

Presenter: Gianna D'Arezzo

Session & Time: Poster II

Room/Time: GLH / 2:30-3:30

Discipline: Global Public Health

Faculty Mentor: Michaela George

Digital Portfolio URL:

Title: Evaluation of the Raising the Bar campaign: changing social norms of parental drinking behaviors in Marin County, CA

Abstract:

Background

Given high levels of drinking and substance use among adults in Marin County, CA, it is imperative to find evidence-based interventions and community supported solutions. Negative parent modeling has driven youth drinking and substance use higher in Marin County than all other counties in California. Using a mixed methods approach, we aimed to understand the impact of a community-based organization designed to promote substance free behaviors on parents of school aged children in Marin with a holistic program evaluation.

Methods

In partnership with the community organization Raising the Bar (RTB), the research methodology consisted of quantitative and qualitative data collection through key

informant interviews, parent leader focus groups, and a community-wide survey in Marin County to better understand the awareness, knowledge, and behaviors of the target population.

Results

Preliminary results include knowledge of increased substance use in Marin County by parents and youth, general awareness of the RTB program goals, and differences in personal behaviors and observed behaviors at community events. Quantitative data show differences between younger and older adults, Hispanic and non-Hispanic adults, and the four geographical regions of the county ($p<0.001$). Significant gaps in awareness and understanding provide opportunities to target audiences.

Conclusions

Based on these findings, our recommendations to the RTB program are to segment the audience for more targeted intervention, clarify the messaging, enlist local champions to support the campaign at the school level throughout the school year, and partner with enforcement agencies to implement existing policy.