

Results of Parent Alcohol Perception Focus Groups

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EXECUTIVE SUMMARY

In June, 2008, the Washington State Liquor Control Board (WSLCB) contracted with Gilmore Research Group to recruit and conduct two focus groups to investigate parent attitudes, knowledge, perceptions and behavior related to underage alcohol beverage consumption. Parents were also asked to provide feedback on draft posters to be displayed in liquor stores. One of the groups was conducted in Seattle and one in Yakima, thus including both East/West and Urban/Rural populations. Parents of youth between 11 and 17 were recruited to participate. Research findings are analyzed here and provided as input and guidance for the development of future materials and programs. When deemed noteworthy or adding value, references to the youth focus sessions conducted by Gilmore in 2007 are also included.

Key findings from the parent focus group research follow below.

Key Findings

Findings from the parent focus groups closely parallel the findings from the youth groups conducted in 2007. The following bullet points capture the major findings from the 2008 Parent Perception Focus groups.

- Parents' knowledge, attitudes and perceptions regarding underage drinkers and drinking were consistent with youth perceptions, attitudes and behaviors as related in the 11 youth focus groups from 2007.
- Parents seem to be tolerant of teen drinking as long as the teens drink at home or, at least, do not drink and drive.
- There is a prevalent attitude or feeling that underage drinking is inevitable, especially in the post high school years.
- While not top of mind for most, parents do tend to be aware of the health impacts of underage drinking, especially as it pertains to younger youth (e.g. while brain and nervous system development is still taking place).
- There may be an emerging trend of older siblings coming back from active armed services duty (Iraq) and providing a "drinking role model" (bad influence) for younger siblings.
- Parents are inconsistent in their perception of the age when it is acceptable for people to drink.
 - Some parents believe "old enough to die for your country, old enough to vote, then old enough to drink."
 - Several understand that 18 year-olds, if the legal drinking age was lowered, are still in high school and could "legally" purchase alcohol for their classmates.
- Many parents in this generation (mainly in their 40's) drink only beer or wine, not hard liquor. Therefore, these parents may not see WSLCB posters if they are only displayed in liquor stores.
- Most parents have discussed drinking with their children. They see this as an ongoing and evolving conversation.

- Parents want facts and hints on listening skills to help in conversations about alcohol with their children.
- Parents will filter and select the facts and information provided according to their assessment of their child's age and situation.
- Parents see their children as not being fooled by propaganda; they believe factual information is the only information that children will heed.
- Many parents start having these conversations before their child is age 10, while for others it is a bit later. Often they are prompted by an external event such as receiving a pamphlet or by the child seeing adults over-imbibing at family events or parties (e.g. Super Bowl party).
- Parents would find information about alcohol and underage drinking credible on sites such as the Washington State Department of Health (DOH), the Washington State Patrol, the Attorney General and public health agencies. They would not trust information from most sites sponsored by the federal government or from special interest groups and churches.
- The "accessibility" ("availability") of liquor is identified by parents as having a major impact on *whether* teens drink as well as *what* and *when* they drink. (This is consistent with teen data from 2007 groups.)
- Parents are aware of many ways their kids can access alcohol: Un-locked, easily accessible spirits in the home, taking from a store, getting liquor from older teens, asking strangers to purchase for them, etc.
- Parents are concerned about energy drinks, but not all are aware these may be mixed with alcohol. Some parents are also naïve about drinks such as Jell-O shooters.
- Parents feel there is too much advertising promoting alcohol especially at or during sporting events.
- Parents are not as aware of advertising encouraging youth to NOT drink.
- Frequent product placement in media is also seen as excessive (e.g. Two and a Half Men television show with Charlie, the main character, always with a drink in his hand.)
- Advertisements for beer (Budweiser) are often seen as entertaining (more so than anti-alcohol advertising) and as targeting youth (animals kicking a football through the telephone poles.)
- Parents are appreciative of the efforts of the Washington State Patrol in enforcement of the laws (party patrols) and the redesign of teen drivers' licenses.
- Parents understand they are an important role model and key influence in discouraging underage drinking, but feel peer pressure from their teens' friends can often supersede or undermine their efforts.

Conclusions and Recommendations

The attitudes and perceptions that parents have regarding underage drinking mirror those reported by youth participating in last year's research. For instance, parents are aware of the dangers of underage drinking but are somewhat resigned to the fact that kids will drink. As noted in the Conclusion section of last year's youth report: "Although students are well aware of the dangers of youth drinking, many tend to accept it as a function of living in society." Both parents and students seem to view at least some underage drinking as a social norm.

Parents seem most concerned about the most dramatic effects of alcohol on youth: death from accidents or from alcohol poisoning (binge drinking), aggressive behavior (fighting) and sexual assault. These concerns are no doubt reflected in the messages they convey to their children about drinking (both verbal and non-verbal). "Responsible drinking" messages are easy for parents to convey because these appear to be what parents most believe themselves. Not drinking and driving, for instance, has become the norm. Parents find it comfortable to talk about drinking and driving or responsible drinking behavior with their youth. However, additional, compelling messages about other adverse affects from student drinking could well provide a valuable additional deterrent to underage drinking. While parents are aware of the emotional and physiological health and development risks inherent in underage drinking, these do not appear to be the messages that parents currently choose to prominently convey, especially to older teens.

Parents do seem to be concerned about the effects of "getting caught" breaking alcohol laws on their children's future. Perhaps developing compelling arguments against underage drinking targeting the adverse effect on a child's success and future would be one way to break through the comfort barrier for parents (i.e. "It's ok to drink underage as long as you do it responsibly and are under my roof?"). A major challenge will be how the WSLCB can get beyond "drink responsibly" to *truly* convince parents that underage drinking is harmful to their child.

We heard from students last year that some have had their first real drink as early as 8 years old. Most parents reported their alcohol discussions start when their children are a little older. The WSLCB might promote ways to encourage parents to initiate these discussions sooner using messages such as "Talk to your children *early and often* about underage drinking," or "You *don't need a reason* to talk to your children about the dangers of underage drinking."

Teaming with an organization like Child Profile, the WSLCB could send reminders to parents of children as young as 5 or 6, to begin talking with their kids about drinking, making good decisions and resisting peer pressure. Just as parents of older teens want advice on how to listen to encourage open conversations, parents with younger children would benefit from tips on talking with their children to be included in this type of Child Profile (or some similar organization) mailing. Also, all parents responded well to becoming aware of sources of additional information such as trusted websites. However, both parents and youth demand that such information be factual rather than propaganda.

Parents are aware that kids often drink what is easily obtained. Unlocked liquor and cases of beer in the garage easy pickings for kids intent on finding something alcoholic to consume. The WSLCB

might wish to consider messages which parents could easily act on such as “lock up your liquor or count it / keep tabs on it.”

The mock up of the poster presenting the “*Friday night after the big game*” scenario resonated well with parents. It provided a compelling message they could believe and with which they could easily identify. Because not all parents frequent liquor stores (some who even drink beer and wine buy it elsewhere), it would be important to display posters in a variety of locations where parents will see them. Retail locations beyond the State liquor stores could include pharmacies, grocery stores and convenience stores. Other locations could be as diverse as schools, public restrooms and shopping malls. Again, reinforcing information sources, it would also be important to include the WSLCB website address on these posters.

Background

Objectives

The Washington State Liquor Control Board wishes to better understand the perceptions, behaviors and attitudes held by the parents of Washington State youth who drink alcohol or who are likely to drink alcoholic beverages (susceptible youth). They would specifically like to investigate how parents see their role in talking with their children about alcohol. This study was designed to augment a previous qualitative study conducted with youth who drink or who are vulnerable to drinking. In addition, three large posters targeted to parents were shown to the parents to gauge their reactions to them. Among the topics investigated were:

- Level of parental concern regarding youth drinking
 - How acceptable is it for youth to drink alcohol?
 - *How acceptable do they think their kids feel it is?*
 - How concerned should parents be if child is drinking?
 - *How acceptable do they feel college age drinking is?*
- Parent communication with child regarding alcohol
 - Have they talked with child about drinking
 - What information did they use?
 - What other information would they have found useful?
 - What kinds of information or support do they need to educate kids on harm of drinking?
 - How effective do they feel their conversations with their children have been?
- Parental controls
 - How do they see their role/influence in child's decision to drink/not drink?
 - Rules surrounding alcohol
- Deterrent to youth drinking and role of community
 - Is your community doing enough to address underage drinking? How? Why/why not?
 - What role do they feel state should have in controlling youth access to alcohol?
 - How effective has the State been in controlling youth access?
 - What do they feel is the most effective deterrent to youth drinking?
- What brands/types of alcohol do they feel youth like to drink?
 - Do they think choices are image based or based on price and availability (ease of access to)
 - *Where do they think their kids are getting alcohol?*
- Do parents see advertising and media influencing kids to drink/not drink?
 - Would restrictions on advertising alcohol deter underage drinking?

Research findings are analyzed here and provided as input and guidance for the development of future materials and programs.

Methodology

Two focus groups were conducted between June 10, 2008 and June 12, 2008, almost exactly one year after the youth group research was conducted. These two parent groups targeted parents with children between 11 and 17 and did not target college age students, which were included in the previous research. A moderator from Gilmore Research Group facilitated the groups.

This report summarizes the discussions that occurred during these sessions. Discussions were recorded as electronic transcripts, and are available to those who desire greater detail than can be found in this summary report.

A detailed discussion guide, used to facilitate the groups was developed jointly by the WSLCB and Gilmore Research Group. This guide closely parallels the guide used for the youth groups, and a copy of the discussion guide is shown in the Appendix of this report.

A total of 20 parents participated in the two focus group discussions. The schedule and composition of the groups is provided in Table 1.

Group	Location	Date	Time	Number of Participants
Seattle Parents	Gilmore Research, Seattle	June 10, 2008	5:30 – 8 PM	11
Yakima Parents	Hilton Garden Inn Board Room	June 12, 2008	5:30 – 8 PM	9

The groups were screened and recruited to include a good mix of ethnicity and gender as well as for having children who drink or who might drink. Care was also taken to include parents with children at the youngest (11) and the oldest (17) ages and to include both male and female children. One parent/guardian was actually not a birth parent but a licensed by the state “guardian.” Groups consisted of a mix of ethnicity, alcohol consumption patterns, income levels, attitudes about alcohol and having children ages 11 through 17. There was ethnic representation with a total of 12 Caucasians, 5 Hispanic/Latinos, 2 African Americans and 1 Asian. A Native American respondent was recruited but did not show up. In addition, both genders were represented well by the parents who participated as well as by the genders of their children. A complete profile of the participants as well as the screening instrument used to recruit the groups is shown in the Appendix.

DETAILED FINDINGS

Summary of Pre-Group Activity

Prior to the focus discussions parents were asked to complete a short written survey of questions about their home life, their children's outside activities and risk-taking behaviors (Results shown in Table 2 and Table 2A). These questions were adopted from *The Healthy Youth Survey* and were modified for the parents group to provide consistency with the previous youth groups conducted last year.

This mini survey found most of these parents feel their children to be good students, earning mostly A's or B's. A large majority of participants (14 out of 20) said they eat dinner with their families *at least 4 times per week*. In addition, most of these parents perceive both themselves and their children to be active in outside activities.

Table 2 Profile of Home Life, School Life and Outside Activities	Total n= 20	Seattle n=11	Yakima n=9
Ave. amount of time per day in exercise, activities- Parent			
None at all	1		1
20 minutes or less	1	1	
20 to 60 minutes	16	9	7
More than 60 minutes	2	1	1
Average amount of time per day in exercise/sports- Child			
None at all			
20 minutes or less	4	3	1
20 to 60 minutes	9	4	5
More than 60 minutes	7	4	3
Grades earned this year			
Mostly A's	10	7	3
Mostly B's	7	3	4
Mostly C's	3	1	2
Mostly D's and F's			
Frequency of family dinner			
1 or Fewer Times	2	1	1
2-3 per Week	4	2	2
4-5 Times per Week	10	6	4
6-7 Times per Week	4	2	2

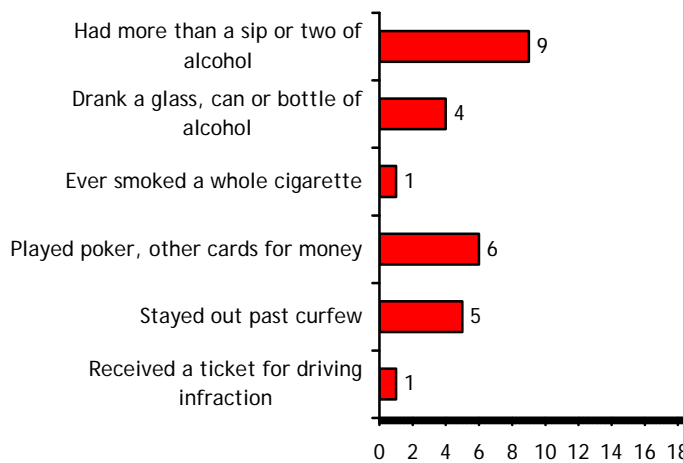
Table 2A Profile of Home Life, School Life and Outside Activities	Total n= 20	Seattle n=11	Yakima n=9
Number of hours worked per week (child)			
None	14	8	6
Less than 20	5	2	3
More than 20	1	1	0
Level of involvement in outside activities (Parent)t			
None at all	2		2
Rarely			
Sometimes	5	3	2
Frequently involved in outside activities	13	8	5
Level of involvement in outside activities (Child)			
None at all	1		1
Rarely			
Sometimes	4	2	2
Frequently involved in outside activities	15	9	6

Risk-Taking Behaviors

In pre-group surveys parents answered questions about their perceptions of their children's risk-taking behaviors. (Figure 1)

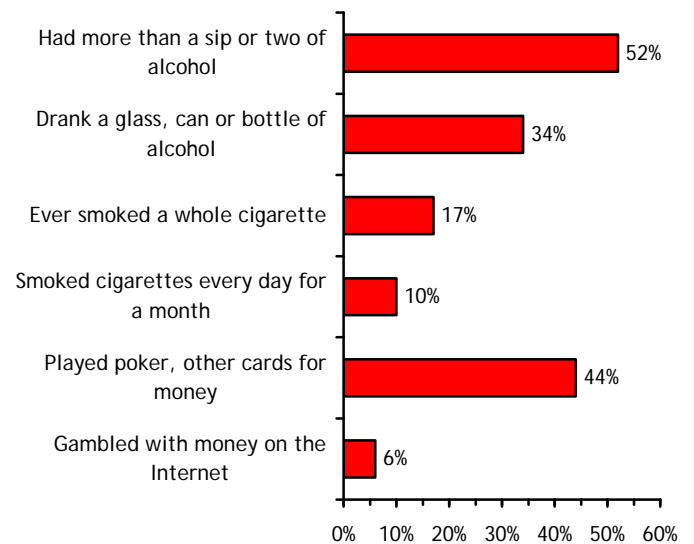
Among these parents, nearly half felt their child had consumed alcohol, but only 4 of the 20 parents thought their child had consumed an entire glass or bottle/can of alcohol. These estimates are somewhat lower than the use reported by youth participants last year (Figure 1A). However, the small sample size (20) makes comparisons difficult. In addition, two questions were changed.

Figure 1 Risk - Taking Behavior – Parent Perceptions of Children's Behavior



Base = 20 (Note: percentage not used due to small sample size)

Figure 1A 2007 Self-Report of Past or Present Risk-Taking Behaviors
Percent of Students Who Responded Yes



Base = 88 - 92

Perceptions and Attitudes Surrounding Youth Drinking

Perception of Use among Youth Their Child's Age

Asked to give a written estimate of the percentage of people their child's age who drink alcohol, participants estimated between 0% (Yakima father of 14 year-old girl) to 100% (Seattle father of 17 year-old boy.) As might reasonably be expected, parents of the youngest children (age 11) responded with some of the lowest estimates. Three parents, one in Yakima and two in Seattle, with 11 year-olds, all estimated about 10%. Parents of children 14 to 17 tended to give much higher estimates; most likely reflecting the fact that kids of this age are in high school or about ready to enter that arena.

Parents were also asked to estimate how many of their *oldest* child's four best friends had consumed alcohol or who had gotten drunk from drinking alcohol. Seattle parents guessed an average of just under two best friends while Yakima parents guessed about one best friend (Shown in table 3). Estimates for getting drunk, however, were quite similar between the two sets of parents Seattle: .45 and Yakima: .44.

Last year, youth were asked a similar question. Among 6th grade students the estimate was 0.17 friends, 8th grade students, 0.62 friends and among high school students 1.94 friends who had gotten drunk. This indicates that the parent estimates this year might be a tad lower than the reality since the ages of their children tended to be skewed a little older (Seattle average age of oldest child 14.5 and Yakima average 13.8).

Parents based their estimates on what they remembered from their own youth as well as on observations and conversations with their own children. Several parents seem to feel their kids are open with them and are telling them what is going on. One parent agreed with another Seattle parent when she said, *I gasp at what I hear, but I don't say anything. I just listen....and because of that I put that at least fifty percent category...for the boy because of what I hear is going on with his friends.* Other comments representative of parent perceptions of youth alcohol use and how they formed their opinions are:

- *A lot of kids I've seen that got a good home life, a lot of them don't drink....it's kind of like the kids have more money seem to be the ones that get more involved with drug problems or drinking...I don't know if that is true. (Yakima)*
- *I would disagree...I work out at Granger and it's an incredibly low social economic stratum....If you listen to the kids, that's a form of entertainment for a lot of kids. (Yakima)*
- *Everybody I knew drank at this age... (Seattle)*

Seattle parents engaged in a lively discussion about the definition of "drinking." Some feel any consumption at all is drinking, and others disagree as the following conversation indicates.

Table 3
Estimated Average Percentage of Peers of Children Who Drink Alcohol

	Average Estimate
City	
Seattle	38%
Yakima	27%
Ages of Children	
Children 11-13	13%
Children 14 -17	40%
About what percentage of people your oldest (between 11 and 17) child's age do you think drink alcohol?	

- *If you have a drink at a family gathering or if your parents say, “Look, there’s no mystery to this stuff. If you want to try it, try it.” To me, that’s not consuming...*
- *And I disagree, I believe that it is....It’s like it used to raze me a little bit when I see people giving kids alcohol at family functions...*

Several parents also perceive a difference in the “degree” of what is alcohol. For several parents, wine and beer are deemed less alcoholic than hard liquor, perhaps because those seem to be the alcoholic beverages of choice for many of these parents. Underscoring this was a comment made by one Seattle father; *Well we don’t drink hard liquor at home. It’s just not my generation. None of my friends do. Except maybe an occasional margarita when we have Cinco de Mayo. I would tend to say drinking shots of something which is a much higher alcohol content is very different than drinking a beverage that has less than ten percent alcohol.*

Acceptability of Underage Drinking

Perceptions about what “drinking” is and the parent’s own attitudes regarding consumption influence how acceptable they feel it is for youth to drink or try alcoholic beverages. A winemaker parent and a beer brewer evinced very similar attitudes about acceptability of youth tasting these at home. Both felt that it takes the mystery out of drinking and provides some protection from the pressure of peers to drink. Said one Seattle winemaker dad, *And she never asks for seconds, but at least the taboo of alcohol sort of goes out the door, so hopefully, when she is 17 or 18, when she is at that, or 16 for that matter, at that critical peer pressure age, it’s not going to be a big deal...*

Table 4 exhibits adult alcohol patterns of consumption in the participants’ homes. As can be seen, most reported moderate to low levels of consumption, although 3 participants said they drank everyday. Self-reported estimates were similar between Seattle and Yakima. Self-reported personal use may also be found in the Respondent Profile in the Appendix.

A number of these parents, in fact, feel it is acceptable to let kids taste alcohol if they are curious. One expressed it as hopefully providing the *yuck factor*. For a serving of alcohol of more than just a sip, though, reactions varied as to what age it is acceptable for youth to drink. A few felt 18 was an appropriate age and cited arguments similar to those given by youth from the previous research. These included, *they can vote at 18, they can die at age 18 for their country and in a lot of countries they can drink legally*. At least one parent not in favor of the drinking age being 18 noted that you could still be in high school at 18. Those favoring age 21 did so largely because that is the “legal” age. One parent remarked that the question isn’t one so much as *at what age is it acceptable for kids to drink, but rather, at what age should it be legal for alcohol to be sold to them?* This Seattle mom went on to explain, *There is a big world of difference emotionally between an 18 year old and a 21 year old....they are going to get that alcohol, but do we want our state liquor stores to be selling it to them? I mean, the parents are already buying it for the kids.*

Estimate		
Frequency	Seattle n=11	Yakima n=9
Everyday	1	2
5-6 Times per Week		1
3-4 Times per Week		
1-2 Times per Week	6	3
2-3 Times per Month		
1 per month or less	2	2
Never	2	1

How often would you say alcohol is consumed by any adult inside your home?

In addition to a few parents in Seattle letting their kids taste wine or beer, at least one parent in Yakima felt it was acceptable, under certain conditions, for underage youth to drink beer when she readily described how she served her 16 year old son a whole beer. She also found drinking a beer to be a lot less “lethal” than drinking an energy drink. She stated:

Like I said, I probably sound horrible, but I let my 16 year-old son have a beer before. I honestly feel – and it’s been at home, and it’s been with us, and no other kids around or whatever, and my husband and I both drink alcohol – so always, I always think that the energy drinks that are out right now are ten times worse for kids – they’re sitting here sucking those down like no tomorrow. So to me it’s a lot less lethal for him to ask us if he can drink a beer once in a while than to – I totally don’t want my kids having energy drinks, because I think they are horrible for them.

Throughout the parent focus sessions in both Seattle and in Yakima, there was a pervasive feeling of the inevitability (they are going to get that alcohol) of teens drinking and an underlining attitude among many parents of it being a rite of passage, especially for college age students. Indeed, they often vividly recall their own generation’s rite of passage, thus contributing to the normalization of youth alcohol consumption. It should be noted, however, that a few parents did not fit this mold.

Parents were asked how acceptable they feel it is for teens to drink at special occasions such as graduation, prom and family gatherings and vacations/trips. In both cities there was mixed response.

- *It would be like giving alcohol as a reward if you give it to them after graduation. (Seattle)*
- *We are going to Italy this August, so we are definitely going to be sampling wines there (Seattle)*
- *Because my oldest step kids, we make a party for their graduation, so with that they would have a few drinks in the house....the kids away from the cars, we don’t let anybody (drive)....if the kids are underage, we ask the permission of their parents... (Yakima)*
- *My thinking on the drinking on special occasions...I just honestly feel that you are opening up a door for more. (Yakima)*

One “mom” in Yakima is actually licensed by the State of Washington to care for exchange children. To stay in compliance with the various licensing laws, she has to forbid her exchange children from attending parties where alcohol is likely to be served. She described one such occasion, *So my girls were not allowed to attend, which caused no end of consternation, and they said they won’t drink. The problem is that being from Germany they are legal to drink....And if they have one drink of alcohol (here), they go home*

When asked specifically about college drinking and its acceptability, parents had these things to say:

- *You build the expectation that there will be drinking at college, and there will be, but just hopefully, we’re guiding her to make the right decisions...if they do it they’ll do it responsibly. (Yakima)*
- *They’ll probably wait until college like I did. (Seattle)*
- *When I went to school at college, that’s all everybody did. It was the norm. (Yakima)*

There was a sense that parents could only do just so much and that the influence of peers was often more powerful than that of family members. There was also an indication that older siblings returning from active military duty may be influencing their younger brothers and sisters to drink as they are potentially a powerful role model.

- *It's just you know, "Good, I'm glad you're not drinking." It's all I can do. The fact of the matter is the peer pressure is going to drive him one way or the other. (Seattle)*

Consequences of Youth Drinking

Parental attitudes about underage drinking are also influenced by their perceptions of the consequences of drinking by youth. Parents who readily perceive the effects of alcohol on teens as impacting developmental and physical growth tend to be a bit less tolerant of teen drinking than those who perceive the major danger as being from drinking and driving or from excessive drinking or binge drinking. Among the dangers parents associate with youth drinking are:

- Negative impact on judgment and decision making skills
- Legal ramifications
- Binge drinking
- Alcohol poisoning
- Potential for alcohol addiction
- Gateway into other drugs
- Increased likelihood of smoking while drinking
- Loss of inhibitions
- Vulnerability to sexual assault
- Increased potential for being in a car accident
- Fighting
- Impact on sports team eligibility

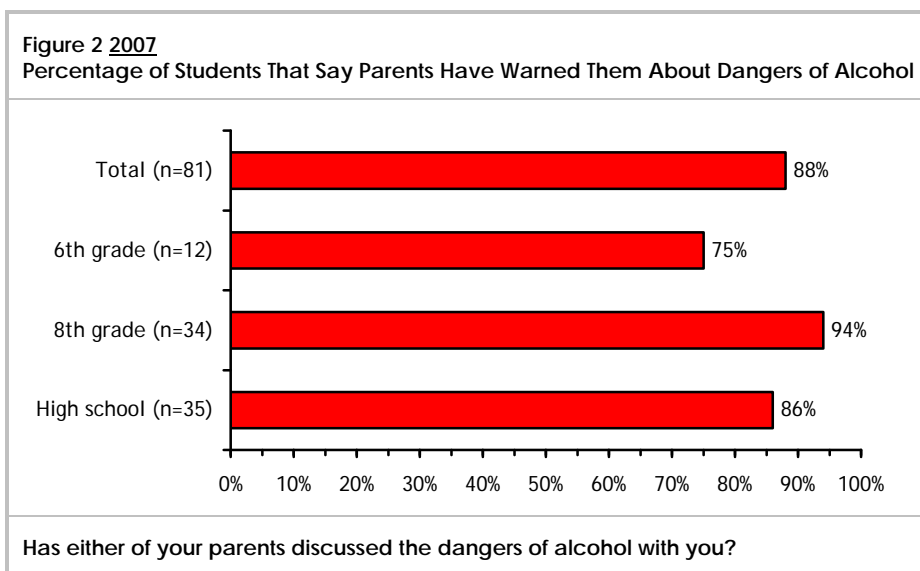
When asked specifically about the affects of alcohol on younger youth (under age 14), parents cited more developmental and neurological impacts. Said one parent from Yakima, *stunt your growth...your natural progression into maturity....It messes with your nervous system and stuff.*

A Seattle parent made a similar observation, *Once they (alcoholics) go into recovery and they get sober, their capacity is what were when they started drinking. So, if they were 16, that's kind of what they are when they are 45. They stumble around like a 16 year-old. Their brain doesn't develop.*

Parental Role and Communication

Parents were asked to write down if they have talked with their children about alcohol use. The vast majority say they have done so. Out of the 20 parents, only 2 said neither parent had this discussion with their child. Explained a Yakima parent who had not discussed the dangers, *I'm never going to sit down and say, "okay, I'm going to tell you about alcohol."* This is consistent with what the youth reported in June, 2007 where more than seven in eight (71 out of 81) youth (said that their parents had discussed the dangers of alcohol use with them. (See figure below)

Below is a chart extracted from the report summarizing the **2007 Youth Groups**:



Asked at about what age their child was when they engaged in this first conversation about alcohol, a couple had this conversation when their child was quite young (5 or 6). Most, however, had this conversation when their child was older, around ages 9, 10, 11 or 12. (Again, this is consistent with what the youth said.) Only one of the parents indicated that she was somewhat uncomfortable when having this conversation.

Parent Role: Talking to Child about Alcohol

Parents were asked what prompted their first conversation with their child. One Seattle parent stated that it was a pamphlet that he received in the mail that got him to thinking about it. He related; *With me, it was just a pamphlet that I saw. I got it in the mail when my kids were young....it's basically about drugs and alcohol and talk to your kids early, as early as possible, so that's kind of brought my attention to it.*

Others recalled starting those conversations because their children asked about alcohol or were exposed to situations in which alcohol consumption was visibly excessive or where there is a history of alcoholism in the family. Others became concerned as their children approached the *danger years* – *junior high or high school*. The following comments are illustrative:

- *Ours was our daughter...she went to junior high and started hearing some things about parties...she was surprised to hear some of these kids were getting drunk or partying. And we just sat down and talked to her about it... (Yakima)*
- *I talk to my kid all the time...I'm a sober alcoholic...I just tell him you can have fun without alcohol... (Yakima)*
- *My daughter was asking... "is alcohol bad?" (Seattle)*
- *A Super Bowl party we went to that got wild. There were kids around and too many of the adults were drinking and we had to leave (Seattle)*

One Yakima stepmother related having the conversation with her stepchildren at a very young age (8 &9) because, *we run the neighborhood safe house, and one kid was so drunk at a party that I went and picked him up, called his parents, told them where he was, telling everybody what was going on. My step kids wanted to know what was going on with Johnny, and why Johnny was sick. And so it was just a natural conversation.*

Two other parents described how their son's (and stepson's) return from Iraq caused them to have discussions with their younger children living at home. These returning soldiers are role models for the younger siblings, so their excessive drinking was cause for concern for the parents.

- *After he came back from his first tour in Iraq, we make a welcome party. And all the time, my son, he thinks his idol is his older brother...Well, my stepson, he's so wasted you know... (Yakima)*
- *My son, which is in the Marines, also, and sometimes he comes around and he gives alcohol to my 16-year-old kid...and my younger kid wants to be like his brother. (Yakima)*

Many parents indicated that it wasn't just one conversation they have with their children but an on-going dialogue. These conversations are often spontaneous, interwoven into their daily lives and brought on by external events or children's questions. For some, it is a camping trip that spurs the discussion, or a trip to a foreign country even. But for almost all parents, the conversation appears to be progressive; the older the child, the more detailed the information imparted. They also feel they are communicating with their children about alcohol by being *role models* for *responsible consumption of alcohol*. The following are just a few of the comments from parents in these sessions:

- *I think the biggest benefit to that first conversation and the subsequent ones is that we keep it open for discussion...I may not need to give any type of advice, but if I can listen...she feels like she has somebody that understands...but doesn't judge her. (Seattle)*
- *My husband and I both drink alcohol, but for us it's just been teaching them to be responsible. (Yakima)*
- *Was anyone concerned about how much kids see people drinking on TV? Because mine have a lot of questions about what is that. What's a Cosmo (Sex and the City)...It's a jumping off point to have a conversation. (Seattle)*
- *I visit breweries and brenpubs and have been doing it for a good number of years, and when we go on vacation, that's what we do...it's that modeling of appropriate behavior and then, every so often, you can point out the inappropriate behavior that you see... (Seattle)*

Parents are pretty comfortable discussing alcohol with their children. Asked how effective they feel these conversations are, however, led to responses such as, *Ask me in 20 years*. Parents are not at all confident that their efforts are going to effectively prevent their children from the dangers of youth alcohol use. Parents perceive the influence of peers and lapses in good decision-making or judgment play a large role in their children's decisions to drink. It seems that parents go through the motions of having these talks and just *hope* they will do some good. Explained one parent, *This is*

going to sound odd, even though you are the role model, you're sometimes the secondary opinion because of the peer group...Even though you do...everything right, it still comes down to the peer groups' influence. (Seattle)

When asked what additional help or information would be useful to them when discussing the dangers of alcohol with their children, parents cited wanting more information from trusted sources and hints or suggestions on listening skills. They also wanted true facts, and feel that for anything less than the truth, their kids would scoff.

- *Just having the facts, because whatever kids hear, when they hear the truth, they know what it is... (Seattle)*
- *My daughter went through DARE, and I started researching it and found it was a total crock and doesn't impact student behavior....a lot of times when you hear and read information about drugs and alcohol...the information is so propagandized and because the kids are smart enough, they know it's not true. (Seattle)*
- *(Some of the materials that have come out) are so propagandized or are so over-the-top-scaring, my boys said, "Do they think we're morons?" (Seattle)*

When asked where the information or messages should come from, participants said *not the government*. The Department of Public Health (sic), the State DOH, the Surgeon General and the State Department of Transportation, however, would be trusted sources.

You know, if you go out to the Christian Coalition site, then they're telling you one thing, and then you say, oh well... (Seattle)

Parents commented throughout the sessions how important they feel it is to just listen to their child, but that this isn't always an easy thing to do.

- *You keep your mouth shut (when listening). It's very hard. (Seattle)*
- *One of the most effective conversations we ever had was down at the Puyallup Fair and they had a car there that had been involved in a DUI. (Seattle)*
- *I tend to get a lot of information online. (Seattle)*
- *www.booze.com, I don't know... (Seattle)*

In addition to talking with their children, parents were also asked what kinds of rules they have in their homes regarding alcohol use. Consistent with what the youth related in the groups last year, the primary rule seems to be to not drink and drive or ride with anyone who has. Related to that is their rule that no matter what time of day, call home for a ride if the driver has been drinking.

- *Never, ever get into a car with anyone that's drinking... (Seattle)*
- *There's no drinking in my house. (Seattle)*
- *I have to know where they're at, who they're with, a phone number where I can reach them... (Yakima)*
- *I don't know if we have any rules. (Seattle)*
- *The rules are the rules; there's no grey area. A policeman will tell you the same thing (Yakima)*
- *Don't go to the extreme...where they'll buy drinks and they can't drive home. (Seattle)*

The feeling of *inevitability* and the perception of being *powerless* is again evident in the following comment regarding rules by this Yakima parent: *They are not to drink any in the house, or anywhere, as far as that goes, but it's kind of hard to stop it. If they are going to do it, they are going to do it. You'd like for them not to, but they are going to. You just got to kind of educate them, show them what can and will happen if they're not careful.* Much later in the session, another Yakima parent (this time a father) stated, *And then I teach*

my children God's laws...the main thing is association and peer pressure because it only takes once to get into a car wreck and die. And you don't even have to be drinking. You can just be with somebody that's drinking...if you don't watch the peer pressure you're fighting a losing battle.

Parents in Seattle also discussed how they deal or would deal with Society's rules surrounding alcohol use by youth. There appears to be a great divide between parents who would protect their children from the full force of the law, if caught with alcohol, and parents who would let their child face the consequences. (One parent even described how purchasing the beer for your underage child protects them from getting a minor in possession.) Those who would protect their child from the legal consequences now tend to fear how having a Minor in Possession (MIP) or a Driving Under the Influence (DUI) on their record could impact their child's future career. Those who would have their child face the legal consequences feel that is how children learn the lesson.

- *If you want an opinion on that, I would say maybe it's best if they do get caught...Let them get the blue light special. (Seattle)*
- *When you stop to think about how it's affecting their career and their life, I bet you will step in and help them. (Seattle)*

Influences on Decisions to Drink or Not Drink

REASONS KIDS YOUR CHILD'S AGE DRINK

Parents in both groups were asked to briefly jot down the main reasons they think children their child's age drink alcohol. As can be seen by their responses, they perceive peer pressure as having a major impact on the decision *to drink alcohol*. Other factors that they see having an influence are curiosity, boredom, feeling cool or popular, the *buzz* and emotional reasons such as depression and low self esteem.

Seattle Parents

- *Novelty, rebellion, escape*
- *Peer pressure, curiosity, low self-esteem*
- *Peer pressure, availability, low self-esteem*
- *Peer pressure, curiosity*
- *Peer pressure, TV ads especially sport events, to be cool*
- *"Cool" factor, peer pressure, possibly the "buzz" or feeling they get*
- *For fun (to feel part of the accepted group), to feel grown up, to be cool (peer pressure)*
- *Peer pressure, availability, movies and TV*
- *Peer pressure, to be in the in-crowd, depression*
- *To try it, boredom, peer pressure*
- *Peer pressure, drink for curiosity's sake, they like the affects of it*

Yakima Parents

- *Fun to party, popularity, be someone else*
- *Escapism, peer pressure, curiosity*
- *To feel good and have a good time, peer pressure*

- *Curious, other friends doing it, anger, depression or a way to feel “better”*
- *Peer pressure, to handle problems, trying to be grownup before their time*
- *Curiosity, loose pressure*
- *They like to have fun*
- *The stories I hear, the places I’ve seen*
- *Their parent let them, get away from home life*

Nowhere on these above lists is the word *norm*. One Latina mom in Seattle, however, observed that in her culture the expectations for men and women regarding drinking are quite different. She explained, *In my culture, women are frowned upon that they are “garachas” (drunks)...If you don’t know how to hold your liquor, in my culture, then you know, you’re not a real man...if you don’t drink, you are a wuss because your woman is not letting you drink...I have to teach my male child what he is going to be encountering in that culture circle as opposed to what my girls are going to be.*

Other parents commented that they too felt that there were differences in gender expectations from drinking even in the society as a whole. One commented that girls are more vulnerable, and another perceived that alcohol affects men and women differently.

Also not on the above lists (although on the following lists) is the concept of *availability*. A few parents commented during the group that kids drink because it is available. They said,

- *Some goofball that is twenty-one bought them a case of beer. They can drink it. (Seattle)*
- *Or you’ve got a liquor cabinet unlocked (Seattle)*
- *You have vodka that can be replaced with water (if your parents are too stupid to figure it out) (Seattle)*

Parents were also asked to write down when they thought kids drink / on what occasions? Below are the parent responses. As can be seen, parents in both Yakima and Seattle saw weekends and before and after parties, dances and sporting events as being likely occasions. There were parents in both groups who also noted that unsupervised activities could also be occasions for youth drinking.

Seattle

- *Afternoons, weekends*
- *Parties, weekends (hanging out), after school (liquor cabinet)*
- *Weekends, dance parties, overnight at friends houses*
- *When they gather in unsupervised groups*
- *After school at adult parties in their home*
- *Parties, group activities with minimal or no supervision*
- *At parties, special occasions, birthdays, milestone, prom*
- *Parties, hanging out, family outings (camping, vacations, etc)*
- *Parties, after school*
- *Weekends, weddings, prom, graduation, homecoming*
- *Parties, at home when they’re alone, relatives parties home, at the movies, before or after school dances*

Yakima

- *Weekends, parties, keggers, parents away*
- *Parties, weekends, when parents are gone and they think it’s “safe, bored*

- *When they are with friends*
- *At home when parents are not present*
- *After football games, dances, parties, etc*
- *Birthday parties, graduations, reunions*
- *When they go to parties*
- *It's the weekend, schools out, dances, games*

During the sessions, parents further described the occasions when they thought underage drinking occurs. In addition to before and after to proms, graduations sporting events such as Friday night football games, parents also said:

- *Big family barbecues...where nobody's watching anybody. (Seattle)*
- *Vacations, camping...and all the teenagers seem to be hanging out at the far side of whatever. (Seattle)*
- *I know there's lots of summer camping trips that have alcohol at them. (Yakima)*
- *At the beach, oh God it's bad. (Seattle)*
- *Nice weather. Floating the river. (Yakima)*
- *At an adult part in their own homes. (Seattle)*
- *I think kids who don't have somebody there when they come home from school. (Yakima)*

On this same handout, parents were also asked to list what they thought youth drink (the more common beverages consumed) and what influences those choices of what to drink. Beer, wine, wine coolers and sweet drinks were the most commonly mentioned beverages. Most parents believe that *what is available or how easily it is attained* often influences the kid's choice of *what* to drink. In addition, what will get you buzzed the fastest is also a consideration. Cost, what parents or friends drink, advertising, and brand recognition were also listed.

Seattle

- *Whatever is around the house, beer, wine*
- *Beer, liquor, wine*
- *Beer, hard liquor*
- *Beer, Jaeger, vodka*
- *Wine coolers, beer*
- *Sweeter "pop-type" drinks, beer*
- *Beer, wine*
- *Beer, wine*
- *Beer, wine*
- *Beer, vodka*
- *Beer, coolers, shots, fruity drinks*

Yakima

- *Beer, coolers*
- *Beer, coolers, hard alcohol, sweet wines*
- *Sweet ones (wine coolers)*
- *Beer, hard liquor*
- *Beer, wine coolers*

- *Beer, coolers, whiskey*
- *Beer*
- *Energy drinks with hard liquor*
- *Beers*

There was some awareness of and concern over youth consumption of energy drinks mixed with alcohol. Said one Yakima parent, *Mixing them (alcoholic beverages) with those energy drinks I hear is quite the new thing*. Other comments related regarding energy drinks include:

- *Well, there's a new one out "Tilt" that's part beer and part energy drink and a lot of kids are – I mean, those energy drinks, there's so many names I don't even know what my kids are talking about half the time. (Yakima)*
- *It's got the energy thing in there, which I don't like. (Yakima)*

Parents were asked what factors go into youth decisions about what to drink. One Yakima parent summed it up by saying; *my kids say they will drink anything they can lay their hands on*. Another said, *Brand is not what's important, it's just – does it have alcohol?*

Seattle

- *What is available*
- *Will they get caught, will they be shunned by their peers, curiosity*
- *What is available, what people talking about that is good, what older kids love offering*
- *Availability, brand recognition (advertising)*
- *What is on hand in the adult home, they see on TV ads or movies*
- *Friends' choices, availability*
- *The cost, available drinks*
- *What's available*
- *What is available, what their friends are drinking*
- *What is available, what is cheap*
- *What they have heard from their parents, what drink their friends are drinking*

Yakima

- *What's available, who can get it*
- *What is available, what can be afforded, what can be "hidden", lack of smell*
- *What's available*
- *What's easily available*
- *What they have access to and how they obtain it*
- *Friends or family members*
- *Rang decisions*
- *Beers*
- *None*

When asked how they thought kids get alcohol, parent responses were consistent with youth responses last year. No doubt, several of these parents were recalling how they, themselves got

alcohol when they were underage. In addition to replacing the vodka with water, parents purchasing it for them and taking from unlocked liquor cabinets (all previously described), parents also named:

- *Buying it illegally (Seattle)*
- *Asking someone who is standing at a liquor store (Seattle)*
- *It's the secrets of they can go to Seattle and get alcohol easily (Seattle)*
- *Stealing it from a store (Yakima)*
- *They give money to someone who is of legal age (Seattle)*
- *I know a couple kids that are working at various stores as courtesy clerks, and they just sort of walk off with a 6-pack (Yakima)*
- *An older sibling or friends (Seattle)*
- *Parents sometimes, yes (Yakima)*
- *There's always some nice guy in the park. I was a courtesy clerk at Safeway and I remember people buying alcohol and handing them off to minors right in the parking lot (Seattle)*
- *Nothing has changed (Seattle)*
- *Some parents have cases of beer they leave in the garage. They don't realize there's a case or two missing (Seattle)*
- *Early teens have friends over and their parents are...gone, and there's alcohol in the house (Yakima)*

Because parents in Yakima also mentioned unlocked liquor cabinets as a ready supply source for under-age drinkers, they were asked if they or any of their friends locked up their liquor. Aside from the stepmother who is licensed by the state and required to do so, no one else did or knew of anyone who currently did. Combined with the comments about cases of beer gone missing, it appears that many parents are not keeping close tabs on their alcohol supplies.

Other Influences on Youth Decisions to Drink or Not Drink

Up to this point the discussion had been mainly targeted to the role of parents in their children's decisions to drink or not drink. Parents were next probed about their perceptions of the impact of advertising and media on youth choices. While parents did perceive some influence from commercials, their primary concern seemed to rest on product placement. Television programs, MySpace, videos, music and sporting events were described as *normalizing drinking*. The following statements are representative of their perceptions regarding commercials:

- *I think there's way too many beer commercials, especially at sporting events. That really bothers me. (Seattle)*
- *I watch a lot of sports and they portray the drinking experience in those little thirty-second commercials as very glamorous and not dirty. They forget the vomiting part. (Seattle)*
- *I think every sporting event is Budweiser, Coors, and baseball, football. Basketball, NASCAR, it's all sponsored by some sort of beverage company. (Yakima)*
- *(Commercials appeal to the very youngest) They don't even understand drinking, but they see Clydesdales kicking footballs through telephone poles...and they identify with it. (Seattle)*

One Seattle mom described watching a J. Lo. Dance video with her daughters. The entire video is described as being set in a bar with J. Lo. assuming several roles. She said, *My girls said you know, it makes me want to go to the bar*. Other comments heard regarding the influence of various media include:

- *I just think the music and the videos that are on TV are really bad influences on kids. (Yakima)*
- *I think it's really confusing for kids because we're telling them one thing, and yet they're seeing a show...they're using drugs and alcohol... (Yakima)*

Parents seemed to feel that alcohol use is so prevalent in the media that it normalizes it. Describing one such television program, a Yakima parent said:

Well, Charlie (Two and a Half Men) sits and drinks and womanizes. Every show; that's all its about... That's just kind of mainstream TV at 9:00; it's acceptable. And the little boy on there, he just kind of models after a lot of what Uncle Charlie does (Yakima)

Asked if they thought restrictions on the media would be helpful, participants were fairly thoughtful. Theorized one parent from Yakima, *It may just help a little bit; I don't think it's going to have a big difference.* Another observed that advertising of spirits on TV was only recently allowed and thought that it was a mistake because, *Now people are more aware of those, of the Bailey's and the Captain Morgan's... I think it raises the awareness of kids; they know there's more than beer, but I just think it raises the awareness even more.*

Participants did not think there was adequate or very much advertising at all showing the adverse effects from drinking. They also perceived these could be very effective given how powerful the anti-cigarette commercials have been. The following comments represent this sentiment:

- *I just think if they did more of the negative advertising, that's much more powerful than trying to lure people in with what looks like a good time. (Yakima)*
- *The only time you see something is from the police patrol. (Seattle)*
- *(My kids and I) were watching something the other day (on TV), and somebody whipped out a cigarette and lit up. And it was like a Martian just landed.... Just restricting cigarette commercials and the product placement in the media, since I was a kid, has had a significant impact on my children. Smoking is not an issue in our house.... So I think yeah, the way it's presented in the media could use a change. (Seattle)*
- *There isn't any, not on drinking. (Yakima)*
- *They (anti youth drinking ads) are not very creative.... not on the same level as the horses and frogs. (Seattle)*
- *There's so many commercial and advertisements for smoking and all that... I can't think of one commercial that comes to my head that I can remember against underage drinking. (Yakima)*
- *(Referring to the beer manufacturer ads urging people to "drink responsibly") It encourages you to drink is up front. Responsibility is at the end. (Seattle)*

There was some recall of the M.A.D.D. campaign which parents found to be effective as parents are also aware of the "don't drink and drive" messages, but also feel these are targeted more toward an adult audience to not drive drunk. Parents thought some of the newer ads were also fairly effective.

- *If you're going to inspire somebody with fear, they're doing pretty good. You've got the six-foot whatever state patrolman with the hat on and they're shoving you into the back of the car; that's fairly effective. (Seattle)*
- *I see commercials for "drink responsibly" by the beer companies and the other companies. It's not, "don't drink," it's, "be responsible" or "have a designated driver." (Yakima)*

Two observations from Seattle parents about the effect of media on youth decisions to drink seem to capture the overall perceptions of the parents from both sessions quite well. *I think it's more having the media and information that's bombarding them not doing any harm to our job rather than it's replacing our work.*

This was in response to the following comment: *Well see, the bottom line is that there is no substitute for the parents talking with their kids. You can put the cutest commercials in the world out there that do awesome things theoretically, but if the parents aren't involved with their own kids, it just does nothing.* One is reminded of the advice given by an 8th grade boy last year: *Talk to your kids when they are real young – about idols or heroes.*

Role of the Community

Parents were also probed for their awareness of other activities or programs in the community that have an impact on children's decision not to drink. They were able to cite some activities and programs provided through the schools and local churches. D.A.R.E., health class, assemblies and overall curriculum design were among the mentions. Church activities were seen as preventative by providing fun, alternative things for kids to do. *You can pretty much find something at a church about every night of the week.* (Yakima)

Parents feel the drug education (includes alcohol) in the schools is sufficient and perhaps repetitive over the years and feel that by the time they graduate, they have "gotten it." One parent, at least, finds the repetition a good thing: *They'll (the kids) come home and say, "We sat through another really hokey don't do drugs, don't drink assembly. It was a total waste of time." That kind of thing. But it's that repetition of the message. Yes, it's not cool to have to listen to this. "We know. We know." But they are saying, "We know."*

One Yakima parent commented on a program sponsored by M.A.D.D. She said, *I saw on the news the other day they did a program where they pretended to be drunk and get into a bad accident...you know, he's got fake blood all over him...*

Another parent from Yakima described the drug, alcohol and fire arms enforcement activities in the schools using a canine unit. Others talked about how catching a few kids put a big scare into the community.

When asked how successful they feel the State of Washington has been in its efforts to discourage underage drinking, parents in both groups thought the State is doing a pretty good job or doing better now than it had. Parents approved the changes to the driver's license, which make it easier to detect an underage license when carding. They are also appreciative of the efforts by the State Patrol to curb teen drinking parties with their party patrols.

- *They do the little thing with the driver's license...just a little thing like that is a great control.* (Seattle)
- *You read about...where they have the underage kids go in and buy alcohol and see which stores are more lenient...* (Yakima)
- *I feel like there's more restrictions now than there's ever been...there's so many consequence; that's what I try to tell the kids....You get arrested, you're going to jail...* (Yakima)

Knowledge and Beliefs about Alcohol and Other Drugs

In pre-group surveys all participants were asked to rate how safe they felt it was for teens and for adults to use specific mind-altering substances. They were asked to use a scale ranging from 1 to 7. Table 6 shows the mean ratings of safety. The closer the mean is to the number 7, the more **unsafe the rating** - the more dangerous the perception of the behavior. For the purposes of comparison, results from last years' teen groups are also included.

Results found that students generally believe alcohol use is safer than use of other substances (Shown in Table 5). For regular use of alcohol (defined as 1 or 2 drinks of beer, wine or hard liquor a day) parents perceived an average danger rating of 6.42 for youth. While lower than most other ratings they gave for youth use, except for regular use of over the counter medicines (5.84) and regular use of pain medications (6.42), it is still much higher danger rating than what youth rated it last year (4.76). As would be expected, these parents also perceived regular use of alcohol by adults safer (4.15) than regular use by youth (6.42). It should also be noted that one participant in the Yakima group did not fill in any ratings due to difficulty writing and understanding some concepts presented in English.

Substance Use/Abuse: <i>How safe do you feel it is to use...</i> (1 = completely safe to 7, completely unsafe)	Parent Mean Rating for Adult	Parent Mean Rating for Youth	Teen Mean Rating from last year
Base = 19 for Parents, Bases were variable for youth			
Use methamphetamines regularly	6.63	6.68	6.43
Use inhalants regularly	6.25	6.63	6.16
Smoke marijuana regularly	5.4	6.53	5.58
Use prescription pain killers regularly	5.4	6.42	5.51
Drink Alcohol regularly	4.15	6.42	4.76
Use over-the-counter medicines regularly	4.9	5.84	4.70

Before the end of the session parents were asked to take a short *test* of their knowledge of facts related to teen drinking. They were given a list of statements and for each were asked to state whether it is *definitely true*, *probably true*, *probably false* or *definitely false* (See Table 6). These were the same statements given to the youth in last year's sessions, with one exception. *Teen alcohol use was can cause learning and memory problems* was modified to read, *Alcohol use by teens can cause brain damage*. Following is a comparison of parent responses and teen responses.

Table 6

True/False Quiz testing knowledge of facts related to teen drinking

Base: Parents=19, Teens=92

Statement	Belief
Alcohol is the most commonly used drug among teens	Believed to be true (definitely or probably) by all parents and by most (84%) of the youth
Most teens (12-20) disapprove of frequent heavy drinking	Slightly over half (53%) of teens said they thought this statement was false. Fewer than half of adults believe this statement to be false (8/19)
If a teen drinks a large amount of alcohol in a short period of time, alcohol poisoning, which can lead to death, may occur	All parents and most teens (89 %) believe this statement to be true
One drink can make you fail a breath test	More teens (about 3 in 4) than parents (11/19) believed this statement to be true
A 12 ounce beer has the same amount of alcohol as 1.5 ounces of liquor	Believed to be true by almost 2 in 3 youth (64%) and by 16 out of 19 parents
Drinking alcohol is absorbed directly into the bloodstream and can increase your risk for cancer	A majority of parents (11/19) feel this statement is false. A majority (about 3 out of 4) of teens felt this statement to be true
Alcohol use by teens can cause brain damage	Most (92%) teens and 17/19 parents definitely or probably agree that this statement is true
People who begin drinking by age 15 are 5 times more likely to become alcohol dependent than those who begin drinking after age 20	Most parents and teens alike believe that this statement is true (17/19 parents and almost 9 in 10 teens)
Mixing alcohol with medications can be extremely dangerous and lead to accidental death	All parents and all teens agreed that this statement is true
Most teens are not drinking alcohol. Almost 3 out of every 4 youth between 12 and 20 say they have not had a drink in the past month	14 of 19 parents and two-thirds of the youth said they thought this statement was false

Reactions to Three Posters

Participants in both groups were shown replicas of three poster designs targeting parents as the agents to discourage underage drinking. Parents were asked to look at the draft posters and then respond to a written questionnaire seeking their unaided opinions about each. Later, they also discussed their reaction to the posters.

Parent reactions indicate that while all of the posters seemed a bit too wordy, the third poster showing a high school football player asking “What is your teen doing after the big game?” seemed to resonate best with the parents overall. They identified with Friday night football games or other Friday night sporting events and the dances and parties that follow. They also felt the youth was staring right at them, which made it more personal. The second poster, “She deserves a picture perfect prom,” resonated well with some of the moms in the groups, but was confusing for many of the other parents. Some of the moms like the emphasis and message about the vulnerability of girls in drinking situations. The first poster shown, “What’s the next step for your graduate?” appears to have had the least appeal and was not considered very effective. One parent thought it was a recruitment ad.

While all of the posters were intended to target parents, many of the parents in the groups thought the ads were for kids. The “Friday night” poster seemed to be appropriate for both, according to the participants.

Parents would also like to see the website for the Washington State Liquor Control Board on the posters.

Asked where they would expect to find these posters or where they thought they would be most likely seen, schools, grocery stores and other retailers, and the state liquor stores were mentioned. Given that many of these parents tend to drink beer and wine and not hard liquor, it is not surprising that there were not a lot of liquor store mentions as many of these parents may never visit a state liquor store.

Following are images of the three posters. Unaided comments are included after each image.



PERCIEVED MESSAGE

Seattle

- *Talk to your kids about alcohol*
- *Hoaky*
- *Make sure your kids have something to do in the summer*
- *Graduation parties*
- *Parents need to talk to their kids about alcohol*
- *Talk to your kid*
- *Poor*
- *Not bold enough*
- *Graduation is a celebration*
- *Make the right choices/ don't drink*

Yakima

- *That a student may get injured drinking at graduation*
- *Don't use alcohol as method to celebrate*
- *Summer is party time*
- *Inform and speak to your child*
- *Drinking alcohol can steer you down a wrong path in your future*
- *It's true what I see*
- *Start talking before they start to drink*
- *Don't ever start drinking*

- *Being on your own its okay to drink*

OVERALL REACTION TO THE MESSAGE

Seattle

- *Positive*
- *Not impressed*
- *Very positive*
- *Excellent*
- *Good reminder but too late*
- *What do you mean "don't let alcohol"?*
- *Not very good*
- *Needs more zip*
- *Medium*
- *Too wordy*

Yakima

- *I thought it was job recruitment first because of the headline*
- *Little reaction*
- *Doesn't aim at younger youth*
- *That I have responsibility to help prevent my child from these situations*
- *I think using graduation is too late of a starting point. Needs to be addressed years before this*
- *It's what more of the graduates do or drink*
- *Don't let alcohol stand in your graduation way*
- *Thumbs up*
- *Not like it*

On a scale of 1 to 5, with 1 being not at all effective and 5 being extremely effective, the average rating given was 2.7.

PERCIEVED TARGET AUDIENCE

Seattle

- *Parents*
- *Jocks*
- *High school seniors*
- *Parents*
- *Parents*
- *The parents*
- *Parents*
- *Graduates*
- *Graduates*
- *Teenagers*

Yakima

- *Parent/guardian*
- *18-25 and parents*
- *Graduates*
- *Graduates and parents*
- *Older teenagers*
- *For our kids*
- *To my teenage kid*
- *School-aged graduates*
- *Kid just getting out of school or on their own*

EFFECTIVE PLACEMENT

Seattle

- *Grocery Store*
- *Locker room*
- *High schools*
- *Sent out from school just before graduation*
- *Grocery store/ liquor store*
- *Where I would see it, paper-mag-mail*
- *Mailers in middle school*
- *Youth centers*
- *In schools, at graduation venues*
- *Close to high schools and shopping malls.*

Yakima

- *Not sure, I wouldn't see it at school. Maybe in grocery store at gas station.*
- *College and high school grad prep courses*
- *High school areas*
- *Restaurants, conveniences, grocery stores*
- *In the high school to college*
- *Classrooms*
- *High school*



PERCIEVED MESSAGE

Seattle

- *Alcohol can get your daughter in trouble*
- *Makes me think*
- *?*
- *Date rape*
- *Girl's vulnerability*
- *Worry, think about, talk to*
- *Sexual assault*
- *Unsupervised drinking*
- *Prom is special, keep it that way*
- *More for the parents to speak to their kids*

Yakima

- *Girls going to a high school party*
- *Know with whom daughter is associating*
- *Alcohol and sex*
- *That alcohol can cause bad situations*
- *Trying to reach teenage girls about the effects alcohol can have on their decision making and consequences*
- *True bad things*
- *See what can and will happen*
- *Okay to drink*

OVERALL REACTION TO THE MESSAGE

Seattle

- *Neutral*
- *Hits home*
- *I don't get it*
- *Scare tactics – parents worst fears*
- *I like it*
- *Wary*
- *Talk about teen about parties*
- *Very good*
- *Too wordy, not an effective message*

Yakima

- *Doesn't grab me*
- *Same reaction, not strong*
- *Very true*
- *Makes you think of the "bad" things that can happen*
- *Very effective*
- *I see it in my oldest daughter*
- *Sadness, reality*
- *Put out the roun (wrong?) message*

On a scale of 1 to 5, with 1 being not at all effective and 5 being extremely effective, the average rating given was 3.2.

PERCIEVED TARGET AUDIENCE

Seattle

- *Moms*
- *Girls and parents*
- *High school girls*
- *Parents*
- *Parents*
- *The parent*
- *Parents*
- *Girls*
- *Seniors/parents*
- *Parents*

Yakima

- *Teenagers*
- *Parents of 11-12th and college going*
- *Girls*
- *Parents of teenage daughters*
- *Teenage girls and parents*
- *My daughter's friends*
- *School aged*
- *School dances*

EFFECTIVE PLACEMENT

Seattle

- *Flower Store*
- *Grocery stores*
- *It's not*
- *Sent out at prime time*
- *Again where I would see it*
- *Girls' locker room*
- *Put up in spring*
- *In schools*
- *Malls/banks*

Yakima

- *Schools*
- *High school halls and information – colleges*
- *High school – girls' restroom areas*
- *Malls*
- *In my oldest daughter*
- *Ladies room*
- *Outside school door*

It's Friday night.

What is your teen doing after the big game?

Parents are the No. 1 influence on whether teens choose to drink.

Start talking before they start drinking.

RUab Washington State Coalition To Reduce Underage Drinking
www.21notalcohol.org

Washington State
Liquor Control Board

Washington youth say it is easy to get alcohol at parties from friends or at home with or without permission.

PERCIEVED MESSAGE

Seattle

- *Unsupervised Parties are risky*
- *Too blasé*
- *Parents need to supervise*
- *Talk to my son*
- *Party after the game*
- *Be wary of after event activities*
- *What parties are going on and what will happen at them*

Yakima

- *Strongest*
- *With whom is your teen associating, where going, how long, why*
- *Alcohol and parties*
- *Be aware of your child's activities and actions*
- *What is your child doing and where are they at?*
- *True let's get wild*
- *Educate your children*

- *Getting to something*

OVERALL REACTION TO THE MESSAGE

Seattle

- *Positive*
- *Ho hum*
- *I like it*
- *Good*
- *Very true*
- *Positive*
- *Still too wordy*

Yakima

- *Made me think*
- *Best of three poster potentials*
- *Puts more responsibility on parents*
- *Very effective*
- *Some kids and my kids*
- *Way too easy access*
- *Get you thing*

On a scale of 1 to 5, with 1 being not at all effective and 5 being extremely effective, the average rating given was **3.9**.

PERCIEVED TARGET AUDIENCE

Seattle

- *Dads*
- *The student*
- *Parents*
- *Parent*
- *Everyone*
- *Youth's attending sporting events*
- *High school parents*
- *Parents/teens*

Yakima

- *Parents, could be for teens*
- *Parents*
- *Parents*
- *Kids who play sports, attend social events after games*
- *Parents*

- *High school friends or my kids*
- *Parents*
- *Family*

EFFECTIVE PLACEMENT

Seattle

- *Restaurants/Bars*
- *School*
- *Schools, grocery stores, liquor stores*
- *Everywhere*
- *Football stadiums*
- *High schools*

Yakima

- *Schools, grocery, billboard*
- *Magazines, newspapers, TV, H.S., colleges*
- *Billboards*
- *Near sporting events (signs)*
- *Stores, schools, malls*
- *My kids and friends*
- *Newspaper, fridge door*

APPENDIX

Discussion Outline

I. INTRODUCTION/GROUP WARM – UP (5 Minutes)

A. Moderator introduction / Research explanation

Purpose of the Group: *The State of Washington is interested in the health and well-being of the people who live here. Therefore, they often conduct research to better understand the perceptions and attitudes that its residents have about such health topics as nutrition, tobacco use, alcohol use and exercising to name a few.*

Process/group rules and expectations

1. No wrong answers
2. Speak up and one at a time
3. Don't need to raise hands
4. Taping/viewers, etc.
5. Anonymous/confidential/answers in the aggregate
6. If you don't want to answer a question/makes uncomfortable...

B. Group introduction

1. Name, (Number and ages of kids at home, school attended, favorite activities of their children
2. What one piece of advice would you give to someone about raising a teen or pre-teen?
3. What activity do they wish they had more time to do or share with their (teen)child/children and why

Ask either question 2 or 3 as a follow-up to number one

II. PERCEPTIONS AND ATTITUDES SURROUNDING YOUTH DRINKING (10 Minutes)

C. Perception of Use Among Students Their Child's Age

From handout answers – discuss how many students their child's age they think drink or use alcohol. What do they see or hear that makes them think this.

1. Attitudes: How acceptable is drinking for students your child's age?
 - a. How acceptable you feel it is
 - b. How acceptable you think other parents feel it is
 - c. How acceptable do you think your children feel it is?
 - d. How acceptable do you think other youth feel it is?
(For each of the above: what makes you think this?)

2. At what age do you think it is acceptable to have a drink?
How acceptable is it for college age students to drink?
3. Are there some situations that you feel it is more acceptable than other situations? Discuss.
IF NOT MENTIONED:
 - a. After prom or graduation?
 - b. At special family gatherings like weddings or holidays?
4. How concerned do you think parents should be if their child is drinking? Why do you say that?
(May say, "it depends.") What does it depend on? Why? (They may perceive of degrees of concern based on drinking and driving, age, usage, frequency or even type of alcohol)
5. Aside from drinking and driving, what do you think are the dangers to kids from drinking?
6. How acceptable is it for adults (people over 21) to drink? Are there some situations where it is more acceptable than others?

D. Parent Communication with Child Regarding Alcohol

1. Have you talked to your children about drinking? Discuss and Probe: When (at what age?), what kinds of info? Where did you get the information you used? What prompted your decision to have this discussion?
2. How easy or difficult did you find this discussion? How did your child respond? How effective do you think your discussion was? Why?
3. Is there anything you can think of that would have made this discussion easier? Is there any other information or materials or support you would have liked or would have found useful? How do you see them helping?

III. INFLUENCES AND DETERRENENTS TO DRINKING (Minutes)

E. Parent Role

1. Besides discussing drinking alcohol with your children, how else do you see your role in influencing your child to drink or not drink? How else do you or other family members influence your child's decision?
2. What kind of rules, if any, do you have regarding your child drinking? GET SPECIFIC HERE

F. Other Influences on Decisions Regarding Drinking

1. What brands or types of alcohol do you think youth are drinking? Why do you think they are choosing these brands or types?
IF NOT MENTIONED:
 - a. Image?
 - b. Price?
 - c. Availability or Access

- d. Taste
 - e. See adults drink
 - f. Advertising, etc
2. How do you see advertising or media influencing kids to drink or not drink? Discuss. Get examples.
 3. How effective do you think restrictions on advertising or media would be in deterring underage drinking.
 4. How effective do you think advertising and/or media have been in convincing kids not to drink? Why has it been effective/ineffective?
 5. How do underage kids get alcohol? Where do you think your kids are getting alcohol?
IF NOT MENTIONED:
 - a. Online/internet?
 - b. From older (legal) friends?
 - c. From being served at parties and other social occasions?
 - d. Fake id?
 - e. Just buy it and hope not carded?
 - f. From parents?
 - g. From older siblings?
 - h. Have delivered from store (i.e., Safeway and some stores deliver groceries to the door)
 6. What is your community doing to address underage drinking?
 - a. Is this enough? Why/why not?
 - b. What else would you like your community to be doing?
 7. What about the State of Washington? What role do you think the state should have in controlling youth access to alcohol?
 8. How successful has the state been in controlling access? Why do you say that?
 9. What is the most effective deterrent to youth drinking, do you think? What makes it effective?
 10. What is the most convincing thing your child could see, hear, believe or know that would convince him/her not to drink? What would it be and why?
 11. Where or from whom should that message come? Why? What makes that person/group/agency believable or convincing to your child?

IV. FACTS ABOUT ALCOHOL AND TEEN DRINKING/AWARENESS AND BELIEVE (5 Minutes)

1. Administer a handout with statements about teen drinking and ask how much they believe each statement to be true. Needs
2. Collect handouts and then tell them all of the statements are true. Get reactions. Any facts they think should be included? Any facts they would like to know?

V. TEST COLLATERALS/POSTERS/MATERIALS BEING DEVELOPED/GET REACTIONS

Handout 1

1. About what percent of the youth your child's/children's age do you think drink alcohol? _____
 2. Now, please be thinking of your child's/oldest child's four BEST friends. In the past 12 months, how many of them do you think have ...
 - a. Consumed alcoholic beverages (0), (1), (2), (3), (4)
 - b. Have gotten drunk from alcohol (0), (1), (2), (3), (4)
 3. How often would you say alcohol is consumed by any adult inside your home?
 - a. Everyday
 - b. 5 to 6 times per week
 - c. 3 to 4 times per week
 - d. Once or twice per week
 - e. Two or three times in an average month
 - f. Once a month or less
 - g. Never
-

Handout 2

1. Have you talked to your children about drinking alcohol?
 Yes
 No
 No, my wife/husband/another relative talked with my child about alcohol
 - 1a. If yes, how old was your child when you first had this discussion?

 2. How comfortable would you say you were you having this talk with your child?
 Very Comfortable
 Somewhat comfortable
 Somewhat uncomfortable
 Very Uncomfortable
-

Handout 3

A. What are some of the reasons that you think students your child's age drink alcohol?

- 1) _____
- 2) _____
- 3) _____

B. When do you think they drink? On what occasions?

C. What are the more common alcoholic beverages you think youth drink?

D. What factors enter into their decision about what to drink?

True or False

Please indicate how true you feel each of the following statements to be:

1. Alcohol is the most commonly used drug among teens.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

2. Most teens (12-20) disapprove of frequent heavy drinking.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

3. If a teen drinks a large amount of alcohol in a short period of time, alcohol poisoning, which can lead to death, may occur.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

4. One drink can make you fail a breath test.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

5. A 12 ounce beer has the same amount of alcohol as 1.5 ounces of liquor.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

6. Drinking alcohol is absorbed directly into the bloodstream and can increase your risk for cancer.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

7. Alcohol use by teens can cause learning problems.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

8. People who begin drinking by age 15 are 5 times more likely to become alcohol dependent than those who begin drinking after age 20.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

9. Mixing alcohol with medications can be extremely dangerous and lead to accidental death.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

10. Most teens are not drinking alcohol. Almost 3 out of every 4 youth between 12 and 20 say they have not had a drink in the past month.

<u>Definitely true</u>	<u>Probably true</u>	<u>Probably false</u>	<u>Definitely false</u>
()	()	()	()

Pre-Group Survey 1

Name _____

Group _____

City _____

Please complete this short survey before the focus session begins. Your answers will remain confidential.

1. Please indicate the ages and genders of your children living in your household who are between 10 and 18:

Age	Gender
Child 1: ____	M F
Child 2: ____	M F
Child 3: ____	M F
Child 4: ____	M F
Child 5: ____	M F

2. Not counting daily household type chores, how many hours per week is your child/are your children currently working for pay outside your home?

- a. None, not currently working
- b. Less than 20 hours a week
- c. Between 20 and 40 hours a week
- d. 40 or more hours a week

3. Putting them all together, what do your child's grades look like this year? (If more than one child, please be thinking of your oldest child)

- a. Mostly A's
- b. Mostly B's
- c. Mostly C's
- d. Mostly D's
- e. Mostly F's

-
4. How would you describe your child's/children's participation in activities outside of class, or work such as in sports, clubs, volunteer activities or religious activities?
 - a. No involvement at all
 - b. Rarely involved in outside activities
 - c. Sometimes
 - d. Frequently involved in outside activities

 5. How would you describe your participation in activities outside of home or work such as in sports, clubs, volunteer activities or religious activities?
 - e. No involvement at all
 - f. Rarely involved in outside activities
 - g. Sometimes
 - h. Frequently involved in outside activities

 6. On an average day, how long does your child/do your children spend exercising or playing sports requiring physical activity? (This could also include riding a bike or walking)
 - a. Don't spend any time exercising or playing sports
 - b. 20 Minutes or less
 - c. Between 20 and 60 minutes
 - d. More than 60 minutes

 7. On an average day, how long do you spend exercising or playing sports requiring physical activity? (This could also include riding a bike or walking)
 - e. Don't spend any time exercising or playing sports
 - f. 20 Minutes or less
 - g. Between 20 and 60 minutes
 - h. More than 60 minutes

 8. In an average week, how many evening meals does your family typically have together?
 - a. It is unusual for us all to sit down together – 1 or fewer times
 - b. 2-3 times per week
 - c. 4-5 times per week
 - d. We almost always sit down to meals together – 6-7 times per week

9. Please check which of the following your child/any of your children have ever done (to the best of your knowledge):

	Yes	No
a. Had more than a sip or two of beer, wine or hard liquor	()	()
b. Drank a glass, can or bottle of alcohol (beer, wine, wine coolers, hard liquor)	()	()
c. Ever smoked a whole cigarette	()	()
d. Smoked cigarettes every day for 30 days in a row	()	()
e. Played poker or other card games for money	()	()
f. Gambled with money on the Internet	()	()
g. Stayed out past curfew without permission	()	()
h. Received a ticket for a driving violation	()	()

10. The following questions are about how safe or unsafe you feel it is for adults to use specific substances. Please circle the number that best describes your opinion on a scale of 1-7, where 1 means completely safe and 7 means completely unsafe.

a. Drink **alcohol regularly** (1 or 2 drinks of beer, wine, or hard liquor a day)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

b. Smoke **marijuana regularly** (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

c. Use **prescription pain killers regularly** (Vicodin, OxyContin, Percocet) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

d. Use **over the counter medicines regularly** (cough syrup, caffeine supplements) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- e. Use **inhalants regularly** (things you sniff to get high) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- f. Use **methamphetamines regularly** (meth, crystal meth, ice, crank) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

11. The following questions are about how safe or unsafe you feel it is for youth 18 and under to use specific substances. Please circle the number that best describes your opinion on a scale of 1-7, where 1 means completely safe and 7 means completely unsafe.

- a. Drink **alcohol regularly** (1 or 2 drinks of beer, wine, or hard liquor a day)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- b. Smoke **marijuana regularly** (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- c. Use **prescription pain killers regularly** (Vicodin, OxyContin, Percocet) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- d. Use **over the counter medicines regularly** (cough syrup, caffeine supplements) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- e. Use **inhalants regularly** (things you sniff to get high) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

- f. Use **methamphetamines regularly** (meth, crystal meth, ice, crank) (several times a week)

1 2 3 4 5 6 7

Completely Safe

Completely Unsafe

Profile of Participants

Table 7 <i>Profile of Participants From Screening Instrument</i> By Location		
	Seattle (Base=11)	Yakima (Base=9)
Parent Gender		
Male	5	6
Female	6	3
Child's Gender (Oldest within the age range)		
Male	6	6
Female	5	3
Parent Ethnicity		
Caucasian	7	5
African American/Black	2	
Latino or Hispanic	1	4
Asian	1	
Native American	No Show	
Child's Age		
10-11	2	1
12-13	2	0
14-15	4	4
16-17	3	4
Parent's alcohol use		
I drink more than one glass of alcohol a day		1
I have a glass of wine or beer most nights with dinner	1	1
I drink a couple times a week, usually on weekends	4	4
I drink socially on average twice a month	2	1
I drink a few drinks a year, usually on special occasions	2	1
I never drink alcohol	2	1

Screening Instrument

ASK TO SPEAK WITH MALE/FEMALE HOUSEHOLD HEAD.

Hello, I'm ___ calling on behalf of the Washington State Liquor Control Board. We are conducting a brief survey regarding parent's opinions and perceptions of young people's alcohol use. We are interested in speaking with parents. Are there any youth between ages 10 and 17 years old currently living in your household?

IF NOT PARENT/ GUARDIAN: May I please speak to a parent or guardian in the household?
WHEN ONLINE, REINTRODUCE.

IF NO YOUTH IN HOUSEHOLD, THANK AND TERMINATE

IF YES, ASK: Are you the parent or guardian?

WHEN SPEAKING WITH A PARENT: The Washington State Liquor Control Board wishes to better understand parent's opinions, perceptions, and behavior regarding alcohol use by young people. We'd like to understand how parent's perceive their role or influence over their children's decisions about alcohol use. To facilitate this investigation we are looking for help from parents of young people across the state, asking you to take part in a paid focus group discussion about your attitudes and opinions. One of these focus sessions will be held in your community. We have a few questions to see if you may qualify for our group discussion and would be interested in attending. Is now a good time, or would you prefer that I call back? It should only take about 5 minutes or less.

Screener Question A: You said you have a child/children between 10 and 17 living in your household. Could you please tell me their ages and gender?

First/only child: Age ____ Gender _____

Second child: Age ____ Gender _____

Third child: Age ____ Gender _____

Fourth child: Age ____ Gender _____

[RECRUIT PARENTS WITH CHILDREN WITH A MIX OF AGES]

Could you please tell me which school he/she/they attend(s)? _____

IF NO CHILD BETWEEN THE AGES OF 10 TO 17 THANK AND TERMINATE

Screener Question B: Is anyone in your household employed by any of the following industries?

- () **Liquor Industry (Sales, production, distribution - includes beer, wine or hard alcohol)** *Note to interviewer: If member of household employed as an agricultural worker who might pick/harvest grapes, OK to attend group*
- () **Marketing Research**
- () **Advertising**

() **Public Relations**

THANK AND TERMINATE IF YES TO ANY

Screener Question C: Have you ever participated in a focus group before?

() **Yes**

What was the group about? _____

IF GROUP WAS ABOUT ALCOHOL THANK AND TERMINATE

() **No SKIP TO Q1**

Screener Question D: When was the last focus group you attended?

() **Less than six months ago**

THANK AND TERMINATE

() **No**

CONTINUE

The following questions are about your (female/male) child who is ___old.

1. Overall, how much would you say your child enjoys school?
 - Really enjoys school
 - Usually likes school
 - Tolerates school
 - Dislikes school, can't wait for summer vacation
 - Not sure
 - Refused

2. On average, what type of grades does your child receive in school?
 - Mostly A's
 - Mostly A's and B's
 - Mostly B's and C's
 - Mostly C's
 - Mostly C's and D's
 - Mostly D's
 - Mostly D's and F's

3. How important do you feel it is for your family to have most evening meals together?
 - Very important
 - Somewhat important
 - Not very important
 - Not at all important
 - Not sure

4. I am going to list several activities. For each one, using a scale of 1 to 5 where 5 means he/she really enjoys this activity and 1 means he/she does not like to do this at all, please tell me how much your son/daughter likes...?
- a. Playing video games alone or engaging in online activities ____
 - b. Playing video games or other online activities with friends ____
 - c. Engaging in team sports such as soccer or baseball ____
 - d. Watching TV ____
 - e. Engaging in family activities ____
 - e. Going to parties with friends ____ (if 4 or 5)
 - f. Just hanging out with friends ____
5. Do you think any of your child's close friends ever drink alcohol?
- Yes
 - Probably
 - Maybe, Don't know for sure
 - Don't think so
 - No, definitely not
6. Which statement best reflects your belief about your child's use of alcohol?
- I am positive that my child has never had even a sip of alcohol
 - I am pretty sure my child has never consumed alcohol
 - I don't know if my child has ever consumed alcohol
 - I think my child has consumed some alcohol at some point
 - I know my child has consumed alcohol before
7. Do you agree or disagree with the following statement: If we are at a family event, such as a reunion or wedding, it is ok for my child to have a sip of alcohol.
- Strongly Agree
 - Somewhat agree
 - Somewhat disagree
 - Strongly disagree
 - Not sure
 - Refused
8. Which statement best describes your own consumption of alcohol? Would you say....
- I drink more than one glass of alcohol a day
 - I have a glass of wine or beer most nights with dinner
 - I drink a couple times a week, usually on weekends
 - I drink socially on average twice a month
 - I drink a few drinks a year, usually on special occasions
 - I never drink alcohol
 - Other: RECORD RESPONSE

9. Do any other people living in your home, like brothers, sisters, aunts or uncles, drink alcoholic beverages?
- Yes, Most do
 Yes, a few do
 No
10. Which of the following statements reflect your household's policy regarding your children's use of alcohol?
 You may choose more than one answer.
- We have Zero tolerance, absolutely no exceptions to underage drinking
 If I am there and it is only a sip, then it is okay to drink alcohol
 One drink every now and then is fine as long as he/she is responsible about it
 While I don't like it, I know that kids do drink. I just don't want my child to drink and drive or ride with someone who has been drinking
 They are going to drink anyway so I only ask him/her to be responsible about it
 Most kids will drink in college or when they turn 18, so it is better that they learn to drink responsibly while they are at home
 A little light drinking is ok, so long as they do it under my roof and don't drive
11. How likely do you think it is that your child will have a drink in the next 2 years?
- I am almost positive that my child will have a drink in the next 2 years
 I am pretty sure that my child will have a drink in the next 2 years
 I am pretty sure that my child will not have a drink in the next 2 years
 I am almost positive my child will not have a drink in the next 2 years
 I just don't know
12. Have you ever discussed the harmful effects of alcohol use with your children?
- Yes
 No
13. Because we want the opinions of a wide range of people, please tell me which of these categories best describes your racial or ethnic background. Do you consider yourself to be...
- White
 Hispanic
 Latino **NEED TO RECRUIT 2-3 Hispanic/Latino TOTAL**
 Black **NEED TO RECRUIT 1-2 TOTAL**
 Asian or Pacific Islander **NEED TO RECRUIT 2-3 TOTAL**
 Native American **NEED TO RECRUIT 1-2 TOTAL**
 Or something else (SPECIFY) _____
14. Including yourself, how many people live in your household?
- _____
- How many are children age 18 or under?
- _____
15. Which best represents your total annual household income from all sources. Would you say it is...
- Under \$50,000
 Over \$50,000
 No

IF NOT CLEAR WHETHER RESPONDENT IS QUALIFIED, READ:

That is all the questions I have for now. We may wish to call you back regarding participation in a focus group. These are group discussions with about 8-10 people and last up to 2 hours. Those who take part in these discussions are paid. Would that be something you might be interested in?

IF YES, GET CONTACT INFORMATION.

IF RESPONDENT IS CLEARLY QUALIFIED FOR ONE OF THE GROUPS, READ:

As I mentioned earlier, we are conducting some focus groups in your area. These are group discussions with about 8-10 people. The session is going to be held on _____ (in our offices) (at the Hilton Garden Inn) _____ . The group will last about two hours or so. We'll give you \$75 for your time and participation. Does this sound like something you would like to do?

IF YES, SCHEDULE AND GET CONTACT INFORMATION. Also tell them to bring their glasses if they need them to read.