

# SECTION 4: STRATEGY



### Primary Target Audience

By ninth grade, 79% of youth have initiated drinking, suggesting that the program should focus its efforts to reduce drinking initiation among middle school students, with special emphasis on those in 6<sup>th</sup> grade.

<b>Table 25 Drinking Initiation</b>					
	<b>6<sup>th</sup></b>	<b>7<sup>th</sup></b>	<b>8<sup>th</sup></b>	<b>9<sup>th</sup></b>	<b>10<sup>th</sup></b>
Have Ever Had A Drink of Alcohol	45%	60%	70%	79%	87%

### Secondary Target Audiences

Middle school students look to a variety of sources for trustworthy information on alcohol:

- Parents
- Other relatives
- Teachers and school counselors
- Police officers
- Religious leaders

### Behavioral Objectives

Specific behaviors promoted by the marketing plan for each target

*Primary target audience: middle school students*

- Do not start drinking
- Others

*Secondary target audiences*

- Encourage kids not to start drinking
- Others



## Factors That Influence Drinking Initiation Among Youth

Community Based Preventing Marketing is data driven. Consumer research is used to identify the factors that have the greatest impact on alcohol initiation. In this project, data was analyzed to identify the factors that distinguish young people who have initiated drinking from those who have not. The marketing plan to prevent drinking initiation should address the factors summarized in Table 26.

<b>Table 26.</b>	
<b>Factors Associated With Ever Using Alcohol</b>	
<b>Factor</b>	<b>Result</b>
<i>Race</i>	<i>Blacks are nearly three times as likely as whites to have ever used alcohol; nonwhites are over two times as likely as whites to have ever used alcohol.</i>
<i>Usual grades in school</i>	<i>The lower the grades usually earned in school, the greater the likelihood that a student has ever used alcohol.</i>
<i>Family structure</i>	<i>Youth whose living arrangements are divided between mothers' and fathers' homes are nearly three times as likely as youth who live with both parents to have ever used alcohol.</i>
<i>Perceptions regarding quality of relationship with mother</i>	<i>Youths' who perceive their relationships with their mothers as very strong are more likely to have initiated drinking than those who perceive it less positively.</i>
<i>Unsupervised time after school</i>	<i>The more frequently youth spend more than an hour after school without an adult, the greater the likelihood that they have ever used alcohol.</i>
<i>Decisions about weekend curfew</i>	<i>The more frequently parents allow youth to make their own decisions about weekend curfews, the greater the likelihood that youth have ever used alcohol.</i>

**Table 26.**

**Factors Associated With Ever Using Alcohol**

<b>Factor</b>	<b>Result</b>
<i>Employment during school year</i>	<i>The more hours per week youth work during the school year, the greater the likelihood that they have ever used alcohol.</i>
<i>Norms -- % kids drink</i>	<i>The larger the estimated proportion of kids who drink alcohol, the more likely a young person is to initiate drinking.</i>
<i>Parental beliefs about youth alcohol use</i>	<i>The more strongly youth believe their parents think it is OK to drink alcohol, the more likely they are to initiate drinking.</i>
<i>Belief that kids who drink look more mature</i>	<i>The more strongly youth believe that kids who drink alcohol look more mature than kids who don't drink, the less likely they are to initiate drinking.</i>
<i>Belief that drinking can cause serious health problems</i>	<i>The more strongly youth believe that drinking can cause serious health problems, the more likely they are to have ever had a drink.</i>
<i>Belief that drinking makes kids more likely to get in an accident</i>	<i>The more strongly youth believe that drinking makes kids more likely to get in an accident, the less likely they are to initiate drinking.</i>
<i>Belief that it is easy to get addicted to alcohol</i>	<i>The more strongly youth believe that it is easy to get addicted to alcohol, the less likely they are to have ever used alcohol.</i>
<i>Belief that alcohol tastes bad</i>	<i>The more strongly youth believe that alcohol tastes bad, the less likely they are to initiate drinking.</i>
<i>Beliefs about access to alcohol</i>	<i>The easier youth believe it is to obtain alcohol, the more likely they are to have ever used alcohol.</i>
<i>Self efficacy – refusing alcohol</i>	<i>The more strongly youth believe they would be able to refuse alcohol from others, the less likely they are to initiate drinking.</i>

## **Social Norms**

### *Key Findings*

Student estimates of the proportion of their peers who drink are closely associated with the likelihood that they have initiated drinking. The higher their estimate of peer drinking, the more likely they are to have initiated drinking.

The majority of youth believe that at least half of their peers drink.

### *Marketing Questions*

What can be done to convince middle school students that they are not the only ones abstaining from alcohol?

Would publication of Sarasota youth drinking rates encourage more youth to initiate drinking?

### *Notes*

## **Self Efficacy**

### *Key Findings*

Students who are confident in their abilities to refuse alcohol from friends, peers and siblings are less likely to initiate drinking.

The majority of youth report they are able to say “no” when offered alcohol. Over 90% agreed with each of the statements below:

“If my best friend offered me alcohol, I would be able to say no”

“If someone more popular than me offered me alcohol, I would be able to say no”

“If an older brother or sister offered me alcohol, I would be able to say no”.

Other refusal skills students use include: walking away; deciding not to hang around with kids who drink; stop being friends with kids who insist they drink; hang out exclusively with non-drinkers; pouring out the alcohol:

### *Marketing Questions*

What can be done to enhance middle school students' refusal skills?

What other skills are needed to prevent drinking initiation among middle school students?

### Notes

## Access to Alcoholic Beverages

### *Key Findings*

Youth who believe it is easy to get alcohol are more likely to have initiated drinking.

- Most youth say that it is easy to get alcohol.

<b>Table 27</b> It would be easy for me to get alcohol if I wanted to.	
Strongly Disagree	16%
Disagree	21%
Agree	32%
Strongly Agree	31%

Youth said they are able to obtain alcohol from parents, older siblings, and strangers who they pay to purchase to buy alcohol for them. When those channels are unproductive, then youth may steal alcohol from stores or parents, or they may use fake ID's to purchase alcohol.

Many discussants say their first contact with alcohol was during one of these special occasions and was given to them by a parent.

Older youth also get alcohol from older friends and purchase it from stores where they know the person working.

### *Marketing Questions*

What can be done to make it more difficult for young people to get alcoholic beverages:

from home?

from retail outlets?

from friends?

from siblings?

### *Notes*

## **Parental Influence**

### *Key Findings*

Parents have an important impact on drinking initiation.

**Perceptions of parental approval.** The more strongly youth believe their parents think it is acceptable for them to drink, the more likely they are to initiate drinking.

**Curfews.** The more frequently parents allow youth to set their weekend curfews, the greater the likelihood they are to start drinking.

**Maternal-Child Relationship.** Youth who perceive their relationships with their mother as very positive are more likely to have initiated drinking than those who rate it more moderately. In part this finding reflects the relationship between whether parents allow their children freedom in selecting friends and the maternal-child relationship. Youth who are allowed to select their social companions rate the relationship they have with their mothers higher; they are also more likely to drink.

**Supervision.** The more frequently youth are allowed to spend an hour or more after school unsupervised, the more likely they are to initiate drinking.

- Although parents believe communication is an effective strategy for preventing underage drinking, some question their ability to do it effectively. They do not believe their children are listening to them and do not know the best methods for reaching their kids on subjects such as alcohol.
- The majority of parents feel supervision is important and see it as part of their responsibilities as parents to protect their child from harm. The major barriers to supervising kids are the time and effort to manage competing demands, courage to talk with other parents about how they handle alcohol, and fears supervision will be seen as an invasion of privacy and undermine their relationship with their children.
- A comparison of youth and parent comments show that parents do not have to stop drinking completely to be effective in communicating their disapproval of underage drinking to their children.

### *Marketing Questions*

What can be done to help parents model moderate and responsible drinking for their children?

What can be done to help parents limit their children's access to alcohol?

What else can be done to help parents supervise their children?

What else can be done to help parents talk about alcohol more effectively with their kids?

*Notes*

## Perceived Benefits and Costs Of Drinking

### *Key Findings*

**Maturity.** The only benefit significantly associated with drinking initiation is the perception that drinking makes youth appear more mature. The more strongly youth agree that drinking makes you look more mature, the less likely the youth was to have initiated drinking.

**Alcohol-related health problems.** The more strongly youth believe that drinking can cause serious health problems, the more likely they are to have ever had a drink.

**Accidents.** The more strongly youth believe that drinking makes kids more likely to get in an accident, the less likely they are to have ever used alcohol

**Addiction.** The more strongly youth believe that it is easy to get addicted to alcohol, the less likely they are to have ever used alcohol.

**Alcohol Tastes Bad.** The more strongly youth believe that alcohol tastes bad, the less likely they are to have ever used alcohol.

### *Marketing Questions*

What can be done to reinforce the view that alcohol tastes bad?

What can be done to reinforce young people's recognition of how easy it is to get addicted to alcohol?

What can be done to reinforce their fears about alcohol-related automobile accidents?

What else can be done to raise the "price" of drinking?

What should be done to ensure that program messages do not reinforce the view that drinking makes youth look mature?

### *Notes*

## Special Populations

### *Key Findings*

The three subgroups at greatest risk of alcohol use are described in Table 28 below.

<b>TABLE 28</b>	
<b>SEGMENTS AT GREATEST RISK OF ALCOHOL USE</b>	
<b>SEGMENT</b>	<b>CHARACTERISTICS</b>
Segment #1 (7% of the population) 92% of the youth in this population segment have ever used alcohol.	<ul style="list-style-type: none"> <li>• Have never smoked cigarettes</li> <li>• Have low self efficacy to refuse offers of alcohol</li> <li>• Do not believe that alcohol tastes bad</li> </ul>
Segment #2 (18% of population) 94% of the youth in this population segment have ever used alcohol.	<ul style="list-style-type: none"> <li>• Have smoked cigarettes</li> <li>• Hold strong belief that it is OK for kids to drink on special occasions</li> </ul>
Segment #3 (23% of population) 99% of the youth in this population segment have ever used alcohol.	<ul style="list-style-type: none"> <li>• Have smoked cigarettes</li> <li>• Hold moderate belief that it is OK for kids to drink on special occasions</li> </ul>

Other students at increased risk:

- usually earn low grades
- work at a paid job during the school year
- do not live with both of their parents

### *Marketing Questions*

What should be done to reach these special populations?

### *Notes*



## Primary Target Audience

Fifteen percent of 6<sup>th</sup> grade students reported using alcohol in the past 30 days, with steady increases across grade levels.

The large increase in 30-day alcohol use between 8<sup>th</sup> (32%) and 9<sup>th</sup> (47%) grades suggests that program efforts to reduce alcohol consumption among those who have already initiated drinking should focus on this transition period. Of course, 10<sup>th</sup> graders will also benefit from these prevention efforts as well.

<b>Table 29</b>					
<b>Recent Drinking Rates By Grade</b>					
	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>
Have Had A Drink In Last 30 Days	15%	21%	32%	47%	49%

## Secondary Target Audiences

Eighth and ninth grade students look to a variety of sources for trustworthy information on alcohol. Unfortunately, the people ranked highest - celebrities, friends, and other peers - are unlikely to encourage youth to stop drinking. Two information sources ranked in the top five that could be recruited to assist with reducing underage drinking are:

- people who used to drink but have stopped
- physicians

Other possible program partners include:

- parents
- school personnel
- bars and other retail outlets

## Behavioral Objectives

Specific behaviors promoted by the marketing plan for each target

### ***Primary target audience: 8<sup>th</sup> – 10<sup>th</sup> graders***

- Wait until you are old enough to drink
- Others

### ***Secondary target audiences***

- Encourage kids to wait until they are old enough
- Others



## Factors That Influence Recent Drinking Patterns

Among youth who have already initiated drinking, those who have consumed alcohol in the past 30 days were compared with those who did not. A marketing plan designed to reduce alcohol consumption among the initiated should address the factors summarized in Table 30

<b>Table 30</b>	
<b>Factors Associated With Using Alcohol Within the Past 30 Days</b>	
<b>Factor</b>	<b>Result</b>
<i>Perceptions regarding quality of relationship with mother</i>	<i>The higher youths' perceived relationships with their mothers, the greater the likelihood that they have used alcohol within the past 30 days.</i>
<i>Listening to parental advice about drinking alcohol</i>	<i>The more strongly youth believe that they usually listen to their parents' advice about drinking alcohol, the lower the likelihood that they have used alcohol within the past 30 days.</i>
<i>Belief that drinking makes kids look dumb</i>	<i>The more strongly youth believe that drinking makes kids look dumb, the less likely they are to have used alcohol within the past 30 days.</i>
<i>Belief that drinking alcohol is fun</i>	<i>The more strongly youth believe that drinking is fun, the more likely they are to have used alcohol within the past 30 days.</i>
<i>Emotional benefits</i>	<i>The more strongly youth believe that drinking provides emotional benefits, the more likely they are to have used alcohol within the past 30 days.</i>
<i>Belief that alcohol tastes bad.</i>	<i>The more strongly youth agree that alcohol tastes bad, the less likely they are to have used alcohol within the past 30 days.</i>

## Perceived Benefits of Drinking

### *Key Findings*

**Fun.** Approximately two-thirds of youth believe kids their age drink alcohol because it is fun. Among those who have started drinking, the more strongly they agreed with this statement, the more likely they are to have used alcohol in the past 30 days.

**Coping Mechanism.** Students who agree that alcohol helps kids cope with problems and deal with their emotions are significantly more likely than those who do not to report having used alcohol in the past 30 days.

**Parents.** Young people learn about drinking's benefits by watching their parents' drink to have fun, relax and cope with problems. They also learn about the costs associated with drinking when their parents lose emotional control after drinking too much.

<b>Table 31</b>				
<b>Alcohol As A Mechanism for Coping with Emotional Benefits</b>				
	<b>Strongly Agree</b>	<b>Agree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
I think drinking alcohol helps kids my age deal with their problems	6%	21%	39%	34%
I think drinking alcohol helps kids my age deal with being sad or depressed	11%	28%	36%	25%
I think drinking alcohol helps kids my age feel better when they are upset	10%	32%	36%	22%
I think drinking alcohol helps kids my age deal with anger	7%	23%	38%	31%

*\*Percentages do not equal 100% because youth that circled more than one response are omitted.*

### *Marketing Questions*

*What can be done to provide youth with other ways to have fun besides drinking?*

*What can be done to make drinking appear less enjoyable?*

*What can be done to counter the view that alcohol is a good way to cope with anger, depression, stress and other problems?*

Notes

## Perceived Costs of Drinking

### *Key Findings*

**Makes You Look Dumb.** Approximately half the students surveyed think drinking makes kids their age look dumb. The more strongly youth agree with this statement, the less likely they are to have used alcohol within the past month.

**Alcohol Tastes Bad.** Slightly more than half the students surveyed believe alcohol tastes bad. Among those who have initiated drinking, the stronger the belief alcohol tastes bad the less likely youth are to have had a drink in the last month.

### *Marketing Questions*

What can be done to reinforce the view that drinking makes kids look dumb?

What else can be done to reinforce young people's view that alcohol tastes bad?

### Notes

## Parental Advice

### *Key Findings*

Youth who report that they usually listen to their parents' advice about alcohol are less likely to have had a drink in the past 30 days.

Only 14% of the student sample agreed with the question, " My parents/guardians think it is OK for me to drink alcohol".

Strongly Disagree	54%
Disagree	31%
Agree	11%
Strongly Agree	3%

Although parents believe communication is an effective strategy for preventing underage drinking, some question their ability to do it effectively. They do not believe their children are listening to them and do not know the best methods for reaching their kids on subjects such as alcohol.

### *Marketing Questions*

What else can be done to encourage parents to communicate their disapproval of underage drinking to their children?

What can be done to encourage youth to listen to their parents advice about alcohol?

What can be done to align parents with youths' trusted spokespersons (i.e., people who have stopped drinking)?

### *Notes*

## Special Populations

### *Key Findings*

The four subgroups at greatest risk of smoking are described in Table 33 below.

<b>TABLE 33 SEGMENTS AT GREATEST RISK OF SMOKING</b>	
<b>SEGMENT</b>	<b>CHARACTERISTICS</b>
Segment #1 (5% of the population) 70% of the youth in this population segment have used alcohol within the past 30 days.	<ul style="list-style-type: none"> <li>• Not binge drank in past year</li> <li>• Believe it is OK for kids to drink as long as they don't drink &amp; drive</li> <li>• Hold strong belief that alcohol does not taste bad</li> </ul>
Segment #2 (9% of the population) 80% of the youth in this population segment have used alcohol within the past 30 days.	<ul style="list-style-type: none"> <li>• Binge drank in past year</li> <li>• Have not smoked in past 30 days</li> <li>• Best friend drinks</li> <li>• Have low self efficacy for refusing offers of alcohol</li> </ul>
Segment #3 (6% of the population) 76% of the youth in this population segment have used alcohol within the past 30 days.	<ul style="list-style-type: none"> <li>• Binge drank in past year</li> <li>• Smoked in past 30 days</li> <li>• Do not believe it is OK for kids to drink alcohol</li> </ul>
Segment #4 (11% of the population) 96% of the youth in this population segment have used alcohol within the past 30 days.	<ul style="list-style-type: none"> <li>• Binge drank in past year</li> <li>• Smoked in past 30 days</li> <li>• Believe it is OK for kids to drink alcohol</li> </ul>

### *Marketing Questions*

What should be done to reach these special populations?

### *Notes*



## **PREVENTING BINGE DRINKING**

### Primary Target Audience

The proportion of students who have had five or more drinks in one day at some point in the past 12 months increases steadily from 6<sup>th</sup> to 10<sup>th</sup> grade. After adjusting for other determinants of binge drinking, students in grades 9<sup>th</sup> and 10<sup>th</sup> grades are more than twice as likely as 6<sup>th</sup> graders to binge drink.

<b>Table 34 Drinking Rates By Grade</b>					
	6 <sup>th</sup>	7 <sup>th</sup>	8 <sup>th</sup>	9 <sup>th</sup>	10 <sup>th</sup>
Have Had Five or More Drinks in One Day	7%	11%	25%	37%	46%

### Secondary Target Audiences

High school students look to a variety of sources for trustworthy information on alcohol:

- peers, especially those who drink
- people who have stopped drinking
- physicians
- celebrities

Other possible program partners include:

- parents
- school personnel
- bars and other retail outlets

### Behavioral Objectives

Specific behaviors promoted by the marketing plan for each target

#### ***Primary target audience: high school students***

- If you drink, do so moderately/sensibly
- Others

*Secondary target audiences*

- Encourage kids not to binge drinking
- Others



## **Factors That Influence Binge Drinking Among Youth**

Among youth who have already initiated drinking, those who reported having consumed five or more alcoholic drinks in a single day within the past year were compared with those who had not. The marketing plan to prevent binge drinking initiation should address the factors summarized in Table 34.

<b>Table 34</b>	
<b>Factors Associated With Having 5+ Drinks in One Day During Past Year</b>	
<b>Factor</b>	<b>Result</b>
<i>Grade level</i>	<i>Youth who are in 9<sup>th</sup> or 10<sup>th</sup> grade are more than twice as likely as youth in 6<sup>th</sup> grade to have binge drank in the past year.</i>
<i>Family Structure</i>	<i>Youth who live with one parent or with one parent and a stepparent are nearly twice as likely to have binge drank in the past year.</i>
<i>Unsupervised time after school</i>	<i>The more frequently youth spend more than an hour after school without an adult around, the greater the likelihood that they have ever binge drank in the past year..</i>
<i>Involvement in school activities</i>	<i>The more frequently youth are involved in school activities, the less likely they are to have binge drank in the past year.</i>
<i>Norms -- % kids drink</i>	<i>The larger the proportion of kids believed to drink alcohol, the more likely a young person is to have binge drank in the past year.</i>

**Table 34**

**Factors Associated With Having 5+ Drinks in One Day During Past Year**

<b>Factor</b>	<b>Result</b>
<i>Social image benefits of drinking</i>	<i>The more strongly youth believe that drinking improves their social image (helps them fit in), the less likely they are to have binge drank in the past year.</i>
<i>Belief that drinking makes kids look dumb</i>	<i>The more strongly youth believe that drinking makes kids look dumb, the less likely they are to have binge drank in the past year.</i>
<i>Belief that drinking is fun</i>	<i>The more strongly youth believe that drinking is fun, the more likely they are to have binge drank in the past year.</i>
<i>Belief that alcohol tastes bad</i>	<i>The more strongly youth believe that alcohol tastes bad, the less likely they are to have binge drank in the past year.</i>
<i>Belief that it is OK for kids to drink</i>	<i>The more strongly youth believe that it is OK for kids to drink, the more likely they are to have binge drank in the past year.</i>

## Perceived Benefits and Costs

### *Key Findings*

**Fun.** Among youth who have started drinking, the more strongly they agreed that kids their age drink alcohol because it is fun, the more likely they are to binge drink. Approximately two-thirds of youth believe kids their age drink alcohol because it is fun.

**Social image.** Relatively few youth believe drinking will enhance their social image, however, those that do are significantly *less* likely to binge drink. This relationship may reflect the impact that over consumption can have on youth's behavior and how people are perceived by others when they are drunk.

Table 35 Drinking and Social Image				
	Strongly Agree	Agree	Disagree	Strongly Disagree
I think drinking alcohol helps kids my age fit it.	5%	19%	42%	34 %
I think drinking alcohol helps my age be more popular.	6%	20%	46%	28%
I think drinking alcohol helps kids my age look cooler	3%	10%	44%	42%

**Looking dumb.** The more strongly youth agree that drinking makes kids look dumb, the less likely they are to binge drink.

**Alcohol Tastes Bad.** Slightly more than half the students surveyed believe alcohol tastes bad. Among those who have initiated drinking, the stronger the attitude that alcohol tastes bad the less likely youth are to have had a drink in the last month.

## **Social Norms**

### *Key Findings*

The stronger young people's belief that it is acceptable for kids to drink, the more likely they are to binge drink.

### *Marketing Questions*

What can be done to alter youth's norms about drinking?

How can they be convinced that it is not acceptable for them to drink in high school?

### *Notes*

## Special Populations

### *Key Findings*

The three subgroups at greatest risk of smoking are described in Table 36 below.

<b>TABLE 36</b>	
<b>SEGMENTS AT GREATEST RISK OF SMOKING</b>	
<b>SEGMENT</b>	<b>CHARACTERISTICS</b>
Segment #1 (6% of the population) 67% of the youth in this population segment have binge drank in the past year.	<ul style="list-style-type: none"> <li>• Have not used marijuana in the past year</li> <li>• Best friend drinks</li> <li>• Do not believe drinking alcohol makes kids look dumb</li> <li>• Holds strong belief that kids drink alcohol because it is fun</li> </ul>
Segment #2 (5% of the population) 59% of the youth in this population segment have binge drank in the past year.	<ul style="list-style-type: none"> <li>• Have used marijuana in the past year</li> <li>• Best friend drinks</li> <li>• Do not believe it is OK for kids to drink alcohol as long as they don't drink &amp; drive</li> </ul>
Segment #3 (17% of the population) 86% of the youth in this population segment have binge drank in the past year.	<ul style="list-style-type: none"> <li>• Have used marijuana in the past year</li> <li>• Best friend drinks</li> <li>• Believe it is OK for kids to drink alcohol as long as they don't drink &amp; drive</li> </ul>

### *Marketing Questions*

What should be done to reach these special populations?

### *Notes*

# ***SUPPORTING PARENTS***

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## Primary Audience

Parents of 6<sup>th</sup> to 10<sup>th</sup> Graders

## Secondary Audiences

Teachers

Doctors

Religious Leaders

Others

## Behavioral Objectives

*Primary target audience: parents*

Model Moderate, Responsible Drinking

Supervise Your Children

Talk with Children About Alcohol

Limit Your Children's Access to Alcohol

## *Key Findings*

### Factors That Influence Parents' Prevention Behaviors

**Modeling.** Many parents think that modeling is the most effective prevention strategy for preventing underage drinking. Some parents said they like modeling because they believe that as kids grow up, they will fall back on the behavior they saw as a child in order to cope with problems.

Although modeling is recognized as effective, it is also viewed as one of the most difficult strategies for parents to use. Some parents feel that modeling behavior is no guarantee that kids will not drink and do not have an immediate effect on kid's drinking behavior.

Some parents do not want to have to abstain from drinking alcohol.

**Supervision.** The majority of parents feel supervision is important and see it as part of their responsibilities as parents to protect their child from harm. The major barriers to supervising kids are the time and effort to manage competing demands, courage to talk with other parents about how they handle alcohol and fears supervision will be seen as an invasion of privacy and undermine their relationship with their children.

Although some parents report that they find supervision easy, most feel that it is difficult to do well. In a world with such diverse opinions, it takes courage to talk with other parents about their views on drinking and how they supervise their children. It is especially difficult to supervise older children.

Because drinking is considered a masculine behavior within the Hispanic culture, a Hispanic male might feel that he were sacrificing a part of his masculine image if he did not drink.

**Limiting Access.** The majority of parents feel that limiting access to alcohol is part of the solution but that it is not an effective strategy by itself. Some parents like limiting access to alcohol because it serves as a barrier between supply and demand.

A few parents feel that trying to limit kids' access would increase their curiosity and make them want it more.

A few parents also feel that limiting their kids' access will prevent them from learning how to make choices and deal with situations related to alcohol.

Most parents feel they could limit but not eliminate access to alcohol.

### Recommendations

Suggestions for what parents can do to limit children's access to alcohol included:

- Not having alcohol in the house
- Only having alcohol for special occasions
- Keeping it high above, out of reach or locking it up in the house
- Knowing what they have and keeping track of it
- Knowing the parents of their child's friends, how they feel about underage drinking, and how accessible alcohol is in their house
- Confronting store owners who sell alcohol to kids with fake IDs
- Uniting with other parents in a campaign to get stores to be stricter about selling to kids with fake IDs
- Getting police to enforce laws to keep stores from selling alcohol to minors
- Supporting existing programs to keep kids from drinking
- Talking with their kids about alcohol (e.g., telling them that the alcohol is not for them, showing them the consequences of drinking, teaching them respect for personal property)

- Supervising their kids (e.g., knowing where their children are and whom they are with)

**Talking With Their Children.** Although parents believe communication is an effective strategy for preventing underage drinking, some question their ability to do it effectively. They do not believe their children are listening to them and do not know the best methods for reaching their kids on subjects such as alcohol.

A comparison of youth and parent comments shows that parents do not have to stop drinking completely to be effective in communicating their disapproval of underage drinking to their children.

*Marketing Questions*

What can be done to help parents model moderate and responsible drinking for their children?

What can be done to help parents limit their children's access to alcohol?

What else can be done to help parents supervise their children?

What else can be done to help parents talk about alcohol more effectively with their kids?

*Notes*