

# 2016 Rise Above Colorado Youth Survey

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# 2017 Program Overview : [www.iriseaboveco.org](http://www.iriseaboveco.org)

## 1. *Partnering with teens to ensure youth & teen-serving professionals have accessible, scientific, unbiased information about drugs*

- Teen Action Council
  - Re-launch [iriseaboveco.org](http://iriseaboveco.org)
  - Train as e-peer educators
  - Ongoing updates to site
- Science Advisory Committee
  - Review content for website to ensure scientific, accurate, unbiased information
- Develop educational resources that build on the site's teen-driven content
- Design and launch a Positive Social Norming Campaign and toolkit based on Rise Above Colorado Youth Survey data



# 2017 Program Priorities - [www.iriseaboveco.org](http://www.iriseaboveco.org)

1. **Partnering with teens to ensure youth and teen-serving professionals have accessible, scientific, unbiased information about drugs, continued...**
  - Outreach to educators to implement RAC educational resources
    - Meth Prevention Lesson [www.methpreventionlesson.org](http://www.methpreventionlesson.org)
    - Not Prescribed [www.notprescribed.org](http://www.notprescribed.org)
    - Media Smart Youth – Not Prescribed



# 2017 Program Priorities - #IRiseAbove

## ***2. Continue to grow social media and community engagement with broad teen participation***

Work with state-wide partners and local communities to broaden brand recognition and increase teen involvement in Rise Above Colorado, Colorado Meth Project, and #IRiseAbove Campaign

1. Grow social media followers for Rise Above to connect with teens and promote campaign
2. Complete 6 new community murals with significant teen participation
3. Increase coordination with other Meth Project states to more effectively use existing resources and leverage new shared assets from the #LifeOrMeth contest to
  - Expand activities across state and social media presence in support of Meth Awareness Week.



**LIFE** over  
**METH**  
2016 VIDEO CONTEST

## 2017 Program Priorities – National and State Level Partnerships

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### ***3. Maintain productive, high functioning strategic partnership with Partnership for Drug Free Kids, CO 9to25, and CO Consortium for Prescription Drug Abuse Prevention***

- **New Statewide Partnerships:**
  - CDPHE – Healthy Kids Colorado Survey and Communities that Care
  - OMNI – coordinate and complement statewide technical assistance and training activities
  - Area Health Education Centers – community-level educational events / symposia
- **Key Outreach Partners:**
  - Constellation Partners, Boys & Girls Clubs, Generation Rx/CU Pharmacy School & students, Safe2Tell
- **Enhance Existing Relationships:**
  - **Colorado Consortium for Prescription Drug Abuse** – additional collaborations through VISTA program
  - **Colorado 9to25** – Jonathan Judge on Leadership Team
  - Office of Behavioral Health – additional grant funding
  - Substance Abuse Trend & Response Task Force – invitation for Rise Above Youth Rep
  - **CDC Rx Conference in Atlanta**
  - Kaiser Permanente – collaborative leadership of **#LeadTheChangeCO**

# #LeadTheChangeCO



Weekly Challenges. Weekly Prizes. LIFELONG Leaders...



# What is the RACYS?

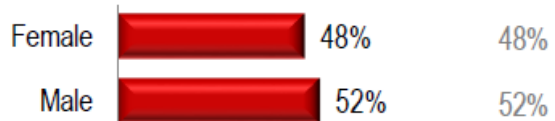


## **Rise Above Colorado Youth Survey** *on Behavioral Health & Substance Use*

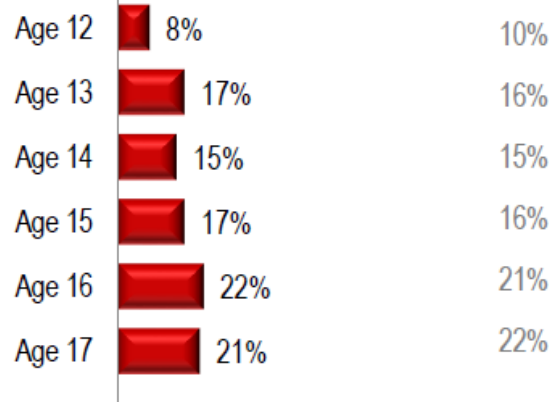
November 2016

# RACYS Participants

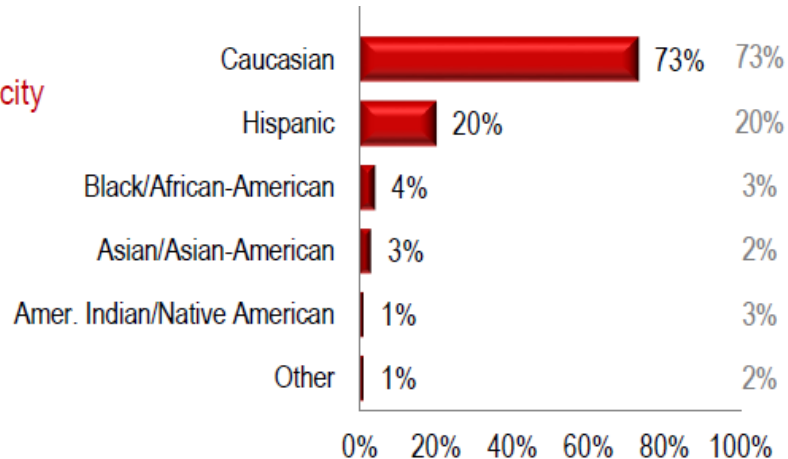
Sex



Age



Ethnicity



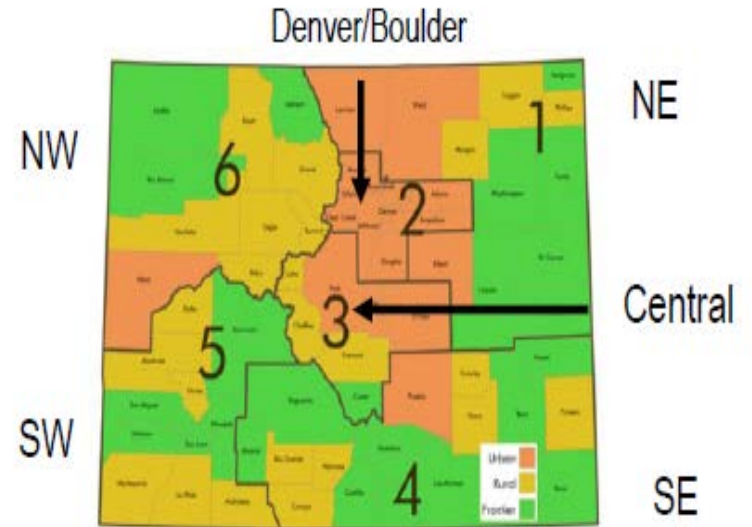
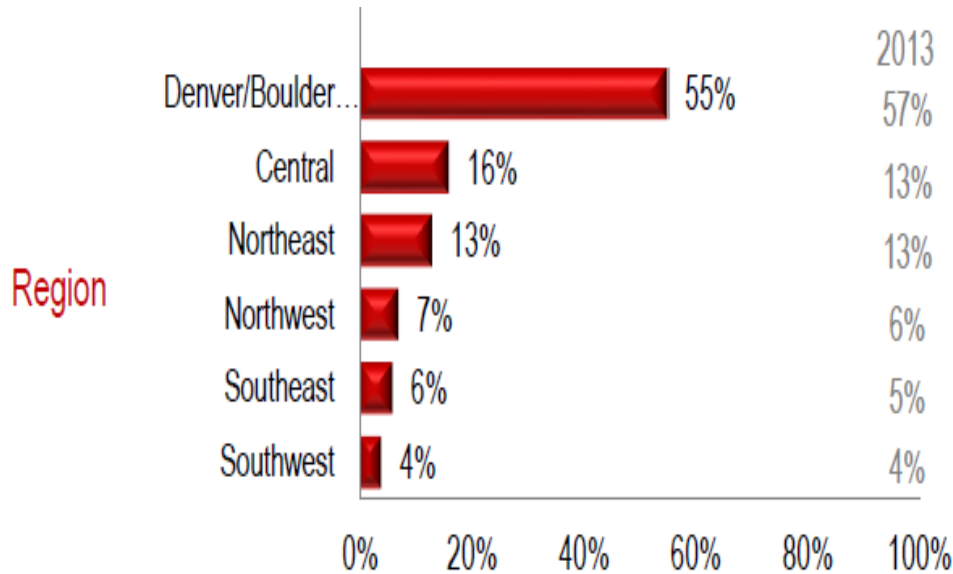
2016 Online Only

Identified as LGBTQ 8% (20 out of 250)

Base: All Participants;  
2013 n=614, 2016 n=607



# RACYS Participants



Base: All Participants;  
2013 n=614, 2016 n=607

## Healthy Kids Colorado Survey

## Rise Above CO Youth Survey

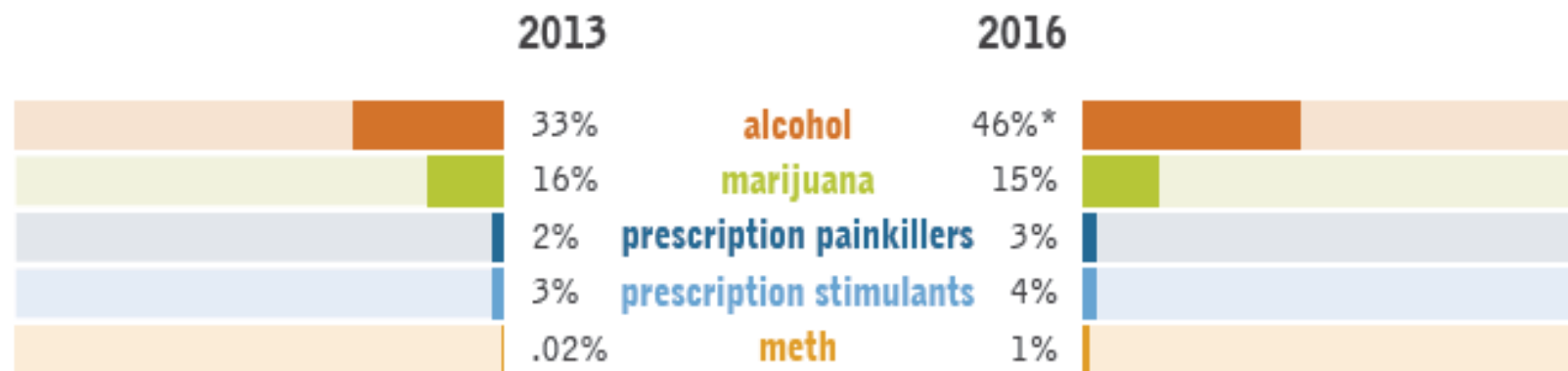
<b>Age</b>	6-8 grades, 9-12 grades	12-17 years
<b>Regions</b>	21 Health Statistic Regions	6 OBH Regions
<b>Last year of collection</b>	2015	2016
<b>Data collection method</b>	Paper at school	Online and phone survey
<b>Sample size</b>	High School Sample: 15,970 students - 127 schools  Middle School Sample: 997 students - 30 schools	607 youth
<b>Sampling design</b>	Weighted to represent enrollment in CO public middle/high schools	Weighted to 2010 Census by county/OBH Region
<b>Areas of focus</b>	Protective Factors, Health Behaviors and Social-Emotional Indicators	Behavioral Health

\_\_\_\_\_% of young people in Colorado have used prescription drugs without a prescription in their lifetime.

- A) 3%
- B) 4%
- C) 14%
- D) 21%

## Substance use, 2013 & 2016

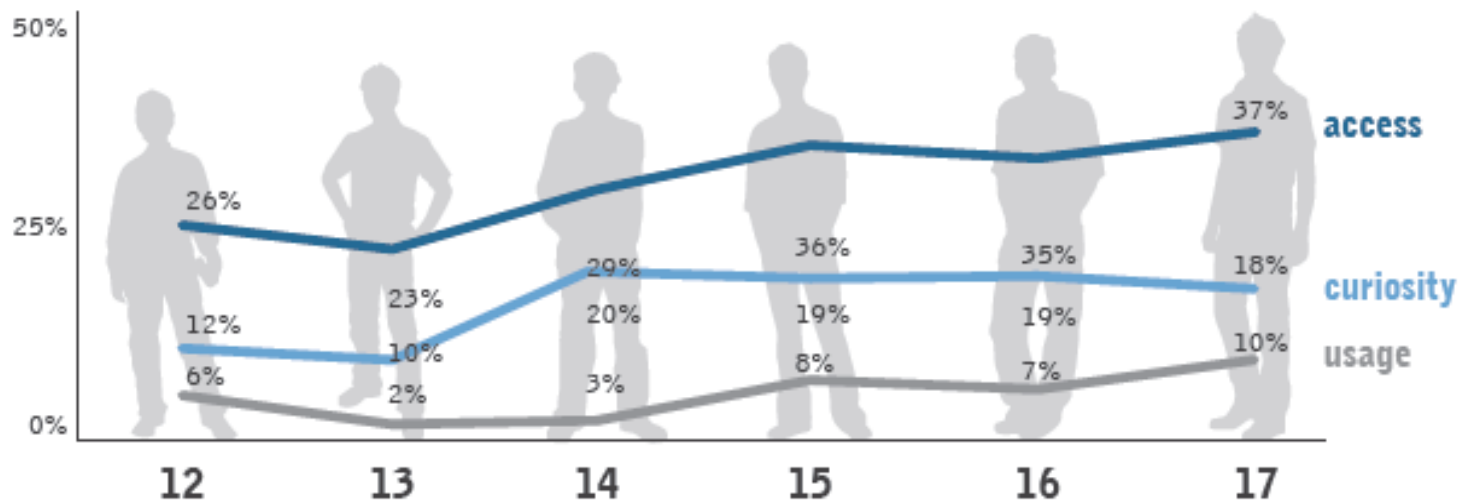
Although concerns exist, the vast majority of teens are making healthy choices about substances



\*statistically significant difference from 2013

## 2016 access, curiosity and use of one or more drugs (marijuana, meth and prescription stimulants and painkillers) by age

Prevention education — begin early and continuously support

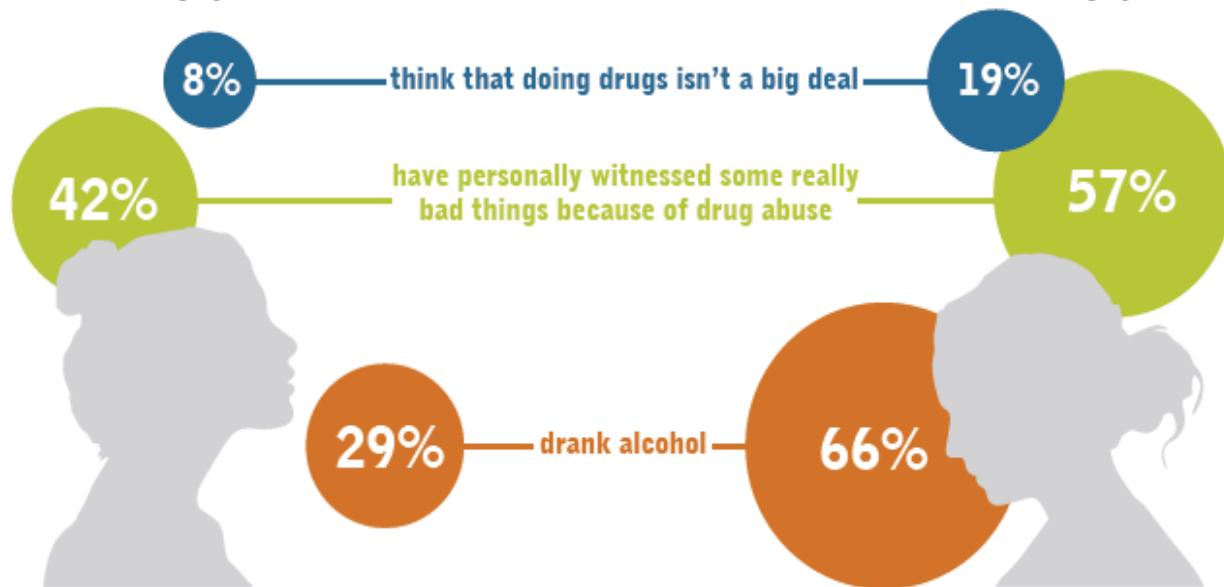


## Connections to mental health

The impact of social-emotional challenges are real

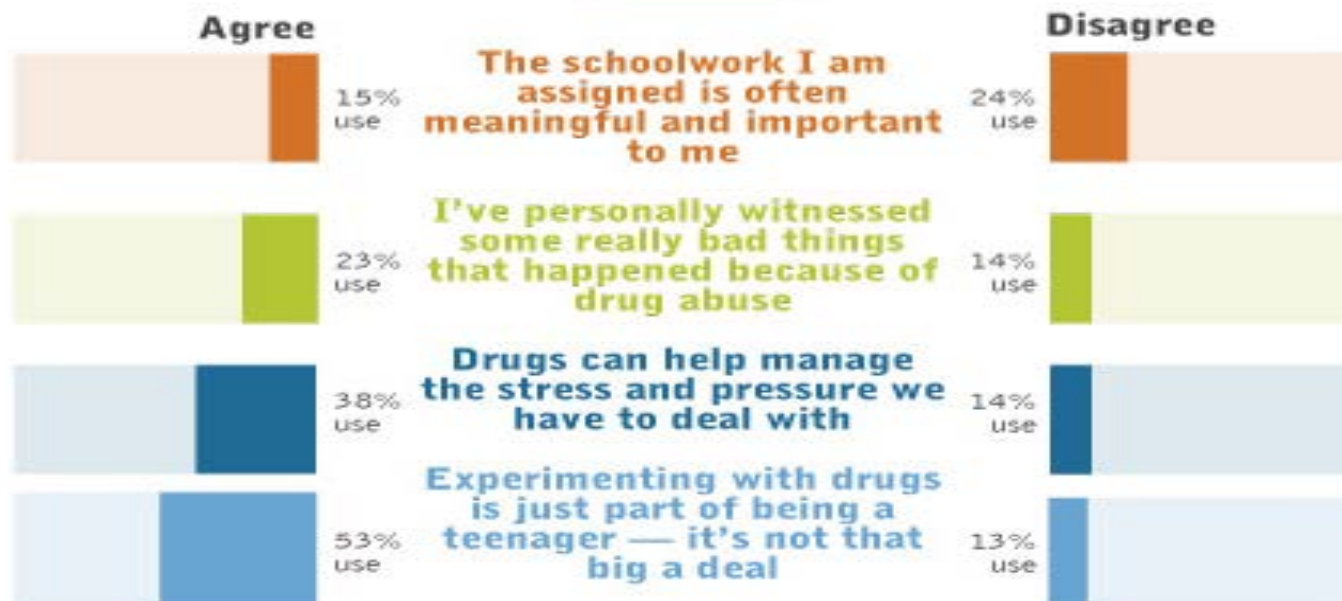
No difficult days per month

6 or more difficult days per month

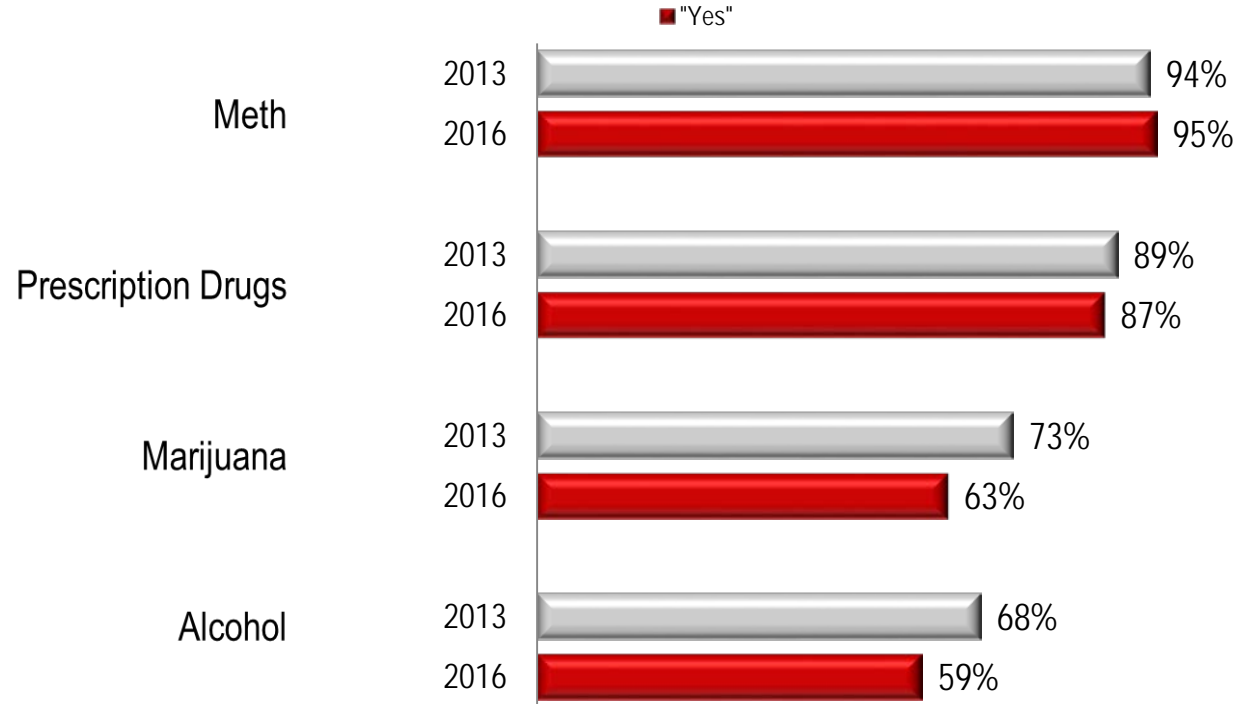




## Risk & protective factors

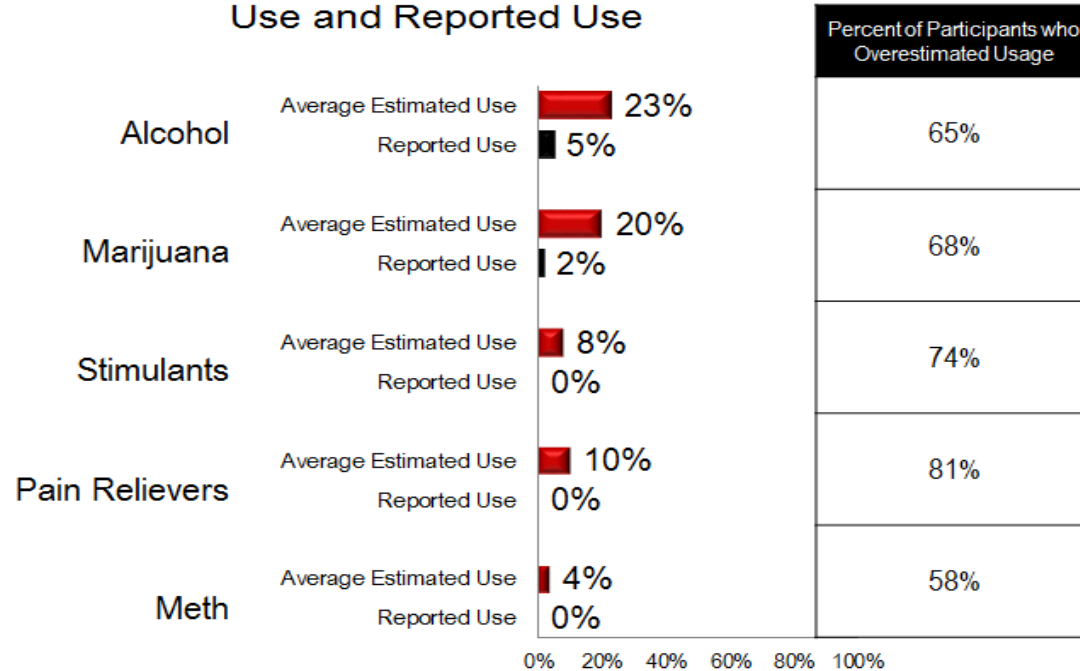


# Encouraging Peers Not to Try

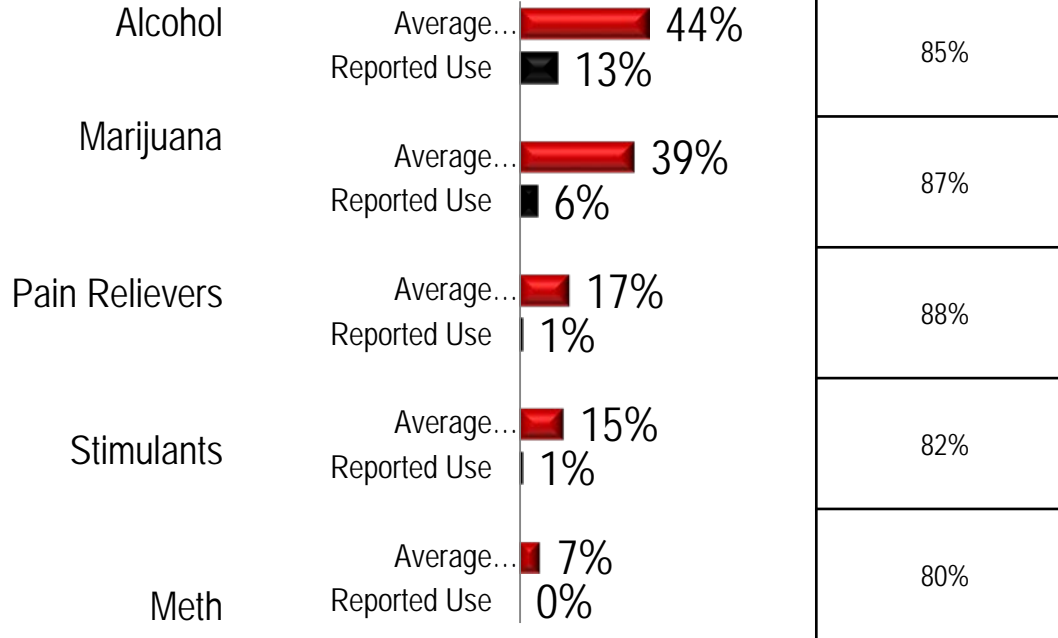


# Inaccurate Perceptions of Use

## Ages 12 to 14 Perceived Schoolmate Use and Reported Use



## Ages 15 to 17 Perceived Schoolmate Use and Reported Use



# Conclusions

- Use is stable overall, but beginning earlier. Prevention efforts need to start earlier, by late elementary school.
- Substance abuse prevention must include social, emotional, and mental health promotion - stress management, caring adults, self-esteem, communication skills and social norms.
- Prevention and promotion messages must be specifically inclusive and responsive to the needs of LGBTQ youth.





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**DESPITE LEGALIZATION OF MARIJUANA, RISE ABOVE COLORADO SURVEY FINDS TEEN DRUG USE **STABLE.****



**COLORADO TEENS HAVE INCREASED ACCESS TO DRUGS AND ALCOHOL; MAKING SUBSTANCE USE PREVENTION EDUCATION A**



**PRIORITY**



♥ 3 likes

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3 DAYS AGO

