

HAMDEN CARES

Positive Choices Campaign | INFO Brief

Summary of Results: The First Three Years

About Our Coalition

The Hamden Youth Advisory Council (HYAC) is a collaboration of Hamden parents, youth, state and local agencies, civic groups, and organizations whose mission is to foster opportunities for all Hamden youth and their families.

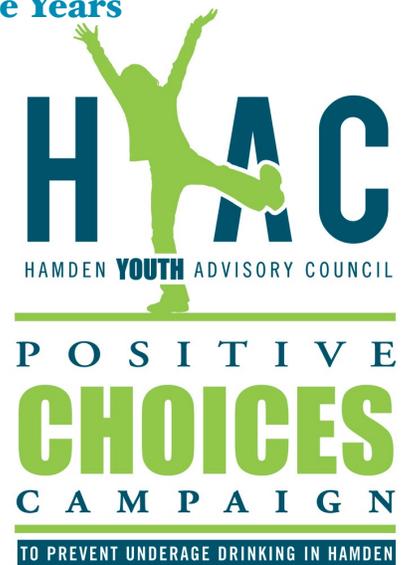
The Hamden Positive Choices Coalition (HPCC) is comprised of HYAC members and other community leaders and serves as Hamden's Coalition to prevent underage drinking.

About Our Campaign

The goal of the **Positive Choices Campaign** is to **prevent underage drinking in Hamden and to encourage youth to make POSITIVE CHOICES to live a lifestyle free from the influence of alcohol and drugs.**

The focus of the campaign is to educate youth about the consequences of drinking and drug use and to educate parents about how to talk to their teen about these issues.

Since 2010, members from the Hamden Positive Choices Coalition (HPCC) have engaged Hamden parents and youth in a *Positive Choices Campaign* to reduce underage drinking and substance use for students attending Hamden Middle School and Hamden High School. The *Positive Choices* campaign addresses issues stemming from social access to alcohol for minors.



The long-term goal of the project is to reduce the number of 9th - 12th graders that report having used alcohol in the past 30 days.

The project involves two media advocacy campaigns: one for Hamden parents and one for Hamden youth.

- The youth campaign was led by Hamden youth and involved providing Hamden students in grades 7th through 12th with information about the risks and consequences of underage drinking and substance use.
- The parent campaign focused on educating parents about Connecticut Social Host Laws and the importance of talking with their teen about underage drinking and substance use.
- Parents and youth were surveyed at the beginning of the campaign and two years after program implementation to learn the extent to which the campaign was able to educate them about the consequences of underage drinking and substance use.

Highlights of HPCC Accomplishments

Significant accomplishments in Hamden include:

- Reduction of underage drinking among middle and high school students;
- Increased parent awareness of CT Social Host Laws and risk from youth substance use;
- Increased communication between parents and children about the harmful effects of alcohol and drug use;
- Increased number of Hamden high school youth leading local prevention activities;
- Expanded Coalition membership and involvement.

HPCC Next Steps

The HPCC continues to build our social messaging campaign and to cultivate local partnerships. The Coalition continues to strengthen relationships with community leaders and is building support for our future plans. We are pursuing additional resources to expand our efforts including funding and resources from the United Way, local banks, and local private funders. In addition, we recently submitted a Drug Free Community application to support hiring a full-time HPCC coordinator.



Hamden High School Students Against Destructive Decisions (SADD) Members

Student Demographics	2011 Results	2013 Results	2010/11 School Profile
Asian	4%	4%	7%
Black	25%	24%	31%
Hispanic	10%	11%	15%
White	39%	41%	44%
More than one above	16%	15%	2%
Student Survey Item*	2011 Results	2013 Results	Improved Outcome
Past 30 day alcohol use	33%	29%	YES
Past month binge alcohol use	22%	16%	YES
Past year attended a party where minors were drinking	49%	46%	YES
Parent Survey Item	2012 Results	2014 Results	Improved Outcome
Reported seeing underage drinking prevention messages in Hamden	19%	70%	YES
Recently talked with child about underage drinking	85%	88%	YES
Recently talked with child about attending parties where alcohol is served to minors	66%	67%	YES

*The student survey results provided are based on responses from Hamden Middle School and High School students from the Search Institute *Profile of Attitudes and Behaviors Survey*.