

APPENDIX A

Regional Data Book



Greater Nashua Community Prevention Coalition

NH Strategic Prevention Framework (SPF) Region
Data Workbook for Prioritizing Risk and Protective Factors

Risk and Protective Factors that have been shown to influence underage alcohol use and binge drinking among young adults:

Retail Access/Availability

Social Access/Availability

Enforcement

Perception of Risk

Social Norms

Alcohol Pricing and Promotion

Data Sources

Existing Data sources:

YRBS: The 2007 NH Youth Risk Behavior Survey was completed by 3 communities in the region. Merrimack High School, Campbell High School and Souhegan High School all completed the survey using census sampling. The communities of Nashua, Hollis Brookline and Milford randomly sampled a few classrooms and that information went into DOE's aggregated state-wide report

New Hampshire Higher Education Alcohol, Tobacco, & Other Drug (NHHEATOD) Survey: The purpose of this survey is to assess college attending students' attitudes, behaviors and perception of use regarding alcohol, tobacco, and other drug uses. The survey was administered to 3671 students at eight higher education institutions in the state during the spring of 2007. Aggregate data from this survey emphasizes data results that illustrate the gap that exists between actual and perceived norms among New Hampshire college youth. Social norms theory, a concept receiving a lot of national attention, is based on the premise that students over-perceive harmful behaviors and under-perceive protective behaviors among their peers and that those misperceptions have an impact on decisions to use substances.

Other Data Sources:

1. Data Obtained by GNCPC request:

- School Incident Data
- Arrest reports
- Liquor Commission Data
- EMS Calls with alcohol

2. Data Collected by MIH:

- Young Adult Norms Survey (English and Spanish)
- Parent Norms Survey
- Alcohol Retail Access Survey
- K-12 Educators Survey
- Law Enforcement Survey
- Service Provider Survey

3. Qualitative Data Sources:

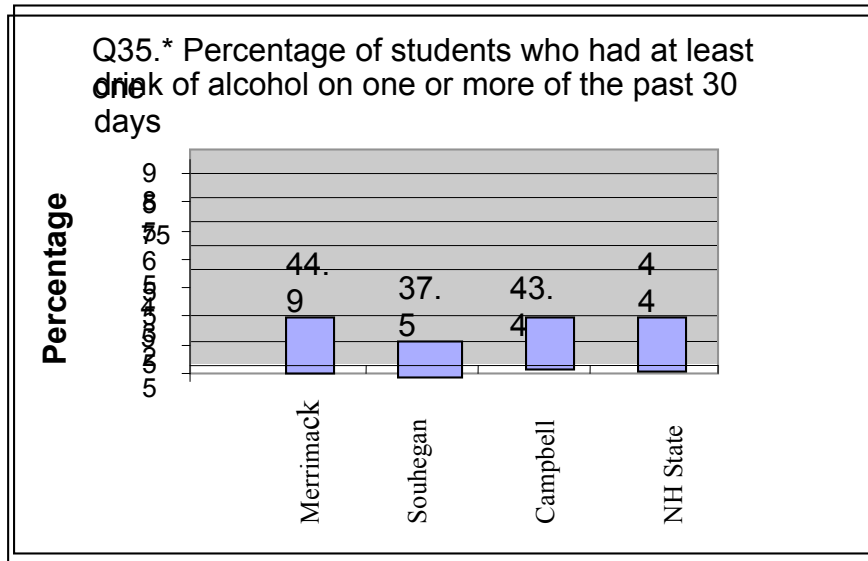
- Key Stakeholder Interviews
- Focus Groups

4. Community Readiness Interviews

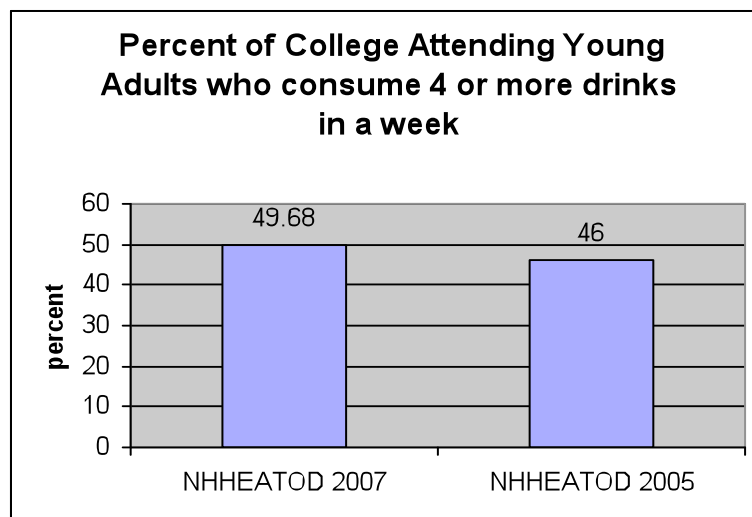
Summary of findings

Alcohol Consumption

- Alcohol consumption among underage youth in the region compared to youth in the State of New Hampshire is relatively similar with the exception of the Amherst/Mont Vernon Community which is lower.



- Alcohol consumption among college attending young adults has increased slightly over time although 29% of students report they do not drink alcohol. The overall rate of binge drinking among college students in New Hampshire is reported at 53.5%.



Consequences

The consequences of alcohol use by key stakeholders include:

2007-2008 Arrest Records **

Total Arrests < 18 years old	1038
Total arrests<18 where alcohol was involved	63 (6%)
Total arrests 18-24	1851
Total arrests 18-24 where alcohol was involved	238 (13%)

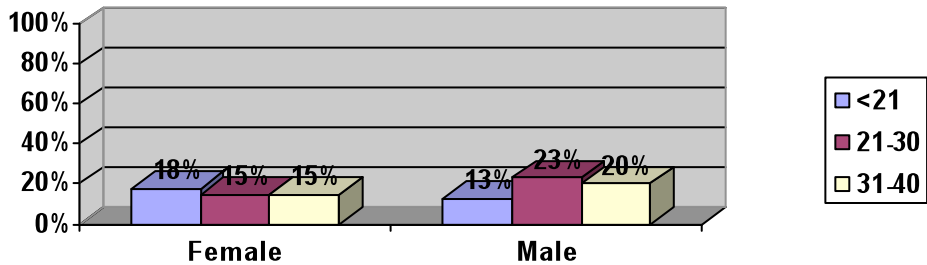
****Note only 3 of 11 towns' reports**

Substance Abuse Related Mental Health Condition ED Visits

Age	Events (region)	Population (region)	Prevalence	Events (state)	Population (NH)	Prevalence
15-24	367	26,630	1%	2218	183,353	1%
25-34	238	23,324	1%	1676	148,279	1%

EMS CALLS WITH ALCOHOL by AGE and GENDER 6/1/07-5/31/08

EMS Calls involving alcohol by Age/Gender 5/30/2007- June 1, 2008



RISK/PROTECTIVE FACTOR 1: RETAIL ACCESS/AVAILABILITY

Access/availability of alcohol or illegal drugs led to increases in use. (Hawkins et al, 1995) Without access/availability, there can be no use and associated problems. Research has shown that when alcohol or other drugs are inexpensive, convenient, and easily accessible, people are more likely to use them. (Birckmayer et al, 2004).

Retail availability refers to how available alcohol is in the community and how easy it is to obtain. To explore the status of retail availability in Region I, we gathered the following data:

- Liquor Permits per capita
- Retail access in the community
- Restaurant & Bar access
- Alcohol Law Enforcement

What we learned about how alcohol is bought and sold in our region:

- There are 328 businesses licensed to distribute alcohol in the region, including 8 State Liquor Stores serving a population of 194526.
- The liquor licensees per capita in Region I is 1.69 per 1000 compared to 3.4 per 1000 for all of NH. (note the denominator for per capita in Region I is total residents)
- Compliance check statistics in the region revealed a 30% sale rate to underage buyers
- 12.15% of licensees in the state have been cited for liquor license violations. Of 68 liquor violations in Region I, 34% were for prohibited sales to minors.
- 74% of youth (YRBS 2007, Q 96) think it is easy or very easy to get alcohol however, only 3.3% (YRBS 2007, Q 37) have accessed alcohol from a retail establishment.
- NH is one of 18 control states

Qualitative Data:

- “It is easy to buy when there is new staff in a convenience store-you can bully them saying ‘I always buy here’” (youth participant)
- “It is easier to buy in the {mom and pop stores} when the economy is down-they need to survive.” (law enforcement participant)

Liquor Licensee Per Capita Density

Town	Population	Total Number of Licenses	Per Capita Density (licenses per 1000 population)
Nashua	87157	171	1.96
Hudson	24729	41	.33
Litchfield	8582	5	.58
Merrimack	26613	34	1.28
Amherst	11703	18	1.54
Hollis	7748	6	.77
Brookline	4812	7	1.45
Mont Vernon	2380	1	.42
Lyndeborough	1769	1	.56
Wilton	3979	7	1.78
Milford	15054	37	2.54
State of NH	1,314,895	4528	3.4

Liquor License Violations June 1, 2007-5/31, 2008

Town	Total Liquor License Violations	Percentage of total violations
Nashua	31	45.59%
Hudson	23	33.82%
Merrimack	12	17.65%
Milford	1	1.47%
Mont Vernon	1	1.47%
Total	68	100%

RISK/PROTECTIVE FACTOR 2: SOCIAL ACCESS/AVAILABILITY

Surveys and focus groups of persons under the minimum legal drinking age have indicated that the majority of alcohol consumed by youth is obtained through social sources, such as parents and friends, at underage parties, and at home. (Birckmayer et al, 2004). Availability of alcohol or illegal drugs led to the increase in use (Hawkins et al, 1995).

Social access/availability includes obtaining alcohol from friends, associates, and family members, but it also refers to the availability of alcohol gatherings such as parties and other social events where the alcohol is provided as part of the event. To explore the status of social access/availability in the community, we gathered data on the following:

- Provision of alcohol to minors
- Lack of awareness about penalties for providing alcohol to minors
- Community celebrations
- Availability of unsupervised and other drinking locations
- Lack of parental monitoring of alcohol supply at home
- Belief that lack of chemical-free activities leads to alcohol use
- Workplace promotion
- Parental attitudes towards underage drinking

What we learned about how alcohol is accessed in our region:

- There was consensus that youth in the community obtain alcohol from their parents or from an older friend or sibling (> 21's) who buy it for them.
- Drinking occurs at home or in the woods when youth are unsupervised or unobserved during weekends and summer.
- Drinking occurs "when houses are empty and bars are fully stocked"
- Those surveyed generally agree that underage drinking is "a rite of passage"
- 100% Law enforcement respondents felt alcohol was easy or fairly easy for youth and young adults < 21 to obtain
- Parents are not aware they need to lock up substances

Total	79	100%
--------------	----	------

Parent perceptions of how youth obtain alcohol

"In your opinion how do youth under the age of 21 obtain alcohol?"*	<u>PARENTS</u>
Parents home	92.3%
Liquor stores	16.7%
False or Altered Identification	51.3%
Asking an adult stranger to buy	51.3%
Asking a friend/sibling > 21 to buy	24%
Stealing alcoholic beverages	37.2%

* Note parents could select more than 1 response

Qualitative Data:

Key themes

- Acceptance and denial by parents.
- Kids do not drink alone, parents supply the alcohol to them and their friends
- Parents need education how not to be a supplier, reasons for not supplying
- Houses are empty; kids plan party-snowball effect (supposed to be a small party but each kid “texts” 5 other kids until the party gets out of hand

RISK/PROTECTIVE FACTOR 3: ENFORCEMENT

As the actual and/or perceived likelihood of being detected and arrested or cited for law violations increases, so does compliance. Studies that look at efforts to enforce youth access and specific types of use policies have found that increased enforcement is related to changes in use and related problems. (Birckmayer et al, 2004).

To understand how enforcement affects underage drinking and/or binge drinking in Region I we gathered data on the following topics:

- Forensic tests for alcohol results (breathalyzer results)
- Number of underage drinking related arrests
- Number of impaired driving cases
- Conviction rates for alcohol-related offenses
- Views on underage drinking and binge drinking with young adults from a law enforcement perspective

What we learned about how alcohol laws and policies are enforced in our region:

- House parties are difficult to police. Many man hours got into a bust.
- Regular compliance checks are conducted in the region and they are stepped up in the summer. (compliance check records indicate checks in the towns of Hudson, Merrimack and Mont Vernon
- 100% educator respondents stated they have a school resource officer
- Current Effort “Keys Program”-Offers parents the opportunity to have surveillance on home when they are away
-

QUALITATIVE DATA

- Arrests often don’t make it to courts-Juvenile diversion for 3 months at first offense
- Bigger issues are “pharm parties” and use of over counter and prescription drugs
- Higher education community (youth 18-24) do not pose an issue for law enforcement they are policed by on campus police

Compliance Check Stats for June 1, 2007-June 30, 2008

City/Town	Date	Sale	No Sale	Total Check ed	% Sold	% Not Sold
Hudson	12/20/2007	8	14	22	36%	64%
Merrimack	11/15/2007	12	28	40	30%	70%
Mont Vernon	11/1/2007	1	0	1	100%	0%

RISK/PROTECTIVE FACTOR 4: PERCEPTION OF RISK

Research has established that low perception of harm towards alcohol and other drug use is a risk factor for use (Henry et al. 2005). Initiation into substance use is preceded by values favorable to its use (Hawkins, et al 1992).

To understand how perception of risk affects underage drinking and/or binge drinking in Region I data on the following topics was collected:

- Perceived risk of arrest and/or other penalties relating to alcohol use
- Perceived health and safety risks of alcohol use

What we learned about how the risks of harm towards alcohol are perceived in our region:

- State of NH is more tolerant of alcohol than drugs. Kids do not feel like they are breaking the law so alcohol is readily available in the home (Law enforcement respondent)
- Police report they only “sometimes” enforce the party host liability law.
- People in our community elect to hold a "that doesn't happen in our town" philosophy until something happens that directly impacts their own kids.
- “More time and effort needs to be put into educating parents around these issues. Without parent knowledge and support, the school's efforts are fruitless” (K-12 educator informant)

Qualitative Data

Key Themes:

- Complicated problem with no easy solution that has been created across generations parents often dealing with multiple issues themselves
- “apple does not fall far from the tree” Parents are also using
- Being drunk is ok: as long as you don’t do stupid things;
- Drinking is legal; know your limits and know how you act “kids fake being drunk”;
- Prepare yourself before you drink (give someone the keys, be with people you can trust, never go to a bar alone {female})

PERCEPTIONS OF RISK RELATED TO ALCOHOL CONSUMPTION	Amherst/ Mont Vernon	Litchfield	Merrimack	State of NH
Q85. Percentage of students who think people are at great risk of harming themselves (physically or in other ways) if they try one or two drinks of an alcoholic beverage (beer, wine, liquor).	7.7%	13%	9%	8.1%
Q86. Percentage of students who think people are at great risk of harming themselves (physically or in other ways) if they take one or two drinks of an alcoholic beverage (beer, wine, liquor) nearly everyday.	39.7%	41.8%	33.3%	32%
Q87. Percentage of students who think people are at great risk of harming themselves (physically or in other ways) if they take four or five drinks of an alcoholic beverage (beer, wine, liquor) nearly every Day.	77.7%	67.6%	72.4%	68.8%
Q88. Percentage of students who think people are at great risk of harming themselves (physically or in other ways) if they have five or more drinks of an alcoholic beverage (beer, wine, liquor) once or twice each weekend.	46%	41.1%	40.8%	37.9%

RISK/PROTECTIVE FACTOR 5: SOCIAL NORMS

Social norms and influences were classified into wider social norms, peer influence, and respect and image. Wider social norms referred to the perceived acceptance and normality of binge drinking. Binge drinking was seen as a common pastime for most young people of equivalent age, and it was widely believed that all teenagers drink as part of the natural transition to adulthood. The influence of the peer group was commonly reported as a leading motivation behind young people's binge drinking, but responses were notably mixed (Coleman and Cater, 2005).

To understand how social norms affect underage drinking and/or binge drinking in Region I data on the following topics was gathered:

- Acceptance of alcohol use by parents, workplaces and other points of authority
- Alcohol as a "Rite of Passage"
- Multigenerational alcohol use
- Youth perception of the acceptability of alcohol
- Cultural acceptability
- Availability in homes

What we learned about the perceived acceptance and normality of alcohol in our region:

- 78% of college attending youth think occasional alcohol use is ok.
- Students believe that the majority (71.89%) of their peers consume 7 or more drinks when they "party". Students are overestimating the amount their peers are consuming in party situations.

NHHEATOD Survey:

Q14. Which statement best represents your own attitudes:	Frequency	Percent
Drinking is never a good thing to do	247	6.74%
Drinking is all right, but a person should not get drunk	557	15.20%
Occasionally getting drunk is okay, doesn't interfere	2,502	68.29%
Occasionally getting is okay even if it interferes	118	3.22%
Frequently getting drunk is okay that's what person wants	240	6.55%
Total	3,664	100.00

Q21. I began drinking:	Frequency	Valid Percent
Before college and I drink about the same rate now	658	18.02%
Before college and I drink more alcohol now	1,103	30.21%
Before college and I drink less alcohol now	543	14.87%
Before college and I quite drinking before I entered college	75	2.05%
in college before I turned 21	647	17.72%
in college after I turned 21	127	3.48%
in college and I plan to stop by the time I graduate	9	0.25%
I have never had an alcoholic drink	311	8.52%
other	178	4.88%
Total	3,651	100.00

Qualitative Data

Key Themes:

- Parents afraid to parent-want to be “cool”
- Super bowl and other sporting event advertising etc on TV
- Knowledge and awareness of students versus the truth. “Parents lack knowledge of trends of alcohol use”
- “Why drink if you are not going to get drunk” (youth informant)
- Students believe a majority of their peers “party” and they always want you to drink more. (youth informant)

RISK/PROTECTIVE FACTOR 6: ALCOHOL PRICING AND PROMOTION

Research has reported high recall of alcohol advertising among youth, and investigations of youth also indicate that expectancies related to the effects of alcohol and intentions to drink can be positively influenced by advertising. Increased exposure to alcohol ads is associated with increased consumption and with heavy or hazardous drinking (Birckmayer et al, 2004). Alcohol advertisements that were rated by youth as more likeable were also endorsed with greater intention to purchase the brand and products promoted. These findings are consistent with marketing research indicating that likeable advertisements are more affective and persuasive, and that liking of advertisements is one factor that affects attitudes toward brand and product (Chen, Grube et al, 2005).

To understand how alcohol pricing and promotion affect underage drinking and/or binge drinking in Region I, data on the following topics was gathered:

- Drink pricing
- Container pricing
- Local promotion
- National promotion

What we learned about alcohol promotion and pricing in our region:

- All types of alcohol are sold in the region-Convenience stores and grocery stores sell products tailored to the youth market
- Advertising contributed to use of alcohol indirectly by promoting a culture of alcohol abuse.
- Liquor licensees primarily sponsor community events as an establishment and not as a provider of liquor.
- 12% of liquor licensee violations were for advertising restrictions

Qualitative Data

Key Themes:

- College kids don’t drink in bars unless there are specials. “Too expensive for broke college kid’s budget.” (young adult informant)
- Kids drink whatever is cheapest (young adult informant)
- NH supports a culture of alcohol promotion “What other state has state stores on the highway” (Parent informant)

Alcohol Pricing and Promotion: Practices Targeting High Risk Drinking

	Yes
Sell Alco-pops	93%
Convenience/Liquor or grocery stores that Sell Single units	87.5%
“No sales to Minors” signs posted	75%
Advertising visible from the outside	6%