

THE ONE CHOICE 5

WHAT PARENTS AND CARING ADULTS NEED TO KNOW ABOUT SUBSTANCE USE PREVENTION

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TIMES OF TRANSITION

- Events & Activities:
 - Prom, graduation, summer jobs/camps
- Setting Expectations / Changing Parental Roles:
 - Elementary to Middle School
 - Middle School to High School
 - High School to College/Work
- Anxiety, stress, and excitement



WHY TALK ABOUT SUBSTANCE USE PREVENTION?

- Transitions associated with increases in substance use
- Substance use and mental health challenges are closely connected
- Essential part of conversations about health and wellness

Q: What is the goal of youth substance use prevention?



No use of any alcohol, nicotine, marijuana/THC, or other drugs by youth under age 21 for reasons of health



A clear health standard analogous to other standards like using seat belts, wearing bicycle helmets, eating healthy foods, and exercising regularly

ONE CHOICE 5 PREVENTION FRAMEWORK

1. Know that Substance Use is Not Inevitable
2. Be Brain Development Savvy
3. Be Substance Savvy
4. Talk Early and Often
5. Act Quickly if You Suspect Substance Use


Youth Substance Use Prevention
is a Health Priority

www.OneChoicePrevention.org/Basics


PREVENTING YOUTH SUBSTANCE USE *What Adults Need to Know*

www.OneChoicePrevention.org
- click on any image for more info -


1 KNOW THAT YOUTH SUBSTANCE USE IS NOT INEVITABLE
Most teens do NOT use alcohol, nicotine, marijuana, or other drugs*




2 BE BRAIN DEVELOPMENT SAVVY
The developing brain is uniquely vulnerable to substance use. 9 in 10 adults with a substance use disorder started drinking, smoking, or using other drugs before age 18*




3 BE SUBSTANCE SAVVY
For teens, all substance use is related: using any one substance dramatically increases the likelihood of using other substances*



4 TALK EARLY AND OFTEN
Prevention is not a single conversation; look for teachable moments and communicate the clear expectation of no use as the health standard for youth



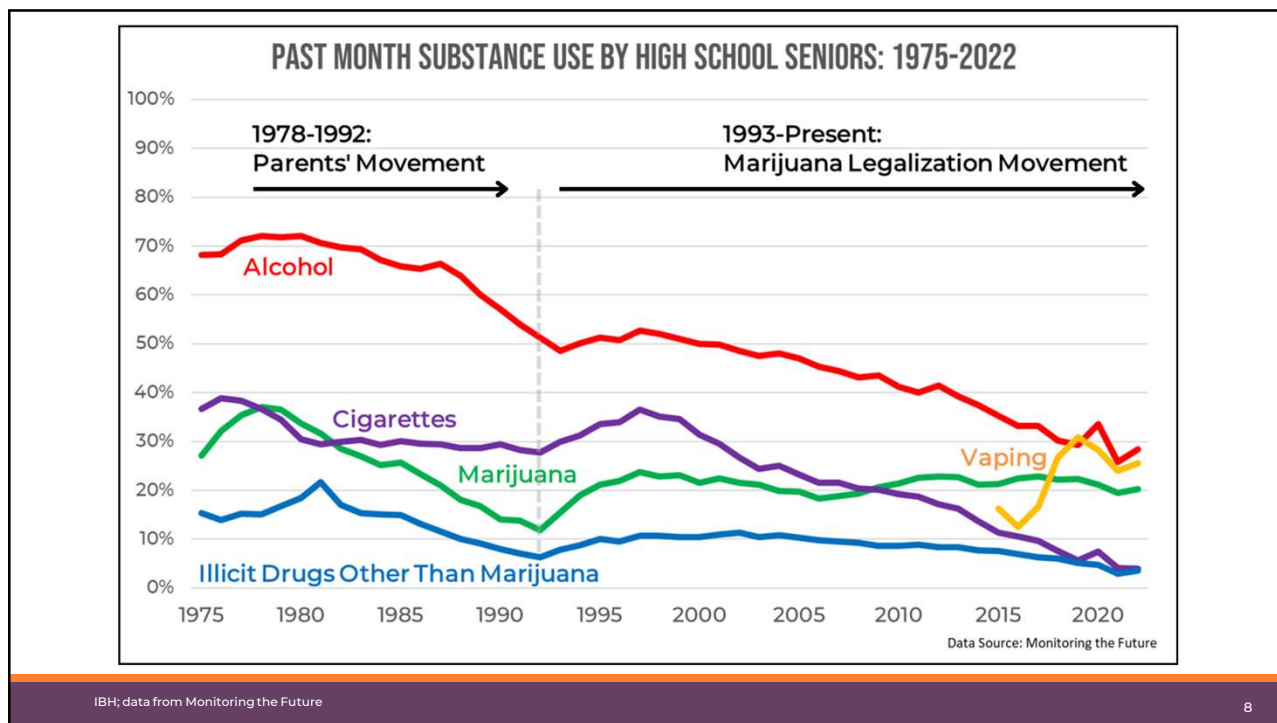
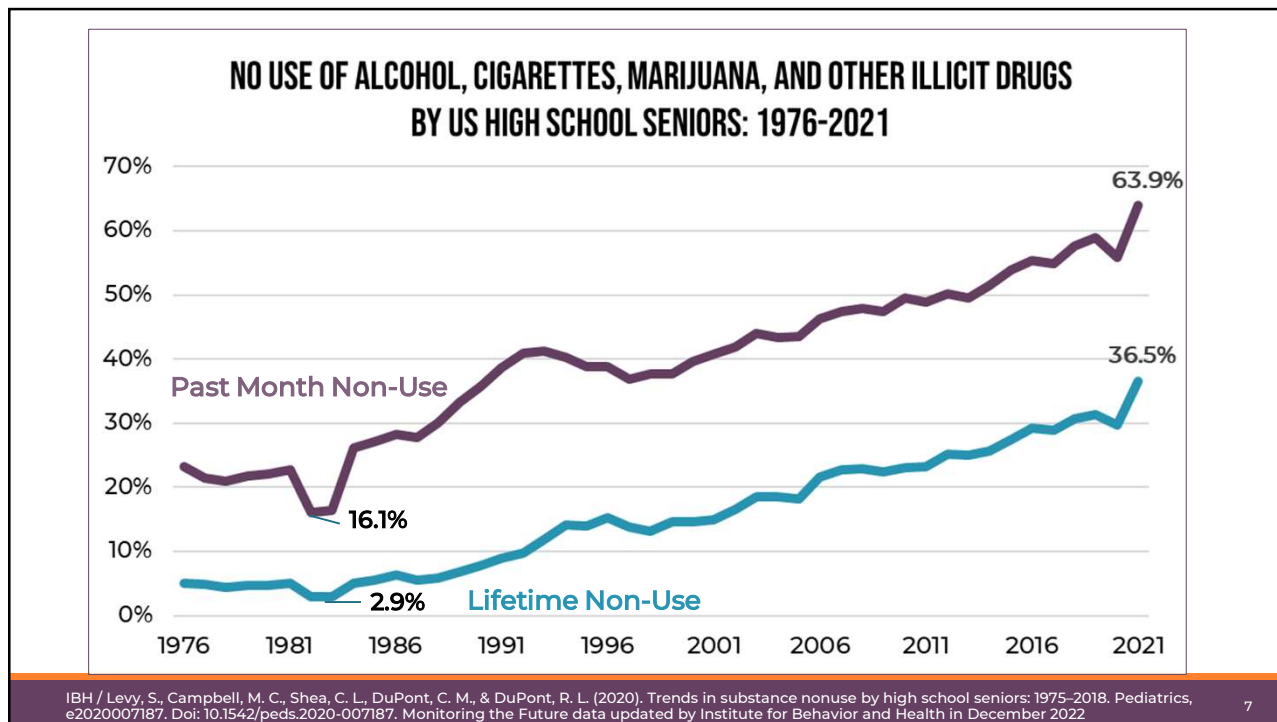
5 ACT QUICKLY IF YOU SUSPECT SUBSTANCE USE
Substance use puts teens at risk for many negative outcomes; help them make healthy choices and get support when you need it



SUBSTANCE USE PREVENTION IS A HEALTH PRIORITY
The health standard of no substance use for teens is similar to other health standards like using seat belts, wearing bicycle helmets, exercising, getting enough sleep, and supporting mental health self-care

References: D'Angelo, et al., 2020; Levy, et al., 2018; O'Grady, et al., 2016; National Center on Addiction and Substance Abuse at Columbia University, 2011; DuPont, et al., 2016

#1 YOUTH SUBSTANCE USE IS NOT INEVITABLE



HIGHER RATES OF NON-USE AMONG YOUNGER GRADES

	Lifetime Non-Use	Past Month Non-Use
12 th Grade	37.5%	62.3%
10 th Grade	54.4%	76.9%
8 th Grade	70.0%	87.0%

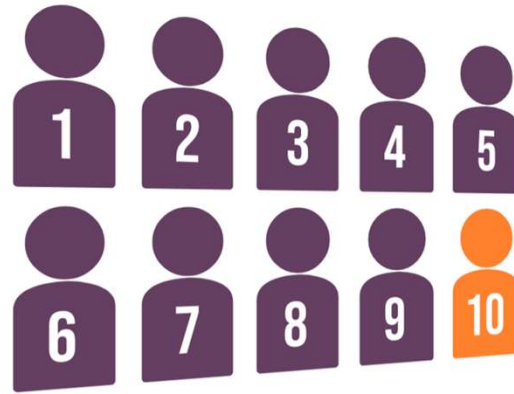
No use of any alcohol, marijuana, nicotine products, or vaping.

#2 BE BRAIN DEVELOPMENT SAVVY

SUBSTANCE USE DISORDER IS A **PEDIATRIC-ONSET DISEASE**

9 out of 10 adults (90%)
with substance use
disorders initiated their
use before age 18

- The earlier and heavier the use, the more likely a person will develop substance use disorder
- All substance use increases risk for a variety of adverse health outcomes

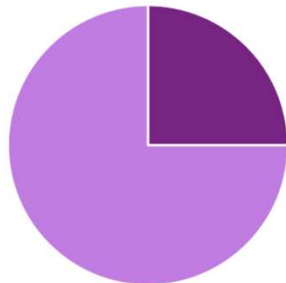


National Center on Addiction and Substance Abuse at Columbia University. (2011). Adolescent Substance Use: America's #1 Public Health Problem. New York, NY: Author.

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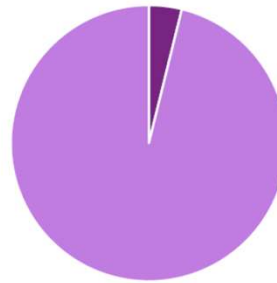
Use before age 18

1 in 4 chance of
developing addiction



Use after age 21

1 in 25 chance of
developing addiction

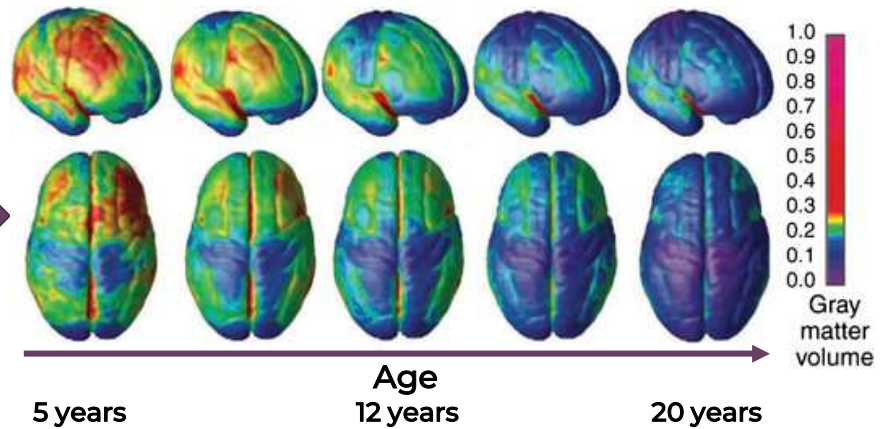


Courtesy of Linda Richter, PhD

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THE DEVELOPING BRAIN IS UNIQUELY VULNERABLE TO SUBSTANCE USE

Continues to develop through the mid-20s



Gogtay, et al. (2014). Dynamic mapping of human cortical development during childhood through early adulthood. PNAS, 101(21), 8174-8179.
<https://www.pnas.org/content/101/21/8174.full>

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TEEN BRAIN (AGES 12-18): USE IT OR LOSE IT

Neural pruning



- Connections no longer needed or not used are pruned away

Myelination



- What's focused on becomes efficient, optimized, entrenched/"hard wired," Super-highway channels

SUBSTANCE USE DISORDER AS A **COMMUNICABLE DISEASE**

- Spread from one person to another
- Not malicious – often social and with perceived good intentions (“helping” or “fun”)
- Initiation often does not produce serious or adverse consequences
 - Often only after continued use are impacts felt and seen
 - Fentanyl and high potency THC are changing the conversation



National Center on Addiction and Substance Abuse at Columbia University. (2011). Adolescent Substance Use: America's #1 Public Health Problem. New York, NY: Author.

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TEENS' SUBSTANCE USE AND PERCEPTIONS OF PEERS' USE CO-DEVELOP

- Teens are likely to choose friends who use substances in a similar way
- Friends influence each others' substance use over time, growing more alike in their use



“The degree to which an adolescent’s peers use alcohol or illicit drugs is one of the strongest, **if not the single strongest**, predictor of that adolescent’s own substance use” (Steinberg, 2008)

Lansford, J. E., Goulter, N., Godwin, J., Crowley, M., McMahon, R. J., Bates, J. E., Pettit, G. S., Greenberg, M., Lochman, J. E., & Dodge, K. A. (2021). Development of individuals' own and perceptions of peers' substance use from early adolescence to adulthood. *Addictive Behaviors*, 120, 106958.

Lansford, J. E. (2021, September 15). How friends influence teens' long-term drug and alcohol use. *Psychology Today*. <https://www.psychologytoday.com/us/blog/parenting-and-culture/202109/how-friends-influence-teens-long-term-drug-and-alcohol-use>

Steinberg, L. (2008). A Social Neuroscience Perspective on Adolescent Risk Taking. *Developmental review*, 28(1), 78-106. <https://doi.org/10.1016/j.dr.2007.08.002>

Chassin, L., Hussong, A., Barrera, M., Jr., Molina, B., Trim, R., Ritter, J. Adolescent substance use. In: Lerner, R., Steinberg, L., editors. *Handbook of adolescent psychology*. 2. New York: Wiley, 2004, pp. 665-696.

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SOCIAL MEDIA IS A “SUPER PEER”

- Greater exposure to substance-related media can increase normative beliefs for peer alcohol use
- Then predicts greater alcohol use during adolescence



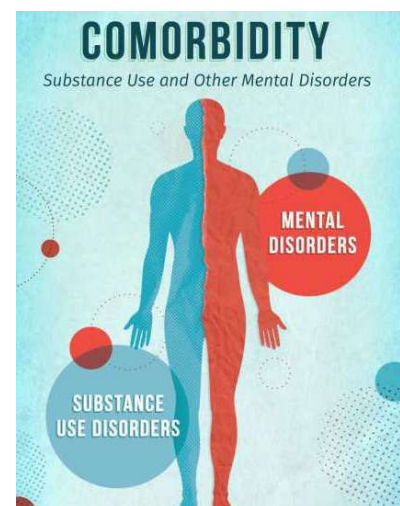
David H. Jernigan, PhD; May 9, 2019. "Snap, Tween and Tub" Alcohol Marketing, youth, and Social Media", retrieved <https://www.talkitoutnc.org/wp-content/uploads/2019/06/Dr-David-Jernigan-5-8-2019.pdf>

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SUBSTANCE USE & MENTAL HEALTH

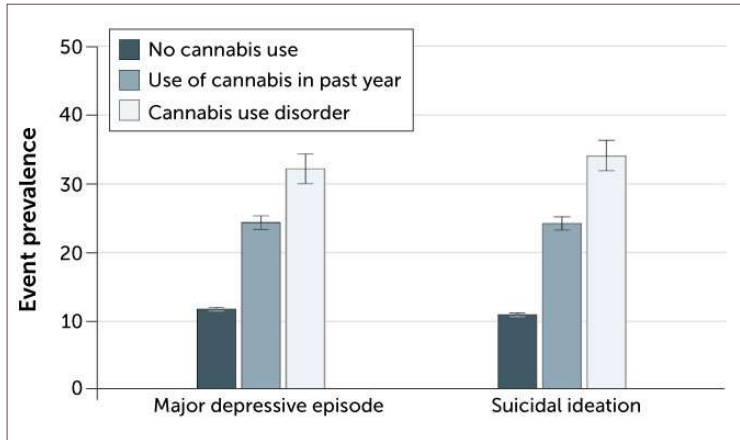
- Use of **alcohol**, **cannabis**, and **nicotine** use are “each associated with an increased prevalence of suicidal thoughts as well as depression/ anxiety symptoms, psychotic experiences, and attention deficit hyperactivity disorder symptoms”

There is no problem so bad that alcohol and other drugs can't make worse



Tervo-Clemmens, B., et al. (2024). Substance Use, Suicidal Thoughts, and Psychiatric Comorbidities Among High School Students. *JAMA Pediatrics*. doi.org/10.1001/jamapediatrics.2023.6263. <https://www.news-medical.net/News/2024/03/28/20240328-Substance-use-Pediatric-Depression-anxiety-and-suicidal-thoughts-014.html>; NIDA. 2021. April 13. Why is there comorbidity between substance use disorders and mental illnesses? Retrieved from <https://nida.nih.gov/publications/research-reports/common-comorbidities-substance-use-disorders/why-there-comorbidity-between-substance-use-disorders-mental-illnesses> on 2022, March 24.

MARIJUANA AND MENTAL HEALTH



- NSDUH analysis of 68K+ youth aged 12-17
- Teens with cannabis use disorder had a higher rate of depression and suicidal thoughts than did those who didn't use marijuana
- Teens who used occasionally (but were not addicted) also had a higher prevalence of depression and suicidal thoughts than those who didn't use

Sultan RS, Zhang AW, Olsson M, Kwizera MH, Levin FR. Nondisordered Cannabis Use Among US Adolescents. *JAMA Netw Open.* 2023;6(5):e2311294. doi:10.1001/jamanetworkopen.2023.11294

#3 BE SUBSTANCE SAVVY



COMMERCIALIZED RECREATIONAL PHARMACOLOGY




Massive Industries and illicit actors drive product development and sales – those profits are greatest from heavy users




Super-stimulation of brain reward super-charges repeat use and creates heavy users – customers for life


So potency and potentially vulnerable users = the commercial goal (youth, economically disadvantaged and minority populations)

DuPont, R. L., & Levy, S. (2020). The nation's drug problem is commercial recreational pharmacology [From the Field]. *Alcoholism & Drug Abuse Weekly*, 32(35), 3-7.


Marijuana – Flower, herb (dried, fresh)



Potency
1990s → 3% THC
Today → 18%+ THC



6 plants growing indoors

Free images from Unsplash, SAM, Stanford Research into the Impact of Tobacco Advertising (SRITA) collection, and THCPhotos.com; [PPAC Central](#)



HOW MUCH NICOTINE?

Cigs in a Pod

tobaccopreventiontoolkit.stanford.edu

Product	Nicotine Content	Equivalent Cigarettes
1 Pack of Cigarettes	≈20 mg of nicotine	≈20 CIGARETTES
1 JUUL pod	≈41.3 mg of nicotine	≈41 CIGARETTES
1 Puff bar	≈50 mg of nicotine	≈50 CIGARETTES
1 Suorin pod	≈90 mg of nicotine	≈90 CIGARETTES

TOBACCO PREVENTION TOOLKIT

Stanford Research into the Impact of Tobacco Advertising (SRITA) collection

ALCOHOL INDUSTRY

- Young people are more likely to experience alcohol poisoning
- Alcopops are disproportionately consumed by underage youth



Photo from *The Fayetteville Observer*

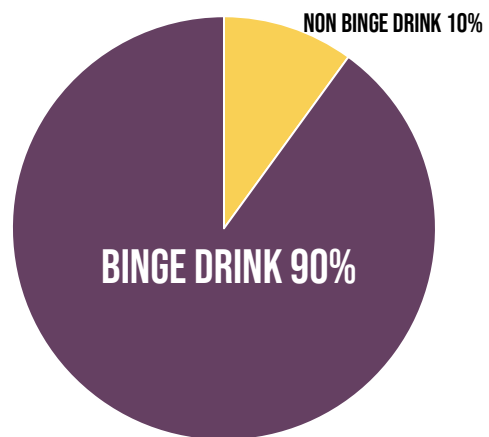
Pre-mixed alcoholic beverages contain up to 5.5 standard alcoholic drinks in a can

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WHEN YOUTH DRINK ALCOHOL, IT'S TO GET DRUNK

- 90% of all alcohol consumed by youth is by those who engage in binge drinking

ALCOHOLIC BEVERAGES CONSUMED BY UNDERAGE YOUTH

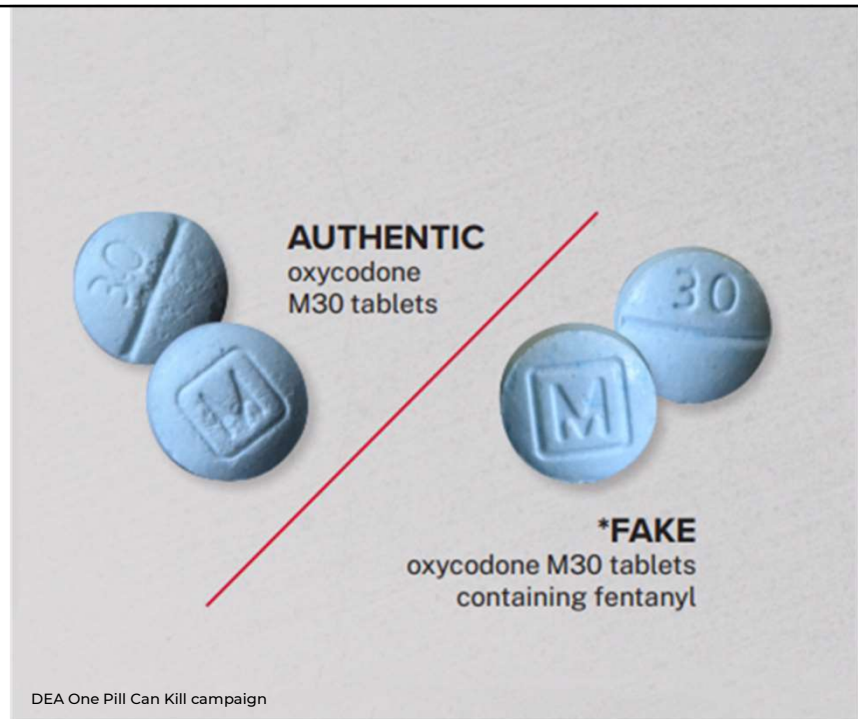


NIAAA. Get the facts about underage drinking. <https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/underage-drinking>

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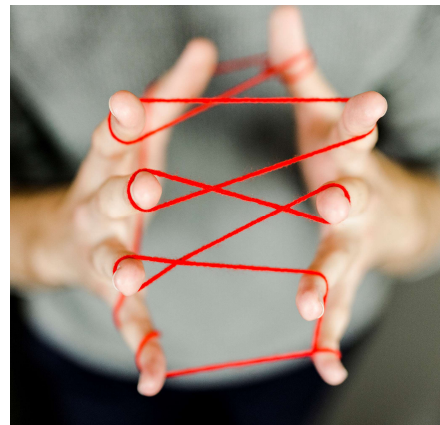
FENTANYL IS DRIVING OVERDOSE DEATHS

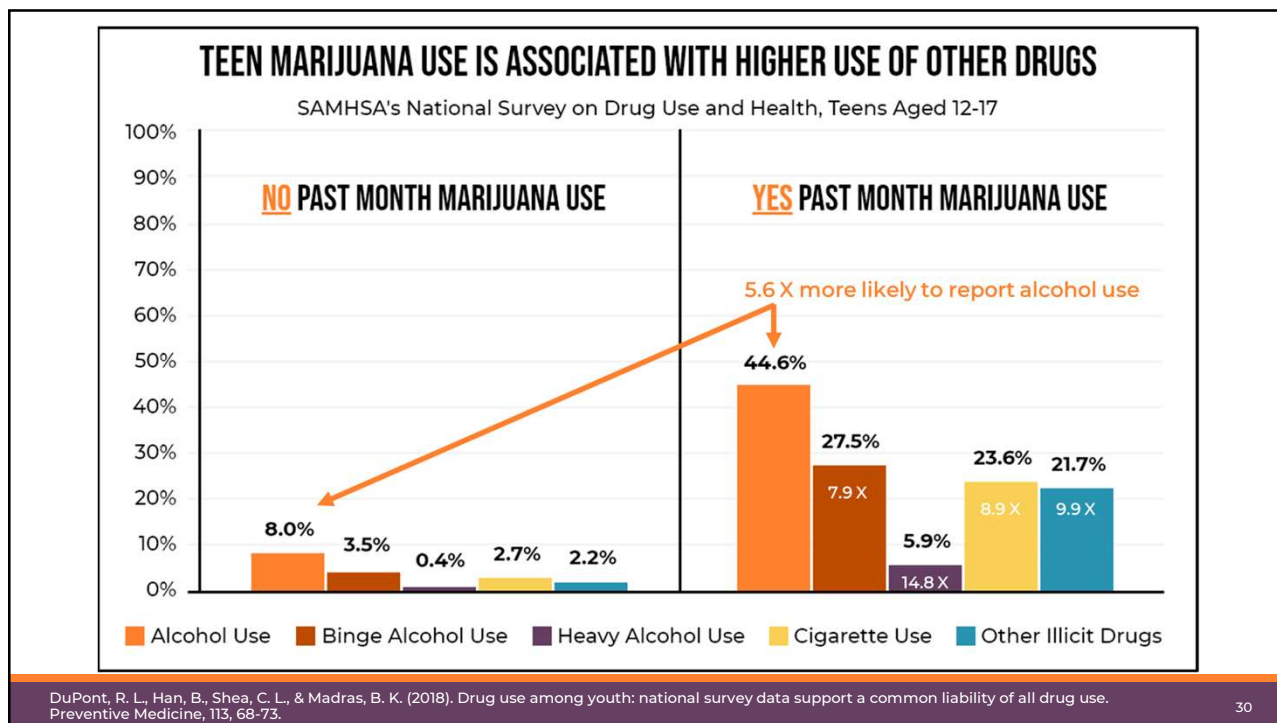
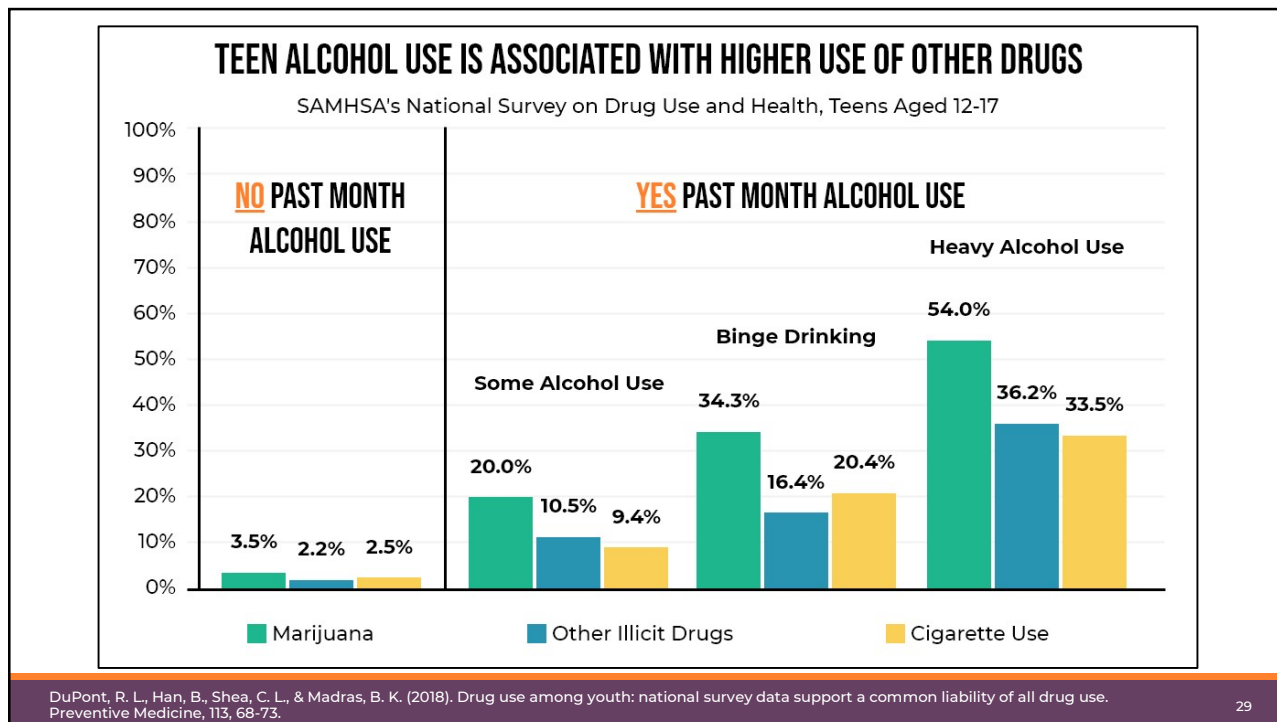
- “Fentapills” – fentanyl pressed into legitimate looking pills
- Sold by dealers and online
- Impossible to tell if a pill is fake or a real prescription drug
- Xylazine (“Tranq”) – increasingly cut into fentapills, heroin, cocaine, and other drugs
- Increases change of fatal poisoning

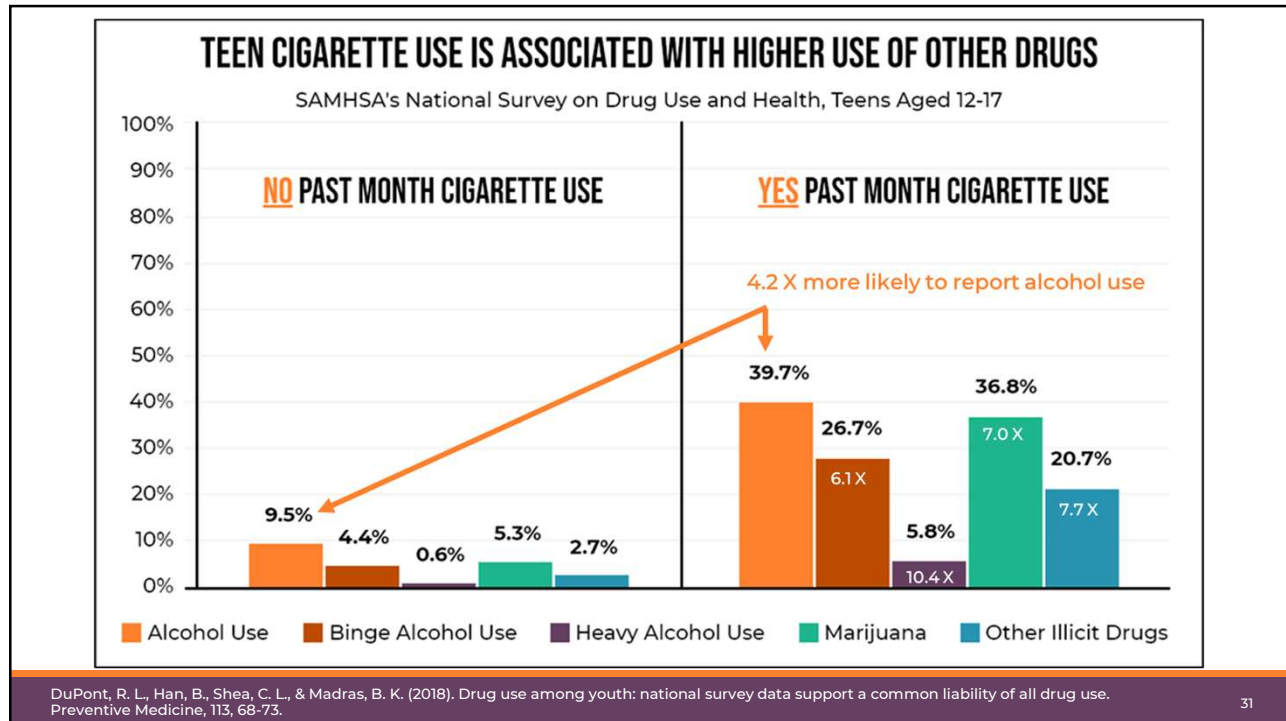


FOR TEENS, ALL SUBSTANCE USE IS RELATED

- Analyzed data from the National Survey on Drug Use and Health, nationally representative sample of 17,000 youth aged 12-17
- Conducted descriptive analyses and applied multivariable logistic regression models controlling for age, sex, and race/ethnicity
- *Is the use of one substance by adolescents associated with increased risk for using any other substance, regardless of use sequences?*







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VAPING TOO!

- Past month nicotine use – including vaping – is strongly associated with greater likelihood of cannabis use and binge drinking
- It's all connected!

Kreski, N. T., Ankrum, H., Cerdá, M., Chen, Q., Hasin, D., Martins, S. S., Olsson, M., & Keyes, K. M. (2023). Nicotine Vaping and Co-occurring Substance Use Among Adolescents in the United States from 2017-2019. *Substance use & misuse*, 58(9), 1075-1079. <https://doi.org/10.1080/10826084.2023.2188462>

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#4 TALK EARLY AND TALK OFTEN

FOR YOUTH, NON-USE IS THE HEALTH STANDARD

“The non-use message should be reinforced by pediatricians through clear and consistent information presented to patients, parents, and other family members.”

American Academy of Pediatrics (AAP)
Policy Statement on Screening, Brief Intervention, and Referral to Treatment (SBIRT)

TRUSTED SOURCES FOR ACCURATE INFORMATION

- Youth said they trust health care providers the most for accurate information about substance use
- BUT youth are less comfortable actually speaking with providers on the topic
- Youth feel most comfortable speaking with parents/caregivers and friends/peers



National Council for Mental Wellbeing. **Getting Candid**. Framing the Conversation Around Youth Substance Use Prevention, Findings Report. Results from National Assessment Data Insights into Effective Substance Use Prevention Messaging for Youth https://www.thenationalcouncil.org/wp-content/uploads/2023/02/2023.02.09_CDC-Findings-Report.pdf

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PARENT INFLUENCE MATTERS

Children whose parents talk to them about the risks of drugs and alcohol are **50% less likely to use substances**

Over 80 percent of young people ages 10–18 say their parents are the leading influence on their decision whether to drink

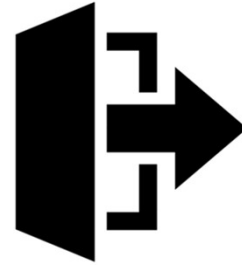
Substance Abuse and Mental Health Services Administration

National Council on Alcohol and Drug Dependence, Inc. (2015, July 25). Talking with Children. Retrieved from <https://www.ncadd.org/family-friends/there-is-help/talking-with-children>.

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PREPARE YOUR TEEN

- Get credible information so you can **pre-bunk the myths** – Get There First. The brain tags new information as true.
- Be in conversation with your kids / Ask questions / use effective listening skills / Motivational Interviewing
- Validate resilient behaviors / playback evidence of their coping skills
- Find and express your “why:” they are unique in the world – don’t want anything derailing that; we aren’t going to be naïve about market commercialization, i.e. marijuana is Tobacco 2.0
- Help your teen be ready to exit a risky situation; have a “code word” and an excuse to leave; practice refusal skills with them
- Remind teens to call 911 or 988 if someone is in danger, suicidal, or has a mental health crisis



PRIORITIZE HEALTH AND SAFETY

- Clarify family expectations of no use
- Exercise your parental right to know & stay connected with other parents
- Lock up medications, THC, and other substances, and monitor alcohol
- Don’t let your home be a source for underage substance use
- Don’t let anyone get in a vehicle with someone who has been using substances
- Share family history; support family members in recovery
- Model healthy behaviors: Joy – Stress – Social



IN THE LAST 6 MONTHS, DID YOU --

- Experience **stress** (work long hours, family trauma, world events)?
- Experience **joy/celebrate** (have a good day, birthday, wedding, graduation, holiday)?
- **Socialize** with friends or family (attend a sporting event/tailgate, dinner party, reunion)?

Are alcohol, marijuana/THC, or other substances a common part of de-stressing, celebrating, or socializing with friends and family?

If your responses often or always include alcohol, marijuana/THC, or other substance use, consider adding responses that do not include substances to model alternative strategies for your kids.

THE STRESS-JOY-SOCIAL CHECK-IN
 "What do you do in moments of stress, joy, and sociability?"

WHAT ARE HEALTHY WAYS TO DE-STRESS, FIND JOY, AND BE SOCIAL WITHOUT SUBSTANCES?

- Go for a hike
- Call a friend
- Journal
- Read a book
- Light a scented candle
- Do yoga or stretch
- Walk the dog/play with pets
- Listen to music
- Bake/cook a special meal
- Plan an outing with friends
- Drink warm tea
- Close your eyes and listen to the sounds around you

Consider planning activities without alcohol, marijuana/THC, or other drugs, especially when they include youth.


WHY DOES IT MATTER?
 Adolescence is a unique time in human development. The brain continues to develop until the mid-20s, and during this time, teens are building a foundation for relationships, emotional connection, and coping skills. Opportunities where teens have to navigate life experiences without substances is one important way they acquire these skills. Parents/caregivers can be intentional in modeling healthy strategies for dealing with stress, finding joy/celebrating, and socializing. They can provide positive social spaces for youth explicitly without alcohol, marijuana/THC, or other drugs present to support their social and emotional growth.

#1 MIND THE MESSAGE
 When adults glorify alcohol (e.g., "nectar of the gods", "wine-o'clock") or marijuana/THC (e.g., "weed mom"), it sends the message to teens that substance use is the norm. Also, when we overemphasize the glory of "glory days", we can overlook or minimize the trauma that went along with those times. Parents/caregivers are often sensitive to the messages in advertising, media, and music that explicitly endorse substance use but may overlook how substance use is embedded within the home/family life. Pay attention to the messages your words and behaviors send about substance use.

#2 PROCESS EMOTIONS OUT LOUD
 Kids learn to process their emotions in part by watching parents/caregivers. Consider processing your feelings more outwardly. "I had a hard day at work today."
 Instead of "I need a drink", try something else like, "I'm going to go for a walk to de-stress."
 Upon return, report back and share if you are feeling positively or negatively, and declare your next step/plan.

#3 USE SITUATIONS TO START CONVERSATIONS
 "Do you think people can have fun at a tailgate/barbary and not drink alcohol? I just had a blast without drinking."
 "Did you notice/was it uncomfortable to see So-And-So drunk/high at the family reunion? What do you think about that?"

LEARN MORE
www.samhsa.gov/parents-caregivers



STRESS-JOY-SOCIAL CHECK-IN

What caregivers do matters

Consider moments of **stress**, **joy**, and **sociability**

SAMHSA'S *TALK. THEY HEAR YOU.*



10th ANNIVERSARY
 A Decade of Youth Substance Use Prevention





#5 ACT QUICKLY IF YOU SUSPECT SUBSTANCE USE




WHAT TO DO AND WHERE TO START

- If you co-parent, talk to your partner and make a plan together
- Brainstorm what you'll say, how you'll say it, and when
- Evaluate and limit access to substances in your home
- Identify support (primary care provider, guidance counselors, school social workers, etc.)

Screen 4 Success
Substance Use Prevention

Learn more about and use Screen4Success, the "Talk. They Hear You." campaign's new tool to help parents and caregivers better understand the health, wellness, and wellbeing of their children.



IS YOUR CHILD AT RISK? A SUBSTANCE USE RISK ASSESSMENT



Survey: 5-6 minutes to complete

This risk assessment is designed to help you better understand the risks your child may face related to mental health, well-being, personality, family history, and their environment.

You can take actions to reduce the chances your child will use substances or experience problems with them based on your results.

SAMHSA – Access Screen 4 Success on the mobile app
<https://www.samhsa.gov/talk-they-hear-you/screen4success>

Partnership to End Addiction
<https://drugfree.org/substance-use-risk-assessment/>





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AND IF A CHILD IS NOT USING?

- Encourage and reward non-use behavior
- Continue to talk early and often to reinforce the message
- Approach conversations with open-ended questions in a non-judgmental way
- Ask about use among peers/friends
- Remember to focus on HEALTH




https://www.youtube.com/watch?v=P8bOM_F9RIM&t=2s


**NEVADA
STUDENT PSA**




Join Together Northern Nevada



KNOW THE SCIENCE
The developing brain is uniquely vulnerable to substance use



UNDERSTAND THE DATA
For youth, all substance use is connected



SUPPORT THE TREND
Youth are making One Choice; it's our job to support them!

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THANK YOU!

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SCAN ME