



**KEY FINDINGS SUMMARY**  
**2014 NM Community Survey**  
**San Juan County**

**San Juan County Partnership**

## 2014 NM Community Survey

- The NM Community Survey is funded by NM Office of Substance Abuse Prevention (OSAP), BHSD
  - Purpose of the survey is to evaluate substance abuse prevention initiatives locally and across the state
- Includes questions related to:
  - Alcohol & DWI, Perception of Risk of Legal Consequences
  - Prescription Drug Misuse
- The survey has been administered by SJCP in San Juan County since 2008 (excluding 2011)

## Prevention Goals - SJCP

- Community-Based Process (CBP) & Environmental Strategies
  - Increase awareness and enforcement of alcohol laws, and increase perception of risk of arrest/legal consequences of drinking & driving
  - Strategies include:
    - Coordinating for stronger enforcement, and increasing publicity on law enforcement efforts related to DWI
    - Distribute information to alcohol retail outlets
    - Increase publicity about the 4th degree felony for providing alcohol to youth
  - Long-term goal of reducing DWI and underage drinking

## Prevention Goals - SJCP

- Emerging Trends (ET)
  - Reduce social access to prescription drugs and increase perception of risk of misuse
  - Strategies include:
    - Distributing information about prescription abuse to teachers & parents
    - Publicizing take-back safe disposal events
  - Long-term goal to reduce prescription drug misuse

## 2014 Community Survey Sample

- Current Survey Demographics
  - 402 San Juan County residents completed the 2014 Community Survey
  - All respondents are 18 or over
  - 45.5% males; 54.5% females
  - 43% Native American, 36% White, 15% Hispanic, and 6% Multi-race or other
- Sample size and demographics similar to past years' surveys (except 2008, which is excluded from year-to-year comparisons)
  - 2008 (n=186), 2009 (n=460), 2010 (n=421), 2012 (n=455), 2013 (n=400), 2014 (n=402)

In our survey protocol, we specifically attempt to get representation from the Western half of the county (Navajo Nation), to minimize bias of the survey sample, given that we do not conduct surveys on the land of the Navajo Nation. For example, we do surveys at West Wal-Mart to recruit Shiprock and surrounding area residents. In our sample, we have a somewhat higher proportion of Native Americans than Census. According to the Census, San Juan County's Native American population is 39%; in our survey sample, Native Americans are 43%.

In community, public settings where the survey has been conducted, it has been challenging to recruit Hispanic population to take the survey. In 2014, we added a new location in Bloomfield to attempt to increase the proportion of Hispanic respondents, but were not successful in increasing the overall proportion. We have had a fairly consistent proportion of Hispanic survey respondents (ranging from 14% to 18%) over the years of the survey, but it is slightly lower than the Census, currently 19%. We will continue to get as close as we can to obtaining Census-matched demographics within the parameters of keeping a consistent sample from year to year, utilizing a replicable protocol in order to have confidence in making year-to-year comparisons.

We have also endeavored to achieve the best possible representation by gender – which is a challenge, given that it is more difficult to recruit males to take the survey. Male representation is consistently 5 to 10% lower than Census.

All these demographics are within the range of acceptable. Nevertheless, because it is a convenience sample, we are cautious to generalize to the entire population of the county, and it is good to keep these variations in mind as we look at our results.

## Survey Protocol

- Survey Protocol has been **replicated** each year.
  - Paper surveys are administered at community and retail locations:
    - Aztec and Farmington Libraries, West Wal-Mart, Animas Valley Mall, Bloomfield Farmer's Market
- Because it is a '**convenience sample**,' we are cautious about generalizing to the entire population of the county
  - Attention was paid to getting **good representation** by age, gender, race and geographic area/community

We have replicated the protocol each year of the survey, and our sample demographics have been consistent across the years of the survey. So while we are cautious about generalizing to the entire population of the county (since it is a "convenience sample"), we are relatively confident to draw conclusions about trends across the survey results.

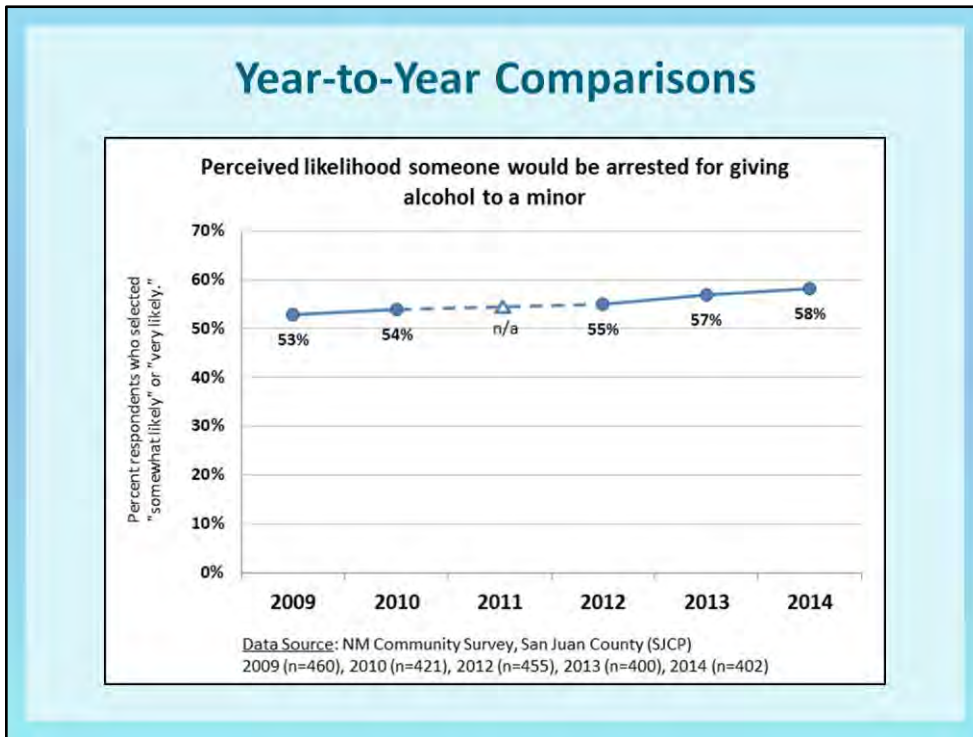
We also have a good representation by geographic area, including from the Shiprock and surrounding areas on the Navajo Nation, as well as from all other geographic areas.

## 2014 Outcomes (Alcohol)

- Awareness & Enforcement of Alcohol Laws
  - Percent respondents who perceive it is very or somewhat likely that ...
    - “police would break up parties where teens are drinking” = 52% respondents
    - “police would arrest an adult for giving alcohol to someone under 21” = 58% respondents
    - “someone would get arrested for selling alcohol to a drunk / intoxicated person” = 49% respondents

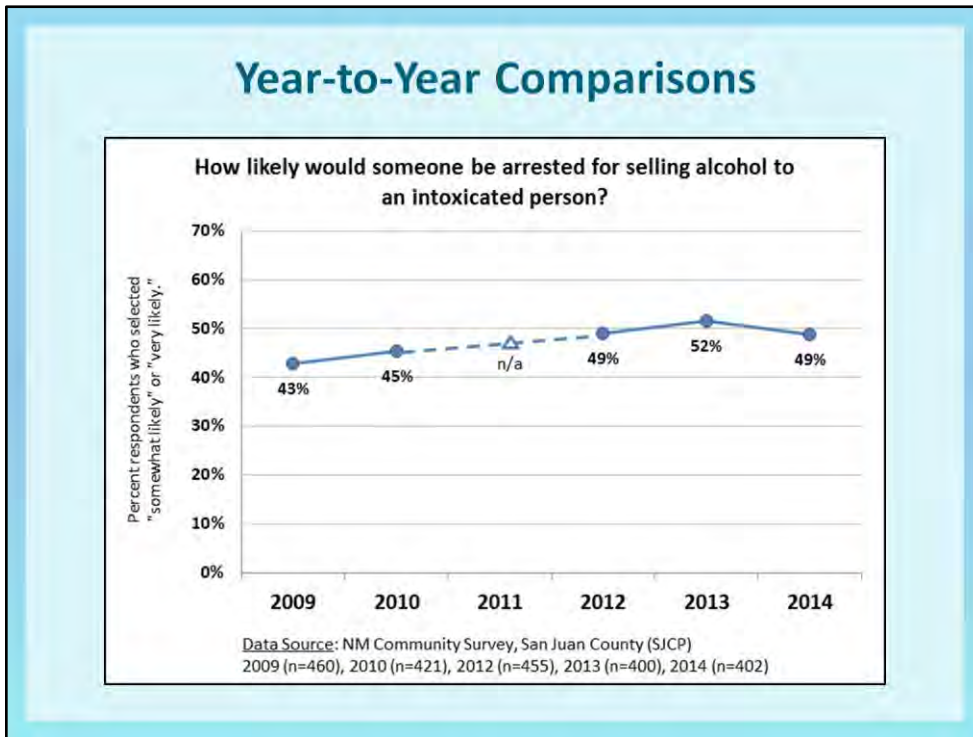
These indicators of enforcement that are collected annually on the Community Survey provide an indication of community perception of current enforcement of laws, all of which relate to the overall goal of decreasing risky alcohol consumption such as binge drinking.

One of the areas SJCP focused on in FY14 was collaborating with Special Investigations Division (SID). This was challenge, as over the course of the year, there was not a SID Officer to work with.



Looking at CS data back to 2009, there have been steady, **positive incremental improvement** in the perception that someone would be arrested for providing alcohol to a minor. This may reflect sustained efforts on the part of SJCP to build community awareness about underage drinking in general and the 4<sup>th</sup> degree felony charge, as well as ongoing efforts SJCP has been engaged in working with community groups such as the DWI Planning Council/CDWI Advisory Council, and law enforcement agencies.





On this measure as well there were improvements from 2009 to 2013. Note that in 2009, 43% of respondents indicated that someone was very or somewhat likely to be arrested for selling to intoxicated. In 2010, that measure was 45%, in 2012 it was 49%, in 2013 it was 52%, and then we lost some ground between 2013 and 2014, back to 49%.

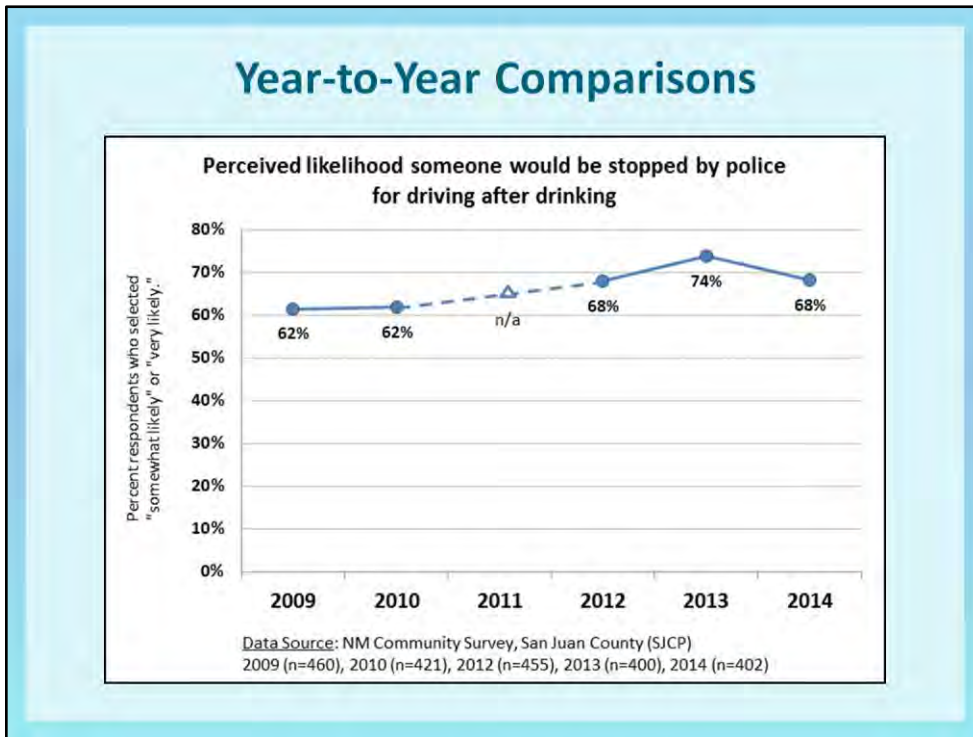
A possible explanation for losing ground on this indicator is the loss of a SID Officer, who resigned in FY13; the new Officer was reportedly not actively conducting checks during FY14, and was not able to be reached. This would suggest that these indicators do follow the levels of enforcement that are actually occurring.

## 2014 Outcomes (Alcohol)

- Perception of Risk of Legal Consequences
  - Percent respondents who perceive it is very or somewhat likely that ...
    - A person will be stopped by police if driving after drinking too much = 68% respondents
    - A person would be convicted if stopped and charged with DWI = 73% respondents

Research supports the idea that as perception of risk of legal consequences increases, people are less likely to engage in the risky behavior, i.e., drinking and driving.

One of SJCP's prevention strategies is to increase perception of risk through publicizing law enforcement efforts, such as checkpoints, DWI arrest rates, etc.



Looking at data back to 2009, there have been improvements on this measure over the longer term. Following a similar pattern to the previous graph, there were improvements from 2009 to 2013, and then lost some ground in 2014. Once again, as visible enforcement such as checkpoints fluctuates community perception may as well. In general the data support SJCP's continued prevention strategies that publicize law enforcement efforts in order to increase perceived risk of arrest/legal consequences

Open for discussion: Why do you think we lost ground in 2014?

## 2014 Outcomes (Alcohol)

- Alcohol Consumption
  - Among Adults
    - 35% reported past 30-day alcohol use
    - 19% reported binge drinking
    - 3.6% of respondents reported having provided alcohol to a minor in the past year
      - These measures have remained relatively consistent over the course of the survey years
  - Among Youth, on the 2011 YRRS:
    - 28% of high school students in San Juan County reported past 30-day alcohol use
    - 16% reported binge drinking
      - Binge drinking has significantly decreased among youth over the past several years; in 2003 it was 33.4%.

Reducing risky alcohol consumption, such as binge drinking, is a long term goal. Note the significant progress among youth on the YRRS.

Interesting enough, there was a slight decline among males providing alcohol to someone under 21; from 5.5% in 2012 to 2.9% in 2014. While this is not statistically significant, it may be the beginning of a promising trend.

A new strategy (Parents Who Host Lose the Most) is going to focus on social access through parents.

## 2014 Outcomes (Alcohol)

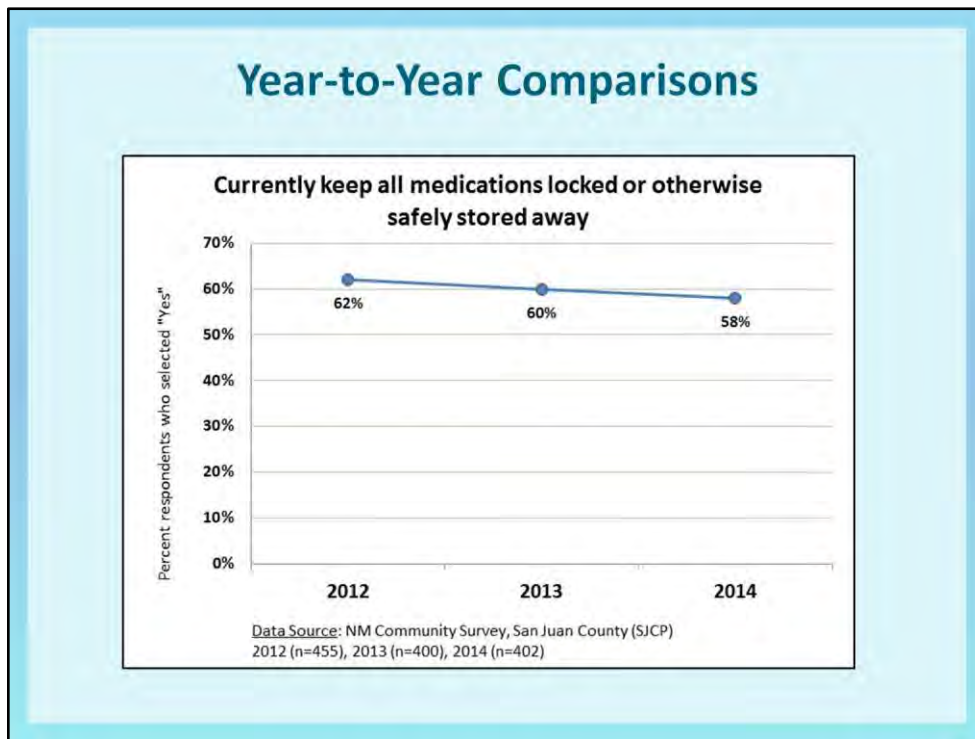
- Driving after Drinking
  - Among Adults
    - 4% of the CS survey respondents indicated they had driven under the influence of alcohol
      - This measure has remained relatively consistent over the course of the three survey years
  - Among Youth, on the 2011 YRRS:
    - 6.8% of high school students in San Juan County report driving after drinking
      - This measure has decreased significantly over the course of the past several years; it was 13% in 2003.

Here again, the reduction in DWI is a long-term goal. Note here as well the progress made in decreasing driving after drinking among high school students, as reported on the YRRS.

## 2014 Outcomes (Rx Misuse)

- Access to Prescription Drugs & Perception of Risk of Harm
  - 58% reported they keep their medication locked or safely stored away
  - 5.6% respondents reported giving or sharing prescription drugs with someone
  - 60% respondents perceive “Great risk” if people use painkillers for non-medical reasons
  - 44% reported hearing about local ‘take back’ disposal events

Another focus of SJCP’s prevention work is the reduction of prescription misuse. These indicators are some of the dynamics that contribute to misuse, such as sharing Rx with friends or family members, and not securing stored medications adequately.



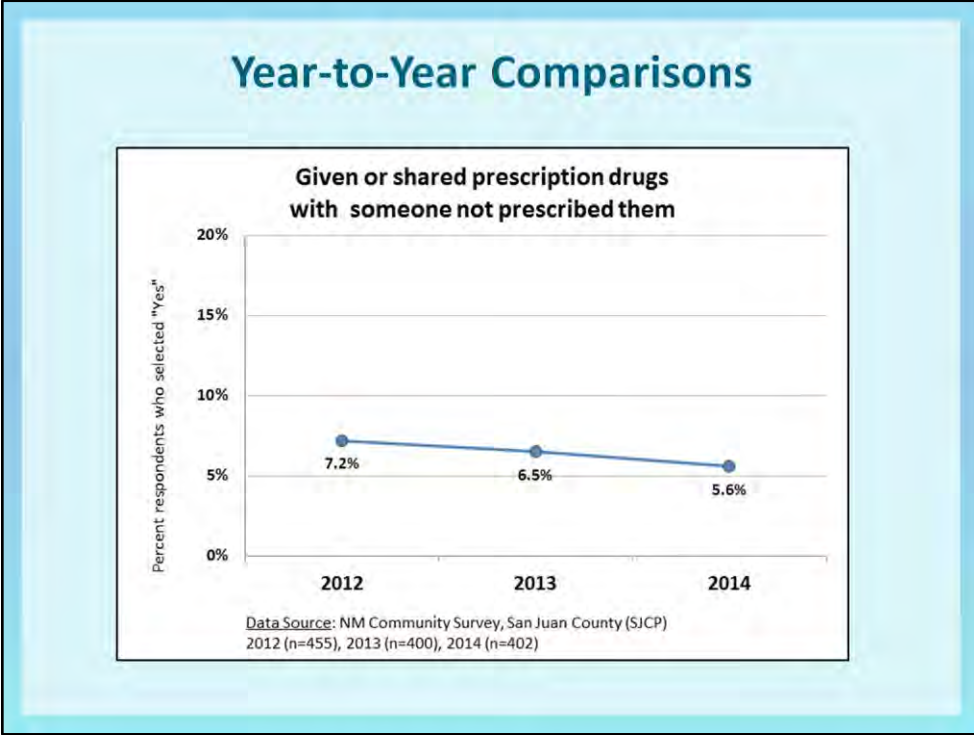
It is unknown as to why the self-report of safe storage has decreased (we want it to increase). One possible explanation might be that as people become more knowledgeable about what actually constitutes safe storage, they recognize that they do not in fact have their meds safely stored.

Ideally, this trend will turn as people indeed do increase their understanding, and also take action, in response to the issue.

The choices for strategies in FY15 were informed by Community Survey data that showed that older survey respondents had a lower rate of safe storage. One of the strategies will be to work with seniors to increase their safe storage and use of disposal opportunities.

In general, these results lead us to want to better understand the dynamic. One consideration is to research and then add an item to the CS or other convenience sample surveys, along the lines of, "How do you store your prescription medications?" with either a write-in or a list of options. This may help to really get at what's going on and facilitate refining future strategies.

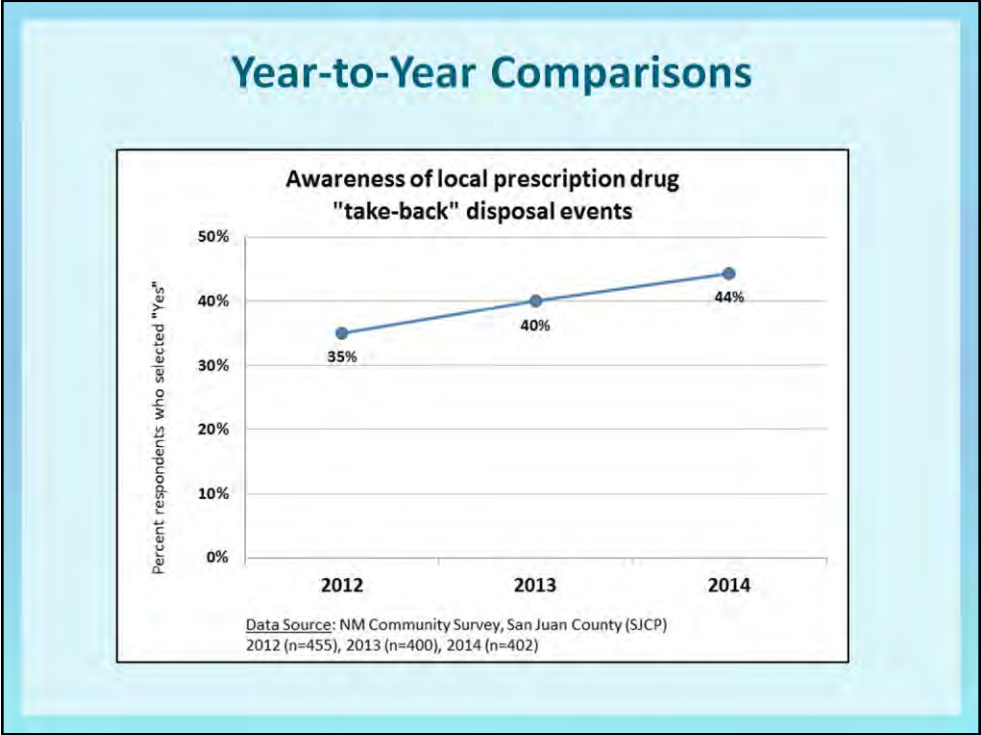
Good topic for discussion with audience about this issue: What do you think safe storage is?



Not sharing medications is trending in a desirable direction. While not statistically significant, we are hopeful that this represents a true trend that is due to the information that has been disseminated over the past two years, and that the positive trend will continue.

It was noted in Community Survey data that there were higher rates of self-reported sharing in the parent sample. Thus, the 'social access' strategies will focus on parents, with expanded information about the dangers of sharing and need to track medicine cabinet inventory.





There has been a significant increase, with incremental change, in awareness of take back events. We are confident to say that SJCP’s implementation of this strategy, including publicizing take back events, local radio interviews, and stickers on pharmacy bags, has directly influenced this change.

## 2014 Outcomes (Rx Misuse)

- Prescription Drug Misuse
  - Among adults:
    - 4.8% reported using prescription painkillers for reason other than prescribed reason
    - 3.5% obtained prescription painkillers for sources other than physician-access, such as friends, family or dealers
      - *These measures have remained consistent over the course of the survey*
  - Among youth, on the 2011 YRRS:
    - 17.5 reported using a prescription drug without a doctor's prescription;
    - 9.5 reported using a painkiller to get high

In regard to the measures of misuse (reason and source), there were positive changes from 2013 to 2014 which may reflect a decrease in misuse; however we are cautious to interpret these results because of the fluctuation of the measures over the three years of data. Moving into the future, the new measure added to the CS in 2014 of non-medical use (i.e., use of painkiller to get high) will likely bring greater reliability to the long-term measurement of this indicator.

In addition, we will be tracking actual participation in take-back events. We know that awareness of the issue is being built. So the anticipation is that with continuing these strategies, we will see a reduction in prescription and painkiller misuse.