

Inspiring Alcohol-Free Youth Poster Contest



This contest, sponsored by Kootenai Alliance for Children and Families, is designed to involve students in grades 7th through 12th in an effort to educate our community on the underage use of alcohol.



The winning poster will be displayed at various retail establishments throughout Kootenai County!

Who is eligible to enter?

All students currently in grades 7th through 12th (08-09 school year), residing in Kootenai County.

How are the posters judged?

Entries will be judged by the KACF Steering Committee and IDFY staff and will be evaluated based on the following:

1. **Artistic Merit** (use of color, quality of drawing, poster design and layout)
2. **Poster Message** (must include results from the CTC survey)
3. **Originality and Creativity** (unique, clever and/or creative design)
4. **Neatness** (free of spelling, grammatical errors and/or stray marks)

Contest rules and specifications

- Posters must be submitted on 8 ½ X 11 paper.
- Posters must display one or more of the CTC Survey Statistics identified as "Statistics 1 through 4" in attachment. Including information from "Top risk factors for Coeur d'Alene teens" in the "Other Statistics" section is optional.
- "No alcohol sales to minors." must be part of the artwork and displayed on the bottom-center of the poster.
- Any media may be used including paints, crayons, color pencils, chalk, and collage, but contestants are advised to ensure that the media selected be adequately protected against damage.
- All entries must be original works without aid from others.
- One entry per person.

**Entry Form
Inspiring Alcohol-Free Youth
Poster Contest**

Entry Deadline: MARCH 31, 2009

Name _____

Address: _____

Phone: _____

Age: _____ **Grade:** _____

School: _____

I understand the contest rules and specifications and will abide by them. I attest that the poster is completely my original work.

Student Signature

Date

Students must have their parent's or legal guardian's permission to participate in this contest. Participation in this contest does not guarantee a winning prize. Posters entered into this contest become the exclusive property of Kootenai Alliance for Children and Families and will not be returned. By entering this contest, participants assign to Kootenai Alliance for Children and Families any and all copyrights for the posters submitted, and they consent to the public disclosure of the applicant's name, grade and school for purposes of promoting this and future contests.

I understand and agree that upon entering this contest, participants assign to Kootenai Alliance for Children and Families any and all rights for the posters submitted, and consent to public disclosure of the applicant's first name, grade and school for purposes of promoting this and future contests.

Parent/Guardian Signature

Date

Artwork must be mailed/delivered to:

Kootenai Alliance for Children and Families
610 W. Hubbard, Suite 123
Coeur d'Alene, ID 83814

Communities That Care Survey Results

The following results are based on surveys conducted in the Coeur d'Alene School District in 2004, 2006 and 2008.

Statistic #1

Age of First Use – Trying Alcohol			
	2004	2006	2008
9 th Grade	12.4 (yrs old)	12.5	12.1
12 th Grade	14.1 (yrs old)	14.2	14.3

The question *How old were you when you first drank alcohol?* is used to measure this statistic.

Age at First Full Drink - Although there were some small fluctuations, these were within the margin of error, meaning that high school seniors who used alcohol in the year 2006 began drinking at about the same ages as seniors in 1996, 1998, 2000, 2002, and 2004. This data also permits a comparison of the percentage of students who started to drink at the age of 12 or younger. It appears that among the lower grades, a larger percentage of students are consuming their first drinks at earlier ages. Eighth-grade students are more likely to report consuming a full drink before age 12 than current 12th-grade students are.

Statistic #2

Percentage of students who have used alcohol in the past 30 days.			
	2004	2006	2008
9 th Grade	39%	38%	23.6%
12 th Grade	55%	53.1%	42.5%

Student Drinking in the Previous 30 Days - Recent student drinking is more common among the older students, peaking with about 47 percent of surveyed Idaho high school seniors reporting having used alcohol in the previous month. The patterns of alcohol use in Idaho appear to mimic patterns elsewhere in the United States. Students in every grade, except grade 12, reported less 30-day alcohol use than they did in 1998 and 1996, and their 2006 reported rates were very similar to those reported in 2000, 2002, and 2004. Students in grade 12 reported use levels very similar to 1996. These changes are well within the margin of error and may not reflect any genuine change in student behavior.

Among sixth-grade students, very small numbers of students had used any alcohol in the previous 30 days, and there were differences between boys and girls in their use. There were no significant differences between boys and girls for eighth, 10th-, and 12th-graders.

Statistic #3

Perception of Risk – Drinking Alcohol			
	2004	2006	2008
9 th Grade	30.4%	62.3%	72.4%
12 th Grade	39.7%	72.8%	74.3%

Past analysis of national statistics indicate that as students' perception of risk increases, use of substances decreases. It is also typical for the perception of risk as (Moderate Risk or Great Risk) to decrease as a child gets older.

Perceived Risk of Harm from Alcohol - Across all grade levels, students were most likely to respond that "having five or more drinks once or twice each weekend" posed a "great risk." Eighth-grade students were most likely to see this level of drinking as highly risky. At all grade levels, fewer than 10 percent of students indicated that they thought this level of drinking posed no risk. Idaho students in all three grades were less likely than were students nationwide to respond that people put themselves at "great risk" of harm by this behavior.

Statistic #4

Perception Parental/Adult Disapproval – Drinking Alcohol			
	2004	2006	2008
9 th Grade	75.8%	90%	87.7%
12 th Grade	39.7%	72.8%	74.4%

Past analysis of national statistics indicates that students tend to perceive parents as *Disapproving or Strongly Disapproving* of students use of alcohol for all grade levels.

Parental Supervision and Student Alcohol Use - Students who experienced lower levels of supervision by their parents were more likely to report moderate or high levels of alcohol use. Among students who reported low supervision, 19.6 percent said they did not drink alcohol, 23.1 percent reported low use of alcohol, 40.0 percent reported moderate use, and 17.3 percent reported high use. In contrast, 39.5 percent of highly supervised students reported no alcohol use. Among the highly supervised students, 40.8 percent reported low alcohol use, 13.4 percent moderate use, and 6.2 percent high use.

Risk factors are conditions that increase the likelihood of a young person becoming involved in drug use, delinquency, school dropout and/or violence. For example, children living in families with poor parental monitoring are more likely to become involved in these problems. Research during the past 30 years supports the view that delinquency; alcohol, tobacco and other drug use; school achievement; and other important outcomes in adolescence are associated with specific characteristics in the students' community, school and family environments, as well as with characteristics of the individual. In fact, these characteristics have been shown to be more important in understanding these behaviors than ethnicity, income or family structure.

Other Statistics

Top risk factors for Coeur d'Alene teens are:

#1- Community Transitions and Mobility

The risk factor, **Community Transitions and Mobility**, is measured by using items such as- Have you changed homes in the past year?

#2- Laws and Norms Favorable to Drug Use and Firearms

The risk factor, **Laws and Norms Favorable to Drug Use and Firearms**, is measured by using items such as- If a kid smoked marijuana in your neighborhood, would he or she be caught by the police?

#3- Academic Failure

The risk factor, **Academic Failure**, is measured by using items such as -Are your school grades better than the grades of most students in your class?

#4- Low Commitment to School

The risk factor, **Low Commitment to School**, is measured by using items such as- How interesting are most of your courses to you?

#5- Friends Use of Drugs

The risk factor, **Friends Use of Drugs**, is measured by using items such as -In the past year (12 months), how many of your best friends have smoked cigarettes?



Need some ideas?

Go to www.alertlabs.org and click on "toons, posters & videos" (on the far right of the webpage, in red letters) to get ideas of what we are looking for.