

## CMCA QUESTIONNAIRE

**Name of Interviewer:** \_\_\_\_\_

**Name of Interviewee:** \_\_\_\_\_

**Position/Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

- 1. Are you aware that young people are drinking in our community? How do you know?**
- 2. How do you think young people are accessing alcohol in our community?**
- 3. What do you see as some of the barriers to enacting alcohol access policies in our communities?**
- 4. What do you see as some of the opportunities that exist right now?**
- 5. Would you be able to help with the underage drinking issue, research another issue of concern, serve on a committee, make a presentation, and/or send me a copy of your newsletter?**
- 6. May I add you to our mailing list?**
- 7. Are you able to give me the names and contact information of some other people you think would be helpful for me to talk to about underage drinking?**

Parents Matter Coalition of Pierre/Fort Pierre Questionnaire  
2013-2014

1. How do you hear most often about young people drinking in our communities?

- A. I do not hear about this
- B. Arrest reports
- C. Friends
- D. Social Media
- E. Co-workers
- F. Newspaper articles
- G. Parents Matter Coalition

2. What do you think is the most common way young people are accessing alcohol in our communities?

- A. Buying it themselves
- B. Their own homes
- C. Their friends' homes
- D. Strangers buying it for them
- E. Internet
- F. Older siblings or friends
- F. Young people are not using alcohol here

3. What do you think is the main barrier to enacting alcohol policies in our communities?

- A. Attitudes or beliefs toward use
- B. Advertising messages promoting use
- C. Lax laws and penalties
- D. Lack of an increase in alcohol pricing
- E. Emotionality and sensitivity of issue

4. 83% of youth reported that they **did not** use substances in the past 30 days. What do you think was the reason cited most often for not using?

- A. Parents
- B. Fear of Impaired Brain Development
- C. Religious/spiritual teachings
- D. Academic success affected

5. How did you learn of the Parents Matter Coalition of Pierre/Fort Pierre's alcohol and drug prevention efforts in our communities?

- A. Was not aware of the Coalition's efforts
- B. Monthly newsletter
- C. Website/Social Media
- D. Radio
- E. Oahe TV
- F. Schools
- G. Special Events

# Coffee Cup Analogy

A group of alumni, highly established in their careers, got together to visit their old university lecturer. Conversation soon turned into complaints about stress in work and life.

Offering his guests coffee, the lecturer went to the kitchen and returned with a large pot of coffee and an assortment of cups: porcelain, plastic, glass, some plain-looking and some expensive and exquisite, telling them to help themselves to hot coffee.

When all the students had a cup of coffee in hand, the lecturer said: “If you noticed, all the nice-looking, expensive cups were taken up, leaving behind the plain and cheap ones. While it is normal for you to want only the best for yourselves, that is the source of your problems and stress. What all of you really wanted was coffee, not the cup, but you consciously went for the better cups and are eyeing each other’s cups.”

“Now, if Life is coffee, then the jobs, money and position in society are the cups. They are just tools to hold and contain Life, but the quality of Life doesn’t change. Sometimes, by concentrating only on the cup, we fail to enjoy the coffee in it.”

So please, don’t let the cups drive you...enjoy the coffee instead.

~ *Author Unknown*~

## Elevator Speech

Because of a grant to prevent underage drinking in Pierre and Fort Pierre, the Parents Matter Coalition was established. As part of that effort, Parents Matter coordinated a program that uses community volunteers to help reduce access to alcohol.

- We continue to address underage drinking by educating members of the community on the health and negative consequences associated with underage alcohol use:
- By marketing a plan and campaign promoting healthy alternatives
- By addressing outdated policies and laws to help reduce youth access to alcohol.

Parents Matter hopes that by using a multi-faceted, community approach, underage drinking will continue to decrease and Pierre and Ft. Pierre will be safer and healthier communities for everyone.

### Data :

Youth reporting **not having used alcohol or other drugs** went from 76% in 2008 to 83% in 2012. (Statistically, that is a big change.)

- Parent disapproval rates also increased from 89% in 2008 to 92% in 2012
- 80% of youth also reported that the number one reason they choose not to drink is because of their parents. (Proof that youth do listen and care what their parents are saying).

Parents Matter Coalition of Pierre/Fort Pierre welcomes community support! The coalition welcomes new members to join in reducing underage drinking in the communities. Visit the website [www.parentsmattercsd.com](http://www.parentsmattercsd.com) to see community report cards and find out how you can become part of Parents Matter Coalition's team.



