



Carlsbad Municipal Schools Communities that Care Survey Indicators

2005-2007 Comparisons
Grades 8, 10, 12

January 24, 2008



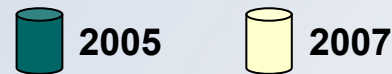
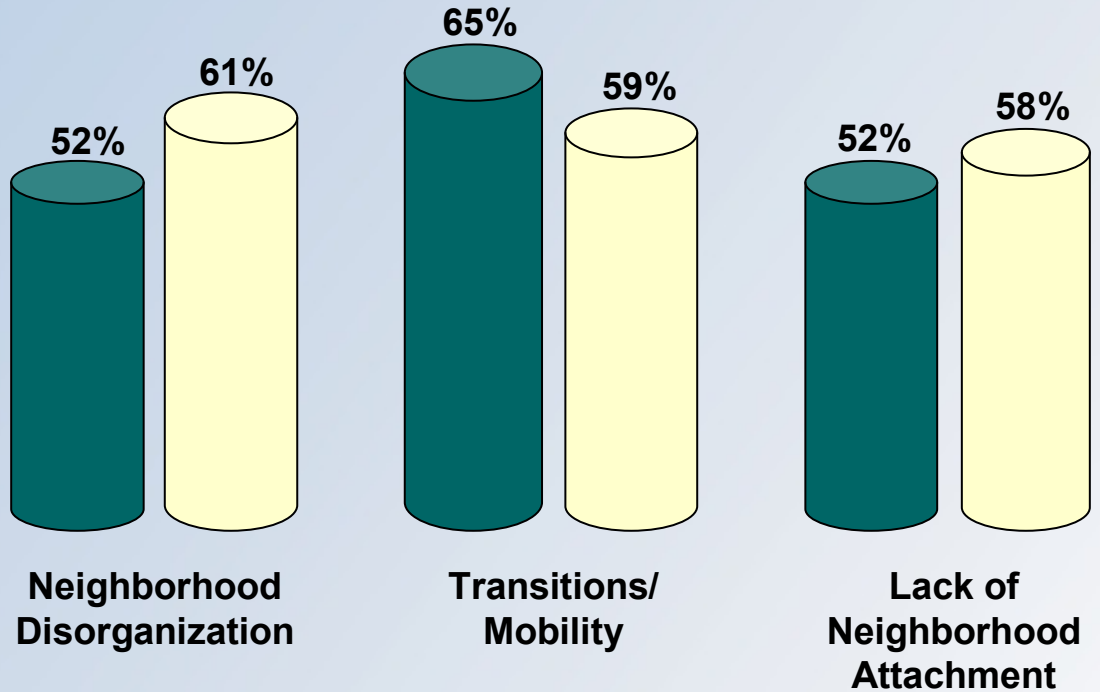
United States Department of Health and Human Services
Substance Abuse & Mental Health Services Administration
"A Life in the Community For Everyone"

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Today's Topics

- Survey Results
 - Community/Neighborhood Risk Indicators
 - Friends Risk Indicators
 - Community/Neighborhood Protective Indicators
 - Perception of Health Risk – Alcohol, Cigarettes & Marijuana
 - Past 30-Day Use of Alcohol, Tobacco & Marijuana
 - Parental Disapproval of Alcohol, Cigarette & Marijuana Use
 - Average Age of Onset – Alcohol, Cigarettes & Marijuana
 - Methamphetamine Use compared to US Monitoring the Future Survey
- Programs Addressing Methamphetamine Use
- Data Summary
- The Coalition Approach to Change

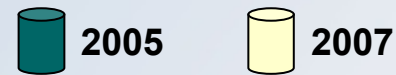
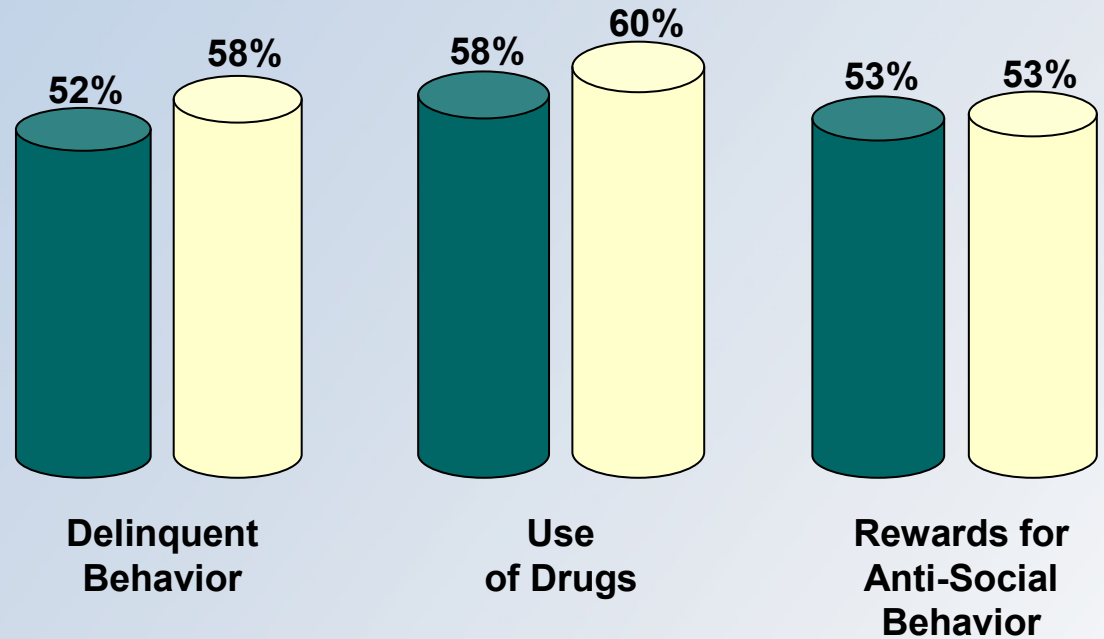
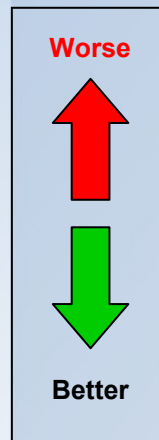
Community/ Neighborhood Risk Indicators



Programs

- National Night Out
- Wise Eyes partnership
- Keep Carlsbad Beautiful partnership

Friends Risk Indicators

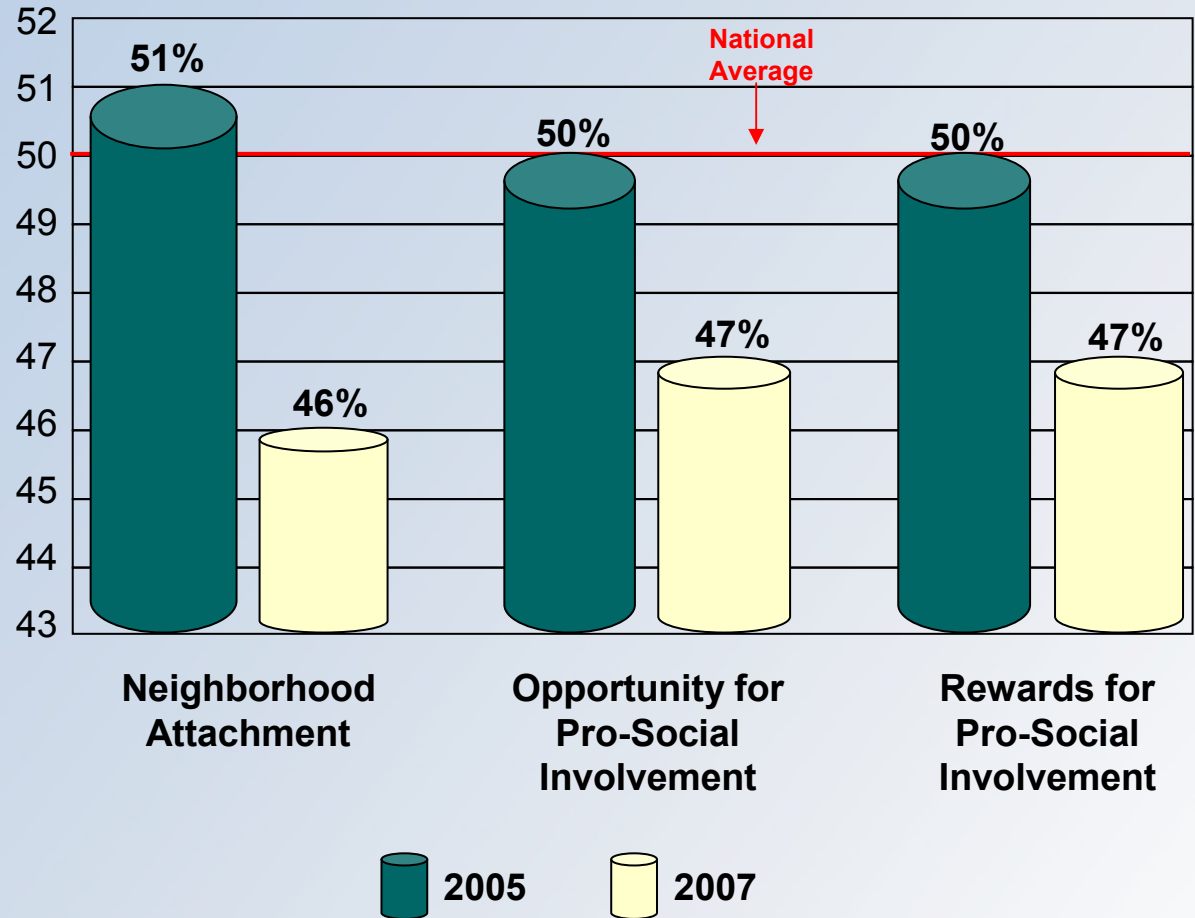


Programs

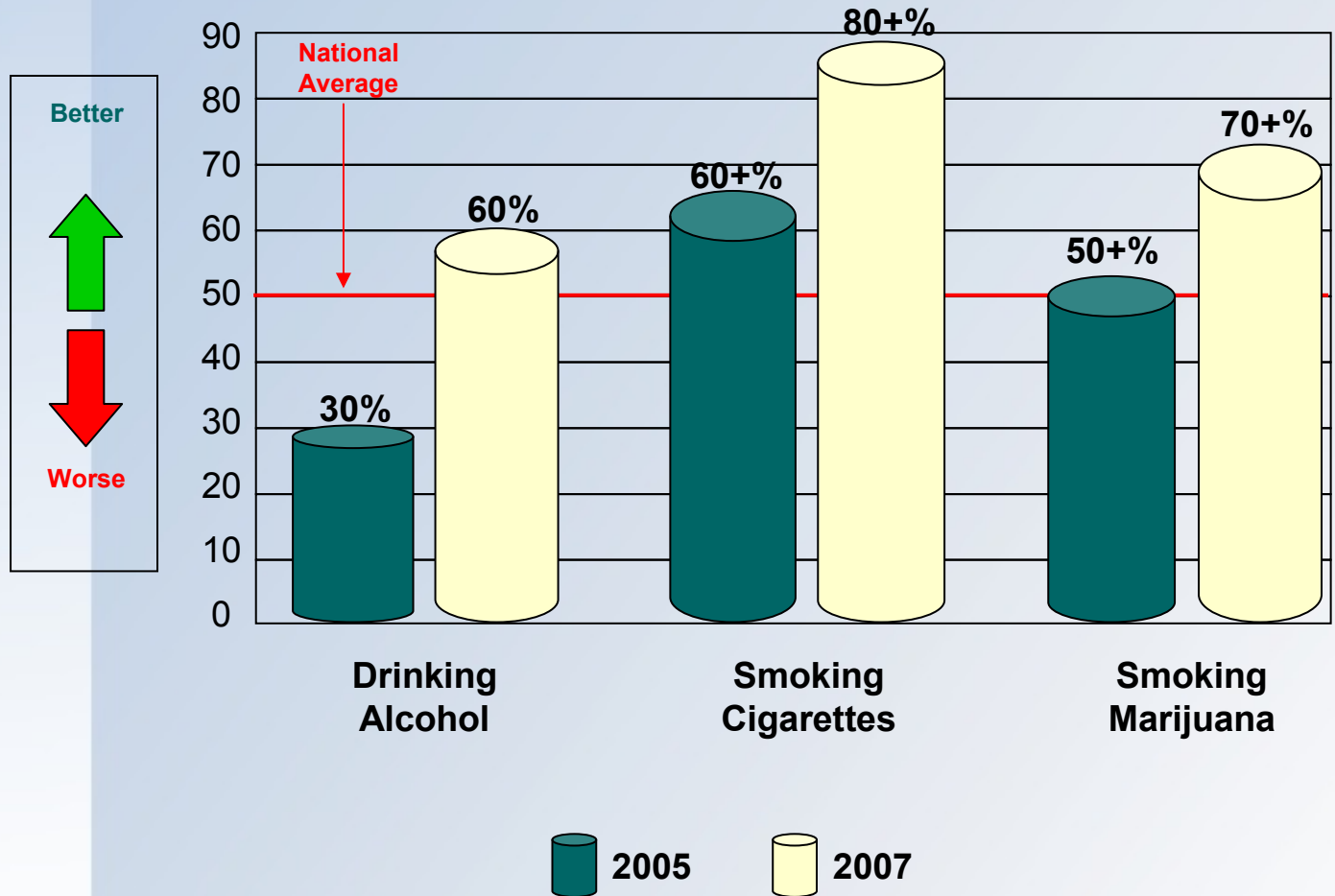
- Community Resource Center
- Social Marketing
- Boys & Girls Club partnership

Community/ Neighborhood Protective Indicators

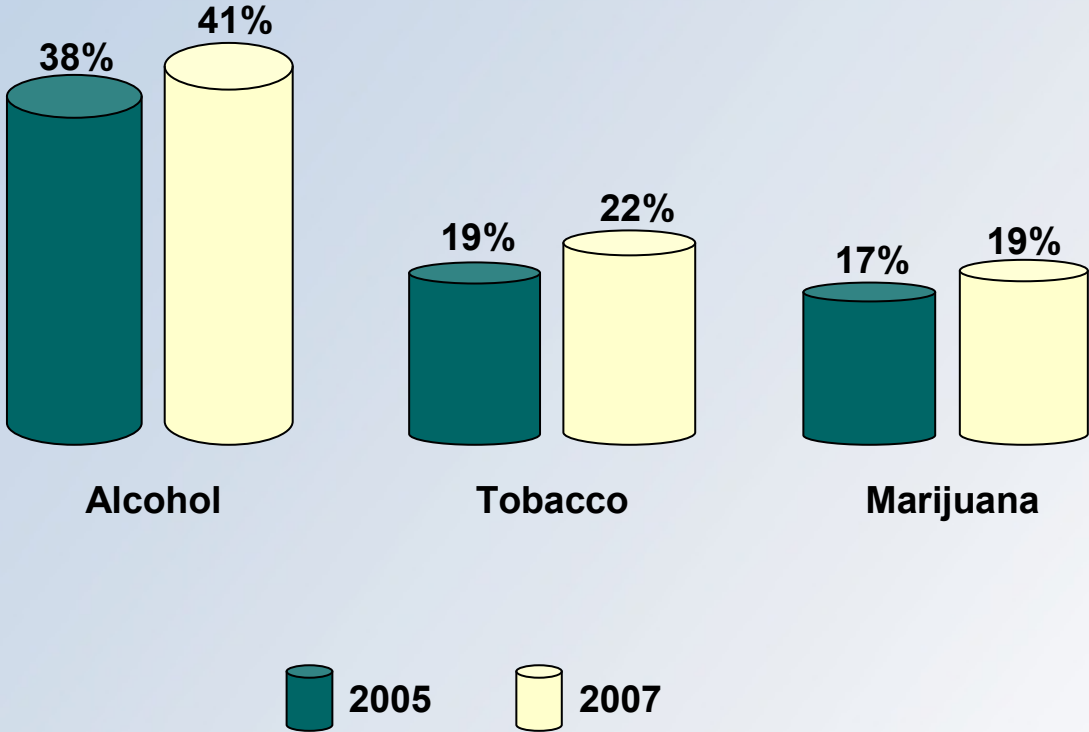
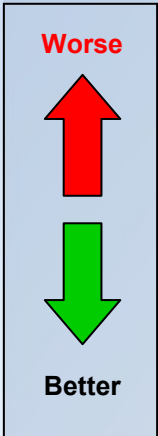
(Stated as percentage
of 100)



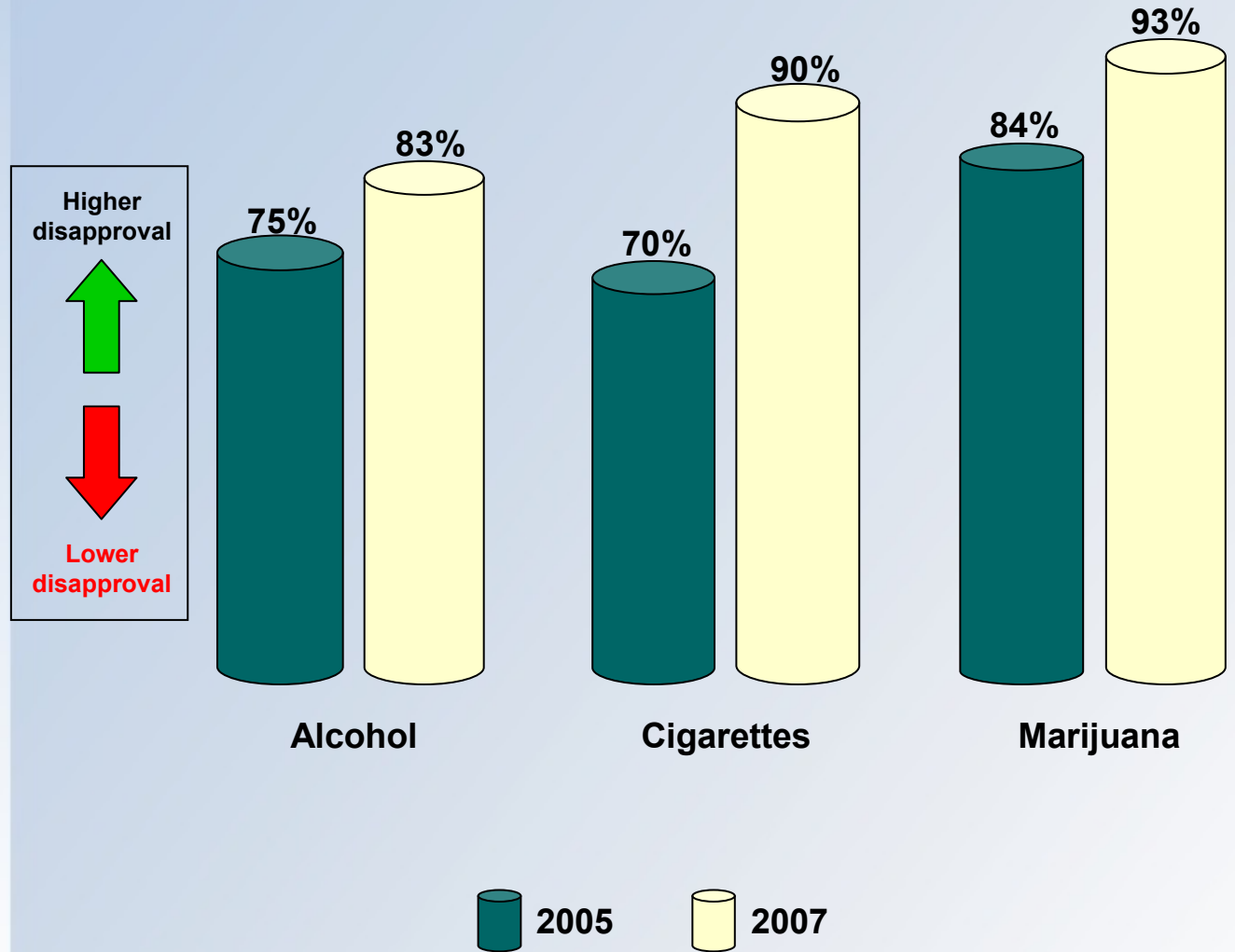
Perception of Health Risk



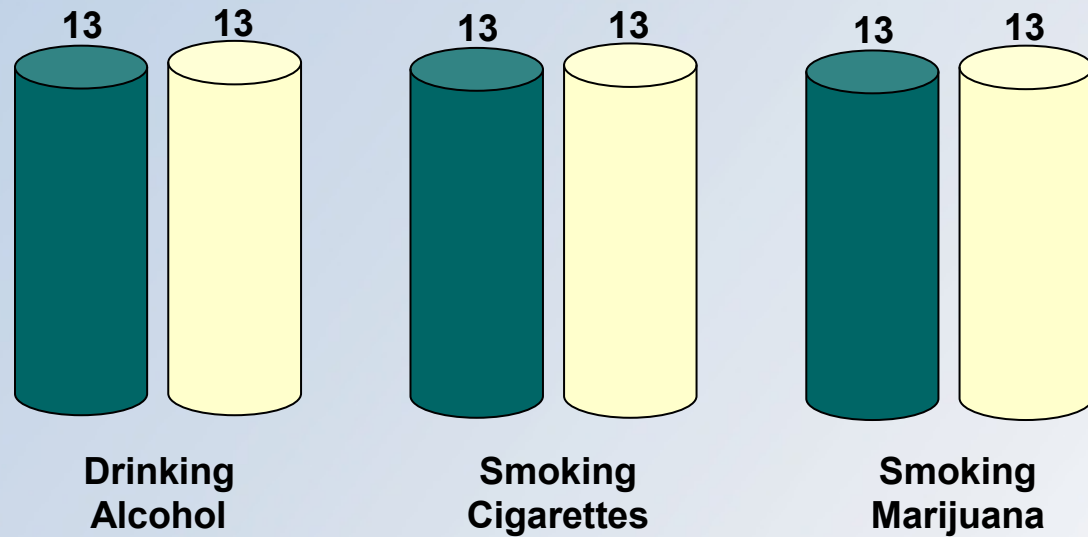
Past 30-Day Use of Alcohol, Tobacco & Marijuana



Parental Disapproval of Alcohol, Cigarette & Marijuana Use





Average Age of Onset – Alcohol, Cigarettes & Marijuana

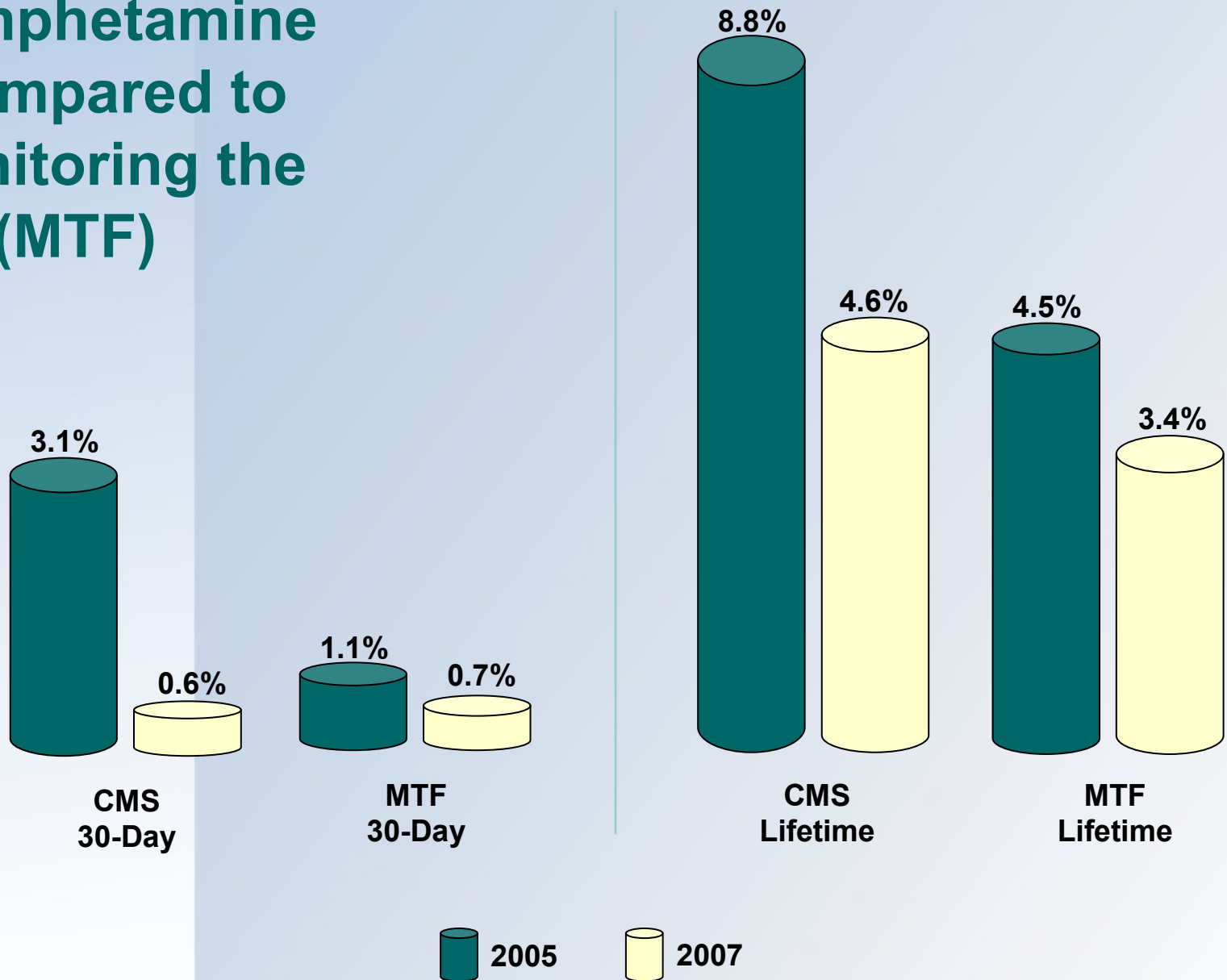
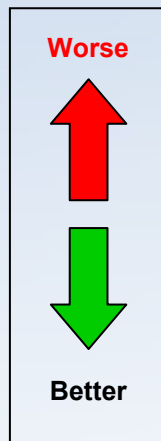


Programs

- Community Resource Center
- Media Literacy
- Social Marketing
- Boys & Girls Club partnership

 2005  2007

Methamphetamine Use Compared to US Monitoring the Future (MTF) Survey

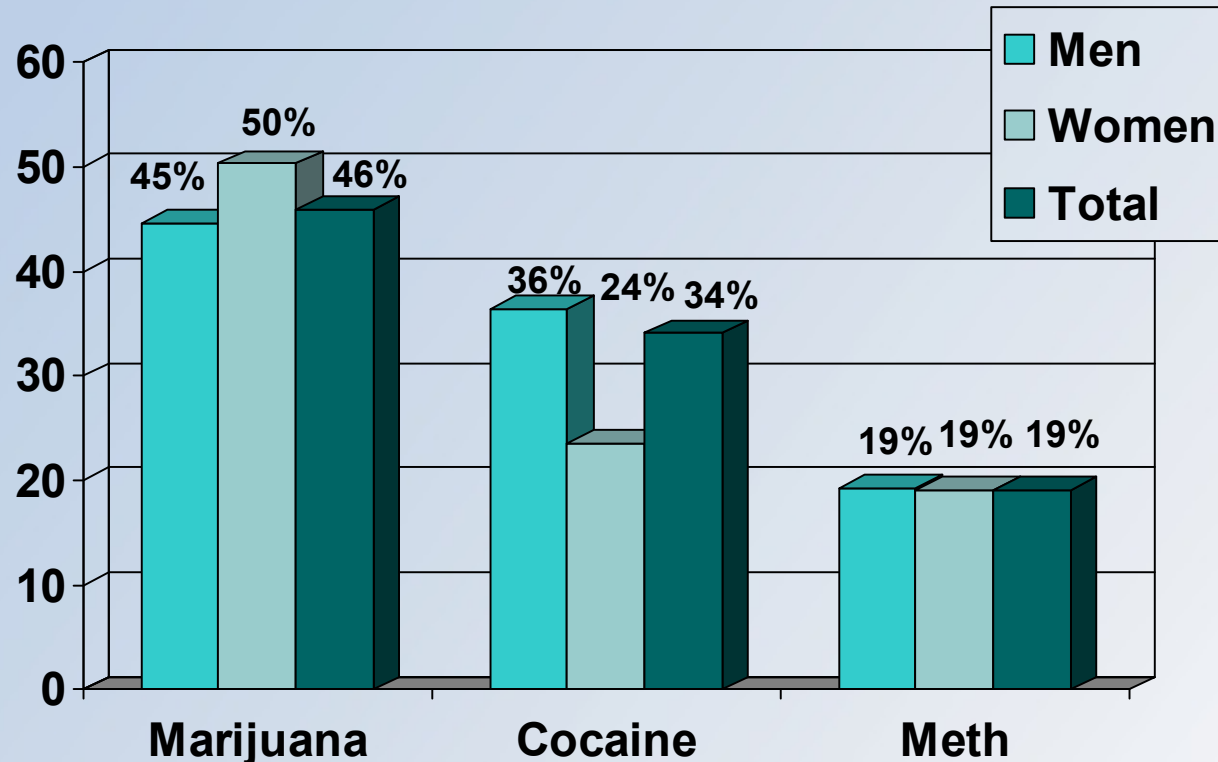


Programs Addressing Meth

- Community Resource Center
- Workplace Drug Testing initiative
- District Attorney partnership
- Billboards

Adult Drug Use-South Eddy County 2005-2007

Overall, 6% of all employment related drug tests are positive--6.7% of men; 3.0% of women. Totals greater than 100% reflect use of more than one substance.



6,611 total tests—5,081 were men. 392 of all tests were positive.

Data provided by Industrial Health Services of Carlsbad Medical Center.

Data Summary

- Methamphetamine use among youth is declining nationally, and that decline is occurring even more rapidly in Carlsbad.
- Adult meth use remains a concern, along with cocaine and marijuana.
- Neighborhood risk factors are worsening and represent an opportunity for “actionable” progress to change perception of our community’s expectations
- Education is not enough. Perception of alcohol, marijuana and tobacco health risks has increased, but use of these substances remains relatively stable, as does age of first use.

The Coalition Approach to Change

- The Coalition uses multiple strategies across multiple sectors to weaken temptation and reduce opportunity for substance use. These can include (with examples):
 - Changing the physical design—sink/mirror areas placed in hallway alcoves of schools reduce opportunities for bathroom substance use/exchange
 - Enhancing Access/Reducing Barriers to drug free alternatives—installing better lighting at Project Playground (actual student group suggestion)
 - Changing Consequences—including parent penalties in juvenile sentencing
 - Changing Policy—Moving Hawgfest to private property reduces youth access and improves community norms regarding alcohol

The Coalition Approach to Change *(continued)*

- To foster understanding of issues and readiness for change, we—
 - Provide information (such as survey data and meth presentations)
 - Provide support to families, neighborhoods and individuals (parent support group, Boys & Girls partnership)
 - Enhance the skills of local people (January training by Carlton Hall of Community Anti-Drug Coalitions of America)

www.coalitioninstitute.org provides information to help develop our strategies; along with local data and opinions.

For More Information



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