

# A community-based plan to reduce underage alcohol access through media messages

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# Acknowledgements:

- The work presented here represents the work of many community partners who make up the Buffalo Trace Agency for Substance Abuse Policy (ASAP)
- Author serves as consultant on the project

# Background

- Based on longitudinal data, middle school and high school students in the Buffalo Trace district in Northeastern Kentucky have consistently reported it fairly to very easy to access alcohol.
- A clear majority (99%) of regional adults surveyed disapproved of providing alcohol to underage youth, indicating a favorable environment for addressing underage alcohol use.
- Buffalo Trace ASAP commissioned a plan to launch a well-planned and extensive media campaign to reduce underage access to alcohol.

# Step 1: Needs Assessment

- Analyzed/summarized existing data sources
  - Consequences of alcohol use
  - Alcohol use
  - Community norms of alcohol use
    - Perception of harm
    - Perception of availability (social & retail)
    - Enforcement

# Summary of Alcohol Related Consequences

- % of alcohol related collisions in Buffalo Trace is higher than the state
- The percentage of total arrests among juveniles for alcohol related offenses is higher in the Buffalo Trace district than in the state
- In the Buffalo Trace District, the most frequent problems from drinking alcohol
  - Passed out
  - Can't remember what happened (higher than state rate for 10<sup>th</sup> graders)
  - Did something sexual that later regretted
- % of 10<sup>th</sup> & 12<sup>th</sup> grade students from the Buffalo Trace District reporting sexual regrets is higher than the state\*

\*State data from 2003 & 2004 KIP survey asked "Pressured someone else to do something sexual against his/her will" or "Was pressured by someone else to do something against my will"; the average of the responses were compared to Buffalo Trace data



# Summary: Any Use Past Month

- In Buffalo Trace, the trends in prevalence of past 30 day use of alcohol for 12<sup>th</sup> grade and 8<sup>th</sup> grade students are similar to national and state trends
- However, use among 10<sup>th</sup> grade students in Buffalo Trace is higher than the national and state prevalence for 2005—a trend that is different both nationally and in Kentucky

## Summary: Perception of Harm— Use of Alcohol 1-2 Times

- For Buffalo Trace, the perception of harm in using alcohol 1-2 times is lower than the national level at all grade levels (8, 10, & 12)
- Perception of harm decrease as the students get older
- Need to address the perception of harm

# Summary: Perception of Availability

- The majority of students in the Buffalo Trace district find it “fairly easy” or “very easy” to get alcohol
- For Buffalo Trace students, the trend in perception of availability appears to be getting slightly lower, yet still higher than the state levels
- Ease of access increases by grade

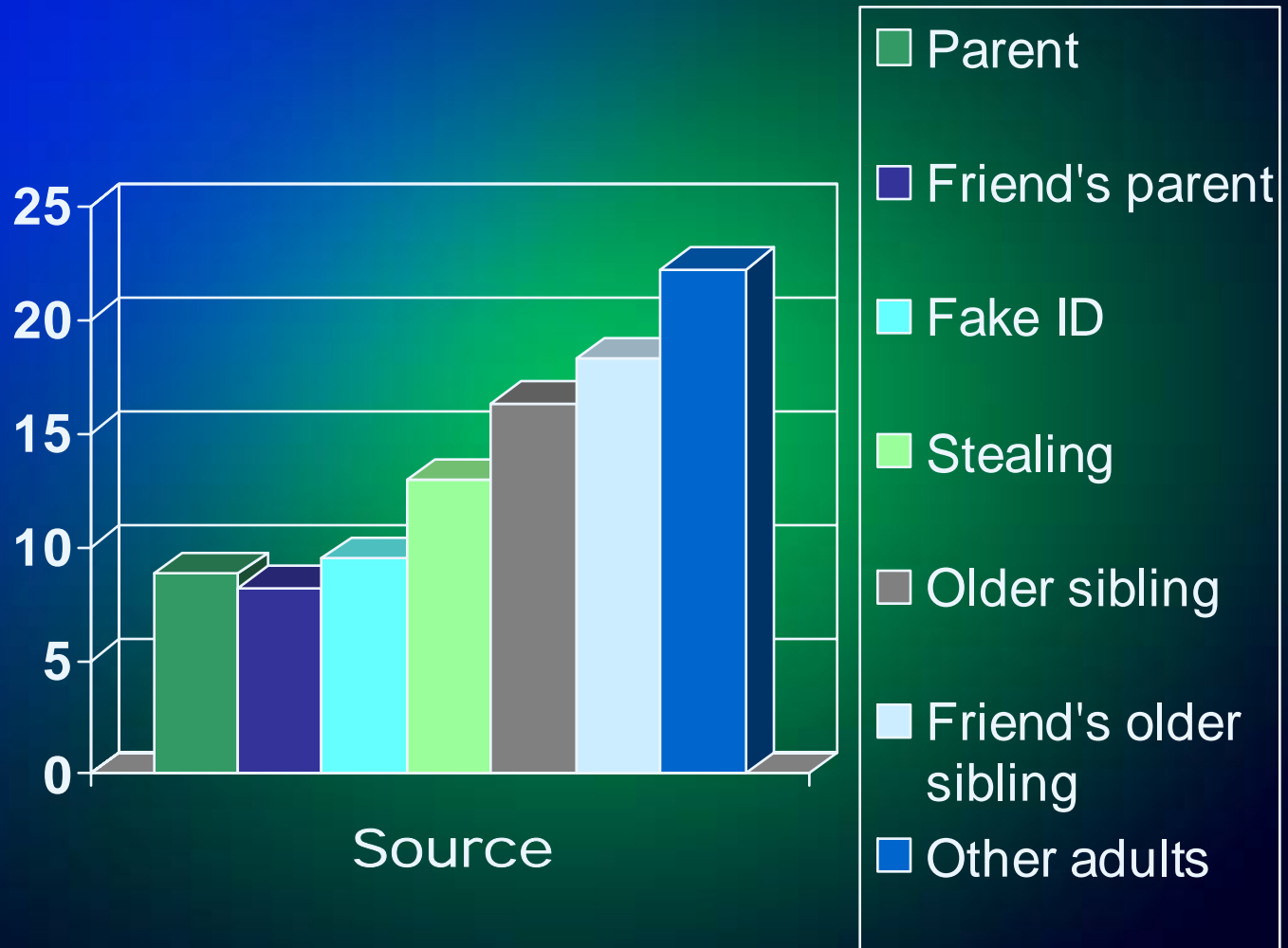


# Summary: Place of Alcohol Use

- In 2005, the top 5 places where alcohol use occurred most frequently
  1. At night with friends
  2. At weekend parties
  3. At home (parents didn't know)
  4. At home (parents know)
  5. After school events
- Results from 2006 KIP Survey are similar

# Where teens get alcohol most often (n=2086)

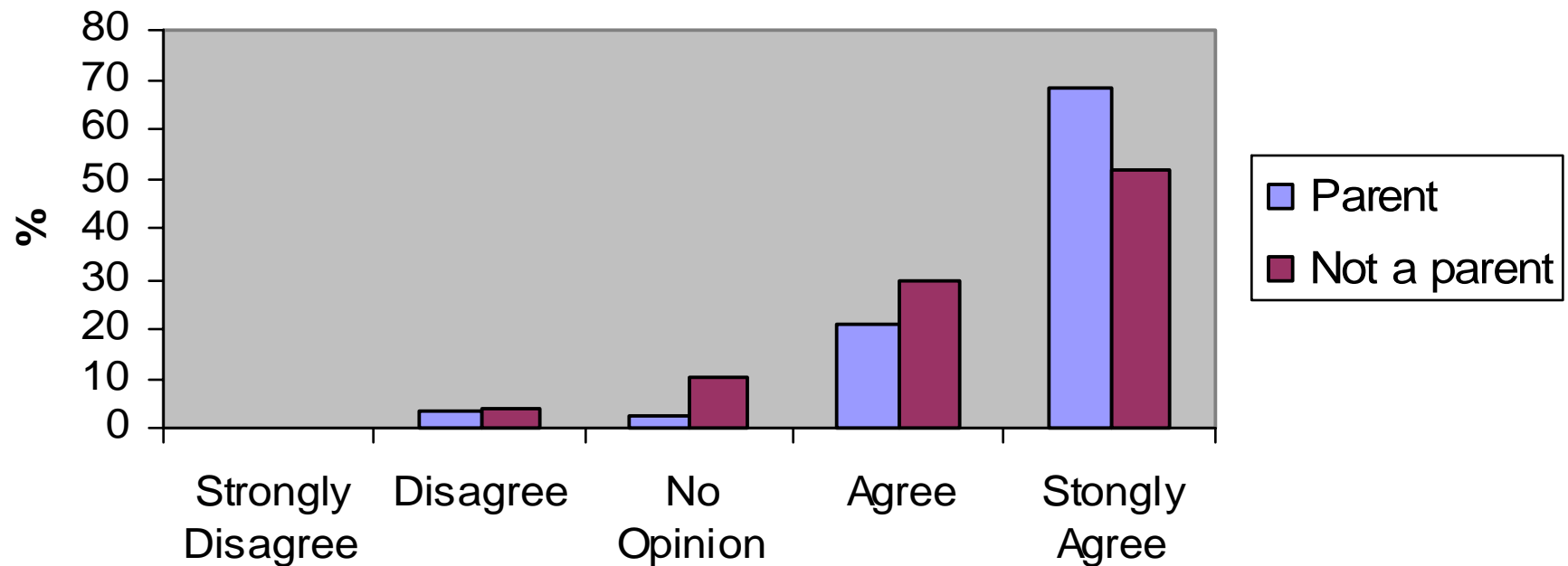
Percentage



From the BT-ASAP Youth Survey 2007

# Adult Survey Results (2007)

**Would be upset if an adult provided alcohol to teens at their home**



**Differences between those who are parents and those who are not are statistically significant**

# Adult Attitudes Toward Alcohol Use: Buffalo Trace Adult ATOD Attitudinal Survey (2002)

- Access to alcohol
  - Only 1% of adults think it is OK for adults to offer alcohol to underage youth
  - The other 99% think it is wrong to supply alcohol to underage youth
  - 78% think teens get alcohol from their homes
  - 87% think adult siblings or friends buy them alcohol
  - 82% think parents give alcohol to their teens

# Summary: Availability

- These findings indicate (1) a disconnect between where teens are using and adult perceptions of the problem
- It's a community and family issue!
- Need to target availability from other adults and/or older siblings (likely those who are 21-30)

# Enforcement

- ABC alcohol retailer compliance checks (July 06-May 07)
  - Of 42 alcohol compliance checks, 10 were in non-compliance
  - THAT'S 24% NOT IN COMPLIANCE



# Step 1: Needs Assessment: Summary

- Adults in the community appear to be ready to address alcohol issues based on their responses to the adult surveys (2002 & 2007)
- Results from student surveys showed that the places teens are using alcohol are in the community and a large portion at home
- There is a need to address social and commercial access.

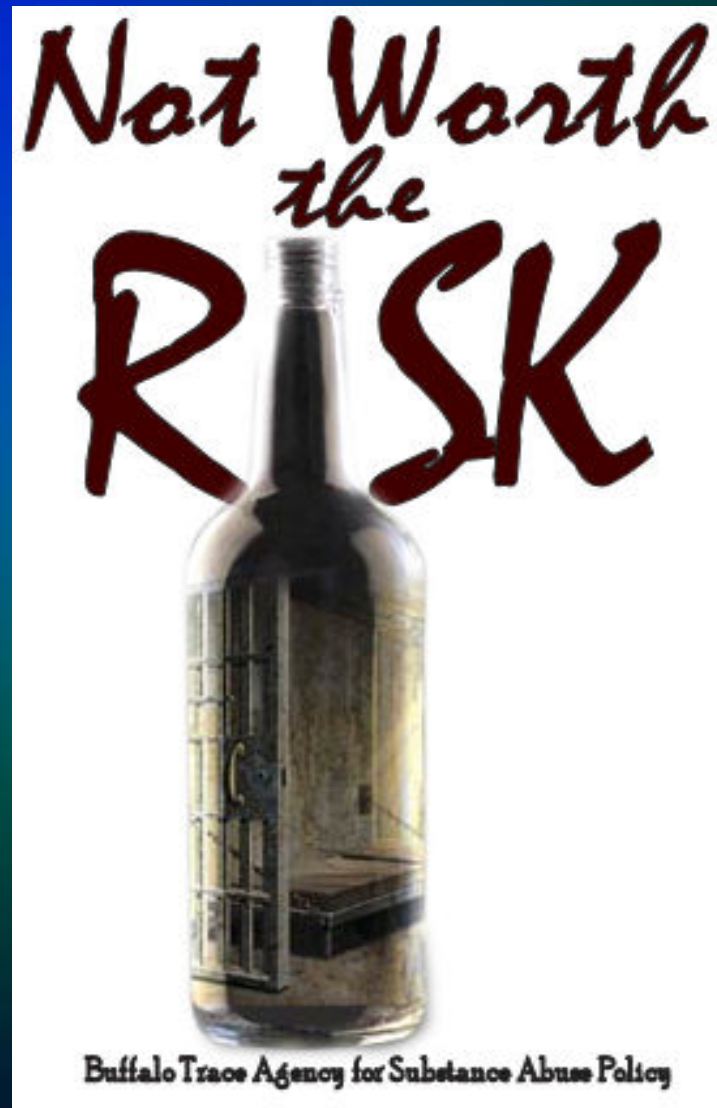
## Step 2: Baseline Indicators

- Underage alcohol use campaign messages will be designed to bring about changes in the following indicators of community norms:
  - Perception of harm
  - Perception of availability (social & retail)
  - Enforcement

## Step 3: Message development & stakeholder opinion

- Staff of the Comprehend Regional Prevention Center developed templates of campaign messages
- Messages shared with BT-ASAP board members for review/edit
- Solicited volunteers to conduct focus groups throughout the region
- Focus group training & development of focus group questions

# Proposed Campaign Slogan



# Sample Campaign Messages

- 65% of underage youth who drink get alcohol from family and friends; don't gamble with young people's lives; IT'S NOT WORTH THE RISK!
- Invitations - \$15  
Party favors - \$30  
Alcohol - \$40  
\$500 fine and or 1 year imprisonment  
IT'S NOT WORTH THE RISK!
- Zero tolerance means zero chances. Be cool, be you, don't drink. IT'S NOT WORTH THE RISK!

# Targets for Campaign Messages

- The following audiences will be targets of the campaign
  - Youth
  - Parents/Adults
  - Faith community
  - Law enforcement
  - Vendors



# Project Timeline

- Step 1: Needs assessment (completed)
- Step 2: Select baseline indicators (completed)
- Step 3: Develop messages and get stakeholder opinion (ongoing, target completion date November 2007)
- Step 4: Campaign message delivery
  - Begin stages in December 2007-  
December 2008
- Step 5: Evaluation (mid-cycle Spring 08 & end December 08)

# References

- American Drug and Alcohol Survey Summary (2001-2005)
- KIP Survey Summary (2006)
- Kentucky State Police Data (2001-2004)
- Buffalo Trace Adult ATOD Attitudinal Survey (2002)
- Youth & Adult Adhoc Surveys (2007)

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