Substance Abuse Task Force

February 8, 2014
Mission

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

• 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.)

- 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

- **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

COLORADO IS RUNNER UP FOR THE WORST PAIN PILL ABUSE STATE IN AMERICA.
CRITICAL CONDITION COLORADO

2X MORE COLORADANS DIED FROM RX DRUG POISONING THAN DRUNK DRIVING.

2011
Survey Methodology - Geography

- Metro Area: n=274
- Front Range: n=140
- Mountains/West: n=100
- South: n=50
- East: n=50
Survey Methodology- HealthCare Research

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 16th and October 27th, 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 Rx DRUGS YOU GET WITHOUT A PRESCRIPTION ARE SAFER THAN ILLEGAL DRUGS.

APPROXIMATELY 1 IN 5 COLORADO TEENS BELIEVE THAT Rx PAIN RELIEVERS ARE NOT ADDICTIVE.
COLORADO TEEN DRUG USE

29% of Colorado 12th graders have taken pills without a doctor Rx.

+ ACCESS

- PERCEIVED RISK

= DANGER

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COLORADO
TEEN DRUG USE

90% OF ADDICTIONS START IN THE TEENAGE YEARS.

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COLORADO TEEN DRUG USE

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

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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

42% Undecided
Younger, less likely to use, but unknown which path they will take

28% Social Users
Older, less consistent users

5% Regular Users
Brazen, unapologetic, older users, but still weary of heavy drugs like meth

25% Anti-Drug
Adamantly against use due to understanding of risks and consequences
Perception of Risk by Segment

<table>
<thead>
<tr>
<th>Drug Type</th>
<th>Limited Use</th>
<th>Regular Use</th>
<th>Limited Use</th>
<th>Regular Use</th>
<th>Limited Use</th>
<th>Regular Use</th>
<th>Limited Use</th>
<th>Regular Use</th>
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<tbody>
<tr>
<td>Meth</td>
<td>96%</td>
<td>99%</td>
<td>87%</td>
<td>90%</td>
<td>89%</td>
<td>97%</td>
<td>79%</td>
<td>89%</td>
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<tr>
<td>Heroin</td>
<td>93%</td>
<td>98%</td>
<td>81%</td>
<td>92%</td>
<td>88%</td>
<td>97%</td>
<td>79%</td>
<td>92%</td>
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<tr>
<td>Prescription Drugs</td>
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<td>96%</td>
<td>64%</td>
<td>76%</td>
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<td>82%</td>
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<td>Stimulants</td>
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<td>98%</td>
<td>59%</td>
<td>81%</td>
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<td>Pain Relievers</td>
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<td>96%</td>
<td>55%</td>
<td>81%</td>
<td>48%</td>
<td>77%</td>
<td>33%</td>
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<td>Cough Syrup</td>
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<td>79%</td>
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<td>Marijuana</td>
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<td>51%</td>
<td>81%</td>
<td>16%</td>
<td>48%</td>
<td>10%</td>
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<tr>
<td>Alcohol</td>
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<td>93%</td>
<td>34%</td>
<td>73%</td>
<td>14%</td>
<td>60%</td>
<td>6%</td>
<td>38%</td>
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</tbody>
</table>

*Note: The awareness rate varies by item.*
General Program Objectives- How you can help

- 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

• 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

• 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

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