



Understanding The Influence

INFORMATION, STRATEGIES, AND RESOURCES FOR YOUTH
SUBSTANCE USE PREVENTION AND INTERVENTION

notMYkid[®]
INSPIRING POSITIVE LIFE CHOICES

Founded in 2000, notMYkid is a youth mental health and wellness nonprofit that educates and assists youth and adults on a variety of topics:

Substance Use

Body Image

Relationships

Bullying

Digital Behavior

Depression

Self-Injury

Suicide

Stress

Rx Misuse

Alcohol

Marijuana/THC

Vaping

Anxiety



Full Continuum of Care

Prevention – notMYkid / amplif[i]

Early Intervention – Project REWIND

Outpatient Treatment for Youth and Families

Peer Support



Primary Sources

Centers for Disease Control and Prevention (CDC)

**Substance Abuse and Mental Health Services
Administration (SAMHSA)**

**Columbia University Center for Addiction and
Substance Abuse (CASA Columbia)**

National Institute on Drug Abuse (NIDA)

**Arizona Criminal Justice Commission
(ACJC)**



Recent Referral Rates

THC (Marijuana/Wax Pens/Shatter/Dabs): **51%**

Vaping Nicotine: **32%**

Alcohol: **7%**

Tobacco: **7%**

Prescription Drugs: **3%**



Understanding the Influence:

Awareness & Recognition

Recognition



MARIJUANA
("Weed" / "420" / "Gas")



Recognition



PUFF BAR
(Disposable E-Cig)



Recognition



MDMA
“Molly / Ecstasy”



Recognition



CODEINE COUGH SYRUP
“Lean” / “Purple Drank”
(promethazine with codeine)



Recognition



THC CONCENTRATE
“Shatter” / “Dabs” / “Wax”
(tetrahydrocannabinol)



Recognition



XANAX
“Zannie Bar”
(alprazolam)



Understanding the Influence:

The When and Why

First Use

What is the average age that kids begin using drugs and/or alcohol in the U.S.?

8 - 10

11 - 13

14 - 16

17 - 19



First Use

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The average age of first use is **11-13 years old** and kids can hide their use for an average of **two years** before parents notice a problem.

CASA Columbia



First Use and Addiction

What percentage of people who later become addicted begin smoking, drinking, or using drugs before age 18?

10 - 20

30 – 50

60 - 80

90



First Use and Addiction

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90% of individuals who later struggle with addiction began prior to the age of 18.

CASA Columbia



Why Do Kids Use Drugs?



Why Do Kids Use Drugs?

- Peer pressure
- Family dynamic
- Pop culture influence
- Social media
- School culture
- Curiosity
- Boredom
- Environmental factors
- Trying to look cool
- Availability



Stress and Drug Use

What percentage of parents believe their child would use drugs in order to cope with stress?

< 10%

20 - 40

50 - 60

> 70%



Stress and Drug Use

What percentage of parents believe their child would use drugs in order to cope with stress?

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> 70%

Only **7%** of parents believe their child would use drugs in order to cope with stress

CASA Columbia



Stress and Drug Use

What percentage of teens using drugs attributed their drug use to coping with stress?

< 10%

20 - 40

50 - 60

> 70%



Stress and Drug Use

What percentage of teens using drugs attributed their drug use to coping with stress?

< 10%

20 - 40

50 - 60

> 70%

73% of teens attributed their drug use to coping with stress

CASA Columbia



Trauma and Substance Use

Trauma is a psychological, emotional, and/or physiological response to an event or series of events that are deeply distressing or disturbing.



Trauma is a Risk Factor for Substance Use



Understanding the Influence:

The “What”

Marijuana/THC

Regular THC use by youth can lead to:

Problems with memory, attention, and learning

Abnormal changes in brain structure
related to memory

Lower quality of brain connections



HHS, NIDA, APA,
SAMHSA



Marijuana/THC

THC levels have increased significantly from prior decades with many strains of cannabis now averaging 15% and going above 30%



HHS, NIDA, APA,
SAMHSA



Today's Marijuana



Budder



Shatter/Wax



Hash Oil

Edibles



Today's Marijuana



Dabs/Wax Pen



Today's Marijuana



Dabs



Today's Marijuana



Oil Cartridge



Today's Marijuana



Wax



Today's Marijuana



Delta-8 THC (D8)



Symptoms of THC Use

Finding wax pens or wax pen parts

Finding small jars or containers with dabs / wax / oils

Bloodshot eyes

Dilated pupils

Dry mouth / increased thirst

Lack of eye convergence*

***(Can also occur with some depressants,
inhalants, and dissociative drugs)**



Vapes & E-Cigs

Designed as a harm-reduction tool to help smokers quit smoking cigarettes

Liquid is available in a wide variety of flavors

Can make drug use and related smells easier to conceal



L to R: Electronic Cigarettes("E-Cigs"), Vape Pens, Modified Vape Pens ("Mods")



Suorin

Suorin Air

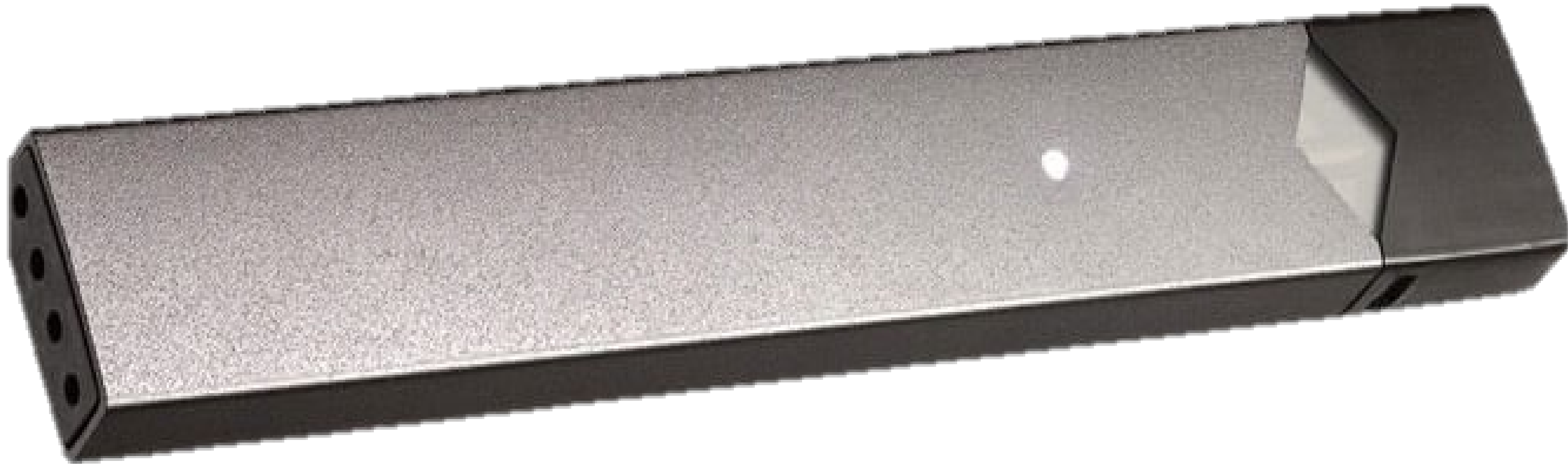


SUORIN DROP STARTER KIT

Unique Water-drop Design
Air Switch for Easy Vaping



Juul



Juul Flavor Ban

The New York Times

Teens Find a Big Loophole in the New Flavored Vaping Ban

The policy allows mint, dessert and fruit flavors to continue to be sold in disposable e-cigarettes, prompting many teens to switch from Juul to those devices.



Juul Flavor Ban

The Food and Drug Administration is banning most flavored [e-cigarettes](#), but that isn't keeping banana ice, sour gummy or cool mint out of the hands of McCracken County High School students.

Blame a policy loophole. When the Trump administration decided to prohibit fruit, mint and dessert flavors in refillable cartridge-based [e-cigarettes](#) like [Juul](#), [it carved out a few exceptions](#) to mollify the vape shop owners and adult consumers who complained. The much-publicized exemption allows menthol and tobacco flavors.

But a footnote on page 9 of the new policy permits all flavors to continue to be sold in devices that cannot be refilled and are designed to be disposed of after the flavored nicotine has run dry.

Teenagers have caught on fast.



Puff Bar



Disposables



Teen Use vs. Adult Use



Teens who vape are 6x
more likely to go on to
smoke cigarettes

“E-Cigarettes and Future Cigarette Use”
Jessica L. Barrington-Trimis, Robert Urman, Kiros
Berhane, Jennifer B. Unger, Tess Boley Cruz, Mary Ann
Pentz, Jonathan M. Samet, Adam M. Leventhal, Rob
McConnell – University of Southern California



How Do Kids Get Them?



**Kids are successful in
buying e-cigarettes online
94% of the time**

“Electronic Cigarette Sales to Minors via the Internet”
Rebecca S. Williams, MHS, PhD; Jason Derrick, MSW
Kurt M. Ribisl, PhD – JAMA Pediatrics



How Do Kids Get Them?



- **Vape shops**
- **Smoke shops**
- **Older students**
- **Adults**



Increase in Teen Use



Teen use increased
900% between 2011 and
2015

U.S. Department of Health and Human Services



Dangers for Youth

E-liquid with nicotine: Nicotine addiction
Interference with brain development*
Memory and attention issues*

E-liquid only: Lung damage

Vaping in General: Lack of long-term research
Is an entry point into substance use

*Can impact academic performance, among other things



Warning Signs - Vaping

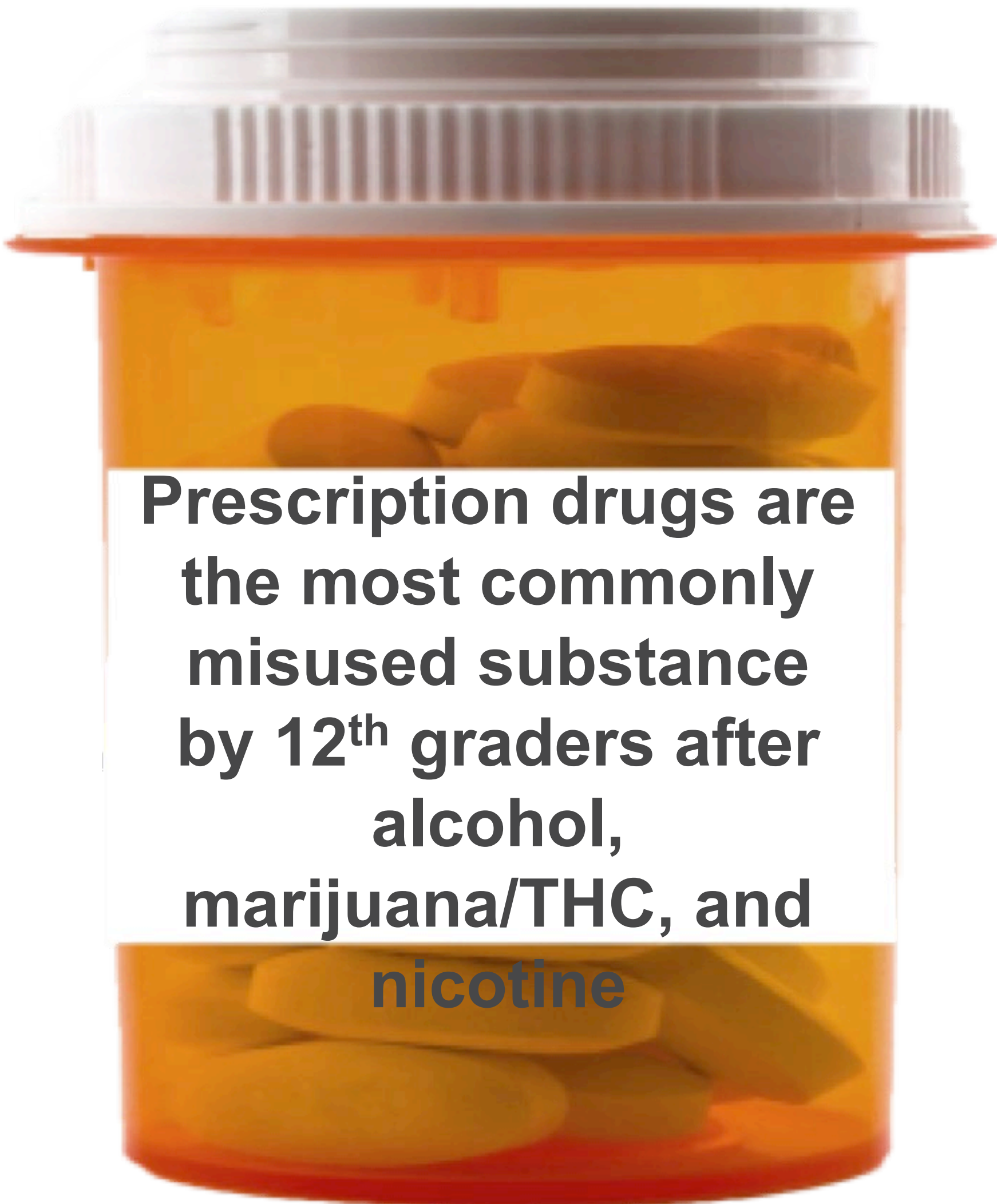
Unexplained smells (fruit, mint, etc.)
Increased thirst
Increased nosebleeds
Caffeine sensitivity/avoiding caffeine
Mood swings
Unexplained handheld devices
Unexplained batteries and chargers
Finding atomizers or other vape parts



WARNING SIGNS



Rx Misuse

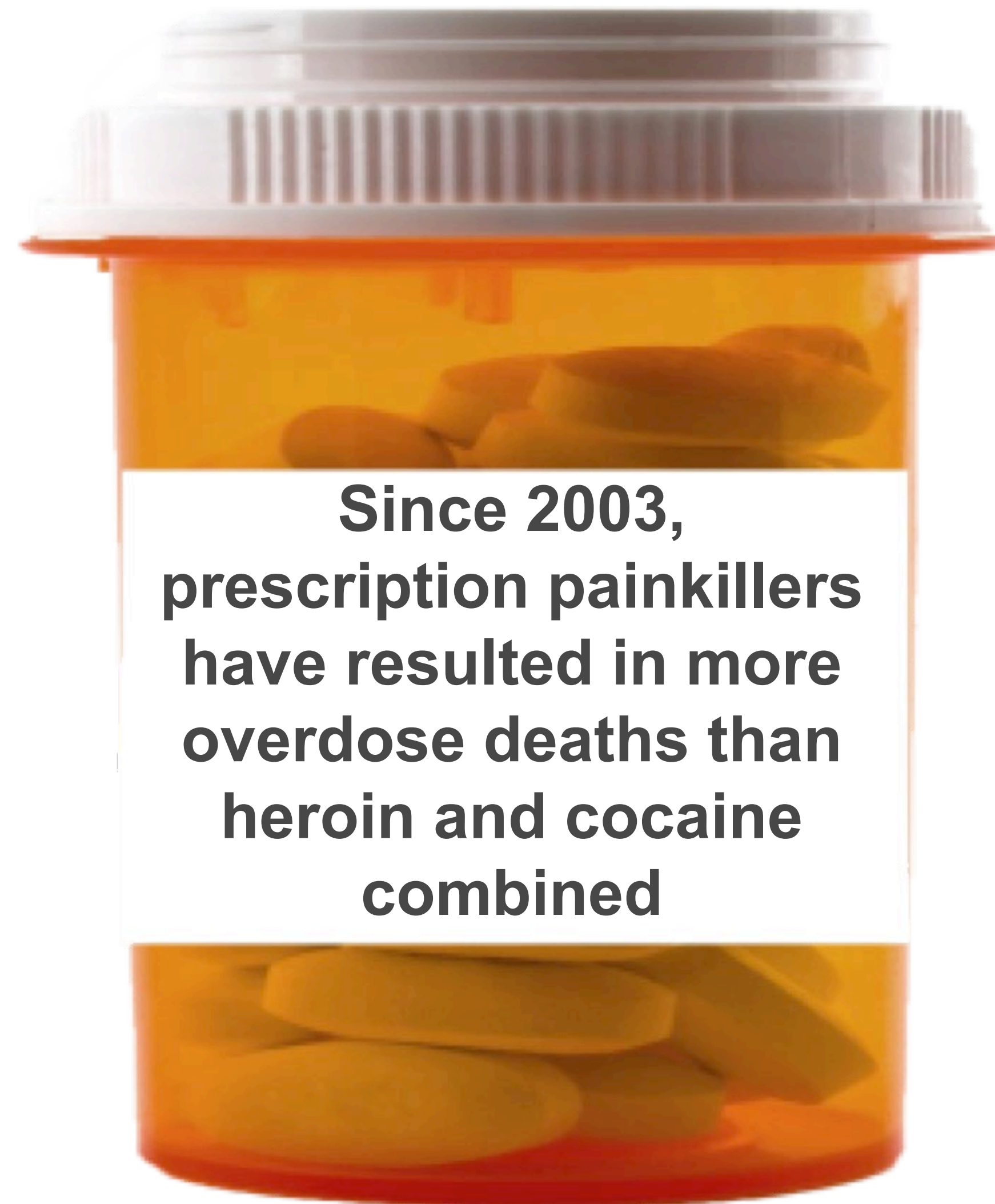


**Prescription drugs are
the most commonly
misused substance
by 12th graders after
alcohol,
marijuana/THC, and
nicotine**

(NIDA – Monitoring The Future)

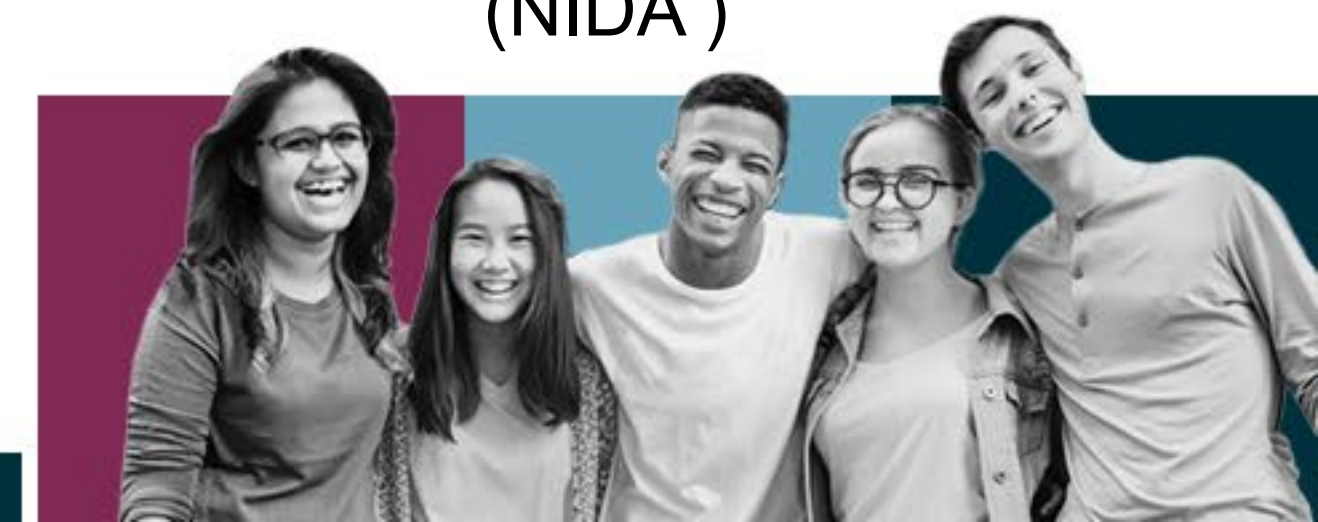


Rx Misuse

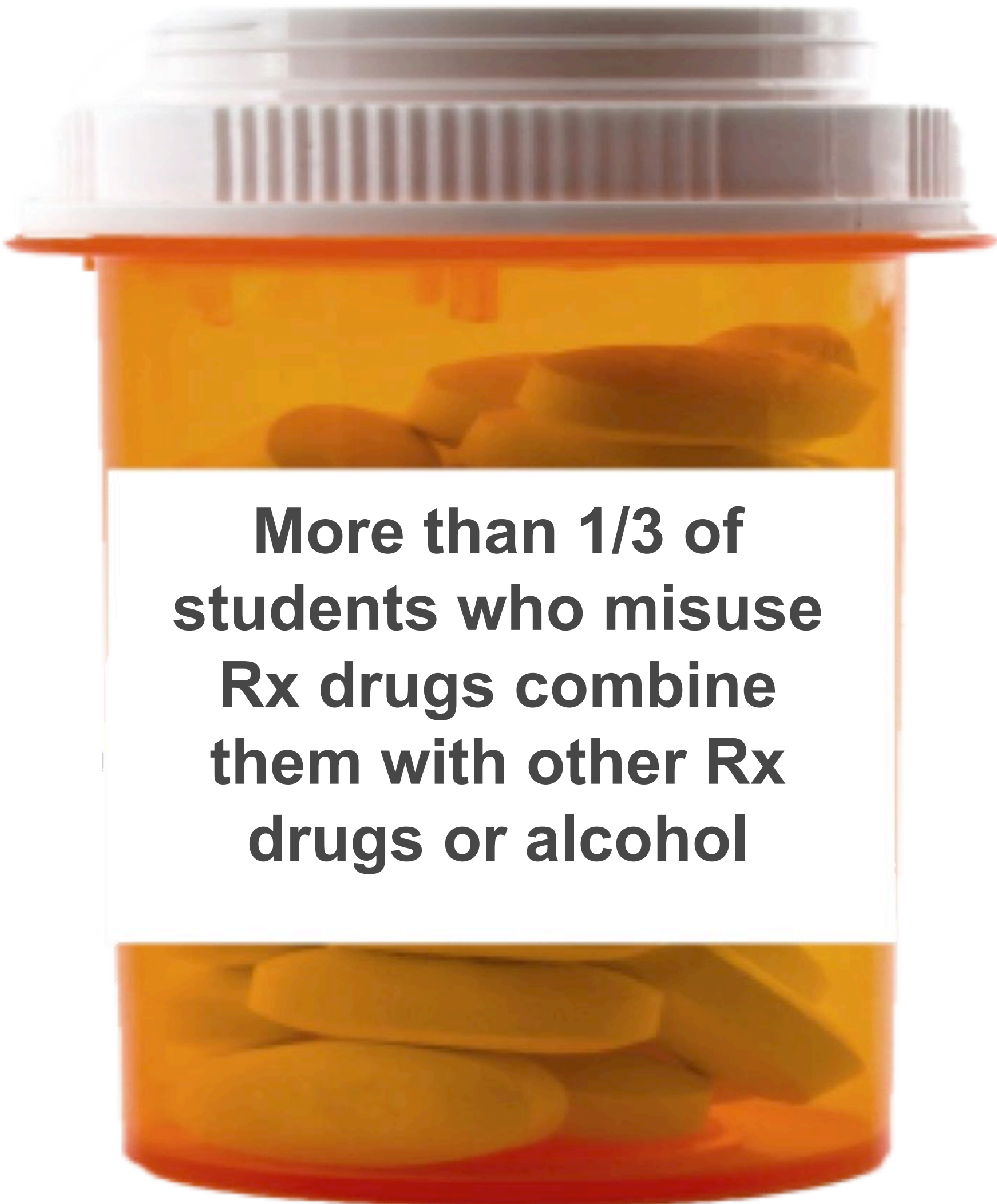


**Since 2003,
prescription painkillers
have resulted in more
overdose deaths than
heroin and cocaine
combined**

(NIDA)

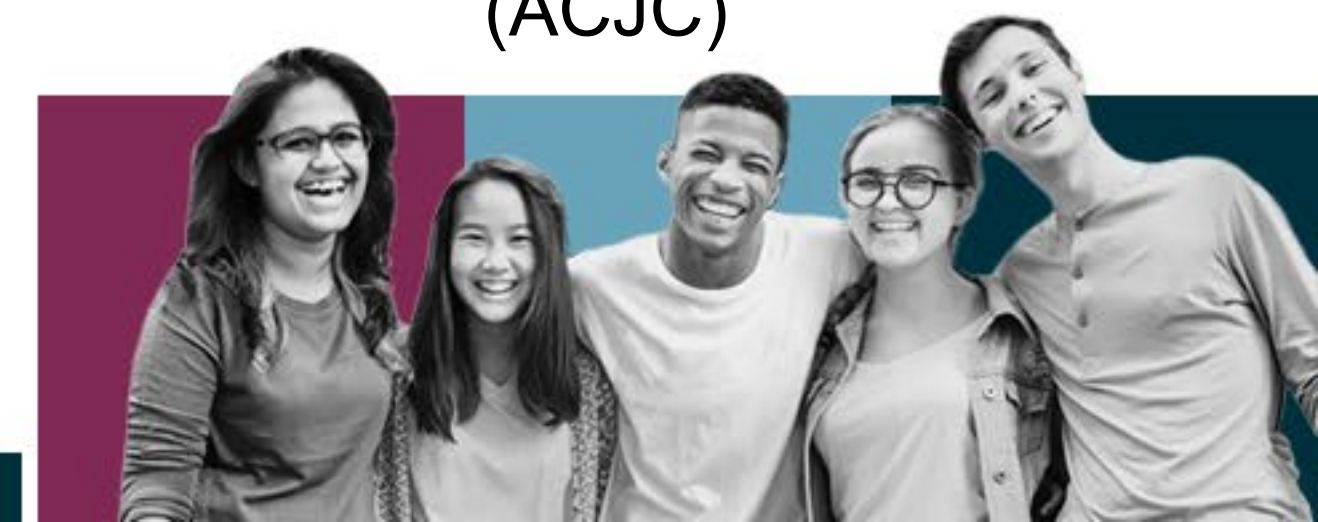


In Arizona

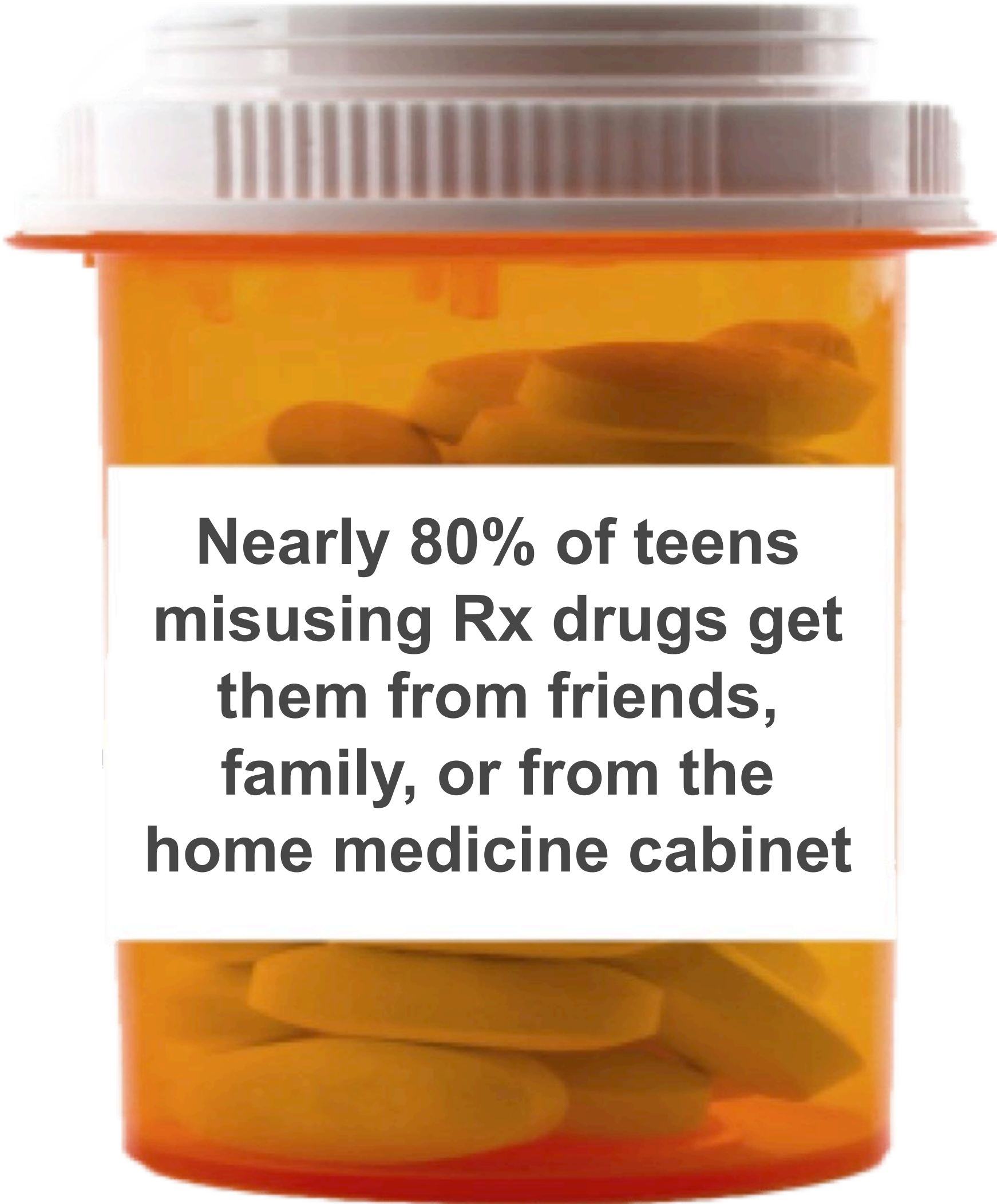


**More than 1/3 of
students who misuse
Rx drugs combine
them with other Rx
drugs or alcohol**

(ACJC)

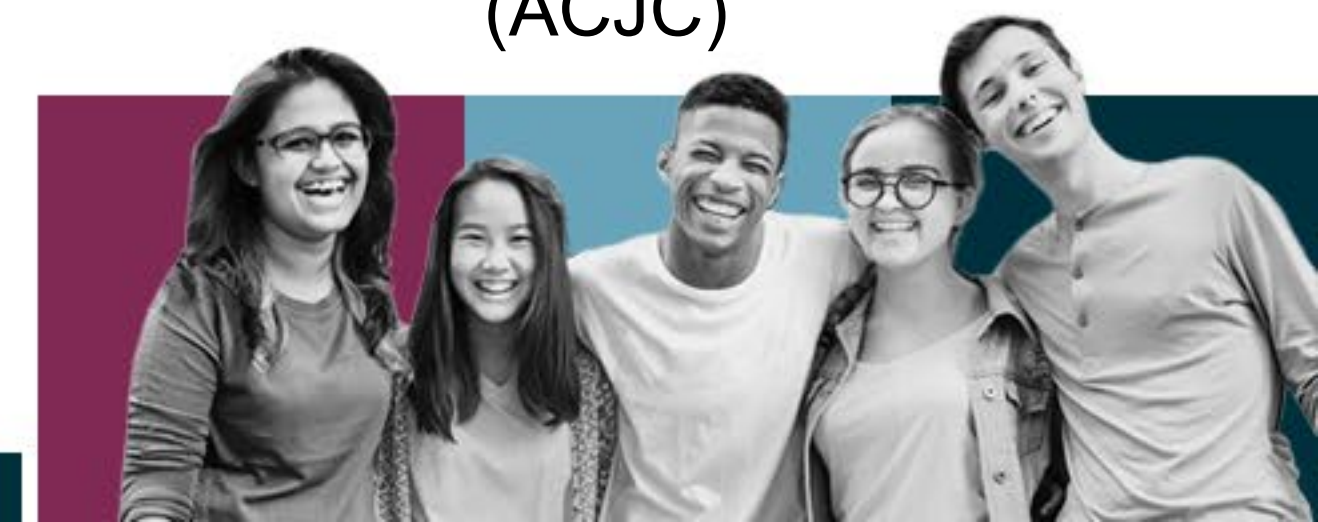


In Arizona



**Nearly 80% of teens
misusing Rx drugs get
them from friends,
family, or from the
home medicine cabinet**

(ACJC)



Fentanyl

Fentanyl is a synthetic opioid that is 80-100 times stronger than morphine. Pharmaceutical fentanyl was developed for pain management treatment of cancer patients, applied in a patch on the skin.



Fentanyl

Because it is potent and inexpensive, fentanyl is added to heroin or counterfeit prescription pills to increase potency.

Many users believe that they are purchasing oxycodone, hydrocodone, or other prescription medication and actually don't know that they are purchasing fentanyl.



Fentanyl – Counterfeit Pills





Fentanyl – Counterfeit Pills



Fentanyl – Lethal Dose



Fentanyl – Overdose Deaths



ONE NATION OVERDOSED

POLITICS U.S. NEWS BUSINESS WORLD TECH & MEDIA THINK SPORTS

Fentanyl deaths from 'Mexican oxy' pills hit Arizona hard

Arizona and other southwestern states bordering Mexico have become a hot spot in the nation's fentanyl crisis.



Fentanyl on Campus

NEWS > CENTRAL & SOUTHERN ARIZONA NEWS




San Luis police: 3 students had thousands of fentanyl pills on campus



Posted: 12:04 PM, Jun 06, 2019 **Updated:** 12:43 PM, Jun 06, 2019

AP By: Associated Press





Fentanyl on Campus



MENU


POWERED BY 

NEWS WEATHER TRAFFIC GOOD MORNING AZ PHOTOS APPS

 94°







Signs of Fentanyl Use

- Sleepiness including “nodding off”
- Shallow breathing or difficulty breathing
- Euphoria
- Constipation
- Constricted “pinpoint” pupils
- Slurred speech but no odor of alcohol
- Slowed movements



Signs of Fentanyl Overdose

- Clammy skin
- Loss of color in the face
- Blue lips and/or fingertips
- Unresponsive to verbal commands or questions
- Deep snoring or gurgling sounds
- Slowed or faint heartbeat
- Slow breathing or no breathing



What Next?

- Call 911
- Administer naloxone (Narcan)
- Begin rescue breathing



Doses of naloxone and naloxone training are available from
Sonoran Prevention Works – SPWAZ.org



Neurotransmitters and Addiction

GABA: Anti-anxiety, calming

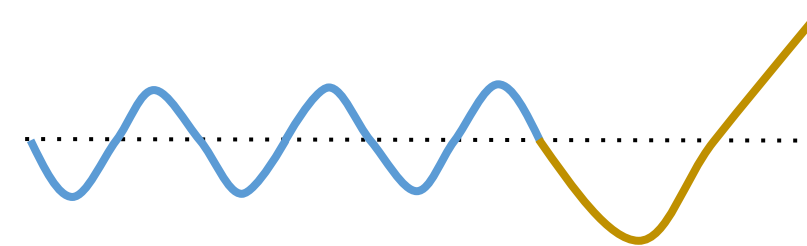
Serotonin: Happiness, mood stabilizing

Dopamine: Pleasure, motivation, reward

Norepinephrine: Alertness, concentration, energy

Acetylcholine: Memory, cognition, muscle function

FEELING GREAT



FEELING DEPRESSED



Neurotransmitters and Addiction

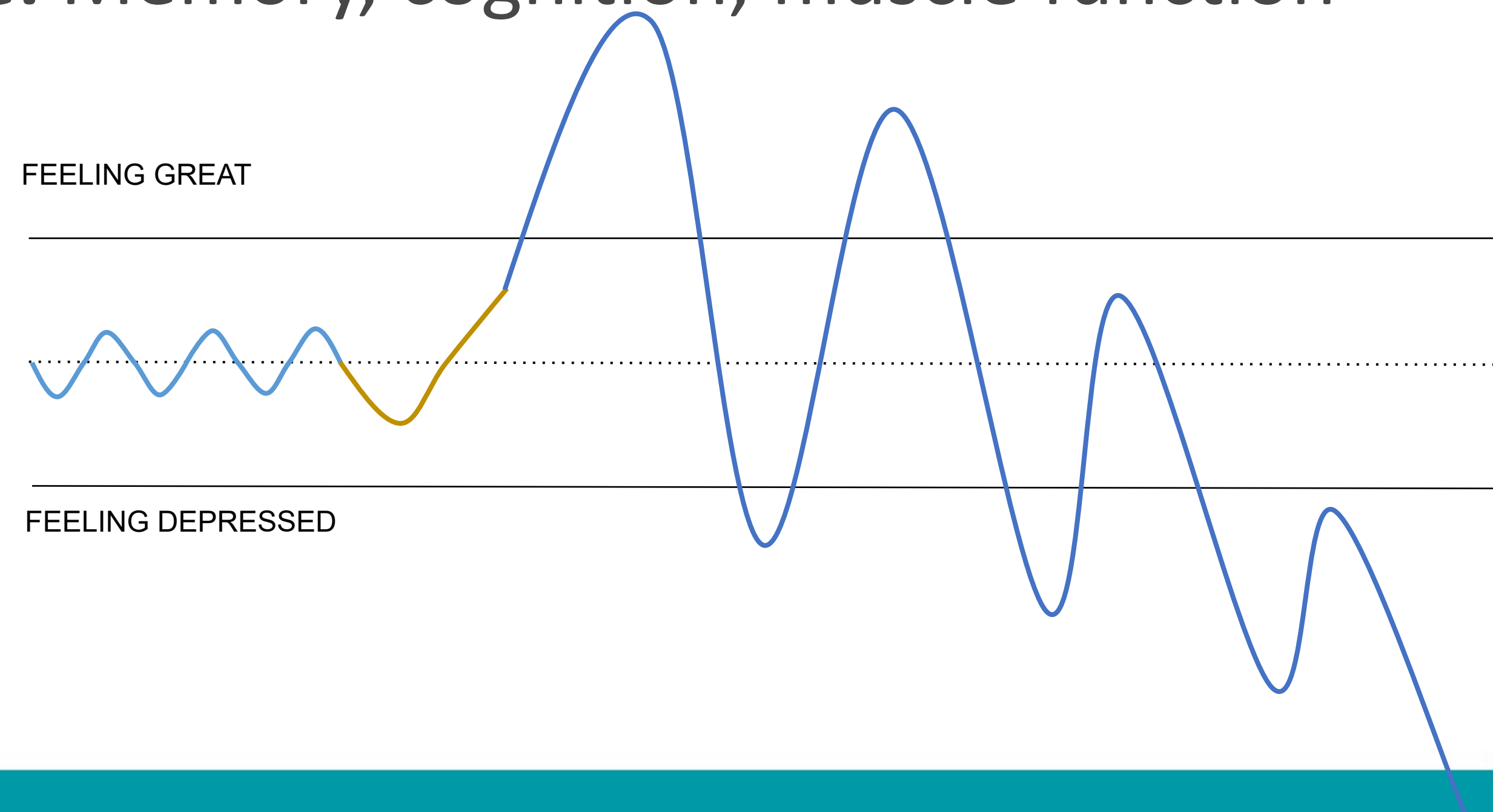
GABA: Anti-anxiety, calming

Serotonin: Happiness, mood stabilizing

Dopamine: Pleasure, motivation, reward

Norepinephrine: Alertness, concentration, energy

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Brain Development

At what age does the human brain finish growing and maturing?



Brain Development

At what age does the human brain finish growing and maturing?

25 years or older

The prefrontal cortex is responsible for planning, anticipating risk, and impulse control



Signs and Symptoms

- A drop in grades
- Isolation from family
- Poor achievement
- Mood swings
- Dishonesty
- Change in peer groups
- Disrespect toward parents
- Loss of interest in previous hobbies and activities
- Change in eating or sleeping habits
- Red, watery, or glassy eyes
- Drastic change in pupil size
- Late or unexplained hours
- Finding paraphernalia in their room
- Finding several empty OTC drug boxes
- Disappearance of money or possessions
- Slurred speech or impaired motor control
- Compromising personal values
- Posting drug slang or drug images on social media



Paraphernalia and Concealment



Paraphernalia and Concealment



Paraphernalia



Understanding the Influence:

The Solutions

Consistency

Teens whose parents do not agree with one another regarding family rules on drug use are **more than 3x** more likely to use marijuana and **3x more likely** to try drugs in general.

CASA Columbia



Family Dinner

Teens who say they discuss their lives with their parents over regular dinners are less likely to use drugs or alcohol.

CASA Columbia



Start the Conversation Early

Let them know your stance on drugs long before they hit adolescence.

Have conversations when you can, i.e. at dinner or when you are picking them up from school.

Start asking them simple questions daily, such as “What were your favorite and least favorite things about today?” Use their answers as a gauge.



Set Clear Rules About Drugs & Alcohol

Parental disapproval is a huge factor in preventing substance use.

If a teen believes you are okay with drug and alcohol use, they will be more likely to use.

If you are clear with them that you disapprove of drug and alcohol use, they will be less likely to use.



Understand the Teenage Brain

Teens are wired to take risks and experiment. They are likely to be impulsive.

The pleasure/reward-seeking part of their brain has developed, while the part that controls impulse is still maturing.

Help them find positive activities to achieve the feelings they're seeking.

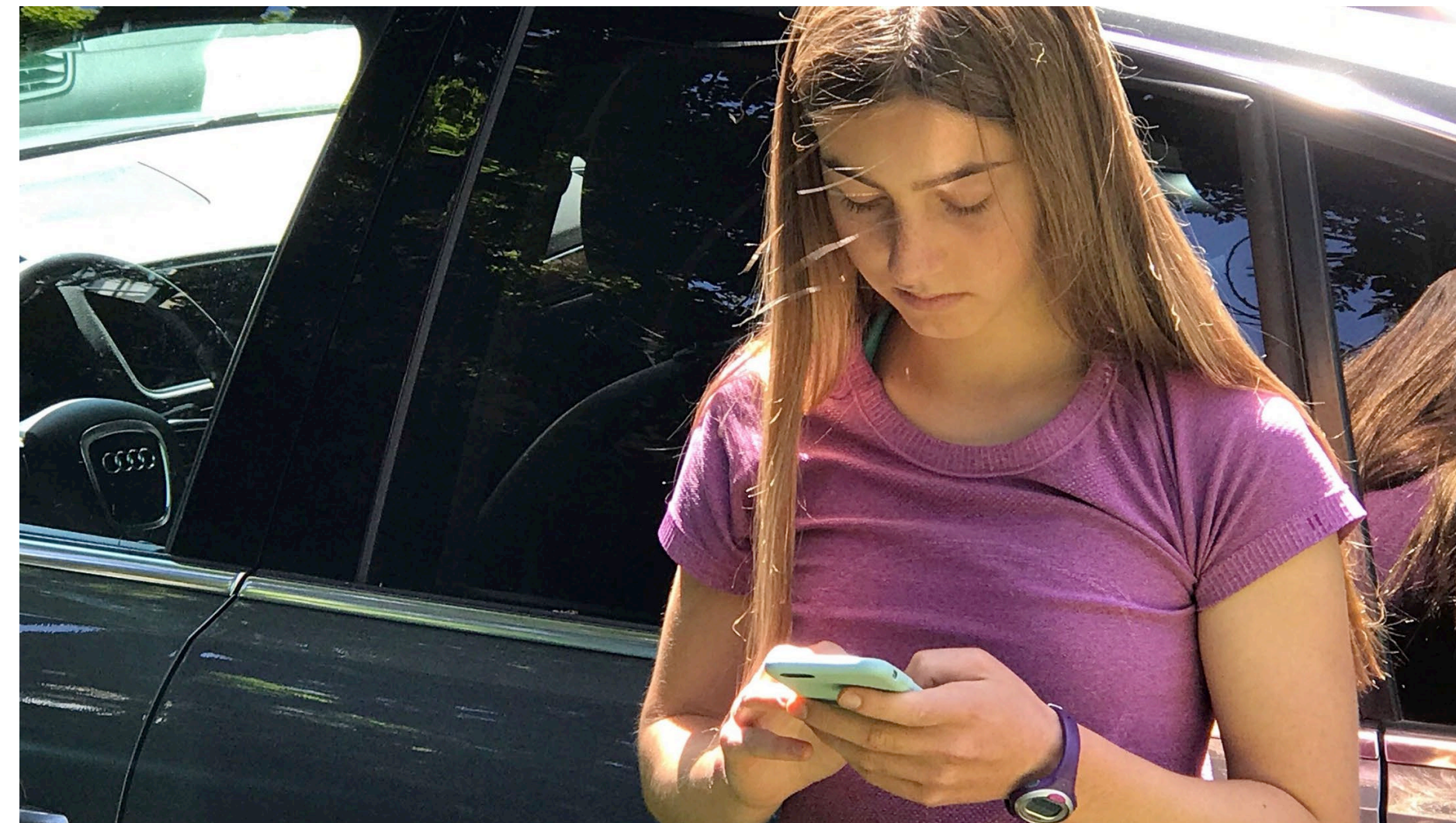
Form a plan on how/why to say "no" in advance.



Give Your Kids a Way Out of Risky Situations

Form a plan before they are offered drugs or alcohol.

Agree on a code word or phrase that they can text you, and you will come and pick them up, no questions asked.



Decide on Consequences Together

Ask them what they think the consequence should be if they are found to be using drugs or alcohol.

That way, there is no surprise as to what will happen if they drink or use.

“You made this choice knowing what would happen and what was agreed upon.”



Keep Communication Lines Open

Make sure your child knows you are always there for them, even if they have made an unhealthy choice.

Maintain an open and non-judgmental line of communication.



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notMYkid Substance Use Prevention Strategies

Signs and Symptoms of Drug or Alcohol Use

Drug Paraphernalia and Concealment

Talking With Youth About Drugs and Alcohol

Substances Commonly Used by Youth

Vaping and eCigarettes – What Parents Should Know

Take Action – Create a Family Substance Use Prevention Plan

Resources and Support



Win This Year Podcast

Informative – Interesting – Inspiring

WinThisYear.Buzzsprout.com

Also available on Apple Podcasts,
Google Podcasts, Spotify, Amazon
Music, Amazon Alexa, etc.

Or search “Win This Year podcast” or
“notMYkid podcast on Google



nMk Families Facebook Group



Search “notMYkid Families” on
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