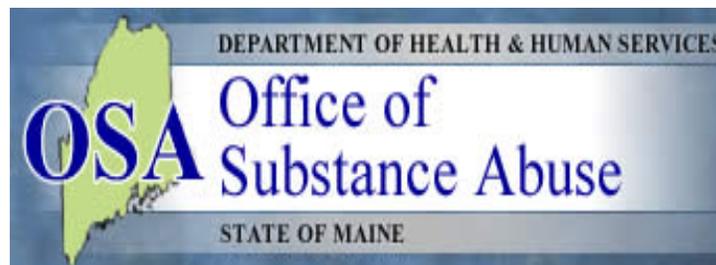


**REPORT PREPARED FOR
THE OFFICE OF SUBSTANCE ABUSE**



2009 Parent Survey Report

Prepared by



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I. EXECUTIVE SUMMARY

In an effort to reduce underage alcohol use, the OSA Parent Media Campaign focuses on helping parents learn monitoring skills. The Parent Media Campaign also addresses appropriate modeling skills. The 2009 Parent Survey is an effort to quantify the impact of this campaign. The results of this survey have been compared to and analyzed with the 2008 Parent Survey results to gain understanding of the influence of the campaign.

The survey results for 2008 and 2009 suggest that the campaign has had a positive impact and that parental understanding of the risks involved and behavior modifications are heading in the right direction.

Monitoring Attitudes & Behaviors

Positive results have been recorded in the following areas:

- Awareness of and attitudes regarding the occurrence of underage drinking
- Understanding of the positive impact that parental behaviors (modeling) can have on the behavior of teenagers
- Parental behaviors regarding prevention and monitoring for teenage alcohol use

Specific positive results include:

- There has been a significant increase in the degree of parental worry pertaining to each of the risks associated with teenage drinking, as tested in this research. An increased degree of worry indicates that parents are more aware of and more concerned about the risks associated with alcohol use.
- Parents appear to understand the importance of talking to kids early about the risks associated with drinking. The average age given for both 2008 and 2009 was approximately 10 years old.

I. EXECUTIVE SUMMARY

There are two relevant indicators that the messages of the media campaign appear to be reaching parents. First, the three highest means of behaviors that parents state they use are:

- Know the parents of your child's friends
- Check to see if an adult will be present at parties and social gatherings
- Talk to your child when they come in about his/her night

These are all behaviors that have been prominently featured in OSA parent campaign materials and media.

Additionally, the behaviors that increased the most include the following:

- Make an effort to know the rules of your child's friends' families
- Call to verify that a parent or responsible adult will actually be present at a party or social gathering
- Observe your child for signs of alcohol use when they come home at night

The increase in the adoption of these effective parental monitoring skills is a positive trend for the OSA Parent Media Campaign. The campaign's messages appear to be resonating with parents, and they report that they are using the skills promoted by the campaign.

Modeling Attitudes & Behaviors

The perceived influence of specific parental behaviors on teen drinking decisions has increased slightly for the behaviors tested, indicating a heightened awareness by parents that their behaviors have an influence on their teenager's drinking decisions.

- "Drinking more than 4 drinks in front of your child" and "pressuring other adults to drink" rank as the most influential things that parents can do, which are both key messages of the campaign.

I. EXECUTIVE SUMMARY

Additionally, there has been a significant improvement in parent's awareness of two negative modeling behaviors that have been core messages of the campaign:

- "Use alcohol to relieve stress or anxiety, saying things such as 'I've had a tough week; I need a beer'"
- "Occasionally joke or tell a funny story about their past drinking behavior in front of their teen"

Results also indicate that parents are gaining a more realistic sense of the likelihood that their child may drink alcohol before he / she graduates high school. This seems to indicate that denial of teenage drinking is decreasing.

The positive results of this research suggest that the OSA Parent Media Campaign has been successful. In order to achieve continued success and movement in parental awareness, attitudes, and behaviors, the campaign should be maintained. It should be noted that changing behaviors is a long-term process, and thus, the campaign needs more time to fully effect the desired behavior changes.

To further support the positive results of this research and validate the suggested movement in parental awareness, attitudes, and behaviors with regards to underage drinking, follow up research should be conducted within 18 months. Future research would allow for the analysis of parental change over time and verification of the positive results that have been recorded to date.

II. BACKGROUND & OBJECTIVES

In 2006, the Maine Office of Substance Abuse (OSA) and Ethos Marketing and Design (Ethos), commissioned Pan Atlantic SMS Group, a Maine-based marketing research and consulting firm, to conduct quantitative market research with parents of teenagers throughout the state on a range of issues related to underage drinking. The 2006 research was a component of a broader project being conducted by the Ethos team in preparation for an OSA parent social marketing campaign aimed to reduce teenage drinking in the State of Maine through improved parenting techniques and enhanced parental involvement.

In 2007, 2008 and 2009, Pan Atlantic SMS Group was commissioned again by OSA and Ethos to conduct more research on the same topics. The 2007 survey was designed to benchmark the original research conducted in 2006. **In 2008, the survey questions were similar to those included in the 2006 and 2007 questionnaires. However, the sample size, sample composition, and stratification were changed. The 2008 research was designed to be more directly comparable to the 2009 (and future) Maine Integrated Youth Health Surveys (MIYHS). The current (2009) survey was designed to benchmark the research conducted in 2008.**

The following changes were made in 2008 and 2009:

- ✓ The sample size was increased to 1,200 parents, compared with 500 in 2007 and 500/400 in June/August of 2006.
- ✓ The sample composition now includes parents of 7-12 graders, compared with past surveys which were with parents of 8-12 graders.
- ✓ In previous surveys, the stratification was based on population by county. Since 2008, the sample has been stratified on a statewide basis according to Maine's public health districts.

The table on the following page illustrates the stratification used in 2007, 2008, and 2009. The column named "2007 strat" shows what the survey distribution would have been for 1,200 surveys, using the 2007 (and prior) stratification plans. The column "Difference" shows that the 2008 (and subsequently the 2009) stratification plan differs rather significantly from prior stratification plans, especially in the Northern (Aroostook, Hancock, and Washington) counties and the Southern (Cumberland and York) counties.

II. BACKGROUND & OBJECTIVES

	Public Health District	Counties	2008 / 2009 Strat	2007 Strat	Difference
1	York	York	150	180	-30
2	Cumberland	Cumberland	150	252	-102
3	Western	Androscoggin	77	96	-19
		Franklin	21	24	-3
		Oxford	52	48	4
		District Total	145	168	-18
4	Midcoast	Knox	25	36	-11
		Lincoln	42	36	6
		Sagadahoc	45	36	9
		Waldo	38	36	2
		District Total	150	144	6
5	Central	Kennebec	102	108	-6
		Somerset	48	48	0
		District Total	150	156	-6
6	Penquis	Penobscot	133	132	1
		Piscataquis	17	12	5
		District Total	150	144	6
7	Downeast	Hancock	90	48	42
		Washington	60	36	24
		District Total	150	84	66
8	Aroostook	Aroostook	150	72	78
		Total:	1,200	1,200	0

Accordingly, results from the 2006 and 2007 surveys are presented in the following report for descriptive purposes only and should not be used for trend analysis (benchmarking).

This report details the findings of the 2009 survey, as well as comparisons to previous reports, as applicable.

II. BACKGROUND & OBJECTIVES

The current survey instrument focused on evaluating the following issues:

✓ **Parental Attitudes**

- Parental attitudes toward underage drinking
- Ratings of various potential risks of teen drinking
- Appropriate age to begin talking about underage alcohol use
- Appropriate age to begin monitoring behavior with respect to underage alcohol use

✓ **Parental Behaviors**

- How parents most commonly talk to their child about alcohol use
- Whether parents' alcohol in their house is accessible to their teens
- Behaviors related to level of parental involvement

✓ **Parental Influence**

- Various agree / disagree statements related to parental modeling behaviors and attitudes regarding parental influence over teen drinking behaviors

✓ **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)
- If parents don't believe that their teen is currently participating in these behaviors, the likelihood that they will be by the time they graduate from high school

✓ **Communication / Outreach**

- Awareness of recent information regarding underage drinking
- Perceived core messages of the information seen or heard
- Awareness of other efforts in the community / schools
- Specific actions that have been or will be taken by parents to monitor their teens
- Actions that have been or will be taken to model appropriate alcohol use

✓ **Demographics**

- Age, gender, and grade of teen
- Exposure teen has to alcohol in the household
- Age, gender, and education of parent
- Household income

III. METHODOLOGY

In order to meet the stated objectives of this market research project, a telephone survey was conducted with parents of teenagers around the state. The survey instrument was developed by Pan Atlantic SMS Group in conjunction with OSA and Ethos; the finalized survey instrument was approved by OSA and Ethos prior to it being fielded. Parents living in a household in which a family member works for an alcoholic beverage company, the media or a market research or advertising company were screened out. All surveys were conducted by the in-house interview team at Pan Atlantic SMS Group between November 9th and December 8th, 2009.

The 2009 sample was stratified on a statewide basis according to public health districts. Approximately one hundred fifty (150) respondents were surveyed from each public health district, and stratification was based on county population densities within each district.

Approximately two hundred (200) parents of teenagers in each of the six grades 7 through 12 were surveyed, for a total of 1,200 parents.

A total sample of 1,200 randomly selected parents was surveyed. Based on the population of children in the 7th through 12th grades in Maine (estimated at 91,093; Source: Maine Department of Education, 2009), *the survey's margin of error is ± 2.81 percent at the 95 percent confidence level. If the survey were to be repeated, 95 times out of 100 the results would reflect the results of this survey within the ± 2.81 percent margin of error. However, the margins of error for specific sub-samples are higher.*

As compared to prior survey administrations, the following changes were made in 2008 and 2009:

- ✓ **The sample size was increased to 1,200 parents, compared with 500 in 2007 and 500/400 (June/August) in 2006.**
- ✓ **The sample composition now includes parents of 7-12 graders, compared with previous surveys which were with parents of 8-12 graders.**
- ✓ **In previous projects, the stratification was based on population by county. In 2008 and 2009, the sample was stratified on a statewide basis according to public health districts.**

III. METHODOLOGY

The 2009 report presents findings broken out by statewide public health districts, as shown below:

Public Health District	Counties Included	Census Population	Estimated Enrollment (Grades 7-12)	Surveys	Margin of Error (50%)
1 York	York	186,742	14,072	150	± 7.96
2 Cumberland	Cumberland	265,612	19,549	150	± 7.97
3 Western	Androscoggin	103,793	7,588	77	± 7.96
	Franklin	29,467	2,173	21	
	Oxford	54,755	5,157	52	
	District Total	188,015	14,918	150	
4 Midcoast	Knox	39,618	1,691	25	± 7.94
	Lincoln	33,616	2,480	42	
	Sagadahoc	35,214	2,778	45	
	Waldo	36,280	2,232	38	
	District Total	144,728	9,181	150	
5 Central	Kennebec	117,114	9,331	102	± 7.96
	Somerset	50,888	4,398	48	
	District Total	168,002	13,729	150	
6 Penquis	Penobscot	144,919	11,135	142	± 7.72
	Piscataquis	17,235	1,489	17	
	District Total	162,154	12,624	159	
7 Downeast	Hancock	51,791	3,580	84	± 8.15
	Washington	33,941	2,311	57	
	District Total	85,732	5,891	141	
8 Aroostook	Aroostook	73,938	5,204	150	± 7.89
Total:		1,274,923	95,168	1,200	± 2.81

A copy of the survey instrument used is contained in Appendix A of this report, followed by the Executive Summary in a stand-alone format. The content of this Executive Summary is the same as that in the report, but has a slightly different format.

Statistical cross tabulations for each survey question are presented in a separate volume.

Please note that throughout the report not all figures will total 100.0% due to the rounding of decimals.

IV. FINDINGS: PARENTAL ATTITUDES

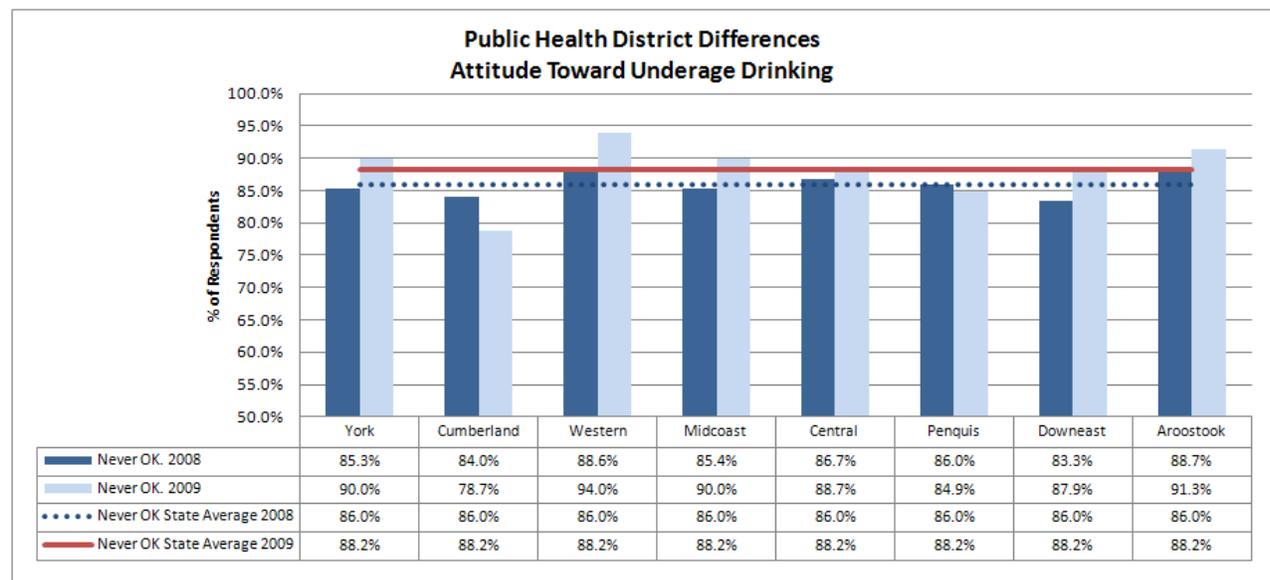
Attitude Toward Underage Drinking

**Q4. Which of the following best describes your attitude toward underage drinking?
Underage drinking is: [Options were read and rotated.]**

	August 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Never OK.	85.8%	82.6%	86.0%	88.2%
OK under certain circumstances, such as special occasions.	12.3%	13.6%	10.5%	8.8%
OK as long as I am there to supervise.	1.5%	3.2%	2.7%	2.3%
OK as long as an adult is present.	0.3%	0.2%	0.3%	0.2%
OK most of the time.	0.0%	0.0%	0.0%	0.0%
OK. There should not be a legal drinking age.	0.3%	0.2%	0.3%	0.3%
Don't know	0.0%	0.2%	0.3%	0.3%

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 survey, prior results (2006 and 2007) have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- There are no significant differences between the 2008 and 2009 data.



IV. FINDINGS: PARENTAL ATTITUDES

Attitude Toward Underage Drinking (continued)

2009 Comparisons

- The mean response for the Western Public Health District is higher than the 2009 state average.
- The mean response for the Cumberland Public Health District is lower than the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

Underage Drinking is “Never OK”.	
Higher	Lower
<ul style="list-style-type: none">• Parent age: 44 or younger (91.0%)	<ul style="list-style-type: none">• Parent age: 45 or older (85.8%)
<ul style="list-style-type: none">• Parental alcohol usage Rarely or Never (94.8%)	<ul style="list-style-type: none">• Parental alcohol usage Weekly or Daily (82.1%)
<ul style="list-style-type: none">• Parents with some college (93.1%)	<ul style="list-style-type: none">• Parents with a college degree or more (83.2%)

IV. FINDINGS: PARENTAL ATTITUDES

Top Reasons for Not Wanting Child to Drink

Q5. What are the top three reasons you don't want your child to drink alcohol? [Unaided; three responses were recorded]

Top Answers December 2009* (N=1,200)	#1	#2	#3	Combined
It is illegal / against the law	17.8%	8.8%	6.5%	33.1%
It is not healthy / health reasons	11.5%	11.9%	6.8%	30.2%
Teen might make poor decisions / bad judgment	8.8%	9.9%	10.5%	29.2%
Teen might drink to excess or become addicted to alcohol	11.5%	10.1%	7.3%	28.9%
Teen might drink and drive	11.3%	10.3%	6.4%	28.0%
It is dangerous / not safe	8.4%	9.1%	8.1%	25.6%
Teen not mature enough / too young	8.3%	7.4%	5.8%	21.5%
Teen's brain development might be adversely affected	4.8%	4.2%	4.3%	13.3%
Alcoholism in the family	7.1%	3.3%	2.3%	12.7%
Don't know	0.7%	7.3%	23.2%	---

**This question was first asked in 2009.*

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use

Q6. 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 that I read to you. We will use a scale from 1 to 5, where 1 would mean that the potential risk is “not at all worrisome” to you and 5 would mean that the risk is “one of the most worrisome” to you. [Options were rotated.]

December 2009 (N=1,200)	1	2	3	4	5	Don't Know	Mean (1 to 5)
	Not at all worrisome				One of the most worrisome		
A. Your teen might drink to excess or become addicted to alcohol	7.8%	4.6%	9.6%	10.8%	67.3%	0.1%	4.25
B. Your teen might drink and drive	8.9%	2.8%	4.8%	6.4%	76.8%	0.3%	4.40
C. Your teen's brain development might be adversely affected	5.8%	4.8%	11.2%	17.8%	60.2%	0.3%	4.22
D. Your teen might be involved in unwanted and/or unprotected sexual behavior	5.3%	2.5%	7.8%	12.8%	71.8%	0.0%	4.43
E. Your teen's drinking could lead to depression or suicide	8.1%	7.3%	11.8%	15.0%	57.8%	0.1%	4.07
F. Your teen could lose out on a scholarship or some other opportunity	8.0%	5.5%	12.2%	22.3%	52.0%	0.1%	4.05
G. Your teen's grades might suffer	5.3%	3.4%	9.5%	21.8%	59.9%	0.1%	4.28
H. Your teen might end up in trouble with the police	6.0%	3.7%	7.7%	15.1%	67.5%	0.1%	4.35
I. Your teen might move on to other drugs	6.3%	4.4%	6.6%	12.1%	70.6%	0.0%	4.36

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Mean Responses (1 to 5 scale)	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
A. Your teen might drink to excess or become addicted to alcohol	3.38	3.39	3.56	4.25
B. Your teen might drink and drive	3.61	3.45	3.72	4.40
C. Your teen's brain development might be adversely affected	3.62	3.58	3.62	4.22
D. Your teen might be involved in unwanted and/or unprotected sexual behavior	3.77	3.62	3.82	4.43
E. Your teen's drinking could lead to depression or suicide	3.52	3.35	3.58	4.07
F. Your teen could lose out on a scholarship or some other opportunity	3.45	3.32	3.56	4.05
G. Your teen's grades might suffer	3.68	3.49	3.72	4.28
H. Your teen might end up in trouble with the police	3.78	3.59	3.81	4.35
I. Your teen might move on to other drugs	3.73	3.51	3.79	4.36

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- “Your teen might be involved in unwanted and/or unprotected sexual behavior” (4.43) and “Your teen might drink and drive” (4.40) were ranked the most worrisome risks of underage drinking by parents.
- “Your teen could lose out on a scholarship or some other opportunity” (4.05) and “Your teen’s drinking could lead to depression or suicide” (4.07) were ranked the “least worrisome” risks of underage drinking by parents (although still above 4 on a 5-point scale).
- There has been a significant increase in the degree of parental worry regarding the risks associated with teen alcohol use since 2008.

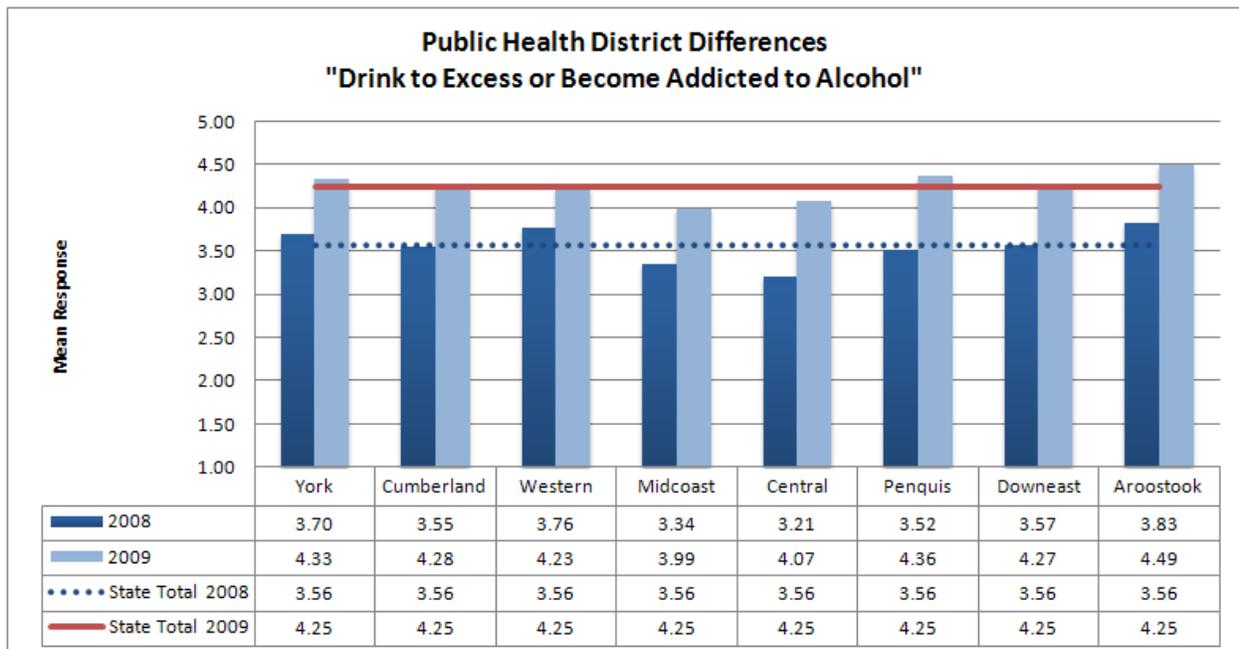
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6a. Your teen might drink to excess or become addicted to alcohol

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.38	3.39	3.56	4.25

- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- The mean response for the Aroostook Public Health District is higher than the 2009 state average.
- The mean response for the Midcoast Public Health District is lower than the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The mean for all public health districts has increased from 2008 to 2009.

Your Teen Might Drink To Excess Or Become Addicted To Alcohol (Mean)	
Higher	Lower
• Mothers (4.33)	• Fathers (4.05)

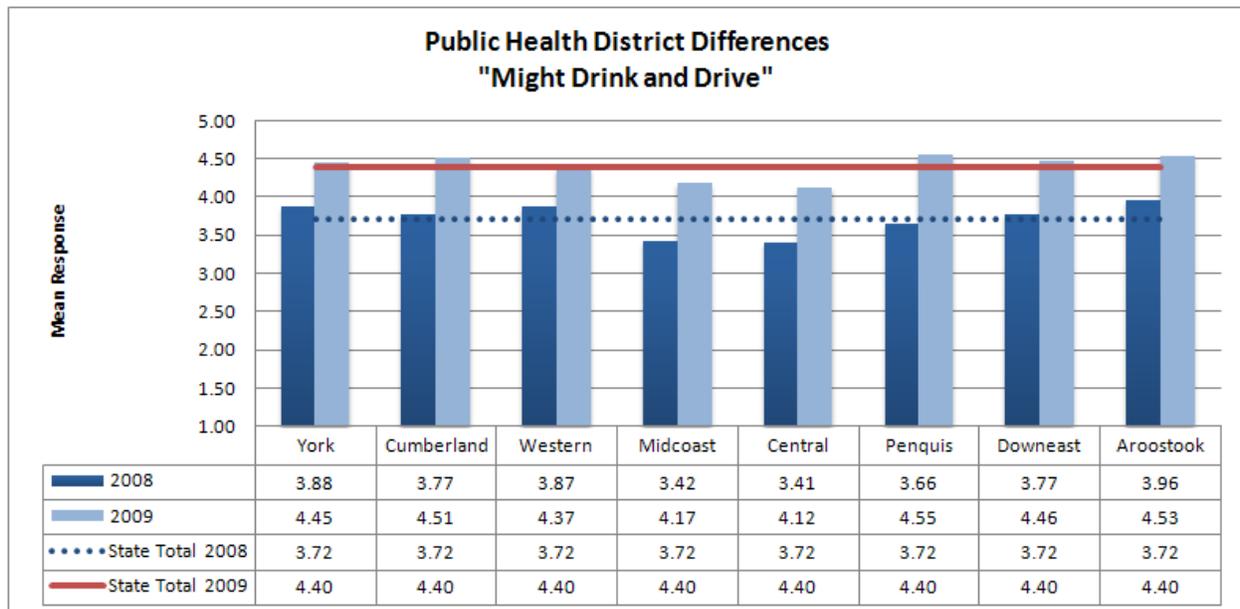
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6b. Your teen might drink and drive

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.68	3.49	3.72	4.40

- “Your teen might drink and drive” (4.40) is the second most worrisome risk among parents surveyed.
- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- The mean response for both the Midcoast and Central Public Health Districts are lower than the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The mean for all public health districts has increased from 2008 to 2009.

Your Teen Might Drink And Drive (Mean)	
Higher	Lower
• Parents of male children (4.49)	• Parents of female children (4.30)

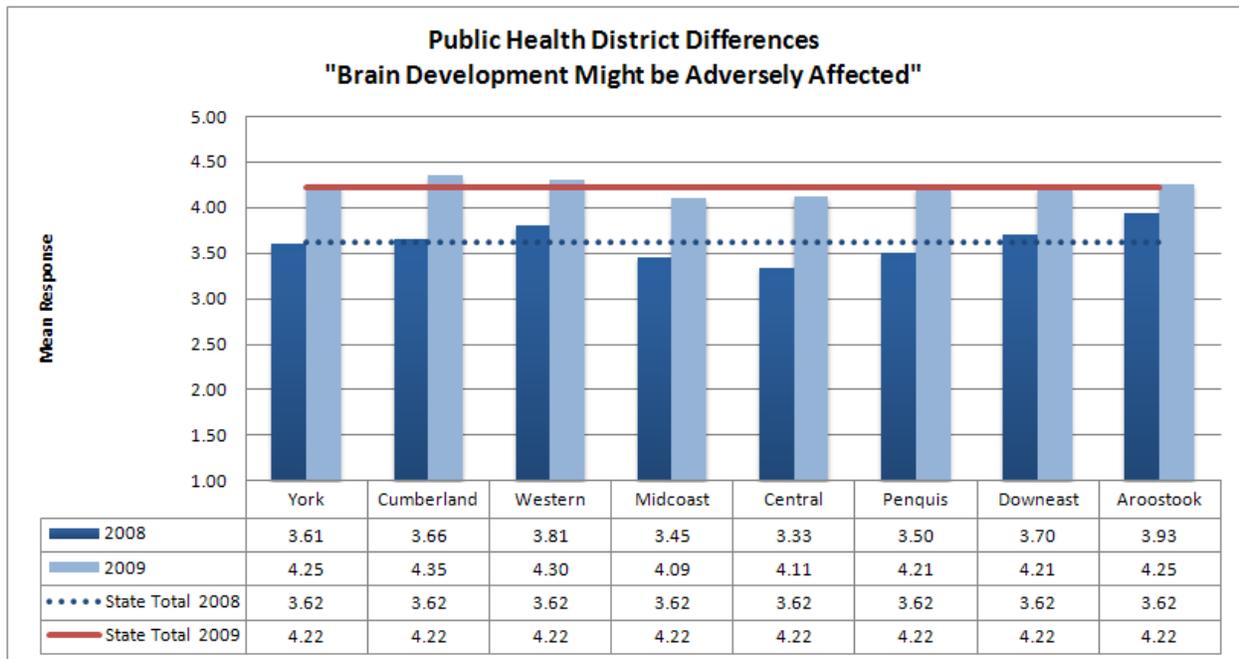
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6c. Your teen's brain development might be adversely affected

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.62	3.58	3.62	4.22

- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean for all public health districts has increased from 2008 to 2009.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Your Teen's Brain Development Might Be Adversely Affected (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.32)	<ul style="list-style-type: none">• Fathers (3.96)
<ul style="list-style-type: none">• Parents with some college (4.38)	<ul style="list-style-type: none">• Parents with a college degree or more (4.16)

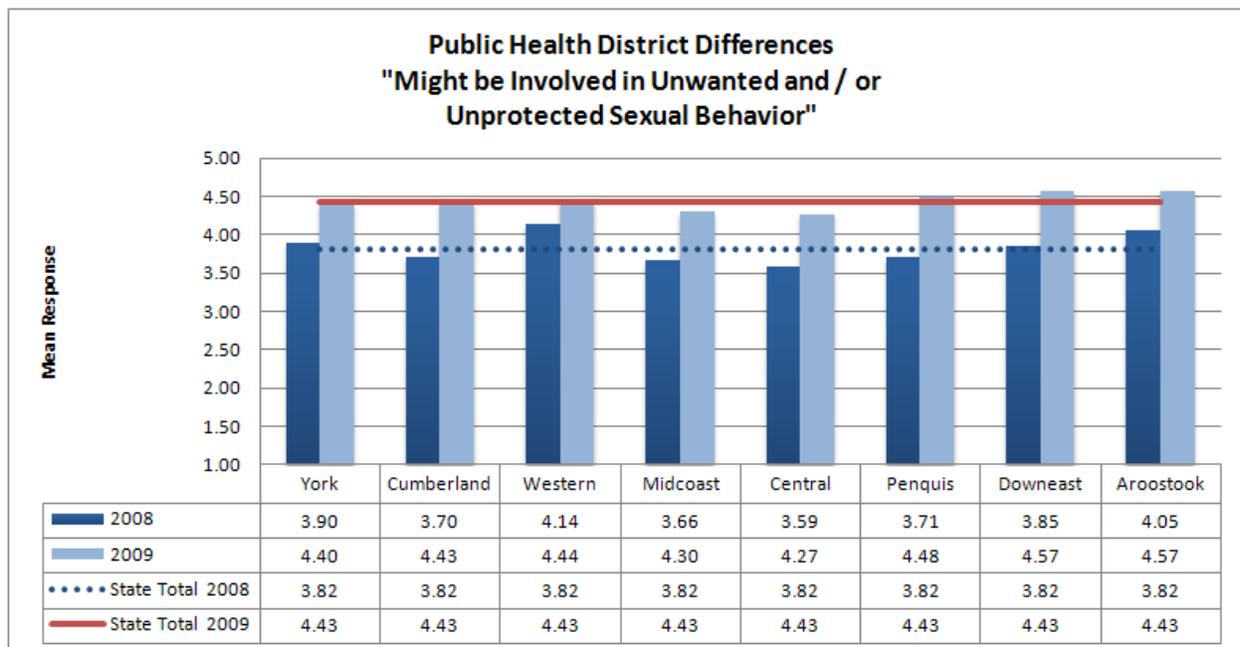
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6d. Your teen might be involved in unwanted and/or unprotected sexual behavior

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.77	3.62	3.82	4.43

- The mean response for “your teen might be involved in unwanted and/or unprotected sexual behavior” was the highest of all risks among parents surveyed (4.43), suggesting that, of the risks tested, parents are most worried about this risk.
- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The mean for all public health districts has increased from 2008 to 2009.

Your Teen Might Be Involved In Unwanted And / Or Unprotected Sexual Behavior (Mean)	
Higher	Lower
• Mothers (4.50)	• Fathers (4.26)
• Parents with some college (4.57)	• Parents with a college degree or more (4.38)

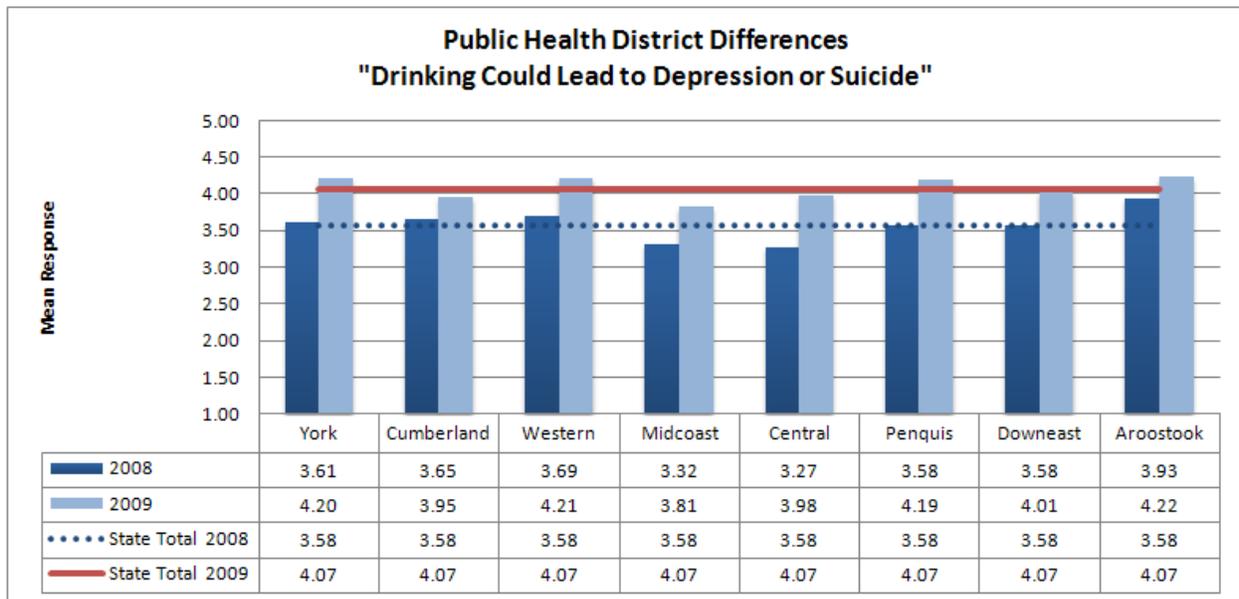
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6e. Your teen's drinking could lead to depression or suicide

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.52	3.35	3.58	4.07

- The mean response for “your teen’s drinking could lead to depression or suicide” was second lowest among parents surveyed as a potential risk of underage drinking (4.07).
- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- The mean for the Midcoast Public Health District is lower than the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The means for the York, Western, Midcoast, Central, Penquis, and Downeast Public Health Districts have increased since 2008.

Your Teen's Drinking Could Lead To Depression Or Suicide (Mean)	
Higher	Lower
• Mothers (4.17)	• Fathers (3.83)
• Parental alcohol usage: Rarely or Never (4.18)	• Parental alcohol usage: Weekly or Daily (3.90)
• Parents with some college (4.31)	• Parents with a college degree or more (3.92)

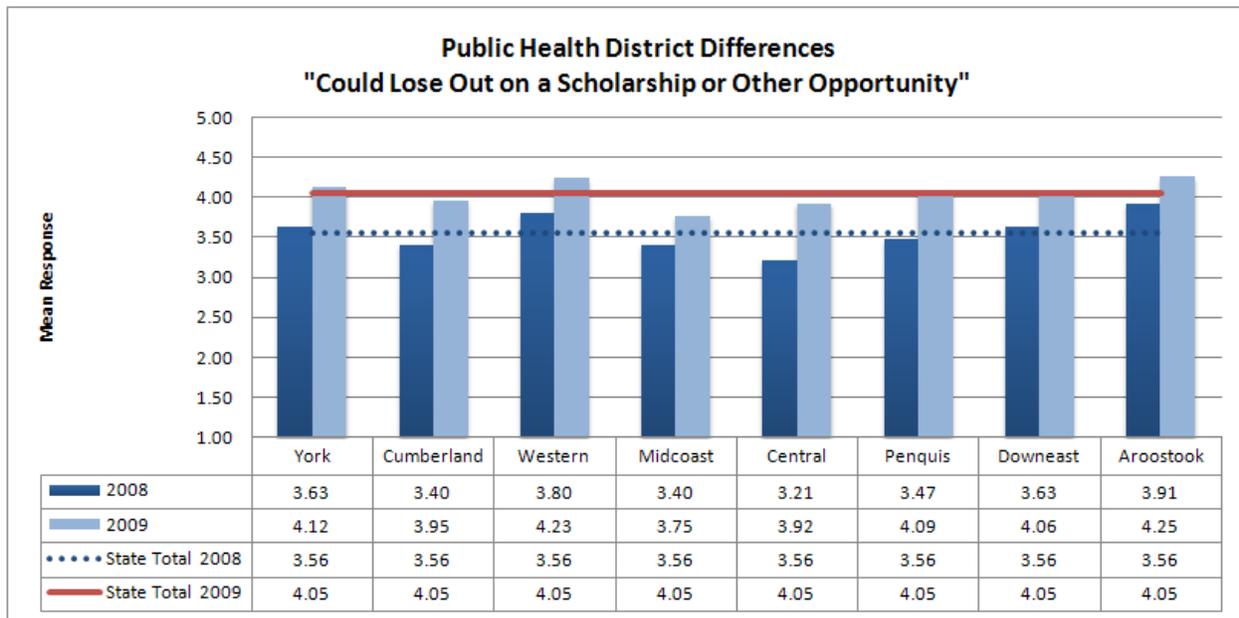
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6f. Your teen could lose out on a scholarship or some other opportunity

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.45	3.32	3.56	4.05

- “Your teen could lose out on a scholarship or some other opportunity” was the least worrisome risk of those tested amongst parents surveyed (4.05).
- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- The mean response for the Midcoast Public Health District is lower than the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The mean responses for all Public Health Districts have increased since 2008.

Your Teen Could Lose Out On A Scholarship Or Some Other Opportunity (Mean)	
Higher	Lower
• Mothers (4.15)	• Fathers (3.78)
• Parents aged 44 or younger (4.15)	• Parents aged 45 or older (3.96)
• Parental alcohol usage: Rarely or Never (4.17)	• Parental alcohol usage: Weekly / Daily (3.88)
• Parents with some college (4.24)	• Parents with a college degree or more (3.91)

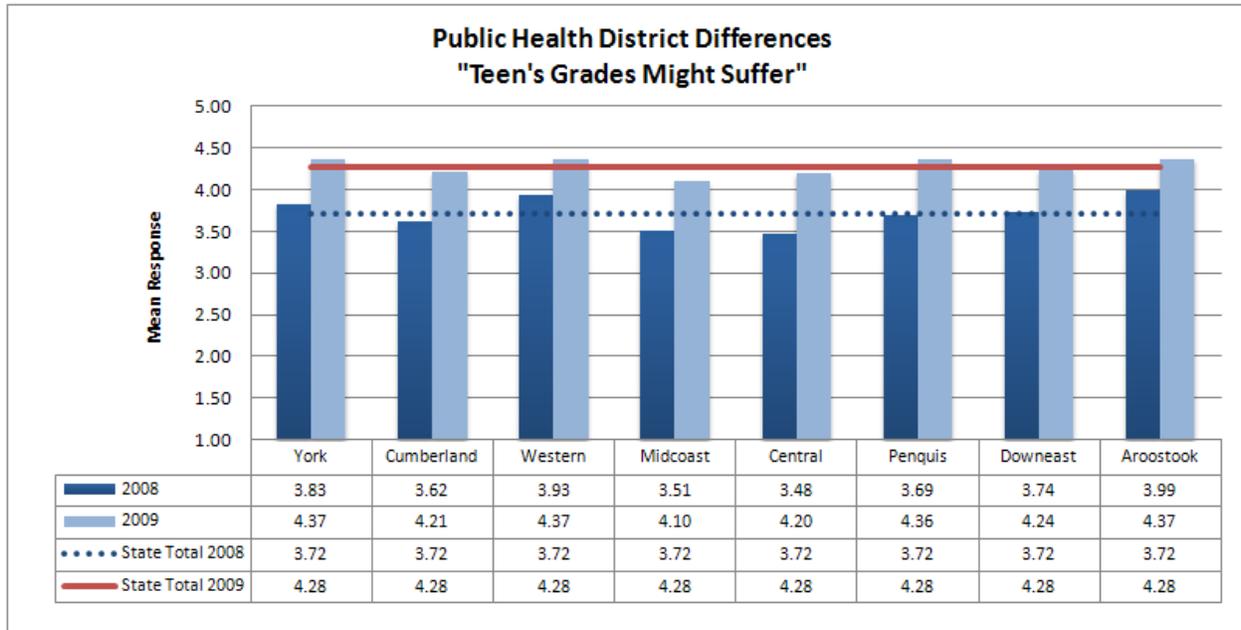
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6g. Your teen's grades might suffer

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.61	3.45	3.72	4.28

- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean responses for all Public Health Districts have increased since 2008.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Your Teen's Grades Might Suffer (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.35)	<ul style="list-style-type: none">• Fathers (4.10)
<ul style="list-style-type: none">• Parental alcohol usage: Monthly (4.38)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (4.16)
<ul style="list-style-type: none">• Parents with some college (4.49)	<ul style="list-style-type: none">• Parents with a college degree or more (4.17)

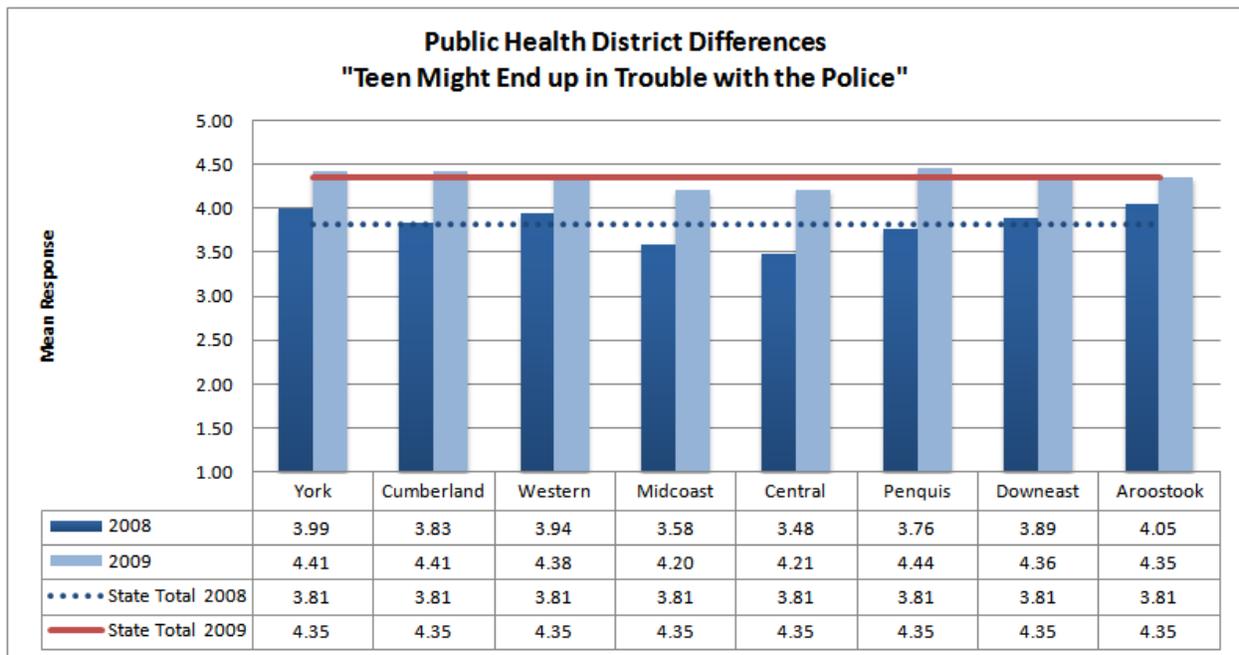
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6h. Your teen might end up in trouble with the police

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.78	3.59	3.81	4.35

- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- Aroostook is the only Public Health District that did not experience a significant increase from 2008 to 2009.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Your Teen Might End Up In Trouble With The Police (Means)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.44)	<ul style="list-style-type: none">• Fathers (4.11)
<ul style="list-style-type: none">• Parents with some college (4.53)	<ul style="list-style-type: none">• Parents with a college degree or more (4.25)

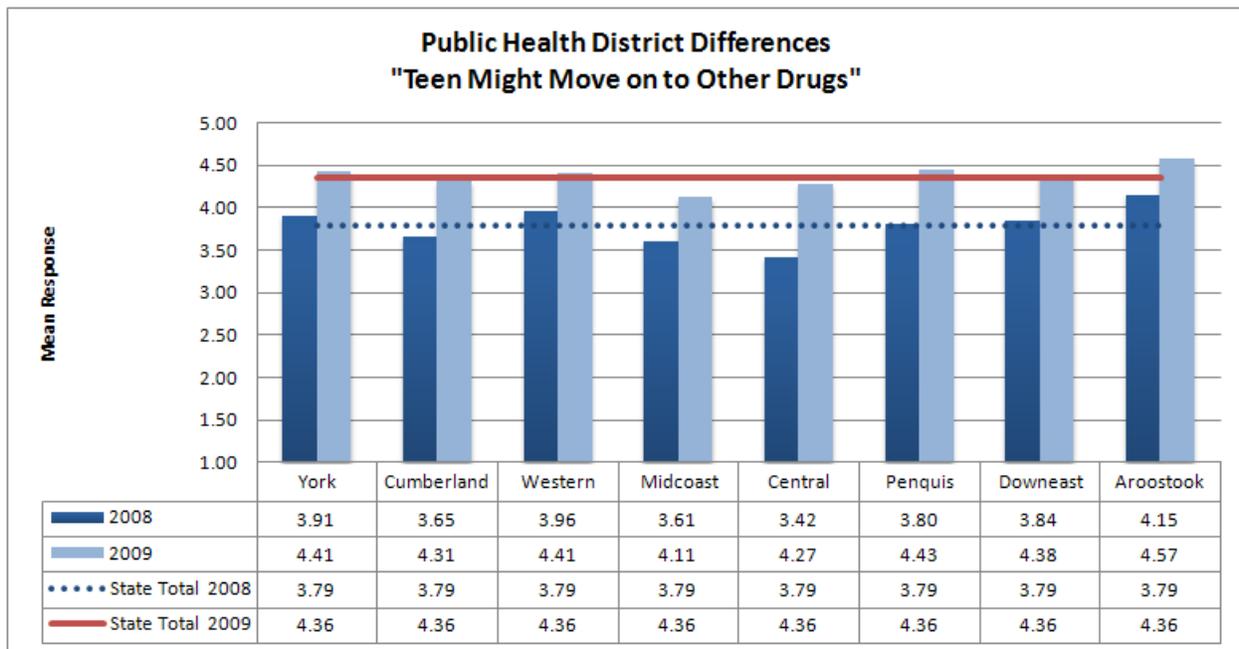
IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Q6i. Your teen might move on to other drugs

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.73	3.51	3.79	4.36

- The mean response for this potential risk has increased since June of 2008.



2009 Comparisons

- The mean response for the Aroostook Public Health District is higher than the 2009 state average.
- The mean response for the Midcoast Public Health District is lower than the 2009 state average.

IV. FINDINGS: PARENTAL ATTITUDES

Degree of Worry Regarding Specific Risks Associated with Teen Alcohol Use (continued)

Trend Comparisons

- The mean for all public health districts has increased from 2008 to 2009.

Your Teen Might Move On To Other Drugs (Mean)	
Higher	Lower
• Mothers (4.48)	• Fathers (4.06)
• Parental alcohol usage: Monthly (4.47)	• Parental alcohol usage: Weekly / Daily (4.23)
• Parents with some college (4.56)	• Parents with a college degree or more (4.26)

IV. FINDINGS: PARENTAL ATTITUDES

Appropriate Age to Begin Discussions Regarding Alcohol

Q7. In your opinion, at what age is it appropriate to begin talking to a child about underage alcohol use? [Unaided]*

**Indicates a slight change in wording from the 2007 and 2006 surveys, when the question read "In your opinion, at what age is it appropriate to begin talking to a child about drinking alcohol?"*

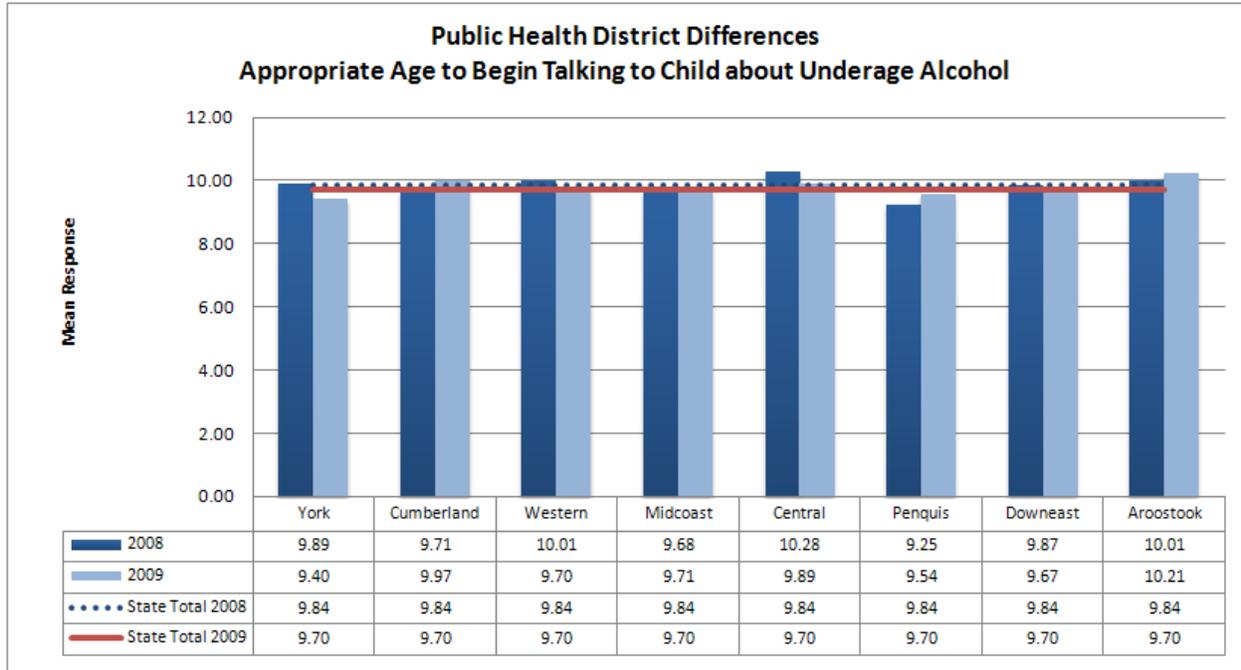
	August 2006 (N=400)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
5 or younger	12.8%	11.0%	9.4%	10.1%
6 to 10	48.0%	49.0%	50.9%	49.3%
11 or 12	22.5%	27.8%	25.3%	24.9%
13 or 14	12.8%	8.2%	11.7%	11.8%
15 or 16	2.6%	2.8%	1.6%	1.4%
17 or older	0.3%	0.6%	0.5%	0.6%
Don't know	1.3%	0.6%	0.7%	1.9%
Mean	---	---	9.84	9.70

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- The average appropriate age to begin talking to a child about underage alcohol has remained the same since 2008.

IV. FINDINGS: PARENTAL ATTITUDES

Appropriate Age to Begin Discussions Regarding Alcohol (continued)



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

Appropriate Age To Begin Discussions Regarding Alcohol (Mean)	
Higher	Lower
<ul style="list-style-type: none"> • Fathers (9.82) 	<ul style="list-style-type: none"> • Mothers (9.58)
<ul style="list-style-type: none"> • Parents of high school students (9.91) 	<ul style="list-style-type: none"> • Parents of middle school students (9.27)

IV. FINDINGS: PARENTAL ATTITUDES

Appropriate Age to Begin Monitoring Child with Regard to Alcohol

Q8. In your opinion, at what age is it appropriate to begin monitoring a child's behavior with regard to alcohol? [Unaided.]

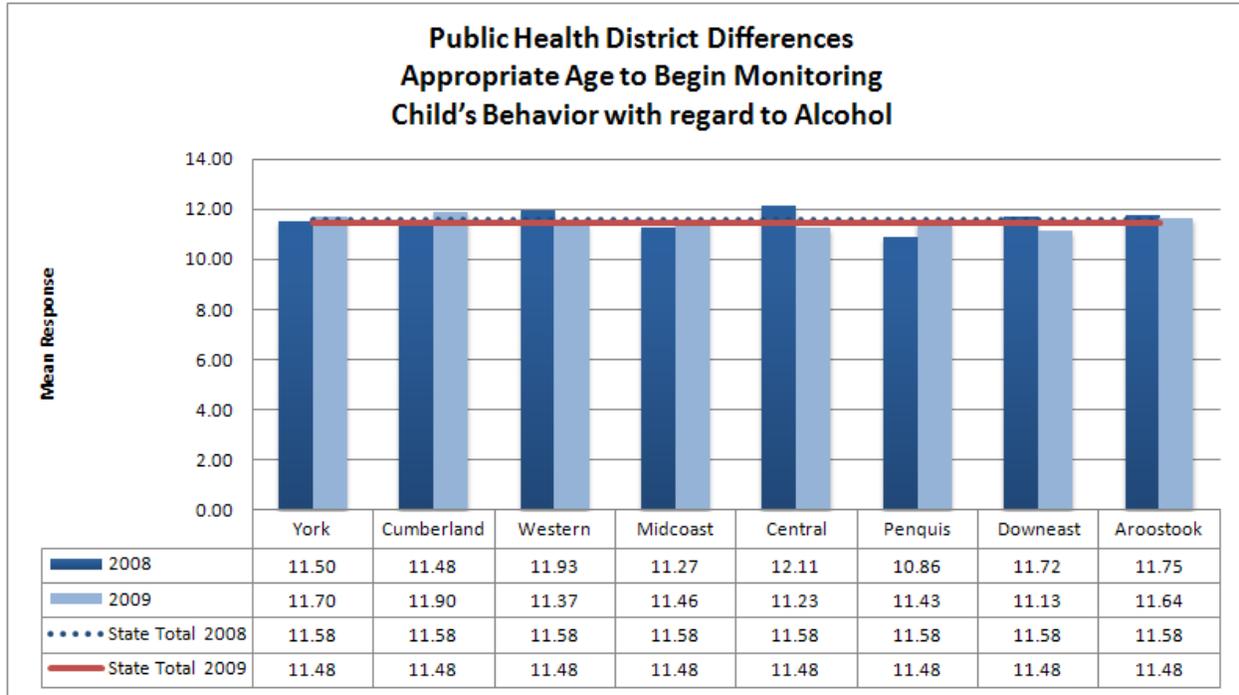
	August 2006 (N=400)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
5 or younger	5.5%	4.0%	4.5%	4.5%
6 to 10	25.5%	28.6%	25.9%	23.8%
11 or 12	28.5%	33.4%	32.1%	34.8%
13 or 14	28.3%	24.2%	25.4%	24.1%
15 or 16	7.8%	5.8%	8.6%	7.8%
17 or older	1.6%	1.6%	1.6%	1.9%
Don't know	2.0%	1.6%	1.9%	3.2%
N/A – Child does not drink	1.0%	0.8%	0.3%	0.0%
Mean	---	---	11.58	11.48

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- The average 'appropriate age' to begin monitoring a child's behavior with regard to alcohol has remained the same since 2008.

IV. FINDINGS: PARENTAL ATTITUDES

Appropriate Age to Begin Monitoring Child with Regard to Alcohol (continued)



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean responses for the Central and Downeast Public Health Districts have decreased since 2008.

No significant differences were found among demographic subgroups.

IV. FINDINGS: PARENTAL BEHAVIORS

Alcohol-Related Discussions with Child

Q9. There are many ways to talk to teens about drinking. Please tell me which of the following statements reflects how you most commonly talk to your child about alcohol use. [The five options were read and rotated; Only one option was recorded.]

	August 2006 (N=400)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
A. I don't want you to drink, but if you're going to do it, do it only at home where I can supervise.	6.0%	7.0%	6.0%	4.6%
B. I don't want you to drink, but if you're going to do it you must never drive.	21.8%	15.6%	15.8%	19.7%
C. I don't want you to drink because it's illegal until you are 21.	27.3%	22.6%	21.5%	20.1%
D. I don't want you to drink because it's not healthy for someone your age.	12.8%	15.0%	18.4%	17.2%
E. I don't want you to drink because alcohol can damage your future.	27.8%	35.4%	34.8%	36.2%
Don't know	2.5%	1.6%	1.6%	0.9%
N/A – Don't think that underage drinking is wrong	0.5%	1.4%	0.3%	0.1%
I don't talk to my child about alcohol because s/he doesn't drink.	1.5%	1.2%	1.2%	0.4%
I have never talked to my child about drinking.	N/A	0.2%	0.5%	0.9%

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- Respondents reported that “I don't want you to drink because alcohol can damage your future” (36.2%) is the most common way they talk to their children about alcohol use.
- “I don't want you to drink, but if you're going to do it, do it only at home where I can supervise” (4.6%) was reported the least by respondents as the most common way they talk to their child about alcohol use.
- There has been no significant shift since 2008.

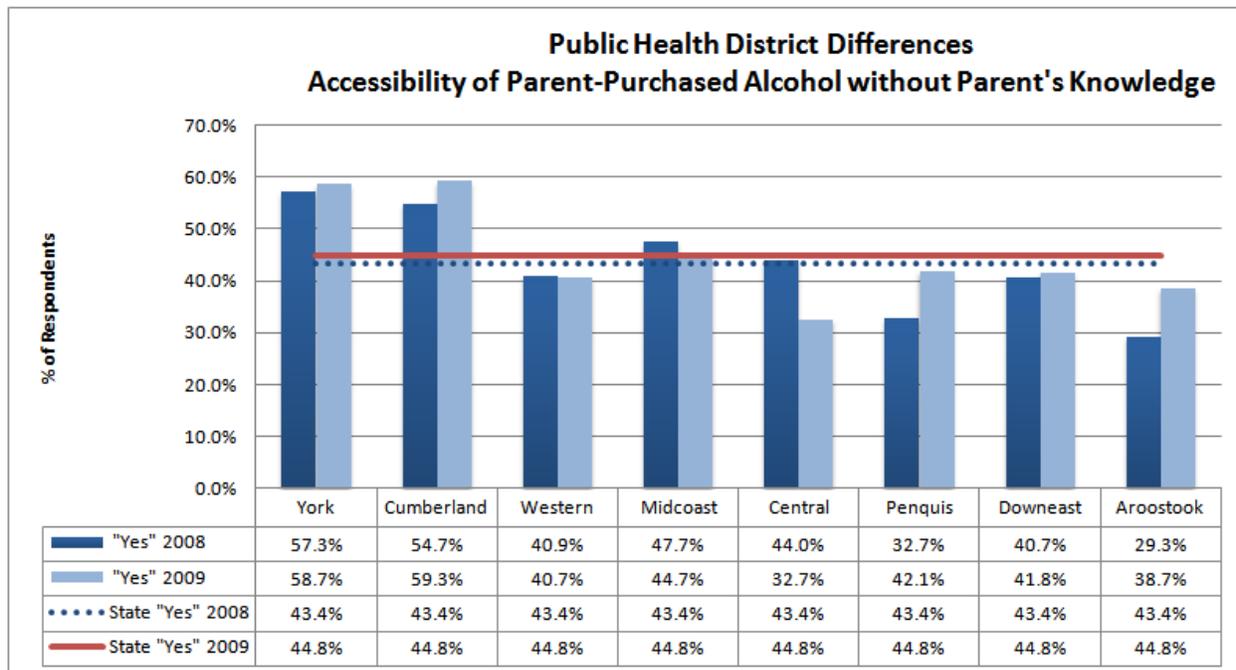
IV. FINDINGS: PARENTAL BEHAVIORS

Accessibility of Parent-Purchased Alcohol without Parental Knowledge

Q10. Would your teen be able to access any alcohol that you have purchased without your knowledge?

	June 2008 (N=1,200)	December 2009 (N=1,200)
Yes	43.4%	44.8%
No	47.8%	49.6%
Not applicable – No alcohol in the house	8.5%	5.5%
Don't know	0.3%	0.1%

- There are no significant differences between the 2008 and 2009 data.



IV. FINDINGS: PARENTAL BEHAVIORS

Accessibility of Parent-Purchased Alcohol without Parental Knowledge (continued)

2009 Comparisons

- The responses for the York and Cumberland Public Health District were significantly higher than the 2009 state average.
- The responses for the Central Public Health District were significantly lower than the 2009 State average.

Trend Comparisons

- The mean response for the Central Public Health District has decreased since 2008.

Parent Purchased Alcohol is Accessible to Teen without Parental Knowledge	
Higher	Lower
• Parents who are married (47.0%)	• Single parent (34.7%)
• Parental alcohol usage: Weekly / Daily (66.1%)	• Parental alcohol usage: Rarely or Never (17.7%)
• Parents with a college degree or more (54.4%)	• Parents with a HS diploma or less (35.6%)
• Parents with a household income of \$100k or more (61.3%)	• Parents with a household income of less than \$50k (29.0%)

IV. FINDINGS: PARENTAL BEHAVIORS

Actions Taken to Prevent Teenager from Drinking Alcohol

Q11. Can you tell me three things that you do regularly to prevent your teenager from drinking alcohol? [Unaided]*

December 2009 Top Answers (N=1,200)	#1	#2	#3	Combined
Communication / Talk to teen about drinking	30.5%	17.8%	12.8%	61.1%
Knows where teen is	9.6%	8.7%	7.1%	25.4%
There is no alcohol in the house	13.2%	6.6%	1.9%	21.7%
Parent does not drink	6.6%	6.0%	3.9%	16.5%
Make an effort to know your child's friends and their parents	3.8%	5.8%	5.4%	15.0%
Limit teen's exposure to alcohol	3.8%	6.7%	3.0%	13.5%
Stay involved with teen's activities	2.8%	4.3%	3.3%	10.4%
Trust their teen	3.9%	2.6%	2.8%	9.3%
Ask your child if a parent or other adult will be present at a party or social gathering	3.9%	2.5%	1.7%	8.1%
Don't know	1.9%	4.5%	9.1%	15.5%

**This question was first asked in 2009.*

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior

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.” How often do you:
[Options were read and rotated.]

December 2009 (N=1,200)	Year	1	2	3	4	5	Don't know	N/A – Child never goes out	Mean (1 to 5)
		Never	Rarely	Sometimes	Most of the time	Always			
12. Ask your child if alcohol will be present at a party or social gathering	2008	17.9%	6.6%	10.6%	7.6%	45.1%	1.4%	10.8%	3.63
	2009	15.6%	4.8%	10.1%	9.3%	42.9%	0.3%	17.1%	3.72
13. Ask your child if a parent or other adult will be present at a party or social gathering	2008	3.7%	1.2%	2.9%	5.0%	78.6%	1.0%	7.7%	4.68
	2009	2.2%	0.4%	3.1%	4.8%	83.3%	0.3%	6.0%	4.78
14. Call to verify that a parent or other responsible adult will actually be present	2008	10.1%	6.9%	14.3%	15.6%	44.3%	0.9%	7.9%	3.85
	2009	8.6%	6.4%	14.4%	15.0%	49.7%	0.1%	5.8%	3.96
15. Make an effort to know your child's friends and their parents	2008	1.1%	0.4%	4.0%	12.3%	80.0%	0.9%	1.3%	4.74
	2009	0.4%	0.4%	2.9%	11.3%	84.3%	0.2%	0.6%	4.80
16. Make an effort to know the rules of your child's friends' families	2008	4.3%	4.8%	16.8%	22.2%	49.7%	0.9%	1.4%	4.11
	2009	2.6%	3.6%	15.3%	21.4%	56.4%	0.1%	0.6%	4.26
17. Ask your child to call you to check in	2008	3.7%	1.5%	6.3%	7.9%	77.1%	0.9%	2.7%	4.59
	2009	2.4%	1.7%	6.7%	10.5%	76.5%	0.3%	1.9%	4.61
18. Call or visit during the social gathering to check on your child	2008	22.0%	12.7%	23.0%	12.3%	23.6%	0.9%	5.5%	3.03
	2009	22.8%	12.2%	24.4%	11.6%	24.5%	0.1%	4.5%	3.03
19. Wait up for your child to come home or set an alarm at curfew	2008	3.3%	1.6%	3.1%	6.3%	76.5%	1.0%	8.2%	4.66
	2009	2.8%	0.7%	3.3%	8.6%	75.2%	0.7%	8.8%	4.69
20. Talk to your child when they come in about his/her night	2008	1.6%	1.3%	5.5%	10.1%	76.5%	1.0%	4.1%	4.67
	2009	1.3%	0.8%	4.0%	9.3%	80.2%	0.4%	4.0%	4.74
21. Observe your child for signs of alcohol use	2008	10.6%	3.8%	5.9%	8.4%	66.5%	1.0%	3.8%	4.22
	2009	8.8%	2.3%	5.9%	8.8%	67.5%	0.8%	6.1%	4.33

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Mean Responses (1 to 5 scale)	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
12. Ask your child if alcohol will be present at a party or social gathering	3.86	3.76	3.63	3.72
13. Ask your child if a parent or other adult will be present at a party or social gathering	4.80	4.72	4.68	4.78
14. Call to verify that a parent or other responsible adult will actually be present at a party or social gathering	3.85	3.74	3.85	3.96
15. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends	4.72	4.69	4.74	4.80
16. Make an effort to know the rules of your child's friends' families	4.12	4.13	4.11	4.26
17. Ask your child to call you to check in	4.42	4.43	4.59	4.61
18. Call or visit during the social gathering to check on your child*	2.91	2.81	3.03	3.03
19. Wait up for your child to come home or set an alarm at curfew*	4.62	4.58	4.66	4.69
20. Talk to your child when they come in about his/her night*	4.72	4.71	4.67	4.74
21. Observe your child for signs of alcohol use	4.33	4.25	4.22	4.33

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes. *Indicates a wording change. Please see pages that follow for wording change details.

- Respondents reported that they most often “make an effort to know [their] child’s friends and their parents, especially the families of your teen’s four closest friends” (4.80), and “ask [their] child if a parent or other adult will be present at a party or social gathering” (4.78).
- Respondents least often “call or visit during the social gathering to check on your child” (3.03).

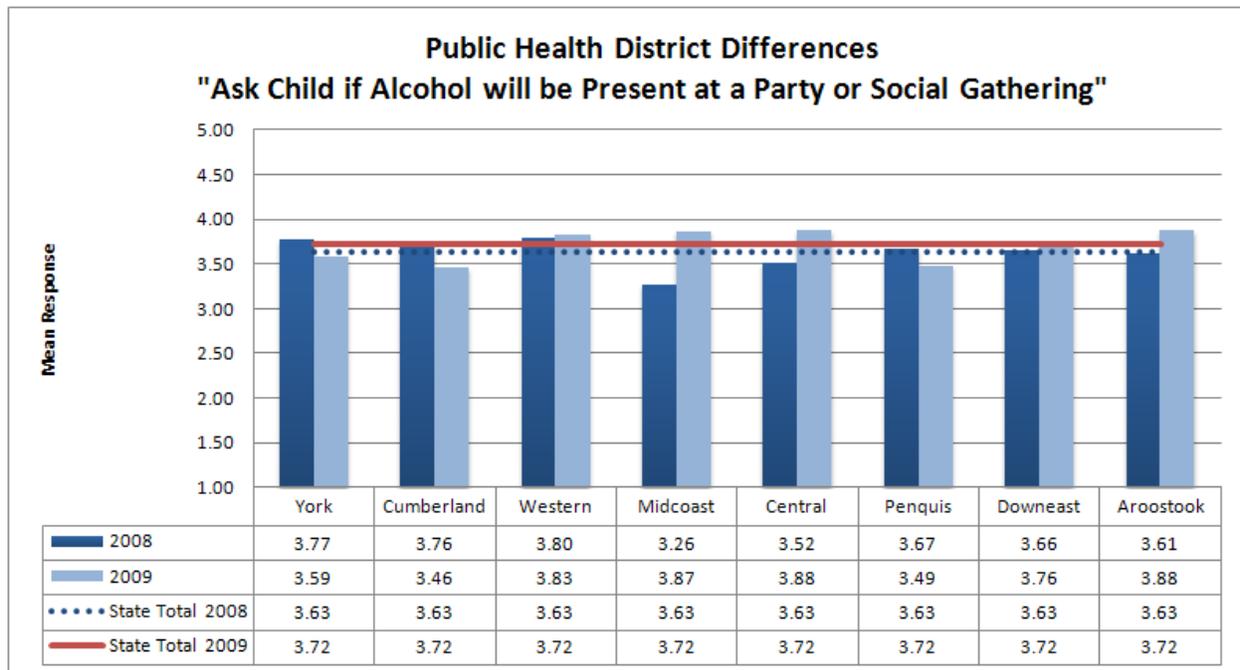
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q12. Ask your child if alcohol will be present at a party or social gathering.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.86	3.76	3.63	3.72

- Respondents ranked “ask your child if alcohol will be present at a party or social gathering” (3.72) as the second least frequent parental behavior.
- There has been no significant shift since 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Trend Comparisons

- The mean response for the Midcoast Public Health District has increased since 2008.

Ask Your Child If Alcohol Will Be Present At A Party Or Social Gathering (Mean)	
Higher	Lower
• Parents of high school students (3.97)	• Parents of middle school students (3.06)
• Parental alcohol usage: Rarely / Never (3.89)	• Parental alcohol usage: Weekly / Daily (3.53)

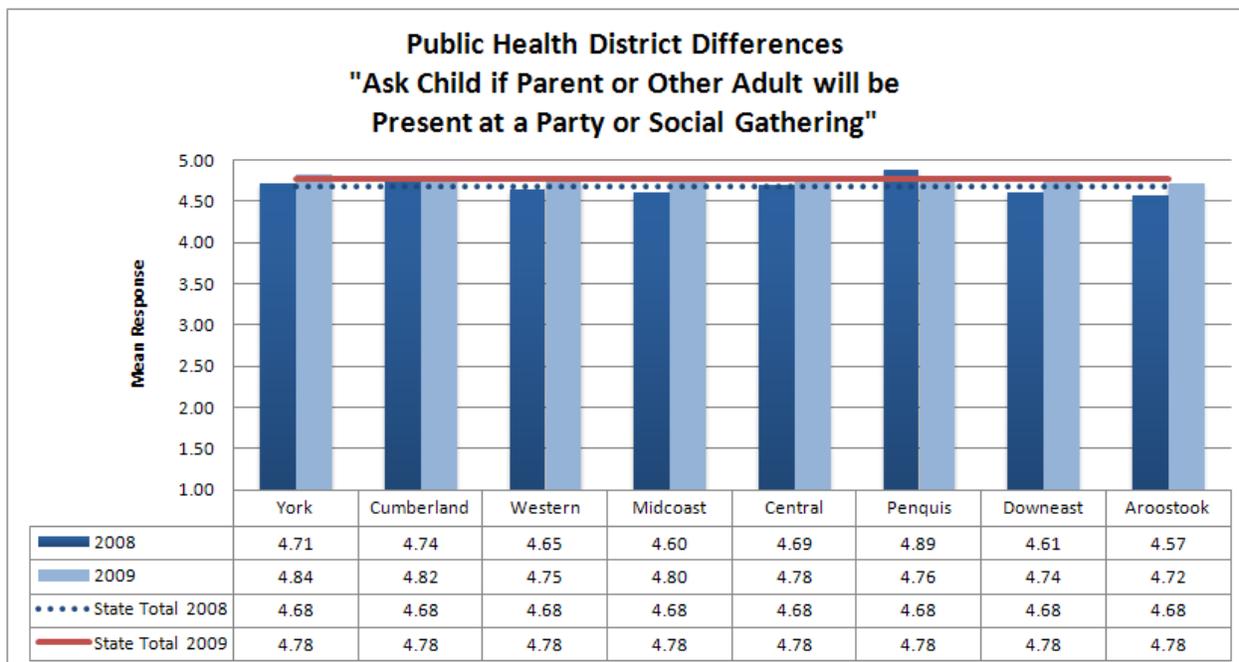
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q13. Ask your child if a parent or other adult will be present at a party or social gathering.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.80	4.72	4.68	4.78

- The mean response for “ask your child if a parent or other adult will be present at a party or social gathering” (4.78) was ranked second highest among parental behaviors listed.
- The mean response has increased since 2008.



IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

Ask Your Child If a Parent or Other Adult Will Be Present at a Party or Social Gathering (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Parents of middle school students (4.87)	<ul style="list-style-type: none">• Parents of high school students (4.73)
<ul style="list-style-type: none">• Parents with some college (4.84)	<ul style="list-style-type: none">• Parents with a HS diploma or less (4.64)

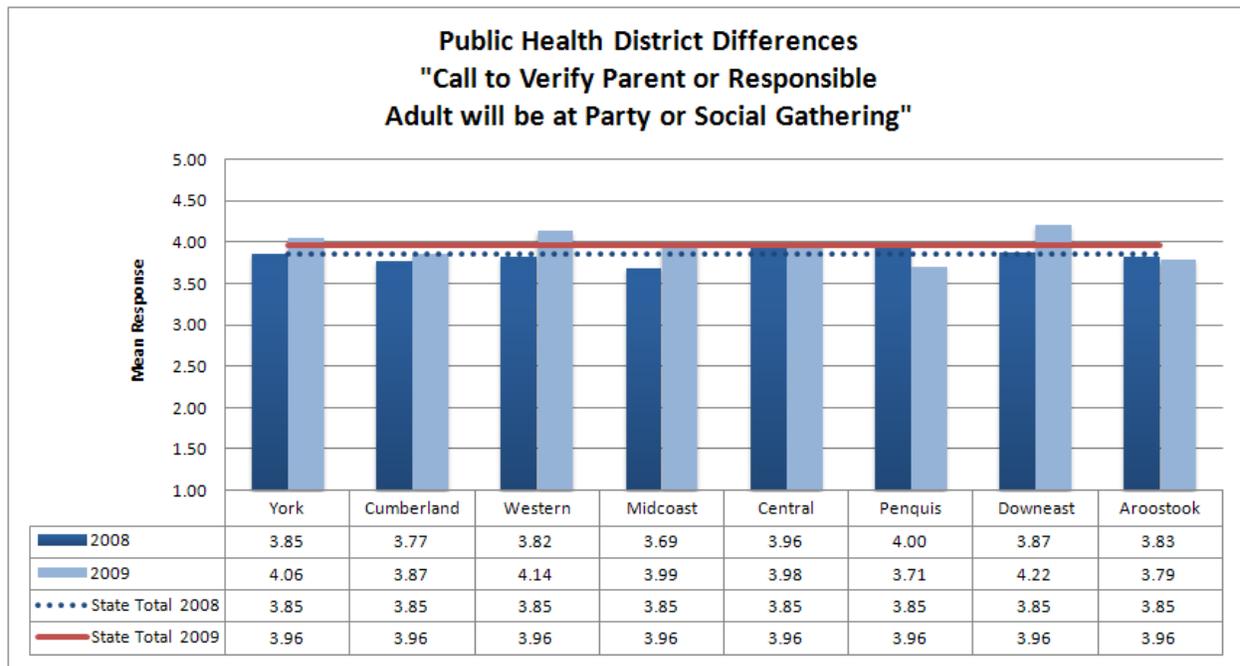
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q14. Call to verify that a parent or other responsible adult will be present at a party or social gathering.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.85	3.74	3.85	3.96

- There has not been a significant change since 2008.



2009 Comparisons

- The mean response for the Downeast Public Health District is higher than the 2009 state average.
- The mean response for the Penquis Public Health District is lower than the 2009 state average.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Trend Comparisons

There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

Call to Verify That a Parent Or Other Responsible Adult Will Be Present At a Party or Social Gathering (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.04)	<ul style="list-style-type: none">• Fathers (3.78)
<ul style="list-style-type: none">• Parents of middle school students (4.24)	<ul style="list-style-type: none">• Parents of high school students (3.84)

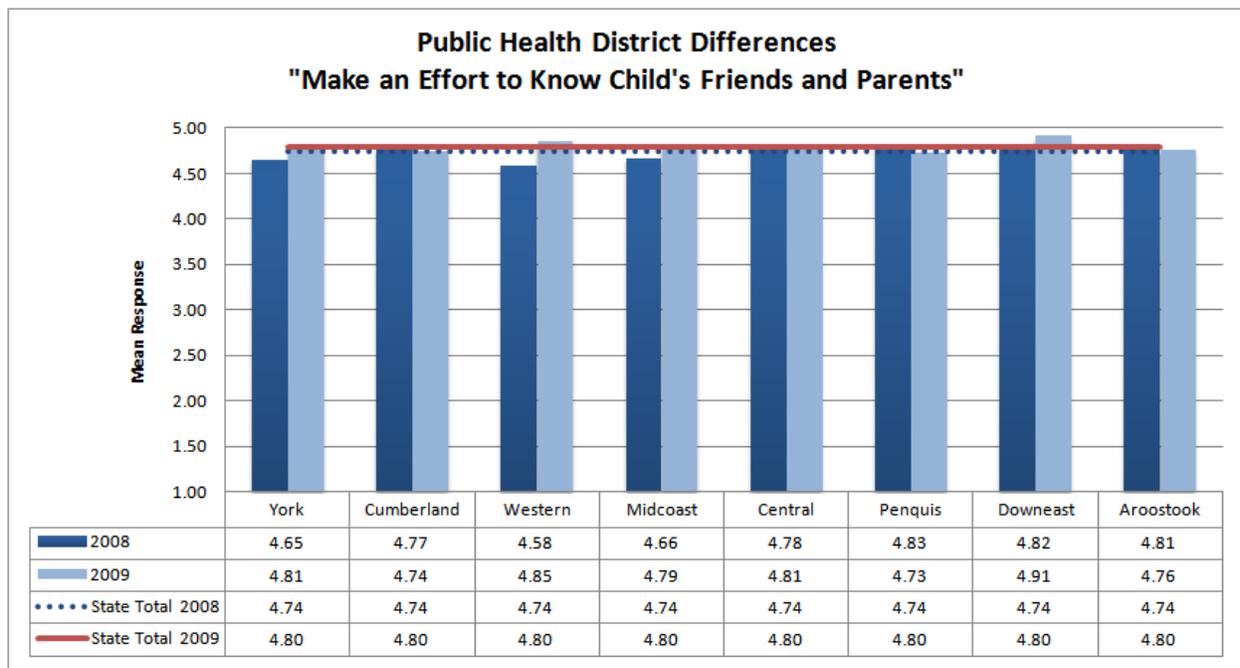
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q15. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.72	4.69	4.74	4.80

- Respondents said they “make an effort to know [their] child’s friends and their parents, especially the families of [their] teen’s four closest friends” most frequently of all behaviors evaluated (4.80).
- There has been no significant change since 2008.



2009 Comparisons

- The mean response for the Downeast Public Health District is higher than the 2009 state average.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Trend Comparisons

- The mean response for the York, Western and Midcoast Public Health Districts have increased since 2008.

Make an Effort to Know Your Child's Friends and Their Parents (Mean)	
Higher	Lower
• Mothers (4.85)	• Fathers (4.68)

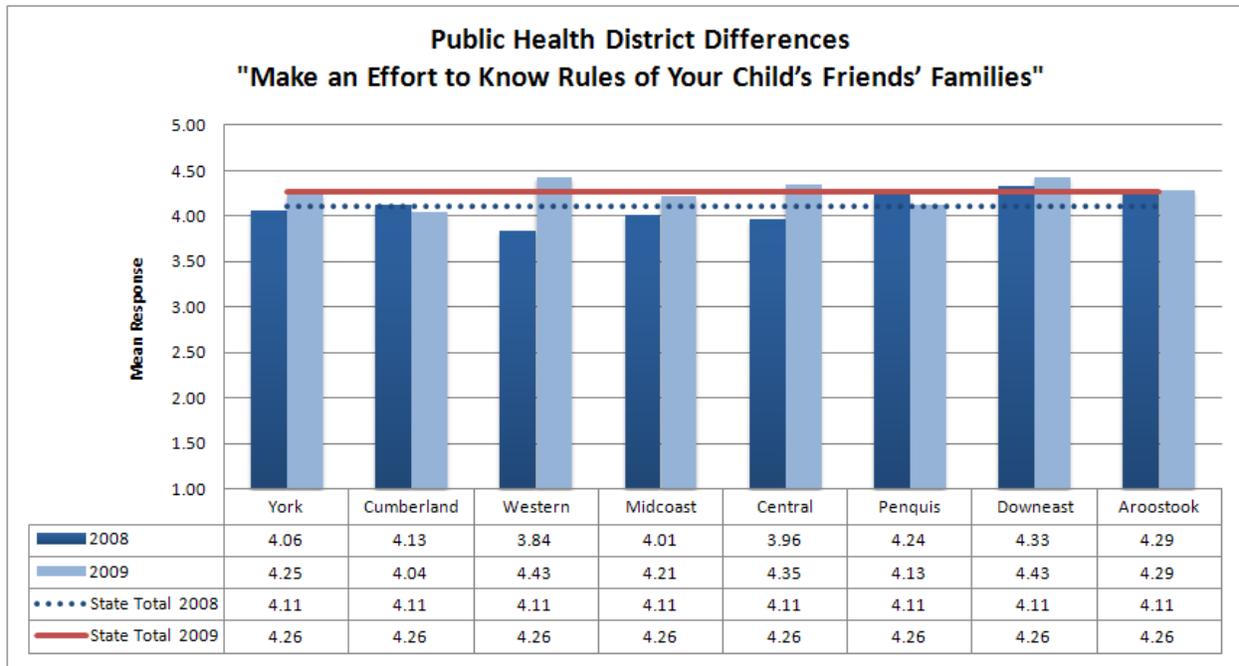
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q16. Make an effort to know the rules of your child's friends' families.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.12	4.13	4.11	4.26

- The mean response has increased since 2008.



2009 Comparisons

- The mean response for the Cumberland Public Health District is lower than the 2009 state average.

Trend Comparisons

- The mean response for the Western and Central Public Health Districts has increased since 2008.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Make An Effort To Know The Rules Of Your Child's Friends' Families (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.36)	<ul style="list-style-type: none">• Fathers (4.02)
<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (4.36)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (4.14)
<ul style="list-style-type: none">• Parents with some college (4.38)	<ul style="list-style-type: none">• Parents with a college degree or more (4.18)

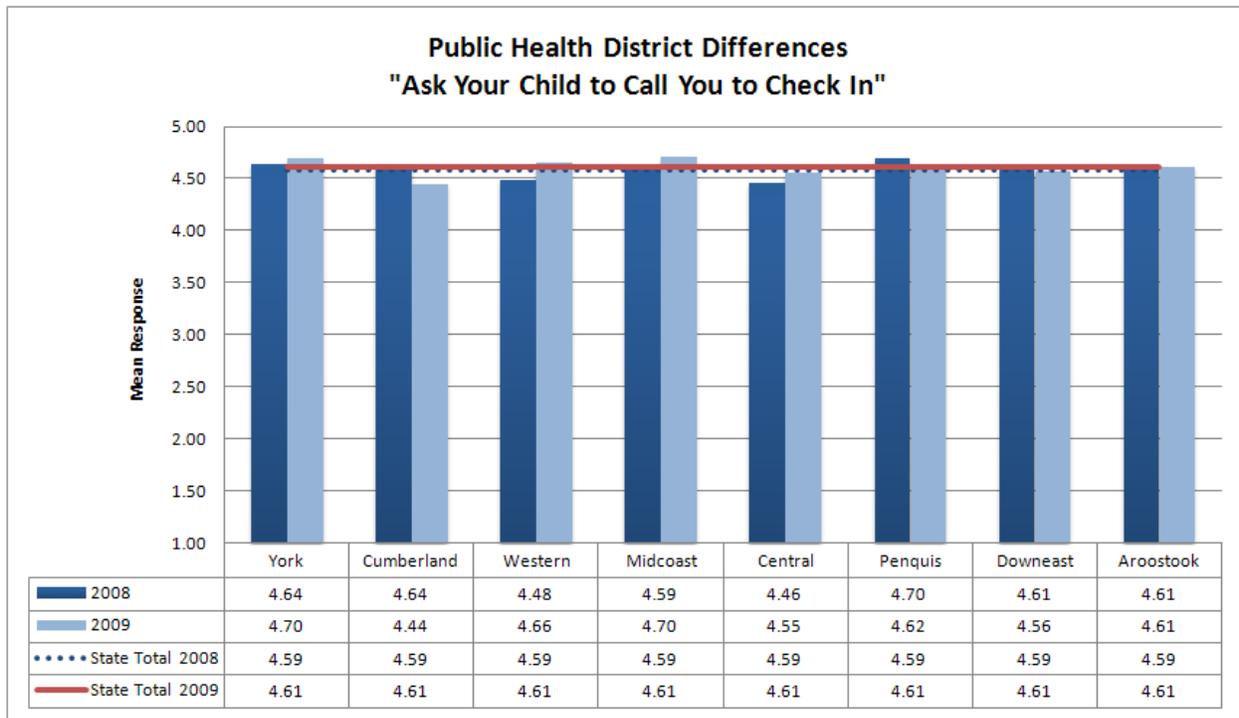
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q17. Ask your child to call you to check in.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.42	4.43	4.59	4.61

- There has been no significant change in the mean response from 2008 to 2009.



2009 Comparisons

- The mean response for the Cumberland Public Health District is lower than the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Ask Your Child To Call You To Check In (Mean)	
Higher	Lower
• Mothers (4.65)	• Fathers (4.50)

IV. FINDINGS: PARENTAL BEHAVIORS

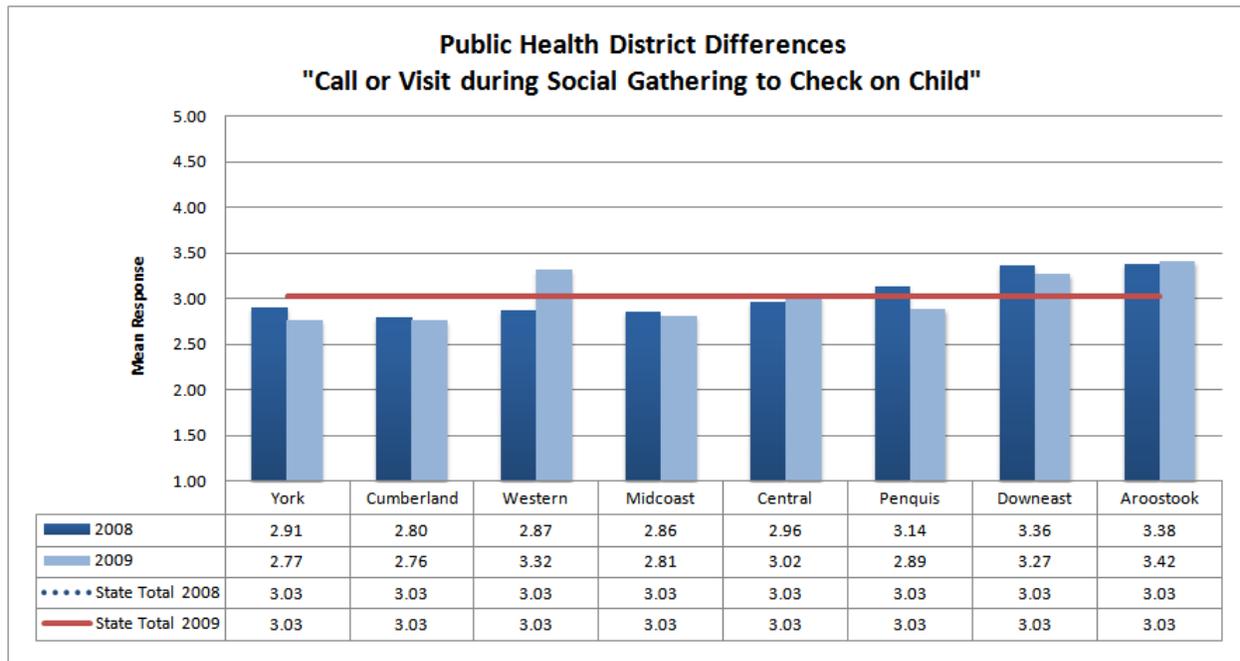
Parental Behavior (Continued)

Q18. Call or visit during the social gathering to check on your child.*

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	2.91	2.81	3.03	3.03

* Indicates a change in the wording from the 2007 and 2006 surveys, when the question read "How often do you call or visit during the social gathering to check if an adult is present?"

- Respondents indicated that they "call or visit during [a] social gathering to check on [their] child" (3.03) least often of the parental behaviors listed.
- There has been no significant change in the mean response from 2008 to 2009.



IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

2009 Comparisons

- The mean responses for the Western and Aroostook Public Health Districts are higher than the 2009 state average.
- The mean responses for the York and Cumberland Public Health Districts are lower than the 2009 state average.

Trend Comparisons

- The mean response for the Western Public Health District has increased since 2008.

Call Or Visit During The Social Gathering To Check On Your Child (Mean)	
Higher	Lower
• Parents aged 44 or younger (3.27)	• Parents aged 45 or older (2.84)
• Parental alcohol usage: Rarely / Never (3.24)	• Parental alcohol usage: Weekly / Daily (2.85)
• Parents with some college (3.28)	• Parents with a college degree or more (2.81)

IV. FINDINGS: PARENTAL BEHAVIORS

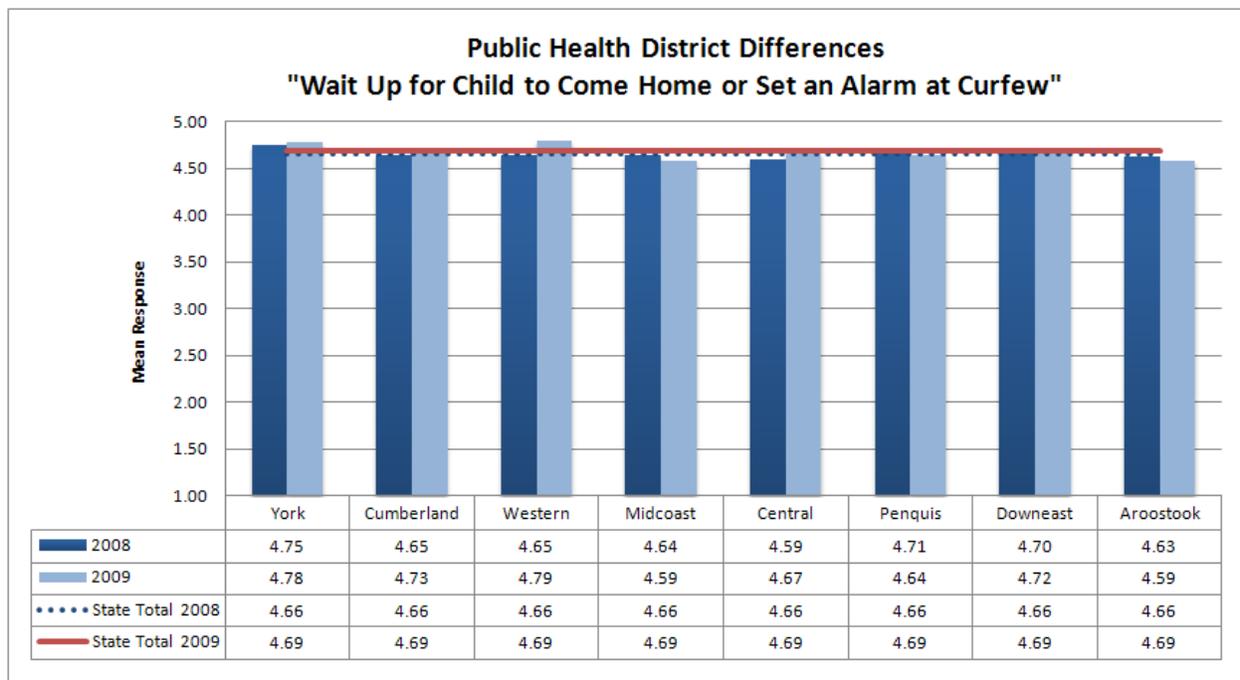
Parental Behavior (Continued)

Q19. Wait up for your child to come home or set an alarm at curfew.*

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.62	4.58	4.66	4.69

*The 2006 question read "How often do you wait up for your child to come home?"

- There has been no significant change in the mean response from 2008 to 2009.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

No significant differences were found among demographic subgroups.

IV. FINDINGS: PARENTAL BEHAVIORS

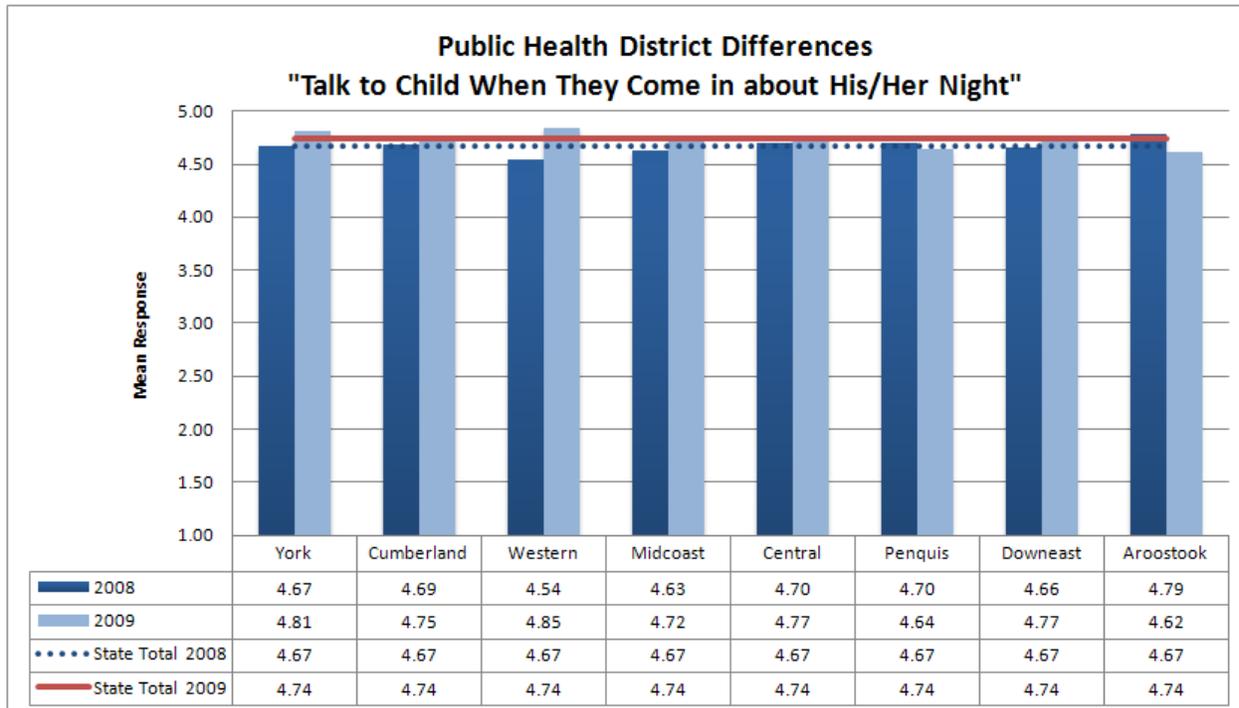
Parental Behavior (Continued)

Q20. Talk to your child when they come in about his/her night.*

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.72	4.71	4.67	4.74

* Indicates a change in the wording from the 2007 and 2006 surveys, when the question read "How often do you talk to your child about his or her night to find out what went on?"

- There has been no significant change in the mean response from 2008 to 2009.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Trend Comparisons

- The mean response for the Western Public Health District has increased since 2008.

Talk To Your Child When They Come In About His / Her Night (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (4.79)	<ul style="list-style-type: none">• Fathers (4.62)
<ul style="list-style-type: none">• Parental alcohol usage: Monthly (4.81)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (4.65)

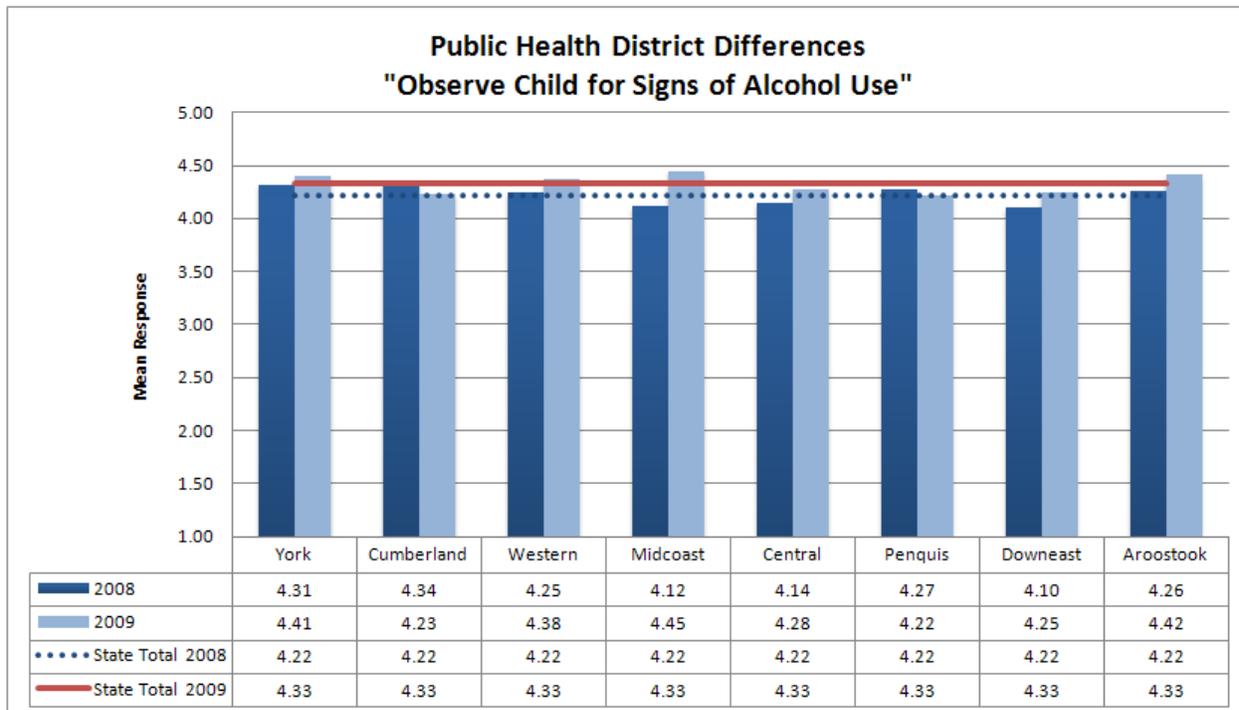
IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Q21. Observe your child for signs of alcohol use.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	4.33	4.25	4.22	4.33

- There has been no significant change in the mean response from 2008 to 2009.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response for the Midcoast Public Health District has increased since 2008.

IV. FINDINGS: PARENTAL BEHAVIORS

Parental Behavior (Continued)

Observe Your Child For Signs Of Alcohol Use (Mean)	
Higher	Lower
• Parents of high school students (4.40)	• Parents of middle school students (4.18)

IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

I am going to read you a list of examples of some things parents might do in front of their teen and I would like you to tell me how much influence you think each example would have on their teen's drinking decisions. [Examples were read on a rotating basis.]

December 2009 (N=1,200)	1	2	3	4	Don't know	Mean (1 to 4)
	Not at all influential	Not very influential	Somewhat influential	Very influential		
22. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	3.0%	5.2%	38.2%	53.0%	0.7%	3.42
23. Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I <u>need</u> a beer"	2.9%	3.8%	21.7%	71.4%	0.3%	3.62
24. Have more than 4 drinks in one evening in front of their teen	3.5%	2.4%	11.5%	81.8%	0.8%	3.73
25. Ask their teen to get an alcoholic beverages for them, such as getting a beer from the refrigerator	4.8%	9.3%	28.3%	56.6%	0.9%	3.38
26. Pressure other adults to consume alcoholic beverages in front of your teen*	3.5%	2.4%	14.0%	79.3%	0.8%	3.70

**Indicates a slight change in the wording from the 2007 survey, when the question read "Encourage other adults to have more than one alcoholic beverage in front of their teen."*

IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

Mean Responses (1 to 5)	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
22. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	3.20	3.27	3.32	3.42
23. Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I <u>need</u> a beer”	3.39	3.43	3.50	3.62
24. Have more than 4 drinks in one evening in front of their teen	3.59	3.61	3.67	3.73
25. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator	3.17	3.29	3.31	3.38
26. Pressure other adults to consume alcoholic beverages in front of your teen*	N/A**	3.31**	3.64	3.70

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

** Indicates a slight change in the wording from the 2007 survey, when the question read “Encourage other adults to have more than one alcoholic beverage in front of their teen.”*

*** This question was not asked in the January 2006 survey.*

- Parents indicated that “having more than 4 drinks in one evening in front of their teen” (3.73) and “pressuring other adults to consume alcoholic beverages in front of your teen” (3.70) were the most influential parental behaviors on a teen’s drinking decisions.
- Respondents ranked “ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator” (3.38) and “occasionally joke or tell a funny story about their past drinking behavior in front of their teen” (3.42) as the parental behaviors that least influence their teen’s drinking decisions.

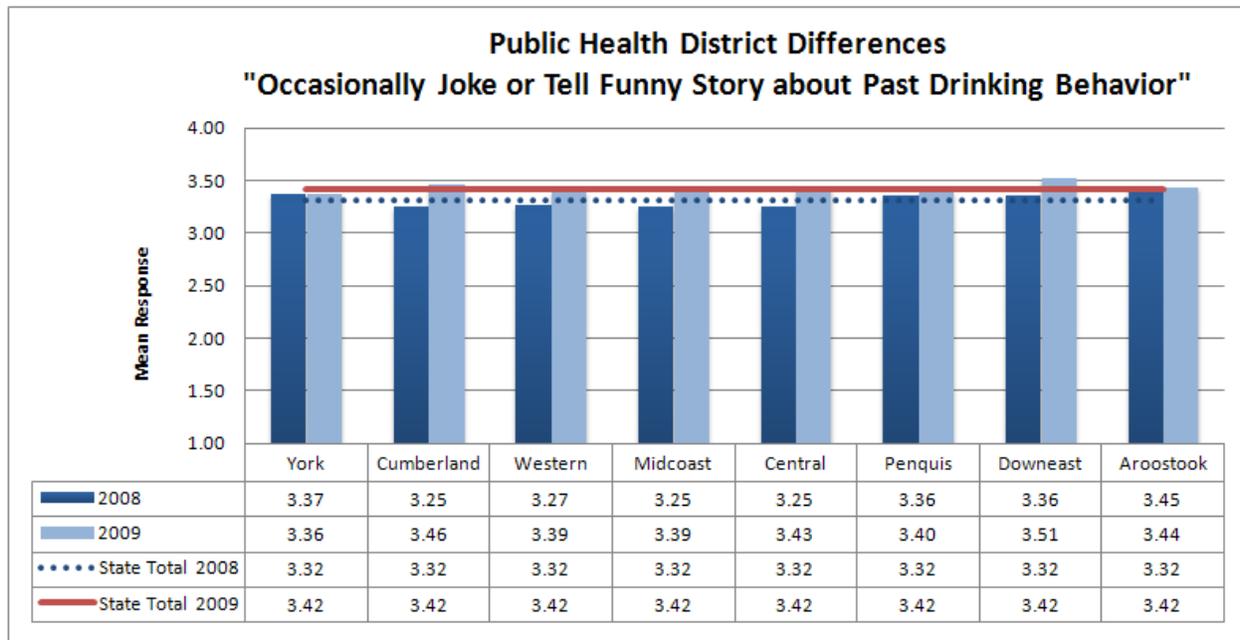
IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decision (continued)

Q22. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.20	3.27	3.32	3.42

- Respondents indicated that “occasionally joking or telling a funny story about their past drinking behavior in front of their teen” (3.42) is the parental behavior that was rated as second least influential.
- The mean response has increased since 2008.



IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response for the Cumberland and Central Public Health Districts has increased since 2008.

No significant differences were found among demographic subgroups.

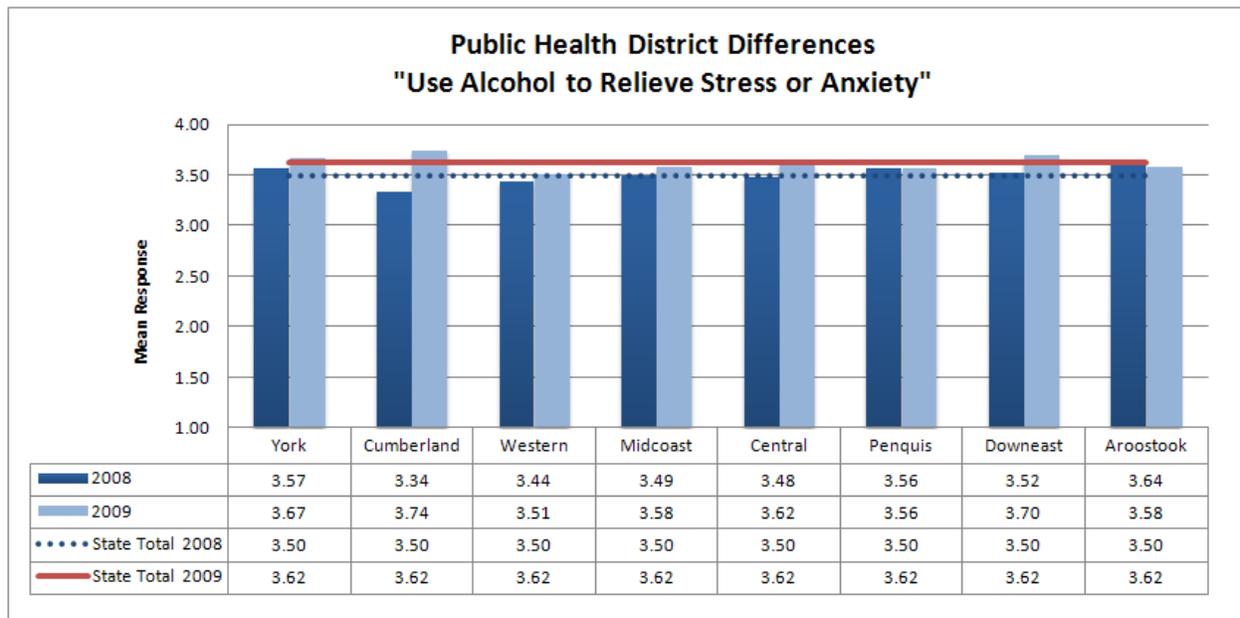
IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

Q23. Use alcohol to relieve stress or anxiety, saying things such as “I’ve had a tough week; I need a beer”.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.39	3.43	3.50	3.62

- The mean response has increased since 2008.



2009 Comparisons

- The mean response for the Cumberland Public Health District is higher than the 2009 state average.

Trend Comparisons

- The mean for the Cumberland and Downeast Public Health Districts has increased since 2008.

IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

Use Alcohol To Relieve Stress Or Anxiety, Saying Things Such As “I’ve Had A Tough Week; I <u>Need</u> A Beer” (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (3.67)	<ul style="list-style-type: none">• Fathers (3.50)
<ul style="list-style-type: none">• Parents who are married (3.63)	<ul style="list-style-type: none">• Parents who are living with a partner (3.26)
<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (3.75)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (3.50)

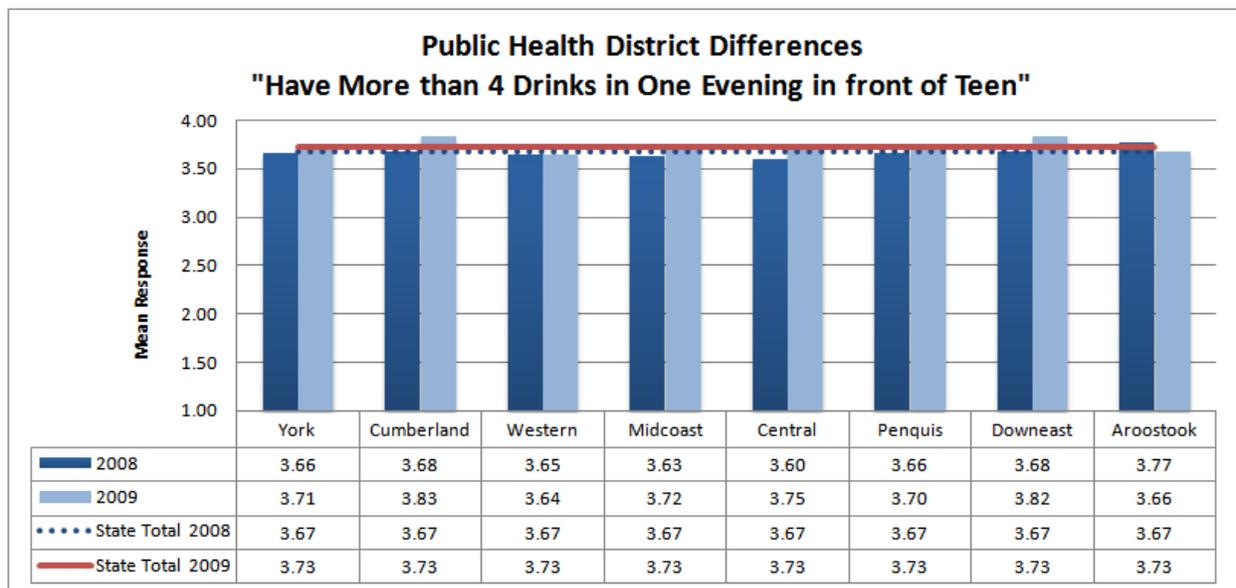
IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

Q24. Have more than 4 drinks in one evening in front of their teen.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.59	3.61	3.67	3.73

- Parent respondents indicated that “having more than 4 drinks in one evening in front of their teen” (3.73) is the parental behavior that is most influential on their teen’s drinking decisions.
- There has been no significant change in the mean response from 2008 to 2009.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

Trend Comparisons

- The mean response for the Cumberland Public Health District has increased since 2008.

Have More Than 4 Drinks In One Evening In Front Of Their Teen (Mean)	
Higher	Lower
• Mothers (3.78)	• Fathers (3.59)

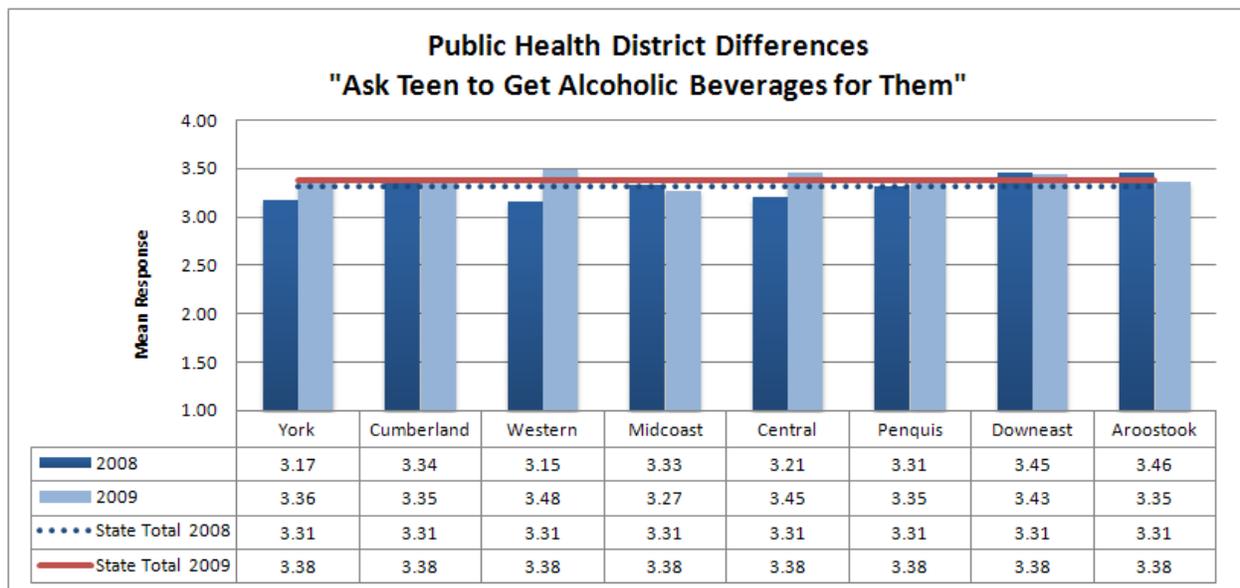
IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

Q25. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator.

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.17	3.29	3.31	3.38

- Respondents indicated that “asking their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator” (3.38) is the least influential parental behavior (of those listed) on their teen’s drinking decisions.
- There has been no significant change in the mean response from 2008 to 2009.



IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean for the Western and Central Public Health Districts have increased since 2008.

Ask Their Teen To Get Alcoholic Beverages For Them, Such As, Getting A Beer From The Refrigerator (Mean)	
Higher	Lower
• Mothers (3.45)	• Fathers (3.19)

IV. FINDINGS: PARENTAL INFLUENCE

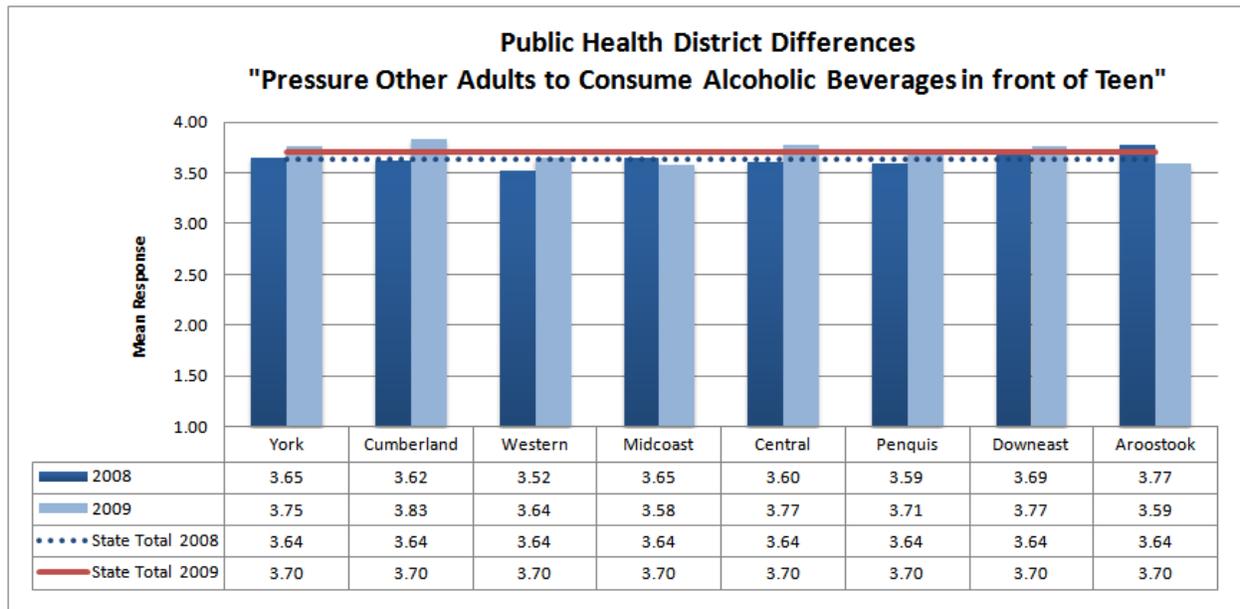
Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions

Q26. Pressure other adults to consume alcoholic beverages in front of their teen.*

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	N/A	3.31	3.64	3.70

** Indicates a slight change in the wording from the 2007 survey, when the question read "Encourage other adults to have more than one alcoholic beverage in front of their teen."*

- Respondents reported that "pressuring other adults to consume alcoholic beverages in front of their teen" (3.70) is the second most influential parental behavior on their teen's drinking decisions.
- There has been no significant change in the mean response from 2008 to 2009.



IV. FINDINGS: PARENTAL INFLUENCE

Perceived Influence of Specific Parent Behaviors on Teen Drinking Decisions (continued)

2009 Comparisons

- The mean response for the Cumberland Public Health District is higher than the 2009 state average.
- The mean response for the Midcoast Public Health District is lower than the 2009 state average.

Trend Comparisons

- The mean for the Cumberland and Central Public Health Districts has increased since 2008.
- The mean response for the Aroostook Public Health District has decreased since 2008.

Pressure Other Adults To Consume Alcoholic Beverages In Front Of Their Teen (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Mothers (3.74)	<ul style="list-style-type: none">• Fathers (3.61)
<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (3.79)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (3.61)

IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship

To what extent do you agree or disagree with the following statements? [Statements were read on a rotating basis.]

December 2009 (N=1,200)	1	2	3	4		Strongly Disagree / Disagree	Strongly Agree / Agree	Don't know
	Strongly disagree	Disagree	Agree	Strongly agree				
27. "My child shares his/her thoughts and feelings with me"	1.3%	6.6%	50.3%	41.7%		7.9%	92.0%	0.2%
28." If my child drank alcohol without my permission, I would catch her/him"	1.2%	15.8%	50.8%	29.3%		17.0%	80.1%	2.9%
29. "I have a strong influence over my teenager's behavior relating to alcohol use"	0.2%	3.6%	43.0%	52.3%		3.8%	95.3%	0.9%
30. "The rules in our family regarding alcohol use are clear"	0.1%	1.5%	23.3%	74.7%		1.6%	98.0%	0.5%

IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

Mean Responses (1 to 5)	June 2008* (N=1,200)	December 2009 (N=1,200)
27. My child shares his/her thoughts and feelings with me	3.34	3.32
28. If my child drank alcohol without my permission, I would catch her/him	3.12	3.11
29. I have a strong influence over my teenager's behavior relating to alcohol use	3.51	3.49
30. The rules in our family regarding alcohol use are clear	3.75	3.73

**These questions first asked in 2008.*

- Respondents indicated that they most strongly agree with the statement that “the rules in [their] family regarding alcohol use are clear” (3.73).
- Respondents agree that “if [their] child drank alcohol without [their] permission, [they] would catch her/him” (3.11) least of all statements presented.
- **The 2009 results are very similar to the 2008 results.**

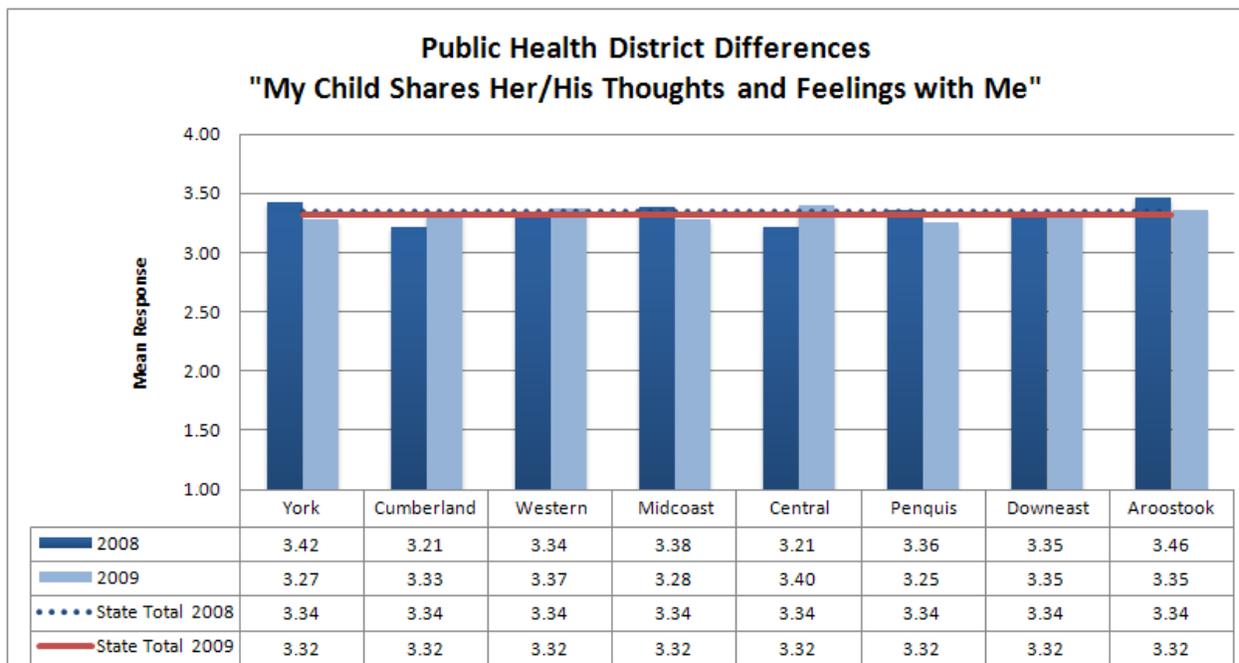
IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

Q27. "My child shares her/his thoughts and feelings with me."

	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.34	3.32

- Results from 2009 are consistent with 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response for the Central Public Health Districts has increased since 2008.
- The mean response for the York Public Health District has decreased since 2008.

IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

“My Child Shares Her/His Thoughts And Feelings With Me” (Mean)	
Higher	Lower
• Parents of daughters (3.40)	• Parents of sons (3.25)
• Parents of middle school students (3.41)	• Parents of high school students (3.28)
• Parental alcohol usage: Rarely / Never (3.38)	• Parental alcohol usage: Weekly / Daily (3.25)
• Parents whose household income is less than \$50k (3.43)	• Parents whose income is \$50k to \$100k (3.27)

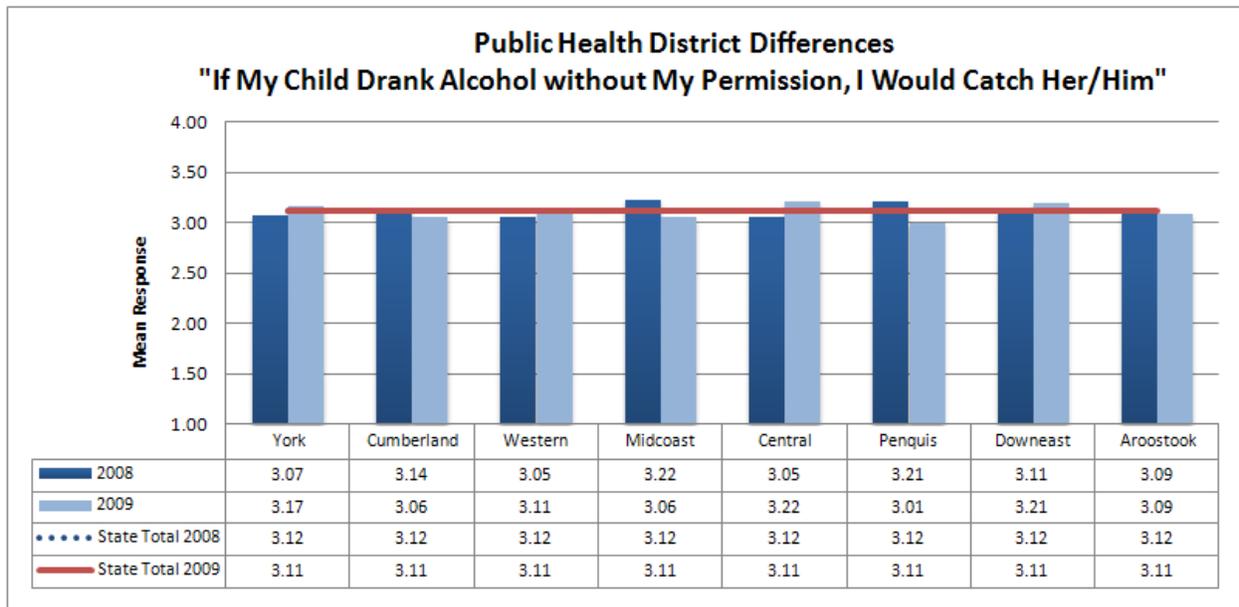
IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

Q28. "If my child drank alcohol without my permission, I would catch her/him."

	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.12	3.11

- Results from 2009 are consistent with 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean for the Central Public Health District has increased since 2008.
- The mean for the Penquis Public Health District has decreased since 2008.

IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

“If My Child Drank Alcohol Without My Permission, I Would Catch Her/Him” (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (3.21)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (3.04)

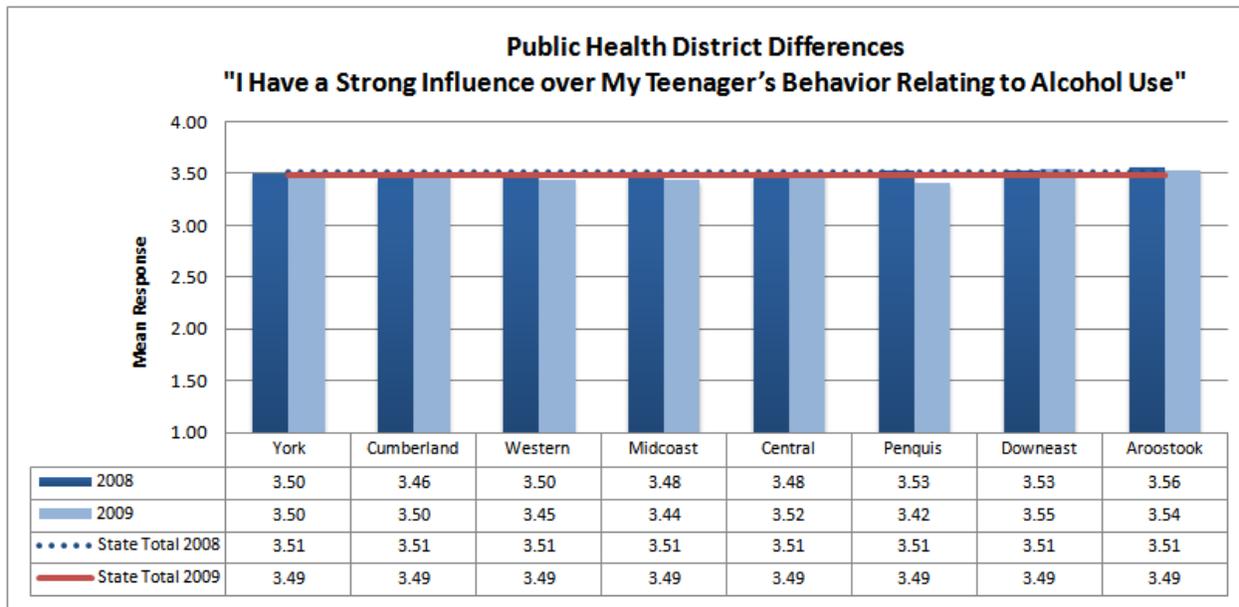
IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

Q29. "I have a strong influence over my teenager's behavior relating to alcohol use."

	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.51	3.49

- Results from 2009 are consistent with 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

“I Have A Strong Influence Over My Teenager’s Behavior Relating To Alcohol Use” (Mean)	
Higher	Lower
<ul style="list-style-type: none">• Parents of daughters (3.53)	<ul style="list-style-type: none">• Parents of sons (3.44)
<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (3.60)	<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (3.41)

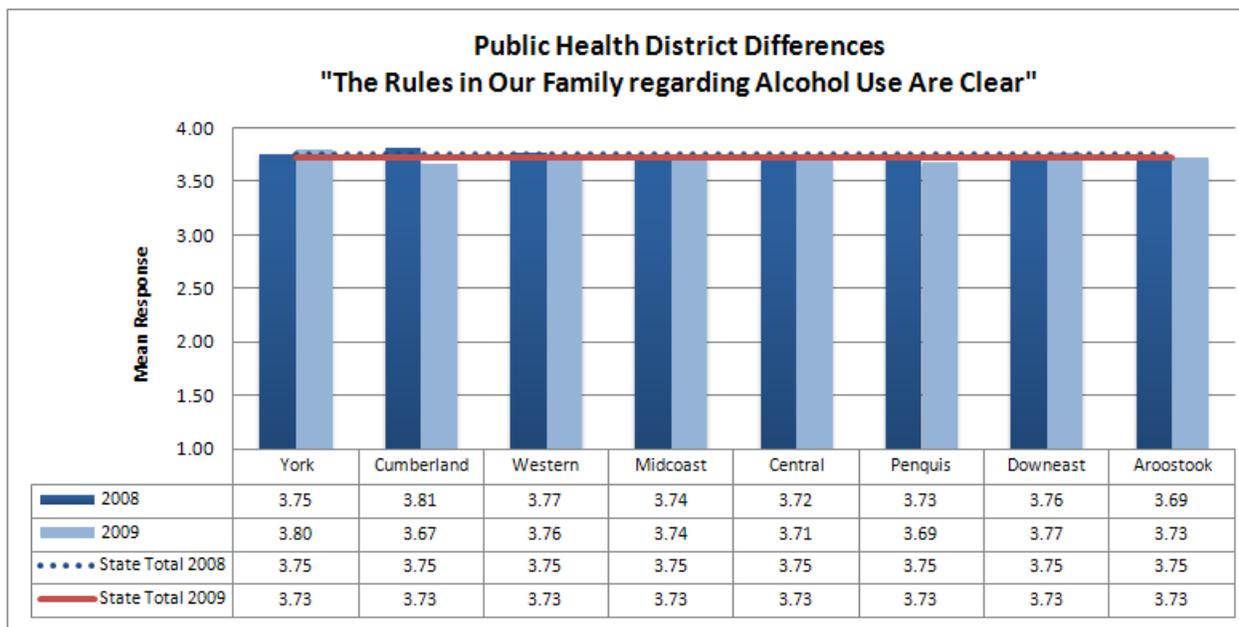
IV. FINDINGS: PARENTAL INFLUENCE

Parental Perceptions of Parent/Child Relationship (continued)

Q30. "The rules in our family regarding alcohol use are clear."

	June 2008 (N=1,200)	December 2009 (N=1,200)
Mean	3.75	3.73

- Results from 2009 are consistent with 2008.



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response for the Cumberland Public Health District has decreased since 2008.

No significant differences were found among demographic subgroups.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Honesty about Involvement with Alcohol

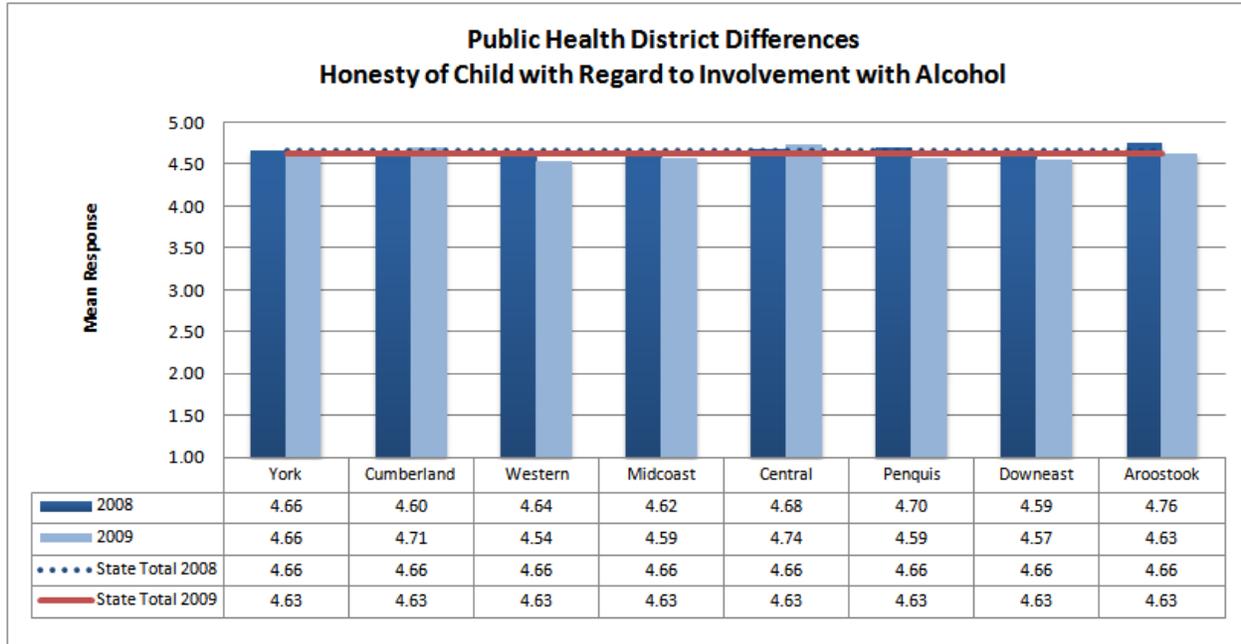
Q31. How honest do you think your child is with you about her/his involvement with alcohol? [Options were read and rotated.]

	2002 (N=500)	2003 (N=500)	2004 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
1 – Not at all honest	0.0%	0.2%	0.0%	0.1%	0.3%
2 – Not very honest	1.0%	1.4%	1.0%	0.9%	0.9%
3 – Somewhat honest	1.4%	6.6%	5.2%	5.8%	5.3%
4 – Mostly honest	18.2%	28.2%	18.0%	19.6%	22.3%
5 – Very honest	79.2%	62.6%	75.4%	72.9%	70.6%
Don't know	0.2%	1.0%	0.4%	0.8%	0.7%
Not very / Not at all honest	1.0%	1.6%	1.0%	1.0%	1.3%
Very / Mostly honest	97.4%	90.8%	93.4%	92.5%	92.8%
Mean response	4.76	4.53	4.68	4.66	4.63

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Honesty about Involvement with Alcohol (continued)



2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- There are no significant differences between the 2008 and 2009 data among individual Public Health Districts.

Child's Honesty about Involvement with Alcohol	
Higher	Lower
• Parents of daughters (4.69)	• Parents of sons (4.57)
• Parents of middle school students (4.76)	• Parents of high school students (4.57)
• Parents who are married (4.65)	• Single parents (4.47)

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

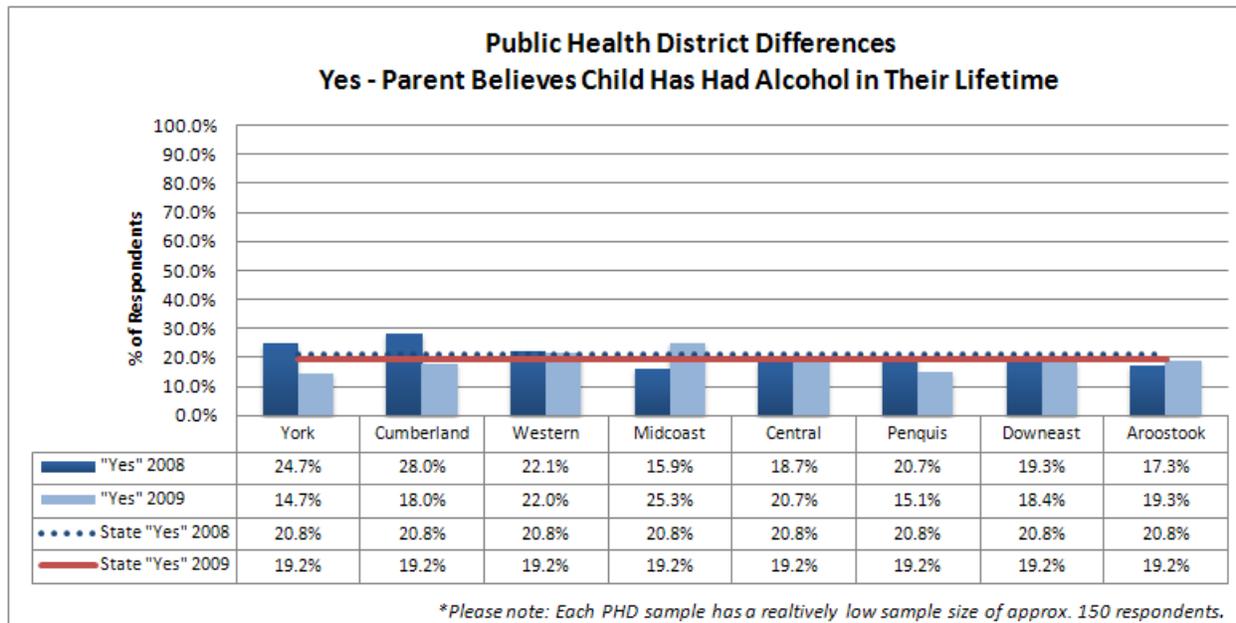
Child's Lifetime Alcohol Use

Q32. Do you think that your child has ever had alcohol, that is, more than just a few sips, in their lifetime?

	January 2006 (N=500)	June 2007 (N=500)	June 2008 (N=1,200)	December 2009 (N=1,200)
Yes	23.0%	30.4%	20.8%	19.2%
No	75.6%	67.4%	78.0%	79.8%
Don't know	1.4%	2.2%	1.2%	1.0%

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- Close to eight in ten parents (79.8%) think their child has never had more than a few sips of alcohol (similar to 2008).
- Parents of 11th (34.8%) and 12th (44.5%) graders are significantly more likely to think their teen has had alcohol than parents of students in grades 7 through 10.



IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Lifetime Alcohol Use (Continued)

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response for the Midcoast Public Health District has increased since 2008.
- The mean response for the York and Cumberland Public Health Districts has decreased since 2008.

Child Has Had More than a Few Sips of Alcohol in their Lifetime	
Higher	Lower
<ul style="list-style-type: none">• Parents of high school students (26.5%)	<ul style="list-style-type: none">• Parents of middle school students (4.3%)
<ul style="list-style-type: none">• Parents with HS diploma or less (24.8%)	<ul style="list-style-type: none">• Parents with a college degree or more (16.3%)

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Future Alcohol Use in High School

Q32a. 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? [Asked of parents who indicated that their child has not had alcohol, or who do not know if their child has ever had alcohol]

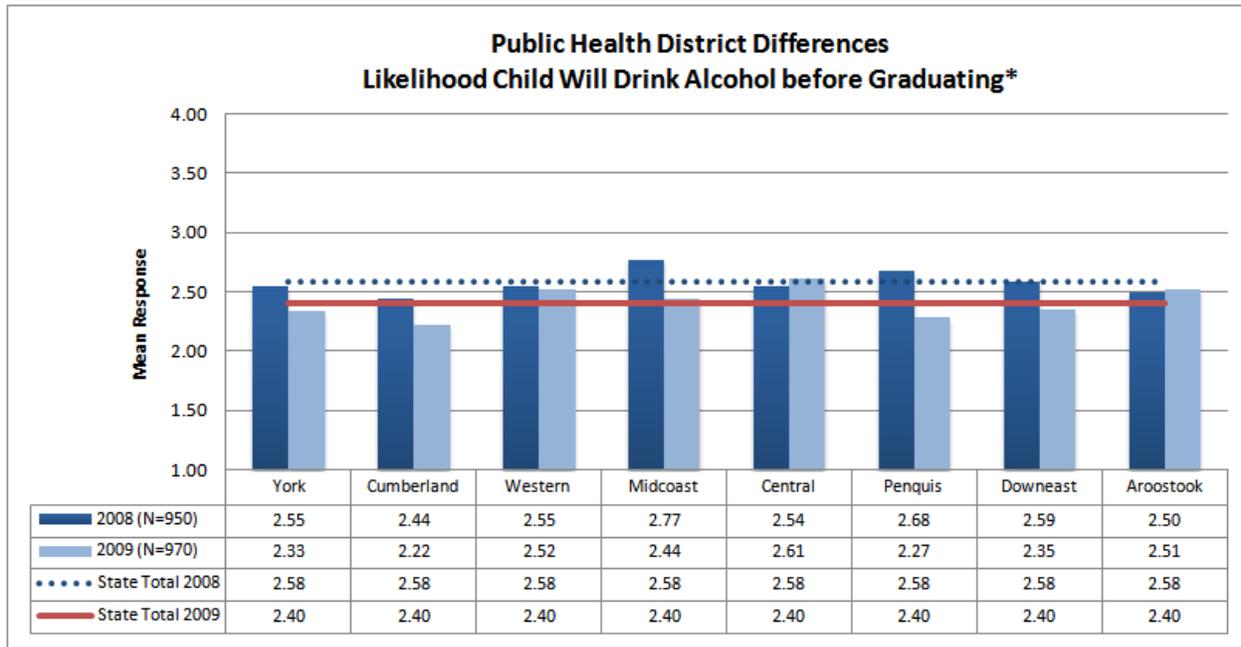
	January 2006 (N=385)	June 2007 (N=348)	June 2008 (N=950)	December 2009 (N=970)
1 - Very likely	20.0%	13.8%	19.6%	24.4%
2 - Somewhat likely	28.8%	27.3%	29.8%	33.4%
3 - Somewhat unlikely	18.2%	24.4%	21.1%	17.6%
4 - Very unlikely	30.6%	33.6%	27.8%	23.3%
Don't know	2.3%	0.9%	1.8%	1.2%
Very / Somewhat likely combined	48.8%	41.1%	49.4%	57.8%
Very / Somewhat unlikely combined	48.8%	58.0%	48.8%	40.9%
Mean Response (1 to 4)	2.61	2.79	2.58	2.40

As the sample size, sample composition, and stratification were changed for the 2008 survey, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- The mean response for this question has decreased since 2008 indicating that respondents believe it is more likely that their child will drink alcohol before he/she graduates from high school.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Future Alcohol Use in High School (Continued)



* Asked of parents who indicated that their child has not had alcohol, or who do not know if their child has ever had alcohol.

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean response has decreased in the Midcoast and Penquis Public Health Districts since 2008.

Child's Likelihood to Use Alcohol in High School (Mean)	
Believe Child is LESS Likely	Believe Child is MORE Likely
<ul style="list-style-type: none"> • Parents aged 45 or older (2.50) 	<ul style="list-style-type: none"> • Parents aged 44 or younger (2.29)
<ul style="list-style-type: none"> • Parents of daughters (2.53) 	<ul style="list-style-type: none"> • Parents of sons (2.28)
<ul style="list-style-type: none"> • Parental alcohol usage: Rarely / Never (2.77) 	<ul style="list-style-type: none"> • Parental alcohol usage: Weekly / Daily (2.16)
<ul style="list-style-type: none"> • Parents whose household income is less than \$50k (2.61) 	<ul style="list-style-type: none"> • Parents whose household income is \$100k or more (2.26)

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Past Month Alcohol Use

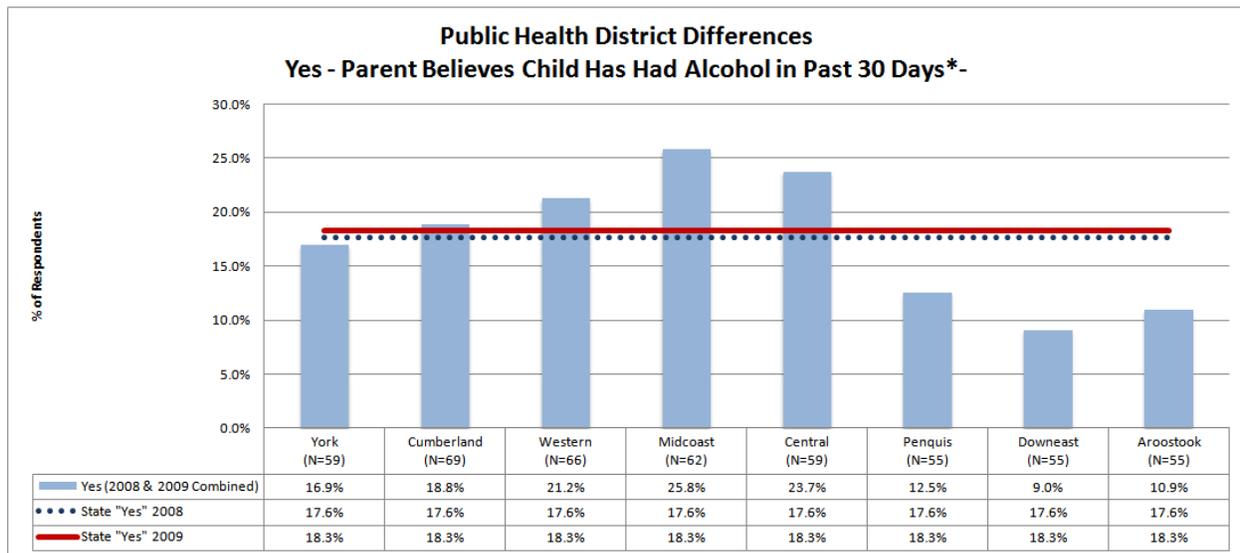
Q33. Do you think that your child has had more than a few sips of alcohol in the past 30 days? [Asked of parents who indicated that their child has had alcohol in their lifetime]*

	January 2006 (N=115)	June 2007 (N=152)	June 2008 (N=250)	December 2009 (N=230)
Yes	27.0%	25.7%	17.6%	18.3%
No	66.1%	70.4%	80.4%	78.7%
Don't know	7.0%	3.9%	2.0%	3.0%

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

**Indicates a slight change in wording from the 2007 and 2006 surveys, when the question read "Do you think that your child has had any alcoholic beverages in the past 30 days?"*

- The 2009 results are similar to the 2008 results.



*** Asked of parents who indicated that their child has had alcohol, or who do not know if their child has ever had alcohol.**

-2008 and 2009 data has been combined due to small sample sizes for each Public Health District.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Past Month Alcohol Use (continued)

2009 Comparisons

- There are no significant differences between the combined 2008 and 2009 Public Health District data and the 2009 state average.

Parent Believes Child Has Had Alcohol in Past 20 Days	
Higher	Lower
<ul style="list-style-type: none">• Parental alcohol usage: Weekly / Daily (27.1%)	<ul style="list-style-type: none">• Parental alcohol usage: Rarely / Never (9.6%)

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Binge Drinking Behavior

Q34. Do you think that your child has had five or more alcoholic beverages on any one occasion in the past two weeks? [Asked of parents who indicated that their child has had alcohol in the past 30 days]

	January 2006 (N=31)	June 2007 (N=39)	June 2008 (N=44)	December 2009 (N=42)
Yes	9.7%	15.4%	0.0%	23.8%
No	83.9%	82.1%	97.7%	76.2%
Don't know	6.5%	2.6%	2.3%	0.0%

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- 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 since 2008, however, the sample sizes are very low.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child's Future Binge Drinking Behavior

Q34a. How likely do you think it is that your child will have five or more alcoholic beverages on any one occasion before he/she graduates from high school? [Asked of parents who did not indicate that their child participated in binge drinking in the past two weeks]

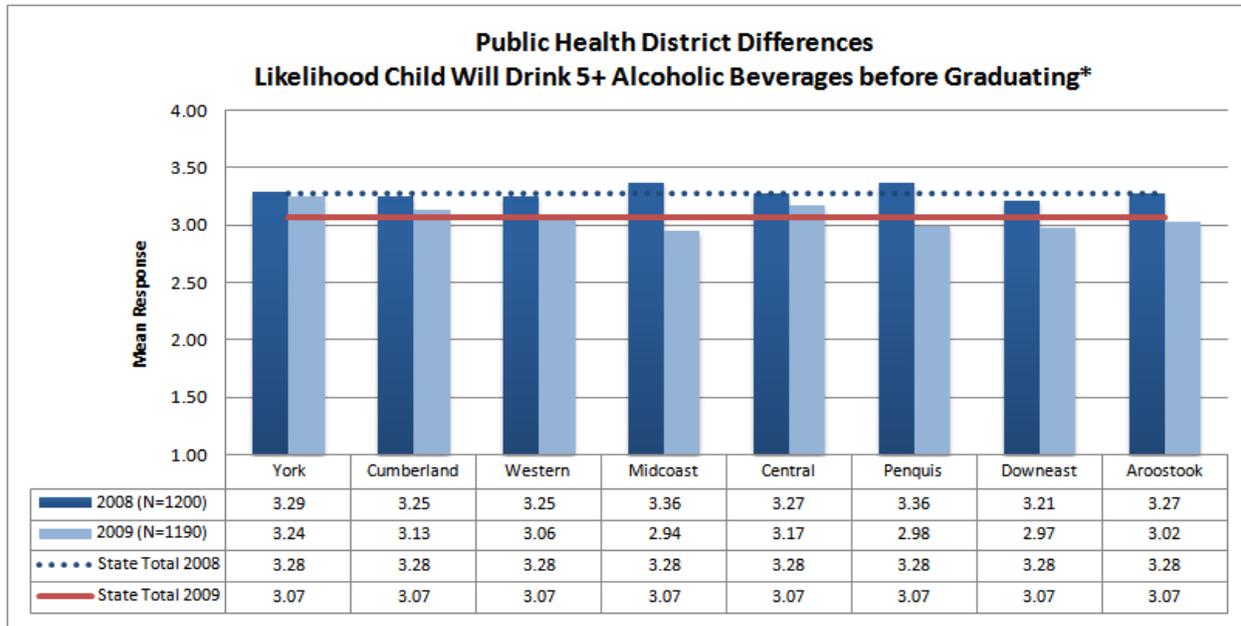
	January 2006 (N=497)	June 2007 (N=494)	June 2008 (N=1,200)	December 2009 (N=1,190)
1 - Very likely	9.9%	7.7%	6.7%	7.7%
2 - Somewhat likely	15.1%	18.0%	14.5%	21.6%
3 - Somewhat unlikely	22.7%	21.7%	21.1%	24.9%
4 - Very unlikely	49.5%	51.2%	55.4%	43.4%
Don't know	2.8%	1.4%	2.3%	2.4%
<hr/>				
Very / Somewhat likely combined	24.9%	25.7%	21.2%	29.3%
Very / Somewhat unlikely combined	72.2%	72.9%	76.5%	68.3%
<hr/>				
Mean Response (1 to 4)	3.15	3.18	3.28	3.07

As the sample size, sample composition, and stratification were changed for the 2008 and 2009 surveys, prior results have been presented for descriptive purposes only and should not be used for benchmarking purposes.

- The mean response for this question has decreased since 2008. This decrease indicates that respondents believe it is more likely that their child will have five or more alcoholic beverages on any one occasion before he/she graduates from high school.

IV. FINDINGS: CURRENT & PROJECTED TEEN ALCOHOL USE

Child’s Future Binge Drinking Behavior (continued)



**Asked of parents who did not indicate that their child participated in binge drinking in the past two weeks*

2009 Comparisons

- There are no significant differences between Public Health Districts and the 2009 state average.

Trend Comparisons

- The mean responses for the Midcoast, Penquis and Downeast Public Health Districts have decreased since 2008.

Child’s Future Binge Drinking Behavior (Mean)	
Believe Child is LESS Likely	Believe Child is MORE Likely
• Parents aged 45 or older (3.19)	• Parents aged 44 or younger (2.93)
• Parents of daughters (3.17)	• Parents of sons (2.96)
• Parents of high school students (3.17)	• Parents of middle school students (2.84)
• Parental alcohol usage: Rarely / Never (3.23)	• Parental alcohol usage: Weekly / Daily (2.96)

IV. FINDINGS: COMMUNICATION / OUTREACH

Awareness of Public Information Regarding Underage Drinking

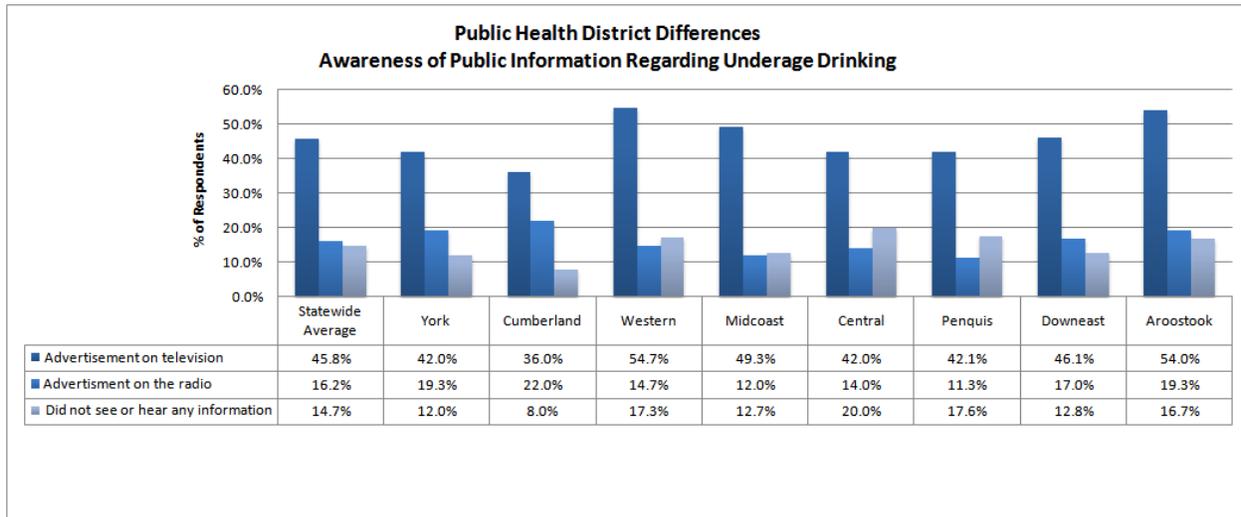
Q35. Over the past 12 months, have you seen or heard any information about underage drinking? If so, where did you see or hear the information? [Unaided]*

Top Answers	December 2009 (N=1,200)
Advertisement on television	45.8%
Advertisement on the radio	16.2%
School meeting / event	16.0%
Newspaper article	15.7%
From children / Children's friends	6.5%
Internet	4.3%
Other parents	4.0%
Don't know	2.3%
Did not see / hear any information	14.7%

****The structure of this question was changed in 2009; thus comparison to previous years is not possible***

IV. FINDINGS: COMMUNICATION / OUTREACH

Awareness of Public Information Regarding Underage Drinking (continued)



2009 Comparisons

- The response for “advertisement on television” in the Western Public Health District was higher than the 2009 state average.
- The response for “advertisement on television” in the Cumberland Public Health District is lower than the 2009 state average.

V. DEMOGRAPHIC QUESTIONS

Frequency of Drinking Behavior by Adult Member of Household

Q36. For the adult over the age of 25 in your household who drinks alcohol the most, please tell me how often he or she drinks alcoholic beverages: [Options were read and rotated.]

	December 2009 (N=1,200)
Never	18.1%
Once or twice a year	16.5%
Once or twice a month	25.3%
Once or twice a week	31.2%
Daily	7.4%
Other	0.8%
Don't know	0.3%
Refused	0.5%

V. DEMOGRAPHIC QUESTIONS

Average Number of Alcoholic Drinks Consumed by Adult Member of Household

Q37. On average, how many alcoholic drinks does this adult consume in one sitting?
[Asked of those who indicated that an adult in their household over the age of 25 drinks alcohol.]

	December 2009 (N=974)
1 drink	40.2%
2 drinks	41.1%
3 drinks	10.3%
4 drinks	4.2%
5 drinks	1.3%
6 drinks or more	2.5%
Refused	0.1%
Don't know	0.3%

V. DEMOGRAPHIC QUESTIONS

Q1. Age of Child

	December 2009 (N=1,200)
11	0.1%
12	11.0%
13	17.1%
14	15.9%
15	18.5%
16	15.1%
17	18.6%
18 or older	3.8%

Q38. Age of Other Children*

	December 2009 (N=1,200)
5 or younger	6.5%
6 to 10	24.7%
11 or 12	18.1%
13 or 14	16.5%
15 or 16	14.5%
17 or 18	13.5%
19 or older	31.3%
No other children	17.0%
Refused	0.8%

****Multiple responses were recorded***

V. DEMOGRAPHIC QUESTIONS

Q2. Grade of Child

	December 2009 (N=1,200)
7 th grade	16.3%
8 th grade	16.8%
9 th grade	16.8%
10 th grade	16.8%
11 th grade	16.8%
12 th grade	16.7%

Q3. Gender of Child

	December 2009 (N=1,200)
Female	49.6%
Male	50.4%

V. DEMOGRAPHIC QUESTIONS

Living Situation

Q39. Which of the following best describes your living situation?

	December 2009 (N=1,200)
Single parent (Divorced, Separated, Never Married)	9.8%
Married	86.4%
Living with partner	3.3%
Other	0.1%
Refused	0.4%

Age of Respondent

Q40. Into which of the following categories does your age fall?

	December 2009 (N=1,200)
25 to 34	1.8%
35 to 44	44.5%
45 to 54	47.3%
55 to 64	5.4%
65 or older	0.5%
Refused	0.5%

V. DEMOGRAPHIC QUESTIONS

Education

Q41. What is the highest level of education you have completed?

	December 2009 (N=1,200)
Less than high school graduate	0.9%
High school graduate	22.3%
Vocational / Trade school	3.8%
Some college / Two-year college graduate	25.3%
Four-year college graduate	31.0%
Post-graduate work	16.2%
Refused	0.7%

Income

Q42. For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2008 before taxes?

	December 2009 (N=1,200)
Less than \$25,000	5.3%
\$25,000 to \$49,999	17.4%
\$50,000 to \$74,999	22.3%
\$75,000 to \$99,999	22.0%
\$100,000 or more	21.3%
Refused	11.7%

V. DEMOGRAPHIC QUESTIONS

Gender of Respondent

Q43. Gender of Respondent [Interviewer Observed]

	December 2009 (N=1,200)
Female	71.8%
Male	28.2%

Respondent's phone number: _____

ID _____

2009 OSA PARENT SURVEY – FINAL

Please circle the appropriate county:

1. Androscoggin	5. Hancock	9. Oxford	13. Somerset
2. Aroostook	6. Kennebec	10. Penobscot	14. Waldo
3. Cumberland	7. Knox	11. Piscataquis	15. Washington
4. Franklin	8. Lincoln	12. Sagadahoc	16. York

Hello, my name is _____ from Pan Atlantic SMS Group, a Maine-based market research firm. We're conducting a survey about parenting issues with parents who have children in grades 7-12 and would like to include your opinions. There are no right or wrong answers and honest responses are critical to our research. Please know that this study is strictly confidential and answers to these questions will be reported in aggregate form only.

→ **ONCE YOU ARE SPEAKING WITH THE HEAD OR JOINT HEAD OF HOUSEHOLD, CONTINUE.**

CRITERIA QUESTIONS

C1. Do you, or does anyone in your immediate family, work for an alcoholic beverage company, or a market research, advertising, or media firm?

- 1. Yes → THANK PERSON AND TERMINATE CALL
- 2. No → CONTINUE

C2. Do you live in _____ County? **[COUNTY LISTED ABOVE]**

- 1. Yes → CONTINUE
- 2. No → IF RESPONDENT LIVES IN ANOTHER COUNTY WHICH STILL HAS MORE INTERVIEWS LEFT, COMPLETE THE SURVEY. IF THAT COUNTY'S QUOTA IS COMPLETE, THANK PERSON AND TERMINATE CALL.

C3. As I mentioned, for the purposes of this survey, we are interested in speaking with parents who have a child who is in 7th to 12th grade. Do you have a child or children in any of these grades living in your household?

- 1. Yes → CONTINUE
- 2. No → THANK PERSON AND TERMINATE CALL

C4. Do you have more than one child in these grades?

- 1. Yes → CONTINUE WITH C5
- 2. No → SKIP TO Q1

C5. Think of the child whose birthday is closest to today, and focus your answers for the questions in this survey on that child only. **[INTERVIEWERS – REFER TO THE CHILD AS “SHE OR HE” AND/OR BY HER/HIS AGE THROUGHOUT THE SURVEY SO THAT THE PARENT CAN FOCUS ON THAT CHILD SPECIFICALLY]**

What is the age, grade, and gender of this child?

1. Age: _____
2. Grade: _____ **[MUST BE IN GRADE 7 THRU 12]**
3. Gender: 1. Female
 2. Male

PARENTAL ATTITUDES

4. Which of the following best describes your attitude toward underage drinking? Underage drinking is:
[READ AND ROTATE OPTIONS]
 1. Never OK.
 2. OK under certain circumstances, such as special occasions.
 3. OK as long as I am there to supervise.
 4. OK as long as an adult is present.
 5. OK most of the time.
 6. OK. There should not be a legal drinking age.
 96. Don't know [DO NOT READ]
5. What are the top three reasons you don't want your child to drink alcohol? **[THIS IS UNAIDED. DO NOT PROMPT IN ANY WAY. RECORD ANSWER(S) BELOW.]**

Answer #1 _____ **Answer #2** _____ **Answer #3** _____

1. Your teen might drink to excess or become addicted to alcohol
 2. Your teen might drink and drive
 3. Your teen's brain development might be adversely affected
 4. Your teen might be involved in unwanted and/or unprotected sexual behavior
 5. Your teen's drinking could lead to depression or suicide
 6. Your teen could lose out on a scholarship or some other opportunity
 7. Your teen's grades might suffer
 8. Your teen might end up in trouble with the police
 9. Your teen might move on to other drugs
 10. Alcoholism in family
 11. Creates problems in family
 12. Dangerous / Not safe
 13. Illegal / Against the law
 14. No need for it / Nothing good comes from it
 15. Not healthy
 16. Not mature enough / Too young
 17. Poor decisions / Bad judgment
 18. Religious reasons
 19. Violence / Death
- Other (specify in appropriate space below)
96. Don't know [DO NOT READ]

6. 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 that I read to you. We will use a scale from 1 to 5, where 1 would mean that the potential risk is “not at all worrisome” to you and 5 would mean that the risk is “one of the most worrisome” to you. **[READ AND ROTATE OPTIONS.]**

1 to 5

- A. Your teen might drink to excess or become addicted to alcohol _____
- B. Your teen might drink and drive _____
- C. Your teen’s brain development might be adversely affected _____
- D. Your teen might be involved in unwanted and/or unprotected sexual behavior _____
- E. Your teen’s drinking could lead to depression or suicide _____
- F. Your teen could lose out on a scholarship or some other opportunity _____
- G. Your teen’s grades might suffer _____
- H. Your teen might end up in trouble with the police _____
- I. Your teen might move on to other drugs _____

7. In your opinion, at what age is it appropriate to begin talking to a child about underage alcohol use? **[UNAIDED. RECORD AGE BELOW.]**

96. Don’t know [DO NOT READ]

8. In your opinion, at what age is it appropriate to begin monitoring a child’s behavior with regard to alcohol? **[UNAIDED. RECORD AGE BELOW.]**

96. Don’t know [DO NOT READ]
97. N/A, my child doesn’t drink

PARENTAL BEHAVIORS

9. There are many ways to talk to teens about drinking. Please tell me which of the following statements reflects how you most commonly talk to your child about alcohol use. **[READ AND ROTATE OPTIONS; SELECT ONE RESPONSE ONLY]**

- 1. I don’t want you to drink, but if you’re going to do it, do it only at home where I can supervise.
- 2. I don’t want you to drink, but if you’re going to do it you must never drive.
- 3. I don’t want you to drink because it’s illegal until you are 21.
- 4. I don’t want you to drink because it’s not healthy for someone your age.
- 5. I don’t want you to drink because alcohol can damage your future.
- 96. Don’t know [DO NOT READ]
- 97. N/A, Don’t think underage drinking is wrong [DO NOT READ]
- 98. I don’t talk to my child about alcohol because s/he doesn’t drink [DO NOT READ]
- 99. I have never talked to my child about drinking [DO NOT READ]

10. Would your teen be able to access any alcohol that you have purchased without your knowledge?

- 1. Yes
- 2. No
- 96. Don’t know [DO NOT READ]
- 97. N/A – No alcohol in the house [DO NOT READ]

11. Can you tell me three things that you do regularly to prevent your teenager from drinking alcohol?
[THIS IS UNAIDED. DO NOT PROMPT IN ANY WAY. RECORD ANSWER(S) BELOW.]

Answer #1 _____ **Answer #2** _____ **Answer #3** _____

1. Ask your child if alcohol will be present at a party or social gathering
 2. Ask your child if a parent or other adult will be present at a party or social gathering
 3. Call to verify that a parent or other responsible adult will be present at a party
 4. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends
 5. Make an effort to know the rules of your child's friends' families
 6. Ask your child to call you to check in
 7. Call or visit during the social gathering to check on your child
 8. Wait up for your child to come home or set an alarm at curfew
 9. Talk to your child when they come in about his/her night
 10. Observe your child for signs of alcohol use
 11. Asks teen a lot of questions
 12. Communication / Talk to teen about drinking
 13. Expresses values / religious beliefs to teen
 14. Family time / activities
 15. Involved with teen's activities
 16. Keeps teen active (in many activities)
 17. Knows where teen is
 18. Limit teen's exposure to alcohol
 19. No alcohol in house
 20. Parent does not drink
 21. Trust teen
- Other (specify in appropriate space below)
96. Don't know [DO NOT READ]
 98. Do nothing else

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": **(DNR = DO NOT READ)**

How often do you:	Never	Rarely	Some-times	Most of the time	Always	Don't know [DNR]	N/A (Child never goes out) [DNR]
12. Ask your child if alcohol will be present at a party or social gathering	1	2	3	4	5	96	97
13. Ask your child if a parent or other adult will be present at a party or social gathering	1	2	3	4	5	96	97
14. Call to verify that a parent or other responsible adult will be present at a party or social gathering	1	2	3	4	5	96	97
15. Make an effort to know your child's friends and their parents, especially the families of your teen's four closest friends	1	2	3	4	5	96	97

16. Make an effort to know the rules of your child's friends' families	1	2	3	4	5	96	97
17. Ask your child to call you to check in	1	2	3	4	5	96	97
18. Call or visit during the social gathering to check on your child	1	2	3	4	5	96	97
19. Wait up for your child to come home or set an alarm at curfew	1	2	3	4	5	96	97
20. Talk to your child when they come in about his/her night	1	2	3	4	5	96	97
21. Observe your child for signs of alcohol use	1	2	3	4	5	96	97

PARENTAL INFLUENCE

I am going to read you a list of examples of some things parents might do in front of their teen and I would like you to tell me how much influence you think each example would have on their teen's drinking decisions.

[READ AND ROTATE OPTIONS AND SCALE.]

	Not at all influential	Not very influential	Somewhat influential	Very influential	Don't know [DO NOT READ]
22. Occasionally joke or tell a funny story about their past drinking behavior in front of their teen	1	2	3	4	96
23. Use alcohol to relieve stress or anxiety, saying things such as "I've had a tough week; I <u>need</u> a beer"	1	2	3	4	96
24. Have more than 4 drinks in one evening in front of their teen	1	2	3	4	96
25. Ask their teen to get alcoholic beverages for them, such as getting a beer from the refrigerator	1	2	3	4	96
26. Pressure other adults to consume alcoholic beverages in front of their teen.	1	2	3	4	96

To what extent do you agree or disagree with the following statements? **[READ STATEMENTS IN THE CHART BELOW. READ AND ROTATE SCALE.]**

	Strongly disagree	Disagree	Agree	Strongly Agree	Don't know [DO NOT READ]
27. "My child shares her/his thoughts and feelings with me."	1	2	3	4	96
28. "If my child drank alcohol without my permission, I would catch her/him."	1	2	3	4	96
29. "I have a strong influence over my teenager's behavior relating to alcohol use."	1	2	3	4	96
30. "The rules in our family regarding alcohol use are clear."	1	2	3	4	96

CURRENT AND PROJECTED TEEN ALCOHOL USE

31. How honest do you think your child is with you about her/his involvement with alcohol? **[READ AND ROTATE OPTIONS.]**

- 1. Very honest
- 2. Mostly honest
- 3. Somewhat honest
- 4. Not very honest
- 5. Not at all honest
- 96. Don't know [DO NOT READ]

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

- 1. Yes → SKIP TO Q33
- 2. No → CONTINUE WITH Q32a
- 96. Don't know [DO NOT READ] → CONTINUE WITH Q32a

32a. 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? **[READ AND ROTATE OPTIONS]**

- 1. Very likely → SKIP TO Q34a
- 2. Somewhat likely → SKIP TO Q34a
- 3. Somewhat unlikely → SKIP TO Q34a
- 4. Very unlikely → SKIP TO Q34a
- 96. Don't know [DO NOT READ] → SKIP TO Q34a

33. Do you think that your child has had more than a few sips of alcohol in the past 30 days?

- 1. Yes → CONTINUE WITH Q34
- 2. No → SKIP TO Q34a
- 96. Don't know [DO NOT READ] → SKIP TO Q34a

34. Do you think your child has had five or more alcoholic beverages on any one occasion in the past two weeks?

- 1. Yes → SKIP TO Q35
- 2. No → CONTINUE WITH Q34a
- 96. Don't know [DO NOT READ] → CONTINUE WITH Q34a

34a. How likely do you think it is that your child will have five or more alcoholic beverages on any one occasion before he/she graduates from high school? **[READ AND ROTATE OPTIONS]**

- 1. Very likely
- 2. Somewhat likely
- 3. Somewhat unlikely
- 4. Very unlikely
- 96. Don't know [DO NOT READ]

35. 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? **[THIS IS UNAIDED. DO NOT PROMPT RESPONDENT IN ANY WAY. CIRCLE OR WRITE IN ALL ANSWERS THAT APPLY.]**

- 1. Advertisement on the radio
- 2. Advertisement on television
- 3. Community meeting
- 4. Internet
- 5. Newspaper article
- 6. School meeting
- Other (specify) _____
- 96. Don't know [DO NOT READ]
- 98. **Did not see or hear any information**

DEMOGRAPHICS

This last set of questions will be used for statistical purposes only, enabling us to analyze the data we have gathered ensuring that we have a representative sample of Maine citizens. First of all ...

36. For the adult over the age of 25 in your household who drinks alcohol the most, please tell me how often he or she drinks alcoholic beverages: **[READ AND ROTATE OPTIONS]**

- 1. Never → SKIP TO Q38
- 2. Once or twice a year → CONTINUE WITH Q37
- 3. Once or twice a month → CONTINUE WITH Q37
- 4. Once or twice a week → CONTINUE WITH Q37
- 5. Daily → CONTINUE WITH Q37
- Other (specify) _____ → CONTINUE WITH Q37
- 96. Don't know [DO NOT READ] → SKIP TO Q38
- 99. Refused [DO NOT READ] → SKIP TO Q38

37. On average, how many alcoholic drinks does this adult consume in one sitting?

- _____ drinks
- 96. Don't know [DO NOT READ]
 - 99. Refused [DO NOT READ]

38. What are the ages of your other children, if any? **[SELECT ALL THAT APPLY]**

- | | |
|-----------------|---------------------------|
| 1. 1 or younger | 11. 11 |
| 2. 2 | 12. 12 |
| 3. 3 | 13. 13 |
| 4. 4 | 14. 14 |
| 5. 5 | 15. 15 |
| 6. 6 | 16. 16 |
| 7. 7 | 17. 17 |
| 8. 8 | 18. 18 |
| 9. 9 | 19. 19 or older |
| 10. 10 | 98. No other children |
| | 99. Refused [DO NOT READ] |

39. Which of the following best describes your living situation? **[READ AND ROTATE OPTIONS.]**

1. Single parent (Divorced, Separated, Never Married)
 2. Married
 3. Living with partner
- Other (specify) _____
99. Refused [DO NOT READ]

40. Into which of the following categories does your age fall? **[READ CHOICES]**

- | | |
|----------|---------------------------|
| 1. 18-24 | 5. 55-64 |
| 2. 25-34 | 6. 65 or older |
| 3. 35-44 | 99. Refused [DO NOT READ] |
| 4. 45-54 | |

41. What is the highest level of education you have completed? **[READ CHOICES IF NECESSARY]**

- | | |
|---|-----------------------------|
| 1. Less than high school | 5. Four year college degree |
| 2. High school | 6. Post-graduate work |
| 3. Vocational/Trade school | 99. Refused [DO NOT READ] |
| 4. Some college/Two year college degree | |

42. For tabulation purposes only, please tell me which of the following income categories includes your total household income in 2008 before taxes? Just stop me when I read the correct category:

- | | |
|-------------------------|---------------------------|
| 1. Less than \$25,000 | 4. \$75,000 to \$99,999 |
| 2. \$25,000 to \$49,999 | 5. \$100,000 or more |
| 3. \$50,000 to \$74,999 | 99. Refused [DO NOT READ] |

RESPONDENT'S NAME: _____

Thank you, those are all of my questions. If you would like more information regarding teenage drinking, you may call the Office of Substance Abuse at 800-499-0027 or visit their website at www.maineosa.org.

43. Gender of respondent: **[INTERVIEWER RECORD BELOW]**

1. Female
2. Male

Length of interview: _____ minutes Date: ____ / ____ / 09 Interviewer name: _____

Maine Office of Substance Abuse 2009 Parent Survey Report Executive Summary

In an effort to reduce underage alcohol use, the OSA Parent Media Campaign focuses on helping parents learn monitoring skills. The Parent Media Campaign also addresses appropriate modeling skills. The 2009 Parent Survey is an effort to quantify the impact of this campaign. The results of this survey have been compared to and analyzed with the 2008 Parent Survey results to gain understanding of the influence of the campaign.

The survey results for 2008 and 2009 suggest that the campaign has had a positive impact and that parental understanding of the risks involved and behavior modifications are heading in the right direction.

Monitoring Attitudes & Behaviors

Positive results have been recorded in the following areas:

- Awareness of and attitudes regarding the occurrence of underage drinking
- Understanding of the positive impact that parental behaviors (modeling) can have on the behavior of teenagers
- Parental behaviors regarding prevention and monitoring for teenage alcohol use

Specific positive results include:

- There has been a significant increase in the degree of parental worry pertaining to each of the risks associated with teenage drinking, as tested in this research. An increased degree of worry indicates that parents are more aware of and more concerned about the risks associated with alcohol use.
- Parents appear to understand the importance of talking to kids early about the risks associated with drinking. The average age given for both 2008 and 2009 was approximately 10 years old.

There are two relevant indicators that the messages of the media campaign appear to be reaching parents. First, the three highest means of behaviors that parents state they use are:

- Know the parents of your child's friends
- Check to see if an adult will be present at parties and social gatherings
- Talk to your child when they come in about his/her night

These are all behaviors that have been prominently featured in OSA parent campaign materials and media.

Additionally, the behaviors that increased the most include the following:

- Make an effort to know the rules of your child's friends' families
- Call to verify that a parent or responsible adult will actually be present at a party or social gathering
- Observe your child for signs of alcohol use when they come home at night

The increase in the adoption of these effective parental monitoring skills is a positive trend for the OSA Parent Media Campaign. The campaign's messages appear to be resonating with parents, and they report that they are using the skills promoted by the campaign.

Modeling Attitudes & Behaviors

The perceived influence of specific parental behaviors on teen drinking decisions has increased slightly for the behaviors tested, indicating a heightened awareness by parents that their behaviors have an influence on their teenager's drinking decisions.

- "Drinking more than 4 drinks in front of your child" and "pressuring other adults to drink" rank as the most influential things that parents can do, which are both key messages of the campaign.

Additionally, there has been a significant improvement in parent's awareness of two negative modeling behaviors that have been core messages of the campaign:

- "Use alcohol to relieve stress or anxiety, saying things such as 'I've had a tough week; I need a beer'"
- "Occasionally joke or tell a funny story about their past drinking behavior in front of their teen"

Results also indicate that parents are gaining a more realistic sense of the likelihood that their child may drink alcohol before he / she graduates high school. This seems to indicate that denial of teenage drinking is decreasing.

The positive results of this research suggest that the OSA Parent Media Campaign has been successful. In order to achieve continued success and movement in parental awareness, attitudes, and behaviors, the campaign should be maintained. It should be noted that changing behaviors is a long-term process, and thus, the campaign needs more time to fully effect the desired behavior changes.

To further support the positive results of this research and validate the suggested movement in parental awareness, attitudes, and behaviors with regards to underage drinking, follow up research should be conducted within 18 months. Future research would allow for the analysis of parental change over time and verification of the positive results that have been recorded to date.