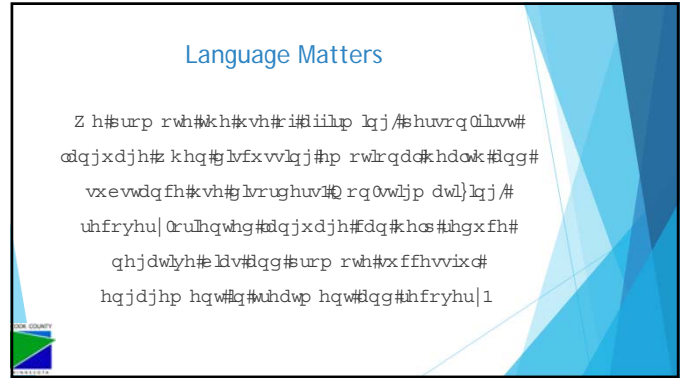
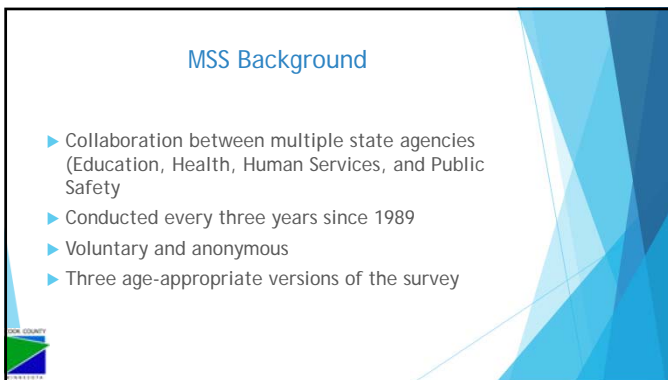


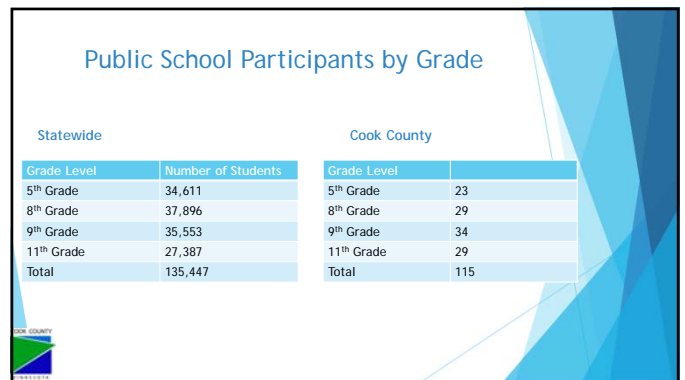
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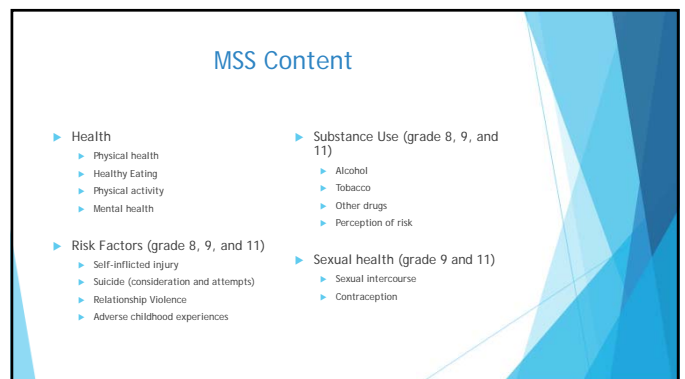
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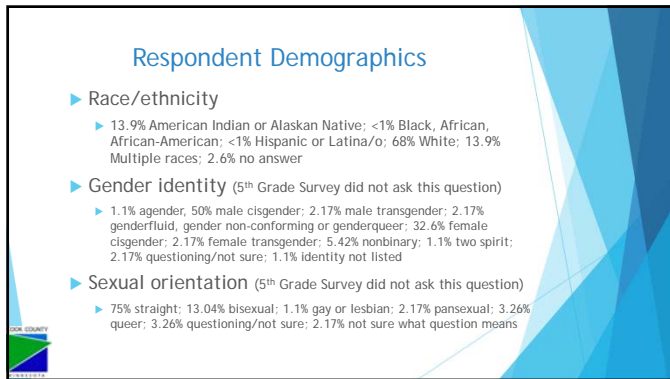
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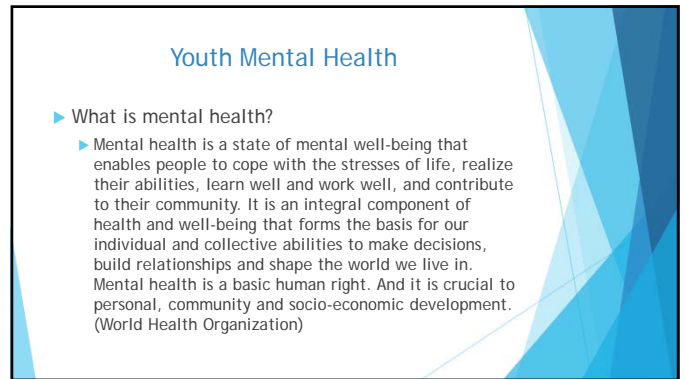
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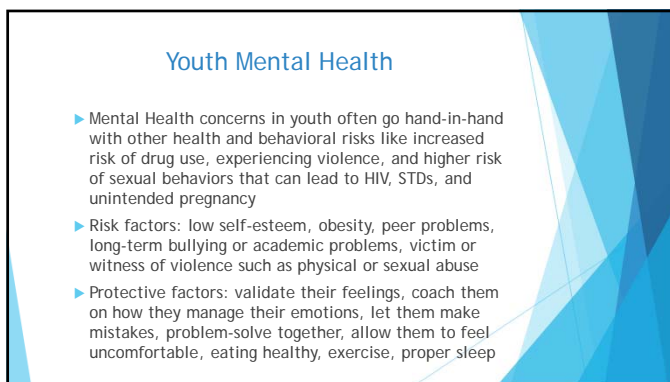
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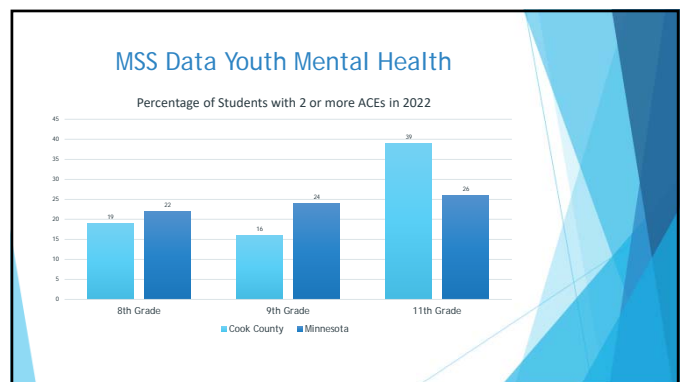
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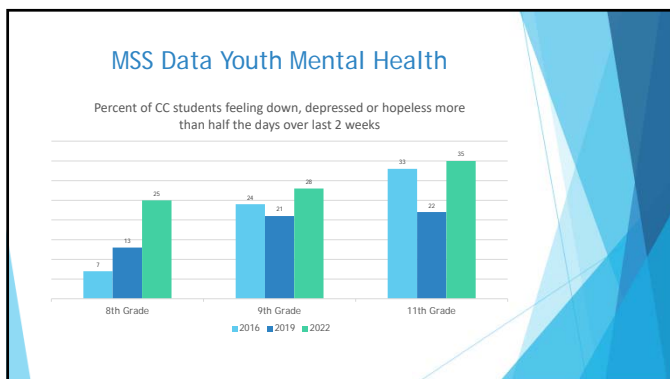
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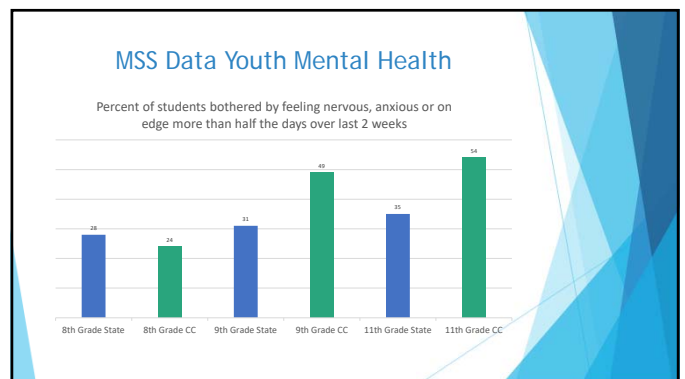
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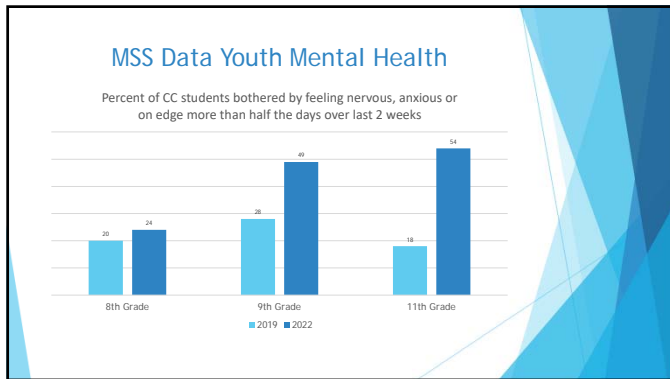
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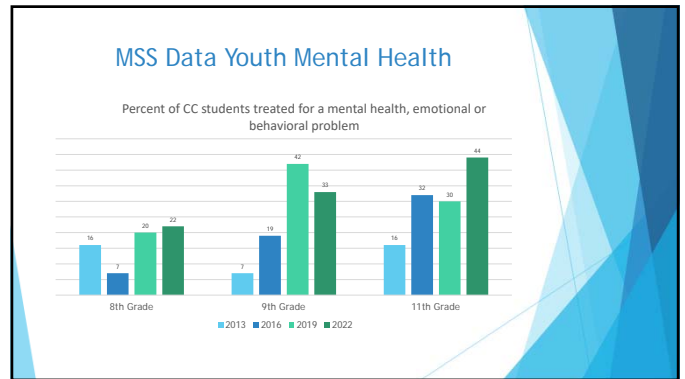
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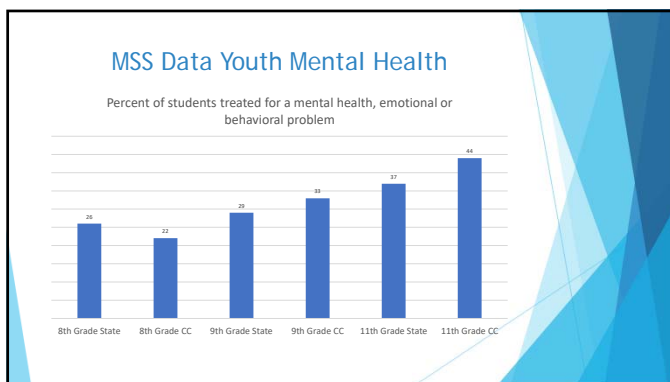
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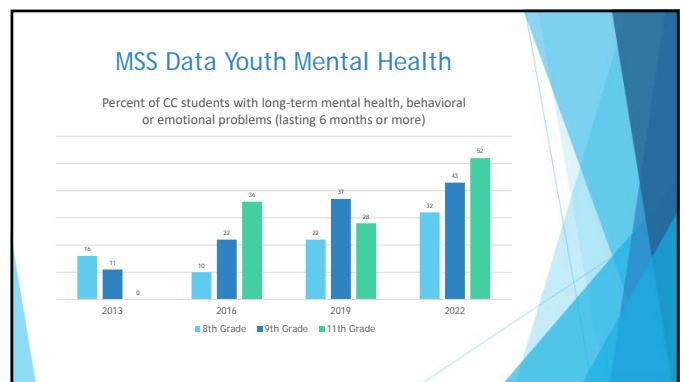
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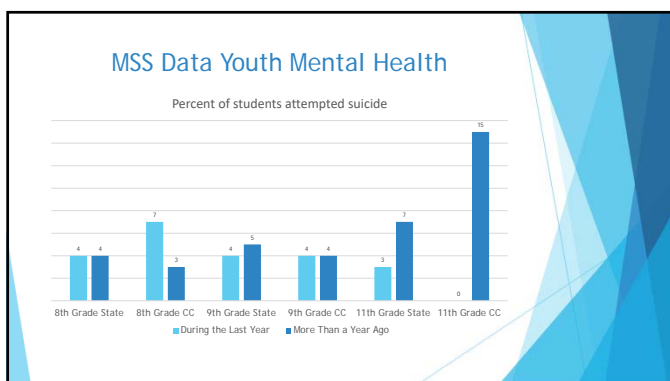
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Youth Substance Use

- ▶ What is a “substance”?
 - ▶ Illegal drugs, prescription and over-the-counter drugs, alcohol, caffeine, nicotine, and synthetic or “designer” drugs
 - ▶ While not all substances are harmful when consumed in moderation, like caffeine or medications, problems can occur when they are abused
 - ▶ Most substances that are abused cause the brain to dump out large amounts of dopamine (creating a feeling of happiness and exhilaration) which triggers the reward system. Continued floods of dopamine causes the brain to produce less of it naturally and diminishes the feelings of pleasure, which compel a person to use substances more frequently or in greater amounts to just feel normal again

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Youth Brain Development and Substance Use

- ▶ The younger a person initiates substance use, the greater the chance it will lead to more problematic use or addiction, more so than genetics.
- ▶ Because the brain is still growing, it is very sensitive to the use of substances and is more likely to negatively impact brain development
- ▶ Substance use during brain development can damage the hippocampus, the area of the brain responsible for memory, which is essential for learning
- ▶ Substance use also inhibits development of the pre-frontal cortex, the area of the brain that affects ability to judge a situation, consider consequences, and control impulses, which can have long-lasting affects through the rest of their lives
- ▶ The rational part of a teen's brain is not fully developed and won't be until the age 25 or so

19

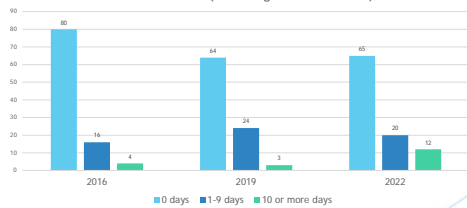
Youth Substance Use

- ▶ Alcohol or drug dependence is considered a chronic disease because, like all other diseases, it changes the healthy, regular functioning of an organ—the brain, despite the negative consequences
- ▶ Dependence often does not happen instantaneously- the behavior and symptoms of addiction (substance use disorder) can begin to show up 2 to 4 years before the disorder appears which indicates there is a critical window of opportunity for prevention to occur
- ▶ Risk factors: Negative or misperceived community norms, substance use or history of addiction among family members, peer pressure, lack of family involvement, early use, taking a highly addictive drug, mental health disorder
- ▶ Support: positive community norms, avoid use of scare tactics, minimize exposure to substances and substance use, talk openly and answer questions to decrease stigma and fear

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MSS Data Youth Substance Use

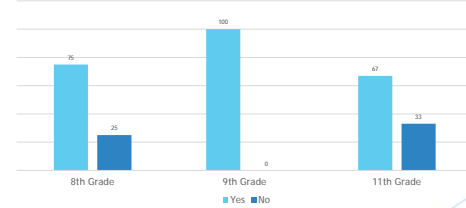
During the last 30 days, did you vape or use an e-cigarette that contains nicotine (Percentage of 11th Graders)



21

MSS Data Youth Substance Use

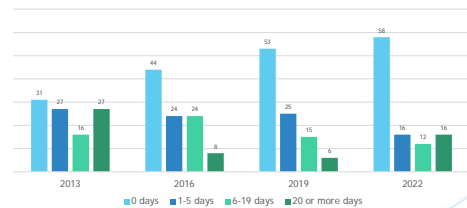
If you vaped in the last 30 days, did you use a flavored e-cigarette



22

MSS Data Youth Substance Use

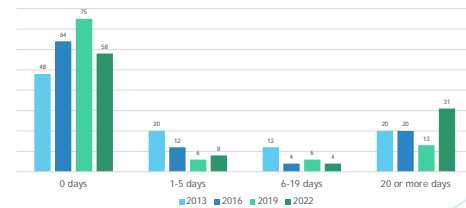
During the last 12 months, on how many occasions have you had an alcoholic beverage (percentage of 11th Graders)



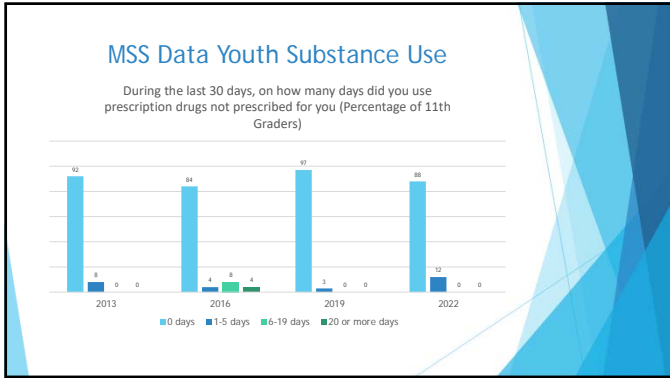
23

MSS Data Youth Substance Use

During the last 12 months, on how many occasions have you used marijuana (Percentage of 11th Graders)



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Protective Factors

- ▶ Defining Protective Factors
 - ▶ Conditions or attributes of individuals, families, and communities that mitigate risk and promote healthy development and well-being of children, youth, families, and communities

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Risk Factors

- ▶ Defining Risk Factors
 - ▶ Negative influences in the lives of individuals, families, and communities that pose a negative influence on the healthy development and well-being of children, youth, families, and communities
 - ▶ Absence of a protective factor is not a risk factor, it is not a one-for-one exchange

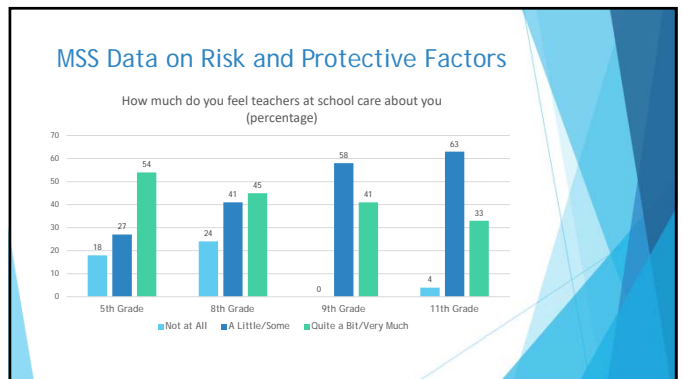
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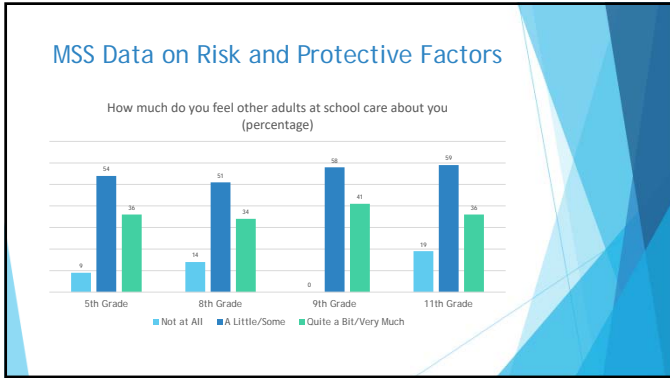
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Level	Protective Factors	Risk Factors
INDIVIDUAL/PEER	<ul style="list-style-type: none"> Self-efficacy to say no to substance use Future college aspirations Peer disapproval of marijuana use Involvement in sports and physical activity 	<ul style="list-style-type: none"> Antisocial behavior High sensation seeking Aggression Use of marijuana may lead to using other substances Use of other substances is associated with higher risk of using marijuana Perceptions of peer marijuana use Low perceived harm of marijuana use Demotivation
FAMILY	<ul style="list-style-type: none"> Parental identification Maternal affection Higher parental monitoring of child behavior Resilient marijuana-specific parental roles Perceived parental trust 	<ul style="list-style-type: none"> Parental acceptance of substance use Parental or sibling substance use Family conflict Poor parent/child relationships Parents who did not graduate high school
SCHOOL	<ul style="list-style-type: none"> School belonging Authoritative school environment School connectedness Remedial approach to marijuana policy violations 	<ul style="list-style-type: none"> Low policy enforcement Out of school suspension High absenteeism

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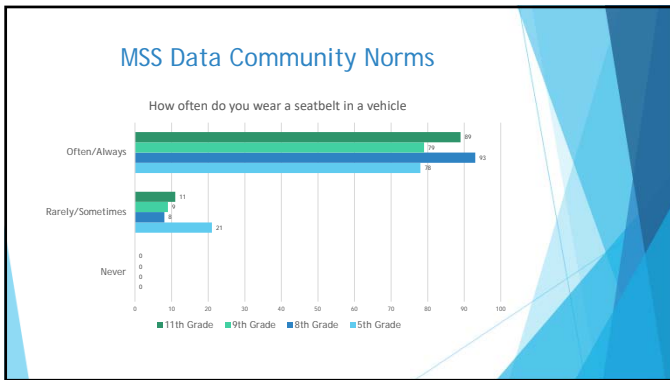
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Community Norms

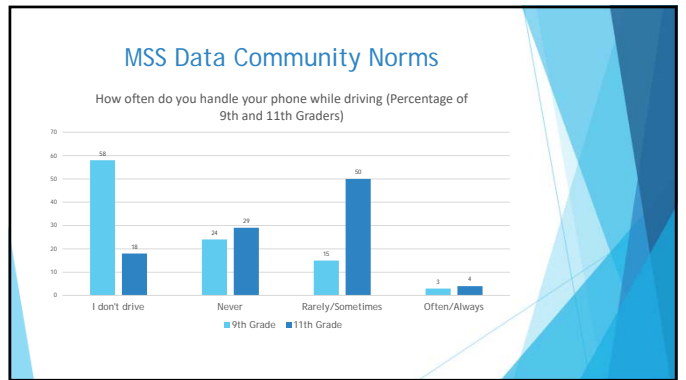
- ▶ What are Community Norms?
 - ▶ values, beliefs, attitudes, and behaviors shared by most people in a community
- ▶ Perceived Norms
 - ▶ what individuals think are the actual norms of a group of people; don't always match the actual norms
- ▶ Positive Community Norms
 - ▶ cultivates true, lasting cultural transformation by understanding not just what's concerning, but also what's hopeful
 - ▶ close the gap between what we believe to be true and what is actually true
- ▶ Are there Negative Community Norms?
 - ▶ "it's just weed", "they only tried it once", racism, anti-LGBT2+ sentiments

[Positive Community Norms Transformation in Deer River Minnesota \(7.52\)](#)

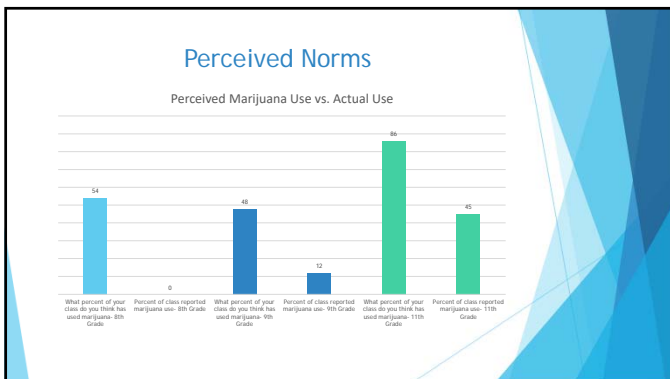
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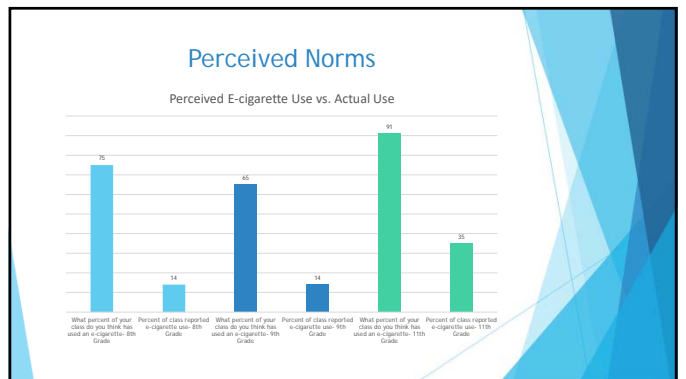
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Reducing Stigma

- ▶ 3 Types of Stigma
 - ▶ Public- discrimination and devaluation by others
 - ▶ Systemic- reduced access to care and resources due to policies
 - ▶ Self- internalization of negative stereotypes
- ▶ Ways to reduce stigma, National Alliance on Mental Illness Pledge to be Stigma Free
 - ▶ Talk openly about mental health and substance use disorders
 - ▶ Educate yourself and others - respond to misperceptions or negative comments by sharing facts and experiences
 - ▶ Be conscious of language - remind people that words matter
 - ▶ Encourage equality between physical and mental illness - draw comparisons to how they would treat someone with cancer or diabetes
 - ▶ Be honest about treatment - normalize mental health and substance use disorder treatments, just like other health care treatment
 - ▶ Show compassion
 - ▶ Choose empowerment over shame

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Conclusions

What does all of this mean locally?

- ▶ Substance use trends are generally low, although there is data to show that amounts of use increase as students age
- ▶ There has been a sharp increase in the percentage of students reporting feeling down, depressed or hopeless between the 2019 and 2022 data
- ▶ The same can be said about the percentage of students reporting anxiety, but the rate between 8th graders and 11th graders has more than doubled.
- ▶ The percentage of youth treated for short-term and long-term mental health concerns has steadily risen since 2013, with the highest rate among 11th graders
- ▶ Percentage of youth that reporting vaping nicotine is still on the rise, and most report using flavored vape cartridges
- ▶ There is a definite gap in the perceived use versus the actual use among peers.

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Next Steps

- ▶ Assess community needs related to risk and protective factors
 - ▶ What are we trying to prevent?
 - ▶ What are the associated risk and protective factors?
 - ▶ Why is there a gap in actual and perceived use among youth? How do we correct that misperception?
- ▶ Engage community collaborators to build capacity
 - ▶ Coalition of community members, youth, families, and organizations to guide prevention efforts
- ▶ Through the assessment and engagement process, develop positive community norm campaigns and implement evidence-based programming to focus on substance use prevention and well-being of youth and community
- ▶ Continue to work together to make meaningful, lasting change in our community by supporting youth, families and programs that build resiliency and protective factors while decreasing risk factors

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