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?

- AOD use
- Gangs
- Loitering
- Crime
- Graffiti
- DUI
- Lack of lighting

*Gangs DECREASED from 56% in 2017
*DUI INCREASED from 42% in 2017
Underage Drinking a Problem?

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

- Yes: 55%
- No: 27%
- Not sure: 18%
Drinking Behavior

How often do you have a drink containing alcohol?

- 29% Never
- 19% Monthly or less
- 38% 2-4 times a month
- 6% 2-3 times a week
- 8% 4 or more times a week
How often do you have six or more drinks on one occasion?

- 49% Never
- 31% Monthly or less
- 13% 2-4 times a month
- 4% 2-3 times a week
- 3% 4 or more times a week
Provided Alcohol to Minor in Past Year

- 17 or younger: 10%
- 18-20: 25%

Vista Community Clinic
Choose Health
NCPC
North Coastal Prevention Coalition
## Provided Alcohol to Minor by Gender

<table>
<thead>
<tr>
<th>Age of survey respondent</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-20</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>21-25</td>
<td>30%</td>
<td>20%</td>
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</tbody>
</table>

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*
“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)

Oceanside Unified CHKS 11th Grade

- Alcohol
- Marijuana
- Cigarettes
- E-cigs
Carlsbad Unified Past 30-day Use by 11th Graders (CHKS)

Carlsbad Unified CHKS 11th Grade

- Alcohol
- Marijuana
- Cigarettes
- E-cigs

Social Media

Supp

@whatis_SUPP

Student Unite in Prevention & Policy
“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