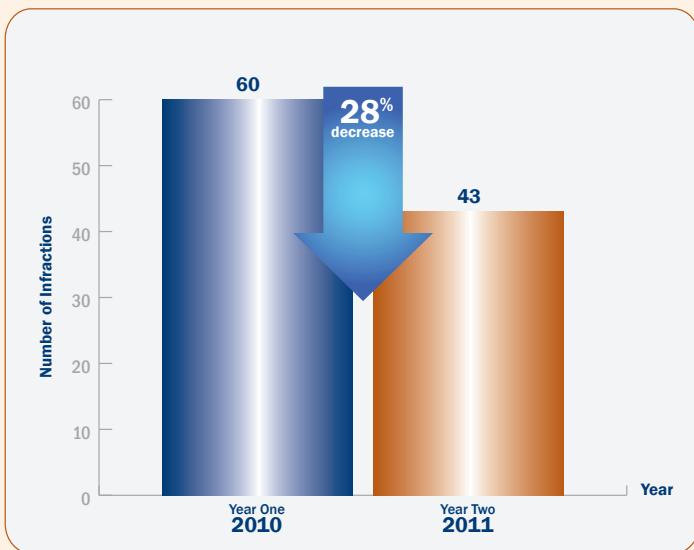


Our Data, Our Voice

Outcomes

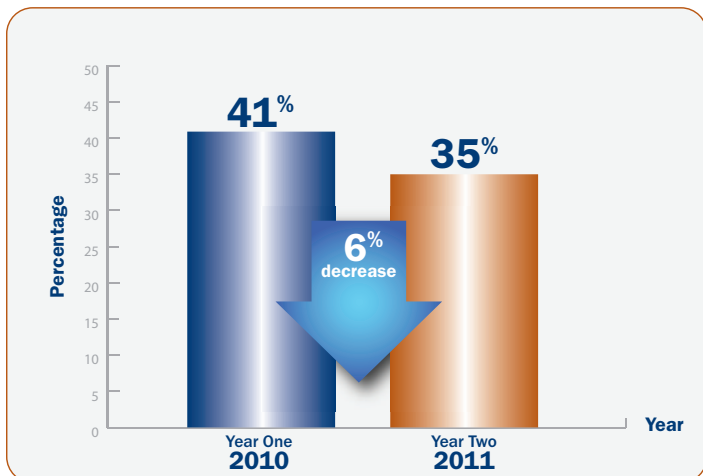
Using social media tools to build capacity of youth and community to create positive change

Drug and Alcohol Infractions at a Portland Area High School

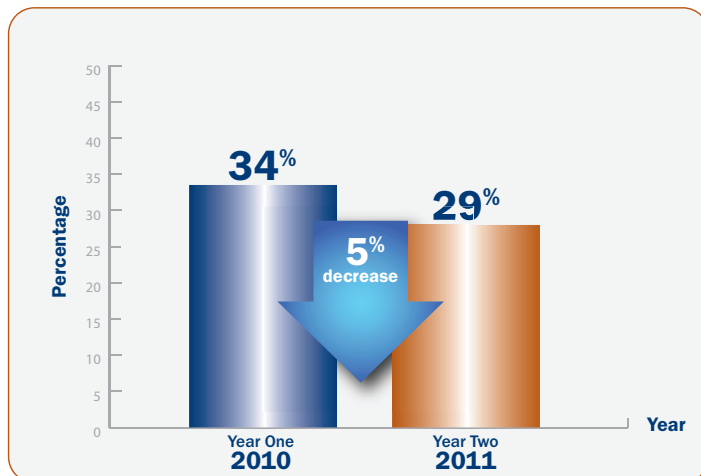


- ▶ **DECREASE** in perception of student alcohol and marijuana use.
- ▶ **DECREASE** in actual alcohol and marijuana use.
- ▶ **DECREASE** in substance use in, on and around school grounds.
- ▶ **DECREASE** in drug and alcohol school infractions.
- ▶ **IMPROVEMENT** in overall school climate.
- ▶ **IMPROVEMENT** in resiliency skills of students participating in Our Data, Our Voice Project.
- ▶ **INCREASE** in the number of community members involved in drug and alcohol prevention work.

Alcohol Use: 30-Day Student Use Percentage Reported



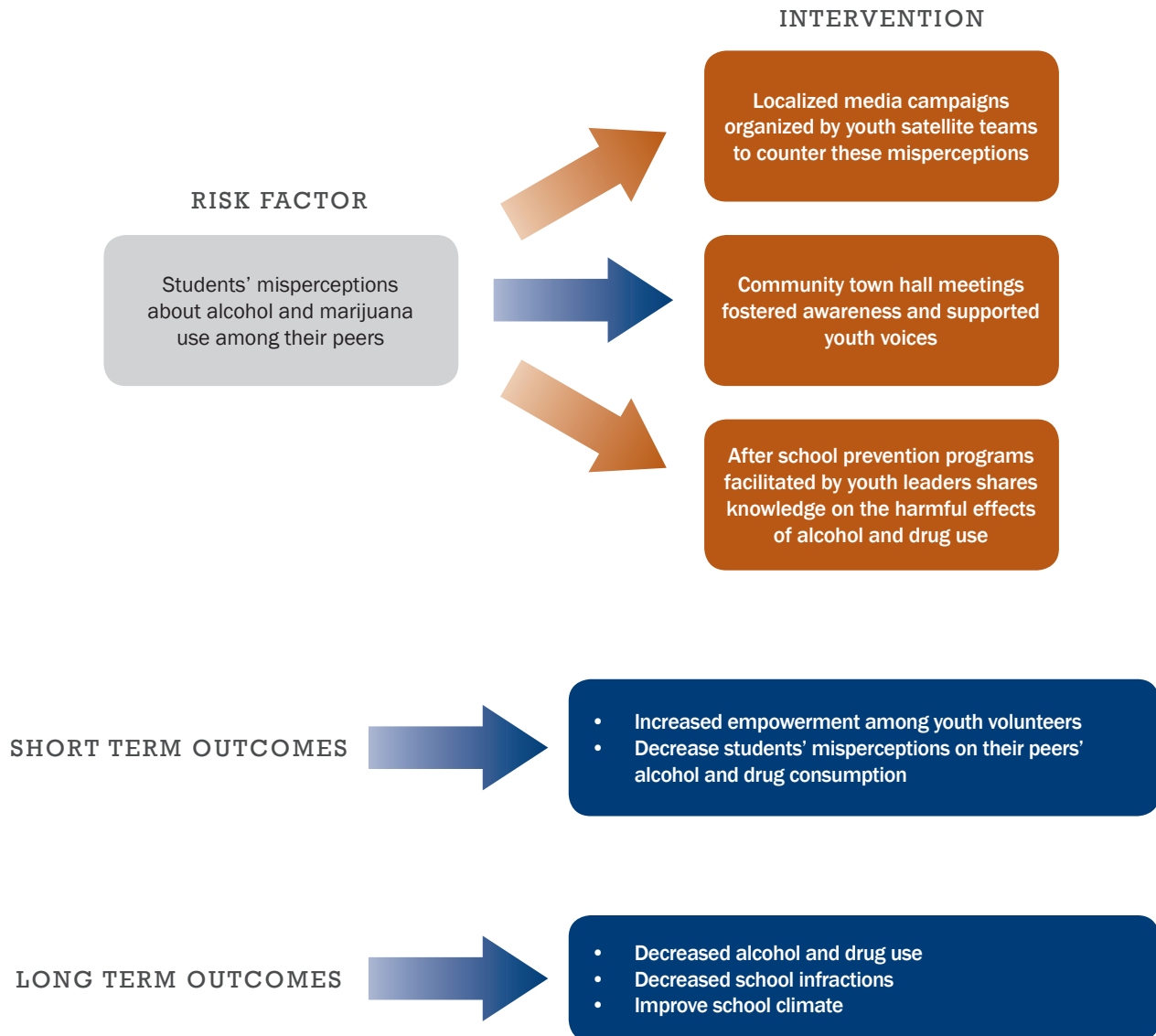
Marijuana Use: 30-Day Student Use Percentage Reported



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Across the two years, Our Data Our voice was successful with recruiting and retaining 25 student volunteers from Marshall and Wilson High Schools.

With regards to assessing the alcohol and drug prevention impacts on the student body, the social norms survey was administered in a pre-post fashion. Specifically, three administrations occurred at Marshall and two at Wilson. All together a sample of 317 students completed the baseline (Marshall= 163; Wilson=154); 374 completed the survey at a second administration (Marshall= 180; Wilson=194); and 98 Marshall students completed the survey at a third administration. Due to time constraints, a third administration to the Wilson students was not possible.

Short-term outcome write-ups

YOUTH VOLUNTEERS

Youth volunteers (93.5%) agreed and strongly agreed that their participation in the Social Norms Project made them feel more confident with contributing to the campaign messages on behalf of their communities and schools.

A good portion of the youth volunteers, 92%, shared that they know where to go get information about substance abuse and 96% agreed and strongly agreed that the project increased their knowledge about substance abuse at their respective schools.

Just fewer than 90 percent (88.5%) of the volunteers reported that the project increased their confidence in their abilities to influence their peers and 85.5% of them felt that the activities they completed with the project made it easier for them to talk with their peers about drugs and alcohol.

