Hope & Concern:

The Landscape of Youth Substance Use & Resources for Action

Kent MacLennan, Executive Director



Objectives

- > Discuss hopes and concerns around Colorado teen substance misuse.
- Recognize how perception, including *mis*perceptions, shape our understanding of reality.
- Understand how data from the 2018 Rise Above Colorado Youth Survey (RACYS) explains teen substance misuse and can help correct misperceptions
- Recognize emerging trends, health effects and culture of youth use of electronic nicotine devices, e-cigarettes, and vaping



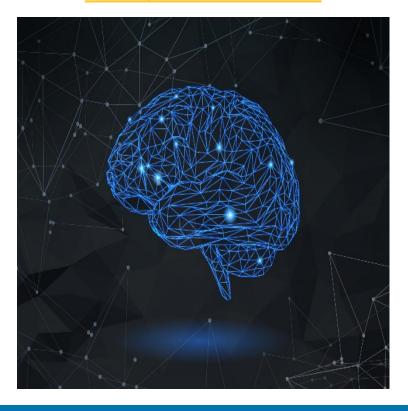




COLORADO TEEN DRUG USE

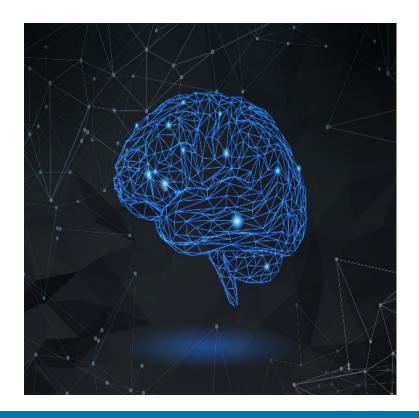
OF ADDICTIONS START IN THE TEENAGE YEARS.

Teen brain video Found at https://vimeo.com/user45670850/review/29929 1674/e89d9213e1

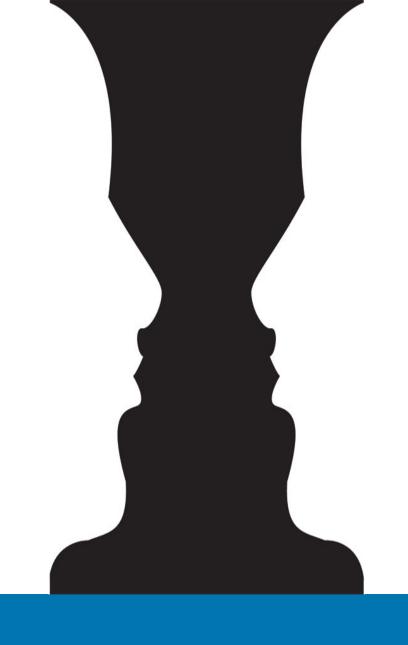




"The teen brain isn't broken. The rapid changes occurring in the brains of teenagers make these years a time of enormous opportunity."







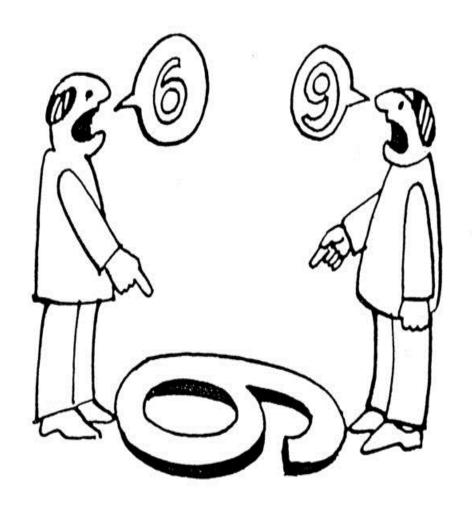
What is PERCEPTION?



Can People Have Different Perceptions?



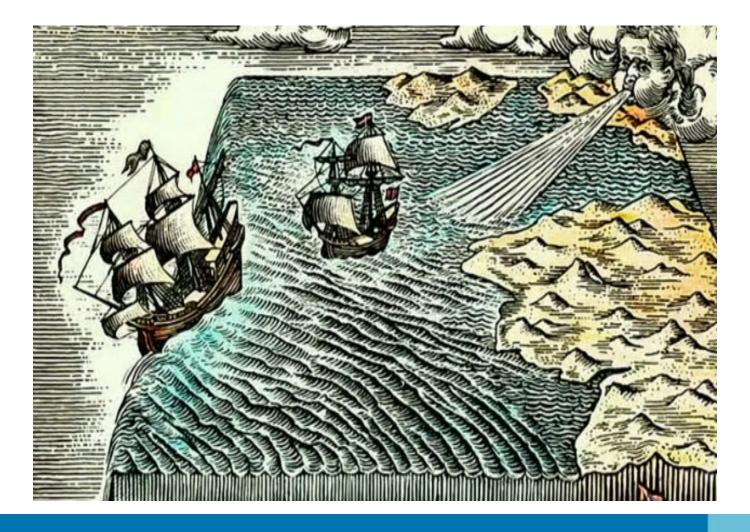




Does this mean that REALITY is different for each of us?



Is it important to have a correct perception of reality?





Perception is NOT always reality.





Social Media is NOT always reality

MAY YOUR LIFE BE AS AWESOME AS YOU PRETEND IT IS **ON INSTAGRAM**





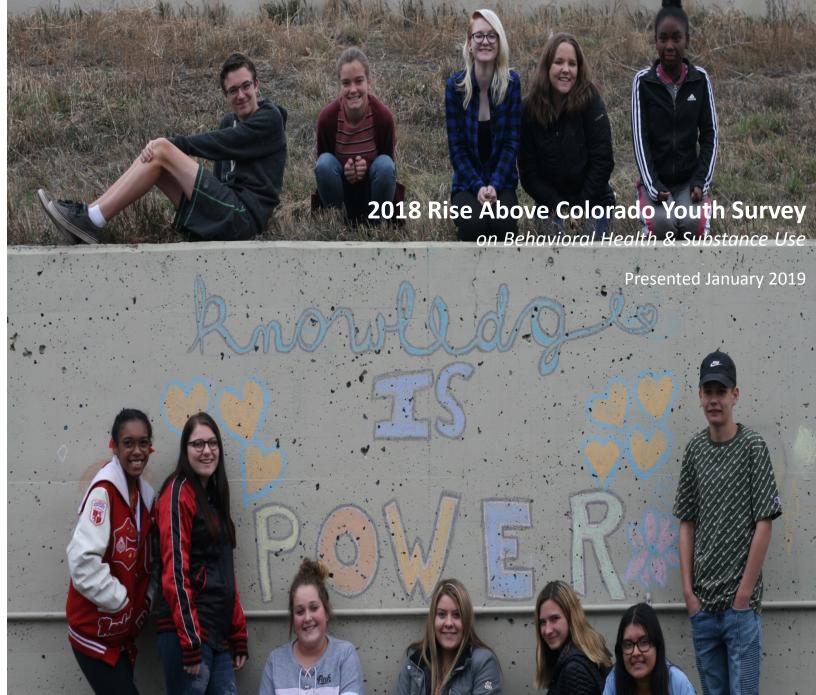
Observation First.

Questions Next.

Interpretations Last.







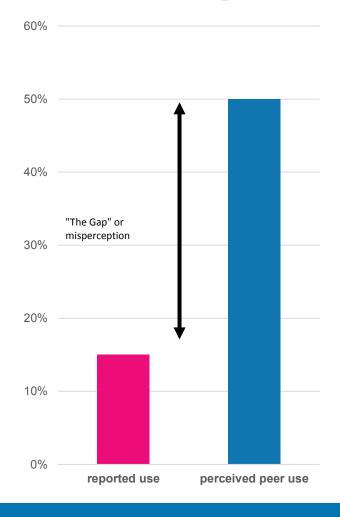




	Healthy Kids Colorado Survey	Rise Above CO Youth Survey	
Age	6-8 grades, 9-12 grades	12-17 years	
Last year of collection	2017	2018	
Data collection method	Paper/pencil at school	Online and phone survey	
Sample size	56,000 students from randomly selected middle & high schools	604 total (313 reached online)	
Sampling design	Representative of CO public middle/high school enrollment	Representative of 2010 Census by county/6 OBH Regions	
Areas of focus	Comprehensive Health & Wellness	Behavioral Health	



Perception, Reality, & Behavior

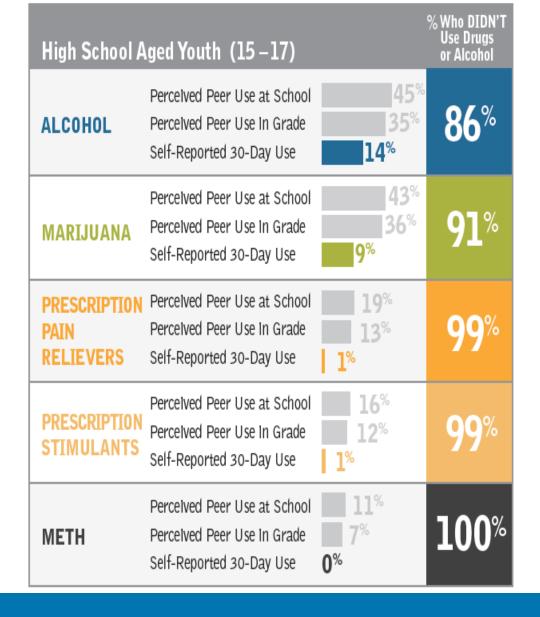




SUBSTANCE USE: PERCEPTION VS. REALITY 2018

Middle Schoo	l Aged Youth (12 –14)		% Who DIDN'T Use Drugs or Alcohol
ALCOHOL	Perceived Peer Use at School Perceived Peer Use in Grade Self-Reported 30-Day Use	19% 12% 5%	95%
MARIJUANA	Perceived Peer Use at School Perceived Peer Use in Grade Self-Reported 30-Day Use	21% 17% 3%	97%
PRESCRIPTION PAIN RELIEVERS	Perceived Peer Use at School Perceived Peer Use in Grade Self-Reported 30-Day Use	9% 6% 1%	99%
PRESCRIPTION STIMULANTS	Perceived Peer Use at School Perceived Peer Use in Grade Self-Reported 30-Day Use	7% 5% 1%	99%
МЕТН	Perceived Peer Use at School Perceived Peer Use in Grade Self-Reported 30-Day Use	9% 5% 11%	99%







Social Norming Youth Campaign









REPRESENTATION OF ACTUAL USE

Colorado's total population of high school aged youth (15-17) is the equivalent of 11 Pepsi Centers filled to capacity:

arararararararararar

RECENT ALCOHOL USE

14% ≈ 28,000



RECENT MARIJUANA USE

★ 9%≈18,000



RECENT PRESCRIPTION DRUG USE

% 1% ≈ 2,000



LaMorte, Wayne W., MD, PhD, MPH. (2016, April 28). Social Norms Theory. Retrieved from http://sphweb.bumc.bu.edu/otl/MPH-Modules/SB/BehavioralChangeTheories/BehavioralChange-Theories7.html

nenotes Statistically Significant Difference

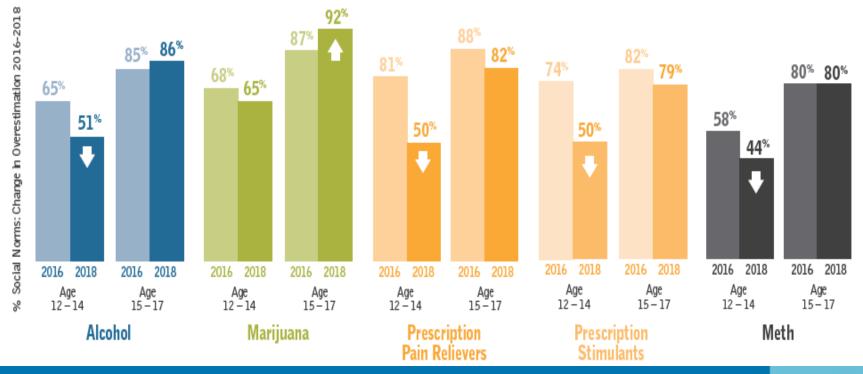
SURVEY DATA FROM 2018 RACYS RESULTS



SOCIAL NORMS: CHANGE IN OVERESTIMATION 2016 - 2018

While inaccurate perceptions of marijuana use remains prevalent among high school aged youth, overestimation of schoolmates' use of alcohol, prescription drugs and meth decreased significantly since 2016 among middle school aged youth (12 to 14):







CONCERN: THE CONSEQUENCES OF MISPERCEPTIONS

Of those who overestimated their peers' substance use:

More than 1 in 5 have used marijuana, 30% higher than the overall rate of use

More than 2 in 5
have been offered
alcohol and
marijuana,
20% higher than
the overall rate
of offers

Nearly half have used alcohol, 30% higher than the overall rate of use





What are some factors that can contribute to teens misusing substances?



Academic performance
Connections to caring adults
School commitment
Family attachment / management
Perceived risk of harm
Social / emotional skills
Healthy social activities/athletics
Anti-drug policies
Social / positive community norms



SELECTED RISK FACTORS



Peer pressure

Trauma

Availability of substances

Transition / mobility

Family conflict

Family history

Parental or own mental health disorder

Early initiation

RISK AND PROTECTIVE FACTORS

The following factors have strong influence on an individual's use and curiosity to use alcohol and marijuana:

Using prescription drugs Drugs can like Ritalin or Adderal is safe, help teens manage even if the prescription isn't the stress written for you. and pressure we have to deal with. The schoolwork My parents I am assigned is often would be meaningful and fine with me **Experimenting with drugs** important to me. drinking beer is just part of being or smoking a teenager—it's not that marijuana big of a deal. once I am confident that if in a while. Risk Factor Protective Factor I experiment with drugs, I could stop whenever I wanted to.



COLORADO
Office of Behavioral Health
Department of Human Services

MENTAL HEALTH AND SUBSTANCES

Youth reporting **6 or more difficult mental health days in a month** are significantly **more likely to have tried alcohol, marijuana and prescription pain relievers** than those who have no difficult mental health days:



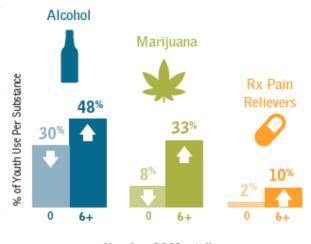
said they had **6 or more difficult mental health days** in the last month.



Youth who reported experiencing

6 or more

difficult mental health days in a month are significantly more likely to have tried alcohol, marijuana and prescription pain relievers.



Number Of Mentally Difficult Days Per Month

Tenotes Statistically Significant Difference

*QUESTION WORDING CHANGED SLIGHTLY IN 2018 TO DEFINE ALCOHOL CONSUMPTION AS "AT LEAST ONE DRINK RATHER THAN JUST A FEW SIPS."

SURVEY DATA FROM 2018 RACYS RESULTS



HOPE: HOW ARE COLORADO YOUTH RISING ABOVE?

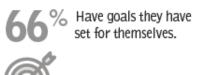
Most Colorado youth are **making healthy choices every day** and there are many **opportunities to enhance our support of their growth and development**. The behaviors below are known protective factors and by increasing their prevalence we can help reduce youth substance use.

Report they are capable of standing up for their beliefs.



Report knowing an adult they can talk to.

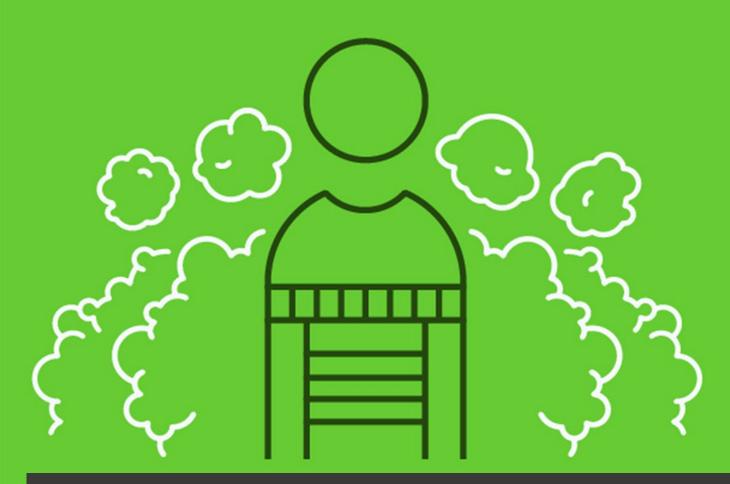












Why do we care about youth tobacco / nicotine use?

I am going to post a statistic about youth vaping.

If you think the actual number is higher, stand on the left side of the room.

If you think the actual number is lower, stand on the right side of the room.

If you think the actual number is correct, stand in the center.

Lower

Higher

Lower

Actual

56% of youth currently use e-cigarettes.

Electronic Nicotine Devices: 27%

Cigarettes: 7%

Other Tobacco Product: 14%



Lower

Accurate

44% of youth have tried e-cigarettes.

Actual: 44% 59% - Alcohol and 35% - Marijuana



Lower

Accurate

70% of youth perceive vaping as risky.

Perceive **smoking** as risky:

87%

Perceive vaping as risky:

50%



Lower

Accurate

Youth who can ask a parent for help are 10% less likely to vape.

Youth who can ask a parent for help are 31% less likely to vape.



Lower

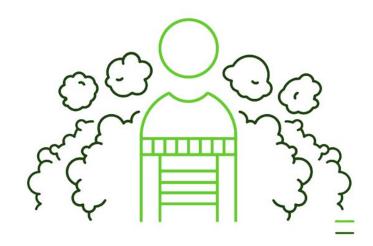
Accurate

Youth who participate in extracurricular activities are 12% less likely to vape.

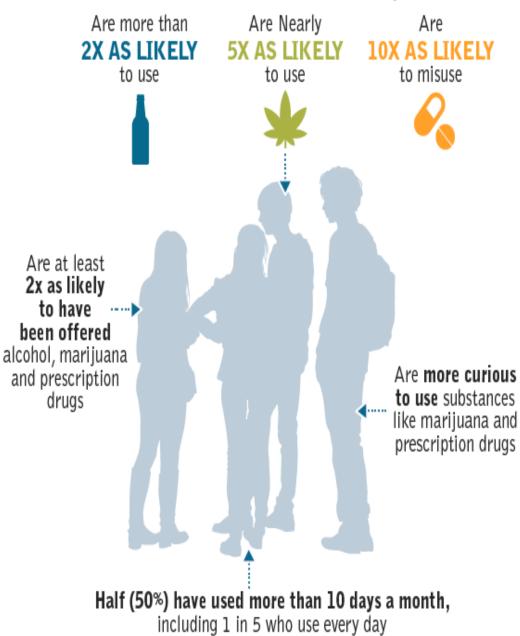
Youth who participate in extracurricular activities are 12% less likely to vape.



Gay or lesbian (31%), bisexual (32%), transgender (44%) use of e-cigarettes is **higher** than heterosexual (27%)



Those Youth Who Smoke Or Vape





What We Know

Curiosity

Flavors

Belief that they are safer than other tobacco products



Discussion

27% of youth currently use ecigarettes.

44% of youth have tried ecigarettes.

50% of youth perceive vaping as risky (87% - smoking)

Youth who can ask parents for help are **31%** LESS likely to vape

Youth who participate in extracurriculars are **12%** LESS likely to vape.

LGBTQ Youth have **higher rates** of use compared to heterosexual peers.

With your table, **discuss**the following:

- How does this data help you better understand youth vaping?
- What questions do you have about the data?



Current Trends & Culture



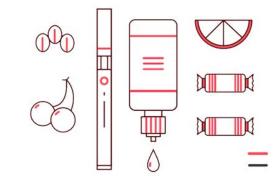
Electronic Devices

In 2014, 460 brands and 7,764 unique flavors

- · Vaping
 - · JUUL'ing
 - . Ghosting
 - Cloud Chasing
 - · Vape God /
 - Goddess

- Clouds
- E-juice
- E-liquid
- Vape juice
- Vape shop

- E-cigs Vape pens Vapes · Pods
- E-hookahs · Mods





How They Work



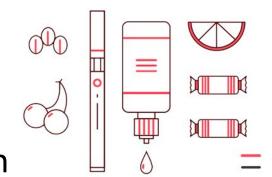
Disposable – 1st generation

Tanks and re-chargeables - 2nd

generation

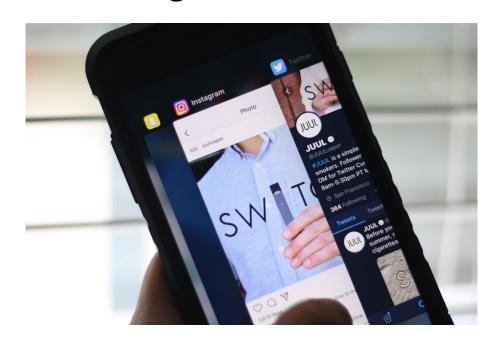
"Always Ready" – 3rd generation

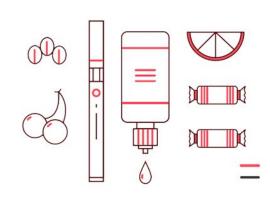
"Heat Not Burn" – Coming 4th generation



Marketing

- Appealing flavors
- Social media Instagram, snapchat, twitter, YouTube
- By 2016, nearly 4 out of 5 middle and high school students - more than 20 million youth - saw at least one e-cigarette advertisement







Marketing

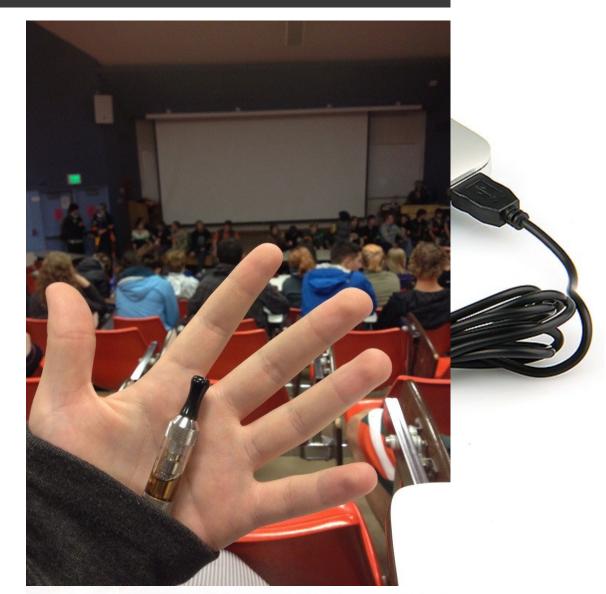


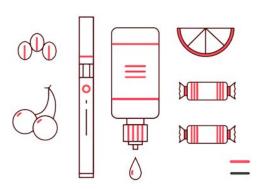


- "Made for adults to quit smoking" -JUULs
- "Healthy Alternative"
- "Stealth" vaping



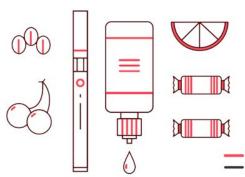
Stealth Vaping





Stealth Vaping Mods





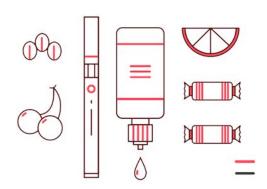


JUULs "The Smoking Alternative, unlike any E-cigarette or Vape"





Each pod is equivalent to 1 pack of cigarettes or 200 puffs



JUUL'ing

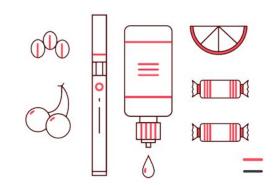


Flavors:

- Mango
- Cool Mint
- Fruit Medley
- Crème Brulee
- Virginia Tobacco

Limited edition flavors:

- Classic Menthol
- Cool Cucumber
- Classic Tobacco





Health Effects





What's in them'

E-cig juice / eliquid / vape juice:

- Nicotine
- Flavoring diacetyl can cause serious lung disease when inhaled
- Propylene glycol and vegetable glycerin food additive added to produce "vape" and
 "throat hit". Long term health effects of
 inhaling additives is not known

"This flavor has been known to damage plastic tanks"

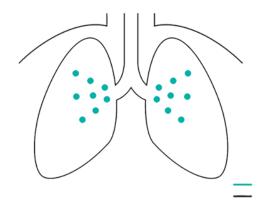
Aerosol Not Harmless Water Vapor

Combustion of e-liquid yields:

- Nicotine
- Fine and ultrafine particles
- Heavy metals nickel, lead, tin

Health Impact:

- Respiratory
- Cardiovascular
- Neurologic
- Explosion potential

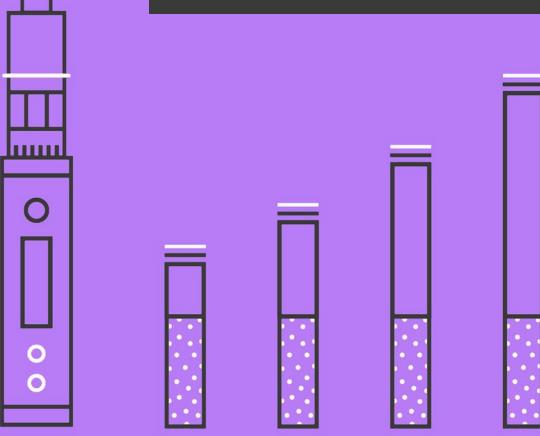


Nicotine & The Youn Brain

- Brain is still developing until about age 25.
- Nicotine is addictive and disrupts the development of the brain circuits that control attention and learning.
- Nicotine can also affect the brain's reward system and cause young people's brains to be more easily addicted to other harmful substances.

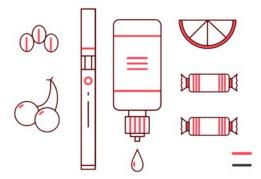


Supporting School Policy and Community Laws



Video

JUULERS AGAINST JUUL video



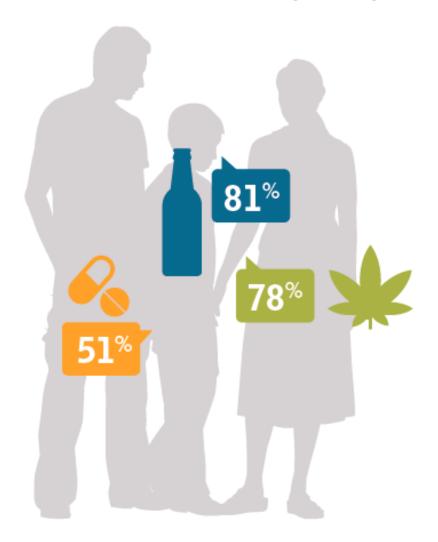
1. Have a Trusted Adult Conversation

Resource:

Speak Now Colorado



"Have You Ever Talked To Your Parents About (Substance)?" (2018)





UseO.AR. to Guide the Conversation

Open-ended questions

Affirmations

Reflective Listening





O.A.R.: Opennded Questions

Who, What, Where, When, Why and How questions that move the conversation forward

Examples:

"What do you think about ...?"

"How do you decide when to ...?"

"How do you feel about ...?"

"Help me understand ...?"



O.A.R.: Opended Questions

"Do any of your friends
JUUL?"

"If your friends wanted to try JUULs, how would you handle that?"

"You know people who vape aren't living up to their potential, right?"

"How might vaping impact your ability to do well in school or at sports?"

"Don't you want to make your own decisions, not follow your friends?" "How might you have a conversation with your friends about how their use impacts you?"





O.A.R.: Affirmations

Statements to focus on strengths and positive behaviors – no matter how small.

Examples:

"I appreciate that you're willing to talk with me about this."

"You are clearly a very resourceful person."

"It sounds like you handled yourself well in that situation."

"That's a good idea."



O.A.R.: Reflective Listening

Focus on understanding what the person means by:

- Repeating and rephrasing
- Paraphrasing
- Reflecting a feeling.

Examples:

"So you feel..."

"It sounds like you..."

"You're wondering if..."





2. Provide education and cessation resources for youth who use tobacco/ other nicotine products.

Resources:

- Second Chance online tobacco/ nicotine education program
- Quitline Cessation support
- Smokefree Teen Cessation support
- "The Real Cost"



3. Share Rise Above resources with youth

Resources:

By Teens, for Teens Website (new vaping page)

www.IRiseAboveCO.org

Social Norming campaign on Social Media

Rise Above Educational Resources

- www.notprescribed.org;
- www.methpreventionlesson.org
- Media Smart Youth-Not Prescribed

Rise Above Colorado Teen Action Council



4. Next Steps

- What did you learn from discussing the data and bringing in your experience?
- What are you most hopeful about now?
- What are you most concerned about now?
- What are you going to do differently because of this conversation?
- What might we do about the concerns and hope we raised as a group?





Questions?

Kent@riseaboveco.org