

# Lobby Poll

- What is the number one substance used by youth in your community?
  - Alcohol
  - Cocaine
  - Cannabis
  - Methamphetamine
  - Nicotine (cigarettes, e-cigs, vaping)
  - Opioids
  - Other



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network  
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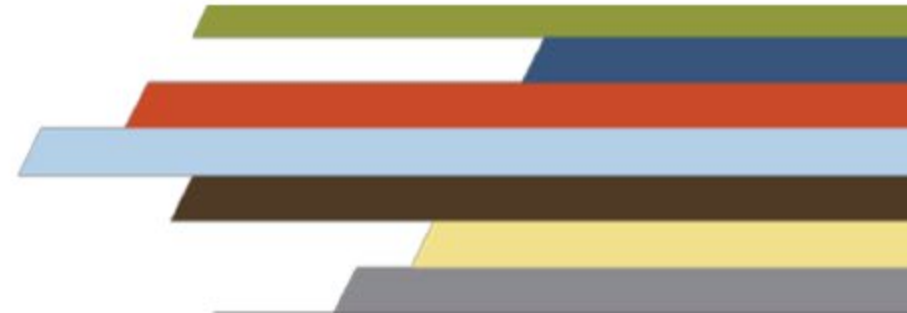


# One Choice Prevention

## A Message of Hope and Science

February 15, 2022

*Caroline DuPont, MD, Nancy Pasquale, and Corinne Shea*



# Disclaimer

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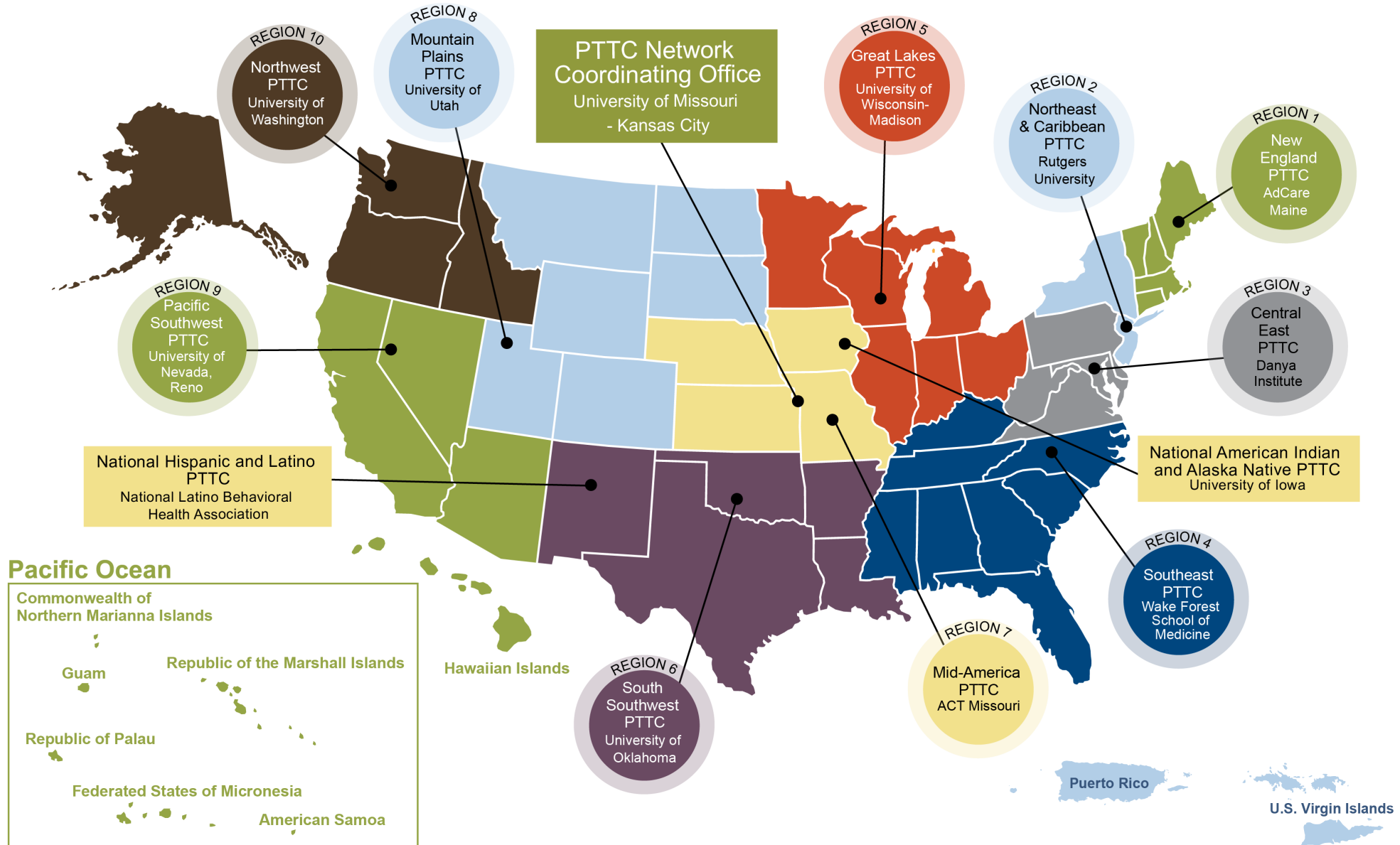
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# PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

## PTTC Network



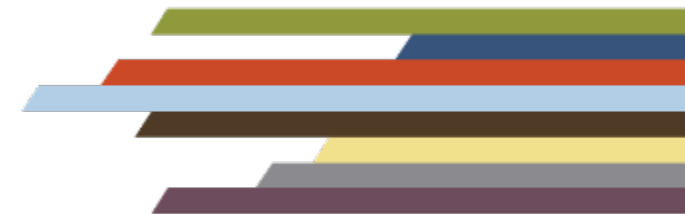
# Purpose of the TTCs

1

Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.

2

Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



# PTTC Network Approach

## ***The PTTCs...***

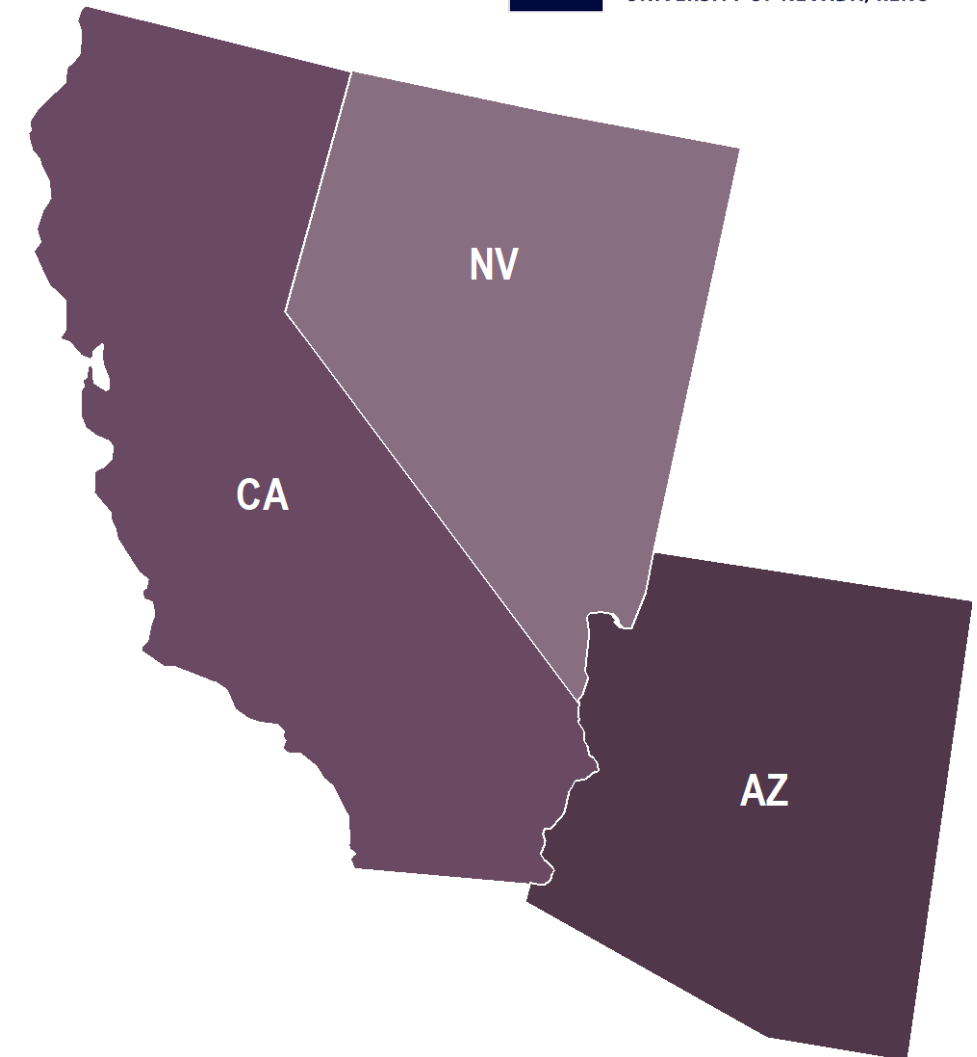
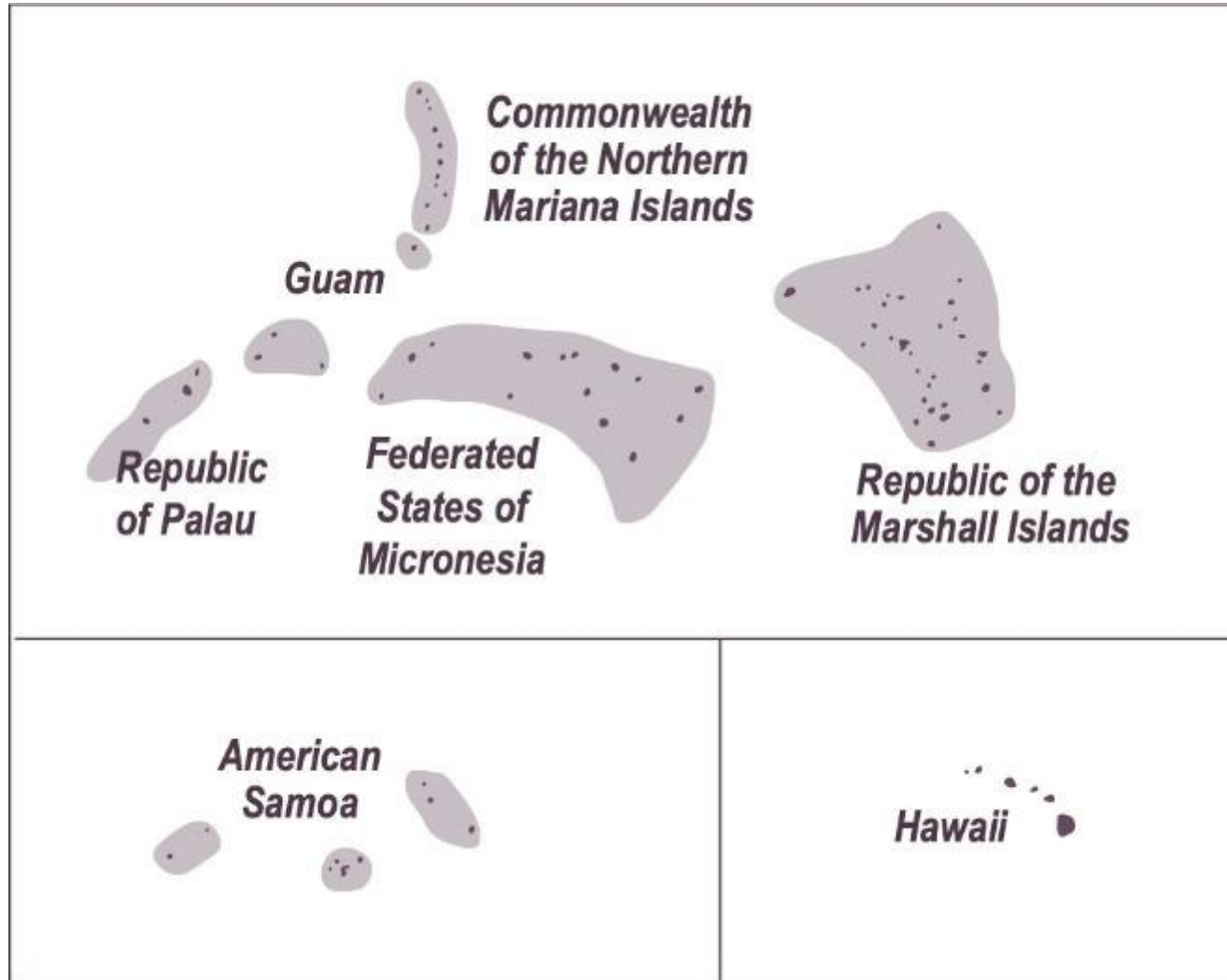
Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

Develop tools and resources to engage the next generation of prevention professionals

# Pacific Southwest







Northwest (HHS Region 10)

**PTTC**

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



The Northwest PTTC is a partnership led by the Social Development Research Group (SDRG) at University of Washington (UW) School of Social Work in collaboration with the Prevention Science Graduate Program at Washington State University (WSU), and the Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR).

Northwest partnering institutes share a vision to expand the impact of community-activated prevention by equipping the prevention workforce with the power of prevention science.



Prevention Science  
Graduate Program

WASHINGTON STATE UNIVERSITY





# Housekeeping



- Q&A Pod
- For technical support email Karen at [ktotten@casat.org](mailto:ktotten@casat.org)
- Webinar recording and presentation slides
- Certificates of attendance
- Chat box



What is  
One  
Choice?

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No use of any alcohol, nicotine, marijuana, 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

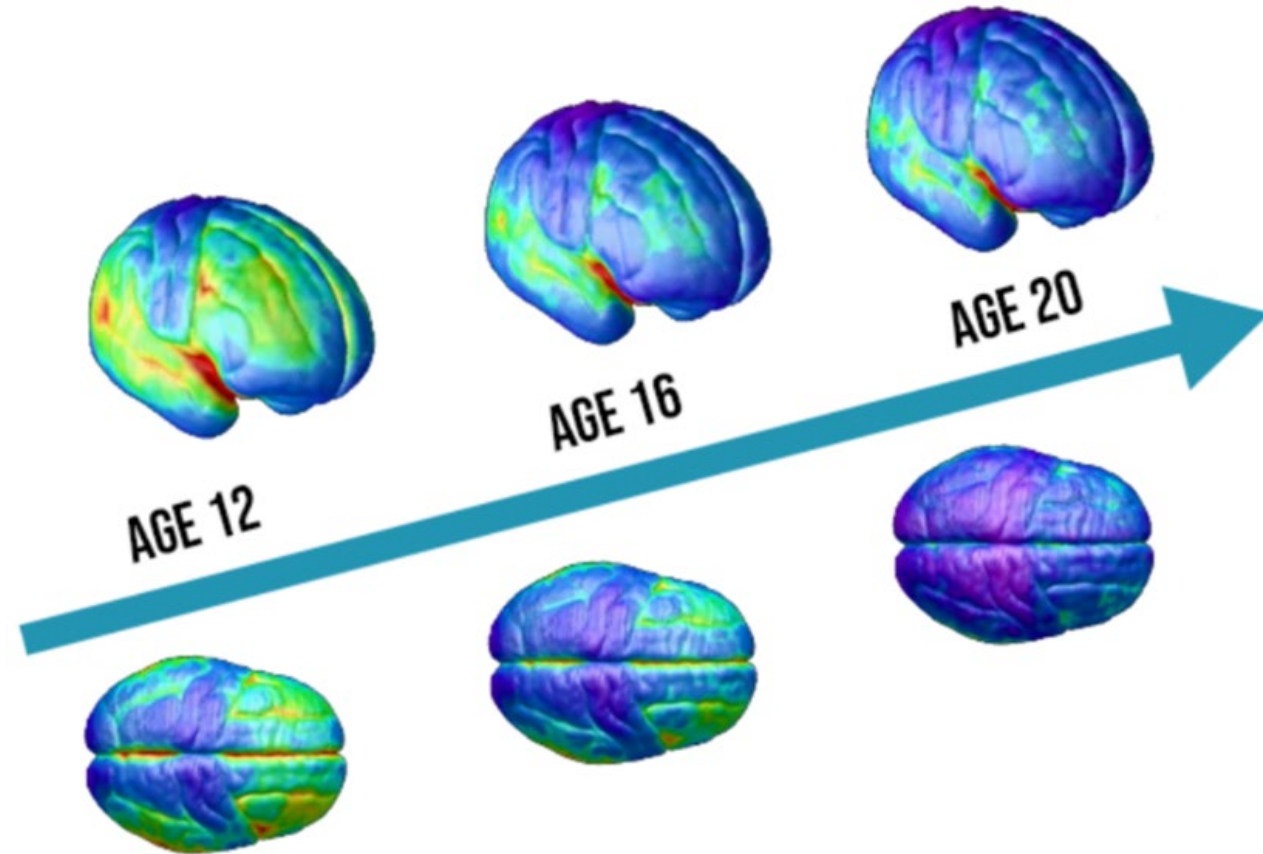


# Why One Choice?

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# #1 the developing brain is uniquely vulnerable to substance use

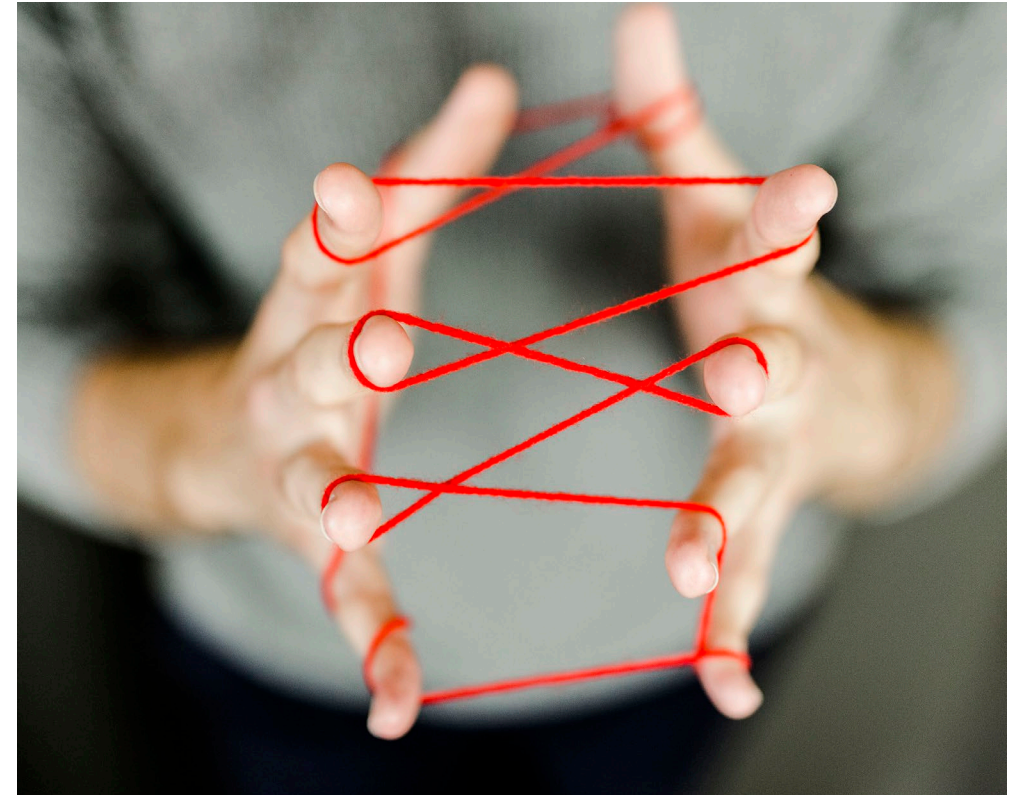
- The brain is not fully developed until the mid-20s
- Substance use disorder is pediatric-onset disease  
9 in 10 adults with a SUD started smoking, drinking, or using other drugs before age 18
- The earlier and heavier the use, the more likely a person will develop later problems





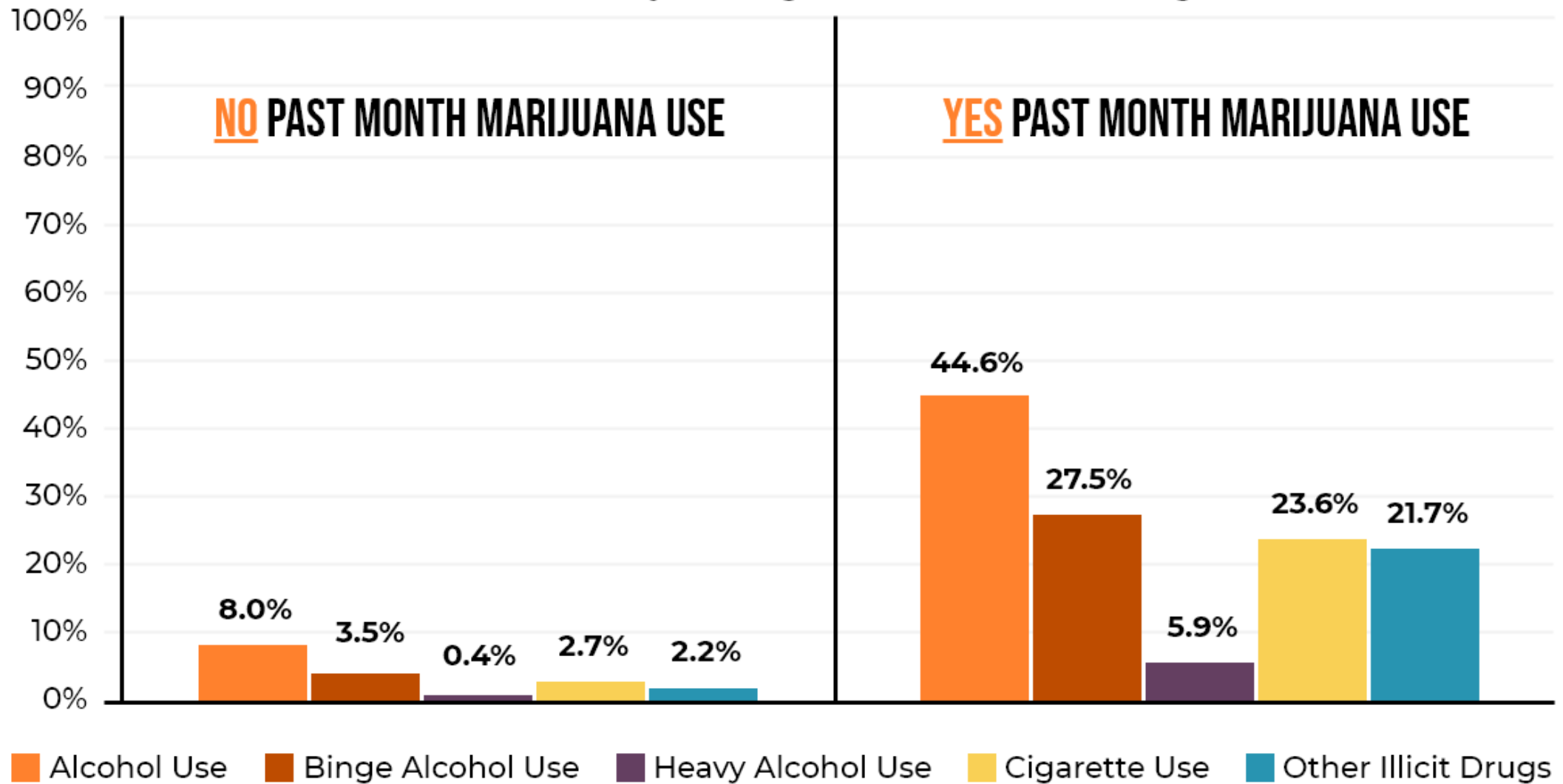
## #2 For Teens, All Substance Use is Related

- Data from the National Survey on Drug Use and Health
- Nationally representative sample of 17,000 youth aged 12-17
- **The crucial decision for youth is whether to use or not use drugs**



# TEEN MARIJUANA USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

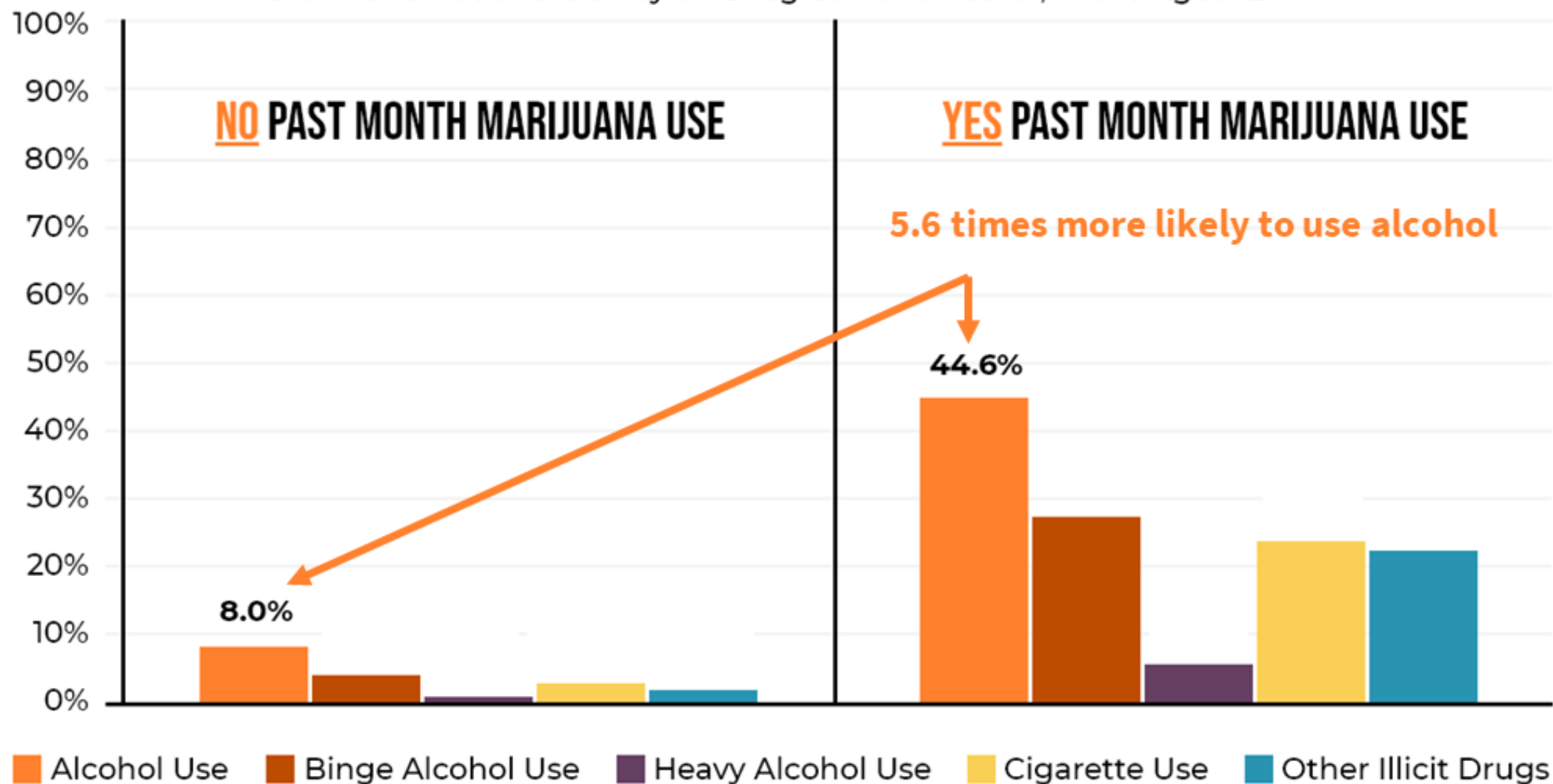
SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17





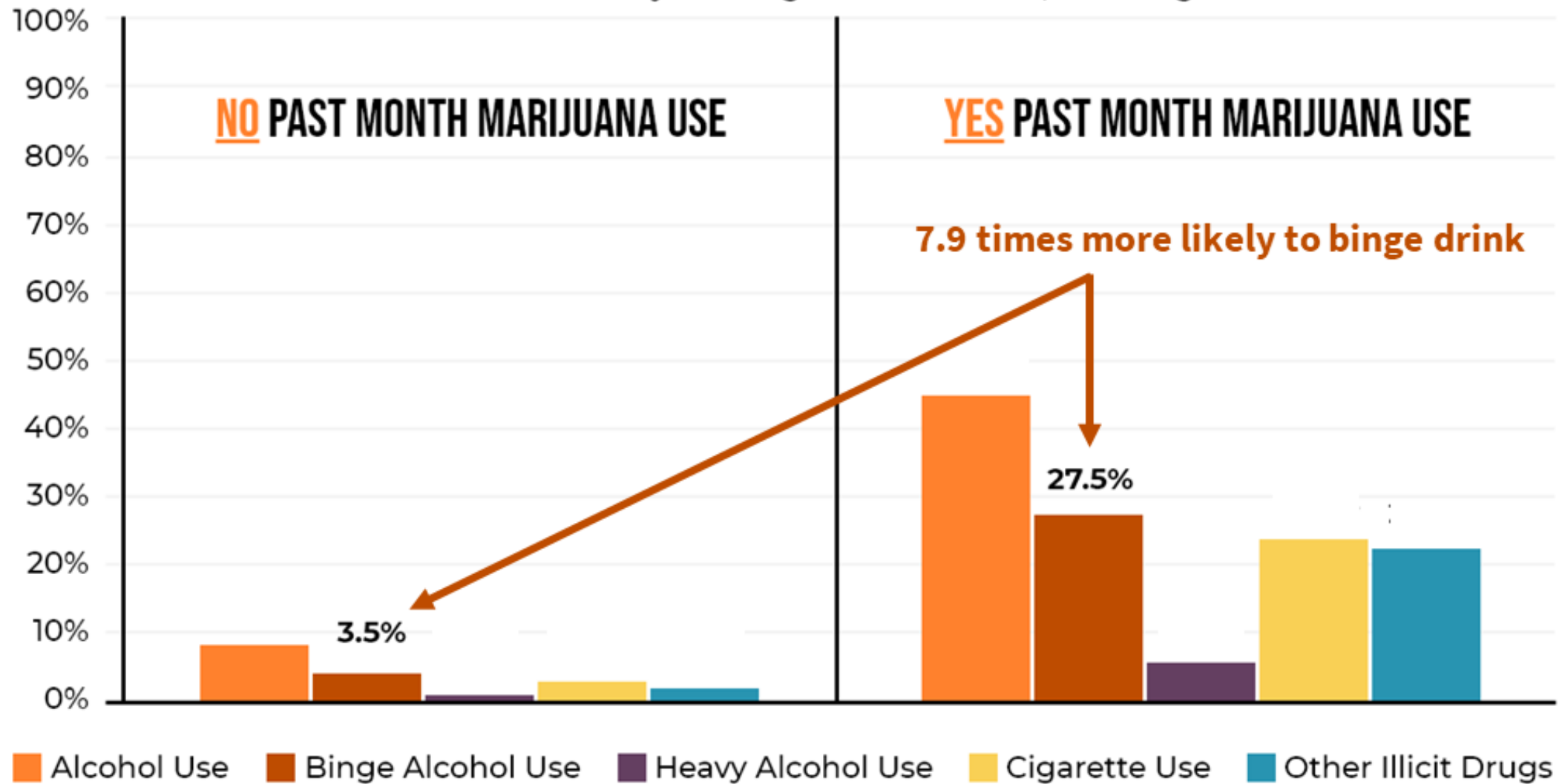
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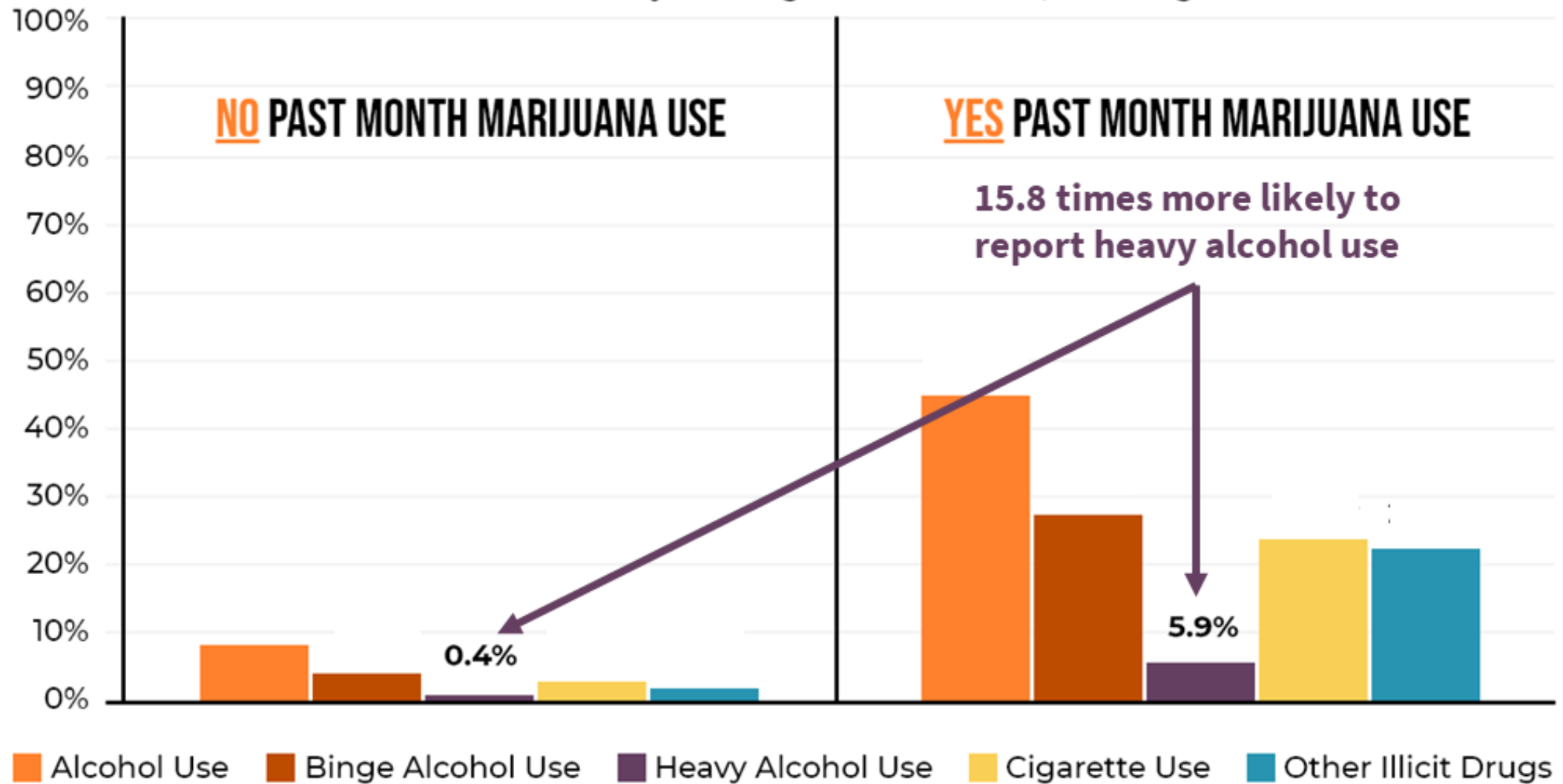
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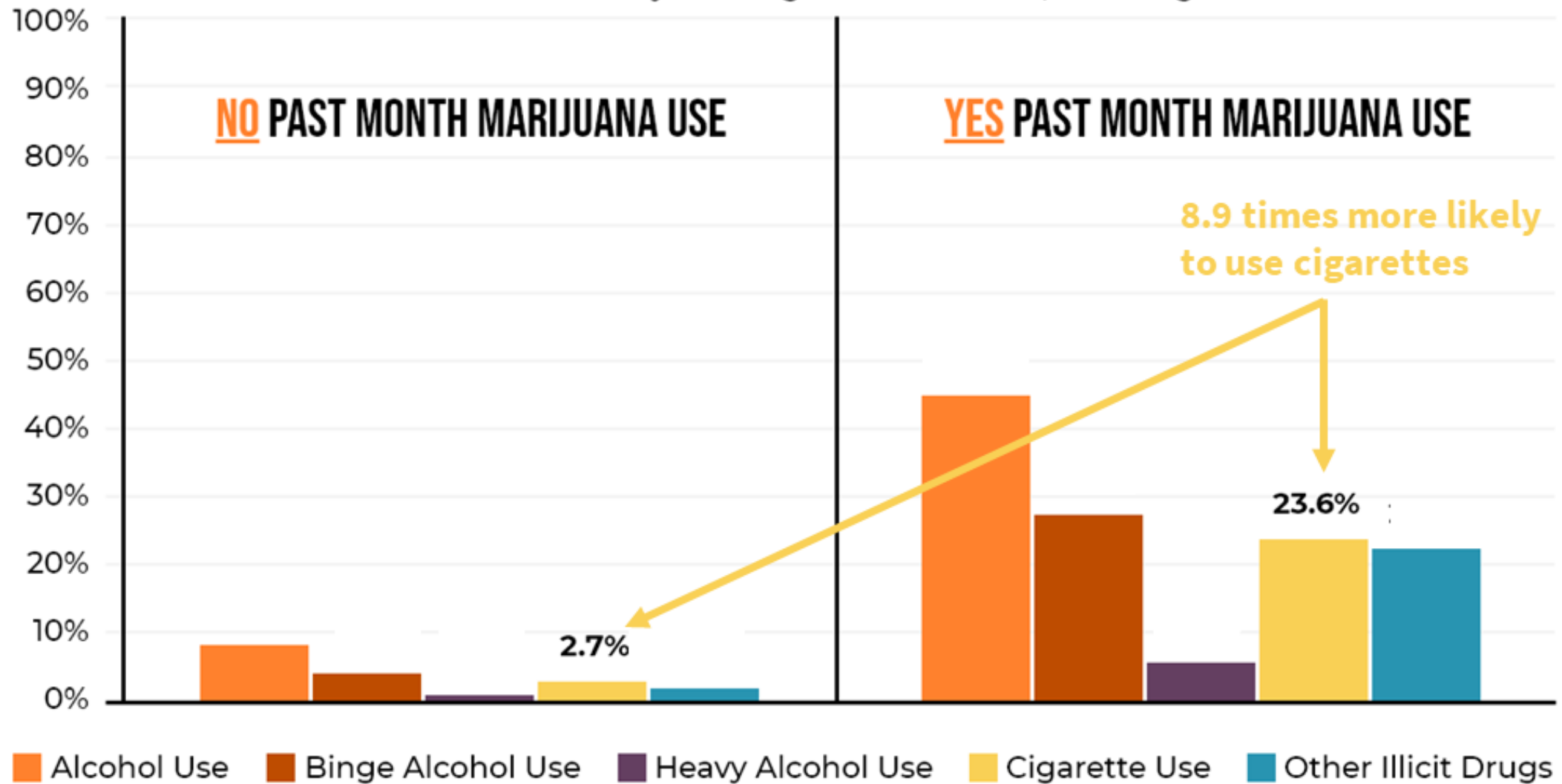
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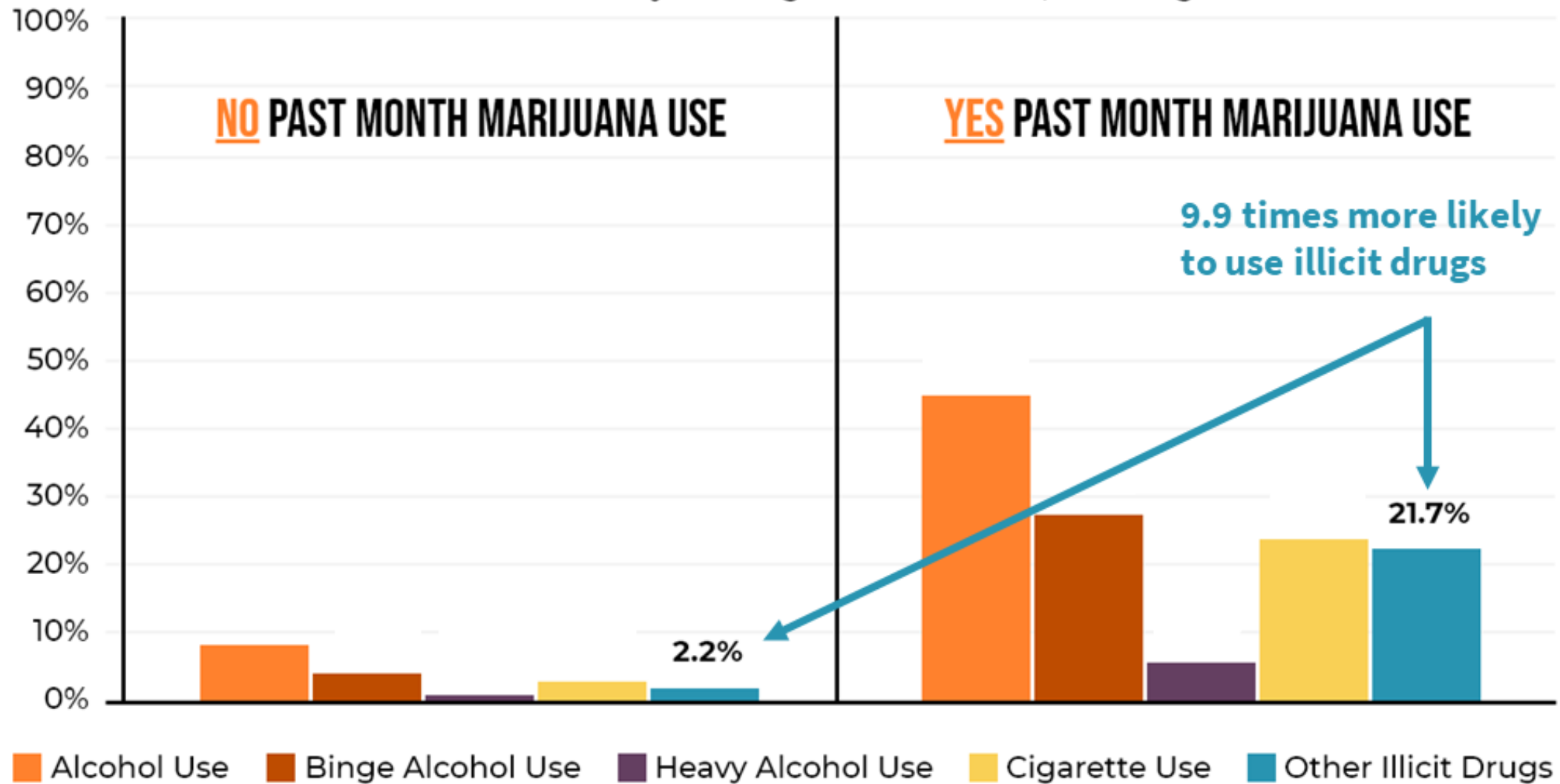
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SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17



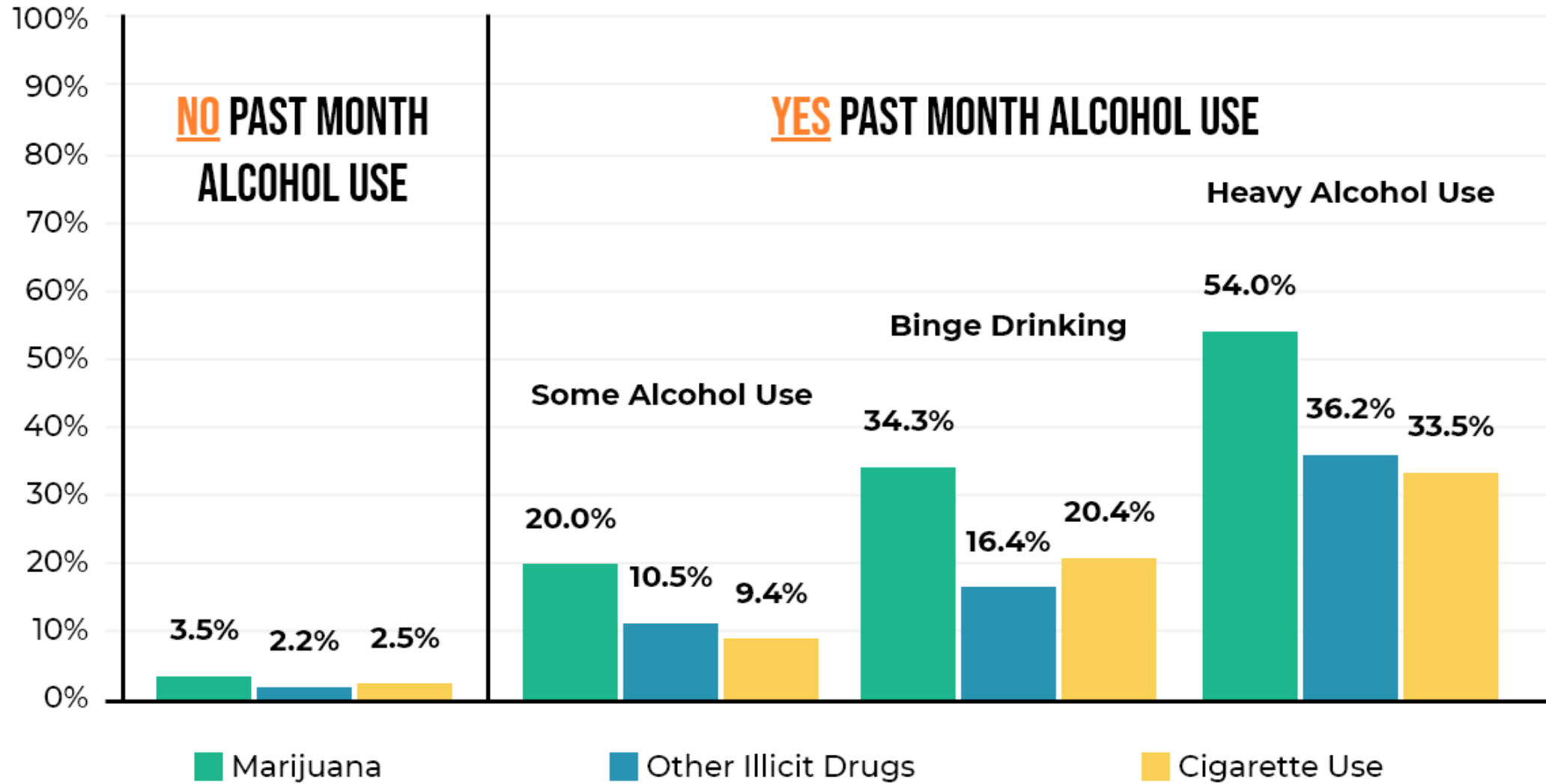
# TEEN MARIJUANA USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17



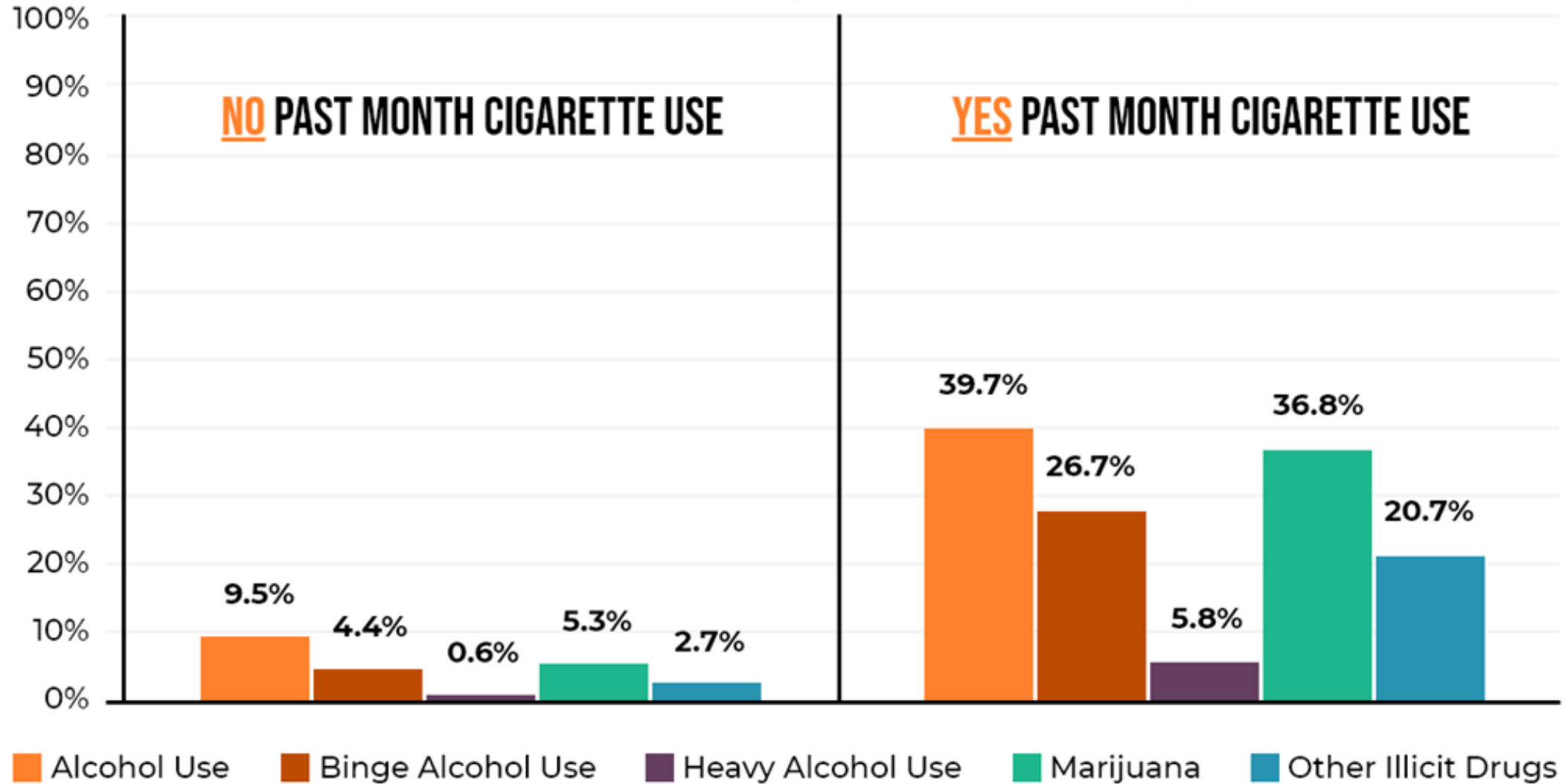
# TEEN ALCOHOL USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17



# TEEN CIGARETTE USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

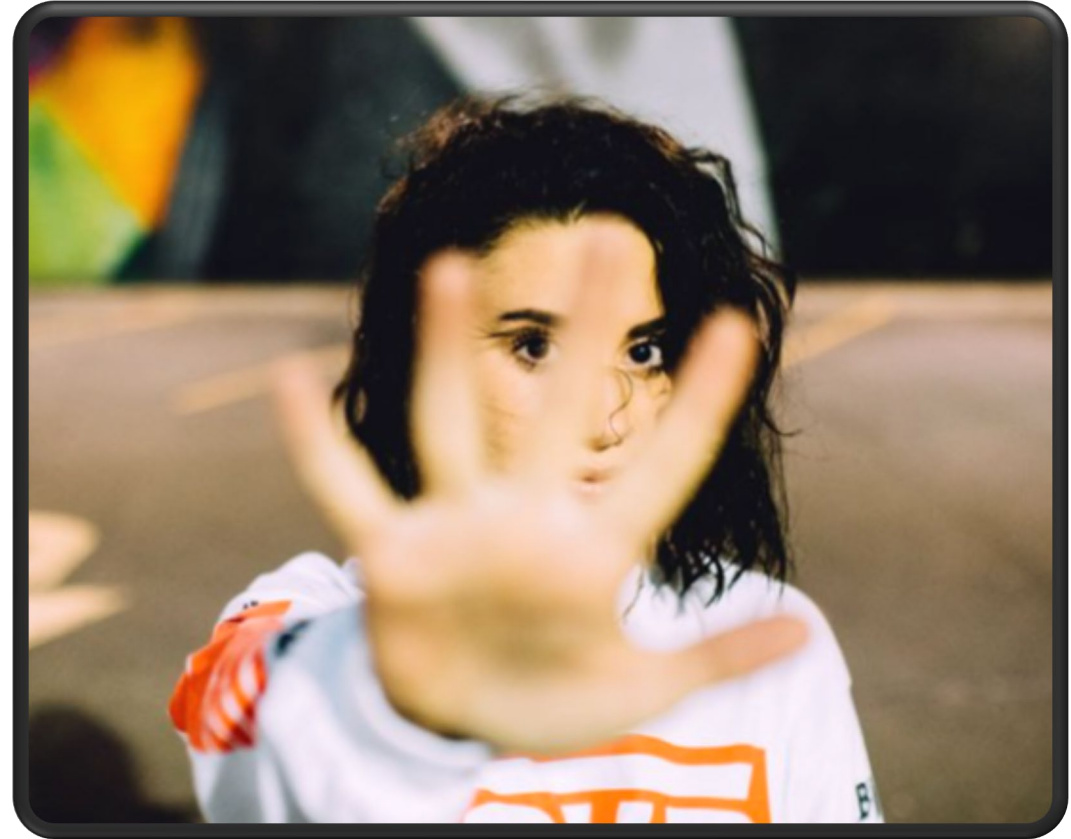
SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17





# #3 Youth Substance Use is **Not** inevitable

- More than ever before, youth are making One Choice not to use ANY substances



They need to learn how to use alcohol responsibly before they go to college

Vaping is safer than smoking

What harm can 1 or 2 drinks do?

At least they are only smoking weed and not using *dangerous* drugs

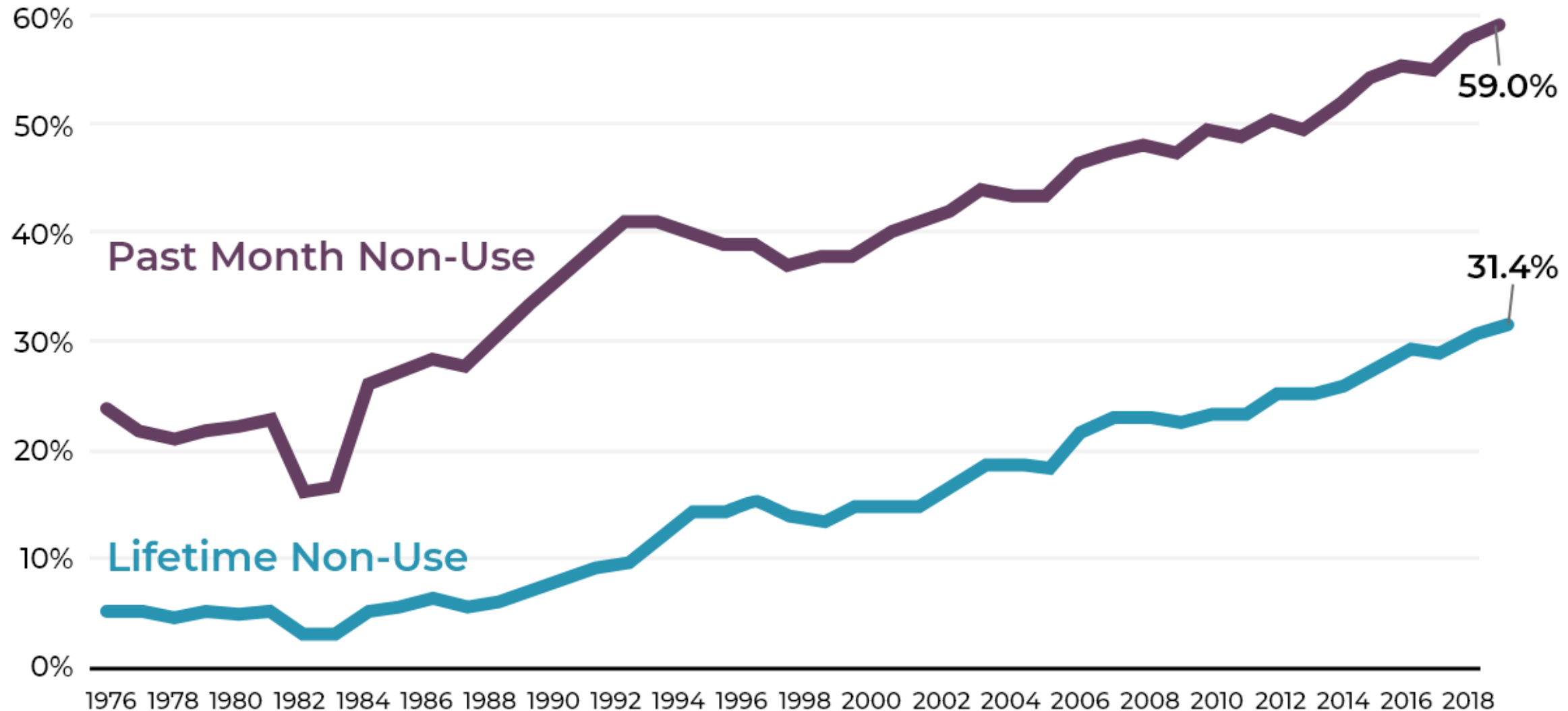
There's no history of addiction in our family so I'm not worried

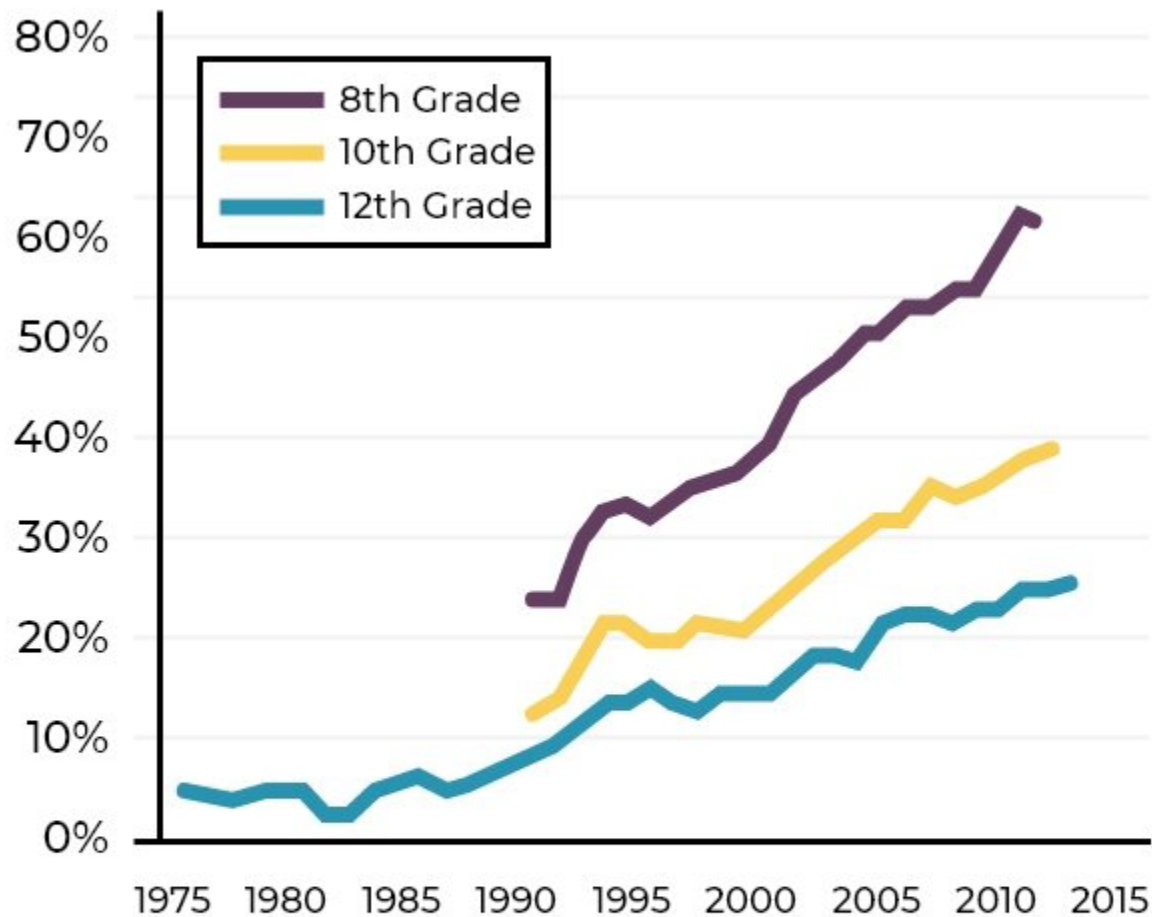
I know they are going to use, so I'd rather have them use at home

It's just a little beer

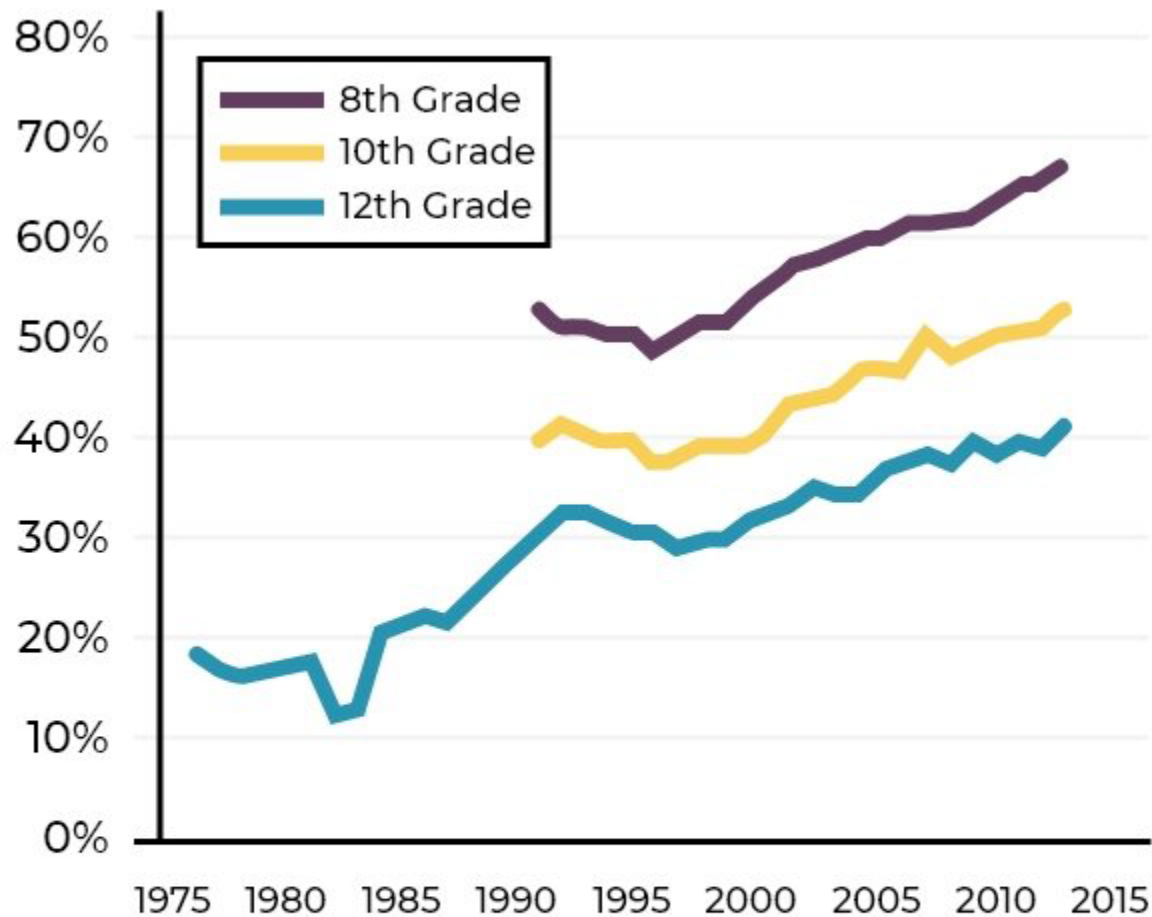
Marijuana is legal so it can't be that bad

# NO USE OF ALCOHOL, CIGARETTES, MARIJUANA AND OTHER ILLICIT DRUGS BY US HIGH SCHOOL SENIORS: 1976-2019





## LIFETIME NO USE



## PAST MONTH NO USE

No Use of Alcohol, Cigarettes, Marijuana and Other Illicit Drugs: Grades 8, 10, 12

# Clarifying the messages that we send and promote

## Adults:

- Often doubtful that the goal of no-use is possible
- Second guess how to articulate the message to their children
- May perpetuate concept of “cool kids” as those who are using alcohol and drugs and fear teens will be excluded from social activities

## Teens:

- Many have life experience in making One Choice and are excited to be recognized
- Some may not join One Choice movement outwardly but self-identify with the message
- Generation wants to make an impact on the world they inherit – they see the impact of drugs

# Who Can Make One Choice?

Teens who have never used any substance

Teens who may have used in the past but are making One Choice today

Individuals with substance use problems actively making One Choice including those in early and long-term recovery



- Free online resource for new and well-established prevention programs to get ideas for initiatives and access research findings
- Customizable materials and ideas for youth-led and community-wide activities

<https://onechoiceprevention.org/toolkit>





# Mosaic tiles

**I AM ONE.**  
I make **ONE CHOICE**  
to be **DRUG FREE** because...

**I AM ONE.**  
I make **ONE CHOICE**  
to be **DRUG FREE** because...

**I AM ONE.**  
I make **ONE CHOICE**  
to be **DRUG FREE** because...



# Parent Education Tri-Fold

- Adapt to your needs –
  - “Who We Are” and contact information
  - Swap out national substance use data for local data

### What is One Choice?

A data-driven, youth-led prevention message that centers on the health of young people developed by the Institute for Behavior and Health, Inc.

One Choice is a clear health standard:

*No use of alcohol, nicotine, marijuana, or other drugs by youth under 21 for reasons of health*

### Why One Choice?

- Helps parents and caring adults frame substance use prevention conversations within the context of health and wellness
- Promotes teen self-care and autonomy
- Offers a clear health goal of no use, supported by the science of the developing brain
- Challenges the misperception that “all teens use” by highlighting the growing number of teens who are making One Choice

### Who We Are

RyeACT is a coalition of local organizations and individuals committed to promoting long term health and wellness by inspiring youth, parents, and community leaders to foster healthy behaviors and reduce youth substance use.

RyeACT is proud to be a founding member of the One Choice Community.

Connect With Us  



[ryeact.com](http://ryeact.com)






OneChoicePrevention.org

References:  
1. National Institute on Alcohol Abuse and Alcoholism. (2018). Adolescent Substance Use. Retrieved May 10, 2019. <http://www.niaaa.nih.gov/publications/parenting/Adolescent-Substance-Use>  
2. Institute of Medicine. (2010). *Substance Use and Mental Health in Adolescents*. Washington, DC: National Academies Press.  
3. National Institute on Drug Abuse. (2015). *Drug Use in America: Trends and Challenges*. Washington, DC: National Institute on Drug Abuse.  
4. National Institute on Drug Abuse. (2018). *Drug Use in America: Trends and Challenges*. Washington, DC: National Institute on Drug Abuse.

More Than Ever Before,  
Youth Are Making **ONE CHOICE**

### The Developing Brain is Uniquely Vulnerable to Substance Use

Substance use disorder is a pediatric-onset disease.



9 out of 10 adults with substance use disorders initiated their use before age 18.<sup>1</sup>

### For Teens, All Substance Use is Related

When youth use any one substance – alcohol, nicotine, or marijuana – they are significantly more likely to use the other two, and to use other drugs.

A national study of American youth (aged 12-17) showed that those who used marijuana in the past month were...

- 6X more likely to use alcohol
- 8X more likely to binge drink
- 16X more likely to drink heavily
- 9X more likely to use cigarettes
- 10X more likely to use illicit drugs

...than their peers who did not use marijuana.<sup>3</sup>

### More Than Ever Before, Youth Are Making ONE CHOICE

A growing number of young people are making the healthy choice not use any alcohol, nicotine, marijuana, or other drugs.<sup>4</sup>



NO USE OF ALCOHOL, CIGARETTES, MARIJUANA AND OTHER ILLICIT DRUGS BY US HIGH SCHOOL SENIORS: 1970-2019

The earlier and heavier the use, the more likely a person will develop later problems.<sup>2</sup>



All substance use puts adolescents at increased risk for a variety of adverse outcomes.

### TEEN MARIJUANA USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

2018-2019 National Survey on Drug Use and Health, Teens Aged 12-17



■ PAST MONTH MARIJUANA USE ■ DID NOT USE MARIJUANA IN PAST MONTH

Substance	Past Month Marijuana Use	Did Not Use Marijuana in Past Month
Alcohol Use	8.8%	1.4%
Binge Alcohol Use	4.8%	0.6%
Heavy Alcohol Use	3.7%	0.2%
Cigarette Use	44.6%	27.8%
Other Illicit Drugs	25.6%	12.7%

The crucial decision for youth is whether or not to use substances.

Of the estimated 3.6 million 12th graders nationwide:

- More than 2 million (59%) haven't used any substances in the past month
- More than 1 million (31%) haven't used any substances in their lifetime

Share this information with the children in your life. Let them know they are not alone in making One Choice for their health.

# Tips for Local Data Analysis

- Identify available data sources
- Data elements
- Analyses
- Compare local and state data



## Analyzing Local Youth Substance Use Data

How can we learn if the youth in our community use substances at the same rates and in the same combinations as reported in national youth surveys?

How can we learn if youth in our community make One Choice?

### Identify Available Data Sources

Many schools administer self-report student surveys on substance use and other health behaviors. The surveys conducted may be part of larger national studies such as the Youth Risk Behavior Surveillance System (YRBSS) and Pride Surveys, or state-based surveys such as the California Healthy Kids Survey, Tennessee Together Student Survey, and Florida Youth Substance Abuse Survey, etc.

Evaluators who work with prevention organizations may be able to assist in locating and analyzing youth substance use data collected in your community or state. They will need datasets that contain individual-level data.

### Identify Data Elements

#### Demographics

Essential demographics include:

- grade/age
- sex
- race/ethnicity

Grade or Age Group	Male		Female		Total	
	n	%	n	%	n	%
Grade X						
Grade Y						
Grade Z						

Race / ethnicity	Grade X n %	Grade Y n %	Grade Z n %	Total n %
American Indian or Alaska Native				
Asian				
Black				
Native Hawaiian or Pacific Islander				
White				
Mixed (Two or more) races				
Hispanic				
Non-Hispanic				

### Substance Non-Use (One Choice)

Calculate and report the overall percentage of students who did NOT use any substances: By summing the 1s and 0s across the 5 substance categories for each student, an evaluator can identify those who have made the One Choice of non-use (sum=0). Break this group down by the relevant demographic subgroups.

Table - Past Month Substance Use/Non-Use by Grade and Sex

Grade or Age Group	Male		Female		Total	
	n	%	n	%	n	%
Grade X						

### Substances

Determine whether youth (however "youth" is defined) have either used or not used (yes/no) the following substances in the past month and/or in the past year:

or substance use variables (e.g., binge drinking, nonmedical use of

use of a particular substance as Yes=1 and No=0, an evaluator can

Grade X	Grade Y	Grade Z	Total
n %	n %	n %	n %

entity the percentage of students who used each one of the

### Among Students Reporting Past 30-Day Use of Alcohol

Past Month Substance Use	Grade X n %	Grade Y n %	Grade Z n %	Total n %
Alcohol				
Cigarettes				
Other Illicit Drugs				
Alcohol				
Cigarettes				
Other Illicit Drugs				

### Among Students Reporting Past 30-Day Use of Cannabis

### Among Students Reporting Past 30-Day Use of Cigarettes

### Among Students Reporting Past 30-Day Use of Vaping

### Among Students Reporting Past 30-Day Use of Other Illicit Drugs



# Parenting for Prevention

- Grade level information on child development



## Welcome to Pre-Adolescence

(Gr. 6-8)

### What's Happening Now? (Typical)

- Physical:** body changes and spike in hormones with the onset of puberty, bone growth occurs faster than muscle growth causing lack of coordination, awkwardness, sometimes earlier for girls than boys; early puberty leads to early stress
- Cognitive:** growing awareness of self in relation to the world, start of a period of vital brain development, further capacity for abstract vs. concrete thought, increased ability to take another's perspective, growing understanding of power and influence
- Social/Emotional:** increased sensitivity to the opinions and reactions of others, making them especially susceptible to peer pressure, conflicting loyalties to peer group and family, increase in risk-taking behaviors

### Help Children "Feel Good in their Own Skin" Appreciate & Value Differences

- Provide many opportunities for kids to explore their own interests and talents
- Encourage your early teen to express his viewpoint and distinctive ideas; allow him to explore new interests; pay attention to a loss of interest in an activity he used to enjoy
- Let your child know that you love her unconditionally, even when you don't like an action or behavior; focus on the behavior, not on character traits
- Take a genuine interest in your child's activities; make time to do things with him that HE enjoys doing
- Praise good choices/behaviors you want to see repeated; this will help her have the courage to sometimes be alone in making good choices
- Make a commitment to genuine human interaction with friends/family and opportunities to be in community with others

### CONTENT BY

- H. Cooper, PhD
- S. Blackwell, PhD
- N. Pasquale, Coordinator
- C. DeCola, LMSW

### Food for Thought: Manage Stress & Anxiety Develop Resilience

- Model positive, healthy ways to manage stress; be especially aware of your own behavior and language about using alcohol or substances to reduce stress
- Help your child to recognize triggers for stress (i.e.: transitions from vacation to school, upcoming tests, Sunday nights) and provide strategies to relieve that stress such as breathing exercises, mindfulness practice, taking a long walk, listening to music
- Allow your child to sit with disappointment and delayed gratification; the ability to manage these things helps with resistance to alcohol and other drugs
- Acknowledge your child's emotions without trying to diminish or "fix" them; be a compassionate listener

### Establish Expectations, Set Boundaries and Appropriate Consequences

- As you allow for more independence, be sure to revisit expectations and family rules around things like homework, when you expect them home, how and when to check in with you
- Set aside time and engage your child in making a family contract to set expectations specifically around substance use with your focus being on their health and safety
- Your child is continuing to push boundaries to see where you will be flexible and where you will not; boundaries and expectations are not meaningful without consequences
- Correct consequences to the action or transgression: if your child has not come home on time, take away the privilege of being out unsupervised, this keeps the focus on the behavior you want to see
- Be mindful of your own behaviors and model the ones you want to see; despite outward appearances, you still have a tremendous ability to influence your child
- Make explicit rules about no use of drugs and alcohol for reasons of health

### Balance the Need for Autonomy with the Need for Parental Supervision

- Allow your child flexibility to make his own choices in areas where he has demonstrated the ability to do so; continue to provide guidance in areas where he has not
- Know your child's friends and their parents; volunteer to be the parent who drops kids off and picks them up from events to monitor activity
- Be aware of your child's technology habits/use and utilize filters and parental controls according to your child's maturity level and your family values and beliefs
- Provide opportunities for your tween/early teen to make mistakes in low risk situations; help her reflect on her choices and how she could make different ones in the future
- Reinforce desired behaviors; praise good choices and gradually allow greater freedom
- Remind your child that safety will always be prioritized over the desire for privacy

Like and Follow Us

### Want to Know More?

[cdc.gov/ncbddd/childdevelopment](http://cdc.gov/ncbddd/childdevelopment)  
[samhsa.gov](http://samhsa.gov)  
[powertogetherparent.org](http://powertogetherparent.org)  
[onechoiceprevention.org](http://onechoiceprevention.org)  
[drugabuse.gov/publications](http://drugabuse.gov/publications)

# DID YOU KNOW



YOUR BRAIN CONTINUES TO DEVELOP INTO THE MID-20S. THIS MEANS USING SUBSTANCES AS A TEENAGER OR YOUNG ADULT CAN CHANGE BRAIN FUNCTIONING AND THESE CHANGES MAY CONTINUE AFTER USE HAS STOPPED.

[onechoiceprevention.org](http://onechoiceprevention.org)

## Social Media

More Than Ever,  
Teens Are Making  
One Choice To  
Be Drug Free

[www.OneChoicePrevention.org](http://www.OneChoicePrevention.org)



@OneChoiceYouth

### MAKE THE #ONECHOICE

NOT TO USE ANY ALCOHOL, NICOTINE, MARIJUANA, OR OTHER DRUGS  
TO PROTECT YOUR HEALTH JUST LIKE YOU DO WHEN:



wearing a seat belt



wearing a mask



eating healthy foods



exercising regularly



wearing a helmet



getting enough sleep

[onechoiceprevention.org](http://onechoiceprevention.org)

#OneChoiceFacts

Substance use in adolescence can change brain functioning and some changes may continue even after youth have stopped using.

[onechoiceprevention.org](http://onechoiceprevention.org)



#OneChoiceFacts

Substance use during adolescence is not a moral issue. It is a health issue.

[onechoiceprevention.org](http://onechoiceprevention.org)





# The Context of Commercialized Recreational Pharmacology

- Super-stimulation of brain reward, promoted by a for-profit industry
- Industry profits are driven by heavy users
- Targeting of minority and economically disadvantaged populations



# Youth Activity

- Take screenshots or photos of images of commercialized recreational pharmacology seen in daily life as you come across them
  - Celebrity product placement, advertising on television/sports, among social media influencers, Instagram/Facebook/Snapchat, etc.
- What messages are conveyed about health, wellness, safety?
- How do companies target young people (for whom the products are illegal)?
  - Consider flavorings, design, social media advertising and influencers.







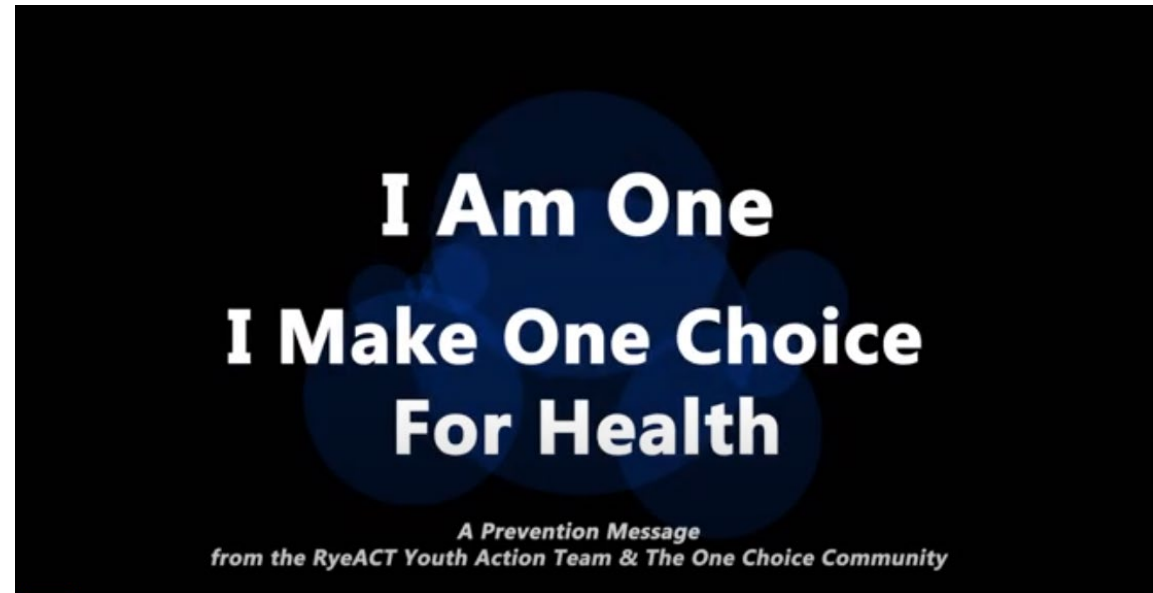
# One Choice Messaging in Action

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# Targeted PSAs

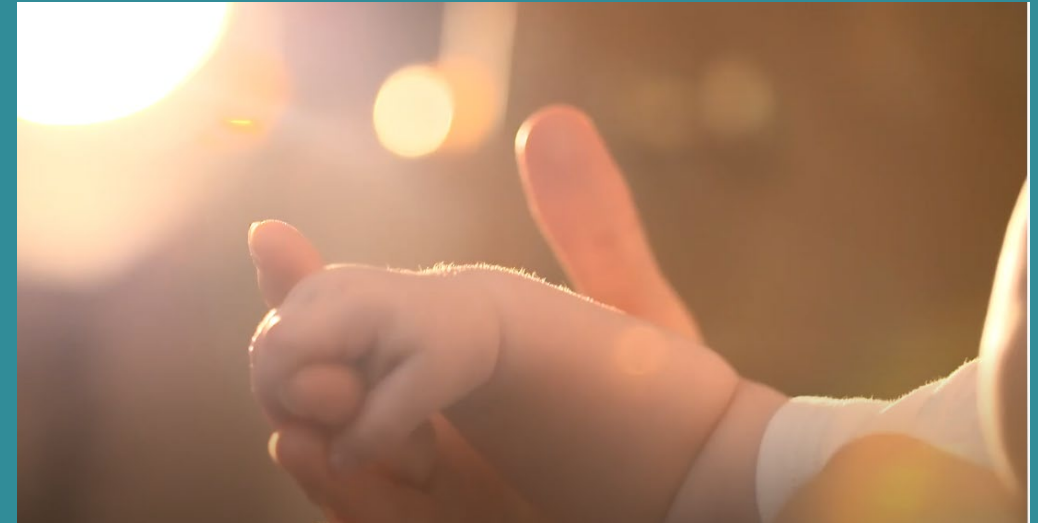
## Peer to Peer Messaging

[Watch “I Am One 2020 Video 1” on YouTube](#)



# Targeted PSAs For Parents

[Watch "One Choice for Parents on YouTube"](#)



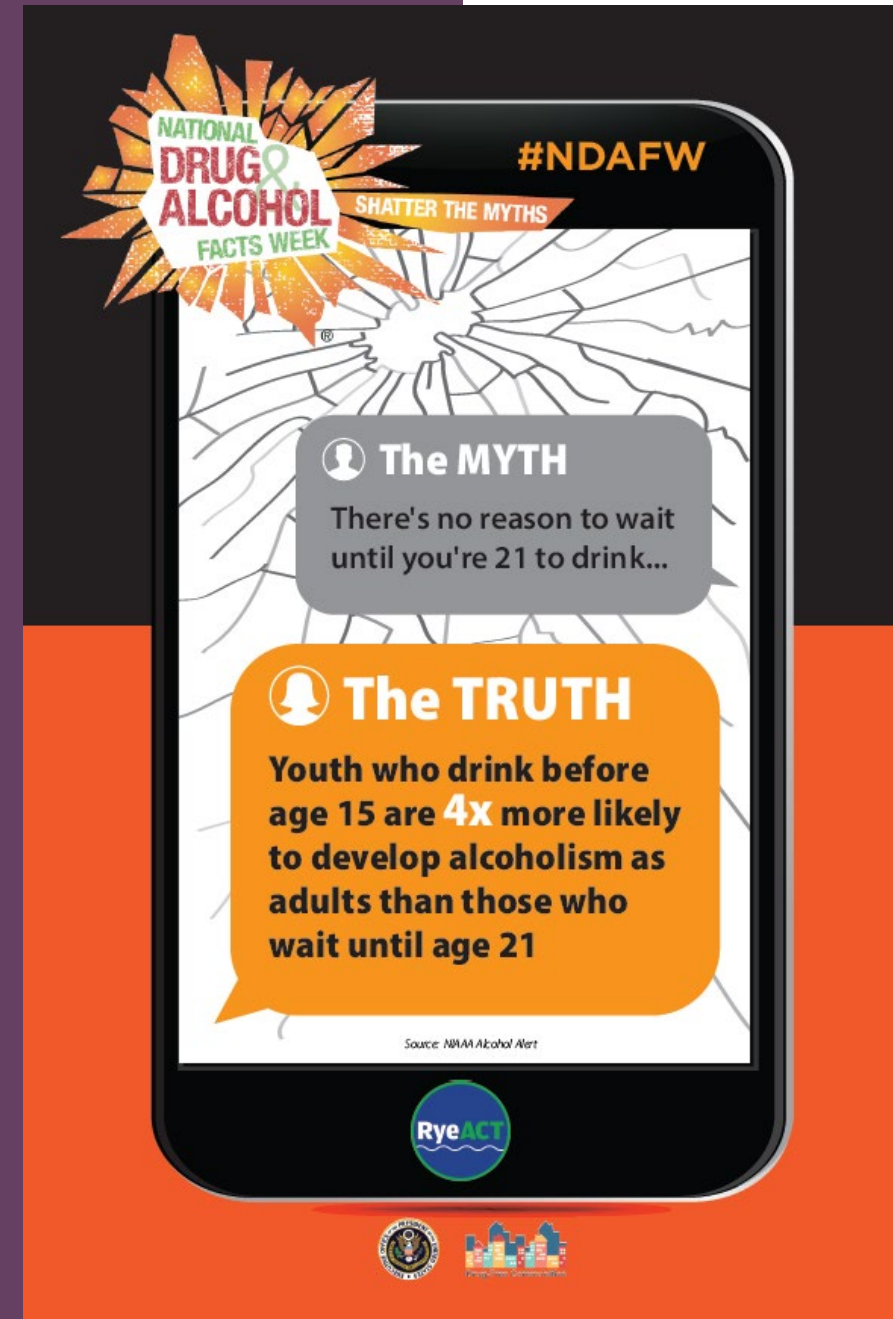
In  
Spanish



One Choice for Parents Video

# “Shatter the Myths”

- School-wide campaign for NIDA's National Drug and Alcohol Facts Week







PROT  
BRAIN D  
PROTECT

- IF MARIJUANA IS USED O
- LESS LIKELY TO GRAD
  - MORE LIKELY TO HAVE
  - MORE LIKELY TO BE U

Source: National Institute on Drug Abuse (NIDA)



**EVERYONE  
IS DOING IT?  
THINK AGAIN!**

The majority of Montana high school students (**60%**)  
have never used marijuana.

Sources: Montana Youth Risk Behavior Survey (2019) - Alcohol and Other Drug Related Behaviors and Academic Achievement Report

DOES IT  
OP ?

MARIJUANA ARE 7 TIMES MORE LIKELY  
OTHER DRUGS WITHIN THE PAST 30 DAYS.  
ds Assessment

# Student Mental Health Support

- Pass cards that incorporate youth substance use education and the One Choice message



**WHAT ARE TEENS THINKING ABOUT SUBSTANCE USE?**  
Language matters.  
[onechoiceprevention.org/toolkit](https://onechoiceprevention.org/toolkit)



## YOU CAN MAKE IT YOUR CHOICE TO BE DRUG-FREE

- **MOST TEENS** choose **NOT** to use any alcohol, nicotine, vapes, marijuana or other drugs.
- Your brain continues to develop until the mid 20's.
- The teen brain is vulnerable to substance use.
- 90% of adults with substance use disorders began smoking, drinking or using other drugs before age 18.
- OHS has strong **NO USE** norms. In 2019, **MOST** OHS Teens reported for the past 30 days:
  - **NOT** drinking (74%)
  - **NOT** using vapes or e-cigs (83%)
  - **NOT** smoking marijuana (89%)

<https://onechoiceprevention.org>



# Connecting Prevention to Other Health Priorities

- Integral part of helping youth be healthy, happy, safe, and productive
- Mental health
- Social/emotional well-being

**There is no problem  
that alcohol and other  
drugs do not make  
worse**





# A Growing One Choice Community

Watch “I Am One 2020 Video 3”



**I Am One  
I Make One Choice  
For Health**

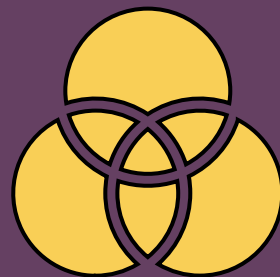
*A Prevention Message  
from the RyeACT Youth Action Team & The One Choice Community*

I Am One, 2020 Video 3



## 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!

# Contact Information

Caroline DuPont, MD and Corinne Shea

[contactus@ibhinc.org](mailto:contactus@ibhinc.org)

[www.OneChoicePrevention.org](http://www.OneChoicePrevention.org)

Nancy Pasquale

[ryeactcoalition@gmail.com](mailto:ryeactcoalition@gmail.com)

[www.RyeACT.com](http://www.RyeACT.com)



# Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

*Thank you!*





Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Northwest (HHS Region 10)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Thank You!

