



Inside the Minds of Young Adults: A Comparison of 3 State Young Adult Surveys

NPN Conference 2017
September 12, 2017



Workshop Objectives

- Participants will understand how substance use and behavioral health-related measures can be useful to prevention practitioners.
- Participants will be able to identify prevention programs designed to reduce the frequency or prevalence of binge drinking as well as other substances.
- Participants will be able to describe the different types of behavioral data that featured states are collecting for this population and how that data informs project planning.
- Participants will be able to apply how cross-state collaboration can provide comparative value to help understand young adult behavior.
- Participants will consider the impact of data gaps and explore different strategies and non-traditional survey formats that be can be utilized to reach the young adult population in order to increase response rates.



<https://www.facebook.com/NebraskaFootball/videos/vb.234943703566372/365170097210398/?type=2&theater>

Nebraska

Renee Faber, Behavioral Health Services Manager
DHHS Division of Behavioral Health

Project Overview

Funding Partners

Nebraska Department of Roads - Office of Highway Safety

Nebraska Department of Motor Vehicles

Nebraska Department of Health and Human Services

Division of Behavioral Health

Division of Public Health

SAMHSA – Strategic Prevention Framework PFS and GLS Youth Suicide Prevention Grant

Contractor

University of Nebraska-Lincoln, Bureau of Sociological Research

Objectives

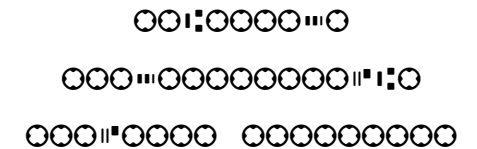
- (1) Enhance understanding of alcohol use, alcohol impaired driving, and attitudes and perceptions related to alcohol among 19 to 25 year old young adults in Nebraska
- (2) Provide data to community coalitions in Nebraska working to reduce underage drinking and binge drinking among young adults



NEBRASKA

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Nebraska Young Adult Alcohol Opinion Survey

Prior to the NYAAOS, some data on alcohol use and alcohol impaired driving among young adults in Nebraska was available, however, this information was mostly limited to state level only, and virtually no data existed that captured the attitudes and perceptions relating to alcohol among young adults. The NYAAOS was created to address this gap and offers much greater insight to young adult behaviors.

- Enhances understanding of alcohol and other substance use among college students and non-college students
- Enhances understanding of alcohol use by urban/rural settings
- Captures alcohol-related and substance use measures useful to prevention practitioners
- Provides data to sub-grantees to fulfill grant requirements for evaluation
- Provides a platform to discuss important health issues and creates public awareness

NYAAOS Constructs

- ❖ Support for alcohol policy and enforcement
- ❖ Perceptions of alcohol enforcement and sales
- ❖ Place of alcohol use
- ❖ Beverage type
- ❖ ID check at the point of sale
- ❖ Parental acceptance
- ❖ Alcohol, Marijuana, Prescription Pain Medication, Tobacco, Cocaine, Heroin, and Other Illicit Drugs
- ❖ Impaired driving
- ❖ Perception of risk from binge drinking
- ❖ Attitudes regarding alcohol use
- ❖ Perceptions of use
- ❖ Suicidal ideation



NYAAOS Methodology

	2010	2012	2013	2016
Participants	3,466	2,725	2,816	2,812
Response Rate	42.5%	36.9%	32.2%	27.9%

Sample

- Frame: Driver Records, Nebraska Department of Motor Vehicles
- Statewide stratified sample of 12,000 (2016)
- Nebraskans aged 19-25

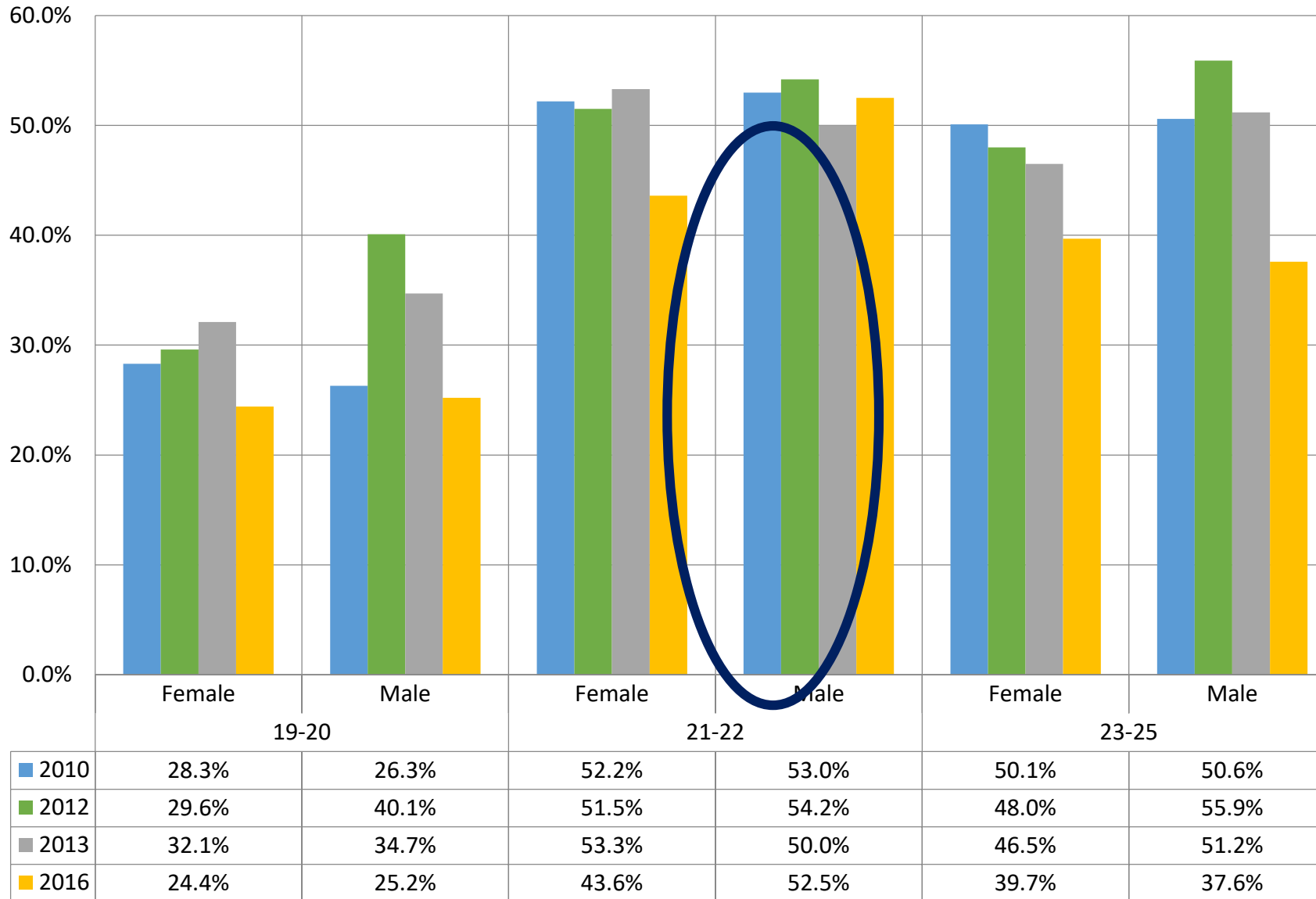
Data collection

- Three stage mail survey with \$1 cash incentive
- Between May and July

Weighting

- By gender, age, and region to represent young adults based on self-reported zip code of residence

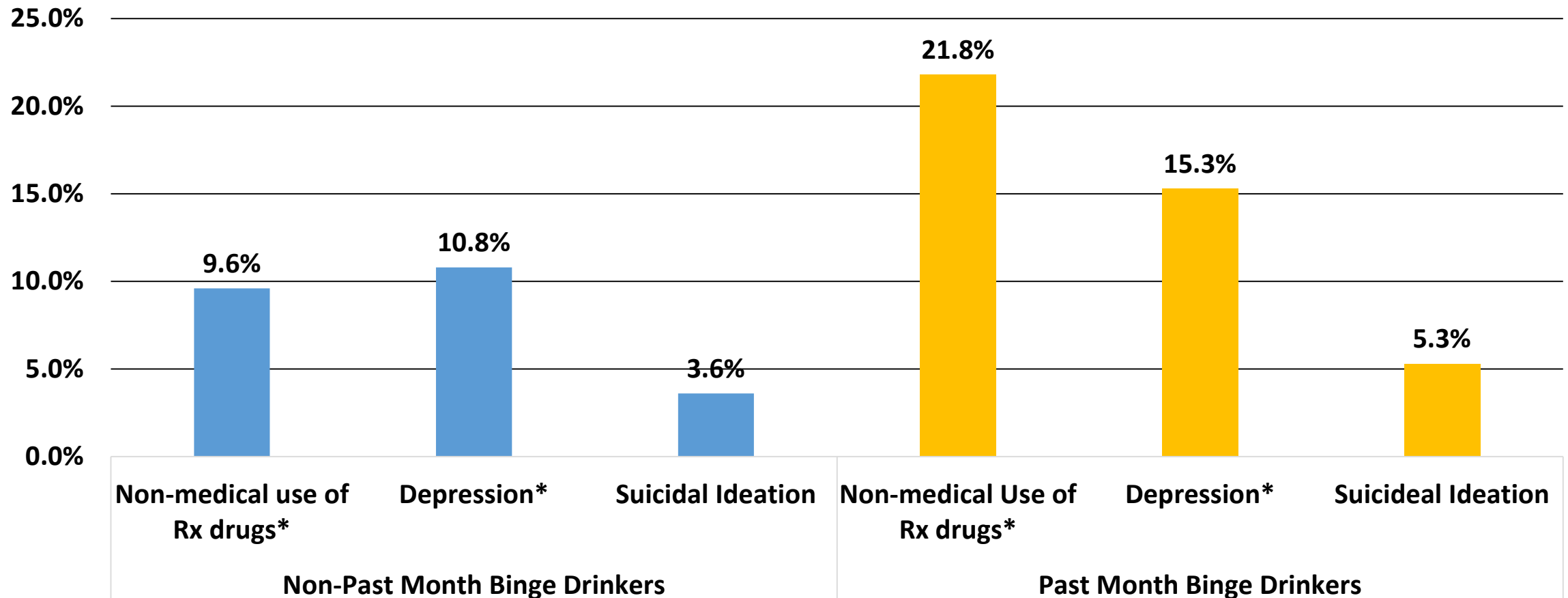
Past Month Binge Drinking



- Males saw an increase in past month binge drinking from 2010 to 2013 but reported rates decreased significantly in 2016 compared to levels around 2010.
- Females had similar reported rates of binge drinking from 2010-2013 and then also a significant decrease in 2016.
- Binge drinking has decreased overall among all ages and both men and women except for males ages 21-22 years old.

Binge Drinkers vs. Non-binge Drinkers

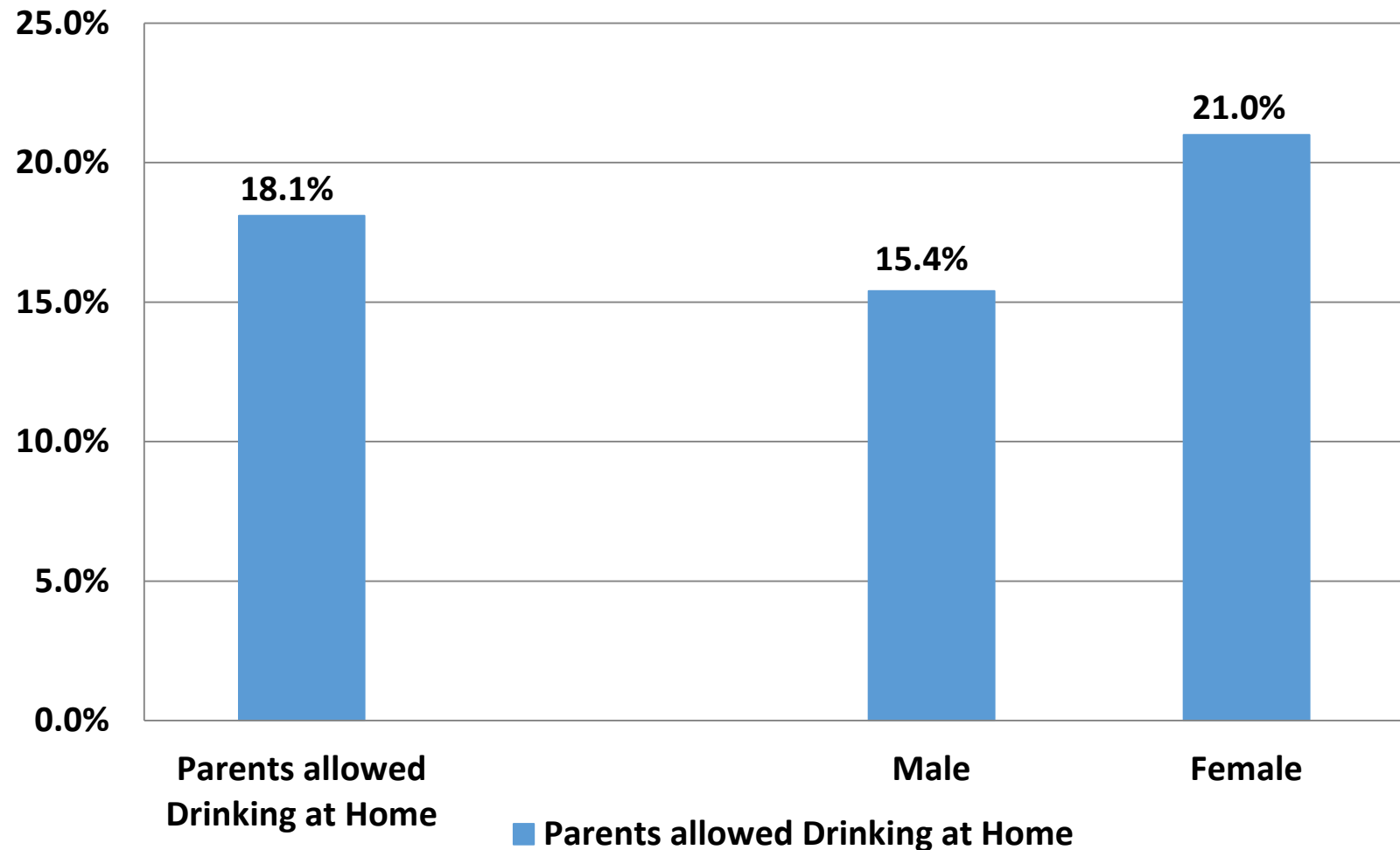
NYAAOS 2016



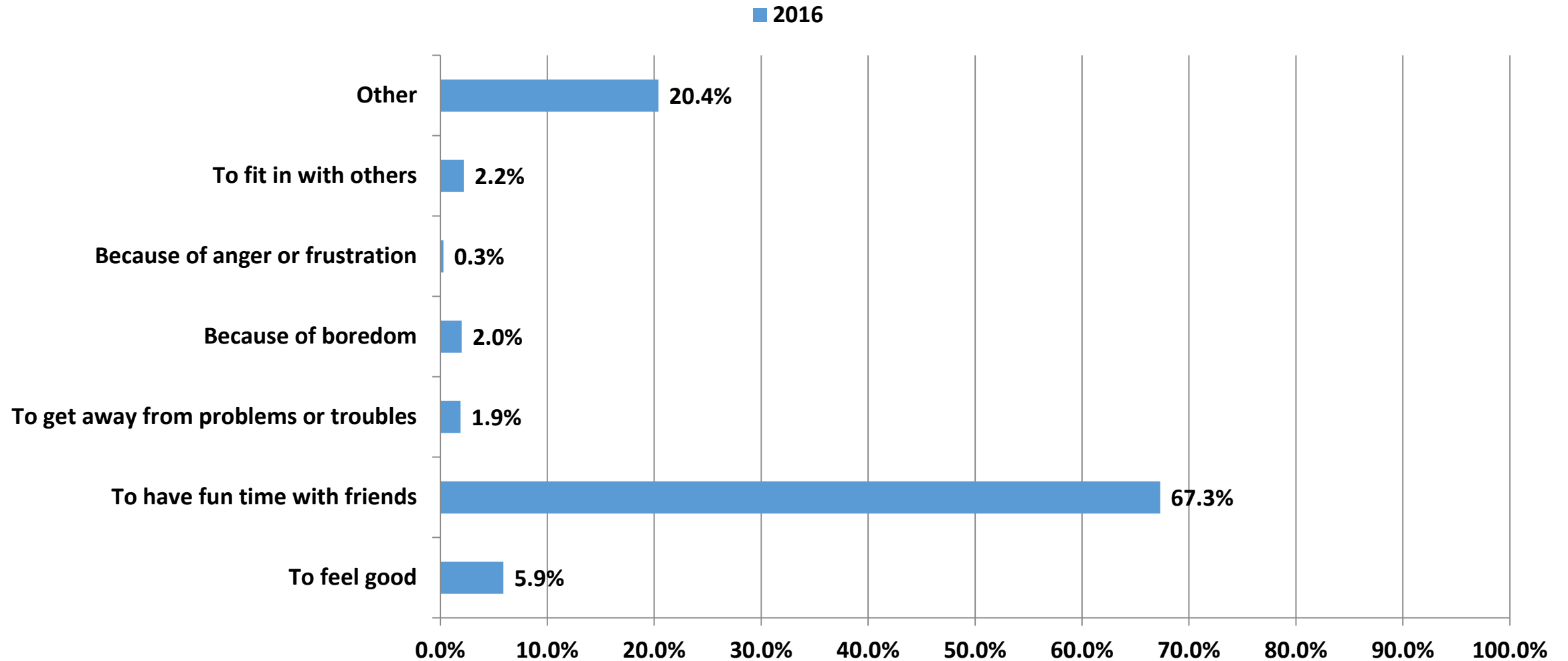
* Indicates statistical significance (p<.05)

Parents Allowed Alcohol at Home When Underage

Overall, 18.1% of young adults indicated their parents or caregivers allowed them to drink alcoholic beverages in their home while they were underage.



Main Reason for Drinking Alcohol



Nebraska Norms

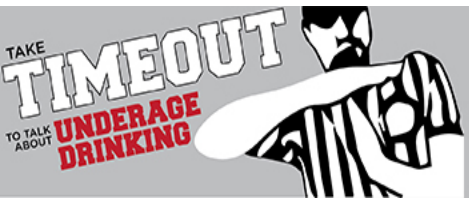
- Rates of underage drinking, binge drinking, and alcohol impaired driving continue to be higher in Nebraska than the U.S average.
- Attitudes are generally supportive of prevention intervention.
- Underage binge drinking of all forms, whether for those under 18 or those ages 18 to 20, was viewed strongly as wrong or very wrong, however, social norms attitudes were more favorable towards legal age binge drinking.
- Young adults believed that half (49.7%) of their peers binge drank alcohol in the past 30 days, which is higher than the percentage that actually binge drank (37.4%). In addition, young adults believed that nearly one in three (30.5%) of their peers drove after binge drinking in the past 30 days which is much higher than the percent who reported driving after binge drinking (4.3%).
- Parents still have a great capacity to influence young adult behavior.
- Messaging is most effective when used as one component of a comprehensive campus/community environmental effort.

Binge Drinking and Substance Use Interventions

- **Social Norming Campaigns**
- **Parenting Programs** (such as Strengthening Families and Power of Parents)
- **Responsible Beverage Server Training (RBST)** to prevent over service
- **College Campus Programs**
 - Challenging College Alcohol Abuse, MyStudentBody.com, and the Human Performance Project
 - Nebraska Collegiate Consortium: 26 institutions of higher education apply multiple levels of prevention strategy applied across the campus-community
- **Binge Drinking Collaborative**
 - SBIRT in Health Care Settings
 - Outlet density mapping
 - Local data collection with law enforcement, such as place of last drink data

Resources

- [NYAAOS 2016 Report](#)
- [www.talkaboutalcohol.com](#)
- Nebraska Collegiate Consortium <http://nebraskaconsortium.org>
- MyStudentBody <https://www.mystudentbody.com/>
- NIAAA College Aim www.collegedrinkingprevention.gov
- SAMHSA's National Registry of Evidence-based Programs and Practices <http://nrepp.samhsa.gov/landing.aspx>



thank you!

Renee Faber

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Renee.Faber@Nebraska.gov

402-471-7772

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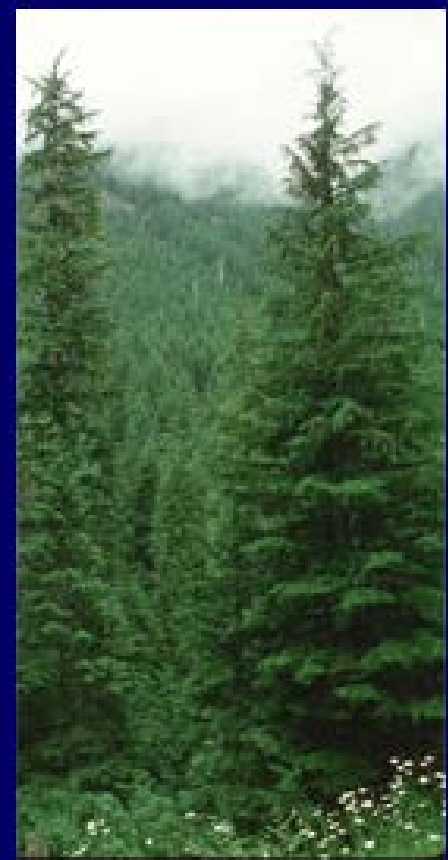
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History of Washington's Young Adult Health Survey

- Motivation

- Legislative changes – availability of alcohol & marijuana
- Needed baseline data *before* retail stores opened

- Gaps in other surveys of young adults

- Low sample size for disaggregation (race/ethnicity, education, geography, etc.)
- Long lag between survey & results
- Few questions on marijuana & risk factors or consequences
- College students

History of Washington's Young Adult Health Survey

- Who was involved?
 - Division of Behavioral Health and Recovery
 - University of Washington Center for the Study of Health and Risk Behaviors
 - Prevention Research Subcommittee
 - State Epidemiological Outcomes Workgroup
 - Washington Traffic Safety Commission
- Funding
 - First year: SABG, PFS, WTSC
 - Subsequent years: Legislative proviso in DMA

Methodology

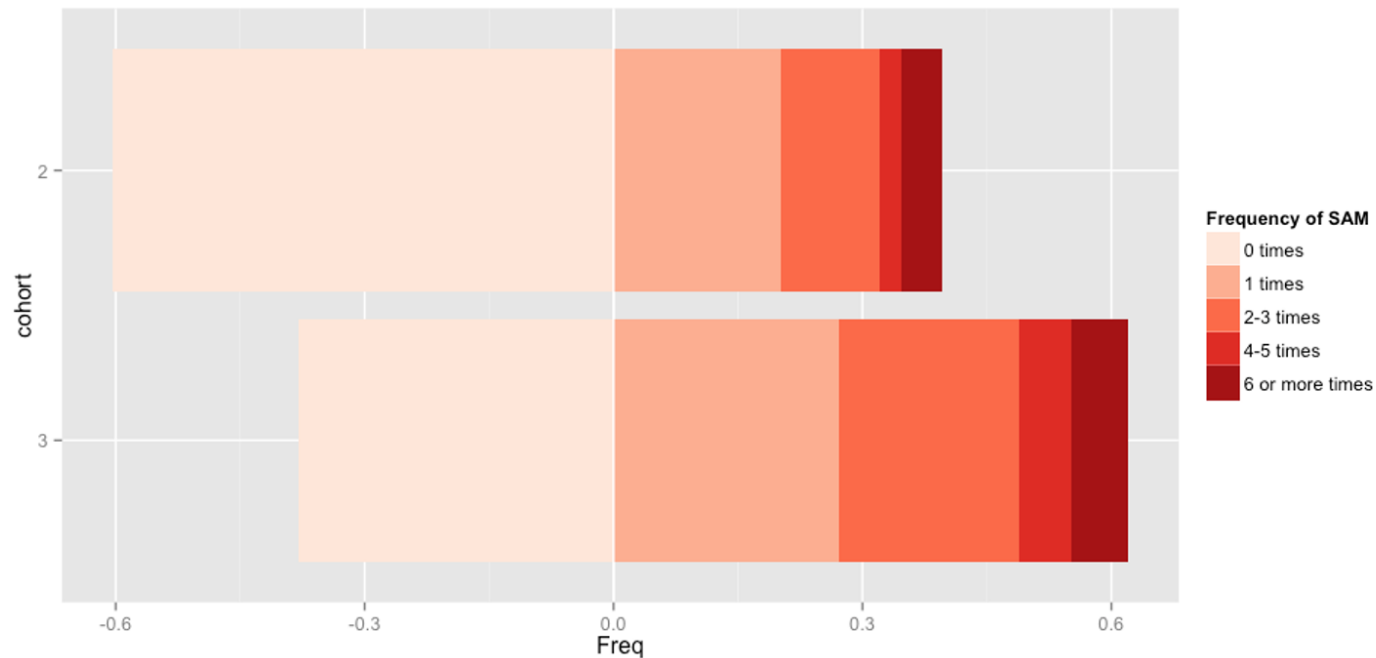
- Participants recruited using a combination of direct mail and online advertising
- New cross-sectional cohorts AND same cohorts followed over time:
 - 2014, Cohort 1 (n=2101)
 - 2015, Cohort 2, wave 1 (AND Cohort 1, wave 2 (n=1253)
 - 2016, Cohort 3, wave 1 (n=2493) AND Cohort 1, wave 3 (n=1005) AND Cohort 2, wave 2 (N=1180)
 - 2017 is underway!
- Modified strategies to recruit under-represented groups through ongoing assessment of demographics
- To improve generalizability, used state census data to conduct post-stratification weighting
- Innovation in:
 - Blend of longitudinal and cross-sectional samples
 - Use of social media ads for recruitment to reach “hidden” and hard to reach young adults

Questionnaire design

- Focus
 - Primarily focus marijuana & alcohol
 - Use frequency, method, amount; perceived risk; ease & source of access; perceived norms; age at 1st use; consequences; driving
 - Also ask about opiates, cigarettes, e-cigarettes
- Why?
 - Primary motivation: evaluate impact of marijuana retail stores

Data and Outcomes

Past month simultaneous alcohol + marijuana frequency among marijuana users by cohort



There was a statistically significant difference between cohorts 2 and 3 ($p < .001$)

Data and Outcomes

DRIVING AFTER MARIJUANA USE

DRIVING WITHIN 3 HOURS OF MARIJUANA USE, PAST 30 DAYS

	Cohort 1 (2014)	Cohort 2 (2015)	Cohort 3 (2016)
0 times	50.59%	55.29%	58.19%
1 time	14.13%	13.13%	12.50%
2-3 times	13.28%	12.34%	11.97%
4-5 times	6.43%	4.35%	3.48%
6 or more times	15.57%	14.88%	13.85%

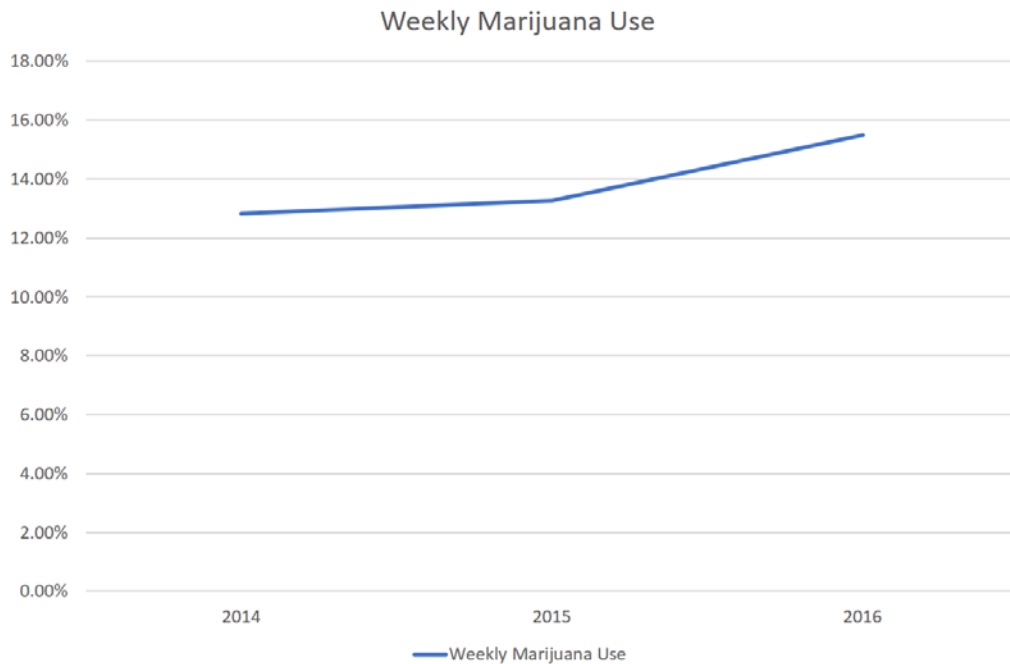
There was a statistically significant difference over time/cohort ($p=.029$).

No significant difference between cohort 1 and cohort 2 ($p=.226$)

Significant difference between cohort 1 and cohort 3 ($p=.028$).

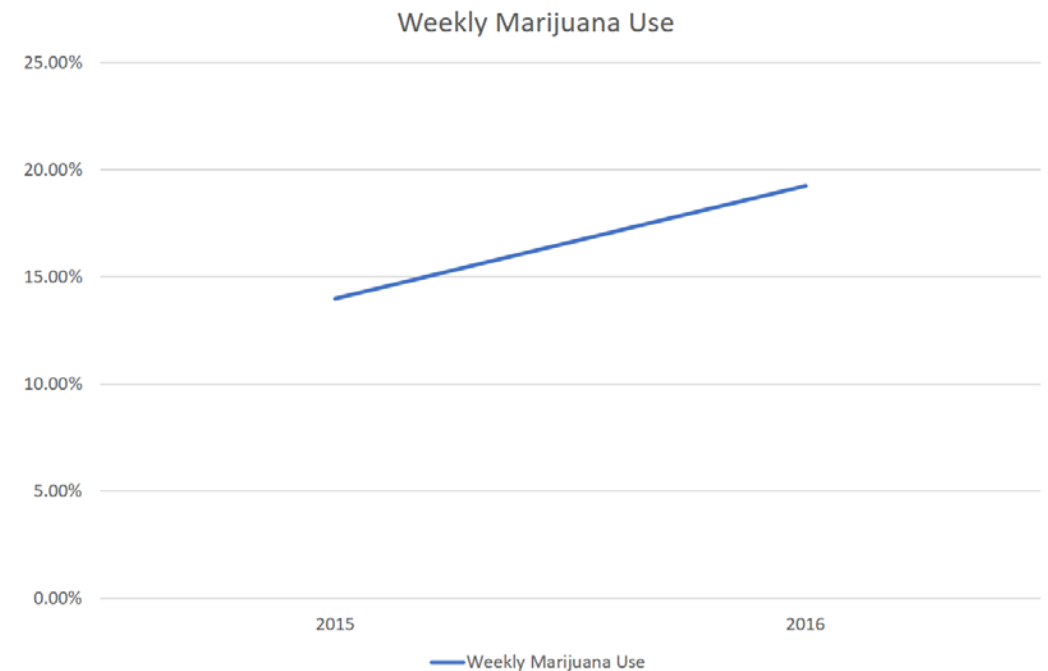
Data and Outcomes

COHORT 1: RECREATIONAL MARIJUANA USE – WEEKLY USE



More frequent use is going up within Cohort 1 ($p=.026$)

COHORT 2: RECREATIONAL MARIJUANA USE – WEEKLY USE



More frequent use is going up with Cohort 2 ($p < .001$)

How Data is Used

- Needs assessment – strategic planning
 - E.g., clear need for efforts targeting
 - Social norms – young adults think most peers use marijuana
 - Driving – almost half of those who used marijuana drove within 3 hours
- Evaluate impact of legislation
 - E.g., overall any-use rate steady, but shifts in how obtained & increase in use among heavy users
- Other state agencies, workgroups, and coalitions
- Fact sheets & Data Books

Resources, etc.

- YAHS

<http://blogs.uw.edu/uwwyahs/>

- College Coalition for Substance Abuse Prevention

<https://ccsap.wsu.edu/>

Thank you!





Kansas Prevention COLLABORATIVE

CONNECTING COMMUNITIES | Promotion | Education
Awareness | Advocacy

Kansas

Lisa Chaney

Director of Research & Evaluation

Learning Tree Institute at Greenbush



History of the Kansas Young Adults Survey

- Kansas has 24 years of youth data for age 12-18
- Expansion of Behavioral Health included mental health and gambling
- Data gaps included mental health data and no information from hard to reach 18-25 population, especially for those not in college
- Funding from PFS 2015 SEOW Supplement provided needed opportunity
- Worked with a sub-committee of our SEOW – Data Project Team
- Reviewed surveys from multiple states including Nebraska, Indiana, and others

Questionnaire Design

- Worked with Eagleton Center for Public Interest Polling (ECPIP) to sample cell phone list and registered voter list
- Online consent form was on the landing page for those eligible
- Thank you incentives were provided for survey completion
- Total sample size = 996
- Data were weighted for sex, age, education, race, and Hispanic origin
- Invitation via text message was a good and innovative way to reach young adults

<http://kctcdata.org/YoungAdultsDisplay.aspx>

KANSAS YOUNG ADULT SURVEY

Alcohol

Tobacco

Prescription Drugs

Other Drugs

Additional Drug
Questions

Gambling

Physical
Health/Stress

Mental
Health/Depression

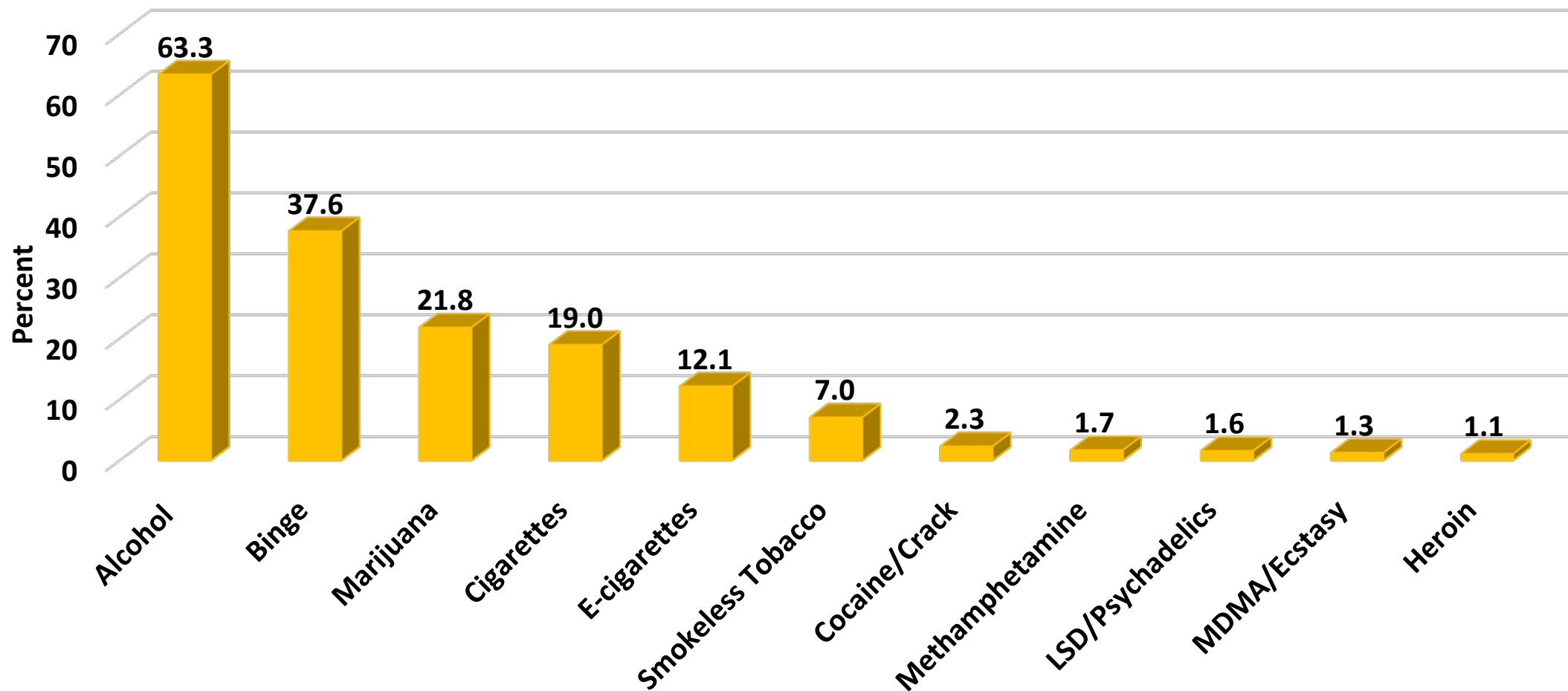
Past 30-Day
Substance Use

Safety/Driving
Under the Influence

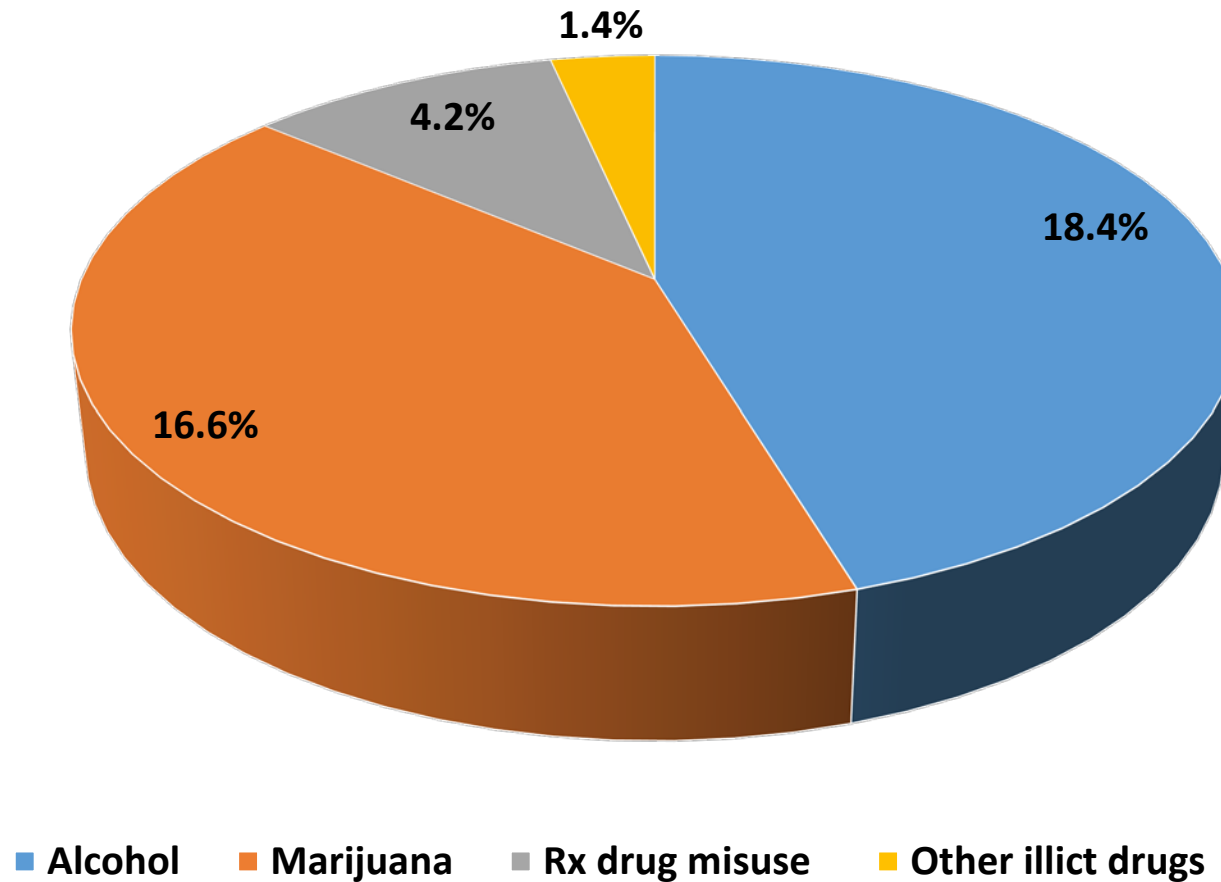
About this Survey

Methodology

Past 30-Day Substance Use



Driving Under the Influence



Data and Outcomes

- 49.5% did not know how to properly dispose of unneeded, unused, or expired prescription medications
- 35% said their mental health was not good on 10 or more days in the past 30 days
- 25% reported experiencing depression for almost every day for two weeks in a row
- If they had a mental health concern, after their partner/significant other (33%), young adults said they would go to their parents (24.6%) for help, with friends a close third (22.3%)
- Only 0.1% of respondents said they most likely use online or phone assistance through a Lifeline or Hotline for help

How else is your data used?

- PFS grantees and other funded communities use data for completing needs assessment
- Many grantees are discussing using the survey at local level
- SEOW – Identified new block grant priorities around young adult methamphetamine use
- Second administration in 2019 will provide important comparison data

Resources

<http://kctcdata.org/YoungAdultsDisplay.aspx>



or

kctcdata.org



[Learn More About How The KCTC Survey Benefits Our Communities And Our Schools.](#)

Select a county on the map or in the dropdowns to view data :

Select County/State



OR

Select JJA District



OR

Kansas Young Adult Survey



thank you!

Lisa Chaney

Director of Research & Evaluation

Lisa.Chaney@Greenbush.org

620-724-6281



**Kansas Prevention
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The background of the slide is a close-up photograph of water with many small, light blue ripples. The water has a slightly darker blue hue in some areas, creating a textured, shimmering effect.

Questions?



National Prevention Network
Bridging Research to Practice



www.npnconference.org

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