

Children and Young People risk taking behaviour - a social norms approach

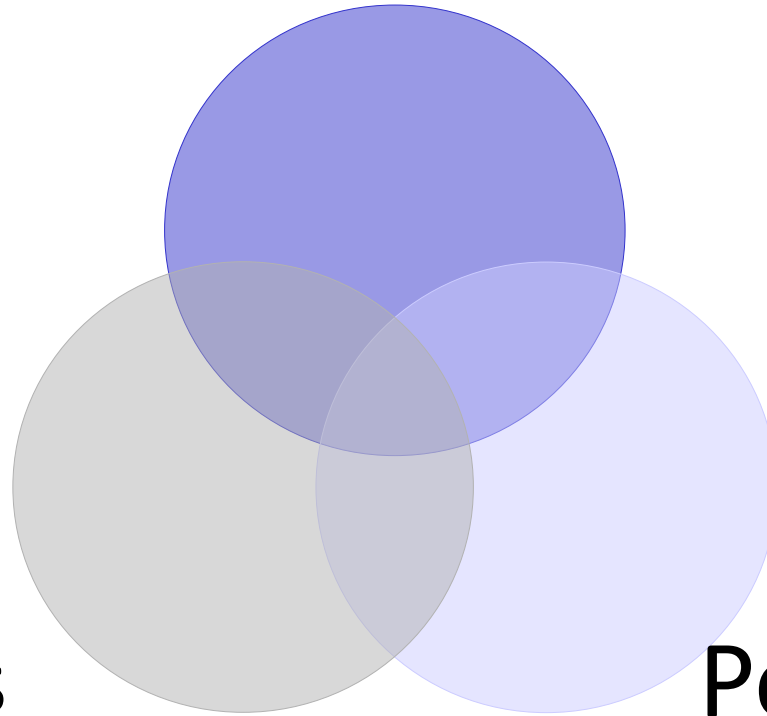
Healthy Behaviours Survey 2013

Reducing risk taking behaviour

- Using Social Norms to influence positive behaviour.
- The approach initially covered alcohol, drugs and volatile substances
- Now expanded to cover tobacco, bullying, sexual health and diet / exercise
- Are the results reliable and valid?
- In 2013 seven schools completed the survey. This year 3591 pupils took part (74% of available school population)



Behaviour



Opinions

Perceptions

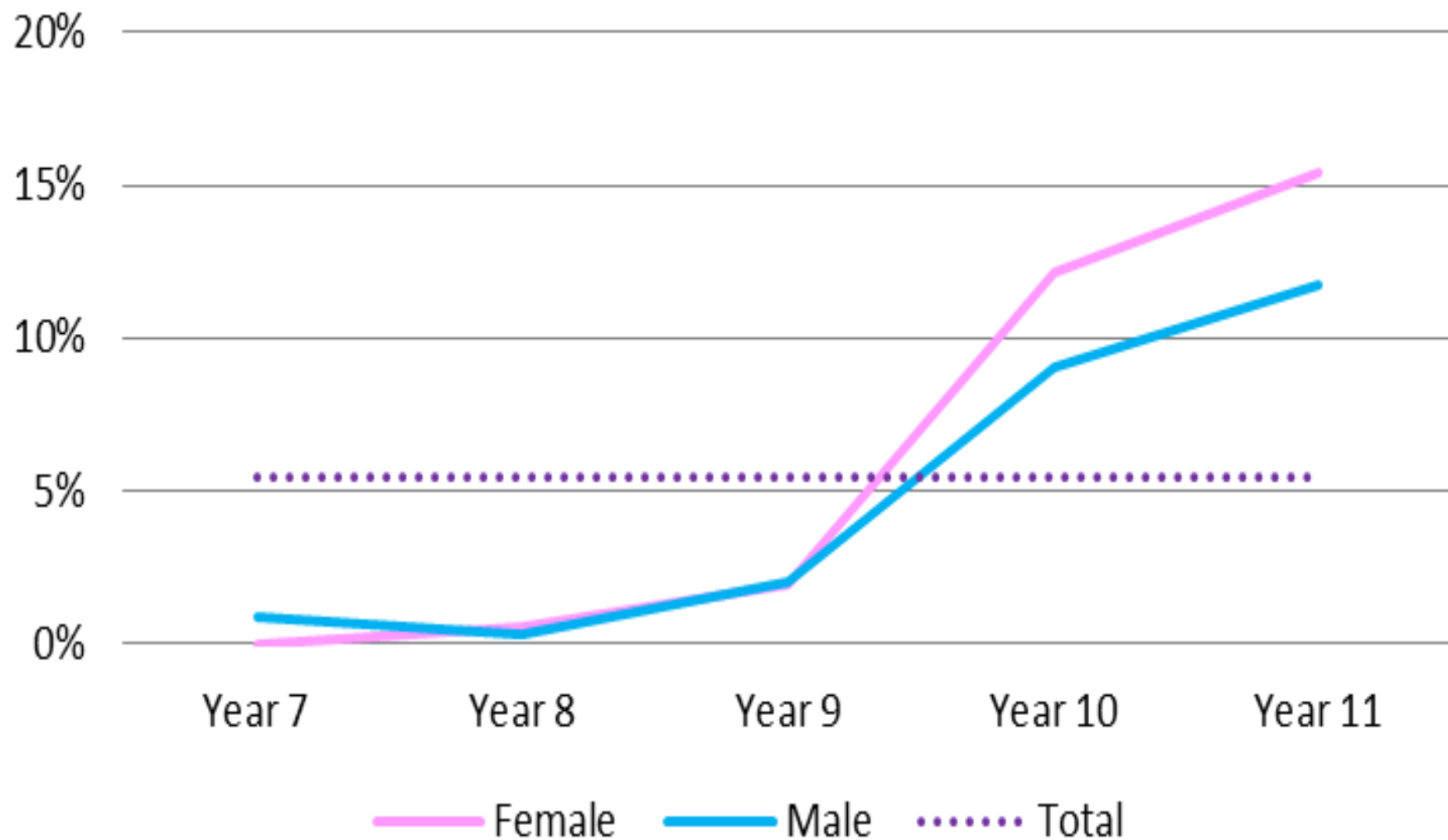


Reflections:

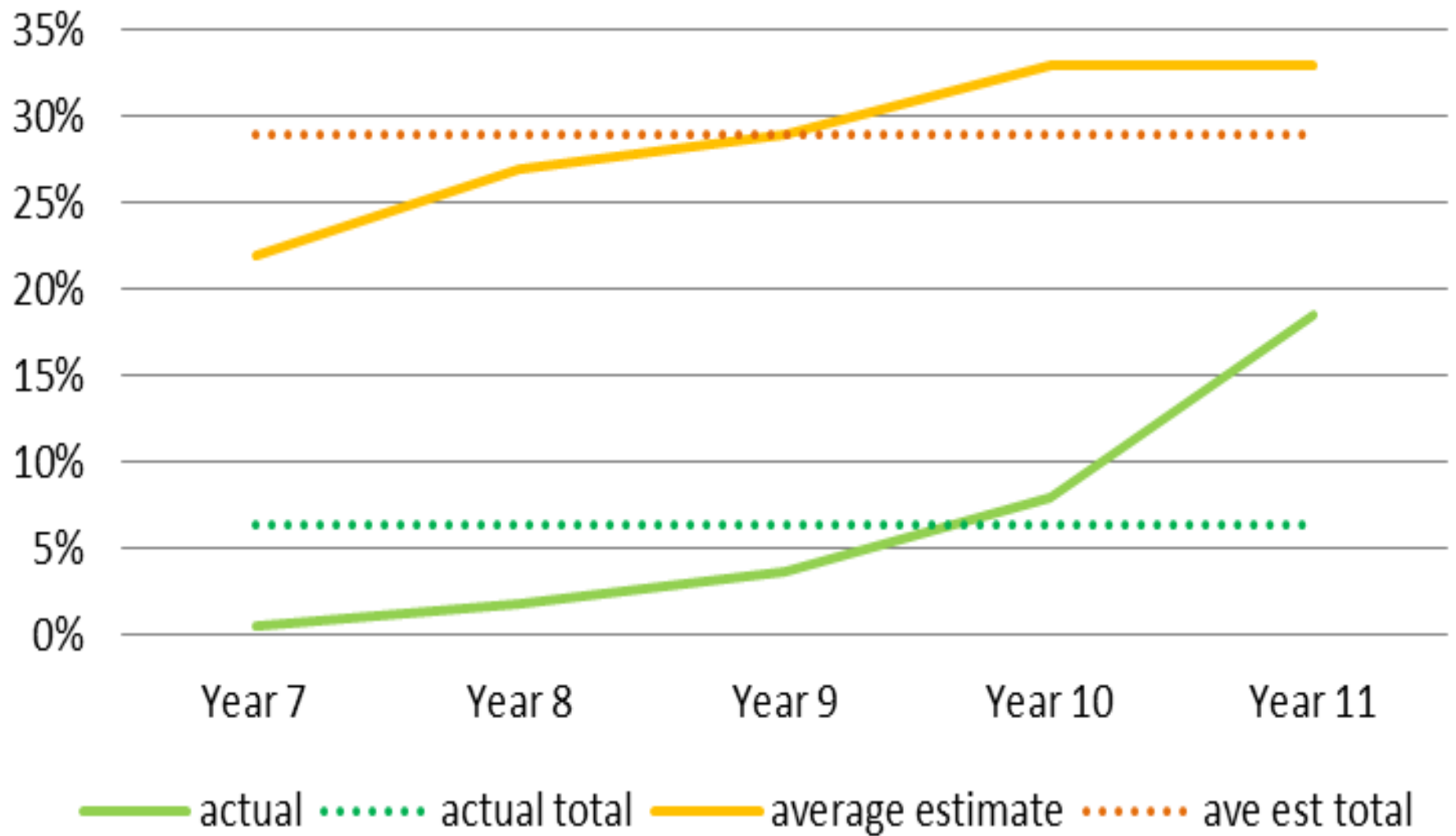
- Large initial reduction seen between 2009 and 2010 may in part be explained as the result of an initial correction in young people's perception, leading to more honest reporting.
- Subsequent findings are now considered robust and triangulated, with data describing young people's behaviour and opinion moving in the desired direction.



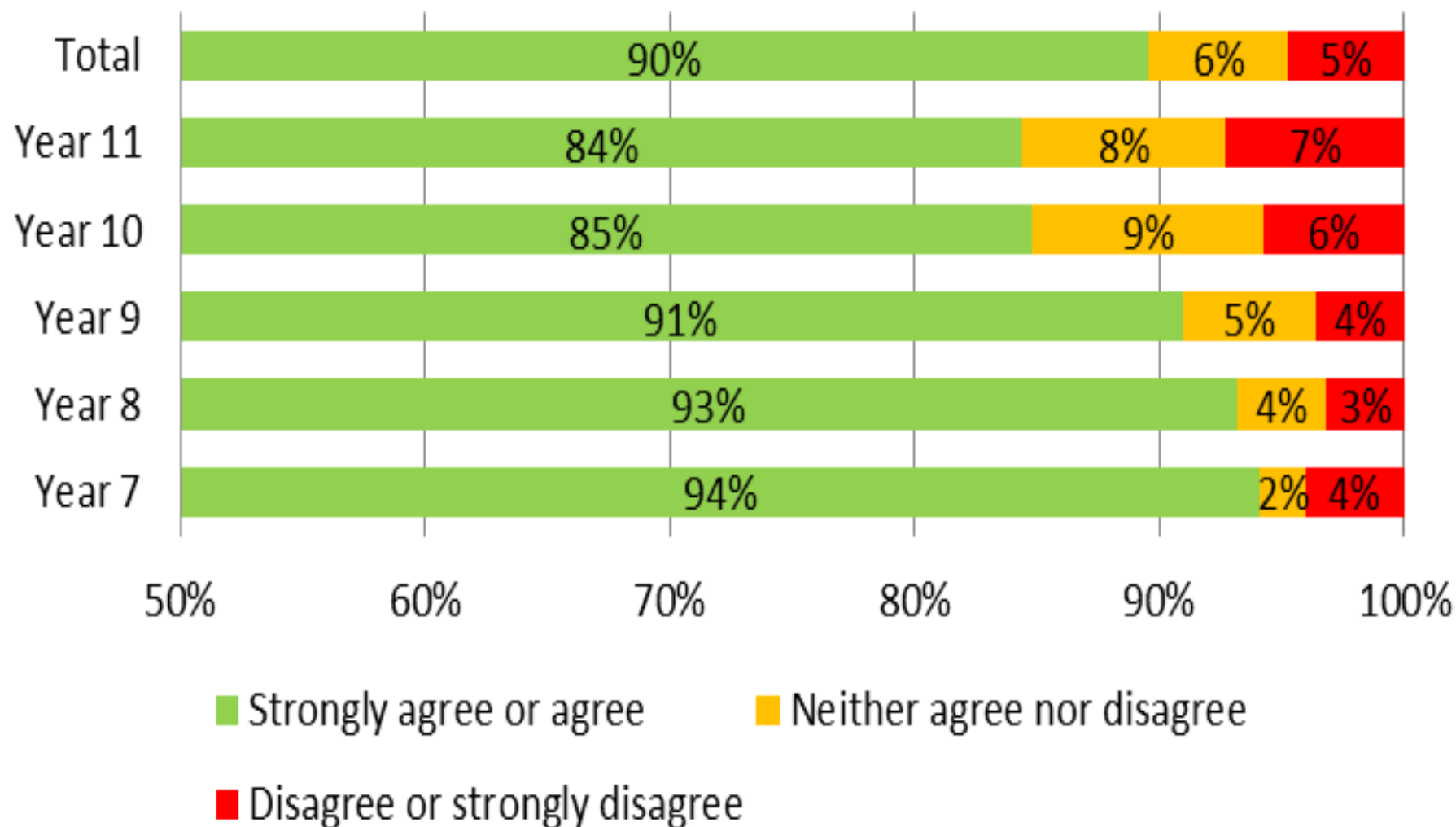
If you drink alcohol, have you been drunk in the last 7 days? (2013)



If any, how many young people your age in Darlington do you think have ever taken drugs? (2013)



"Smoking tobacco is never a good thing for young people your age" (2013)



Tobacco

- 16% of all respondents reported smoking tobacco in their lifetime
- 5% smoked in the last 7 days (ave est 41%)
- 3% smoke daily
- 90% agreed that “it’s NOT OK for young people my age to smoke tobacco”



15 year old tobacco use

- 37% said they had ever smoked (40% female and 33% male)
- 14% in last 7 days (same for male and female), average estimate 45%
- 84% agreed that “it’s NOT OK for young people my age to smoke tobacco”, 7% disagree



Alcohol

- 14% of all respondents reported having a drink of alcohol in the last week (ave est 48%)
- 21% said they had ever been drunk
- 5% drunk in last 7 days (ave est 37%)
- 73% agreed that “it’s NOT OK for young people my age to get drunk”



Drugs

- 6% said they had ever used drugs (ave est 29%, 80% overestimated)
- 2% used drugs in the last week
- 4.8% used cannabis in the last year
- 9 out of 10 agreed that it's NOT OK to take drugs



Bullying

- 32% said they had been bullied in the last year (24% verbal)
- 7% said they had been cyber bullied
- 87% said they told somebody (58% teacher)
- 96% agreed that bullying is not OK
- No perception question asked



Sexual Health

- 15% of years 9-11 said they had ever had sex (ave est 38%, 78% overestimated)
- 32% said they had regretted it (F-43%, M-17%)
- 49% said they always used contraception, 10% said never
- 36% were worried about getting an STI
- 52% knew how to access support and advice on contraception and STIs
- Two thirds agreed that sex should be part of a loving, meaningful relationship
- 36% think it is OK to shout in a relationship and 27% think it's OK to check their partner's phone



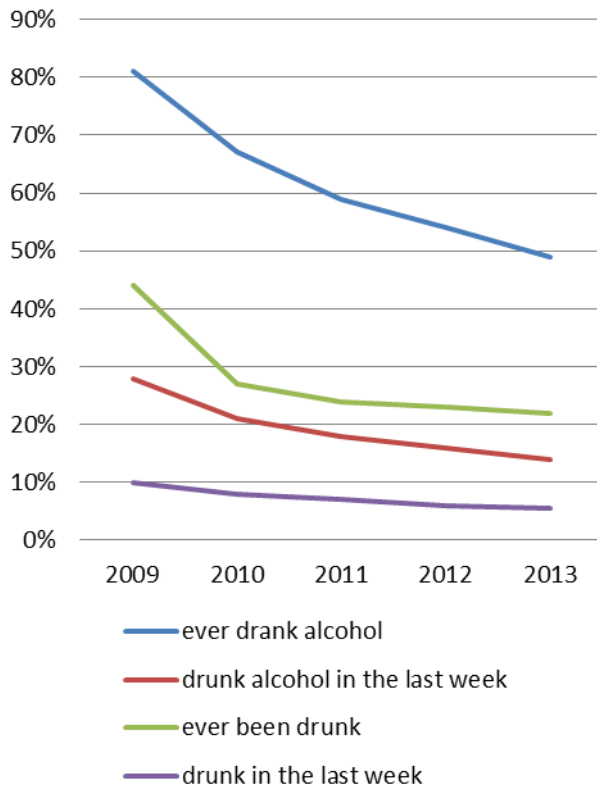
Exercise and Diet

- 60% said they did at least 60 minutes of exercise and activity every day, (ave est 50%)
- 85% agreed that it is important for under 18's to do 60 minutes of exercise a day
- 70% said they thought they had a balanced diet (ave est 46%)
- 90% agreed that it was important to have a balanced diet

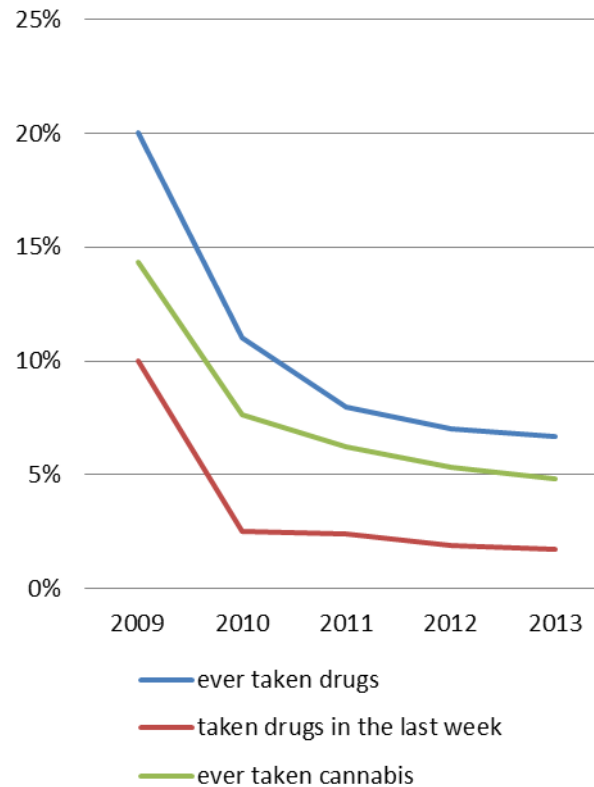


General Improving Trend

Alcohol Trends



Drug Trends



Conclusions

- Findings are robust
- Significant improvements delivered
- However, remaining misperceptions suggest significant more scope for continuing work
- Plan to continue the annual survey
- Need to look at how messages are delivered in schools

