

Adult Positive Social Norms Campaign Packet

**Raise awareness and correct misperceptions adults
have about underage drinking through a positive
social norms campaign**



GUIDE's Adult Opinion Survey

Please circle YES or NO.

1. Do you think most Gwinnett parents allow their teens to drink alcohol at home?
YES NO
2. Do you think a majority of Gwinnett teens drank one or more drinks of alcohol in the past 30 days?
YES NO
3. Do you think most Gwinnett parents allow their teens to attend a party where alcohol is available?
YES NO
4. I disapprove of people under 21 drinking alcohol.
YES NO

Please circle or fill out your age range and race/ethnicity.

Age: 18-19 20-29 30-39 40-49 50-59 60+

Race/Ethnicity: Caucasian African American Hispanic Asian Mixed Other: _____

Name: _____

Email: _____

Phone #: _____



GUIDE's Survey Results from the May 2016 Gwinnett County Employee Wellness Fair

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
Gwinnett County Employee Wellness Fair @ GJAC																				
5/12/2016																				
Molly, Melinda, Mary Kate, Brent, Catherine (Intern) and Mahuli																				
#	Q1		Q2		Q3		Q4		Age Range						Race/Ethnicity					
	Yes	No	Yes	No	Yes	No	Yes	No	18-19	20-29	30-39	40-49	50-59	60+	C	AA	H	A	Mixed	Other
1	1		1		1		1				1				1					
2		1	1		1		1				1				1					
3		1	1			1	1				1				1					
4		1		1		1	1							1	1					
5		1	1			1	1						1	1	1					
6		1		1		1	1				1							1		
7		1	1			1		1			1					1				
8		1		1	1		1				1				1					
9	1			1	1		1				1				1					
10	1		1		1		1						1		1					
11		1	1			1	1						1		1					
12	1		1			1	1					1			1					
13	1			1	1			1			1				1					
14		1		1		1	1					1				1				
15		1	1			1	1						1			1				
16		1	1			1	1						1		1					
17		1	1		1		1					1			1					
18		1		1		1	1					1			1					
19		1		1	1		1				1				1					
20		1		1		1	1						1			1				
21		1	1		1			1		1						1				
22		1		1		1	1					1				1				
23		1	1			1	1					1			1					
24	1		1		1		1					1				1				
25		1		1		1		1			1							1		
26		1	1			1		1					1		1					
27	1			1	1		1				1				1					
28		1		1		1	1						1			1				
--																				

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
981		1	1			1	1					1			1					
982		1	1			1	1						1		1					
983		1		1			1					1			1					
984		1	1			1	1			1						1				
985		1		1			1	1					1					1		
986	1		1			1	1						1				1			
987		1	1			1	1			1					1					
988	1		1				1			1							1			
989		1		1	1			1				1			1					
990	1		1				1	1			1				1					
991		1	1				1	1				1			1					
992		1		1			1	1			1				1					
993		1	1				1	1				1						1		
994		1		1		1		1				1								
995		1	1			1		1			1								1	
996	1		1				1	1				1			1					
997	1		1			1		1		1					1					
998	1		1			1		1			1						1			
999		1	1				1	1					1		1					
1000	1		1			1		1				1			1					
1001	1		1			1		1			1					1				
1002	1		1			1		1		1									1	
TOTALS	296	705	733	269	525	473	864	128	7	147	206	296	253	92	646	191	49	37	23	18
%	30%	70%	73%	27%	53%	47%	87%	13%	1%	15%	21%	30%	25%	9%	67%	20%	5%	4%	2%	2%
BLANK		1		0		4		10						1						37
YES																				
30%	1. Do you think most Gwinnett parents allow their teens to drink alcohol at home?																			1
73%	2. Do you think a majority of Gwinnett teens drank one or more drinks of alcohol in the last 30 days?																			964
53%	3. Do you think most Gwinnett parents allow their teens to attend a party where alcohol is available?																			1002
87%	4. I disapprove of people under 21 drinking alcohol.																			

This packet was created by GUIDE, Inc. (www.guideinc.org) through a grant from the Department of Behavioral Health and Developmental Disabilities, Office of Behavioral Health Prevention. It is intended to be used to conduct an Adult Positive Social Norms campaign. For additional questions concerning its use, please email info@guideinc.org.



GUIDE's Summary of Survey Results for FY 16

Summary of Adult Surveys

		Public Safety Fall Fest.	Snellville Public Safety Night	Be There Family Fair	Cedar Hill Health Fair	Gw. Mult. Festival	Wellness Fair	Navigate Recovery	Spring Into Summer	Town Hall Mtg	Totals	%
Q1	Yes	17	21	17	4	17	296	6	9	8	395	29%
	No	53	40	57	20	27	705	8	8	44	962	71%
	Blank	0	0	0	0	2	1	0	0	1	4	
		70	61	74	24	46	1002	14	17	53	1361	
Q2	Yes	56	41	49	16	35	733	11	13	35	989	73%
	No	11	20	25	8	10	269	3	4	16	366	27%
	Blank	3	0	0	0	1	0	0	0	2	6	
		70	61	74	24	46	1002	14	17	53	1361	
Q3	Yes	39	29	40	9	27	525	6	9	24	708	52%
	No	31	32	34	15	17	473	8	8	28	646	47%
	Blank	0	0	0	0	2	4	0	0	1	7	
		70	61	74	24	46	1002	14	17	53	1361	
Q4	Yes	63	57	65	23	43	864	12	17	45	1189	87%
	No	5	4	8	1	3	128	2	0	8	159	12%
	Blank	2	0	1	0	0	10	0	0		13	1%
		70	61	74	24	46	1002	14	17	53	1361	
Age:												
18-19		0	0	1	0	2	7	0	0	0	10	1%
20-29		6	8	6	2	7	147	0	2	5	183	13%
30-39		23	22	21	8	20	206	1	4	9	314	23%
40-49		22	15	25	10	9	296	4	10	15	406	30%
50-59		12	9	12	1	4	253	4	1	10	306	22%
60+		7	7	5	2	3	92	5	0	14	135	10%
	Blank	0	0	4	1	1	1	0	0		7	1%
		70	61	74	24	46	1002	14	17	53	1361	100%
Race:												
Caucasian		36	39	10	5	6	646	7	5	27	781	57%
African American		11	9	34	9	14	191	7	10	17	302	22%
Hispanic		12	2	23	3	15	49	0	1	5	110	8%
Asian		3	3	2	1	7	37	0	0	0	53	4%
Multi-Racial/Mixed		2	2	2	1	0	23	0	0	2	32	2%
Other		4	4	0	5	1	19	0	0	1	34	2%
Blank		2	2	3	0	3	37	0	1	1	49	4%
		70	61	74	24	46	1002	14	17	53	1361	100%

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GUIDE's Summary of Survey Results FY 14-FY 16

2014 - 2016 Summary of Adult Surveys

		2014		2015		2016		%	Totals	%
Q1	Yes	448	30%	356	29%	395	29%	29%	1199	30%
	No	1014	70%	847	70%	962	71%	71%	2823	70%
	Blank	1		12		4			17	
		1463		1215		1361			4039	
Q2	Yes	1070	72%	854	70%	989	73%	73%	2913	72%
	No	390	27%	350	29%	366	27%	27%	1106	27%
	Blank	3		11		6			20	
		1463		1215		1361			4039	
Q3	Yes	792	53%	616	51%	708	52%	52%	2116	52%
	No	665	46%	585	48%	646	47%	47%	1896	47%
	Blank	6		14		7			27	
		1463		1215		1361			4039	
Q4	Yes			1004	86%	1189	87%	87%	2193	87%
	No			140	12%	159	12%	12%	299	12%
	Blank			17	2%	13	1%	1%	30	
		n/a		1161		1361			2522	
Age:										
18-19		5	0%	10	1%	10	1%	1%	25	1%
20-29		172	12%	156	13%	183	14%	14%	511	13%
30-39		414	28%	274	23%	314	23%	23%	1002	25%
40-49		398	27%	363	30%	406	30%	30%	1167	29%
50-59		312	21%	287	24%	306	23%	23%	905	22%
60+		160	11%	100	8%	135	9%	9%	395	10%
Blank		2	0%	25	2%	7	1%	1%	34	1%
		1463		1215		1361			4039	100%
Race:										
Caucasian		937	64%	746	61%	781	58%	58%	2464	61%
African American		271	19%	229	19%	302	21%	21%	802	20%
Hispanic		102	7%	82	7%	110	8%	8%	294	7%
Asian		42	3%	49	4%	53	4%	4%	144	4%
Multi-Racial/Mixed		36	2%	26	2%	32	2%	2%	94	2%
Other		38	3%	21	2%	34	3%	3%	93	2%
Blank		37	2%	62	5%	49	4%	4%	148	4%
		1463		1215		1361			4039	100%

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Instructions for Calculating GSHS II Data

- Go to www.gadoe.org
- Search for GSHS II
- Click on results
- Click on “List by year” (2016) → System-Level Results
 - Go to your county
- OR go to → School-Level Results
 - Go to your specific school
- Go to Drug and Alcohol Use → #50: During the past 30 days, on how many days did you have at least one drink of alcohol?
- Other useful data you may want to compare or consider are:
 - #101: How much do you think people risk harming themselves, physically and in other ways, if they have five or more drinks of an alcoholic beverage once or twice a week?
 - #102: How much do you think people risk harming themselves, physically and in other ways, if they take one or two drinks of an alcoholic beverage nearly every day?
 - #106: How wrong do your parents feel it would be for you to have one or two drinks of alcohol nearly every day?
 - #110: How wrong do your friends feel it would be for you to have one or two drinks of alcohol nearly every day?
- Find the average percentage of 9th-12th graders who did not drink alcohol
 - $9^{\text{th}}: 93.10\% + 10^{\text{th}}: 91.27\% + 11^{\text{th}}: 87.32\% + 12^{\text{th}}: 84.35\% = 356.04/4 = \mathbf{89.01\%}$
- Subtract that percentage from 100 for the average percentage of 9th-12th graders who had at least one drink of alcohol
 - $100\% - 89.01\% = \mathbf{10.99\%}$



Gwinnett County GSHS II 2016 Data

49. My parents, or other adults at my home, think that it is important for me to graduate from high school.

	6TH		7TH		8TH		9TH		10TH		11TH		12TH		TOTAL	FEMALE		MALE		TOTAL
Strongly Disagree	80	0.72%	110	1.00%	105	0.96%	228	1.98%	269	2.56%	232	2.56%	235	2.97%	1,259	479	1.31%	780	2.21%	1,259
Somewhat Disagree	60	0.54%	68	0.62%	73	0.67%	112	0.97%	118	1.12%	142	1.57%	134	1.69%	707	272	0.74%	435	1.23%	707
Somewhat Agree	466	4.20%	518	4.71%	561	5.13%	1,032	8.94%	1,161	11.05%	1,045	11.55%	1,049	13.26%	5,832	2,312	6.30%	3,520	9.95%	5,832
Strongly Agree	10,491	94.54%	10,311	93.68%	10,199	93.24%	10,171	88.11%	8,959	85.27%	7,628	84.32%	6,493	82.08%	64,252	33,624	91.65%	30,628	86.61%	64,252
TOTAL	11,097		11,007		10,938		11,543		10,507		9,047		7,911		72,050	36,687		35,363		72,050

DRUG AND ALCOHOL USE

50. During the past 30 days, on how many days did you have at least one drink of alcohol?

Q1: During the past 30 days, on how many days did you have at least one drink of alcohol?																FEMALE			MALE			TOTAL		
	6TH		7TH		8TH		9TH		10TH		11TH		12TH		TOTAL									
0 Days	10,885	98.09%	10,693	97.15%	10,366	94.77%	10,746	93.10%	9,590	91.27%	7,900	87.32%	6,673	84.35%	66,853	33,857	92.29%	32,996	93.31%	66,853				
1 Days	139	1.25%	179	1.63%	290	2.65%	298	2.58%	328	3.12%	374	4.13%	319	4.03%	1,927	1,096	2.99%	831	2.35%	1,927				
2 Days	27	0.24%	39	0.35%	88	0.81%	148	1.28%	162	1.54%	220	2.43%	244	3.08%	928	548	1.49%	380	1.08%	928				
3 Days	14	0.13%	19	0.17%	44	0.40%	88	0.76%	104	0.99%	128	1.42%	152	1.92%	549	314	0.86%	235	0.67%	549				
4 Days	4	0.04%	16	0.15%	24	0.22%	46	0.40%	65	0.62%	88	0.97%	83	1.05%	326	180	0.49%	146	0.41%	326				
5 Days	3	0.03%	10	0.09%	21	0.19%	52	0.45%	57	0.54%	77	0.85%	93	1.18%	313	165	0.45%	148	0.42%	313				
6 Days	4	0.04%	5	0.05%	15	0.14%	13	0.11%	29	0.28%	30	0.33%	32	0.41%	128	67	0.18%	61	0.17%	128				
7 Days	2	0.02%	5	0.05%	11	0.10%	22	0.19%	12	0.11%	33	0.37%	41	0.52%	126	58	0.16%	68	0.19%	126				
8 Days	1	0.01%	2	0.02%	2	0.02%	8	0.07%	10	0.10%	14	0.16%	26	0.33%	63	33	0.09%	30	0.09%	63				

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GUIDE's Adult Positive Social Norms 2015-2016 Campaign Banner

**Thank you
for NOT serving
alcohol to minors.**

*You're the reason **MOST**
teens don't drink!*

SaveBrains.org





Newsletter in Gwinnett County Water Bill

gwinnettcounty CONNECTION

a monthly publication of gwinnettcounty government

SEPTEMBER 2015



Save the date for the annual fall festival with police and fire

Make plans now to attend the sixth annual Public Safety Fall Festival! The Gwinnett County Police Department and Department of Fire and Emergency Services will host the free event on **Saturday, October 3** from 10:00am to 3:00pm at Coolray Field, home of the Gwinnett Braves.

Come out for displays of fire trucks and police vehicles, safety training demonstrations, kids' activities, pet adoptions, lots of giveaways, and a softball face-off between police officers and firefighters. Everyone is invited to attend, so bring the whole family. You won't want to miss out on all the fun!

For more information about the festival, please contact the Gwinnett Police Crime Prevention Unit at 770.513.5119 or Gwinnett Fire Community Risk Reduction – Education Section at 678.518.4845.

Paid poll officials needed for November 2015 election!
Visit www.gwinnettcountyjobs.com and select the Elections Poll Official position to apply.

AROUND GWINNETT

Parents, help prevent teen drinking

Teen drinking can reduce a teen's ability to learn new information and make clear decisions and can lead to accidents, injuries, and fatalities, not to mention lower grades in school and DUIs or other charges. The good news is alcohol use among Gwinnett youth continues to decline. According to the 2014 Gwinnett Coalition for Health and Human Services Youth Health Survey, less than 20 percent of teens in Gwinnett reported using alcohol in the past 30 days.

Parents and adults, teens are going to be safer and healthier when you talk about the risks of underage drinking, set clear rules and expectations, ensure an alcohol-free environment, monitor your teen's whereabouts when unsupervised, and know your teen's friends and activities. Most teens who believe their parents would disapprove of them drinking alcohol choose not to drink. Does your teen know how you feel? For more information on underage drinking prevention, visit www.guideinc.org.

**Thank you
for NOT serving
alcohol to minors.**
*You're the reason MOST
teens don't drink!*
SaveBrains.org

Volunteer for Great Days of Service

Join the cause and volunteer for the 16th annual Gwinnett Days of Service on October 23 – 24. Great Days of Service, one of the nation's largest volunteer efforts, gives Gwinnett residents the opportunity to donate their time and energy to doing community service and helping those in need. Visit www.volunteergwinnett.net where you can sign up and choose from more than 300 projects. For more information about this year's event, please visit www.gwinnettgreatdaysofservice.org.

FOCUS ON: Family and Consumer Sciences Unit

FOCUS ON is a monthly feature that tells how your county government employees focus on providing high-quality services to you each and every day. This month features the Cooperative Extension Services' Family and Consumer Science Unit, which educates residents on valuable life development skills. To read more, please visit www.gwinnettcounty.com.

Pay your water bill with your smartphone

Visit www.gwinnett20.com using your smartphone to easily pay your water bill on the go, just have your username or water account number and password ready. You can use this convenient service for non-recurring one-time only payments.

Gwinnett County Government hosts many events, classes, and workshops for its residents. See these and more at www.gwinnettcountyevents.com.

Wills, Estate Planning – Documents You Need on Hand • FREE!

October 8 • 1:00pm to 2:30pm
Centerville Community Center
3025 Bethany Church Road, Snellville
770.985.4713

Howell at the Moon Zombie Walk and Fun Run • FREE!

October 14 • 6:00pm to 9:00pm
Shorty Howell Park Activity Building
2750 Pleasant Hill Road, Duluth
678.277.0906

Touch-A-Truck and Treat • FREE!

October 24 • 3:00pm to 6:00pm
Bogan Park Community Recreation Center
2723 North Bogan Road, Buford
678.277.0850

Homebuyer Education Workshop • FREE!

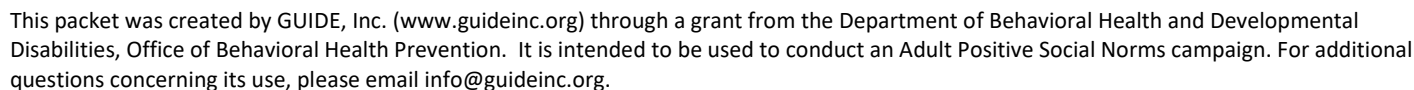
October 30 • 8:30am to 5:00pm
Norcross Human Services Center
5030 Georgia Belle Court, Norcross
866.625.0129

gwinnettcounty connection

send questions or comments to
shaunika.taste@gwinnettcounty.com

Gwinnett County Communications Division
75 Langley Drive • Lawrenceville, GA 30046
770.822.7180 • www.gwinnettcounty.com

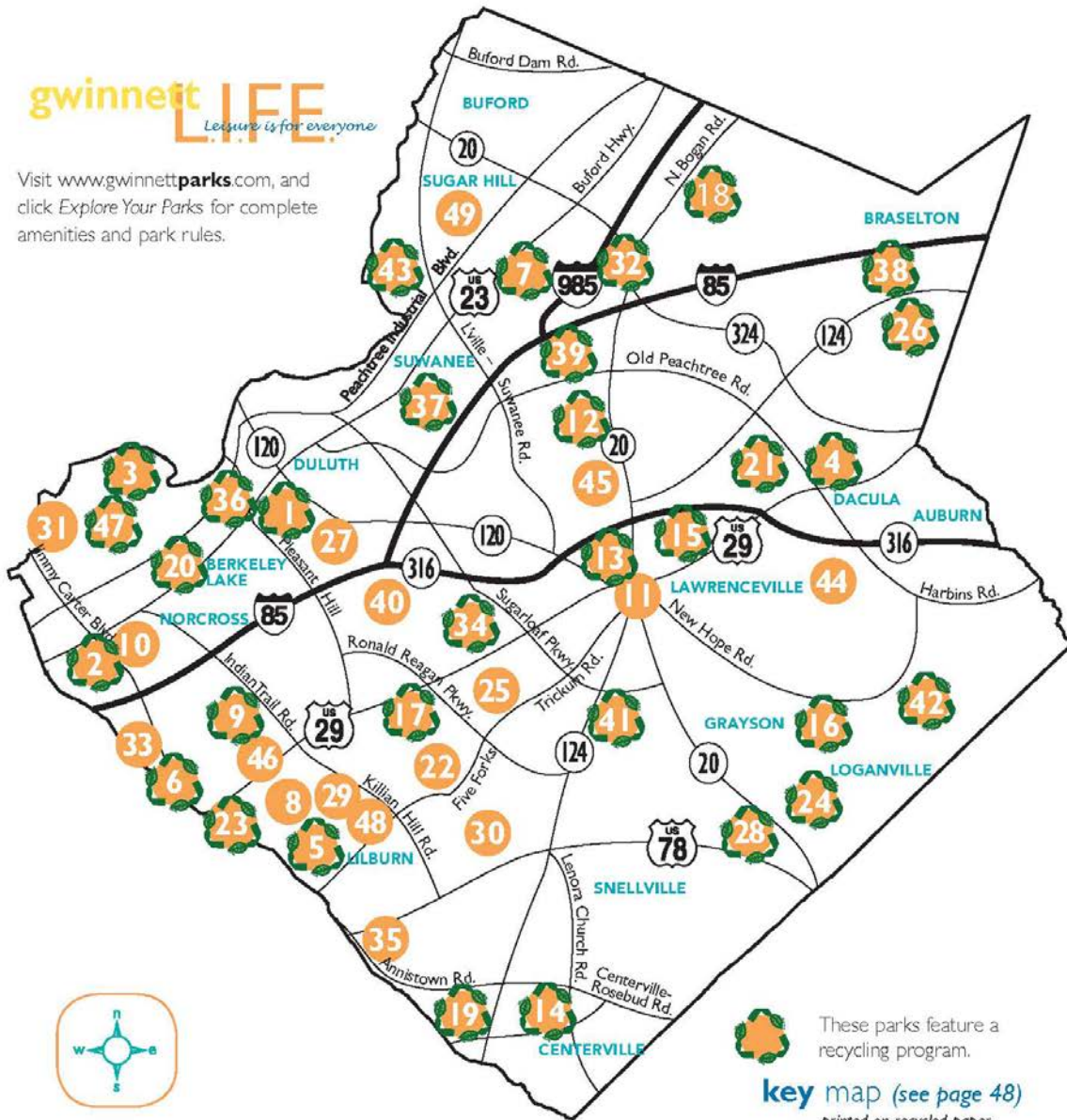
Questions about your water bill? Call 678.376.6700.



Gwinnett County Park Locations

gwinnett **LIFE**
Leisure is for everyone.

Visit www.gwinnettparks.com, and click Explore Your Parks for complete amenities and park rules.



EVENTS

SENIORS
Active Adults 50+ up

THERAPEUTIC

TENNIS/SPORTS

AQUATICS

RECREATION

PARK RX

HISTORIC

Visit www.gwinnettparks.com
and click



E-notify

to get an e-mail notification when the newest issue
of this program guide is available!

Non-Gwinnett resident fee is double for all activities, \$20 additional maximum.

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Gwinnett County Employee Wellness Fair Event Survey Results Comparison FY 2014- FY 2016

			2014		2015		2016	
			# Surveys	%	# Surveys	%	# Surveys	%
Q1	Do you think most Gwinnett parents allow their teens to drink at home?	Yes	219	33%	243	30%	296	30%
		No	453	67%	572	70%	705	70%
		Blank	4		10		1	
			676		825		1002	
Q2	Do you think majority of Gwinnett teens drank one or more drinks of alcohol in the past 30 days?	Yes	532	79%	598	73%	733	73%
		No	140	21%	218	27%	269	27%
		Blank	4		9		0	
			676		825		1002	
Q3	Do you think most Gwinnett parents allow their teens to attend a party where alcohol is served?	Yes	381	57%	432	53%	525	53%
		No	291	43%	384	47%	473	47%
		Blank	4		9		4	
			676		825		1002	
Q4	I disapprove of people under 21 drinking alcohol.	Yes	Did not ask in 2014.		713	88%	864	87%
		No			99	12%	128	13%
		Blank			13		10	
					825		1002	
Age:								
18-19			0		4	0%	7	1%
20-29			65	10%	93	11%	147	15%
30-39			159	24%	164	20%	206	21%
40-49			210	31%	257	32%	296	30%
50-59			186	28%	223	27%	253	25%
60+			52	8%	70	9%	92	9%
Blank			4		14		1	
			676		825		1002	

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Race:						
Caucasian	465	72%	555	71%	646	67%
African American	118	18%	148	19%	191	20%
Hispanic	29	4%	31	4%	49	5%
Asian	17	3%	24	3%	37	4%
Multi-Racial/Mixed	12	2%	14	2%	23	2%
Other	9	1%	8	1%	18	2%
Blank	Blank	26	45		38	
		676	825		1002	



TIPS for Creating YOUR Adult Positive Social Norms Campaign

- ❖ Collect Adult Opinion surveys and tabulate data
- ❖ Provide incentives to have adults participate
- ❖ Compare adult perceptions to data of teen 30 day use (or other data of your choosing)
- ❖ Identify if there is a gap between adult perceptions and the GSHS II data or other local data
- ❖ Create campaign message
- ❖ Test message with other adults
- ❖ Order materials (banner, poster, pens, etc.)
- ❖ Brainstorm where the message can go [parks, schools (morning announcements, newsreels, etc.), newsletters, water bill, radio PSA, local TV show]
- ❖ Involve your community partners whenever you can, and make it a collaborative project (using your partner's logo, etc.)
- ❖ Map your locations (BatchGeo.com or Google Maps)
- ❖ Compare trends from year to year, event to event
- ❖ Depending on data you collect, continue to expand message or create a new one
- ❖ Use your community partners for feedback
- ❖ Share your findings/results in the community via social media, newspaper or other news outlets