

# Community Norms

Local Conditions	Indicators	Data Sources*
Availability	6th, 9th and 12th graders reporting they took alcohol from their home	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	6th, 9th and 12th graders reporting they took alcohol from a friend's home	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	6th, 9th and 12th graders reporting they got alcohol from their parents	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	6th, 9th and 12th graders reporting they got alcohol at a party	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	Young adults reporting they got alcohol from their parents or other adult family members	MN Young Adult Alcohol Survey**; focus groups
	Young adults reporting they got alcohol from someone else's parents or other adult family members	MN Young Adult Alcohol Survey**; focus groups
	Young adults reporting they too alcohol from their parent's house	MN Young Adult Alcohol Survey**; focus groups
	Young adults reporting they got alcohol from a friend, acquaintance or sibling who is 21 or older	MN Young Adult Alcohol Survey**; focus groups
	Youth attendance at events where alcohol is sold	Community scan/observation; focus groups
	Acceptance of alcohol availability/sales at fairs, sporting events, etc.	Community scan/observation; focus groups
Perception of community problem	Youth reporting that student use of alcohol or drugs is a problem at their school	Minnesota Student Survey: <a href="http://sumn.org/data/topic/show.aspx?loct=3&amp;loc=88&amp;ind=186">http://sumn.org/data/topic/show.aspx?loct=3&amp;loc=88&amp;ind=186</a>
	Community stance on increased enforcement of alcohol laws	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Community permissiveness of youth alcohol consumption	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Community perceptions of the extent of alcohol use by teens and adults	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Perception that drinking and driving is a problem in the community	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Young adult perception of how many peers drink	MN Young Adult Alcohol Survey**; focus groups
Alcohol as a "rite of passage"	Perception that using alcohol and binge drinking is just what kids do	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
Multigenerational use	Youth reporting that alcohol use has caused family problems	Minnesota Student Survey: <a href="http://sumn.org/data/topic/show.aspx?loct=3&amp;loc=88&amp;ind=188">http://sumn.org/data/topic/show.aspx?loct=3&amp;loc=88&amp;ind=188</a>
	Drinking is a normal pattern of parents and other relatives	Focus groups

Acceptance	Youth believe their parents would approve of them drinking alcohol	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	Youth believe their parents would not care about them drinking alcohol	Minnesota Student Survey: <a href="http://www.health.state.mn.us/divs/chs/mss/countytables/index.cfm">www.health.state.mn.us/divs/chs/mss/countytables/index.cfm</a>
	Acceptance of drinking among persons under age 21	MN Young Adult Alcohol Survey**
	Drinking is a part of everyday life in the community	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Alcohol perceived to be more acceptable than other drugs	Community readiness assessment ( <a href="http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf">http://docs.sumn.org/CommunityNeedsAssessmentToolkit.pdf</a> ); facilitated discussion with local ATOD coalition; focus groups; key informant interviews
	Workplace promotion of drinking	Focus groups; key informant interviews
	Drinking seen as "cool"	Focus groups
Prevention messaging	Number/percent of adults reporting hearing or seeing prevention messages	Focus groups
	Number/percent of media spots related to prevention	Community scan/observation

\*Focus groups and key informant interviews could be considered as a potential data sources for many of the indicators. For more information on these data collection methods visit [www.evaluated.org](http://www.evaluated.org).

\*\*Survey instrument currently under development by the Department of Human Services Alcohol and Drug Abuse Division; will be available in the SUMN Toolbox ([www.sumn.org](http://www.sumn.org)) by December 2011.

<p>Readily available data, existing data for most Minnesota communities  Data likely exists, but may require relationship building/agreements with local entities  Data collection required, but tools and/or processes for collection exist  Data collection required which may be difficult or time consuming</p>
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