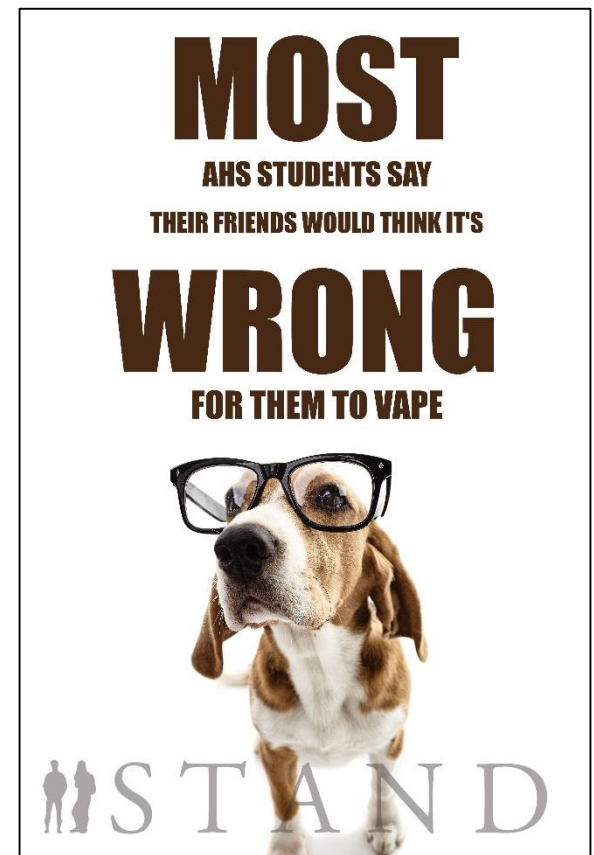


Ashland Middle School Positive Community Norms Survey

HIGHLIGHTS
2019

Social Norms: An AHS Example

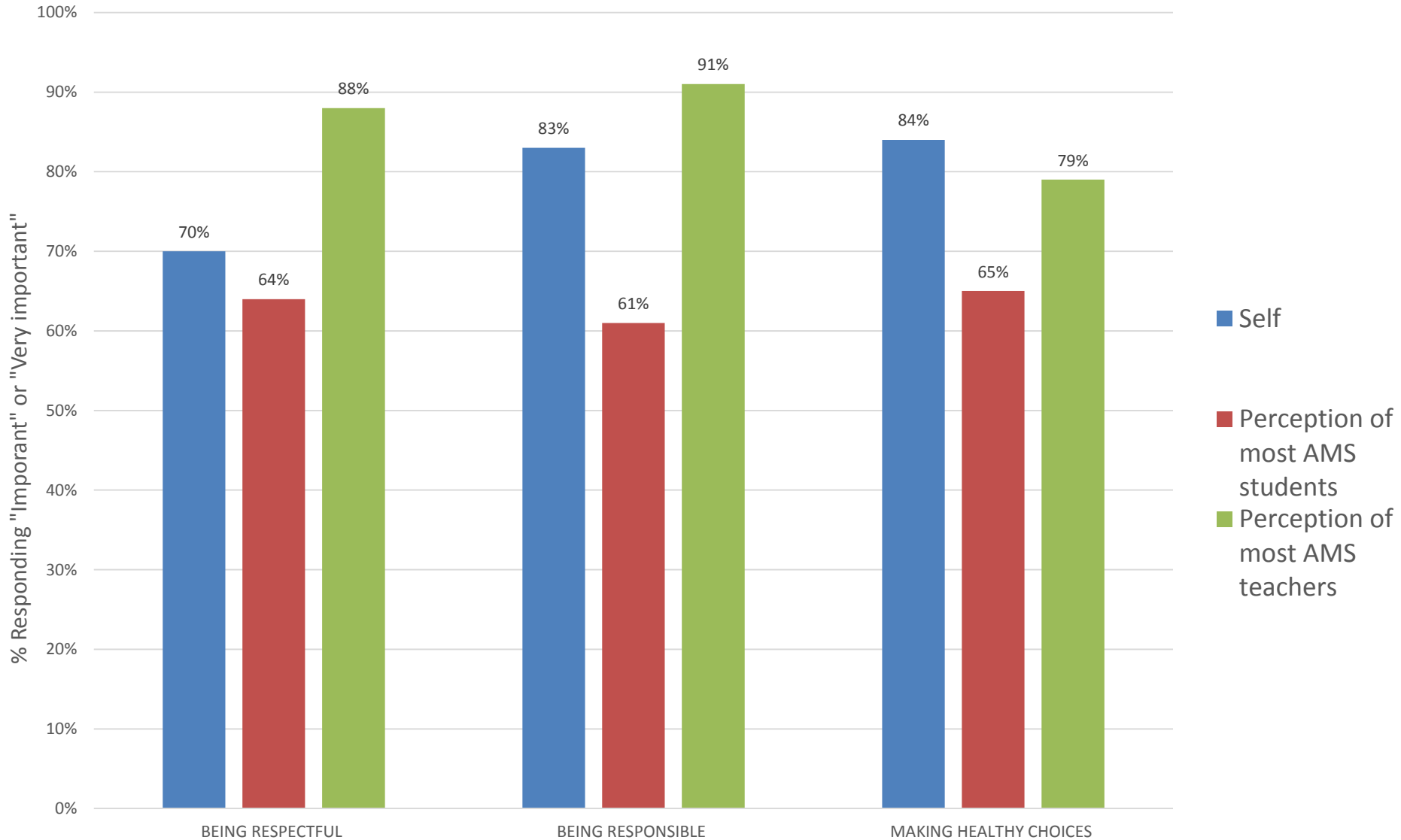
- Students Taking a Noble Direction (STAND) is a positive social norms campaign at Ashland High School that uses social norms messaging to raise awareness that MOST Ashland teens are making good decisions about alcohol and other drugs and that the number of youth who report using alcohol or other drugs is much lower than teens and parents think.
- Based on MetroWest Adolescent Health Surveys and Positive Community Norms surveys
 - Administered in 2014, 2016, 2018



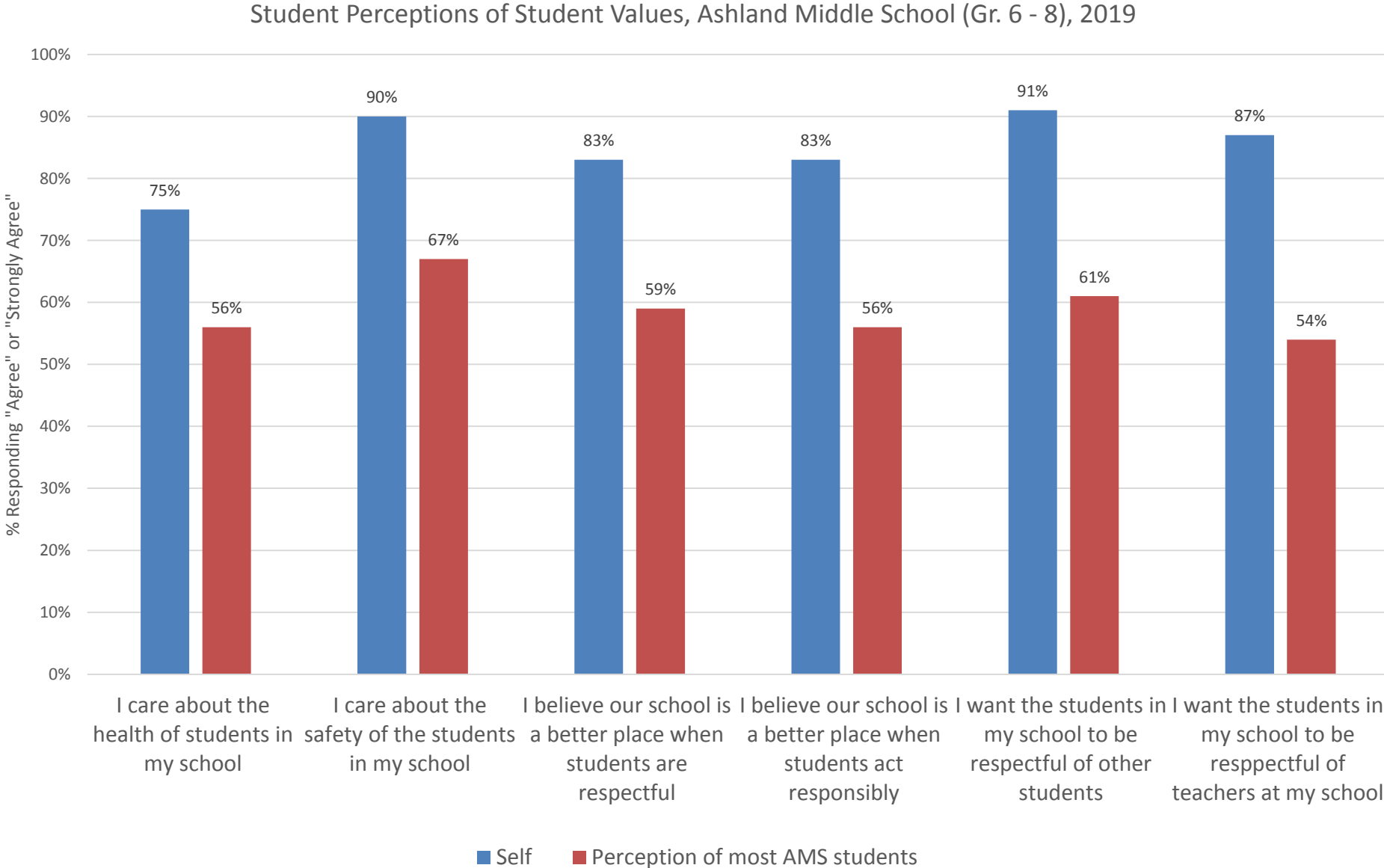
AMS Social Norms Survey Methods

- Survey developed by Montana State University Center for Health and Safety Culture, with input from Ashland Middle School administration and DAET leadership
- At AMS: Delivered by paper form on June 7th, 2019
- Data analysis conducted by MSU and delivered to AMS administration and DAET on Aug 8th 2019
- Questions assessed student attitudes and behaviors not just on substance use, but on school culture, and perceptions of peers, teachers, and high school students

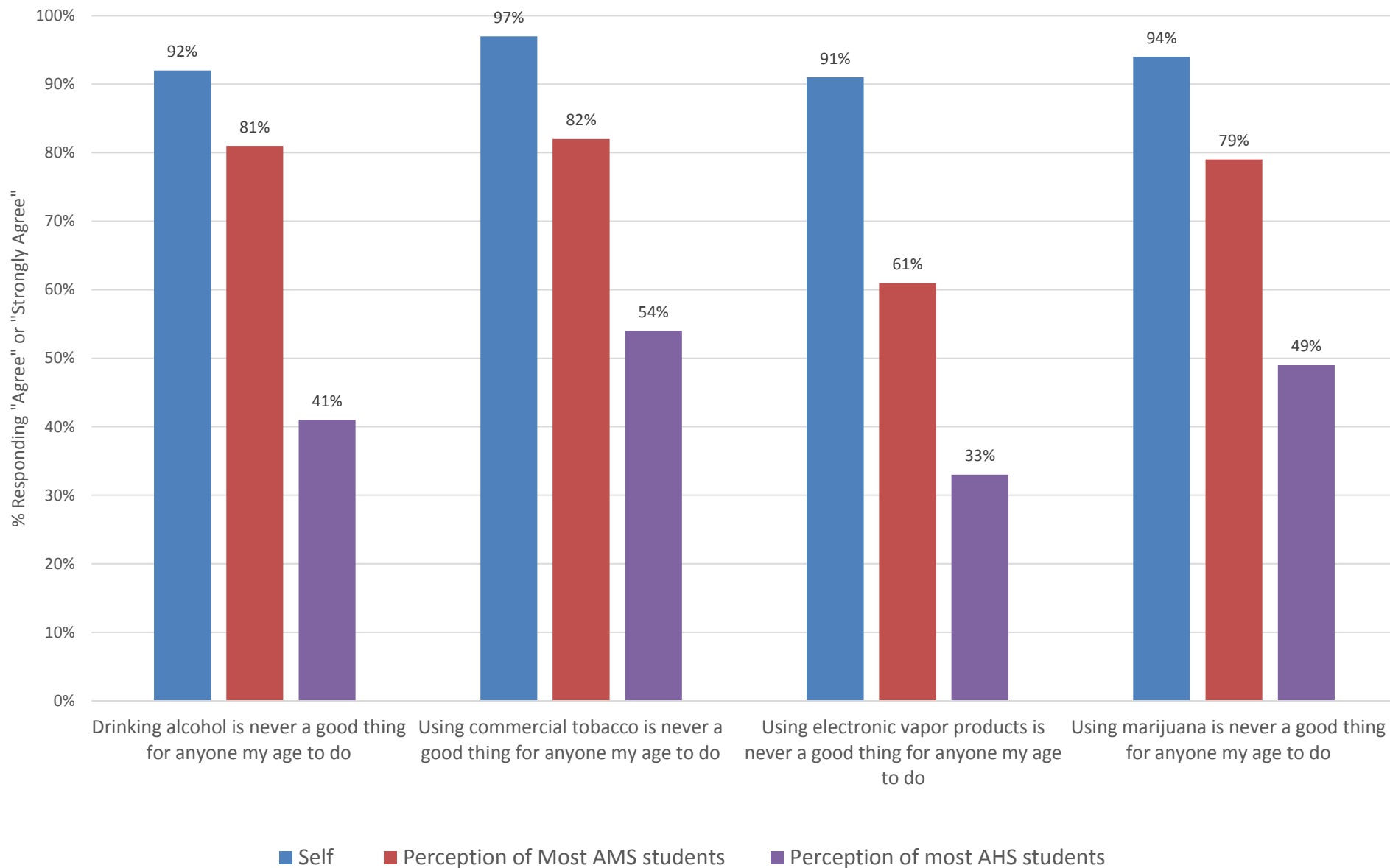
Student Attitudes and Perceptions of Being Respectful, Being Responsible, and Making Healthy Choices



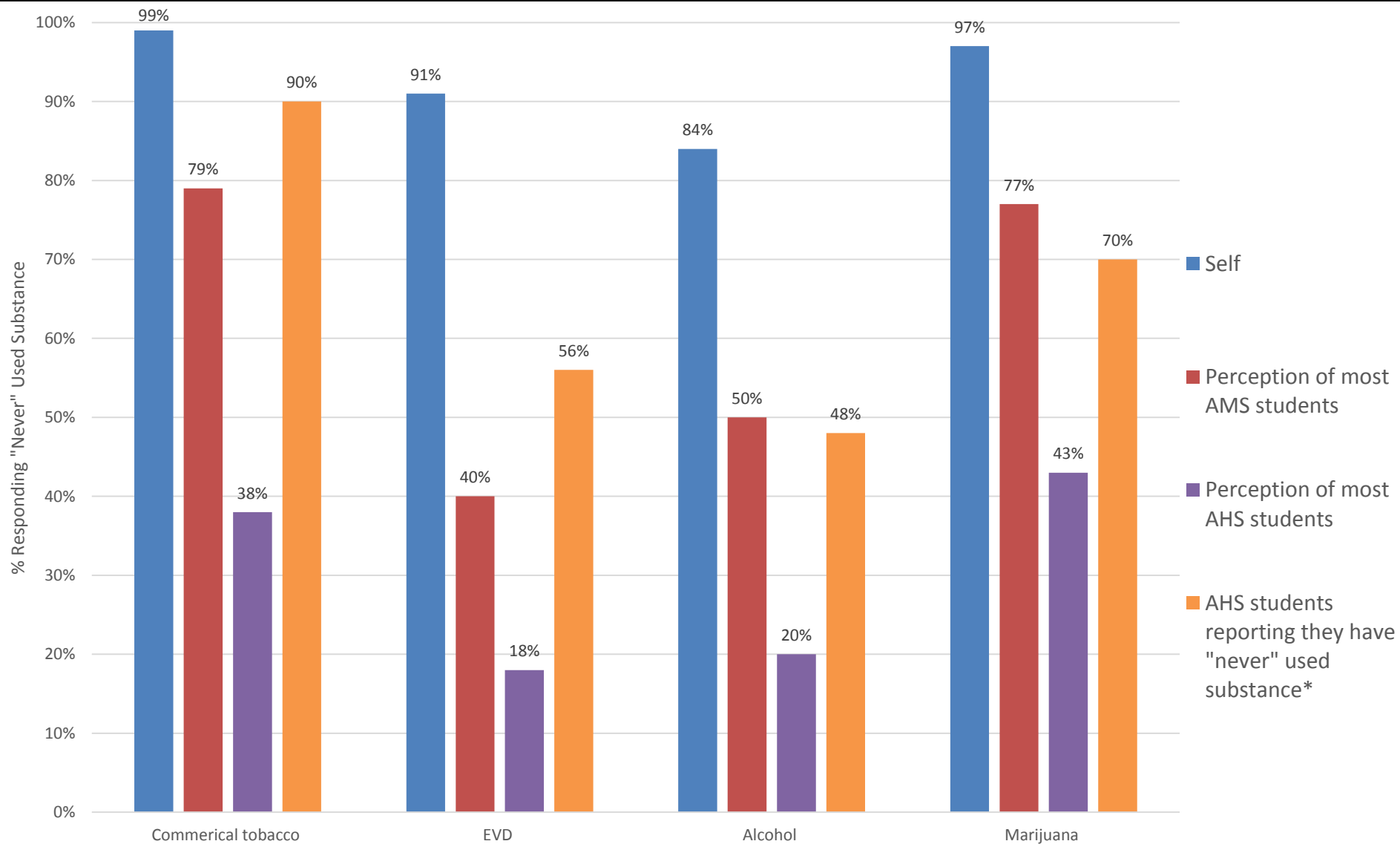
Student Attitudes and Perceptions towards Health, Safety, Respect, and Responsibility



Student Beliefs and Perceptions about Youth Substance Use



Students Reporting "Never" Used Substance and Student Perception of Peer Use of Substances



* Data from 2018 MWAHS

Summary

- Most AMS students are making good decisions and have healthy beliefs about substance use
- Most students at AMS have positive attitudes and beliefs around being respectful, being responsible, and making healthy choices
 - Students underestimate how many of their peers also hold these attitudes and beliefs
 - Most students feel their teachers value respect, responsibility, and making healthy choices.
- Many AMS students over-estimate the prevalence of substance use among their AMS peers
- Many AMS students over-estimate the prevalence of substance use by AHS students.