

Needham Coalition for Youth Substance Abuse Prevention

Spring 2013 Parent Survey of Norms, Behaviors, and Attitudes

Report of Findings

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Background

- NCYSAP conducted survey of parents of 6th-12th grade students
- 49-item anonymous survey administered online during April-May, 2013.
- Survey questions addressed four broad domains:
 1. Communication about underage drinking and substance use
 2. Attitudes and beliefs about underage drinking and substance use
 3. Perceptions of underage drinking and substance use
 4. Behaviors associated with underage drinking and substance use prevention

Validity and Reliability

- Several steps were taken to increase our confidence in the results:
 1. Use of clear and unambiguous language in the instructions
 2. Use of logic-based skip fields in the survey
 3. Questions were largely based on those used in existing instruments
 4. Instructing respondents to skip or not answer certain items if they were either not applicable or the respondent wasn't comfortable answering
 5. Data screening
 6. Identical case analysis
 7. Missing data analysis
- Overall, there was little evidence that any large-scale sources of error were present in the final dataset.
- The vast majority of respondents answered 86% or more of the questions.

Respondents

- 697 individuals visited the survey website – 74 were removed (11%) from the final analytic sample for the following reasons:
 - 58 only answered the first two screening questions and the grade of their oldest child but did not proceed to the actual survey
 - 14 did not currently have any children in grades 6-12
 - 1 did not live in Needham or have any children in the Needham schools
 - 1 did not identify the age of their oldest child in grades 6-12
- There was no relationship between the grade level of the respondents oldest 6th-12th grade child and the parents' propensity to take part in the survey.
- There was no difference in the number of missing/skipped items based on the grade level of the respondents' oldest 6th-12th grade child.

Limitations/Caveats

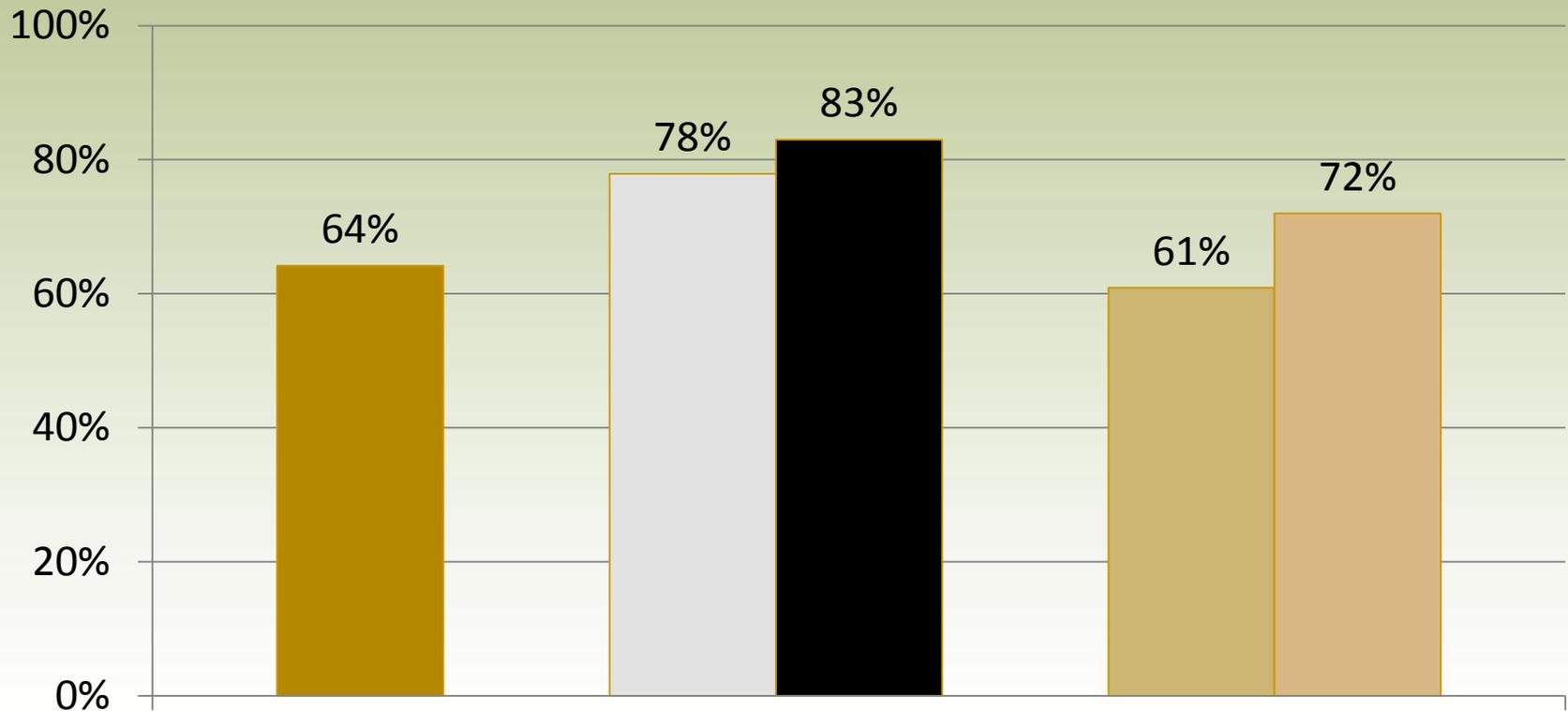
- Self-selected convenience sample – between 25% and 33% of all parents of Needham public school students in grades 6-12.
- Parents of high school students are over-represented in comparison to parents of middle grades students.
- Parent estimates of middle grades youth are based on 6-8th graders – comparative student survey data of middle grades students are limited to 7-8th grade.

COMMUNICATION

Communication – Family Dinners

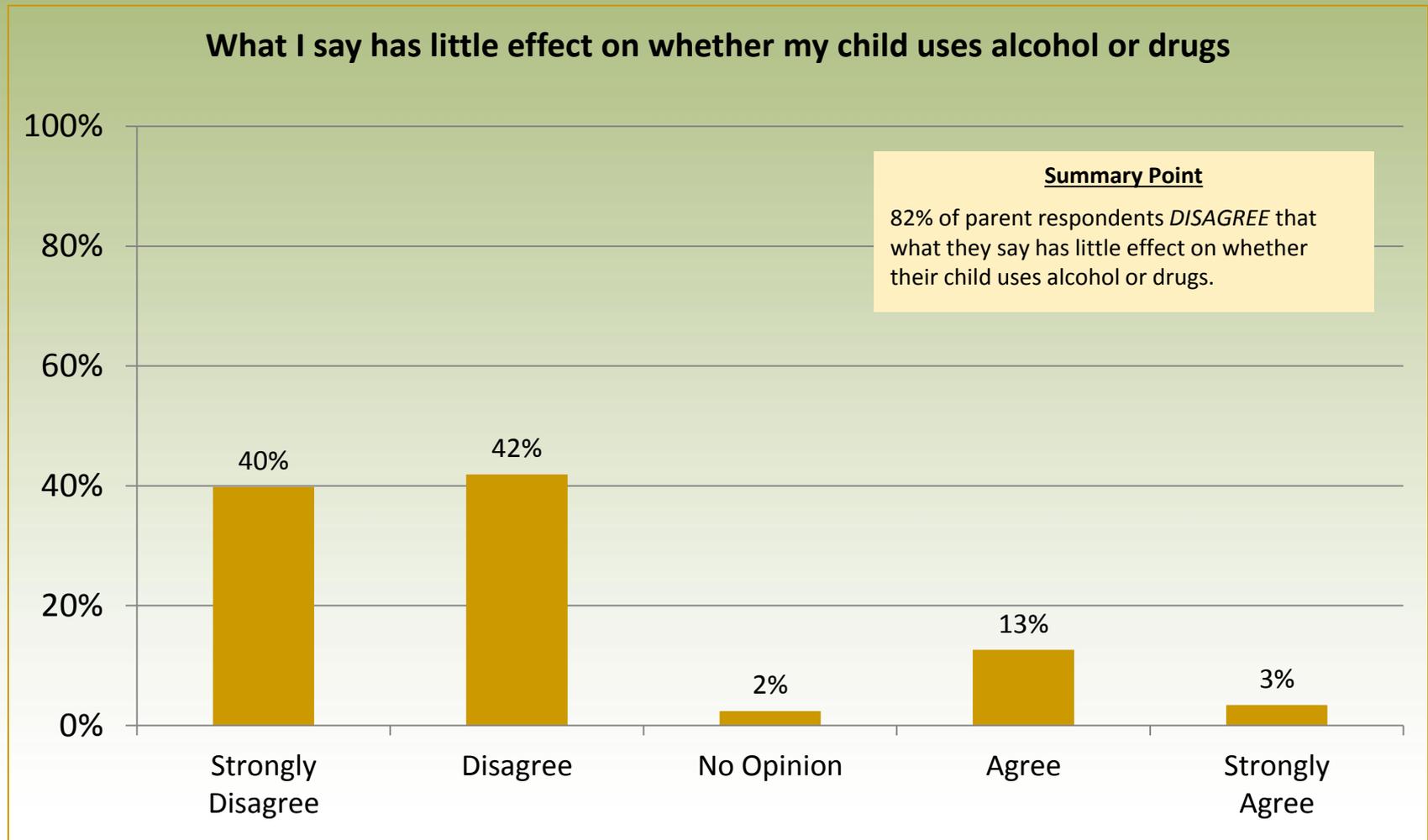
[Parent/Youth Data]

■ All Parents □ MS Parents ■ MS Students ■ HS Parents ■ HS Students

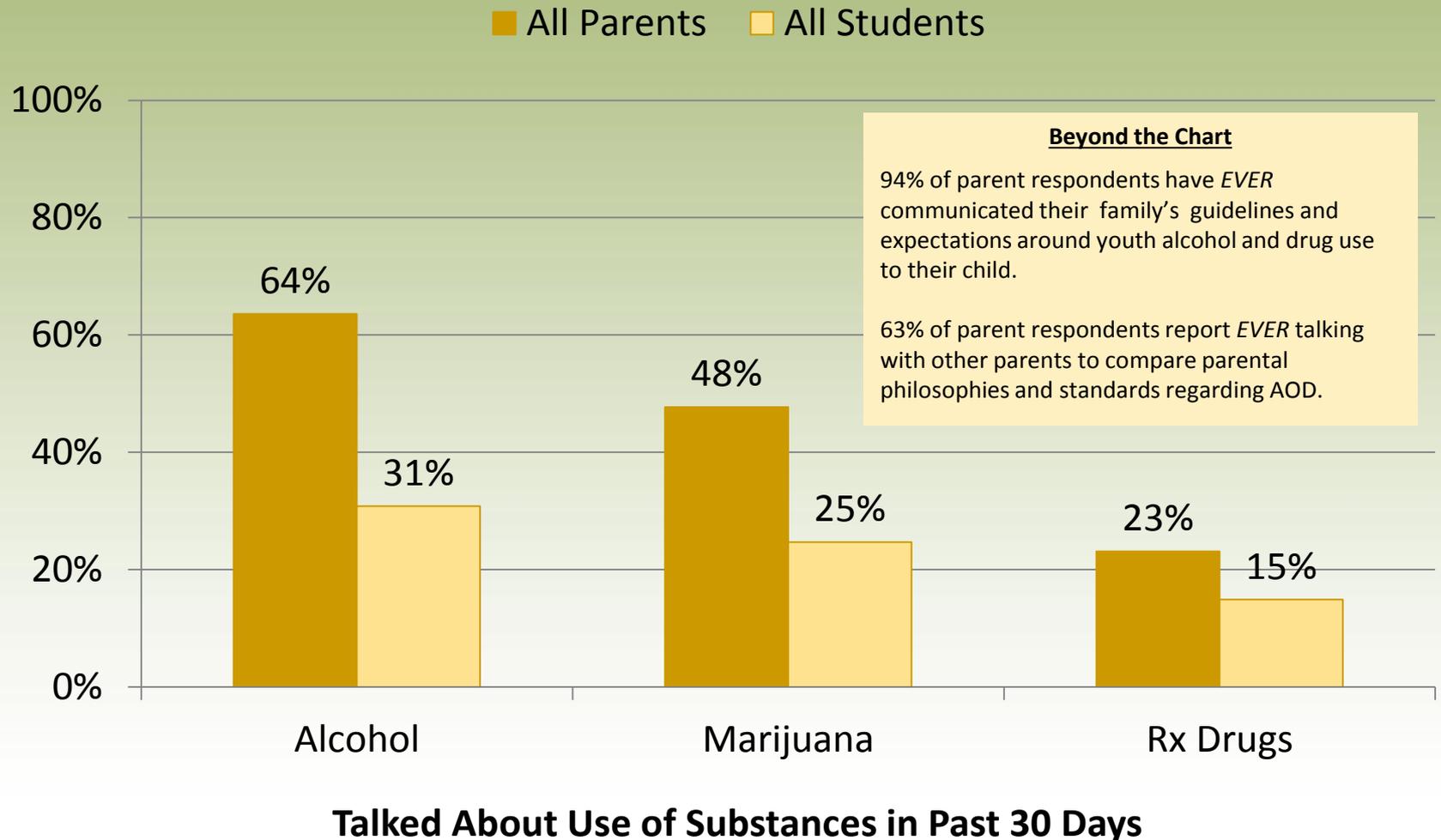


Ate Dinner At Home with Family 5 or More of the Last 7 Days

Communication – Perceived Effectiveness of Parent-Child Communication [Parent Data]

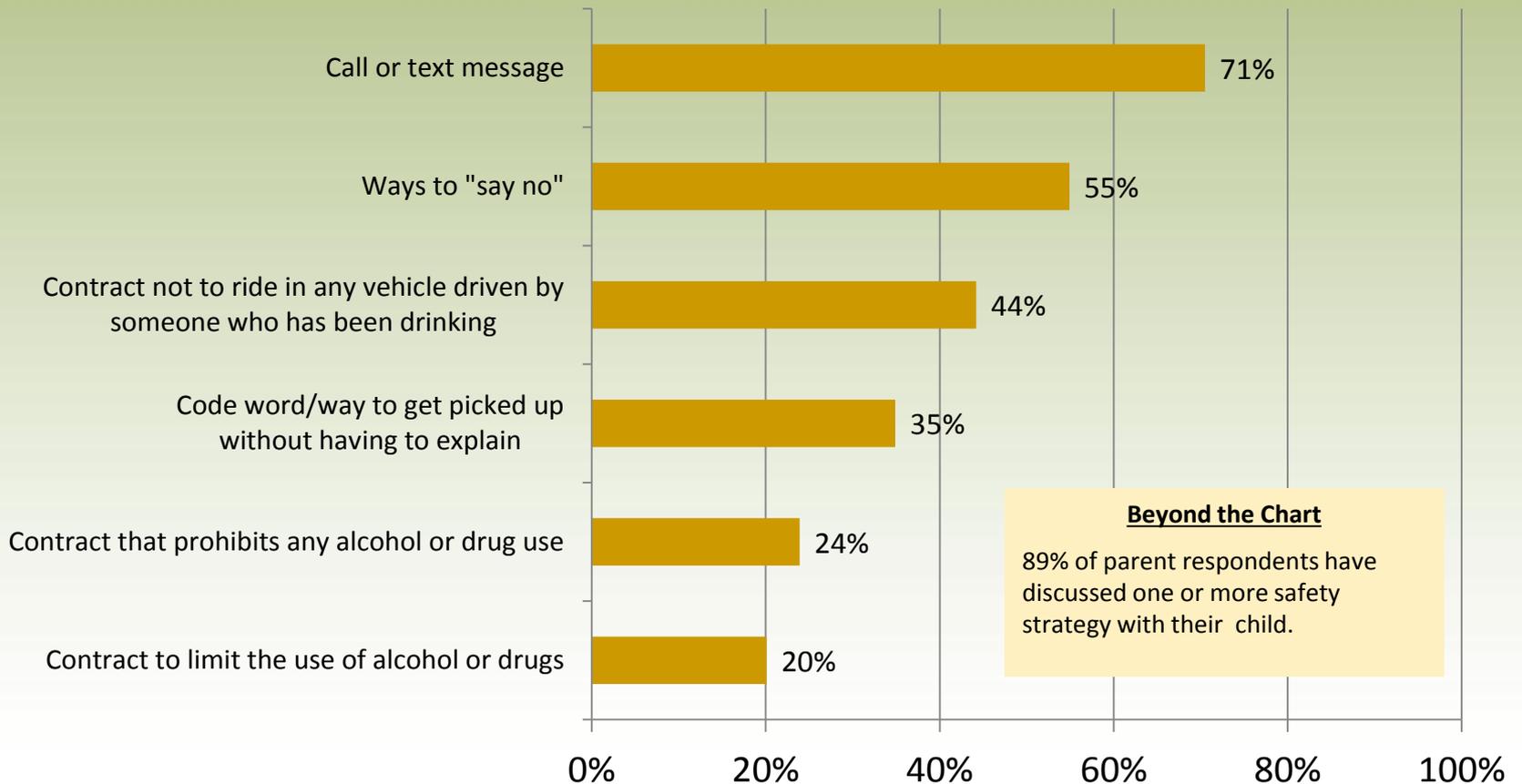


Communication – Parent-Child Communication About Underage Drinking and Substance Use [Parent/Youth Data]



Communication – Safety Strategies Parents Have Discussed with their Children [Parent Data]

Safety Strategies Parents Have Discussed With Their Child

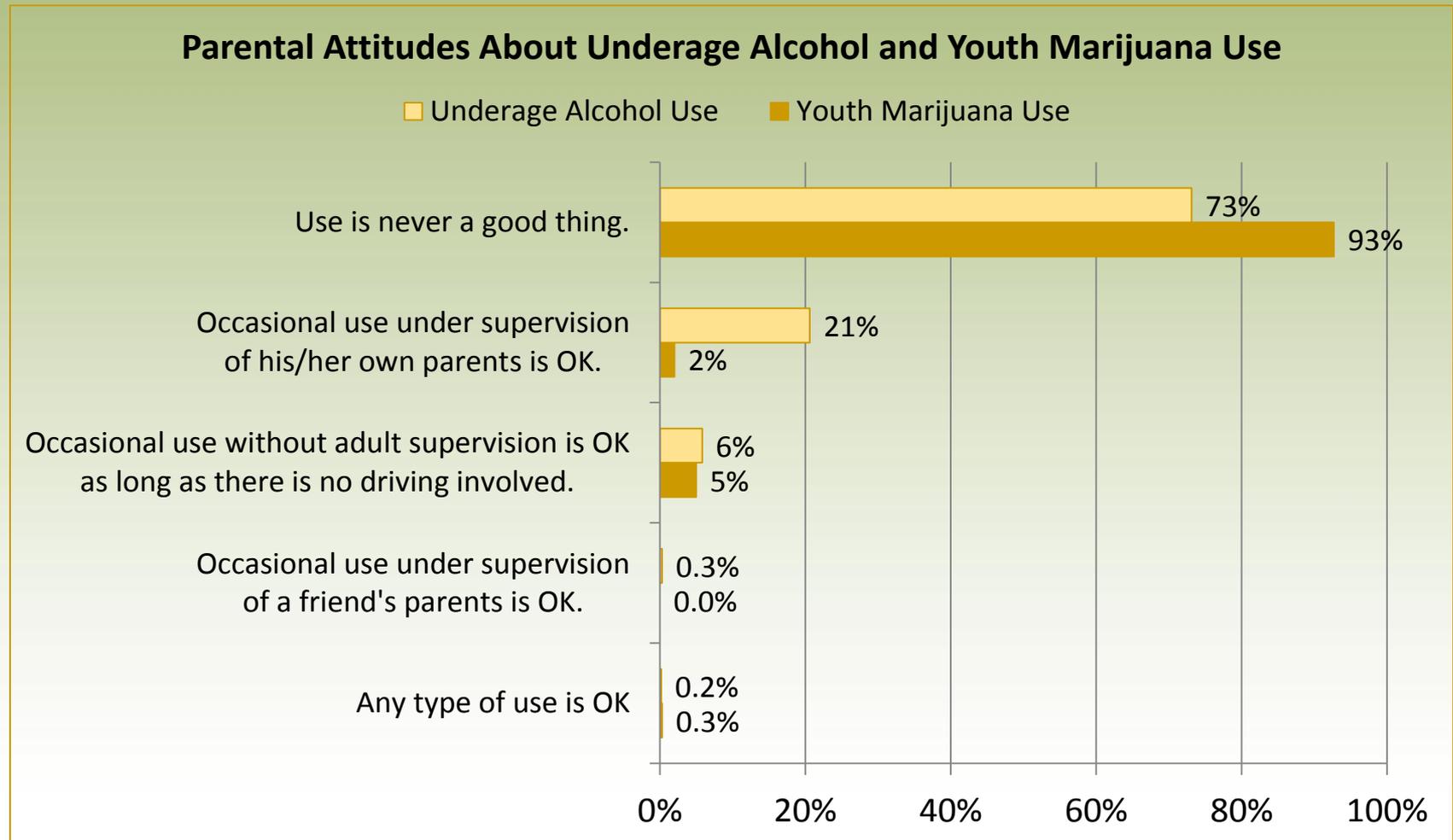


Communication – Summary Points

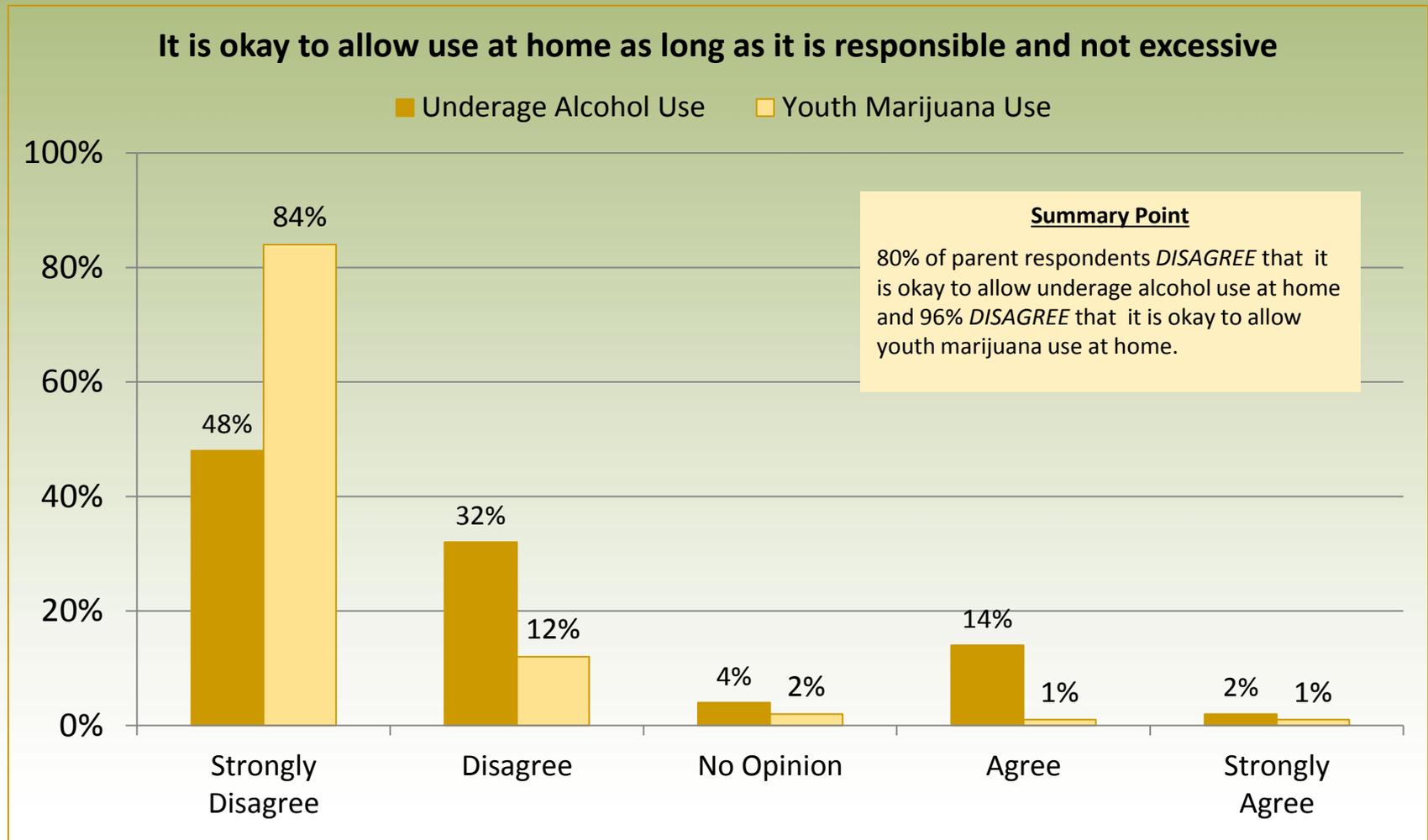
- 64% of parent respondents report eating dinner at home with their family on 5 or more of the last 7 days – a setting where prevention conversations can occur.
- Approximately 8 of every 10 parent respondents *disagree* that they have no influence over their child's decision whether or not to use AOD.
- Almost all parent respondents report communicating their AOD guidelines and expectations to their child, but they are about two times more likely than student survey respondents to report specific AOD conversations occurred.
- About 2 of every 3 parent respondents report that they have talked with other parents to compare AOD philosophies and standards.
- Most parents have discussed safety strategies with their child – calling/text messaging and ways to say no are the most popular.

ATTITUDES AND BELIEFS

Attitudes – Parent Attitudes About Youth Substance Use [Parent Data]

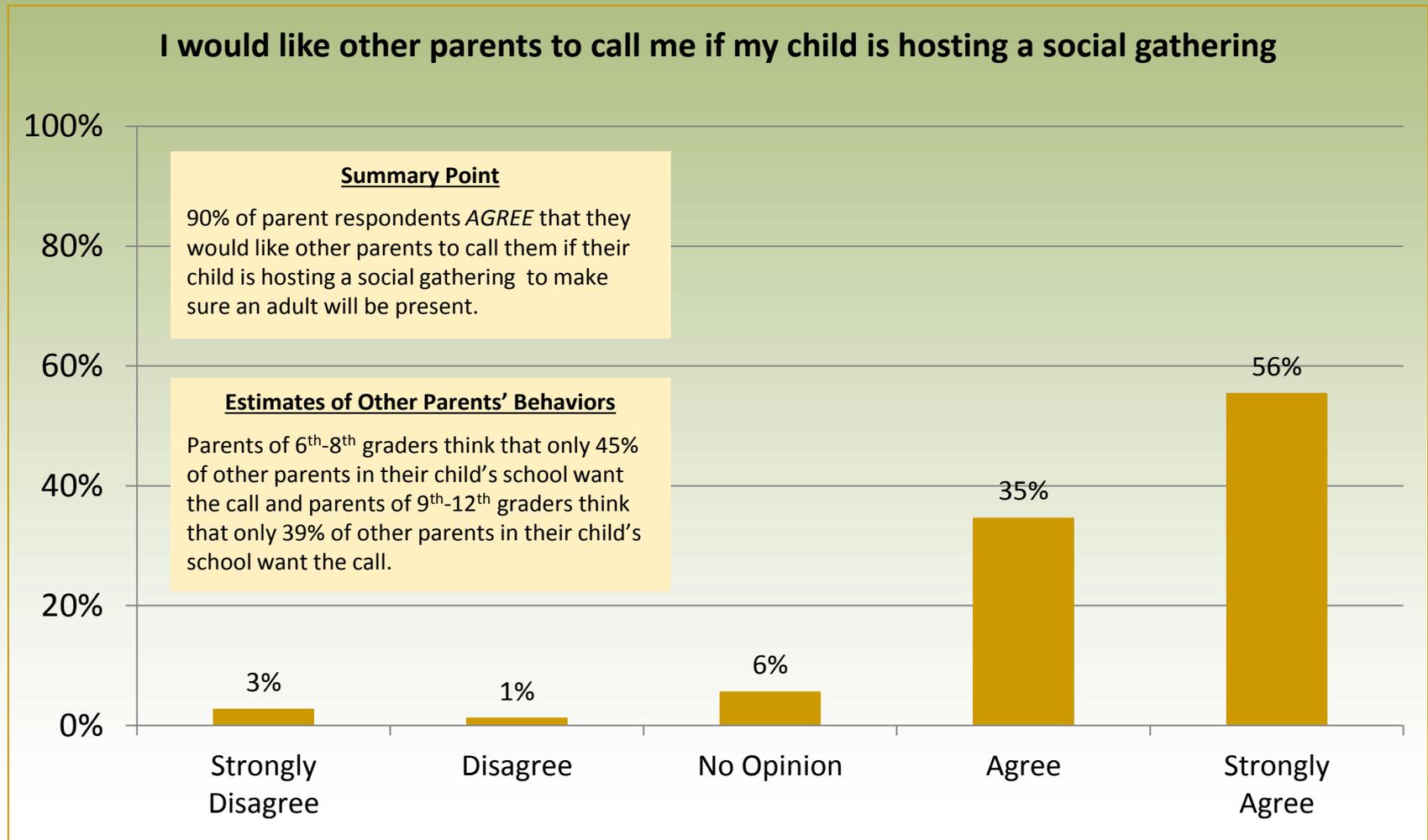


Attitudes – Parent Attitudes About Youth Substance Use at Home [Parent Data]

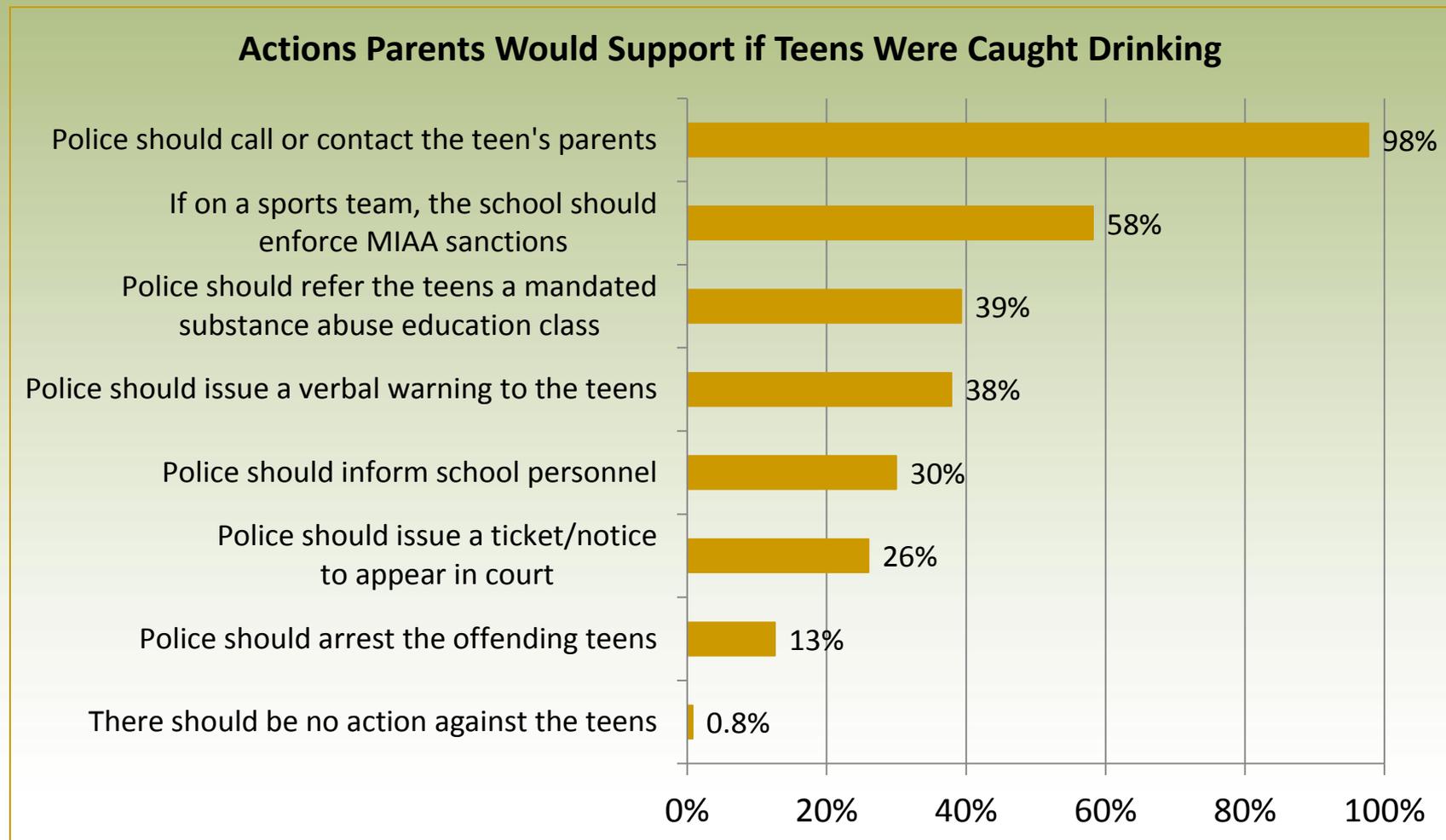


Attitudes – Desire to Receive Calls from Other Parents

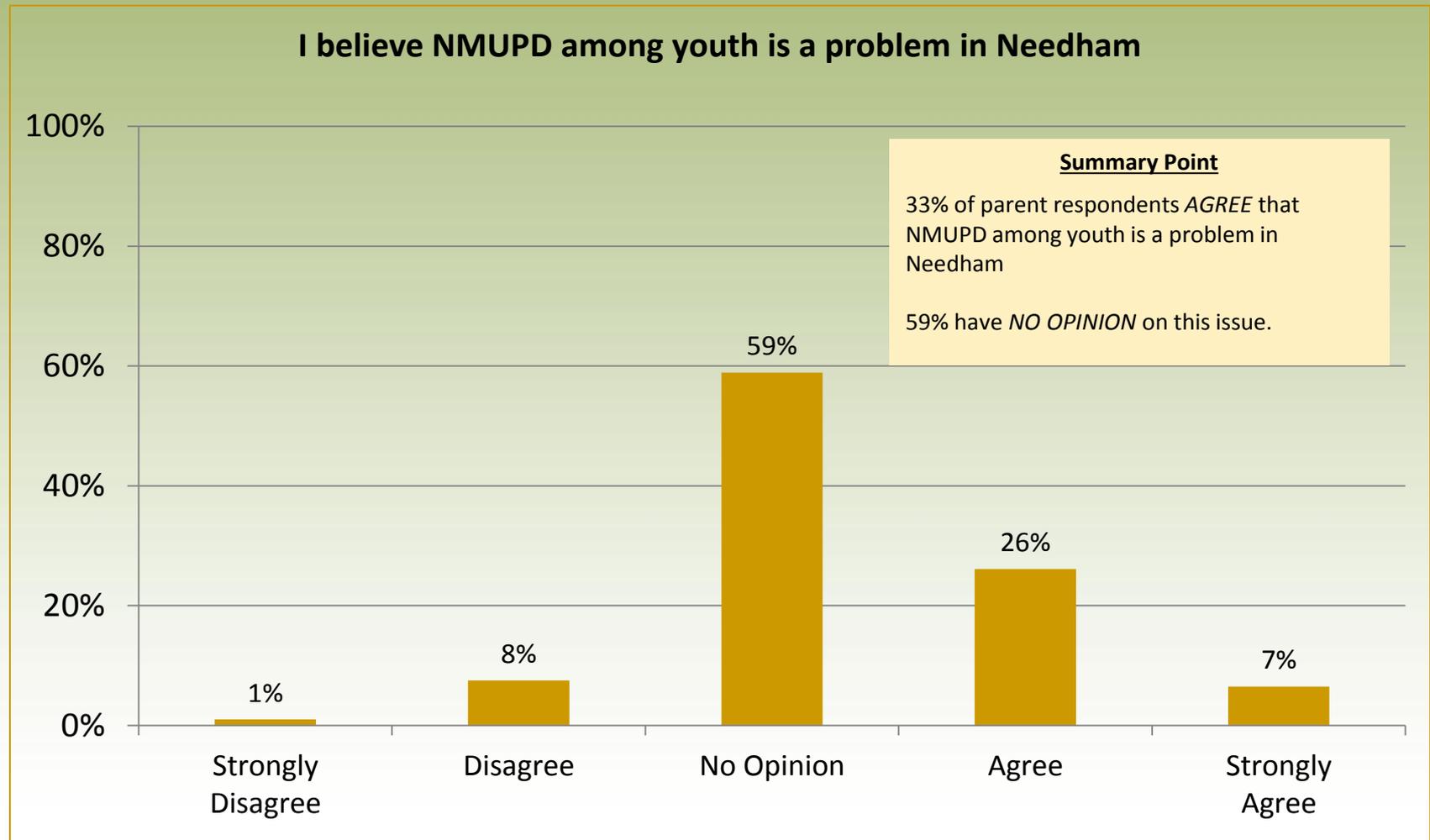
[Parent Data]



Attitudes – Parent Attitudes About Police Involvement in Drinking Situations [Parent Data]



Beliefs – Non-Medical Use of Prescription Drugs (NMUPD) [Parent Data]

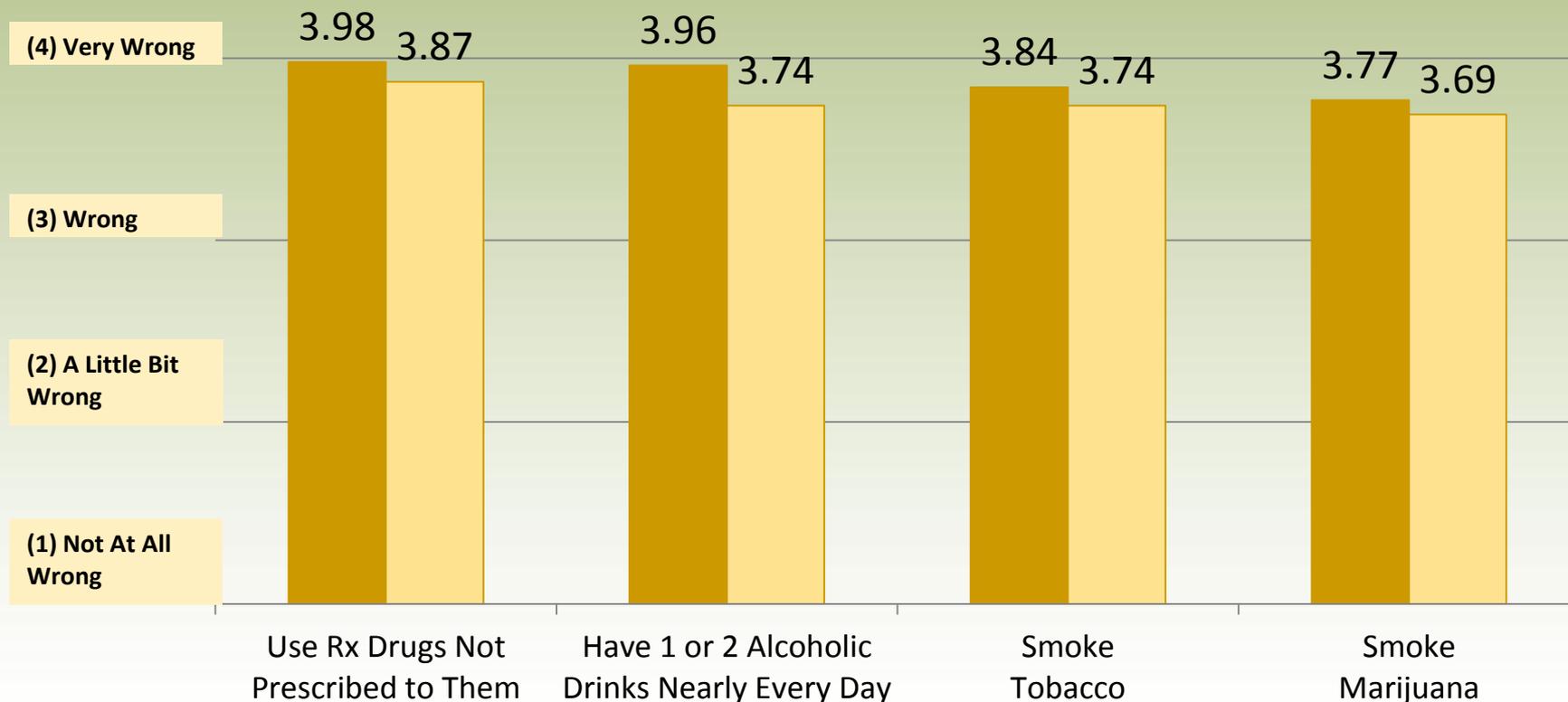


Beliefs – Parental Disapproval of Youth Substance Use

[Parent/Youth Data]

How wrong do parents think it would be for their child to...

■ All Parents ■ All Students

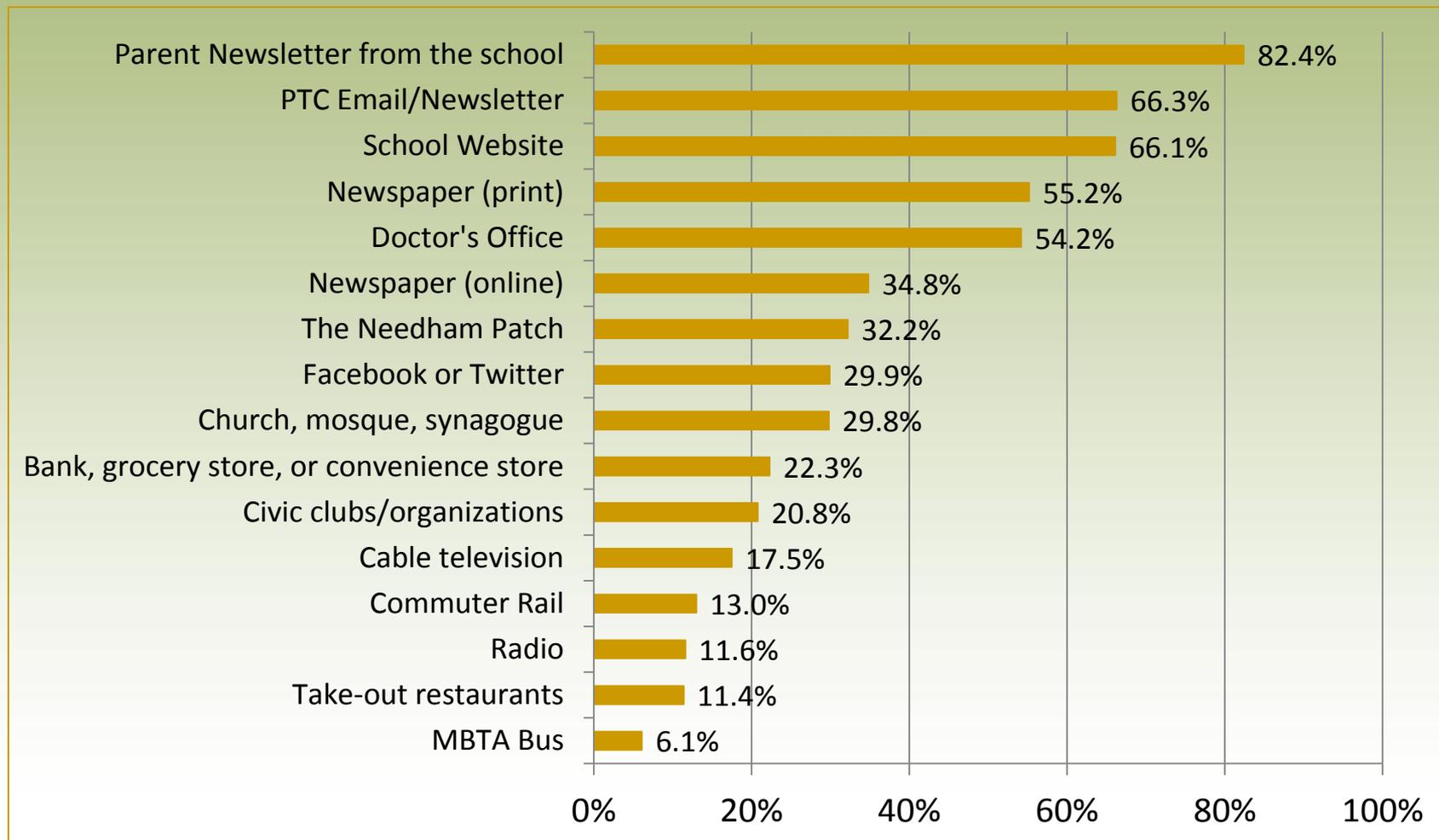


“Very Wrong” - Parents: Rx Drugs (98%); Alcohol (96%); Tobacco (86%); Pot (84%)

Beliefs– Community Substance Use Norms

- 76% of parent respondents *agree* or *strongly agree* that many Needham parents set a bad example for their children by their own excessive alcohol use.
- 45% of parent respondents *agree* or *strongly agree* that too many parents in Needham either provide alcohol for their children or turn a blind eye to underage alcohol use.
- 35% of parent respondents *agree* or *strongly agree* that too many parents in Needham turn a blind eye to youth marijuana use.
- 93% of parent respondents *agree* or *strongly agree* that schools should provide substance abuse prevention programming.

Beliefs – Most Effective Ways/Places to Reach Parents with Prevention Messages [Parent Data]



Attitudes and Beliefs – Summary Points

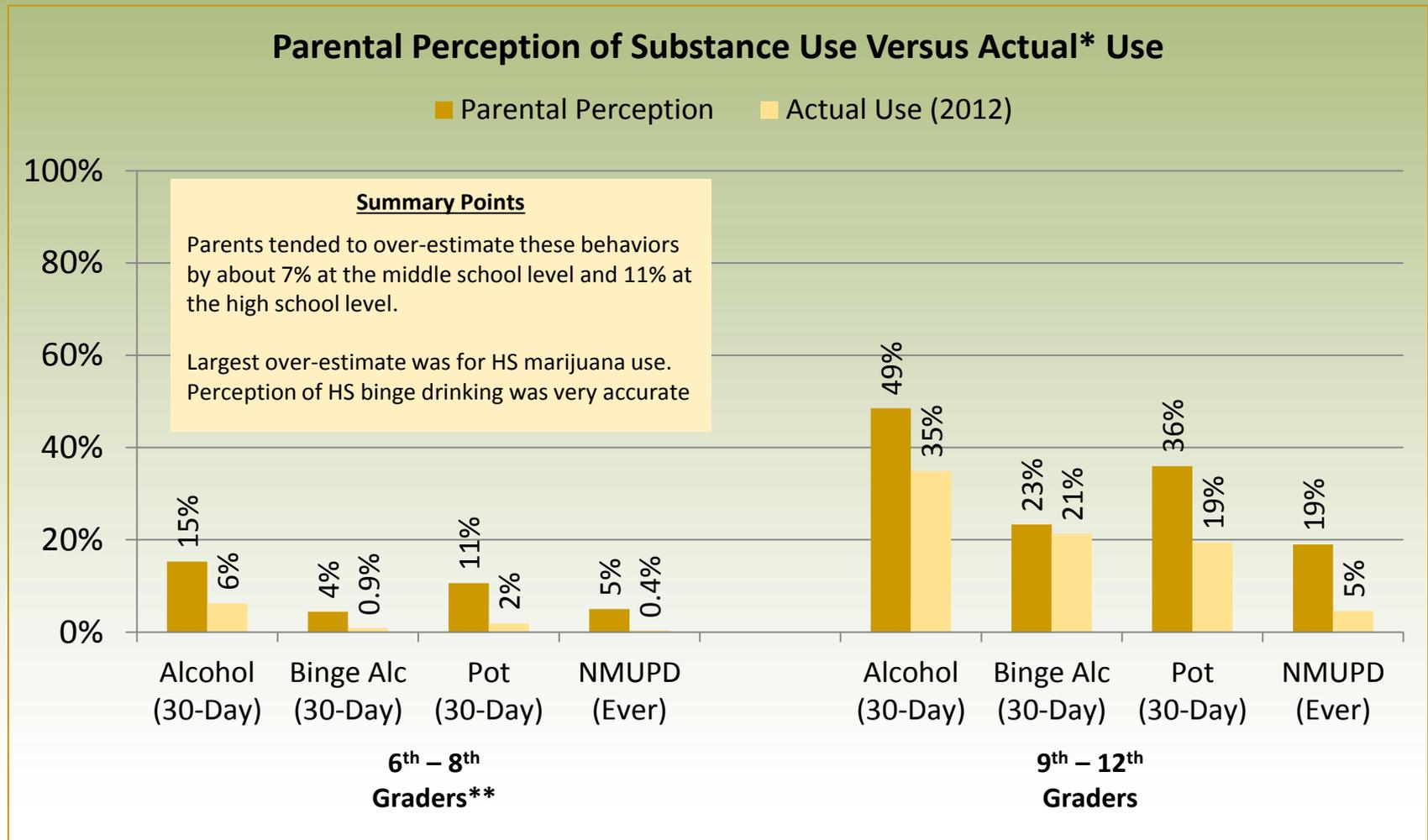
- The majority of parent respondents believe that youth use of substances (particularly marijuana) is never a good thing and do not support use at home.
- 90% of parent respondents want other parents to call them if their child is hosting a social gathering to make sure an adult will be home.
- Almost all parent respondents support the police taking action against teens caught using alcohol – especially calling the parent of the teens.
- Most parent respondents have no opinion about NMUPD among youth.

Attitudes and Beliefs – Summary Points

- Almost all parent respondents believe use of AOD is *very wrong* and youth respondents to the student survey are fairly accurate in their perception of their parent's beliefs.
- 76% of parent respondents think that many parents set a bad example for their children by their own excessive alcohol use, but fewer than half think that too many parents turn a blind eye to underage alcohol and youth marijuana use.
- Almost all parent respondents support school-based prevention education and think the best way to reach parents with prevention messages is through the school and parent-teacher council.

PERCEPTIONS

Perceptions– Perceived Substance Use vs. Actual Substance Use [Parent/Youth Data]



* Actual data are from the 2012 MetroWest Adolescent Health Survey implemented in Needham.

** Note actual use estimates for 6th-8th graders are based on students in grades 7 and 8 only since the MetroWest survey isn't done with 6th graders.

Perceptions – Source of Alcohol and Rx Drugs

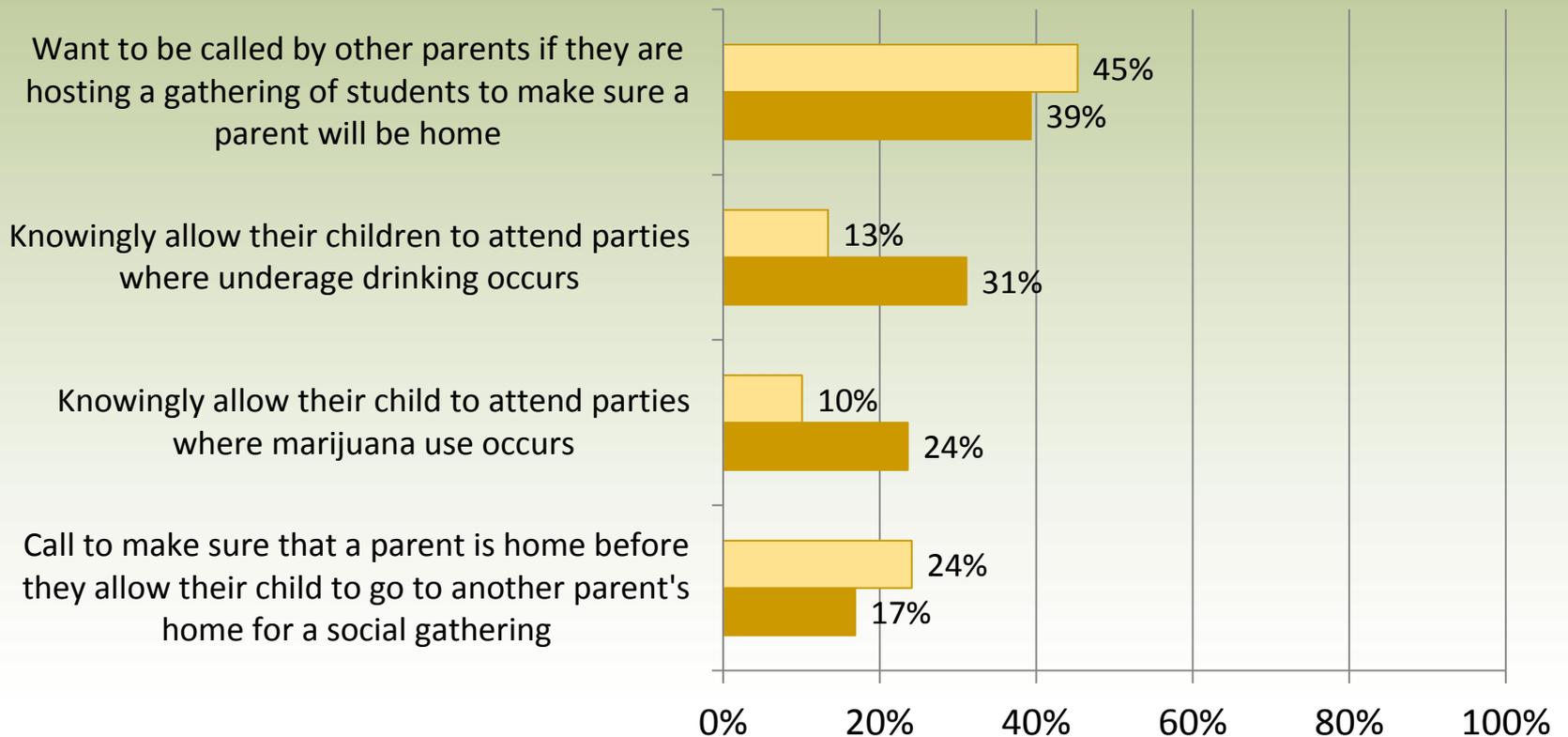
[Parent/Youth Data]

- Parent respondents correctly identified the top three sources of alcohol among youth who drank in the past 30 days. As reported by High School students in 2012, the most common sources were:
 - From a party: 28%
 - From a friend (not at a party): 20%
 - From home without parent's/guardian's knowledge: 12%
- Parent respondents correctly identified the top two identified sources of Rx drugs among youth who ever engaged in NMUPD. As reported by High School students in 2012, the most common sources were:
 - From a friend: 44%
 - Took from parents without them knowing: 15%

Perceptions – Parent Perception of Other Parents' Attitudes and Behaviors [Parent Data]

Parent Respondent Estimate of How Many *Other* Parents...

Other Parents of 6-8th Graders (perceived) Other Parents of 9-12th Graders (perceived)

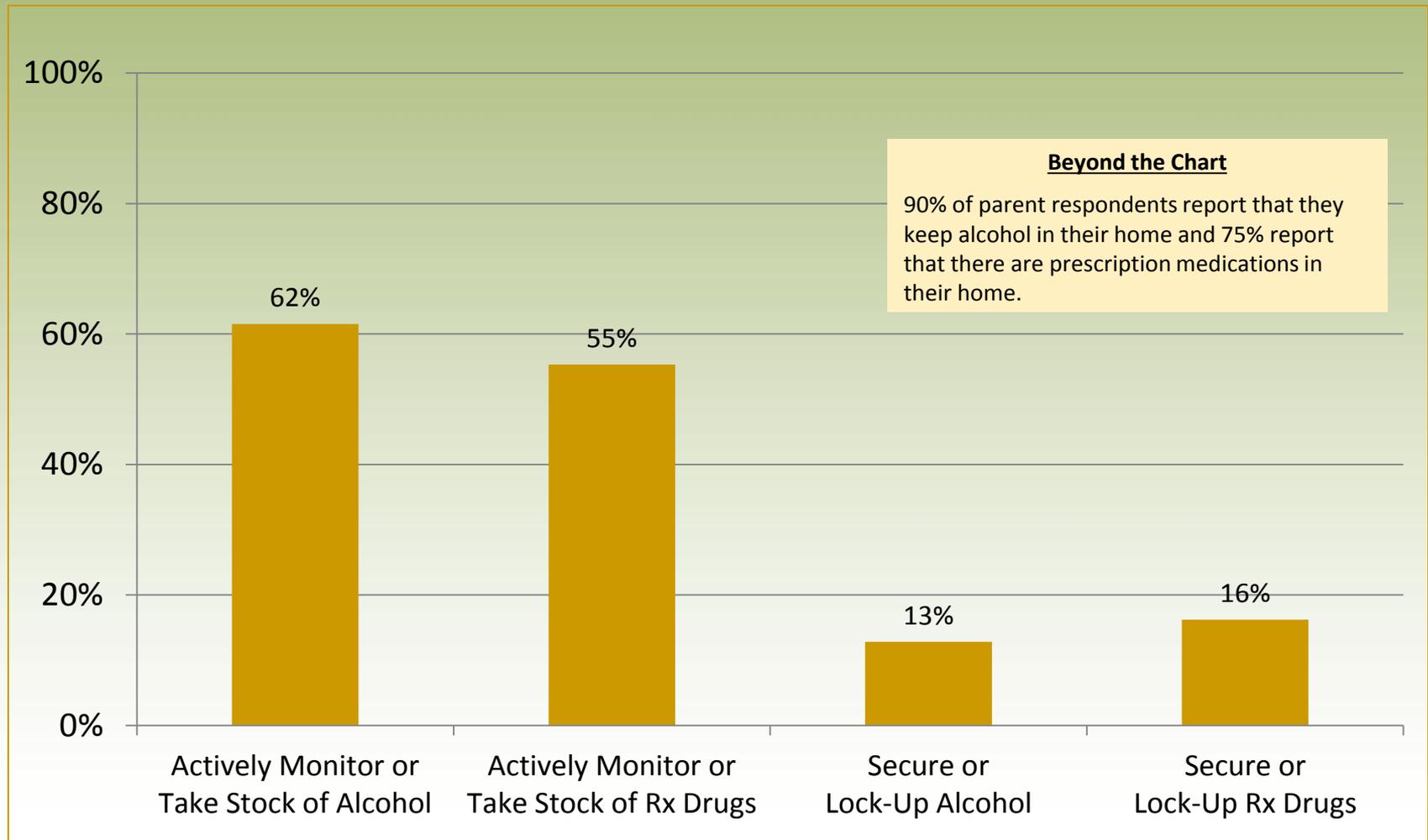


Perceptions – Summary Points

- Parents tended to over-estimate youth substance use behaviors by about 7% at the middle school level and 11% at the high school level. The largest over-estimate was for HS marijuana use. Perception of HS binge drinking was very accurate
- Parent respondents were accurate in their identification of the most common sources of alcohol and prescription drugs among youth users.
- Parent respondents believe about 40% of other parents want to be called if their child is hosting a social gathering, about 20% allow their child to attend parties where alcohol will be present, about 15% allow their child to attend parties where marijuana will be present, and about 20% of other parents actually do call other parents.

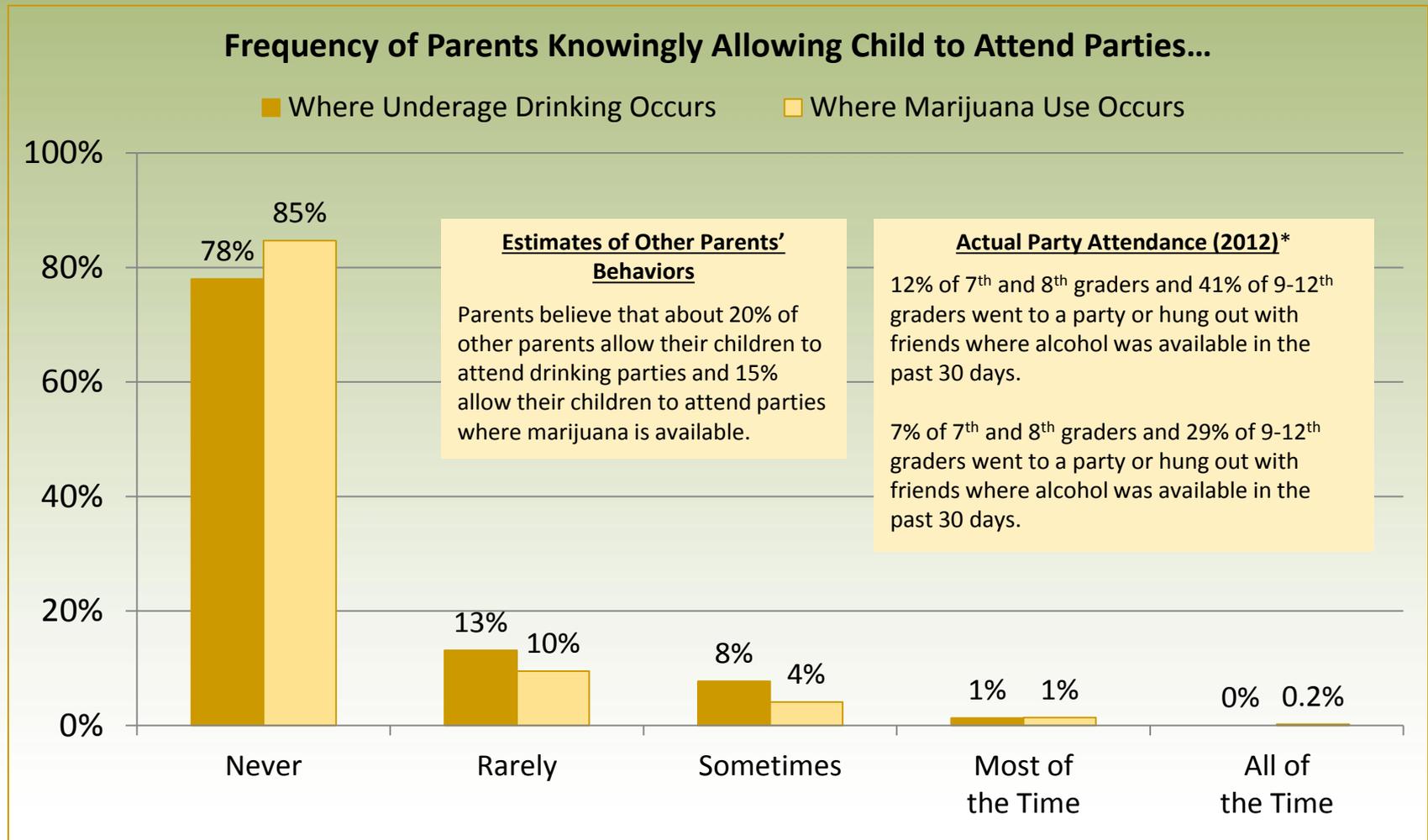
BEHAVIORS

Behaviors – Alcohol and Rx Drug Means Restriction Efforts [Parent Data]



Behaviors – Parties and Gatherings

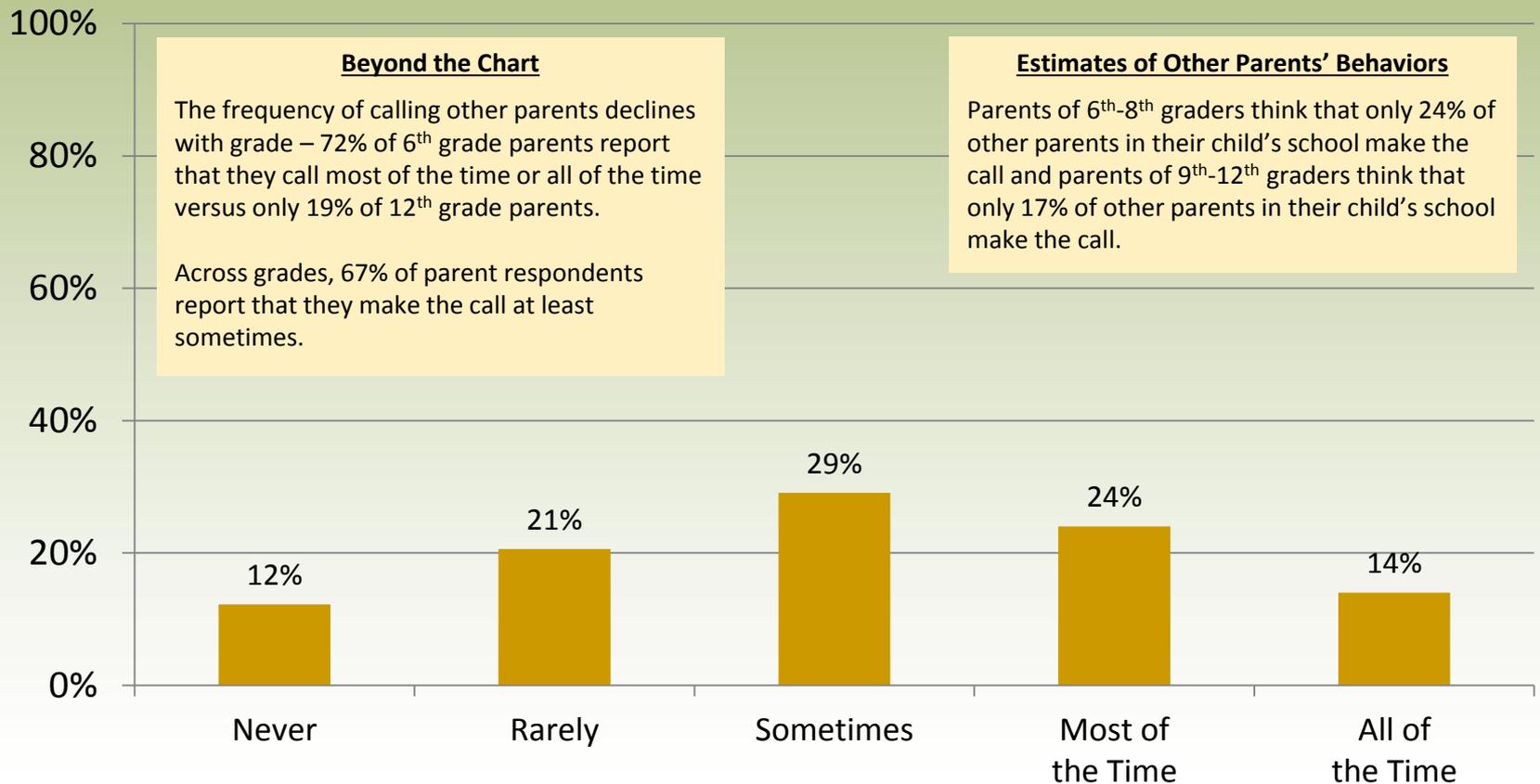
[Parent/Youth Data]



* Actual data are from the 2012 MetroWest Adolescent Health Survey implemented in Needham.

Behaviors – Frequency of Calling Other Parents Prior to Youth Social Gathering

Frequency of Parents Making the Call to Other Parents



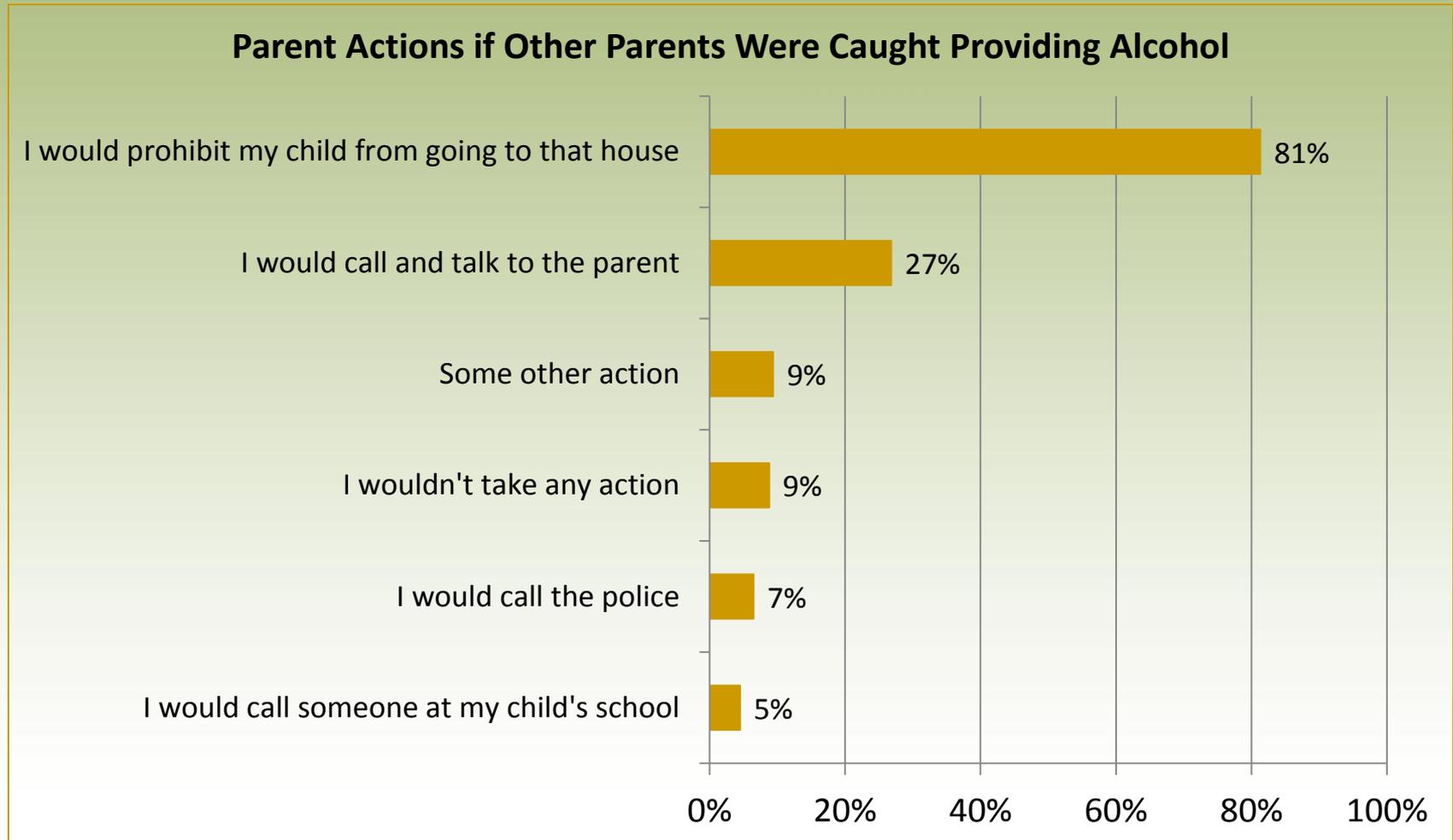
Behaviors – Parental Monitoring

- 74% of parent respondents reported that they allow their child to have friends over when there are no parents at home at least occasionally.
- 66% reported that they monitor the activity of their child and his/her friends by walking through the area in which they are congregating and visually assessing for signs of substance use most/all of the time when their child has friends over the house.
- 97% require their child to tell them with whom and where they will be most/all of the time when their child is out with friends.
- 81% check-in with their child by phone or text message most/all of the time when their child is out with friends.

Behaviors – Parental Monitoring

- 84% of parent respondents reported that they are awake most/all of the time when their child returns home from being out with friends.
- 58% visually assess their child for signs of substance use most/all of the time when their child returns home from being out with friends.
- 90% report that they engage their child in a conversation to learn about their activities most/all of the time when their child returns home from being out with friends.

Behaviors – Parent Actions if Other Parents Were Caught Providing Alcohol to Minors [Parent Data]



Behaviors – Summary Points

- About half of parent respondents monitor alcohol and prescription drugs present in their home and roughly 15% lock them up.
- 20% knowingly allow their child to attend parties where underage drinking occurs and 15% where marijuana use occurs even if only rarely. This is consistent with their estimate of how many *other* parents do the same. Student survey data show that youth report attending more parties than their parents seemingly know about.
- 67% of parents report that they call other parents at least some of the time, but estimate that far fewer *other* parents do so. Reports of making the call decline steadily with age/grade of the parent's child.

Behaviors – Summary Points

- 74% of parent respondents allow their child to have friends over when they are not home at least occasionally. When they are home, two-thirds (66%) report that they check-in on their child and his/her visitors.
- Almost all parent respondents report that they know where and who their child is with when they are out with friends and 81% check-in by phone or text message.
- Over half of parent respondents (58%) visually assess their child when he or she returns home from being out with friends and 90% engage their child in a conversation at some point to inquire about their activities while they were out with friends.
- The majority of parents would prohibit their child from going to a house where the parent was caught providing alcohol to minors.

QUESTIONS?

DISCUSSION