

InfoBrief

East Haven Partnership to Reduce Youth Drinking

The Connection, Inc. Prevention Services

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S U M M A R Y O F O U R A C C O M P L I S H M E N T S

OUR MISSION

To create a community partnership to reduce youth drinking and substance abuse in the Town of East Haven through education, awareness and prevention.

The main **Risk Factors** we addressed over the past two years are:

1) Retail Availability, 2) Low Perception of Harm, and 3) Family Norms.

Our **Overall Goal** is to reduce underage drinking in East Haven.

COMPARISONS OF SUBSTANCE USE TRENDS IN 2011 & 2013 EAST HAVEN DATA

Trends in 30-day Use Rates

✓ Improved! ✗ Not Improved

Grade	8		10		12	
	2011	2013	2011	2013	2011	2013
Cigarettes	7.6%	4.4% ✓	16.0%	8.5% ✓	16.0%	10.2% ✓
Alcohol	16.2%	3.4% ✓	42.9%	8.5% ✓	44.6%	20.4% ✓
Marijuana	8.3%	5.4% ✓	14.4%	10.2% ✓	23.9%	20.4% ✓

Trends in Parent-Perceived Risk of Harm (% very wrong)

Grade	8		10		12	
	2011	2013	2011	2013	2011	2013
Cigarettes*	75.9%	82.4% ✓	70.4%	76.3% ✓	64.9%	66.7% ✓
Alcohol	60.1%	68.1% ✓	50.0%	66.1% ✓	30.4%	46.9% ✓
Marijuana**	87.1%	85.3% ✓	71.8%	76.3% ✓	62.7%	63.3% ✓

*2011: to smoke cigarettes, 2013 smoke tobacco **2011: use marijuana regularly, 2013 smoke marijuana

Trends in Youth-Perceived Risk of Harm (% great risk)

Grade	8		10		12	
	2011	2013	2011	2013	2011	2013
Cigarettes	58.5%	68.0% ✓	65.4%	57.6% ✗	55.1%	67.3% ✓
Alcohol	30.4%	22.4% ✗	26.6%	30.5% ✓	29.6%	34.7% ✓
Marijuana	57.1%	49.0% ✗	30.8%	40.7% ✓	29.1%	35.4% ✓

Reverse the trend: Other communities throughout the nation are also seeing a decrease in youth-perceived risk of harm. EH PRYD proposes that a concentrated effort to educate both parents and youth, at a younger age than previously targeted, will improve overall perception-of-harm rates — giving East Haven's families the support they need to succeed!

Funded through a grant from Department of Mental Health and Addiction Services

OUR CHALLENGES

2011 SERAC School Survey Results

ALCOHOL

- ▶ East Haven youth report first using alcohol at the **age of 10**.
- ▶ East Haven youth who drink reported they obtain alcohol from **friends** or at parties, more often without adults present.
- ▶ **59%** of EH Youth who drink alcohol report having 4 or more drinks in a single occasion at least once.
- ▶ **20%** of EH Youth who drink alcohol report having 4 or more in a single occasion in the past 30 days.
- ▶ **45%** of East Haven 12th graders report using alcohol in the past 30 days

MARIJUANA

- ▶ **15%** of youth report having used marijuana in their lifetime.
- ▶ **7%** of youth report having used marijuana in the past 30 days.

ALCOHOL, TOBACCO, OR OTHER DRUGS (ATOD)

- ▶ Perceived peer approval of alcohol, tobacco, or other drugs (ATOD) use are all lower than perceived parental disapproval.
- ▶ **18%–24%** of EH youth report very easy for them to get alcohol, cigarettes or marijuana if they wanted to.

ABOUT EAST HAVEN

- ▶ 12 square miles; Population: **29,151**[†]
- ▶ East Haven High School Population: **904**^{††}
- ▶ Joseph Melillo Middle School: **573**^{††}
- ▶ East Haven Academy: **130**^{††}

[†]CERC 2011 www.cerc.com ^{††}Strategic School Profile 2011

In the Back To School edition of the East Haven Courier, Aug. 2012:

- EH PRYD reached 12,000 families and community members through a Community Report which compiled data results from the Student Surveys conducted in 2011.
- The survey data revealed critical information for parents and other adults on the range of student behaviors, perceptions regarding alcohol, DUI, tobacco, other drugs, sexual behavior, commitment to school, perception of harm and involvement in pro-social activities.
- The Community Report also provided parents with an action guide for good parenting; The Nine Facets of Parental Engagement can empower children to make good choices—sensible, healthy choices — throughout their teen years.



The Connection

Community-based Services, Advocacy
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