



YOUTH SURVEY

What Are Our Children Telling Us?



What Is Community-Based Process?

- Systematic Attempt to Get Community Input and Participation
- Target: Identify Community Groups that May Be Mis-Using Substances
- Develop Messages and Interventions and Get Them Out through Proper Channels
- Evaluate the Impact of the Messages and Interventions
- Rinse, Repeat—The Cycle of PDSA: PLAN, DO, STUDY, ACT
- We Are in **PLAN** Stage, Looking for **PLAN** to **DO**

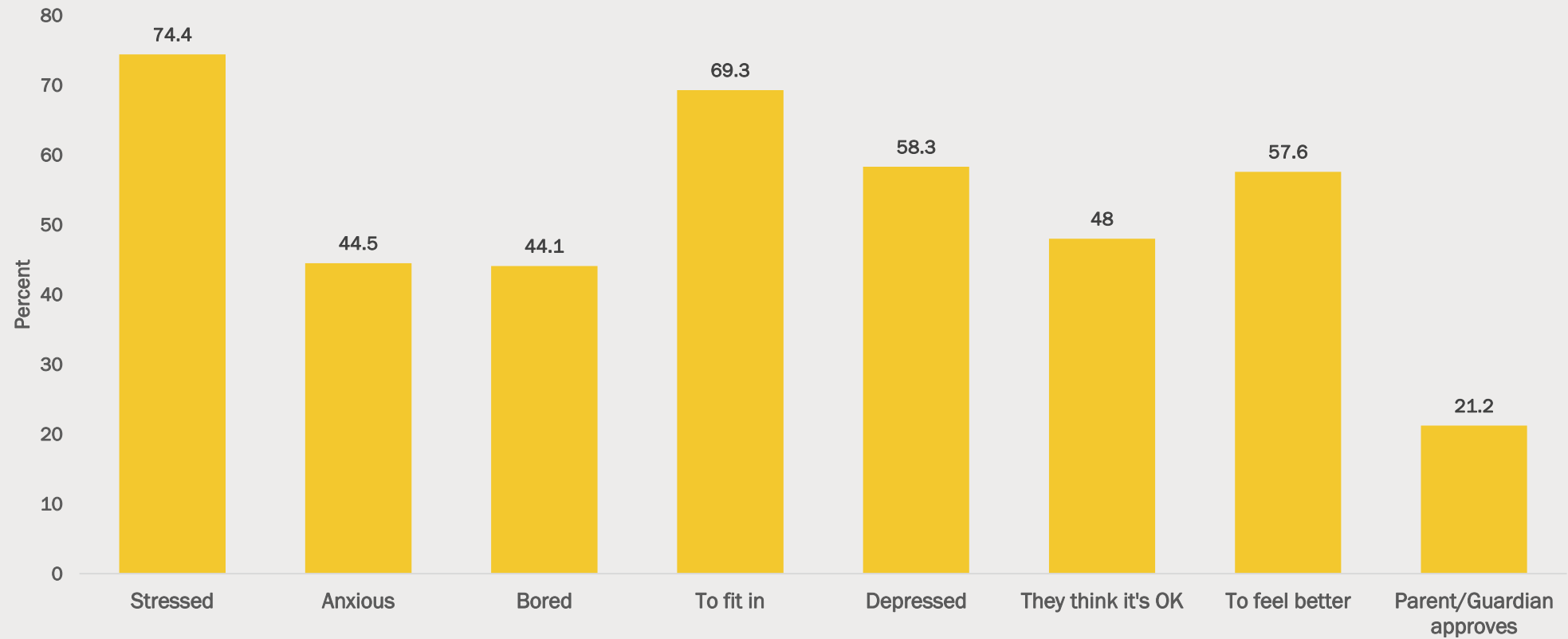
Who Did the Survey?

- Campaign for Grade-Level Reading (CGLR is Sponsored by the John & Janice Wyatt Foundation)
- Supported by Dorchester County Department of Health, Substance Use Prevention Program

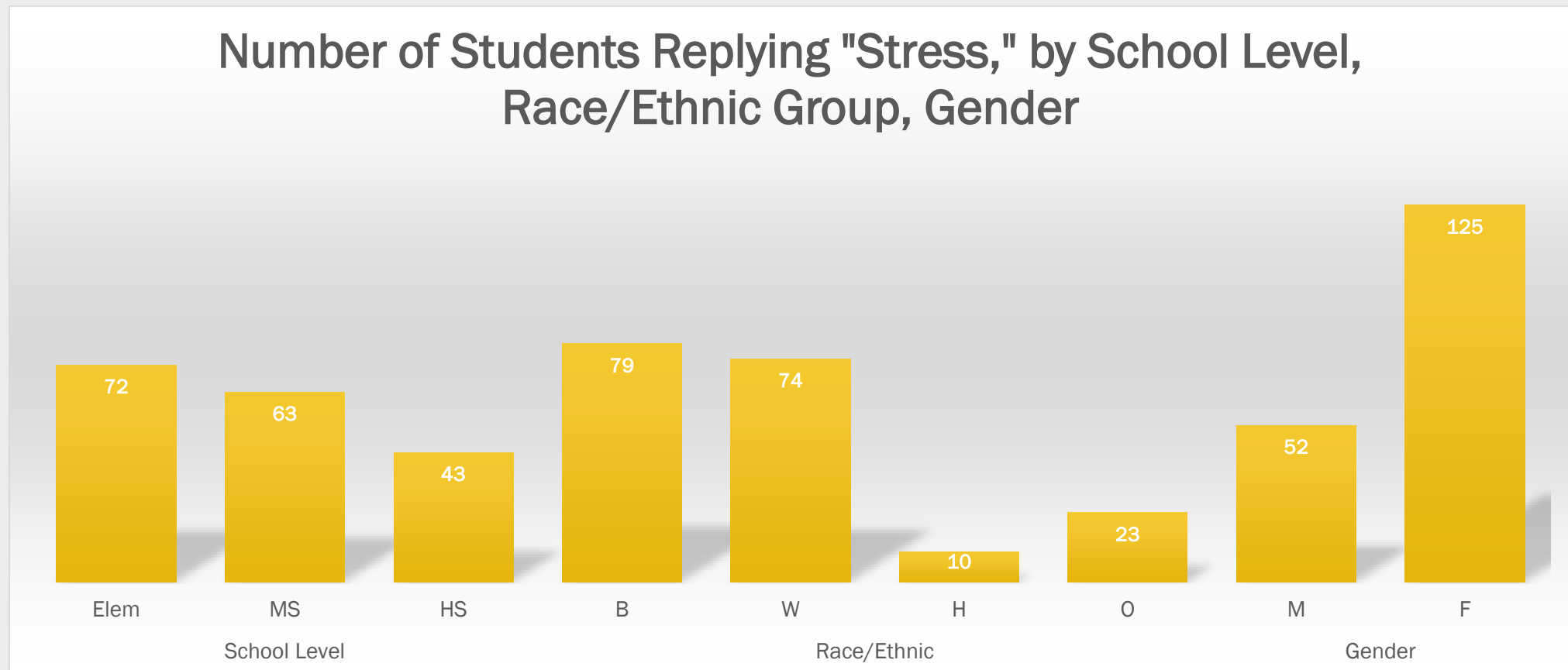
Who Were the Children Responding?

- 295 Usable Responses—Terrific Number that Allows Some Generalization of Results
- From Grade 6 to Grade 12, Inclusive
- **Statistically, Children Responding Mirrored Dorchester School Population**
 - *Geographically: Most of the youth respondents live in either Cambridge (50%) or Hurlock (32%).*
 - *Slightly more females than males—not statistically significant*
 - *Slightly more White than Black responders; Slightly less Hispanic—Not significant*
 - *More Middle School, Less Elementary—Not significant*

Why Youth May Use Substances

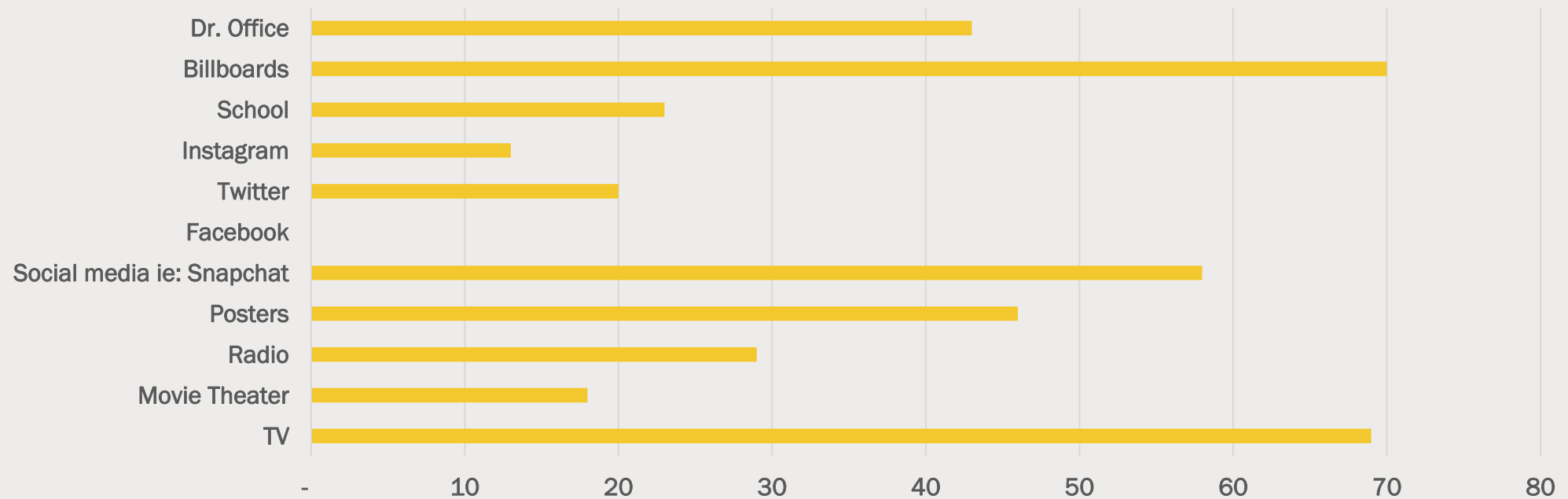


Breakout of Those Citing *Stress* by School Level, Race/Ethnic Group, Gender



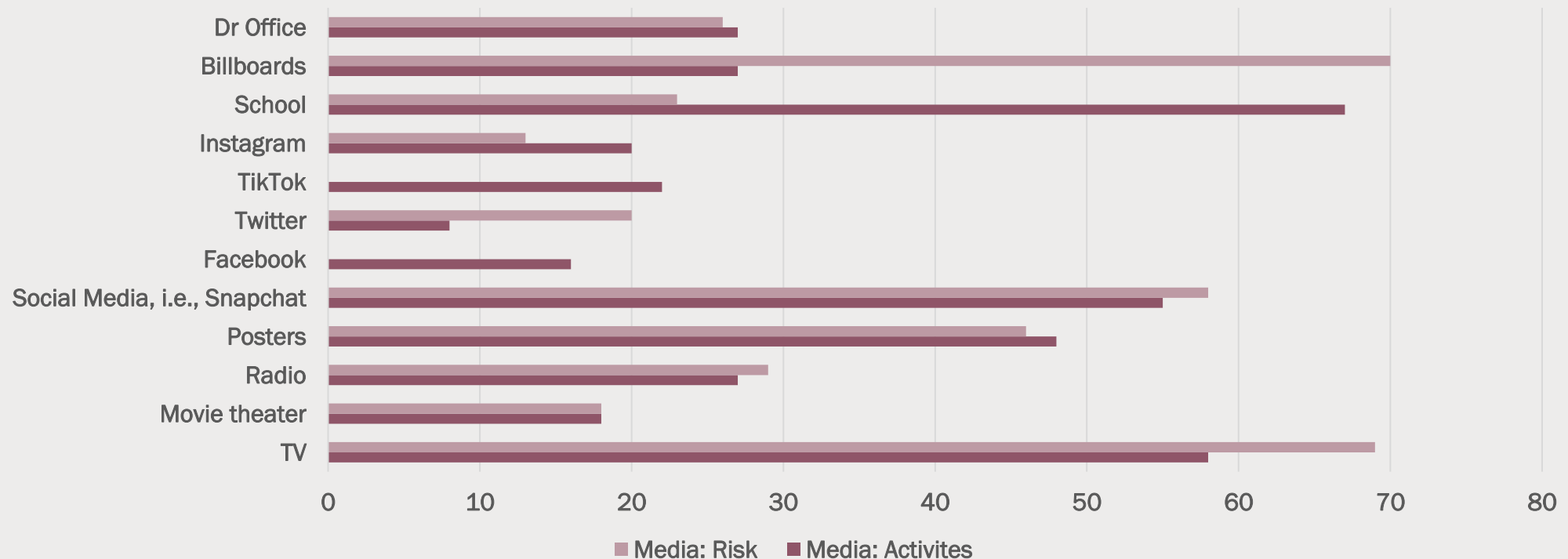
Perception Profile: Have You Heard about Risks of Substance Mis-Use? (90% Yes) Where?

Media where Youth Get *Risk* Message, by Percent

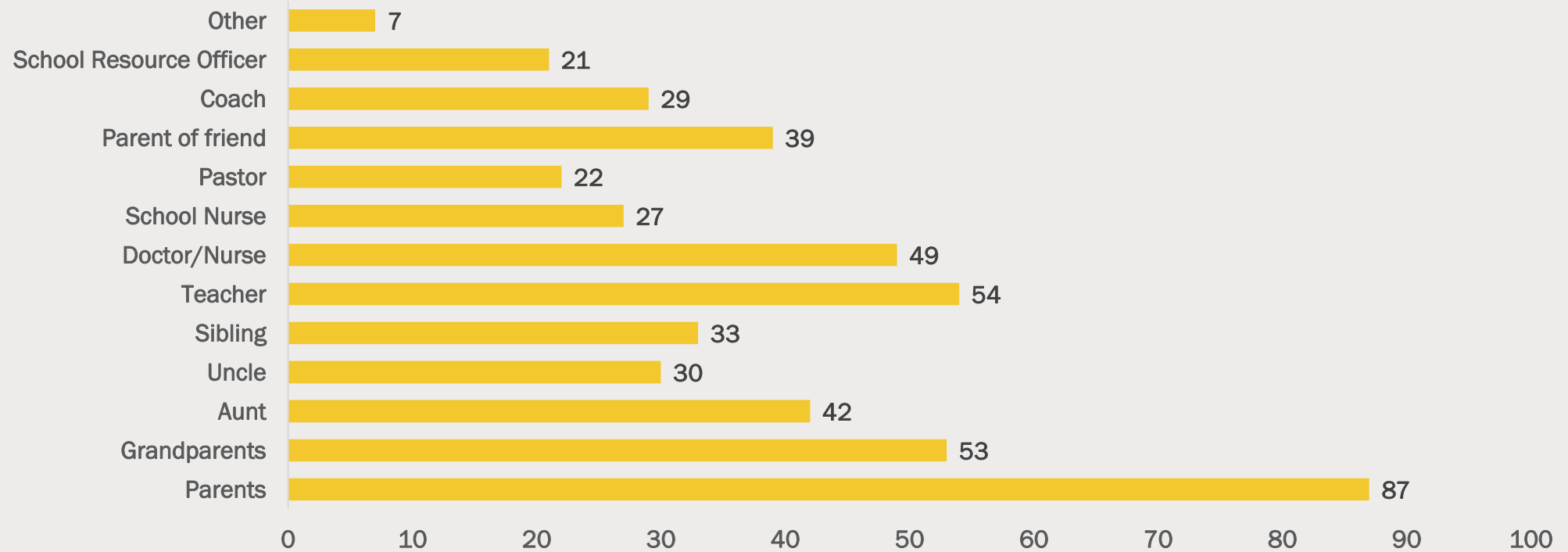


Perception Profile: Heard Messages to Get Involved in Extracurricular Activities? Where?

Comparison of Media Perception Profiles: Risk Question vs Activities Question



Trust Profile: Who Gives You Good Information?

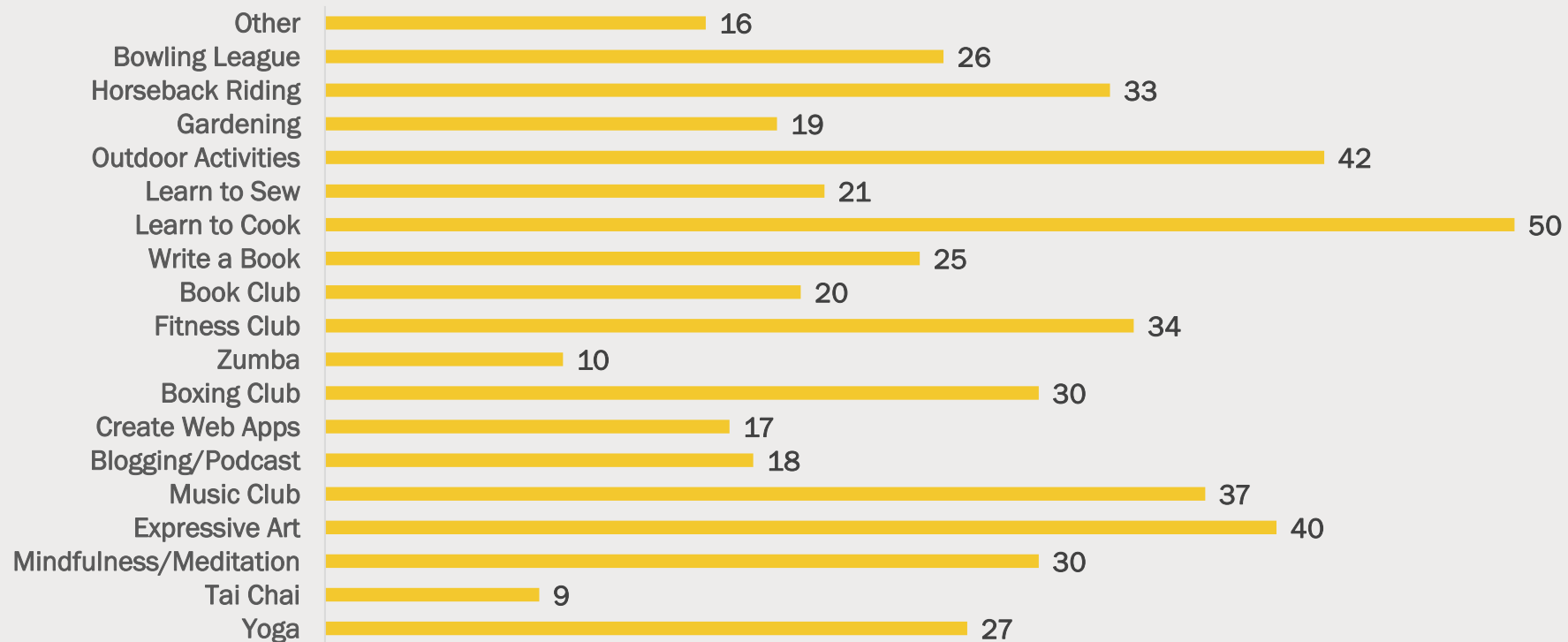


Does Participation in Activities Lead to Less Substance Mis-Use?

- 28% Very Likely, 51% Likely, 11% Unlikely, 4% Very Unlikely, 4% Not at All
- Nearly 20% Do NOT Believe Activities Make a Difference
 - *White, Female, Elementary Students Slightly Higher—Not Significant*

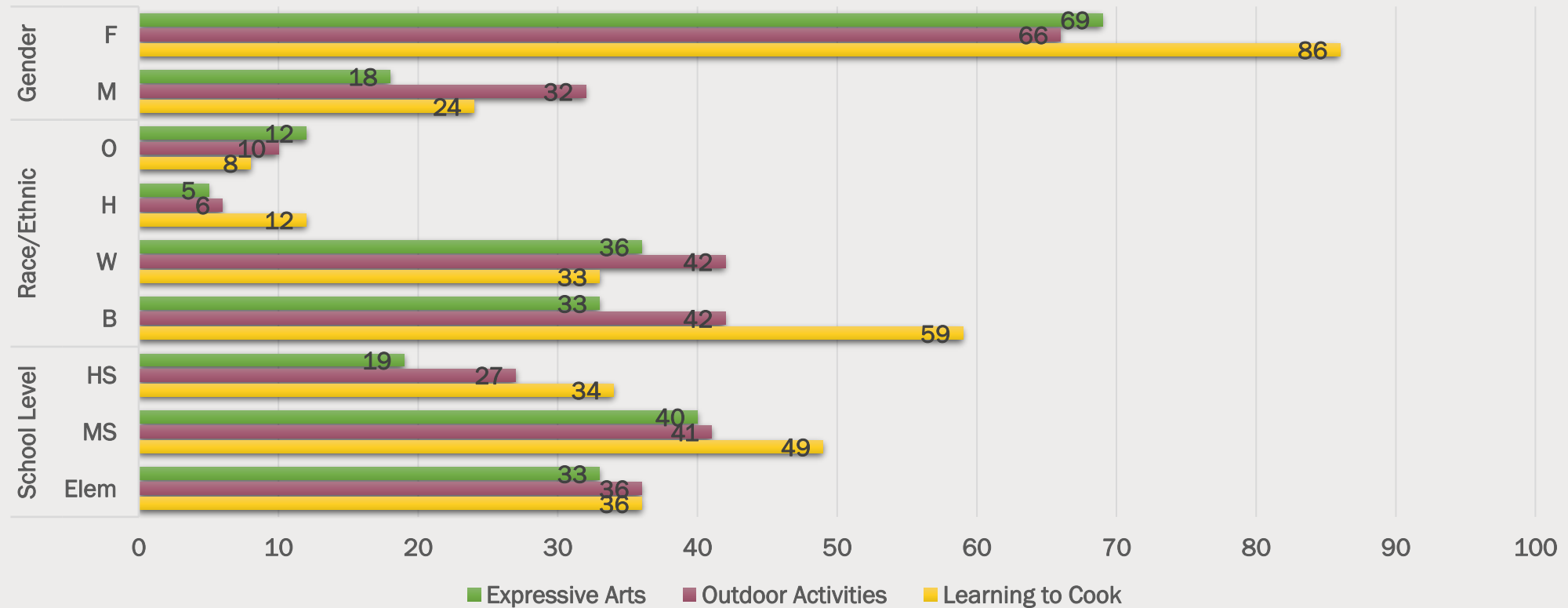
What Activities Would You Participate in After School?

Preferred Activities from List by Percent



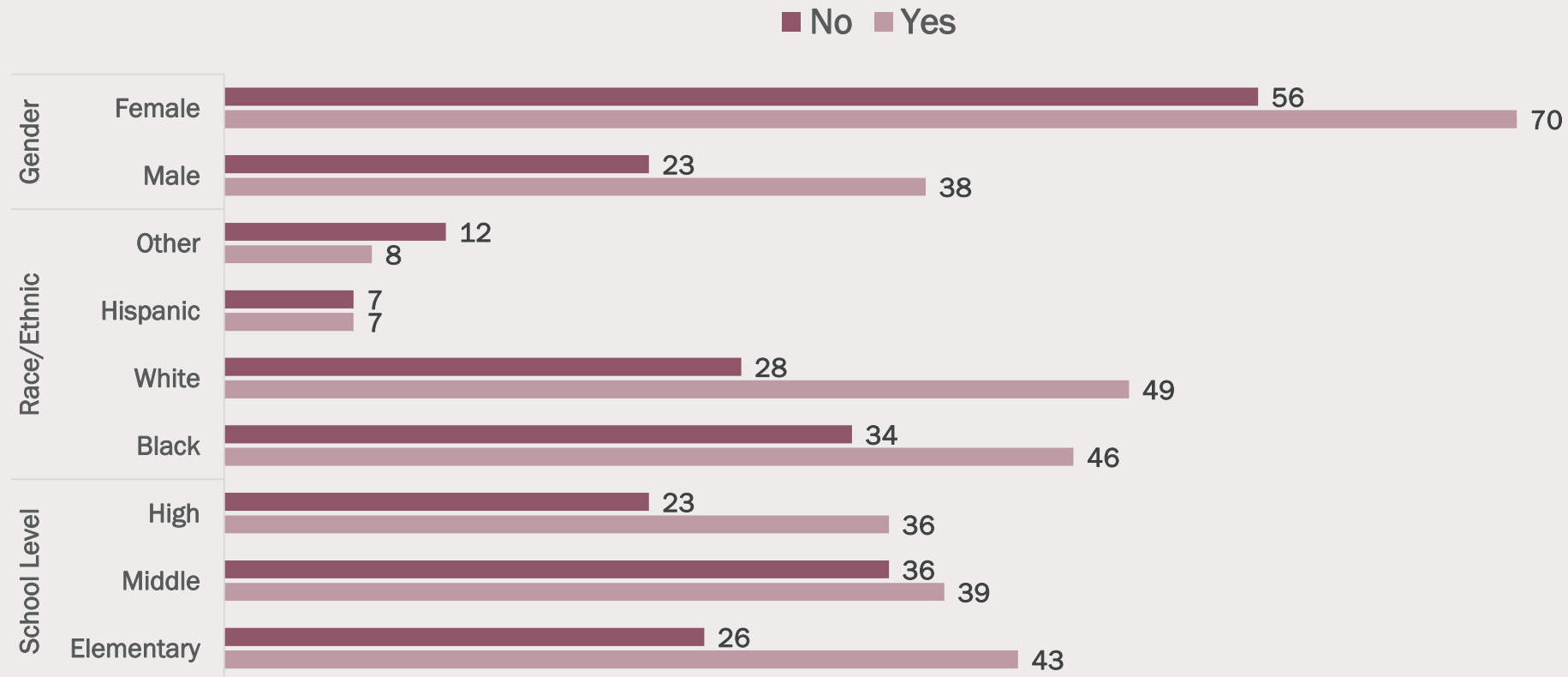
Who Responded to Top Three Activities?

Number Responding to Top Three Activities by School Level, Race/Ethnic, and Gender



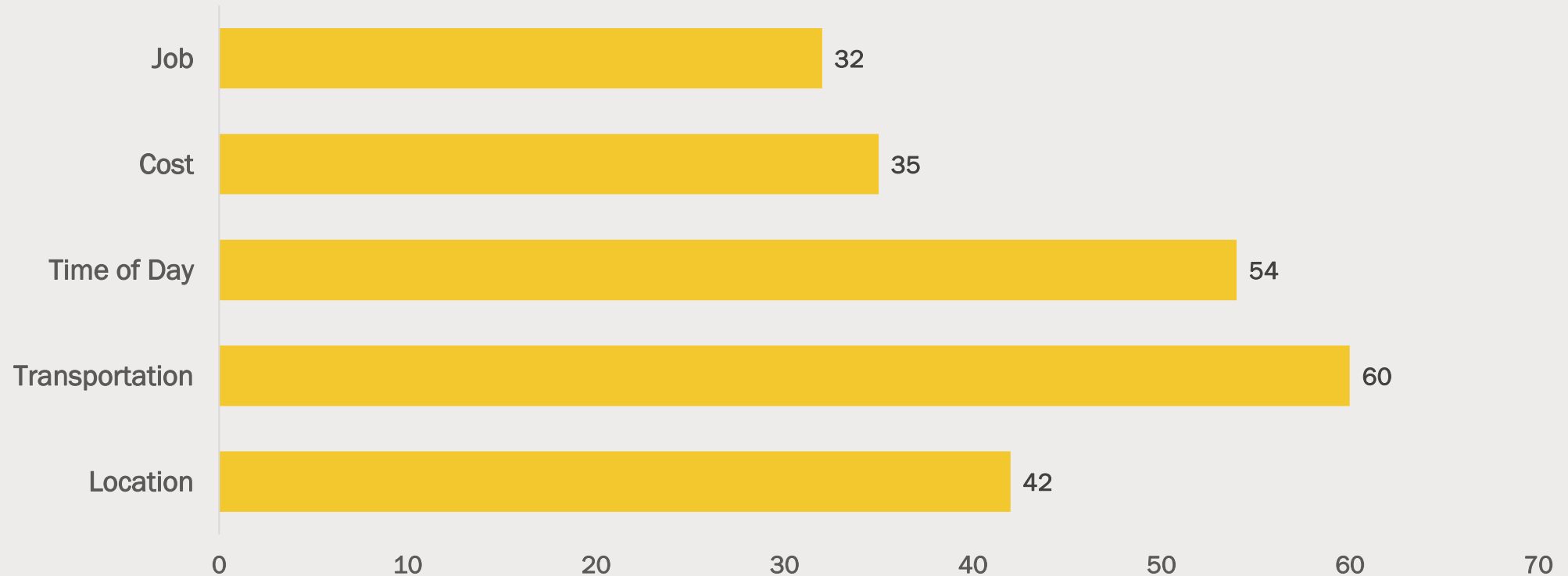
Is There Enough Opportunity to Take Part in These Activities?

Number of No/Yes Responses, by School Level, Race/Ethnic, and Gender

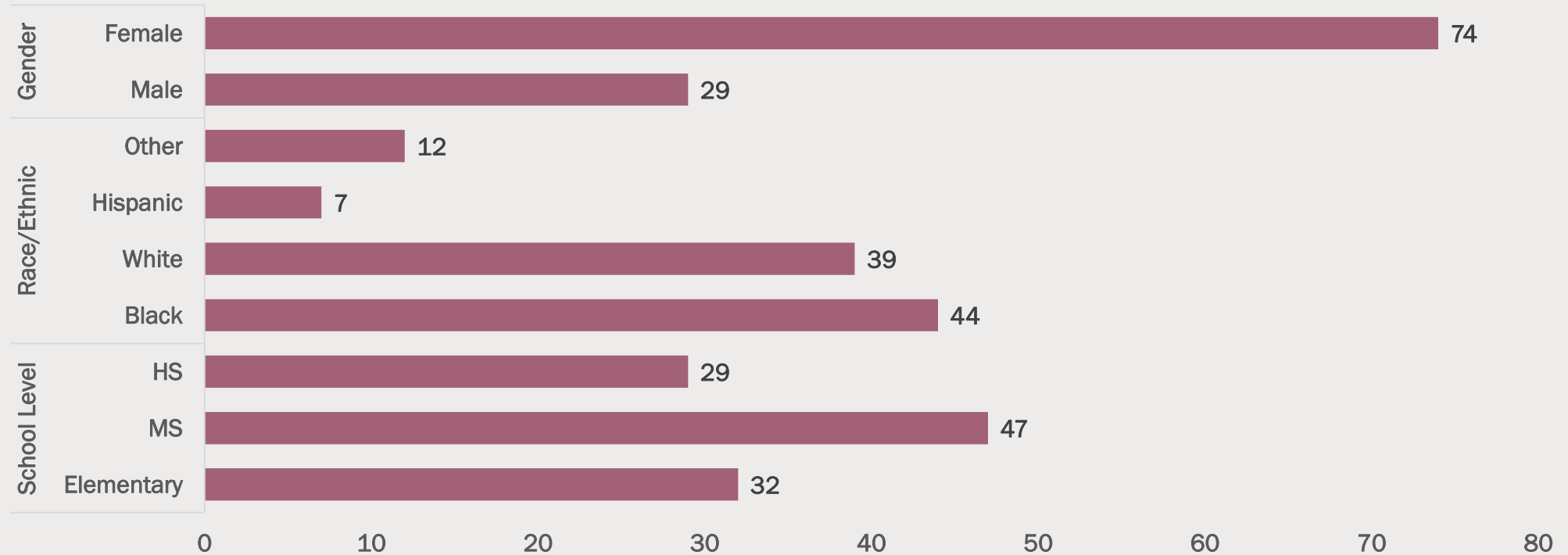


What Are Barriers to Participating in These Activities?

Perceived Barriers to Participation in Activities by Percent



Number Citing Transportation, by Gender, Race/Ethnic Group, School Level



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