

Parents Who Host, Lose the Most Program Brief FY 2015-16



Livingston COMMUNITY PREVENTION Project
"Supporting community health and wellness"

Logistics:

The Livingston COMMUNITY PREVENTION Project (LCPP) was formed in 2008 to provide substance abuse prevention services throughout Livingston County. Karen Bergbower & Associates, Key Development Center, Inc., LACASA, and Livingston County Catholic Charities are the collaborative partners of LCPP. These agencies work together to implement several prevention programs that have been proven to impact substance use and related problems. LCPP provides an array of prevention services that target all sectors of Livingston County, including parents, schools, and the community. LCPP is focusing on the following CMHPSM priority areas: reducing childhood and underage drinking, reducing prescription and over the counter drug abuse/misuse, and reducing illicit drug use.

LCPP has targeted Livingston County as a whole with special emphasis in the community of Pinckney. The Livingston County Community Alliance (LCCA) and The Pinckney Coalition (TPC)/It Stops with Students (ISWS) work closely with all five school districts as well as local government, law enforcement, and community members.

Priority Area, Primary Problems, and Associated Intervening Variables:

CMHPSM Priority Area 1: Reducing Childhood and Underage Drinking

- a) Primary Problem: Early Addiction, Delinquent/Problem Behavior
- b) Intervening Variables: Lack of Perceived Risk, Peer Pressure, Prosocial Attitudes toward School, Norms that Support Use, Easy Access to Alcohol, Parental Norms, Attitudes, and Knowledge of Underage Drinking

EBI and CSAP Prevention Strategies:

Parents Who Host, Lose the Most: Don't Be a Party to Teenage Drinking (PWHLM) was developed by Drug-Free Action Alliance of Ohio. It is a public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties. PWHLM encourages parents and the entire community to send a unified message that teen alcohol consumption is unhealthy, unsafe, and unacceptable.



PWHLM is implemented locally by Project SUCCESS Counselors and our local coalitions – The Pinckney Coalition/It Stops With Students, and the Livingston County Community Alliance – using the following Center for Substance Abuse Prevention (CSAP) intervention strategies: information dissemination, education, community based process, and environmental. LCPP has been implementing PWHLM in Livingston County since 2009.

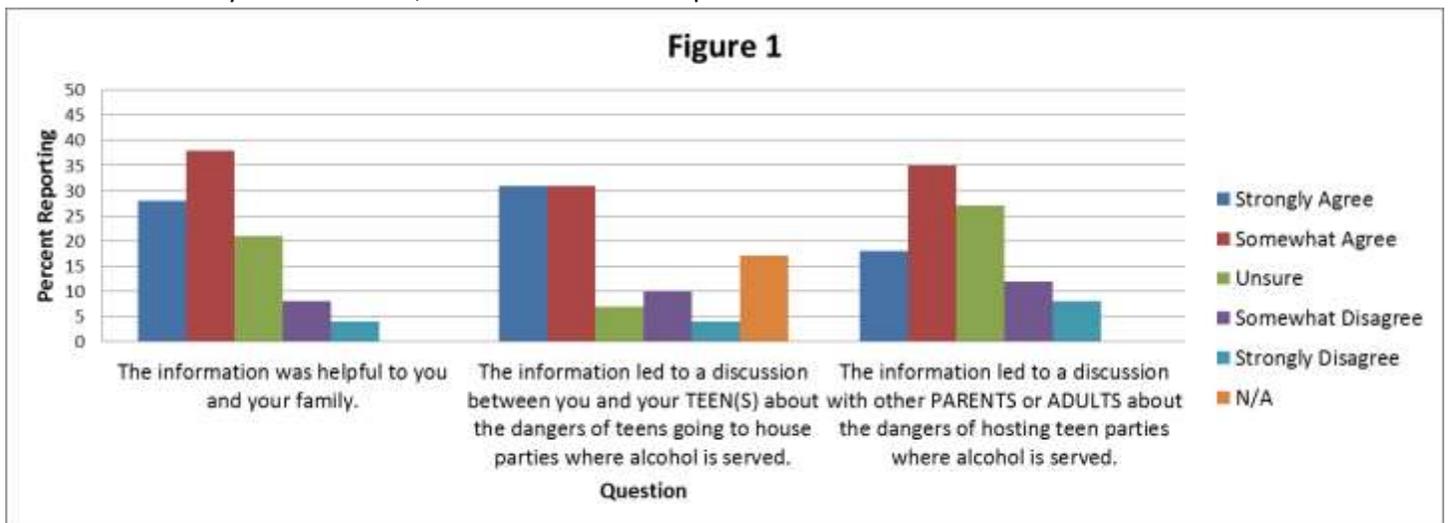
PWHLM is a valuable tool for communities to address environmental factors which contribute to underage drinking. These environmental factors directly relate to the CMHPSM's priority areas and LCPP's primary problems and intervening variables.

- PWHLM strives to create consistent parental and community norms that underage drinking is not only illegal, but is unsafe, unhealthy and unacceptable.
- By increasing parental awareness and understanding of the health, safety and legal consequences of allowing underage drinking, PWHLM reduces the number of parents who allow underage drinking on their premises and property, which decreases underage access to alcohol.
- PWHLM provides clear, consistent messages that are easily communicated by every sector of the community, including parents.
- PWHLM improves enforcement consistency by offering suggestions to help communities improve local enforcement of this and other underage drinking laws. The program also provides many opportunities for law enforcement to partner with other community leaders to communicate clear community standards related to underage drinking.

Outcomes/Results:

In an ongoing effort to evaluate the impact of the PWHLM Campaign in Livingston County, LCPP encouraged adults aged 21 and older to complete an online survey. 482 people completed the online survey during the summer of 2016, an increase of 68% of participants compared to last year. The survey revealed:

- 3 out of 4 adults recalled seeing or hearing about the Parents Who Host, Lose the Most campaign
- 71% of adults thought the Parents Who Host, Lose the Most message was helpful to them and their family (See Figure 1)
- 62% of the respondents reported the information led to a discussion with their teens, an increase in 5% compared to FY 14-15 (See Figure 1)
- 53% of respondents reported that the information led to a discussion with other parents or adults (See Figure 1)
- 97% of the respondents reported that parents cannot give alcohol to their teen's friends who are under the age of 21 under any circumstances, an increase in 5% compared to FY 14-15



PWHLM, combined with other LCPP programming, continues to show its impact on reducing childhood and underage drinking (CMHPSM Priority Area 1) in Livingston County as shown by local data from the Michigan Profile for Healthy Youth (MIPHY) survey:

- In 2016, 72.7% of Livingston County 7th graders reported that regular alcohol use is a moderate or great risk, up from 66.7% reported in 2014.
- An increase in 7th graders reporting that their parents or other adults in their family ever talked with them about what they expected them to do or not to do when it comes to alcohol or other drug use, from 71.2% in 2014, to 74.2% in 2016.
- An increase in the average age of first alcohol use from 10.3 years old in 2014, to 10.6 years old in 2016.
- A decrease in the amount of Livingston County high school students who reported that it is "sort of easy or very easy" to get alcohol, from 65.6% in 2014, to 62.5% in 2016.
- A decrease in the amount of 9th graders who reported drinking recently, the amount who reported drinking at another person's home, from 56.9% in 2014, to 54.8% in 2016

These statistics clearly show the increasing trend in teens' perception of risk, parental disapproval, and the age of first use. It also displays a decrease of the ease of access.

Details of PWHLM, including information on implementation and outcomes, are available online at <https://www.drugfreeactionalliance.org/parents-who-host>.