

MCYAF Illinois Youth Survey Data Presentation

**Highlights of the results from the
Illinois Youth Survey (IYS) High
School Data**

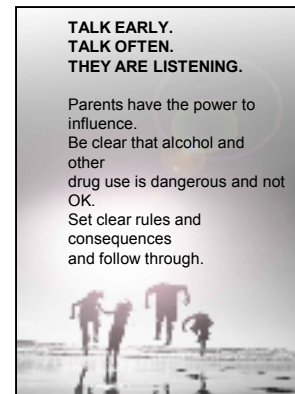


Fast Facts

- The Illinois Youth Survey (IYS) is a student survey that asks students questions related to the following topics: Demographics, Community, Drug Use, Physical and Other Injury, Individual/Peer, Nutrition/Fitness, School, and Family.
- Data from the 3 high schools in Maine Township is in and 5473 high school students returned valid surveys
- About 51.5% were female and 48.5% were male
- Racial make-up includes:

White	57%	Black/African American	3%		
Latino	16%	Native Am./Am. Indian	1%		
Asian	11%	Multi	5%	Other	6%

Overview



Data Point:

- Students' use of alcohol, cigarettes and marijuana

Data Point:

- Students' perception of alcohol and cigarette use.

Data Points:

- Parental conversations & disapproval
- Believability
- Consequences

Data Point:

- Ease of accessibility & sources of alcohol.

Illinois Youth Survey (IYS) Question:

Percent of students who said that they drank alcohol during the past 30 days

GRADE	9 th	10 th	11 th	12 th
2009	31%	40%	43%	51%
2010	25%	36%	44%	48%

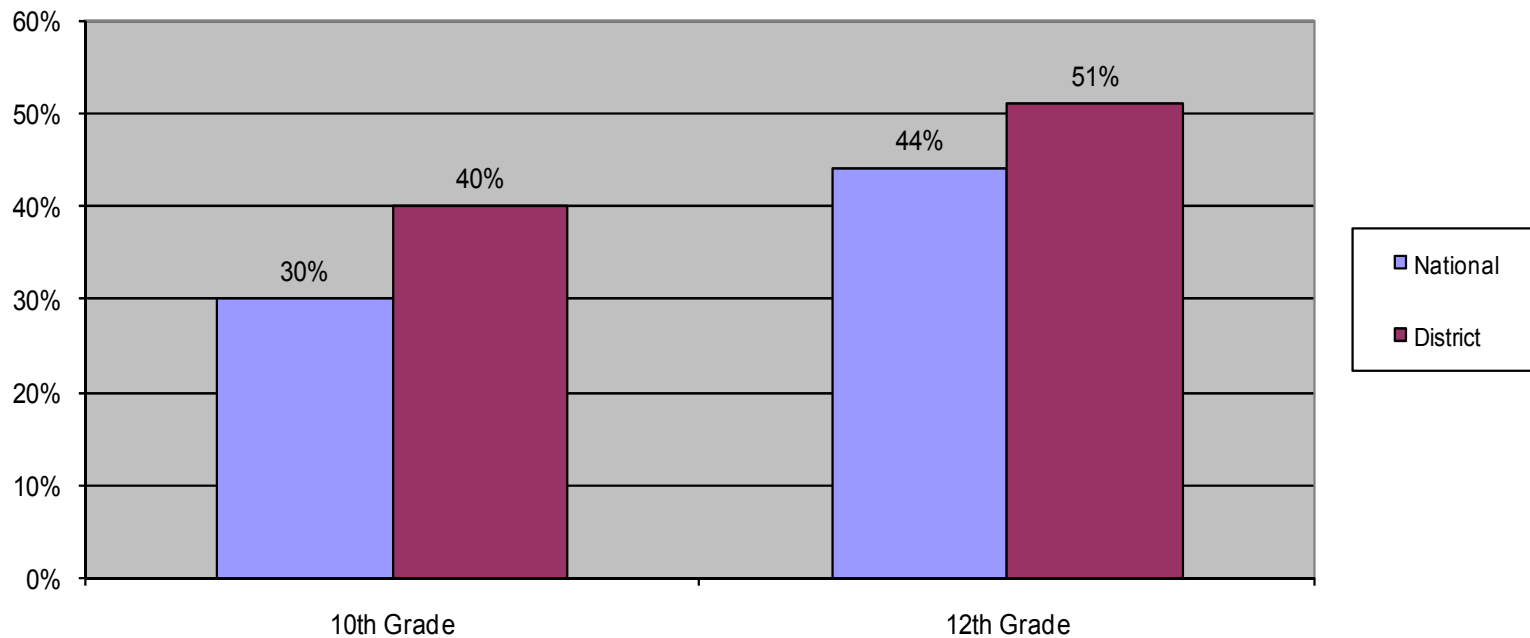
Outcome: High school student alcohol use rate is DOWN overall by 7.6%

The good news...over
62% of Maine
Township High
School Students
choose NOT to drink
alcohol



District 207 verses National

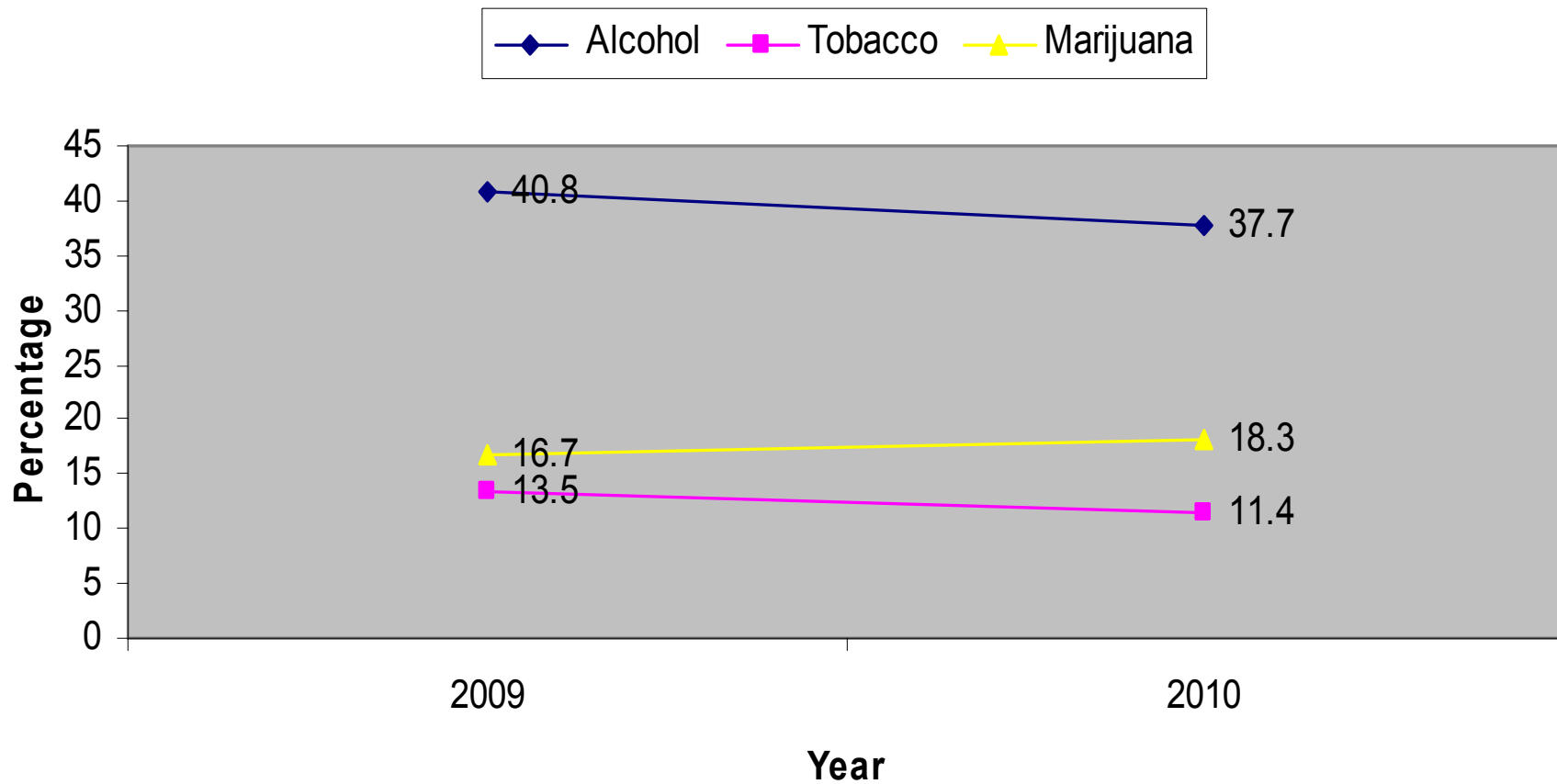
*Percentage of students who drank alcohol
in the last 30 days*



Outcome: In 2009, district youth alcohol use within the past 30 days was higher than national average.

Illinois Youth Survey (IYS) Questions:

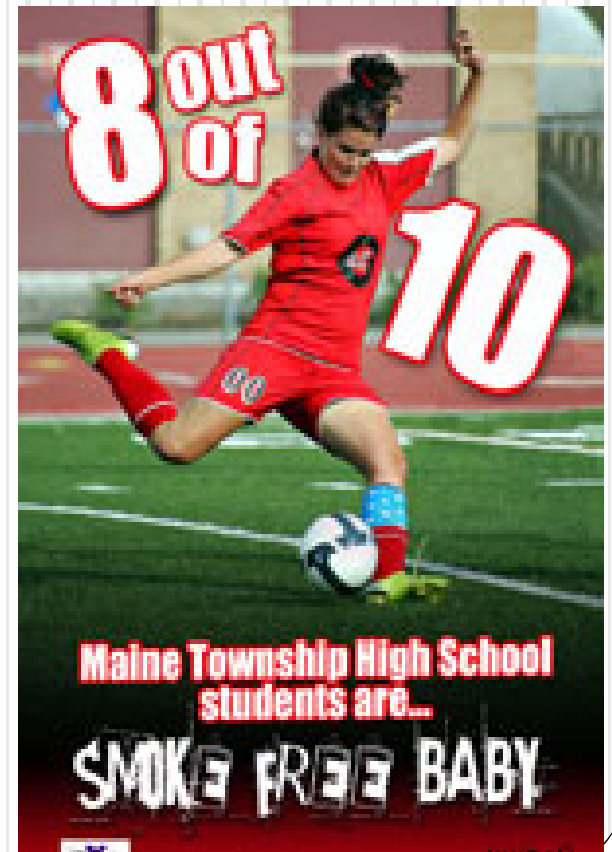
Percent of students who said that they drank alcohol, smoked cigarettes or smoked marijuana during the past 30 days



Social Norms Marketing (SNM) Overview

Who?
knew

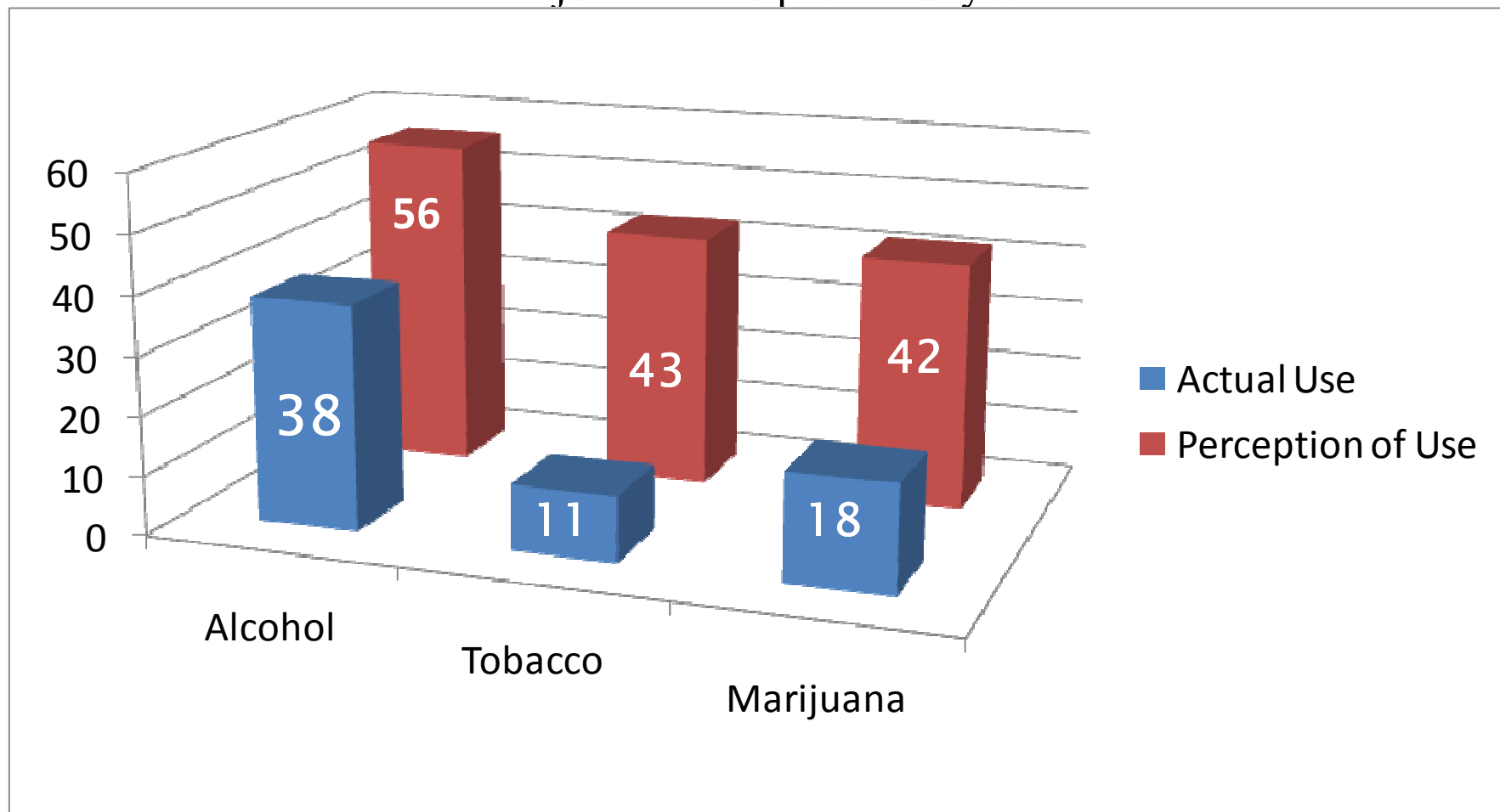
- Most teens think that many more of their peers use alcohol, tobacco or other drugs (ATOD) than actually do.
- Perception of ATOD use is higher than actual use and this misperception can put pressure on teens to use ATOD
- When the facts are presented to youth that most of their peers do not use ATOD, they are more likely to choose not to use.



Perception vs. Reality

Social Norms Marketing Campaign

What % of students at your school do you think drank alcohol, smoked cigarettes or marijuana in the past 30 days?



Social Marketing Campaign Overview

**TALK EARLY.
TALK OFTEN.**

Purpose of the campaign is to communicate messages to parents to decrease teen ATOD use rates

- Parents are the #1 source of info about ATOD
- Set clear NO–USE rules and follow through with consequences
- Communicate disapproval of teen ATOD use

**TALK EARLY.
TALK OFTEN.
THEY ARE LISTENING.**

Parents have the power to influence.

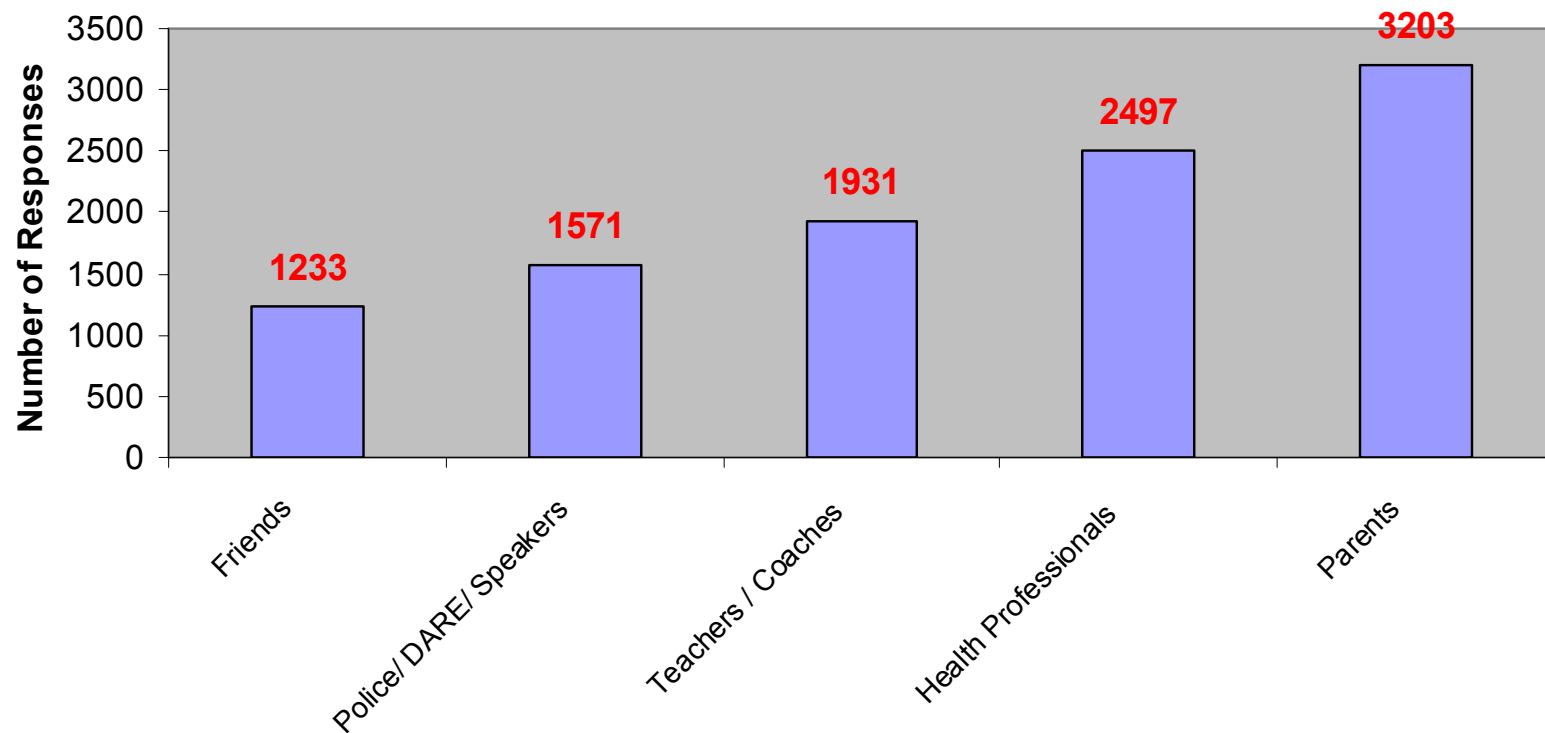
Be clear that alcohol and other drug use is dangerous and not OK.

Set clear rules and consequences and follow through.



Illinois Youth Survey (IYS) Question: Believability

”Considering the [various] sources of information about ATOD, which three do you consider the most believable?”



Outcome: Out of 5,473 youth, parents were considered as the most believable source of information about ATOD.

Illinois Youth Survey (IYS) Question:

Percent of students who said that in the past year their parents/guardians talked to them about not using alcohol.

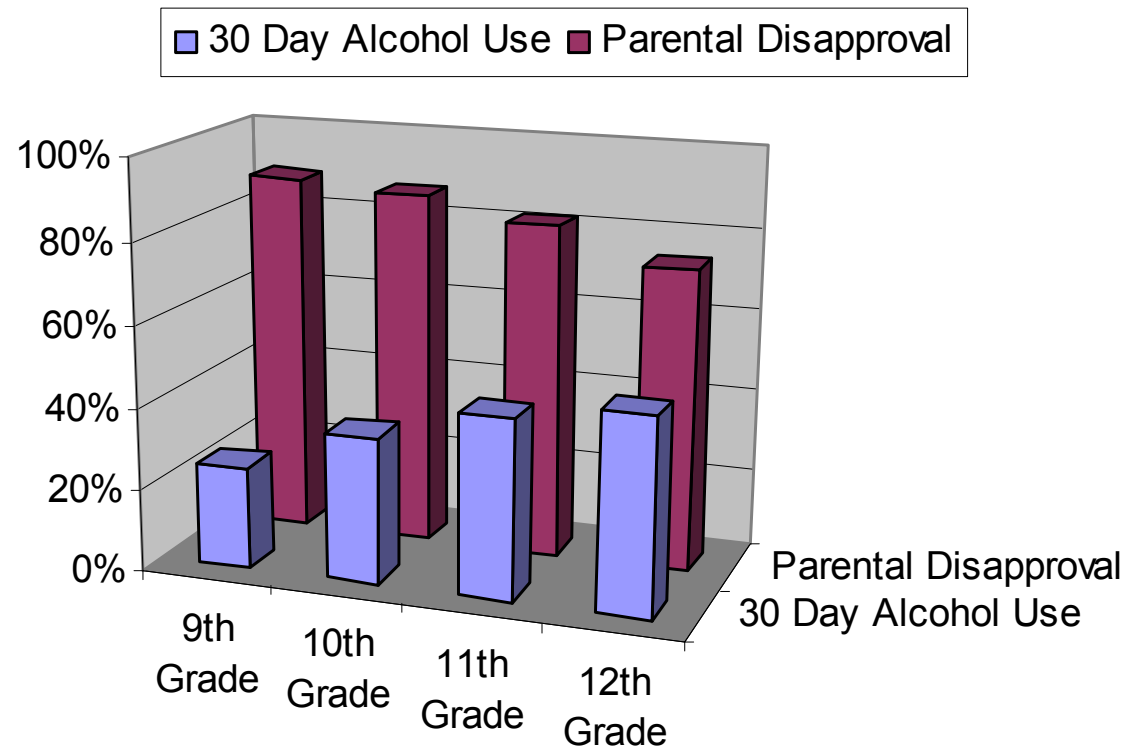
GRADE	9th	10th	11th	12th	9th – 12th combined
2009	51%	50 %	47 %	46 %	48.5%
2010	50 %	52 %	52 %	48 %	50.5%

Based on the 2010 IYS survey, nearly **230** more Maine Township High School parents talked to their child about not



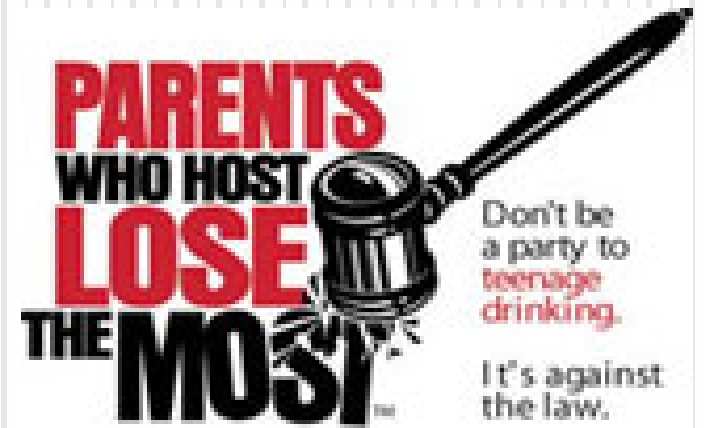
drinking
alcohol.

Parental Disapproval of Student Alcohol Use vs. Student Alcohol Use



Outcome: The 2010 IYS survey revealed that as perception of parental disapproval decreased by grade level, reports of student alcohol consumption in the last 30 days increased by grade level.

Parents Who Host Campaign,
Parent Patrol, Social Host
Ordinance, text tips line,
compliance checks,
Sticker Shock

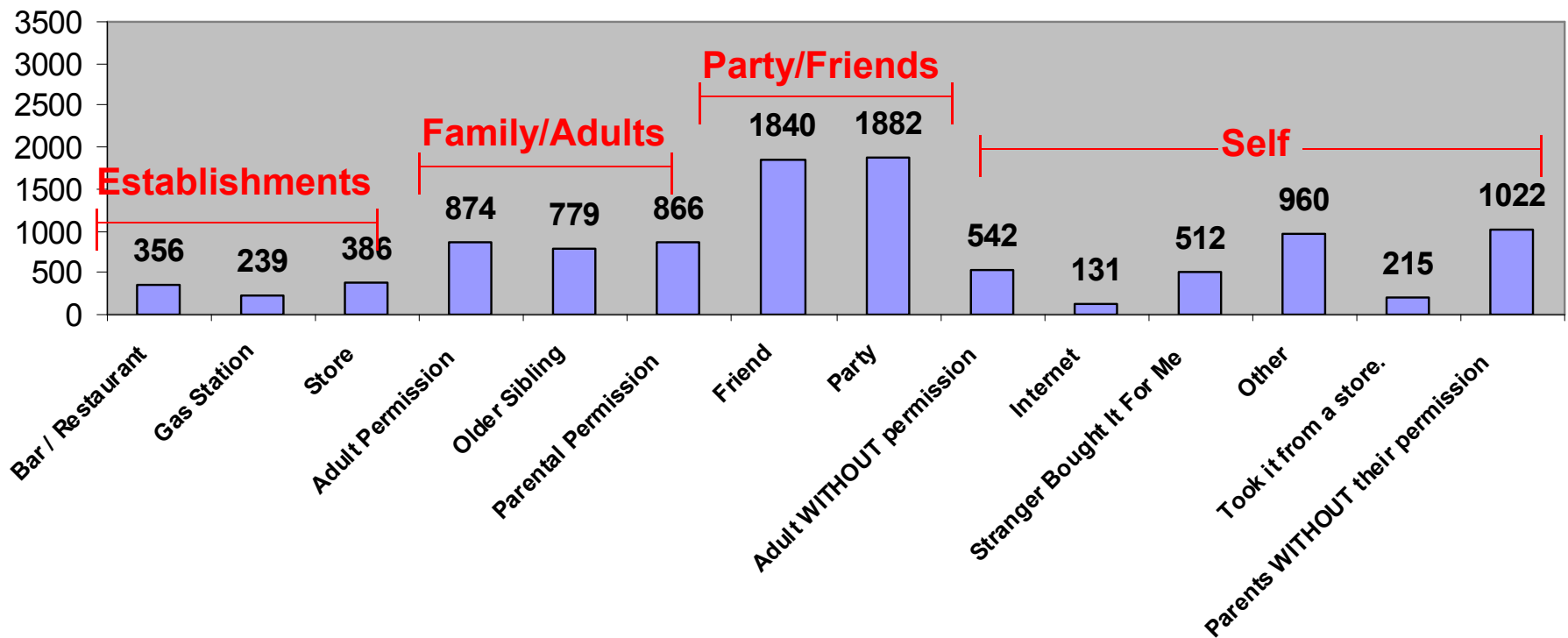


- All of the strategies above are in place to **limit or eliminate** teen access to alcohol by adults
- Underage drinking is an **ADULT PROBLEM**: anywhere there is a child drinking there **MUST** be an adult involved... either selling, providing, allowing or simply looking away!
- There are adults who provide alcohol to teens.

**THIS SENDS THE WRONG MESSAGE TO TEENS.
UNDERAGE DRINKING ILLEGAL AND DANGEROUS.**

Illinois Youth Survey (IYS) Question:

“During the past year, how often did you get ALCOHOL from the following sources?”



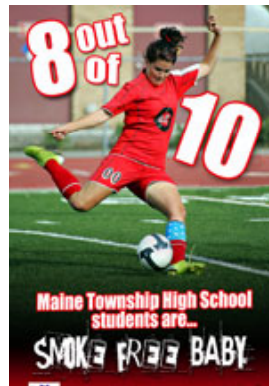
Outcome: Among those who accessed alcohol, youth reported that parties and friends are most often the source for alcohol.

Outcomes



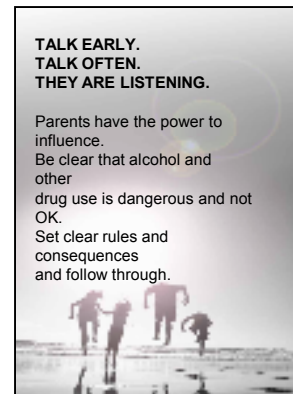
Outcome:

- Student use of alcohol and cigarettes is down



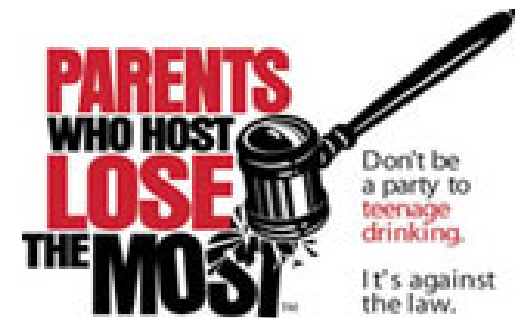
Outcome:

- Over 62% of students DO NOT drink alcohol, however, the perception is that almost 2/3 of their peers drink alcohol



Outcome:

- Parents, health professionals and teachers/coaches are the most believable sources of info on ATOD



Includes: Parents Who Host Campaign, Parent Patrol, Social Host Ordinance, Text Tips Line, compliance checks, Sticker Shock

Outcome:

- Biggest source of alcohol for youth is a party/friend