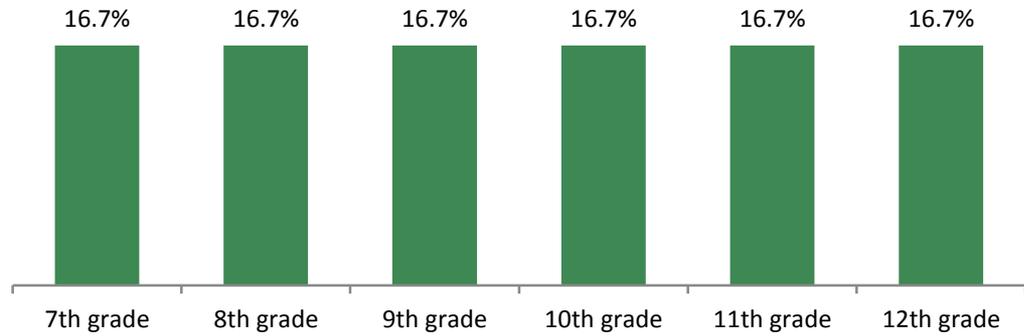
Gender of Child



Age of Child

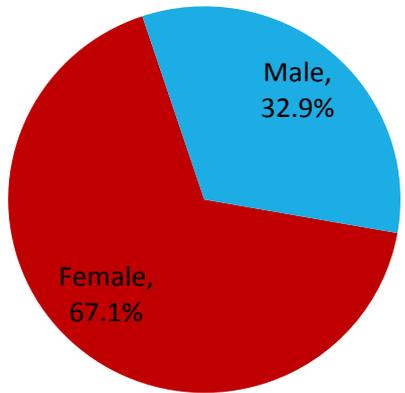


Grade of Child

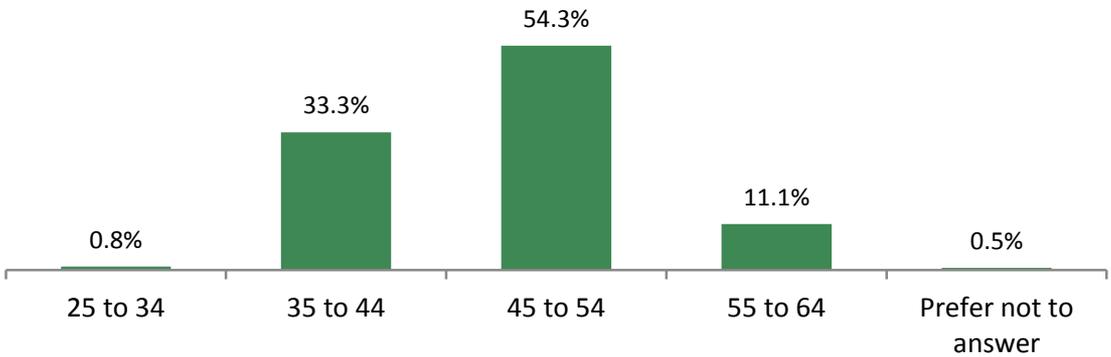


Respondent Profile

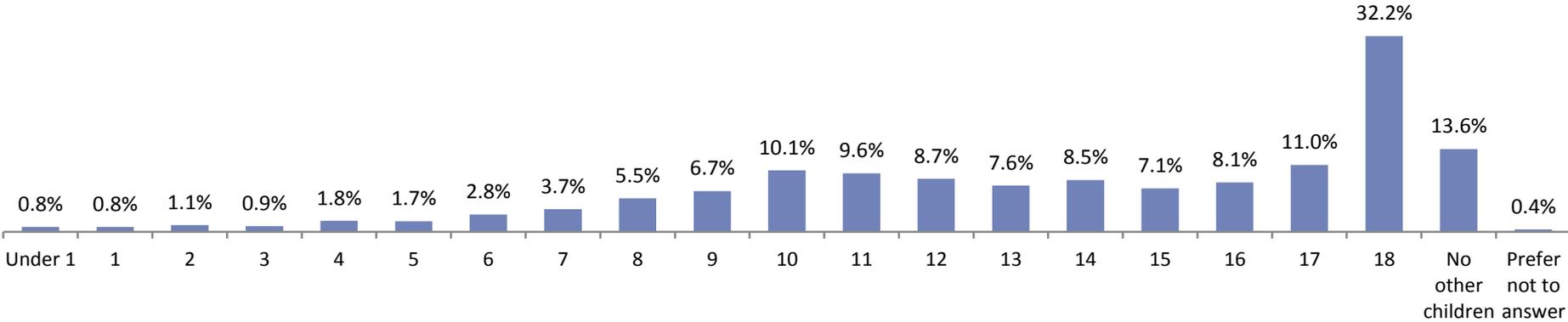
Gender of Parent



Age of Parent

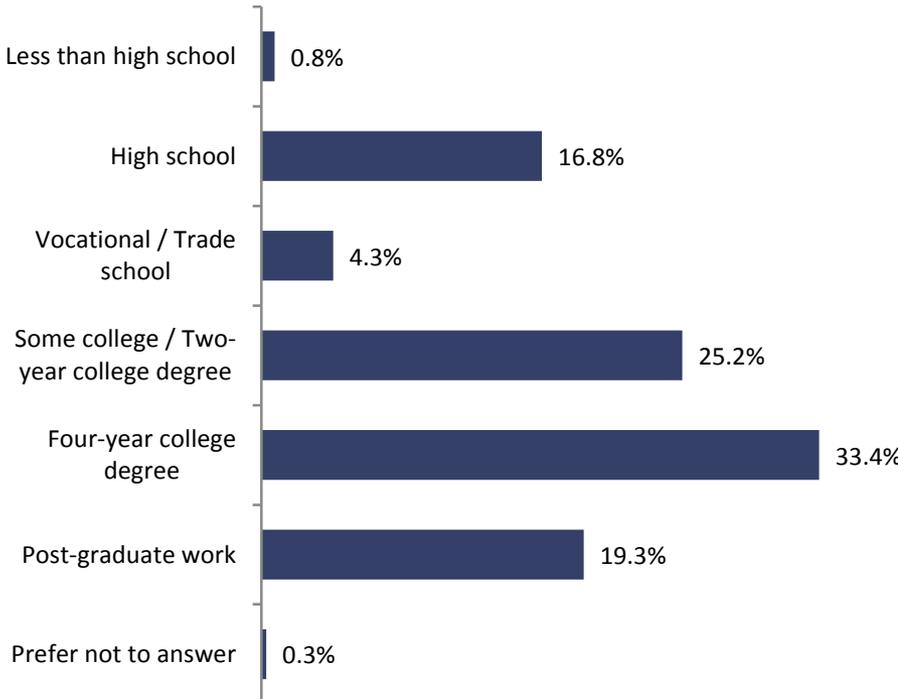


Other Children's Ages

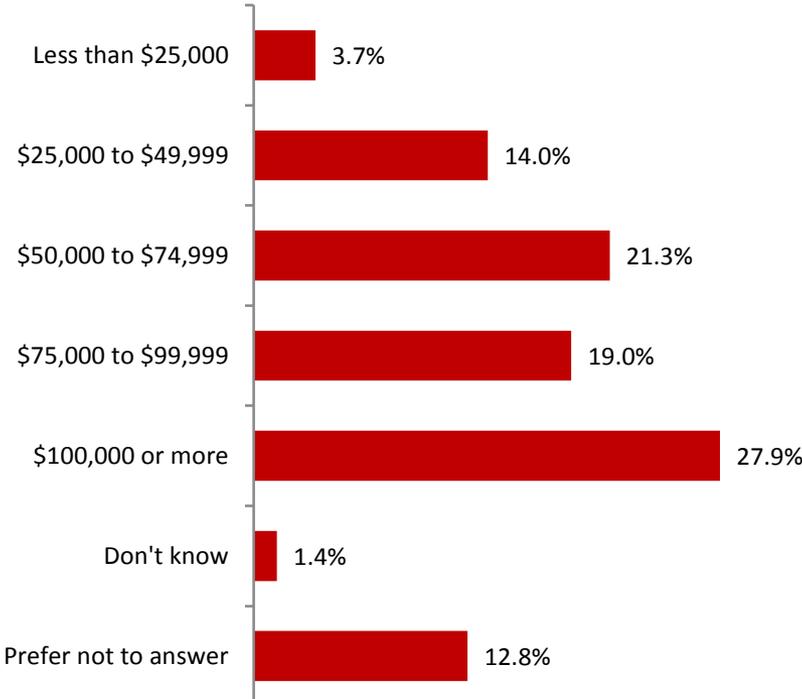


Respondent Profile

Highest Level of Education of Parent*



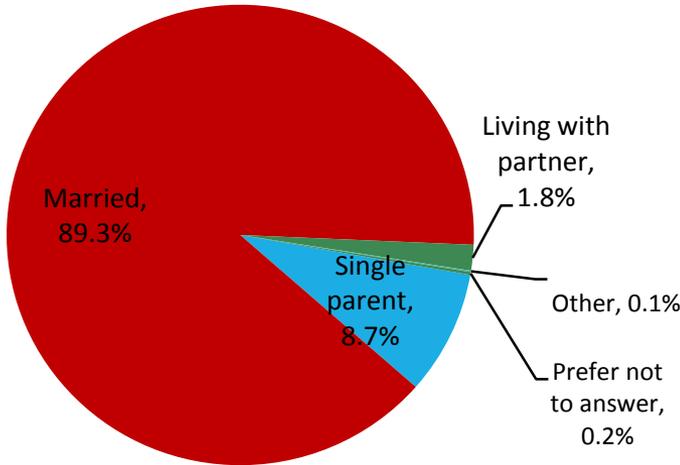
Household Income*



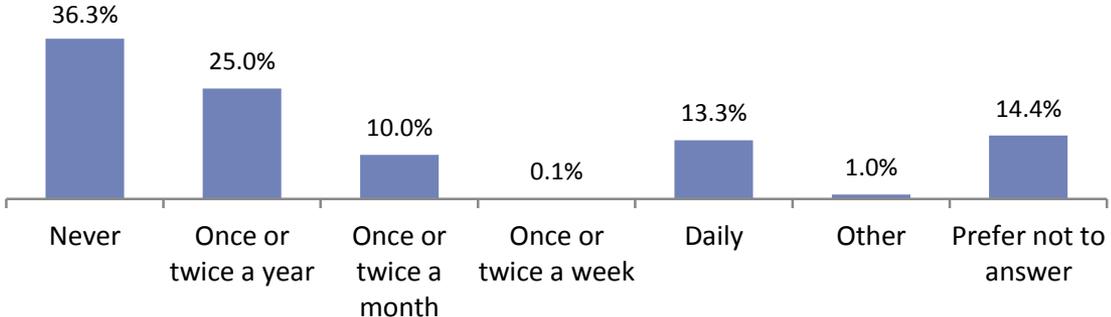
* The educational levels and household incomes of the parents participating in the survey in 2015 are very similar to those seen with 2013's survey.

Respondent Profile

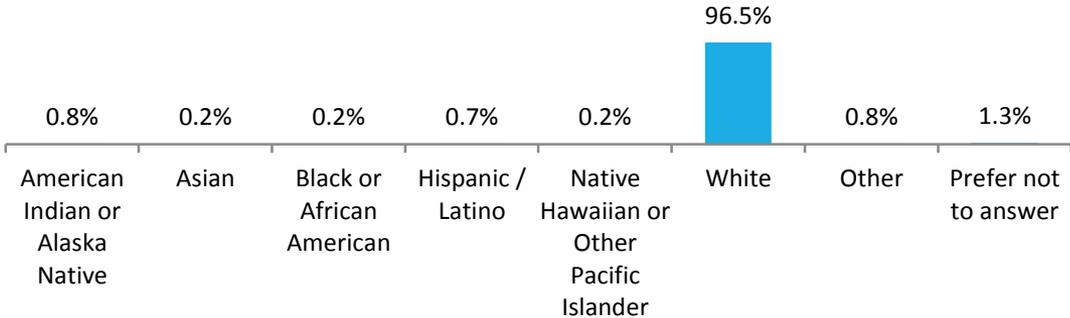
Living Situation / Marital Status of Parent



Frequency of Alcohol Consumption in Household for Adult Over 25 Who Drinks Alcohol the Most



Race / Ethnicity of Parent
[Multiple Responses Recorded]



ANALYSIS

Analysis

- ▶ The survey results for 2015 indicate that the SAMHS Parent Media Campaign continues to have positive impacts and that parental understanding of the risks involved and behavior modifications continue to move in the right direction.
- ▶ **Positive results continue to be recorded in the following areas:**
- ▶ Awareness of and attitudes regarding the risks of underage drinking
- ▶ Parental behaviors regarding prevention and monitoring for teenage alcohol use

Analysis

- ▶ **Some specific relevant indicators that the messages of the SAMHS media campaign continue to reach and impact parents' behaviors is that they cite the following as their top five behaviors in 2015 (as in 2013) with regard to preventing teens from drinking alcohol:**
- ▶ #1 Behavior: Talk to your child when they come in about his / her night
- ▶ #2 Behavior: Enforce the rules that you make regarding alcohol usage
- ▶ #3 Behavior: Make an effort to know your child's friends and their parents
- ▶ #4 Behavior: Ask child if a parent or adult will be present at a party or social gathering
- ▶ #5 Behavior: Wait for your child to come home or set an alarm at curfew

Analysis

- ▶ For the most part, key monitoring messages of the campaign score highly, with eight of the twelve scoring over a 4.00 (on a five-point scale, where 1 is 'never' and 5 is 'always'), and in fact, six of the twelve scoring over 4.50.
- ▶ These behaviors have been prominently featured and form core messages of the SAMHS parent campaign materials and media. The continued adoption of these effective parental monitoring skills is a positive trend for the SAMHS Parent Media Campaign.

Analysis

- ▶ When specifically asked about their degree of worry regarding nine potential risk factors related to alcohol use, eight of the nine potential risk factors rate above a 4.00 on a five point scale. The top concerns continue to be “teen might drink and drive” (4.41), “teen’s brain development might be negatively impacted” (4.31), “teen might be involved in unwanted and/or unprotected sexual behavior” (4.29), “teen might drink to excess or become addicted to alcohol” (4.25), and “teen might end up in trouble with the police” (4.18). **In general, there has been a slight increase in the degree of parental worry regarding the risks associated with teen alcohol use since 2013, with four of the nine risks seeing significant increases.**
- ▶ **This indicates that parents continue to have a high level of understanding and concern with regard to the risks of underage alcohol use.**

Analysis

PARENTAL BEHAVIORS RELATED TO ALCOHOL USE

- ▶ When parents were asked to rate the frequency with which they engage in each of twelve specific behaviors, parents rated eight of the twelve behaviors over 4.00 on the 5-point scale, with six over 4.50. In particular, parents almost “always” 1) “make an effort to know their child’s friends and their parents, especially the families of your teen’s four closest friends” (4.79), 2) “enforce the rules that you make regarding alcohol usage” (4.77), 3) “talk to their child when they come home at night“ (4.71), 4) “ask their child if a parent or other adult will be present at a party or social gathering” (4.69), and 5) “wait up for their child to come home or set an alarm at curfew” (4.60).
- ▶ **This indicates that many of the key monitoring messages of the SAMHS media campaign are reaching and resonating with parents, with parents engaging in most of the behaviors “most of the time” or “always.”**

Analysis

- ▶ “Limiting child’s access to alcohol” has seen a decrease from 4.07 to 3.90 since 2013, and the percentage of parents reporting that their teen would be able to access alcohol that they have purchased without their knowledge has continued to increase since 2011, from 42.4% to 46.7% in 2013 and 50.2% in 2015.
- ▶ **As such, SAMHS should incorporate more about limiting child’s access to alcohol in its future messaging.**

Analysis

MARIJUANA USE

- ▶ Overall, parents have a high level of awareness of the risks associated with marijuana use.
- ▶ The effects of marijuana use on a child's level of motivation and brain development should continue to be prime messages in the SAMHS media campaigns, as these particular risks of marijuana use seem to resonate with and emotionally appeal to parents.

Analysis

MARIJUANA USE

- ▶ The 2015 results show a lessening in concern with regard to the legal impacts of recreational marijuana use. However, as recreational marijuana use is still banned at the federal level, communications should highlight the legal prohibition of the use of marijuana.
- ▶ Secondly, the campaign should further focus on the risks associated with marijuana use, as the potency of these risks may have been diluted by publicity relating to local municipalities voting in favor of legalizing the use of marijuana.

Analysis

OTHER

- ▶ It should be noted that scores recorded in the survey for parents with higher income and educational attainment levels are generally somewhat lower than those recorded for other demographic groups. This would appear to indicate a somewhat more ‘relaxed’ attitude by these parent segments to alcohol use and monitoring behaviors. This specific segment should be targeted more with key campaign messages.