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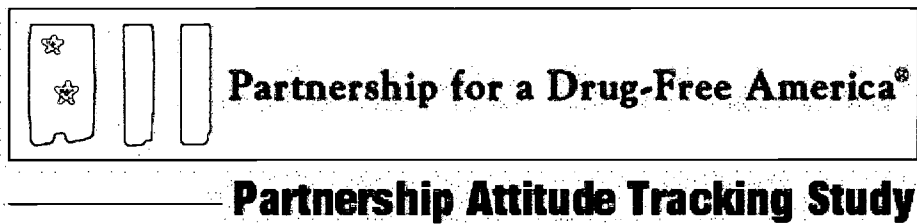
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ABSTRACT

The annual Partnership Attitude Tracking Study (PATS) tracks consumers' attitudes about illegal drugs. PATS consists of two nationally projectable samples: a teen sample for students in grades 7-12 and a parent sample. The 2002 PATS, conducted in homes and schools, collected data using self-report surveys. Results indicate that after a decade of rising adolescent drug use, anti-drug attitudes are strengthening, and teen drug use is declining. African American teens are leading the decrease in teen use of marijuana. They also led the increase in teen use of marijuana in the early 1990s. The lower drug use among African American teens is consistent with leading research showing that African American youth have substantially lower rates of use of most licit and illicit drugs than do Whites and Hispanics. Areas of possible concern include the weakening of the perception of risk in inhalant abuse among white teens and the weakening of the perception of risk in heroin use among African American and Hispanic teens. Data are presented on marijuana, ecstasy, cocaine/crack, methamphetamines, inhalants, heroin, LSD, GHB and ketamine, prescription drug abuse, alcohol and cigarette use, general attitudes toward illegal drugs, reasons for use, exposure, intervention/treatment, advertising, sources of information about drug risks, computer use, and discussions with parents. (SM)



Teens: Ethnic and Racial Trends • Spring 2002

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Teens in Grades 7 through 12: Ethnic and Racial Trends

Mission

Each year in America, millions of children are faced with a decision – a decision about using drugs. Our job is to help children make the right choice.

The Partnership for a Drug-Free America® (PDFA) is a coalition of communications professionals – from advertising, the media industry, public relations, research companies, actors guilds and production companies – dedicated to one mission: *to help kids and teens reject substance abuse by influencing attitudes through persuasive information.* Our mission unfolds primarily in the form of a research-based national advertising campaign, now in its 16th year, created by hundreds of volunteers who comprise the Partnership.

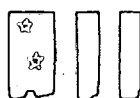
The Partnership for a Drug-Free America® Today

A pioneer in the field of consumer social marketing, the Partnership for a Drug-Free America® (PDFA) is perhaps best known for its national advertising campaign. The Partnership's more than 15 years of experience and its national model have become the foundation on which similar and larger issue-oriented media campaigns have been built.

The Partnership is comprised of a small staff and hundreds of volunteers from the communications industry who create and disseminate the organization's advertising. Advertising agencies create Partnership messages pro bono; talent unions permit their members to work for free; production professionals bring Partnership messages to life; a network of advertising professionals distribute the group's work to national and local media; public relations firms lend services to various Partnership projects; and media companies donate valuable broadcast time and print space to deliver Partnership messages to millions of Americans.

The organization began in 1986 with money provided by the American Association of Advertising Agencies. Today, the Partnership receives major funding from The Robert Wood Johnson Foundation and support from more than 200 corporations and companies. PDFA accepts no funding from manufacturers of alcohol and/or tobacco products. PDFA's first ad appeared in March 1987; the campaign is now the largest public service media campaign in advertising history.

In addition to its work on the national level, the Partnership has helped create 55 state- and city-based versions of its national advertising campaign through its State/City Alliance Program. Working with state/city governments and locally based drug prevention organizations,



Teens in Grades 7 through 12: Ethnic and Racial Trends

the Partnership provides – at no cost – the guidance, on-site technical assistance and creative materials necessary to shape a multimedia campaign tailored to local needs.

The Partnership is a prevention organization. Its messages seek to reinforce behavior among teens and pre-teens that do not use drugs; to prevent drug experimentation and initiation; and to persuade non-addicted users to stop. Messages target kids and parents. Ads created for the Partnership are subject to a rigorous approval process, including review by a panel of behavioral experts, final approval by a committee comprised of some of the best creative directors in the advertising industry and testing for effectiveness with target audiences.

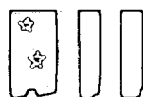
Creating effective anti-drug messages requires talent, passion and dedication. It also requires an understanding of the issue that's firmly grounded in research. The Partnership has the largest body of consumer-based attitudinal research on drugs in the nation. This research provides insights into the minds of young people and helps to ensure our messages will reach and resonate with their intended audiences. Sophisticated consumer research – along with the critically important counsel of our partners in health care, education, government, entertainment and community volunteer organizations across the country – ensure that Partnership ads continue to meet the highest standards of excellence.

(For more information about the Partnership and its programs, download PDFa's latest annual report @ www.drugfreeamerica.org/newscenter. To request a hard copy of the report by mail, call the Partnership's Public Affairs Group @ 212-922-1560.)

The Partnership Attitude Tracking Study

The Partnership Attitude Tracking Study (PATS) is PDFa's unique contribution to the field of substance abuse prevention. An annual study that tracks the elaborate and complex attitudes consumers have about illegal drugs, this research allows us to understand what our target audiences think and feel about various drugs. This consumer-focused, consumer-based research is the largest drug-related attitudinal tracking study in the country. No other organization in the country – commercial, non-profit or governmental – has the rich insights into consumers and drugs that PATS has captured in its 15 installments. The insights gleaned from this study help us develop advertising designed to *unsell* drugs to consumers.

Attitudes drive behavior. According to the University of Michigan's Monitoring the Future study, two critical drug-related attitudes – perception of risk (how risky consumers view a particular drug) and perception of social



Teens in Grades 7 through 12: Ethnic and Racial Trends

disapproval (consumer appeal and acceptance of a particular drug) – move in correlation with consumption. Generally speaking, as consumers come to view drug use as more risky and increasingly disapprove of drugs, consumption declines. Similarly, the opposite holds true.

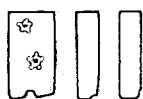
Understanding the vast dimensions of perceptions of risk and social disapproval provides a look into the consumer mindset on drugs, and offers some insight into the challenges of effectively *unselling* drugs via media communication. It is no easy task. When it comes to drugs and drug taking, consumers define risk in a multitude of ways – physical, emotional, social, aspirational, etc. Specific types of attitudes segment each risk category. The same holds true for social disapproval. Both major categories, and the elaborate array of subcategories and attitudinal measures, are influenced by a multitude of variables – age, gender, race, socio-economic background, geography, peers and other influencers.

Different consumers look at different drugs in different ways. As children pass through childhood into adolescence, for example, their attitudes about drugs – marijuana, cocaine, inhalants, heroin, etc. – change constantly. In addition, teens view trial use of drugs very differently than they view regular use. In developing media messages to speak effectively and persuasively to our target audiences about

drugs, we must understand their mindset, their attitudes about drugs. The more we do – and the more our messages acknowledge this reality – the more effective the messages will be.

PATS consists of two nationally projectable samples – a teen sample for students in grades 7 through 12, and a parent sample. The 2002 PATS is the 15th wave of this research conducted since 1987. Prior to 1993, these studies were conducted by interviews in public locations. Since the 1993 study, PATS has been conducted in schools and in homes. Beginning with the 1995 study, the in-home study was conducted with parents of children under the age of 19, and data from that sample are projected accordingly. Since 1993 RoperASW, Inc., a leading market research company, has conducted the studies for PDFA. PATS is funded, in part, by an organizational grant from The Robert Wood Johnson Foundation. In the 2002 PATS teens' study, 7,084 adolescents nationwide were surveyed. The margin of error for the sample is +/-1.5 percent.

The data in this report were collected from April through June 2002. Adolescents in grades 7 through 12 were questioned with an over sampling of African- and Hispanic-American populations. Adolescents completed self-administered questionnaires under the supervision of RoperASW's interviewers. The anonymity of all respondents was maintained



Teens in Grades 7 through 12: Ethnic and Racial Trends

throughout the study. Significant differences on charts and graphs in this report are indicated only for 2002 results versus 2001, unless otherwise noted. Significant differences are noted with an asterisk (*).

Self-Report Data

PATS is based on self-reported data. Surveys based on self-reported data collection represent the dominant methodology used in the marketplace. Many academic/government institutions use self-reporting data when researching sensitive issues, i.e., Centers for Disease Control (Youth-At-Risk), University of Michigan (Monitoring the Future study), the U.S. Department of Health and Human Services (National Household Survey on Drug Use).

Race/Ethnicity Analysis

The following is an analysis from PATS of teens' attitudes and behavior segmented by their race/ethnicity. According to Behavioral Change Experts, the mental and emotional developments of teens are the same regardless of race or ethnicity. However, they point out that the socio-economic, cultural and ethnic background of racial and ethnic groups influences the values, beliefs, and lifestyles of members of these groups.

According to leading researchers, very interesting differences in adolescent drug use are

found among the three largest racial/ethnic groups – Whites, African Americans, and Hispanics. “Contrary to popular assumption, at all three grade levels African American youngsters have substantially lower rates of use of most licit and illicit drugs than do Whites.”¹ Hispanics have rates of use that tend to be similar or higher than White teens.

The following analysis of the 2002 PATS confirms these findings – African American teens have stronger anti-drug attitudes and lower rates of use of substance abuse than do White or Hispanic teens. Hispanic rates of use are similar or higher than White teens.

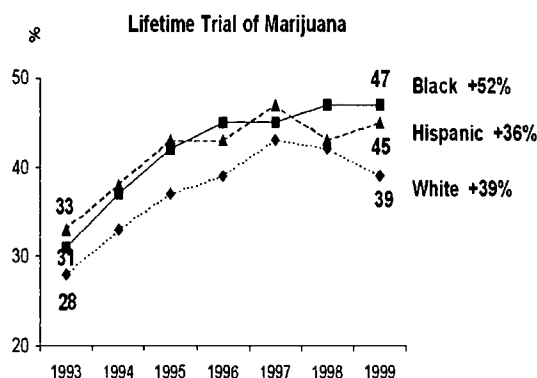
Marijuana

After a decade of rising adolescent drug use among our nation's children, the results of the Partnership for a Drug-Free America's annual survey of students in grades 7 through 12 provide a reason to be optimistic about the future. Anti-drug attitudes are strengthening and drug use among teens is declining.

¹ Johnston, L.D., O'Malley, P.M., & Bachman, J.G. (2002). *Monitoring the Future National Results on Adolescent Drug Use: Overview of Key Findings, 2002*. Bethesda, MD: National Institute on Drug Abuse, p. 39.

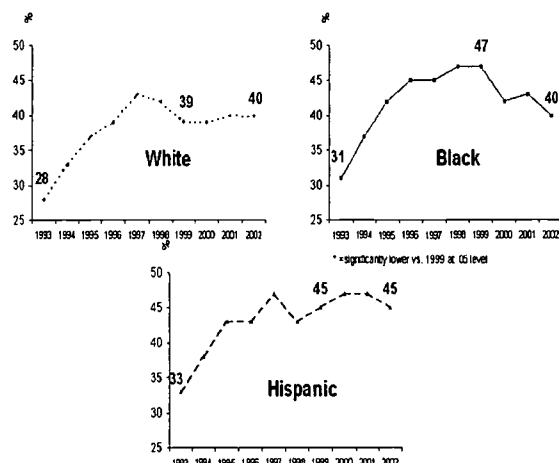
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During the 1990's marijuana use significantly increased among African American teens – by 1999 trial of marijuana was significantly higher than White teens and equal to Hispanic teens.

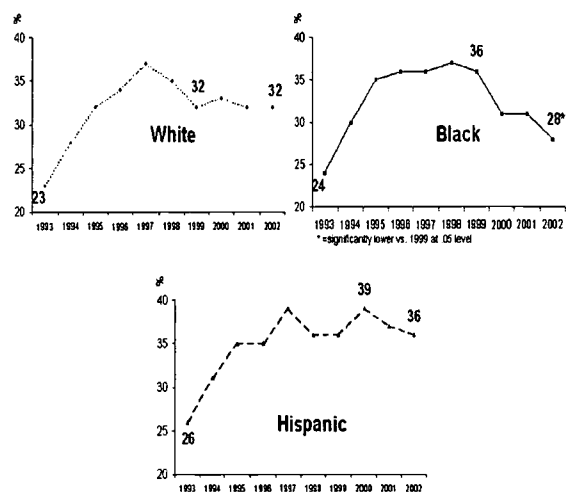


However since 1999, trial of marijuana significantly decreased among African American teens (47 percent lifetime trial in 1999 to 40 percent in 2002). At the same time, trial of marijuana among Whites (39 percent in 1999 to 40 percent in 2002) and Hispanics (45 percent in 1999 and 2002) held steady. A similar pattern holds for past year use of marijuana – significant decrease among African Americans and stable levels for Whites and Hispanics.

Teen marijuana use – Lifetime trial



Teen marijuana use – Past Year



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Popular culture has a profound effect on adolescents. In the early to mid-1990s, music, movies, and fashion propelled marijuana into teens' lives, resembling the appearance of a cultural fad. Although marijuana has been

Teens in Grades 7 through 12: Ethnic and Racial Trends

around for years, for this new cohort, there existed what Lloyd Johnston of the University of Michigan's Institute for Social Research calls "generational forgetting" – "the loss of knowledge by the country's youth of the dangers of drugs through the process of generational replacement" (Johnston et al., 2001, p.35). This means that 8th-graders in the early 1990s did not have the familiarity with marijuana that older cohorts had. Because marijuana does not have the immediate and severe effects of a drug such as heroin, these young people's perceptions of the risk in marijuana use were low, especially after trying the drug only once or twice. Marijuana use increased significantly in a very short period of time.

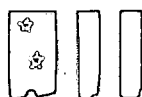
According to child development experts, the major task of the teen years is achieving an identity. Much of teen behavior, therefore, is an attempt to answer the question, "Who am I really?" Teens create a self through clothing, hair, music, group identification, and not political or social ideas. This self is often fluid and changing. For teens, buying things means surrounding the self with objects that help to define an identity. These objects bolster their confidence almost like a security blanket for a child.

Teens express their need for autonomy through experimentation and risk taking (verbal risk taking: swearing, talking back, challenging,

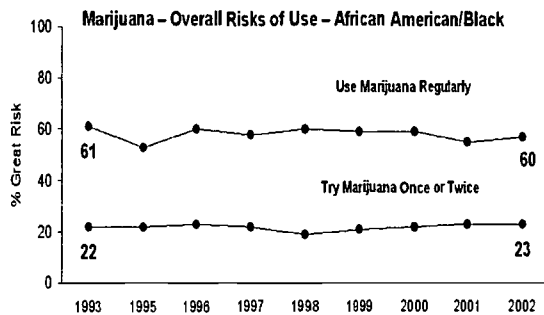
manipulating; behavior risk taking: drugs, dress, not doing what they're told; attitudinal risk taking: adopting provocative beliefs, withdrawal, argumentativeness). They express their need for autonomy through role playing: trying on new identities (handshakes, voices, clothes, hairstyles, handwriting, speech patterns, language) and also through selective identification and incorporation: patterning one's behavior, appearance and beliefs on role models – selected authority figures, music, TV, movies, sports.

Music, fashion, appearance, and behavior become the outward signs that teens use to assert their unique selves; these signs become their badges of identity. In the early and mid-1990s, drugs, especially marijuana, had a cachet as a badge of identity. Cultural icons – especially musicians and actors – were seen as purveyors of marijuana or drug "coolness."

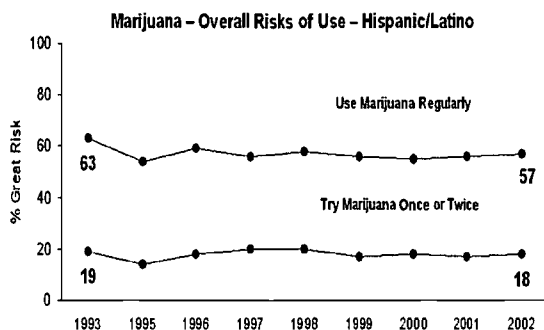
Overall perception of risk in marijuana use did not change versus 2001. However, consistent with the lower usage rates, African American teens (23 percent great risk) have a



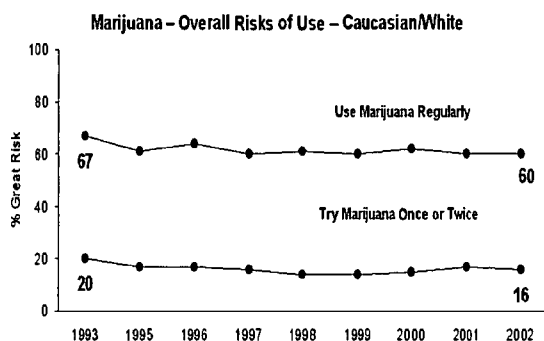
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higher perception of risk of marijuana trial than do Hispanic teens (18 percent great risk).



African American teens also have a greater perception of risk of marijuana trial than do White teens (16 percent great risk).



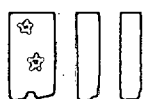
Teens define risk in a multitude of ways – possible physical effects of use, emotional problems that may be related to use, disruption of family/friend relationships, and negative consequences of using a drug that could interfere with their aspirations and dreams, both short-term and long-term. Most relational risks of marijuana use (*upsetting parents, losing respect of family and friends, losing friends, letting other people down, not being able to get a girl or boyfriend*) did not change among the groups.

In 2002 there were positive changes among all three groups in terms of perceived aspirational risks versus 2001: White teens were significantly more likely to feel that there is a great risk of *not getting a job because of pre-employment drug testing* (62 percent in 2001 vs. 67 percent in 2002), *messing up their lives* (63 percent in 2001 vs. 67 percent in 2002), *becoming a dealer* (43 percent in 2001 vs. 54 percent in 2002).

Marijuana – Aspirational Risks – Caucasian/White

| % Great Risk | 2000 | 2001 | 2002 |
|--|------|------|------|
| Wasting money | 73 | 73 | 73 |
| Not getting a job because of pre-employment drug testing | 65 | 62 | 67* |
| Getting in trouble with the law | 67 | 67 | 67 |
| Messing up their lives | 66 | 63 | 67* |
| Dropping out of school | 58 | 56 | 57 |
| Losing their driver's license | 58 | 58 | 59 |
| Missing out on the good things in life | 57 | 56 | 58 |
| Not getting into a good college | 57 | 53 | 56 |
| Becoming a dealer | 45 | 43 | 54* |
| Doing worse at school or sports | 54 | 52 | 55 |

*significant vs. 2001 at .05 level



Teens in Grades 7 through 12: Ethnic and Racial Trends

Black teens were significantly more likely to believe that there is a great risk of *not getting a job because of pre-employment drug testing* (63 percent in 2001 vs. 70 percent in 2002) and *becoming a dealer* (52 percent in 2001 vs. 58 percent in 2002).

Marijuana – Aspirational Risks – African American/Black

| % Great Risk | 2000 | 2001 | 2002 |
|--|------|------|------|
| Wasting money | 67 | 62 | 65 |
| Not getting a job because of pre-employment drug testing | 67 | 63 | 70* |
| Getting in trouble with the law | 71 | 67 | 67 |
| Messing up their lives | 66 | 62 | 65 |
| Dropping out of school | 63 | 59 | 61 |
| Losing their driver's license | 55 | 53 | 54 |
| Missing out on the good things in life | 57 | 52 | 56 |
| Not getting into a good college | 58 | 56 | 56 |
| Becoming a dealer | 50 | 52 | 58* |
| Doing worse at school or sports | 54 | 51 | 53 |

*significant vs. 2001 at .05 level

Hispanic teens were also more likely to believe that there is a great risk of *becoming a dealer* (51 percent in 2001 vs. 58 percent in 2002) if you use marijuana. This increase in the risk perception of *becoming a dealer* may be related to an increase of their peers and friends selling marijuana.

Marijuana – Aspirational Risks – Hispanic/Latino

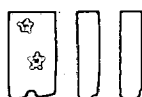
| % Great Risk | 2000 | 2001 | 2002 |
|--|------|------|------|
| Wasting money | 61 | 66 | 67 |
| Not getting a job because of pre-employment drug testing | 60 | 66 | 69 |
| Getting in trouble with the law | 65 | 70 | 67 |
| Messing up their lives | 62 | 66 | 68 |
| Dropping out of school | 58 | 62 | 63 |
| Losing their driver's license | 58 | 57 | 56 |
| Missing out on the good things in life | 57 | 57 | 57 |
| Not getting into a good college | 57 | 54 | 58 |
| Becoming a dealer | 45 | 51 | 58* |
| Doing worse at school or sports | 54 | 53 | 55 |

*significant vs. 2001 at .05 level

There were no changes in 2002 in perceived emotional risks of using marijuana among all three groups. There were also no changes in perceived physical risks in using marijuana among White, Hispanic, or African American teens.

There were no major changes in perceptions of the social acceptability of marijuana among all teens (*it seems like marijuana is everywhere these days, most people will try marijuana sometimes, it should be OK for someone over 21 to smoke marijuana in private, in my school most teens don't smoke marijuana, smoking marijuana is OK sometimes, in my school marijuana users are popular, the coolest kids smoke marijuana*). This includes both the greater adult-world social acceptability and the more immediate school environment.

Most teens do not feel that they lack the ability to refuse marijuana, even if the person offering was a friend - roughly one out of ten teens agrees

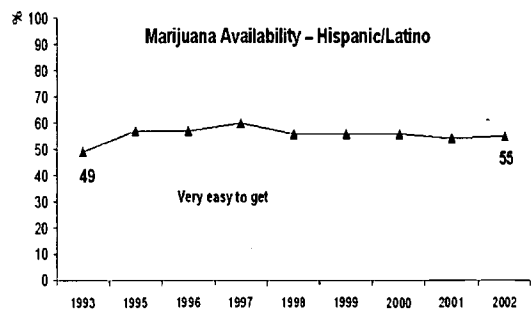
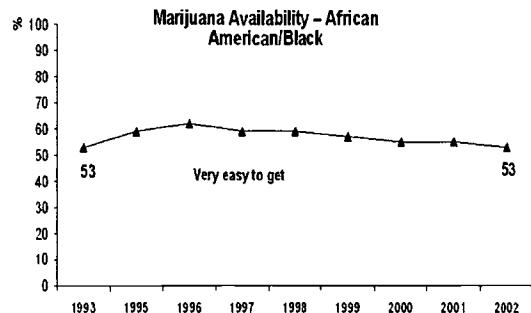
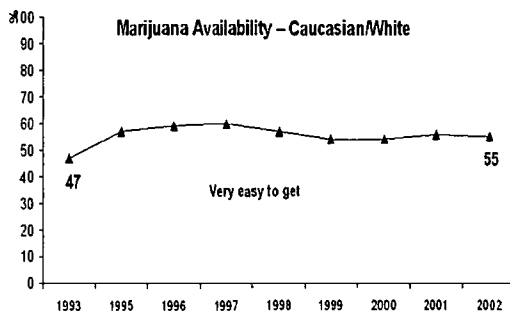


Teens in Grades 7 through 12: Ethnic and Racial Trends

strongly that it's *hard to say no when friends want you to try marijuana*. There were no differences by ethnicity.

Interestingly there have been changes in the slang terms for marijuana among White and African American teens. The leading slang term continues to be “weed.” However, White teens were more likely in 2002 (69 percent) than in 2001 (65 percent) to refer to marijuana, as “blunts” and African American teens were more likely in 2002 (62 percent) than in 2001 (55 percent) to refer to it as “pot.” This may be a result of the “mainstreaming” of marijuana – African American teens being more exposed to a “white” slang term and White teens being more exposed to a “black” slang term.

Compared to 2001, there were no changes in perceived availability of marijuana among any of the groups.

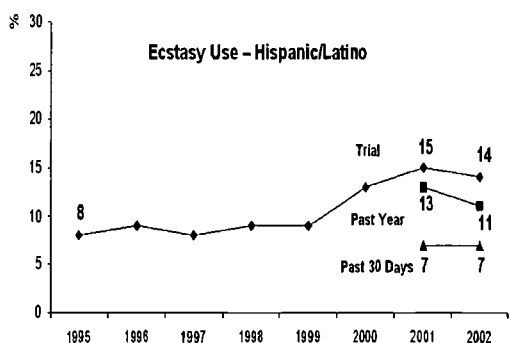
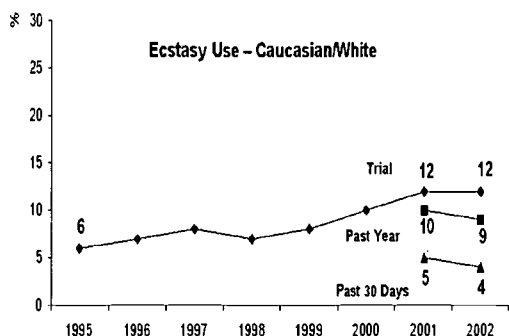
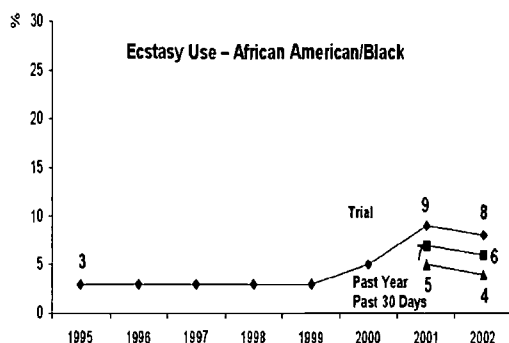


Similarly, exposure through friends' and family use did not change in 2002 versus 2001.

Ecstasy

African American teens (8 percent) are significantly less likely than White (12 percent) or Hispanic teens (14 percent) to try Ecstasy.

Teens in Grades 7 through 12: Ethnic and Racial Trends



There are indications of positive movement among White teens – perception of risk in regular use of Ecstasy significantly increased among White teens from 2001 (75 percent great risk) to 2002 (79 percent great risk). In addition, among White teens, some specific risks

significantly increased: *getting hooked on Ecstasy* (79 percent in 2002 vs. 74 percent in 2001), *long term brain damage* (78 percent in 2002 vs. 74 percent in 2001), and *getting depressed* (57 percent in 2002 vs. 52 percent in 2001).

Ecstasy – Specific Risks - Caucasian/White

| % Great Risk | 2001 | 2002 |
|---|------|------|
| Getting hooked on Ecstasy | 74 | 79* |
| Long term brain damage | 74 | 78* |
| Dying | 73 | 75 |
| Memory problems | 68 | 71 |
| Needing Ecstasy to have a good time on weekends | NA | 70 |
| Getting depressed | 52 | 57* |

*significant vs. 2001 at .05 level

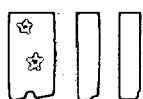
Among African American teens, the risk of *memory problems* (68 percent in 2002 vs. 62 percent in 2001) significantly increased.

Ecstasy – Specific Risks - African American/Black

| % Great Risk | 2001 | 2002 |
|---|------|------|
| Getting hooked on Ecstasy | 70 | 75 |
| Long term brain damage | 71 | 74 |
| Dying | 71 | 75 |
| Memory problems | 62 | 68* |
| Needing Ecstasy to have a good time on weekends | NA | 67 |
| Getting depressed | 48 | 54 |

*significant vs. 2001 at .05 level

Unfortunately, there were no changes among Hispanic youth in terms of perceived risk.



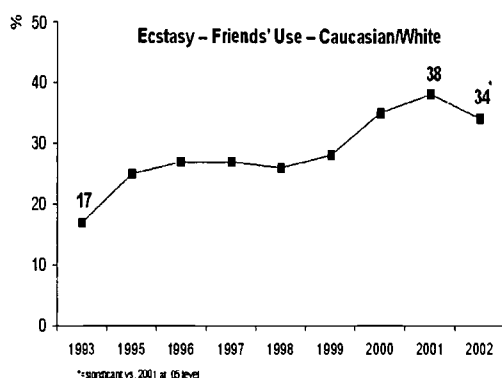
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Teens in Grades 7 through 12: Ethnic and Racial Trends

Ecstasy – Specific Risks - Hispanic/Latino

| % Great Risk | 2001 | 2002 |
|---|------|------|
| Getting hooked on Ecstasy | 72 | 74 |
| Long term brain damage | 72 | 74 |
| Dying | 73 | 75 |
| Memory problems | 66 | 69 |
| Needing Ecstasy to have a good time on weekends | NA | 68 |
| Getting depressed | 47 | 50 |

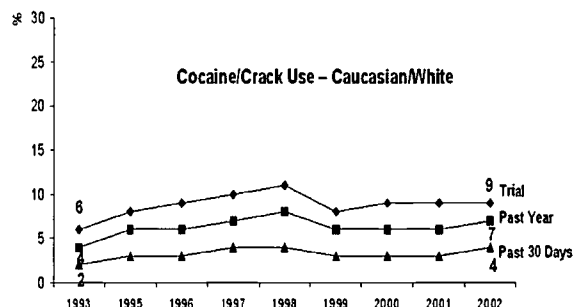
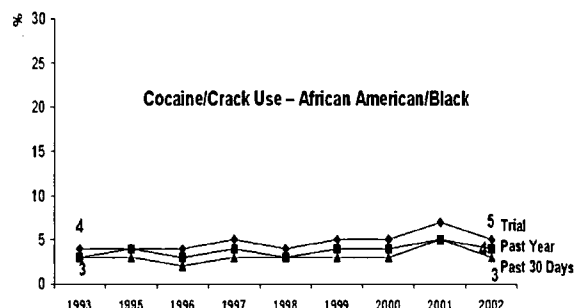
Another positive movement was a significant decrease in the percent of White teens (38 percent in 2001 to 34 percent in 2002) that say that their friends use Ecstasy.



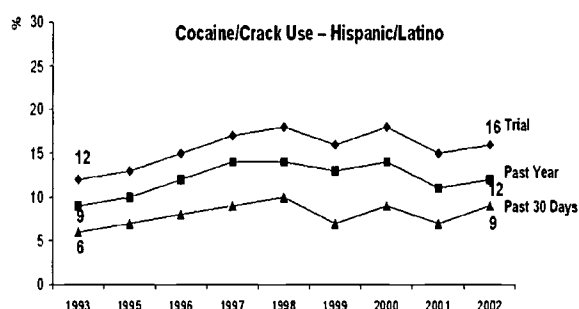
Perceived availability of Ecstasy did not change among any of the groups from 2001 to 2002.

Cocaine/crack

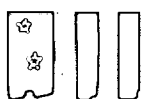
African American teens (5 percent) are significantly less likely to try cocaine/crack than are White (9 percent) and Hispanic teens (16 percent).



White teens are also significantly less likely to try the drugs than are Hispanic teens.



Corresponding to the lower prevalence rate, African American teens (57 percent) are significantly more likely to perceive a great risk in cocaine/crack trial than either White (49 percent) or Hispanic teens (46 percent). African

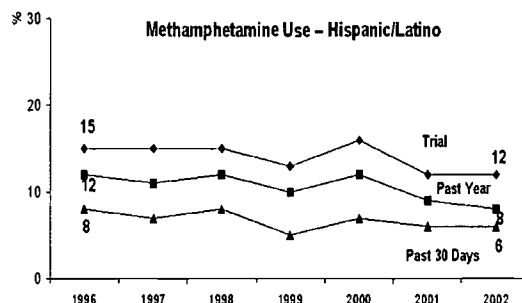
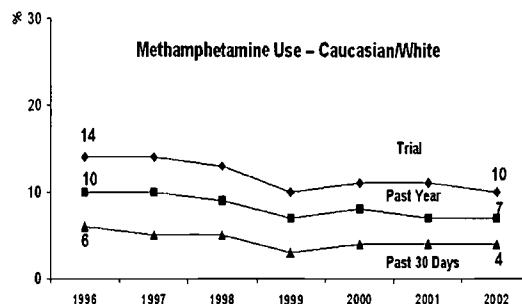
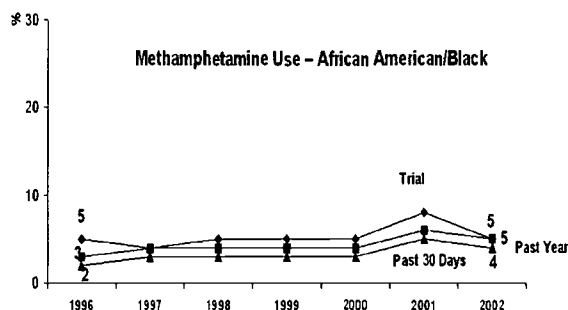


Teens in Grades 7 through 12: Ethnic and Racial Trends

American teens (18 percent) are also less likely than White (30 percent) or Hispanic teens (38 percent) to have friends that use cocaine/crack occasionally. Specific risks of cocaine/crack use, *getting hooked, dying, doing worse at school, work or sports, getting depressed, losing their friends*, remained stable from 2001 to 2002 among all groups. African American teens in 2002 were significantly more likely to see a great risk in *becoming a dealer* (64 percent in 2002 vs. 56 percent in 2001) if someone uses cocaine/crack. African American teens were also less likely in 2002 to believe that cocaine/crack would be *very easy to get* (25 percent in 2001 to 20 percent in 2002).

Methamphetamine

Similar to cocaine/crack, African American teens (5 percent) are significantly less likely to try methamphetamine than are White (10 percent) or Hispanic teens (12 percent).

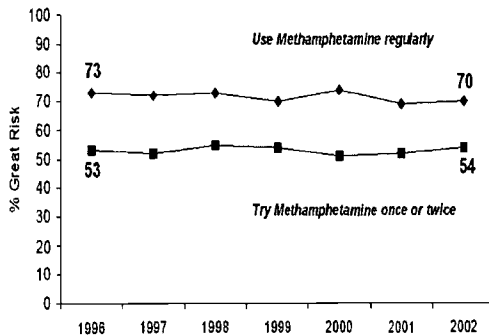


They (15 percent) are also significantly less likely White (28 percent) or Hispanic teens (30 percent) to have friends that use methamphetamine.

Consistent with the lower prevalence rates, while not significant, African American teens (54 percent) are more likely than White (49 percent) or Hispanic teens (49 percent) to see a great risk in trying methamphetamine once or twice.

Teens in Grades 7 through 12: Ethnic and Racial Trends

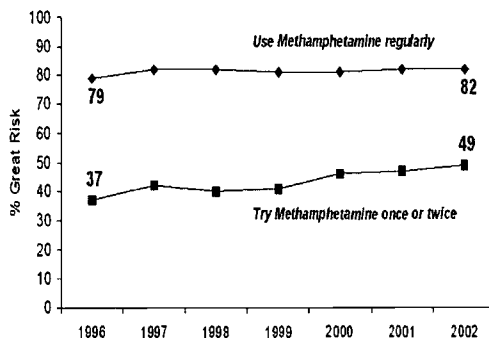
Methamphetamine – Overall Risks of Use – African American/Black



African American teens were significantly more likely in 2002 than in 2001 to believe there is a great risk in *dropping out of school* (70 percent vs. 64 percent) and *getting depressed* (62 percent vs. 54 percent) if someone uses methamphetamine. There were no changes among White or Hispanic teens in specific perceived risks of methamphetamine use.

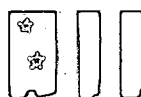
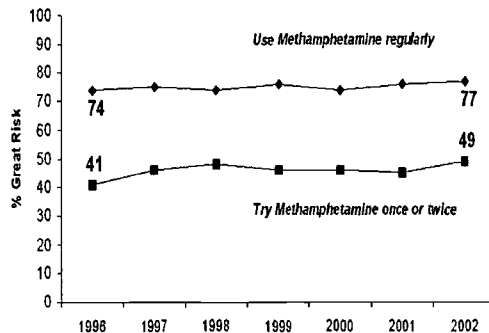
Inhalants

Methamphetamine – Overall Risks of Use – Caucasian/White

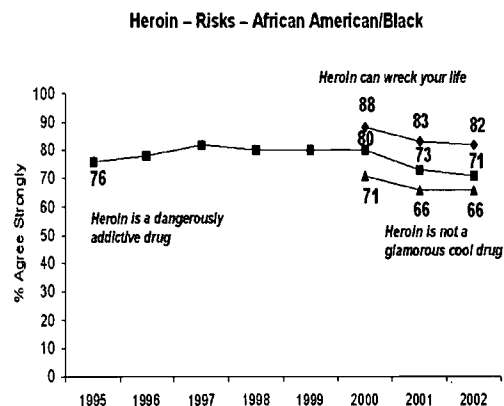
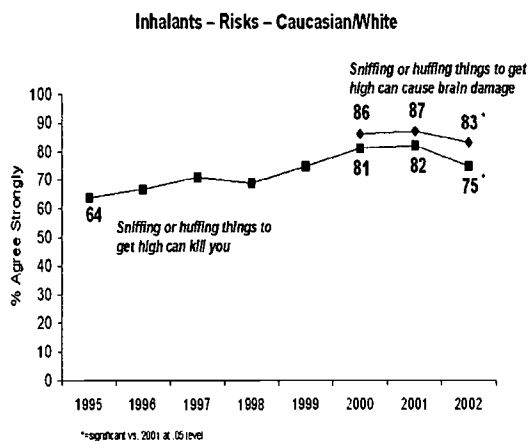


Inhalant abuse indicators (trial, past year, past month) remained stable in 2002 versus 2001. Perceived friends' abuse of inhalants also remained stable. However, there are major indications of a weakening of perception of risk in inhalant abuse among White teens – in 2002 they are significantly less likely to agree strongly that *sniffing or huffing things to get high can cause brain damage* (83 percent in 2002 vs. 87 percent in 2001) or that *sniffing or huffing things to get high can kill you* (75 percent in 2002 vs. 82 percent in 2001).

Methamphetamine – Overall Risks of Use – Hispanic/Latino



Teens in Grades 7 through 12: Ethnic and Racial Trends

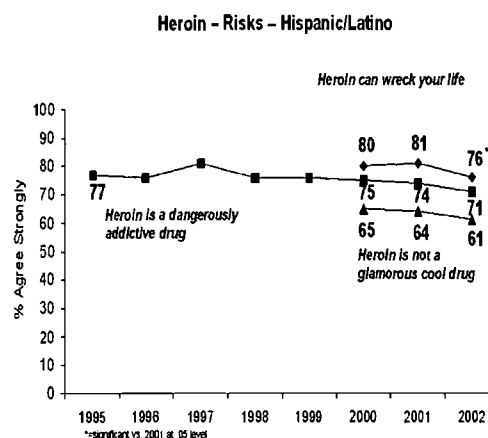


This should be closely monitored because a weakening of attitudes indicates the possibility of increased future abuse.

Heroin

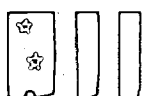
Teens' trial of heroin continues to remain relatively low. Friends' use of the drug remained stable.

Although perceptions of risk remained generally stable, there are indications of possible weakening of attitudes, especially among African American and Hispanic teens.

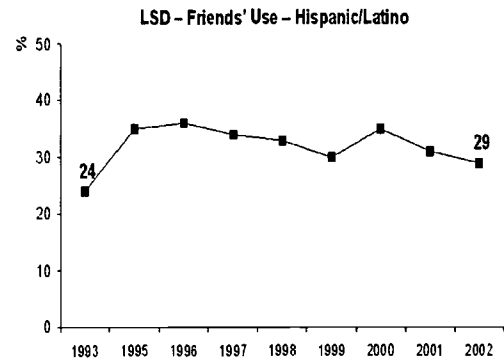
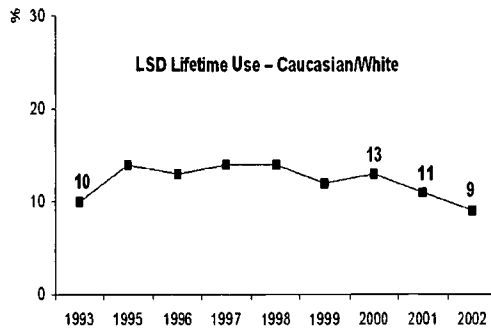


LSD

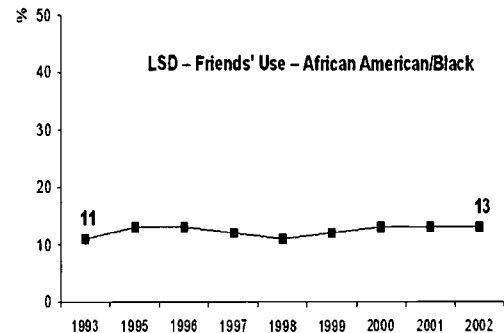
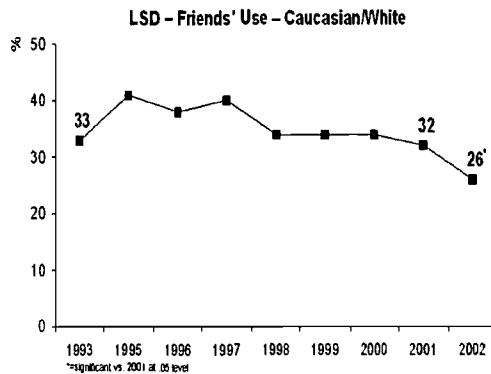
Although not significant versus 2001 there has been a significant decrease in LSD trial among White teens versus 2000 (9 percent in 2002 vs. 13 percent in 2000).



Teens in Grades 7 through 12: Ethnic and Racial Trends



There was a significant decrease in White teens' friends' trial of LSD (26 percent in 2002 vs. 32 percent in 2001).



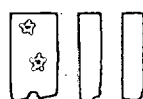
African American teens (13 percent) are less likely to have friends that use LSD than are White (26 percent) and Hispanic teens (29 percent); and they (4 percent) are also less likely to try the drug than are White (9 percent) and Hispanic teens (10 percent).

GHB and Ketamine

From 2001 to 2002 there were no changes in trial of these drugs among any group.

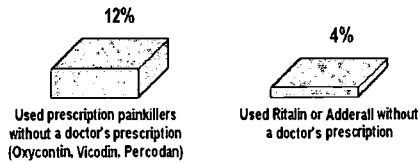
Prescription Drug Abuse

African American teens are significantly less likely to abuse prescription drugs than are White or Hispanic teens.

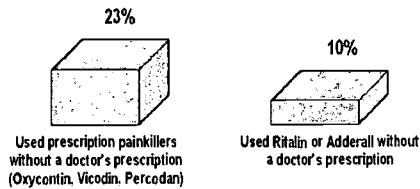


Teens in Grades 7 through 12: Ethnic and Racial Trends

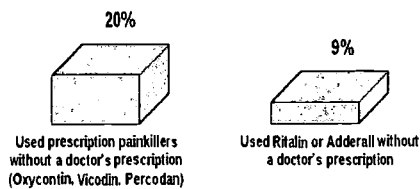
Prescription Drug Abuse – African American/Black



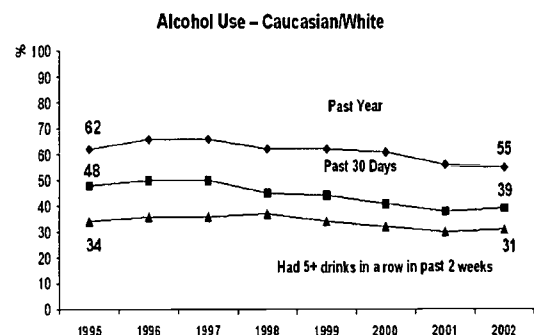
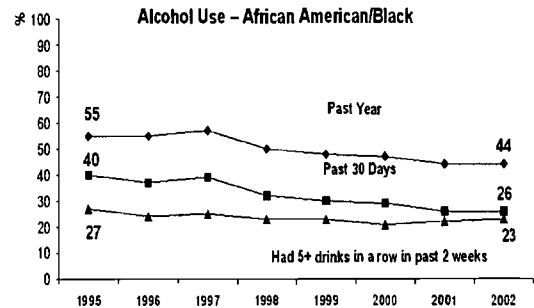
Prescription Drug Abuse – Caucasian/White



Prescription Drug Abuse – Hispanic/Latino



less likely than Hispanic (37 percent) or White teens (39 percent) to use alcohol.



Alcohol and Cigarette Use

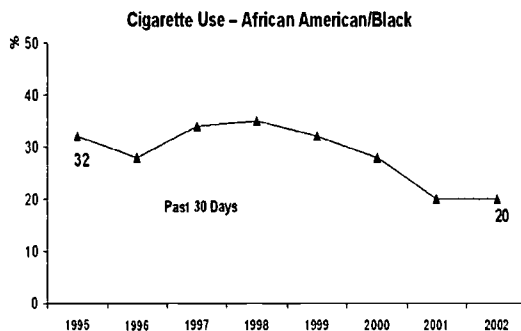
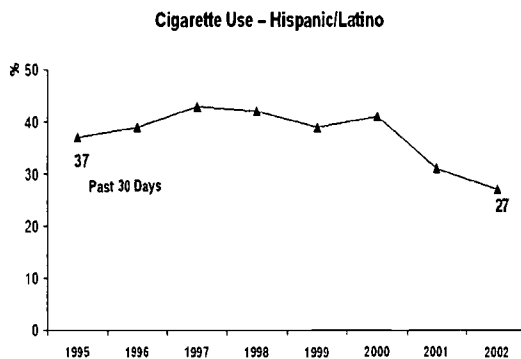
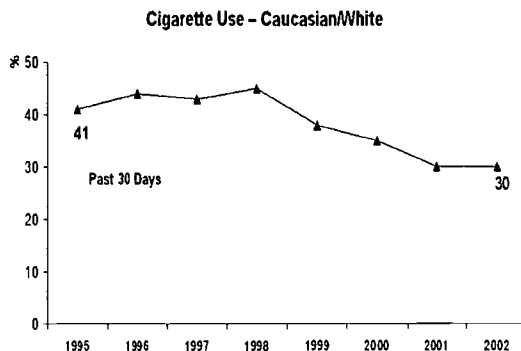
There was no change in alcohol use versus 2001 among any of the groups. African Americans (26 percent used in the past month) are significantly

Versus 2000 all groups showed a significant decrease in cigarette use. African American teens (20 percent) are significantly less likely than



Teens in Grades 7 through 12: Ethnic and Racial Trends

Hispanic (27 percent) or White teens (30 percent) to smoke cigarettes.



General Attitudes Toward Illegal Drugs

Compared to 2001 there were no significant differences in general attitudes toward drugs among White, African American, or Hispanic teens: *(I don't want to hang around drug users, Taking drugs scares me, Kids who are really cool don't use drugs).*

Most Harmful Drug

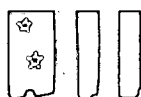
White and Hispanic teens have a more polarized ranking system of the most harmful drugs – heroin leads all other drugs.

Most Physically Harmful Drug – Ranked #1 Caucasian/White

| | 2002 |
|-----------------|------|
| Heroin | 31 |
| Ecstasy | 13 |
| Crack | 7 |
| Methamphetamine | 9 |
| Cocaine | 7 |
| LSD | 7 |
| Marijuana | 7 |
| Inhalants | 6 |

Most Physically Harmful Drug – Ranked #1 Hispanic/Latino

| | 2002 |
|-----------------|------|
| Heroin | 24 |
| Ecstasy | 9 |
| Crack | 8 |
| Methamphetamine | 10 |
| Cocaine | 8 |
| LSD | 6 |
| Marijuana | 8 |
| Inhalants | 7 |



Teens in Grades 7 through 12: Ethnic and Racial Trends

While African American teens rank heroin number 1, their ranking is more uniform.

Most Physically Harmful Drug – Ranked # 1 African American/Black

| | 2002 |
|-----------------|------|
| Heroin | 18 |
| Ecstasy | 11 |
| Crack | 16 |
| Methamphetamine | 8 |
| Cocaine | 9 |
| LSD | 6 |
| Marijuana | 6 |
| Inhalants | 4 |

Reasons for Use

All teens are in general agreement about why they think teens use drugs. From 2001 to 2002, White teens were significantly less likely to agree that *parties are more fun with drugs* (31 percent in 20002 vs. 36 percent in 2001) and African American teens were significantly less likely to agree that *drug users feel adventurous* (44 percent in 2002 vs. 51 percent in 2001).

Reasons For Using Drugs – Caucasian/White

| % Agree Strongly/Somewhat | 2000 | 2001 | 2002 |
|---|------|------|------|
| Kids use drugs to look cool | 64 | 59 | 62 |
| Drug users feel adventurous | 56 | 54 | 51 |
| Marijuana helps you relax | 51 | 51 | 49 |
| Being high feels good | 47 | 49 | 46 |
| Drugs help you forget your troubles | 44 | 44 | 42 |
| Drugs help you relax socially | 45 | 45 | 43 |
| Drugs help kids when they're having a hard time | 34 | 35 | 32 |
| Drugs are fun | 36 | 37 | 34 |
| Parties are more fun with drugs | 34 | 36 | 31* |
| It's OK to sell drugs to make money | 17 | 17 | 16 |

*significant vs. 2001 at .05 level

Reasons For Using Drugs – African American/Black

| % Agree Strongly/Somewhat | 2000 | 2001 | 2002 |
|---|------|------|------|
| Kids use drugs to look cool | 63 | 59 | 60 |
| Drug users feel adventurous | 53 | 51 | 44* |
| Marijuana helps you relax | 41 | 40 | 38 |
| Being high feels good | 39 | 38 | 37 |
| Drugs help you forget your troubles | 39 | 36 | 39 |
| Drugs help you relax socially | 34 | 33 | 33 |
| Drugs help kids when they're having a hard time | 31 | 31 | 29 |
| Drugs are fun | 18 | 17 | 18 |
| Parties are more fun with drugs | 23 | 20 | 20 |
| It's OK to sell drugs to make money | 27 | 29 | 30 |

*significant vs. 2001 at .05 level

Exposure

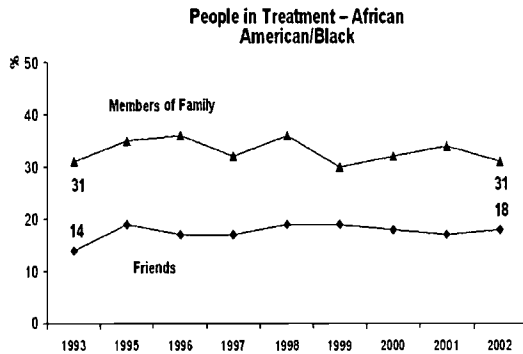
There were no changes in exposure - *anyone selling or trying to give them drugs* - from 2001 to 2002. There were also no changes in perceptions of popular culture and drugs (i.e., *many rock or rap stars make drug use look tempting, movies and TV shows make drugs seem like an ok thing to do, music that kids listen to makes marijuana seem cool*) from 2001 to 2002 among any of the groups.

Intervention and Treatment

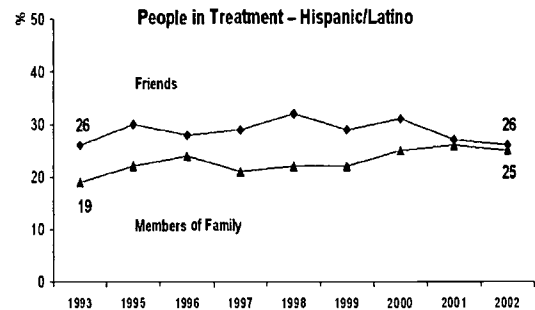
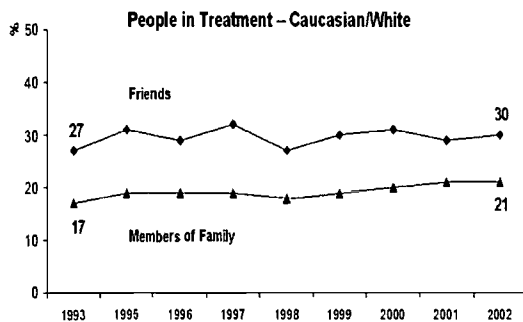
There were no changes in teens' intentions to intervene with a friend who is using drug and also no change in actual behavior (i.e., *tried to talk a friend out of using drugs, friend tried to talk you out of using drug, tried to talk brother/sister out of using drugs, brother/sister tried to talk you out of using drugs*).

Teens in Grades 7 through 12: Ethnic and Racial Trends

African American teens (31 percent family vs. 18 percent friends) are more likely to have family members in treatment than friends.



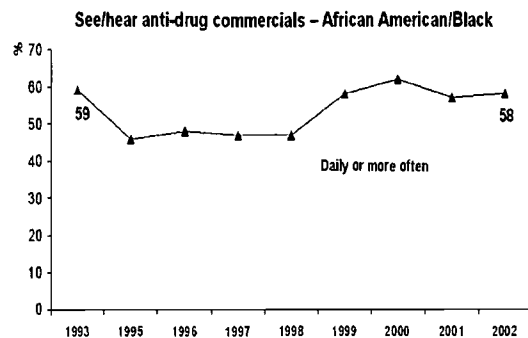
In contrast, White teens (21 percent family vs. 30 percent friends) are more likely to have friends in treatment than family. Hispanic teens (25 percent family vs. 26 percent friends) are approximately equal.



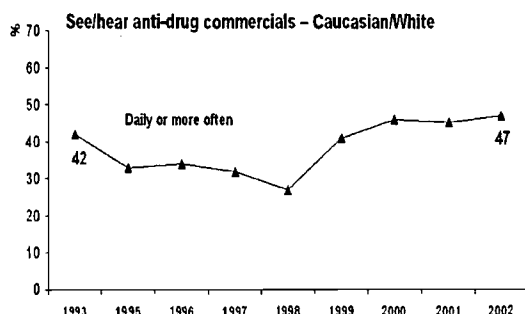
Advertising

Compared to 2001 awareness of anti-drug messages remains stable among all groups.

Approximately half of all teens reported that they see/hear anti-drug commercials daily or more often. African American teens (58 percent) report the highest exposure, White teens (47 percent) and Hispanic teens (53 percent).



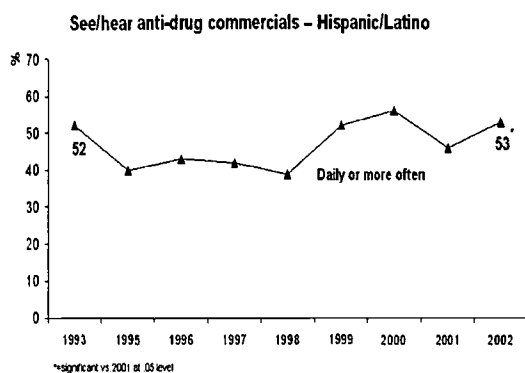
Teens in Grades 7 through 12: Ethnic and Racial Trends



Effects of Anti-Drug Messages – Caucasian/White

| % Agree a lot | 1993 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|------|------|------|------|
| Taught you about the risks of using drugs | 35 | 31 | 30 | 28 | 26 | 31 | 35 | 34 | 39* |
| Given you new information or told you things you didn't know about drugs | 35 | 28 | 29 | 27 | 26 | 29 | 34 | 32 | 39* |
| Made you less likely to try or use drugs | 40 | 31 | 30 | 27 | 26 | 30 | 35 | 33 | 36 |
| Encouraged you to talk to someone else about the risks of drugs | 24 | 23 | 20 | 20 | 21 | 21 | 25 | 25 | 27 |

*significant vs 2001 at .05 level



Effects of Anti-Drug Messages – African American/Black

| % Agree a lot | 1993 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|------|------|------|------|
| Taught you about the risks of using drugs | 54 | 47 | 48 | 46 | 46 | 50 | 52 | 53 | 59* |
| Given you new information or told you things you didn't know about drugs | 49 | 45 | 44 | 43 | 46 | 48 | 47 | 48 | 56* |
| Made you less likely to try or use drugs | 55 | 45 | 45 | 44 | 43 | 50 | 48 | 48 | 52 |
| Encouraged you to talk to someone else about the risks of drugs | 41 | 36 | 33 | 36 | 36 | 39 | 39 | 40 | 41 |

*significant vs 2001 at .05 level

Effects of Anti-Drug Messages – Hispanic/Latino

| % Agree a lot | 1993 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|------|------|------|------|
| Taught you about the risks of using drugs | 49 | 41 | 40 | 39 | 39 | 41 | 44 | 45 | 47 |
| Given you new information or told you things you didn't know about drugs | 42 | 35 | 39 | 38 | 39 | 38 | 39 | 41 | 44 |
| Made you less likely to try or use drugs | 46 | 34 | 36 | 34 | 37 | 38 | 40 | 39 | 40 |
| Encouraged you to talk to someone else about the risks of drugs | 37 | 30 | 31 | 32 | 32 | 32 | 33 | 34 | 33 |

There were significant increases among White and African American teens' ratings of effectiveness. Both were significantly more likely in 2002 than in 2001 to agree a lot that the ads *taught them about the risks of using drugs* (White 39 percent in 2002 vs. 34 percent in 2001, African American 59 percent in 2002 vs. 53 percent in 2001) and *gave them new information or told them things they didn't know about drugs* (White 39 percent in 2002 vs. 32 percent in 2001, African American 56 percent in 2002 vs. 48 percent in 2001). African American teens are more likely than White or Hispanic teens to consider the advertising effective.

Sources of Information about the Risks of Drugs

TV commercials as a source of information about the risks of drugs significantly increased from 2001 to 2002 among White (20 percent to 26 percent) and Hispanic (26 percent to 32 percent) teens.

Teens in Grades 7 through 12: Ethnic and Racial Trends

Sources of Information – Caucasian/White

| % Learned a lot about risks of drugs from... | 2000 | 2001 | 2002 |
|--|------|------|------|
| School lessons or programs | 43 | 44 | 43 |
| Friends | 30 | 30 | 32 |
| Parents or Grandparents | 26 | 27 | 27 |
| TV shows, news, or movies | 25 | 24 | 26 |
| TV commercials | 22 | 20 | 26* |
| School posters | 18 | 17 | 16 |
| The Internet | 15 | 18 | 20 |
| On the street | 17 | 17 | 17 |
| Print ads in newspapers or magazines | 13 | 15 | 15 |

*significant vs. 2001 at .05 level

Sources of Information – African American/Black

| % Learned a lot about risks of drugs from... | 2000 | 2001 | 2002 |
|--|------|------|------|
| School lessons or programs | 46 | 47 | 47 |
| Friends | 24 | 30 | 32 |
| Parents or Grandparents | 40 | 45 | 46 |
| TV shows, news, or movies | 41 | 41 | 44 |
| TV commercials | 38 | 40 | 44 |
| School posters | 28 | 28 | 33 |
| The Internet | 21 | 28 | 30 |
| On the street | 30 | 32 | 32 |
| Print ads in newspapers or magazines | 23 | 28 | 29 |

Sources of Information – Hispanic/Latino

| % Learned a lot about risks of drugs from... | 2000 | 2001 | 2002 |
|--|------|------|------|
| School lessons or programs | 45 | 47 | 46 |
| Friends | 33 | 33 | 35 |
| Parents or Grandparents | 34 | 33 | 37 |
| TV shows, news, or movies | 35 | 32 | 34 |
| TV commercials | 31 | 26 | 32* |
| School posters | 26 | 25 | 26 |
| The Internet | 23 | 26 | 28 |
| On the street | 26 | 25 | 25 |
| Print ads in newspapers or magazines | 21 | 22 | 21 |

*significant vs. 2001 at .05 level

Computer Use

The majority of teens uses a computer at home and spends time on the Internet for 1 or more hours each week. White (72 percent) teens are significantly more likely than African American (59 percent) or Hispanic (60 percent) teens to use a computer at home.

Computer Use – Caucasian/White

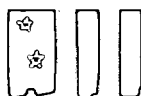
| % | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|
| Use a computer at home for 1 or more hours each week | 49 | 60 | 67 | 72 | 72 |
| Use a computer at school for 1 or more hours each week | 35 | 36 | 40 | 37 | 42* |
| Use a computer at some other place for 1 or more hours each week | 20 | 21 | 26 | 24 | 27 |
| Spend time on the Internet for 1 or more hours each week | 41 | 55 | 63 | 67 | 67 |

*significant vs. 2001 at .05 level

Among African American teens, TV commercials did not significantly increase from 2001 to 2002 (40 percent to 44 percent) as a source of information; however African Americans are more likely than either White or Hispanic teens to consider TV commercials as a source of information about the risks of drugs.

Use of a computer at school is approximately equal for all groups – White (42 percent), African American (43 percent), Hispanic (39 percent).

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Teens in Grades 7 through 12: Ethnic and Racial Trends

Computer Use – African American/Black

| % | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|
| Use a computer at home for 1 or more hours each week | 33 | 43 | 50 | 54 | 59 |
| Use a computer at school for 1 or more hours each week | 32 | 36 | 41 | 38 | 43 |
| Use a computer at some other place for 1 or more hours each week | 28 | 32 | 34 | 37 | 38 |
| Spend time on the Internet for 1 or more hours each week | 31 | 44 | 54 | 60 | 62 |

Computer Use – Hispanic/Latino

| % | 1998 | 1999 | 2000 | 2001 | 2002 |
|--|------|------|------|------|------|
| Use a computer at home for 1 or more hours each week | 34 | 42 | 49 | 58 | 60 |
| Use a computer at school for 1 or more hours each week | 34 | 37 | 37 | 36 | 39 |
| Use a computer at some other place for 1 or more hours each week | 27 | 27 | 32 | 30 | 34 |
| Spend time on the Internet for 1 or more hours each week | 36 | 44 | 52 | 61 | 62 |

Frequency of Parents/Grandparents talking about Drugs in Past Year – Caucasian/White

| % | 2000 | 2001 | 2002 |
|--------------------|-----------|-----------|-----------|
| <u>Spoke (net)</u> | <u>67</u> | <u>68</u> | <u>69</u> |
| 4+ times | 21 | 23 | 23 |
| 2-3 times | 26 | 25 | 27 |
| 1 time | 20 | 20 | 19 |
| Never | <u>32</u> | <u>31</u> | <u>30</u> |

Frequency of Parents/Grandparents talking about Drugs in Past Year – Hispanic/Latino

| % | 2000 | 2001 | 2002 |
|--------------------|-----------|-----------|-----------|
| <u>Spoke (net)</u> | <u>74</u> | <u>74</u> | <u>73</u> |
| 4+ times | 33 | 28 | 30 |
| 2-3 times | 23 | 26 | 25 |
| 1 time | 18 | 20 | 18 |
| Never | <u>25</u> | <u>26</u> | <u>25</u> |

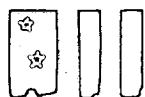
Frequency of Parents/Grandparents talking about Drugs in Past Year – African American/Black

| % | 2000 | 2001 | 2002 |
|--------------------|-----------|-----------|-----------|
| <u>Spoke (net)</u> | <u>64</u> | <u>66</u> | <u>67</u> |
| 4+ times | 29 | 31 | 32 |
| 2-3 times | 21 | 18 | 18 |
| 1 time | 14 | 17 | 17 |
| Never | <u>33</u> | <u>32</u> | <u>32</u> |

Discussions with Parents

From 2001 to 2002 there were no change in frequency of parental discussions about drugs. Twenty-three percent of White teens report that their parents discussed drugs with them four or more times in the past year. This compares to 32 percent African American teens and 30 percent of Hispanics that have had similar conversations.

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Teens in Grades 7 through 12: Ethnic and Racial Trends

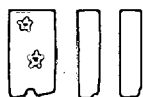
Summary

The Partnership's 2002 Attitude Tracking Study indicates that African American teens are leading the decrease in teen use of marijuana. This is extremely interesting because they also led the increase in teen use of marijuana in the early 1990s. The lower drug use among African American teens is consistent with leading research that shows that African American youth have substantially lower rates of use of most licit and illicit drugs than do Whites and Hispanics. What was inconsistent was the steep increase in African American teen use of marijuana in the early 1990s. These findings raise questions about the relationship of popular culture and teen attitudes and substance abuse. It would be an over simplification to state that popular culture was totally responsible for the increase in use. However, there is a need to better understand the interaction of popular culture and teens' desire to establish a sense of identity and how this relates to their identification with cultural icons (musicians and actors).

These findings indicate that there are "beacons" of possible concern: the weakening of the perception of risk in inhalant abuse among White teens and the weakening of the perception of risk in heroin use among African American and Hispanic teens. While not conclusive proof that there will be an increase in use, these should be closely monitored because a weakening of

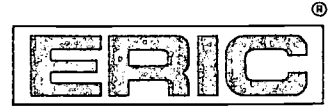
attitudes indicates the possibility of increase future abuse.

These findings also indicate the public health anti-drug advertising continues to be an efficient and effective means to reach White, African American, and Hispanic teens with persuasive information on the risks of drugs.





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