

**Pride Survey (6<sup>th</sup>-12<sup>th</sup> Grade) 3 year Comparison Chart**

Core Measures	2007	2008	2009
Age of first use	12.8 yrs.	13.0 yrs.	13.0 yrs.
Perception of Harm	18.4%	23.6%	24.0%
Parent Disapproval	90.8%	89.5%	89.2%

Through examination of qualitative and quantitative data, the Parents Matter Coalition and the Project Director gained much insight into the problem of underage drinking, amongst youth, ages 12-20, in the Pierre/Fort Pierre communities. Main issues surrounding the problems related to underage drinking include lack of attachment and investment in community, family and emotional stressors, availability of alcohol, social norms allowing underage consumption, and low perception of harm both in youth and adults. Other environmental issues revealed through the data findings included:

- **Easy Retail Access-** the increase in the number of alcohol outlets, product placement and the youth and adults perception of easy availability.
- **Social Access-** The number of people/places making alcohol available to youth.
- **Social/Community Norms** –Transition and mobility issues are creating stressors in families, alcohol is used as a coping mechanism and is generally an accepted norm by the communities.
- **Promotion/Pricing of alcohol** – advertisements and other media promoting discounts/specials on alcohol products.
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## Underage Drinking

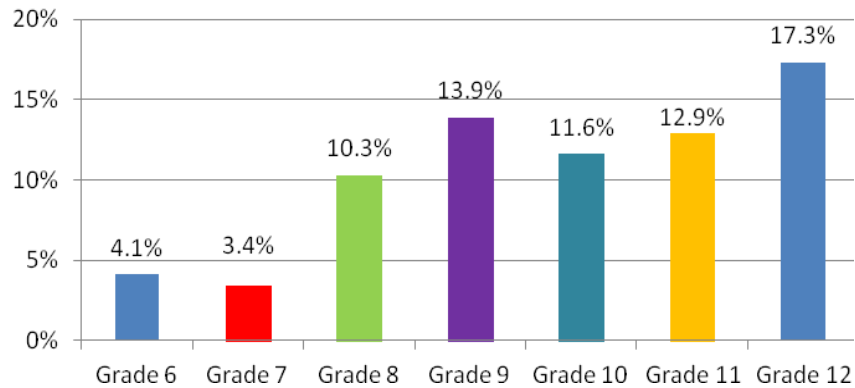
### A Collective Responsibility

- **Alcohol is reported as the #1 preventable cause of death among people under 21 and 3<sup>rd</sup> leading preventable cause of death among adults.**  
<http://faceproject.org/topics/healthcare.html>
- **79,000 deaths attributable to excessive alcohol use each year in U.S.**  
 CDC FACT Sheet: [www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm](http://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm)
- **Annual health care for alcohol related problems: \$22.5 billion dollars a year.**  
<http://faceproject.org/topics/healthcare.html>
- **Total cost of alcohol problems: \$175.9 billion a year in the US.**  
<http://faceproject.org/topics/healthcare.html>
- **Secondhand effects of underage drinking cost every person \$633 dollars each year whether they drink or not. Therefore, it is estimated that the 800,000 people in SD spend \$506.4 million and the 19,760 people in Pierre/Ft. Pierre spend \$12.5 million each year.**  
[www.doe.in.gov/sdfsc/docs/underage\\_drinking\\_prevention\\_action\\_guide\\_planner.pdf](http://www.doe.in.gov/sdfsc/docs/underage_drinking_prevention_action_guide_planner.pdf)  
 "Underage Drinking Prevention (Action Guide and Planner)", 1998
- **For every \$100 SD spent on substance abuse; \$2.92 was spent on Prevention.** (Division of Alcohol and Drug Abuse, Gary R. Leonardson, Ph.D Mt. Plains Research, Nov, 2005)

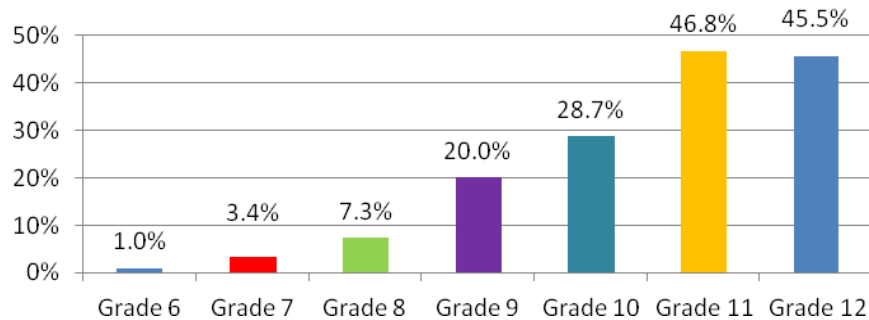
*"Underage Drinking is the number one health problem in our communities"- Proclamation, 2007*  
 Mayors of Pierre/Fort Pierre

Pride survey results from Pierre/Fort Pierre students include information regarding where alcohol is used. Specifically, it should be noted that students reported that they do not use alcohol at school.

### Where do you use alcohol? - "At home" 2010 Pierre/Fort Pierre PRIDE survey data



### Where do you use alcohol? - "At a friends house" 2010 Pierre/Fort Pierre PRIDE survey data



*Community Needs Assessment findings for Parents Matter CSD Coalition  
Funded by the SPF-SIG Grant through the SD Division of Alcohol and Drug Abuse.*

Underage drinking is considered a very serious problem in our communities of Pierre/Fort Pierre. Factors influencing youth decisions to use alcohol included peer pressure, media and marketing.

62.6% of seniors responded they did use alcohol on the weekends. Results revealed that access and availability of alcohol was easy or very easy for youth to get with/without parents knowledge.

Parents Matter is addressing underage drinking among 12-20 year olds. This group of youth is more likely to be at house parties rather than trying to buy alcohol at a bar.

Youth interviewed reported that they relied on an older sibling, a stranger or a parent to purchase alcohol for them.

### How Do We Stack Up To Others

- 57.4% use rate in our Region (6<sup>th</sup> Judicial Circuit Court) is higher than the U.S. rate of 50.8% for youth 12 and older (SEOW Report, 2007).
- 22.9% use rate in our Region was higher than the State rate of 21.8%, or the National rate of 17.2% (NSDUH, 12-17 years of age).
- 24.0% of the 6-12<sup>th</sup> grade students reported that they had used alcohol within the last 30 days. (Pride Survey, 2009)
- SD 9-12 grade use rate is 40.1% as compared to the National rate of 41.8% (Youth Risk Behavior Report, 2009).

### Pride Survey Responses

- 66.6% of Parents/Guardians reported disapproval of youth use of alcohol.
- 62.5% youth responded "never" or "seldom" their parents would punish them for alcohol use.
- 59.7% youth reported "never" or "seldom" did their parents talk to them about substance use.
- 63.8% youth reported "never" or "seldom" had teachers talked about the dangers of using alcohol.

Parents Matter CSD Coalition Mission Statement:

*"To educate, empower and engage parents and the community in educating their children in making responsible choices regarding alcohol, drugs, underage drinking, and healthy living."*