

**WE CAN  
DO THIS  
TOGETHER**

Raising Youth in a Drinking Culture

**WELCOME**

# Agenda

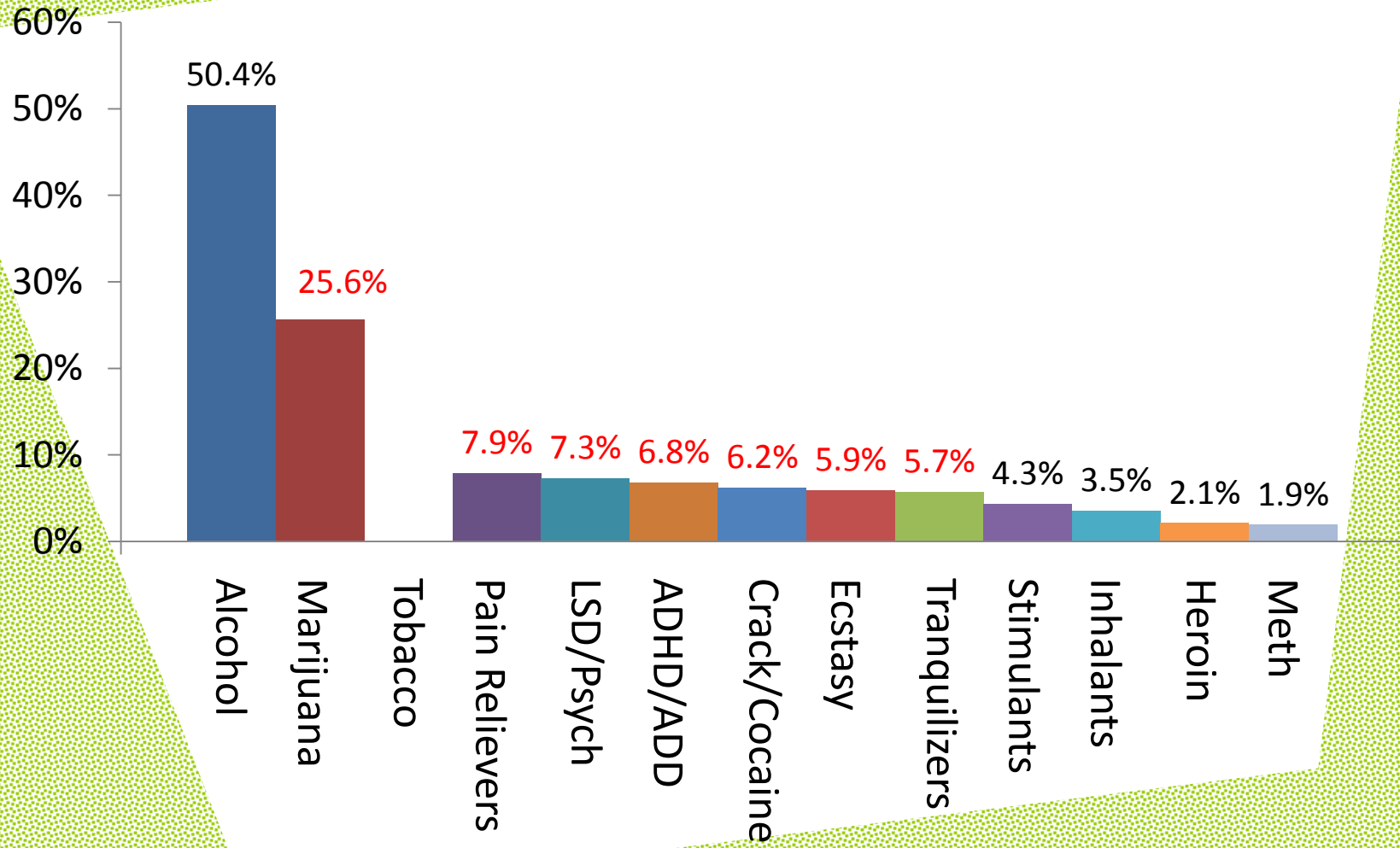
- Welcome
- A Word from Our Sponsors
- Brief Presentation on Facts
- Matt Nilsen
- Table Exercises
- Large Group Discussion
- Door Prizes and Resources
- Adjourn

# Sponsors

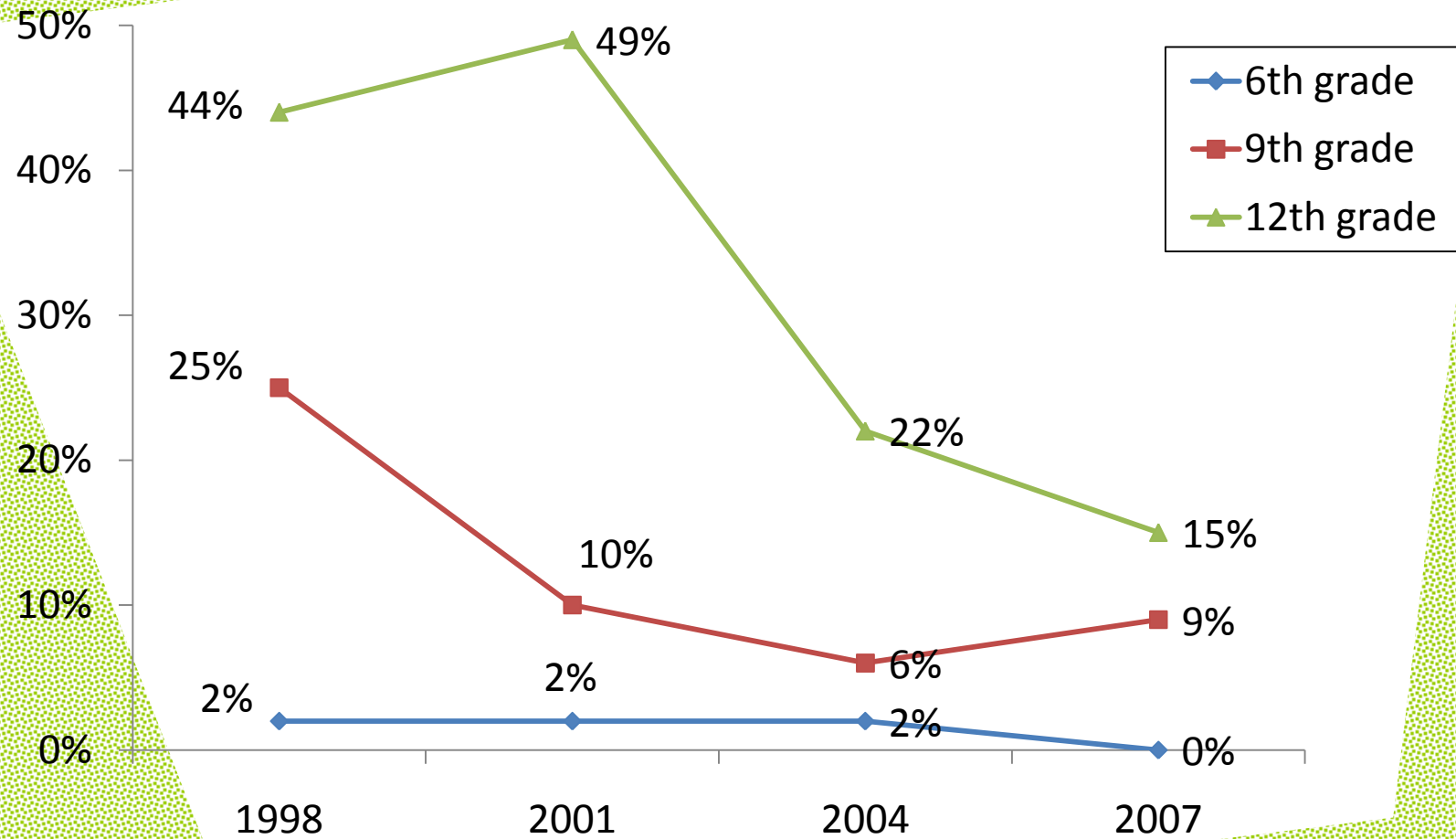
- Edina Chemical Health Partners (ECHP)
- Bloomington Public Health (BPH)
- Tri-City Partners for Healthy Youth and Communities (TCP) coalition



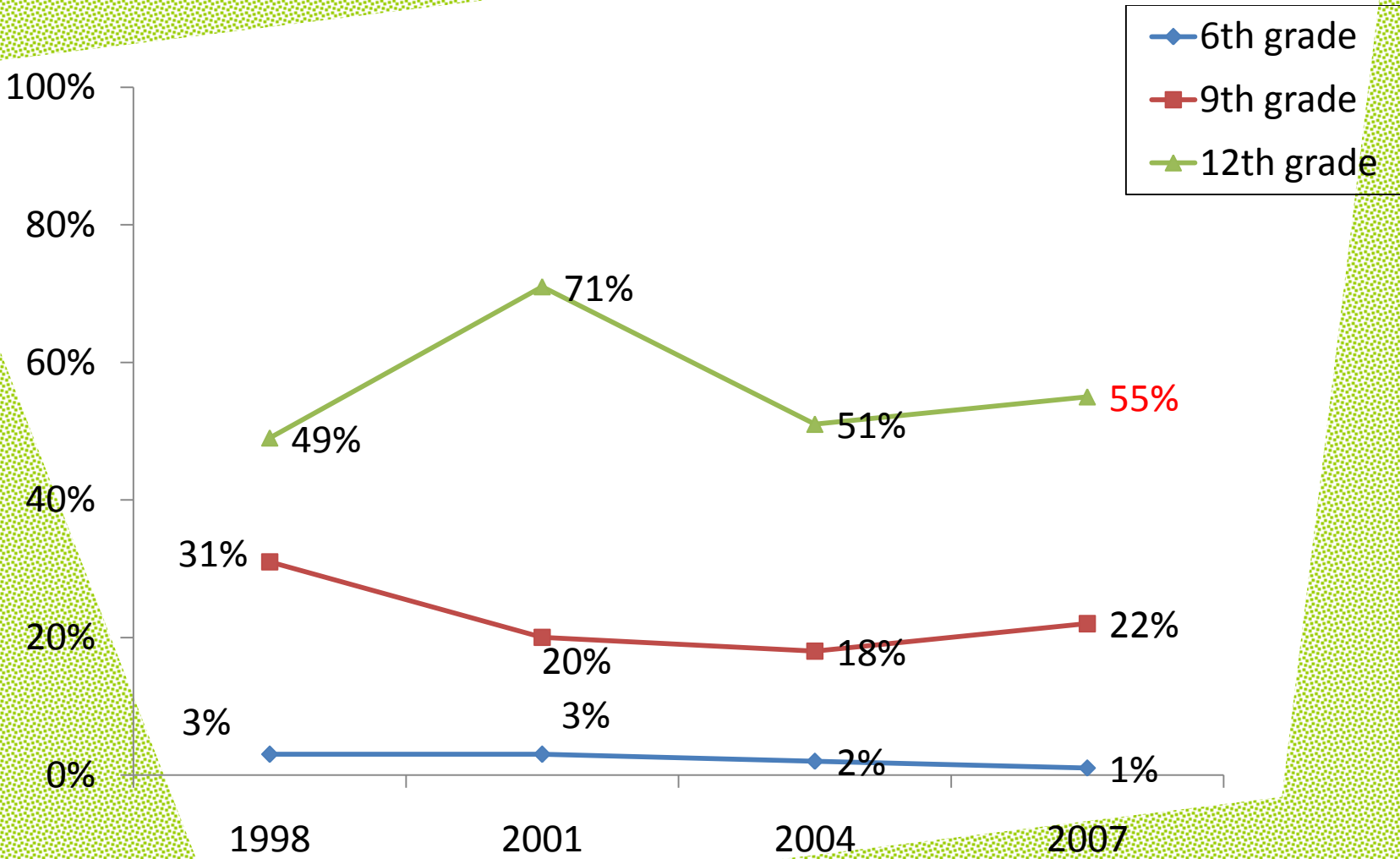
# Percent of 9<sup>th</sup> & 12<sup>th</sup> graders who used substances in past year (2007)



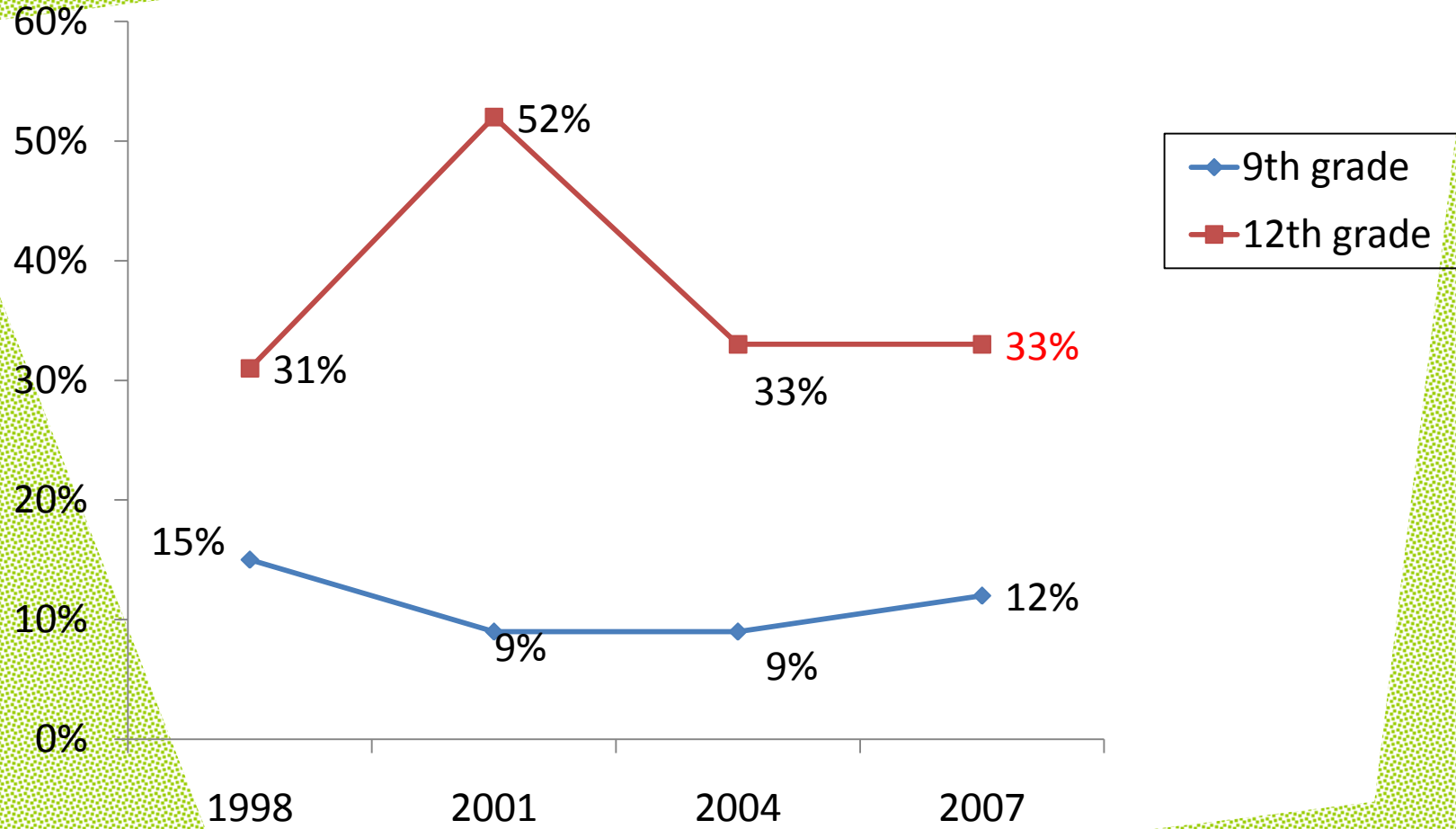
# Any cigarette use in the past 30 days



# Any alcohol use in past 30 days



# Any binge drinking in past 2 weeks\*

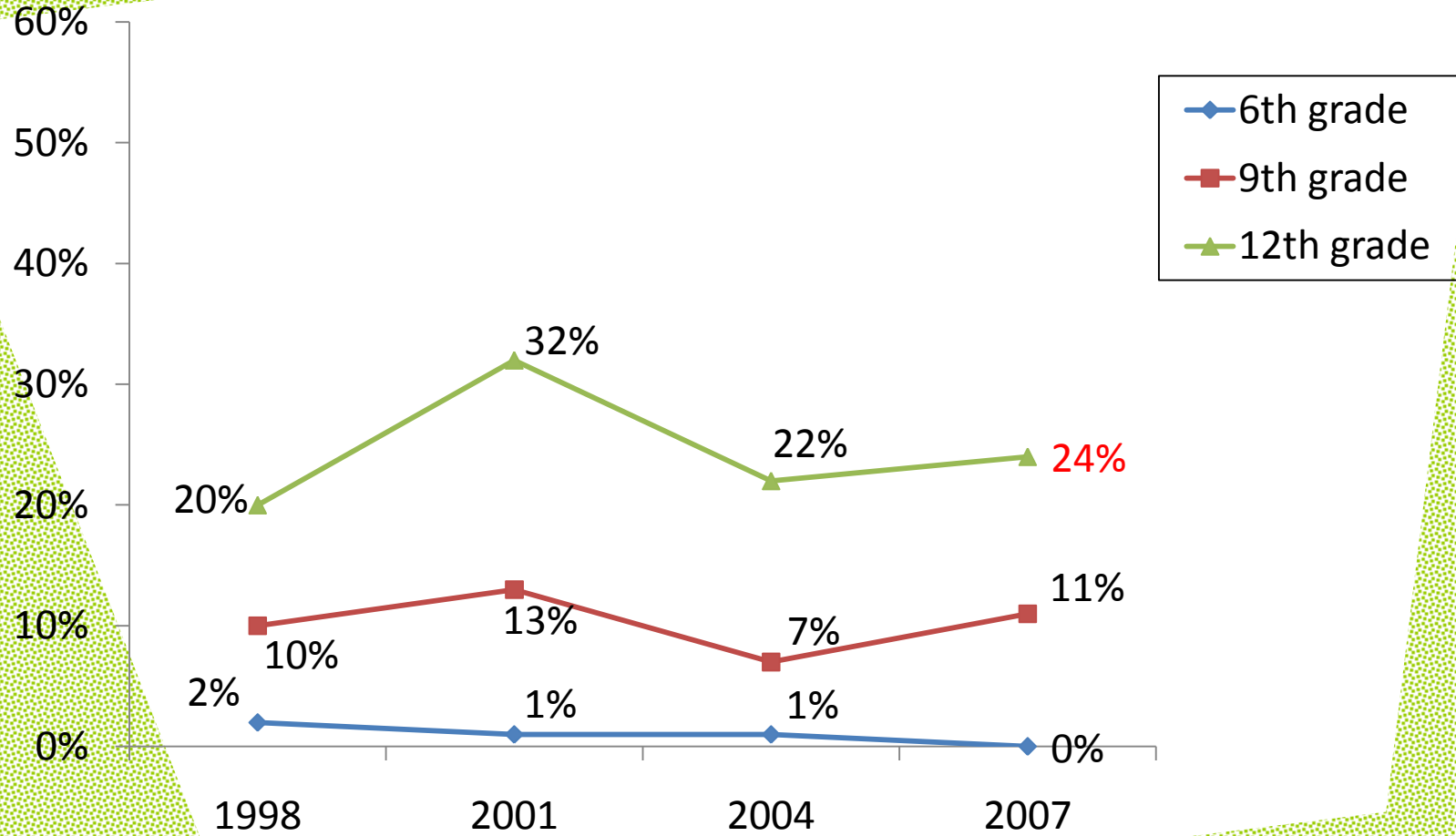


\*5 or more drinks in a row

# Alcohol Sources

- Friends (66%)
- At parties (37%)
- Home (30%)
- Got someone to buy it (19%)

# Any marijuana use in the past 30 days

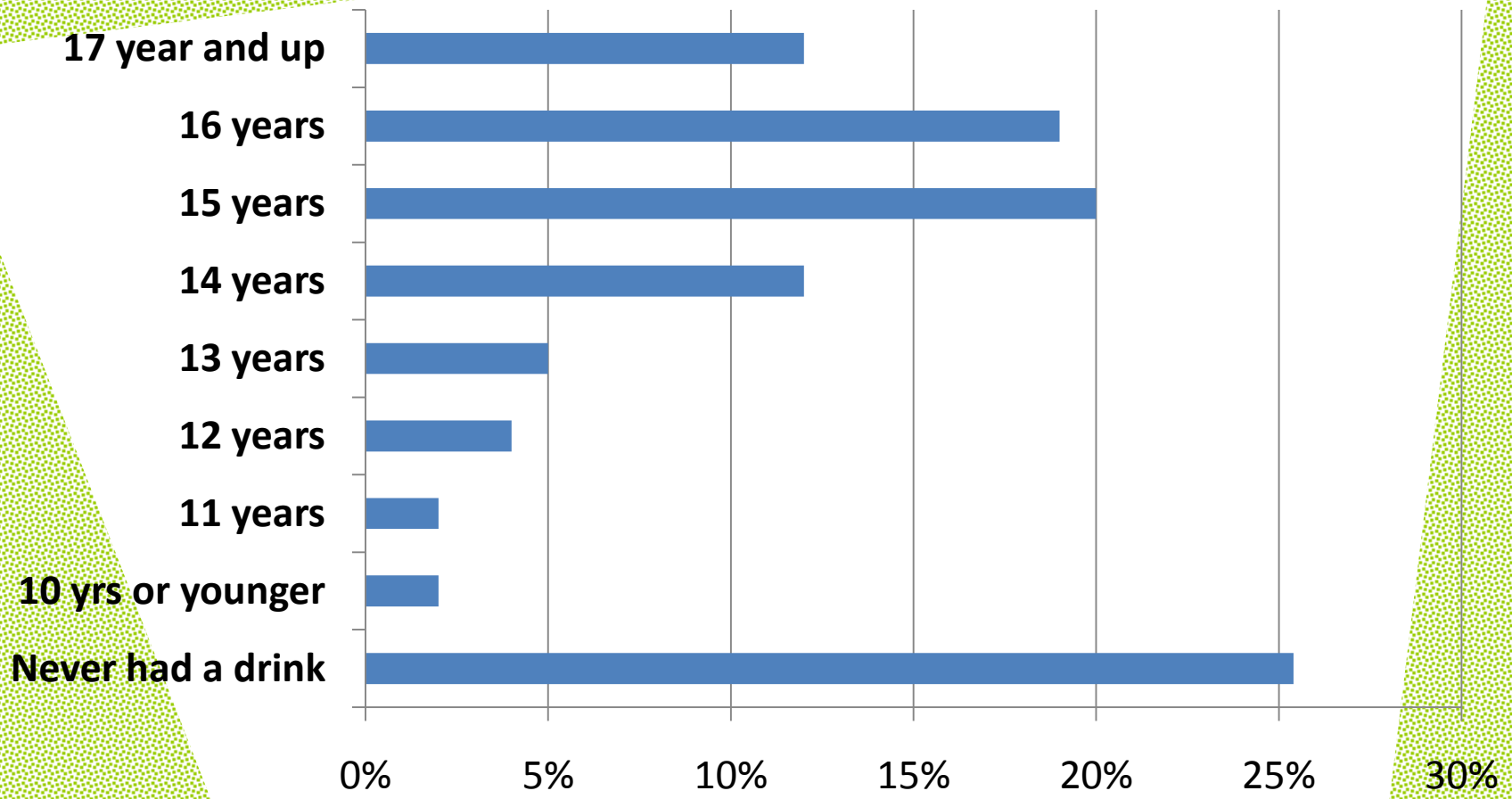


# STUDENT PERCEPTION of RISK/HARM

Grade	Smoke a pack or more of cigarettes a day	Binge Drinking once or twice a week	Smoke marijuana once or twice a week
6	96.4%	91.3%	96.2%
9	91.7%	83.7%	78.6%
12	91.8%	73.4%	71.7%

Students reporting “great risk” or “moderate risk”

# Age of Onset of Alcohol Use\*

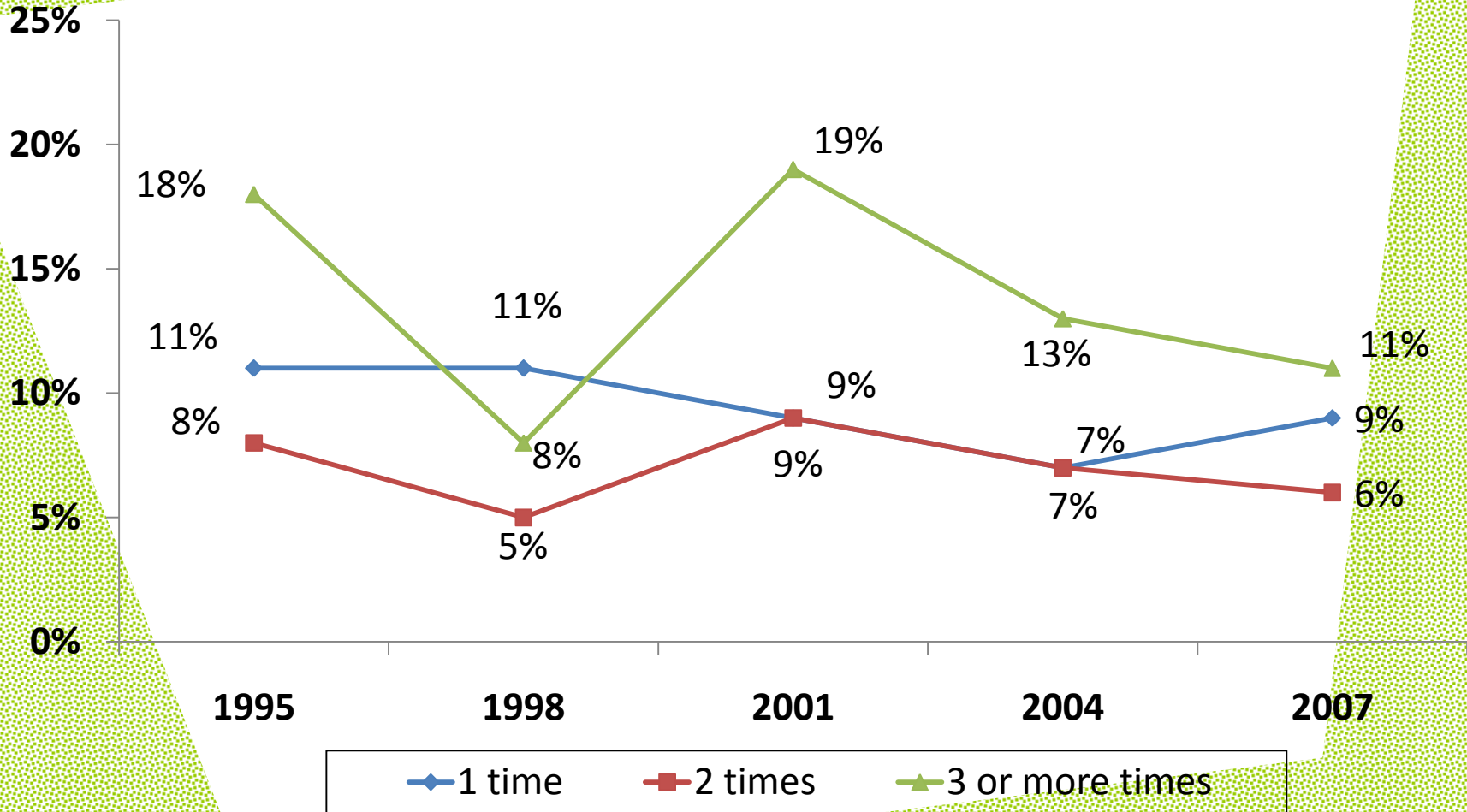


\*Among 12<sup>th</sup> graders only, question new in 2007

# Age is a factor

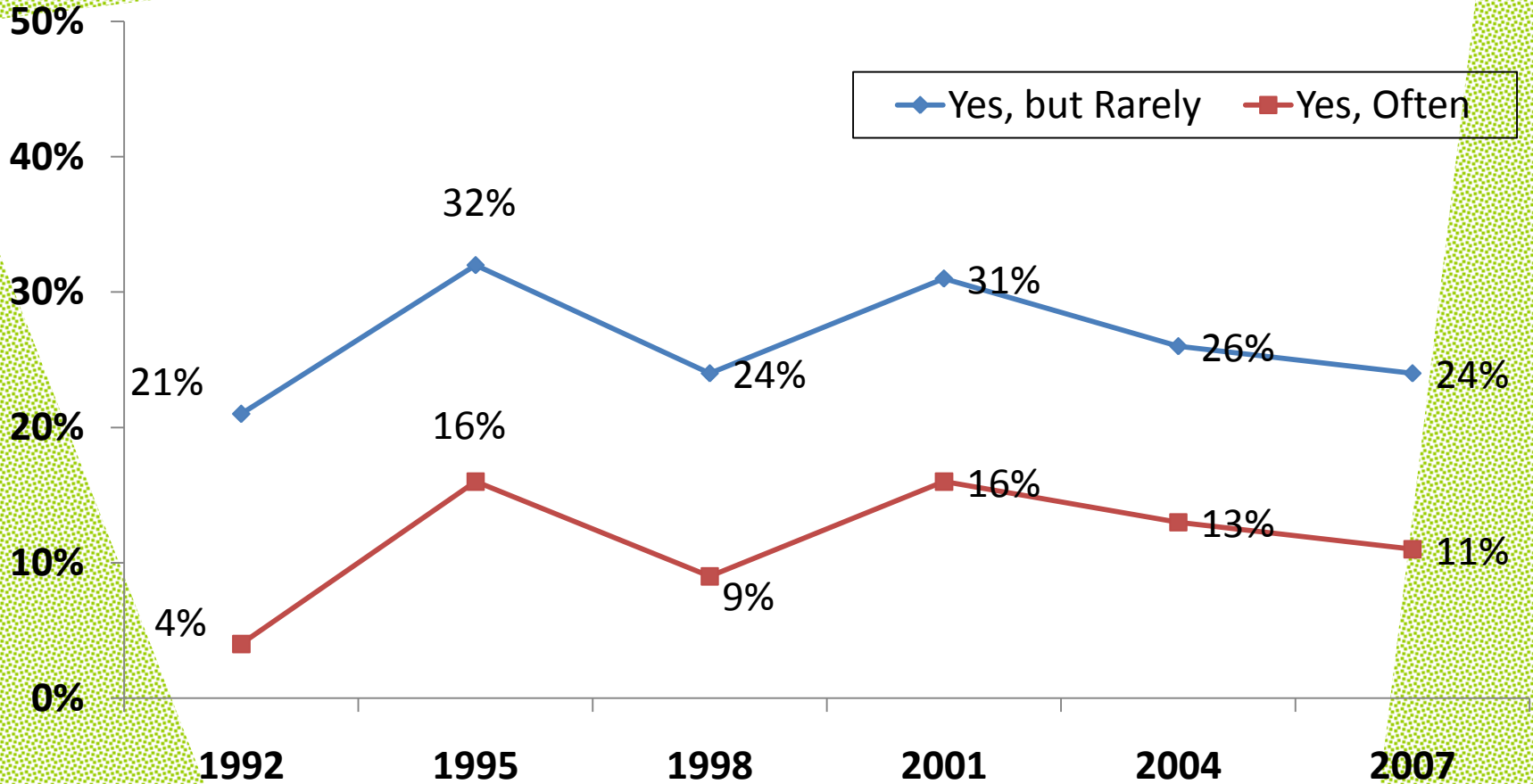
Use in the past 30 days	9 <sup>th</sup> grade	12 <sup>th</sup> grade
Tobacco	9%	15%
Alcohol	22%	55%
Marijuana	11%	24%
Binge Drinking	12%	33%

# Percentage of 12<sup>th</sup> graders who have **driven** a motor vehicle in the last 12 months after using drugs or alcohol



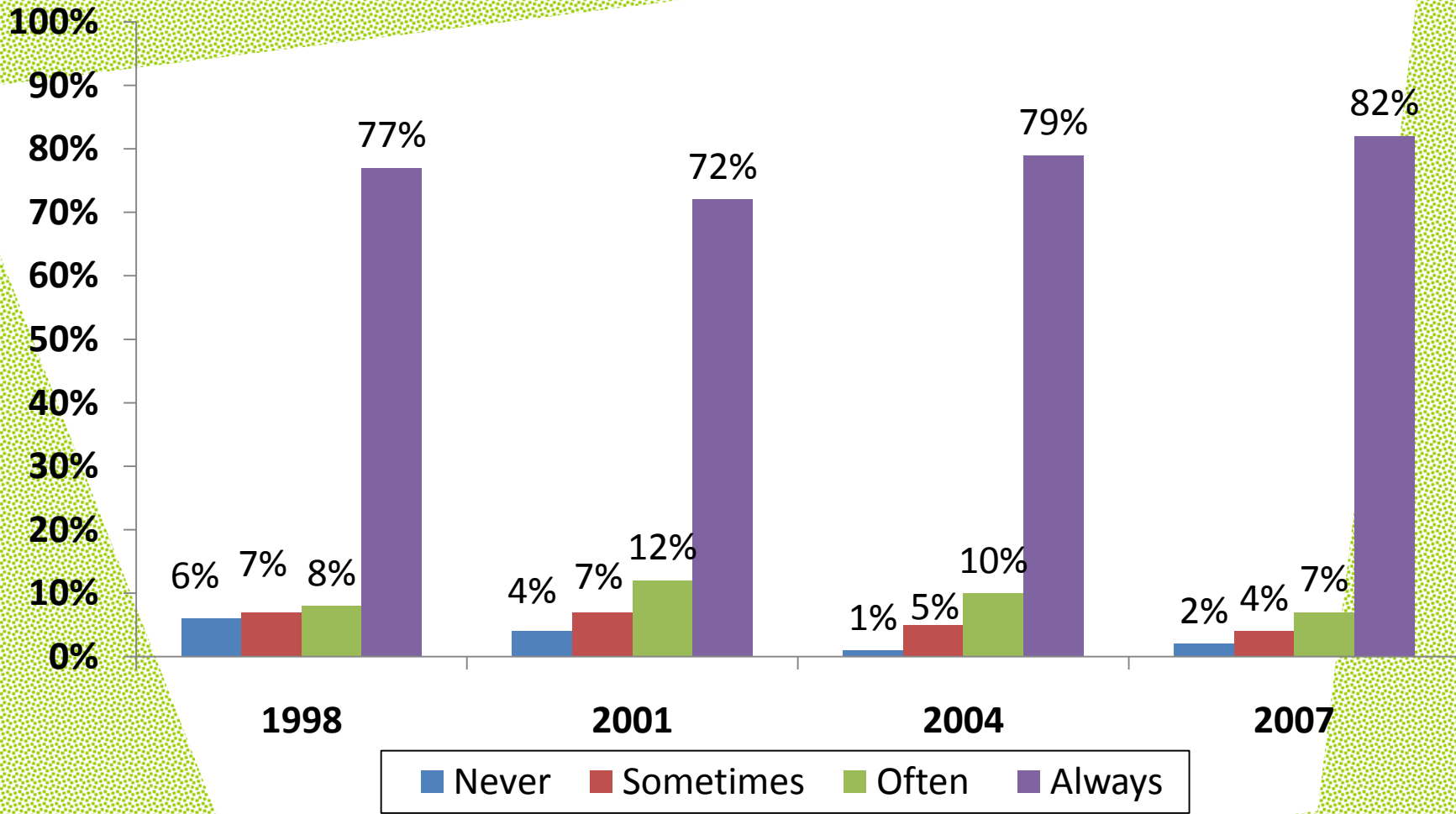
# of 12<sup>th</sup> graders ranges between 238 in 1998 and 333 in 2007

# Percentage of 12<sup>th</sup> graders who have ridden in a motor vehicle with friends after their friends were using drugs or alcohol



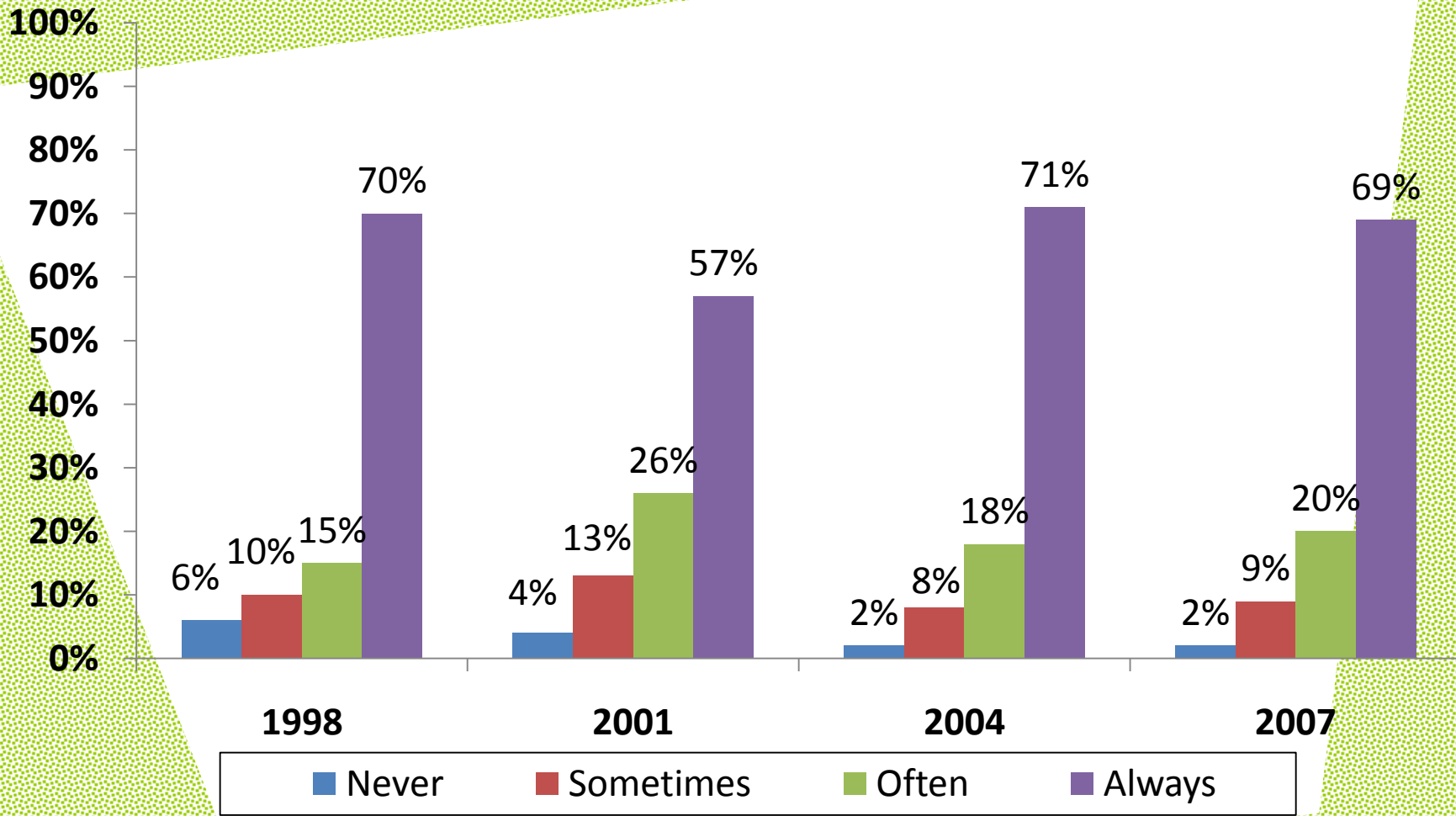
# of 12<sup>th</sup> graders ranges between 238 in 1998 and 333 in 2007

# Seatbelt use among 12<sup>th</sup> graders when driving a motor vehicle



# of 12<sup>th</sup> graders ranges between 238 in 1998 and 333 in 2007,  
Approximately 5% of 12th graders each year responded that they don't drive

# Seatbelt use among 12<sup>th</sup> graders when riding in a motor vehicle



# of 12<sup>th</sup> graders ranges between 238 in 1998 and 333 in 2007

# EDINA POLICE REPORT



# DWI Arrests

YEAR	TOTAL	RESIDENTS	RESIDENTS UNDER 18	RESIDENTS 18-20
2005	224	44	5	4
2006	241	44	4	1
2007	241	38	1	2
2008	243	74	2	15
2009	324	90	1	7

# Citations

YEAR	JUVENILE ALCOHOL OFFENDER (UNDER 18)	UNDERAGE CONSUMPTION (18-20)	POSSESSION SMALL AMOUNT MARIJUANA	POSSESSION DRUG PARAPHERNALIA
2008	54	109 (49)*	76 (29)*	74 (21)*
2009	52	119 (46)*	95 (18)*	99 (22)*

\* Numbers in parentheses are Edina residents

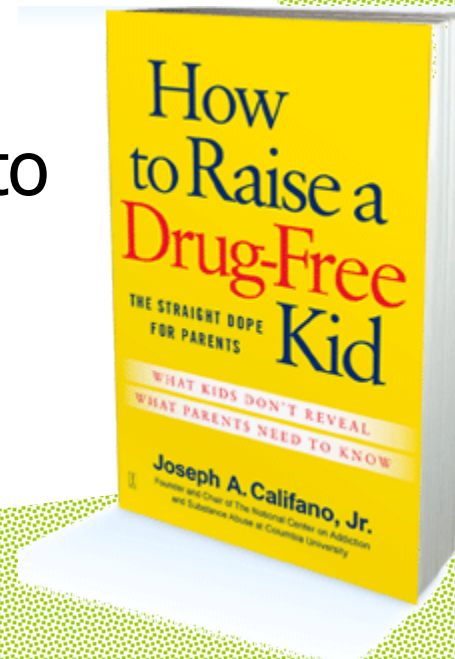
# Open House Party

- 2008 - 2
- 2009 - 3
- 2010 - 4  
(to 4/8/10)

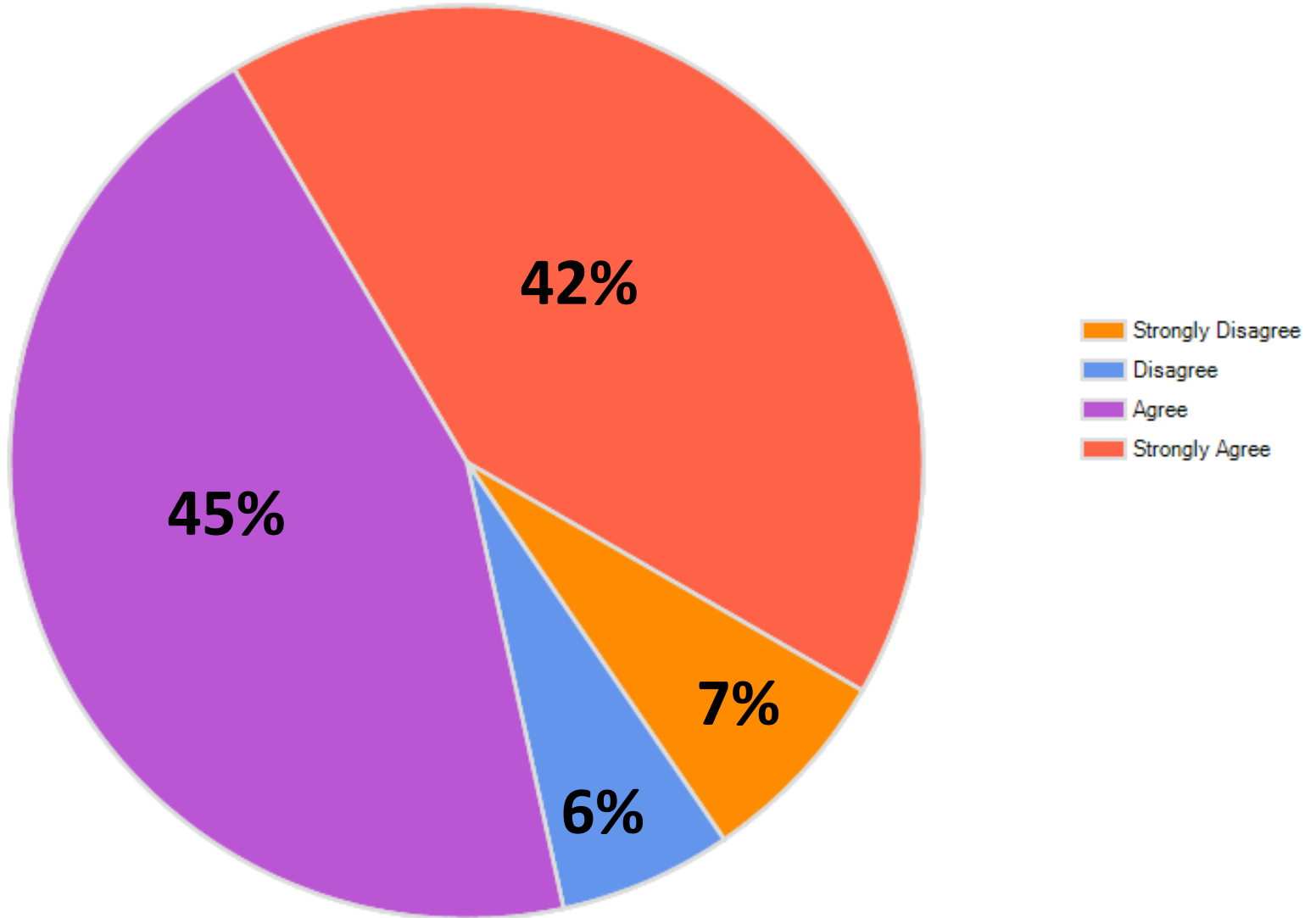


# 9 Facets of Parental Engagement

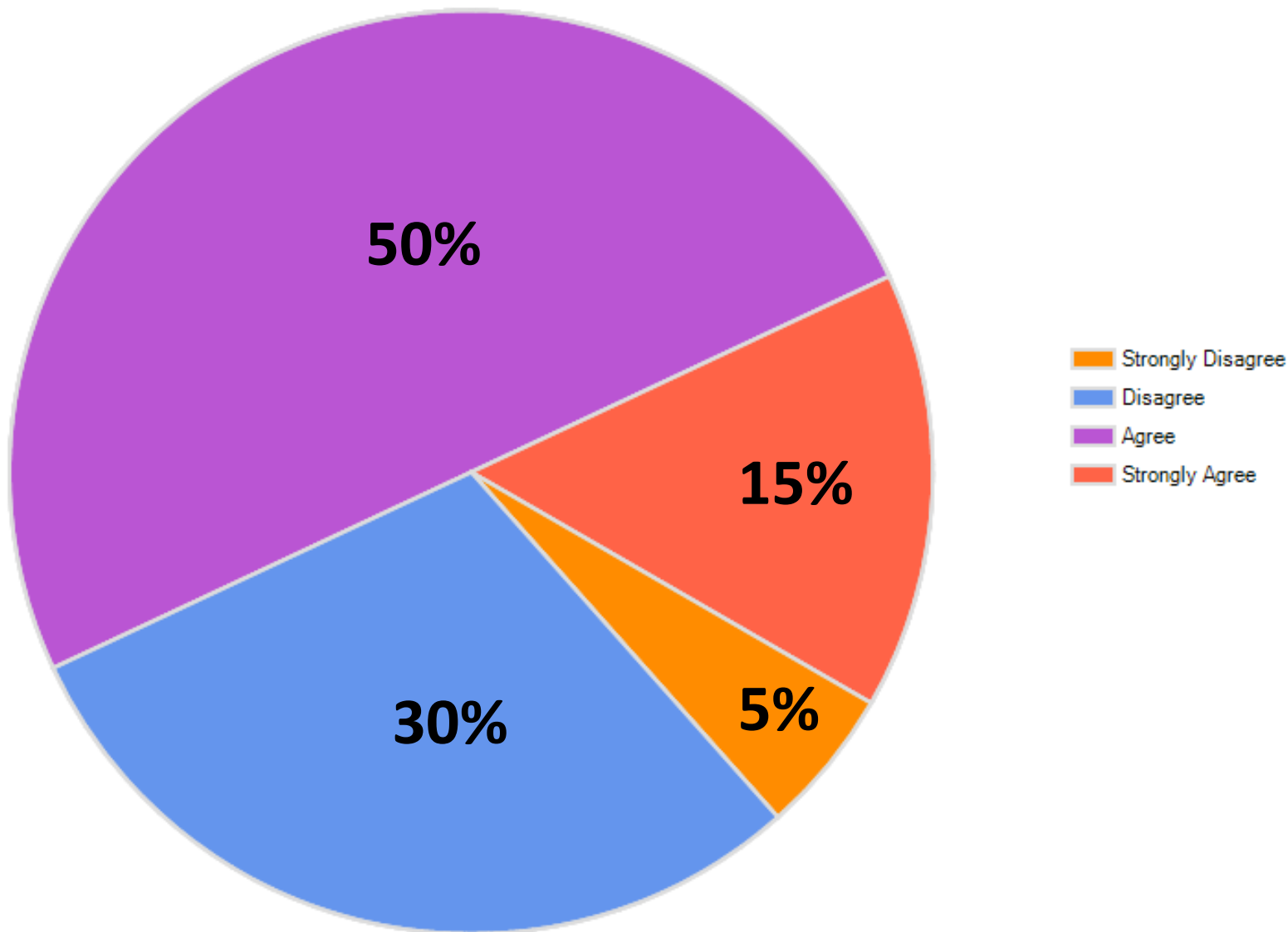
1. Get involved in your children's lives & activities
2. Open the lines of communication and keep them wide open
3. Set a good example
4. Set rules and expect your child to follow them



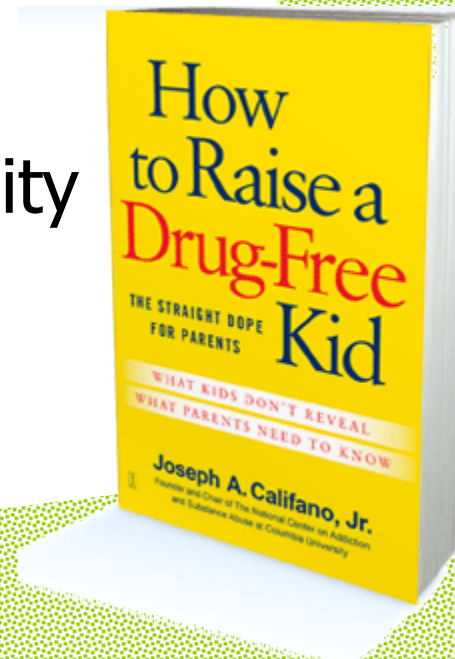
Please indicate your response to the following: I have the confidence to provide consistent alcohol, tobacco and other drug use consequences for youth.



**Other parents and adults in Edina have the ability to provide consistent alcohol, tobacco and other drug use consequences for youth.**



5. Monitor your child's whereabouts
6. Maintain family rituals
7. Incorporate religious & spiritual practices into family life
8. Get dad engaged
9. Engage with the larger community



# Community Readiness Survey

- Agree that underage drinking is unacceptable
- Understands it takes all of us working together
- Belief in prevention
- Ready for change

From 2009 Community Readiness Survey

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Raising Youth in a Drinking Culture

**TABLE WORK  
BEGINS!**

# **GROUP EXERCISE 1**

**Introduce yourself and answer 2 things:**

1. Kids' ages & schools they attend
2. ONE thing you'd be doing if you weren't here tonight

# GROUP EXERCISE 2

- Designed to be kept private, but you may choose to share it at some point
  - This is a good opportunity to reflect on where you are at personally
1. Use a piece of paper to write down experiences, things you've heard about, or concerns you have around underage alcohol use in Edina
  2. Fold up this paper and put it aside

# GROUP EXERCISE 3

1. Take the next piece of paper and write down what you can personally do in response to the things you wrote about on the first piece of paper
  - This is an opportunity to brainstorm, to think out of the box, to think creatively
2. Share your ideas at your table, and then eventually to the whole group

# WHOLE GROUP REFLECTION

1. Share your ideas with the large group from your table
2. Be aware of similarities
3. Learn how others responded

# What will we do?

- Parental monitoring
- Keep the lines of communication open
- Get to know other parents
- Encourage kids to make a unified pledge with friends
- Make child's friends aware of your family expectations around alcohol use/parties
- Get children involved in sports/activities
- Communicate house rules to EVERYONE
- Talk about your policy and develop a plan with your child

# What will we do?

- Take control!
- Say NO
- Look at Emergency Room admission data, other de-identified data
- Role model to kids that you can have fun without alcohol
- Use the brain development angle with kids
- Do some role playing with kids to help them decide what they would do in certain situations
- Avoid and eliminate parent pressure

# What will we do?

- Listen and be there for your kids
- Build self-esteem in decision-making
- Be visible, present in their lives
- Lock up the cabinets for liquor/meds
- Communicate/build a coalition with other parents
- Recognize warning signs; look for change in friend's group
- Don't be afraid to make the phone call to other parents about parties/plans
- Eliminate the Mexico spring break ritual and incorporate family fun spring break trips

# What will we do?

- Develop “code words” they can use when they call home for a ride from a drinking party
- Survey family use; see how kids are affected
- Indicate to kids the genetic effects of alcohol use
- Parents should remind kids to make good choices endlessly – it will sink in
- Set parameters early and remind often
- Make it an expectation to call other parents
- Join Edina Chemical Health Partners and join others working on preventing alcohol use by youth!

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Raising Youth in a Drinking Culture

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