

**21 Reasons
Assessment of the
Portland Community Needs and Resources
for Youth Substance Abuse Prevention
2009**

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Portland Community Assessment of Needs and Resources for Youth Substance Abuse Prevention 2009

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21 Reasons Assessment of the Portland Community Needs and Resources for Youth Substance Abuse Prevention 2009

Introduction

21 Reasons is a youth substance abuse prevention coalition whose mission is to create an environment with policies, practices, and attitudes that foster the drug free development of all our youth. 21 Reasons is based in Portland, Maine’s largest metropolitan area (see Appendix A for 2000 Census data). The core structure of the coalition consists of a Steering Committee and two Action Teams—the Enforcement/Policy Team and the Public Education Team. Members include schools, law enforcement, parents, businesses, youth, youth serving organizations, substance abuse treatment providers, government agencies, faith based organizations, media, community volunteers, healthcare professionals, and more. 21 Reasons uses a combination of community organizing, coalition-building, media advocacy, and training strategies to mobilize and build Portland’s capacity to address substance abuse prevention needs. Our first coalition meeting was in October of 2002. We have been a federally funded Drug Free Communities Coalition since 2005.

The purpose of the Portland Community Assessment Needs and Resources for Youth Substance Abuse Prevention is for our coalition to gain an understanding of the current youth substance abuse trends so that we may begin building our 2015 Strategic Plan. As such, this assessment outlines our community’s strengths, resources, and readiness as well as identifies gaps and weaknesses for substance abuse prevention found during our assessment process.

Overall, we have made great strides raising our community’s awareness and responsiveness to the problems associated with underage drinking. At the same time, overall youth substance abuse rates are decreasing—including alcohol, marijuana, tobacco, and prescription drugs. Past 30-day alcohol use for grades 6-12 as reported in the 2008 Maine Youth Drug and Alcohol Use Survey (MYDAUS), has decreased by 7 percentage points over our 2004 baseline. However, alcohol remains the number one drug of choice for youth. Contributing factors include continued student perception that they will not be caught by parents or by police, community norms that foster use, and ease of access to alcohol.

I. COMMUNITY ASSESSMENT DATA AND METHODOLOGY

This section lists the primary sources of all data used to identify substance abuse needs and resources in Portland. Both quantitative and qualitative data has been collected to provide a comprehensive picture of youth substance abuse in the Portland area. In some areas where two or more sources identified the same problem we did further research to confirm any trend that emerged. These efforts include the following:

Quantitative Data:

1. **Maine Youth Drug & Alcohol Use Survey (MYDAUS), 2004-2008.** This includes local, county, and state-level student survey data from the Maine Office of Substance Abuse, conducted biannually by the State, with 2004 data as our baseline. The survey collects information from students in grades 6-12 about substance use and risk and protective factors related to substance use. In Portland, there was a 71% total participation rate. (n=3845). (See Appendices B, C, & D) (**NOTE:** The MYDAUS has been replaced by the Maine Integrated Youth Health Survey (MIYHS) as of 2009. However, those results were not available in time to be integrated into this Assessment. We will, however, be updating our findings and analysis for 2010-2011.)
2. **Parent Phone Survey, 2006, 2008.** 21 Reasons commissions Scientific Marketing & Analysis, a Maine-based independent vendor, to conduct a random phone survey of Portland parents with children in grades 8-12, regarding their thoughts and concerns about underage drinking. This phone survey is conducted biennially with 2006 data as our baseline. The baseline phone survey of 380 parents was completed in February of 2006. The follow-up phone survey of 385 parents was completed in July of 2008. Both surveys have a sample statistics of $\pm 5\%$ precision at the 95% confidence level. The survey is modeled after the Maine Office of Substance Abuse statewide parent survey.
3. **Law Enforcement Statistics.** The following statistics were provided to 21 Reasons under a Memorandum of Understanding between 21 Reasons and the Portland Police Department.
 - a. **Underage drinking enforcement data, 2003-present,** including violations issued for alcohol possession by a minor, furnishing alcohol to a minor, and furnishing a place for a minor to consume alcohol (collected and reviewed at least annually).
 - b. **Compliance rate data, 2007-present,** including the number of establishments that failed liquor laws compliance checks conducted by the Portland Police Department

Qualitative Data:

4. **Key informant interviews.** One-on-one meetings with community leaders from key stakeholder groups, conducted by 21 Reasons staff and volunteers (Ongoing).
5. **Community Opinion Survey 2009.** This 22 question survey was conducted by 21 Reasons with the participation of 421 people, including 98 youth, 78 parents, and 162 teachers and school administrators. This was a follow up survey to our **Community Prevention Survey in 2006.** This six question community opinion survey was conducted by 21 Reasons and One Maine One Portland with the participation of 705 people, including 380 youth.
6. **Young Adult Intercept interviews, 2009.** These interviews were conducted by 21 Reasons staff and volunteers with 30 young adults (ages 21-25) in Portland in late summer 2009 in order to gauge this age group's knowledge of risks related to excessive drinking as well as the legal risks of furnishing alcohol to minors.
7. **Non-profits Events Survey, 2009.** Portland, Maine is home to almost 1000 non profits according to IRS 990 filings in 2008. In order to assess their alcohol policies, knowledge of risk, and use of alcohol in their events, 21 Reasons conducted an online survey during the spring of 2009 via email and mail invitation to 185 organizations. We received 54 responses, for a response rate of 29%.
8. **Alcohol Pricing and Promotions Media Assessment, 2009.** 21 Reasons staff conducted a scan of local media outlets for references to low alcohol pricing and promotions, glamorization of

high risk and illegal drinking, as well as ads for illegal drinking activities such as drinking games (e.g. beer pong).

9. **Community Needs Assessment 2006.** Our current assessment is a follow-up and update to our 2006 Community Needs and Resource Assessment for Youth Substance Abuse Prevention, which was conducted in partnership with the One Maine One Portland Coalition during our first year of Drug Free Communities funding.
10. **Portland Public School's Future Search, 2009.** This event was held by the school district in December 2009, with 110 community members representing schools, businesses, law enforcement, faith based groups, minority groups, health care providers, media, social workers, parents, non-profits, local and state elected officials, and municipal employees. Future Search is a visioning exercise to provide a basis for a strategic plan for the Portland Public Schools. Jo Morrissey of 21 Reasons attended.
11. **Latino and Somali Community Assessment Report, 2009.** This report was compiled through community focus groups conducted by the City of Portland's Minority Health Program 2009-2010.

As the list above indicates, much of the data collected was directly about the policies, practices, and attitudes in our community that might either promote or discourage alcohol use by youth. The reason for this is two-fold: 1) the strategic focus of 21 Reasons remains on alcohol, the number one drug of choice among Portland youth; 3.) analysis by the Maine Office of Substance Abuse of Maine Youth Drug and Alcohol Use Survey data shows that youth who use other drugs tend also to use alcohol; and 2) data regarding alcohol is far more available than data regarding other substance use. Whenever possible, we have included data regarding marijuana, prescription drugs, and other illicit drug use in order to help illustrate these points. Regarding tobacco, we have only included MYDAUS use data and trends in this report; this is because youth tobacco use is addressed separately by the Healthy Maine Partnerships on a local and statewide level.

II. RESULTS AND FINDINGS

Substance Use Rates and Trends

Overall, the news is very positive. As shown in the graph below, substance use rates reported by students in the Maine Youth Drug and Alcohol Use Survey show a clear downward trend across the board. Closer analysis also shows that in 2008, as it was in our 2004 baseline assessment, alcohol remains the drug of choice among Portland youth, followed by marijuana and cigarettes. As alcohol use decreases, so have other substances. When we look at 12th graders, for example:

- 52% of Portland 12th graders reported having consumed alcohol in the last 30 days, down from 57% in 2004.
- 27% reported using marijuana during the past 30 days, down from 38% in 2004.
- 23% reported using tobacco during the past 30 days, down from 29% in 2004.

Percentage of students in grades 6-12, Portland Public Schools Maine Youth Drug and Alcohol Use Survey, between 2004 and 2008.				
	2004 baseline	2006	2008	% point change 2004-2008
Alcohol 30 day use	36	31.4	29.2	-6.8
Alcohol 2 weeks binge	19.4	16.2	16.5	-2.9
Marijuana 30 day use	19.6	17.8	14.5	-5.1
Cigarettes 30 day use	14.7	12.1	10.1	-4.6
Prescription Drugs ¹	6.6	5.5	4.4	-2.2
Illicit Drugs ²	9.7	8.7	8.0	-.3

These declines are reflected in state-wide declines in use of alcohol, tobacco, marijuana, as shown in the chart below. Prescription drug misuse and illicit drug use continue to be low compared to other substance use, and rates are showing a slight downward trend. It should be noted that while students in Portland are reporting slightly lower past 30 day use of prescription drugs, and slightly higher illicit drug use, as compared to their state wide peers, these differences are statistically insignificant.

Overall, statewide lifetime use in grades 6-12 from 1995 to 2008 has shown steady declines. However, despite our progress, Portland's students in grades 6-12 are still reporting slightly higher rates of past 30 day and binge drinking rates as compared to the rest of Cumberland County and the State of Maine. (See Appendix B).

¹ Not prescribed by your doctor. The MYDAUS question does not list individual prescription drugs, but examples of misused prescription drugs in Maine include Vicodin, OxyContin, Ritalin, Valium, and Xanax.

² Illicit drugs in the MYDAUS include cocaine, heroin, hallucinogens, inhalants, and stimulants

Alcohol and its relationship with other drug use

In addition to showing that alcohol is by far the drug of choice for youth, MYDAUS data also shows that alcohol is a common denominator for most other youth substance abuse—including prescription drug misuse, marijuana, and other illicit drugs. According to an in-depth analysis of statewide data from the 2006 MYDAUS, the great majority (80-90%) of youth who report any other drug use also report using alcohol.³ This may give us a clue as to why we have seen a downward trend in marijuana, tobacco, prescription drug, and illicit drug use over the past few years, even though many of our efforts have been focused on alcohol prevention.

1. Strengths and Gaps: Individual and Peer Domains

While the strategic focus of 21 Reasons is on the community environment, we recognize the importance of a comprehensive approach that also addresses individual youth needs. Portland is very fortunate to have the One Maine One Portland Coalition, whose mission includes addressing that side of the issue. By working together in coordination and collaboration, our two coalitions are able to better ensure a comprehensive approach. The following is a brief assessment summary of Portland's strengths and gaps in substance abuse prevention around the individual and peer domains.

In our review of the data, we found Portland clearly has a number of strong protective factors to prevent youth substance abuse on an individual and peer level. The city as a whole offers an array of alternative activities for youth, youth serving programs, an outstanding educational system, and a strong history of volunteerism. Results from 2004, 2006, and 2008 MYDAUS show Portland students in grades 6, 8, 10, and 12 are on par or slightly higher rates than their state-wide peers for the following protective factors: (See Appendix C)

- feel that they can interact with their teachers
- participate in school related activities
- feel acknowledged by teachers and their parents

However, it should be noted Portland students are at the same level of risk for early initiation and intention to use alcohol and drugs as their state-wide peers.

Portland is fortunate to have a number of coalitions and partnerships serving the needs of individual youth. Maine's largest and most diverse city, Portland serves as a service center for the broader region and is the home to over 1000 non profits, according to 2008 IRS 990 filings. Working together to address common concerns is a way of life.

There are a number of youth serving groups which address youth health, including reducing risk for substance use: One Maine One Portland, Real Life. Real Talk., Boys to Men, Youth Alternatives, Learning Works, A Company of Girls, Big Brothers Big Sisters of Southern Maine, Boys and Girls Club of Portland, Center for Grieving Children, Community Counseling Center, Day One, Boy Scouts of America, Girl Scouts of Maine, Summer Champs, The Root Cellar, Rippleffect, and more (See Appendix F).

³ From MYDAUS 2006 data and analysis provided by Maine Office of Substance Abuse.

One example of an innovative approach in programming is One Maine One Portland's Positive Tickets Program, modeled after a similar program from British Columbia. The initiative has officers hand out tickets to young people who are seen doing something helpful, constructive or safe. The tickets are redeemable for tickets to sporting events, sandwiches and other rewards.

Indeed, our Community Opinion Survey found that most respondents cite youth programming as one of Portland's top strengths in protecting our youth from substance abuse. 70% of respondents said alternatives for youth, such as youth-serving programs, afterschool activities, and sports, are helping to protect youth from substance abuse. Another 64% said Portland's educational system, including school system strategies, teachers, and administration are helping to protect students. These community strengths can be summed up by a quote from our Community Opinion Survey: "The youth that I see avoiding substance use, including tobacco, tend to be youth with broad and strong extracurricular interests that are supported by the adults in their lives."

However, it is important to point out that while our city is rich in resources and programming for youth, 68% of our 2009 Community Opinion Survey respondents believe that there is not enough for youth to do. This may point, at least in part, to a lack of public awareness or appreciation of the many programs and opportunities for youth that our city has to offer.

Another 39% of Survey respondents said there was a lack of prevention education for youth. According to interviews with staff in the schools and in youth-serving organizations, barriers to bringing evidence-based prevention programming include staffing, funding, and training. In the school setting in particular, another barrier is time. As of this writing, the Portland schools currently carry one year of prevention programming in middle school and one year in high school. Beyond that, there are many other programs crowded into the school year.

Additionally, One Maine One Portland coalition is committed to funding evidence-based programming; however, funding sources are very limited. To date the following prevention programs are in process or planned for the fall of 2010:

- **Lifelines:** School based suicide prevention program for students in grades 8-10 in which help seeking is encouraged and modeled and suicidal behavior is recognized as an issue that cannot be kept secret.
- **Reconnecting Youth:** This program is no longer funded, but it is still an active program on a limited basis in some classrooms.
- **Lion's Quest:** Reiche Elementary School hosts this program, designed for 5th grade students in order to refine pro-social skills. Approximately 20 students were enrolled in this program during the 2009-2010 school year.
- **Life Skills:** Lyman Moore Middle School hosts this program for all 6th grade students (approximately 190). Follow up 'booster activities' are planned for same class when they are in 7th and 8th grade.
- **Coping and Support and Training (CAST)** is being made available to all three Portland High Schools. Facilitator training is being offered spring 2010. To date Casco Bay High School has confirmed enrollment (approximately 250 students). The program will be delivered through Wellness classes.

2. Strengths and Gaps: Family and Community Domains

The 21 Reasons coalition focuses on the community environment, which includes policies, practices, and attitudes that affect the availability of substances to youth.

In examining the community environment, our primary focus is on alcohol, the number one drug of choice among our youth. According to data analysis by the Maine Office of Substance Abuse, alcohol is also a common denominator in youth's use of other substances. . Our secondary focus is on marijuana, since this is the second most common substance of choice among Portland's youth. Because reducing youth tobacco use is addressed separately by the Healthy Maine Partnerships, we do not address it here. However, we have included available data regarding community influences on prescription drug misuse and other illicit drug use.

Our community assessment revealed many positive strengths, as well as gaps and weaknesses, in four key areas that have been shown to have an effect on youth's substance use patterns: **Parental Monitoring, Law Enforcement, Community Norms, and Access**. We selected these four areas based on statistics from the 2008 MYDAUS, Maine grades 6-12, which illustrate their strong influence on youth's use of alcohol and marijuana:

- A. **Parental Monitoring:** *Youth who believe they will not get caught by their parents are **5 times** as likely to report past 30-day alcohol use as those who believe they will get caught.⁴*

*Youth who don't think that their parents believe it is very wrong are **nearly 4 times** as likely to report past 30-day alcohol use and are **nearly 7 times** as likely to report past 30-day marijuana use as those who think that their parents believe it is wrong.*

- B. **Law Enforcement:** *Youth who believe they will not get caught by police are **4 times** as likely to report past 30-day alcohol use and **8 times** as likely to report past 30-day marijuana as those who think they will be caught by the police.*
- C. **Community Norms:** *Youth who believe adults in their community think underage drinking is okay are **3 times** as likely to report past 30-day alcohol use and **5.6 times** as likely to report past 30-day marijuana use as those who believe adults in the community think it is not okay.*
- D. **Access:** *Youth who believe alcohol is easy to get are nearly **4 times** as likely report past 30-day alcohol use as those who believe alcohol is hard to get. Youth who believe marijuana is easy to get are **16 times** as likely to report past 30-day marijuana use as those who believe marijuana is hard to get.*

⁴ The Maine Youth Drug and Alcohol Use Survey does not ask students whether their parents would catch them if they were using marijuana without their permission.

A. Parental Monitoring

Over the past six years, 21 Reasons efforts to engage parents have included a variety of media approaches (web, print, television) as well as in-person outreach and presentations. Our efforts have focused on three basic messages: 1) underage drinking is harmful to adolescents; 2) parents are powerful influences in preventing underage drinking; and 3) there are specific, effective actions (“monitoring tips”) that parents can take to prevent their own teen from drinking alcohol. On a statewide level, the Maine Office of Substance Abuse (OSA) parental monitoring campaign (www.maineparents.net) has run concurrently with the 21 Reasons campaign. On a local level, the City of Portland and People’s Regional Opportunity Program (PROP) have also conducted advertising and distribution of OSA parental monitoring materials.

There are also several Portland organizations delivering parenting programs and resources, including Casey Family Services, Center for Grieving Children, Crossroads for Women, Greater Portland YMCA, Kids First, Portland’s Homeless Family Shelter, Youth Alternatives Ingraham, Day One, and many more (See Appendix G).

Additionally, the Minority Health Program at the City of Portland has embarked on a Strategic Prevention Framework project aimed at assessing the needs of the Somali, Sudanese, and Latino populations in Portland. 21 Reasons is a member of this committee. As of this report, their findings are still in draft format.

Parental Monitoring Strengths

The good news is that times are changing. According to our 2008 Parent Phone survey, which includes parents of 8-12th graders, more parents are taking concrete steps in order to prevent their teens from drinking.

- 41% of parents ask their teens if there is going to be alcohol at a party, up from 28% in 2006
- 45% of parents call to see if parents will be at a party, up from 24% in 2006
- 50% of parents talk to their teens about the dangers of drinking alcohol, up from 38% in 2006
- 7% of parents in stated they “don’t know” what actions they take to prevent their teen from drinking alcohol, down from 20% in 2006.

Since 2006 there has also been an increase in the percentage of parents who are counting or locking alcohol in the home, and not allowing their teens to attend parties where there will be alcohol.

Both survey years showed that **no** parents of 8th or 9th graders would allow their child to drink on the weekend at someone else’s house. And among parents of 11-12th graders, the number of parents who would allow their teen to drink on the weekend at someone else’s house decreased *dramatically* between 2006 and 2008:

- 19% of 11th grade parents would allow it, *down* from 36% in 2006

- 8% of 12th grade parents would allow it, *down* from 42% in 2006

Overall, general attitudes are clearly changing. Compared to just a few years ago, more parents are concerned about a wider range of harms related to teen drinking—including concerns regarding brain development, addiction, depression, and moving on to other substance abuse. Between 2006 and 2008, there has been a *more than doubling* in the percentage of **parents who strongly disagree with the statement**, “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly.” In addition, there was a slight increase in the percentage of parents who would *not* be willing to allow their teen’s friends to drink in their home (79% in 2008, up from 72% in 2006).

In addition, more parents are reporting confidence in their ability to influence their teen’s decisions. This is illustrated by the decrease in number of parents who think that teen drinking is inevitable and an increase in number who feel that they have the ability to influence their teen’s choices about alcohol.

Portland Parent Phone Survey, 2006-2008 Parents of students in grades 8-12			
	2006	2008	% point change
“NO” to the question, “Are there any circumstances under which you would allow your teen’s friends to drink in your home?”	72.1%	79.5%	+7.4
“Agree” to the statement, “As a parent, I feel that I have the ability to influence my teen’s choices about alcohol”	39.5%	55.3%	+15.8
“Strongly Disagree” with the statement, “My job isn’t to prevent them from drinking. Rather it’s to teach them to drink responsibly”	23.4%	53.8%	+30.4

Parental Monitoring Gaps/Weaknesses

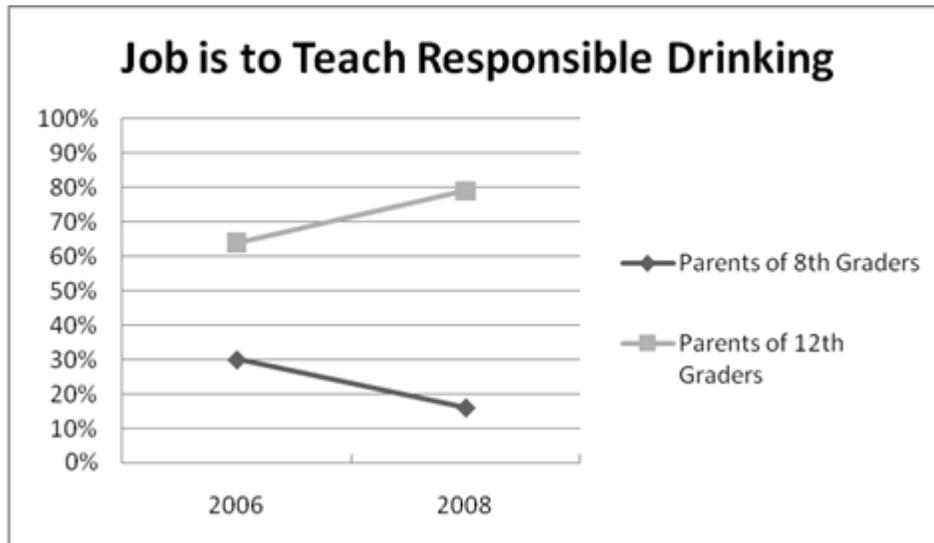
While the Parent Phone Survey shows that more parents are taking concrete steps to prevent their teen from drinking, student survey data suggests that their children haven’t noticed just yet. For example, between 2004 and 2008, there was only a slight increase in the proportion of Portland students in grades 6-12 who report that they would be caught by their parents if they drank alcohol without their parents’ permission (See Appendix C). This statistic also remained below the State average for years 2004, 2006, and 2008.

Similarly, the percentage of total students in grades 6-12 who report that their parents would think it was VERY WRONG for kids their age to drink alcohol has remained at 71% in the past three MYDAUS cycles (2004, 2006, and 2008). Similarly, the percentage of total students in grades 6-12 who report that their parents would think it was very wrong for kids to use marijuana remained at 81% for the past three MYDAUS cycles as well. However, when we more closely analyze this data by grade level, we see a different trend among different age groups:

- The percentage of Portland 8th graders reporting parental disapproval of drinking *remained steady*, from 80% in 2006 to 78% in 2008
- **The percentage of Portland 12th graders reporting parental disapproval of drinking decreased, from 55% in 2006 to 49% in 2008.**

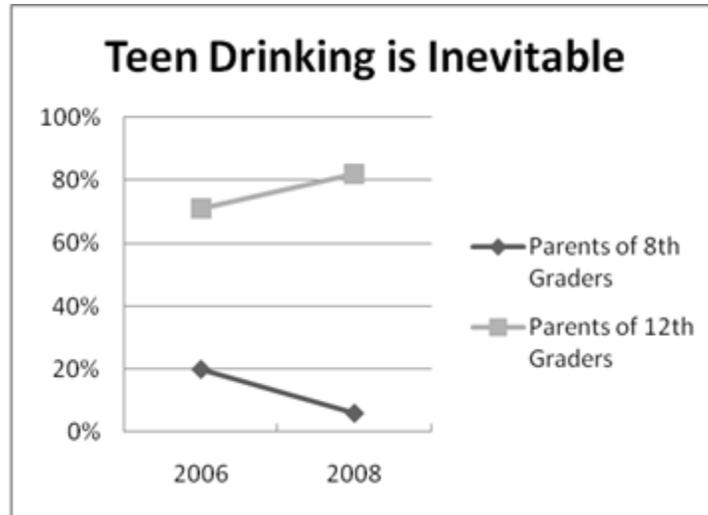
The Parent Phone Survey results suggest some clear areas that need work. Among these is an increasing sense of helplessness among many parents. For example, between 2006 and 2008, the percentage of 8th grade parents agreeing that they feel helpless to prevent teen from drinking *increased* from 25% to 29%. This trend is even more marked among parents of older teens: The percentage of 12th graders agreeing that they feel helpless to prevent their teen from drinking has *increased dramatically*, from 76% to 91%.

Other data points also suggest that parents of younger teens remain committed to keeping their children from drinking, but parents of older teens are less sure. Below is a graph comparing the percentage of 8th grade vs. 12th parents who **agreed** with the statement, “My job isn’t to prevent them from drinking; rather it is to teach them to drink responsibly.”



- The percentage of 8th grade parents who agreed their job is to teach responsible drinking *decreased* from 30% to 16%
- The percentage of 12th grade parents who agreed their job is to teach responsible drinking *increased* from 64% to 79%

The same divide appears in the percentage of 8th grade vs. 12th grade parents who agreed with the statement, “It is inevitable that teens will try alcohol.”



- The percentage of 8th grade parents who felt drinking was inevitable *decreased* from 20% to 6%
- The percentage of 12th grade parents who felt drinking was inevitable *increased* from 71% to 82%

Parental attitudes of long term risk followed a similar divide among parents of different age groups:

- The percentage of 8th grader parents who agreed with the statement “Most people who drink turn out OK. My teen will be OK if he/she tries it too” *decreased dramatically* from 35% to 12%.
- The percentage of 12th grader parents who agreed with the statement, “Most people who drink turn out OK. My teen will be OK if he/she tries it too” *remained steady*, from 72% to 70%.

Survey results also show increases in permissive behaviors by parents. For example, among parents of 10th graders, the number of parents who would allow their teen to drink on the weekend at someone else’s house *nearly doubled* between 2006 and 2008:

- 27% of 10th grade parents would allow it in 2008, *up* from 14% in 2006

Another trend of concern is an increased sense of certainty among those parents who *would* allow their teen’s friends to drink alcohol in their home. While in 2006, many of these parents responded “don’t know/unsure” when asked to describe under what conditions this would be allowed, in 2008, they seemed more clear in their convictions:

- **Don’t Know/Unsure:** *Decreased*, from 42% to 27%
- **With other parents’ supervision:** *Increased*, from 3% to 23%
- **Not driving/I have the keys:** *Increased*, from 15% to 22%
- **At a celebration/event/gathering:** *Stayed about the same*, from 7% to 8%

These trends echo the sentiments often shared during one-on-one and group meetings with parents and care givers. Despite our public education and outreach efforts, there remains a

strong belief that the best way to protect adolescents from the dangers of underage drinking is to train them to drink responsibly. This belief prevails even after our efforts to publicize the scientific data showing the limited decision-making capability of the adolescent's developing brain, potential harm to the developing brain, as well as the increased likelihood of developing an alcohol use disorder as an adult due to alcohol exposure at a young age.

Our findings underscore the fact we still have a lot of work to do in the area of educating and engaging parents in preventing their children from initiating alcohol use until at least the age of 21. While we have tried multiple avenues for disseminating information, it seems that many parents still aren't receiving—or don't believe—the message.

Community feedback also points to a need to better educate the public around the harms of marijuana use by adolescents, and the need for parents to take an active role in preventing it. Marijuana is largely seen as a harmless recreational drug, and rivals alcohol in its "rite of passage" status. Preventing youth misuse of prescription drugs is also an area where many parents need increased awareness and tools. Parent Survey data suggests that we need to refine our approach in addressing parents of different age groups. When it comes to prevention, like all other aspects of child rearing, parents are reacting differently depending on the age of their child. This makes sense in light of the fact that the years between 11 and 18 are ones of rapid growth and development emotionally, physically, and intellectually. As their children grow and change, so do parent's attitudes, beliefs, and parenting techniques. We need to better tailor information for parents of older teens, vs. parents of younger teens. So far, our messages simply haven't addressed the complexities of parenting older teenagers, and this is a big gap.

In addition, parents need to hear messages regarding parental monitoring from sources of information that they trust. To this end, physicians are a promising resource and warrant further investigation into ways to create and strengthen a partnership. Interestingly, the American Academy of Pediatrics (AAP) released a policy paper on April 12, 2010. In it, the physician's role in prevention and intervention is clearly defined, and it is acknowledged that the advice of a physician, versed in brain development and experience with ill effects of alcohol on adolescents, holds weight with parents of adolescents. Among the recommendations made by the AAP are for physicians and healthcare providers who work with children and adolescents to encourage parents to be good role models and empower them to enforce rules and state law.

Parental Monitoring: Summary

GAP:

- Students don't feel they will be caught by their parents if they drink alcohol.
- Older students don't feel that their parents disapprove if they drink alcohol. Some parents are allowing teens to drink in their homes.
- Youth believe that adults and parents don't disapprove of marijuana use.

ROOT CAUSES:

- Many parents feel helpless and that teen drinking is inevitable.
 - Parents feel they cannot influence their child's decisions about alcohol. This is especially common among parents of older teens.

- Many parents say they don't know what to do to prevent their teen from drinking.
- Many parents still feel that underage drinking is ok.
 - Believe it is ok with other parents supervision
 - Believe it is ok if they are not driving or have taken away the keys
 - Believe that it is their responsibility to teach "responsible drinking" (particularly parents of older teens)
 - Not aware or don't believe in a parent's protective influence of setting clear rules and consequences.
 - Believe that their teen will be ok if they drink
- Many parents know or have been informed of the potential risks of underage drinking and still don't act on them.
 - We need to better tailor our information to the complexities of parenting different age groups—younger teens vs. older teens
 - The information may need to be delivered from sources that are more credible to parents, such as physicians
- Many parents and community members believe that marijuana use by teens is harmless.
 - Marijuana is still seen by many as a harmless recreational drug.

B. Law Enforcement

Law Enforcement Strengths

The law enforcement community has been a pillar in 21 Reasons efforts from the beginning. Key partners include the Cumberland County District Attorney's Office, Portland Police Department, and the Maine Department of Corrections.

The Cumberland County District Attorney's office has been at the forefront of changing cultural attitudes of around underage drinking. The DA's offices has a strong policy of prosecuting defendants for furnishing a place for minors to consume alcohol and furnishing alcohol to minors. A few cases clearly illustrate this commitment:

- In 2004, a mother received 30 days in jail for furnishing liquor to minors when she rented a campsite and purchased alcohol for all the attendees at her son's 16th birthday party.
- In 2008, the Cumberland County District Attorney's office successfully argued a case before the Maine Supreme Court that denied a motion to suppress evidence obtained by police when they a home to investigate underage drinking. That case, *State of Maine v. Tyler P. Blackburn* has become a landmark case garnering national attention.
- In the spring of 2009, one defendant received 10 days in jail, paid \$2,000 in fines and performed 50 hours of community service for hosting an underage drinking party in his home.

The Portland Police Department has been a member of 21 Reasons since 2003, and has made strong efforts to increase enforcement to reduce youth access to alcohol through ongoing party patrols and retail compliance checks.

When the Maine Bureau of Liquor Enforcement disbanded in June 2003, it left a serious void in the enforcement of administrative violations. Through a Memorandum of Understanding with Maine's Department of Public Safety, the Portland Police Department has taken on liquor retail compliance checks as an ongoing, integrated practice since 2007. These liquor compliance efforts have been very successful. In 2007, the Portland PD conducted 654 compliance checks with only a 74% compliance rate. In 2008, Portland PD conducted 655 compliance checks with a 91% compliance rate. And in 2009, the Portland Police Department has conducted 413 checks with a 96% compliance rate.

Portland Police Department Compliance Checks 2007-2009			
	# of Checks	# of violations	Compliance Rate
2007	654	170	74%
2008	655	61	91%
2009	413	18	96%

Over the past few years, the percentage of total students reporting in MYDAUS that it would be hard or very hard for them to get alcohol has increased only slightly--from 47.6% to 50.8%, to 51.1%, in years 2004, 2006, and 2008 respectively. However, the enforcement efforts do seem to have had an impact on older teens, which may be more likely to attempt obtaining alcohol from retail sources. Among older teens, there has been a dramatic impact on perception of alcohol availability (see Section C, Access). For example:

- The percentage of 12th graders who report alcohol is HARD or VERY HARD to get *increased* from 26% to 34% between 2004 and 2008.

It should also be noted, the Portland PD's commitment and recognition of their role in underage drinking prevention has remained strong even during several major transitions. Since 2005, the Portland Police Department has had four Chiefs, and as many representatives to our coalition. Even through these transitions, the Portland PD has continued to collaborate with 21 Reasons on many levels—including holding joint press conferences, putting out joint press releases to publicize underage drinking enforcement, holding required underage drinking enforcement training for all sworn officers, and working with City Council to strengthen their support of law enforcement efforts to reduce youth access to alcohol.

The most recent Chief was hired and took the helm in the spring of 2009 after a national search. Chief Craig's commitment to youth is clear. Chief Craig has instituted a number of new initiatives including: the Explorers Program (an initiative from Boy Scouts of America), creating the position of Youth Outreach Officer, and switching to four 10-hour shifts instead of five 8-hour shifts, and creating a Senior Lead Officer positions for each city neighborhood. Since these changes, several 21 Reasons steering committee members have noticed an immediate increase in police presence around the city. There is hope that by implementing these types of initiatives, officers will get to know the folks who live and work in the city on a much more intimate and open level, helping them to fuel the department's commitment to supporting an environment that fosters the drug free development of Portland's youth.

The Department of Corrections has been a coalition member since our inception and often partners with the Portland Police Department and other surrounding agencies in responding to and investigating underage drinking violations.

Law Enforcement Gaps/Weaknesses

Despite the ongoing police enforcement efforts, gaps still exist. In our 2009 Community Opinion survey, 85% of respondents identified lack of law enforcement as a major gap or weakness in preventing youth substance abuse. Here are some of the themes that have come up during a review of available data:

Youth perception of getting caught (MYDAUS): In grades 6-12, students continue to report that they feel it is unlikely that they would be caught by the police for drinking alcohol using marijuana. (75% and 70% respectively)

The percentage of students reporting that they would get caught by the police for drinking alcohol has risen only slightly over the last four years. In 2004, 24% of youth in grades 6-12 answered "YES/yes" to the MYDAUS to the question, "If a kid drank alcohol in your

neighborhood, would he or she get caught by the police?” This number increased to 26.7% in 2006, and slid back to 24.6% in 2008.

The percentage of students reporting that the police would catch a kid who used marijuana in their neighborhood has remained steady from 31% to 30.5% (statistically insignificant) between 2004 and 2008.

The following charts show alcohol, tobacco, and marijuana violations data between 2003 and 2009. As the charts show, prior to 2005, the Portland Police Department issued a very low number of youth alcohol violations. Then, in 2005, there was a dramatic increase in enforcement evident in 2005-2008, with a spike in 2006. Marijuana violations have remained low, while tobacco violations were high in 2004-2005, but then dropped back down in 2006 onward.

Notice the year violations rise for alcohol offenses (2006) coincides with the year students report perceiving they would be caught by the police for drinking alcohol.

Youth Alcohol Violations							
Portland Police Department, 2003-2009							
Violation	2003	2004	2005	2006	2007	2008	2009
# of minors in possession of alcohol	4	8	37	82	63	49	38
# of illegal transportation of alcohol	4	4	14	10	3	6	1
TOTAL	8	12	51	92	66	55	39

Youth Possession of Tobacco and Marijuana Violations Data							
Portland Police Department, 2003-2009							
Violation	2003	2004	2005	2006	2007	2008	2009
# of minors in possession of marijuana	8	10	9	13	12	6	0
# of minors in possession of tobacco	10	54	44	9	4	7	5

Furnishers/Hosts perception of getting caught: Results from our fall 2009 Community Opinion Survey show that 66% of respondents believe those who illegally supply alcohol to youth would not be caught by the police. Additionally, during our intercept interviews of young adults in the summer of 2009, we found that even though the majority of young adults could name the legal consequences for furnishing or hosting, only 35% of respondents felt it was likely that they would be caught by police for doing so.

Police Department violations data suggests that enforcement efforts for furnishing alcohol to minors or a place for minor to consume alcohol were quite low in 2003-2004, but increased in 2005-2006, then began to drop down again after that:

Alcohol Violations Data - Hosting/Furnishing Alcohol to Minors							
Portland Police Department, 2003-2009							
Violation	2003	2004	2005	2006	2007	2008	2009
# (adult) furnishing a place for minors to consume alcohol	2	3	7	4	7	13	2
# furnishing alcohol to minors	3	5	16	9	9	4	8
TOTAL	6	15	27	22	17	17	10

Overall, the data show some good news and some bad news. The good news is that the Portland Police Department has maintained relatively high underage drinking enforcement efforts over the course of several leadership transitions. However, these levels of enforcement have begun to drop, particularly around enforcement of furnishing and hosting laws. In addition, enforcement levels have not been sufficient to create a public perception that violators will be caught by police. In order to alter public perception among youth and adults, more must be done to increase (and publicize) enforcement levels.

Key informant interviews with members of the Portland Police Department have pointed to several challenges and barriers to increasing enforcement of underage drinking, furnishing, and hosting laws:

- Officers experience competing interests in answering calls for violent crime and calls for underage drinking violations. Hopefully, since the City is experiencing a downward trend in violent crime, according to October 2009 crime analysis report, this scale can be tipped.
- The number of reorganizations the department has gone through has manifested itself in numerous shifting of departmental policies and focus areas. Enforcement initiatives need time to take root in order to show community change.
- Overtime, tight budgets, and vacant positions over the years have been challenging for the Portland Police Department, as they have for many other departments in our region.
- Underage drinking parties are hard to find. We need improved systems for law enforcement to collect information about when and where parties are being planned.
- Often due to the sheer number of suspects, investigations of underage drinking parties lack consistency and thoroughness. There needs to be a systematic response at the scene to underage drinking parties to ensure enough appropriate evidence is collected for successful prosecution of furnishing and hosting cases.

We are hopeful that the recent Portland Police Department refocus on community policing will address the perception of lack of enforcement by adding more coverage by the same officers in given areas of the city. There is reason to believe neighborhood policing may increase an officer’s familiarity with his or her neighborhood, increase visibility of the law enforcement presence, and increase the ability to identify house parties.

While the *Blackburn* case clarified and confirmed the legality of a responding officer’s right to enter under exigent circumstances, conversations with professionals in the law

enforcement field reveal some lingering weaknesses. Information from one on one stakeholder interviews suggests some members of the judiciary are unaware of the latest research on the risks of underage drinking. Some members of the judiciary are also unaware of increased community expectations for consequences for furnishing alcohol to minors. In addition, sentencing practices can have a deterrent effect in the community. As our work in the community deepens, the judiciary is an important avenue for sustaining our efforts.

Law Enforcement: Summary

GAP:

- Among youth, perceived lack of enforcement for underage drinking
- Among hosts and furnishers, perceived lack of enforcement for furnishing and hosting

ROOT CAUSES:

- Shifting departmental policies, structure, priorities at Portland Police Department
 - Numerous transitions and reorganizations, and four chiefs in five years.
 - Turnover means new opportunities for re-defining policies, structure, priorities to include strategic focus on enforcement of underage drinking, furnishing, and hosting laws.
- Underage drinking parties are hard to find
 - Lack of timely and accurate intelligence to find and prevent underage drinking parties.
 - Shifting officers assignment times/locations makes it hard to spot suspicious activity
 - Shifting officers assignment times/locations make it harder to build relationships with the community
 - Lack of resources and training to respond to underage drinking parties
- Too few convictions and publicly noteworthy sentences
 - Investigations need increased thoroughness and consistency
 - Not all the judiciary is aware of latest research on risks of underage drinking
 - Not all judiciary is aware of changing community expectations of consequences for furnishing alcohol to minors.
- Public is not aware of enforcement actions
 - Need increased enforcement levels and publicity for enforcement actions

C. Access

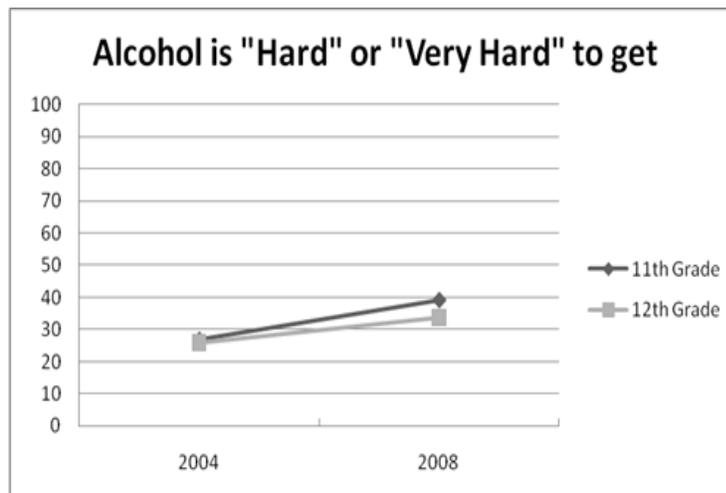
Access Strengths

Low retail access is a clear strength in our community, due to a concerted effort over recent years that has included ongoing compliance checks by the Portland Police Department, regularly scheduled certified seller-server trainings, establishing and maintaining a 100' bar dispersal ordinance, store participation in the CardME program, the Portland City Council's denial of liquor licenses to irresponsible bar owners, and the Portland's Night Life Oversight Committee's adoption of Bar Manager's Best Practices. The 21 Reasons *Best Practices and Resource Guide for On and Off Premise Liquor License Applicants* is distributed to every liquor licensee within the City. And as of September 2010, in the Portland City Council will be able to take into consideration whether or not liquor licensees servers certified in responsible beverage server training as a condition of licensing.

In fact, only 7% of respondents to our 2009 Community Opinion Survey reported that youth are accessing alcohol through retail outlets.

These successes in reducing youth access to alcohol through retail sources are clearly evident in the results from the 2008 MYDAUS. Among 11th and 12th graders (older teens are more likely to attempt to obtain alcohol through retail sources) we saw a dramatic increase in the percentage reporting that alcohol would be hard to get:

Percentage of 11th and 12th Grade Portland Students reporting alcohol is "HARD" or "VERY HARD" to get, MYDAUS, Portland Public Schools"



Increased parental monitoring may also be contributing to reduced access among older teens. In our 2008 Parent Phone Survey, 25% of parents of 12th graders reported counting, marking, and locking up their alcohol, compared to only 4% of 8th and 9th grade parents.

Access Gaps/Weaknesses

Despite progress among 11th and 12th graders in perceived difficulty of obtaining alcohol, accessibility of alcohol and marijuana are still issues in our community. When we look at the total numbers for students in grades 6-12, we have achieved only a moderate increase (4%) in the proportion of students who report that alcohol was hard to get between 2004 and 2008. Similarly, there was only a 6% increase of students in grades 6-12 who report that marijuana was hard to get during the same time period. On average, only about half of students in grades 6 through 12 in 2008 believed that alcohol and marijuana are “hard” or “very hard” to get (51% and 53% respectively).

And while we have made progress among 11th and 12th graders in their perceived difficulty in obtaining alcohol, there were declines in the percentage of 6th, 7th, and 8th graders who reported alcohol would be hard to get. (See Appendix C).

It seems that while we have had strong gains in reduced access to alcohol through retail sources, we still have much work to do around youth access to alcohol and other drugs from **home and social sources**. This is confirmed by several sources:

- According to respondents to our 2009 Community Opinion Survey, alcohol, marijuana, illicit drugs, and prescription drugs are easy for youth to get. Most respondents reported that youth are primarily getting alcohol, marijuana, illicit and prescription drugs from older friends and parties. Parents and older friends were cited as the primary source for prescription drugs.
- According to our 2008 Parent Phone Survey, many parents are still willing to host underage drinking parties. As described above, the pervasive myth of “take the keys” seems to be gaining strength among the parents who either disagree or aren’t getting our message. Those who are willing to host seem to be more certain of their actions; when asked in what circumstances they would host, fewer parents are citing “don’t know”—and more parents are saying it’s okay if there are other parents present or if they take the keys.
- Our 2008 Parent Phone Survey also shows that while more parents are counting, marking, and/or locking alcohol in their home, the vast majority parents of younger teens are not. This is especially concerning considering that for young initiators of alcohol use, often the first source of alcohol is taking it from home without parents’ permission.
- Key informant interviews suggest that parents are also not tracking or locking their prescriptions, largely because they simply aren’t aware that it is a problem.
- Key Informant Interviews have also pointed out another source of alcohol for youth: Unsupervised rental housing. Many college students live in the Portland area, but not necessarily in dormitories where there is oversight or some degree of supervision. Some landlords may be unwittingly promoting a high-risk drinking culture on their properties, thereby attracting younger tenants (For example, recent ads by one property management company stated: “Less rent = More beer.”) Many landlords are unaware of their risk and liability issues, lack information about model policies and practices, and are not connected with available resources. There is much work to be done on the feasibility of potential sanctions that could possibly be integrated into rental agreements by collaborating with local colleges that could be added to a landlord’s resources.

- Young adult intercept interviews suggest that while young adults tend to know and understand the legal consequences of furnishing alcohol to minors, they don't believe they will get caught (See Law Enforcement, Section B, Gaps and Weaknesses).
- Many non-profit organizations in Portland host events with alcohol, with minimal training or policies in reducing risks or have any provisions of limiting access of alcohol to minors.

As for **retail access**, we have had some setbacks. Alcohol taxes have not been raised in the State of Maine since the mid 1980's. Instead, our recent legislative session saw an expansion of access to alcohol:

- Hard liquor tastings are now allowed in the State of Maine.
- A liquor licensee is now allowed to hold up to 24 tastings of beer, wine, and liquor per year up from 12 tastings per year.
- Language that dictated taste tastings of alcoholic beverages be conducted to preclude being viewed by children was repealed
- Retail outlets, such as WalMarts, supermarkets, and convenience stores with a license to sell liquor to take away, will now be allowed to hold a dual liquor license and serve alcohol to be consumed on the premise under certain conditions.
- Mobile Liquor Bars are now sanctioned on municipal golf courses
- Wine may now be ordered over the internet and delivered to your door by a FEDEX or UPS delivery person—who is not required to have any training in Maine's liquor laws.
- Qualified caterers who hold a license to sell spirits, wine and malt liquor are now allowed to hold up to 100 self-sponsored events a year.

Key informant interviews also point out the difficulties in identifying fake ID's and store clerks who feel pressured not to check ID's. In these instances they site long lines and intimidated by customers for reasons not to card.

Maine is also still reeling from the 2003 disbandment of State Liquor Licensing—the only entity with the authority to check the administration of an establishment that sells liquor in order to ensure the alcohol is legally transported, inventoried, and stored.

As for our own Coalition capacity to influence public policy, there is a clear need to increase member skills and confidence levels. According to our Coalition Member Survey, very few coalition members made contact with their elected representatives to educate and inform them of the health and safety issues related to expanded access to alcohol.

Access: Summary

GAP

- Too many youth report that alcohol, marijuana, and prescription drugs are easy or very easy to get.

ROOT CAUSES:

- Parents (especially of younger teens) are not locking/tracking their alcohol or their prescriptions.
 - Don't realize it is something they should be doing
 - Our parent media efforts so far have not clearly communicated this concept.
- Some parents are hosting underage drinking parties thinking it is the safer thing to do.
 - Don't know or believe the data regarding brain development, impact of alcohol on youth depression, learning, etc.
 - Parents do not have enough support from the community to feel confident in their decision to forbid their teen to attend underage drinking parties.
- Young adults are hosting underage drinking parties in unsupervised rental housing
- Many landlords are unaware of their risk and liability issues, lack information about model policies and practices, and are not connected with available resources.
- Furnishers/Hosts believe that they will not get caught (See Enforcement, Section B)
- Non-profit organizations are hosting events with alcohol where minors can have easy access
 - Little to no training, policy/precautions to prevent provision of alcohol to minors
- New State-level policies are not supporting our efforts to decrease alcohol's availability to youth
 - Community and coalition members are not making their voices heard by policy makers
 - Coalition members need to increase contact with their elected officials in order to educate them on the public health and safety issues related to alcohol availability

D. Community Norms

Special Note: In our 2006 Community Assessment, “Change community norms” was listed as a separate priority. Because community attitudes about underage drinking influence all of the other priorities above, our coalition has opted to not list it as a separate priority in our strategic plan, but rather to consider community norms as a common thread throughout all of our work. However, for the purposes of this assessment, we have outlined our findings below.

Community Norms Strengths

Because community norms runs through all the other priorities above, many of the strengths previously listed in each of those sections apply here as well. For instance, Portland scores above the state averages for a wide variety of protective factors that help to keep youth drug and alcohol free in the Community Strengths and the Individual and Peer Domain arena. This includes a high percentage of students who feel acknowledged by teachers and their parents for their school involvement and performances. This is underscored by the fact that Portland also has a relatively high percentage of students who participate in clubs, organizations, and activities at school. (See appendices D for student opinions, as well as F for programs available for youth)

Community members recognize the power of community in shaping youth’s lives. This is summarized in a quote from the Community Opinion Survey: “My only real suggestion is relatively simple: relationships between youths and adults need to be open, honest and consistent.”

As described in the Parental Monitoring section above, we have also seen progress in reducing the number of parents who believe that underage drinking is inevitable and increasing the number of parents who understand that their role is *not* to teach “responsible drinking” to underage youth.

In the area of Access, the acceptance of the Portland Police Department’s compliance check activity has become part of the norms and expectations, and a greater percentage of liquor licensees are following the law. This is reflected in the high compliance rates and the increase in older youth reporting alcohol is harder to get. Portland City Council further supported this type of avenue for limiting access when they adopted an ordinance which allows them to consider whether or not to grant a liquor license based on whether or not the establishment has employees trained in a state certified responsible beverage service course.

Other Access strengths include parents taking more concrete steps than before to prevent their teen from drinking, such as marking their liquor bottles and locking them up.

Our Community Opinion Survey revealed that many respondents agree that our community is doing a good job in the messages that we send to youth about alcohol. For example, only 16% of respondents felt that youth are receiving the message that “Underage drinking is okay if the adults take away the keys,” and only 17% felt that youth are receiving the message that “Underage drinking is okay if adults are present.”

Community Norms Gaps/Weaknesses

Despite our progress, some negative and permissive norms persist in our community. For instance, our Parent Phone Survey reveals an increase in the number of parents who would allow their teens friends to drink alcohol in their home as long as they took away the keys--from 15% in 2006 to 22% in 2008. As pointed out in the Parental Monitoring section, while parents are receiving more information about the risks of underage drinking, many parents, especially those of older teens, are becoming less certain about how to keep their teen safe. The complexities of parenting an older teen who may seem more mature and capable runs up against the issues of which freedoms to allow the older teen to have. As stated earlier, we still have a lot of work to do in the area of parental and community norms in order to achieve a higher rate of youth who hold off alcohol initiation until at least the age of 21.

Our lack of progress in establishing healthier messages for youth is evident in the MYDAUS results. There has been **no significant change from 2004 to 2008** in the proportion of students in grades 6-12 who report that adults in their community think underage drinking is "VERY WRONG". That percentage has remained 51%, 52%, and 52% in years 2004, 2006, and 2008 respectively.

Below are the negative messages about alcohol that respondents from our **Community Opinion Survey** felt youth receive from adults in our community all or most of the time. Responses are listed in order of most to least popular response.

- It's not a party without alcohol (52%)
- Adults drink when they're under stress (44%)
- It might be harmful for youth to drink alcohol, but kids will be kids and there's nothing we can do to stop it. (31%)

Meanwhile, respondents felt that the following positive messages are being sent to youth all or most of the time:

- Underage drinking is never ok (only 38% chose this response)
- Underage drinking is unacceptable, and we are committed to preventing it from happening. (only 27% chose this response)

Interviews with community members confirm that despite progress in raising community awareness about the dangers and harms of underage drinking, there is still a large perception among the community that underage drinking is an inevitable rite of passage. As described in numerous sections, there is also still a large perception that it is safe to have supervised underage drinking parties, as long as nobody drinks and drives, especially among parents of older teens.

Our young adult intercept interviews suggest that there is also a community-wide expectation of high risk drinking among young adults. Our non-profit events survey suggests a community-wide dependence on alcohol for social functions. In addition, a scan of our local media shows that high-risk and illegal alcohol consumption are often glamorized and made light of in Portland's print and online news media. These norms all contribute to the cultural expectations and pressures felt by youth in our community.

Our community also has many organizations and events that include alcohol advertising and sponsorships. In the 21 Reasons 2009 Non-profits Survey, 89% of the responding organizations host events, and of those 89%, 69% accept alcohol sponsorships.

Community Norms: Summary

GAP

- Not enough youth feel adults in the community think underage drinking is very wrong.

ROOT CAUSES:

- Adults and youth feel underage drinking is a culturally expected rite of passage
 - They don't know or believe information that most youth don't drink, and that underage drinking rates are actually steadily decreasing.
- Adults believe that it's safe to host supervised underage drinking parties, as long as nobody drinks and drives.
 - Don't know or believe the data regarding brain development, impact of alcohol on youth depression, learning, etc.
- High risk drinking among young adults influences teen perceptions of what is normal
 - Young adults believe that high-risk alcohol consumption is normal and expected
 - Young adults do not understand the negative impacts to their health
- Through media and events, adult community is glamorizing negative messages that alcohol is necessary part of socializing and high-risk and that illegal alcohol consumption is portrayed as humorous.
 - Don't realize the implications of these messages on youth

3. Coalition Capacity and Community Readiness for Change

Capacity and Readiness Strengths

In terms of community readiness, Portland recognizes underage drinking as an issue in the community. According to our 2009 Community Opinion Survey, **79% of respondents are concerned about youth substance abuse in the City of Portland. Alcohol is by far the top substance of concern (85%), followed by illicit drugs (57%) and prescription drugs (54%). As for priority issues of concern, survey respondents listed substance abuse (64%) as the second most concerning issue for our youth**, slightly behind academic failure (66%), and ahead of violence/assault (41%).

Our Portland Parent Survey results also show parents are getting the message. Compared to a just few years ago, more parents are concerned about a wider range of harms related to teen drinking—including concerns regarding brain development, addiction, depression, and moving on to other substance abuse. In addition, parents are reporting more confidence in their influence over their teens. Particularly among parents of younger teens, fewer think that teen drinking is inevitable, and more feel that they have the ability to influence their teen’s choices about alcohol.

In the recent Future Search visioning process conducted by Portland Public Schools, community leaders came together to select the top issues affecting student learning. At the top of the list: the negative impact of alcohol and other drugs on student’s readiness to learn. In fact, City Councilor Dory Waxman proclaimed the “need to partner more closely with non-profits such as 21 Reasons to help address the myriad of social issues such as alcohol use.” During the team report outs for vision presentations, one participant proclaimed the hope that, “In the future, Portland Public Schools will be the focus of Portland’s fame, not beer and restaurants.”

Over the years 21 Reasons has developed a strong presence in the city, as evidenced by a number of indicators. For instance, we are seen as a resource by our local media; we have cultivated valuable press contacts in our daily newspaper, local weeklies, television news stations, and local radio. We are also often called upon to collaborate by our community partners to offer training and technical assistance. Our web site has shown a steady increase of visitors, from 182 visitors per month in November 2008 (when we began to keep track) to 382 visitors per month in November 2009. Our blog audience has also grown from an average of 3 hits per day in October 2008 to 4 hits a day in October 2009. Our highest traffic was in June 2009—an average of 7 hits per day. This was at the same time we published a blog post regarding MADD breaking off their relationship from the Century Council.

Our strongest champions include the Cumberland County District Attorney’s Office, the Portland Police Department, and Portland Public Schools. These entities and their leaders have served in key roles in bringing our coalition’s work to the forefront since our inception.

The District Attorney’s office has an aggressive policy for prosecuting furnishing a place for minors to consume alcohol and furnishing alcohol to a minor. In the spring of 2009, one defendant received 10 days in jail, paid \$2,000 in fines and performed 50 hours of community service for hosting an underage drinking party in his home. They also championed the *Blackburn* case.

The Portland Police Department has institutionalized compliance checks as an ongoing component of their operations, testified in support of a 100' Bar Dispersal Ordinance, and is a regular participant in 21 Reasons committees and task force activities. Every officer in the department also received one hour of training on underage drinking myths versus reality as well as a briefing on underage drinking laws in the springs of 2007 and 2009 through a joint effort between 21 Reasons and the District Attorney's Office.

The outreach to parents with our messages would not be possible without the support from the Portland Public Schools. This outreach includes publishing our Parent Tip of the Month (TOTM) on how to keep your child alcohol free on their district wide cable station, in all seven of their middle and high schools principals' notes on a rotating basis, as well as elementary schools where appropriate. Most recently the district added the TOTM in with their paycheck stuffers for the districts 1600 employees, many of whom are also parents.

Community leaders have also repeatedly acknowledged youth substance abuse as a priority issue. For instance, the Mayor and the Portland City Council has supported an annual Resolution declaring the importance of youth alcohol prevention for the past 7 years starting in 2003⁵. The City Council has recently become more willing to deny irresponsible bar and restaurant owner's liquor license renewals, having done so twice in as many years. In addition, the Council also sought and received the legislative right to deny liquor licenses to bar and restaurant for not training their staff in a state certified Responsible Beverage Service Training Course. The Council also voted to establish a 100' Bar Dispersal ordinance within the City; then, when the ordinance came under public scrutiny, the Council voted again to retain it.

Portland has a wealth of people and organizations that are committed to helping youth thrive. As listed in Appendices E, F, & G, there is an array of community organizations with a broad volunteer base to address the needs of our youth and strengthen prevention efforts throughout the city. We have offered training on best practices on adult modeling to our community partners and many have accepted.

21 Reasons itself has evolved dramatically since our first coalition meeting in October of 2002, and our commencement of Drug Free Communities funding in 2005. Over the years, our organizational structure has grown to include a Coalition Steering Committee and two Action Teams—the Enforcement/Policy Team and the Public Education Team. The full Steering Committee meets monthly to oversee general and big-picture planning, while the smaller Action Teams meet more frequently to oversee project-specific planning and implementation. Ad-hoc subcommittees are created as needed to carry out project activities.

21 Reasons has active engagement from coalition members, and strong in-kind contributions from our many community partners. Annual donations (including volunteer time) add up to more than 150% of our financial income from the federal Drug Free Communities grant.

We have developed a variety of tools to increase our community's capacity to carry out environmental change—including power points and handouts for community presentations and trainings (each tailored for different audiences including law enforcement, parents, schools, and youth), brochures and flyers, a Coalition Membership Agreement, Steering Committee

⁵ In 2003 and 2004, the City Council declared "Youth Alcohol Prevention Week" in April; this was expanded to "Youth Alcohol Prevention Month" beginning in 2005.

handbook, sample speaking points, and more. We have also worked with translators and interpreters to develop materials and presentations that are accessible to Portland's non-English speaking populations.

Coalition communication is strong. We have just redesigned our website, we have regular quarterly e-newsletters, and we send weekly updates to our Steering Committee members to keep them informed as to what's happening. On top of that, periodic calls for action, training opportunities, as well as volunteer opportunities are announced as the need arises.

In our third annual coalition member survey, conducted in September 2009, 100% of respondents said they shared information about 21 Reasons with their colleagues, friends, or family. As for the climate of the coalition, respondents felt 21 Reasons is better able to carry out its work because of the contribution of diverse coalition members that share a common vision for our community. Respondents also felt 21 Reasons can develop agendas and stick with them in meetings, maintain stable leaders, and provide direction and leadership. Members are also very satisfied with the organization, efficiency, and staff support of the coalition.

Capacity and Readiness Gaps/Weaknesses

While our coalition is strong, our coalition capacity and engagement could be stronger. We could use a wider representation from a majority of the sectors of our community. Our efforts could be more effective through increased engagement by coalition members. Our profile and awareness of the risks involved in underage and high risk drinking is rising, but with some caveats. By identifying these gaps, we can guide our work in increasing our coalition capacity and our community's readiness for change.

We have ongoing challenges actively engaging parents, special populations and faith based groups. We are hopeful the Table Talks model can help provide some inroads to these sectors.

Active involvement by coalition members is one of the most effective means of demonstrating broad support for our initiative. Barriers to increased involvement include coalition member's workplace policies, being unfamiliar with the use of advocacy tools, and active leadership within our coalition. These can all be addressed by increasing our coalition's capacity in areas such as facilitation, advocacy, media literacy, and leadership training.

There are lingering myths regarding the prevalence, inevitability, and effects of underage and high risk drinking, despite our best efforts to share the latest research. We need to identify why these myths and misconceptions prevail and work with representatives from each community sector to develop a more effective means of delivering information.

III. CONCLUSION/NEXT STEPS

The creation of this community Needs and Resource Assessment is the first step toward creating a strategic plan to guide the work of 21 Reasons over the next 5 years. Next steps include choosing strategies to address the root causes we have identified; creating logic models which show how those strategies address the problems we have identified and what measurable outcomes we expect to achieve; and then developing a work plan to guide our efforts. Ultimately, these will then be used to apply for continuation funding to maintain and expand the work of the 21 Reasons Coalition.

If you would like to become part of the 21 Reasons Coalition, or would like more information, please contact Jo Morrissey, Project Manager at jmorrissey@mcd.org, or call 773-7737, or visit www.21reasons.org. 21 Reasons is a project of Medical Care Development.

Root Causes Summary

Parental Monitoring: Summary

GAP:

- Students don't feel they will be caught by their parents if they drink alcohol.
- Older students don't feel that their parents disapprove if they drink alcohol. Some parents are allowing teens to drink in their homes.

ROOT CAUSES:

- Many parents feel helpless and that teen drinking is inevitable.
 - Parents feel they cannot influence their child's decisions about alcohol. This is especially common among parents of older teens.
 - Many parents say they don't know what to do to prevent their teen from drinking.
- Many parents still feel that underage drinking is ok.
 - Believe it is ok with other parents supervision
 - Believe it is ok if they are not driving or have taken away the keys
 - Believe that it is their responsibility to teach "responsible drinking" (particularly parents of older teens)
 - Not aware or don't believe in a parent's protective influence of setting clear rules and consequences.
 - Believe that their teen will be ok if they drink
- Many parents know or have been informed of the potential risks of underage drinking and still don't act on them.
 - We need to better tailor our information to the complexities of parenting different age groups—younger teens vs. older teens
 - The information may need to be delivered from sources that are more credible to parents, such as physicians

Law Enforcement: Summary

GAP:

- Among youth, perceived lack of enforcement for underage drinking
- Among hosts and furnishers, perceived lack of enforcement for furnishing and hosting

ROOT CAUSES:

- Shifting departmental policies, structure, priorities at Portland Police Department
 - Numerous transitions and reorganizations, and four chiefs in five years.
 - Turnover means new opportunities for re-defining policies, structure, priorities to include strategic focus on enforcement of underage drinking, furnishing, and hosting laws.
- Underage drinking parties are hard to find
 - Lack of timely and accurate intelligence to find and prevent underage drinking parties.
 - Shifting officers assignment times/locations makes it hard to spot suspicious activity
 - Shifting officers assignment times/locations make it harder to build relationships with the community
 - Lack of resources and training to respond to underage drinking parties
- Too few convictions and publicly noteworthy sentences
 - Investigations need increased thoroughness and consistency
 - Not all the judiciary is aware of latest research on risks of underage drinking
 - Not all judiciary is aware of changing community expectations of consequences for furnishing alcohol to minors.
- Public is not aware of enforcement actions
 - Need increased enforcement levels and publicity for enforcement actions

Access: Summary

GAP

- Too many youth report that alcohol, marijuana, and prescription drugs are easy or very easy to get.

ROOT CAUSES:

- Parents (especially of younger teens) are not locking/tracking their alcohol or their prescriptions.
 - Don't realize it is something they should be doing
 - Our parent media efforts so far have not clearly communicated this concept.
- Some parents are hosting underage drinking parties thinking it is the safer thing to do.
 - Don't know or believe the data regarding brain development, impact of alcohol on youth depression, learning, etc.
 - Parents do not have enough support from the community to feel confident in their decision to forbid their teen to attend underage drinking parties.
- Young adults are hosting underage drinking parties in unsupervised rental housing
- Many landlords are unaware of their risk and liability issues, lack information about model policies and practices, and are not connected with available resources.
- Furnishers/Hosts believe that they will not get caught (See Enforcement, Section B)
- Non-profit organizations are hosting events with alcohol where minors can have easy access
 - Little to no training, policy/precautions to prevent provision of alcohol to minors
- New State-level policies are not supporting our efforts to decrease alcohol's availability to youth
 - Community and coalition members are not making their voices heard by policy makers
 - Coalition members need to increase contact with their elected officials in order to educate them on the public health and safety issues related to alcohol availability

Community Norms: Summary

GAP

- Not enough youth feel adults in the community think underage drinking is very wrong.

ROOT CAUSES:

- Adults and youth feel underage drinking is a culturally expected rite of passage
 - They don't know or believe information that most youth don't drink, and that underage drinking rates are actually steadily decreasing.
- Adults believe that it's safe to host supervised underage drinking parties, as long as nobody drinks and drives.
 - Don't know or believe the data regarding brain development, impact of alcohol on youth depression, learning, etc.
- High risk drinking among young adults influences teen perceptions of what is normal
 - Young adults believe that high-risk alcohol consumption is normal and expected
 - Young adults do not understand the negative impacts to their health
- Through media and events, adult community is glamorizing negative messages that alcohol is necessary part of socializing and high-risk and that illegal alcohol consumption is portrayed as humorous.
 - Don't realize the implications of these messages on youth

Appendix A

2000 Census Information for Portland, ME

	Portland
Total Population	64,249
Male	47.9%
Female	52.1%
Under 5 yrs.	5.1%
18 yrs and over	81.2%
65 yrs and over	13.9%
White	91.3%
Black or African American	2.6%
American Indian and Alaskan Native	0.5%
Asian	3.1%
Native Hawaiian and Other Pacific Islander	0.1%
Some other race	1.9%
Hispanic or Latino of any race	1.5%
Median household income (1999)	\$35,650

The City of Portland, Maine's largest city with a population of 64,249 (US Census 2000), is demographically distinct from its surrounding areas and the state as a whole. The city has double the proportion of minorities of the rest of Maine and over 60 spoken languages. Portland's median household income in 1999 was \$35,650.

For three decades, Portland has served as a point of entry for thousands of refugees to the United States through an arrangement between the U.S. Department of State and Catholic Charities of Maine. Over 90% of refugees resettled in Maine live in Portland. There are a total of 6186 foreign born residents. (US Census) Eighty seven percent of households speak English only at home; the other 13% of households speak primarily Spanish, Indo-European, or Asian/Pacific Islander, and other languages (such as Arabic or Sub-Saharan languages). (US Census)

Portland is 47.9% male and 52.1% female. 91.3% of Portland identifies as White, 3.1% as Asian, and 2.6% Black or African American. 1.5% consider themselves Hispanic or Latino/a, and 1.9% self-identify as two or more races. Portland has less than 1% American Indian/Alaskan Native and less than 1% Native Hawaiian or other Pacific Islander.

81.2% of Portlanders are age 18 and older. 5.1% of Portland's population are under 5 years of age, and 13.9% are over 65 years of age.

Twenty-four percent of the population is high school graduates, and 27% have attained Bachelor's degrees. (US Census). There are 3822 students enrolled in Portland Public Schools grades 6-12. (Maine DOE) One-quarter of Portland Schools students are English language learners. (Portland Public Schools). Forty nine percent of students in grades 6-12 are eligible for the national free or reduced lunch program administered through Maine's Department of Education. (Maine DOE).

Portland's geographic setting is primarily urban. There are no tribal areas or populations within the 21 Reasons catchment area or community of focus. According to the [United States Census Bureau](#), the city has a total area of 52.6 square miles, of which, 21.2 square miles is land and 31.4 square miles (59.65%) is water. Portland is located on a peninsula beside Casco Bay on the [Gulf of Maine](#) and the [Atlantic Ocean](#).

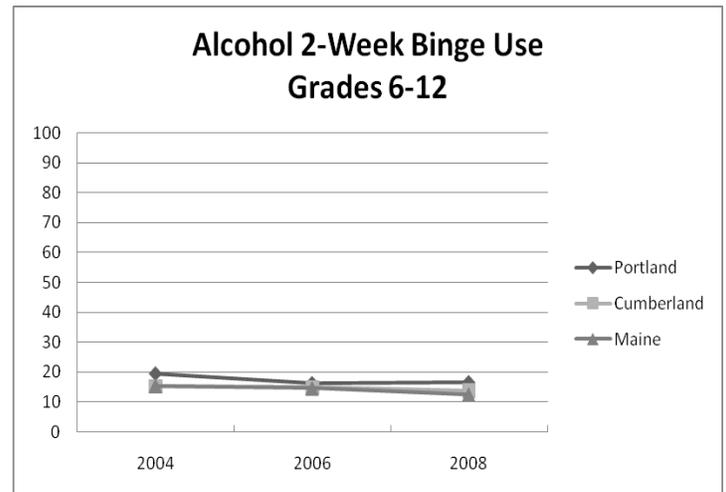
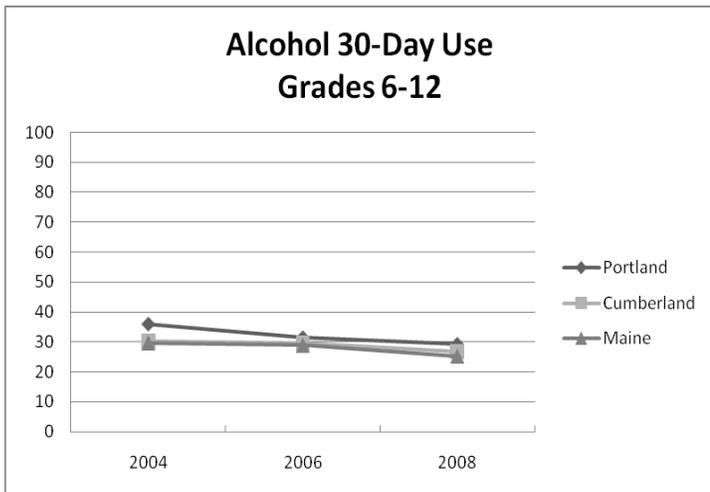
Appendix B: 2004- 2008 MYDAUS Usage Summary

Alcohol use – 30 day (Grades 6-12)

	2004	2006	2008
Portland	35.9	31.4	29.2
Cumberland	30.3	29.7	26.8
Maine	29.7	28.9	25.3

Alcohol use - 2-week binge (Grades 6-12)

	2004	2006	2008
Portland	19.4	16.2	16.5
Cumberland	15.2	14.9	13.7
Maine	15.5	14.6	12.5

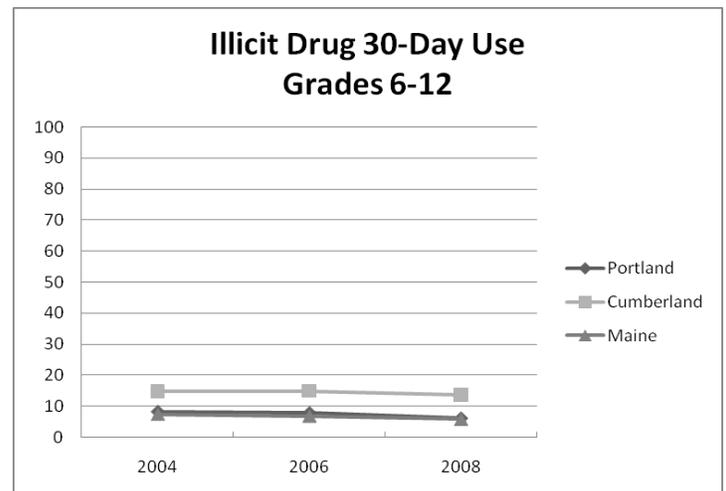
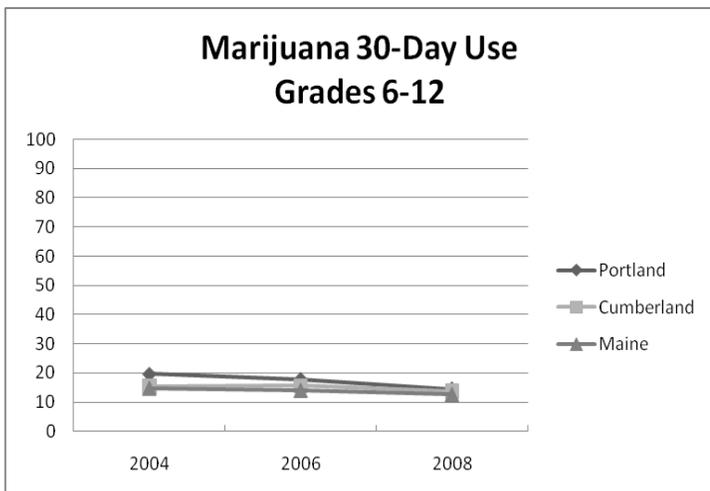


Marijuana use – 30 day (Grades 6-12)

	2004	2006	2008
Portland	19.6	17.8	14.5
Cumberland	15.4	15.6	13.7
Maine	14.8	14.1	12.7

Illicit Drug⁶ use – 30 day (Grades 6-12)

	2004	2006	2008
Portland	8.2	7.8	6.1
Cumberland	14.8	14.96	13.74
Maine	7.5	6.9	5.8



⁶ Illicit drugs include cocaine, heroin, hallucinogens, inhalants, and stimulants

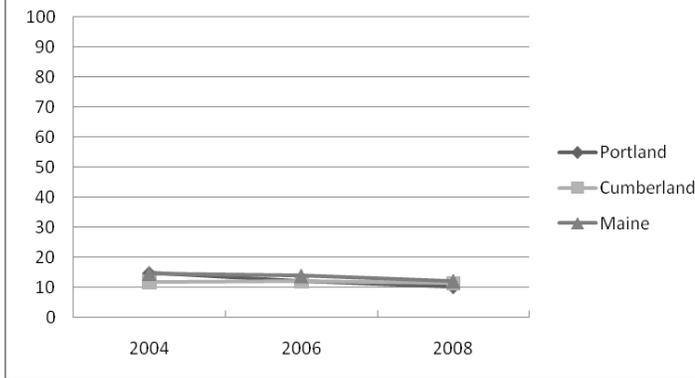
Cigarette use – 30 day (Grades 6-12)

	2004	2006	2008
Portland	14.7	12.1	10.1
Cumberland	11.8	11.9	11.3
Maine	14.6	13.8	12.1

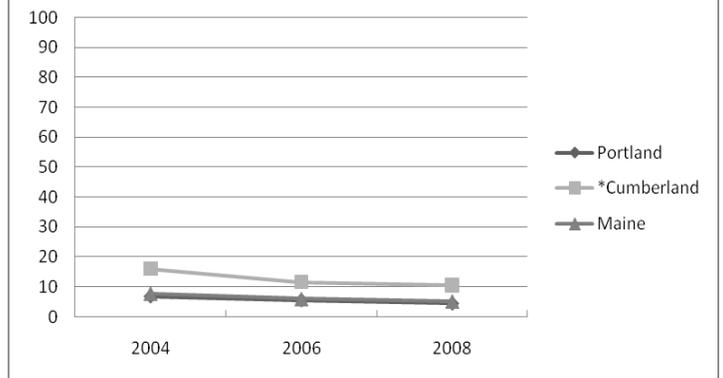
Prescription Drug⁷ use (Grades 6-12)

	2004	2006	2008
Portland	6.8	5.5	4.4
*Cumberland	16	11.6	10.6
Maine	7.8	6	5.2

**Cigarette 30-Day Use
Grades 6-12**



**Prescription Drug 30-Day Use
Grades 6-12**



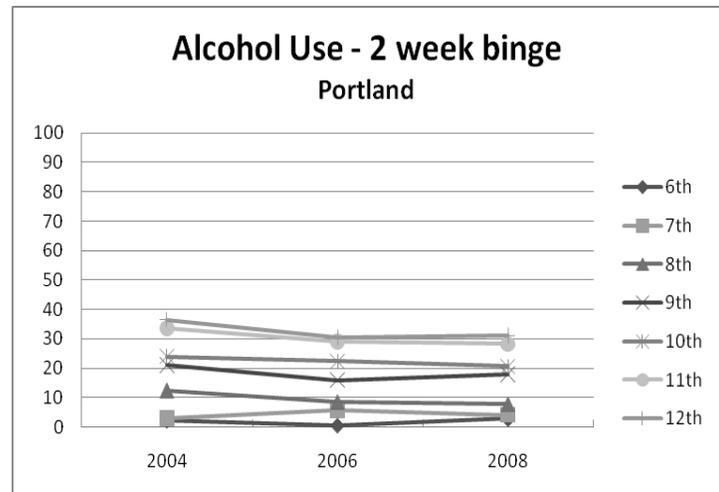
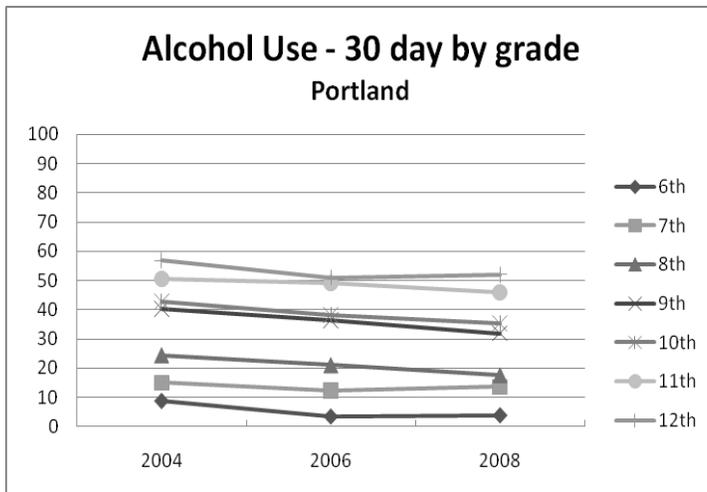
⁷ Not prescribed by your doctor. The MYDAUS question does not list individual prescription drugs, but examples of misused prescription drugs in Maine include Vicodin, OxyContin, Ritalin, Valium, and Xanax.

**Alcohol Use – 30 day by grade
Portland**

	2004	2006	2008
TOTAL	36	31.4	29.2
6TH	8.7	3.5	3.9
7TH	15	12.3	13.6
8TH	24.5	21.1	17.7
9TH	40.2	36.3	31.9
10TH	42.8	38.2	35.3
11TH	50.6	49.1	45.9
12TH	56.9	51	52

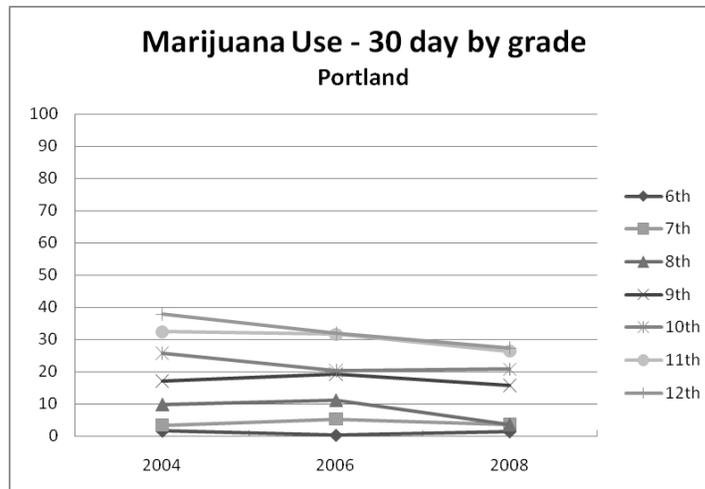
**Alcohol Use – 2-week binge by grade
Portland**

	2004	2006	2008
TOTAL	19.4	16.2	16.5
6TH	2.3	0.6	2.8
7TH	2.9	5.8	4.1
8TH	12.5	8.5	7.8
9TH	21	16	18
10TH	24	22.3	20.6
11TH	33.5	29.1	28.2
12TH	36.5	30.5	31.1



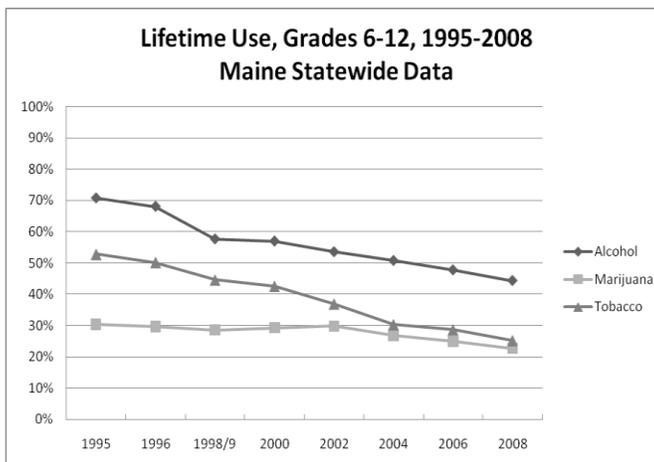
**Marijuana use – 30 day (Grades 6-12)
Portland**

	2004	2006	2008
TOTAL	19.6	17.8	14.5
6TH	1.6	0.3	1.4
7TH	3.4	5.3	3.6
8TH	9.8	11.1	3.6
9TH	17.1	19.3	15.7
10TH	25.7	20.4	20.8
11TH	32.4	31.6	26.4
12TH	37.9	31.9	27.3



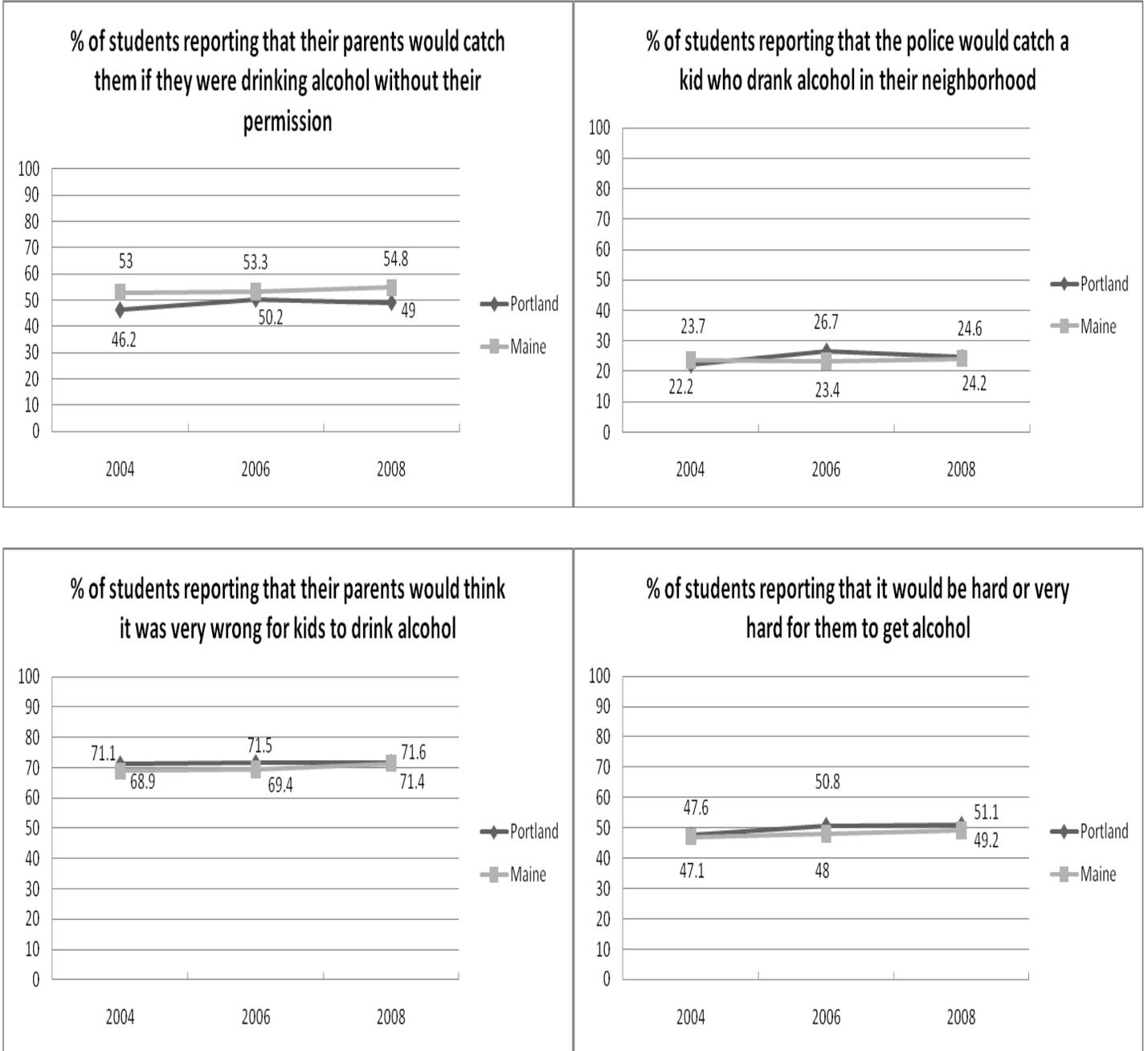
30-Day Use of Alcohol, Cigarettes, Marijuana, Illicit Drugs, and Prescription Drugs, Portland Public Schools v. Maine, 2004--2008										
2004										
	Alcohol		Cigarettes		Marijuana		Illicit Drugs		Prescription	
Grades	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine
6-8	15.8%	13.8%	6.8%	6.7%	4.8%	4.2%	7.6%	6.7%	3.7%	4.3%
9-12	47.4%	41.6%	19.2%	20.3%	28.1%	22.6%	8.6%	8.1%	8.7%	10.4%
6-12	35.9%	29.7%	14.7%	14.6%	19.6%	14.8%	8.2%	7.5%	6.8%	7.8%
2006										
	Alcohol		Cigarettes		Marijuana		Illicit Drugs		Prescription	
Grades	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine
6-8	12.8%	12.9%	5.6%	5.5%	5.8%	3.4%	7.7%	6.0%	3.0%	2.6%
9-12	43.3%	40.3%	16.3%	19.5%	25.5%	21.4%	7.9%	7.5%	7.0%	8.2%
6-12	31.4%	29.0%	12.1%	13.8%	17.8%	14.1%	7.8%	6.9%	5.5%	6.0%
2008										
	Alcohol		Cigarettes		Marijuana		Illicit Drugs		Prescription	
Grades	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine	PPS	Maine
6-8	11.9%	10.6%	3.1%	4.3%	2.9%	2.8%	4.8%	5.0%	2.4%	2.2%
9-12	41.2%	35.0%	15.1%	17.4%	22.6%	19.1%	7.1%	6.4%	5.8%	7.2%
6-12	29.2%	25.3%	10.1%	12.2%	14.5%	12.7%	6.1%	5.8%	4.4%	5.2%

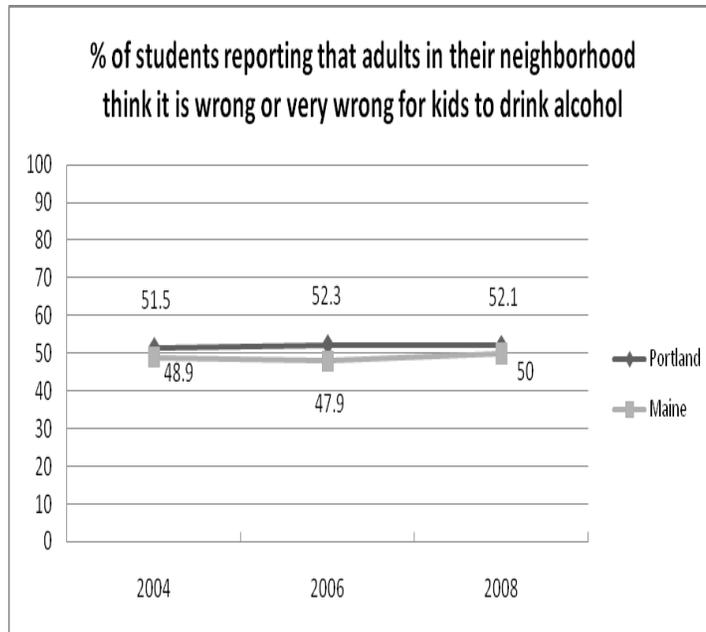
Lifetime Use, Grades 6-12, 1995-2008, Maine Statewide Data									
	1995	1996	1998/9	2000	2002	2004	2006	2008	% Point Change,
Alcohol	70.7%	68.0%	57.6%	56.9%	53.5%	50.7%	47.7%	44.3%	-37.3
Marijuana	30.3%	29.6%	28.6%	29.3%	29.8%	26.9%	25.0%	22.7%	-25.1
Tobacco	52.8%	50.2%	44.6%	42.6%	36.9%	30.3%	28.7%	25.2%	-52.3



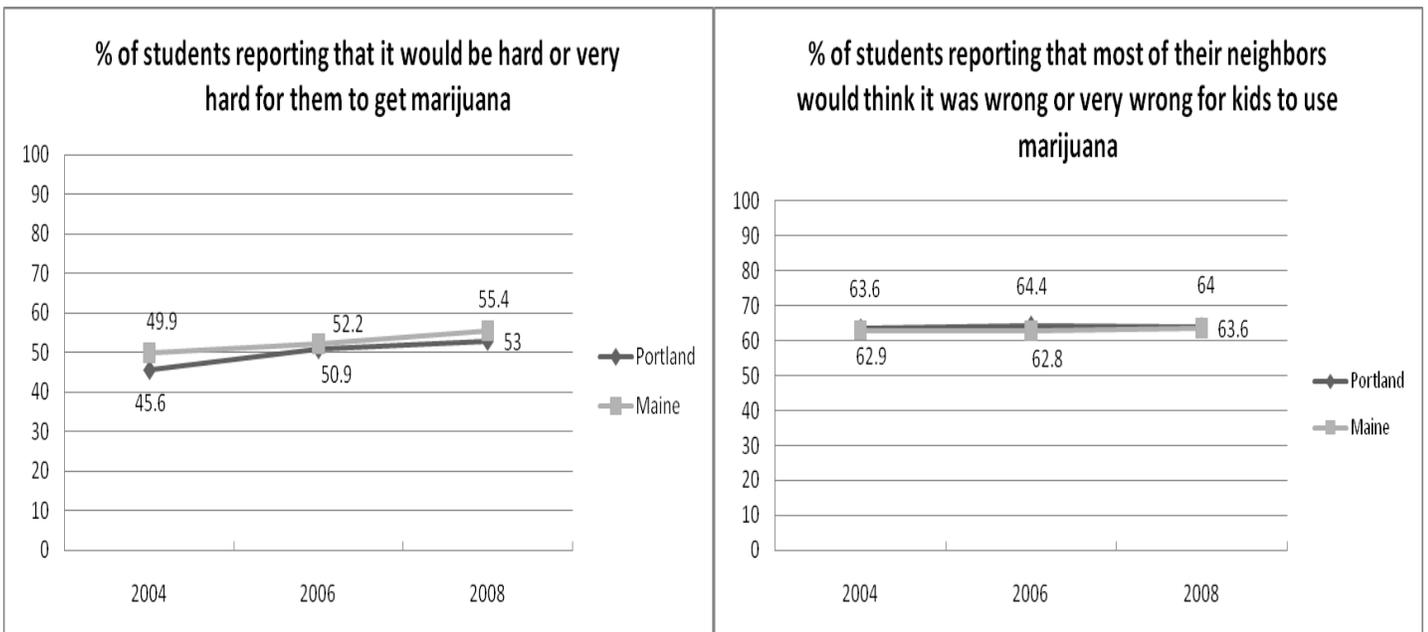
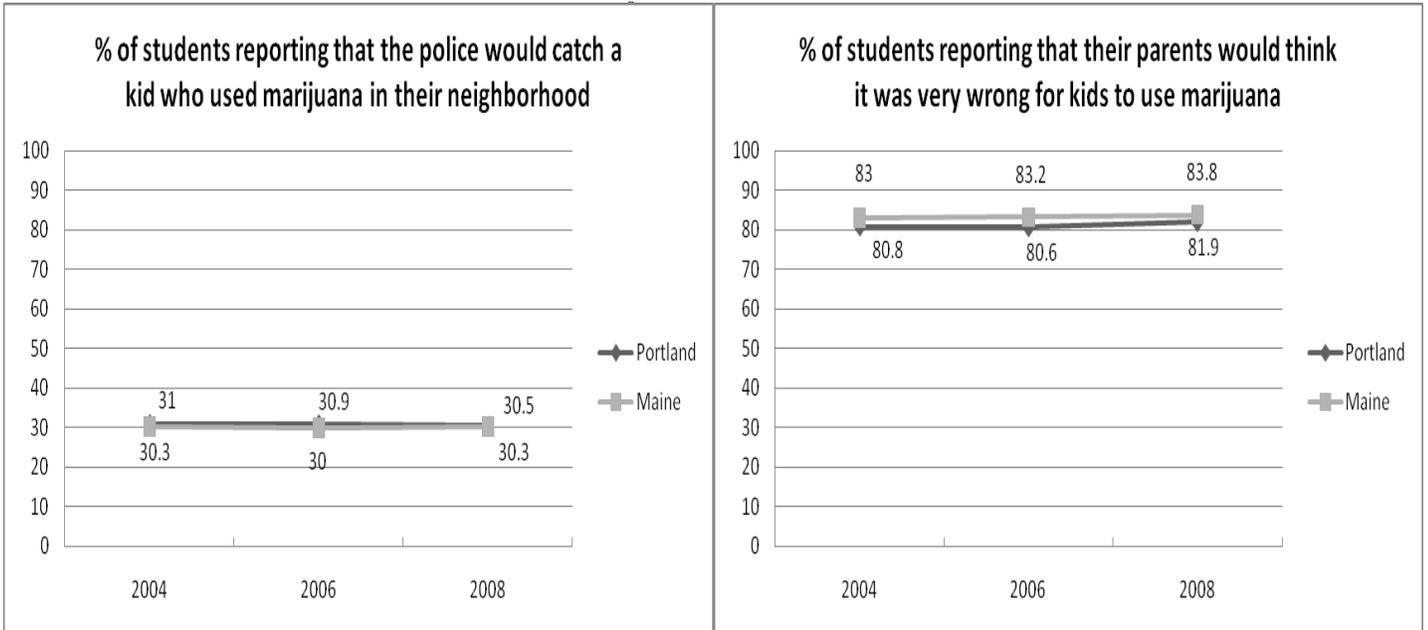
Appendix C:
2004-2008 MYDAUS
Community Norms
Grades 6-12 Combined

Alcohol





Marijuana⁸



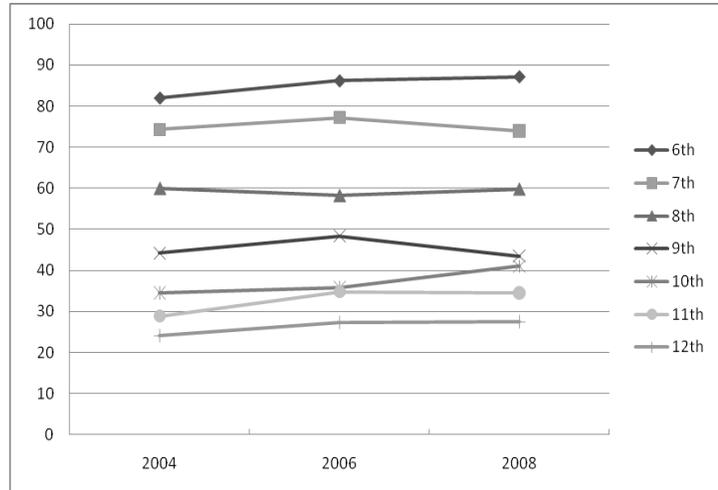
⁸ % of students reporting that their parents would catch them if they used marijuana without their permission is not asked in MYDAUS nor in MIYHS

Community Norms by Grade

Alcohol

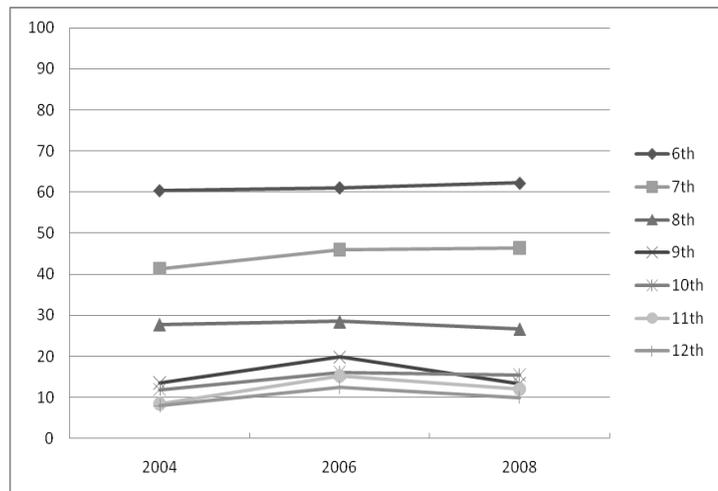
Students reporting that their parents would catch them if they were drinking alcohol without their permission (%):

	2004	2006	2008
TOTAL	46.2	50.2	49
6TH	82	86.2	87.2
7TH	74.3	77.2	73.9
8TH	60	58.2	59.8
9TH	44.2	48.4	43.5
10TH	34.5	35.8	41
11TH	28.9	34.8	34.5
12TH	24.1	27.3	27.5



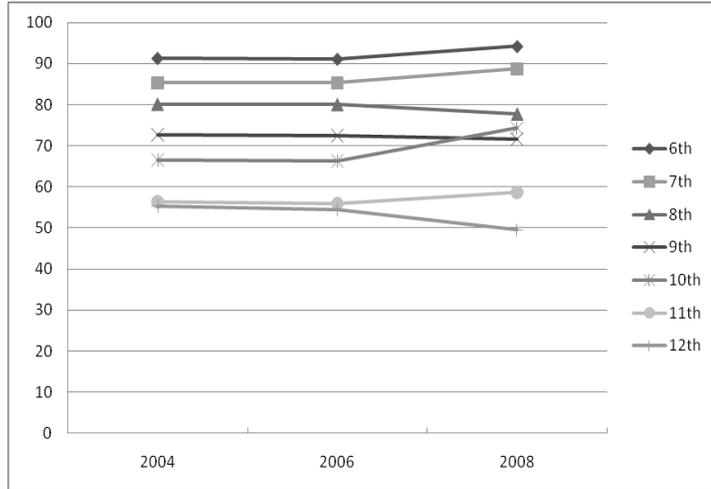
Students reporting that the police would catch a kid who drank alcohol in their neighborhood (%):

	2004	2006	2008
TOTAL	22.2	26.7	24.6
6TH	60.4	61.1	62.2
7TH	41.4	46	46.4
8TH	27.8	28.5	26.7
9TH	13.5	19.8	13.4
10TH	11.9	16.1	15.4
11TH	8.5	15.2	12.1
12TH	8	12.5	10



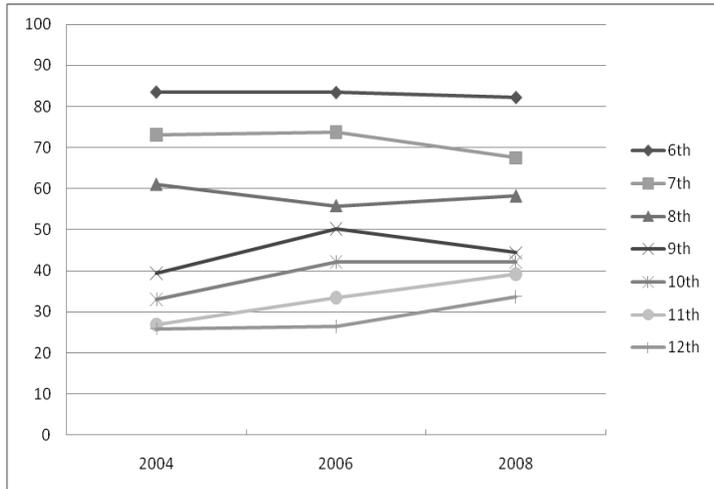
Students reporting that their parents would think it was very wrong for kids to drink alcohol (%):

	2004	2006	2008
TOTAL	71.1	71.5	71.6
6TH	91.3	91.1	94.2
7TH	85.3	85.3	88.7
8TH	80.1	80	77.7
9TH	72.7	72.5	71.6
10TH	66.5	66.3	74.3
11TH	56.3	55.9	58.7
12TH	55.3	54.5	49.5



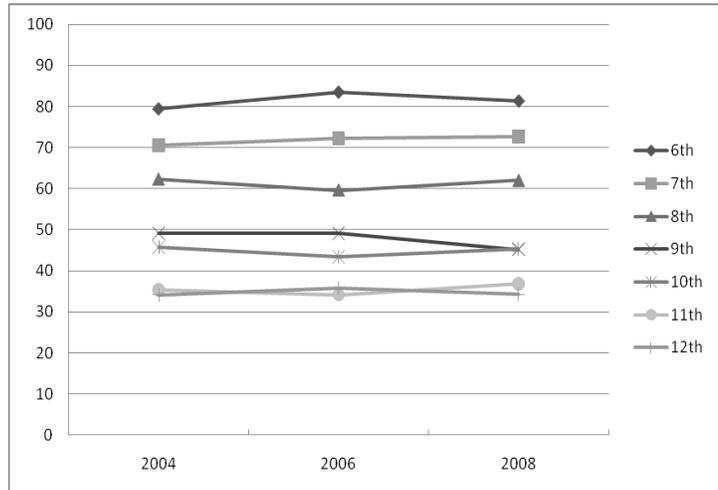
Students reporting that it would be hard or very hard for them to get alcohol (%):

	2004	2006	2008
TOTAL	47.6	50.8	51.1
6TH	83.5	83.4	82.2
7TH	73.1	73.8	67.5
8TH	61.1	55.8	58.2
9TH	39.4	50.2	44.4
10TH	33	42.2	42.2
11TH	26.9	33.4	39.2
12TH	25.9	26.5	33.7



Students reporting that most of their neighbors would think it was “very wrong” for kids to drink alcohol (%):

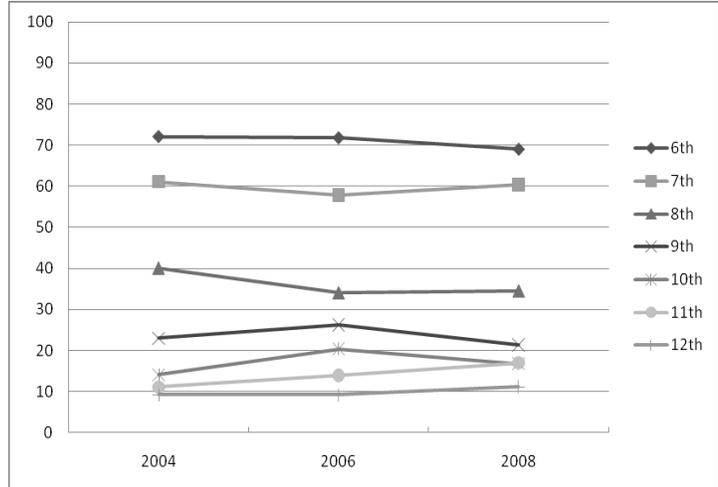
	2004	2006	2008
TOTAL	51.5	52.3	52.1
6TH	79.5	83.5	81.4
7TH	70.6	72.2	72.7
8TH	62.3	59.6	62
9TH	49.2	49.2	45.2
10TH	45.8	43.4	45.3
11TH	35.4	34.2	36.9
12TH	34.1	35.8	34.3



Marijuana¹⁰

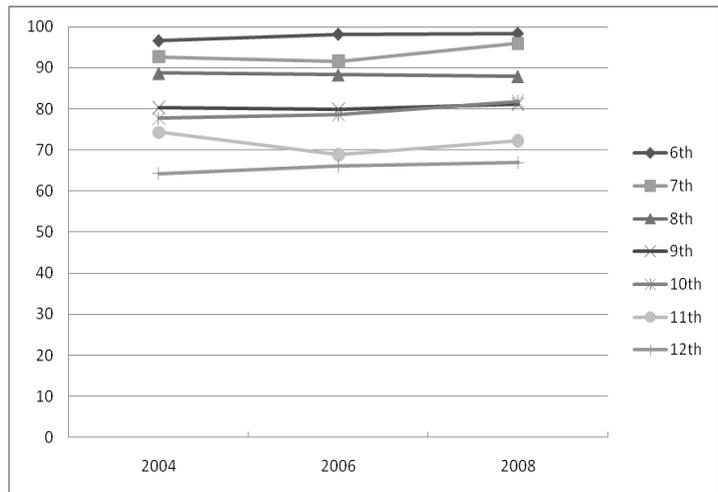
Students reporting that the police would catch a kid who used marijuana in their neighborhood (%):

	2004	2006	2008
TOTAL	31	30.9	30.5
6TH	72.1	71.8	69
7TH	61.1	57.8	60.4
8TH	40	34	34.5
9TH	23	26.3	21.4
10TH	14.1	20.4	16.8
11TH	11.1	13.9	17
12TH	9.2	9.2	11.2



Students reporting that their parents would think it was very wrong for kids to use marijuana (%):

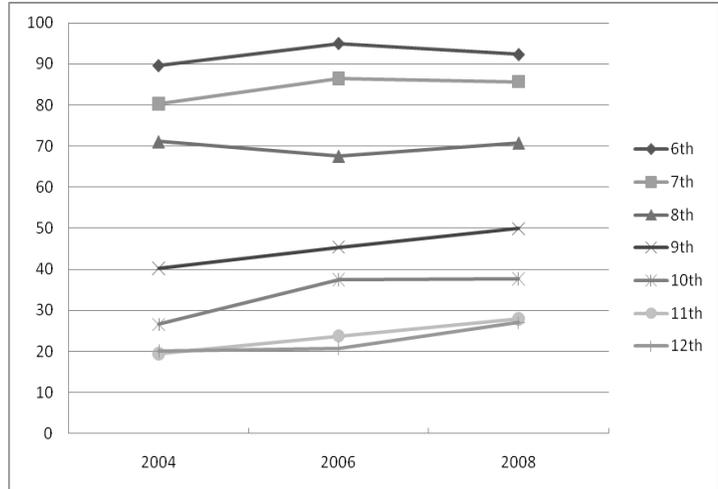
	2004	2006	2008
TOTAL	80.8	80.6	81.9
6TH	96.6	98.2	98.4
7TH	92.7	91.6	95.9
8TH	88.7	88.3	87.9
9TH	80.3	79.9	81.2
10TH	77.7	78.6	81.8
11TH	74.3	68.9	72.3
12TH	64.3	66.1	66.9



¹⁰ % of students reporting that their parents would catch them if they used marijuana without their parents' permission is not asked in MYDAUS nor in MIYHS

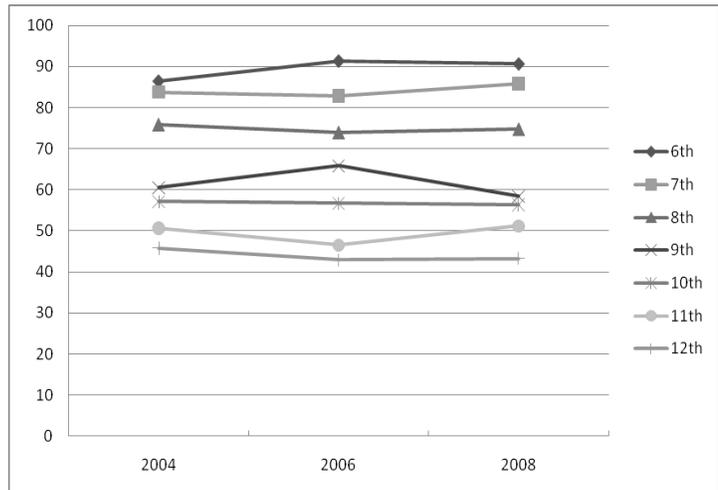
Students reporting that it would be hard or very hard for them to get marijuana (%):

	2004	2006	2008
TOTAL	45.6	50.90	53
6TH	89.6	95	92.3
7TH	80.3	86.5	85.7
8TH	71.1	67.5	70.8
9TH	40.3	45.4	49.9
10TH	26.6	37.5	37.7
11TH	19.5	23.8	28
12TH	20.1	20.7	27



Students reporting that most of their neighbors would think it was “very wrong” for kids to use marijuana (%):

	2004	2006	2008
TOTAL	63.6	64.4	64
6TH	86.5	91.3	90.6
7TH	83.8	82.8	85.8
8TH	75.9	74	74.8
9TH	60.5	65.8	58.4
10TH	57.1	56.7	56.3
11TH	50.6	46.5	51.2
12TH	45.8	42.9	43.3

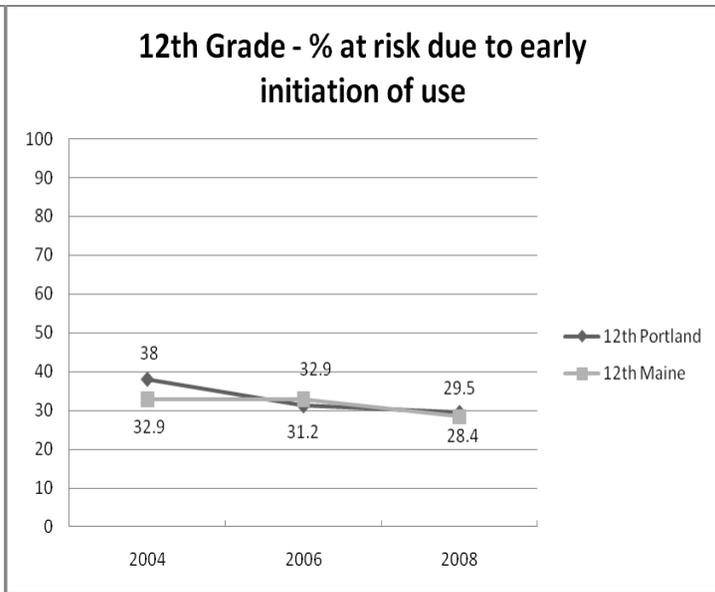
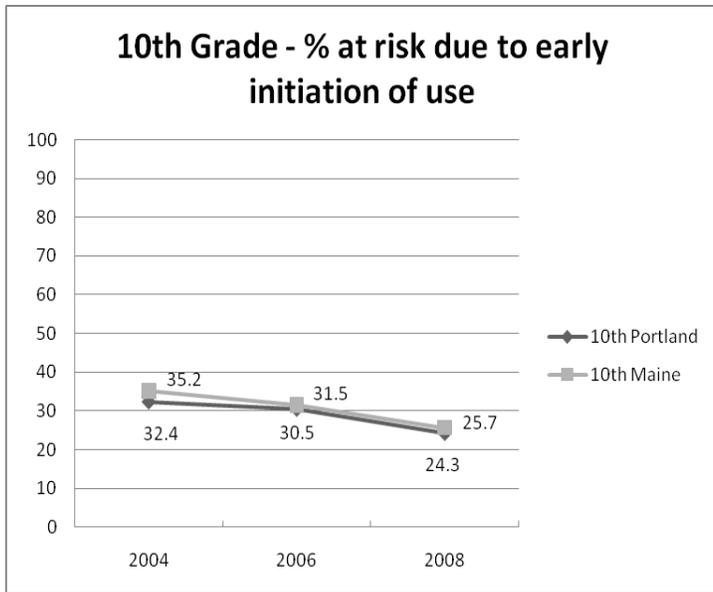
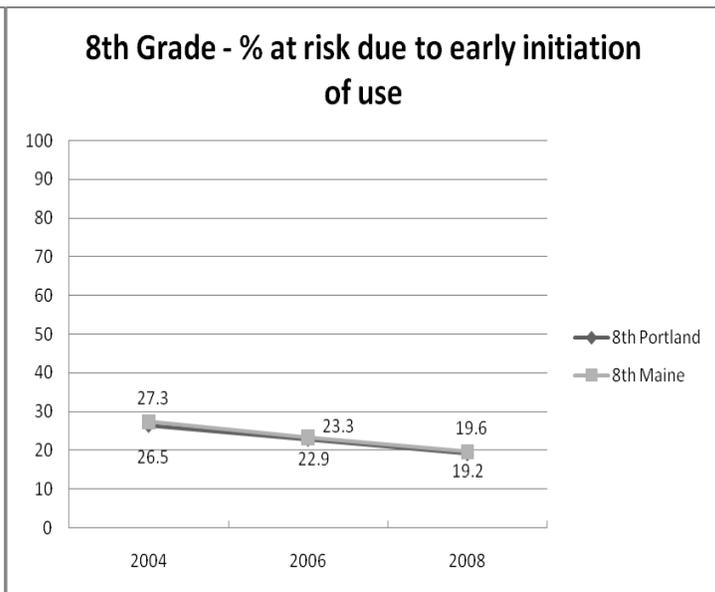
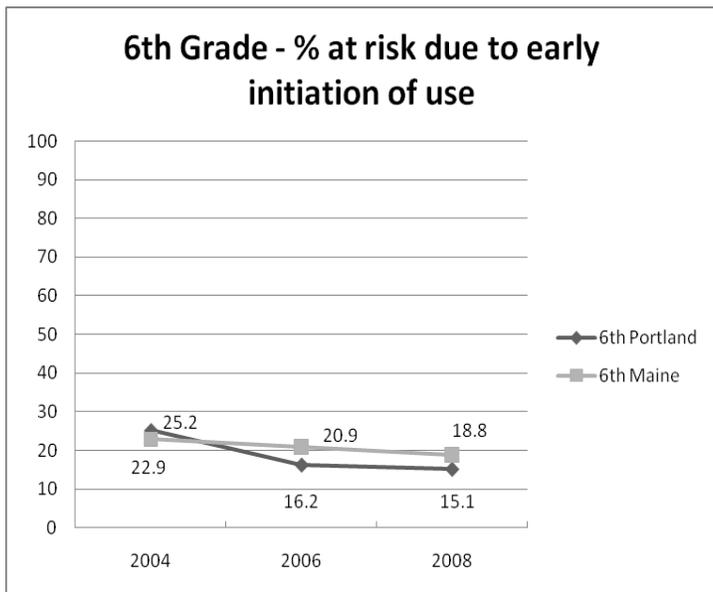


Appendix D: 2004-2008 MYDAUS Risk and Protective Factors, Grades 6, 8, 10 & 12

*All data and definitions taken from the Portland Public Schools Executive Summaries of the 2004, 2006, and 2008 MYDAUS from the Maine Office of Substance Abuse, Department of Health and Human Services.

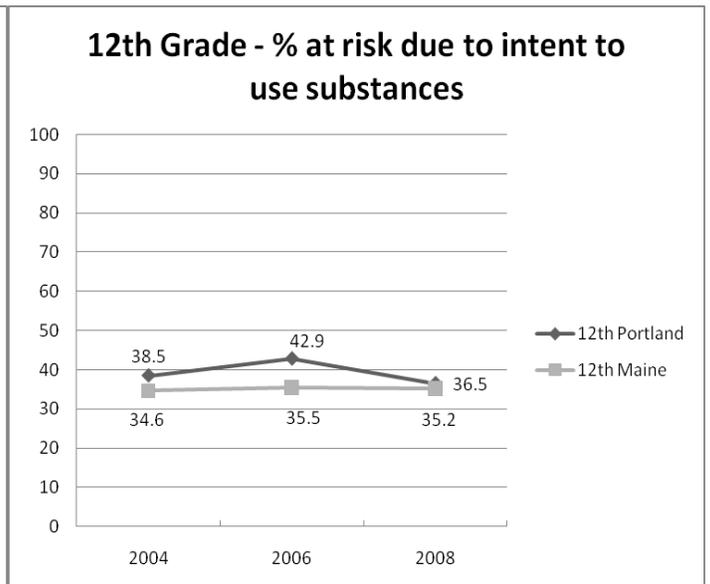
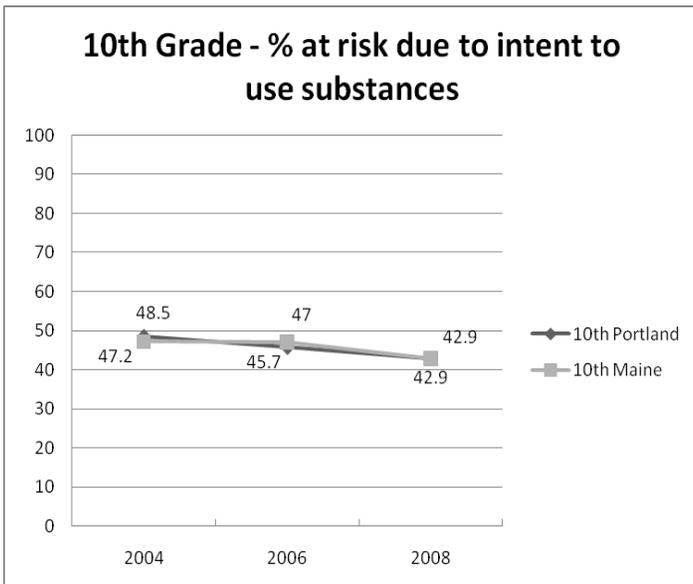
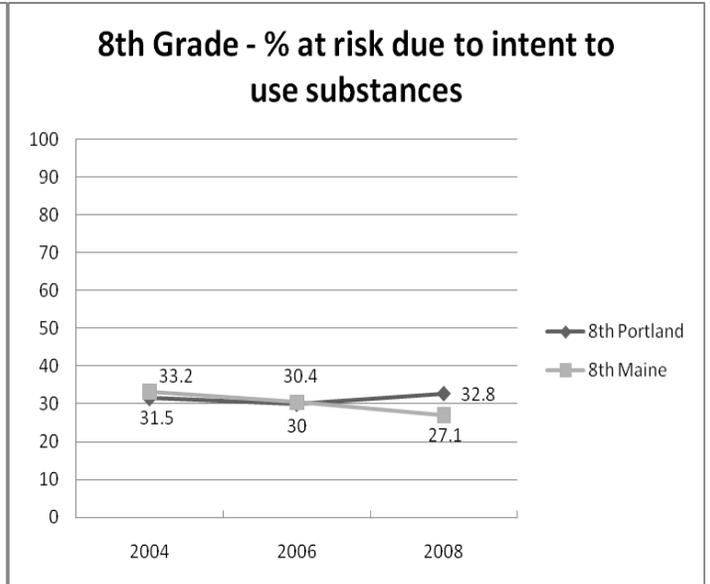
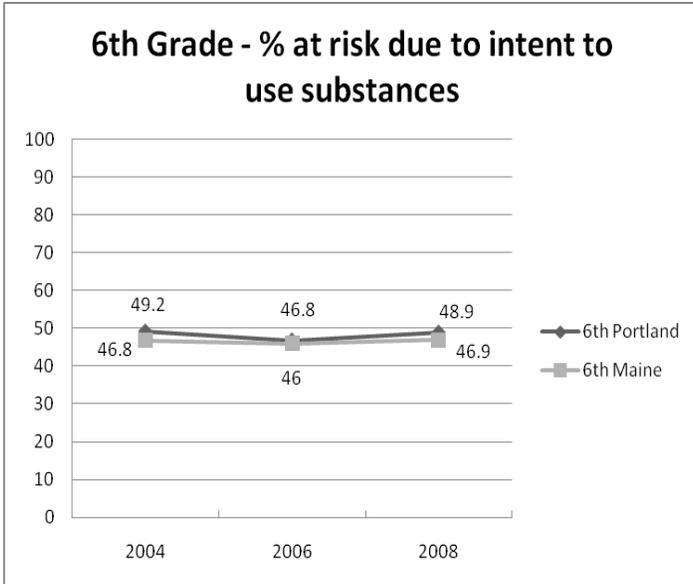
Risk factor: Early initiation of substance use

MYDAUS definition: The age at which respondents first try a variety of negative behaviors, including smoking marijuana, drinking alcohol, etc.



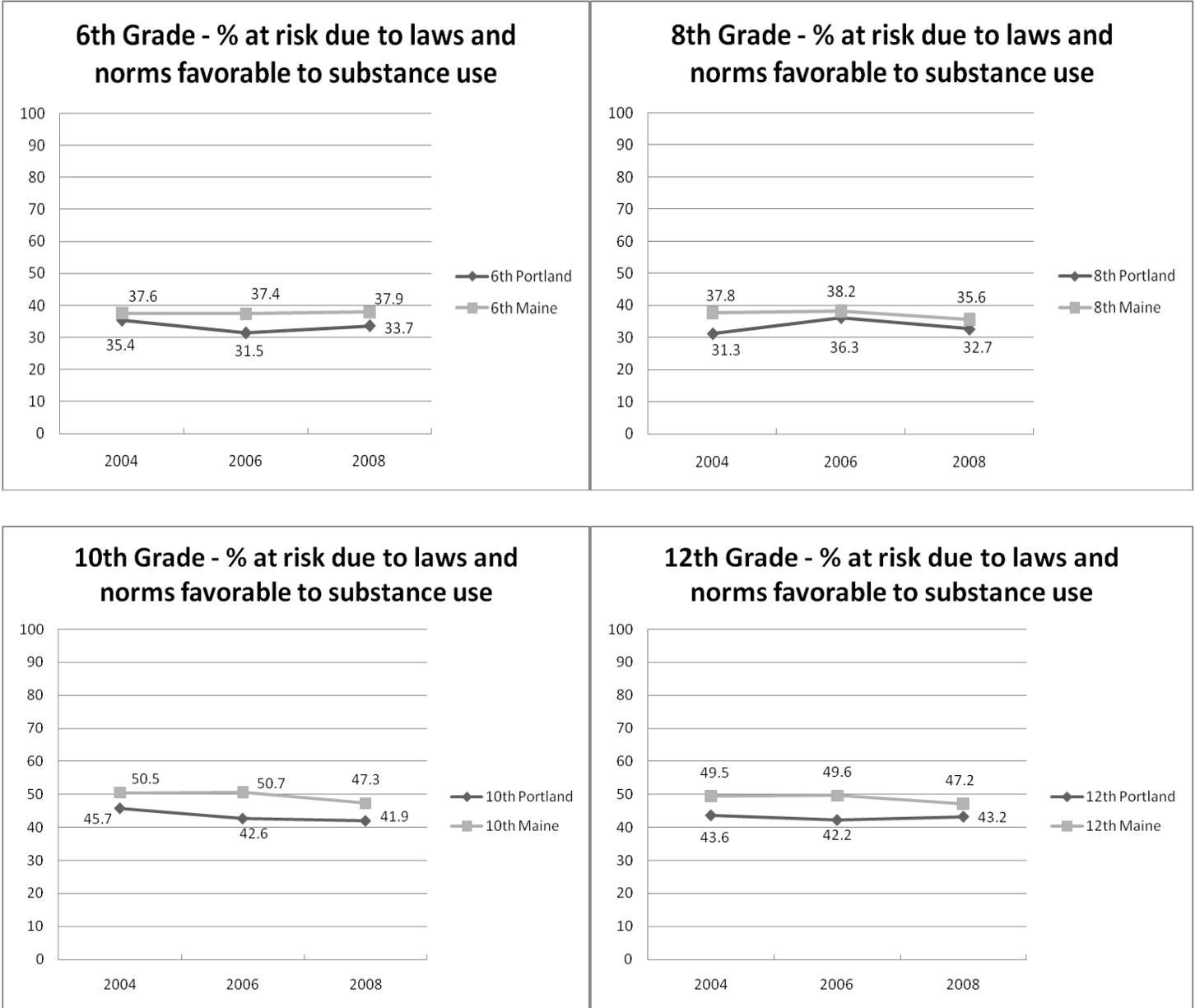
Risk factor: Intention to use drugs

MYDAUS definition: The extent to which respondents indicated that they plan to use cigarettes, alcohol, or marijuana as adults.



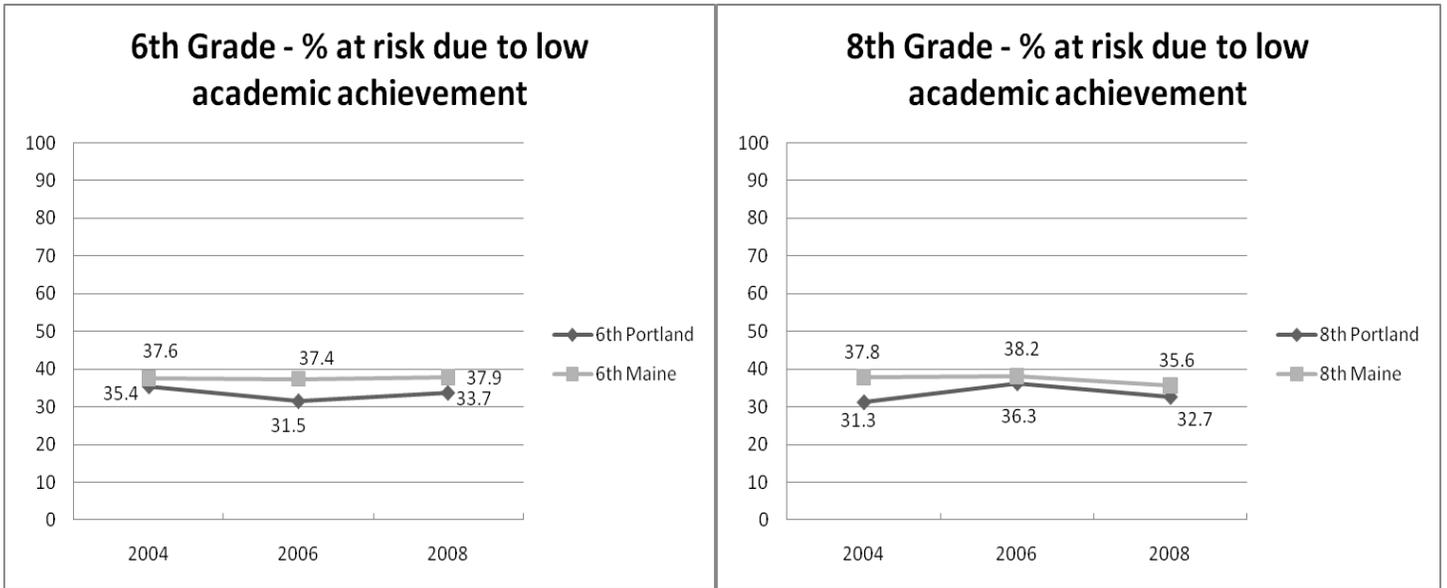
Risk factor: Laws and norms favorable to drug use

MYDAUS definition: The degree to which respondents think youth in their neighborhood would be caught by the police if they smoked marijuana, drank alcohol, or carried a handgun and the extent to which they feel parents in the neighborhood would think it's wrong for the student to smoke cigarettes or marijuana or to drink alcohol.



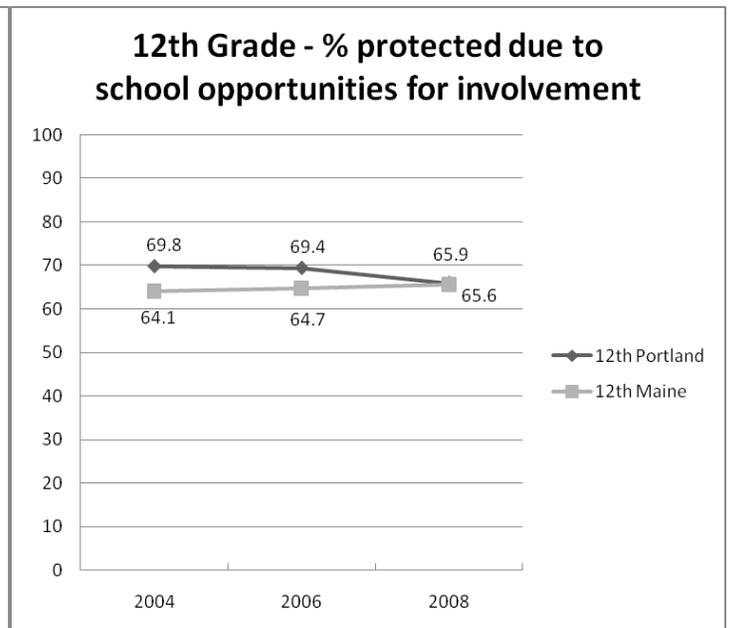
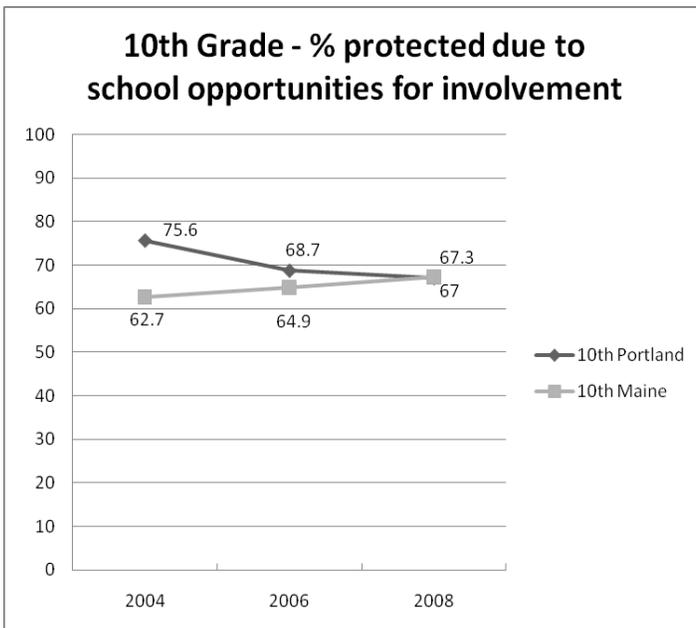
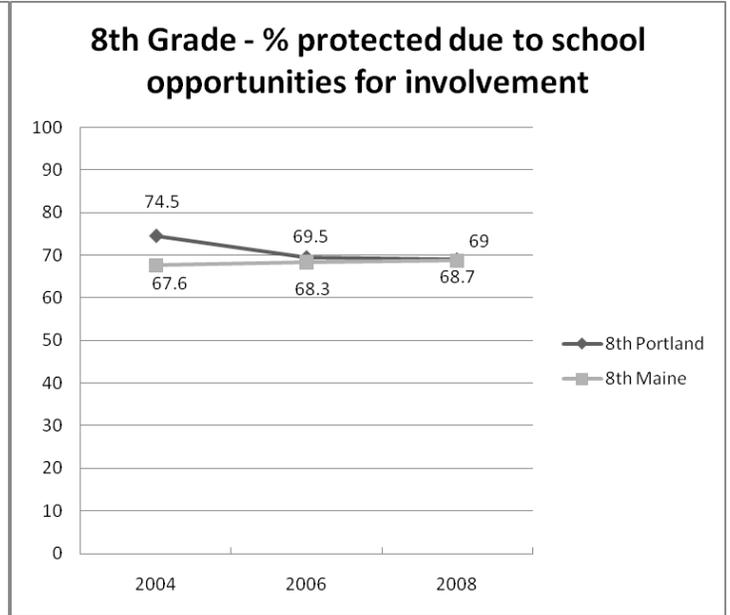
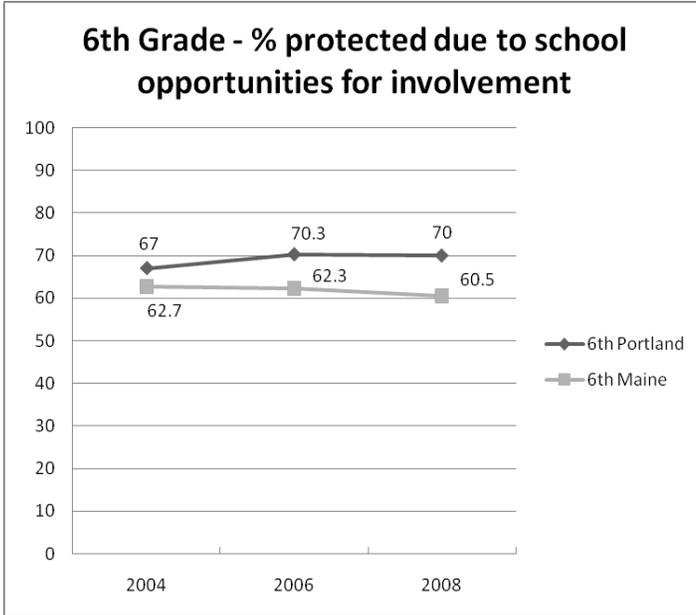
Risk factor: Low academic achievement

MYDAUS definition: A respondent’s grade-based performance. (Based on two questions - “Putting them all together, what were your grades like last year?” and “Are your school grades better than the grades of most students in your class?”)



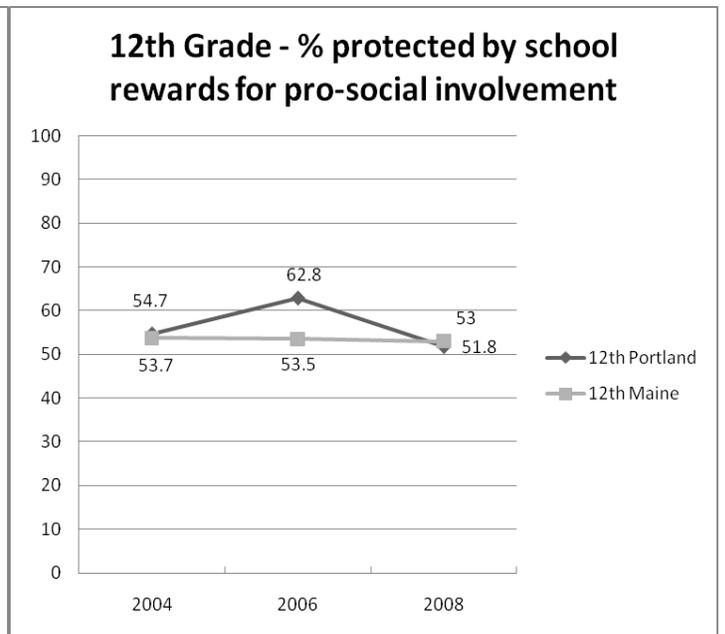
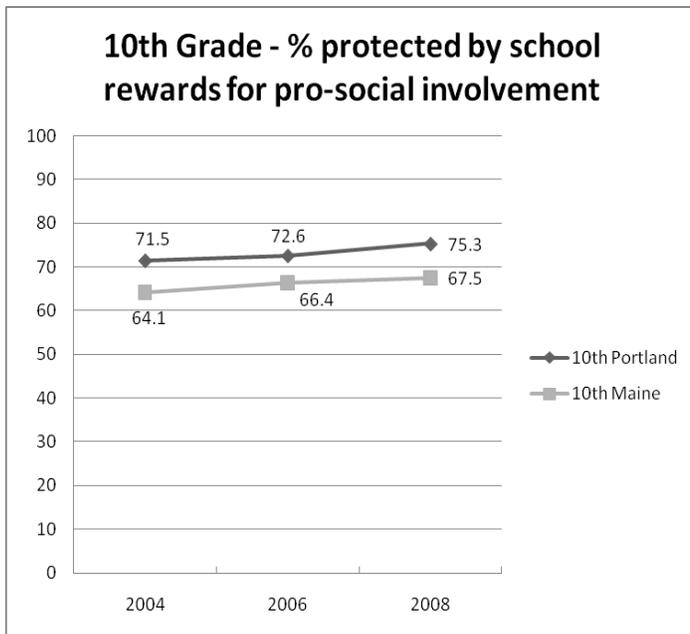
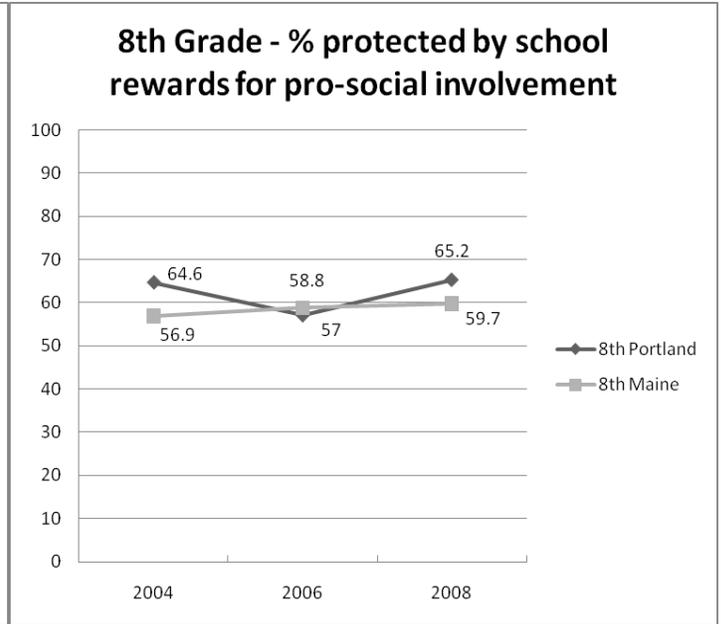
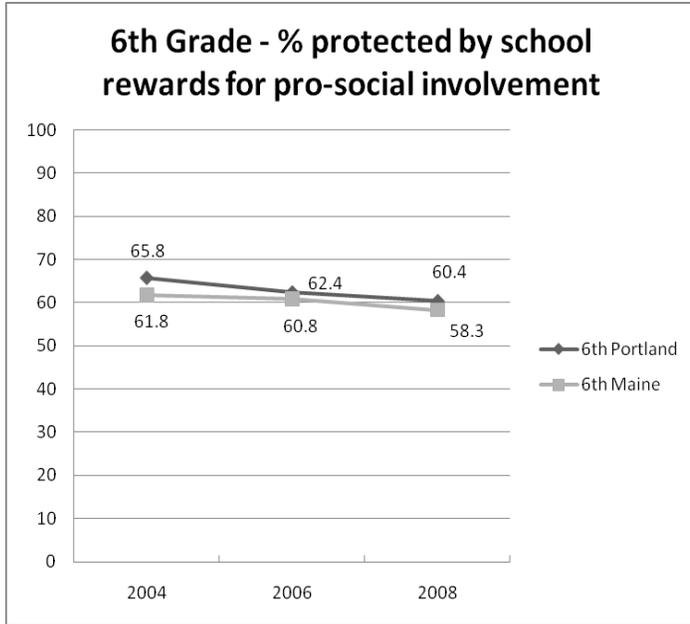
Protective factor: School opportunities for involvement

MYDAUS definition: The degree to which respondents feel that they can interact with teachers and can participate in school-related activities.

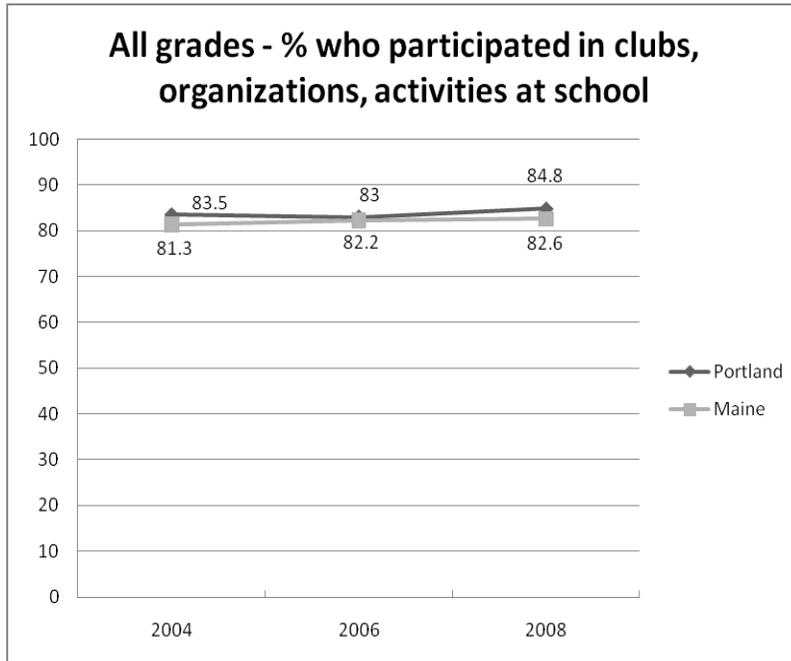


Protective factor: School rewards for pro-social involvement

MYDAUS definition: The degree to which respondents feel acknowledged by teachers and their parents relative to their (the students) school involvement and performance.



Protective factor: Participation in clubs/activities/organizations at school



Appendix E: Model Programs

Please note: funding and staff availability is always changing. As of this writing, these are the programs operating in the City of Portland. While a diligent effort has been made to solicit and list them all, some programs may also be operating independently or without a funding source and therefore are difficult to track.

Communities Mobilizing for Change on Alcohol A community-organizing program developed by Alexander C. Wagenaar, et. al. at the University of Minnesota. This is the model program and framework on which 21 Reasons is based. The program is designed to reduce young adults' access to alcohol by changing community policies and practices. CMCA has proven that effectively limiting the access to alcohol to people under the legal drinking age not only directly reduces teen drinking, but also communicates a clear message to the community that underage drinking is inappropriate and unacceptable.

Coping and Support and Training (CAST) A high school-based suicide prevention program targeting youth 14 to 19 years old. CAST delivers life-skills training and social support in a small-group format. Sessions focus on group support, goal setting and monitoring, self-esteem, decision-making skills, better management of anger and depression, "school smarts," control of drug use with relapse prevention, and self-recognition of progress through the program. CAST is being made available to all three Portland High Schools. The facilitator training will be offered spring 2010. To date, Casco Bay High School has confirmed enrollment of approximately 250 students. The program will be delivered through Wellness classes.

Lifelines A comprehensive, schoolwide suicide prevention program for middle and high school students. The goal of Lifelines is to promote a caring, competent school community in which help seeking is encouraged and modeled and suicidal behavior is recognized as an issue that cannot be kept secret. Lifelines seeks to increase the likelihood that school staff and students will know how to identify at-risk youth when they encounter them, provide an appropriate initial response, and obtain help, as well as be inclined to take such action. Lifelines is now being used at Deering High School.

Life Skills A school-based program that aims to prevent alcohol, tobacco, and marijuana use and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. LST addresses multiple risk and protective factors and teaches personal and social skills that build resilience and help youth navigate developmental tasks, including the skills necessary to understand and resist pro-drug influences. Life Skills is being used at Lyman Moore Middle School with all 6th grade students (approximately 160) for 2009-2010. There is a follow-up planned for same group when they are in 8th grade.

Lion's Quest The goal of Lion's Quest programs is to help young people develop positive commitments to their families, schools, peers, and communities and to encourage healthy, drug-

free lives. The learning model employs inquiry, presentation, discussion, group work, guided practice, service-learning, and reflection to accomplish the desired outcomes. Lion's Quest is currently in use at Reiche Elementary School. The program targets 5th grade students who have been identified by teachers and principal who need further development of pro-social skills. Approximately 20 students are participating in the program for the 2009-2010 school year.

Reconnecting Youth A school-based program for youth in grades 9 to 12 (14 to 18 years of age) at risk for school dropout and exhibit multiple behavior problems. It uses a partnership model involving peers, school personnel, and parents to deliver interventions that address decreased drug involvement, increased school performance, and decreased emotional distress. There are currently two Reconnecting Youth classes offered at Deering High School and one at Portland High School.

Appendix F: Youth Serving Programs and Organizations

A Company of Girls	After-school collaborative theater program; works with 40 ethnically & culturally diverse girls to increase life, social, and communication skills, and build stronger image and self-worth.
Alliance for Transportation Bike Shop Program	Uses the bicycle and bicycling to teach children from low-income families personal responsibility and respect for property, and connects them with other youth cyclists.
Alternatives to Detention	A structured and supervised program focusing on therapeutic intervention and prevention for youth involved in the correctional system.
AmeriCorps	A federally-funded program that offers 10-month service positions with nonprofit agencies in exchange for a small stipend and education award.
Back on Track	A program aimed at teaching cognitive and anger management skills to at-risk youth.
Basketball Academy	Developing players' skills through drills.
Big Brothers Big Sisters of Southern Maine	Helping children reach their potential through professionally supported, one-to-one relationships with mentors that have a measurable impact on youth.
BLUNT Youth Radio Project	High school age youth from the Portland area, both free and incarcerated, staff and produce a weekly call-in radio show.
Boy Scouts of America, Pine Tree Council	Providing a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.
Boys and Girls Club of Southern Maine	Inspiring and enabling all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.
Boys to Men	A non-profit 501(c3) corporation created to guide boys 13-17 on their journey to manhood. Our mission is to help boys become better men.
Case Management for Youth, Inc.	High quality family, individual and group therapies to help children, adults and senior citizens from all incomes and backgrounds struggling with mental health and/or situational stressors.
Casey Family Services	Providing comprehensive services that support safe, stable, and lifelong family relationships for children and youth both in foster care and in the struggling communities in which it works.
Center for Grieving Children	Providing loving support to grieving children, teens, families and communities through peer support, outreach and education
Center for Sexualities and Gender Diversity	Seeking to ensure a university environment that is positive, safe and supportive for individuals of all sexual orientations and gender identities.
Child and Family Services at People's Regional Opportunity Program (PROP)	Child and Family Services: Provides nurturing care, developmentally appropriate educational activities, and a full meal program to preschool and school-aged children from families with low-income in 17 centers throughout Cumberland County.
Children's Initiative	Offering support and treatment for those who have experienced domestic violence or other kinds of violence in the community. We provide free training about signs and symptoms and strategies on how to help children and families. A program of Community Counseling Center.
The City of Portland	Parks & Recreation: Creating and providing quality recreation, swimming, and leisure experiences through people, parks, programs, and services.

	<p>Summer children’s concert series: at Deering Oaks Park Youth Advisory Council: Reports to the City Council and advocates for issues relevant to Portland youth.</p>
Cumberland County YMCA	<p>Committed to building strong kids, individuals, families and communities through programs and services that promote a healthy spirit, mind, and body for all, regardless of ability to pay.</p>
Day One Prevention/Natural Helpers Program	<p>Provides training and support to a network of trusted students within school settings so that they may help their peers through factual information and support.</p>
First Friday Artwalk	<p>Free gallery, jewelry, and other viewings at various locations in Portland.</p>
Gay Lesbian Straight Education Network	<p>A national education organization making schools safer for ALL students, regardless of sexual orientation or gender identity/expression. The work that chapters do covers a variety of subjects and issues, from public policy to teacher training to supporting students and educators around the country.</p>
Girl Scouts of Maine	<p>In an accepting and nurturing environment, girls build character and skills for success in the real world. In partnership with committed adults, girls develop qualities that will serve them all their lives - like strong values, social conscience, and conviction about their own potential and self-worth.</p>
City of Portland Homeless Youth Walk-In Clinic	<p>The center provides services ranging from primary care check-ups to immunization and testing. Referrals to specialists also are made as necessary. Mental health and substance abuse services are also available.</p>
Jewish Community Alliance of Southern Maine	<p>Provides social and family services, education, and community-building.</p>
Juvenile Division, State of Maine	<p>A range of programs including drug courts, detention, diversion, community corrections officers, and aftercare/re-entry services.</p>
Kids First Center	<p>Prevent the emotional trauma children experience during separation and divorce and prevent greater problems for families by helping them negotiate transition in a healthy way.</p>
KIDS Legal	<p>KIDS LEGAL is a statewide project within Pine Tree Legal Assistance specializing in legal services addressing the needs of low-income Maine children and providing direct representation, consultations and group trainings.</p>
LearningWorks	<p>A social service agency that serves people all over Androscoggin, York, and Cumberland counties. We serve young children, at-risk youth, and low-income families.</p>
Lighthouse Shelter	<p>A low-barrier state licensed emergency overnight shelter, the Lighthouse provides a safe place for homeless and street-involved youth ages 12 through 20 and assists them in making plans to get off the street.</p>
Maine College of Art	<p>Youth art classes and programming.</p>
Maine Transition Network	<p>Supporting youth with disabilities in making meaningful choices as they transition to adulthood by promoting collaboration within communities.</p>
Maine Youth Action Network	<p>A statewide Network of support for youth and adults who are striving to effect positive change on a wide variety of issues.</p>
Maine Youth Camping Association	<p>Strengthening and expanding the educational, environmental and recreational opportunities provided by all organized Youth Camps in Maine by fostering the exchange of information and ideas; interpreting and coordinating activities that will enhance cooperation between the organized youth camping movement and various private, non-profit, public, and governmental interests and agencies; and</p>

	identifying and creating research, programs, projects and services that will improve the quality and safety of youth experiences in Maine's organized camps.
MainelyKids.com and MaineToday.com	Both offer online youth-oriented events calendars.
MaineStay	12-bed transitional living program for homeless youth and young adults, ages 16 to 20.
My Choice	A Maine-based program serving birthmothers throughout the US with compassionate and caring adoption services and pregnancy resource referrals
National Association for the Advancement of Colored People (NAACP) Youth Council	Offers youth leadership development opportunities through events and meetings.
Northeast Occupational Exchange	A nationally recognized, licensed mental health and substance abuse agency serving adults, children, and adolescents, emphasizing evidence-based interventions.
Parkside Neighborhood Center	In addition to being a space for the community to gather, the Center offers a wide range of services, activities, and classes for the Parkside neighborhood.
Peak's Island Children's Workshop	Provides full-time and part-time year round care to children aged 3-6.
Peer Leader/Youth Resiliency Program	Promotes positive role modeling among at-risk youth to combat the cycle of poverty and the influence of substance abuse, adolescent pregnancy, and school dropout. Program of PROP.
Planned Parenthood of Northern New England	Providing, promoting, and protecting access to reproductive health care and sexuality education so that all people can make voluntary choices about their reproductive and sexual health.
Portland Children's Museum	Features a wide variety of interactive exhibits and activities for children and families.
Portland Museum of Art	The museum offers summer camps (Artrek), a community studio, family festivals, field trip activities, and more.
Portland Pirates Youth Hockey	Offers youth hockey programming for ages 5-15.
Portland Public Library	Offers programming, after school homework help, story hours, and more.
Portland Public School Programs	Offers a variety of after-school and team-sport activities to school attendees.
Portland Sea Dogs	Offers free baseball tickets to children age 5 and under and occasional free tickets for older children for various events.
Preble Street Teen Center	Helps to meet immediate needs—providing warmth and safety, nutritious meals, clothing, and crisis intervention—while building a positive relationship with young people who have never been able to trust anyone, enhancing their self-esteem, offering them the opportunity to develop life skills that promote stability and independence.
Proud Rainbow Youth of Southern Maine	Providing safe and supportive community for youth 22 and under who are lesbian, gay, bisexual, transgender, questioning, and their allies (LGBTQA). Program of Community Counseling Center.
Refugee and Immigrant Case Management	Works with children who may be identified with having emotional and/or behavioral difficulties due to transitions, trauma history or other adjustments and are not receiving culturally relevant services. Case management staff are multilingual. Program of Community Counseling Center.
Refugee Services	The primary provider of resettlement services to refugees in Maine. Program of

	Catholic Charities, Maine.
Rippleffect	Promoting youth development through learning adventures in living classrooms.
Root Cellar	An interdenominational mission meeting the physical and spiritual needs of inner-city youth and their families by engaging the Christian community in volunteer ministries to build relationships that demonstrate the love and hope of the living Jesus Christ.
Southern Maine Workers' Center	Raising public recognition of restaurant workers' contributions to Southern Maine's economy and culture, and to improving working conditions for Maine's restaurant workers.
Spurwink	A non-profit organization providing behavioral health, educational and residential services for children, adolescents, adults and families.
Street Academy	Assuring that homeless youth have free access to an appropriate public education and training that will successfully meet their education and employment needs. Program of Portland Adult Education.
Summer Champs	A collaborative project between the Libra Foundation and United Way of Greater Portland to provide camp scholarships for children in grades 3-6 in the Portland Public Schools.
Sweetser	Providing quality treatment, support, and hope to children, adults, and families through a network of mental health, behavioral health, and educational services.
University of Maine Cooperative Extension 4-H	A youth organization providing activities designed to develop leadership skills by participating in community service projects and a variety of classes.
Woodfords Family Services	Committed to the support and inclusion of people with special needs and their families in Maine communities.
Young Adult Abuse Prevention Program	A project of Family Crisis Services, the domestic violence agency for Cumberland & Sagadahoc counties. Offers educational, theatrical presentations to schools and community groups on dating violence.
Young Parent Program Residence	Offers education, socialization and support services to pregnant or parenting young women and adolescents. Prenatal, safe parenting and child development classes allow women as well as their male partners to seek support and information throughout the child-rearing process.
League of Young Voters	Empowers young people nationwide to participate in the democratic process and create progressive political change on the local, state and national level – with a focus on non-college youth and youth from low-income communities and communities of color.
YOUTHink	A youth-driven organization that creates positive change in Portland by empowering young people to speak and act on issues that affect their lives.

**Appendix G
Programs for Parents**

Service Name	Description	Program	Agency
A Doorway to Hope	Transitional program offers a safe room for up to 1 year; drug treatment plan, mentoring for education planning, transition planning, employment skills, money management, anger management, parenting workshops.	Women In Need	Women In Need
Baby and Toddler Basics	Baby and Toddler Basics is a five-week series of workshops designed for parents who want the most out of the earliest years with their child. Topics covered include: What to expect the first three years; Keeping little ones healthy and safe; Connecting with your child; Establishing routines and dealing with temper tantrums; Taking care of yourself.	Youth Alternatives Ingraham	Youth Alternatives Ingraham
Bereaved Parents Group	Support group for persons who have experienced the death of a child provides peer support.	The Center For Grieving Children	The Center For Grieving Children
Casey Family Services	Foster care, post-adoption services, family preservation, family reunification.	Casey Family Services	Casey Family Services
Catholic Charities Maine	Mental health, homemaking, counseling, juvenile corrections, foster care, family child care centers, immigration services.	Catholic Charities Maine	Catholic Charities Maine
Community Counseling Center	Mental health and family services, behavioral health, counseling, education, and prevention services.	Community Counseling Center	Community Counseling Center
Community Support Services	Case management and in-home support.	Adult Mental Health	Youth Alternatives Ingraham
Counseling Services	Outpatient substance abuse treatment and education, drug court, DEEP services, assessments, differential substance abuse treatment; treatment of co-occurring disorders; individual, family, and group outpatient mental health treatment...	Substance Abuse Services	Catholic Charities Maine
Crossroads for Women	Treatment for substance abuse and mental health includes individual, group, couples, and family counseling, intensive outpatient program, DEEP evaluation and treatment, residential program for children and mothers, short-term residential rehabilitation ...	Crossroads for Women	Crossroads for Women

Cumberland County YMCA	Active adult programs, aquatics, camps, wellness, and youth and family programs; programs offered at four locations.	Cumberland County YMCA	Cumberland County YMCA
Deaf Counseling Services	Outpatient mental health services include individual counseling, couples/marriage counseling, family counseling, group counseling, child and adult case management, direct communication with American Sign Language fluent clinicians, Signing for Babies...	Community Counseling Center	Community Counseling Center
DHHS Portland Regional Office	Food stamps, Temporary Assistance for Needy Families, medical assistance including MaineCare and Cub Care, emergency assistance, ASPIRE, child support enforcement, information and referral.	Maine Department of Health and Human Services	Maine Department of Health and Human Services
Education for Living	Community education, support groups, Baby Sign group, parenting education classes; provide opportunities to help participants better understand and anticipate the normal patterns and stresses of individual, family, and parent/child relationships...	Community Counseling Center	Community Counseling Center
Family Child Care (Portland)	Slots available in quality, licensed family child care provider homes; USDA Child and Adult Food Program meals served daily at no cost to parents.	Children and Youth Services	Catholic Charities Maine
Family Intervention Response and Support Team	Intensive home and office based treatment services, Dialectical Behavioral Therapy (DBT) parenting program, parenting skills classes, children's adventure group, children's social skills group.	Community Counseling Center	Community Counseling Center
Family Intervention Response and Support Team Sexual Abuse Treatment	Family focused treatment.	Community Counseling Center	Community Counseling Center
Family Preservation	Family centered, home based counseling and support to prevent the need for out-of-home placements.	Casey Family Services	Casey Family Services
Family Reunification	Reunite children with their parents.	Casey Family Services	Casey Family Services
Father's Support Group	Support group for fathers offers an eight week educational program, community discussion series, parenting skills, and community resources.	Cumberland County YMCA	Cumberland County YMCA
Greater Portland Asperger's	Support group for parents with autistic children provides opportunity to discuss and seek resources together with other families.	Autism Society of Maine	Autism Society of Maine

Syndrome Support Group			
Greater Portland YMCA	Aquatics, wellness, active adult wellness programs, before and after school programs, sports leagues and gym rentals, Prime Time program, residential program.	Cumberland County YMCA	Cumberland County YMCA
Healthy Families Partnership	Professional parent partners visit first-time parents in their homes and give them the skills and support they need to make smart decisions and positive choices for their families.	Youth Alternatives Ingraham	Youth Alternatives Ingraham
Homeless Family Shelter	Temporary, emergency housing; housing counselors assist in locating and retaining subsidized, transitional and permanent housing; support services include assistance locating affordable permanent housing, parenting education, information and referral...	Health and Human Services Department, Social Services Division	City of Portland
My Choice	Crisis pregnancy counseling, adoption options, referrals to parenting support services.	Adoption and Counseling	MAPS
PERC (Parent Effectiveness in Resolving Conflict with your Teen	Information about adolescent development and ways to improve your relationship with your teen. Learn to identify causes for concern, explore ways to respond to challenges, prepare to handle drug and sexuality issues	Youth Alternatives Ingraham	Youth Alternatives Ingraham
Providence Service Corporation of Maine	Comprehensive home and community based family-centered services include assistance in stabilizing crises, creating a safe home environment, work with re-entering the home after inpatient and/or residential treatment, individual and family therapy...	Providence Service Corporation of Maine	Providence Service Corporation of Maine
Real Life. Real Talk.	Its aim is to positively change the social climate in communities by creating more open, honest, and balanced talk about sex and health. A more positive social climate will, over time, help to ensure that people — particularly young people — have adequate information and services to enable them to make healthy sexual choices	Real Life. Real Talk	Real Life. Real Talk.
Raising Readers	Health and literacy program that provides new, hardcover, age-appropriate books to children; doctors and nurses take time to remind parents that reading aloud to their child on a regular basis will stimulate brain development.	MaineHealth	MaineHealth

Refugee and Immigrant Case Management	Connect families to community supports, help families understand and work with the school system, advocacy, parenting and family support.	Community Counseling Center	Community Counseling Center
Refugee and Immigration Services (Portland)	Airport reception, assurance of basic needs, case management, life skills education, transportation assistance, cultural adaptation, referral for educational and vocational training, employment development and placement, assistance with family reunification...	Refugee and Immigration	Catholic Charities Maine
Special Needs Library Collection	Collection of 25 resource books on special needs distributed in Maine and Massachusetts.	The Cromwell Center for Disabilities Awareness	The Cromwell Center for Disabilities Awareness
StepUP! (Portland)	Safe residential program offers training and resources to help attain life skills necessary for healthy, independent living.	Stepping Stones	MAPS
Strengthening Families Program	Programs allows entire families to attend. Participants gain a better understanding of how to help their child achieve and reach their goals.	Youth Alternatives Ingraham	Youth Alternatives Ingraham
Tender Living Care Support Group	Peer support group for children and teens from three years of age to 18 years of age and their parents/caregivers who are coping with the life-threatening illness of a family member or friend.	The Center For Grieving Children	The Center For Grieving Children
Transitional Living Program	Low income subsidized housing.	Stepping Stones	MAPS
Veterans Services: Support for Military Service Members, Veterans, and Their Families	Specialized counseling services include individual, couples, and family counseling; Veterans readjustment support group, couples support group, half-day Veterans family forums, online statewide directory of Services for Veterans and Their Families.	Community Counseling Center	Community Counseling Center
WIC Nutrition Program	Healthy foods; nutrition education; parents of infants get breastfeeding support or iron fortified infant formula; referrals for health care, parenting help, food banks, day care, food stamps, TANF, heating assistance, transportation assistance...	PROP Family	PROP
Young Parent Program Residence	Residential parenting program offers case management and support to develop skills needed to live independently and help children thrive.	Children and Family Services	Youth Alternatives Ingraham

Appendix H 2009 Coalition Member Survey Report

- Total respondents: 8 in 2009. In 2008, 30 people took the survey.
- Of those that responded, 4 people (50%) have been involved with 21 Reasons for over 2 years, and 4 people (50%) have been involved for less than one year.
 - Of those that responded, over the past 12 months 5 people (62.5%) were members of the Steering Committee.
- In the past year, 37.5% of the respondents were a member of an action team where they receive the newsletter. 1 respondent said they received the newsletter, and 1 respondent said “we aired 21 Reasons bulletins on our television station.”
- In the past year, respondents attended an average of 5 meetings and 1 event, up from 3 meetings in 2008.
- In the past year, of the 7 respondents, 7 people (100%) have shared information with their colleagues, friends, or family, up from 18 people (90%) in 2008. 4 people (57%) gave presentations to their organizations and attended a City Council meeting, up significantly from 2008 where it was 40% and 25% respectively.
- In the past year, 2 people (28%) either contacted their City Council member or wrote a letter to the editor.
- 3 respondents (43%) described us as a formal group of organizations and individuals who plan and act together to implement prevention projects and strategies, similar to 2008.

What’s going well?

- 6 respondents (100%) feel they have an input in the following areas, developing annual goals, choosing strategies, planning projects, providing leadership, making decisions, and creating membership guidelines. 2008 was similar in the same areas respectively.
- 6 respondents (85.7%) agree that 21 Reasons has developed common goals that are understood and supported by all coalition members, clearly communicated how our actions address underage drinking and substance abuse in our community (7 people 100%), and successfully combined the perspectives, resources, and skills of our coalition members (85.7%). These numbers have increased since 2008.
- The 21 Reasons coalition is made up of a broad range of members. Up from 2008, 6 respondents (85.7%), agree that 21 Reasons is better able to carry out its work because of the contributions of diverse coalition members (92%). However, only 5 people (71.4%) agree that members are representative of the varied groups and people in our community.

- 7 respondents (100%) disagree with the idea that the coalition is disorganized and inefficient up from the 11 respondents (73.3%) in 2008. 6 respondents (85.7%) are confident in the coalition's ability to develop agendas and stick to them in meetings, up from the 12 respondents (80%) in 2008. 6 respondents (85.7%) are also confident that the coalition follows up on decisions made at meetings, up from the 12 people (80%) in 2008.
- 5 of the 21 Reasons coalition respondents (71.4%) disagree with the statement that one or a few individuals dominate the coalition's direction. The majority of these respondents (6 people 85.7%) are very confident that 21 Reasons can provide direction and vision through our leadership, maintain stable leaders (7 people 100%), and delegate responsibilities to committees (6 people 85.7%). The 7 respondents (100%) are also confident that 21 Reasons can set and achieve annual goals, and hold each other accountable.
- Respondents (5 people 71.4%) also agree that the coalition members share a common vision for our community. The general consensus also agrees with the fact that as a result of 21 Reason's work over the past few years, there has been an increase in awareness that underage drinking is a problem in Portland (6 people 85.7%), an increase in awareness of the dangers of alcohol to adolescent health and safety (7 people 100%), an increase in recognition of the dangers of high risk drinking by young adults (7 people 100%), and an increase in awareness of the importance of creating a community environment that discourages underage and high risk drinking (7 people 100%). These numbers are all similar to 2008 results.
- All respondents seem generally happy with the way the coalition is being run right now! There was no reported need to have any changes made to make 21 Reasons a stronger or more effective coalition. All 7 respondents (100%) also feel the 21 Reasons coalition staff are knowledgeable about issues we're seeking to address, knowledgeable about problems and issues in the community, encourage and explore all points of view (6 people 85.7%), and are effective at advocating the coalition's perspective with community leaders and decision makers (85.7%). This is consistent with results from 2008.
- For each of the following statements, there was an 80% or higher agreeable rate; after every coalition meeting I share coalition information with people in my agency, coalition members are easily accessible outside of regular meetings, the quarterly e-newsletter is useful, and the emails from 21 Reasons staff and members are useful. These results are slightly better than 2008!

What can we work on?

- Even though there is no report of tension or conflict among members as mentioned above, 21 Reasons really needs to address group dynamics and unity better. Only 4 members (57%) feel that the group has a feeling of cohesiveness and team spirit, compared to 2008 where the agreement was higher at 80%. They are also not very confident that 21 Reasons can share leadership among coalition members, compared to the 12 members (80%) that were confident in 2008.
- 4 respondents (57%) feel unsure that their abilities are effectively used by the coalition, or that they are strongly committed to this coalition. While this is lower than 2008 (10 people 66%), it shouldn't even be a problem.

- In terms of recruiting new members, 4 people (57%) are confident that 21 Reasons would recruit someone that is a “champion” to act on 21 Reasons’ behalf, down drastically from the 93% in 2008. 2 respondents (28.5%) are also not confident that 21 Reason’s can recruit members who involve diverse cultural groups as active members and leaders.
- There seems to be a split between those that agree and disagree (3 people 43%, and 4 people 57% respectively) with the fact that as a result of the work by 21 Reasons, there has been an increase in the number or strength of local policies that discourage HIGH RISK drinking by young adults. These numbers are down dramatically from 2008 when 15 people (100%) agreed with this statement. Also, there are only 4 respondents (57%) who believe that there is a decreased likelihood that young adults in Portland will participate in high risk drinking down from 10 people (66%) in 2008. We need to continue to be in touch with law enforcement and sending helpful reminders.
- There seem to be some issues surrounding communication within and outside of the group. In 2008 communication among members and between the coalition and the broader community was very strong. This year it was only 3 people (43%) and 4 people (57%) felt satisfied respectively. Also, only 4 people (57%) were satisfied with the extent to which coalition members are listened to and heard.

Significant Successes

- “all public awareness efforts”
- “Heightened community awareness of underage drinking”
- “Continually lowering the drinking rate (according to MYDAUS data)”
- “Spreading awareness to parents and adults in the community that they are responsible for preventing underage drinking”
- “Successfully working with the PPD to increase underage drinking prevention forces”
- “the media campaigns, such as the prom cards and the tv ads. The ability to have such a diverse committee. Jo's leadership and advocacy work strengths. Dr. Embry!”
- “letting adults know it's illegal to furnish alcohol and a place to drink it, "even if it's safe.”

What is rewarding and meaningful for members?

- “public education”
- “being able to express my opinions and views about underage drinking in an environment where they're supported- as well as providing valuable insight from the student's point of view”
- “Being connected to healthy community building that will help our youth.”
- “getting to work with the youth.”

How can we improve?

- Two respondents indicated specific groups for diversifying membership:

- “Cultural groups (ie, Somali or Sudanese population)”
- “media, faith, immigrant/refugee, economically disadvantaged”
- “Continuing to be a strong coalition”
- “Reaching out to other community groups (ie, the Somali or Sudanese population); increasing subcommittees to delegate more work or brainstorming (ie, a visioning committee); increasing non-meeting time communication between committee members”
- “Having more parents involved”

Below, you will find the raw data for all questions posed in the Coalition Member Survey

Number of respondents:
 2008: 30 began the survey
 2009: 8 began the survey

Percentage of Coalition members who believe they have at least some input in:

	2008	2009
Developing annual goals	83.3% (10 people)	100% (6 people)
Choosing strategies	75% (9 people)	100% (6 people)
Planning projects	75% (9 people)	100% (6 people)
Providing leadership	75% (9 people)	100% (6 people)
Making decisions	83.3% (10 people)	100% (6 people)
Creating coalition membership guidelines	75% (9 people)	100% (6 people)

Percentage of Coalition members who agree or strongly agree with the following statements:

	2008	2009
21 Reasons has developed common goals that are understood and supported by all coalition members.	100% (15 people)	85.7% (6 people)
21 Reasons has clearly communicated how our actions address underage drinking and substance abuse in our community.	100% (15 people)	100% (7 people)
21 Reasons is better able to carry out its work because of the contributions of diverse coalition members.	100% (15 people)	85.7% (6 people)
21 Reasons has successfully combined the perspectives, resources, and skills of our coalition members.	100% (15 people)	85.7% (6 people)

Percentage of Coalition members who agree or strongly agree with the following statements about the Coalition’s climate and organization:

	2008	2009
The group has a feeling of cohesiveness and team spirit.	80% (12 people)	(57%) 4 people
The coalition is disorganized and inefficient.	0%	0%
The members are representative of the varied groups and people in our community.	66.7% (10 people)	71.4% (5 people)
One or a few individuals dominate the coalition’s direction.	20% (3 people)	14.3% (1 person)
Coalition members share a common vision for our community.	80% (12 people)	71.4% (5 people)

There is a lot of tension and conflict among coalition members.	0%	0%
My abilities are effectively used by the coalition.	66.7% (10 people)	42.8% (3 people)
I feel strongly committed to this coalition.	66.7% (10 people)	42.8% (3 people)

Percentage of Coalition members who are confident or very confident that the 21 Reasons coalition can:

	2008	2009
Develop agendas and stick to them in meetings	80% (12 people)	85.7% (6 people)
Follow up on decisions made at meetings	80% (12 people)	85.7% (6 people)
Provide direction and vision through our leadership	80% (12 people)	85.7% (6 people)
Share leadership among coalition members	80% (12 people)	57% (4 people)
Maintain stable leaders	86.7% (13 people)	100% (7 people)
Develop new leaders	73.3% (11 people)	71.4% (5 people)
Delegate responsibilities to committees	86.7% (13 people)	85.7% (6 people)
Set and achieve annual goals	86.7% (13 people)	100% (7 people)
Hold each other accountable	66.7% (10 people)	100% (7 people)

Percentage of Coalition members who are confident or very confident that the 21 Reasons Coalition can recruit new members who:

	2008	2009
Have the ability to take action in the community	80% (12 people)	51.4% (7 people)
Are accountable for reporting to their organization or constituency	86.7% (13 people)	51.4% (7 people)
Represent the different sectors needed to address our goals	80% (12 people)	51.4% (7 people)
Are “champions” to act on 21 Reasons’ behalf	93.3% (14 people)	57% (4 people)
Engage members of our target populations (e.g. parents, youth, merchants, law enforcement, decision-makers) as active members and leaders	86.7% (13 people)	85.7% (6 people)
Involve diverse cultural groups as active members and leaders	66.7% (10 people)	57% (4 people)

Percentage of Coalition members who agree or strongly agree that as a result of the work by the 21 Reasons Coalition over the past year there is:

	2008	2009
Increased awareness that underage drinking is a problem in Portland	100% (17 people)	85.7% (6 people)
Increased awareness of the dangers of alcohol to adolescent health and safety	100% (17 people)	100% (7 people)
Increased recognition of the dangers of high risk drinking by young adults	94.1% (16 people)	100% (7 people)
Increased awareness of the importance of creating a community environment that discourages underage and high risk drinking	100% (17 people)	100% (7 people)

An increase in the number or strength of local policies that prevent UNDERAGE drinking	88.2% (15 people)	71.4% (5 people)
An increase in the number or strength of local policies that discourage HIGH RISK drinking by young adults	88.2% (15 people)	57% (4 people)
Improved enforcement of underage drinking, furnishing, and hosting laws in Portland	85.7% (12 people)	100% (7 people)
Decreased accessibility to alcohol for minors in Portland	86.6% (13 people)	71.4% (5 people)
A decreased likelihood that Portland youth will develop problems with alcohol	73.3% (11 people)	85.7% (6 people)
A decreased likelihood that young adults in Portland will participate in high risk drinking	71.4% (10 people)	57% (4 people)

Percentage of Coalition members who feel that the following are not needed or somewhat to make the 21 Reasons Coalition a stronger, more effective coalition:

	2008	2009
More member leadership of Steering Committee	91.6% (11 people)	100% (5 people)
More member leadership of Action Teams	83.3% (10 people)	100% (5 people)
More general meetings	100% (12 people)	100% (5 people)
Increased communication	92.3% (12 people)	100% (5 people)
More diverse membership (please list groups you would like to see more participation from in the comment field below)	83.3% (10 people)	60% (3 people)

*Two respondents wrote in, Cultural groups (ie, Somali or Sudanese population) or media, faith, immigrant/refugee, economically disadvantaged

Percentage of Coalition members who agree or strongly agree with the following statements:

	2008	2009
After every coalition meeting, I share coalition information with people in my agency	77.7% (7 people)	57% (4 people)
Coalition members are easily accessible outside of regular meetings	100% (9 people)	57% (4 people)
The quarterly e-newsletter is useful	90.9% (10 people)	57% (4 people)
The emails from 21 Reasons staff and members are useful	83.3% (10 people)	71.4% (5 people)

Percentage of Coalition members who are satisfied or very satisfied with:

	2008	2009
Use of media to promote awareness of 21 Reasons' goals, actions, and accomplishments	85.7% (12 people)	100% (7 people)
Communication among members	69.2% (9 people)	42.8% (3 people)
Communication between the coalition and the broader community	92.3% (12 people)	57% (4 people)
Extent to which coalition members are listened to and heard	76.9% (10 people)	71.4% (5 people)
Working relationships established with elected officials	76.9% (10 people)	57% (4 people)
Information provided on issues and available resources	85.7% (12 people)	100% (7 people)

Percentage of Coalition members who agree or strongly agree that the 21 Reasons staff:

	2008	2009
Are knowledgeable about the issues the coalition is seeking to address	86.6% (13 people)	100% (7 people)
Are knowledgeable about problems and issues in the community	86.6% (13 people)	100% (7 people)
Encourage and explore all points of view	86.6% (13 people)	85.7% (6 people)
Effectively manage conflict and channel it toward the coalition's goals	73.3% (11 people)	71.4% (5 people)
Are effective at advocating the coalition's perspective with community leaders and decision makers	86.6% (13 people)	85.7 (6 people)

Appendix I 2009 Young Adult Intercept Interviews

Post-Outreach Intercept Interview Questions

DATE: 8/13/09

RESULTS SUMMARY: Portland

N=30

We are surveying young adults about their drinking habits/alcohol. Can I ask you six quick questions?

Gender (*DON'T ASK – JUST MARK ANSWER BELOW*)

- Male **47% (14)** Female **50% (15)**

1. What town do you live in? (*IF NOT FROM PORTLAND OR CASCO BAY AREA– END INTERVIEW*)

- Portland **100% (30)**
 Casco bay region (Falmouth, Cumberland, Yarmouth, North Yarmouth, Freeport, Grey, New Gloucester, Chebeague Island) **0% (0)**

2. On a typical night out, how many alcoholic drinks do you consume?

- 0 **3% (1)**
 1-2 **27% (8)**
 3-4 **27% (8)**
 5+ **43% (13)**

3. **Average: 2.5** On a scale from 1 to 4, 1 being *NO RISK* and 4 being *GREAT RISK*, how much do people risk harming themselves physically or otherwise when they have four or five drinks of an alcoholic beverage? (*define risky if asked: the consequence of causing physical or other types of harm to oneself or to others*)

- 1 **10% (3)** 2 **43% (13)** 3 **30% (9)** 4 **17% (5)**

4. Can you list some of these risks?

- 23% (7)** Impaired judgment/decision making
40% (12) Drunk driving
37% (11) Assault (physical and sexual)
53% (16) Injury or illness (short term and long term)

5. **Average: 2.4** On a scale of 1 to 4, how likely is it that you would get in trouble with the law for providing alcohol or hosting a place to drink for someone under 21 – for example, a graduation or birthday party?

- 1 **30% (9)** 2 **33% (10)** 3 **4% (1)** 4 **33% (10)**

6. Can you list some of the penalties for providing alcohol to some under 21 or hosting a place for minors to consume alcohol?

- 53% (16)** Fines, with amount or not
60% (18) Jail time, prison, etc.
13% (4) Any other penalty (comm. service, etc.)

Appendix J 2009 Portland Community Opinion Survey Report

Overview: The majority of respondents were youth, parents, and teachers/administrators. Substance abuse was identified as one of the top three concerns about youth in Portland, and most respondents were moderately or very concerned about it, especially because most believed that substance abuse is extremely prevalent.

Alcohol was the substance identified as being the most concerning, followed by illicit and prescription drugs. Most respondents believed that most drugs are easy for youth to access, and those who use or supply the drugs are not likely to get caught. The majority of respondents believe that youth most commonly get drugs (including alcohol and tobacco) from older friends. The messages respondents believe adults most commonly send to youth are “Don’t drink and drive” and “It’s not a party without alcohol”. Similarly, messages from youth to youth were most commonly seen as “Alcohol is safe as long as you don’t drive” and “Most youth drink alcohol.”

While most respondents think that having alternative activities for youth, the Portland school system, and better law enforcement will protect youth from substance abuse, the majority also identified law enforcement and alternative activities as preventive measures that Portland lacks. Many respondents indicated that youth drink because they think it is cool or they are bored, and the biggest challenge to addressing the issue of substance abuse in Portland is a lack of funding, followed by public disinterest.

Q1) Survey information

- a. Total number of respondents: 421
- b. Of those 421: 24.5% youth, 18.3% parent, 39.2% teacher/school administrator, 5.5% social worker, 6.4% business owner, 1.7% law enforcement, 6.2% non-parent community member, 4.3% other (6.75% did not answer)

Q1A) Open ended question – other categories of identification

Of the 18 (4.3%) who wrote in, they identified as:

- 22.2% Other school position
- 16.7% Health affiliated position
- 16.7% School counselor
- 16.7% Ed tech
- 11.1% Legal affiliated position
- 5.6% Grandparent
- 5.6% Racial/ethnic
- 5.6% N/A

Q2) Which 3 issues affecting youth are you MOST concerned about in the City of Portland

- 66% (277 of 421) say Academic Failure
- 64% (268) say Substance Abuse
- 41% (173) say Violence/Assault

Q2A) What other issues affecting youth are you most concerned about?

Of the 33 (7.8%) who wrote in:

21.2% said Abuse/bullying (i.e. from peers or at home)

21.2% said Poverty

Q3) How concerned are you about youth substance abuse in the City of Portland?

33.3% Moderately concerned

46.3% Very concerned

Q3A) Why are you concerned?

134 responses (31.8%):

45% prevalence (substance abuse happens a lot)

35% consequences to youth (legal, health, educational)

Q4) In thinking about youth substance abuse in Portland, what 3 substances are you MOST concerned about?

85% (356) say Alcohol

57% (242) say Illicit drugs

54% (228) say Prescription drugs

Q5) Think about the positive things about Portland that are helping to protect youth from substance abuse. (What is the community doing right? What are our assets?) Please list these things from most to least important.

963 responses (Weighted answers below):

70% say alternatives for youth (youth-serving programs, afterschool activities, sports, etc.)

64% say Portland's educational system (school system strategies, teachers, administration, non-specific educational answers)

54% say police enforcement of existing laws

Q6) In your opinion, how easy is it for youth to access the following substances:

The majority of respondents answered "Sort of easy" or "Very easy" for all substances (combined percentages below):

Tobacco – 73%

Alcohol – 69%

Marijuana – 69%

Illicit Drugs – 45%

Prescription Drugs – 61%

Q7) In your opinion, how are youth getting these substances in Portland? Top TWO answers:

The top answer for all substances was "Older friends", followed by "Siblings/other relatives" for tobacco, "Parents" for prescription drugs, and "Parties" for alcohol, marijuana, and illicit drugs.

Q7A) Other methods of getting these substances in Portland:

35 responses (8.3%):

31% say at school or from peers

20% say strangers

Q8) In your opinion, do youth in Portland believe that they'd get caught by police if they USED the following substances:

The majority of respondents answered "No" or "NO!" for all substances (combined percentages below):

Tobacco – 77%

Alcohol – 69%

Marijuana – 63%

Illicit Drugs – 46%

Prescription Drugs – 65%

Q9) In your opinion, do those who illegally SUPPLY the following substances to youth in our community believe they'd get caught by police?

The majority of respondents answered "No" or "NO!" for all substances (combined percentages below):

Tobacco – 73%

Alcohol – 71%

Marijuana – 67%

Illicit Drugs – 59%

Prescription Drugs – 67%

Q10) Think about the messages about alcohol that youth receive from the ADULTS in your community. How often do they receive the following messages?

Message heard "All of the time" or "Most of the time" (combined percentages):

72% - "Don't drink and drive"

52% - "It's not a party without alcohol"

44% - "Adults drink when they're under stress"

38% - "Underage drinking is never okay"

31% - "It might be harmful for youth to drink alcohol, but kids will be kids and there's nothing we can do to stop it"

27% - "Underage drinking is unacceptable, and we are committed to preventing it from happening"

17% - "Underage drinking is okay if adults are present"

16% - "Underage drinking is okay if the adults take away their car keys"

Q10A) What other messages do youth receive from ADULTS?

Of the 62 (15%) who wrote in:

27% heard "Alcohol is necessary for fun/events/being adult"

17.5% heard "Underage drinking is acceptable (with or without restrictions)" (i.e., it's okay as long as you don't binge, it's good and healthy)

Q11) How often do youth hear the following messages from their PEERS/FRIENDS?

Message heard “All of the time” or “Most of the time” (combined percentages):

- 47% - “Alcohol is safe as long as you don’t drive”
- 46% - “All youth drink alcohol”
- 39% - “You won’t get caught by police if you drink alcohol”
- 36% - “You won’t get caught by your parents if you drink alcohol”
- 20% - “There are plenty of things to do besides drink alcohol”
- 15% - “Most youth don’t drink alcohol”

Q11A) What other messages do youth hear from PEERS/FRIENDS?

Of the 50 (11.9%) who answered:

- 46% heard messages of “Peer pressure” (i.e., you won’t be our friend if you don’t drink)

Q12) Think about what Portland is lacking to help prevent youth substance use. (What could we do better? What are our gaps?) Please list these things from most to least important.

There were 759 responses. Weighted answers below:

- Most important:
 - 85% say lack law enforcement (i.e., police don’t enforce, more enforcement is needed)
 - 68% say there aren’t enough alternatives for youth
- Moderately important:
 - 47% say lack of parental monitoring and involvement
 - 39% say there isn’t enough prevention education for youth
 - 33% say the problem is in the culture of our community

Q13) What are the biggest challenges to addressing the gaps in Portland youth substance abuse prevention?

Of the 198 (47%) who answered:

- 31.3% said “Limited resources” (i.e. time, money, volunteers)
- 15.7% said “People don’t care”
- 13.6% said “Bad parenting” (i.e. neglect, parent not around, irresponsible modeling)
- 12.1% said “Peer pressure/culture of use” (i.e. media glamorization, it’s a rite of passage)

Q14) In your opinion, what are the top three root causes of youth substance abuse in Portland?

- 49.2% - Youth think it’s cool, expected, or drink to fit in
- 30.2% - Youth are bored
- 24.7% - Parents don’t know what to do to prevent youth substance abuse
- 24.5% - Youth lack positive adult connections

Q14A) What are other causes of youth substance abuse in Portland?

Of the 28 (6.7%) who answered:

21.4% said "Adult modeling"

21.4% said "Culture of substance abuse"

21.4% said "Lack of responsibility" (i.e. personal, professional)

Q15) Other comments

"...The youth that I see avoiding substance use, including tobacco, tend to be youth with broad and strong extracurricular interests that are supported by the adults in their lives. I also think that honest and nonjudgmental communication from parents is key..."

**21 Reasons
Assessment of the
Portland Community Needs and Resources
for Youth Substance Abuse Prevention
2009**

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