

Parent Focus Group Results

Summary of LHS and LMS Parent Focus Groups

May 2020



Focus Group Purpose

- To discuss health and well-being, substance use and related issues, and the potential roles that parents, caregivers, and others can play in supporting youth and preventing risky behaviors.
- To engage parents in a participatory process to inform the work of A Healthy Lynnfield.

Methodology Overview

- Coalition Subcommittee met in December, 2019 to plan recruitment strategy
 - School Newsletter to Parents, Press, Facebook and Community Page, Coalition Members, Cable, Parent-to-Parent Recruitment
- \$25 Panera Gift Certificate offered as incentive to participants
- Focus groups were conducted by Social Science Research, Inc. @ the Colonial Sheraton
 - January 28, 2020 with 8 parents/caregivers of middle school students
 - January 30, 2020 with 12 parents/caregivers of high school students
- February: Initial Results Sent to 2 planning committee participants for feedback
- February: Initial Results sent to AHL Executive Committee For Feedback

Benefits of Living Here



High School

- Tight-knit sense of community
- Schools
- Active parents

“What drew us to Lynnfield was the community. The small town feel in a big area. Kids can still ride their bikes and they know everyone.”

Middle School

- Tight-knit sense of community
- People who know and care about each other
- Activities
- Schools
- Spirit of collaboration

limited real world exposure

Challenges to Living Here

LHS

- Influence of social media
- Parents/caregivers use of alcohol on school grounds and hosting parties with youth access to alcohol
- Lack of diversity and exposure

LMS

- Competition to "keep up"
- Lack of diversity
- Lack of problem-solving and coping skills among youth
- Impact of exposure to intergenerational activities
- Lack of open discussion of issues

competition
lack of diversity
keep up
bubble
economically sweep under rug
intergenerational exposure ethnically
kids lack street smarts
racially
navigating difficult situations
keeping up with the joneses

"Tendency to "sweep things under the rug" rather than using them as teachable moments for kids."

Challenges to Youth Health: High School

- Vaping
- Adderall
- Future decision-making at college
- Screen time
- Confusion about legalized marijuana



Challenges to Youth Health: Middle School

- Social media
- Exposure to influences
- Competition to "keep up"
- Lack of problem-solving and coping skills
- Need for instant gratification
- Vaping

- Confusions and misperceptions-legal and illegal drug use, harmfulness of substances, age-appropriate behavior
- Fear of what substances are out there and their danger

Kids struggle with problem solving and coping skills to work things out without adult intervention, like trying to figure out rules of a game. They don't have those natural opportunities.

cannot problem solve
peer pressure
social media
FOMO
instant gratification
academics
keeping up
easy access
cell phones
early exposure
lack of coping skills
screen time

Factors Promoting Youth Substance Use

LHS

- Pressure (academic, peer)
- Social media
- Access to alcohol at home



“Kids see parents letting loose and think they can or should do the same, that it will make them feel better. Parent’s think its not a big deal.”

LMS-Challenges to Youth Health

- Adults modeling behavior through alcohol use
- Impact of exposure to intergenerational activities
- Social media
- Stress and anxiety
- Easy access to obtaining substances

Adult Behaviors that Need to Change

“Parents are drinking on school grounds and school/sporting events. I wish this was better enforced.”

- Adults modeling behavior through alcohol use
- Peer pressure among adults to drink
- Adults modeling behavior through alcohol use
- Home environment impacts
- Lack of adequate mental health supports for youth



adults modeling behavior
pressure to drink
alcohol
kids see that
adult peer pressure
intergenerational

This word cloud features the words 'adults modeling behavior', 'pressure to drink', 'alcohol', 'kids see that', 'adult peer pressure', and 'intergenerational' in various colors and orientations.



social drinking
more mental health support
intergenerational
adults modeling behavior
alcohol and sports
alcohol party posts
social media
normal
exposure
home environment

This word cloud features the words 'social drinking', 'more mental health support', 'intergenerational', 'adults modeling behavior', 'alcohol and sports', 'alcohol party posts', 'social media', 'normal', 'exposure', and 'home environment' in various colors and orientations.

Messages that would resonate with parents

A word cloud centered around the phrase "social host liability". The words are arranged in a circular pattern. The largest word is "social host liability" in green. Other words include "criminal + civil" in green, "signs of use" in orange, "impactful" in blue, "college" in blue, "your child too" in blue, and "after HS" in blue.

social host liability
criminal + civil
signs of use
impactful
college
your child too
after HS

- Social host liability for underage drinking
- Signs of substance use among youth
- Preparing for post-high school
- Impactful stories from people affected by substance use

A word cloud centered around the phrase "they see you". The words are arranged in a circular pattern. The largest word is "they see you" in blue. Other words include "parental behavior" in green, "information sessions" in blue, "teachable moments" in orange, "parental participation" in blue, "I learned it from watching you" in orange, "perks" in orange, and "mandatory" in green.

they see you
parental behavior
information sessions
teachable moments
parental participation
I learned it from watching you
perks
mandatory

- Parental behavior influences children
- Importance of parental involvement in information sessions
- Looking for "teachable moments"

Resources Parents Want



LHS

- More mental and emotional health supports for youth

LMS

- Communication from schools about current health class content and related issues
- Communication with parents of kids in same age group
- Continuation of, expanded access to, and encouraged parental participation in information sessions
- Community prevention efforts: involvement from leaders in sports community; better public safety data
- More youth mental health supports

Key Groups to Involve in Prevention Efforts

- Sports organizations and coaches
- Schools
- Youth mental, emotional, and behavioral health services



Thank You

Contact

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