

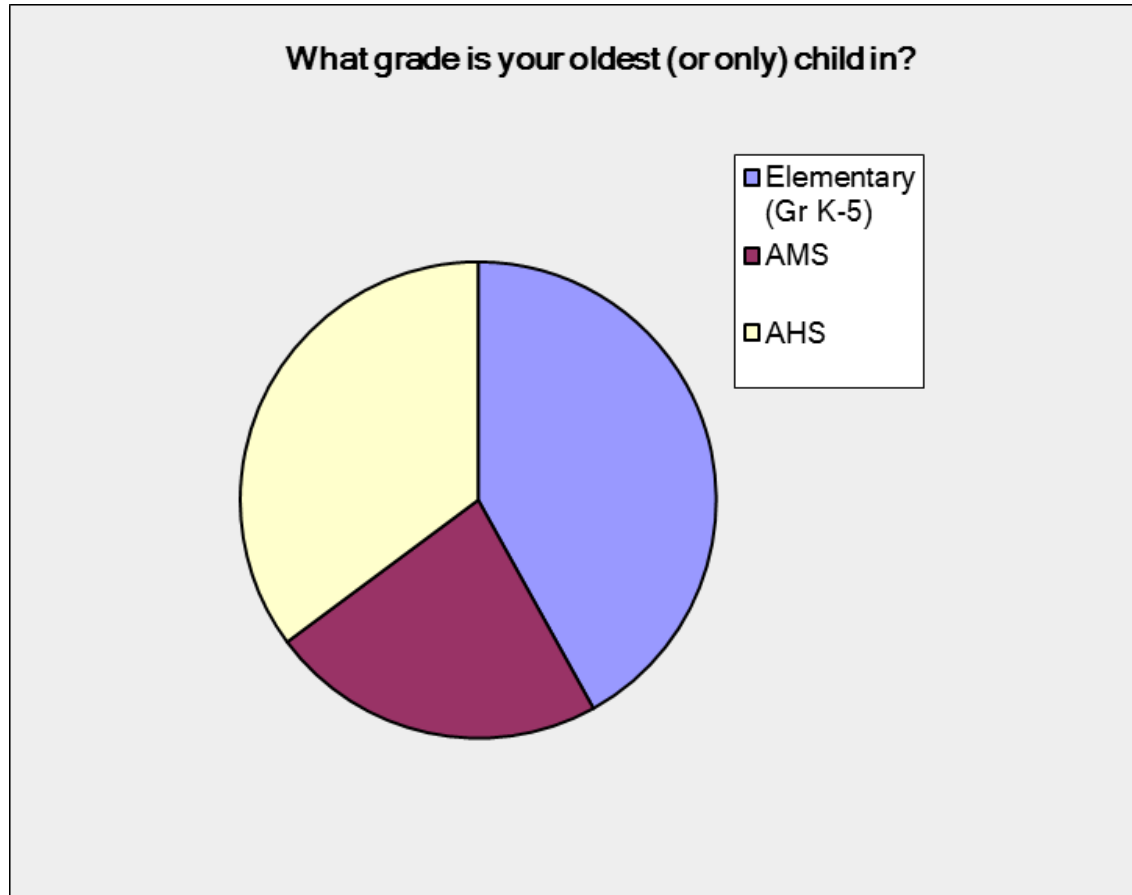
Ashland Parent Survey Results

Spring 2014

Ashland Parent Survey: Methods

- A 25-question, online survey was created by The Outcomes Project of Health Imperatives.
- Objective: Gain information from Ashland's parents about their actions and opinions regarding underage alcohol consumption and other drug use.
- Funded by: DFC Grant
- Survey dates: May 6-June 11, 2014
 - It was promoted with articles and advertisements in the local newspaper, school e-blasts and on the Decisions at Every Turn Coalition's website. Several follow-up reminders were sent out to encourage parent participation.
- Response: Three hundred thirty-two (332) parents submitted a survey, although not all 332 parents answered every question.

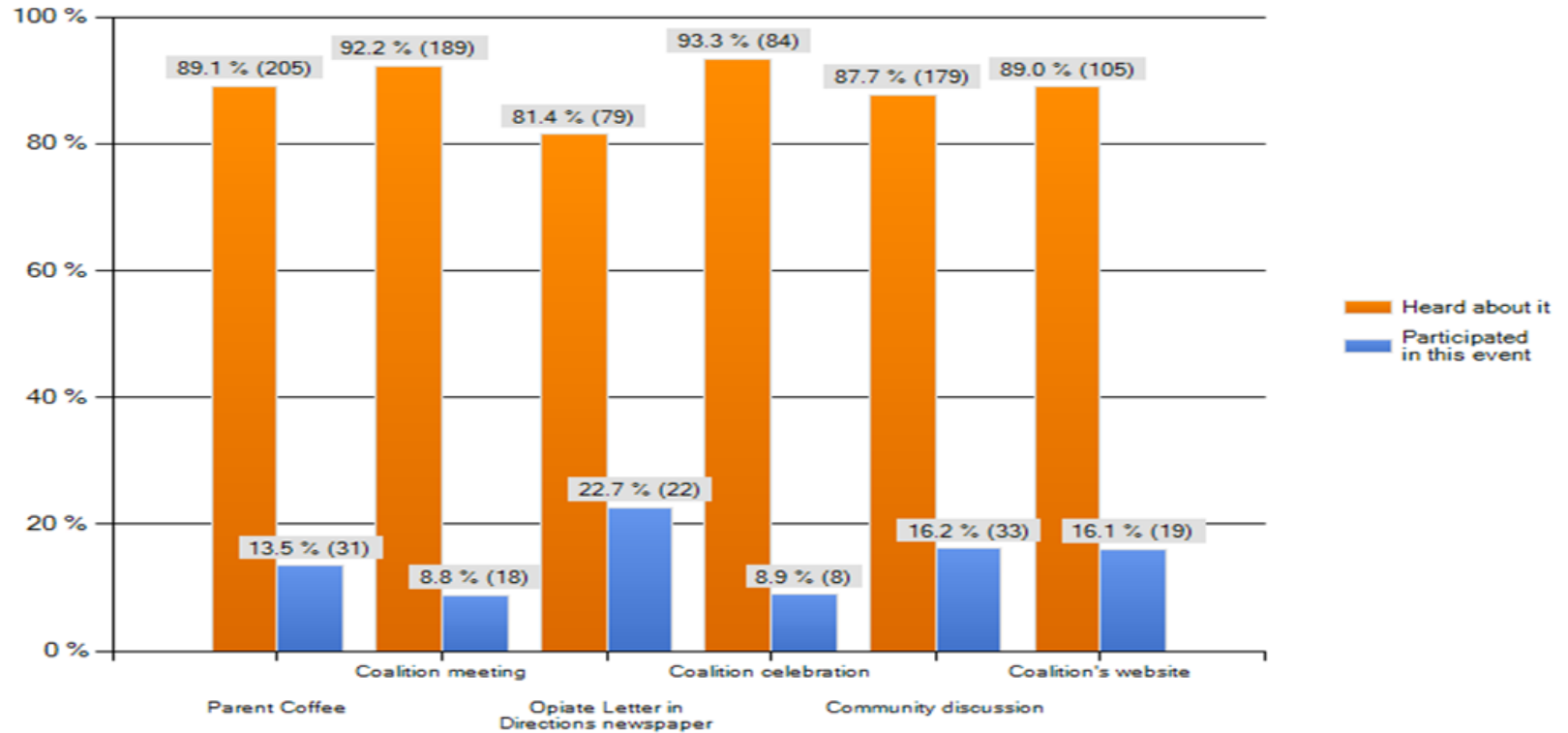
GRADE OF OLDEST OR ONLY CHILD



- Represents 319 respondents

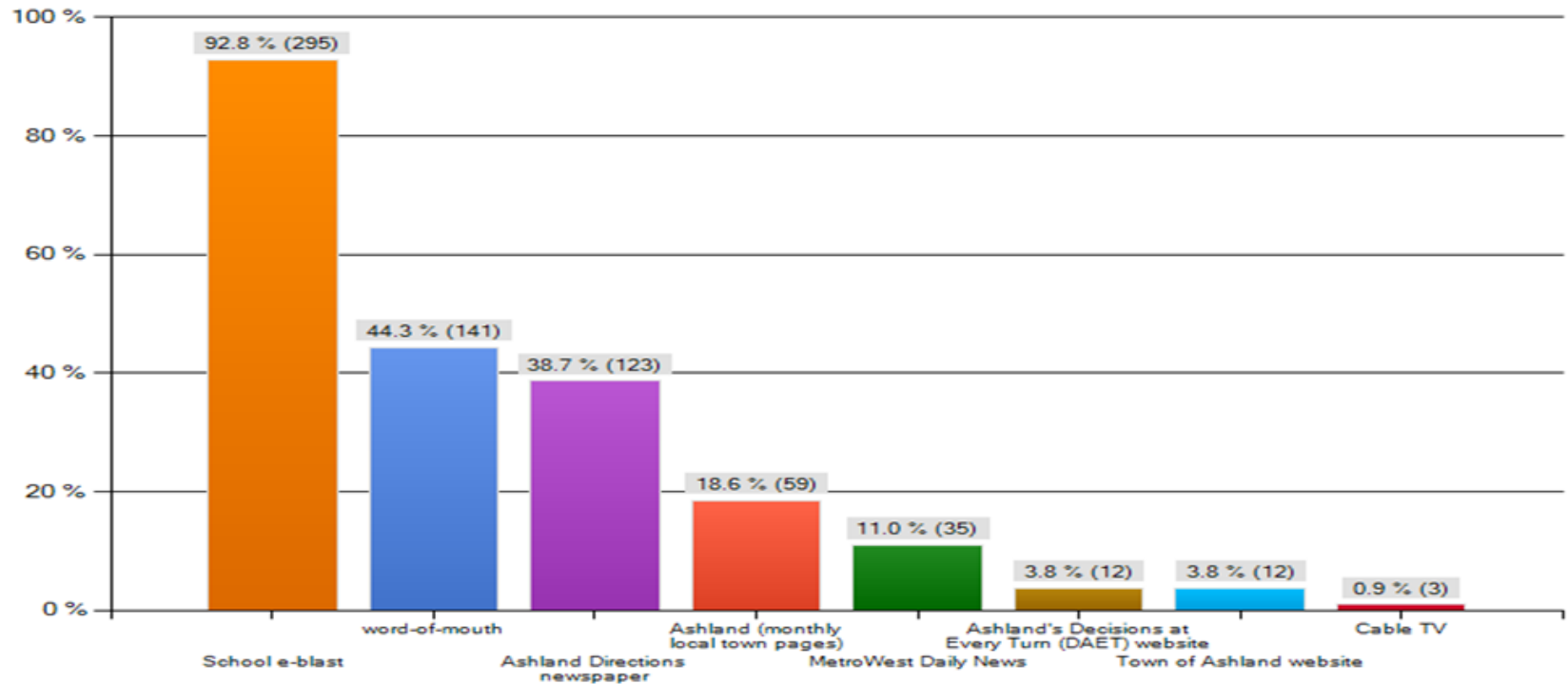
PARTICIPATION IN COALITION ACTIVITIES

In the past year, have you heard about or participated in any of the following events/initiatives hosted by Ashland's Decision at Every Turn coalition:



LEARNING ABOUT PARENT EDUCATION

How do you currently learn about parent education opportunities in Ashland?



- Most Ashland parents receive information about education opportunities from the school's e-blasts.

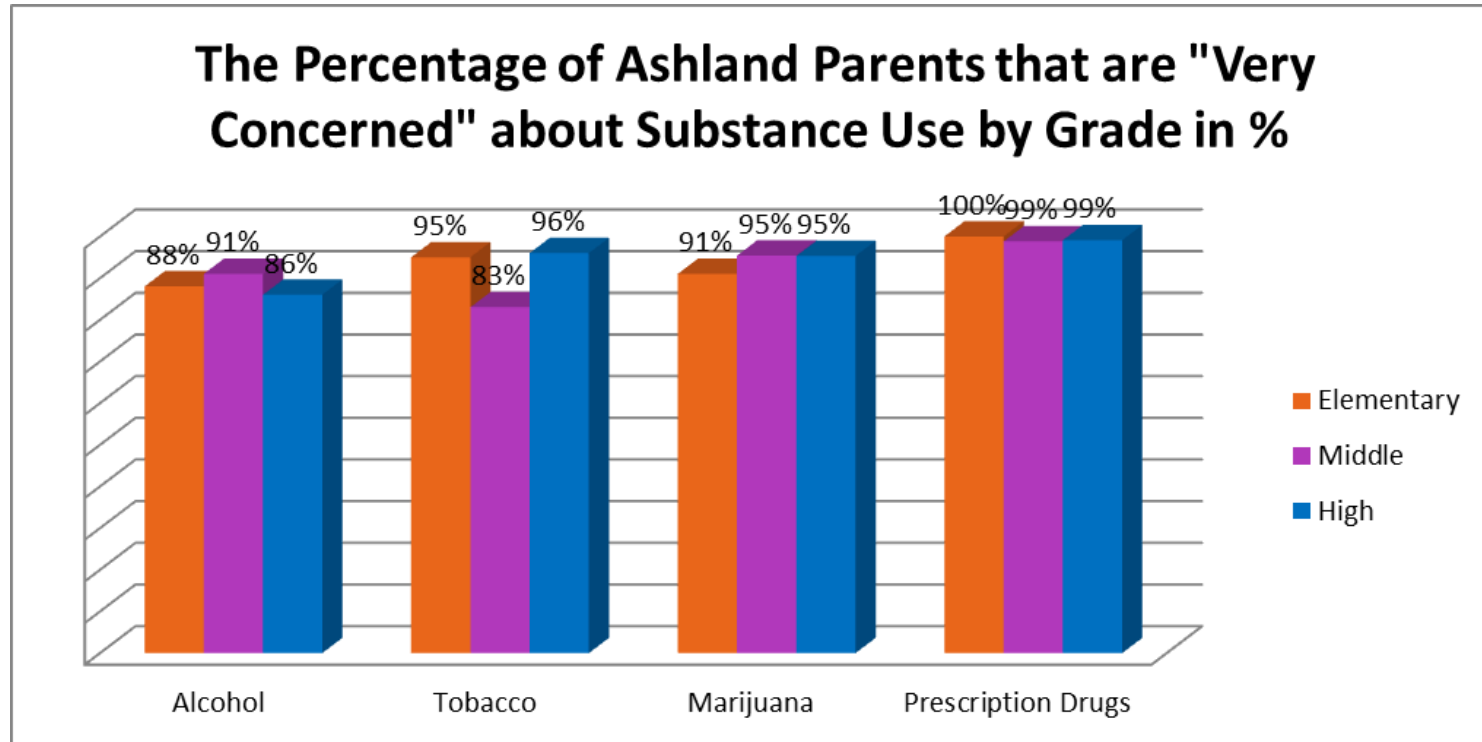
At what age do you think it is appropriate to start talking with your child about alcohol and drug use?

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Grade Level	Age	Percent
Elementary School (1-5)		
	Under 11 years	72%
	12	16%
	13	8%
	14	3%
	Over 16	1%
Middle School (6-8)		
	Under 11 years	65.2%
	12	21.3%
	13	5.6%
	14	4.5%
	15	1.1%
	Over 16	2.2%
High School (9-12)		
	Under 11 years	51.9%
	12	30.8%
	13	6.7%
	14	3.8%
	15	3.8%
	16	1.9%
	Over 16 years	.9%

- The younger the child, the younger the parent wishes to see discussions about alcohol and other drugs start.

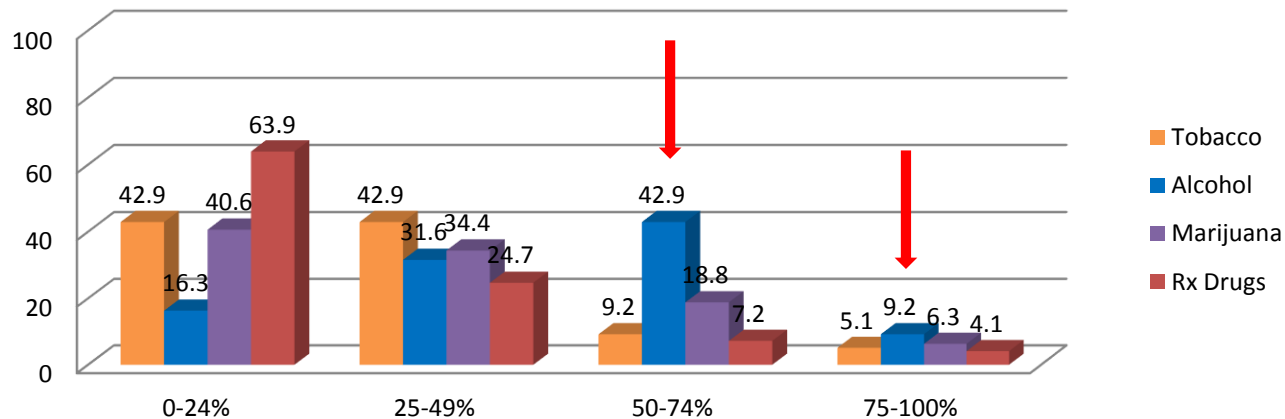
CONCERN FOR SUBSTANCE USE



- Overwhelmingly, the majority of parents in Ashland who completed the survey would be “very concerned” if they learned that their child was using alcohol (87%), tobacco (92.9%), marijuana (94.5%), or prescription drugs (99.4%).

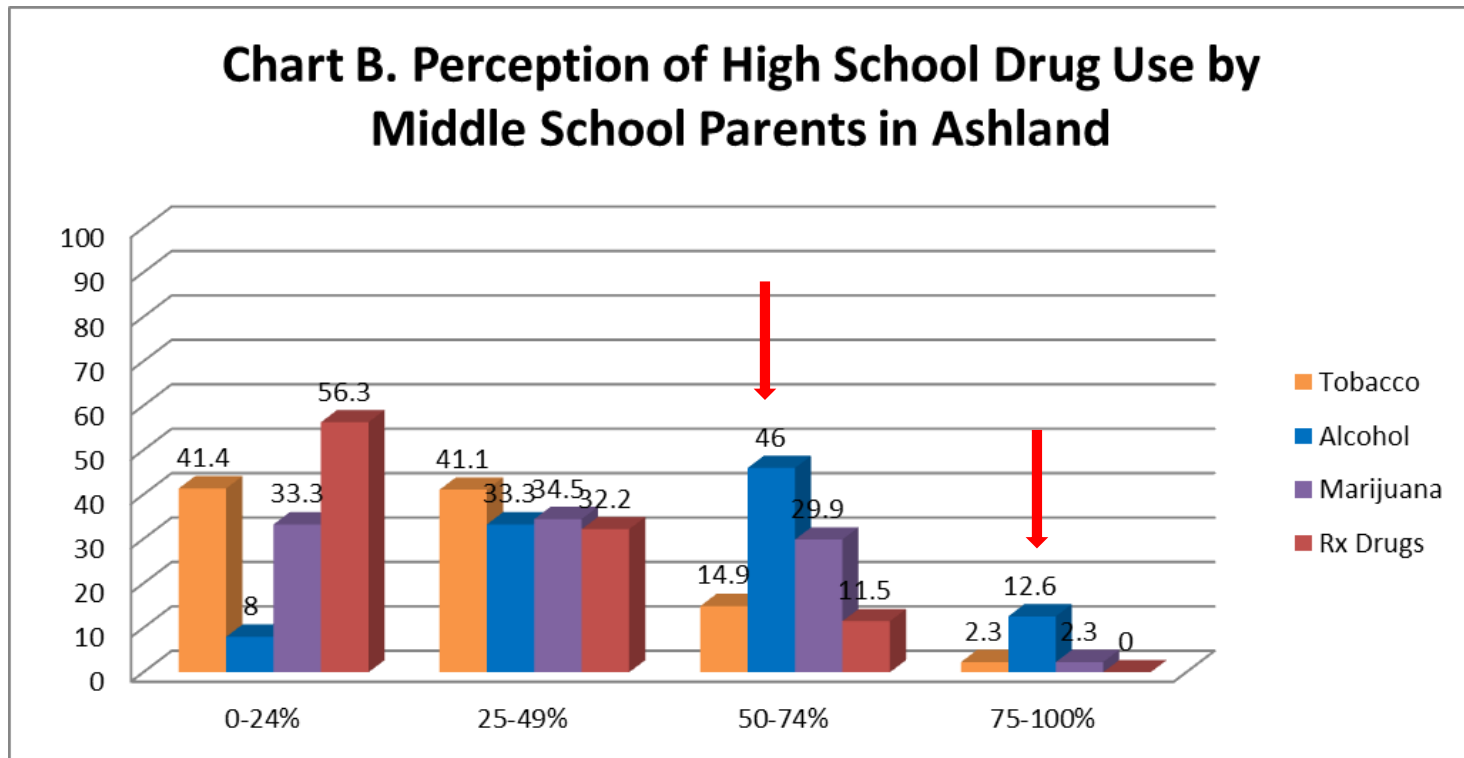
PERCEPTION OF HIGH SCHOOL DRUG USE BY ASHLAND PARENTS

Chart A. Perception of High School Drug Use by
Elementary School Parents in Ashland



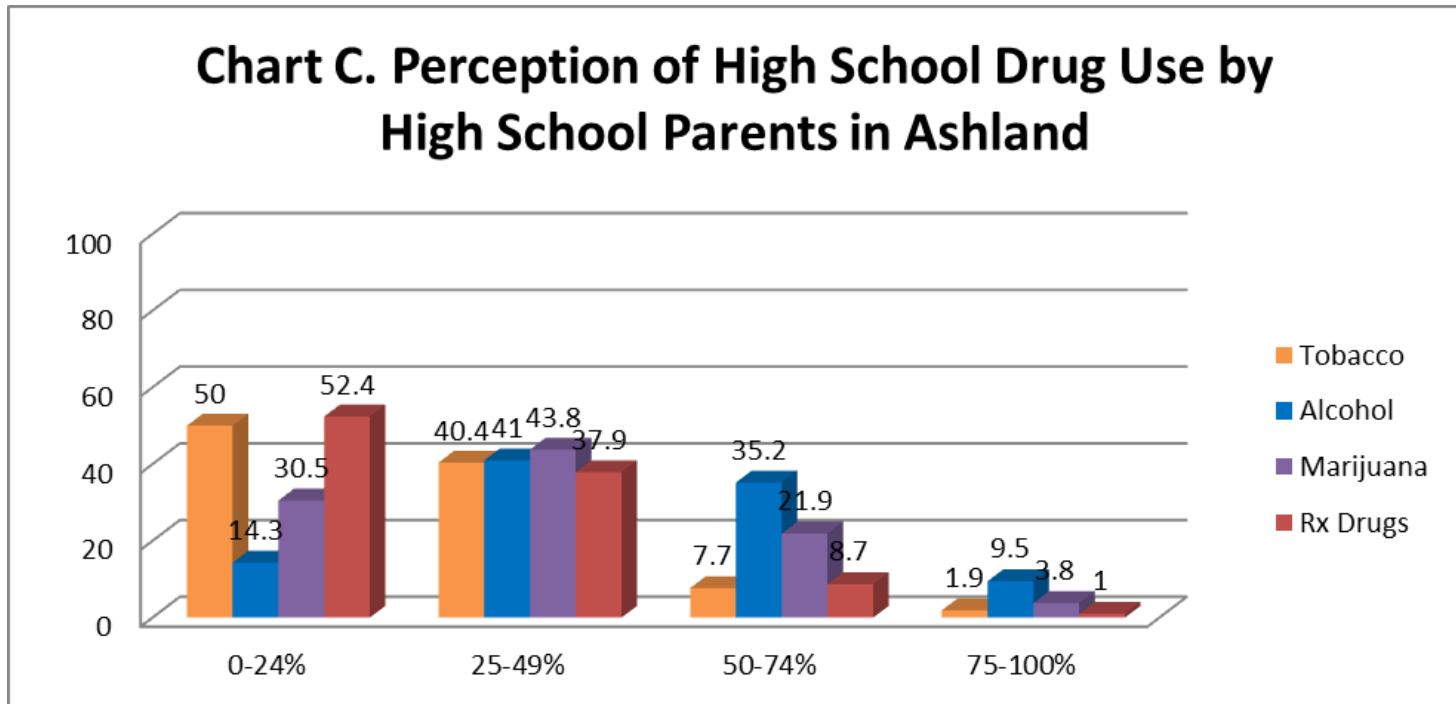
- Slightly more than half (52.1%) of the parents of elementary school students believe that alcohol is used by the majority (50-100%) of Ashland High School students.

PERCEPTION OF HIGH SCHOOL DRUG USE BY ASHLAND PARENTS



- The majority of parents of middle school students (58.6%) believe that most Ashland High School students drink alcohol.

PERCEPTION OF HIGH SCHOOL DRUG USE BY ASHLAND PARENTS



- Most parents (55.3%) of high school aged students believe that less than half of AHS students drink alcohol.

Actual 30-Day Substance Use Among AHS Students

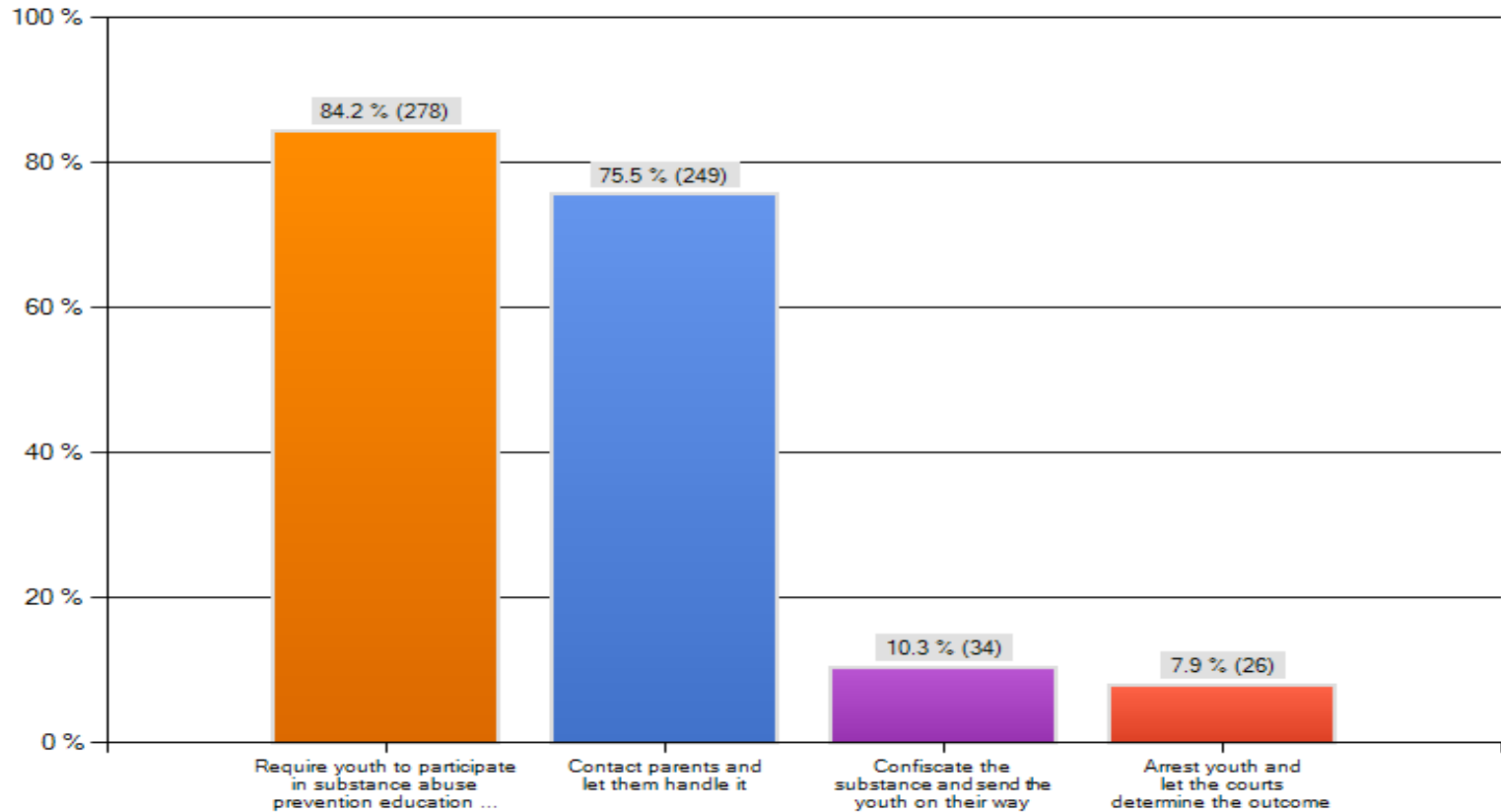
Actual 30 Day Substance Use Among AHS Students		
	Fall 2012 MWAHS	Spring 2014 Social Norms Survey
Cigarettes	8%	4.2%
Alcohol	31%	35.2%
Marijuana	21%	21.8%

PARENT KNOWLEDGE OF CONSEQUENCES

- Ashland Public Schools
 - The majority of parents are aware of these consequences
 - Middle school parents (50.6%) and high school parents (68.9%) have a greater awareness than elementary school parents (30%).
- Police Department
 - The majority (68.5%) of Ashland parents are not aware of the procedures the Ashland Police Department follows when youth are found in possession of illicit substances (including alcohol).

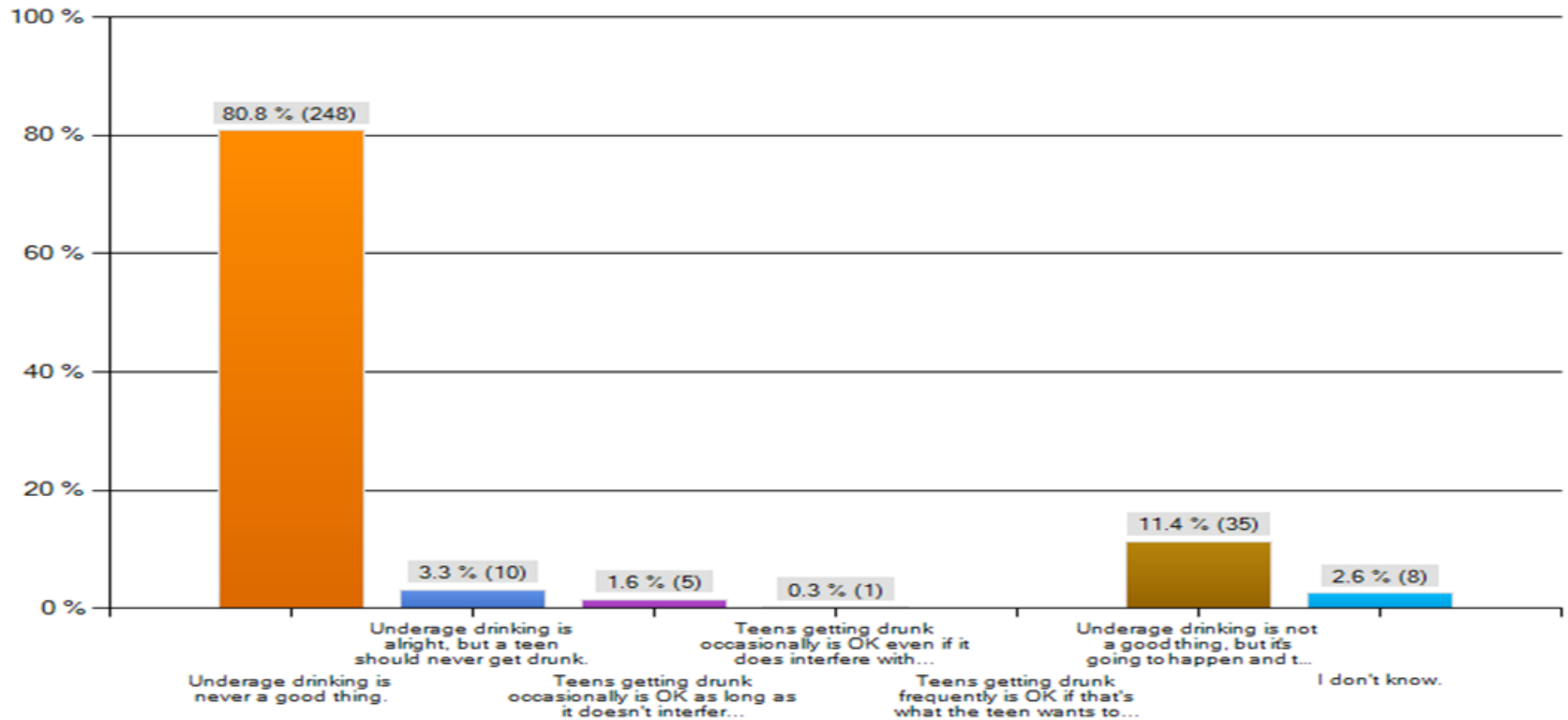
RESULT OF BEING CAUGHT BY THE POLICE

What do you think should happen when a young person (including your own) is caught by police for illicit substance use (including alcohol)? Please select all that apply.



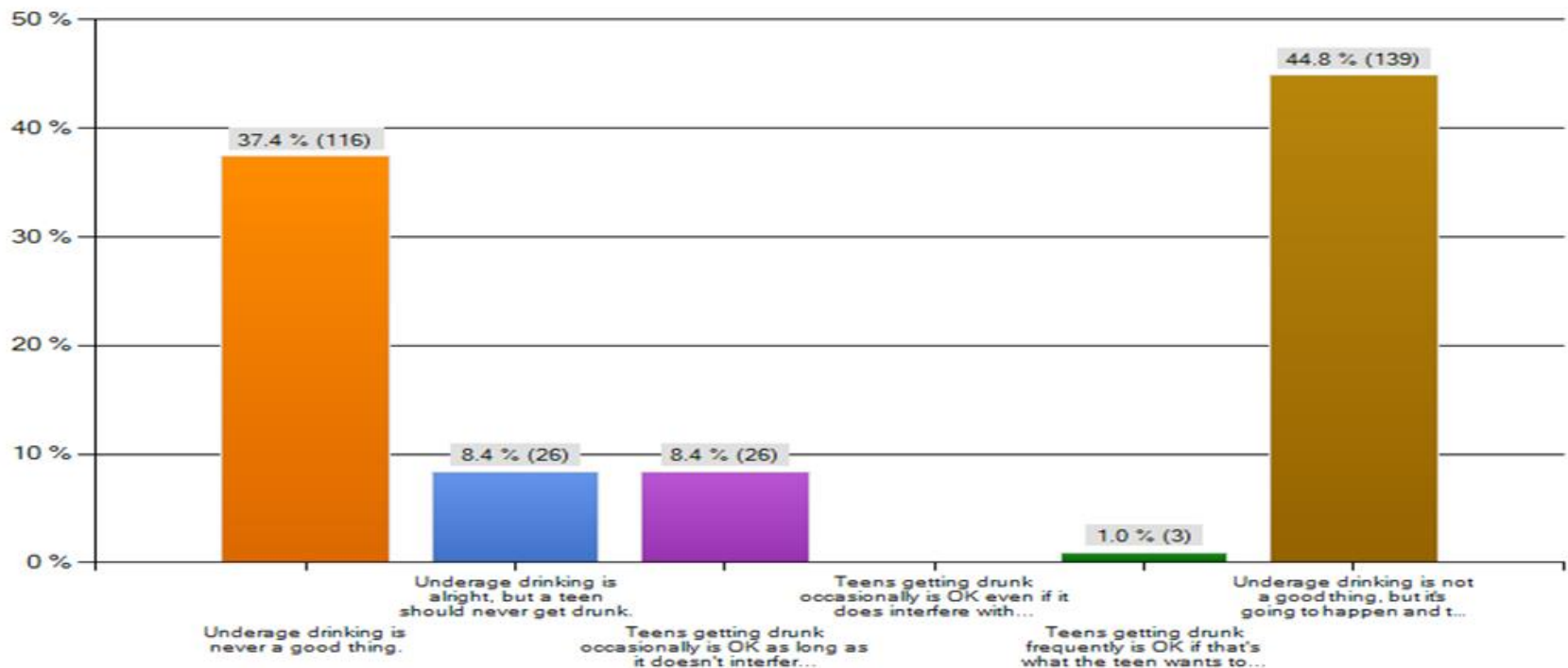
PARENT ATTITUDES REGARDING UNDERAGE DRINKING

Which statement about underage drinking do you feel best represents YOUR attitude?



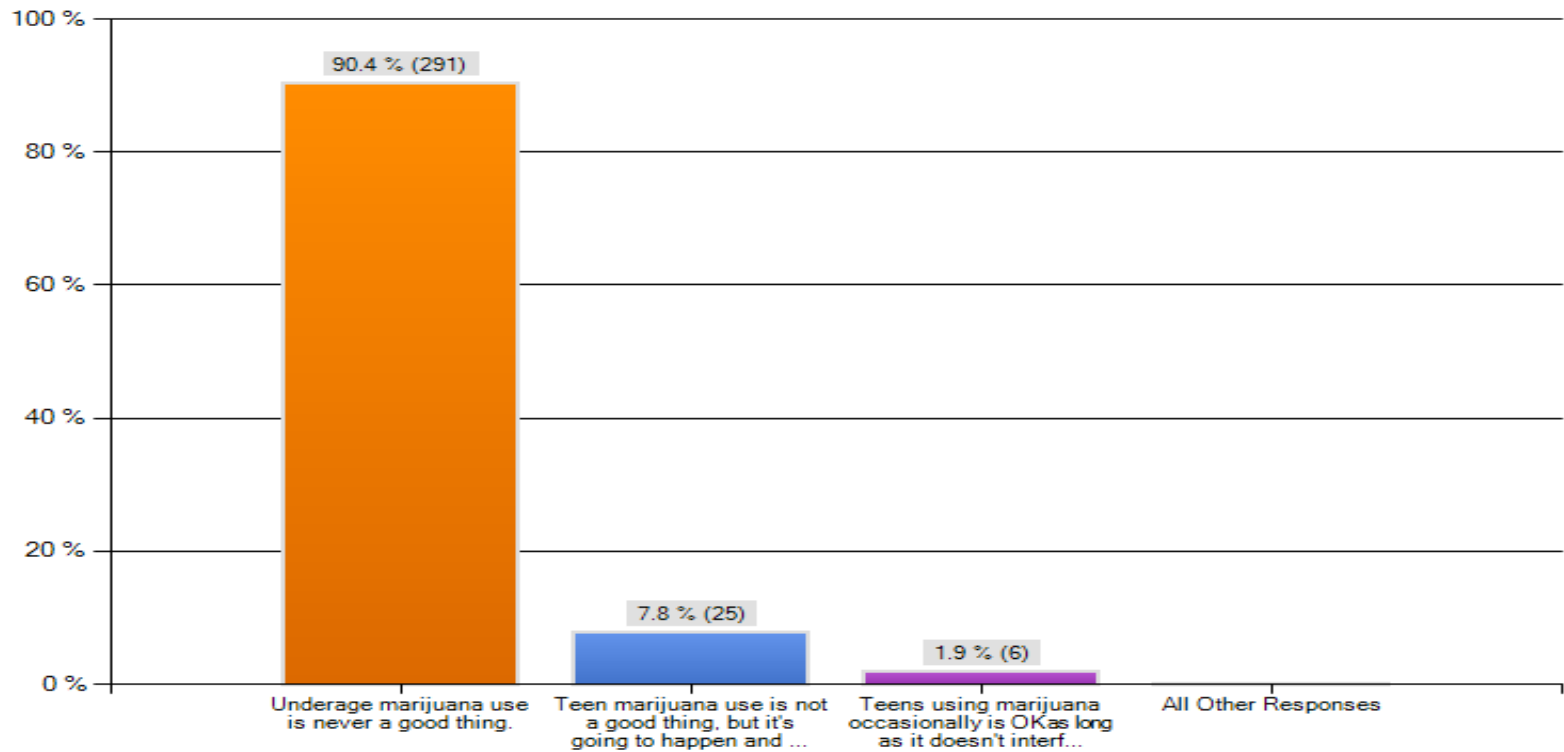
PARENT ATTITUDES REGARDING UNDERAGE DRINKING

Which statement about teen drinking do you feel best represents the general attitude AMONG PARENTS in Ashland?



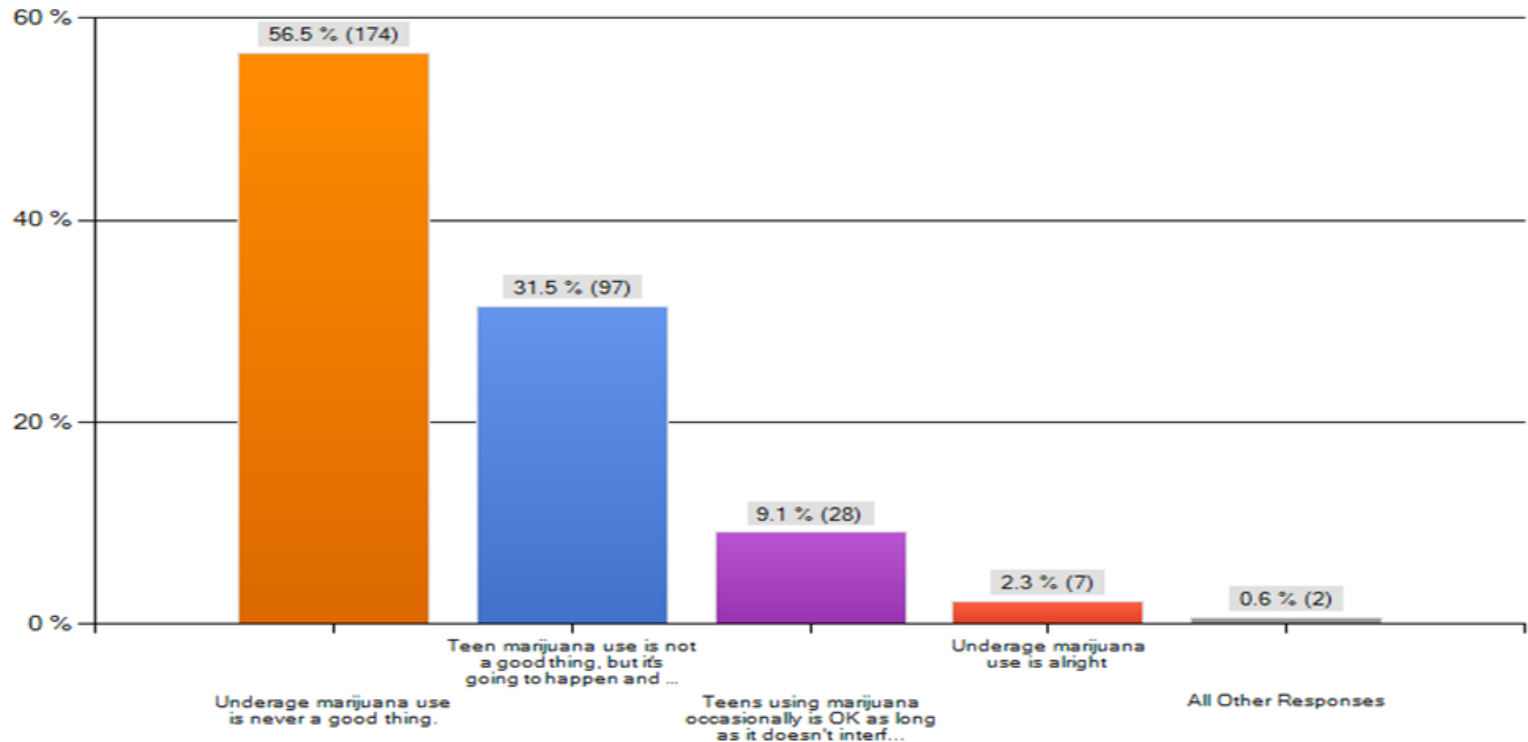
PARENT ATTITUDES ABOUT UNDERAGE MARIJUANA USE

Which statement about underage marijuana use do you feel best represents YOUR attitude?



PARENT ATTITUDES ABOUT UNDERAGE MARIJUANA USE

Which statement about underage marijuana use do you feel best represents the general attitude AMONG PARENTS in Ashland?



HOW CAN PARENTS PREVENT, DELAY OR REDUCE YOUTH SUBSTANCE USE?

- Response was open ended but themes that emerged include:
 - Talk to children early and often
 - Practice being a good role model
 - Communicate openly and honestly with children
 - Be involved in your child's life/get them involved in healthy activities,
 - Have clear “no use” policies in the house
 - Have clear consequences for when the rules are broken
 - Monitor the children- know where they are and who they are with
- 245 parents provided responses and 151 that skipped this question.

AWARENESS OF COALITION IN COMMUNITY

Grade Level	Response	Percent
Elementary School (1-5)		
	Yes	54.6%
	No	45.4%
Middle School (6-8)		
	Yes	61.4%
	No	38.6%
High School (9-12)		
	Yes	71.7%
	No	28.3%

- The majority of parents who responded to this survey are aware of the coalition (65.5% are aware and 34.5% are not aware of the coalition).

HOW THE COALITION CAN PREVENT, DELAY OR REDUCE YOUTH SUBSTANCE USE

- Response was open ended but themes that emerged include:
 - Get youth involved in positive activities as an alternative to drug use
 - Provide education for youth and parents
 - Create opportunities for open discussion at forums and assemblies
 - Invite guest speakers to share their stories of abuse and sobriety
 - Increase law enforcement efforts
 - Increase the coalition's presence in the community
- Data from 179 responses

ADDITIONAL THOUGHTS OR COMMENTS

- Response was open ended but themes that emerged include:
 - Provide opportunities for youth to get involved in positive activities
 - Encourage the high school to share the drug non-use message with all students, not just the student athletes
 - Begin prevention activities earlier
 - Share the data related to youth substance use in the town
 - Encourage parents to be better role models for their children
 - Involve youth in the solution
 - Provide several ways to send the same message-people learn through different strategies
- Data from 101 responses