“National Drug and Alcohol Facts Week” Delivering Scientific Facts About Drug Abuse to Teens

December 9, 2015
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Reminders

• All attendees are in listen-only mode.
• We want to hear your questions! To ask a question during the session, use the question box that appears on the bottom right side of your control panel.
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Webinar Archives

Access previous webinars

- Clinical Services (Diabetes, ADHD)
- SBHC Operations (PCMH, HIT)
- Policy & Advocacy
- Quality Improvement
- Special Initiatives
- School-Based Health Alliance Tools

http://www.sbh4all.org/webinars
Objective

Know where to obtain science based resources/materials with regards to substance abuse and addiction and how to hold educational events for National Drug and Alcohol Facts Week 2016
Today’s Presenters

Brian Marquis, BS
January 25-31, 2016

School Based Health Alliance

How You Can Get Involved
Agenda

• NIDA/NIAAA collaboration
• What is NIDA?
• National Drug & Alcohol Facts Week
  • Overview
  • Goal and Objective
  • Audience
  • Outreach and Promotion
  • Partners
  • Next Steps
About the National Institute on Drug Abuse

- National Institute on Drug Abuse, NIDA, is part of the National Institutes of Health based in Bethesda, MD.

- NIDA’s mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.
NIDA achieves its mission through two ways:

- provide strategic support and conduct of research across a broad range of disciplines.

- ensure the rapid and effective dissemination and use of the results of that research to significantly improve prevention and treatment and to inform policy as it relates to drug abuse and addiction.
NIDA is a Trusted Source

• NIDA is your trusted source of information year-round on:
  – Science of drug abuse and addiction, including nicotine addiction;
  – Substance abuse prevention and treatment;
  – Illicit drugs and their medical consequences
  – Prescription drug abuse;
  – The link between drug abuse and HIV/AIDS; and
  – The annual Monitoring the Future survey (8th, 10th, and 12th graders).

• NIDA is also your link to other relevant NIH institutes and government agencies that can help. Refer to: http://www.drugabuse.gov/publications/media-guide/relevant-contact-information.
NIDA 4 Teens

- Through its NIDA 4 Teens Web site, NIDA is working to get these facts about drug abuse on the brain, body and behavior directly into the hands of teens to shatter the myths and enable teens to make better decisions.

**Almost two-thirds (64%) of high school seniors do not view regular marijuana use as harmful** compared to just over one-third (35%) 20 years ago. Marijuana use has remained relatively stable among high school students over the past few years. 56.7% of high school seniors say they disapprove of occasional marijuana smoking.

The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world’s research on the health aspects of drug abuse and addiction. Fact sheets on the health effects of drugs of abuse and information on NIDA research and other activities can be found at www.drugabuse.gov.
There are lots of **MYTHS** about drugs flying around

- “Prescription drugs are always safe because they’re prescribed by doctors”
- “Pot is not addictive”
- “Drug addiction is a choice”
- “Natural drugs are safer than synthetic ones”
In its 6th year, NDFW has reached thousands of teens and tweens with the scientific facts about drug abuse. With your help, we can reach even more!
About National Drug & Alcohol Facts Week

- **National Drug & Alcohol Facts Week** is a health observance week established in 2010 to help teens shatter the myths about drugs and drug abuse through community based events and activities. In 2016, it will take place January 25th – 31st.

- **Community groups, prevention coalitions and municipal government can** engage and educate teens about the science behind drugs and drug abuse by providing factual, scientific information through NDAFW materials and events.

**NDAFW VIDEO**

https://www.youtube.com/watch?v=EUN9WwXtkp8
PEERx Materials

Share a Dose of Reality:
Prescription Drug Abuse IS Drug Abuse.

Become the main character in the Choose Your Path video and confront real-life choices. Watch your decisions play out onscreen!

Visit www.teens.drugabuse.gov/peerx to learn more!
Interested in a partnership? Contact peerx@iqsolutions.com.

Peer Into Your Path

1. Get Creative!
Find creative ideas in the PEERx Activity Guide for educating teens about Rx drug abuse in your community.

Pop positivity, not pills
Share the message with eye-catching PEERx downloadable for t-shirts, stickers, posters, or computer wallpaper.

Bust the myths and misconceptions about Rx drug abuse with the PEERx fact sheets.

NIH
National Institute on Drug Abuse
Toolkits

- NIDA has four new toolkits for events that are specific to the following themes: alcohol, marijuana, tobacco, and new psychoactive substances (synthetics). We also have a general NDAFW toolkit available in Spanish.
Some of the NDAFW 2016 Partners

- Association of School Guidance Counselors
- Family, Career, and Community Leaders of America
- Mentor Foundation USA
- National Association of County and City Health Officials
- National Organizations for Youth Safety
- Peer Health Exchange
- Sam’s Watch
- School-Based Health Alliance
- Students Against Destructive Decisions
- The Herren Project/Project Purple
Plan now to get involved in NDAFW 2016.
It’s easy!

- Put on a community event for teens
- Create web and social media activities
- Create contests, scavenger hunts, and puzzles
- Distribute NIDA’s free materials
Follow this step by step toolkit to plan your event or activity


Event planning toolkit including “6 Steps to Hosting a NDAFW Event”
Get your free resources from NIDA

Drug Facts: Shatter the Myths booklets

Drugs, Brains, and Behavior: The Science of Addiction booklets

Factsheets

National Drug IQ Challenge Activity (available in Spanish)

Drugs + Your Body: It Isn’t Pretty (Teaching Guide) Posters
Preventing drug abuse is possible. We can do it together! Help get the facts out to teens in their community so they can make smarter choices.
How can we help you?

NIDA is at your service! We are here to help generate ideas for events, help you plan your event, get you connected with an expert or scientist, and provide you with other materials you might need. Please email us at drugfacts@nida.nih.gov with any questions you might have! We look forward to working with you.
BECOME A MEMBER!
Membership

Join Now: **Individual** - $100

- A national voice advocating for SBHCs at the federal level
- Access to exclusive members-only content on the website (including archived resources)
- News and resources in special, members-only Weekly Updates
- Access to customizable patient education materials on influenza (courtesy of MedImmune)
- And more....

Join Now: **Organizational** - $500

- All individual member benefits
- Discounts on professional services and products
- Weekly e-mail updates and action alerts
- Letters of support for grants
- Recognition in School-Based Health Alliance’s annual report and on its website
- And more....

www.sbh4all.org/membership
Questions?

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Additional Questions?
Contact us at: info@sbh4all.org
Thank You for Attending