



THP PROJECT PURPLE EFFECTIVENESS IN COMMUNITIES NATIONWIDE

Introduction:

THP Project Purple Initiative administered a survey to 569 THP Project Purple schools and community groups nationwide via email. The survey contained 15 multiple choice and open-ended questions to provide data around the effectiveness of THP's Project Purple Initiative and tools and implementation of the initiative. Community groups and schools from all regions of the nation and with varied socioeconomic demographics participated in the survey. Participation was free and all surveys were submitted anonymously. The below is a highlight of the findings from the THP Project Purple Initiative survey.

Highlight of Findings:

- The schools and communities taking the survey reported having THP Project Purple Initiative established for between 2 months – 5 years, with the mean amount of time being 2.9 years.
- Prior to THP Project Purple Initiative, the majority of schools and communities, (84%) reported that the culture around substance use consisted of either ignoring that the community and school had a problem, or just accepting that it existed and not doing anything about the issues.
- Prior to THP Project Purple Initiative, the majority of schools and communities, (91%) reported that students and community members involved in choosing to be substance free were unsupported and although worked hard to educate their peers, did not have the support around the work being done.
- Prior to THP Project Purple Initiative, 45% of schools reported weekly substance use within their schools and communities.
- After implementing THP Project Purple Initiative, almost 57% of schools and community groups reported a decrease in substance use because of THP Project Purple.
- After implementing THP Project Purple Initiative, almost 85% of schools and community groups reported an increase in support around students and community members who were choosing to be substance free because of THP Project Purple.

- After implementing THP Project Purple Initiative, 79% of schools and community groups reported a change in culture in their school and community around substance abuse for the better. Responders noted that kids who were substance free were more supported, more students choose to be substance free and that the culture changed around how student and community group members viewed and talked about alcohol and substance abuse.
- 86% of schools and communities would strongly recommend using THP Project Purple Initiative as a valuable program to change the culture and usage numbers around substance use and abuse and the remaining 14% would recommend it.

Summary:

With 86% of schools and communities reporting positive changes in culture and decreased substance use since implementing THP Project Purple Initiative, it has demonstrated itself as a highly effective program. Regardless of the region or socioeconomic demographics, the initiative resonates with students and communities nationwide. Looking ahead, an area to also consider is that almost 90% of schools and communities also reported high risk behaviors being an issue in the school and within their THP Project Purple groups, including eating disorders, self-harm, depression, anxiety, and poor stress management. Although, THP Project Purple Initiative doesn't address these specifically now and only 29% of schools said it had an effect on their community and school in those areas, it is clearly a need and an area of potential expansion for the program.

General Comments & Feedback:

- “(THP Project Purple) has given us many ideas that we could use each month. For example, this month (April) is prom month. The kids are focusing on positive ways to remind the prom goers to make positive choices because of THP Project Purple.”
- “With (THP Project Purple Initiative,) just the fact that there is strength in numbers makes a huge difference for our students.”
- “We use the (THP Project Purple) facts and posters often. We also use the ‘I Am,’ and ‘We Are,’ print outs to help influence our school and community members.”
- “I am truly grateful that THP's Project Purple Initiative is around and so prosperous, especially during a time like this, and that I've had many opportunities and a foreshadowing of future success through THP Project Purple.”
- “I extend a heartfelt thank you to everyone working for THP Project Purple Initiative for all of your help in preventing this nation-wide epidemic. Our high school became closer as a family after this presentation and we are all forever grateful to Chris Herren and his team for that.”
- “THP Project Purple Initiative is a fantastic project in so many different ways. Thank you!”
- “Because of (THP Project Purple) there has been a culture shift that the school administration has felt, and as the younger students who have been aware and a part of THP Project Purple get older the more pervasive the change is.”

- “(THP Project Purple) has really changed our community in so many ways. People are more open about talking about substance use and it has changed the way kids use as well. It has definitely supported the kids more who choose not to use and helped some kids who were using stop.”
- “We would to thank Chris Herren and THP Project Purple Initiative for all that they do. It's important that schools and educators continue to take advantage of outstanding programs like the THP Project Purple Initiative. If you change one life, make one person feel better, provide hope and inspire one person to make a better decision when it comes to using drugs and alcohol, it's worth it. In this case, THP Project Purple Initiative has definitely made students, staff and communities think about their actions, their stance and their behaviors - that inevitably affect not only themselves, but others and the community as well.”
- “Keep doing what you're doing THP Project Purple! Thank you for all you do!”

Additional Demographic Information:

US Region of Respondent's

Answer Choices –	Responses –
New England	80.95%
Middle Atlantic	4.76%
East North Central	4.76%
West North Central	0.00%
South Atlantic	0.00%
East South Central	0.00%
West South Central	4.76%
Mountain	0.00%
Pacific	4.76%

Age Range of Respondent's Initiatives

Answer Choices –	Responses –
Elementary School	13.64%
Middle School	45.45%
High School	95.45%
College	0.00%
Community at large	36.36%