



**The University of New Mexico**

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**SafeTeen New Mexico  
Program 2016 Survey Results**

**Prepared for the Bernalillo County  
Department of Addiction and  
Treatment Services**

**May 2017**

The following is a preliminary review of a survey administered to Albuquerque Public Schools (APS) students who were involved in the SafeTeen New Mexico School-Based Awareness Program during the past school year. Safe Teen uses the “Diffusion of Innovation” method to create behavior change in youth. Safe Teen works with a group of students in High Schools around Albuquerque to create assemblies or social media campaigns on topics related to prevention. Topics range from but not limited to drug and alcohol prevention, distracted driving, teen pregnancy, and dangers of being online (predators/bullying). A survey method was chosen to gather information from APS students who were involved in the SafeTeen New Mexico School-Based Awareness Program. The purpose of the survey is to determine how well the SafeTeen New Mexico School-Based Awareness Program adheres to the program design and how well programs follow known best practices. We also want to assess the effectiveness and level of satisfaction with the program. The survey focuses on planning involvement, value of the program, and program information sharing.

The survey was created by the UNM Institute for Social Research (ISR) staff and administered using hard copy paper surveys. The data collected from the surveys was stored on UNM computers and a UNM server located at UNM IT, which is encrypted and protected by a firewall and passwords and meets all UNM requirements. The survey was approved by the UNM Institutional Review Board which governs human subject research and was granted a waiver of documented informed consent. This was done to ensure anonymity amongst survey respondents. The survey was administered to the students involved in the SafeTeen program at their schools. The survey was administered during regular school hours, in the presence of school staff. The survey was administered by ISR staff, who explained the survey and informed consent to the students. ISR staff was present while the students were reading the consent and filling out the survey in order to answer any questions the students had. The surveys were administered at the various Albuquerque high schools between December 2016 and March 2017, after the SafeTeen programs were completed at each school.

Table 1 describes the total number of student surveys completed. NexGen Academy accounted for almost half of all the completed surveys, while Albuquerque Academy only accounted for less than 2% of all the completed surveys. NexGen Academy and Atrisco Heritage make up the highest percentage of surveys completed because they participated in the SafeTeen Social Media Campaign. The social media campaign was implemented within existing classes at the two schools, and project was part of the students taking that class curriculum. Every student in the classes participated in the social media campaign, thus making up the largest percentage of participation. The remaining schools participated in the SafeTeen assembly creation, where students from groups such as Student Council or athletes prepared an assembly to present to their peers. The participation of students who created the assembly at each school ranged from 3 to 15.

**Table 1. Number of student surveys, By school**

School	Frequency	Percent
NexGen Academy Social Media	92	48.4%
AHA Social Media	39	20.5%
Highlands High School	15	7.9%
La Cueva High School	12	6.3%
Cibola High School	11	5.8%
West Mesa High School	10	5.3%
Atrisco Heritage Academy	8	4.2%
Albuquerque Academy	3	1.6%
<b>Total</b>	190	100.0%

**Table 2. Total number of students, By gender**

Gender	Frequency	Percent
Male	112	58.9%
Female	76	40.0%
Missing	2	1.1%
<b>Total</b>	190	100.0%

Table 3 describes the total number of students within each grade. For 9<sup>th</sup> graders, 88 total belonged to NexGen Academy, and the remaining 11 belonged to Cibola High School, Albuquerque Academy High School, Highlands High School, and Atrisco Heritage Academy. AHA Social Media students accounted for 58% of all 10<sup>th</sup> graders, 38% of all 11<sup>th</sup> graders, and 36% of all 12<sup>th</sup> graders. The remaining 10<sup>th</sup>, 11<sup>th</sup>, and 12<sup>th</sup> graders were distributed evenly amongst the other 7 schools.

**Table 3. Total number of students, By grade**

Grade	Frequency	Percent
9th Grade	99	52.1%
11th Grade	37	19.5%
12th Grade	28	14.7%
10th Grade	24	12.6%
Missing	2	1.0%
<b>Total</b>	190	100.0%

Table 4 describes the total race/ethnicity distribution. NexGen Academy Social Media accounted for 59% of all students identifying as White, 39% of all students identifying as Hispanic or Latino, 45% of all students identifying as Black or African American, 100% of all students identifying as American Indian or Alaskan native, and 27% of all students identifying as Asian.

**Table 4. Total number of students, By race/ethnicity**

	Frequency	Percent
White	59	31%
Hispanic or Latino	99	52%
Black or African American	11	6%
American Indian or Alaskan Native	8	4%
Asian	11	6%
Other, Pakistani	1	1%
Missing	1	1%
<b>Total</b>	<b>190</b>	<b>100%</b>

All students (n=12) from La Cueva selected pain killer addiction as their first SafeTeen program topic. All students (n=8) from Atrisco Heritage Academy selected internet use as their first SafeTeen topic, and 2 students selected bullying as their second SafeTeen topic. Out of the 11 students from Cibola High School, 6 (55%) students selected underage drinking, 3 (27%) students selected marijuana use, and 2 (18%) selected distracted driving for their first SafeTeen topic. Of the 3 students from Albuquerque Academy, 100% selected distracted driving for their first SafeTeen topic. Of the 15 students from Highlands High School, 7 (47%) students selected dating violence, 4 (27%) selected marijuana use, 1 selected internet use, 1 selected teen pregnancy for their first SafeTeen topic; 2 were left answered. Of the 10 West Mesa High School students, 8 (80%) selected distracted driving, 1 (10%) selected internet use, and 1 (10%) selected marijuana use as their first SafeTeen topic. Finally, of the 92 students from NexGen Academy 37 (40%) selected distracted driving, 29 (32%) selected underage drinking, 18 (20%) selected marijuana use, and 8 (8%) selected pain killer addiction for their first SafeTeen topic.

**Table 5. Total number and type of topics selected by students.**

**Students had the option to select up to 9 topics.**

Topics	Frequency	Percent
Distracted Driving	75	30%
Underage Drinking	52	210%
Marijuana Use	35	14%
Pain Killer Addiction	28	11%
Internet Use	25	10%
Teen Pregnancy	9	4%
Dating Violence	7	3%
Missing	4	2%
Youth Suicide	6	2%
Bullying	2	1%
Smoking	2	1%
Mental Health Stigma	3	1%
<b>Total</b>	<b>248</b>	<b>100.0%</b>

When asked about their attitudes prior to starting the SafeTeen program, students rated that on average, they felt between neutral and positive. Afterwards, students' attitude increased by 0.5 points, rating at 4.2, between positive and very positive. Additionally, students rated the educational value at 4.3, between good and very good, and agreed that the NM facilitator listened to the student's input while planning the activity.

**Table 6. Student opinions of SafeTeen experience**

<b>Opinions</b>	<b>Mean</b>
Please rate the educational value of the SafeTeen NM program you helped create. <i>Where: 1 = Very Poor, 2 = Poor, 3 = Neutral, 4 = Good, 5 = Very Good</i>	4.3
After the group presentation, my attitude about the SafeTeen program was. <i>Where: 1 = Very Negative, 2 = Negative, 3 = Neutral, 4 = Positive, 5 = Very Positive</i>	4.2
The SafeTeen NM facilitator listened to the student's input while planning the activity? <i>Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree</i>	4.0
At the beginning my attitude about the SafeTeen program was. <i>Where: 1 = Very Negative, 2 = Negative, 3 = Neutral, 4 = Positive, 5 = Very Positive</i>	3.7

Students generally agreed that the right topic was decided on, and that they learned new and helpful information from the SafeTeen activity. Students generally agreed that they would continue to share what they learned in SafeTeen. Students leaned towards agreeing that they would recommend this program to a friend, and their overall interest in the work SafeTeen does.

**Table 7. Student opinions of SafeTeen and sharing what they learned**

<b>Sharing Information</b>	<b>Mean</b>
I learned new information from the SafeTeen activity.	4.4
I feel the information I learned from SafeTeen is helpful.	4.3
I think the right topic was decided on.	4.1
I will continue to share the information presented in SafeTeen.	4.0
I am interested in the work SafeTeen does.	3.8
I will recommend the SafeTeen planning activity to a friend.	3.7

*Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree*

Students scored a 2.78, rating between disagree and neutral that they needed to be convinced of the advantage of new ideas by people their age, and rated feeling between neutral and agreeing regarding being suspicious of new ideas, not trying to influence others when adopting new ideas, and feeling that their peers respected their opinion about new ideas or information. Lastly, students leaned towards the fact they are always looking for new ideas.

**Table 8. Student opinions of learning new ideas and information**

<b>New Ideas and New Information</b>	<b>Mean</b>
I am always looking for new ideas.	3.9
People my age respect my opinion about new ideas or new information.	3.7
I will adopt new ideas but I don't try to influence others to do so.	3.4
I am suspicious of new ideas.	3.0
I need to be convinced of the advantage of new ideas by people my age.	2.8

*Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree*

Tables 9 and 10 were questions that only pertained to the students who participated in the SafeTeen Social Media Campaign project at NexGen Academy and AHA.

Students were generally neutral regarding being more likely to believe what their friends post on social media, and that they have spoken to their friends in person about their SafeTeen NM post on social media. Students generally leaned towards agreeing that their friends' are responsive to their posts on social media and that their SafeTeen NM poster had a positive influence. They felt the response from their peers about their SafeTeen NM poster was between neutral and good.

**Table 9. Student opinion of their experience participating in the Social Media Campaign project**

<b>Social Media Networking</b>	<b>Mean</b>
Based on the response from my peers, my SafeTeen NM poster has had a positive influence. <i>Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree</i>	3.8
The response I received from my peers about my SafeTeen NM post was: <i>Where: 1 = Very Poor, 2 = Poor, 3 = Neutral, 4 = Good, 5 = Very Good</i>	3.8
My friends are usually responsive to my posts on social media <i>Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree</i>	3.7
My friends and I have talked in person about my SafeTeen NM post on social media. <i>Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree</i>	2.9

I am more likely to believe what my friends post on social media. <i>Where: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree</i>	2.9
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Students reported using Instagram and SnapChat the most out of all websites. Approximately 32 students (21%) reported not using any websites to post their social media campaign.

**Table 10. Websites utilized by students to post their Social Media Campaign project posters.**

What Social Website Did You Post your Poster to?	Frequency	Percent
Instagram	42	27%
SnapChat	33	21%
None	32	21%
Facebook	17	11%
Missing	14	9%
Twitter	8	5%
Pinterest	2	1%
Mine Wix	2	1%
Tumblr	1	1%
Teacher Website	1	1%
Student Website	1	1%
Unspecified Website	1	1%
<b>Total</b>	154	100%

The majority (69%) of students reported that they participated in the SafeTeen NM planning sessions because they belonged to a group that was asked to attend. Students attending either NexGen Academy or AHA Social Media attended between 18 and 20 planning sessions. The high number of planning sessions was due to the fact that the SafeTeen Social Media Campaign was part of the students regular class at these schools. Students from La Cueva High School and Atrisco Heritage Academy attended approximately 4 planning sessions. Cibola High School students attended between 2 and 5 planning sessions. Students from Albuquerque Academy attended between 2 and 3 planning sessions, and all reported being on the student council/student senate; students from Highland High school attended between 6 and 8 planning sessions. Students from West Mesa High School reported attending between 4 and 5 planning sessions and 90% of the students at West Mesa reported attending because they are athletes.

**Table 11. How students were selected to attend the SafeTeen NM Planning**  
**Students had the option to select up to 6 selection reasons.**

<b>Selection Reason</b>	<b>Frequency</b>	<b>Percent</b>
I belong to a group that was asked to attend	144	69%
I'm an athlete	25	12%
I'm on the Student Council/Student Senate	18	9%
I have an interest in teen health and safety	16	8%
I asked someone if I could	5	2%
Empower	2	1%
<b>Total</b>	210	100%

### **Teacher Feedback**

Feedback on the SafeTeen NM program was received from the teachers who worked with the SafeTeen Social Media Campaign project. Overall the teachers spoke highly of the SafeTeen NM Director, Chris Schueler. They stated that he is passionate about the issues and projects and is always available to the teachers and students working on the projects. He inspires the students to exceed expectations and helps them deliver a final product they are proud of. They like the SafeTeen NM program and feel it provides authentic information to the students and teens. Overall they felt that the students who worked on the project learned from it. They felt the students learned about issues relevant to teens, how to present to authentic audiences, to use feedback to improve their work, and how to be change agents to help change risky behavior to their target audience. They felt the students remembered what they learned and shared the information with parents and peers.

### **Summary**

Overall the students liked participating in the SafeTeen program. Students who participated thought that the educational value of the SafeTeen program was good to very good. Their attitude towards the SafeTeen program after participating in it was positive to very positive. This was an improvement from their attitude prior to participating in the program. The students who participated in the program agreed they learned new information from the SafeTeen program, they feel the information they learned from SafeTeen is helpful, and they will continue to share the information they presented in SafeTeen. Students also generally agreed that the right topic was chosen for their school and peers. Distracted driving, underage drinking, and marijuana use made up 65% of the topics chosen by students. The students who participated in the SafeTeen Social Media Campaign generally agreed the response they got from their peers from their social media post was good and it had a positive influence on their peers. Instagram (27%) and SnapChat (21%) made up the majority of the websites that were used by the Social Media Campaign students to post their SafeTeen project posts. Twenty-one percent of the students did not post their project to a social media site.