



**MEQUON-THIENSVILLE SCHOOL DISTRICT
BOARD OF EDUCATION**

EXECUTIVE SUMMARY

<u>Subject:</u> Report on the 2010-11 Student ATOD Survey	<u>Category:</u> <input type="checkbox"/> Action <input type="checkbox"/> Discussion <input checked="" type="checkbox"/> Information
<u>Attachments:</u> Memorandum to Dr. Means	<u>Date for Consideration:</u> March 21, 2011

Background

Again this year, all sixth through twelfth graders in Mequon and Thiensville, (including the seventh and eighth graders from Lumen Christi) were surveyed regarding tobacco, alcohol, and other drug usage. The PRIDE Survey was utilized in the fall of 2010 in surveying sixth through twelfth graders in district schools. This standardized instrument allows for comparisons with other Ozaukee County school districts and provides necessary ATOD information for Ozaukee County's Federal ATOD Grant Summary.

Highlights:

- First year the survey is being used by all school districts in the North Shore
- 1,987 students participated in the survey
- Highest concentration of use among MTSD students is marijuana compared to other illicit drugs
- Overall, a higher percent of juniors and seniors are using other illicit drugs compared to other grade levels

Strengths	Needs Improvement
<ul style="list-style-type: none"> • The survey disaggregates illicit drug data into the various drug categories: marijuana, cocaine, uppers, downers, inhalants, hallucinogens, heroin, anabolic steroids, ecstasy, oxycontin and crystal meth • Concerning student drinking, reported usage was down in five of the seven classes. • Marijuana use was down in three of the seven classes from last year's numbers. 	<ul style="list-style-type: none"> • The twelfth graders in Mequon-Thiensville are above the average when compared to Ozaukee County District schools for 30 day usage of both marijuana and alcohol • Senior class demonstrates a significant increase in the use of alcohol as compared to the sophomores (18.8% vs. 45.8%). • Use of Marijuana among seniors in the Mequon-Thiensville School District is higher than the National Average and higher than the average across the Ozaukee County school districts • Past 30 day use of marijuana jumps from 11.1% in tenth grade to 28.9% in twelfth grade.

Recommendations

- Continue the implementation of the Champions Program at Steffen Middle School and expand to Lake Shore Middle School in 2011-12. The pilot at Steffen Middle School is a collaborate relationship with Starting Point of Ozaukee with Homestead students as mentors/peer teachers
- Have all high schools students participate in the viewing of the “Edge of Reality” video with listening and feedback sessions
- Continue to have all District schools participate in Red Ribbon Week activities
- Continue the District’s participation and representation with the Ozaukee County ATOD Consortium

Action Steps/Timeline	Funding	Responsible Leadership	Status
Implement the Champions Program at Steffen MS	None	Debbie Anderson Brett Bowers Shea Halula	Underway
Implement the Champions Program at Lake Shore MS	None	Building Principal Brett Bowers Shea Halula	2011-2012
All high school students will view the “Edge of Reality” video	None	Brett Bowers Nancy Slawson Cathy-Cero Jaeger	April 2011

Submitted By: Hughes B. George, Director, Pupil Services	
Board of Education Action:	<input type="checkbox"/> Approve <input type="checkbox"/> Reject <input type="checkbox"/> Research/Report Back

MEQUON-THIENSVILLE SCHOOL DISTRICT
5000 West Mequon Road
Mequon, Wisconsin 53092

MEMORANDUM

Demond A. Means, Ed.D., Superintendent
Eric J. Dimmitt, Director of Curriculum, Instruction & Assessment
Hughes B. George, Director of Pupil Services
Gail M. Grieger, Director of Business Services

To: Dr. Demond Means

From: Hughes George, Director of Pupil Services

Date: February 25, 2011

Re: 2010-11 Student ATOD Survey

Again this year, all sixth through twelfth graders in Mequon and Thiensville, (including the seventh and eighth graders from Lumen Christi) were surveyed regarding tobacco, alcohol, and other drug usage. The PRIDE Survey was utilized in the fall of 2010 in surveying sixth through twelfth graders in district schools. This standardized instrument allows for comparisons with other Ozaukee County school districts and provides necessary ATOD information for Ozaukee County's Federal ATOD Grant Summary. The attached report of the 2010 Student ATOD Survey in Appendix A summarizes statistics reflective of school and community efforts to reduce drug and alcohol use. Concerning student drinking, reported usage was down in five of the seven classes. Marijuana use was down in three of the seven classes from last year's numbers. The 2009-10 National Summary Statistics of the Pride Survey Report states: "Although marijuana is itself a dangerous illicit drug, it is also a strong predictor for use of other addictive drugs."

In its current adopted format, the PRIDE Survey disaggregates illicit drugs into the various drug types: marijuana, cocaine, uppers, downers, inhalants, hallucinogens, heroin, anabolic steroids, ecstasy, oxycontin and crystal meth (See Appendix B). The National Survey on Drug Use and Health reports that "the use of illicit drugs among Americans increased between 2008 and 2009 according to a national survey conducted by the Substance Abuse and Mental Health Services Administration (SAMHSA). The National Survey on Drug Use and Health (NSDUH) shows the overall rate of current illicit drug use in the United States rose from 8.0 percent of the population aged 12 and older in 2008 to 8.7 percent in 2009. This rise in overall drug use was driven in large part by increases in marijuana use." Appendix C presents results of the PRIDE Survey in two main categories of use. In Appendix D, a comparison of local, state and national data is provided. Lastly, Appendix E includes a summary of the programs and services provided to the Mequon-Thiensville School District by Starting Point of Ozaukee, Inc.

COMPARISON TO OTHER DISTRICTS

The following table reflects the average of Ozaukee County school districts relative to 30-day use of both alcohol and marijuana.

Performance Measure	Substance	Grade 6	Grade 8	Grade 10	Grade 12
30 day use - % using at least	Alcohol	2.3 (2.4)	8.1 (7.4)	24.9 (18.8)	45.6 (45.8)
	Marijuana	0.5 (0.4)	2.6 (1.8)	12.8 (11.1)	25.2 (28.9)
(Mequon 2010 data)					

Mequon-Thiensville students demonstrate a lower percent of use for 7th, 8th, 9th, 10th and 12th grades for 30 day alcohol use and a lower percent use in three of the seven grades when it comes to 30 day marijuana use.

The nature of the youth substance use problem in Ozaukee County parallels that of the rest of the state. The rate of current alcohol use nationally among youths aged 12 to 18 was 14.7 percent in 2009, which is similar to the 2008 rate (14.6 percent). The bad news is that in Mequon we are still above the national average for use of alcohol in the last 30 days at 16.6%. In addition, the twelfth graders in Mequon-Thiensville are above the average when compared to the average of the Ozaukee County school district twelfth grade students- Districts' average 45.6% vs. Nat. 38.3% vs. Mequon 45.8% (Starting Point of Ozaukee, Inc, 2010). What is also significant is the increased use of alcohol from the sophomore year to the senior year (18.8% vs. 45.8%).

Marijuana use in Ozaukee County is approximately the same as the National Average for twelfth graders (25.2% vs. Nat. 25.1%). Use of Marijuana among seniors in the Mequon-Thiensville School District is higher than the National Average and higher than the average across the Ozaukee County school districts (Districts' average 25.2% vs. Nat. 25.1% vs. Mequon 28.9%). What is significant is that the past 30 day use of marijuana jumps from 11.1% in tenth grade to 28.9% in twelfth grade. (PRIDE Survey).

In addition, every ATOD study seems to report their statistics using a different quantifier. However, there are several state and national statistics available for comparison. The statistics cited in this report were generated from the National Survey on Drug Use and Health, which includes summaries for each state. Thus, while not a perfect comparison in terms of the ages and timeframe surveyed nationally and statewide, these numbers nevertheless provide a comparative context to examine local statistics. Using the NSDUH numbers from 2009 (the most recent available), the state (14.7%) and the national averages (12.4) for 6th through 12th graders usage of tobacco is greater than that of Mequon-Thiensville (9.4%).

Marijuana use among 6th through 12th graders once a month in MTSD (15.5%) is greater than both the national (7.3%) and state averages (7.81%). Alcohol consumption among 6th through 12th graders locally (25.3) is less than the state average (20.7%) but higher than the national average (42.0%).

COMPARISON TO PREVIOUS YEARS

Student responses have been tracked for the past twenty years on three questions regarding students drinking once a month or more, using marijuana once a month or more, and using illicit drugs once a month or more.

- Student drinking has declined slightly compared to ten years ago with the exception of 6th, 11th and 12th graders. This year's seniors and 6th graders report a higher usage rate compared to last year. Students in 7th, 8th, 9th, 10th and 11th grades all reported lower usage this year than last.
- Regarding marijuana use, the 2010 rate of usage is down for 6th, 7th and 11th graders, while up for 8th, 9th, 10th and 12th graders.
- Note: The 2011 survey disaggregated illicit drugs into the various types (cocaine, uppers, downers, inhalants, hallucinogens, heroin, anabolic steroids, ecstasy, oxycontin and crystal meth). Marijuana use has been found to be a good predictor of other illicit drug use. Marijuana is considered a gateway drug.

Results from the 2009

National Survey on Drug Use and Health:

Volume I. Summary of National Findings

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Substance Abuse and Mental Health Services Administration

Office of Applied Studies

- The rate of current alcohol use among youths aged 12 to 17 was 14.7 percent in 2009, which is similar to the 2008 rate (14.6 percent). Youth binge and heavy drinking rates in 2009 (8.8 and 2.1 percent) were also similar to rates in 2008 (8.8 and 2.0 percent).
- The rate of current marijuana use among youths aged 12 to 17 decreased from 8.2 percent in 2002 to 6.7 percent in 2006, remained unchanged at 6.7 percent in 2007 and 2008, then increased to 7.3 percent in 2009.
- Among youths aged 12 to 17, the current illicit drug use rate increased from 2008 (9.3 percent) to 2009 (10.0 percent). Between 2002 and 2008, the rate declined from 11.6 to 9.3 percent.

CURRENT YEAR "POSITIVE" DATA

- 90.6% of our high school students do not smoke cigarettes
- On average 84.5% of our high school students have not used marijuana in the last 30-days
- 99.3% of our 6th, 7th and 8th graders do not smoke cigarettes
- 96.1% of our 6th, 7th and 8th graders do not drink alcohol
- 99.3% of our 6th, 7th and 8th graders do not use marijuana
- 90% of our 6th – 12th graders do not use illicit drugs

CURRENT YEAR "NEGATIVE" DATA

- 10.1% of freshmen, 18.8% of sophomores, 32.3% of juniors, and 45.8% of seniors report monthly alcohol use
- 17.4% of 8th graders, 17.1% of freshmen, 35.0% of sophomores, 44.4% of juniors and 60.4% of seniors report annual use of alcohol
- 28.9% of seniors, 19.0% of juniors and 11.1% of sophomores smoke marijuana once a month or more
- 39.6% of seniors, 24.7% of juniors and 15.1% sophomores report annual use of marijuana
- Of our seniors 10% report annual use of downers, 6.2% ecstasy, 6.3% oxycontin, and 7.1% uppers
- Of our juniors 7.1% report annual use of oxycontin and 8.8% use downers
- Of our sophomores 9.0% report annual use of downers

INTERVENTIONS/PROACTIVE STRATEGIES

The Mequon-Thiensville School District continues its positive and collaborative relationship with Starting Point of Ozaukee, Inc. The partnership has yielded a variety of programs and services to students in the Mequon-Thiensville School District. A list of those programs and services can be found in Appendix E. A specific program that is noteworthy is the "Parents Who Host Lose the Most" underage drinking media campaign. MTSD participates in the program by having a banner posted in front of the school prior to Prom and graduation ceremonies. The campaign has garnered positive feedback from staff, parents and administration.

Additionally, MTSD continues to offer the Mequon-Thiensville Intervention Program (M-TIP) for students, particularly student athletes who are first-time offenders of the district substance abuse policy. Group counseling is also provided by the school psychologist and social worker for those students who are experiencing challenges with ATOD issues.

The Pupil Services staff continues to participate in professional development activities offered by the Huria Center, the Department of Public Instruction, Starting Point of Ozaukee, MATC and the Ozaukee County ATOD Prevention Consortium, as well as others.

NEXT STEPS

The District will continue to provide prevention strategies, activities and processes that assist in addressing the needs of students in the area of ATOD. The current partnerships and collaborative efforts will be enhanced and others developed in order to provide a more comprehensive approach toward the reduction and prevention of alcohol, tobacco and other drug abuse. The following next steps are suggested:

1. Collaboration with Starting Point of Ozaukee in implementing at Steffen Middle School a cross age ATOD program that involves 6th – 12th grade students - Champions Program (See Appendix F)
2. All students Grades 9-12 will participate in seeing the Edge of Reality video w/listening and feedback sessions to follow
3. All students will continue to participate in Red Ribbon Week activities

COMPARISON OF AODA SURVEY RESULTS
Fall 2010

Students who drink once a month or more:

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Seniors	31%	45%	42.3%	42.5%	45.3%	40.1%	46.2%	38.5%	44.4%	44.0%	50.4%	48.2%	53.6%	50.7%	50.5%	41.0%	38.9%	42.9%	45.8%
Juniors	32%	37%	33.0%	37.1%	30.9%	39.5%	38.2%	35.6%	31.9%	37.2%	39.7%	49.8%	36.9%	36.3%	34.9%	33.2%	36.7%	42.3%	32.3%
Sophomores	24%	27%	30.2%	25.2%	25.3%	25.6%	32.5%	34.2%	26.3%	26.0%	28.2%	28.3%	23.7%	25.9%	20.7%	24.2%	35.9%	23.2%	18.8%
Freshmen	18%	22%	14.7%	16.6%	16.3%	21.2%	24.4%	14.5%	14.8%	12.5%	18.0%	17.0%	13.1%	14.0%	16.2%	11.4%	9.0%	11.8%	10.1%
8th Grade	13%	11%	11.4%	8.5%	15.4%	15.9%	11.2%	11.9%	9.6%	9.1%	9.2%	11.9%	11.0%	7.2%	9.3%	2.3%	3.3%	8.1%	7.4%
7th Grade	0	0	0	0	0	6.7%	6.1%	5.5%	5.0%	6.3%	7.4%	5.0%	2.7%	3.7%	1.3%	0.7%	1.4%	3.4%	1.8%
6th Grade	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.8%	0.4%	1.8%	2.4%

Students who smoke marijuana once a month or more:

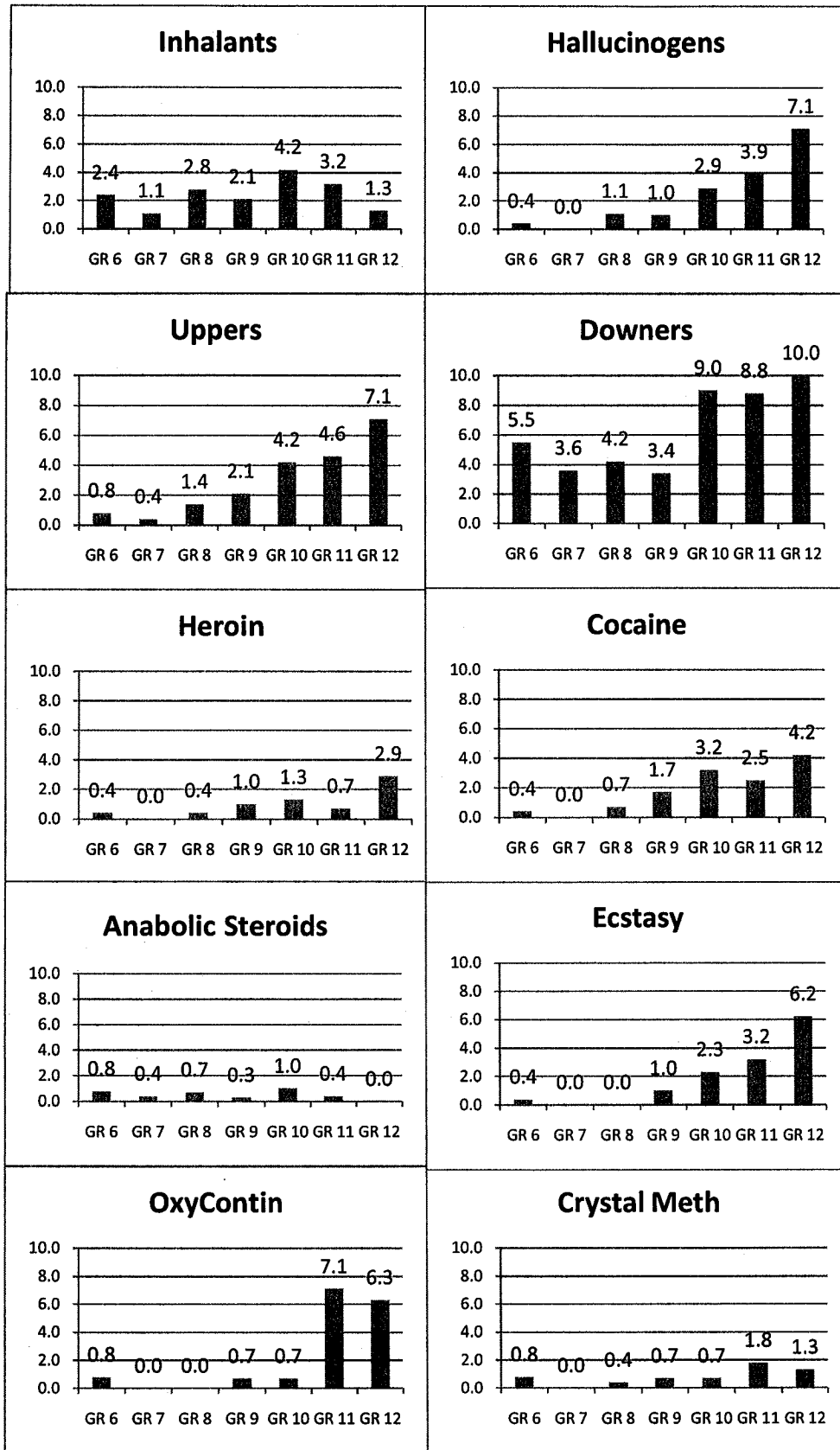
	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Seniors	14.0%	19.3%	27.1%	28.7%	28.1%	27.5%	25.1%	19.5%	29.5%	24.6%	32.7%	34.9%	31.1%	28.5%	26.9%	23.0%	22.9%	21.1%	28.9%
Juniors	12.0%	21.0%	23.8%	24.0%	22.1%	20.7%	17.6%	29.0%	25.3%	25.2%	27.7%	31.1%	22.5%	18.6%	19.1%	24.3%	22.0%	21.3%	19.0%
Sophomores	6.0%	12.0%	14.2%	14.6%	15.6%	13.7%	15.5%	20.8%	14.1%	19.9%	20.4%	17.1%	11.4%	11.8%	13.7%	13.3%	22.1%	9.8%	11.1%
Freshmen	2.3%	4.4%	3.6%	7.1%	6.3%	10.5%	11.4%	4.1%	9.6%	7.3%	9.1%	5.5%	4.8%	5.2%	6.3%	7.4%	5.2%	2.0%	5.9%
8th Grade	1.3%	1.3%	1.8%	1.8%	3.6%	5.5%	1.9%	3.6%	5.8%	2.2%	2.3%	5.4%	3.1%	2.1%	2.9%	1.3%	1.6%	1.1%	1.8%
7th Grade	0	0	0	0	0	2.1%	0.9%	1.2%	1.4%	1.1%	1.4%	0.6%	0.0%	1.1%	0.0%	0.0%	0.7%	0.4%	0.0%
6th Grade	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4.0%	0%	1.4%	0.4%

Students who use illicit drugs once a year or more:

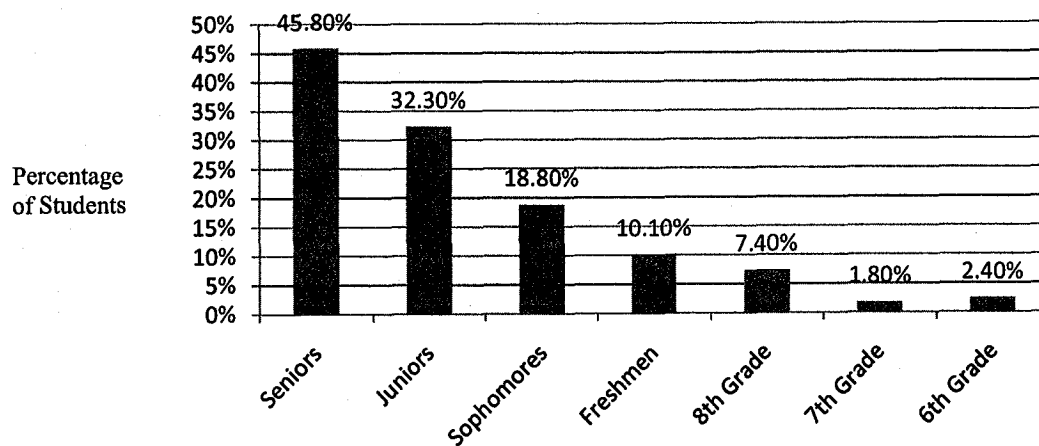
	Cocaine	Uppers	Downers	Inhalants	Hallucinogens	Heroin	Anabolic Steroids	Ecstasy	OxyContin	Crystal Meth
Grade 6	0.4%	0.8%	5.5%	2.4%	0.4%	0.4%	0.8%	0.4%	0.8%	0.8%
Grade 7	-	0.4%	3.6%	1.1%	-	-	0.4%	-	-	-
Grade 8	0.7%	1.4%	4.2%	2.8%	1.1%	0.4%	0.7%	-	-	0.4%
Grade 9	1.7%	2.1%	3.4%	2.1%	1.0%	1.0%	0.3%	1.0%	0.7%	0.7%
Grade 10	3.2%	4.2%	9.0%	4.2%	2.9%	1.3%	1.0%	2.3%	0.7%	0.7%
Grade 11	2.5%	4.6%	8.8%	3.2%	3.9%	0.7%	0.4%	3.2%	7.1%	1.8%
Grade 12	4.2%	7.1%	10.0%	1.3%	7.1%	2.9%	-	6.2%	6.3%	1.3%

Annual Use of Illicit Drugs

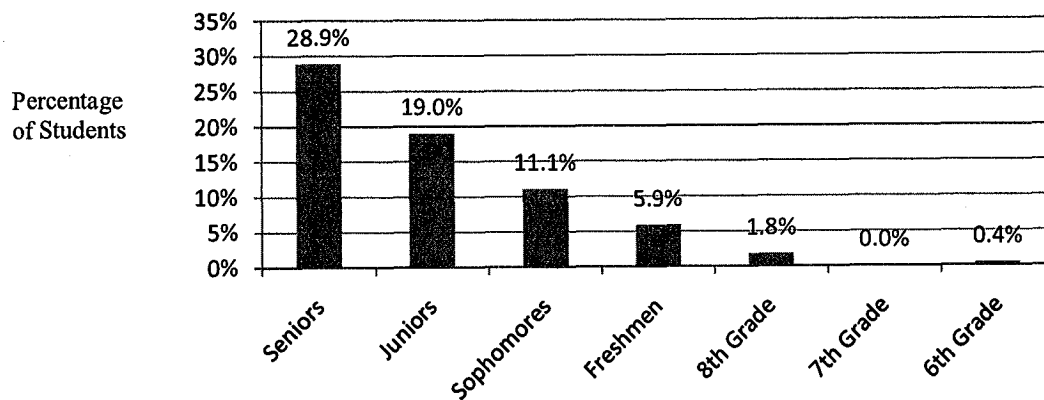
Percentage of Students



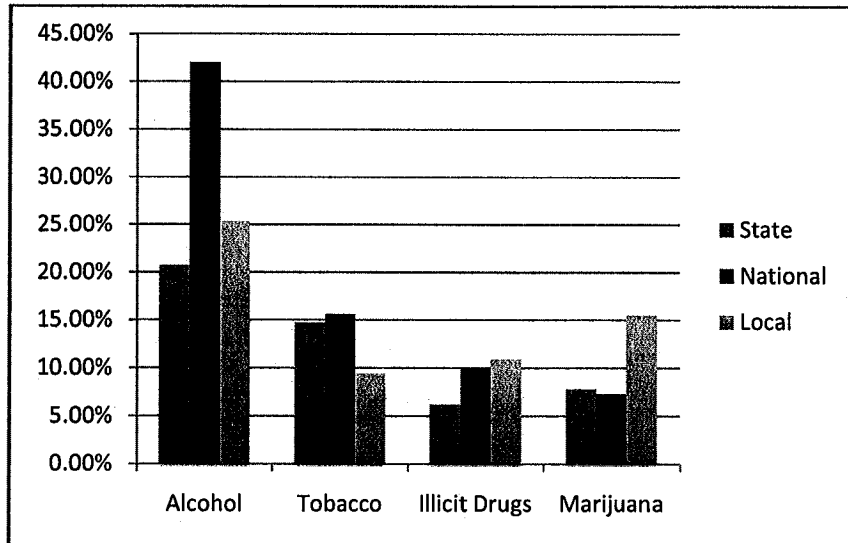
Students Who Drink Once a Month or More



Students Who Smoke Marijuana Once a Month or More



Local, State & National Usage Comparison



	State	National	Local
Alcohol	20.73%	42.00%	25.30%
Tobacco	14.70%	15.60%	9.40%
Illicit Drugs	6.19%	10.00%	10.95%
Marijuana	7.81%	7.30%	15.50%

Source: SAMHSA, Office of Applied Studies, National Survey on Drug Use and Health, 2009 & Pride Surveys Report: National Summary Statistics for 2008-2010.

**Starting Point of Ozaukee, Inc.
Mequon-Thiensville School District Programs/Services**

2008/2009**Middle School Awareness Plus Program (MAPP)**

Lake Shore	Gr. 6	20 Sessions/grade
Lake Shore	Gr. 7	30 Sessions/grade
Lake Shore	Gr. 8	30 Sessions/grade
Steffen	Gr. 6	20 Sessions/grade
Steffen	Gr. 7	30 Sessions/grade
Steffen	Gr. 8	30 Sessions/grade
Lumen Christi	Gr. 6	2 Sessions/grade
Lumen Christi	Gr. 7	3 Sessions/grade
Lumen Christi	Gr. 8	3 Sessions/grade

Third Grade Program

Donges Bay Elementary
Oriole Lane Elementary
Wilson Elementary

Fourth Grade Program

Donges Bay Elementary
Oriole Lane Elementary
Wilson Elementary
Lumen Christi

High School Programs

Health Class Presentations Gr.9
3 Sessions/6 classes-2 semesters (36 classes)

Leading Exceptional Alcohol and Drug-free lives**(LEAD) Grades 9-12**

Alternate Activities- monthly
WI WINS - Tobacco Compliance Checks
LEAD Conference
3rd Grade Prom Greetings

Intervention Programs/High School

None

Ozaukee Community High School**Young Adult Program 8 hours****AOD-IP 14 hours****Positive Parent Involvement**

Parent Network
Red Ribbon Week Activities
ATOD Awareness for Parents
Promotion of the Developmental Assets
Grades 4, 5, 7 & 8 Fun Nights
Freshmen Welcome
Community Breakfast
Elementary/middle school PPI Newsletter

2009/2010**Middle School Awareness Plus Program (MAPP)**

Lake Shore	Gr. 6	20 Sessions/grade
Lake Shore	Gr. 7	20 Sessions/grade
Lake Shore	Gr. 8	20 Sessions/grade
Steffen	Gr. 6	20 Sessions/grade
Steffen	Gr. 7	30 Sessions/grade
Steffen	Gr. 8	30 Sessions/grade
Presentation to Steffen PTO parents		1 Session

Third Grade Program

Donges Bay Elementary
Oriole Lane Elementary
Wilson Elementary

Fourth Grade Program

Donges Bay Elementary
Oriole Lane Elementary
Wilson Elementary
Lumen Christi

High School Programs

Health Class Presentations Gr.9
3 Sessions/6 classes-2 semesters (36 classes)

Leading Exceptional Alcohol and Drug-free lives**(LEAD) Grades 9-12**

Alternate Activities and Volunteer Work- monthly
WI WINS - Tobacco Compliance Checks
LEAD Retreat
3rd Grade Prom Greetings

Intervention Programs/High School

Education & Discovery Gr. 11-12 1 Group (6hrs/group)

Ozaukee Community High School**Young Adult Program 8 hours**

AOD-IP 14 hours
Homestead High School- 3

Positive Parent Involvement

Parent Network
Red Ribbon Week Activities
ATOD Awareness for Parents
Promotion of the Developmental Assets
Grades 4, 5, 6, 7 & 8 Fun Nights
Freshmen Welcome
Community Breakfast
Elementary/middle school PPI Newsletter

Starting Point of Ozaukee, Inc.
Mequon-Thiensville School District Programs/Services, continued

Additional Community Programs/Services

2008/2009

Red Ribbon Week Campaign
Healthy Communities*Healthy Youth Initiative
Ozaukee County ATOD Prevention Consortium
Adult Intervention/Referral Services
"County Lines" Newsletter
Parent Night Drug Panel Discussion
Youth Assessments
"Parents Who Host Lose the Most"
(underage drinking media campaign)

2009/2010

Red Ribbon Week Campaign
Ozaukee County ATOD Prevention Consortium
Adult Intervention/Referral Services
"County Lines" Newsletter
Parent Internet Safety Night
Youth Assessments
"Parents Who Host Lose the Most"
(underage drinking media campaign)

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Reported by
[Bart Winkler](#)

La Crosse Students Become "Champions"

Posted: Jan 28, 2008 6:08 PM



Kids are having to make tough choices about drugs and alcohol at an earlier age than ever before. Now the La Crosse School District's new "Champions" program is hoping to help those kids make the right decisions.

The "Champions" program was started in Manitoba, Canada more than ten years ago. This week, high school students from both Central and Logan learned about the program, which will help them be able to talk to middle school students about the dangers of drugs and alcohol.

"Underage drinking is a problem in every high school, every city in the United States," says Logan Activities Director Steve Hole. With that in mind, the La Crosse School District is trying harder than ever before to keep their kids away from drugs and/or alcohol. What better way to do that, then with help from their own students.

"Our schools asked juniors to sign up for a mentoring program," explains Rita Rabb from Logan.

"I have a little sister younger than me that goes to Longfellow, I don't want her drinking or doing drugs. I don't want her friends or younger kids to do drugs," says Central junior Carmen Utterback.

"I've been away from it, and that's helped me a lot in my high school career," Rita adds.

Through the program these high school students will be able to share their message of how they avoided alcohol to eighth graders. "That's the time to figure out 'Is it in my value system', and what do I have to make good decisions about," says trainer of the program Kim Marinelli.

School officials say going through the program definitely makes these students "Champions". "We're proud of them for stepping up and doing this cause its not easy for them," Steve Hole adds.

The "Champions" program is made up of entirely high school juniors. That way when the eighth graders do start their first year of high school next year, they'll already have people at their school they can look up to and get advice from. In addition, all of the students involved in the champions program will be signing pledges. Those pledges declare they will stay away from drugs and alcohol while they are in high school.