

New Hampshire Risk and Protective Factors

Retail Access

Availability of alcohol or illegal drugs led to increases in use (Hawkins et al, 1995). Without availability, there can be no use and associated problems. Research has shown that when alcohol or other drugs are inexpensive, convenient, and easily accessible, people are more likely to use them (Birckmayer et al, 2004).

Social Access

Surveys and focus groups of persons under the minimum legal drinking age have indicated that the majority of alcohol consumed by youth is obtained through social sources, such as parents and friends, at underage parties, and at home (Birckmayer et al, 2004). Availability of alcohol or illegal drugs led to increases in use (Hawkins et al, 1995).

Enforcement

As the actual and/or perceived likelihood of being detected and arrested or cited for law violations increases, so does compliance. Studies that look at efforts to enforce youth access and specific types of use policies have found that increased enforcement is related to changes in use and related problems (Birckmayer et al, 2004).

Perception of Risk

Research has established that low perception of harm towards alcohol and drug use is a risk factor for use (Henry et al, 2005). Initiation into substance use is preceded by values favorable to its use (Hawkins et al, 1992).

Social Norms

Social norms and influences were classified into wider social norms, peer influence, and respect and image. Wider social norms referred to the perceived acceptance and normality of binge drinking. Binge drinking was seen as a common pastime for most young people of equivalent age, and it was widely believed that all teenagers drink as part of the natural transition to adulthood. The influence of the peer group was commonly reported as a leading motivation behind young people's binge drinking, but responses were notably mixed (Coleman and Cater, 2005).

Alcohol Promotion

Research has reported high recall of alcohol advertising among youth, and investigations of youth also indicate that expectancies related to the effects of alcohol and intentions to drink can be positively influenced by advertising. Increased exposure to alcohol ads is associated with increased consumption and with heavy or hazardous drinking (Birckmayer et al, 2004). Alcohol advertisements that were rated by youth as more likeable were also endorsed with greater intention to purchase the brand and products promoted. These findings are consistent with marketing research indicating that likeable advertisements are more effective and persuasive, and that liking of advertisements is one factor that affects attitudes toward brand and product (Chen, Grube et al. 2005).