

## The Partnership at Drugfree.org Survey Idaho QuickRead Report May 2014

---

### OVERVIEW

---

**Nearly all Idaho teens are familiar with at least one type of drug.** And even fewer have experimented with meth and prescription pills without a prescription.

Even with the prevalence of drugs and alcohol in the media, **and with teens constantly receiving positive and negative messages about them**, three-quarters of Idaho teens have **never** tried any drugs or alcohol – not even once.

Idaho teens are most likely to try drugs when they are 14 or 15. But experimentation with some of the more accessible drugs – like OTC cough medicine – can happen as early as age 10 or younger. **That's why it's important to focus outreach efforts on Idaho teens as early as possible.** Once they get older and get more independent, it will be harder to influence their decisions.

When it comes to teaching kids about the risks of drugs, parents can be a big help. In Idaho, most parents have talked to their teens about drugs. **But those conversations tend to focus on alcohol and marijuana.** To *really* make an impact, more attention should be paid to other drugs like meth and prescription pills during these conversations.

Educating teens through anti-drug campaigns may help them understand the risks of drugs, but it won't necessarily make them less accessible. Nearly half of Idaho teens have been offered drugs before. Drugs can be easy to get, and teens know where to find them – especially when their friends are experimenting with them. **That's why it's important to make sure teens understand the risks of using any drugs – even once.**

Most teens understand there's at least *some* risk in trying drugs, if even just one time. But there are still some who don't recognize how great the risk *actually* is. There are even teens who still don't see that using drugs *regularly* comes with **great risks.**

**Almost all Idaho teens have been exposed to "Not Even Once" anti-meth ads.** But one-quarter still aren't seeing them in school or on TV – two of the places that can offer the most exposure to teens.

Virtually every teen who's seen these ads says they make them less likely to try meth – **so we know they are working.** We could reach even more teens by **showing more in-school presentations, more TV ads, and by using newer methods – like YouTube ads.**

Just about all Idaho teens have heard of the Idaho Meth Project. And, similar to the "Not Even Once" ads, those who are familiar **say it's had an impact on them. Idaho teens say the ads have made them more aware of the risks of using meth, for example.** In spite of these positive signs, there are still some teens yet to be exposed to the Idaho Meth Project. This highlights an opportunity to increase the program's visibility through a variety of methods – such as posting on social media sites.



## MEASURING PREVALENCE RATES FOR TEEN SUBSTANCE ABUSE

---

**Almost all Idaho teens (96%) have heard of at least one type of drug.** That's because teens are flooded with positive and negative messages about drugs. Additionally, drugs are constantly in movies and on TV. Marijuana (92%) is the most well-known drug in Idaho. But meth is very recognizable as well. 85% of Idaho teens have heard of it.

**A quarter of Idaho teens (26%) have tried drugs or alcohol at least once.** But only 3% of teens have used meth. Similarly, only 10% have used prescription drugs without a prescription. But just because teens themselves aren't using these drugs, that doesn't mean their friends aren't. **And many teens know where to go to get these drugs if they wanted them.**

**In Idaho, many of those who have used drugs in the past are not still using them.** Only 14% of Idaho teens who've used meth have done it in the last month. And 20% of Idaho teens who've used prescription drugs without a prescription, have taken them in the last month.

**Idaho teens are most likely to try drugs when they are 14 or 15.** This is why it's important to reach teens before they become more independent and are not as impressionable as they are when they are younger. **To stop teens from using drugs, target them before they even consider trying them.**

**Nearly half of teens (49%) have been offered drugs.** But only 6% have been offered meth. Even though we know half of those who have been offered meth have tried it, this is still a small number. That said, **21% of Idaho teens think it's easy to find meth.** And as long as half of teens who are being offered the drug are trying it, this is a concern – especially considering meth's a drug that has to be purchased, and can be expensive.

Even more so than meth, 40% of Idaho teens think it's easy to get prescription drugs without a prescription. **Teens know these pills can be found in any medicine cabinet in any home.** They'll always be easy to get. And if taken from someone's medicine cabinet, they're free.

**Over half (54%) of Idaho teens know where to go to get meth if they wanted it. And 24% think they can get it from a friend.** 10% of teens say their friends have used meth. And even more (29%) say their friends have taken prescription drugs without a prescription.

Just because a large number of teens aren't **regularly using** meth doesn't mean it's not a problem. **We can lessen the appeal of meth by making sure more teens are made aware of the risks of using it – even just once.** Even if they are not taking drugs themselves, teens can be put in uncomfortable situations every time their friends use drugs and they're not interested.



---

## UNDERSTANDING TEEN PERCEPTIONS REGARDING SUBSTANCE ABUSE

---

Teens today are constantly exposed to enough media and information to understand that drugs are dangerous. What's important is making sure they understand that drugs pose a tremendous risk. This is the idea that will keep them from trying drugs – even just once.

86% of teens in Idaho recognize there is at least moderate risk in trying meth just once or twice. But only 77% believe there's great risk. This means that nearly a quarter of Idaho teens (23%) don't see great risk in trying meth.

This highlights the need to educate more teens about the serious risks of using meth **even once**. To teens, "once" doesn't necessarily mean "just once." To them, it means "not regularly." **It's essential we make them recognize that there is danger in using any of these drugs – even once.**

**In Idaho, most parents (87%) have discussed drugs with their teens.** But the focus of these conversations is never meth, prescription drugs, or other very serious drugs. They're usually only about alcohol (84%) and marijuana (74%). 66% of parents have discussed meth with their teens, and 54% have talked to them about the risks of taking prescription pills without a prescription. These may seem like substantial numbers, but they aren't big enough.

As they get older, teens become more and more independent, and are eager to prove they can think for themselves and are capable of making their own decisions. But while still young, many kids are willing to listen to their parents. That's why it's equally important to educate parents on the dangers of trying drugs.

Idaho teens don't believe most of the more common effects of using meth. But some effects are more believable than others:

- 34% of Idaho teens believe meth helps you lose weight
- 28% of Idaho teens believe meth makes you feel euphoric or very happy
- 28% of Idaho teens believe meth gives you energy
- 22% of Idaho teens believe meth helps you deal with boredom
- 14% of Idaho teens believe meth helps you escape your problems

**Because some teens believe these to be true, downplaying these effects will help remove some of the appeal that meth has to them.**

---

## GAUGING AWARENESS OF THE METH PROJECT'S DIGITAL AND SCHOOL-BASED CAMPAIGNS

---

Nearly every teen in Idaho (95%) has seen or heard of "Not Even Once" anti-meth ads. But only three-quarters have seen them in school (77%) or on TV (75%), and even fewer have seen them on the internet (62%). **Our message has a better chance of reaching teens if we show these ads more often in places where teens are more likely to see them.**

**Almost all Idaho teens aware of "Not Even Once" anti-meth ads say they make them less likely to try or use meth (94%). This proves the ads are working.** But to reach more teens, we must show the ads more frequently. **We should utilize newer methods as well** – such as streaming video ads on YouTube.



**15% of Idaho teens have not heard of the Idaho Meth Project.** This shows a clear opportunity to increase our outreach efforts, and develop creative ways to reach even more teens – especially when you consider that **nearly all teens who've heard of the Idaho Meth Project feel it's had an impact on them (93%).**

**Additionally, 66% of Idaho teens who've heard of the Idaho Meth Project say it has helped them understand you can't try meth – even once.** Once teens are familiar with the Idaho Meth Project, it can help them. But with 15% of teens still not familiar with it, **there's plenty of opportunity to enhance outreach efforts.**

**44% of teens who've heard of the Idaho Meth Project have not seen a presentation about it in school.** We know this project has left an impact on nearly every teen who has heard of it – so by sharing the program's message in more schools, **we can influence even more teens.**

**Only one-quarter (23%) of Idaho teens have visited methproject.org.** This highlights an opportunity to increase awareness of the site. If we can make it more of a resource – with more content and valuable information – teens will have a reason to visit more often.

Teens are still using meth. **But the work of anti-meth programs like the Idaho Meth Project, and anti-meth ads like “Not Even Once,” are making a real impact.** Teens acknowledge that these campaigns have helped them see the dangers of meth.

**QUESTIONS**

1. Which of the following drugs, if any, have you ever heard of?

Response	%
Marijuana, also known as pot or weed	92%*
Cocaine	87%
Methamphetamines, also known as meth, crank, crystal, glass, ice or tina	85%
Heroin	85%
Ecstasy	67%
Prescription pain relievers like Vicodin or OxyContin	66%
Prescription stimulants like Ritalin or Adderall	52%
I have never heard of any of these drugs	4%
QuickFacts <sup>±</sup>	
Heard of any drugs (net)	96%

2. Please indicate how much risk, if any, you think is involved in each of the following activities.

Response	Great risk	Moderate risk	Slight risk	No risk	Great/moderate risk (net)	Slight/no risk (net)
Trying meth once or twice	77%	9%	7%	7%	86%	14%
Using meth regularly	87%	3%	2%	9%	90%	10%
Trying prescription drugs without a prescription once or twice	48%	25%	17%	11%	73%	27%
Using prescription drugs without a prescription regularly	76%	11%	4%	10%	87%	13%
Trying marijuana once or twice	43%	22%	16%	19%	65%	35%
Using marijuana regularly	61%	17%	7%	15%	78%	22%
Trying prescription pain relievers like Vicodin or OxyContin without a prescription, once or twice	48%	29%	12%	11%	77%	23%
Using prescription pain relievers like Vicodin or OxyContin without a prescription regularly	76%	12%	3%	9%	88%	12%
Trying prescription stimulants like Ritalin or Adderall without a prescription, once or twice	50%	31%	11%	9%	80%	20%
Using prescription stimulants like Ritalin or Adderall without a prescription regularly	76%	12%	4%	9%	88%	12%

\* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

± Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



## 3. How difficult, or easy, do you think it would be for you to get each of the following types of drugs?

Response	Very difficult	Somewhat difficult	Somewhat easy	Very easy	Very/ somewhat difficult (net)	Very/ somewhat easy (net)
Meth	52%	27%	13%	8%	79%	21%
Prescription drugs without a prescription	33%	27%	20%	20%	60%	40%
Marijuana	30%	19%	24%	28%	49%	51%
Prescription pain relievers like Vicodin or OxyContin without a prescription	38%	31%	15%	16%	69%	31%
Prescription stimulants like Ritalin or Adderall without a prescription	46%	28%	14%	12%	74%	26%

## 4. If you were to use meth, where would you get it?

Response	%
From a dealer	35%
At a party	28%
From a friend	24%
From a family member	6%
Other	0%
Not sure	46%
QuickFacts	
Know where to get meth (net)	54%

## 5. How strongly do you agree or disagree with the following statements?

Response	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Strongly/ somewhat agree (net)	Strongly/ somewhat disagree (net)
Meth helps you escape your problems	4%	10%	6%	80%	14%	86%
Meth helps you study	2%	5%	6%	87%	7%	93%
Meth gives you energy	11%	17%	9%	63%	28%	72%
Meth helps you deal with boredom	4%	17%	11%	68%	22%	78%
Meth makes you feel euphoric or very happy	8%	20%	12%	60%	28%	72%
Meth helps you lose weight	16%	18%	12%	55%	34%	66%
Meth makes you intelligent	2%	4%	4%	91%	6%	94%
Meth makes you more popular	2%	4%	7%	87%	6%	94%
Meth makes you feel attractive	2%	8%	8%	81%	11%	89%



6. Which of the following, if any, have your parents ever talked to you about?

Response	%
Alcohol	84%
Marijuana	74%
Meth	66%
Prescription drugs without a prescription	54%
Using over the counter cough or cold medicines to get high	43%
None of these	13%
<b>QuickFacts</b>	
Talked to parents (net)	87%

7. Think about your close friends for a moment. How would you describe their use of the following drugs?

Response	Use regularly	Use occasionally	Tried once, but never again	Never tried	Used ever (net)
Meth	2%	4%	4%	90%	10%
Prescription drugs without a prescription	4%	8%	17%	71%	29%
Marijuana	13%	14%	16%	58%	42%

8. Which of the following, if any, have you been offered?

Response	%
Alcohol	39%
Marijuana	34%
Prescription pills without a prescription	20%
Prescription pain relievers like Vicodin or OxyContin without a prescription	12%
Prescription stimulants like Ritalin or Adderall without a prescription	10%
Over-the-counter cough or cold medicine to get high	9%
Meth	6%
None of these	51%
<b>QuickFacts</b>	
Been offered something (net)	49%



9. Which of the following, if any, have you ever used, even once?

Response	%
Marijuana	16%
Alcohol	16%
Prescription pills without a prescription	10%
Prescription pain relievers like Vicodin or OxyContin without a prescription	6%
Prescription stimulants like Ritalin or Adderall without a prescription	5%
Meth	3%
Over-the-counter cough or cold medicine to get high	3%
None of these	74%
QuickFacts	
Used a drug (net)	26%

10. Please indicate when the following events have happened.

*(Among those who have used each drug)*

Response	Happened in the last month	Happened in the last year	Happened more than a year ago
I used meth	14% <sup>1</sup>	61%	26%
I used prescription drugs without a prescription	20% <sup>1</sup>	54%	26%
I used marijuana	51% <sup>1</sup>	35%	15%
I used alcohol	40% <sup>1</sup>	44%	16%
I used prescription pain relievers like Vicodin or OxyContin without a prescription	12% <sup>1</sup>	62%	26%
I used prescription stimulants like Ritalin or Adderall without a prescription	21% <sup>1</sup>	46%	33%
I used over-the-counter cough or cold medicines to get high	0% <sup>1</sup>	53%	43%

<sup>1</sup> Base sizes lower than 100 are directional.





## 11. How old were you when you first tried each of the following drugs?

*(Among those who have used each drug)*

Response	10 years old or younger	11 years old	12 years old	13 years old	14 years old	15 years old	16 years old	17 years old
Meth	13% <sup>1</sup>	0%	13%	0%	11%	39%	16%	0%
Prescription drugs without a prescription	5% <sup>1</sup>	11%	12%	12%	20%	30%	7%	4%
Marijuana	25% <sup>1</sup>	7%	14%	10%	15%	18%	6%	6%
Over-the-counter cough or cold medicine to get high	21% <sup>1</sup>	0%	7%	21%	6%	15%	18%	8%
Alcohol	13% <sup>1</sup>	2%	11%	10%	30%	14%	18%	3%
Prescription pain relievers like Vicodin or OxyContin	0% <sup>1</sup>	0%	7%	17%	20%	25%	23%	6%
Prescription stimulants like Ritalin or Adderall without a prescription	9% <sup>1</sup>	0%	9%	6%	24%	49%	0%	0%

## 12. In which of the following places, if any, have you ever seen or heard anti-meth advertisements using the phrase “Not Even Once?”

Response	%
School	77%
TV	75%
Billboards	68%
Internet	62%
Radio	59%
Other	6%
I have not seen or heard any anti-meth advertising using that phrase	6%
<b>QuickFacts</b>	
Have seen in one place (net)	95%



13. How strongly do you agree or disagree with the following statement: These anti-meth ads make me less likely to try or use meth.

*(Among those who have seen or heard anti-meth advertisements using the phrase “Not Even Once”)*

Response	%
Strongly agree	67%
Somewhat agree	27%
Somewhat disagree	4%
Strongly disagree	2%
<b>QuickFacts</b>	
Strongly/somewhat agree (net)	94%
Strongly/somewhat disagree (net)	7%

14. Have you ever heard of the Idaho Meth Project?

Response	%
Yes	85%
No	15%

15. How would you describe the impact the Idaho Meth Project had on you?

*(Among those who have heard of the Idaho Meth Project)*

Response	%
Made me more aware of the risks of using meth	67%
Helped me understand that you can't try meth even once	66%
Made me less likely to try or use meth	64%
Made me want to talk to learn more about the risks of meth	27%
Exaggerated the risks of using meth	14%
Other	5%
None of these	7%
<b>QuickFacts</b>	
Felt an impact (net)	93%



16. Have you ever seen an Idaho Meth Project Presentation in school?

*(Among those who have heard of the Idaho Meth Project)*

Response	%
Yes, once	33%
Yes, more than once	23%
No, never	44%
<b>QuickFacts</b>	
Yes (net)	56%

17. How did you hear about the Idaho Meth Project?

*(Among those who have heard of the Idaho Meth Project)*

Response	%
Through television	51%
Through a school presentation	50%
Through the internet	45%
From a friend or family member	27%
“Not Even Once Night” (NEON) community event	8%
Other	7%

18. Have you ever visited the website methproject.org?

Response	%
Yes, once	19%
Yes, more than once	4%
No, never	77%
<b>QuickFacts</b>	
Yes (net)	23%

### **Methodological Notes**

The Partnership at Drugfree.org survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) between February 18<sup>th</sup> and April 2<sup>nd</sup> among 2401 teenagers, ages 12-17, from Georgia and Idaho. This document includes the results among the 600 teens from Idaho only. Interviews were collected using a phone recruit and an online survey.

The margin of error for this study is +/- 4.0 percentage points.