

EVALUATING THE STRATEGIC PREVENTION FRAMEWORK IN MAINE

October 2010



Overview: SPF SIG in Maine

Maine's Public Health Infrastructure



Goal of SPF SIG in Maine

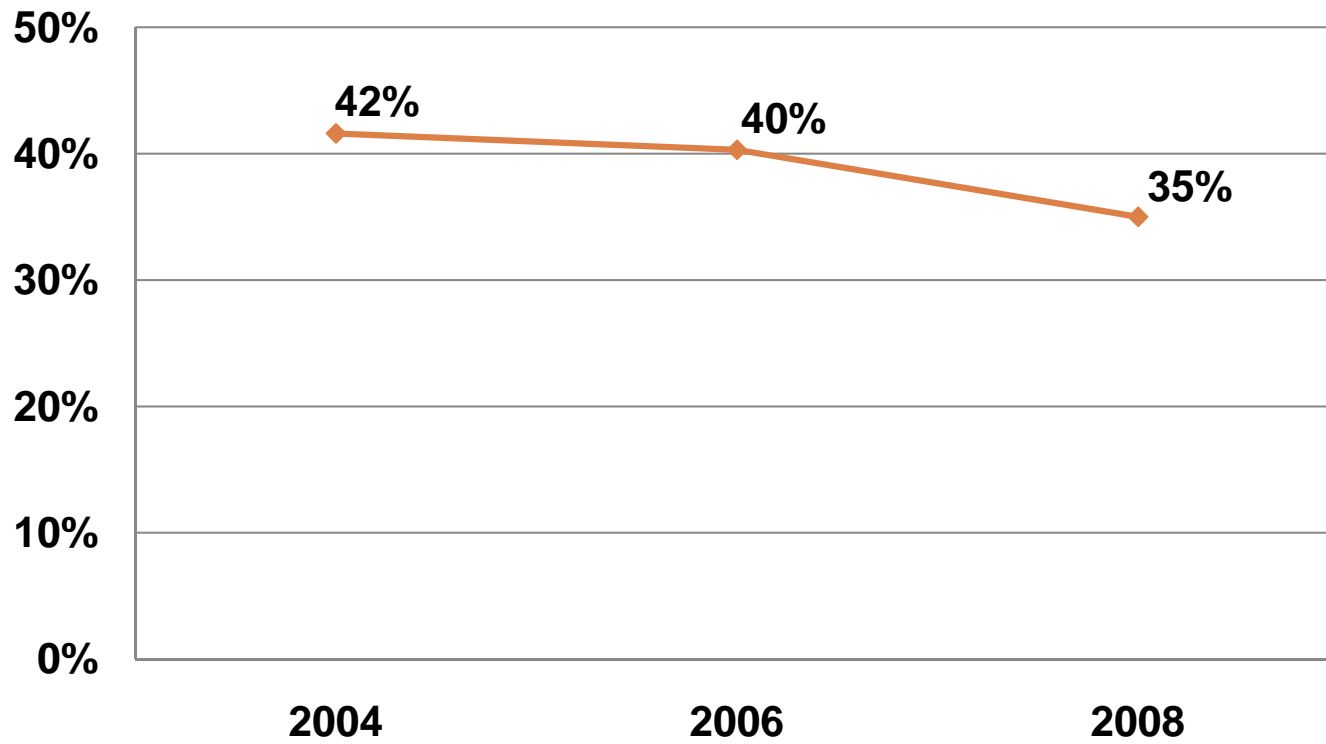
- Reduce alcohol use among youth (especially 14-18 year olds) – REQUIRED
- Reduce high risk drinking among adults (especially 18-25 year olds) – REQUIRED
- Reduce misuse of prescription drugs (especially 18-25 year olds) – OPTIONAL*



Priority Consumption Patterns

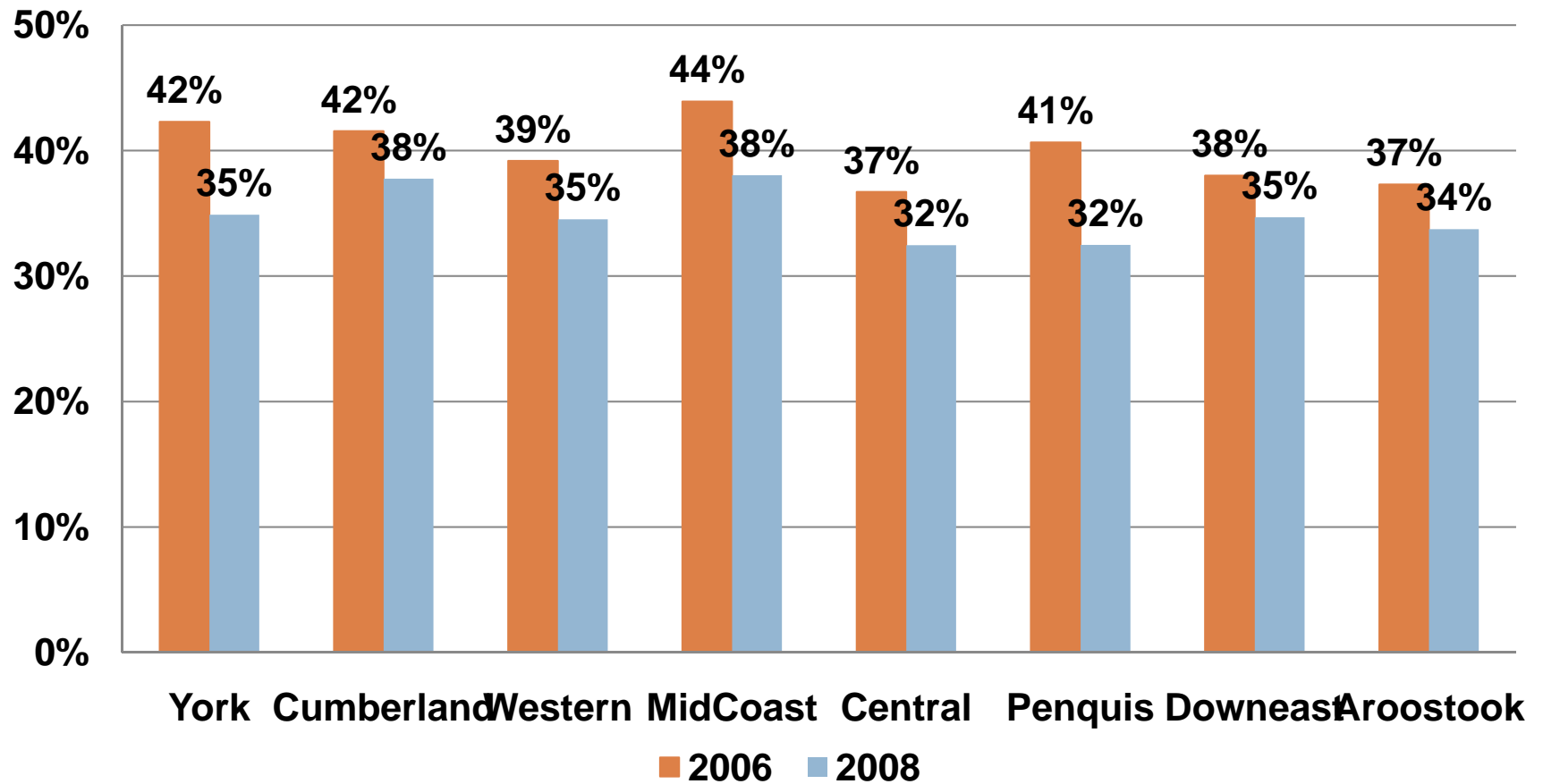
Underage Drinking Among High School Students

Previous 30-Day Use of Alcohol by High School Students, by Year



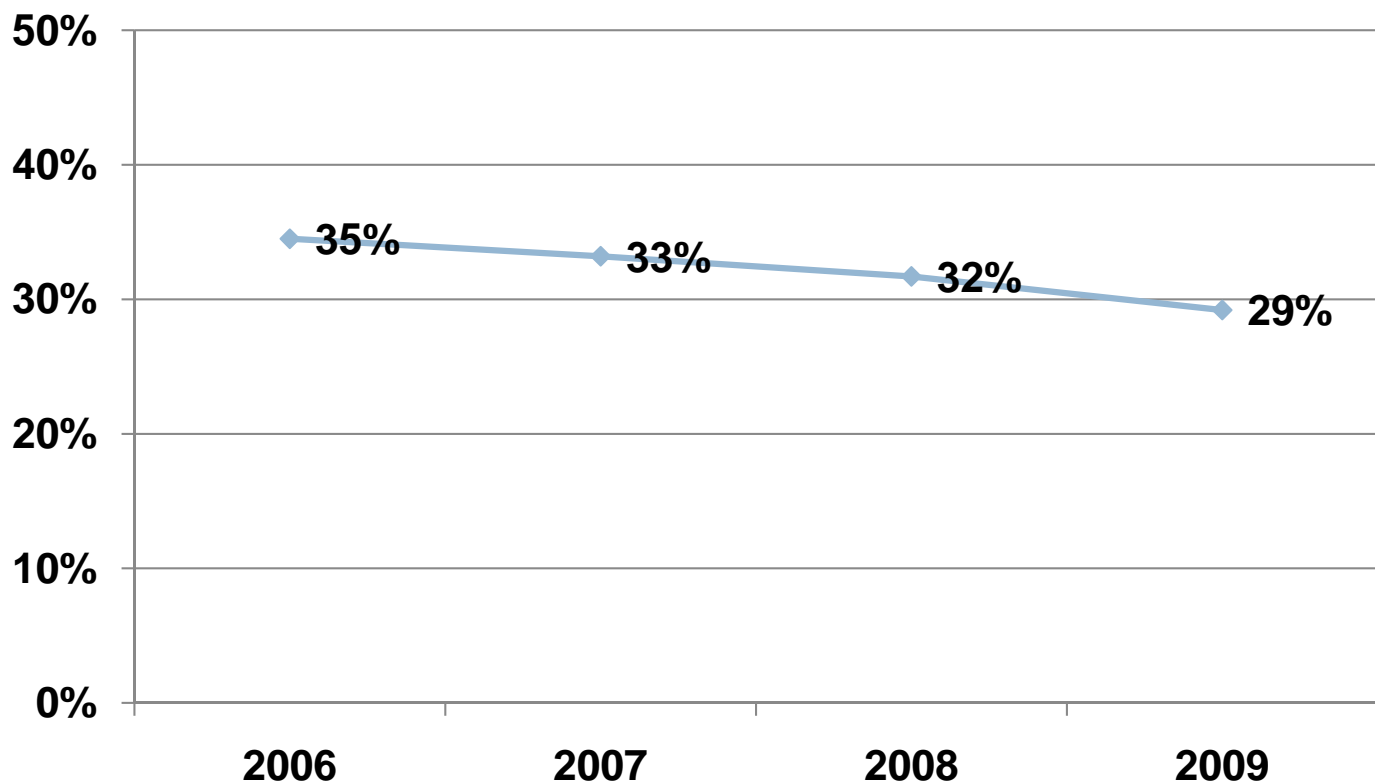
Underage Drinking Among High School Students (Local)

Previous 30-Day Use of Alcohol by High School Students, by Year and District



Young Adults and High Risk Drinking

**Percentage of 18-24 Year Olds Reporting Binge*
Drinking, 2006 to 2009**



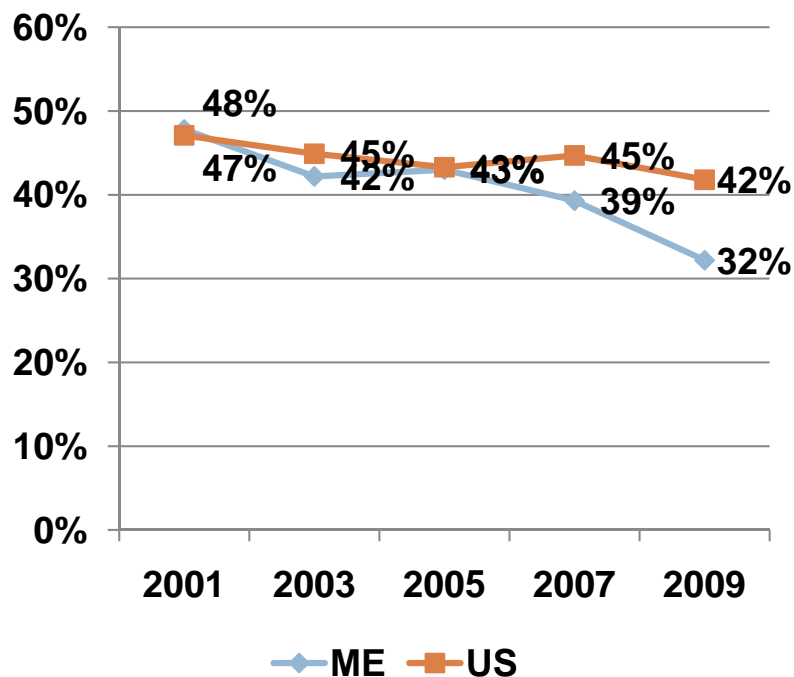
**Binge drinking means 4 or more drinks for females, 5 or more for males.*



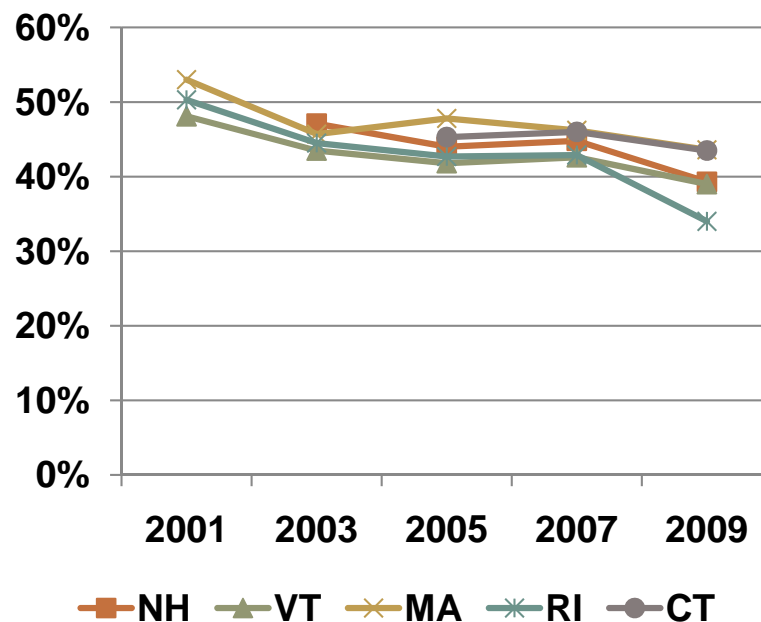
Was it the SPF?

National and Regional Comparisons

Previous 30-Day Use of Alcohol by High School Students in Maine and US, 2001 to 2009

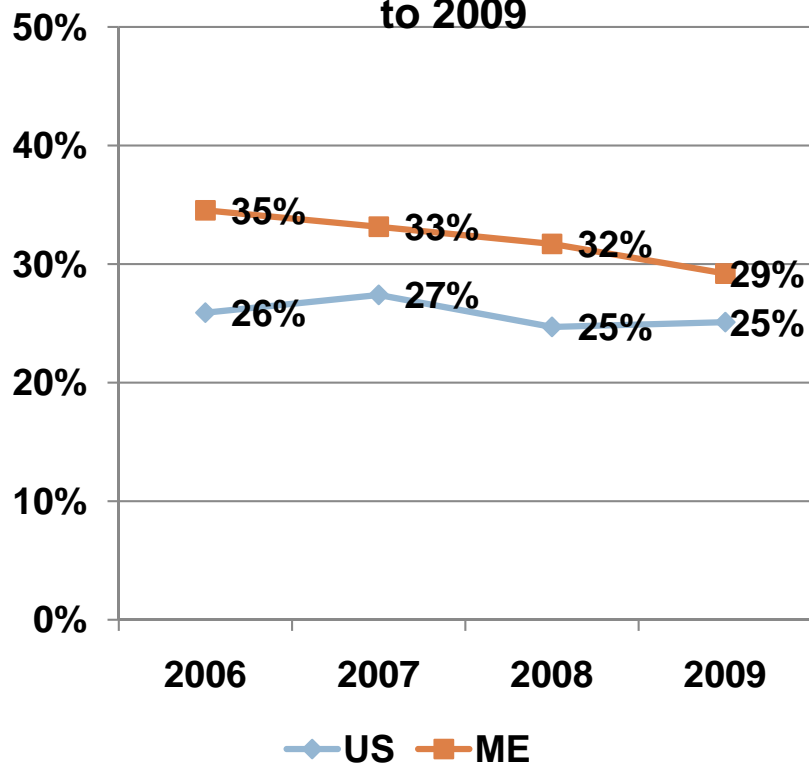


Previous 30-Day Use of Alcohol by High School Students in Other New England States, 2001 to 2009

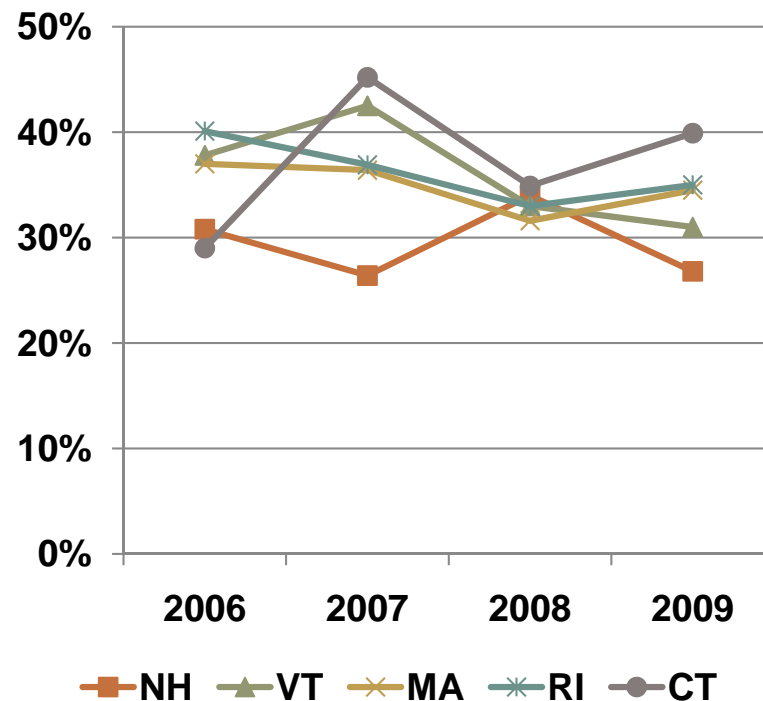


National and Regional Comparisons

Percentage of 18-24 Year Olds Reporting Binge Drinking: Maine and United States, 2006 to 2009



Percentage of 18-24 Year Olds Reporting Binge Drinking: Other New England States, 2006 to 2009

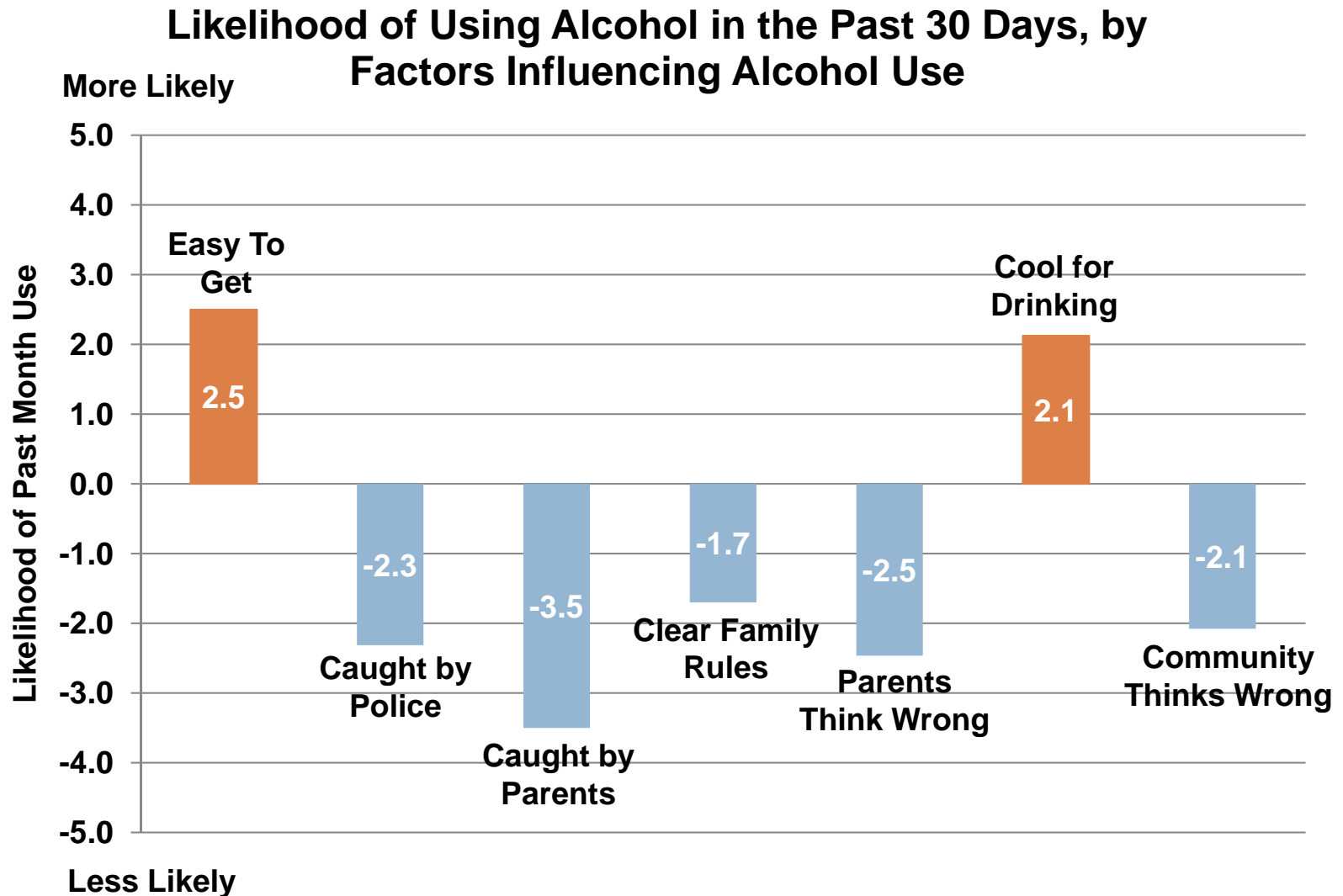


Factors Influencing Youth Alcohol Use

What the Research Says

- Enforcement of Laws
- Perception of Harm/Risk
- Perception of Being Caught
- Ease of Access (Social/Retail)
- Social/Community Norms
- Pricing and Promotion

What Maine's Data Say (2008)



What Locals Actually Did

Increase effectiveness of local underage drinking law enforcement policies & practices

- Enhance enforcement practices*
- Help implement “ME Chiefs of Police” model policy
- Train officers on best practices
- Publicize incidents and penalties
- Support local Party Patrols

Increase use of recommended parental monitoring practices for underage drinking

- Implement social marketing campaign*
- Hold educational meetings/trainings for parents
- Encourage school-based “parental notification” policy

Increase effectiveness of retailer policies and practices that restrict access to alcohol

- Support/encourage local compliance checks
- Organize Responsible Beverage Service Trainings*
- Help implement retail policies and best practices
- Publicize law and retail enforcement activities
- Implement Sticker Shock

Change in Critical Factors (State)

	2004	2006	2008	Pct Change *
Caught by Parents	38%	39%	41%	+3.0%
Easy to Get	69%	66%	63%	-2.5%
Parents Think Wrong	82%	83%	85%	+1.3%
Caught by Police	10%	11%	12%	+3.6%

**Percent change between 2006 and 2008.*

Source: MYDAUS

Change* in Critical Factors (Local)

Public Health District	Caught by Parents	Easy to Get	Parents Think Wrong	Caught by Police
York	+6.3%	-2.2%	+3.9%	+13.2%
Cumberland	+3.1%	-3.7%	-0.7%	+0.8%
Western Maine	+5.9%	-3.2%	+2.4%	+1.2%
Mid-Coast	+8.0%	-6.8%	+2.3%	+21.0%
Central Maine	+4.9%	-6.0%	+2.3%	+14.8%
Penquis	+9.8%	-4.2%	+5.1%	+6.3%
Downeast	+7.0%	-7.8%	+1.4%	+28.7%
Aroostook	+9.3%	-4.5%	+3.1%	+3.4%

**Percent change between 2006 and 2008.*

Source: MYDAUS

New Student Data (2009)

New survey data in 2009 are less conclusive...*but*

Only one year between administrations

and

Survey format changed

and

Some schools did not participate

	2004	2006	2008	2009
Past Month Use	41.6%	40.3%	35.0%	34.7%
Easy Access*	69.2%	66.3%	63.4%	67.5%
Parents Think Use Wrong*	82.3%	83.1%	84.9%	82.7%
Caught by Parents	37.6%	39.1%	41.5%	42.1%
Caught by Police	10.5%	11.1%	12.1%	15.6%



Did the SPF SIG Work?

- Data suggest that local SPF SIG efforts affected measurable changes in underage drinking statewide and at the local level
 - ▣ Significant infrastructure and capacity successes are harder to show with the data.
- Less evidence to link local SPF SIG work to reductions in high-risk drinking among young adults
 - ▣ Locals faced challenges to implementing these strategies

Questions?

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