

# Substance Abuse Task Force

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*February 8, 2014*



# Mission

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Rise Above Colorado is a drug abuse prevention organization that measurably impacts teen perceptions and attitudes about the risks of substance abuse to help youth make empowered, healthy choices.

# Key Objectives

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- Through information and materials developed with a teen's point of view, Rise Above Colorado helps teens learn about drug abuse so they can make empowered, positive, smart choices to lead the healthy life they deserve.
- Rise Above Colorado provides proactive, youth-focused outreach and education programs about drug abuse that shape teens' attitudes and perceptions, subsequently changing drug use patterns.
- Rise Above Colorado's community outreach campaign creates a forum for parents and families to effectively connect with and inform teens about the impacts of drug abuse, the healthy alternatives to drug use and the effective refusal skills they can successfully practice.

## Key Objectives (cont.)

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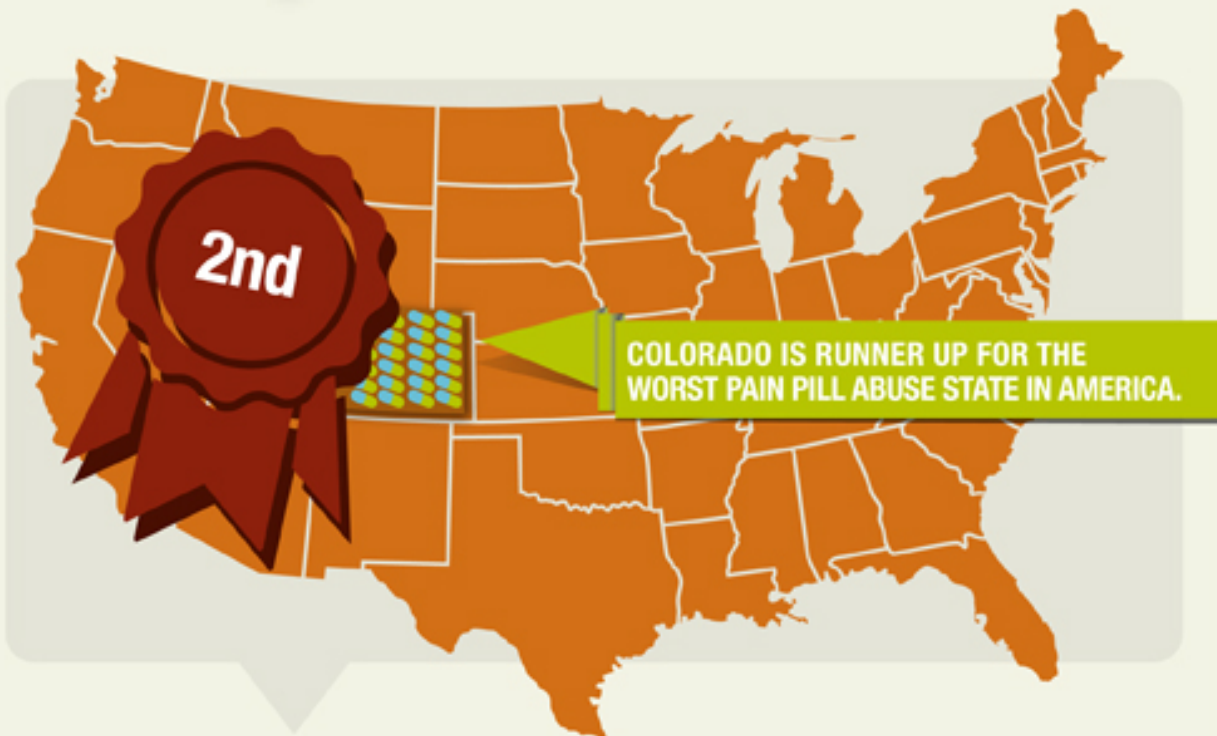
- Our proactive outreach and educational programs about drug abuse – including accurate information, tailored community outreach and best practices for prevention – are based on our insight and experience in communicating with teens in a compelling, relatable and believable way.
- Through our effective collaboration with a statewide network of youth-serving partner organizations and local leaders, we seek to efficiently fill education gaps and complement community efforts already underway.

# Existing Initiatives

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- Colorado Meth Project
  - Online messaging campaign (online digital media, social media)
  - Teen Outreach- Meth Prevention Lesson (schools & youth-serving agencies; Teen Advisory Council)
  - Community Outreach
- Rise Above Prescription Drug Misuse
  - Online messaging campaign (social media)
  - Teen Outreach- Rx program being designed w/ The Partnership for schools & youth-serving agencies; Teen Advisory Council
- Other Substances
  - We will also work with state and partner organizations to effectively build out a plan to educate teens (and parents of teens) on the dangers of marijuana and any drug that impacts the development of teens' brains

# CRITICAL CONDITION COLORADO



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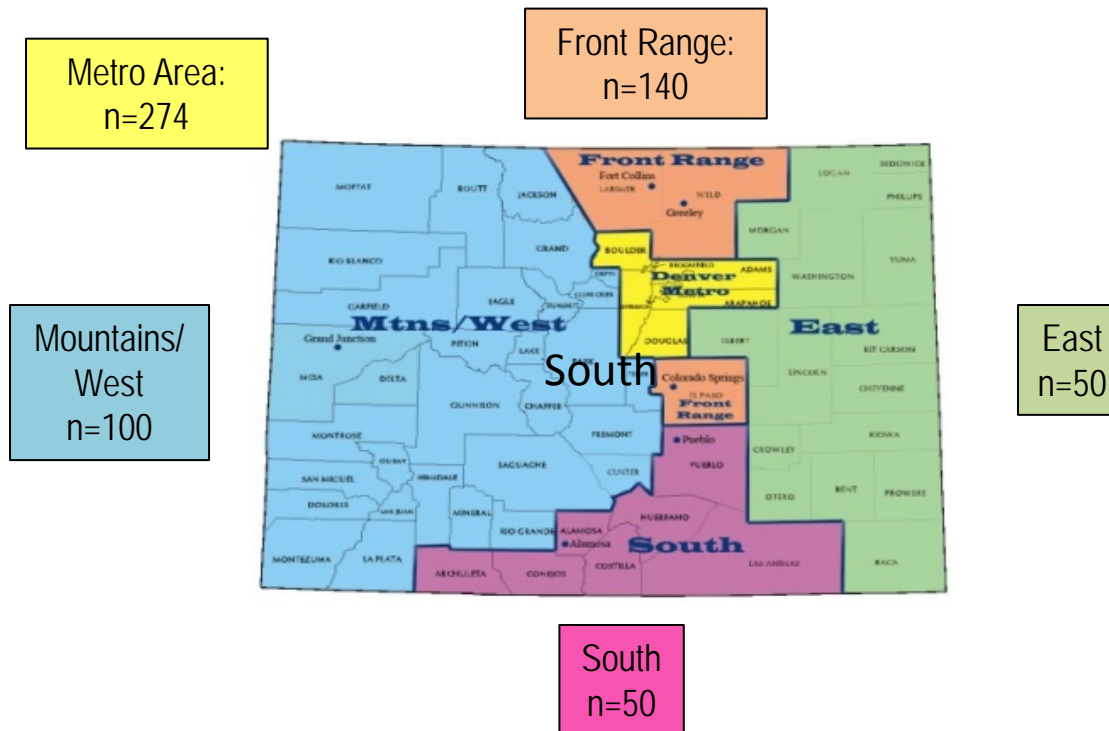
2011

2X

MORE  
COLORADANS  
DIED FROM Rx  
DRUG POISONING  
THAN DRUNK DRIVING.\*



# Survey Methodology- Geography



# Survey Methodology- HealthCare Research

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Surveyed 614 Colorado teenagers by telephone, after obtaining the consent of their parents

- 12-17 years of age/Grades 7-12
- Quotas were set by county and then weighted back to population estimates.
- Data collection occurred between September 16<sup>th</sup> and October 27<sup>th</sup>, 2013.

The survey covered material from past assessments (2009, 2010, and 2011), along with new areas of interest.

- Questionnaire took 17 minutes on average to complete

Subject areas included:

- Attitudes
- Knowledge and behavioral: awareness, interest, access and usage
- Communications awareness
- Demographics

The maximum margin of sampling error is +/- 3.9 points on a sample size of 614 interviews

# COLORADO TEEN DRUG USE

**42% PERCENT  
OF COLORADO  
TEENS SAY IT'S EASY  
TO GET Rx DRUGS  
FROM PARENTS'  
MEDICINE CABINETS.**



# COLORADO TEEN DRUG USE

**NEARLY ONE QUARTER**  
**OF COLORADO TEENS**  
**BELIEVE THE R<sub>x</sub> DRUGS**  
**YOU GET WITHOUT A**  
**PRESCRIPTION ARE SAFER**  
**THAN ILLEGAL DRUGS.**



**APPROXIMATELY 1 IN 5**  
**COLORADO TEENS**  
**BELIEVE THAT**  
**R<sub>x</sub> PAIN RELIEVERS**  
**ARE NOT ADDICTIVE.**

# COLORADO TEEN DRUG USE

29% OF COLORADO  
12TH GRADERS  
HAVE TAKEN PILLS  
WITHOUT A DOCTOR Rx.



$$\begin{array}{rcl} \uparrow \text{ ACCESS} & + & \downarrow \text{ PERCEIVED RISK} \\ \hline = \text{ DANGER} \end{array}$$

# COLORADO TEEN DRUG USE



**90%**  
**OF ADDICTIONS  
START IN THE  
TEENAGE YEARS.**

# COLORADO TEEN DRUG USE



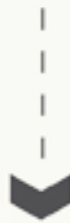
KIDS WHO LEARN  
ABOUT DRUGS  
FROM THEIR  
PARENTS ARE  
UP TO **50%**  
LESS LIKELY  
TO USE THEM.

# COLORADO TEEN DRUG USE

**32%** OF COLORADO  
TEENS REPORT THEY HAVE  
DISCUSSED THE DANGERS  
OF USING PRESCRIPTION  
DRUGS WITH THEIR PARENTS.

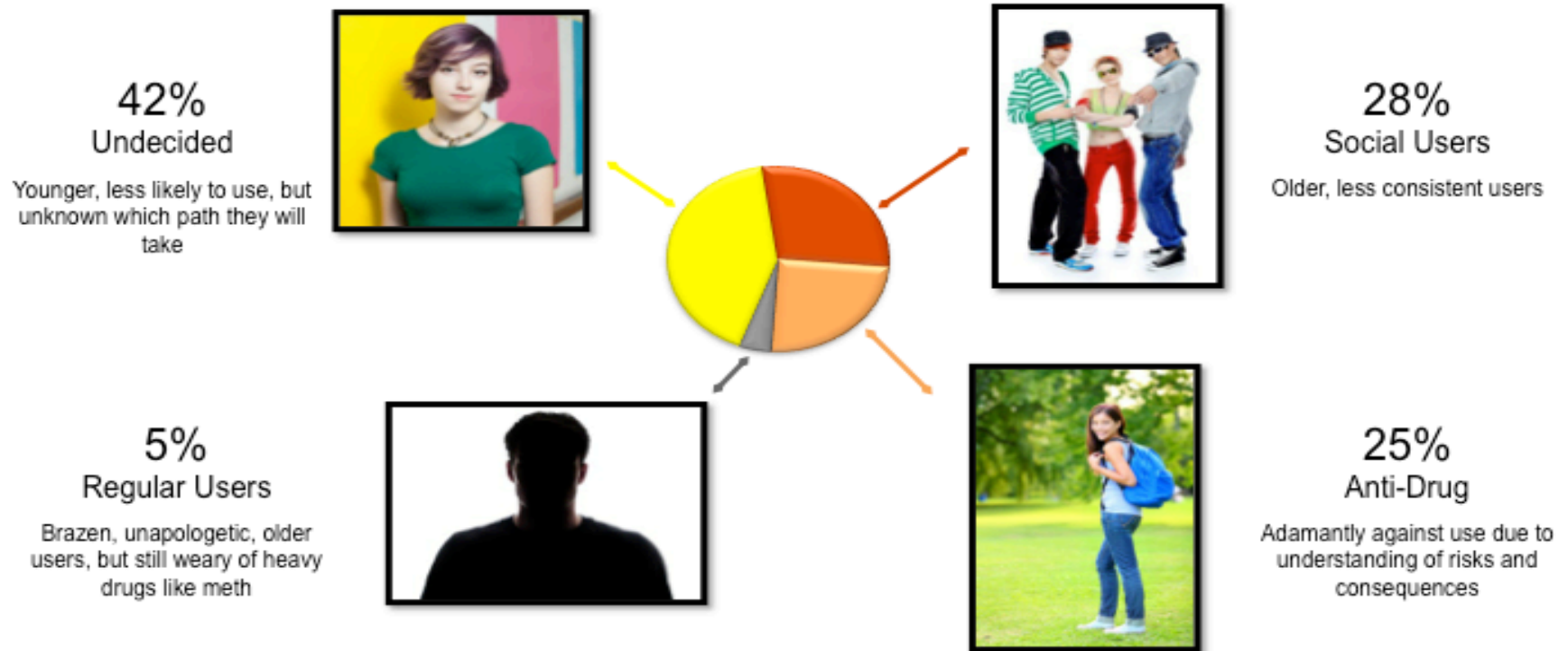


# COLORADO TEEN DRUG USE

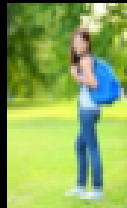


**88%** OF COLORADO TEENS  
WOULD GIVE THEIR FRIENDS A HARD  
TIME FOR TRYING PRESCRIPTION DRUGS  
OR OVER THE COUNTER MEDICINE.

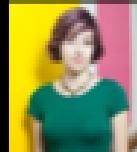
# Teen Survey Segments



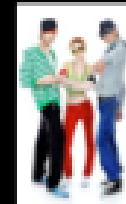
# Perception of Risk by Segment



Anti-Drug



Undecided



Social Users



Regular Users

	Anti-Drug		Undecided		Social Users		Regular Users	
	Limited Use	Regular Use	Limited Use	Regular Use	Limited Use	Regular Use	Limited Use	Regular Use
Meth	96%	99%	87%	90%	89%	97%	79%	89%
Heroin	93%	98%	81%	92%	88%	97%	79%	92%
Prescription Drugs	88%	96%	64%	76%	50%	82%	38%	66%
Stimulants	87%	98%	59%	81%	52%	77%	25%	56%
Pain Relievers	88%	96%	55%	81%	48%	77%	33%	82%
Cough Syrup	82%	99%	50%	79%	50%	79%	30%	74%
Marijuana	71%	93%	51%	81%	16%	48%	10%	8%
Alcohol	58%	93%	34%	73%	14%	60%	6%	38%

Source: Three waves of each firm's values by firm

# General Program Objectives- How you can help

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- Creation and Expansion of Rise Above Brand (Jonathan)
  - Leverage high level partnerships with school districts and youth serving agencies to engage teens across state
  - Cultivate online community through social media to reach new teens and reinforce key messaging
  - Ongoing development of art-related activities to raise visibility in targeted communities
  - Maintain efficacy of CMP brand

# Teen Outreach Objectives- How you can help

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- Teen Engagement Activities (Amy)
  - Deployment of Meth Prevention Lesson and Teen Rx Program
  - Assemble new Teen Advisory Council and oversee expansive role and responsibilities for members
  - Manage organization's involvement in annual Youth Summit

# Community Outreach Objectives- How you can help

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- Community Outreach (Nicola)
  - Conduct qualitative and quantitative needs assessments in local communities across CO
  - Develop and maintain relationships with key constituencies and organizations in CO to facilitate community programming
  - Deliver (and train others to deliver), organizational programming to principal audiences: Teens, Parents, Adult Influencers, General Public
    - Meth Prevention Lesson
    - Parents360 Rx
    - CO Drug-Endangered Children training