

Underage Drinking Prevention

VCC STOP ACT

Young Adult Underage Drinking Survey: Summary & Findings



STOP Survey Collection Info:

2017 – 250 surveys

2018 – 312 surveys

Collection Locations:

- Mira Costa College (Oceanside)
- Palomar College (San Marcos)
- Sunset Market (Oceanside)
- VCC: Vale Terrace (Vista)



2018 Demographic Summary

Age:

- 50% ages 18-20
- 48% ages 21-25

Gender:

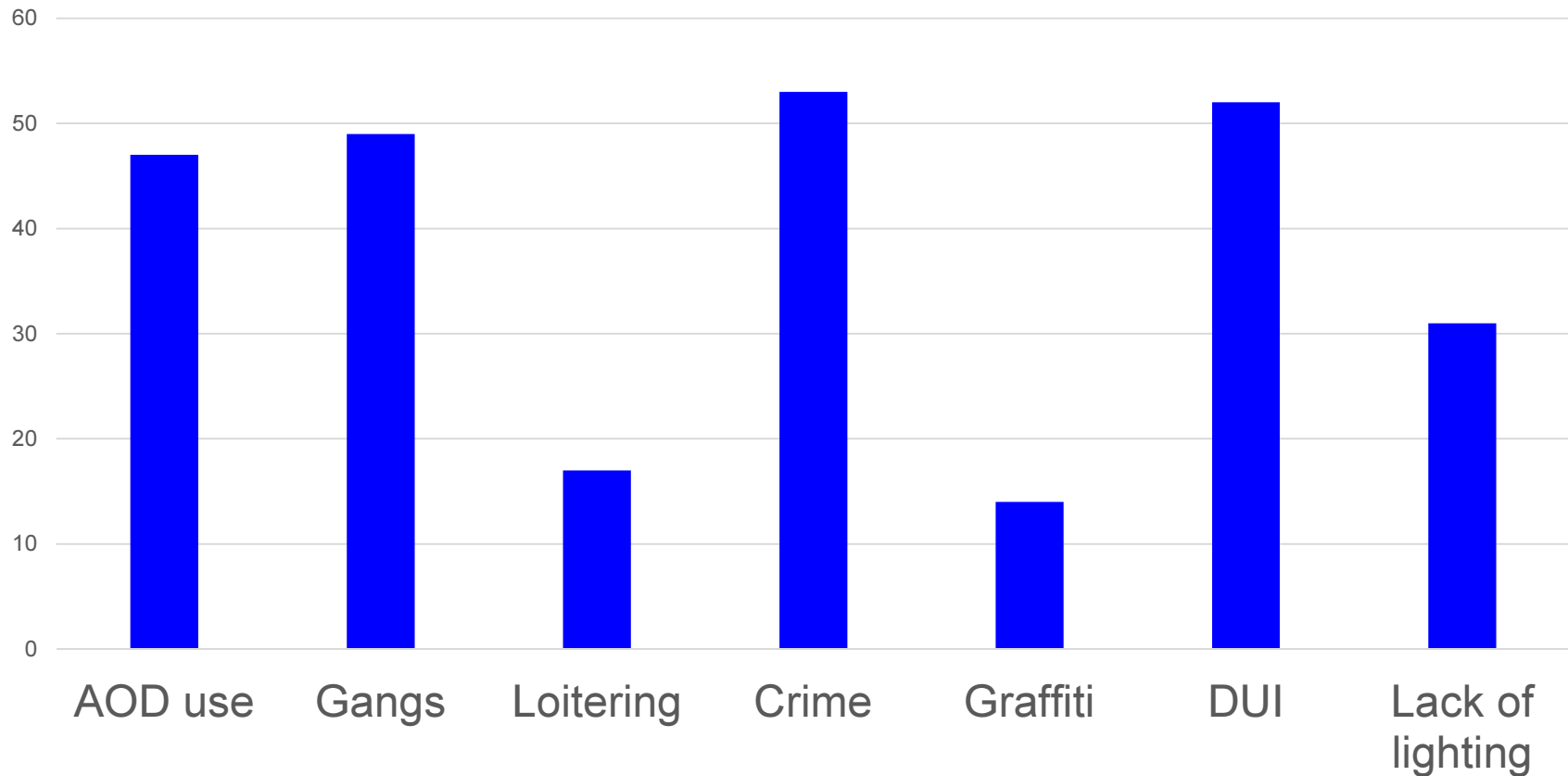
- 55% female
- 43% male

Ethnicity:

- 46% Hispanic/Latino
- 23% White/Caucasian
- 14% Asian/Pacific Islander
- 6% African American/Black
- 11% Other/Mixed Race

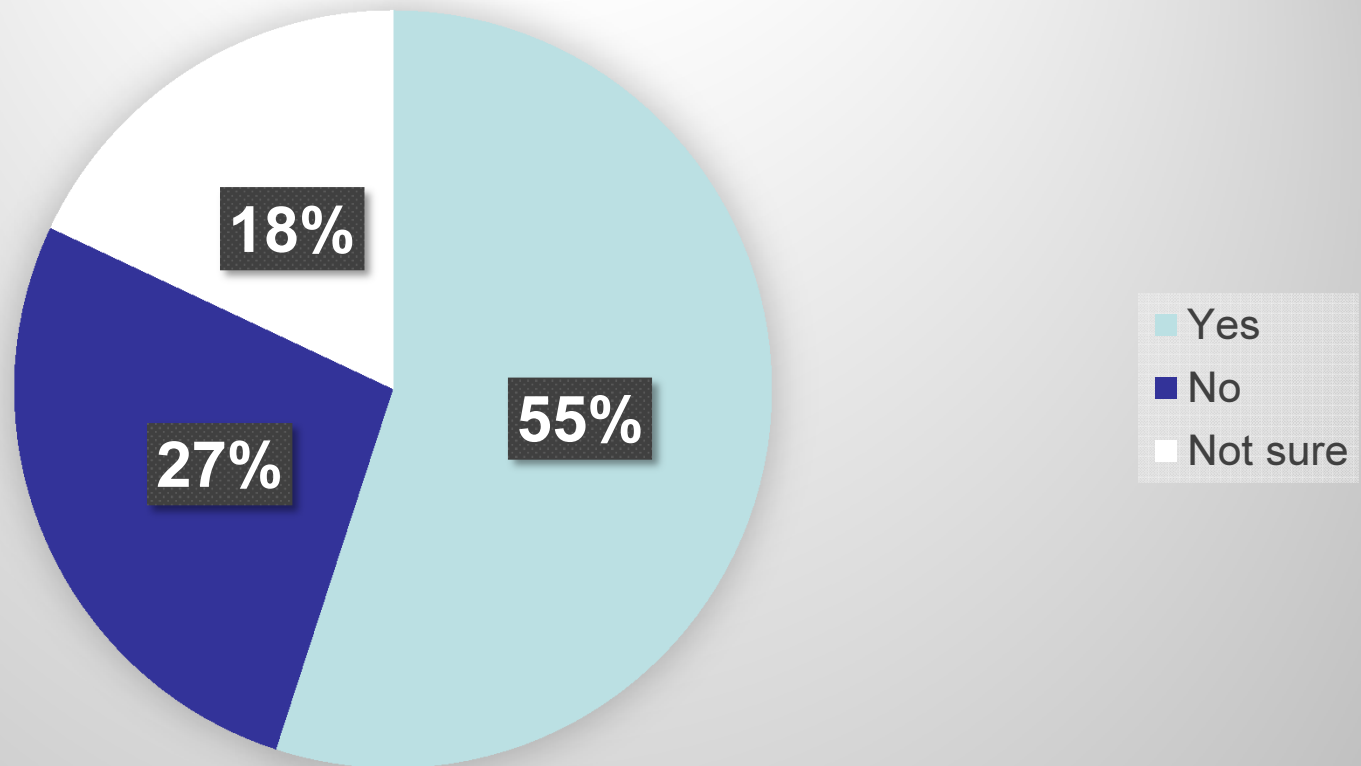
Impacts on Feelings of Safety

Which Has the Most Impact on Your Feelings of Safety?



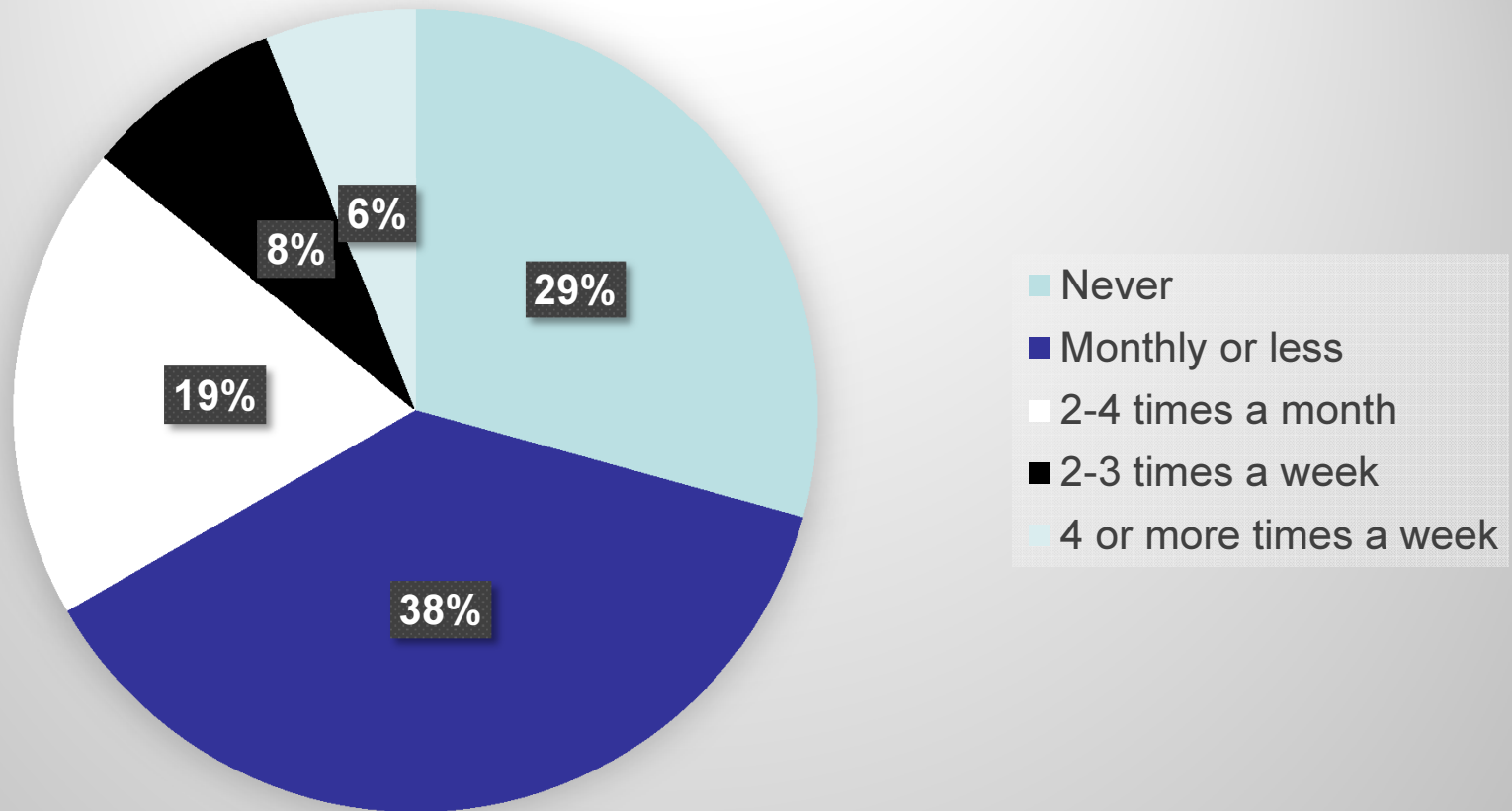
Underage Drinking a Problem?

Do you believe underage drinking is a problem in your community?



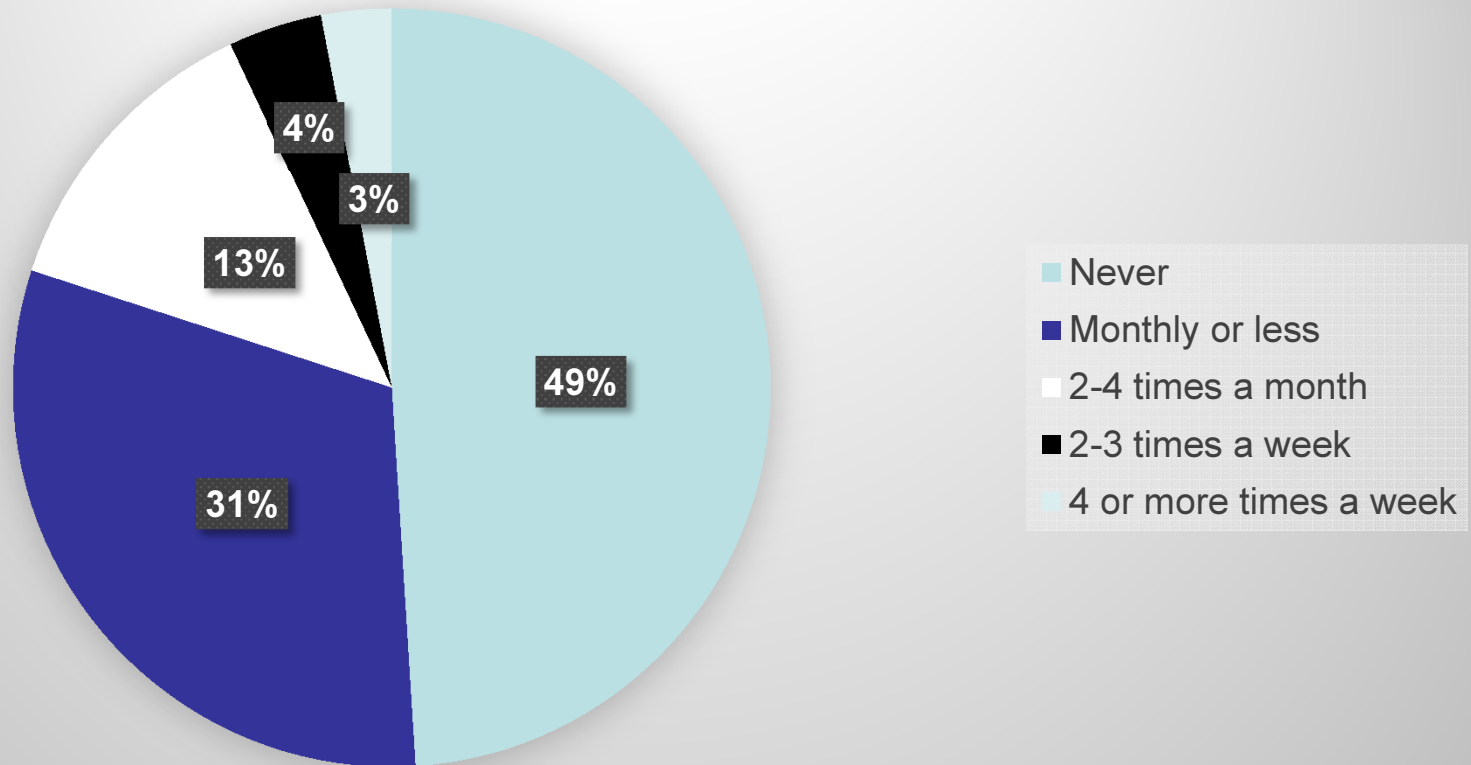
Drinking Behavior

How often do you have a drink containing alcohol?

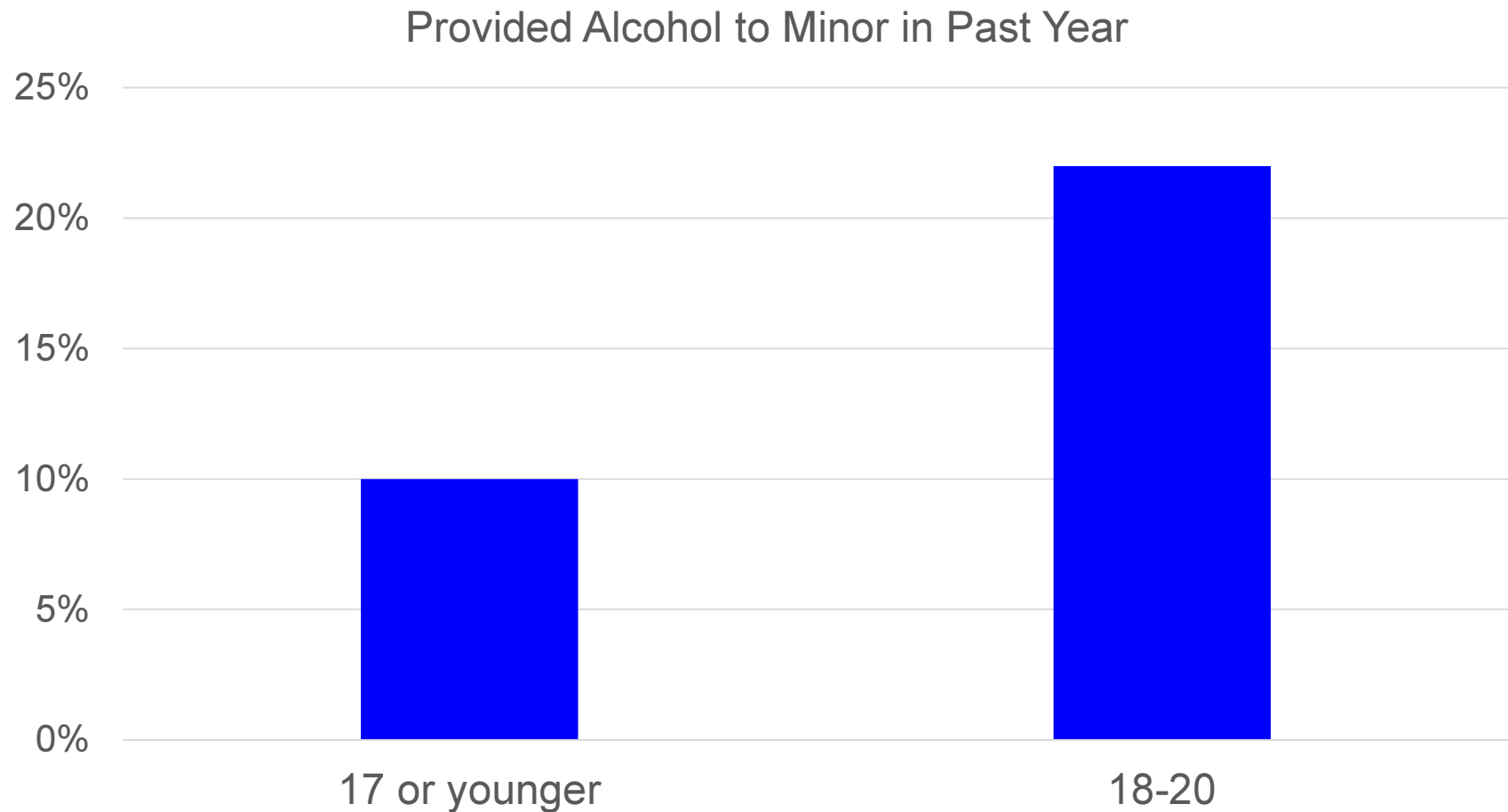


Binge Drinking

How often do you have six or more drinks on one occasion?



Provided Alcohol to Minor



Provided Alcohol to Minor by Gender

Age of survey respondent	Male	Female
18-20	29%	17%
21-25	30%	20%

Provided to:

- Friend (16%)
- Family Member (14%)
- Acquaintance (4%)
- Stranger (2%)

Provided at:

- Family gathering (16%)
- Kickback (12%)
- House party (10%)
- Other (3%)

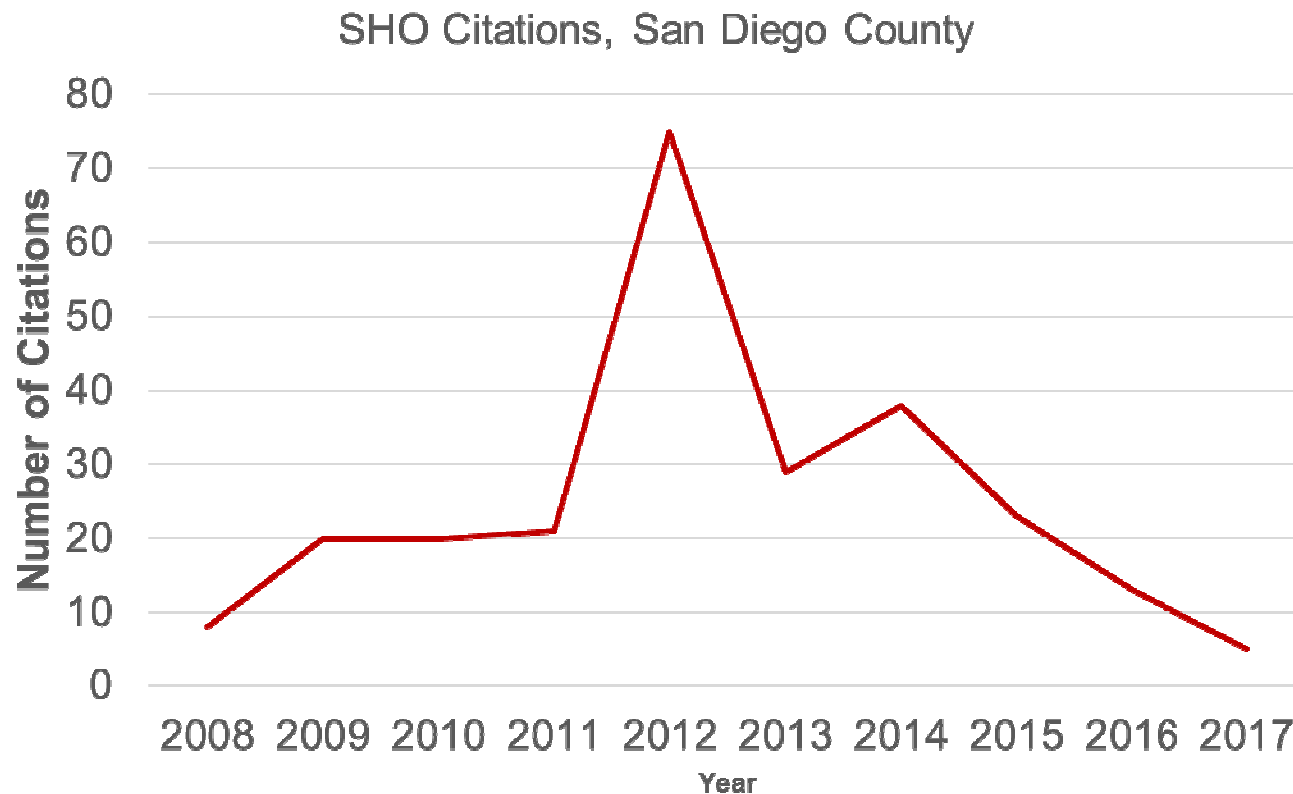
**Family gathering increased from 10% in 2017*

Likelihood of 'Getting in Trouble'

“How likely is it that young adults (21-25) would ‘get in trouble’ for providing alcohol to people under 21 by:

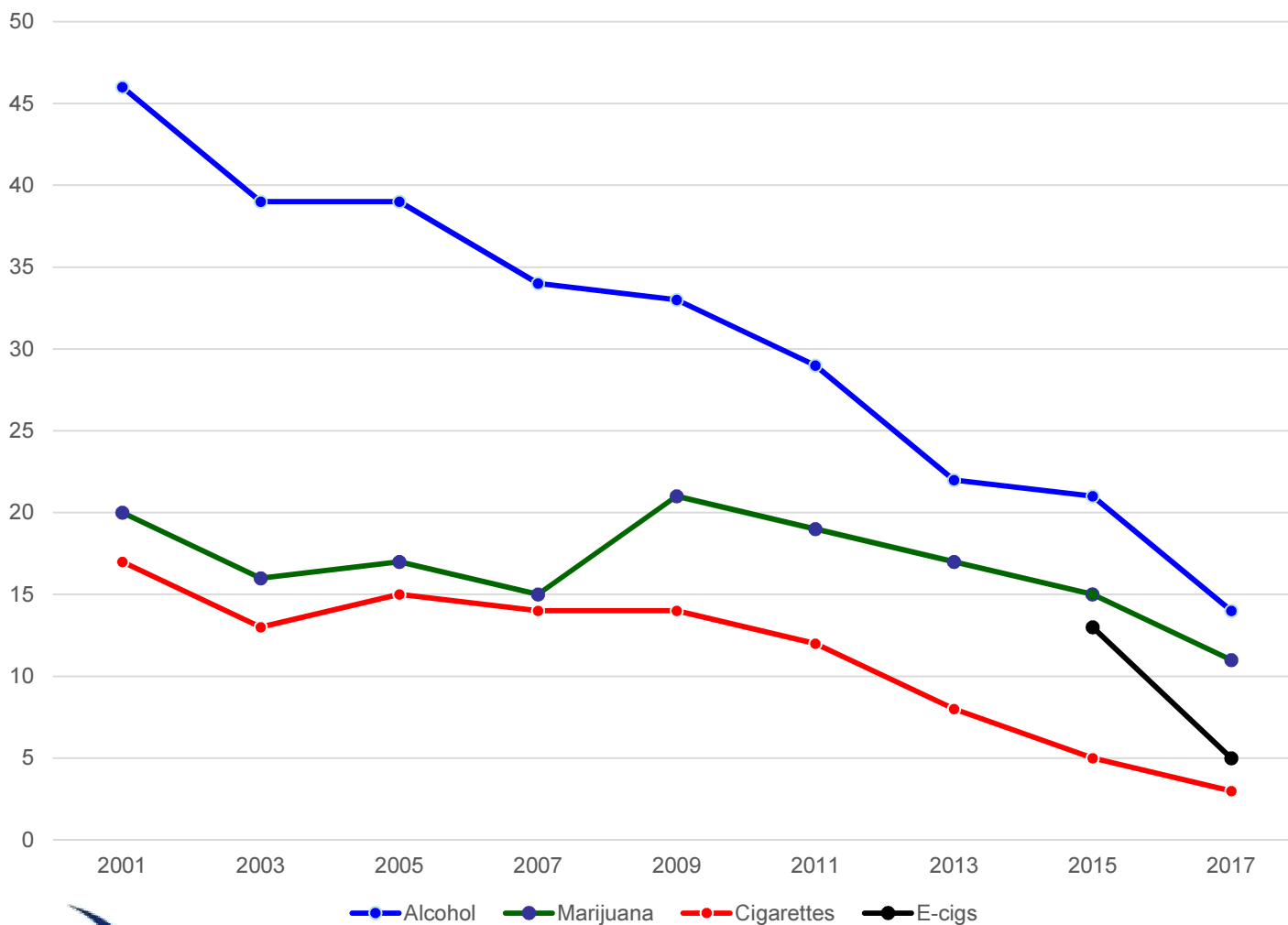
- Their parents **(50%)**
- Housing officials like apartment manager or military housing **(56%)**
- Police/law enforcement **(63%)**
- Other family member **(39%)**

Social Host Enforcement

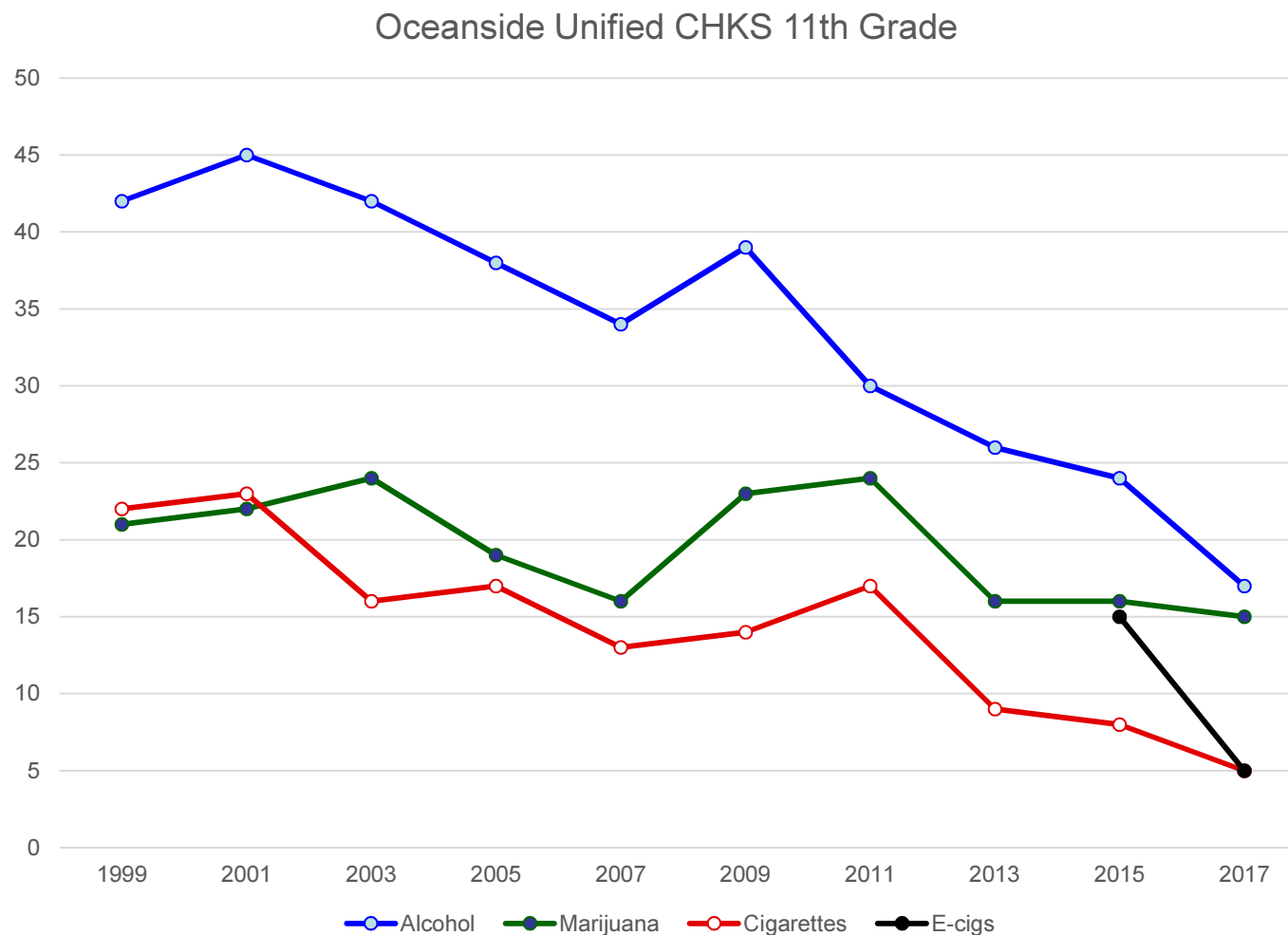


**There have been no SHO citations in Carlsbad, Oceanside or Vista in the past 3 years*

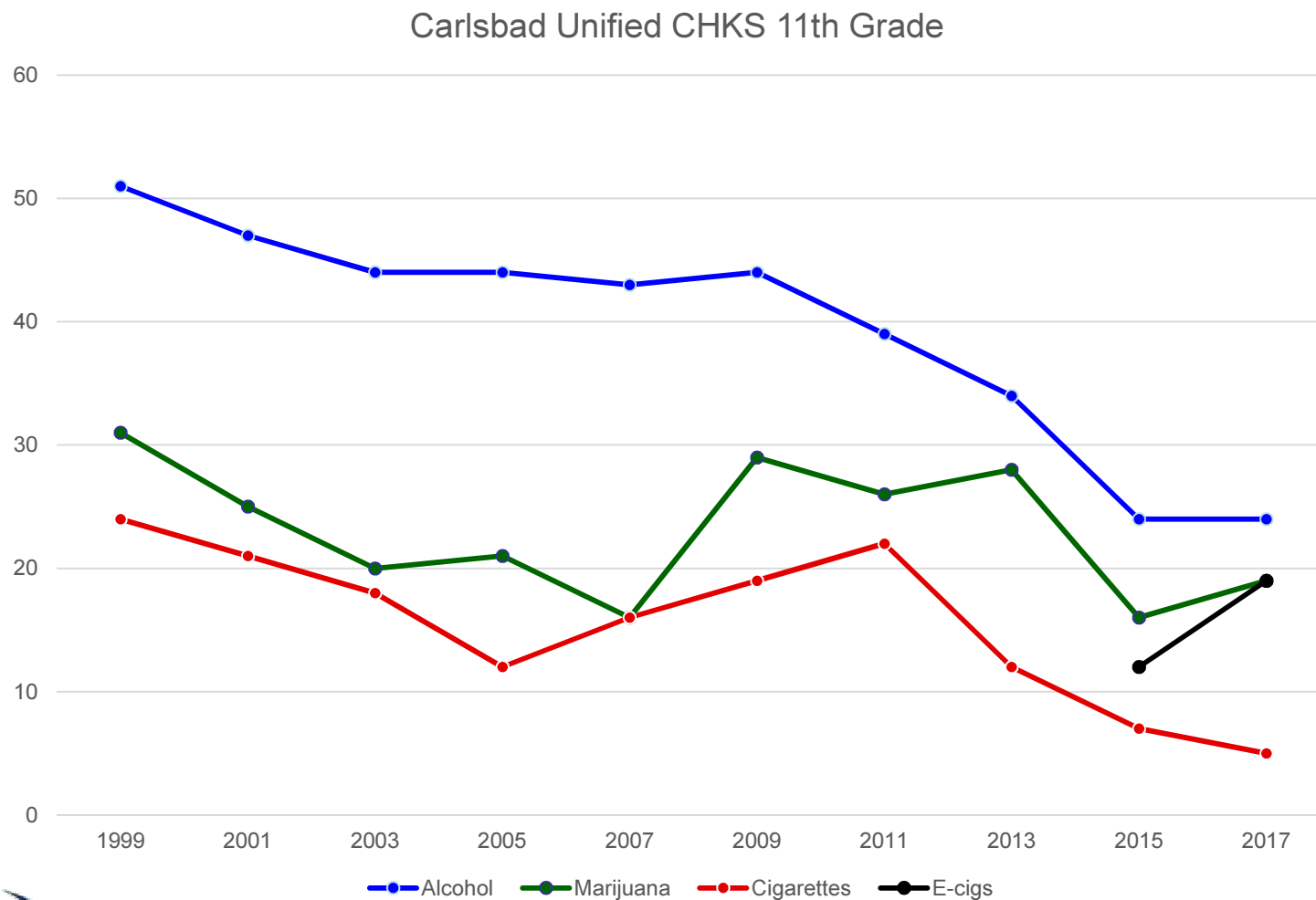
Vista Unified Past 30-day Use by 11th Graders (CHKS)



Oceanside Unified Past 30-day Use by 11th Graders (CHKS)



Carlsbad Unified Past 30-day Use by 11th Graders (CHKS)



Social Media



Social Media

“Social media...

- Encourages underage drinking (**59%**)
- Can be used to prevent underage drinking (**61%**)

45% report seeing underage drinking prevention messages on social media (up from 37% in 2017)

Social Media

STOP Surveys and Informal Surveys

- 11 females and 6 males in first round, 15 females and 6 males in second.
- Organizations/causes followed: humanitarian, environmental, or related to animal aid (none for public health)
 - Males mostly sports teams, cars, and musicians
 - Females mostly followed celebrities, fashion, makeup, and fitness
 - Pages of interest through explore page

Social Media

STOP Surveys and Informal Surveys: Recommendations

- Based on research, should do 1-3 posts per day
- focus on lifestyle, inspiration and prevention themed messages
- Official survey data demonstrates that Instagram, Snapchat and Twitter are more popularly used by 18-25 year olds versus Facebook when it comes to finding prevention messages on social media

Town Hall: September 25th

Diversity Panel

- Oceanside Community Rooms from 5-7pm
- Panelists will discuss alcohol from the perspective of the following communities:
 - LGBT
 - Military
 - Latino/a
 - Young adults
 - Young Parents