



INFO BRIEF

Putnam Pride’s Best Practices-Strategic Prevention Framework Results

PRIDE (Partnership to Reduce the Influence of Drugs for Everyone), is an organization dedicated to preventing drug and alcohol abuse among Putnam’s 2000+ youth and the five schools that serve them. PRIDE works with all sectors of the community- healthcare professionals, schools, town officials, parents, prevention professionals, police, businesses, churches and others. PRIDE has made many significant strides in prevention, thanks to grants like the Best Practices-Strategic Prevention Framework (BP-SPF) grant from Connecticut’s Department of Mental Health and Addiction Services.

Project Goals and Objectives

1. Increase student accuracy of perceptions of student drinking norms.
2. Increase awareness of Connecticut underage drinking laws.
3. Increase parental disapproval of alcohol use.
4. Decrease student alcohol use.
5. Decrease student prescription drug abuse.

Targets

PRIDE’s goals were to increase parental awareness of CT Social Host Law by 5%, and increase parental disapproval of student alcohol use for 9-10th graders by 10% and 5% for 8th graders. PRIDE’s goal was to reduce 30 day use of 8-10th graders by 4%.

Most targets for this project were exceeded. Past month alcohol use dropped for both middle and high school students by at least 4%. Parental disapproval also significantly increased during the same time.

PRIDE also had a social host awareness campaign whose goal was to make parents aware of CT’s social host laws.

By the end of the campaign 100% of parents surveyed were aware of CT’s social host laws!

PRIDE’s two prescription drug initiatives, consisting of “take back” events and a prescription drug lock box in the local police station, were designed to significantly lower prescription drug misuse among adolescents.

PRIDE’s prescription drug initiatives have collected over 1000 pounds of unwanted prescription drugs from local residents!

PRIDE’s social norms campaign was designed to correct inaccuracies students had about their fellow student’s alcohol consumption.

By the end of the campaign, 54% of students believed their peers drank less than once per week (a 6% increase).

Putnam’s BP-SPF	Year 1 Baseline	Year 3 Performance	Improved Outcomes
Performance Targets			
Past 30 day use MS students	17%	2%	✓
Past 30 day use HS students*	30%	26%	✓
Parental disapproval HS students*	77%	87%	✓
Parental disapproval MS students	82%	96%	✓
Source: Putnam school survey 2010, 2012 *For Freshman only			
Social Host Awareness Campaign			
Parental knowledge of CT Social Host Laws		100%	
Parents reached by Social Host Awareness Campaign		81%	
Source: 2013 Social Host Awareness Parent Survey			
Prescription Drug Initiatives			
Pounds of prescription drugs collected		Over 1030	
No. of live Interviews		7	
No. of radio PSAs		540	
No. of promotional materials		Over 7000	
Social Norms Campaign			
Students who believe peers drink < 1 per week			54%
Students who believe peers did not drink in past month			70%