



# Saginaw County Prevention Network

---

## Focus Group Analysis

Saginaw County Prevention Network (SCPN) facilitated 11 focused group throughout the Saginaw County in 2018. The 2018 focus group lacked perspective from outlying communities. An additional set of focus groups and manual surveys were implemented to ensure all stakeholders in Saginaw County were provided the opportunity to share opinions. The purpose of this document is to incorporate findings from additional focus groups, and surveys with 2018 data.





# Saginaw County Prevention Network

## Focus Group Analysis

### Contents

Project Overview .....	4
Focus Group Demographics .....	4
Student demographics .....	5
Adult demographics .....	7
Attitudes and behaviors related to alcohol use by youth under 21 years of age.....	10
How easy is it to gain access to alcohol in your home community? .....	10
How easy is it to gain access to alcohol in your school my child attends? .....	10
Types of institutions related of students represented as indicated by parents.....	11
I feel that underage drinking is a concern in my community.....	11
I feel youth are influenced to use alcohol and other drugs AOD by.....	12
Have you seen youth under 21 drink alcohol around school/school activities?.....	12
Have you seen youth under 21 drink alcohol in community where you live? .....	13
Have you seen youth under 21 drink alcohol more than one? .....	13
How easy is it for teens to get alcohol? .....	14
If yes, did the store clerk/cashier ask for I.D.?.....	14
Do you know anyone under the age 21 who brought alcohol from a store in your community? .....	15
If yes, did the store clerk/cashier ask your age? .....	15
If your/your friends drink alcohol at parties or other social events in your community, is there a parent/adult present?.....	16
Do you know anyone under the age 21 who has brought alcohol from a store using a fake I.D. in your community?.....	16
In your opinion alcohol use in your community by youth under 21 is? .....	17
Out of the options listed below where most youth get alcohol? ...	17



Where do most youth under 21 in your community usually use alcohol?..... **18**

Attitudes and behaviors related to Marijuana use by youth under 21 years of age..... **18**

    How easy is it for teens to get marijuana?..... **18**

    Marijuana access in the school community. (Either on school property or the area near the school) ..... **19**

    Marijuana use by institution ..... **20**

    Where do youth get marijuana? ..... **20**

    I feel youth access to marijuana is a concern in my community... **21**

    Where do most youth under 21 in your community use marijuana? ..... **21**

    Have you seen youth under 21 use marijuana around school/school activities? ..... **22**

Attitudes and behaviors related to Prescription Drug use by youth under 21 years of age..... **23**

    I feel youth can access prescription drugs not prescribed to them in my home community (the area where I live) ..... **23**

    I feel youth access to prescription drugs is a concern in my community ..... **23**

    In your opinion illegal prescription drug use in your community by youth under 21 is?..... **24**

    Have you seen youth under 21 use illegal Prescription drugs more than once?..... **24**

    How easy is it for teens to get prescription drugs?..... **25**

    Where do most youth under 21 in your community usually use Prescription Drugs? ..... **25**

    Have you seen youth under 21 use illegal Prescription Drugs in community where you live?..... **26**

    Have you seen youth 21 under use illegal Prescription Drugs around school/school activities? ..... **26**

Attitudes and behaviors related to other illegal drug use by youth under 21 years of age..... **27**

    I feel youth can access other illegal drugs in my home community (the area where I live) ..... **27**

    I feel youth can access other illegal drugs in my school community. (the area near a school that I am familiar with. (Either on school property or the area near the school) ..... **27**



I feel youth can access other illegal drugs in my school community.  
(the area near a school that I am familiar with. (Either on school  
property or the area near the school). ..... **28**

I feel youth access to other illegal drugs is a concern in my  
community. .... **28**

Have you seen youth under 21 use other illegal drugs around  
school/school activities? ..... **29**

Have you seen youth under 21 use other illegal drugs in community  
where you live? ..... **29**

Have you seen youth under 21 use other illegal drugs more than  
once? ..... **30**

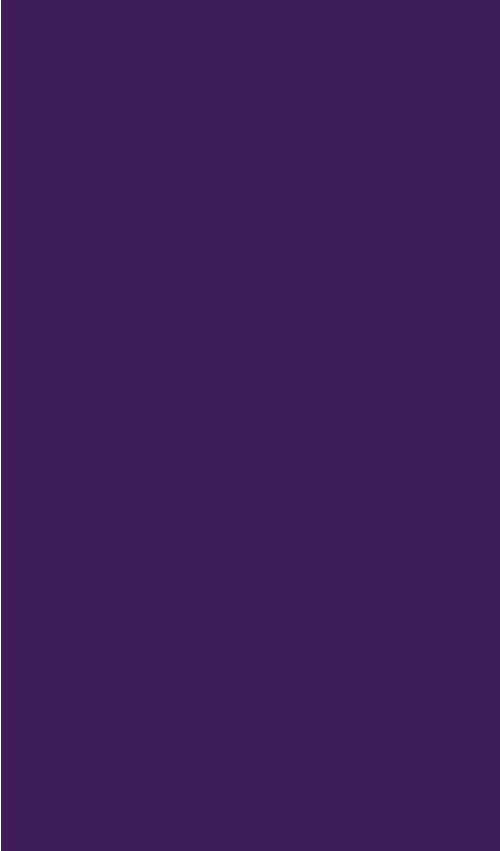
How easy is it for teens to get other illegal drugs? ..... **30**

In your opinion use of other illegal drugs in your community by  
youth under 21 is? ..... **31**

Out of the options listed below where most youth get Illegal  
Prescription Drugs? ..... **31**

Project Findings ..... **31**

Recommendations and Strategies ..... **32**





## **Project Overview**

Saginaw County Prevention Network (SCPN) facilitated 11 focused group throughout the Saginaw County. Participation included 102 youth ages ranging from 10 to 18 years, and 33 Adults or parents with perspective on Alcohol and Other Drug use within the agreed upon focus area. An additional manual survey were conducted at the Saginaw Market Place. Early Focus groups employed Turning Point, a confidential polling software and technology to encourage candid response from focus group participants. The project was supported and staffed my students from Saginaw Valley State University's King Chavez Parks initiative.

## **Focus Group Demographics**

Originally SCPN conducted eight Youth Focus Groups at various locations; Saginaw High (2), First Ward Community Center (1), REACH Community Church (1), Word of Faith Church (1), Zion Evangelical Church (1) and New Birth Missionary Baptist Church (1). Each focus group ranged between 8 to 24 participants depending up location. Zion Evangelical, New Birth Missionary Baptist and Saginaw high focus groups were populated by teens 15 to 18 in age. Youth at the First Ward Community Center range in age from 10 to 15 which represented mostly middle students while REACH Community Center was populated by youth 10 to 12 years in age. The youth participation at Word of Faith church range from 10 to 15 in age. Out of the 102-youth surveyed 40 were male and 62 were female.

Targeted school districts for focus group participation were; Birch Run, Frankenmuth, Saginaw, Bridgeport-Spalding, Carrollton, Chesaning, St Charles, Freeland, Saginaw Twp., Hemlock, Merrill, and Swan Valley. However, 98% of the youth surveyed attended school in either the Freeland, Saginaw Twp., Saginaw, Bridgeport- Spalding or Carrollton school districts. 88 percent of the student survey live in zip codes 48601, 48602, 48607, or 48722.

In an attempt to include rural and outlying communities, a survey team administered hardcopy surveys at the Saginaw Market Place. Added to this analysis is 29 respondents from the additional targeted area. There were nine youth participants and 20 adult respondents from the communities not a previously represented in our analysis. This revised analysis includes the 29 respondents



**Student demographics**

**Age of students surveyed**

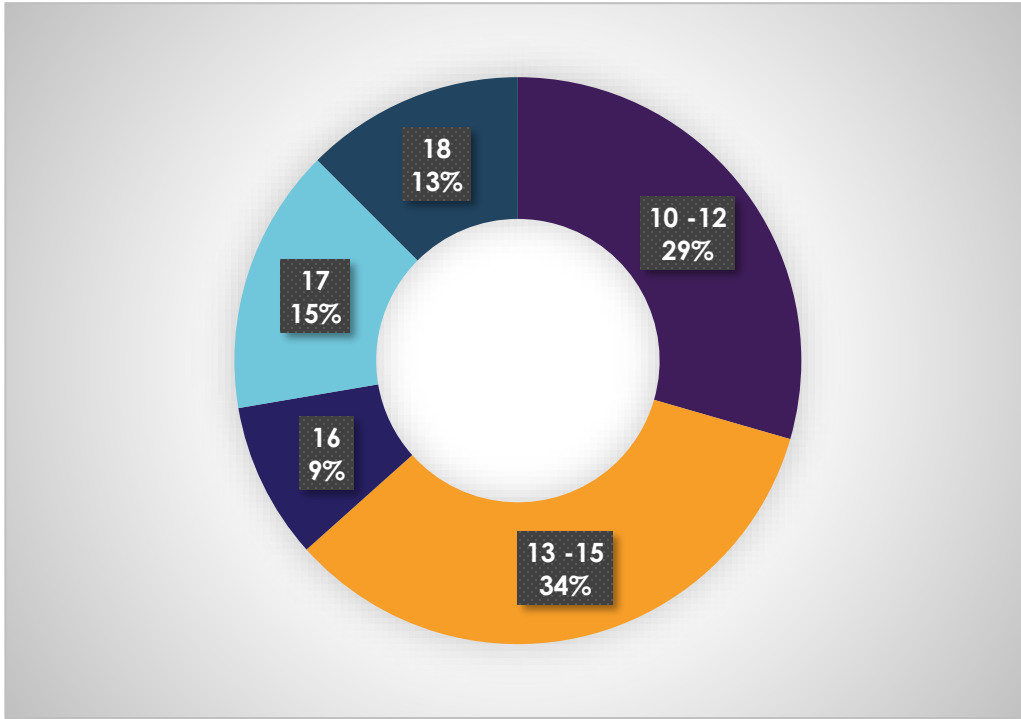


Figure 1.A

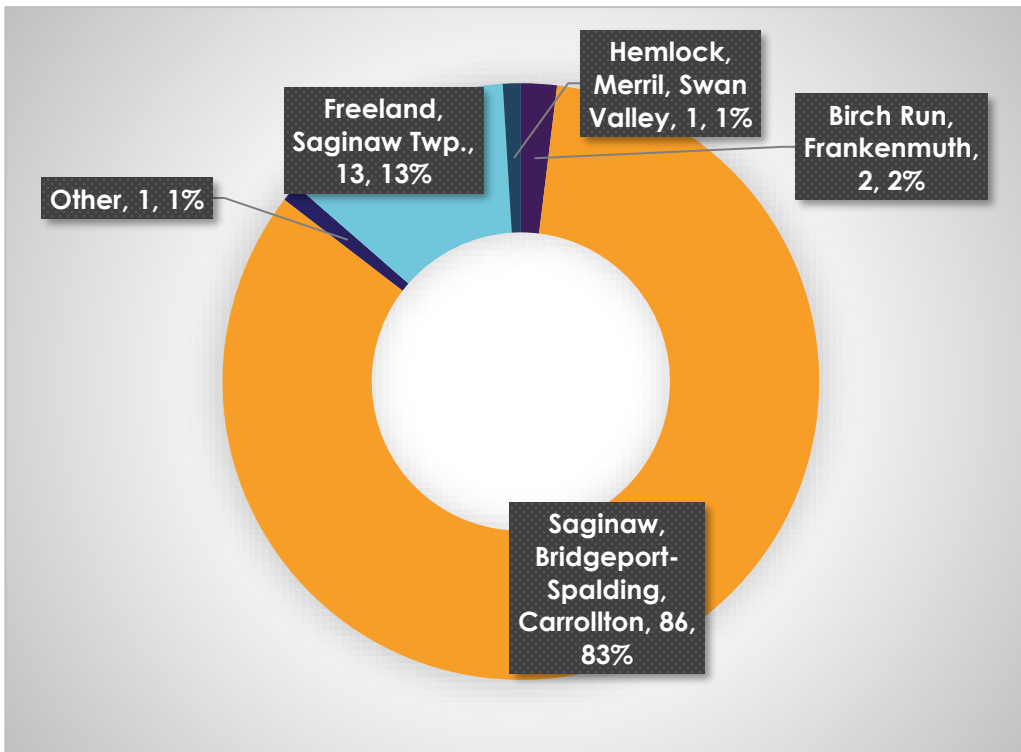


Figure 1.B

34 percent (10) of adults polled were in the age range of 18 to 24.

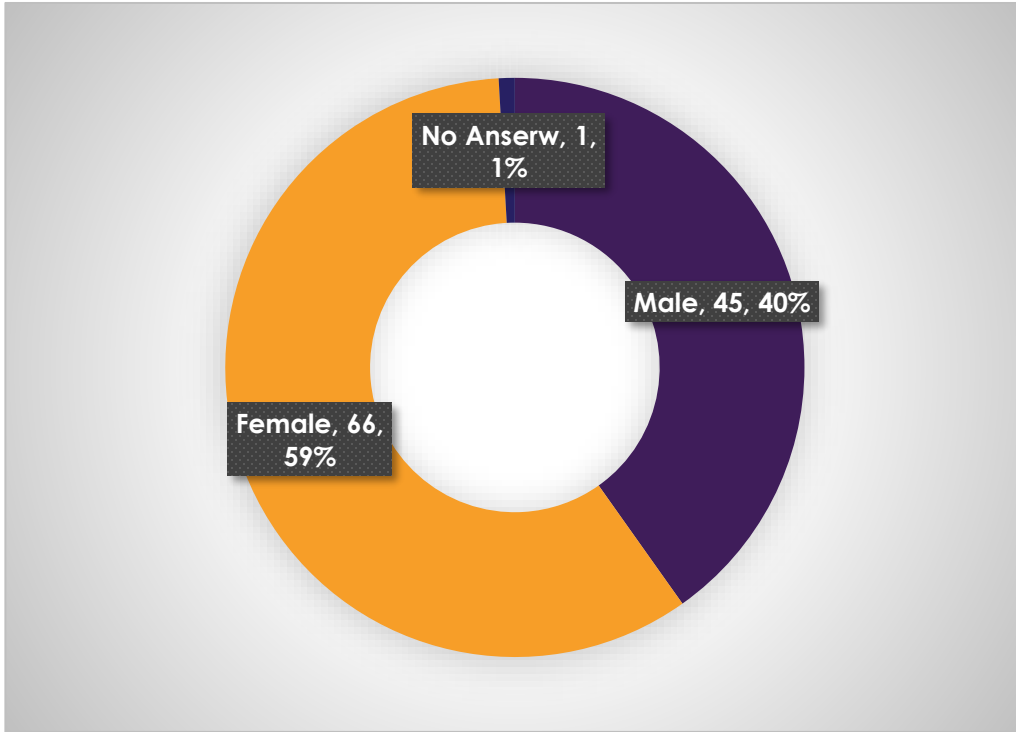


Figure 1.C

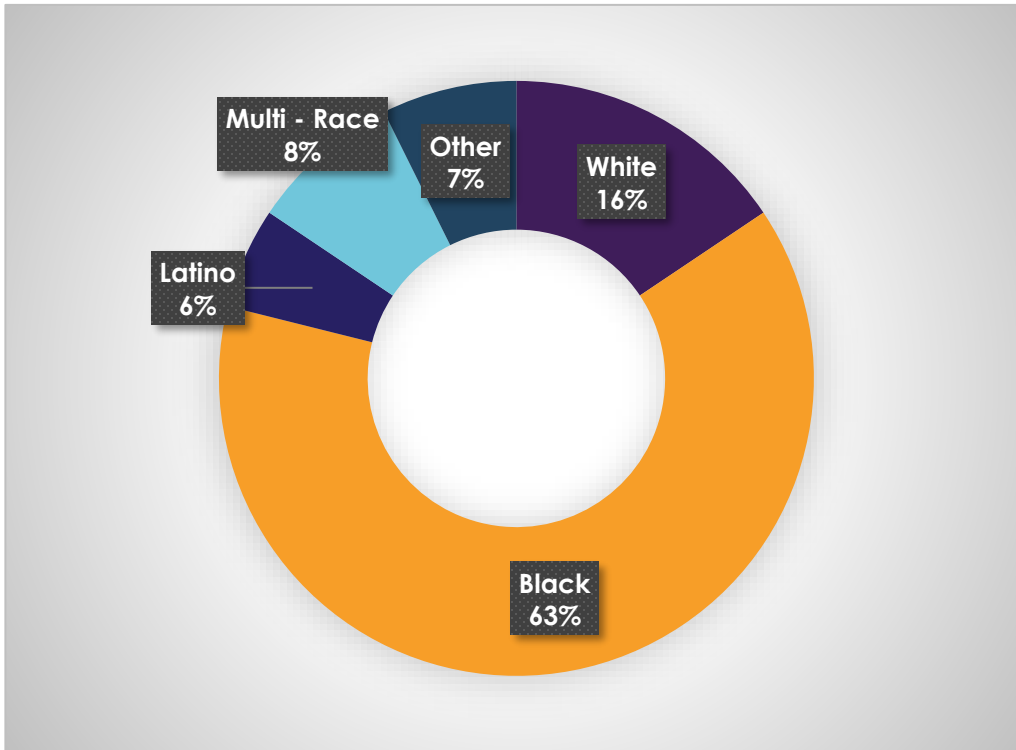


Figure 1.D

Adult or parent participation in the focus groups and hard copy surveys was 53. Adult male participation was five which represented 11% of all adult respondents, while 47 were female.

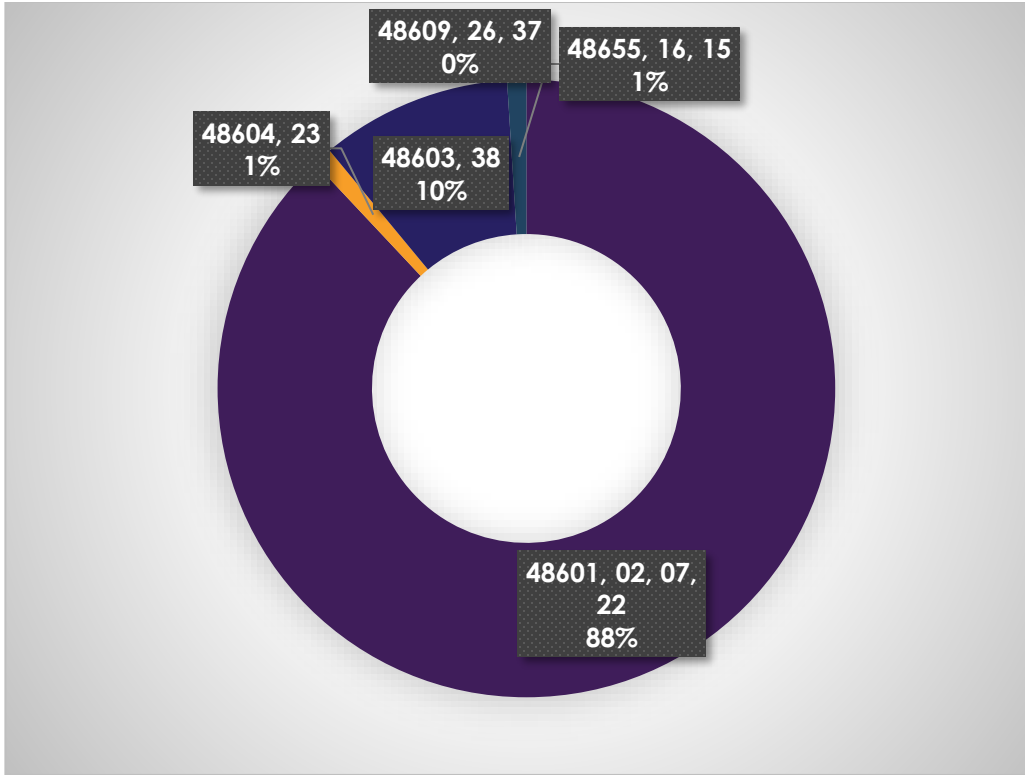
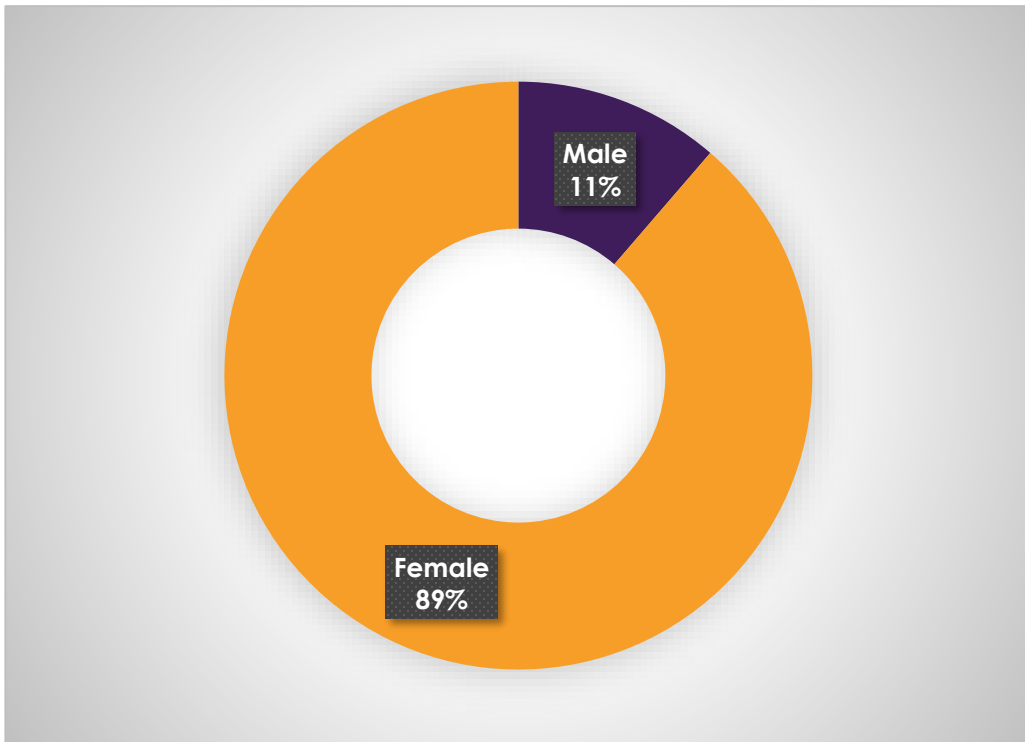


Figure 1.E

*Adult demographics*

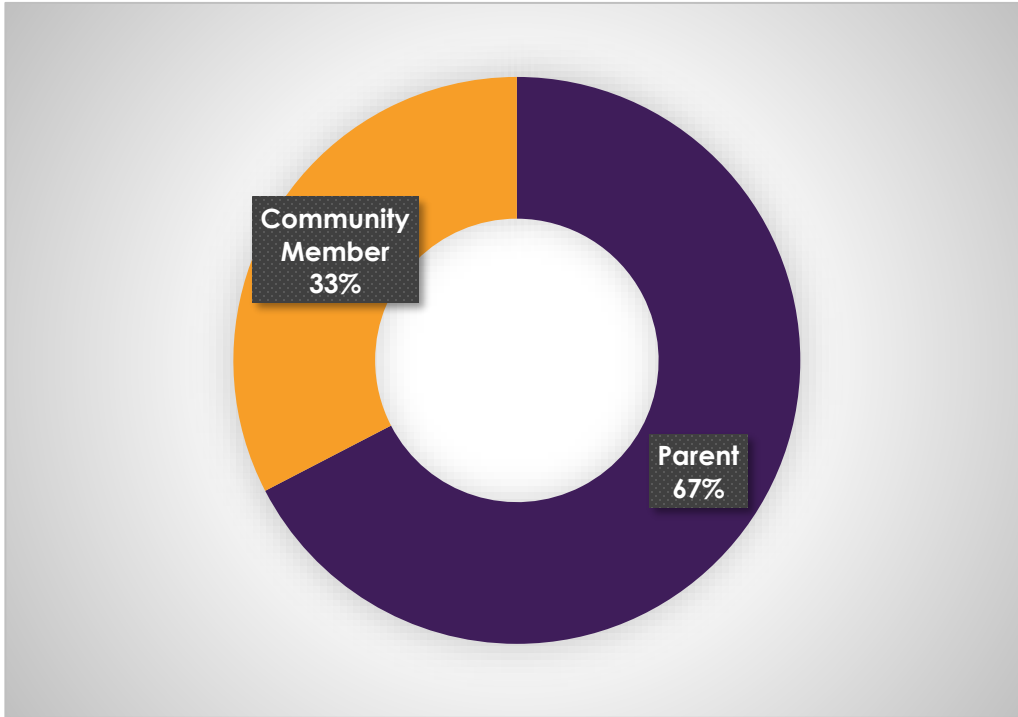


54 percent of adults polled live in the 48601, 48602, 48607, 48722, 48604 and 48623 zip codes. Because of the Market Place hard copy survey, 32% were from other outlying communities. 67 percent of the adults surveyed were parents of Middle school children.





Figure 2.A



Of the 53 adult respondents 31 were parents while 15 indicated they were in the category of "community member".

Figure 2.B

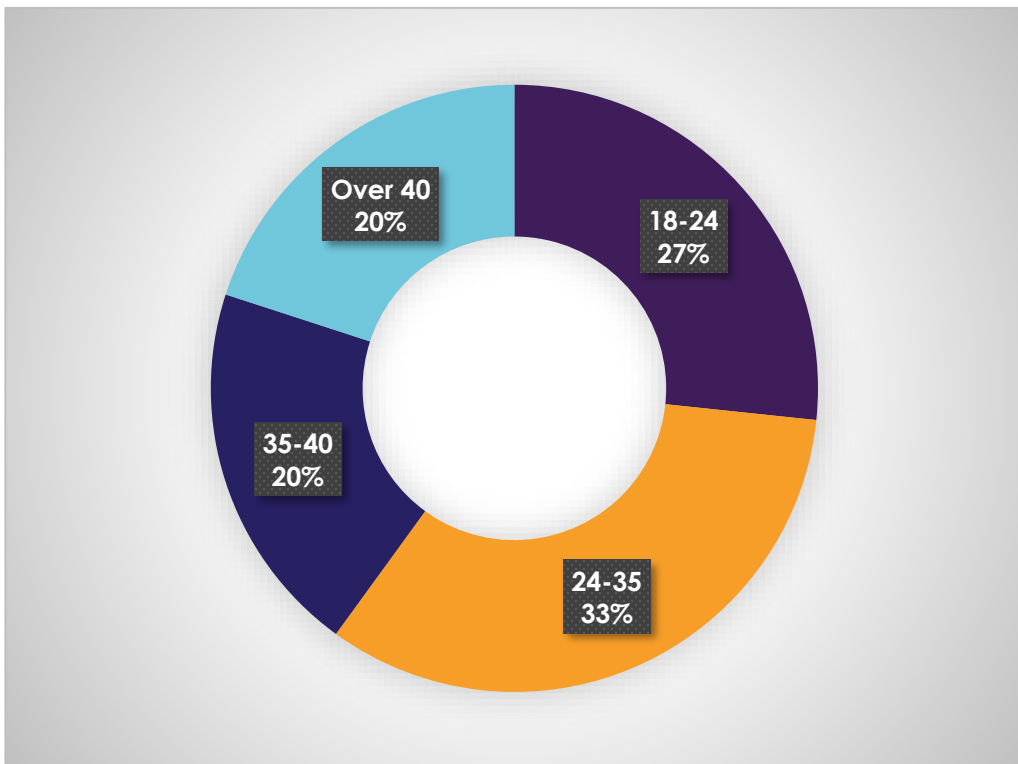


Figure 2.C

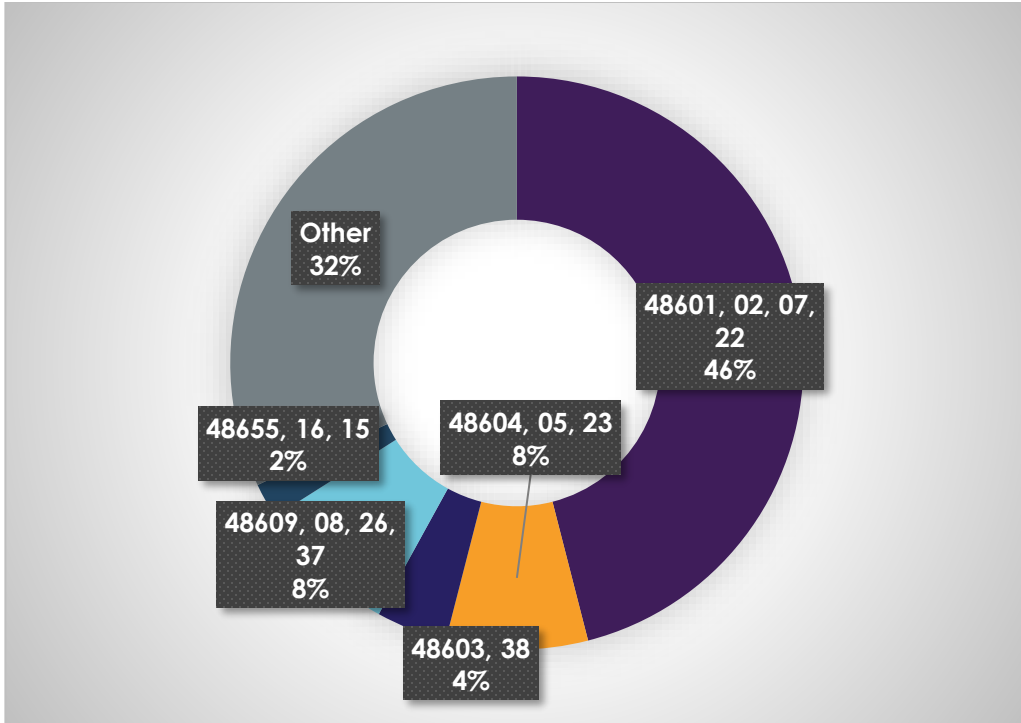


Figure 2.D

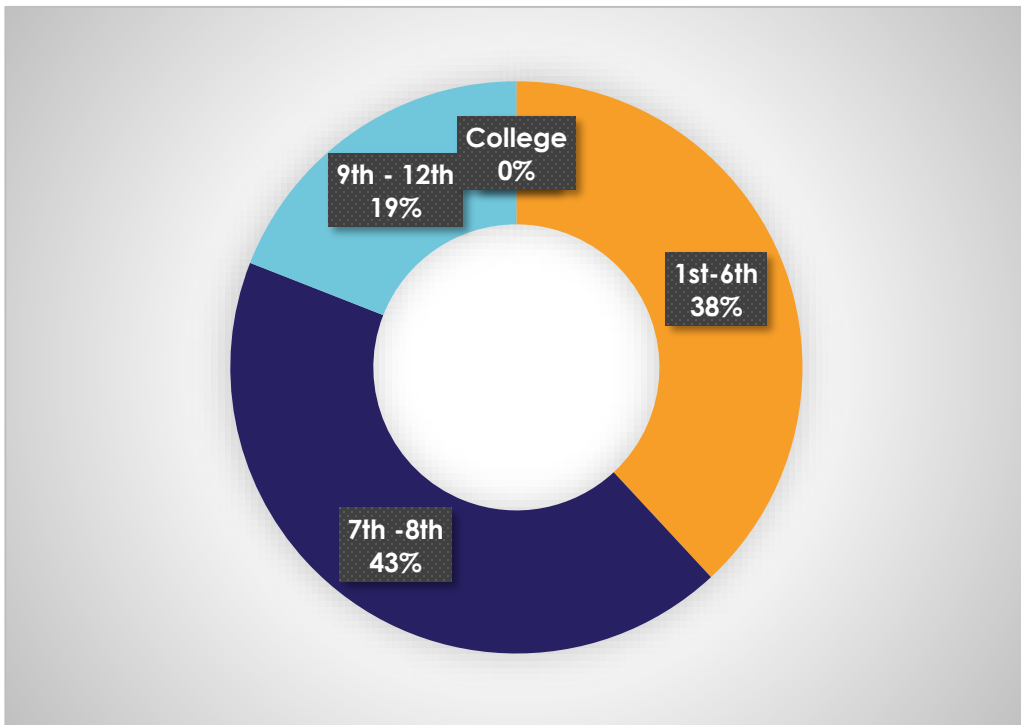


Figure 2.E



## Attitudes and behaviors related to alcohol use by youth under 21 years of age.

*How easy is it to gain access to alcohol in your home community?*

### Adults Responses

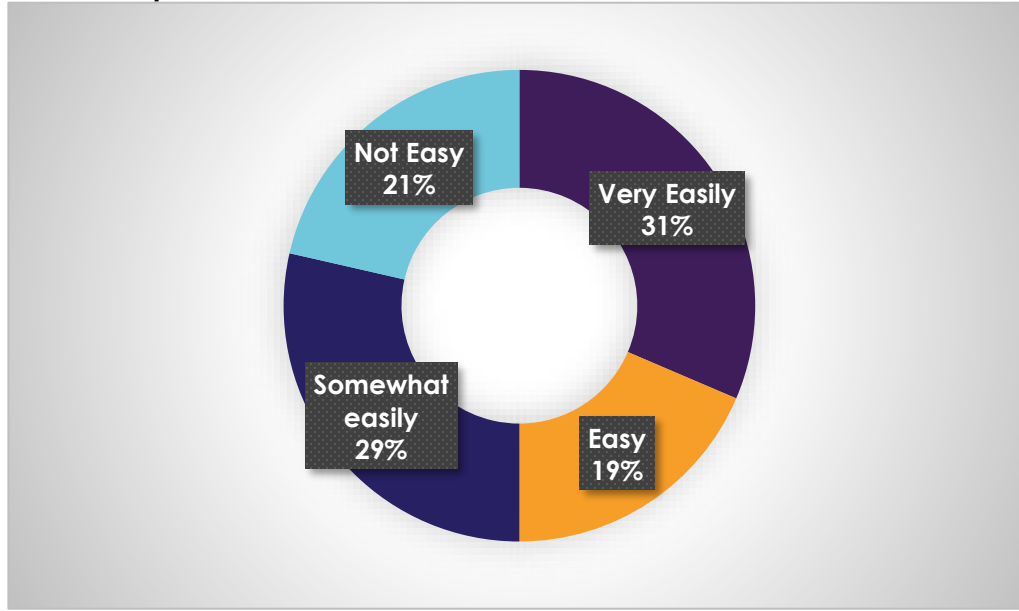


Figure 3.1

*How easy is it to gain access to alcohol in your school my child attends?*

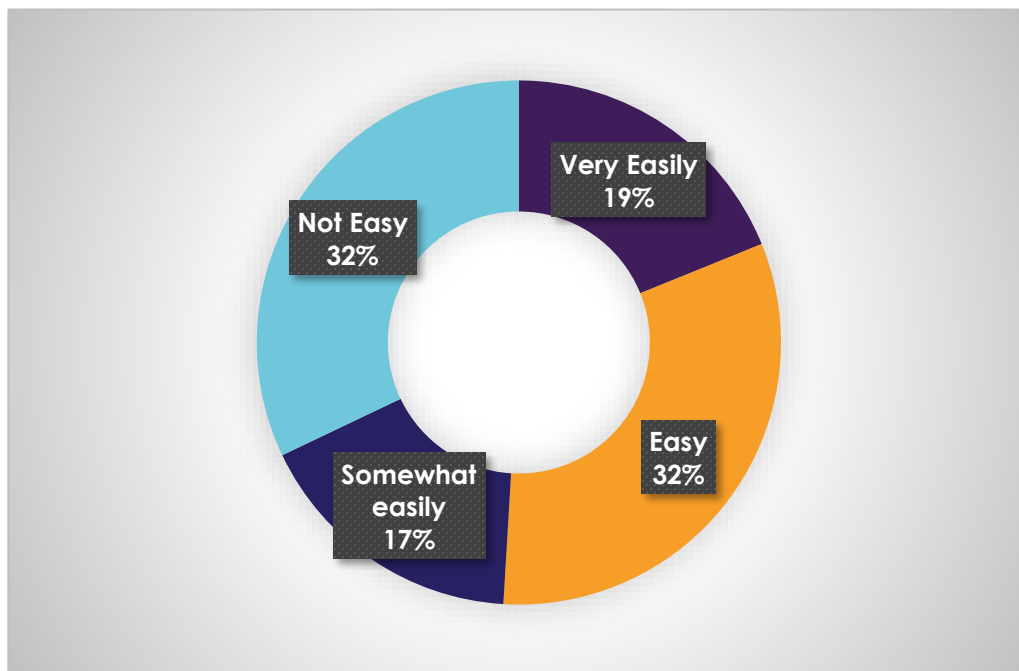


Figure 3.2

When asked if alcohol was easily accessible to youth under 21, 86 percent of youth and 79 percent of adult respondents said yes.

71 percent of adult respondents felt that access to alcohol in the respective school community was easy.



*Types of institutions related of students represented as indicated by parents.*

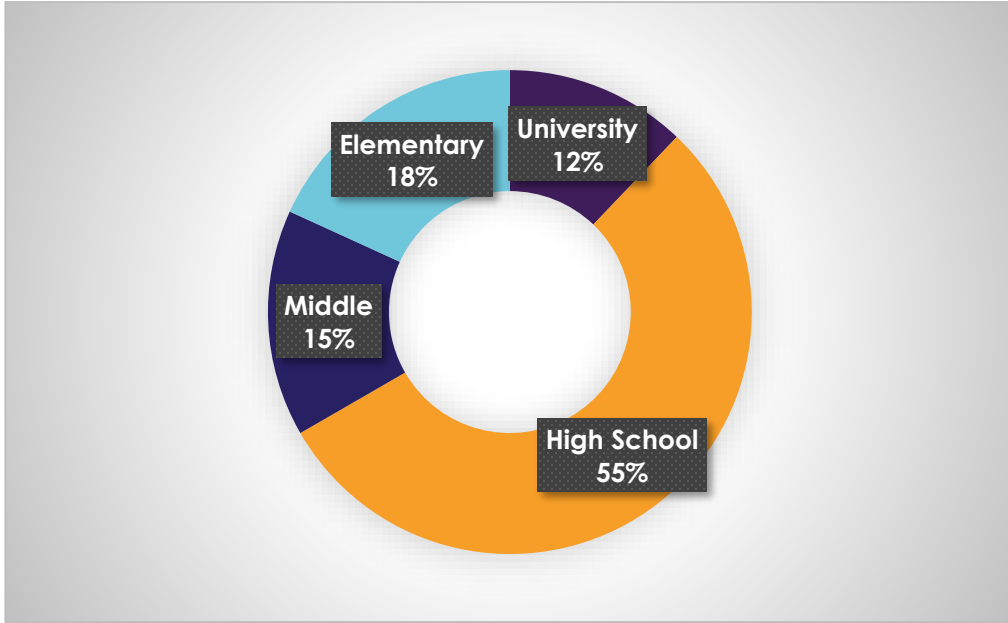


Figure 3.3

*I feel that underage drinking is a concern in my community*

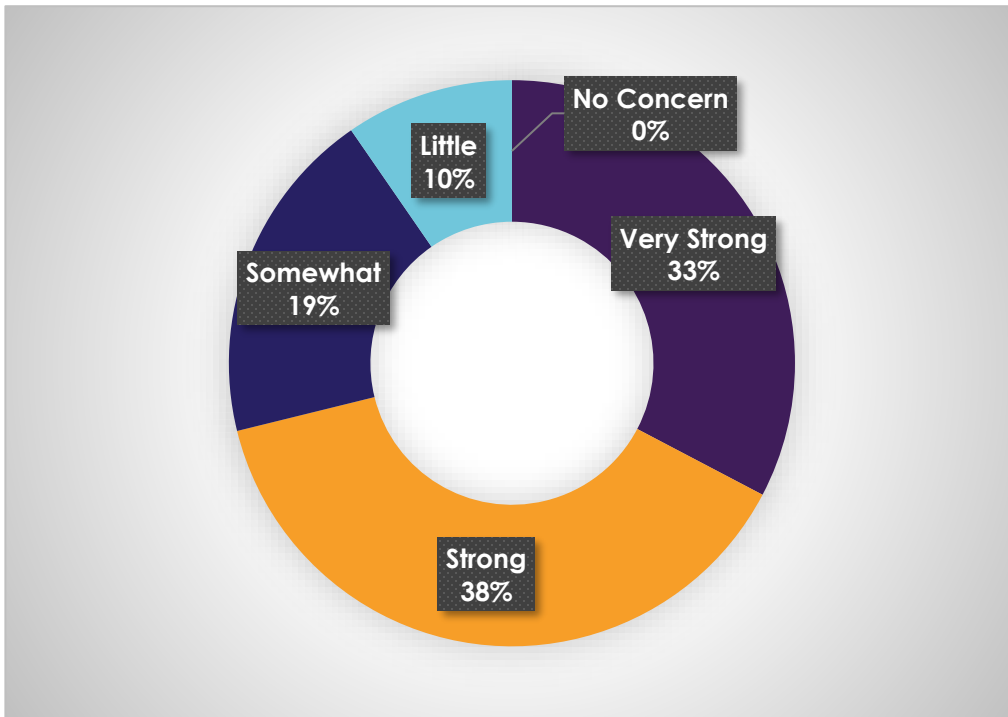


Figure 3.4

Of the 33 adult respondents 28 referenced a neighboring High School as basis for their response.



*I feel youth are influenced to use alcohol and other drugs AOD by...*

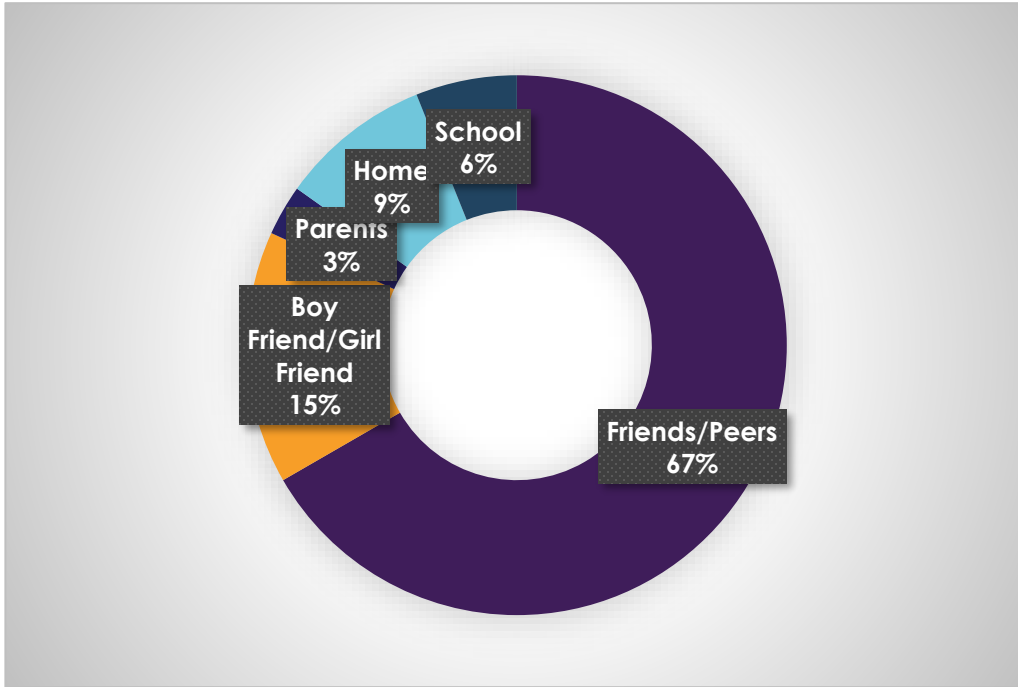


Figure 3.5

*Youth Reponses*

*Have you seen youth under 21 drink alcohol around school/school activities?*

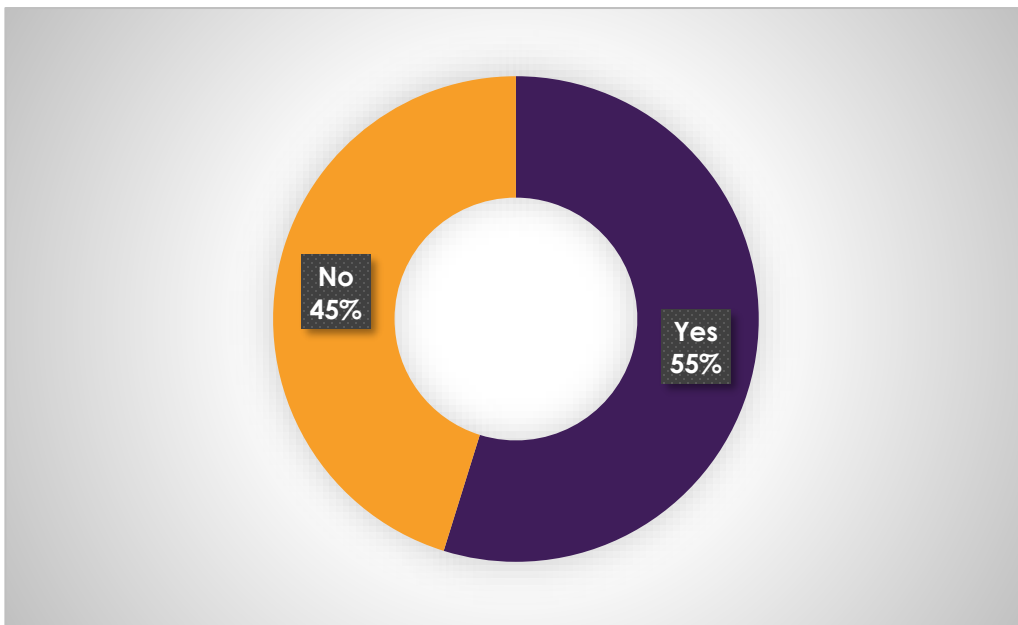


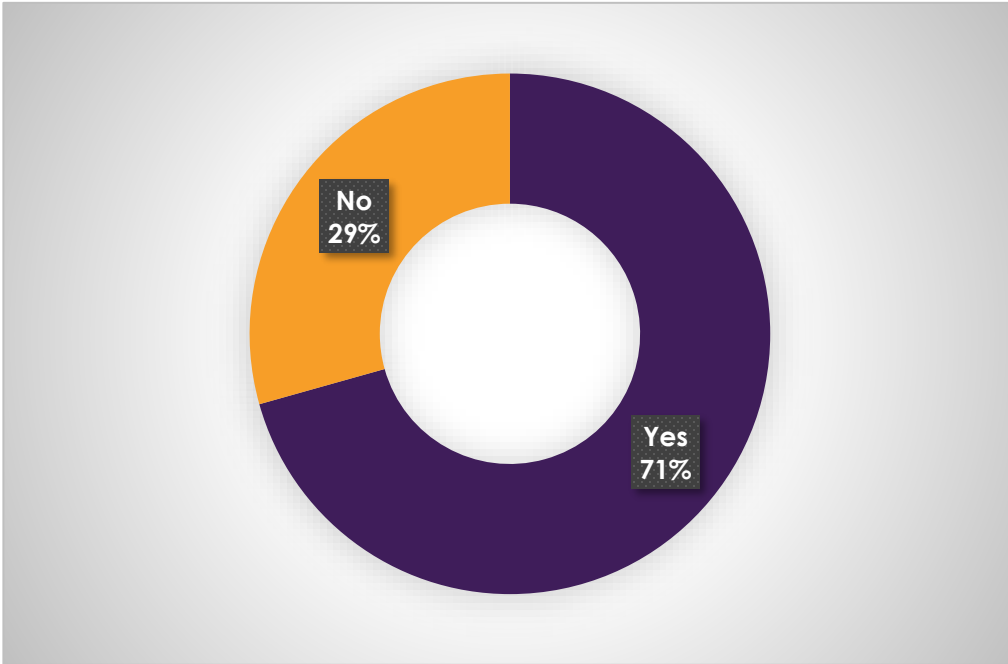
Figure 3.6

When asked if they know youth under the age 21 using a fake I.D. to purchase alcohol, 51% or 50 answered in the affirmative.

When asked where most youth under 21 drink alcohol 32 percent indicated home was the most popular place, while 32 percent felt youth parties were most popular. 40 percent of adults surveyed felt that youth use alcohol because they are bored and desire a way of dealing with stress and anxiety. Those respondents who felt youth parties is the place most youth drink, 70% indicated that no parent or adult was present.

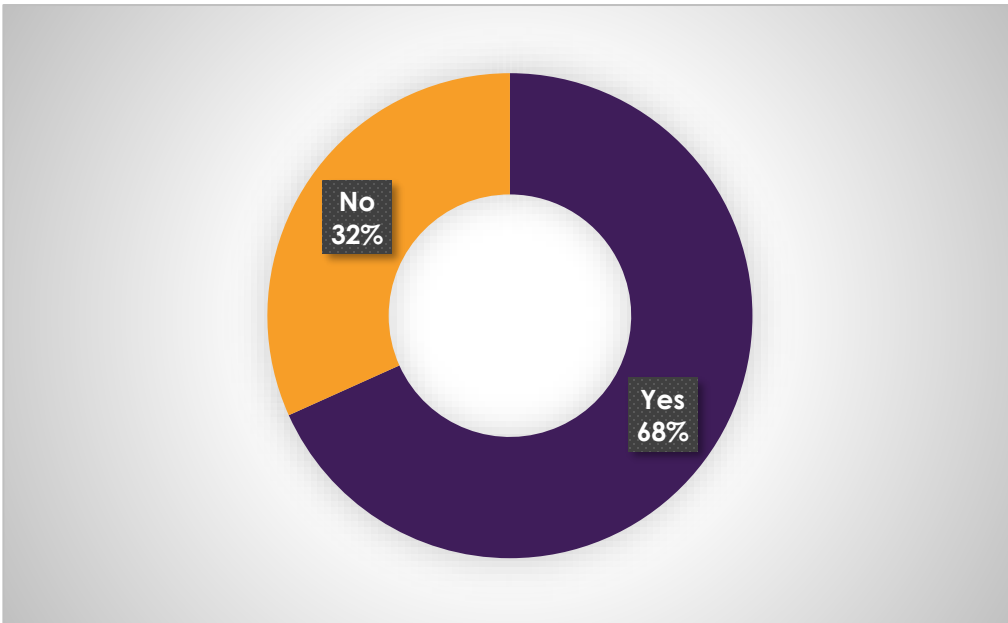


*Have you seen youth under 21 drink alcohol in community where you live?*



**Figure 3.7**

*Have you seen youth under 21 drink alcohol more than one?*

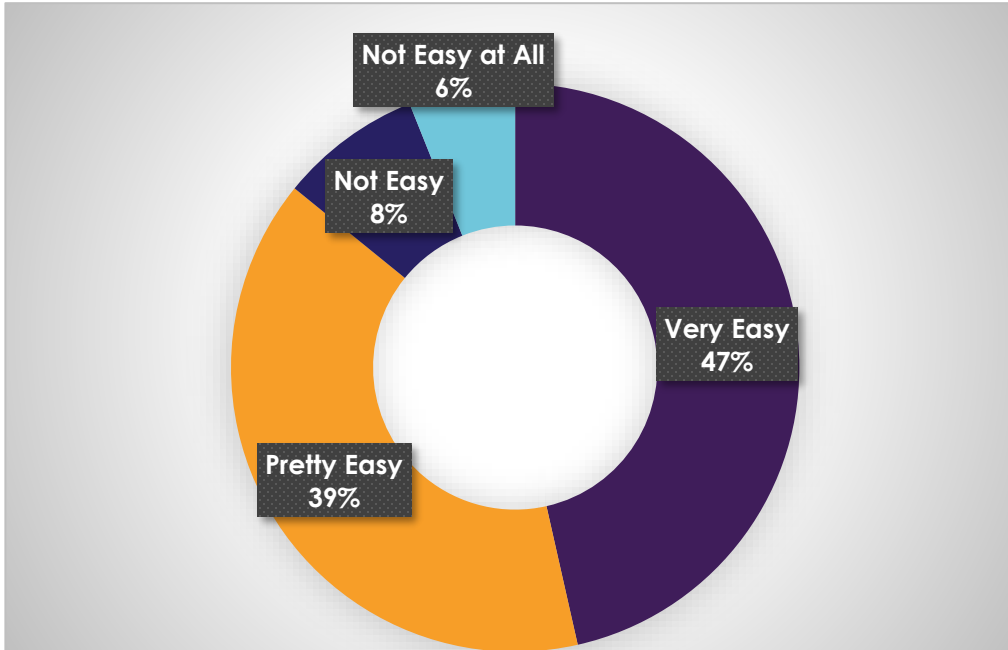


**Figure 3.8**

61 percent of youth respondents indicated personally knowing someone under age 21 who brought alcohol from a store in their community.

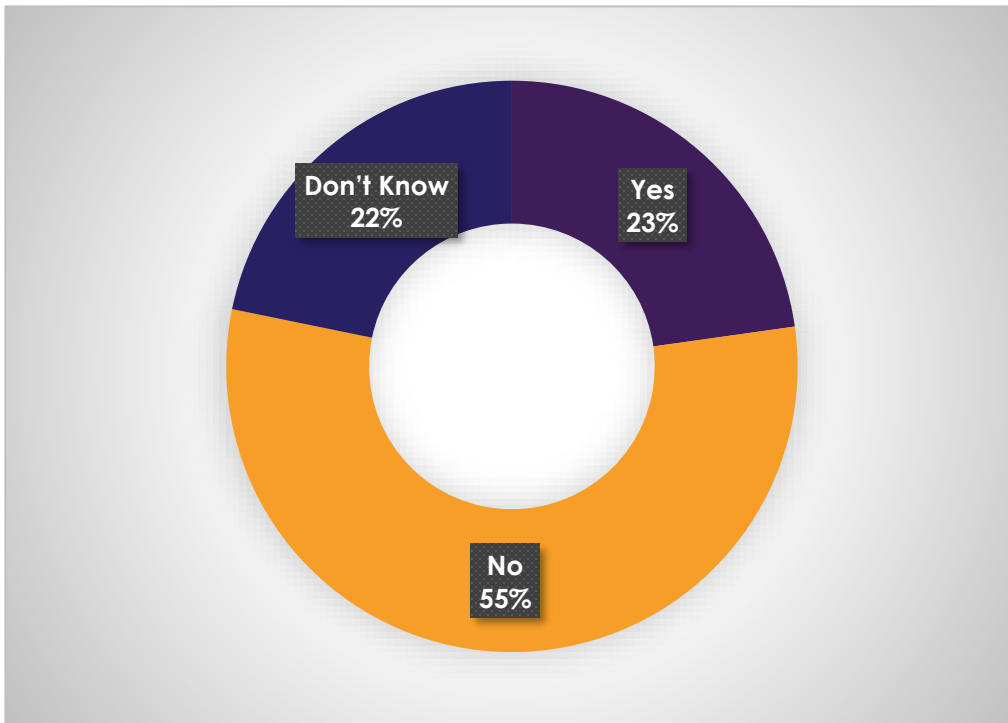


**How easy is it for teens to get alcohol?**



**Figure 3.9**

**If yes, did the store clerk/cashier ask for I.D.?**

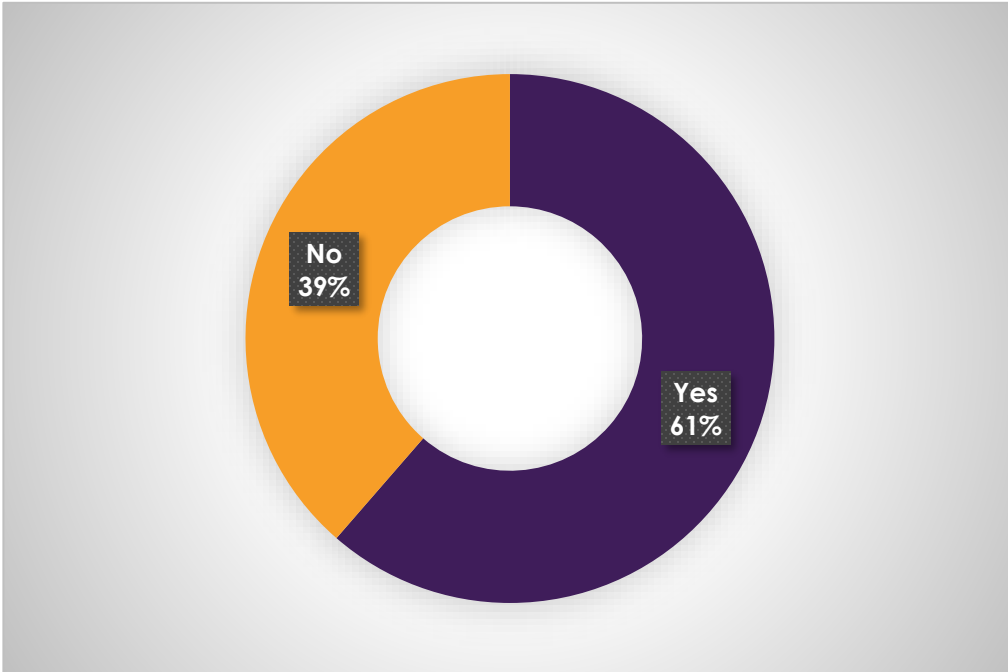


**Figure 3.A**

Of 62 youth respondents that know someone purchasing alcohol 55% indicate the clerk/cashier did not ask for I.D., while 40% indicated the cashier did not ask the youth their age.

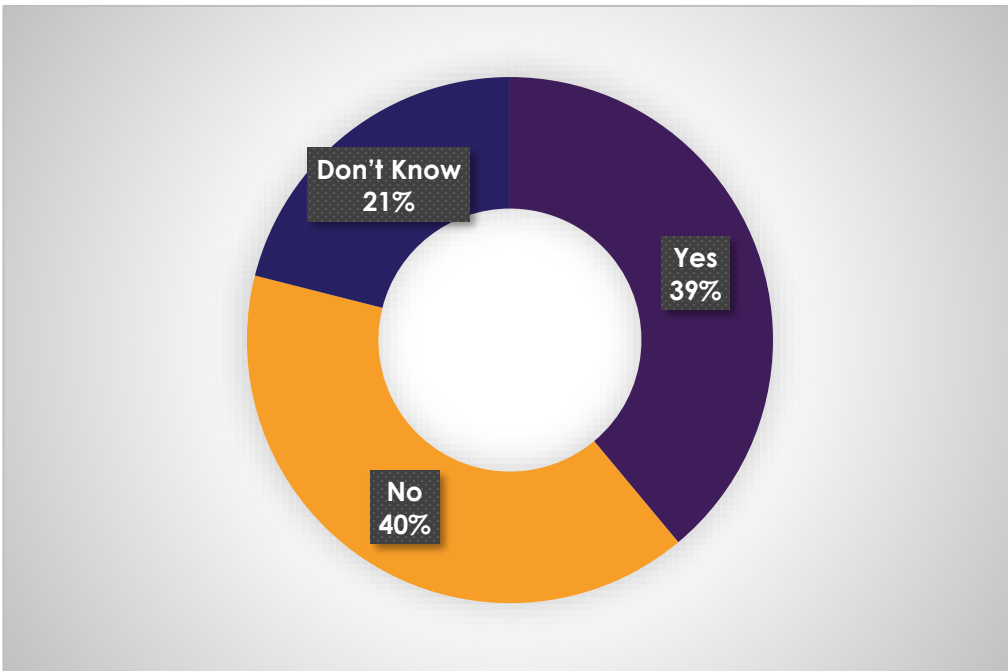


*Do you know anyone under the age 21 who brought alcohol from a store in your community?*



**Figure 3.B**

*If yes, did the store clerk/cashier ask your age?*

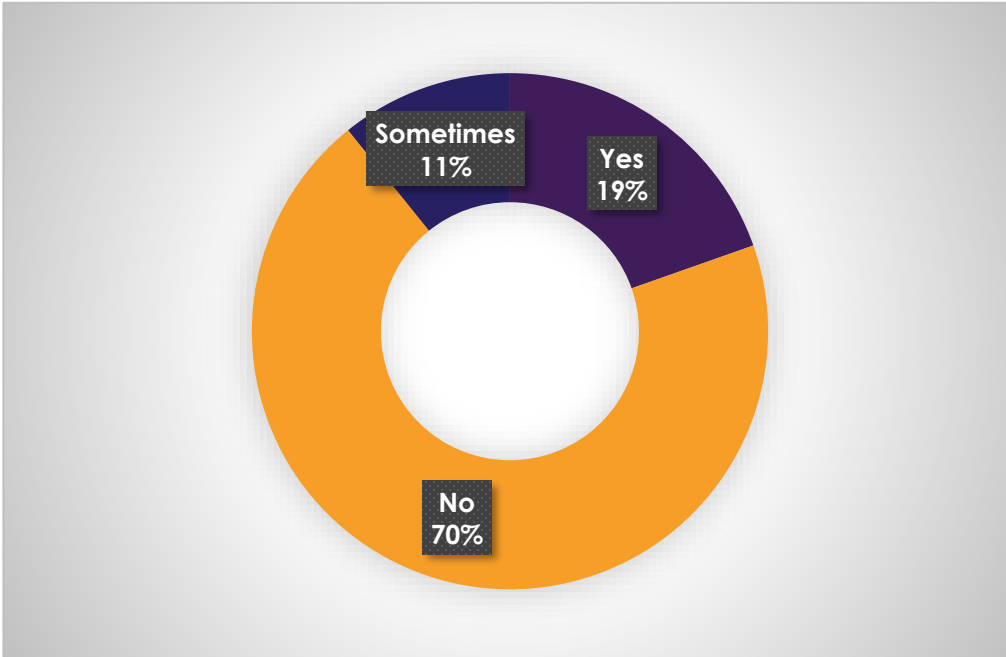


**Figure 3.C**



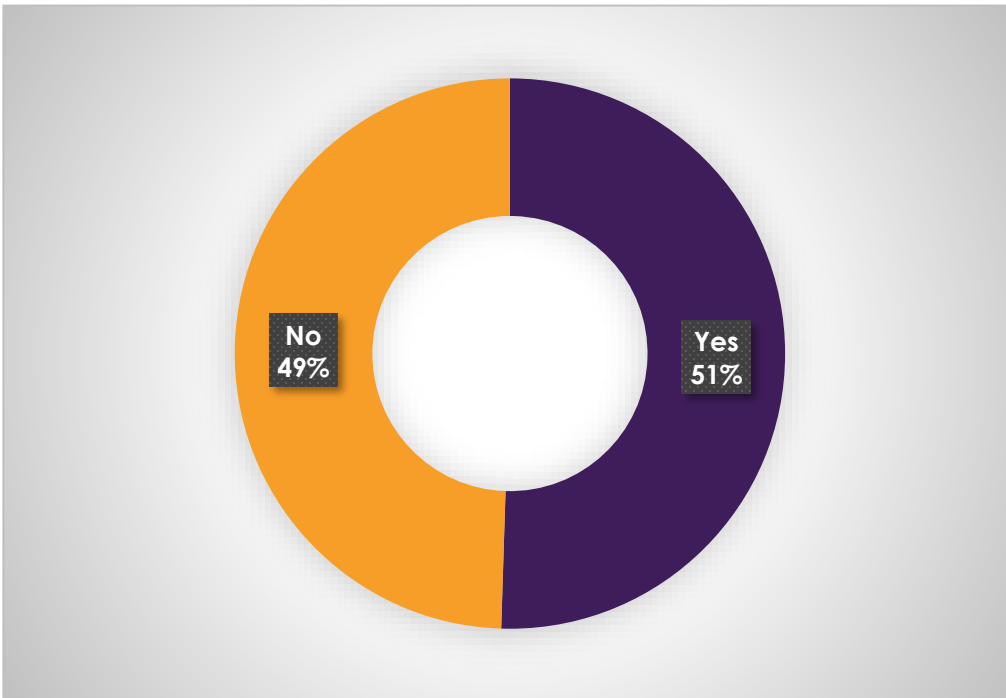


*If your/friends drink alcohol at parties or other social events in your community, is there a parent/adult present?*



**Figure 3.D**

*Do you know anyone under the age 21 who has brought alcohol from a store using a fake I.D. in your community?*

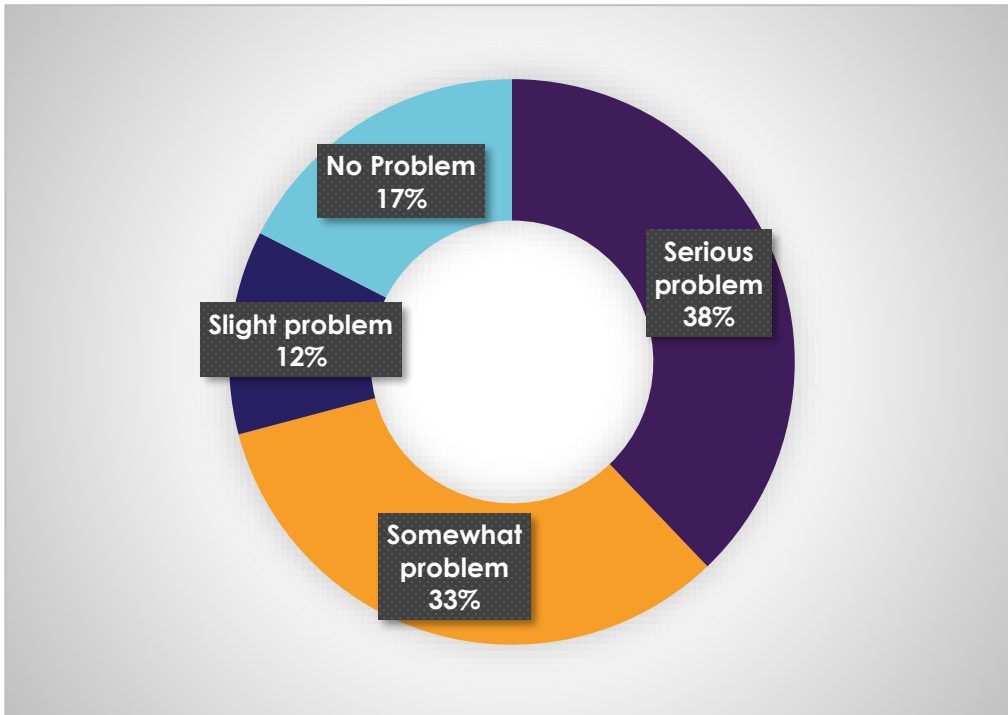


**Figure 3.E**

Of the youth surveyed 29 percent indicate that asking a stranger to buy alcohol, while 29 percent suggest asking an older family member to make the purchase.

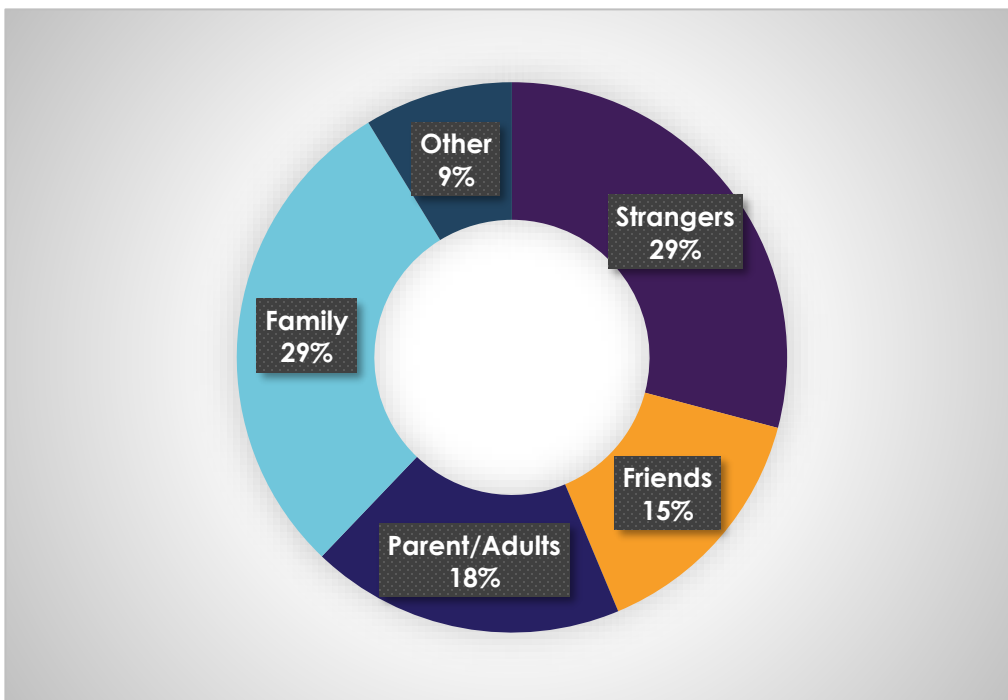


*In your opinion alcohol use in your community by youth under 21 is?*



**Figure 3.F**

*Out of the options listed below where most youth get alcohol?*



**Figure 3.G**



Where do most youth under 21 in your community usually use alcohol?

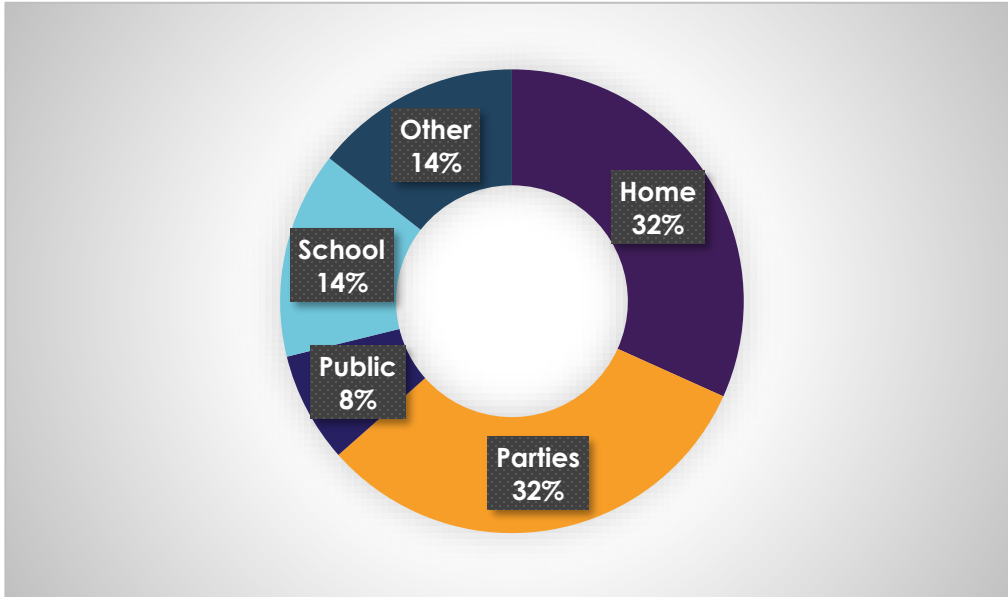


Figure 3.H

Attitudes and behaviors related to Marijuana use by youth under 21 years of age.

How easy is it for teens to get marijuana?

Adult Respondents

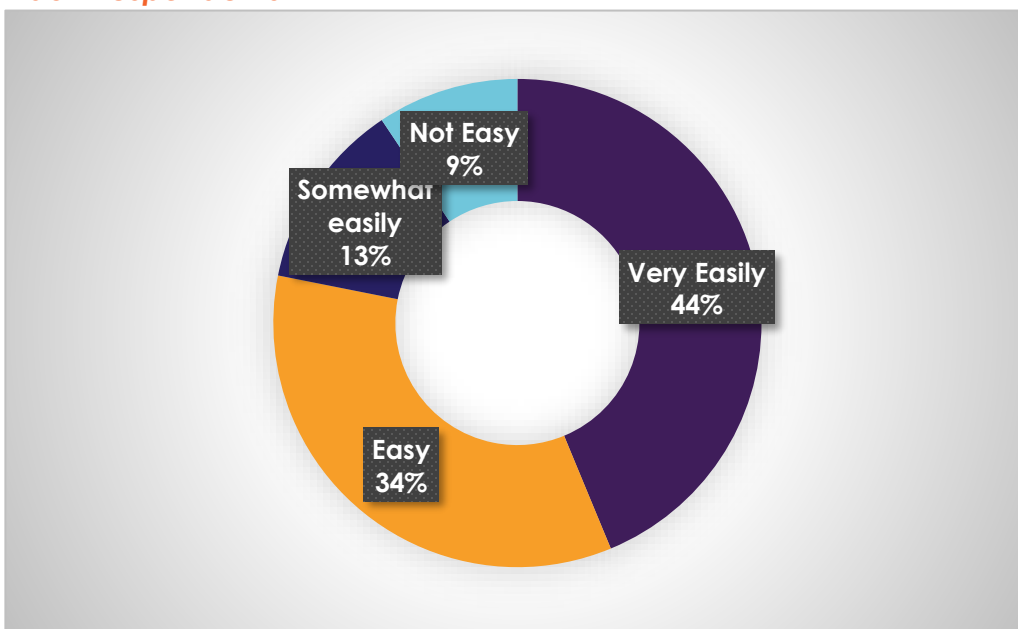
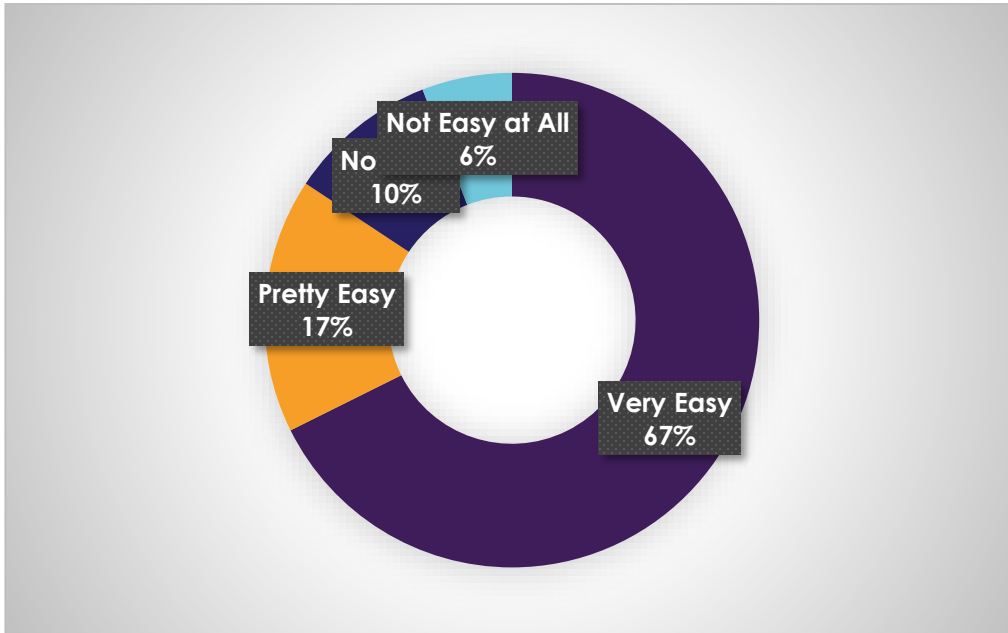


Figure 4.1



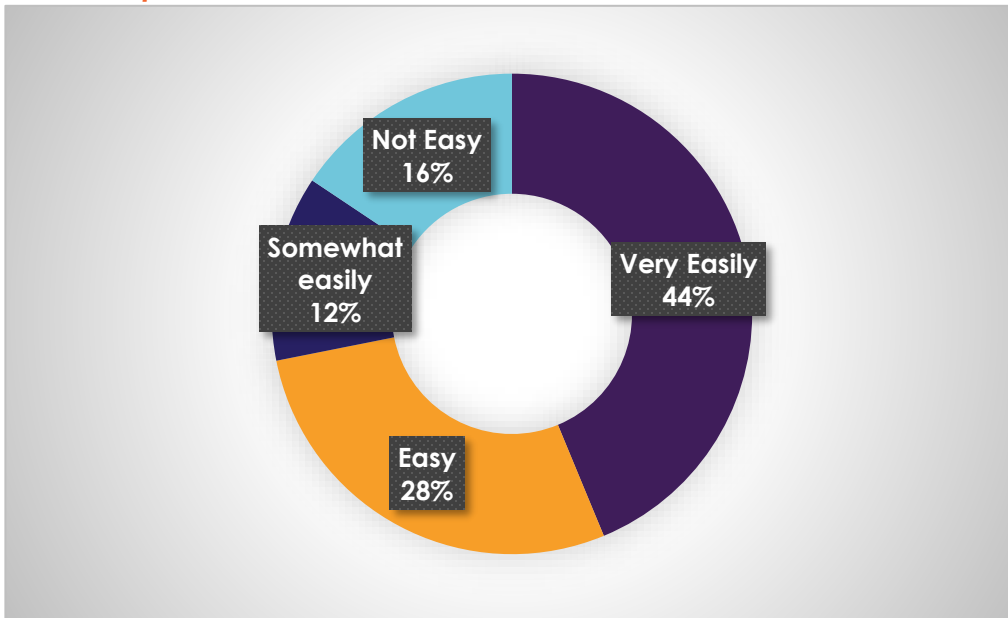
**Youth Respondents**



**Figure 4.2**

**Marijuana access in the school community. (Either on school property or the area near the school)**

**Adult Respondents**



**Figure 4.3**

When youth respondent was asked, questions related to the accessibility of marijuana in their community, 84 percent indicated to some degree that it is easy for middle school students to get the drug.

91 percent of adult respondents felt access to marijuana was easy in their home community, while 84 percent feel access in schools is easy.



**Marijuana use by institution**

**Adult Respondents**

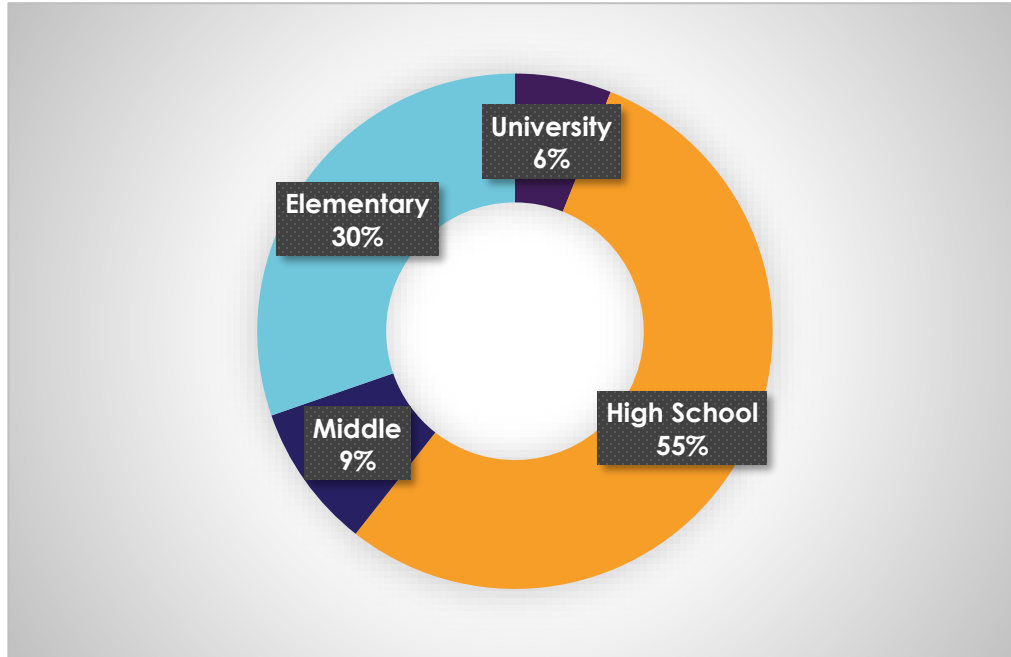


Figure 4.4

**Where do youth get marijuana?**

**Youth Respondents**

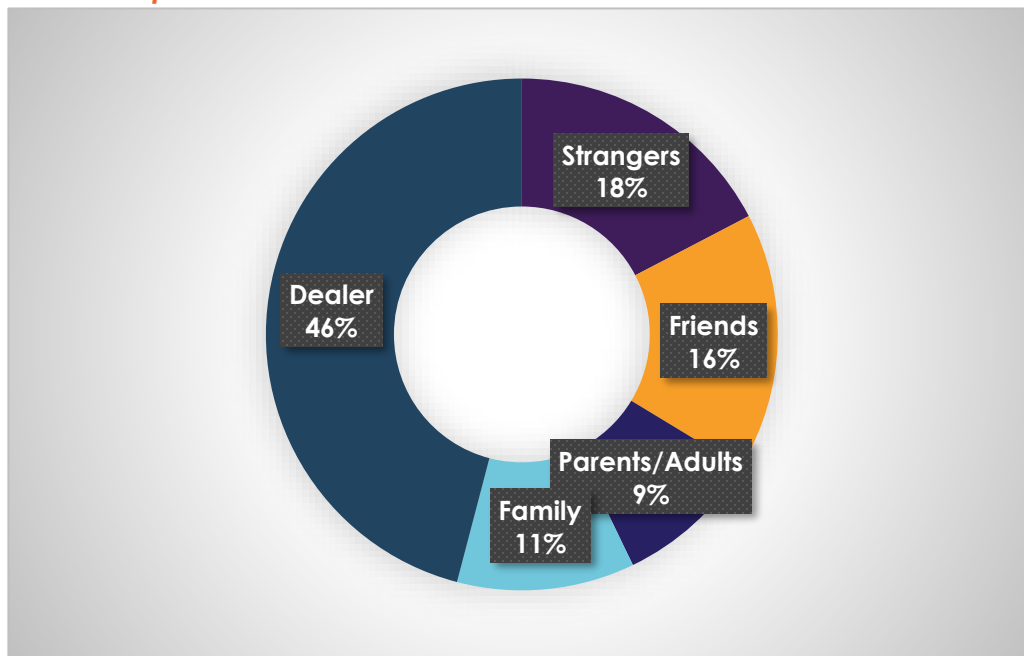


Figure 4.5

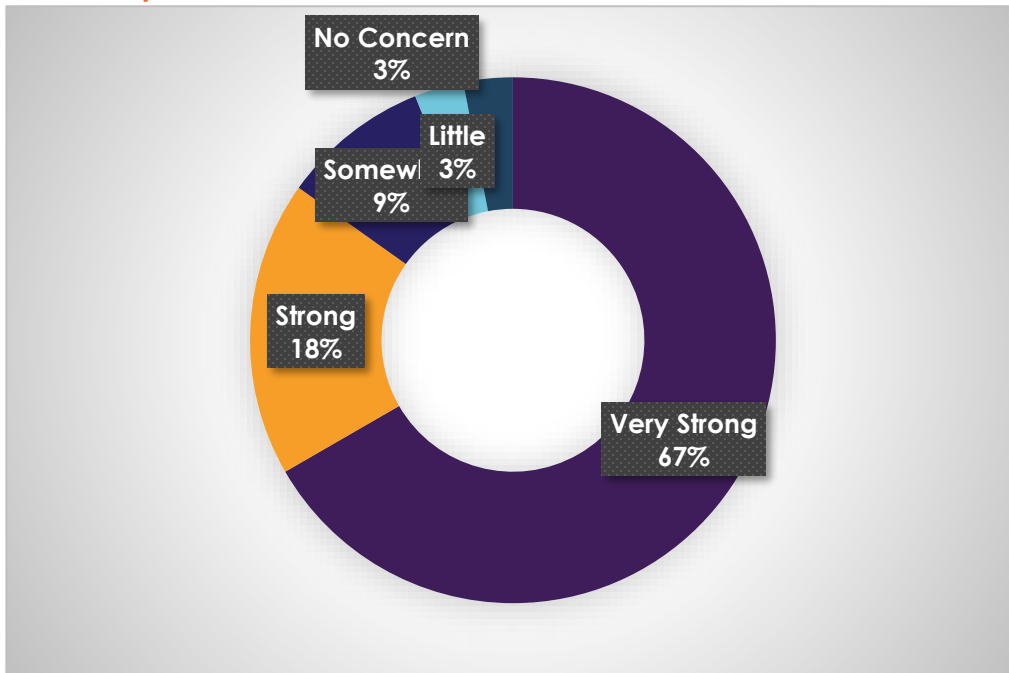
All parent respondents believe their children know they would not approve of marijuana use. Out of 100 youth surveyed 72 percent indicated marijuana use in their community was a problem to some degree. 97 percent of adult respondents believe marijuana use in their community is a concern.

Out of all youth respondents, 62 percent have witness youth under 21 use marijuana in the community in which they live. The same percentage have witness marijuana usage around school and school activities. 65 percent of youth respondents have seen youth under 21 use the drug more than once.



*I feel youth access to marijuana is a concern in my community*

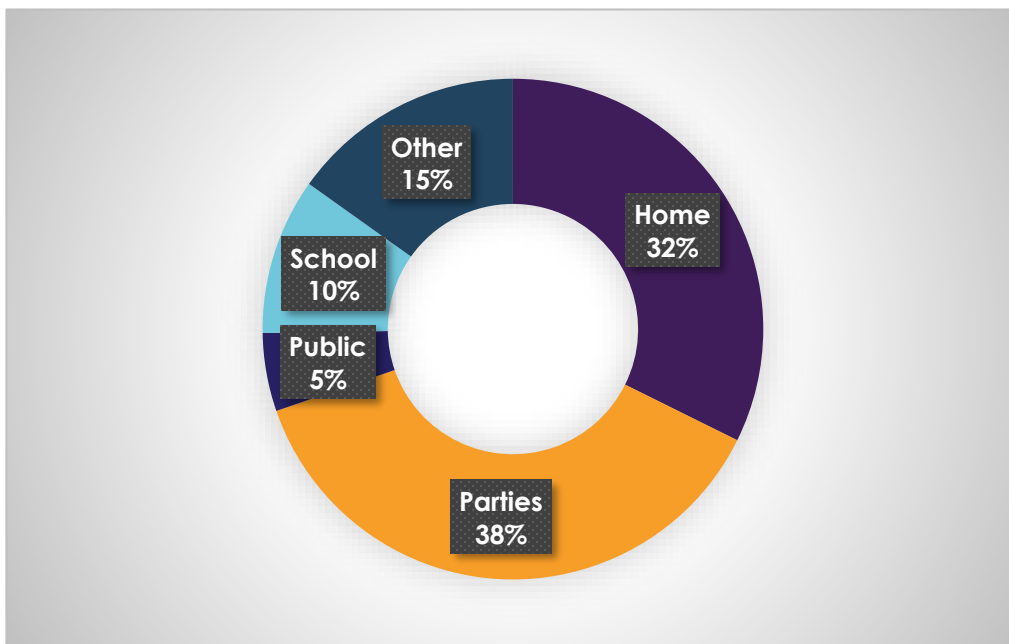
*Adult Respondents*



**Figure 4.6**

*Where do most youth under 21 in your community use marijuana?*

*Youth Respondents*

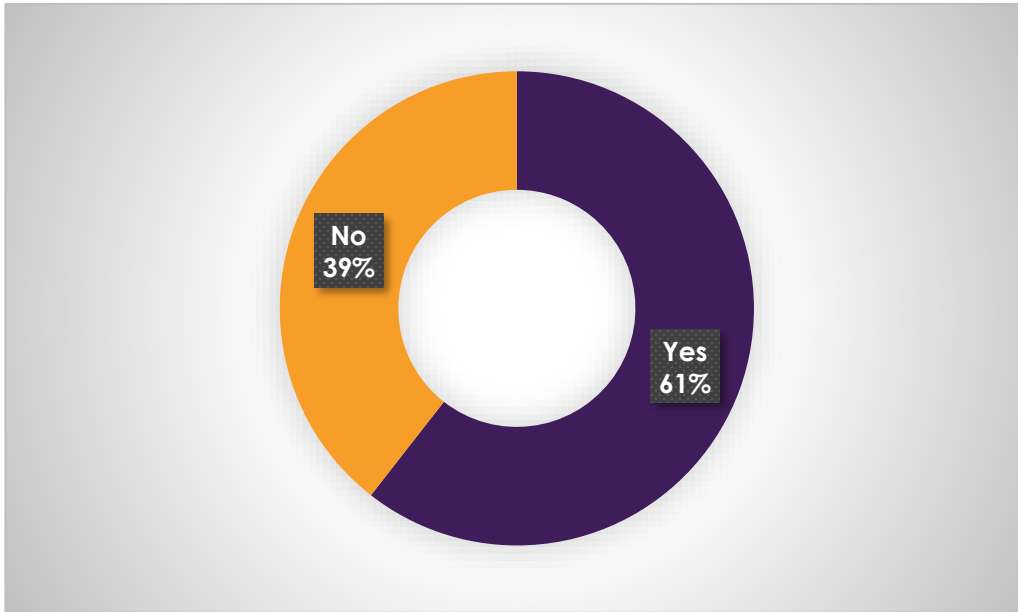


**Figure 4.7**



*Have you seen youth under 21 use marijuana around school/school activities?*

*Youth Respondents*



**Figure 4.8**



## Attitudes and behaviors related to Prescription Drug use by youth under 21 years of age.

*I feel youth can access prescription drugs not prescribed to them in my home community (the area where I live)*

### Adult Respondents

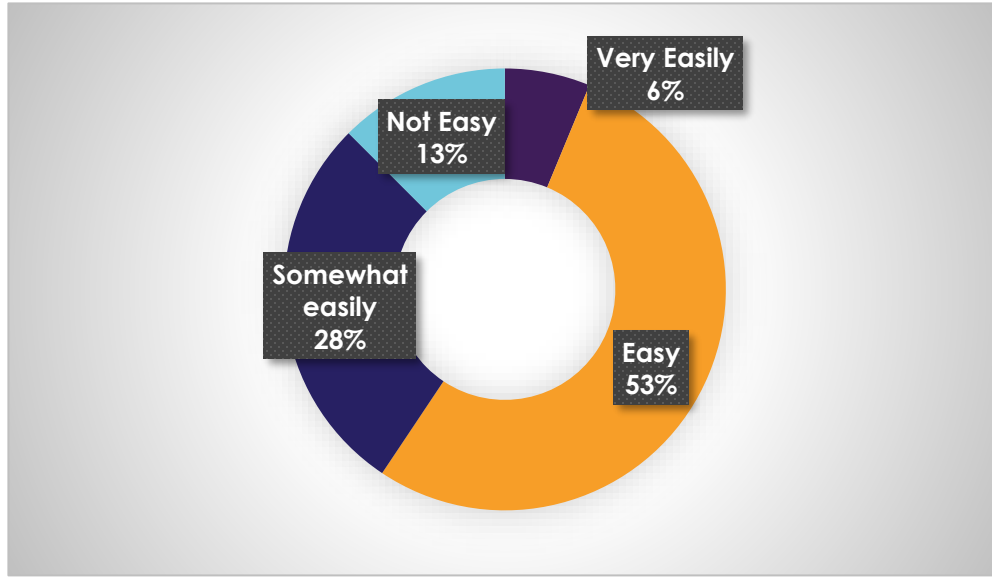


Figure 5.1

*I feel youth access to prescription drugs is a concern in my community*

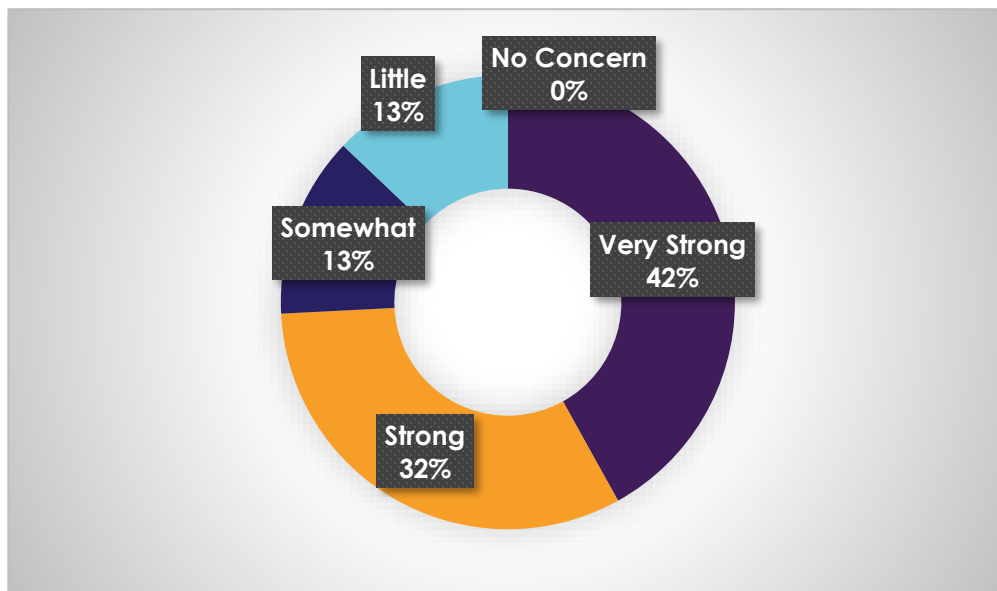


Figure 5.2

Out of 32 Adult respondents' 87 percent (28) share the feeling that prescription drugs are easily assessable in the community in which they live.

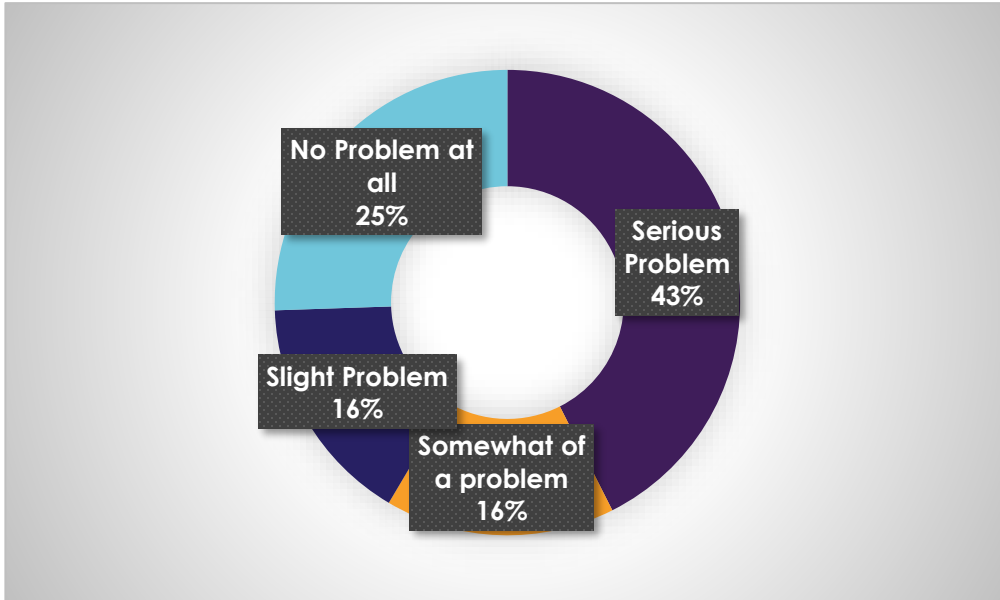
Out of 102 Youth respondents, 78 percent (80) feel it easy for teens under 21 to get access to prescription drugs not prescribed to them.





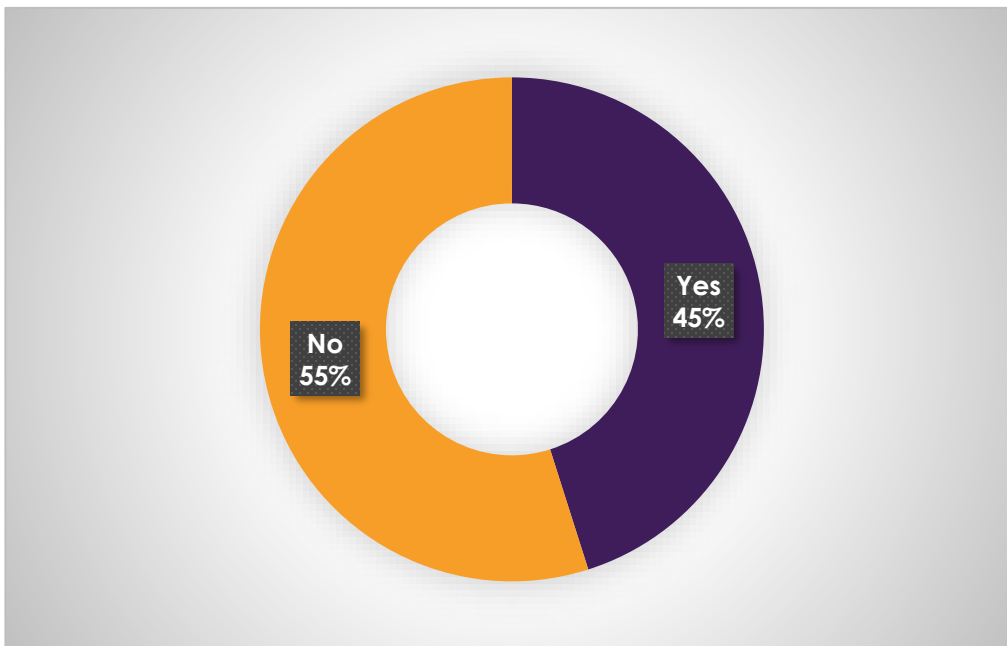
**Youth Respondents**

**In your opinion illegal prescription drug use in your community by youth under 21 is?**



**Figure 5.3**

**Have you seen youth under 21 use illegal Prescription drugs more than once?**



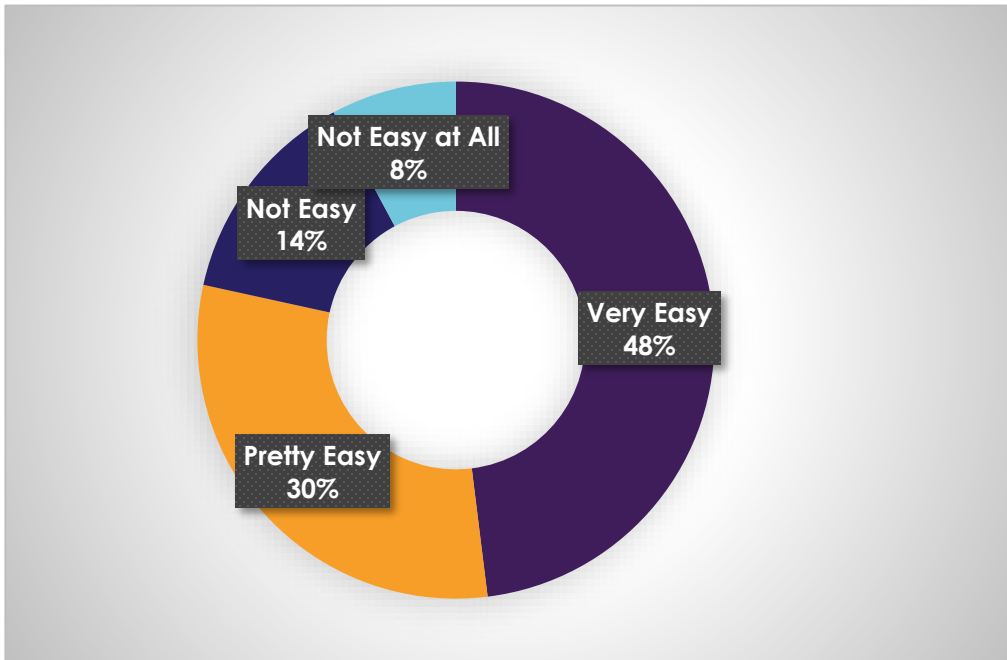
**Figure 5.4**

47 percent have witness youth under 21 use prescription drugs not prescribed to them around school and school activities.

51 percent of 103 youth respondents have witness youth under 21 use not prescribed, prescription drugs more than once.

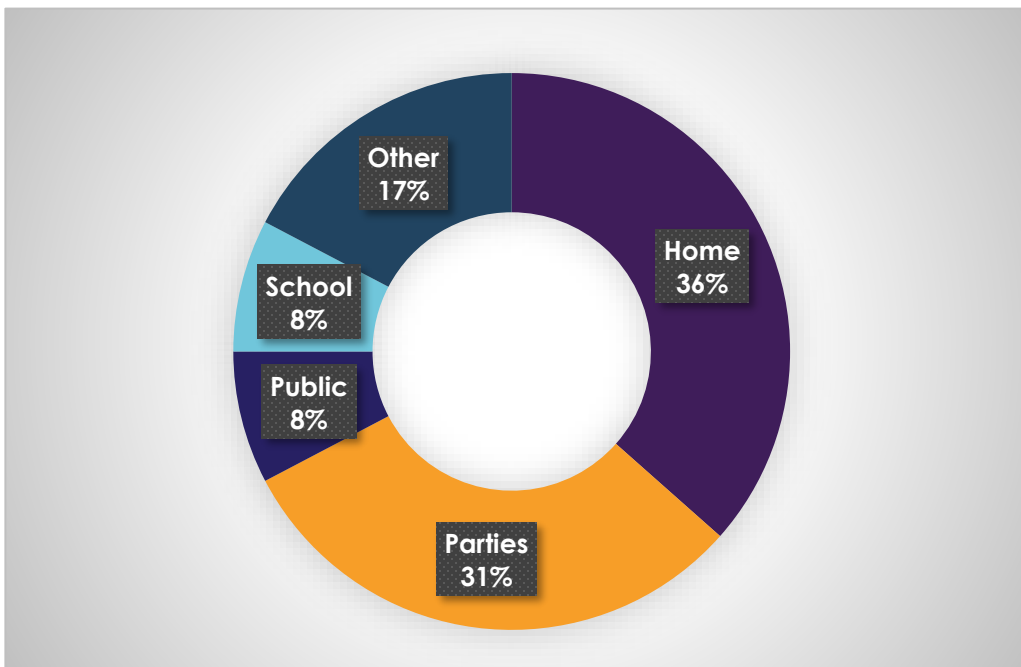


**How easy is it for teens to get prescription drugs?**



**Figure 5.3**

**Where do most youth under 21 in your community usually use Prescription Drugs?**



**Figure 5.4**

Out all youth surveyed, 36 percent feel that home is the most common illegal prescription drug use, while 31 percent indicate youth parties are the most common place for prescription drug use.

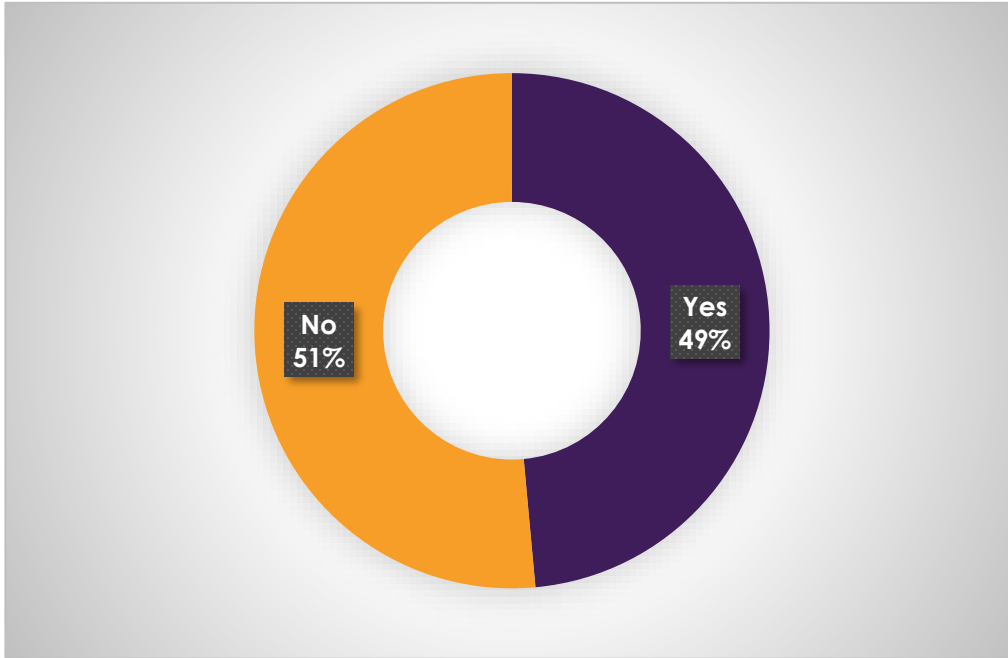
75 percent of all youth responders feel that illegal prescription drug use is a problem to some degree in the community in which they live.

74 percent of all adult responders feel access to illegal prescription drug is a “Strong” to “Very Strong” concern in the community in which they live.

76 percent of adult respondents know their children understand they do not approve of illegal prescription drug use is not approved because of discussion the topic more than once

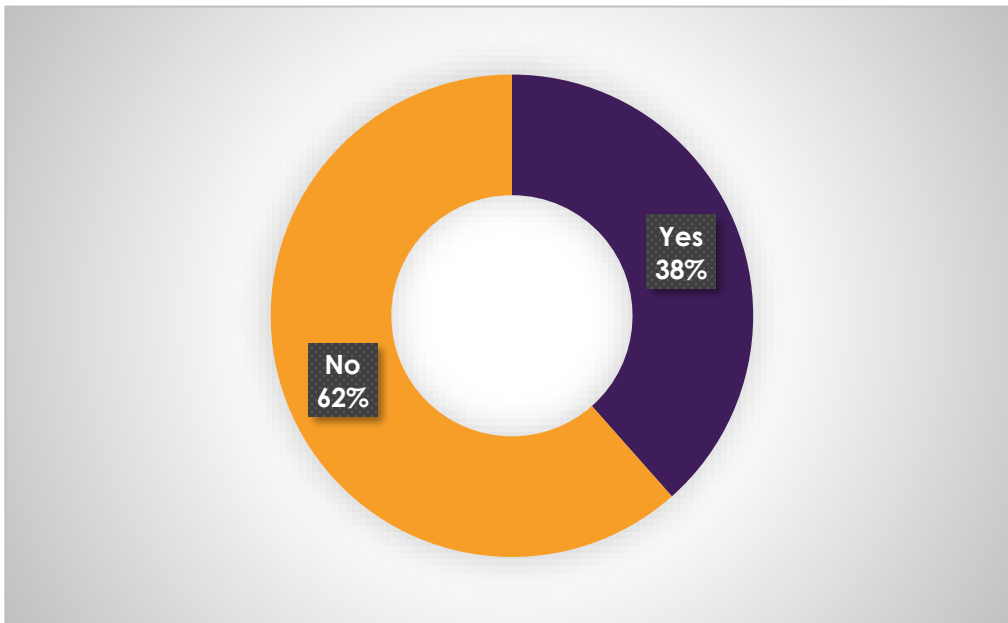


*Have you seen youth under 21 use illegal Prescription Drugs in community where you live?*



**Figure 5.5**

*Have you seen youth 21 under use illegal Prescription Drugs around school/school activities?*



**Figure 5.6**

57 percent of all youth respondents said they had seen youth under 21 use prescription drugs in the community in which they live.



## Attitudes and behaviors related to other illegal drug use by youth under 21 years of age.

### Adult Responses

*I feel youth can access other illegal drugs in my home community (the area where I live)*

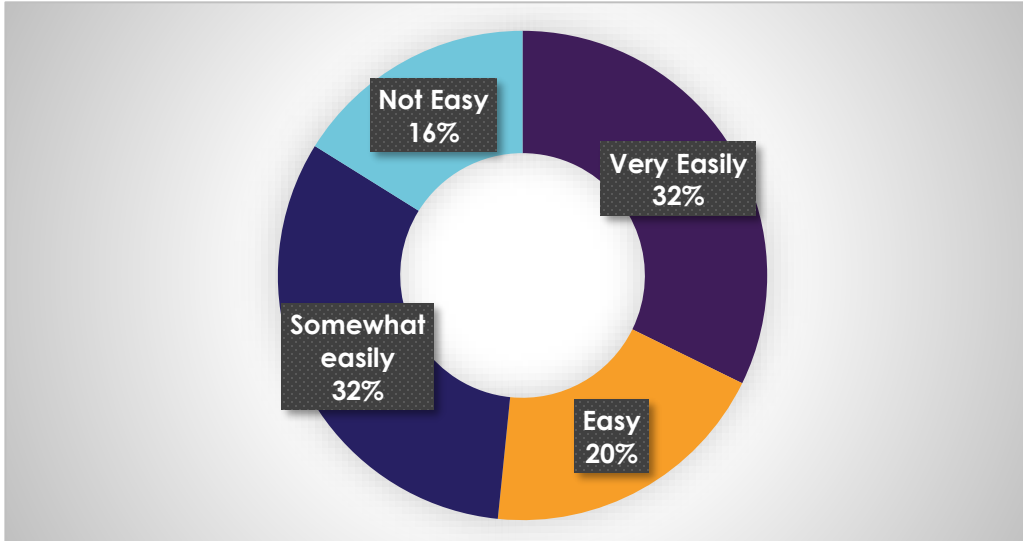
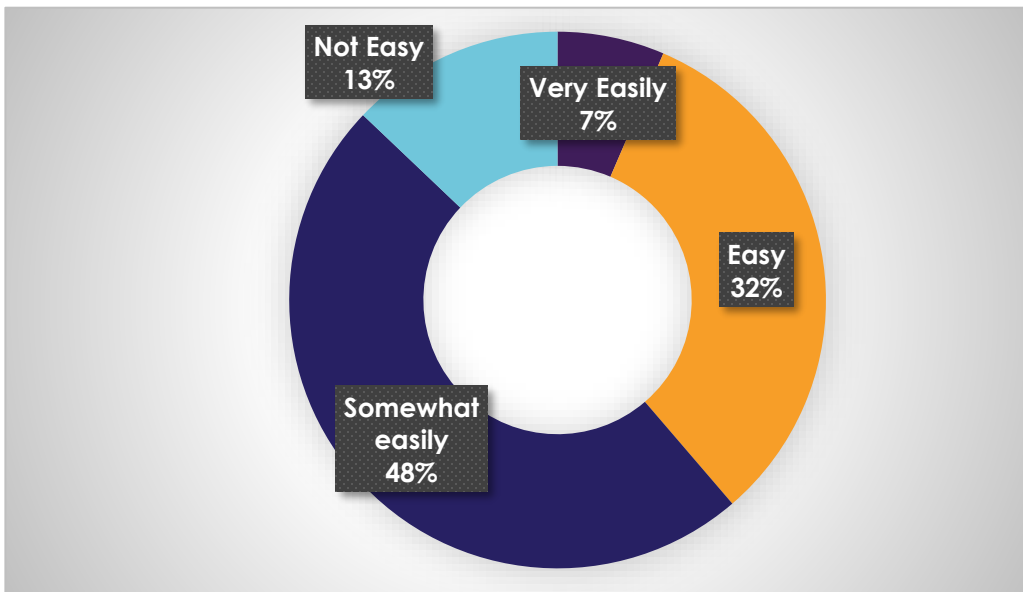


Figure 6.0

*I feel youth can access other illegal drugs in my school community. (the area near a school that I am familiar with. (Either on school property or the area near the school))*



Youth respondents indicated drug dealers are the major source of other illegal prescription drugs. During the focus group "Illegal Drug Use" defined as any category of usage not related to alcohol, marijuana, or illegal prescription drugs.

87 out of the 103 (84%) feel that other illegal drug use is easy in the community in which they live.



Figure 6.1

*I feel youth can access other illegal drugs in my school community. (the area near a school that I am familiar with. (Either on school property or the area near the school).*

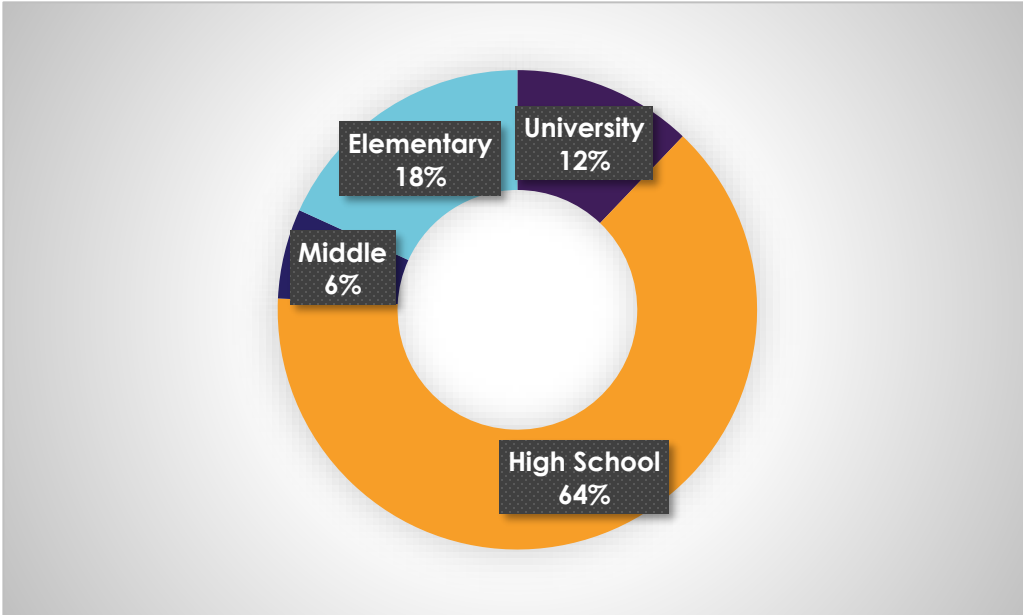


Figure 6.2

*I feel youth access to other illegal drugs is a concern in my community.*

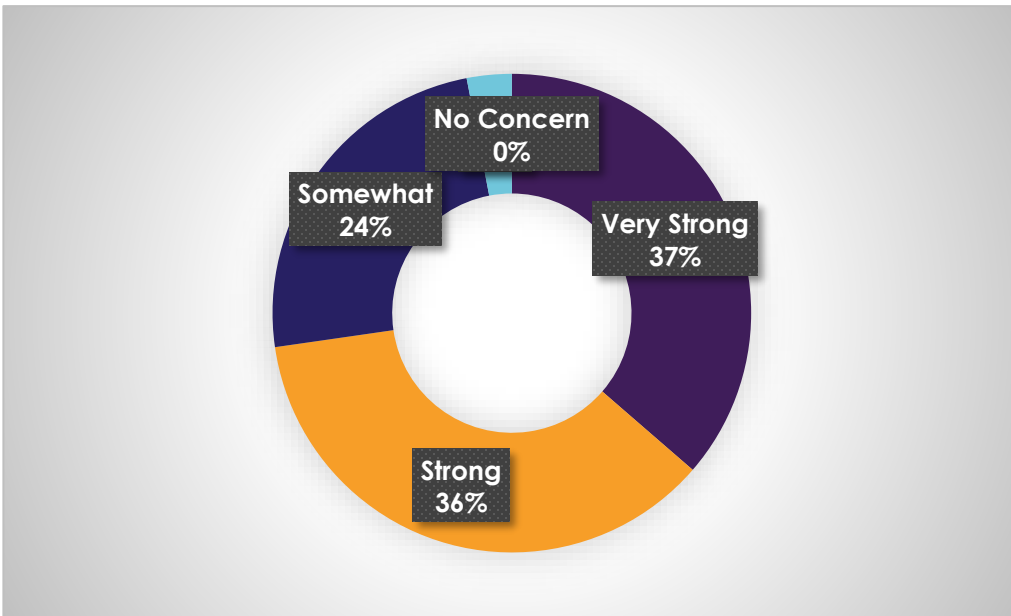


Figure 6.3



### Youth Responses

**Have you seen youth under 21 use other illegal drugs around school/school activities?**

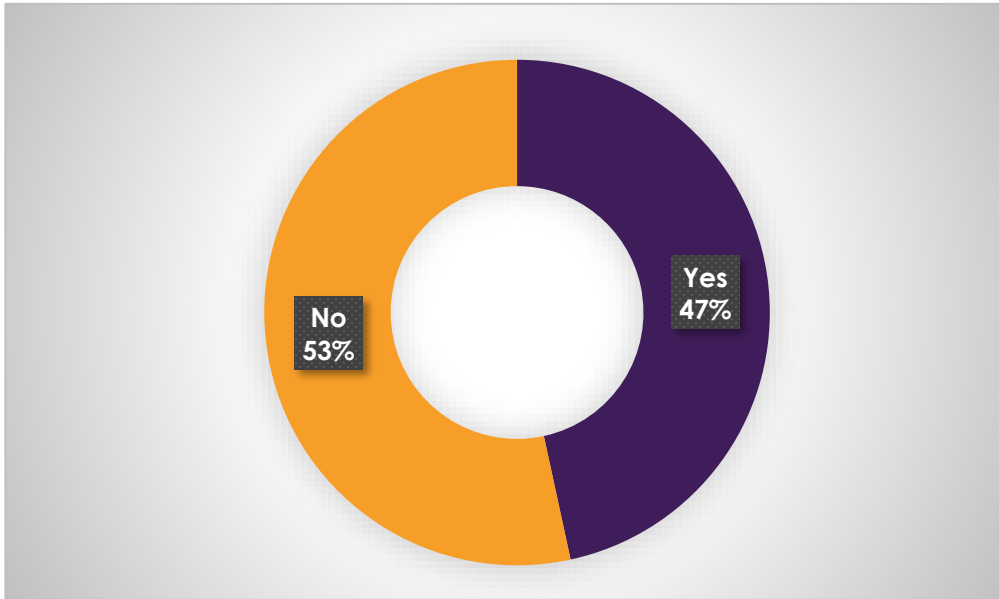
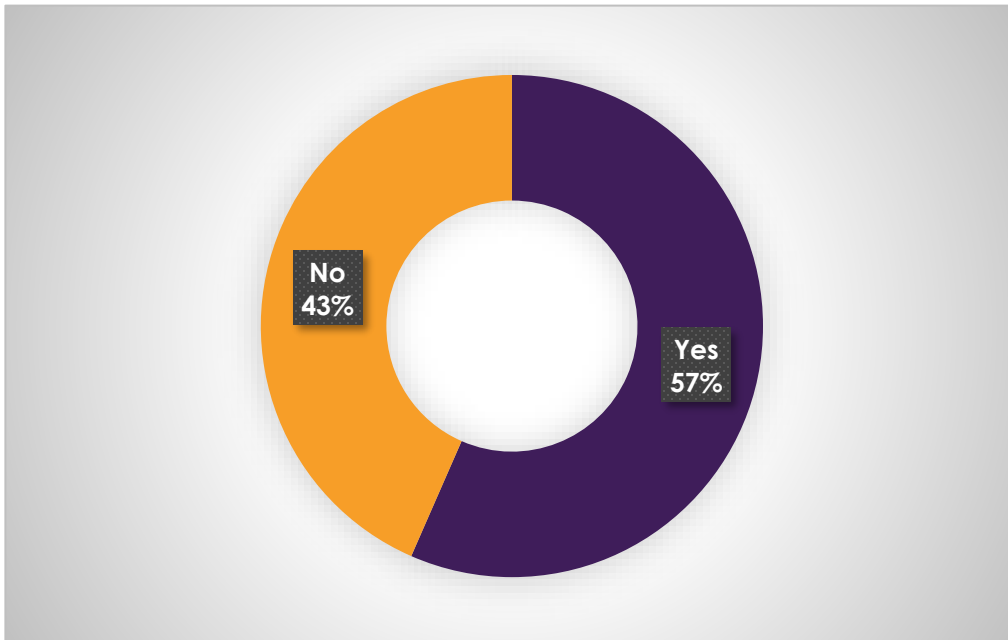


Figure 6.4

**Have you seen youth under 21 use other illegal drugs in community where you live?**



49 percent of respondents have witness youth under 21 use other illegal drugs in the community, while only 38 percent have witness illegal drug use around school or school activities.

45 percent have witness youth under 21 use other illegal drugs more than once. 81 percent youth responders feel other illegal drug use by youth under 21 is a problem in the community in which they live.



Figure 6.5

*Have you seen youth under 21 use other illegal drugs more than once?*

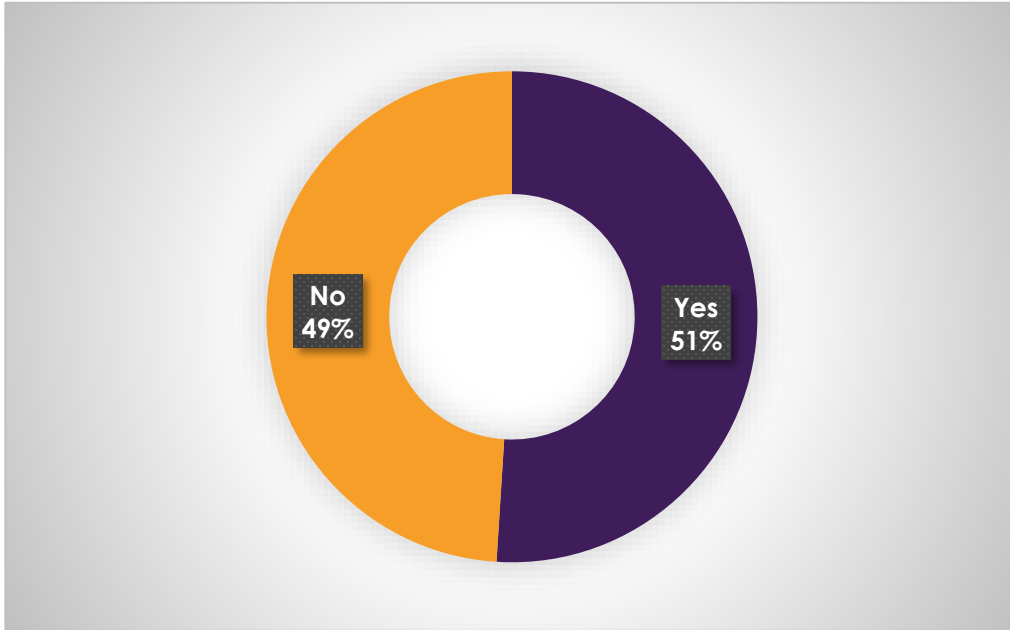
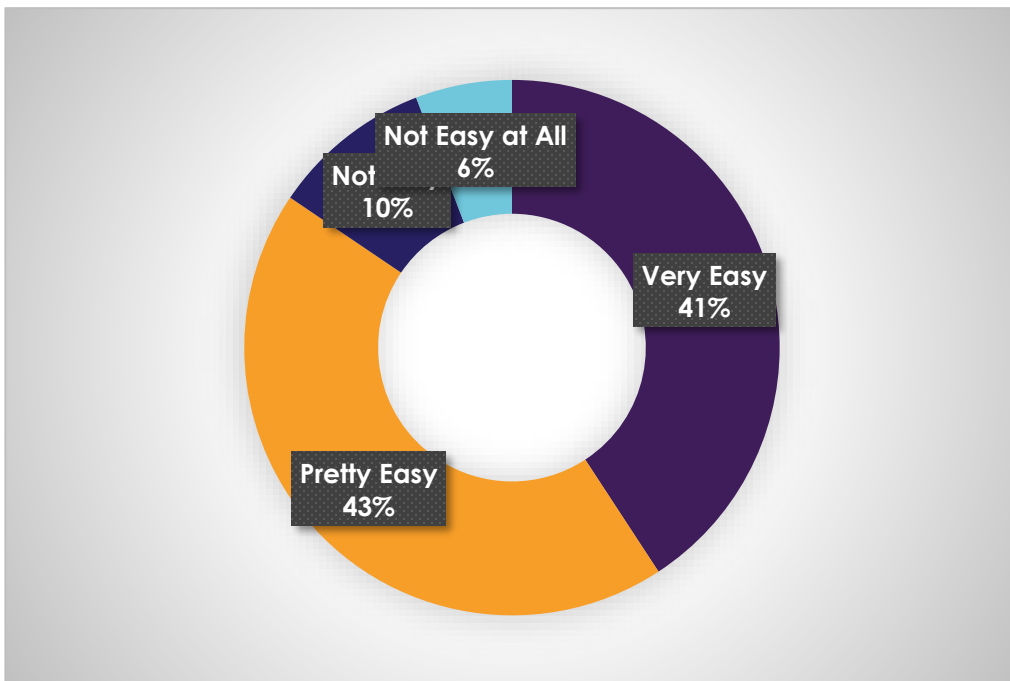


Figure 6.6

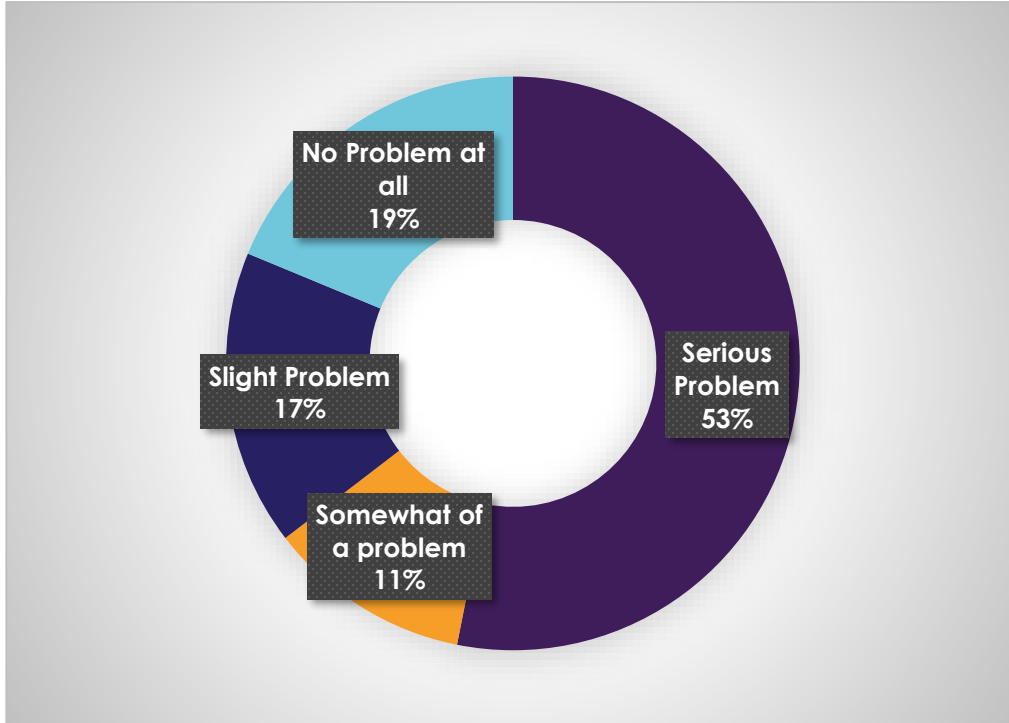
*How easy is it for teens to get other illegal drugs?*





**Figure 6.7**

*In your opinion use of other illegal drugs in your community by youth under 21 is?*



**Figure 6.8**

*Out of the options listed below where most youth get Illegal Prescription Drugs?*

**Project Findings**

- 84% of youth and 78% of adults feel it is easy to gain access to marijuana. Drug dealers seem to be the major source of illegal marijuana in the 48601, 48602, 48607 and 48722 communities.
- Marijuana use is more prominent around High Schools and High School activities than Middle School. Youth parties are the most common place for marijuana.
- Most parents have spoken with their child/children more than once. There is a common belief that youth know parents don't approve of marijuana use.
- Access to alcohol is greater than that of marijuana, illegal prescription drugs and other illegal drugs.
- Most youth under 21 drink alcohol either at home or at youth parties.
- Youth feel that often the cashier/clerk fail to ask age or require I.D. when alcohol is purchased in the polled communities.
- While access to illegal prescription drugs is viewed to be easy to some degree, use it is not as prevalent as alcohol and marijuana.





- Both youth and adults indicate access to any of the surveyed drugs is easy, however those drugs described as “other illegal drugs” is less prevalent than other drugs polled during the focus groups.

### **Recommendations and Strategies**

Several broad prevention strategies can be applied to most substance use issues. The Substance Abuse and Mental Health Services Administration (SAMHSA) has identified six strategies that can help shape your prevention plans:

- Information dissemination increases knowledge and changes attitudes through communications. This method of learning is mainly one-way, such as classroom speakers or media campaigns
- Prevention education is a two-way approach to teaching participants' important social skills. These skills can include resisting pressure to use drugs, looking at the intent behind advertising, or developing other skills used in making healthy choices.
- Positive alternatives provide fun, challenging, and structured activities with supervision so people have constructive and healthy ways to enjoy free time and learn skills. These alcohol- and drug-free activities help people—particularly young people—stay away from situations that encourage use of alcohol, tobacco, or illegal drugs.
- Environmental strategies are aimed at the settings and conditions in which people live, work, and socialize. These strategies call for change in policies—to reduce risk factors and increase protective factors—for example, tighter zoning restrictions on alcohol outlets or stronger enforcement to prevent underage purchases of alcohol and tobacco products. As these changes are carried out at the community level, they can have a sweeping impact.
- Community-based processes strengthen resources such as community coalitions to prevent substance use and misuse. Organizing, planning, and networking are included in this strategy to increase the community's ability to deliver effective prevention and treatment services.
- Identification of problems and referral to services are crucial to the prevention of substance use. This process includes determining when the behavior of people who are at high risk or who are using alcohol, tobacco, and other drugs requires education or other intensive interventions.

Combining prevention strategies usually improves results. For example, enforcing the legal age required to purchase alcohol and tobacco products while providing positive activities for youth can both be reinforced by school-based drug education. That combination can do a better job of preventing substance use than any of these strategies alone.



Likewise, prevention that blends life skills training with mentoring and with activities to increase parent involvement can be more effective for youths at high risk for using alcohol and other drugs than life skills training by itself.

