

Key Findings from Parent Survey

Parents of Gunnison County students were surveyed in 2008 about substance use. There was a 40% return rate of the surveys. Here are some key findings:

- 67% thought that the community had high or moderate level of acceptance for alcohol use.
- 54% either agreed that alcohol use by 9-12 graders is a big problem in the community.
- 53% either agreed or strongly agreed that it's easy for teenagers to get alcohol.

Real vs. perceived ideas about alcohol and marijuana use.

- Only 5% of parents of children grades 6-12 believed their children used alcohol. In actuality 28% of all students reported having used alcohol in the last 30 days (2009 HKCS).
- Only 3% of parents of children grades 6-12 believed their children used marijuana. In actuality 17% of students reported having used marijuana in the last 30 days (2009 HKCS).

Creating Awareness and Encouraging Conversations

GCSAPP's mission is to create awareness in the community about substance abuse among youth and to encourage parents to start having conversations early and often with their kids.

- 61% of parents report having talked to their 6-12 grader about drugs and alcohol.
- 75% agree or strongly agree that our community needs to be more aware and involved in addressing the issues of alcohol and drug abuse.
- 57% of parents reported knowing about the GCSAPP before filling out the survey.

GCSAPP works to raise awareness about substance abuse in the community, specifically aimed at parents. We plan dinners and events for parents, use local newspapers for coverage and advertising, print the Prevention Times newsletter, and generally try to maintain a consistent message for adults in the community about the issues. Below is information about our work in 2009.

- 1. Information Dissemination-** Includes postcards, posters, articles in papers, prevention newsletters, pamphlets on college campus, and community presentations.
 - Approximately 20,553 individuals reached in 2009- based on newspaper circulation and number of people at our events.
 - Parent dinners and events- 360 parents reached through this strategy in 2009.
- 2. Social Marketing-** campaign aimed at parents on middle and high school students- encouraging them to talk to their kids and to know their liability.
 - 9 radio ads aired in 2009
 - 19 newspaper ads run in 2009
 - 16 special events hosted in 2009
 - 350 promotional items distributed in 2009
 - 1398 website hits in 2009