



Positive Community Norms

Concrete Middle and High School 2017-2019

How did we start?


HYS Measures of Youth Substance Use	Concrete	
	GRADE	2016
Current Marijuana Use. During the past 30 days, on how many days did you: Use marijuana or hashish? (<i>District results: Use any days</i>)	8 and 10	20%
	8,9,10,11,12	38%
Friends Use Marijuana. How many of your best friends have used marijuana? (<i>District results: Any friends</i>)	8 and 10	76% ^d
	8,9,10,11,12	85%

Gathering the data


- Short 4 question survey- had 57 students respond. 25% of the student population
- Focus groups- 10 students (range of 7th-12th) - norming shifts
- Focus groups for imagery and wording
 - They didn't want to see images of other teens
 - Really liked school colors/mascot and puns
 - Unique to Concrete- not county wide

The final product

IF YOU'RE NOT DOWN WITH MARIJUANA
THEN YOU ARE...





**INGOOD
COMPANY**



4 OUT OF 5
CONCRETE 7th-12th
GRADERS WOULD
RATHER NOT USE
MARIJUANA WHEN
HANGING OUT
WITH FRIENDS

7 OUT OF 10
CONCRETE 7th-12th
GRADERS
THINK USING
MARIJUANA IS
NEVER OKAY
FOR ANYONE
THEIR AGE
TO DO

AND
WE'RE
NOT
LION



**INGOOD
COMPANY**

Implementation

What we heard from Students

What we heard from Teachers

What we heard from the community

What did we learned

Results

		2016	2018
Friends Use Marijuana. How many of your best friends have used marijuana? (<i>District results: Any friends</i>)	8 and 10	76% ^d	41% ^{ad}
	8,9,10,11,12	85%	59%

Future

#OurChoicesOurStory

**WE CHOOSE TO
BE IN CONTROL**

**NOT BE
CONTROLLED**



**A majority of Concrete teens
would say NO to marijuana,
even if their friends were using**



Data based on anonymous survey of
Concrete students
conducted by United General District 304



#OurChoicesOurStory

**WE CHOOSE
TO NOT LIMIT
OURSELVES**

**Most Concrete teens are
planning to be marijuana
free while under 21**



Data based on anonymous survey of
Concrete students
conducted by United General District 304



Questions?

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