

2010

Data Release
Summary Report

Chemical Health Initiative
of Goodhue County

[RED WING COMMUNITY SURVEY SUMMARY REPORT]

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Red Wing Demographics

<i>Gender</i>	N = 187
Male	69.5%
Female	30.5%

<i>Age</i>	%
18 - 20 Years old	0.0%
21 - 24 Years old	2.1%
25 - 44 Years old	16.0%
45 - 64 Years old	46.5%
65 Years and Older	35.3%

<i>Race/Ethnicity</i>	%
White/Caucasian	98.4%
Hispanic/Latino	0.5%
American Indian/ Alaskan Native	1.6%

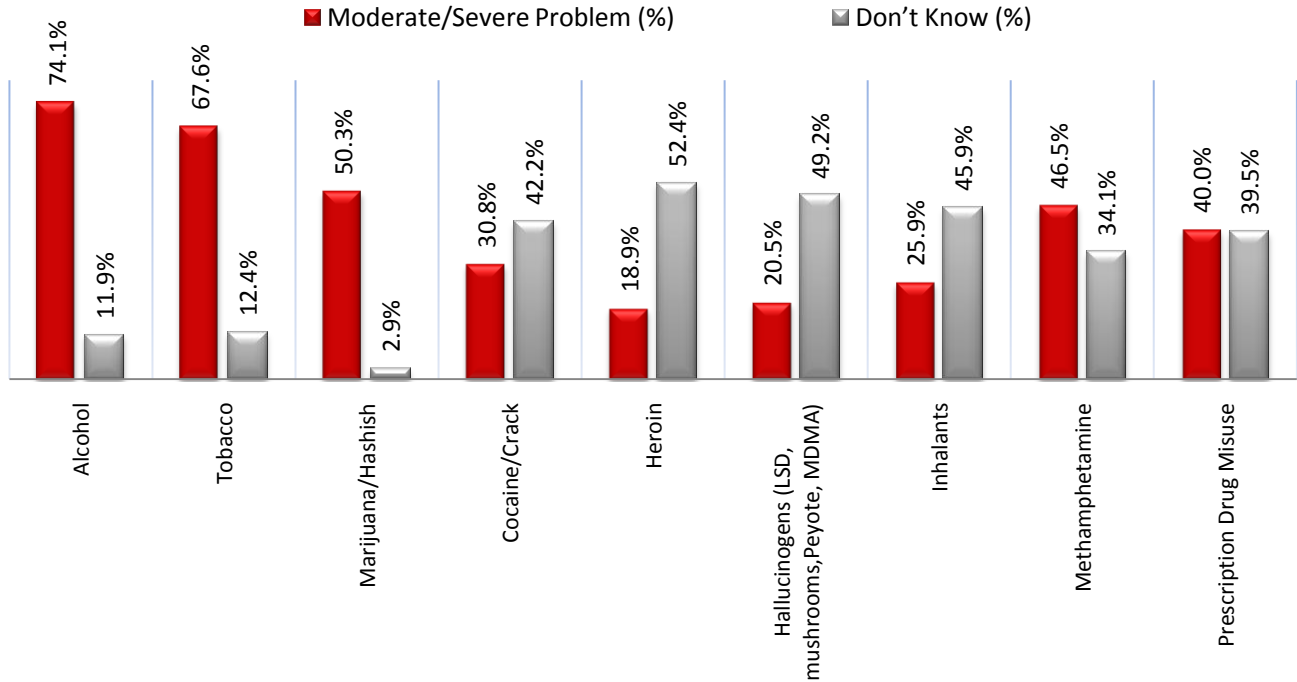
<i>Number of Children in Your Home</i>	%
Zero	70.1%
One	8.6%
Two	13.9%
Three	5.3%
Four	1.6%
Five	0.5%
Six and Over	0.0%

<i>Community Volunteering</i>	96 of 187 responded
Church	80.2%
Civic	58.3%

<i>Employment Status</i>	%
Full Time	49.5%
Part Time	8.1%
Full Time with Second Job	2.2%
Not Employed - Looking	4.3%
Not Employed - Not Looking (i.e. retired, disabled, stay-at-home spouse/parent)	36.6%

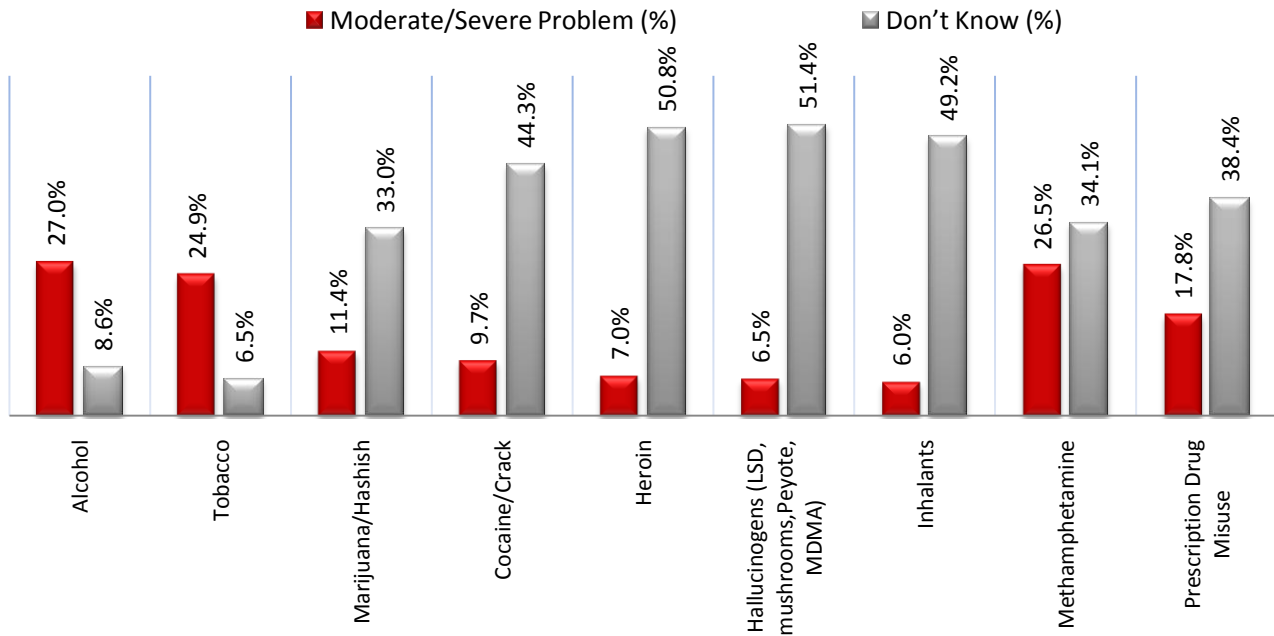
<i>Current Occupation</i>	%
Agriculture	1.8%
Construction/Mining	6.1%
Manufacturing	22.4%
Transportation/Utilities	5.5%
Wholesale	2.4%
Retail	9.7%
Finance and Real Estate	4.8%
Business and Repair Services	7.9%
Professional	23.0%
Government	10.3%
Leisure and Hospitality	2.4%
Education	7.9%
Other	10.3%

10. Perception of Substance Use Problem Among Youth



10. Perception of substance use problem in your community among YOUTH			
Substance	Moderate/Severe Problem (%)	Don't Know (%)	Participant Comments
Alcohol	74.1%	11.9%	<ul style="list-style-type: none"> • Help needed. • Have seen no stats on local community. • Varies by age - Mature adults are NOT exempt! • To easy to buy. • Any hard drugs done by anyone is a serious problem. • No involvement with youth. • We have had a couple of houses with meth labs. People in small towns don't realize how big a problem or how easy it is to get any kind of drug. • Marijuana is too easy to get. Punishment is petty for possession - other drugs follow pot. • Don't know • I think any use of the above is a problem - not sure of the excess of use. • Parents need to be aware/involved. • I know there is a drug problem but don't know how much.
Tobacco	67.6%	12.4%	
Marijuana/Hashish	50.3%	2.9%	
Cocaine/Crack	30.8%	42.2%	
Heroin	18.9%	52.4%	
Hallucinogens (LSD, mushrooms, Peyote, MDMA)	20.5%	49.2%	
Inhalants	25.9%	45.9%	
Methamphetamine	46.5%	34.1%	
Prescription Drug Misuse	40.0%	39.5%	

11. Perception of Substance Use Problem Among Adults

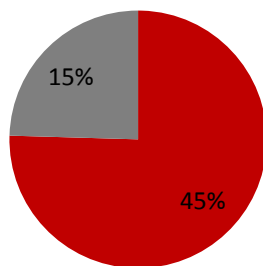


11. Perception of substance use problem in your community among ADULTS			
Substance	Moderate/Severe Problem (%)	Don't Know (%)	Participant Comments
Alcohol	27.0%	8.6%	<ul style="list-style-type: none"> I feel drugs should be legal for adults See above. Not much here either Any abuse is a problem! Courts/Judges need to be tougher in sentencing. A problem but don't know how much.
Tobacco	24.9%	6.5%	
Marijuana/Hashish	11.4%	33.0%	
Cocaine/Crack	9.7%	44.3%	
Heroin	7.0%	50.8%	
Hallucinogens (LSD, mushrooms, Peyote, MDMA)	6.5%	51.4%	
Inhalants	6.0%	49.2%	
Methamphetamine	26.5%	34.1%	
Prescription Drug Misuse	17.8%	38.4%	

12. Contribution of drug and alcohol use to crashes or injuries

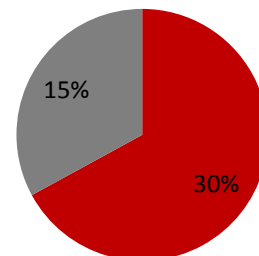
(such as automobile, hunting, boating, snowmobiling)

■ Moderate/Severe Problem (%) ■ Don't Know (%)



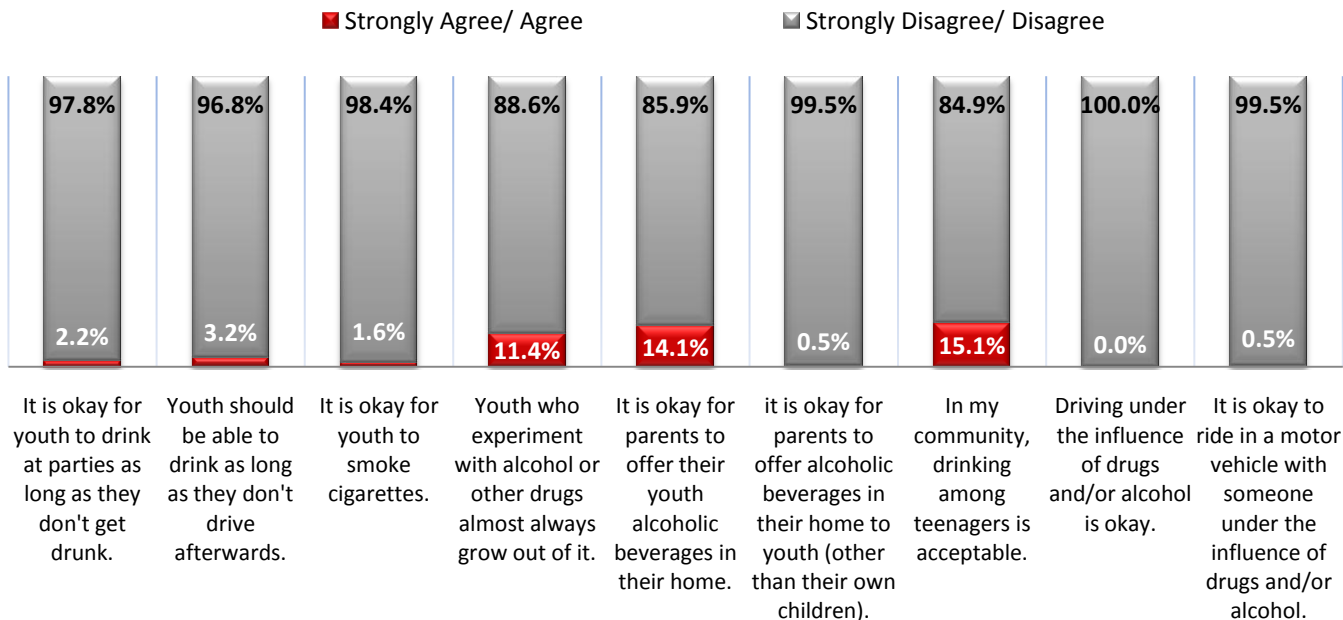
12. Contribution of drug and alcohol use to crimes

■ Moderate/Severe Problem (%) ■ Don't Know (%)



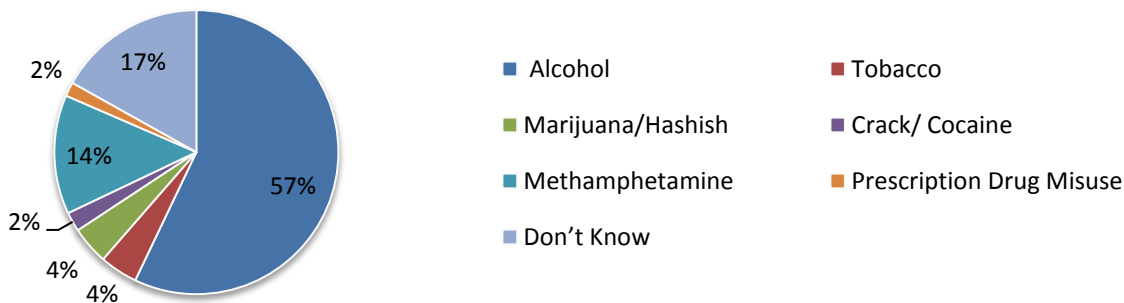
12. How much of a problem do you perceive the following to be in your community		
Substance	Moderate/Serious Problem (%)	Don't Know (%)
Contribution of drug and alcohol use to crashes or injuries (such as automobile, hunting, boating, snowmobiling)	29.7%	14.6%
Contribution of drug and alcohol use to crimes	44.9%	14.6%

13. Extent you Agree or Disagree with the following statements



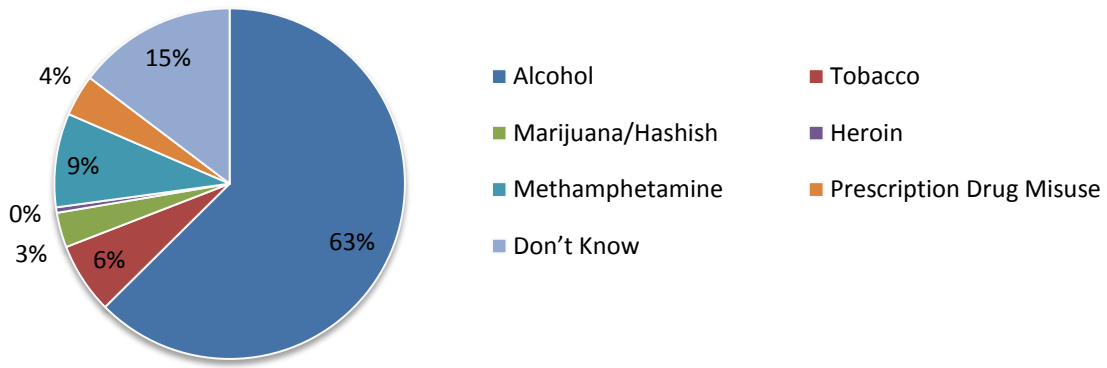
13. To what extent do you AGREE or DISAGREE with the following statements?		
	Strongly Disagree/ Disagree	Strongly Agree/ Agree
It is okay for youth to drink at parties as long as they don't get drunk.	97.8%	2.2%
Youth should be able to drink as long as they don't drive afterwards.	96.8%	3.2%
It is okay for youth to smoke cigarettes.	98.4%	1.6%
Youth who experiment with alcohol or other drugs almost always grow out of it.	88.6%	11.4%
It is okay for parents to offer their youth alcoholic beverages in their home.	85.9%	14.1%
It is okay for parents to offer alcoholic beverages in their home to youth (other than their own children).	99.5%	0.5%
In my community, drinking among teenagers is acceptable.	84.9%	15.1%
Driving under the influence of drugs and/or alcohol is okay.	100.0%	0.0%
It is okay to ride in a motor vehicle with someone under the influence of drugs and/or alcohol.	99.5%	0.5%

14. OPINION: Which ONE substance is of greatest concern for 18-25 Year Olds



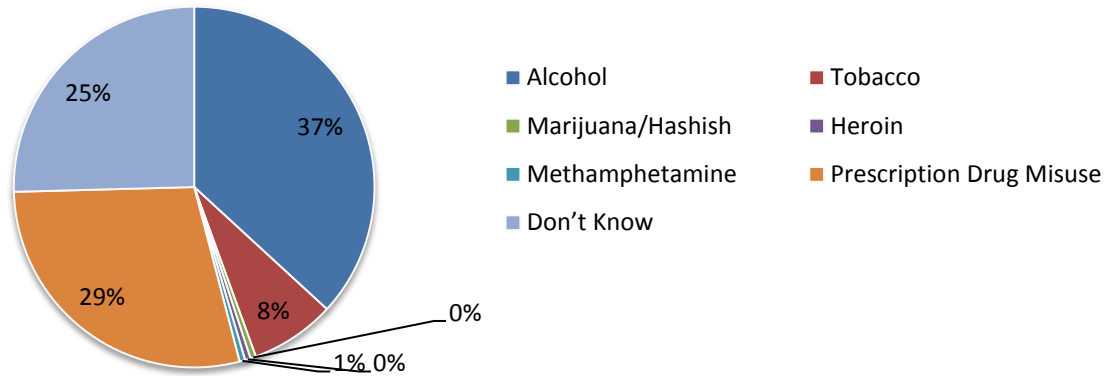
14. In your opinion, which ONE substance is of greatest concern for 18-25 YEARS OLD in your town/city?	
Substance	Response %
Alcohol	56.8%
Tobacco	4.3%
Marijuana/Hashish	4.3%
Crack/ Cocaine	2.2%
Methamphetamine	13.5%
Prescription Drug Misuse	1.6%
Don't Know	16.8%

15. Opinion: Which ONE substance is of greatest concern for 26-65 Year olds



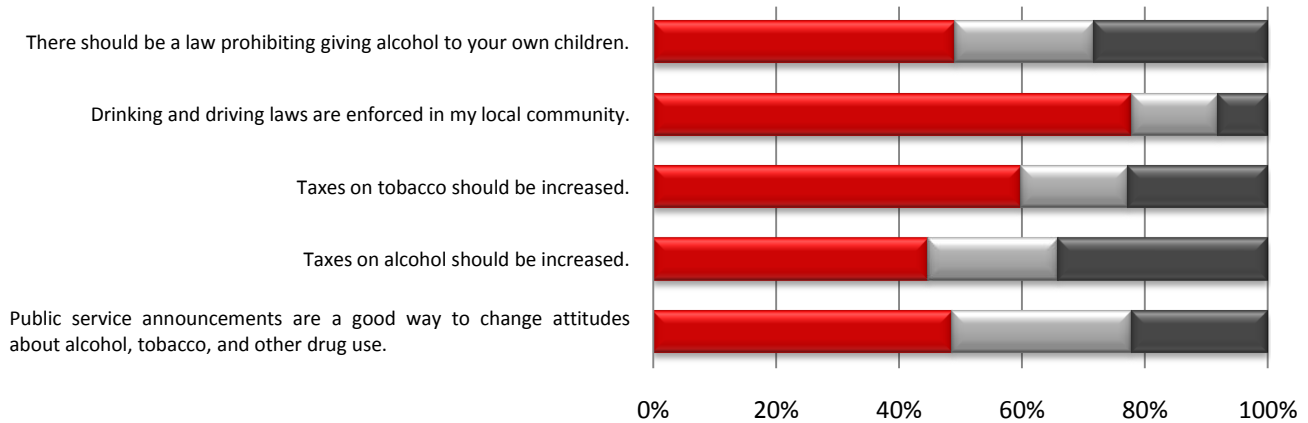
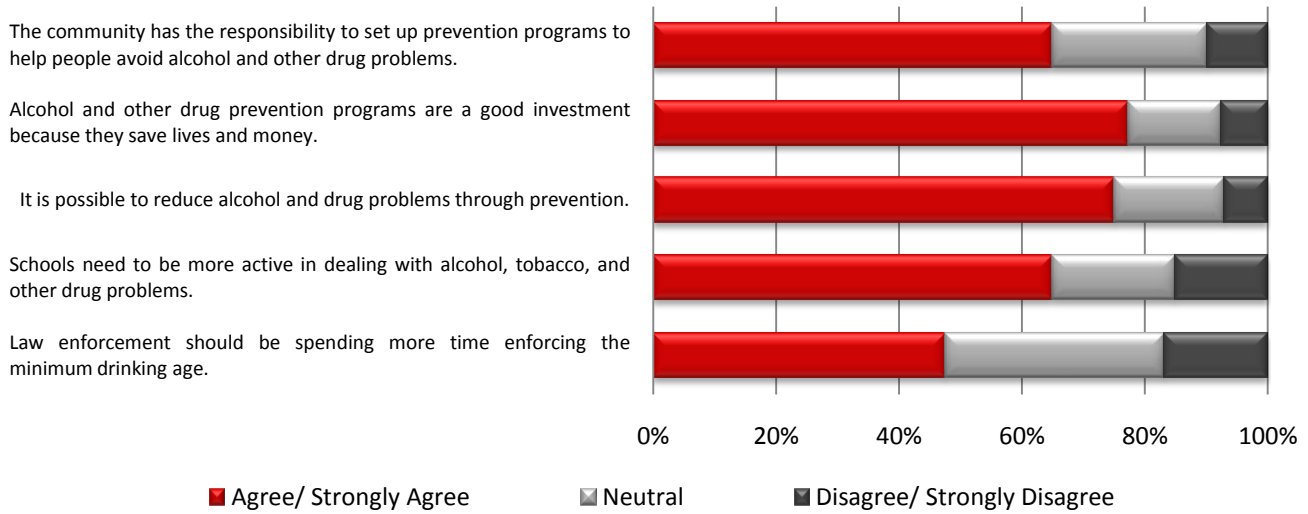
15. In your opinion, which ONE substance is of greatest concern for 26-65 YEARS OLD in your town/city?	
Substance	Response %
Alcohol	62.2%
Tobacco	6.5%
Marijuana/Hashish	3.2%
Heroin	0.5%
Methamphetamine	8.6%
Prescription Drug Misuse	3.8%
Don't Know	14.6%

16. Opinion: Which ONE substance is of greatest concern for persons 66 years of age and older



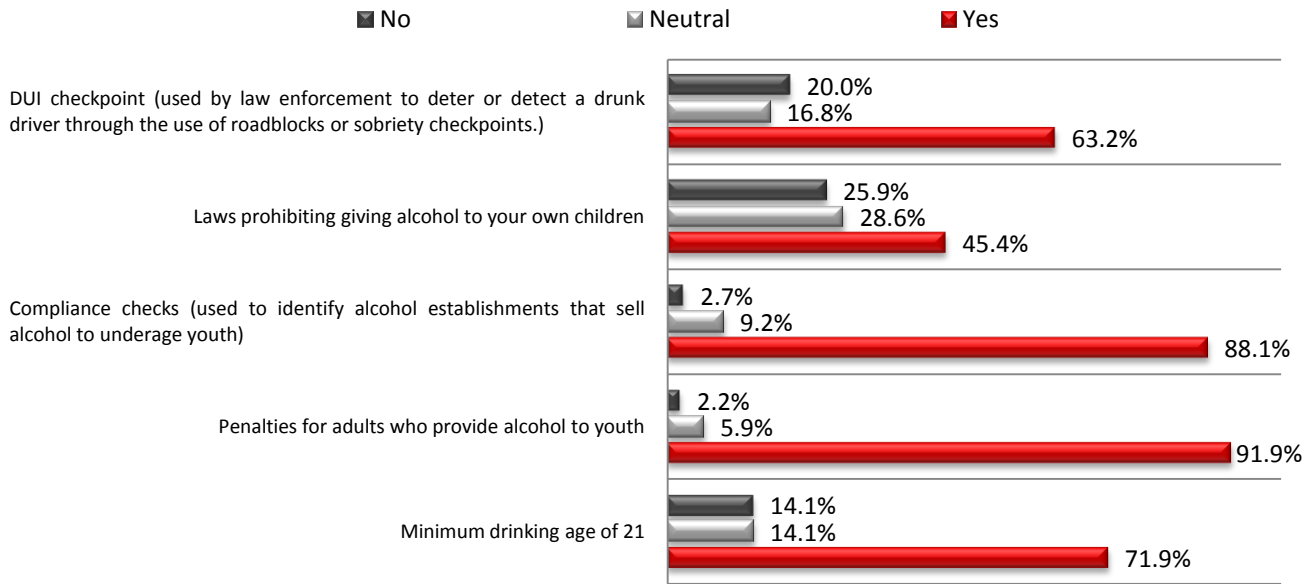
16. In your opinion, which ONE substance is of greatest concern for persons 66 YEARS OF AGE and OLDER in your town/city?	
Substance	Response %
Alcohol	36.8%
Tobacco	7.6%
Marijuana/Hashish	0.5%
Heroin	0.5%
Methamphetamine	0.5%
Prescription Drug Misuse	28.6%
Don't Know	25.4%

17. Extent to which you AGREE or DISAGREE with Local Prevention Efforts



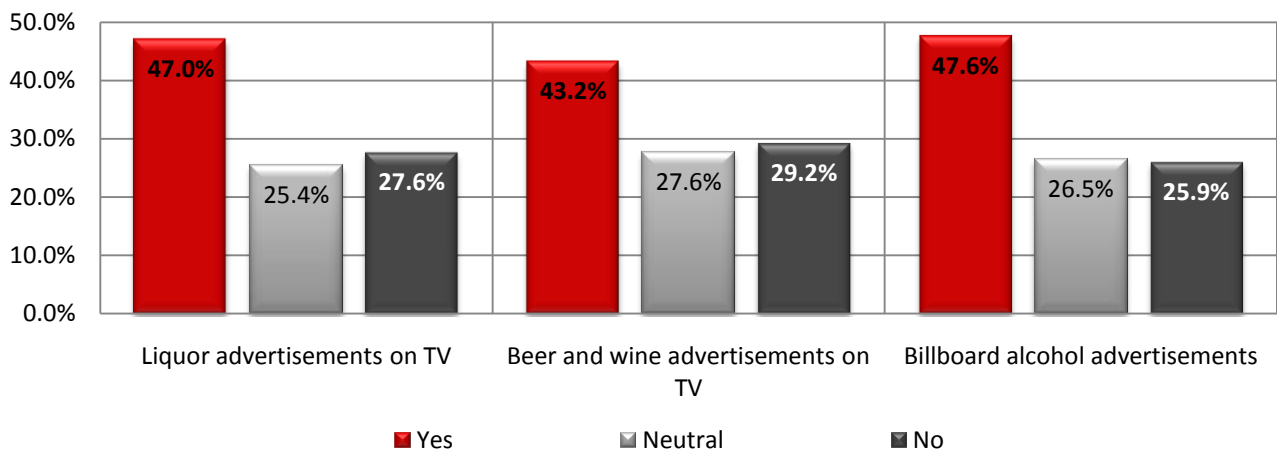
17. AGREE or DISAGREE with LOCAL Prevention Ideas/Efforts?			
	Agree/ Strongly Agree	Neutral	Disagree/ Strongly Disagree
Law enforcement should be spending more time enforcing the minimum drinking age.	47.6%	35.7%	16.8%
Schools need to be more active in dealing with alcohol, tobacco, and other drug problems.	64.9%	20.0%	15.1%
It is possible to reduce alcohol and drug problems through prevention.	75.1%	17.8%	7.0%
Alcohol and other drug prevention programs are a good investment because they save lives and money.	77.3%	15.1%	7.6%
The community has the responsibility to set up prevention programs to help people avoid alcohol and other drug problems.	64.9%	25.4%	9.7%
Public service announcements are a good way to change attitudes about alcohol, tobacco, and other drug use.	48.6%	29.2%	22.2%
Taxes on alcohol should be increased.	44.9%	21.1%	34.1%
Taxes on tobacco should be increased.	60.0%	17.3%	22.7%
Drinking and driving laws are enforced in my local community.	77.8%	14.1%	8.1%
There should be a law prohibiting giving alcohol to your own children.	49.2%	22.7%	28.1%

18. Community Support for Prevention Activities



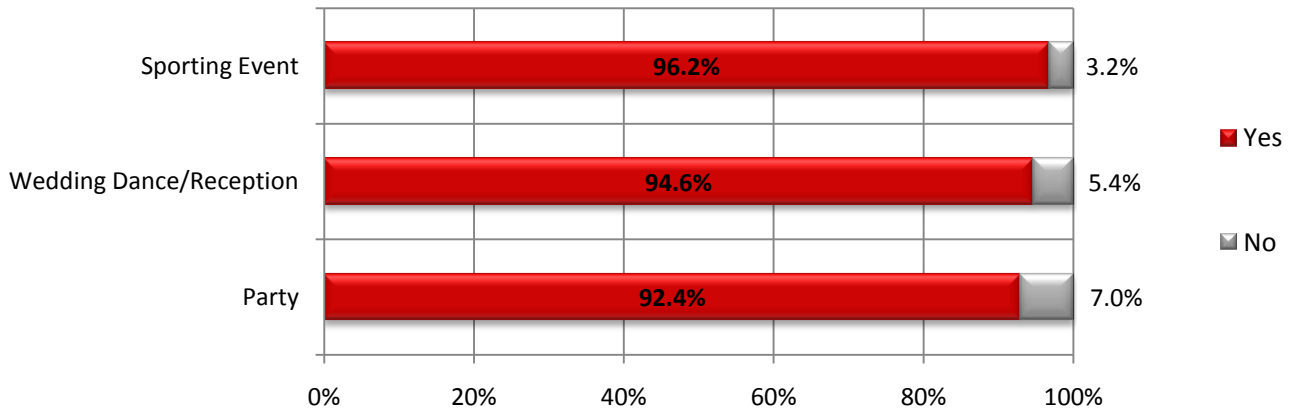
18. Support the following prevention activities?			
	Yes	Neutral	No
Minimum drinking age of 21	71.9%	14.1%	14.1%
Penalties for adults who provide alcohol to youth	91.9%	5.9%	2.2%
Compliance checks (used to identify alcohol establishments that sell alcohol to underage youth)	88.1%	9.2%	2.7%
Laws prohibiting giving alcohol to your own children	45.4%	28.6%	25.9%
DUI checkpoint (used by law enforcement to deter or detect a drunk driver through the use of roadblocks or sobriety checkpoints.)	63.2%	16.8%	20.0%

19. Support for bans



19. Support for the following bans (%)			
	Yes	Neutral	No
Liquor advertisements on TV	47.0%	25.4%	27.6%
Beer and wine advertisements on TV	43.2%	27.6%	29.2%
Billboard alcohol advertisements	47.6%	26.5%	25.9%

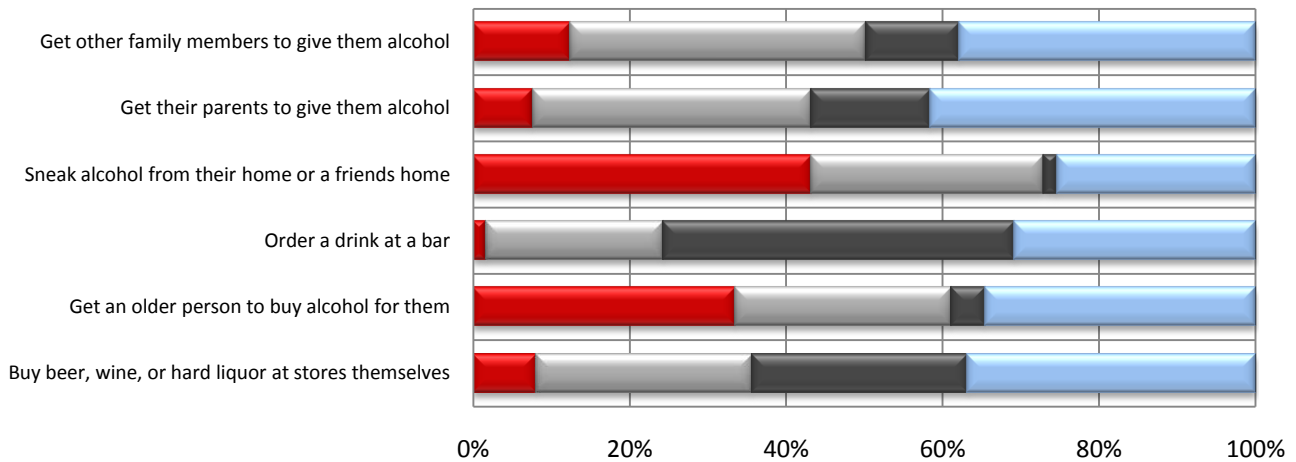
20. Would attend the following events if they were Alcohol-free



20. Would attend any of the following events if they were alcohol-free (%)		
	Yes	No
Party	92.4%	7.0%
Wedding Dance/Reception	94.6%	5.4%
Sporting Event	96.2%	3.2%

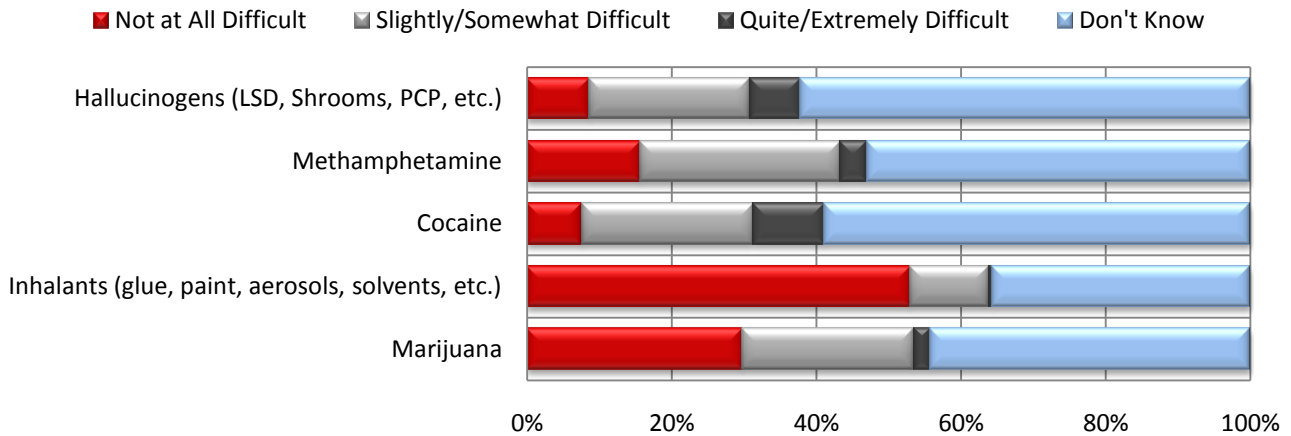
21. How Difficult it is for Youth to Access Alcohol

■ Not at All Difficult
 ■ Slightly/Somewhat Difficult
 ■ Quite/Extremely Difficult
 ■ Don't Know



21. Responses: How Difficult it is for youth to ACCESS ALCOHOL in your community				
	Not at All Difficult	Slightly/Somewhat Difficult	Quite/Extremely Difficult	Don't Know
How difficult is it for youth to buy beer, wine, or hard liquor at stores themselves?	8.1%	27.6%	27.6%	36.8%
How difficult is it for youth to get an older person to buy alcohol for them?	33.5%	27.6%	4.3%	34.6%
How difficult is it for youth to order a drink at a bar?	1.6%	22.7%	44.9%	30.8%
How difficult is it for youth to sneak alcohol from their home or a friend's home?	43.2%	29.7%	1.6%	25.4%
How difficult is it for youth to get their parents to give them alcohol?	7.6%	35.7%	15.1%	41.6%
How difficult is it for youth to get other family members to give them alcohol?	12.4%	37.8%	11.9%	37.8%

22. How Difficult it is for Adults and Youth to Access Drugs



22. Responses: How difficult it is for adults and youth to ACCESS and Other DRUGS in your community.

	Not at All Difficult	Slightly/Somewhat Difficult	Quite/Extremely Difficult	Don't Know
Marijuana	29.7%	23.8%	2.2%	44.3%
Inhalants (glue, paint, aerosols, solvents, etc.)	53.0%	10.8%	0.5%	35.7%
Cocaine	7.6%	23.8%	9.7%	58.9%
Methamphetamine	15.7%	27.6%	3.8%	53.0%
Hallucinogens (LSD, Shrooms, PCP, etc.)	8.6%	22.2%	7.0%	62.2%

23. Agree or Disagree with Ideas to Prevent Youth ATOD Use

■ Agree/Strongly Agree
 ■ Disagree/Strongly Disagree

I know who to go to if I need help for myself or family member(s) who are abusing alcohol or other drugs.

There are leaders in my community who are interested in reducing access and abuse of alcohol and other drugs.

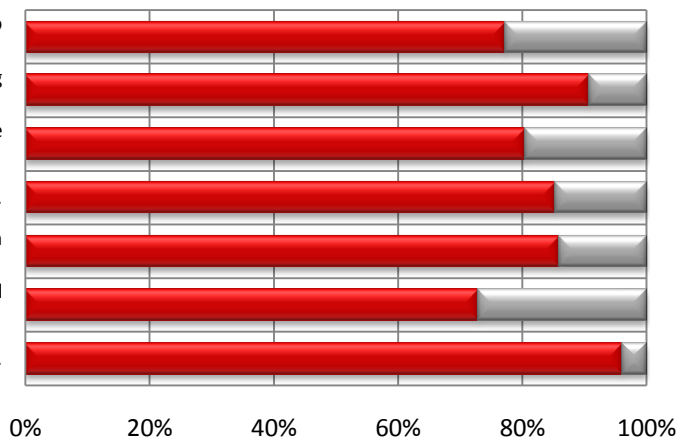
Alcohol and drug free youth can best be achieved by educating the community.

Alcohol and drug free youth can best be achieved by educating parents.

Alcohol and drug free youth can best be achieved by educating youth themselves.

I am concerned about whether my community has sufficient alcohol and other drug abuse prevention programs.

Preventing alcohol and other drug use among youth is important.



23. AGREE or DISAGREE with ideas to prevent youth ATOD use

	Agree/Strongly Agree	Disagree/Strongly Disagree
Preventing alcohol and other drug use among youth is important.	96.2%	3.8%
I am concerned about whether my community has sufficient alcohol and other drug abuse prevention programs.	73.0%	27.0%
Alcohol and drug free youth can best be achieved by educating youth themselves.	85.9%	14.1%
Alcohol and drug free youth can best be achieved by educating parents.	85.4%	14.6%
Alcohol and drug free youth can best be achieved by educating the community.	80.5%	19.5%
There are leaders in my community who are interested in reducing access and abuse of alcohol and other drugs.	90.8%	9.2%
I know who to go to if I need help for myself or family member(s) who are abusing alcohol or other drugs.	77.3%	22.7%

28. What kind of information do people in your community need regarding the prevention of alcohol and substance use by our youth?

- News media in general.
 - TV
 - TV all crimes.
 - Internet (9)
 - Newspaper (16)
 - Paper & City Publication
 - Only get Mpls StarTribune, not local paper
 - Radio (4)
 - Local news
- Law Enforcement
 - Police reports in newspaper of DWI, Substance Abuse.
- Friends (6)
- Neighbors
- Co-workers

29. What is the best way to deliver this information?

- Parents
 - Parents to take control.
 - Parenting classes
 - Feed back to parents.
 - Parents need to know how to communicate with their kids. Parents need to love & care!
 - Taking care of their kid - know what they are doing.
 - Adults or parents need to be role models
 - Parent involvement
 - Parent responsibilities.
 - Parents need to realize it's their responsibility.
 - Emphasize importance of home & parents setting example & caring.
- Consequences
 - What the penalties are for providing alcohol & other substances to youth
 - Examples of what has happened to people that have abused. (Jail, loss of lifestyle, etc.)
 - Make it known that when parents give alcohol to their underage children it is a crime.
 - Health Dangers
 - Health Affects (short and long term)
 - The consequences, both short and long term.
 - The effects of abuse.
 - The consequences to others and self "safety-wise".
 - We need to know the results of this abuse, how it affects family, schools and the community.
 - The effects of usage (2)
 - Side effects.
 - Immediate consequences of actions.
- Information/Education
 - The cost of treatment vs. prevention.
 - Results of abuse.
 - Signs of drug use.
 - The truth and harm drugs use causes.
 - Info on how much of a problem it is.

- We are already information "overloaded"
- Just how affected youth are by adult role models.
- How to talk w/ youth.
- Need to be aware of the dangers.
- Education (3)
- How to ID users, where to get help.
- More facts of the cause and effect of drugs for youths.
- Good information
- More information on the dangers of driving while under the influence of alcohol or any other controlled substance.
- Cost in \$
- Just making people aware.
- Warning signs of use, problem solving.
- How to check. What to do.
- Youth should hear speakers who have overcome drug abuse - Show films of devastation of use of drugs and alcohol.

- Schools
 - Programs at school.
 - More information at schools.

- Data
 - The extent of the problem
 - Provide statistics of abuse by substance. What is the prevention plan?
 - How available it all is to youths.
 - Numbers on how many kids actually use alcohol!
 - Percent of kids who use - how sources etc.
 - They need some statistical evidence (like the results of this and other surveys) to show that we really do have a problem.
 - Statistics on local use & abuse, crime & accidents. How to impact youth.
 - Statistics (2)

- Media
 - Local papers and radio
 - Local paper; parent organizations, P.T.L. etc.
 - News stories
 - Some form of community news if you don't get town newspaper.

- Resources
 - Confidential experts in authority and their phone no. or address.
 - What is being done locally. What we can do to help?
 - Support services for parents, teachers, youth, and community members that may be involved with an at risk child.
 - Access information to assistance programs.
 - Resources, spokespersons, counseling
 - NA

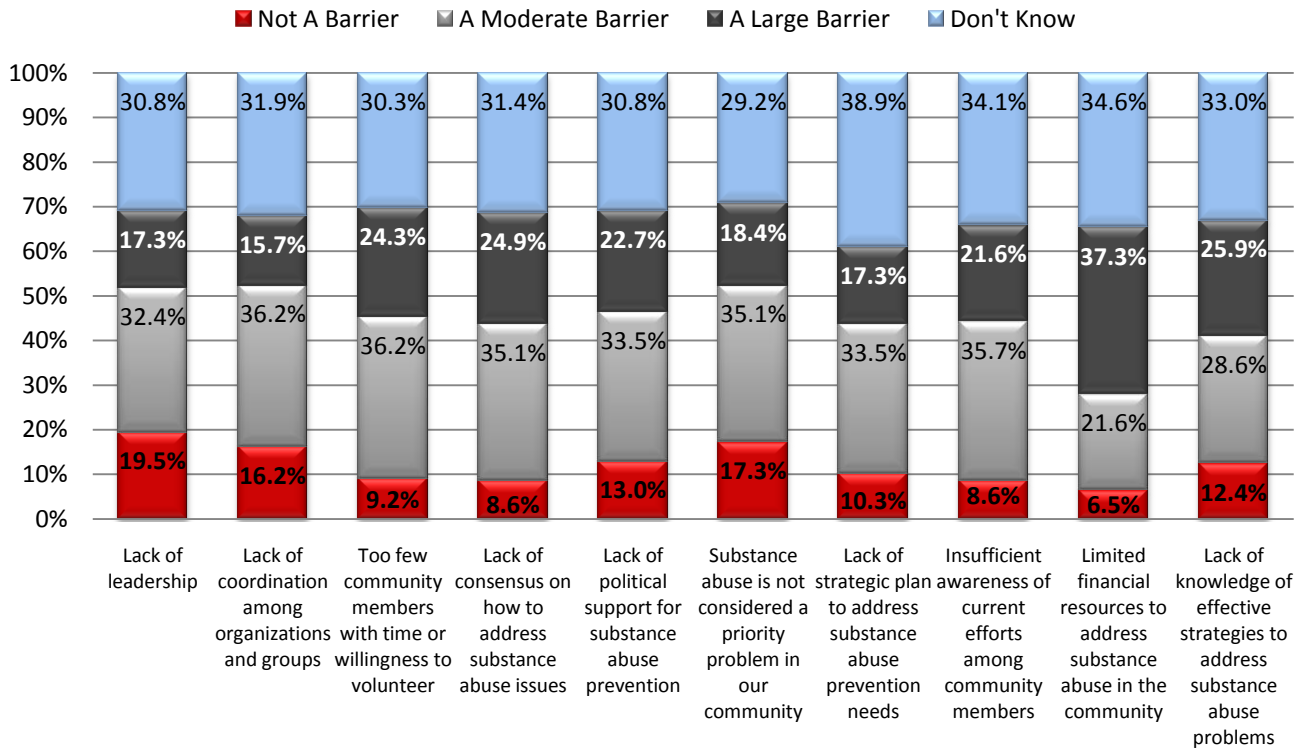
- General Comments
 - A more personal plea to the youth to consider how their behavior affects relatives, friends and employers.
 - Prescription drugs are a major concern.
 - That the people that furnish these substances are arrested and prosecuted.
 - Access to meetings.
 - Visitors to schools & churches by former drug & alcohol abusers to tell & show people the results.
 - Problems of this sort are family-relationship of origin.
 - They need to read the problems from these.
 - Common Sense
 - Not a popular message, but knowing Jesus is the best way.
 - Can easily become habit forming & inability to stop.
 - Facts - how many youth in RW abuse alcohol & drugs - and that it's not just the outsiders. It's the youth of WASP families who have lived here for generations. It's not a racial issue.
 - What is being done.
- None
- Don't know (12)
- Comment was not included on handwritten survey (93)

30. List ways in which your community is addressing problems associated with substance use and abuse.

- Media
 - Advertisements (2)
 - Channel 6/Television (10)
 - We have channel 6 on cable to access, also ads on television about giving alcohol to underage teens is a crime.
 - Newspaper (16)
 - Articles in the newspaper.
 - Supplement/tabloid. So they could keep and refer to it later.
 - Periodic stories in paper
 - Local news.
 - City of Red Wing publication.
 - Radio (6)
 - Internet (3)
 - Internet i.e. facebook, myspace or through school.
 - Billboards (2)
 - Flyers and pamphlets
- Mail (6)
 - Home mailing
 - Household mailing. Many do not subscribe to the newspaper
 - Special reports delivered to houses.
- Schools (13)
 - PSA's school
 - One would probably reach more youth thru programs at school.
 - P.T.L. @ schools
 - Programs in schools and youth orgs.
 - flyers home to school children.
 - School assemblies scared straight

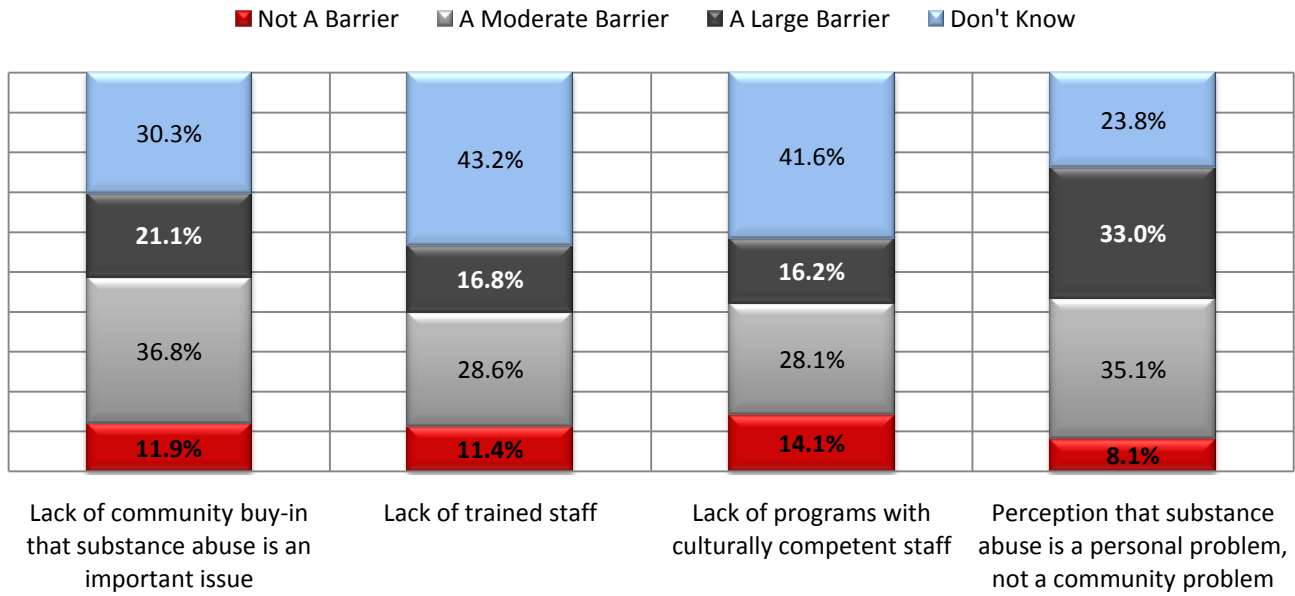
- Churches (8)
 - Get the churches involved as much as possible.
- Parents (2)
 - Educating the (Biological) parents.
 - Classes for parents whose children abuse drugs - family meetings with counselors.
 - Mother & Father
 - Parental education & involvement.
 - Parenting
 - No needed if parents stay involved.
 - Through parents and Peers
- Education
 - Education through news ads.
 - Mandatory for anyone on assistance at the public library
 - Classes (2)
- Consequences
 - Higher fines
 - More surveillance on these people.
 - Show them what happens when they drink & drive through police & medics.
- Other Suggestions
 - Mock auto accident MADD
 - Communication w/ youth.
 - Community organizers going house to house.
 - Local organizations.
 - Personal letters, articles and live testimonials.
 - Groups at the library, community ed and friends.
 - Open meeting w/ knowledgeable staff.
 - public meetings
 - talks at the sheldon.
 - Visits by young adults and youth who are former abusers of drugs and alcohol.
 - Town Hall Meetings (2) Q&A sessions.
 - Police
 - NA
- Additional comments
 - Not sure, too many against the message.
- None
- Don't Know (10)
- Comment was not included on handwritten survey (89)

31. How much each of the following issues limit or pose a barrier to alcohol and other drug prevention activities in your town



31. In your opinion, how much do each of the following issues limit or pose a barrier to alcohol and other drug prevention activities in your town?				
	Not A Barrier	A Moderate Barrier	A Large Barrier	Don't Know
Lack of leadership	19.5%	32.4%	17.3%	30.8%
Lack of coordination among organizations and groups	16.2%	36.2%	15.7%	31.9%
Too few community members with time or willingness to volunteer	9.2%	36.2%	24.3%	30.3%
Lack of consensus on how to address substance abuse issues	8.6%	35.1%	24.9%	31.4%
Lack of political support for substance abuse prevention	13.0%	33.5%	22.7%	30.8%
Substance abuse is not considered a priority problem in our community	17.3%	35.1%	18.4%	29.2%
Lack of strategic plan to address substance abuse prevention needs	10.3%	33.5%	17.3%	38.9%
Insufficient awareness of current efforts among community members	8.6%	35.7%	21.6%	34.1%
Limited financial resources to address substance abuse in the community	6.5%	21.6%	37.3%	34.6%
Lack of knowledge of effective strategies to address substance abuse problems	12.4%	28.6%	25.9%	33.0%

33. How much each of the following issues limit or pose a barrier to alcohol and other drug prevention activities in your town



33. In your opinion, how much do each of the following issues limit or pose a barrier to alcohol and other drug prevention activities in your town?				
	Not A Barrier	A Moderate Barrier	A Large Barrier	Don't Know
Lack of community buy-in that substance abuse is an important issue	11.9%	36.8%	21.1%	30.3%
Lack of trained staff	11.4%	28.6%	16.8%	43.2%
Lack of programs with culturally competent staff	14.1%	28.1%	16.2%	41.6%
Perception that substance abuse is a personal problem, not a community problem	8.1%	35.1%	33.0%	23.8%