

Research Report

Scholastic/Foundation for Alcohol Awareness and Responsibility Ask, Listen, Learn Student Assessments



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG

Data report
prepared by
Scholastic

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Overview

The **Ask, Listen, Learn** program educated students in 5th- through 7th-grade classrooms about the dangers of underage drinking and benefits of a healthy lifestyle, as well as discouraged underage drinking by providing specific information about the detrimental role alcohol can play in the physical, mental, and social development of growing teens.

The research component documents the program's success in increasing the occurrence and frequency of discussions about alcohol awareness among participating students, both in school and at home. The data also show a growth in student awareness of the facts surrounding underage drinking, including awareness of the health effects and the long-term impact of underage alcohol consumption.

The gains recorded by the research responses presented in this report demonstrate that the **Ask, Listen, Learn** program was an effective vehicle for educating middle school students about the importance of saying "YES" to a healthy lifestyle and "NO" to underage drinking.

Objectives, Methodology, and Sample Size

Objectives

This report provides a summary of the data collected in the **Ask, Listen, Learn** Student Pre- and Post-Assessments. The objective of the pre-assessment was to gauge student knowledge and awareness of key facts about underage drinking and talking about underage drinking. The objective of the Post-assessment was to measure the impact of the **Ask, Listen, Learn** classroom materials on student awareness of the dangers of underage drinking and the importance of a healthy lifestyle, as well as frequency of conversations.

Methodology

Teachers administered the seven-question assessment to students before teaching the three interactive lessons in the **Ask, Listen, Learn** alcohol awareness program. Teachers administered the assessment again after program instruction. Teachers had three methods for sending in assessments. Teachers elected to conduct assessments via:

- Hard copy, postal delivery—assessments were completed by hand in the classroom and teachers mailed them in through postal mail;
- Hard copy, email delivery—assessments were completed by hand in the classroom, digitally scanned and teachers sent them in as email attachments; or
- Digital survey, collected online—assessments were completed on computers and the data was collected directly from the online survey.

Sample Size

Teachers sent in a total of 4,119 completed students assessments. The assessments consisted of:

- 2,228 pre-program assessments
- 1,891 post-program assessments
- 2,444 assessments submitted online
- 1,675 assessments submitted by mail

Assessment Distribution

The assessment materials were distributed from mid-March to mid-April in conjunction with Alcohol Awareness Month. Assessment materials were included in program kits sent directly to teachers by mail, included as a downloadable PDF on the program website, as well as circulated by email as a weblink to the online assessments.

Distribution Date	Method of Delivery	Distribution Amount
3/14/14	Mailed print kits	25,000
3/17/14	Program email with mention of assessment materials on microsite	28,521
3/17/14	Email with program and assessment materials to teachers who signed up to participate in the assessments	844
3/25/14	Program email with mention of assessment materials on microsite	27,435
4/8/14	Reminder email to teachers who interacted with the program emails	22,770
4/15/14	Program email with a focus on the assessments	34,713

Summary of Results

- Success started at the ground level, demonstrating an increase in the occurrence and frequency of student discussions about alcohol awareness both in school and at home.
 - After the program, more students (+19%) discussed underage drinking in school, and more discussed the dangers of underage drinking at home (+6%).
 - The number of students post-program saying they “never” discussed the dangers of drinking declined.
- The **Ask, Listen, Learn** program greatly increased student awareness of alcohol’s impact on the body, demonstrating how effectively program messaging could communicate the dangers of underage drinking.
 - More students became aware of the fact that alcohol impacts every organ (+24%); not just liver, kidneys or heart.
 - Participants also learned about the time it takes alcohol to reach the brain (+23% increase), as well as the specific parts of the brain affected by drinking (+13% increase).
- While most students showed a previous knowledge of the effects of alcohol on judgment and overall health, the program helped reveal areas where knowledge needed to be improved.
 - One area for improvement was the increase in the awareness of the importance of a healthy lifestyle, especially in the growth of brain cells, where participant knowledge increased by 10%.
 - Many students were previously aware of the brain’s role in controlling the body’s functions, but the program was able to increase this knowledge even further.
- Encouragingly, many students showed a rather strong previous knowledge of the wide range of dangers involved with underage drinking, however awareness of all dangers increased after completing the **Ask, Listen, Learn** program.
 - The greatest growth in awareness in this area was the knowledge of underage drinking causing an increased risk for depression (+16%) and the interruption of growth (+14%).
 - Students also became more aware of the negative social risks involved with underage drinking, namely the risk of public embarrassment (+11%) and potential impact to one’s mood, causing aggression among friends (+9%).
- Additional increases in post-program awareness were in student knowledge that underage drinking can impact the developing teenage brain and body.

Overall, students who completed the program came away with a more solid understanding of the reasons to say “NO” to underage drinking and to live a healthy lifestyle.

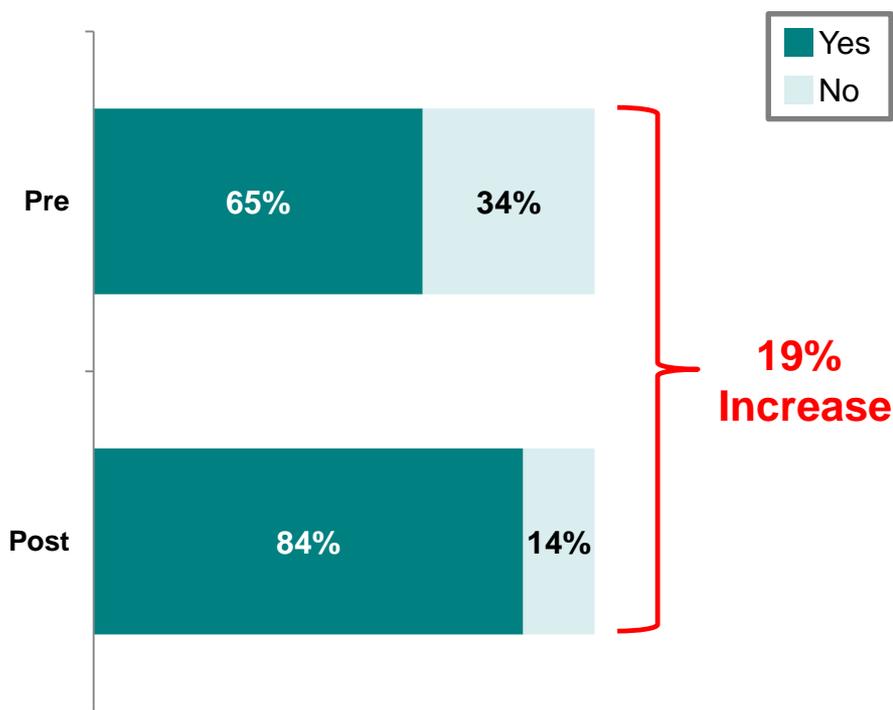
History of Alcohol Discussion

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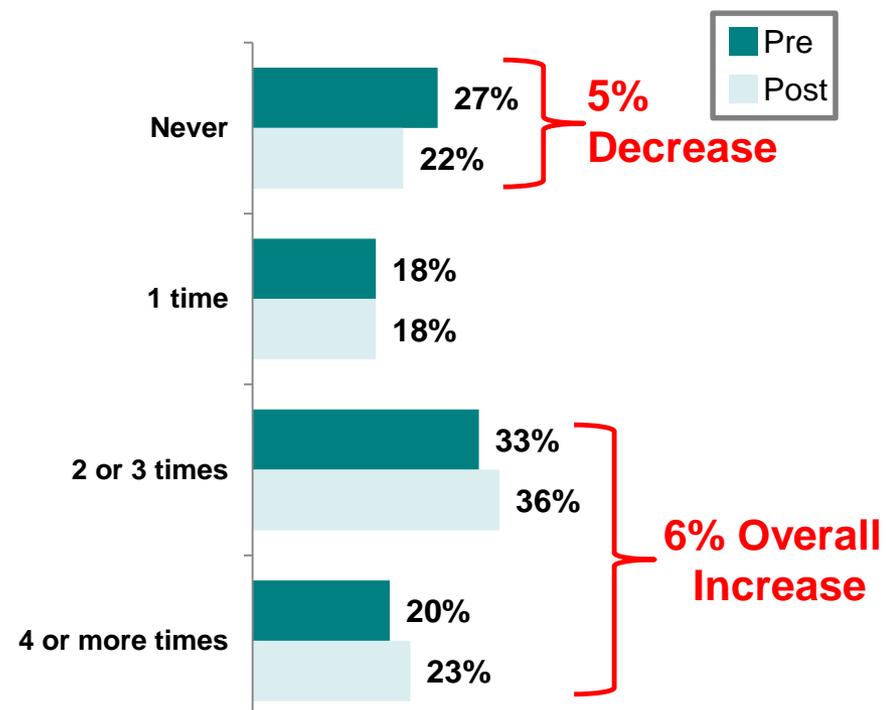
Students who engaged with the **Ask, Listen, Learn** program had more discussions about underage drinking, both in school and at home.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

Have Discussed Underage Drinking in Classroom



Frequency of Family Discussion on Dangers of Underage Drinking



Q. Have you ever talked about underage drinking with your teacher as part of a classroom discussion in school?

Q. In the last year, how often have you talked with your parents, grandparents, or another adult caregiver about the dangers of underage drinking?

As a result of program engagement, 19% more students discussed underage drinking in school, and 6% more discussed the dangers of underage drinking at home.

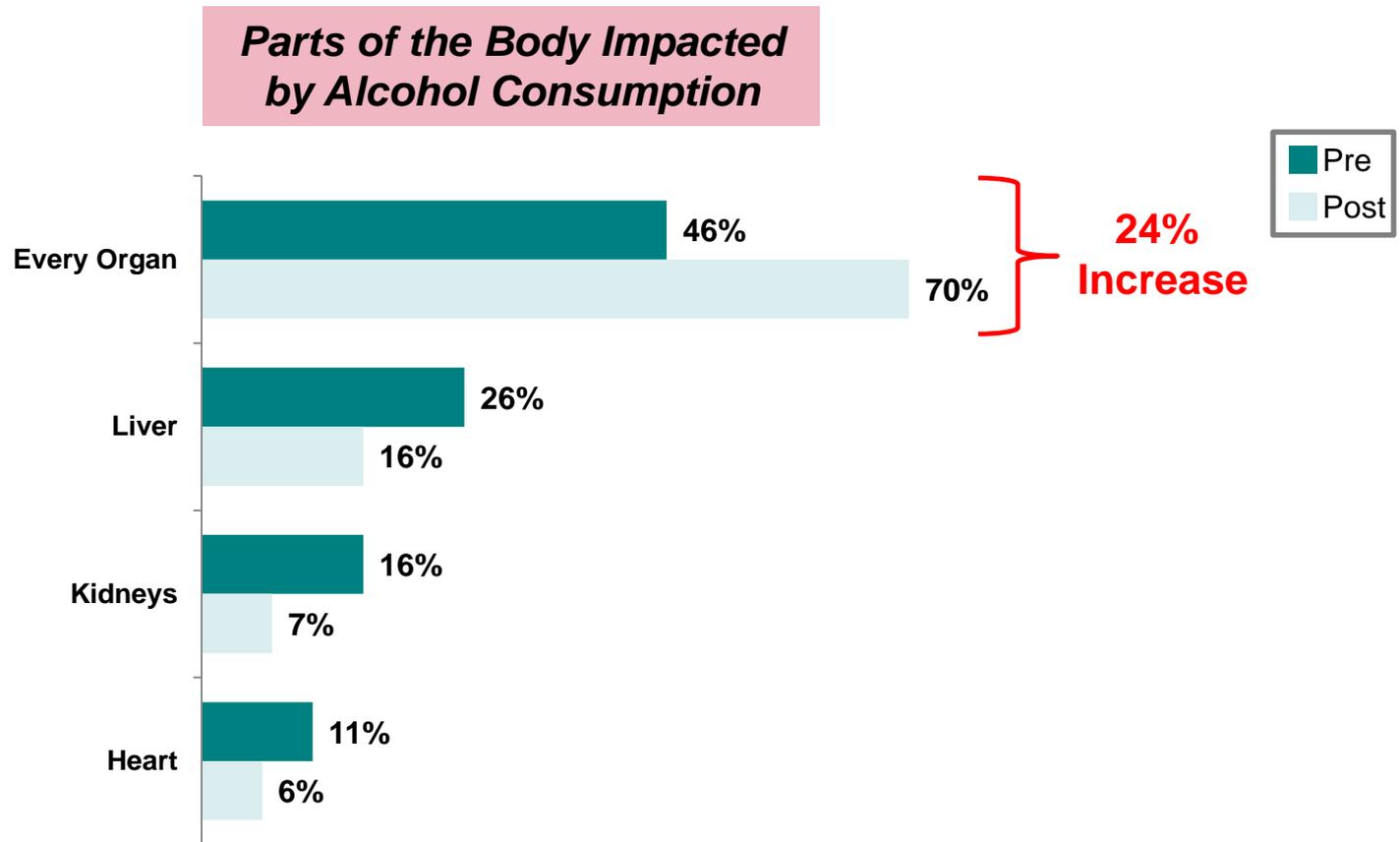
Base: All Respondents
 Pre: 2,228
 Post: 1,891

Questions	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
<i>Have you ever talked about underage drinking with your teacher as part of a classroom discussion in school?</i>	Yes	1,456	65%	1,592	84%	+19%
	No	750	34%	262	14%	-20%
<i>In the last year, how often have you talked with your parents, grandparents, or another adult caregiver about the dangers of underage drinking?</i>	Never	609	27%	409	22%	-5%
	1 Time	405	18%	337	18%	-
	2 or 3 Times	745	33%	688	36%	+3%
	4 or More Times	451	20%	426	23%	+3%

Knowledge of the Body and Alcohol **2**

After engaging with program materials, the percentage of students aware that alcohol impacts every organ in the body increased by 24%.

Base: All Respondents
Pre: 2,228
Post: 1,891



Q. Which organ in the body can be affected by drinking alcohol?

The 24% increase in the percentage of students aware of alcohol's impact on the body's organs provides a snapshot of the knowledge gained through program engagement.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

Question	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
<i>Which organ in the body can be affected by drinking alcohol?</i>	Every Organ	1,035	46%	1,327	70%	+24%
	Liver	580	26%	305	16%	-10%
	Kidneys	357	16%	135	7%	-9%
	Heart	251	11%	121	6%	-5%

Correct Answer

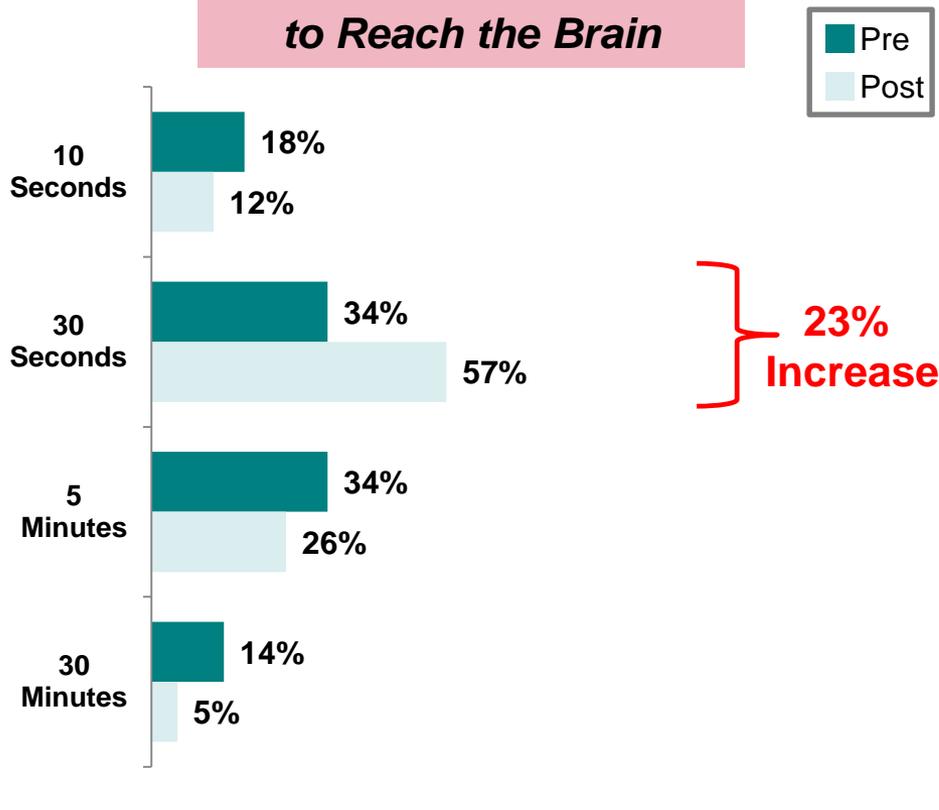


Program engagement increased knowledge of the time it takes for alcohol to reach the brain by 23% and knowledge of the parts of the brain affected by 13%.

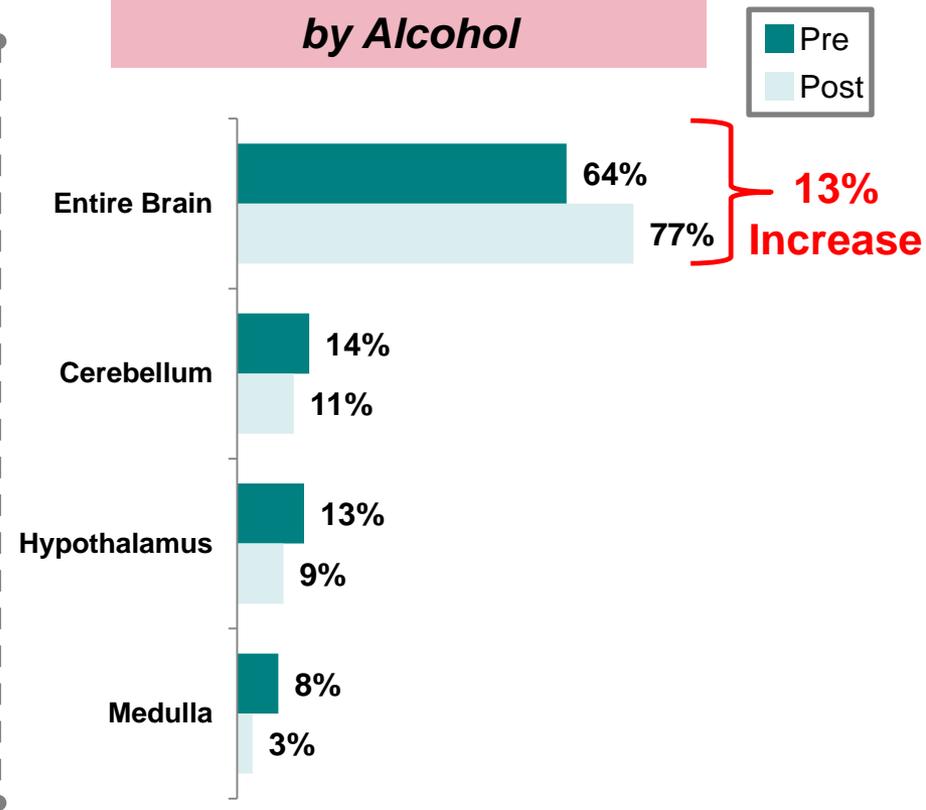
Base: All Respondents
 Pre: 2,228
 Post: 1,891

Alcohol and the Brain

Time It Takes for Alcohol to Reach the Brain



Parts of the Brain Affected by Alcohol



Q. How long does it take for alcohol to move through your bloodstream and reach your brain?
 Q. Which part(s) of your brain would be affected if you drank alcohol?

The increase in knowledge of how alcohol affects the brain demonstrates how effectively program messaging communicated the dangers of underage drinking.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

Questions	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
<i>How long does it take for alcohol to move through your bloodstream and reach your brain?</i>	10 Seconds	393	18%	230	12%	-6%
	30 Seconds	767	34%	1,079	57%	+23%
	5 Minutes	761	34%	490	26%	-8%
	20 Minutes	302	14%	90	5%	-9%
<i>Which part(s) of your brain would be affected if you drank alcohol?</i>	Entire Brain	1,423	64%	1,455	77%	+13%
	Cerebellum	323	14%	207	11%	-3%
	Hypothalamus	279	13%	167	9%	-4%
	Medulla	187	8%	55	3%	-5%

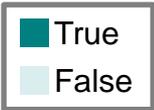
Correct Answer

Correct Answer

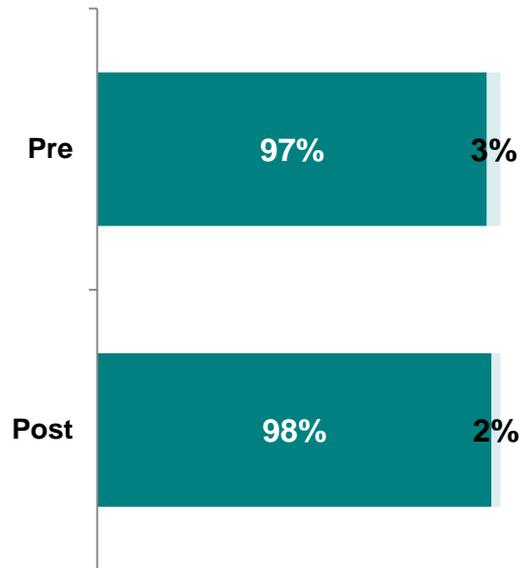
Students demonstrated a strong awareness of the effects of alcohol on judgment and overall health both before and after program engagement.

Base: All Respondents
Pre: 2,228
Post: 1,891

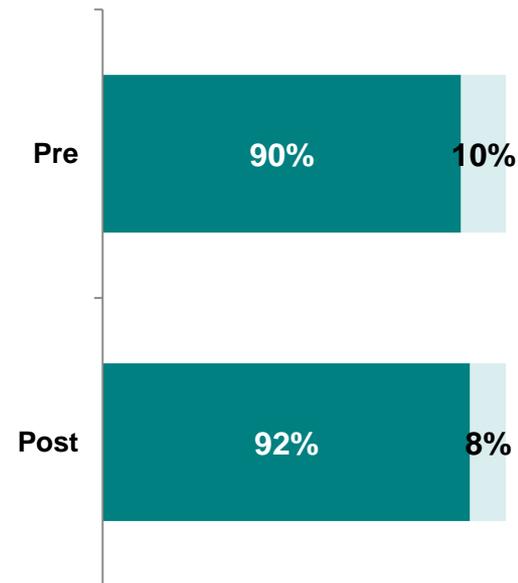
True or False?



Alcohol Can Affect Judgment



Underage Drinking: Not Healthy Lifestyle



Q. Alcohol can affect your judgment and can result in making bad choices.
Q. Drinking alcohol underage is not part of a healthy lifestyle.

Students' previously existing knowledge of the impacts underage drinking helps to reveal areas where their knowledge is strong and areas where they have space to grow.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

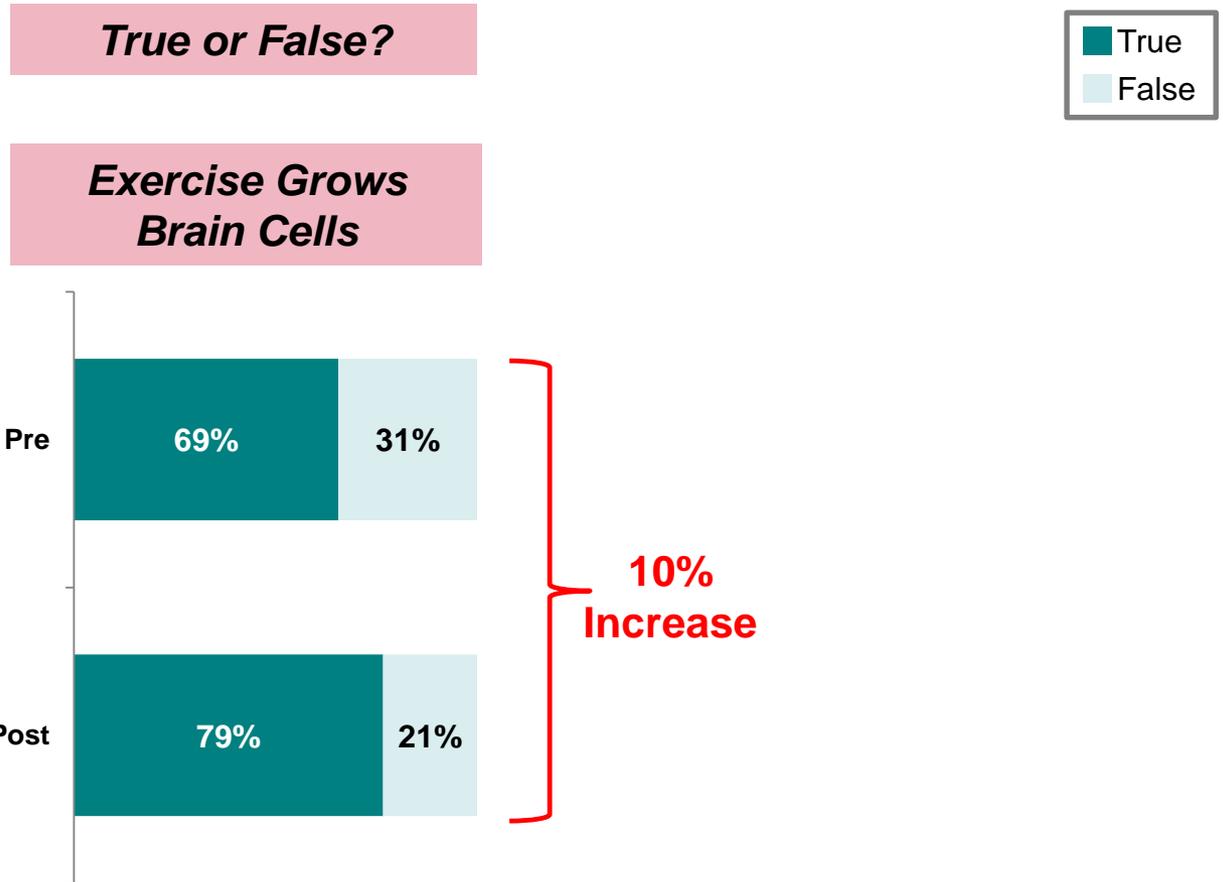
Questions: True or False	Option	Pre		Post		Percent Change
		Count	%	Count	%	
<i>Alcohol can affect your judgment and can result in making bad choices.</i>	True	2,162	97%	1,859	98%	+1%
	False	63	3%	28	2%	-1%
<i>Drinking alcohol underage is not part of a healthy lifestyle.</i>	True	2,012	90%	1,742	92%	+2%
	False	209	10%	144	8%	-2%

Correct Answer →

Correct Answer →

One area that program engagement demonstrated a growth in awareness is the role that exercise plays in the growth of brain cells.

Base: All Respondents
Pre: 2,228
Post: 1,891



Q. Exercise increases the growth of brain cells.

Due to program engagement, student awareness that exercise—an essential aspect of a healthy lifestyle—plays a role in the growth of brain cells increased by 10%.

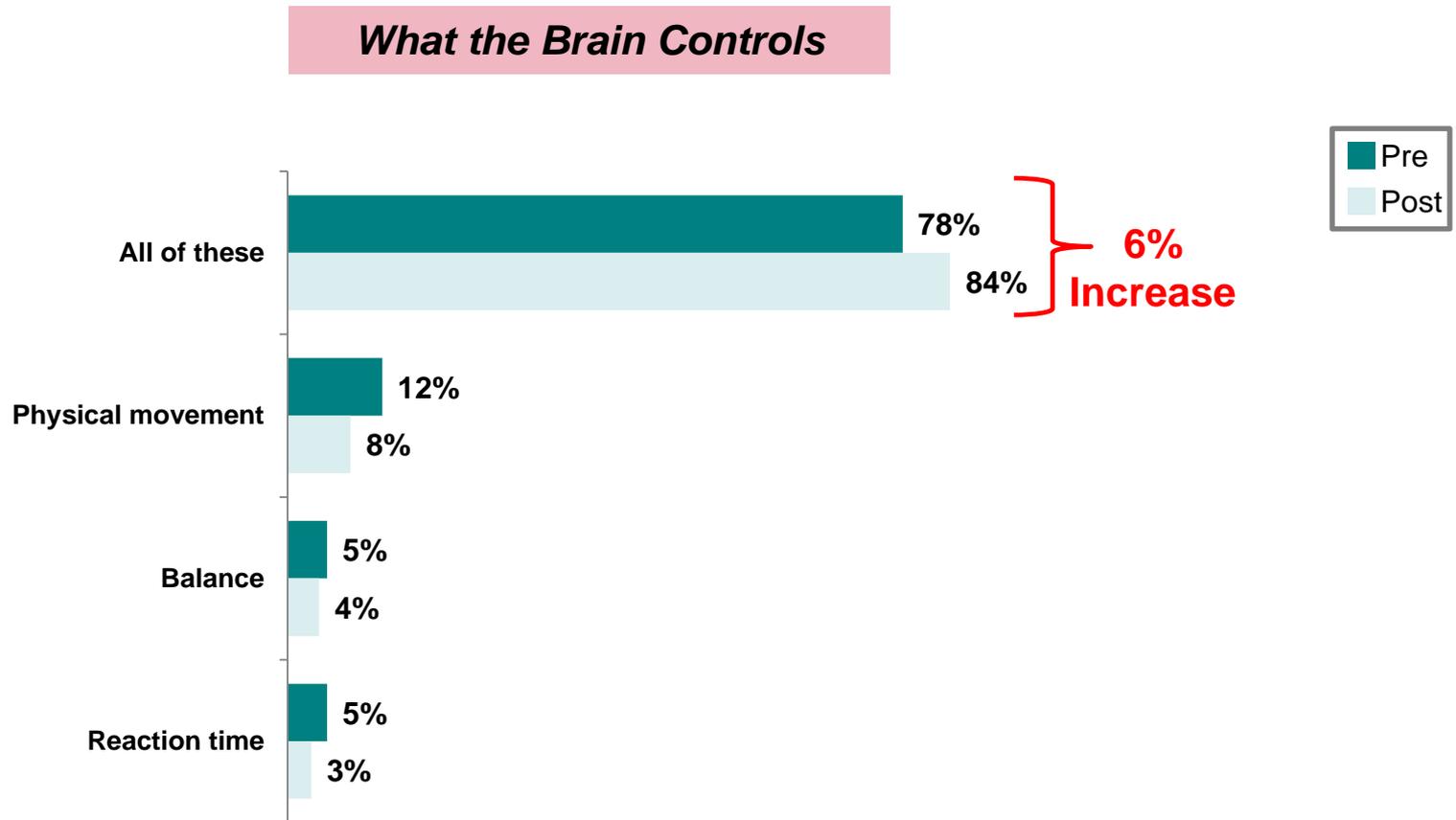
Base: All Respondents
Pre: 2,228
Post: 1,891

Question: True or False	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
<i>Exercise increases the growth of your brain cells.</i>	True	1,531	69%	1,492	79%	+10%
	False	687	31%	395	21%	-10%

Correct Answer

While many students were already aware of the brain's role in controlling the body's functions, the program increased student knowledge in this area by 6%.

Base: All Respondents
Pre: 2,228
Post: 1,891



Q. Which of the following is controlled by your brain?

The increase in student awareness of the brain's role in controlling body functions is an example of the program's broad reach in increasing student knowledge.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

Question	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
<i>Which of the following is controlled by your brain?</i>	Physical Movement	276	12%	149	8%	-4%
	Balance	107	5%	83	4%	-1%
	Reaction Time	160	5%	59	3%	-2%
	All of the Above	1,733	78%	1,591	84%	+6%

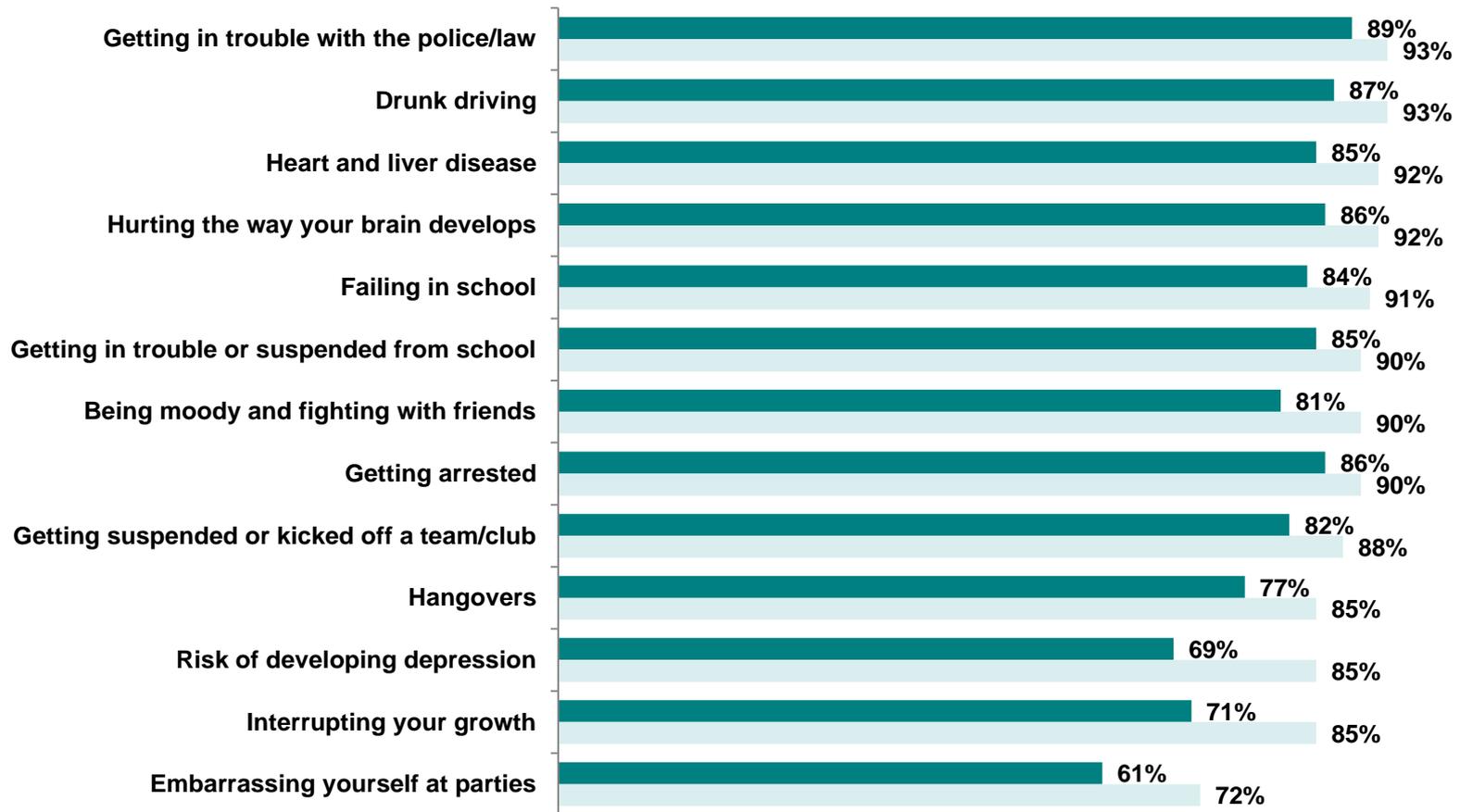
Correct Answer



Even as students continued to demonstrate broad knowledge of the dangers of underage drinking, awareness of all dangers increased after program engagement.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

Dangers of Underage Drinking



Q. Which of the following dangers do you associate with underage drinking?

The greatest increase in knowledge of the dangers of underage drinking were related to the risk of depression (16% increase) and the interruption of growth (14% increase).

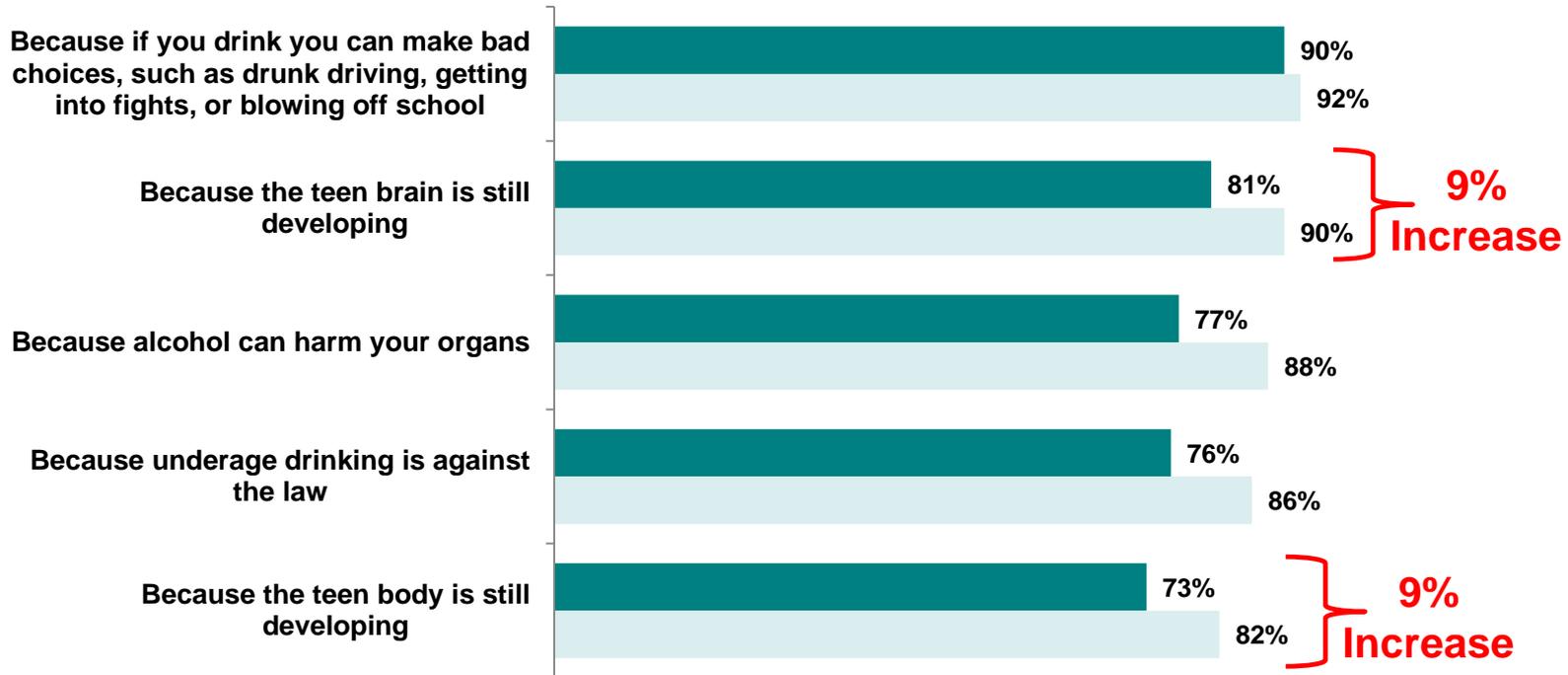
Base: All Respondents
Pre: 2,228
Post: 1,891

Question	Option	Pre		Post		Percent Change
		Count	%	Count	%	%
Which of the following dangers do you associate with underage drinking? (Check all that apply.)	Risk of developing depression	1,529	69%	1,599	85%	+16%
	Interrupting your growth	1,587	71%	1,610	85%	+14%
	Embarrassing yourself at parties	1,369	61%	1,359	72%	+11%
	Being moody and fighting with friends	1,797	81%	1,699	90%	+9%
	Hangovers	1,709	77%	1,602	85%	+8%
	Heart and liver disease	1,891	85%	1,747	92%	+7%
	Failing in school	1,863	84%	1,722	91%	+7%
	Drunk driving	1,948	87%	1,752	93%	+6%
	Hurting the way your brain develops	1,911	86%	1,736	92%	+6%
	Getting suspended or kicked off a team/club	1,818	82%	1,656	88%	+6%
	Getting in trouble or suspended from school	1,889	85%	1,708	90%	+5%
	Getting in trouble with the police/law	1,984	89%	1,760	93%	+4%
	Getting arrested	1,911	86%	1,707	90%	+4%

Assessment responses demonstrated a growth in student awareness that underage drinking can have a particular influence on a teen's developing brain and body.

Base: All Respondents
Pre: 2,228
Post: 1,891

Reasons for Saying "NO" to Alcohol and Living a Healthy Lifestyle



Q. Why does a healthy lifestyle include saying "NO" to underage drinking?

Engagement with the **Ask, Listen, Learn** program provided an overall increase in student knowledge of the reasons for living a healthy lifestyle and saying “NO” to alcohol.

Base: All Respondents
 Pre: 2,228
 Post: 1,891

		Pre		Post		Percent Change
Question	Option	Count	%	Count	%	%
Why does a healthy lifestyle include saying “NO” to underage drinking?	Because alcohol can harm your organs	1,717	77%	1,655	88%	+11%
	Because underage drinking is against the law	1,688	76%	1,618	86%	+10%
	Because the teen brain is still developing	1,795	81%	1,710	90%	+9%
	Because the teen body is still developing	1,622	73%	1,558	82%	+9%
	Because if you drink you can make bad choices, such as drunk driving, getting into fights, or blowing off school	2,002	90%	1,734	92%	+2%