

Engaging teenagers and young adults for behaviour change

Peer Crowd Project Update
July 2017

Slides with the Rescue brand in the bottom right hand corner were created by Jeff Jordan, President and Executive Creative Director, Rescue Agency



The New Zealand findings in 2016 generated a lot of interest and excitement.



We wanted to find out
how to better **reach and
engage** teenagers and
young adults to **reduce
alcohol related harm**



Five points to consider

and

What we are doing now
with the findings



Young people are not a homogenous group

We need a better way to take values, attitudes and influences into account at a population level

Peer crowds are the “macro-level connections between peer groups with similar interests, lifestyles and habits, shared across geographical areas”
(Rescue, 2016)



Identify and understand our target market

Remember:

- We are trying to engage with people who don't do a particular behaviour.

Two parts:

- Communicate with the 'mainstream' group
- Ensure those who aren't 'mainstream' can see themselves and what is important to them reflected in our messages and services



Risk factors tend to cluster...and not in the mainstream group

Targeting the biggest number of young people (mainstream) doesn't reach and engage the ones who need the most support



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THE I-BASE SURVEY



RANK THE
3 PEOPLE
THAT
WOULD
BEST
FIT IN
YOUR
MAIN
GROUP OF
FRIENDS

12)

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RANK THE
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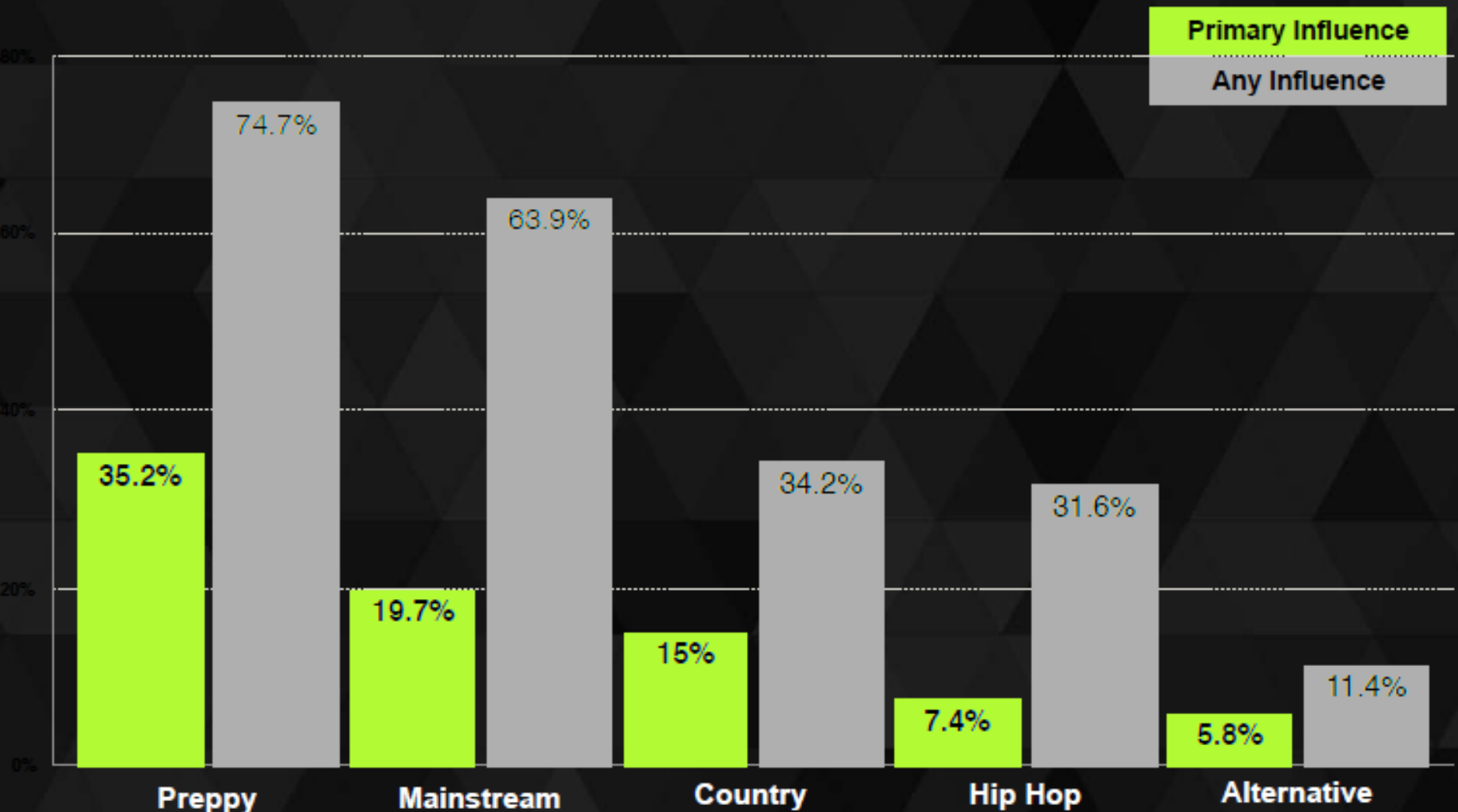
PLEASE CONTINUE
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VA YOUTH HEALTH SURVEY

- Statewide survey using YRBS methodology
- 5,043 HS students
- 83 high schools throughout Virginia
- “I-Base Survey™” plus many YRBS tobacco use questions
- Data collected in fall of 2015
- I-Base Survey™ measures peer crowd influence using pictures
- School response rate was 100%, the student response rate was 84%, and the overall response rate was 84%

SIZE OF PEER CROWDS



2015 Virginia Youth Survey (N = 5,043)



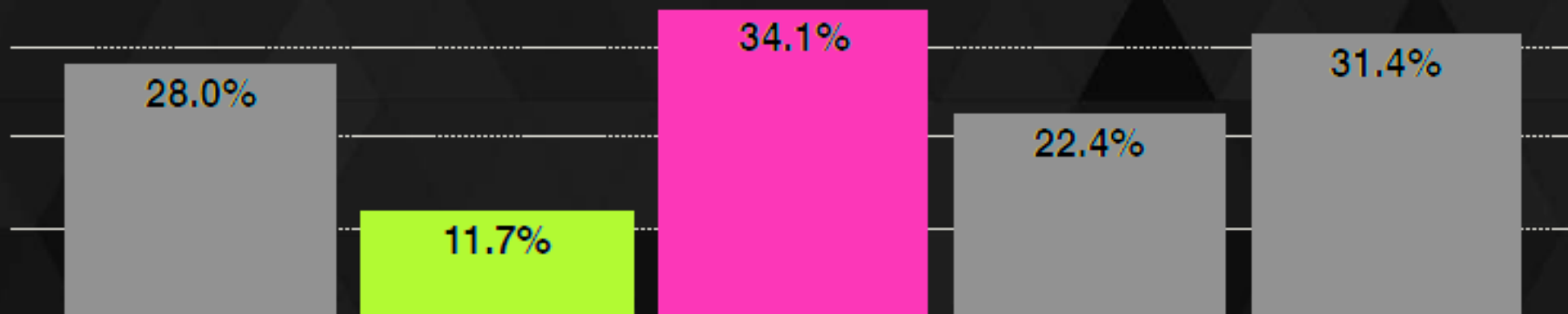
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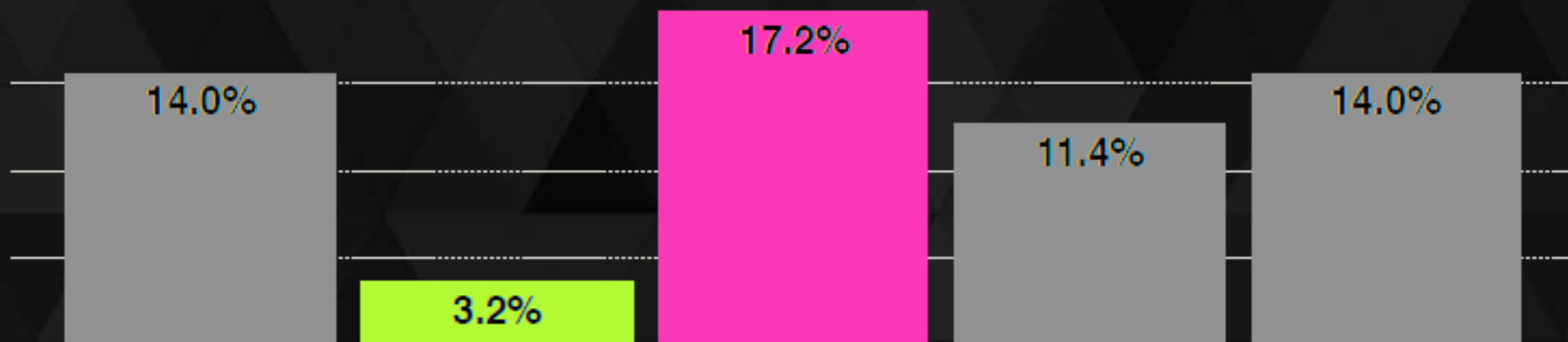
RESCUE

ALCOHOL USE

Currently drank alcohol (21.8%)



Drank five or more drinks of alcohol in a row (11.2%)



Preppy

Mainstream

Hip Hop

Country

Alternative

■ = Significantly less at-risk ■ = Significantly more at-risk ($p < .05$)

2015 Virginia Youth Survey (N = 5,043)



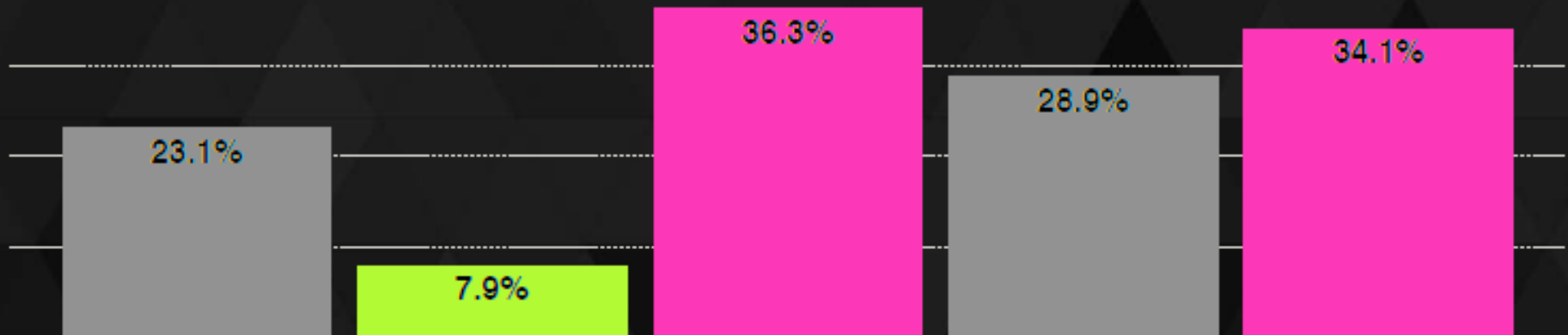
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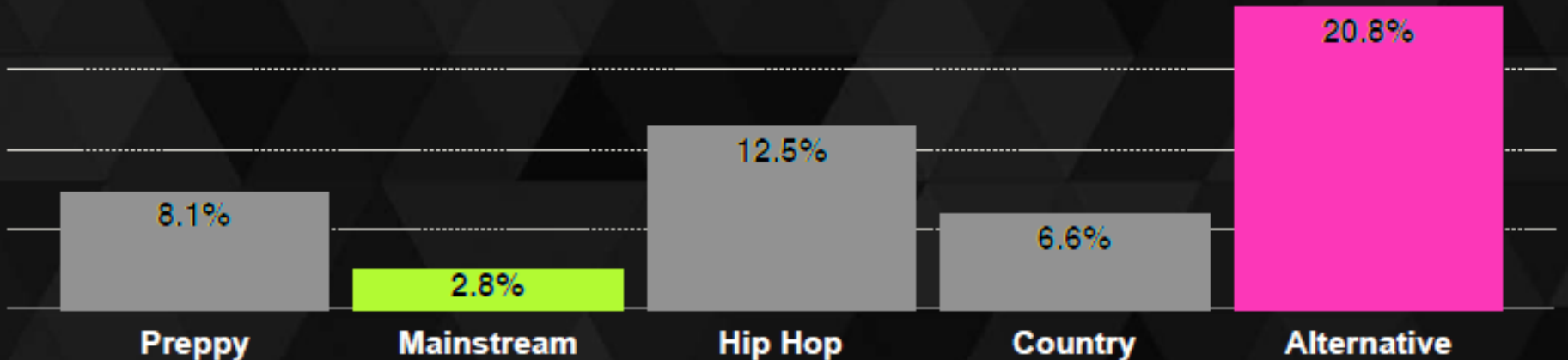
RESCUE

TOBACCO USE

Currently used tobacco (22.1%)



Currently smoked cigarettes (7.9%)



■ = Significantly less at-risk ■ = Significantly more at-risk ($p < .05$)

2015 Virginia Youth Survey (N = 5,043)



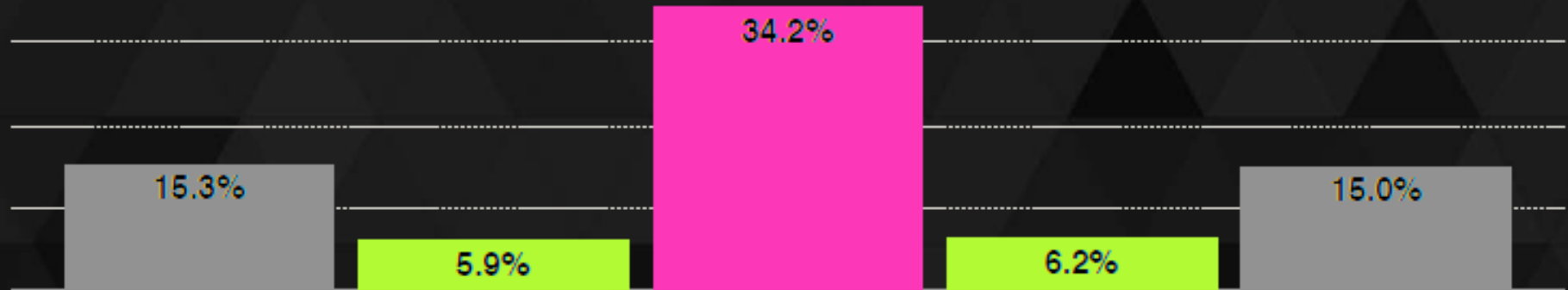
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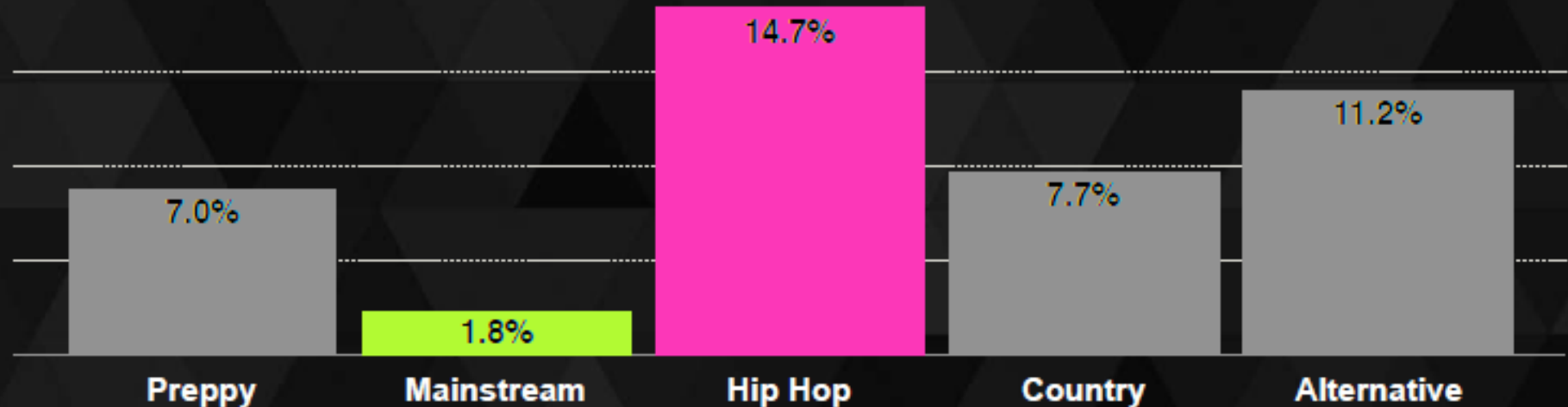
RESCUE

DRUG USE

Currently used marijuana (15.8%)



Currently took a prescription drug without a doctor's prescription (7.5%)

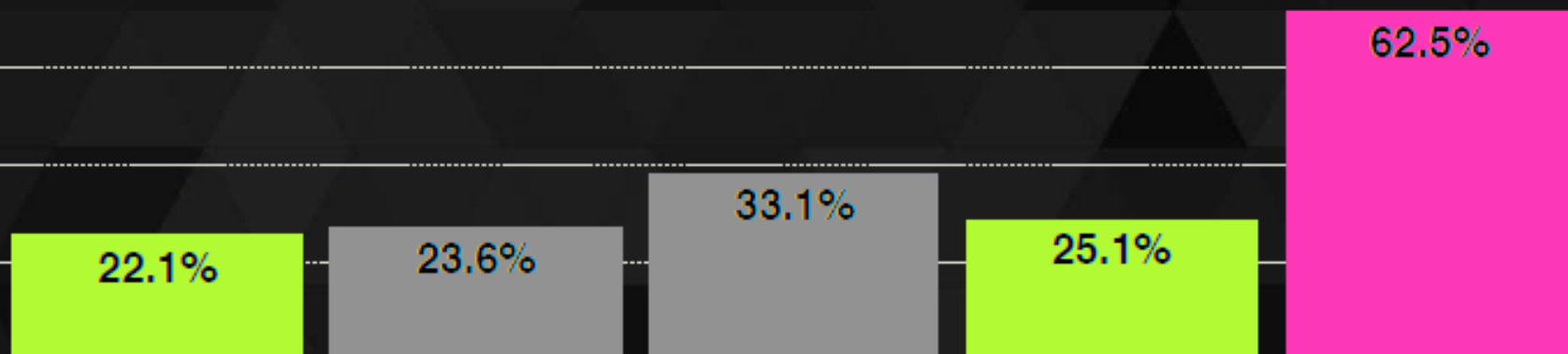


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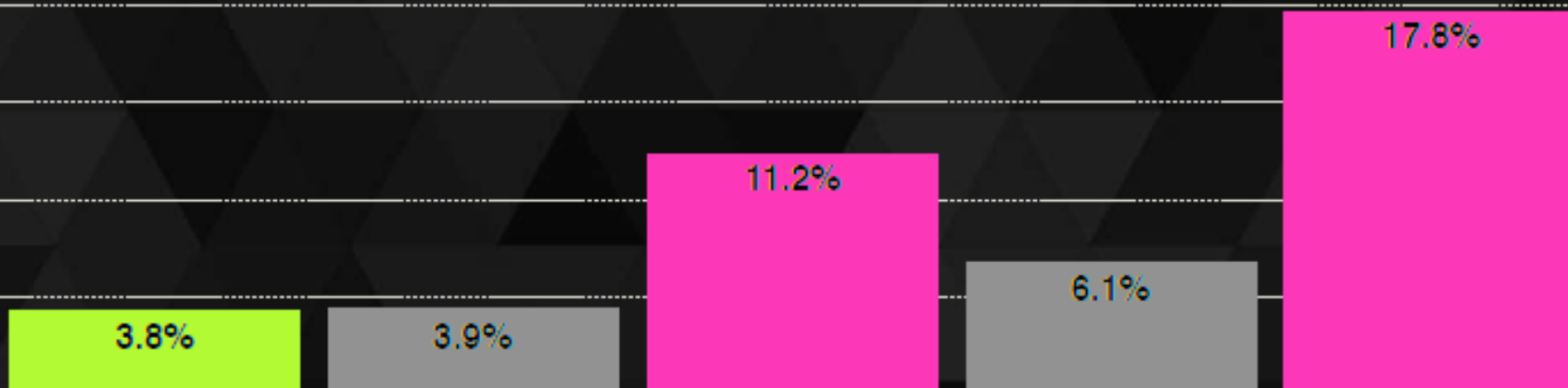
2015 Virginia Youth Survey (N = 5,043)

DEPRESSION & SUICIDE

Felt sad or hopeless (25.2%)



Attempted suicide (5.6%)



Preppy

Mainstream

Hip Hop

Country

Alternative

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2015 Virginia Youth Survey (N = 5,043)



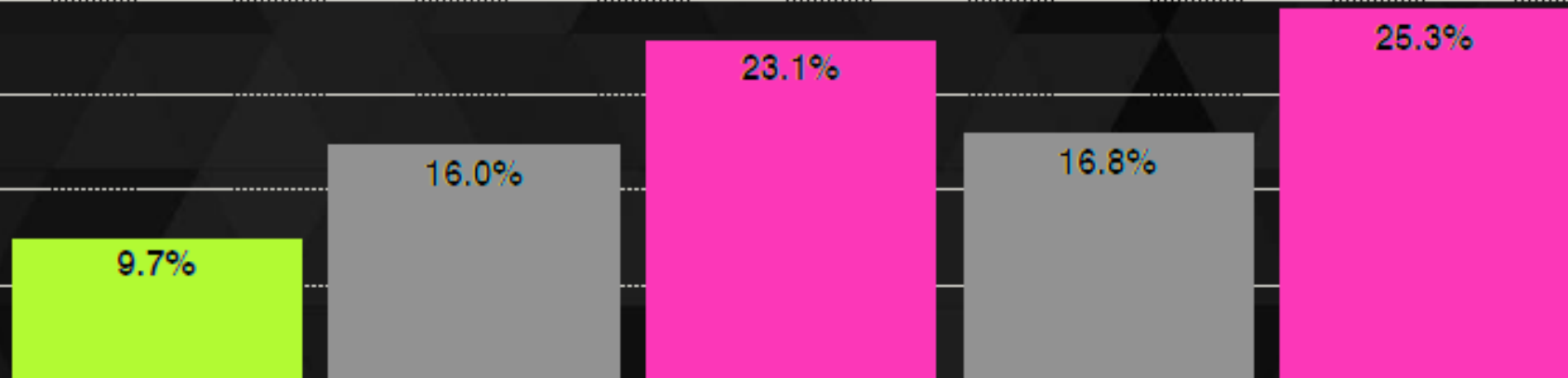
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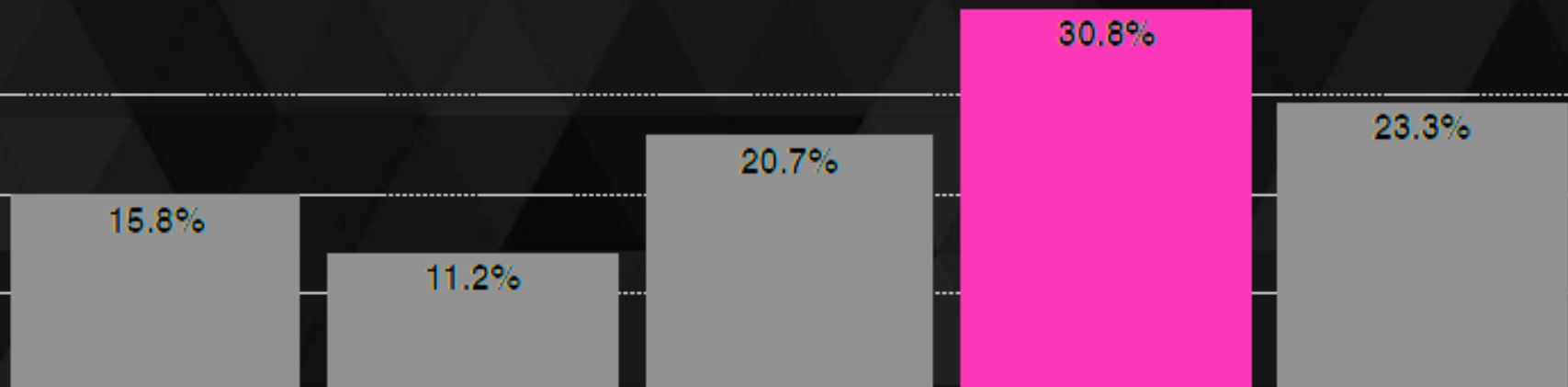
RESCUE

DIABETES RISK

Did not participate in at least 60 minutes of physical activity on at least 1 day (16.0%)



Drank a can, bottle, or glass of soda or pop one or more times per day (16.7%)



Preppy

Mainstream

Hip Hop

Country

Alternative

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2015 Virginia Youth Survey (N = 5,043)



@JeffreyWJordan



RESCUE

In New Zealand,
we have **four teen peer
crowds**, and **five young
adult peer crowds**

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New Zealand Peer Crowds Teenagers

MAINSTREAM PEER CROWD

Perceived
Size = #2

Perceived Alcohol
Consumption = #4

- **Conforming**, more reserved, and friendly with everyone
- Do not want to draw attention to themselves
- Style is **plain** and **mainstream**; females do not wear a lot of makeup
- Have a **small group of friends** and hang out at each other's houses
- Focus on getting good grades and going to university
- **Do not drink or party** much, if at all
- **Chill subgroup**: Family values are important; Considered tight knit and loyal

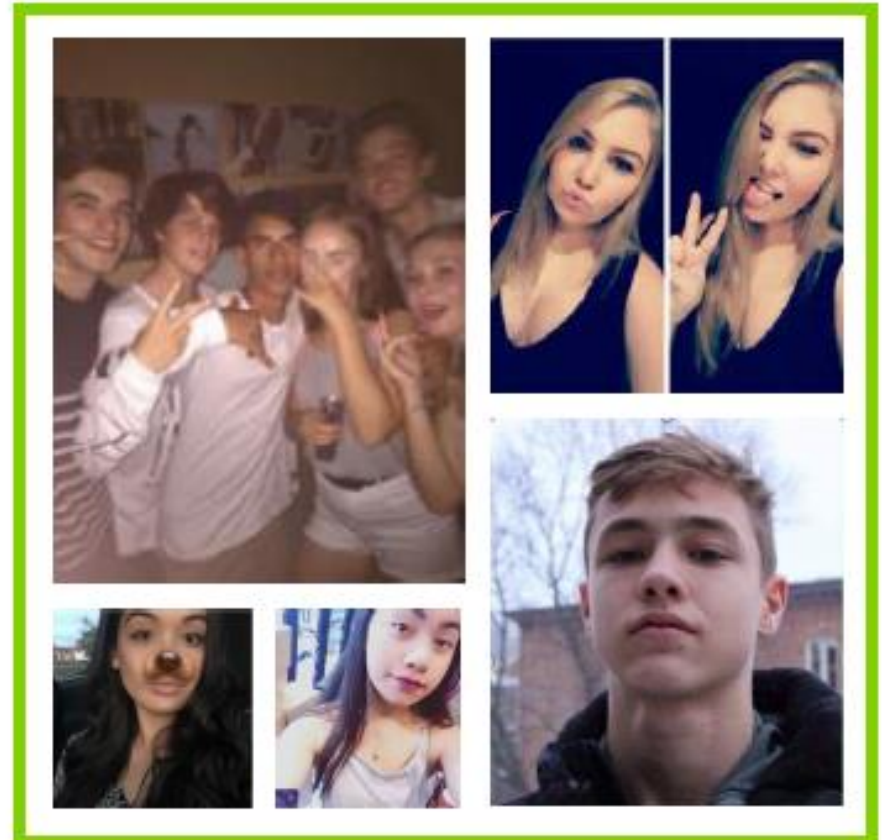


POPULAR PEER CROWD

Perceived
Size = #1

Perceived Alcohol
Consumption = #2

- Prioritize **physical appearance**; wear stylish clothes and dress in a way to seek attention and validation from peers
- Like to party and socialize with attractive people; tend to be a judgmental group
- Very engaged in **social media**; frequently take selfies and follow trends (e.g. utilizing new Snapchat filters); desire instant gratification from social media interactions
- Take cues from other peer crowds, but never fully commit
- **Sporty subgroup**: Participate in organized team sports and value athletic accomplishments



HIP HOP PEER CROWD

Perceived
Size = #3

Perceived Alcohol
Consumption = #1

- Like to party and **live in the moment**
- Concept of **family** extends beyond immediate bloodline and includes the broader community
- Carry a **respect** for parents and elders
- Style: Baggy clothes, bucket hats, bandanas, snapbacks
- Listen to: Hip hop, reggae, R&B
- **Hip hop** social norms shape thoughts, attitudes, and behaviors
- **Troublemaker subgroup**: Get in trouble, start fights, act tough and illustrate gang culture



ALTERNATIVE PEER CROWD

Perceived
Size = #4

Perceived Alcohol
Consumption = #3

- Also referred to as **Emo**, **Punk**, or **Goth**
- Style: Black or dark clothing, band t-shirts, facial piercings, colorful dyed hair, distinct “fringe” hairstyle where the front is swooped to one side
- Personalities range from friendly and cute, to soft emotion, to heavy brooding
- **Value musical expression**; Listen to alternative rock, punk rock, indie, and emo music
- Smoke **marijuana** and/or **tobacco products** or know people who do; Known less for alcohol use





New Zealand Peer Crowds Young Adults

MAINSTREAM PEER CROWD

Perceived
Size = #5

Perceived Alcohol
Consumption = #5

- Considered **friendly**, nice, approachable and low key
- Do not prioritize physical appearance or seek peer validation
- Casual and **comfortable style**
- Place family, significant others, and life experiences over projecting a flashy identity on social media
- Value **modest, steady accomplishments**
- Void of flashy makeup and heavy partying
- **Chill subgroup**: Family extends to broader community; Drink more than Normal peer crowd as a whole, but in a low risk way



PARTIER PEER CROWD

Perceived
Size = #1

Perceived Alcohol Consumption = #2

- Outgoing, popular, and concerned with **social status**
- **Physical appearance** is important; can be perceived as superficial or attention-seeking
- Males are described as “pretty boys” or “players”
- Known for hooking up; the “Tinder Warriors”
- Focus on trends in **fashion** and fitness
- Looking to **have fun**; less focused on jobs or careers
- Listen to mainstream Top 40 music, EDM
- **Clubbing** is a popular nightlife activity
- **Uni Partier subgroup**: Current student at university; play drinking games; appearance is more casual



PROFESSIONAL PEER CROWD

Perceived
Size = #2

Perceived Alcohol
Consumption = #3

- **Goal-oriented** and care about careers
- Considered responsible and mature
- Style is **sophisticated** and clean in appearance
- Frequent networking events to advance their social sphere
- Have well-paying **office jobs** that allow them to travel and exhibit a more affluent lifestyle
- **Health-conscious**; Go to the gym, practice yoga, cycling or Crossfit
- Go to happy hour after work; Drink frequently but in smaller quantities each time



HIP HOP PEER CROWD

Perceived
Size = #3

Perceived Alcohol
Consumption = #1

- Influenced by Māori Hip Hop and US Hip Hop (both new and old school), as well as **swag** style
- Concept of **family** extends beyond immediate bloodline and includes the broader community
- Style: Snapbacks, bucket hats, tank tops, Nike/Adidas brand, clothes featuring American sports teams (e.g. Yankees, Chicago Bulls)
- Largest group in South Auckland
- **Family Gang subgroup**: Act tough and illustrate gang culture; get into fights; perceived to be angry at the circumstances of personal life, family, job, etc.



HIPSTER PEER CROWD

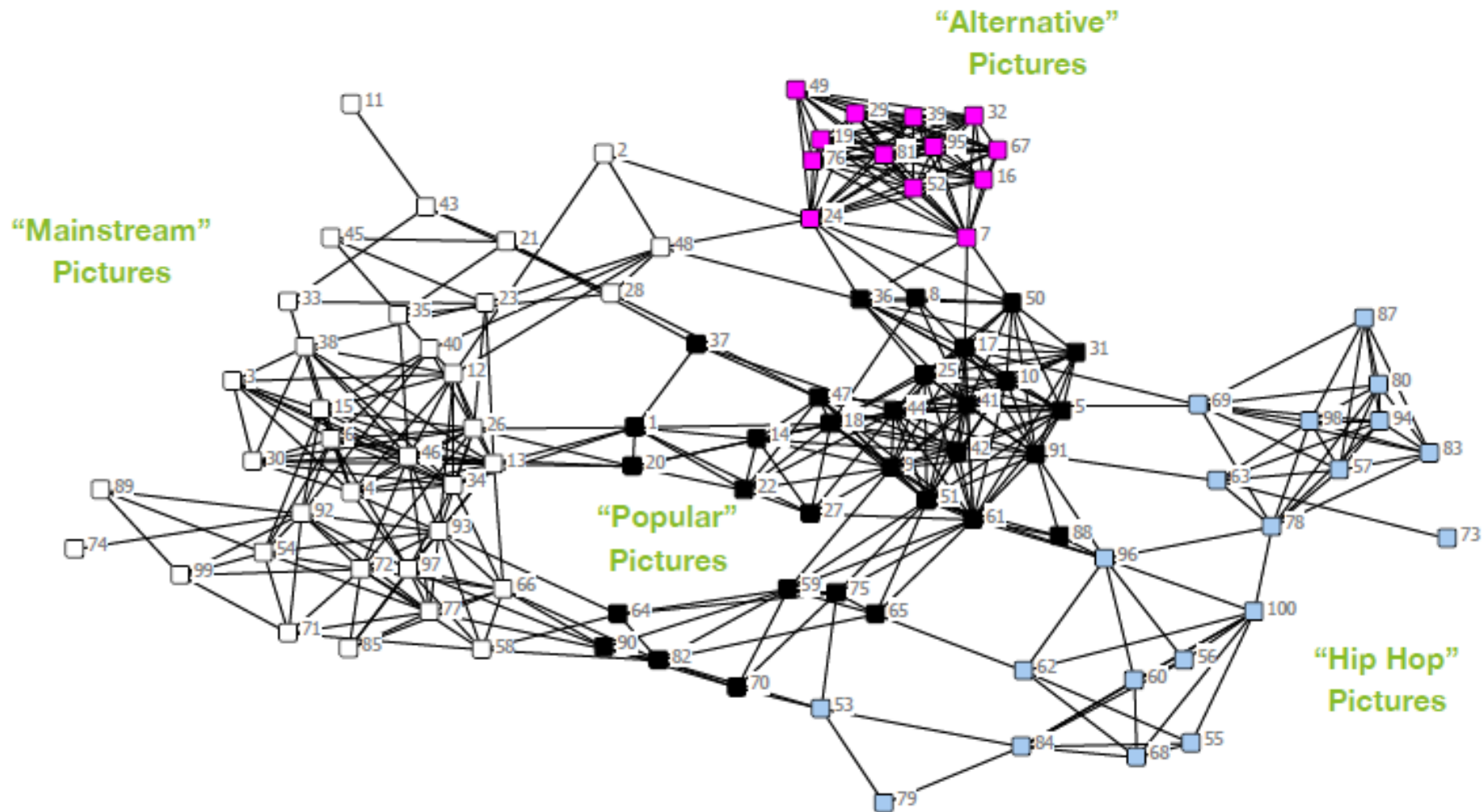
Perceived
Size = #4

Perceived Alcohol
Consumption = #4

- Share the **local, craft, and artisanal** values of Hipsters in the United States
- Care about being **unique, creative, expressive**
- **Fashion-conscious**: Tattoos, piercings, facial hair (males), dyed hair
- **Wellington** ("Wellywood") is known as the New Zealand Hipster epicenter
- Listen to: The Misfits, Ratatat, Sticky Fingers, Strokes
- Drink frequently, but in lower quantities
- Known for smoking **marijuana** or cigarettes
- **Rocker subgroup**: Embrace hard rock and metal, perceived as more defiant towards authority



TEEN SOCIAL NETWORK ANALYSIS



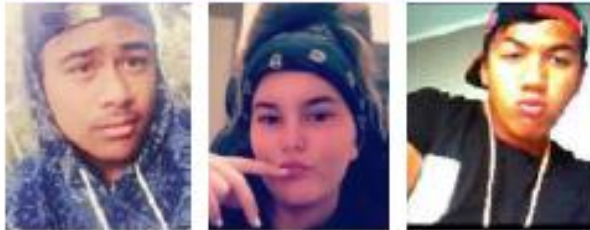
**Sometimes, the
behaviour is the same..**

**But there are different
reasons, and different
experiences.**

4



PEER CROWDS PERCEIVED TO CONSUME THE MOST ALCOHOL



Hip Hop

- Ranked highest for alcohol consumption
- Drink RTDs by the box
- Start drinking at a young age (12 years old)
- Frequently exposed to hazardous drinking by others at home or in their community
- Consequences of hazardous drinking:
 - Unfaithful intimate relationships
 - Violence
 - Intervention by police and/or child protective services



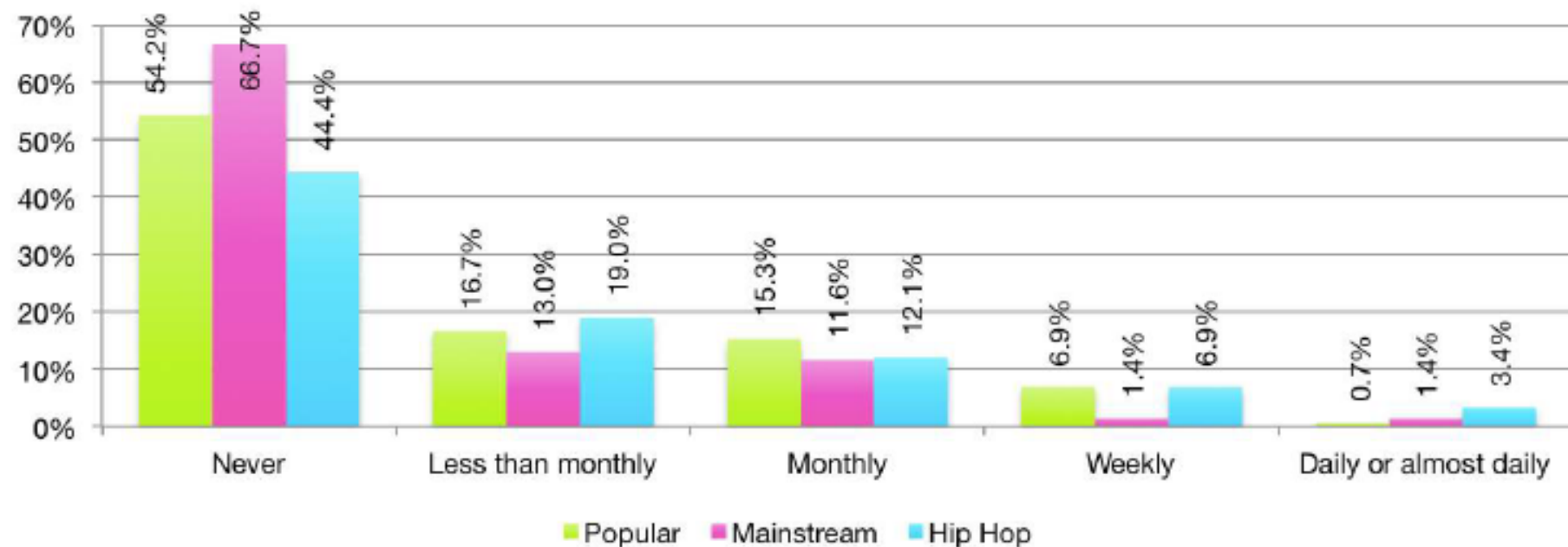
Popular/Partier

- Ranked second highest for alcohol consumption
- Drink cocktails, mixed drinks, or shots
- Get really intoxicated while out partying; young adults known for clubbing, more of a weekend thing
- Consequences of hazardous drinking:
 - Getting sick or blacking out
 - Annoying their friends
 - Missing class or work

TEEN SAMPLE ALCOHOL USE

Binge drinking (i.e. consuming 6 or more drinks on one occasion) was most common among Hip Hop teens on weekly or almost daily basis, compared to Popular and Mainstream.

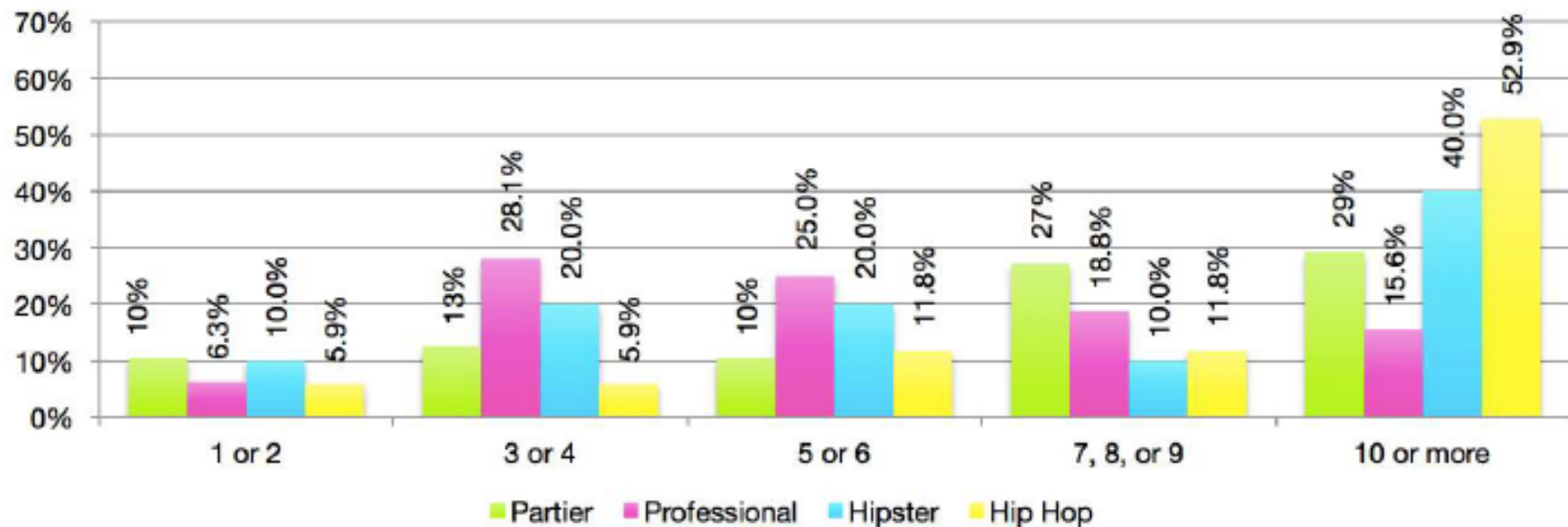
How often do you have 6 alcoholic drinks or more on one occasion? (n=298)



YA SAMPLE ALCOHOL USE

Hip Hop young adults reported **consuming more drinks on a typical day of drinking** than young adults from other peer crowds.

How many drinks containing alcohol do you have on a typical day when you are drinking? (n=128)



We need a clear, consistent, and relevant pathway for behaviour change

*There are good advertisements, good
posters, and good services.
They help people who need them.
I don't need them.*



PROBLEM DRINKING

Hazardous drinking itself was not a concern expressed by participants, and **addiction or alcohol dependence** did not seem relevant to people their age.

- *“I’ve never really known anyone our age to have a drinking problem.”*
- *“And some people will think it’s an addiction. But I don’t. It’s a choice whether you can [stop]...”*

However, most participants did know older friends or family members who have struggled with alcohol. Common characteristics of problem drinking included:

- **Alcohol consumption to numb pain or sadness**
- **Violent behavior** while intoxicated
- **Isolation** from friends and family members
- **Changes** in mood or personality

Many participants expressed severe consequences of problem drinking such as **arrest**, intervention by **child protective services**, or **drunk driving crashes**.

**Check out the full
presentation on the NZ
Drug Foundation
website for more
information**



**The peer crowds do
exist!**

**We have been able to
replicate them in co-
design groups this year**



Next steps

1. Simplify and promote alcohol help-seeking
2. Target and engage the peer crowds that carry the greatest burden of alcohol-related harm
 - a. Youth co-design project
 - b. Service and stakeholder co-design project
3. Gather representative data to learn and evaluate



We need your help to simplify and promote alcohol help-seeking

With the support of HPA, the New Zealand Drug Foundation is looking at how we can simplify and promote alcohol help-seeking.

1. An **advisory group** will develop a framework
 - How to regulate alcohol use differently
 - A 'menu of options':
 - Self help
 - Family/friend assisted help
 - Professional help
2. That will be **developed in consultation groups**
3. And **prototypes developed for testing**

