

Report to Maine Center for Disease Control and Prevention



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2017 Parent Survey Report Executive Summary

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EXECUTIVE SUMMARY & ANALYSIS

Executive Summary & Analysis – Parental Attitudes towards Substance Use

- **Acceptability of Consumption:**
 - 88.8% of parents feel that drinking alcohol by their child or teenager is never acceptable
 - 61.8% feel this way about marijuana consumption (a steep decline from the level recorded in 2013 of 80.9%).
 - 97.2% feel this way about prescription drug use by their child or teenager
 - **Correlating with this data, 4 of the 5 potential risks of alcohol consumption tested were rated at least a 4.0 on a 5-point scale. The same was true for 2 out of 6 potential risks of marijuana, and all five potential risks of prescription drugs.**

- **Unaided Reasons to Avoid Consumption:**
 - **Alcohol: (1) Illegal / Against the law, (2) Not healthy, (3) Not mature enough / Too young**
 - **Marijuana: (1) Brain development, (2) Not healthy, (3) Poor decisions / Bad judgment**

- **Most Worrisome Potential Risks for Parents:**
 - **Alcohol: (1) Unwanted / Unprotected sex, (2) Brain development (3) Possibility of drinking and driving and/or trouble with the police**
 - **Marijuana: (1) Brain development, (2) Lose motivation and drive, (3) Possibility of trouble with the police**
 - **Prescription drugs: (1) Could move on to other drugs, (2) Brain development, (3) Possibility of addiction**

Executive Summary & Analysis – Parental Behaviors Regarding Substance Use

- **Parental Behaviors:**
 - **In talking to their children about alcohol use, parents most frequently emphasize (1) It can damage their future, (2) It is illegal, and (3) Never drink and drive.**
 - **The CDC Parent Campaign should continue to emphasize these three key messages in relation to teen alcohol use.**
 - **37.0% of parents believe that their children could access alcohol in the household without their knowing, while 18.4% believe the same for prescription medications.**
 - **64.1% of parents agree that if their child drank alcohol without their permission, they would catch them.**
 - **95.8% agree that they have a strong influence over their teenager’s behavior relating to alcohol use, and that the rules in their family regarding alcohol use are clear.**

Executive Summary & Analysis – Parental Behaviors Regarding Substance Use

- **Parental behaviors to prevent substance use by their child:**
 - **Alcohol: (1) Limit access to alcohol, (2) Enforce household rules regarding alcohol, (3) Talk to the child when they come home.**
 - *Note here that “Communication” was not included as an option for behavior to prevent alcohol use, as it is persistently by far the #1 choice*
 - **The top 3 parental behaviors with regard to teen alcohol use have been consistent themes in the ongoing (SAMHS / CDC) media campaign. These should continue to be reinforced, in addition, of course, to the need for frequent communications with their children.**
 - **Prescription drugs: (1) Do not keep prescription drugs in the house, (2) Communication / Talking to teen, (3) Hide or lock up prescription medications.**
 - **As with the alcohol messaging themes outlined above, these key behavioral messages should also be reinforced.**

Executive Summary & Analysis – Children’s Substance Use Behavior

In the past 30 days, child has consumed ...	<u>2017 Parent Survey Responses</u>	<u>2017 Student Survey Responses*</u>
...more than a few sips of alcohol	5.4%	3.7% - 22.5% <i>(MS)</i> <i>(HS)</i>
...five or more alcoholic beverages on any one occasion	1.1%	1.2% - 8.2% <i>(MS)</i> <i>(HS)</i>
...marijuana	5.3%	3.6% - 19.3% <i>(MS)</i> <i>(HS)</i>
...prescription medication that was not prescribed to them	0.8%	1.5% - 5.9% <i>(MS)</i> <i>(HS)</i>

- **We continue to see a wide disparity between parent (2017) and student (2015) responses** on reported use (high school students) and parent perceptions of use for alcohol, marijuana, and prescription drugs.
 - **This reinforces the need for parents to have continued communication with their teenage children regarding the risks associated with alcohol, marijuana, and prescription drugs (non-prescribed usage).**

*Student data drawn from 2017 Maine Integrated Youth Health Survey

Executive Summary & Analysis – Sources of Information

- **Information sources used and sought out:**
 - **Where information is seen**
 - **The top place that parents have seen or heard information regarding teenage substance use are advertisements on television (28.5%), materials and information from school and school meetings (21.7% combined), and advertisements on the radio (8.7%). In addition, 7.3% report getting information from social media**
 - **A quarter of respondents (26.4%) report that they did not see or hear any information about teenage substance use in the past 12 months.**
 - **Where information would be sought**
 - **By far the most frequent place parents would look for information about teenage substance use is “Google searches” (53.2%). Other top sources of information include “Medical staff or practitioners,” (23.8%), “School staff or materials” (15.2%), or “Health / Alcohol abuse organizations” (11.6%).**
 - **Cumberland PHD parents are most likely to seek information from “Medical staff or practitioners (39.3%) or “Health / Alcohol abuse organizations (17.3%). Despite the fact that they have the highest recall of seeing information about teenage substance use, parents in the Downeast PHD are least likely to seek information from “Health / Alcohol abuse organizations” (6.0%) and second-least likely to seek information from “Medical staff or practitioners” (17.3%).**

Executive Summary & Analysis – Demographic Notes

- **Brain development** is a major concern for parents of both sons and daughters. However, some risks apply disproportionately to parents of children of each gender:
 - **Daughters** – Unwanted or unprotected sexual behavior
 - **Sons** – Motivation, Addiction, Trouble with the police

- In general, younger parents show similar levels of concern about alcohol and marijuana to their older counterparts; however, **younger parents show significantly elevated levels of awareness and concern about prescription drug use.**

- **Attitudes towards different substances vary by socio-economic status (income and education):**
 - **Parents in households with higher SES show higher levels of concern about marijuana and prescription drug misuse.** They also indicate allowing more unsupervised access to alcohol in their homes and greater concerns about potential legal consequences of consuming alcohol, marijuana, and prescription medication.
 - **Parents in households with lower SES show higher levels of concern about underage alcohol consumption and stricter attitudes and behaviors regarding alcohol in the household.**

- **This disparity has also been noted in previous iterations of this report, and offers opportunities for targeted segment messaging.**