



Delivering the Scientific Facts about Drug Abuse to Teens

December 9, 2013, 2:00-3:00 PM ET



Meeting Orientation

- If you are having any technical problems joining the webinar please contact the Adobe Connect hotline at **1-800-416-7640**.
- Type any additional questions or comments into the Q&A box to the left of the slides.
- This meeting will be recorded and archived. We cannot issue CEUs for this webinar, but we can email you a certificate of participation if you send your request to csninfo@edc.org.



Introductory Polls



Our Speakers



Sheri Grabus

Tom Vicini



SHATTER THE MYTHS

January 27–February 2, 2014

How to Get Involved!

Agenda

- What is NIDA?
- Teen Drug Use
 - Trends
 - Impact
- National Drug Facts Week
 - Overview
 - Goal and Objective
 - Audience
 - Outreach and Promotion
 - Partners
 - Next Steps

About the National Institute on Drug Abuse

- National Institute on Drug Abuse, NIDA, is part of the National Institutes of Health based in Bethesda, MD.
- NIDA's mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.



**National Institute
on Drug Abuse**



National Institute
on Drug Abuse

NIDA achieves its mission through two ways:

- provide strategic support and conduct of research across a broad range of disciplines.
- ensure the rapid and effective dissemination and use of the results of that research to significantly improve prevention and treatment and to inform policy as it relates to drug abuse and addiction.

NIDA is a Trusted Source

- NIDA is your trusted source of information year-round on:
 - Science of drug abuse and addiction, including nicotine addiction;
 - Substance abuse prevention and treatment;
 - Illicit drugs and their medical consequences
 - Prescription drug abuse;
 - The link between drug abuse and HIV/AIDS; and
 - The annual Monitoring the Future Survey (8th, 10th, and 12th graders).
- NIDA is also your link to other relevant NIH institutes and government agencies that can help. Refer to:
<http://www.drugabuse.gov/publications/media-guide/relevant-contact-information>.

MONITORING THE FUTURE 2012

Youth: A Critical Time to Prevent Drug Addiction

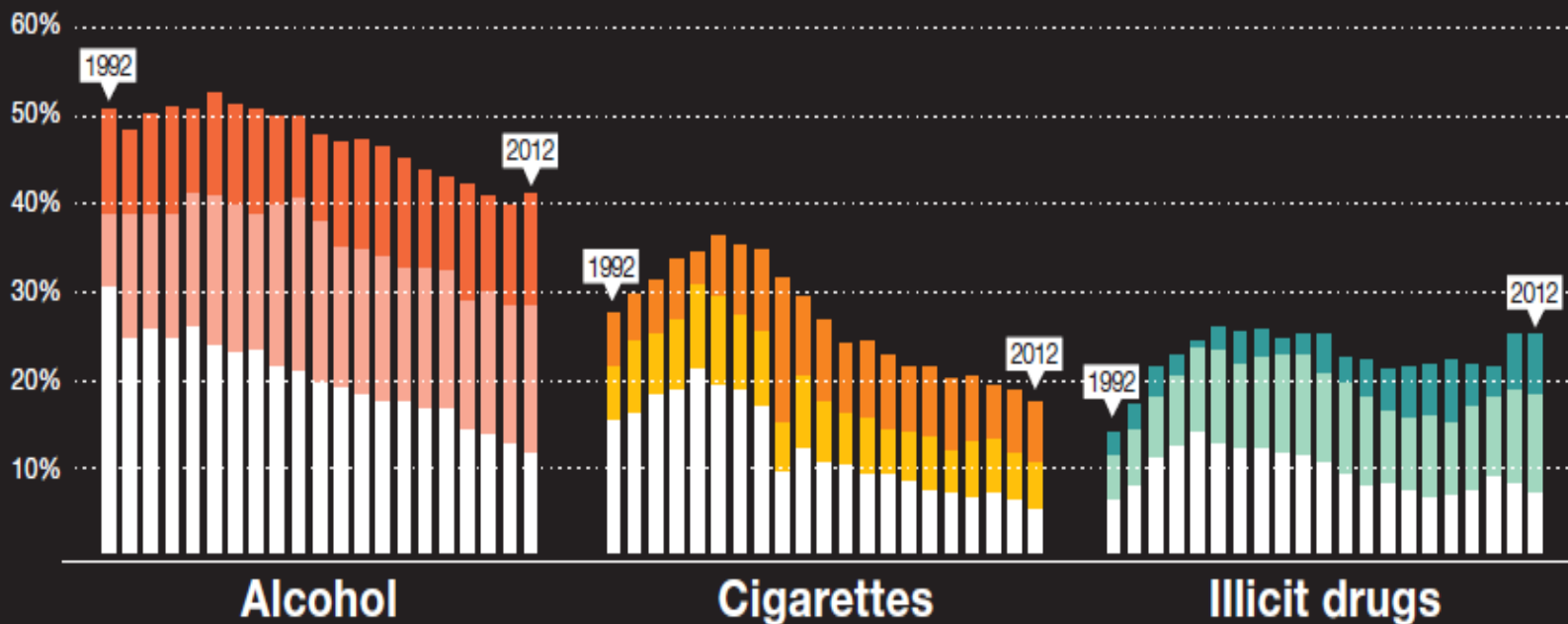
- Each year, since 1975, NIDA and the University of Michigan conduct the Monitoring the Future (MTF) Survey to discover the attitudes about and drug use by 8th, 10th, and 12th graders in the US to evaluate whether prevention interventions are being effective.
- *In 2012, 45,449 students were surveyed representing 395 public and private schools.*

Survey Results: *The Good News*




- Cigarette smoking continues to fall to the lowest rate in the survey's history.
- Five-year trends showed **significant decreases in alcohol use** among all grades and across nearly all prevalence periods.
- The use of **Ecstasy** showed a significant drop in past year use from 2011 to 2012.
- Overall, the use of most illicit drugs has either declined or remained steady from 2011 to 2012.




LAST TWO DECADES OF ALCOHOL, CIGARETTE, AND ILLICIT DRUG USE*




*Past 30 day use.



2012

-  41.5% OF 12TH GRADERS
-  27.6% OF 10TH GRADERS
-  11% OF 8TH GRADERS

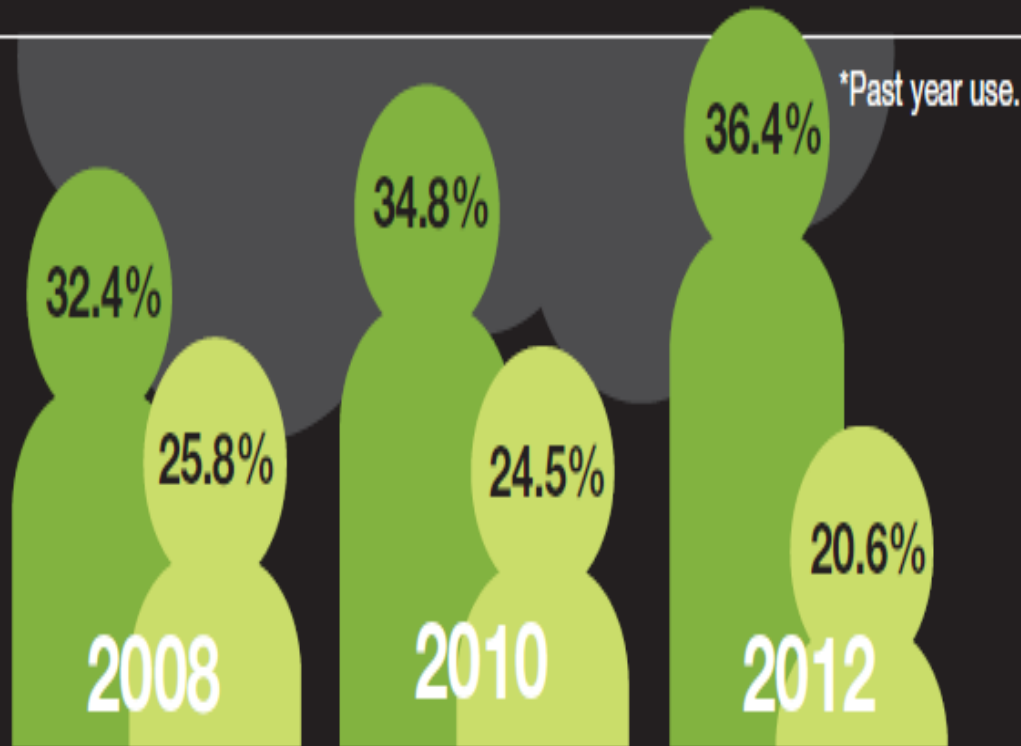
-  17.1% OF 12TH GRADERS
-  10.8% OF 10TH GRADERS
-  4.9% OF 8TH GRADERS

-  25.2% OF 12TH GRADERS
-  18.6% OF 10TH GRADERS
-  7.7% OF 8TH GRADERS

Survey Results: *The Bad News*

- **Significant increases in marijuana use** among 10th and 12th graders. Softening attitudes about the **perceived risk of harm** associated with marijuana use.
- **New synthetic marijuana use also known as K2 or "Spice"**, among 8th and 10th graders. Also new in the survey this year was the past year use of **bath salts** reported by 0.8% of 8th graders, 0.6% of 10th graders, and 1.3% of 12th graders.
- Many of the drugs used by 12th graders are **prescription or over-the-counter medications**. Although there is a drop in nonmedical use of **Vicodin** among all grades, its use remains at unacceptably high levels.
- The percent of 12th graders reporting the nonmedical use of **Adderall** has increased from 5.4% in 2009 to 7.6% in 2012.

MARIJUANA USE AMONG 12TH GRADERS* VS. PERCEIVED RISK



USING



PERCEPTION OF RISK

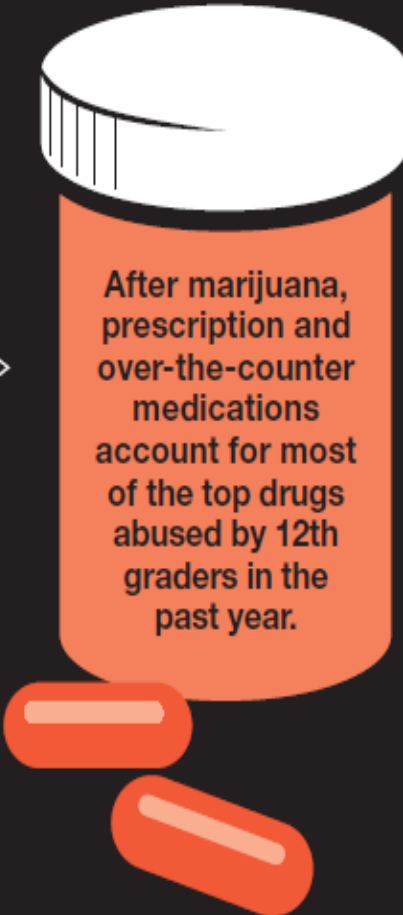
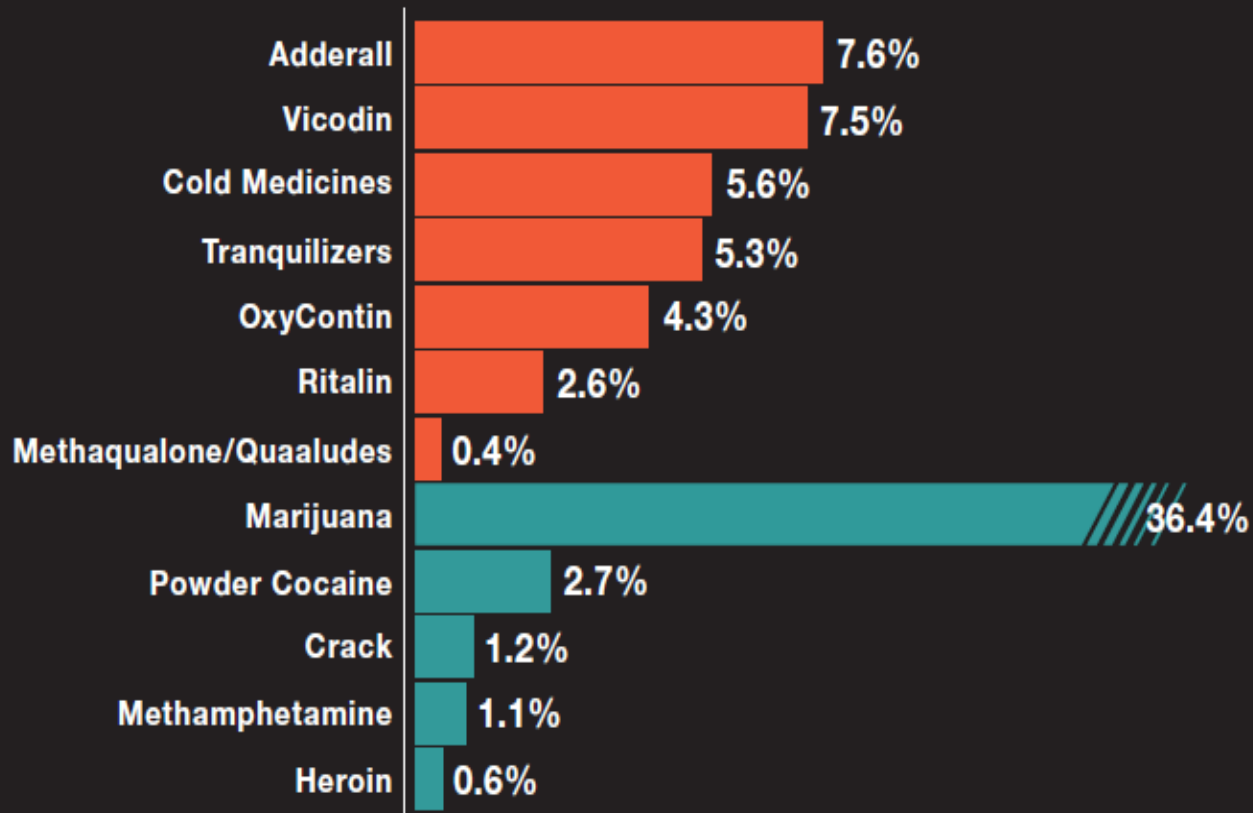
(saw great risk in smoking marijuana occasionally)



**36.4% EQUATES TO
ABOUT 11 STUDENTS IN
THE AVERAGE CLASS**

PRESCRIPTION/OVER-THE-COUNTER VS. ILLICIT DRUGS*

*The percentage of 12th graders who have used these drugs in the past year.



After marijuana, prescription and over-the-counter medications account for most of the top drugs abused by 12th graders in the past year.



PRESCRIPTION



ILLICIT DRUGS

NIDA 4 Teens

Through its NIDA 4 Teens Web site, NIDA is working to get these facts about drug abuse on the brain, body and behavior directly into the hands of teens to shatter the myths and enable teens to make better decisions.



A study released earlier this year showed that people who used marijuana heavily in their teens and continued through adulthood showed a significant drop in IQ between the ages of 13 and 38—an average of 8 points for those who met criteria for marijuana dependence.

THOSE WHO NEVER USED MARIJUANA SHOWED NO DECLINES IN I.Q.

There are lots of MYTHS about drugs flying around

“Prescription drugs are always safe because they’re prescribed by doctors”

“Pot is not addictive”

“Drug addiction is a choice”

“Natural drugs are safer than synthetic ones”

National Drug Facts Week **SHATTERS** **THE MYTHS** about drugs and drug abuse

In its 4th year, NDFW has reached thousands of teens and tweens with the scientific **facts about drug abuse.**

With your help, we can reach even more!



About National Drug Facts Week

NDFW VIDEO

- **National Drug Facts Week** is a health observance week established in 2010 to help teens shatter the myths about drugs and drug abuse through community based events and activities. In 2014, it will take place January 27th - February 2nd.
- **Schools, community groups, prevention coalitions and municipal government can** engage and educate teens about the science behind drugs and drug abuse by providing factual, scientific information through NDFW materials and events.

PEERx

SHARE A DOSE OF REALITY: PRESCRIPTION DRUG ABUSE IS DRUG ABUSE.

Become the main character in the **Choose Your Path** video and confront real-life choices. Watch your decisions play out onscreen!



Peer Into Your Path

Have you explored the interactive PEERx Choose Your Path adventure yet? [Check it out here!](#)



1. Get Creative!

Now that you've explored the different paths and fully understand the power of decisionmaking, you're ready to create your very own Choose Your Path adventure. This activity is a great opportunity for you to flex your creativity and writing skills. Just use the facts that you see on the PEERx Web site about prescription drug abuse to make your storyline as compelling as possible. You have a lot of options: write about a typical day in the life of a teen and tap into your own experiences for ideas. Or, you can always create a story about someone whose life is totally different from yours or your friends. Make sure you weave in [facts](#) about the dangers of prescription drug abuse.

Use the facts you learned about Rx drug abuse and flex your creativity and writing skills as you **Peer Into Your Path**.



Find creative ideas in the PEERx **Activity Guide** for educating teens about Rx drug abuse in your community.



Bust the myths and misconceptions about Rx drug abuse with the PEERx **fact sheets**.

Share the message with eye-catching PEERx **downloadables** for t-shirts, stickers, posters, or computer wallpaper.

Visit www.teens.drugabuse.gov/peerx to learn more!
Interested in a partnership? Contact peerx@iqsolutions.com.

Some of the NDFW 2014 Partners

- AwareRx
- Child Mind Institute
- Family, Career, and Community Leaders of America
- Generation Rx
- Institute for Research, Education & Training in Addictions
- Mentor Foundation USA
- National Association of County and City Health Officials
- National 4-H Center, USDA Extension Service
- National League of Cities
- Reclaiming Futures
- SparkAction
- Students Against Destructive Decisions
- The PROSPER Project, Penn State Univ.

Plan now to get involved in NDFW 2014. It's easy!



Put on a community event for teens



Create web and social media activities



Create contests, scavenger hunts, and puzzles

Distribute NIDA's free materials

The NIH logo consists of the letters "NIH" in a bold, blue, sans-serif font, enclosed within a white chevron shape that points to the right.

National Institute
on Drug Abuse



OPERATION
UNITE

- Held events at two middle schools
- Focused on teen prescription drug abuse prevention, using NIDA's PEERx resources
- Engaged school clubs and community coalitions



Total reach: 750 students & teachers



- Created posters to promote the events.
- Distributed materials:
 - PEERx stickers
 - Shatter the Myths booklets
 - Heads Up: Real News About Drugs And Your Body
 - Sara Bellum Blog handouts



DO YOU KNOW WHAT
YOU'RE GETTING INTO?

PEERx



PEERx

- 50-minute event
- Activities:
 - Participated in Chat Day
 - Reviewed PEERx web resources
 - Hosted a guest speaker
- Reached 500 students & teachers

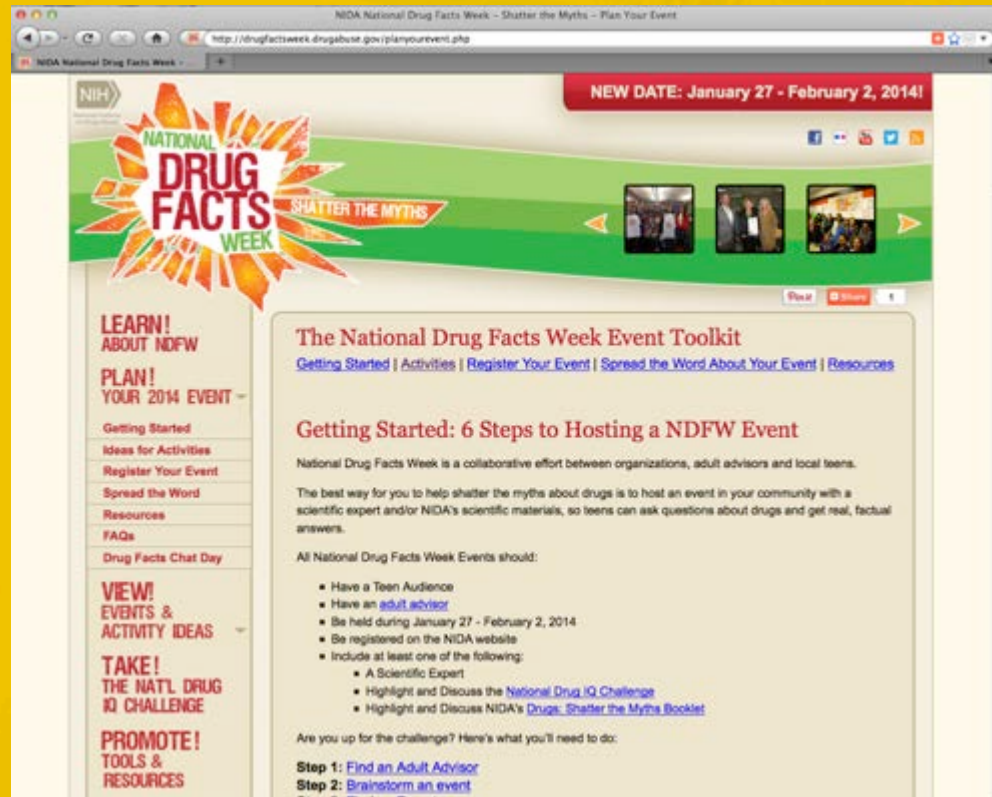


- Day-long event
- Activities:
 - Reviewed PEERx web resources
 - Watched Choose Your Path videos
 - Developed Rx drug abuse prevention PSAs and presented one to the school
 - Presented the UNITE club of the year award
 - Held a school assembly
 - UNITE Club preformed a dance
 - UNITE staff member gave a motivational talk



**Reached 250
students &
teachers**

Follow this step by step toolkit to plan your event or activity



The screenshot shows the NIDA National Drug Facts Week website. At the top, there is a navigation bar with the text "NIDA National Drug Facts Week - Shatter the Myths - Plan Your Event" and a URL "http://drugfactsweek.drugabuse.gov/planyourevent.php". A red banner on the right side of the page reads "NEW DATE: January 27 - February 2, 2014!". The main header features a large graphic with the text "NATIONAL DRUG FACTS WEEK" and "SHATTER THE MYTHS". Below the header, there are three small images showing people at an event. The left sidebar contains a menu with the following items: "LEARN! ABOUT NDFW", "PLAN! YOUR 2014 EVENT -", "Getting Started", "Ideas for Activities", "Register Your Event", "Spread the Word", "Resources", "FAQs", "Drug Facts Chat Day", "VIEW! EVENTS & ACTIVITY IDEAS", "TAKE! THE NATL DRUG IQ CHALLENGE", and "PROMOTE! TOOLS & RESOURCES". The main content area is titled "The National Drug Facts Week Event Toolkit" and includes a list of links: "Getting Started | Activities | Register Your Event | Spread the Word About Your Event | Resources". Below this, there is a section titled "Getting Started: 6 Steps to Hosting a NDFW Event" with the following text: "National Drug Facts Week is a collaborative effort between organizations, adult advisors and local teens. The best way for you to help shatter the myths about drugs is to host an event in your community with a scientific expert and/or NIDA's scientific materials, so teens can ask questions about drugs and get real, factual answers. All National Drug Facts Week Events should:" followed by a bulleted list: "• Have a Teen Audience", "• Have an [adult advisor](#)", "• Be held during January 27 - February 2, 2014", "• Be registered on the NIDA website", "• Include at least one of the following: • A Scientific Expert", "• Highlight and Discuss the [National Drug IQ Challenge](#)", "• Highlight and Discuss NIDA's [Drugs: Shatter the Myths Booklet](#)". Below the list, there is a section titled "Are you up for the challenge? Here's what you'll need to do:" with two steps: "Step 1: [Find an Adult Advisor](#)" and "Step 2: [Brainstorm an event](#)".

Event planning toolkit including "6 Steps to Hosting a NDFW Event"

Drugfactsweek.drugabuse.gov

Join in for Drug Facts Chat Day on January 28!

Enable youth to participate in Drug Facts Chat Day on January 28th and put their questions directly to the scientists.

DRUG FACTS

CHAT DAY

[CHAT VIDEO](#)



About Web Chat Day

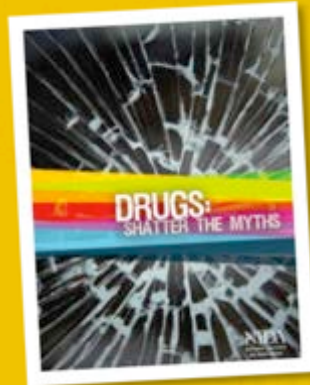
- Due to space availability, the first 100 schools can participate in Web Chat Day and ask their questions to scientists.
- Registration for Web Chat Day will open on or about December 9, 2013.

Get more information at:

<http://drugfactsweek.drugabuse.gov/chat/index.php>

Get your free resources from NIDA

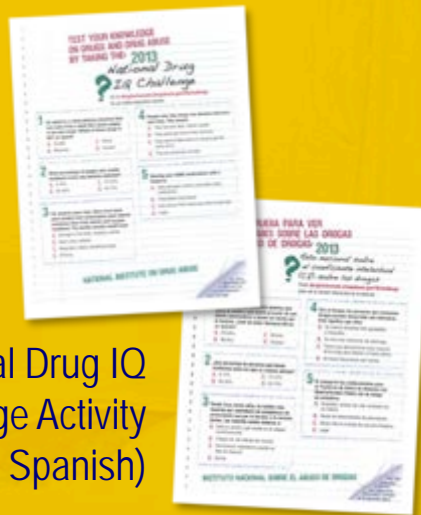
Drug Facts: Shatter the Myths booklets



Drugs, Brains, and Behavior: The Science of Addiction booklets



National Drug IQ Challenge Activity (available in Spanish)



Drugs + Your Body: It Isn't Pretty (Teaching Guide) Posters



Preventing drug abuse is possible. We can do it together!

Help get the facts out to teens in their community
so they can make smarter choices.



How can we help you?

NIDA is at your service! We are here to help generate ideas for events, help you plan your event, get you connected with an expert or scientist, and provide you with other materials you might need. Please email us at drugfacts@nida.nih.gov with any questions you might have! **We look forward to working with you.**





Save the Date

February 4, 2013
2:00-3:00 PM ET

**Role of Poison Control Centers in
Preventing Prescription Drug Abuse**



Thank you for your participation

Please take a moment to take our survey about your webinar experience:

https://www.surveymonkey.com/s/drugabuseteens_120913