

# IT'S WORTH IT.

## A Guilford D.A.Y. Initiative

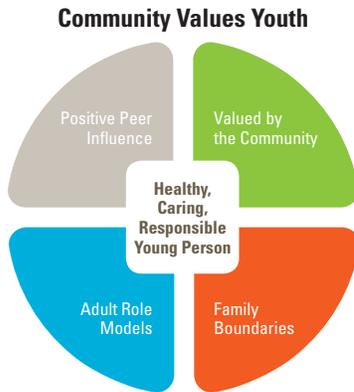
(Developmental Assets for Youth)

### Building a stronger community begins with supporting our youth.

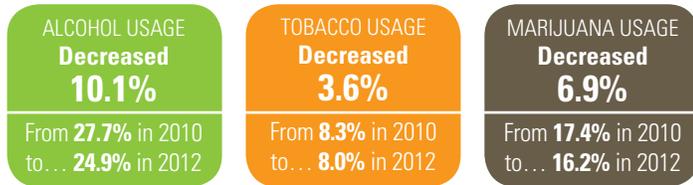
Give them a voice at the table. Trust their intentions. Open your mind.

**Remember, their future shapes our future.**

**Guilford D.A.Y. is** bringing the community together to build a healthier environment for Guilford youth. By demonstrating that the community values its youth, reinforcing the importance of family boundaries, encouraging adult role models and applauding positive peer influence, Guilford D.A.Y. and its supporters will help Guilford youth make positive choices, ultimately reducing drug and alcohol use.



### OUR ACCOMPLISHMENTS: Over a 30 day period – all grades 7-12



### Summary of Assets (%)

	2010	2012	CHANGE
Family Support	76	78	+2.6
Positive Family Communication	33	36	+9.1
Community Values Youth	21	28	+33.3
Family Boundaries	43	45	+4.7
School Boundaries	51	58	+13.7
Adult Role Models	30	38	+26.7
Positive Peer Influence	67	75	+11.9
Youth Programs	73	76	+4.1
Youth as Resources	26	34	+30.8

## INFOBRIEF

To reach Guilford D.A.Y. via email:  
**info@itsworthitguilford.org**  
 www.itsworthitguilford.org

Guilford Youth & Family Services  
 36 Graves Ave, Guilford, CT 06437  
 203.453.8047

### ABOUT GUILFORD:

- Five miles in width and 12 miles in length – 49.7 square miles
- Population: 22,375\*
- School Enrollment: 3,734\*
- Guilford High School, Elisabeth C. Adams Middle School, Abraham Baldwin Middle School, A.W. Cox School, Calvin Leete School, Guilford Lakes School, Melissa Jones School

### What are the reasons the problem exists (risk factors)?

During the community data review process, the Coalition identified two underage drinking risk factors that were most problematic in Guilford: Family Norms and Peer Norms. In addition, Retail Availability was also identified in the Guilford community, the coalition decided to assess the risk factor to determine if it is a risk factor concern.

\* CERC 2011 www.cerc.com  
 \*\* Strategic School Profile 2011

### OUR PLAN:

- In 2009 and 2012, D.A.Y. surveyed Guilford youth grades 7-12 for the first time to gather their perspectives of the community
- D.A.Y. received a \$625,000 federal drug-free communities grant to be utilized for youth substance use prevention
- D.A.Y. engages community members in proven strategies that prevent the use of substances
- Positive coaching workshops – Workshops for anyone who coaches Guilford youth – held in conjunction with Positive Coaching Alliance
- Alcohol compliance checks with the Guilford Police Department

### 2010 VS 2012 Attitudes and Behavior Survey

Percentage of youth using once or more in a 30 day period (%)

	ALCOHOL		TOBACCO		MARIJUANA	
	2010	2012	2010	2012	2010	2012
7th Graders	7.0	2.8	1.9	1.0	1.5	2.1
8th Graders	10.8	6.3	2.5	1.8	5.5	3.3
9th Graders	20.6	19.6	4.7	6.7	8.7	11.5
10th Graders	39.9	34.9	10.0	9.9	26.9	19.9
11th Graders	43.2	36.2	13.0	11.8	28.8	24.7
12th Graders	50.0	53.6	19.9	18.3	37.0	37.7

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