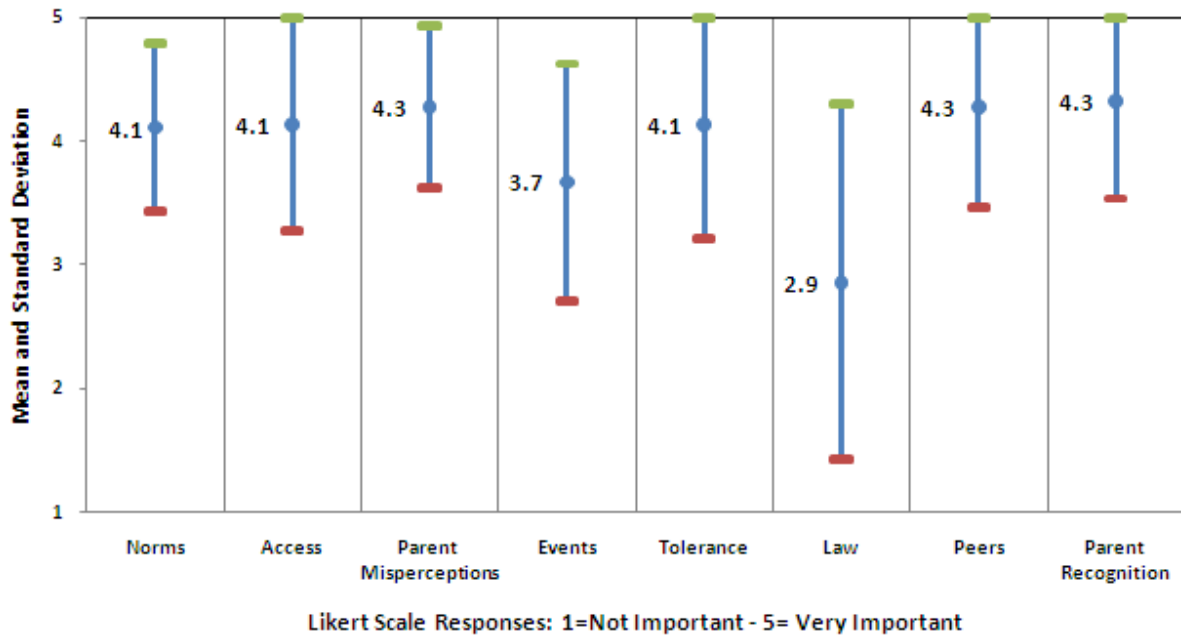


CARES Coalition Survey Outcomes
Survey Date: December 10, 2009
Report Date: January 14, 2010

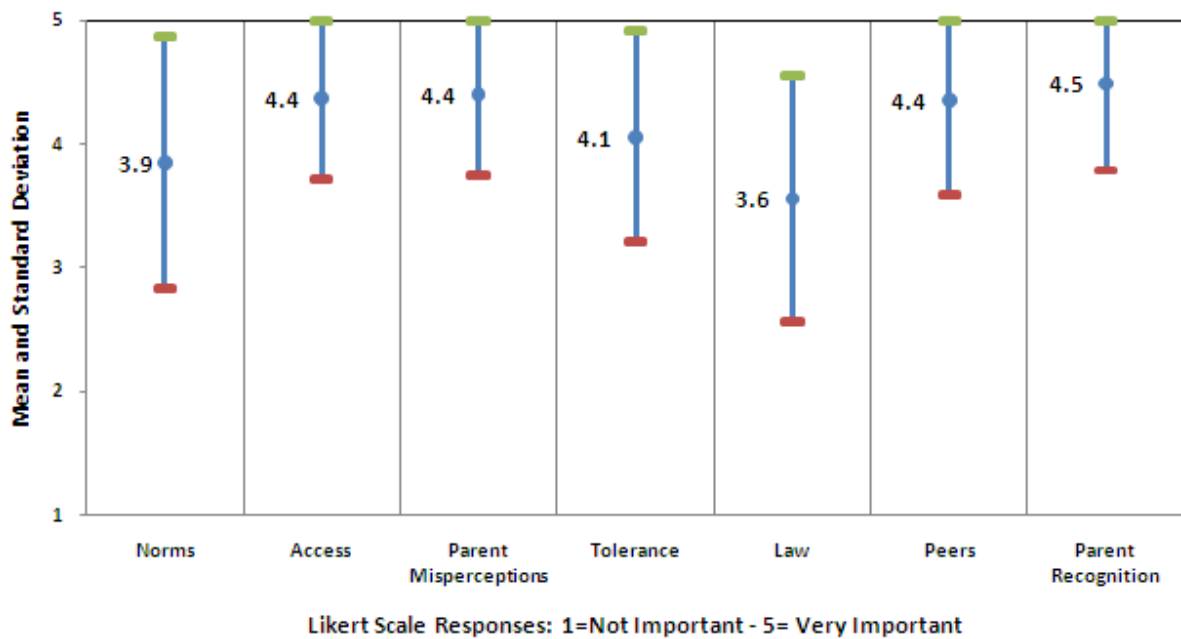
Takeaways:

- 1) Coalition members most often agreed that parent misperceptions about danger and parent failure to recognize extent are important factors contributing to youth substance abuse. With slightly less frequency, they agreed that access to substances and youth perceptions of popularity with peers are important.
- 2) Coalition members disagreed most often on whether laws or enforcement factors and exposure at community events are important.
- 3) There is fairly consistent agreement among coalition members that community norms and social tolerance are important contributors to alcohol and tobacco use among youth. There is less agreement that this applies to marijuana use.
- 4) Concerning strategies, coalition members disagree most on whether efforts to change policy can be effective.
- 5) Members agree most often that strategies involving distribution of information through schools and facilitation of a communitywide plan can be effective. Efforts to increase community knowledge through media and education were also frequently rated as effective.
- 6) There was fairly strong agreement that a strategy to train officials to take a stand on prevention can be an effective strategy.

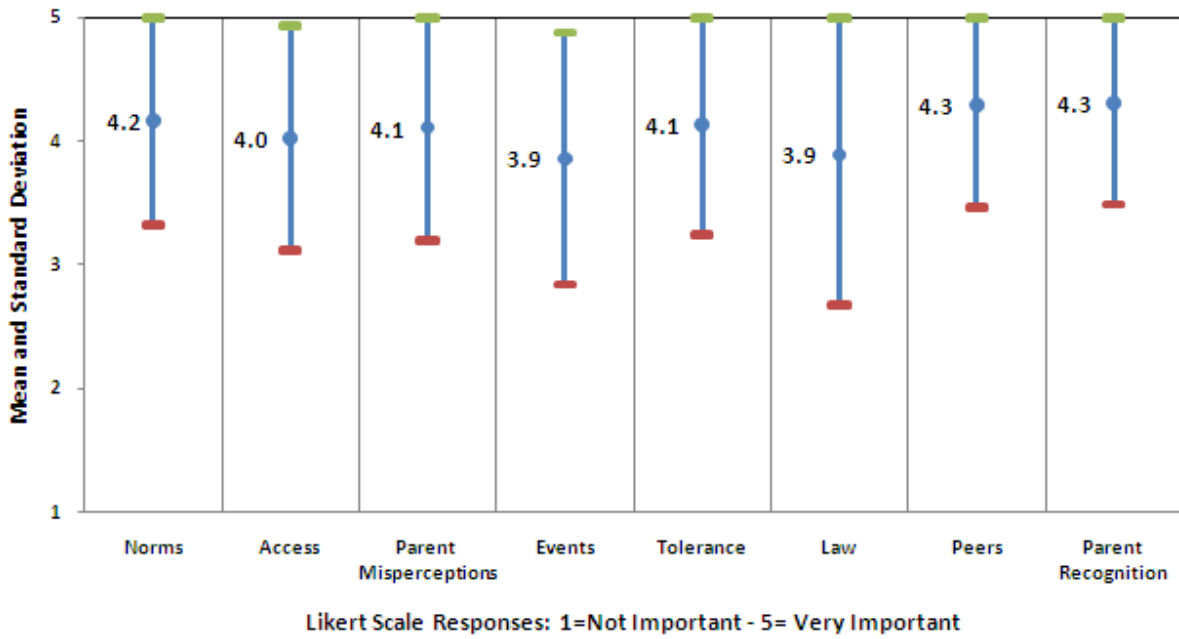
Factors Contributing to Alcohol Use 2009 CARES Coalition Survey



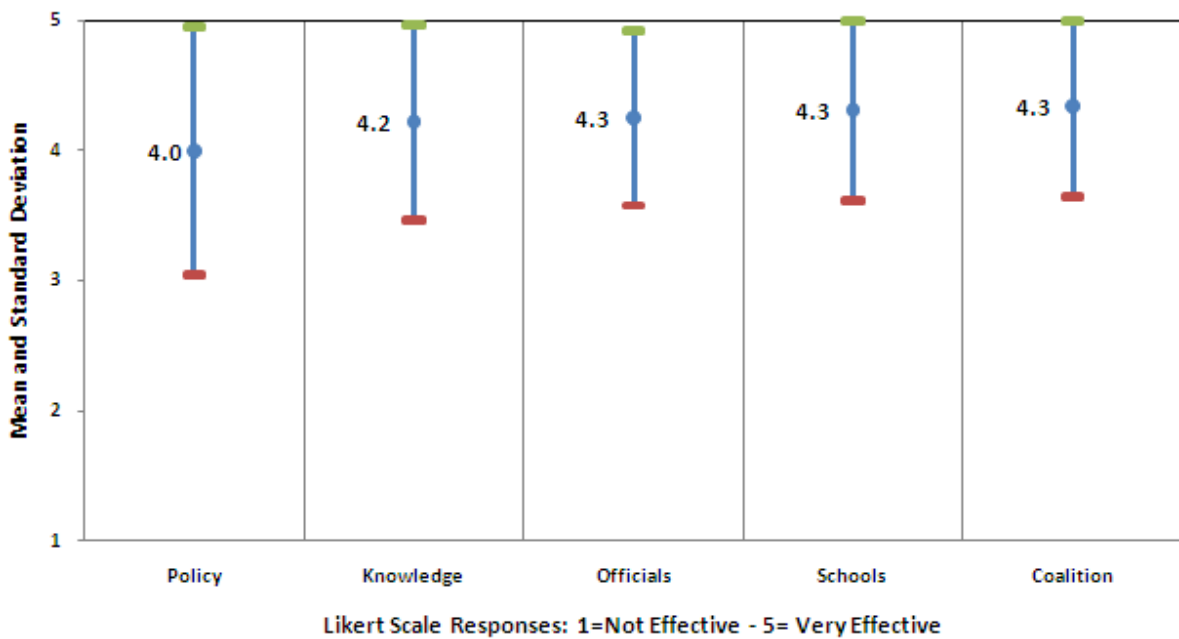
Factors Contributing to Marijuana Use 2009 CARES Coalition Survey



Factors Contributing to Tobacco Use 2009 CARES Coalition Survey



Effectiveness of Strategies 2009 CARES Coalition Survey



Survey Questions

1) Several factors in our community that contribute to the level of alcohol use among local youth have been identified and are listed below. With our community in mind, please rate the following factors by circling the number that best reflects its level of importance in contributing to the problem of underage alcohol use.

- a) Community social norms and values are favorable to alcohol use by local youth.
- b) Easy local access and availability of alcohol products encourages use by youth.
- c) Parental misperceptions about the dangers of alcohol encourage use by local youth.
- d) Local community events permit alcohol use in the presence of minors.
- e) Social tolerance of alcohol use in the local community is high.
- f) Local laws allow sale of alcohol products in the city limits.
- g) Local youth perceive that alcohol use is popular with their peers.
- h) Local parents fail to recognize the extent of alcohol use among youth.

2) Factors in our community that contribute to marijuana use among local youth are listed below. With our community in mind, please rate the following factors by circling the number that best reflects its level of importance in contributing to the problem of marijuana use by youth.

- a) Community social norms and values are favorable to marijuana use by local youth.
- b) Easy local access and availability of marijuana encourages use by youth.
- c) Parental misperceptions about the dangers of marijuana encourage use by local youth.
- d) Social tolerance of marijuana use in the local community is high.
- e) Local law enforcement allows marijuana use in the city limits by lack of enforcement.
- f) Local youth perceive that marijuana use is popular with their peers.
- g) Local parents fail to recognize the extent of marijuana use among youth.

3) Below is a list of factors in our community that contribute to tobacco use among local youth. With our community in mind, please rate the following factors by circling the number that best reflects its level of importance in contributing to the problem of tobacco use by minors.

- a) Community social norms and values are favorable to tobacco use by local youth.
- b) Easy local access and availability of tobacco products encourages use by youth.
- c) Parental misperceptions about the dangers of tobacco encourage use by local youth.
- d) Local community events permit tobacco use in the presence of minors.
- e) Social tolerance of tobacco use in the local community is high.
- f) Local laws allow tobacco use throughout the city.
- g) Local youth perceive that tobacco use is popular with their peers.
- h) Local parents fail to recognize the extent of tobacco use among youth.

4) CARES identifies a variety of strategies to address issues of youth substance abuse in our community. Using the scales provided, please rate these strategies by circling the number that best states their potential effectiveness.

- a) Promote local policy changes to increase barriers for youth exposure to alcohol, tobacco and marijuana at community events.
- b) Conduct a media and educational campaign to increase community knowledge of availability and prevalence of alcohol, tobacco, and marijuana in schools and neighborhoods.
- c) Train businesses and elected officials to take stronger roles of leadership in prevention.
- d) Work with schools and PTA's and community organizations to distribute alcohol, tobacco, and marijuana prevalence and availability information.
- e) Organize and facilitate a community-wide coalition plan to change local norms and policies affecting youth substance abuse.