

REGION: G
SUBMITTED BY:

Region G, The Monadnock Region has focused on organizing, mobilizing, and building the community capacity of the region to plan and implement multiple environmental and universal direct approaches. These approaches include, a social norms campaign for youth and parents, media campaign, school and community initiatives (including All Stars and Guiding Good Choices), a workplace collaborative with support for policy, programming and social norming, enforcement (buyer's beware, social host liability, party patrols), training for the region to enhance capacity and the opportunity to create an infrastructure for regional networking that will become part of a larger public health initiative.

RISKS & PROTECTIVE			
GOALS	FACTORS	CONTRIBUTING FACTORS	FOCUS POPULATIONS
A Prevent the onset of alcohol use, & increase the age & proportion of 12-20 yr. olds who remain alcohol free by increasing parent, peer & community disapproval of underage/binge drinking	A1. Social Norms A2. Low Perception of Risk A3. Enforcement	A1a. Communities & Family view alcohol as a "rite of passage" A1b. Parents, adult role models and peers are influential in decision making and choices in regards to drinking. A2&A3a. Perception of risk & consequences for use is low.	Monadnock Communities Underage Youth (12 - 17 years) Underage Young Adults (18-20) Monadnock Law Enforcement & Judicial Parents/Guardians
B Reduce alcohol consumption & the proportion of 12-25 years olds engaging in binge-drinking & increase the number of 12-25 who perceive great risk associated with alcohol consumption.	B1. Social Access/Availability B2. Low Perception of Risk B3. Enforcement B4. Social Norms	B1a. Alcohol easily accessible through friends & family to underage youth and young adults B2a & B3a. Youth/Parent/Community lack of knowledge of the risks & consequences associated with underage alcohol purchase & use in our communities. B2b & B3b. Youth & young adults perceive minimal risk of harm to themselves or others. B2c. Youth & young adults perceive it is okay to drink too much even though they may have experienced "harm" from drinking in the past. B2d. Young & young adults believe it is okay to drink too much if they have a designated driver. B3c. Youth, young adults, communities & parents/guardians perceive minimal health & legal consequences associated with alcohol use/inconsistent policy enforcement B4A. Binge drinking identified as part of growing up. B4b. Binge drinking is an accepted behavior among young adults in our communities.	Underage Youth & Young Adults (12-20) Young Adults & College Students (21-25) Monadnock Region Adults /Parents /Guardians Monadnock Law Enforcement & Judicial
NEW C Reduce proportion of adolescents reporting previous 30 day use of marijuana & the number of 12-25 year olds illegally using marijuana & increase the proportion of youth & young adults 12-25 who perceive great risk associated with marijuana use.	C1. Social Norms C2. Low Perception of Risk C3. Enforcement C4. Social Access/Availability	C1a. Community demonstrations promote marijuana use as a health, norm, accepted behavior. C1b. Parents modeling use, or accepting use because "I did it & I am okay." C1c. US movement of legalize and decriminalize. C2 & 3a. Youth, young adults, communities & parents/guardians perceive minimal health & legal consequences associated with marijuana use. C3a. Accessible through distributors, peers & family, with minimal consequences for distribution/low enforcement C4a. Youth/parent/community lack of knowledge of the risks & consequences associated with marijuana use in our communities. C4b. Community leaders & government actively lobbying for decriminalization/legalization	Youth & Young Adults (12-25) College Students (18-25) Parents/Guardians Adults/Community Enforcement Health Care Providers Government College Campuses/Schools

Region G
Submitted by:
Page 2 of 4

<p>NEW D Reverse the rising trend of illegal prescription drug use among 12-25 year olds & reduce the number of 12-25 year olds overusing &/or abusing prescriptive drugs.</p>	<p>D1. Social Norms D2. Low Perception of Risk D3. Enforcement D4. Social Access/Availability</p>	<p>D1a. Over prescribing magic pill for everything that could be wrong with you-given legally. D1b. Multi-generational acceptability for usage. B2a. Youth/parent/community lack of knowledge of the risks & consequences associated with prescription use in our communities - "My doctor prescribed so it must be okay." D3a. Accessible through distributors, peers, health care provider & family, with minimal to no consequences for distribution/low enforcement. D4a, D1c, D3b. Community leaders & government model inability to monitor, enforce or dispose of prescription drugs. D4b. Made available through medicine cabinets & storage of unused prescriptions.</p>	<p>Youth & Young Adults (12-25) College Students (18-25) Parents/Guardians Adults/Community Enforcement Health Care Providers Government College Campuses/Schools</p>
<p>Alcohol Data: 48.1% of high school youth in the Monadnock Region report past 30-day alcohol use. 33.1% of high school youth in the Monadnock Region report binge drinking in the past 30 days. Alcohol use doubles across high school years: twice as many 12th graders as 9th graders endorse alcohol use. Source: NH Youth Risk Survey (2007)</p> <p>51% of 18-25 year olds in NH report binge drinking in the past month. Source: National Survey on Drug Use & Health (2005-2006). 26.4% of 18-24 year olds in NH report binge drinking in the past month. Source: Behavioral Risk Factor Surveillance System (2007).</p> <p>72% of Monadnock young adults consume 1 or more drinks on a monthly basis. 62.8% of Monadnock young adults binge drink at parties &/or social events. Source: Young Adult Survey (2009).</p>	<p>Alcohol Data: Alcohol normalized. 83% of parents state advertising influences child's decision to drink. Source: Town Hall Meetings (2008) Keene Sentinel (Sept.-Nov. 2009). 25-33% of youth believe there is risk of harming oneself physically or in other ways if they drink one to two drinks daily. Source: Youth Risk Behavior Survey (2007).</p> <p>50% more females than males rated any alcohol use as "at great risk of harming oneself." Sex differences in rates of use did not parallel sex differences in estimates of risk. 85% of young adults stated that getting drunk "is okay" (though 65% stipulated that it shouldn't interfere with work or other responsibilities. Source: Young Adult Survey (2008-9).</p> <p>30% of parents we surveyed regard underage alcohol use as "just part of growing up." Source: Parent Norms Survey (2008-9).</p>	<p>Community Process: The Monadnock Region collected 121 one-on-one interviews, 32 Community Readiness Interviews, 19 communities' law enforcement data, 30 environmental scans & focus groups with over 90 participants (including youth). Additionally over 140 youth norm surveys, 200 parent surveys, & 275 young adult surveys have been collected. The National College Health Assessment (2006-08) Keene State College data is incorporated. National & other local & state data also has been provided for all decision making processes. In 2008 area stakeholders (87 people) participated in prioritizing & selecting the social norms, social access & enforcement risk & protective factors. In 2009 over 90 people participated via live session & email in prioritizing regional needs & added marijuana & prescription drugs as well as the risk factor of low perception of risk. The contributing factors above identified through the survey's completed in 2008.</p>	

Alcohol Data Continued

<p>30% of young adults party more than one night a week. 72% of young adults reported beginning drinking before age 18. 1 in 5 young adults have missed work, more than half have "done something I later regretted," & 1 in 5 have been injured as a direct result of drinking or other drug use.Source: Young Adult Survey (2008), National College Health Assessment (2006) Keene State College</p>	<p>40% of youth surveyed believe that alcohol use is "just part of growing up" & the same proportion believes that underage drinking is okay "if it doesn't interfere with schoolwork or other responsibilities." 25% of youth surveyed stated that they were concerned about drinking in their communities.Source: Youth Norm Survey (2008). 96% of parents & 88% of young adults believe parents have influence on their decision to drink.Source: Parent Norms Survey (2008-9), Young Adult Survey (2008-9).</p>	
<p>83% of parents & 81% of young adults believe that it is easy for underage people to get alcohol. Source: Parents Norms Survey (2008-9), Young Adult Survey (2008-9)</p> <p>Half of inmates assessed at Cheshire County Corrections since 2001 met criteria for alcohol abuse or dependence; over 28% of out & inpatient admissions at Phoenix House cite alcohol as drug of choice, & 39% cite as secondary choiceSource: Cheshire County Dept. of Corrections, Phoenix House.</p> <p>76% of youth & young adults think it unlikely that someone under 21 would get arrested if they drank alcohol.Source: Youth Norm & Young Adult Surveys (2008).</p> <p>Marijuana & Prescription Drugs Data:48.6 of MATI participants cite marijuana as drug of choice as compared to 28% who choose alcohol. Marijuana ranks #1 as the drug of choice for adolescents participating in outpatient programs at Phoenix House. Source: Phoenix House Survey (2008).</p> <p>29.3% of high school youth in the Monadnock Region report marijuana use in the past 30 days. Source: NH Youth Risk Behavior Survey (2007).</p>	<p>Marijuana & Prescription Drugs Data: Marijuana openly promoted in community & decriminalization/legalization is supported by local government & other community leadersSource: Town Hall Meetings (2008), Keene Sentinel (Sept.-Nov. 2009).</p> <p>1 in 5 young adults have missed work, more than half have "done something I later regretted," & 1 in 5 have been injured as a direct result of drinking or other drug use.Source: Young Adult Survey (2008), National College Health Assessment (2006), Keene State College.</p>	

Marijuana & Prescription Drugs
continued

Alcohol Data continued

<p>Nationwide admissions to treatment increased for marijuana, alcohol decreased (alcohol remains primary drug of abuse)Source: Treatment Episode Data Set (2009).</p> <p>36% of respondents cited the need for adolescent substance abuse treatment, an increase from 28% (2003). Source: Southwestern Community Services/Monadnock United Way Community Assessment (2007).</p> <p>NH spends 30% of their budget on substance abuse & addiction. Source: National Center on Addiction & Substance Abuse at Columbia University; New York, NY, (2009).</p> <p>36% of local college young adults report using marijuana in the past 30 days. 28% of young adults report using prescription drugs illicitlySource: National College Health Assessment (2006) Keene State College.</p> <p>Marijuana use is most common among young adults aged 18-25 (more than 16% have used marijuana in the last month). Source: National Survey on Drug Use & Health (2007).</p> <p>30.2 % of college students nationwide have used marijuana in the past yearSource: Center for Disease Control (2007).</p> <p>89% of inmates at Cheshire Correction crimes were directly or indirectly attributable to substance use/abuse. Source: Cheshire County Corrections.</p> <p>The # of teen & young adult (12-25) new abusers of prescription painkillers oxycodone or hydrocodone grown five-foldSource: 2001 National Household Survey on Drug Abuse, <i>National Institute on Drug Abuse.</i></p>	<p>Law Enforcement seeing an increase in number of offenses. Source: 19 Monadnock Region Police Depts.</p> <p>96% of parents & 88% of young adults believe parents have influence on decision to useSource: Parents Norms Survey (2008-9), Young Adult Survey ((2008-9).</p> <p>Nationwide 39% of 8th graders & 67% of 10th graders reported marijuana as being accessible. This compares to 84% for seniors. Perception Risk/Disapproval by youth of marijuana use down in '08 for 1st time since '90.</p> <p>Young people less concerned about dangers of using prescriptions drugs outside of medical regimen, because widely used for legitimate purposes.</p> <p>Prescription drugs advertised direct to the consumer, implies widespread use & easily available.</p> <p>Over 800,000 websites will provide prescription meds to the consumer.</p> <p>Low level of perceived risk for sedatives & amphetamines among 12th graders.</p> <p>Psychotherapeutic drugs now make up larger part of the nation's overall drug problem than 10 years ago, use has increased over that periodSource: Monitoring the Future (2008).</p>	
---	---	--