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Background

Our school district has used the Pride Survey since the late 1980s. Today, this allows us to look at longitudinal data, along with current statistics, to evaluate the effectiveness of our programming. Students in 6th, 8th, 10th, and 12th grades are administered the survey every three years. Some grades receive it more often if we are gathering data to evaluate a specific project.

The use of the Pride Survey gives us the necessary information to focus our attention on specific areas of high need. Within our schools we use the information to assist health teachers in curriculum development and implementation, as well as in writing grants and evaluating outcomes.

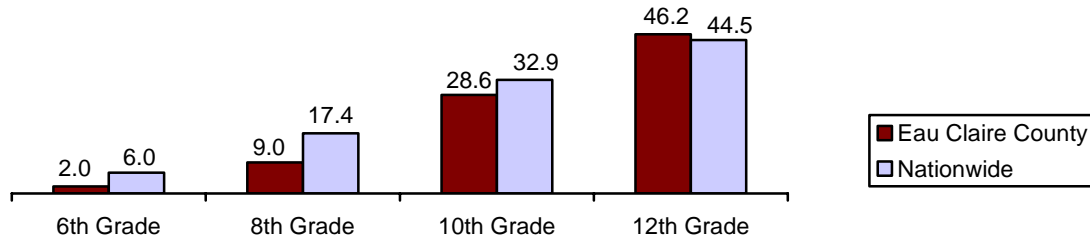
Since 2001 we have expanded the use of the Pride Survey beyond our school district to include other schools within our county. The process is now allowing us the opportunity to address community health issues (especially related to underage drinking) with greater intensity.

Attached is one example of how we have used our Pride Survey data to get the facts out beyond our school district.

I strongly support the use of survey data to improve prevention programming.

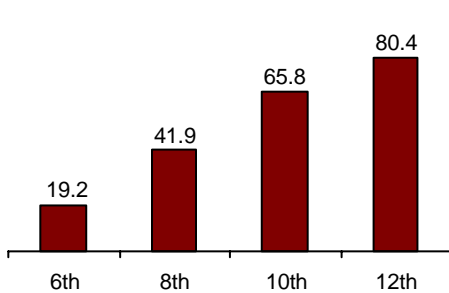
Underage Drinking in Eau Claire County – *The Facts*

Percentage of Students Reporting Monthly Alcohol Use (2004)

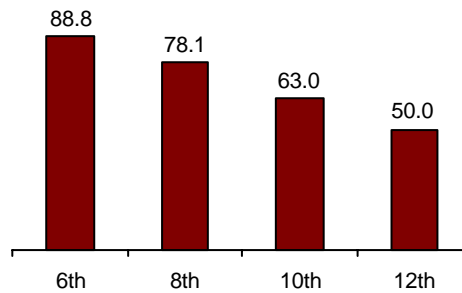


- There is a significant spike of alcohol use between 8th and 10th grade (9% to 28.6%).
- Our middle school use is consistently below the national average in all areas of alcohol, tobacco and other drug use.
- Our 12th grade use (46.2%) is above the national average (44.5%) for alcohol use.
- 52% of 12th graders report having had 5 or more glasses of beer, wine or liquor within a few hours (i.e. binge drinking), compared to 48% nationally.
- 30% of 12th graders report having driven a car after or while drinking alcohol, compared to 27% nationally.

Percentage of Eau Claire County Students Who Perceive Alcohol as Fairly Easy or Very Easy to Get



Percentage of Eau Claire County Students Who Perceive Alcohol As Harmful or Very Harmful



As Eau Claire County students get older, more students perceive alcohol as easier to get and fewer perceive alcohol as harmful – indicating a favorable attitude towards alcohol use.

Sources for the above data are PRIDE Reports^{1,2}

Youth who begin drinking before age 15 are four times more likely to develop alcohol dependence and are two and a half times more likely to become abusers of alcohol than those who begin drinking at age 21.³ Exposing the brain to alcohol during adolescence may interrupt key processes of brain development, leading to mild learning impairment and affecting academic and occupational achievement.⁴ The PRIDE Questionnaire indicates that **27% of middle and high school students first drink beer before age 15.** The average age Eau Claire County youth report first using alcohol is age 12.

➔ **Because youth are influenced by the behavior of their peers as well as adults, data on college and adult alcohol use are included on the reverse.**

Underage Drinking in Eau Claire County – *The Facts (cont'd)*

College Alcohol Use⁵

- 73% of UW-Eau Claire underage students report consuming alcohol in the past 30 days.
- 81% of UW-Eau Claire students report consuming alcohol in the past 30 days, compared to 71% nationwide.
- 58% of UW-Eau Claire students report binge drinking in previous two weeks, compared to 47% nationwide.

56% of UWEC students are under 21 years old.

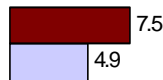
Adult Alcohol Use

Wisconsin ranks #1 nationwide in three aspects of adult alcohol consumption – alcohol use, heavy drinking and binge drinking:⁶

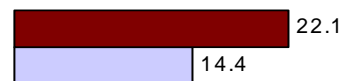
Percent of adults who report having had at least one drink of alcohol within the past 30 days



Percent of adult men who report having more than two drinks per day and adult women having more than one drink per day



Percent of adults who report having 5 or more drinks on one occasion



■ Wisconsin
■ Nationwide

22% of Eau Claire County adults report consuming 5 or more drinks on one occasion in the past 30 days.⁷

4.5% of Wisconsin adults report driving after drinking too much alcohol at least once during the past month. The national median is 2.2%. Wisconsin has the third highest percentage in the US.⁸

Produced by the Consortium for Substance Abuse Prevention in Eau Claire County's Reality Check 21 Project, 12/06.

Sources

- ¹ PRIDE (Parent's Resource Institute for Drug Education) Questionnaire Report for Eau Claire County Schools, 2004/2005.
- ² PRIDE (Parent's Resource Institute for Drug Education) Questionnaire Report National Summary 2004.
- ³ Grant, B.F. and Dawson, D.A., Age at onset of alcohol use and its association with DMS-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey, *Journal of Substance Abuse* 9:103-110, 1997.
- ⁴ Spear, L., Adolescent brain and the college drinker: Biological basis of propensity to use and misuse alcohol, *Journal of Studies on Alcohol* 14:71-81, 2002.
- ⁵ 2006 UWEC Core Alcohol and Drug Survey and 2005 Aggregated National Core Survey.
- ⁶ Centers for Disease Control and Prevention, 2005 Behavioral Risk Factor Surveillance System.
- ⁷ Wisconsin Behavioral Risk Factor Survey, Bureau of Health Information and Policy, DHFS, 1997-2001.
- ⁸ National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System, 1984-1995.