Disclosures

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Getting Candid:
The Importance of Trust in Youth Substance Use Prevention

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Will Sloyer, Project Coordinator (he/him)
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Our Mission:

To make mental wellbeing, including recovery from substance use challenges, a reality for everyone.
Raise your hand if...

You are coming from the Northwest or Alaska
Southeast
Northeast
Southwest or Hawaii
Midwest

You work in a school setting
Inpatient setting
Outpatient setting

This is your first trip to D.C.

You’re a fan of...
Learning Objectives

Upon completion, participants will be able to:

• Explain how the COVID-19 pandemic has impacted youth state of-mind and the rates of substance use.

• Explain the role of trust in conversations with youth surrounding substance use.

• Identify 3-4 substance specific messages to utilize with youth.

• Explain how to utilize the message guide and supplementary toolkit resources to engage youth in substance use prevention conversations.
Substance use is **preventable & remediable** rather than inevitable & irreversible.

It is our **collective obligation** to create environments that keep the heat down for adolescents, preventing substance use from boiling over into a bigger problem.

https://www.frameworksinstitute.org/
About Getting Candid

**Purpose:** To assess effects of the pandemic on substance use risks & drivers

**Approach:** National online assessments, focus groups, youth ambassadors, expert advisors

**Result:** Message guide & toolkit for youth-serving providers to support effective prevention messaging with youth ages 12-18

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National Assessments

Jan 2021

- Youth (n=600)
- Providers (n=761)
  - Impact of COVID on youth state of mind, knowledge and access to substance use prevention, messages, tools/resources

May 2021

- Youth (n=681)
  - Test draft messages

Jun 2022

- Youth (n=800)
  - Impact of COVID on youth state of mind, knowledge and access to substance use prevention, messages, tools/resources

Oct 2022

- Youth (n=898)
  - Test draft messages
What Providers Believed about Youth

**MATTERS MOST:**
Peers, friends, fitting in and appearance

**KEY REASON not to use:**
Concern about messing up future plans

**MOST EFFECTIVE ENGAGEMENT strategy:**
In-person

**MOST TRUSTED MESSENGERS:**
Parents & guardians

What Youth Identified About Themselves

**MATTERS MOST:**
Family

**OTHER MOST TRUSTED MESSENGERS:**
Health care providers & those who formerly used substances

Jan 2021 and June 2022 data
Trusted Adults

Doctors, nurses, or other healthcare providers were the most trusted source of accurate information about substance use followed by parents or caregivers.

Parents and caregivers were who youth were most comfortable speaking with about substance use followed by friends or peers.

Less than 1 in 10 said they would be most comfortable talking to a healthcare provider.

June 2022 data
### Reasons people my age choose... to use substances

- Cope with depression, anxiety, other MH issues (42%)
- Friends or other people are doing it (39%)
- To cope with problems w/family, friends, school (34%)
- Enjoy it and/or think it’s fun (30%)

### Not to use substances

- May be bad for their health (32%)
- Just not interested (32%)
- Might mess up their goals/plans for the future (31%)
- Want to make healthy choices (31%)

June 2022 data
<table>
<thead>
<tr>
<th>How I Feel About Myself</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel like I am a <strong>good person</strong> who has a lot to offer.</td>
<td>77%</td>
</tr>
<tr>
<td>I am able to <strong>stand up</strong> for myself and what I believe in.</td>
<td>76%</td>
</tr>
<tr>
<td>I am <strong>hopeful</strong> about the future.</td>
<td>71%</td>
</tr>
<tr>
<td>I can <strong>calm</strong> myself down.</td>
<td>69%</td>
</tr>
<tr>
<td>Sometimes the <strong>pressure</strong> I feel at school and at home feels like too much to handle.</td>
<td>68%</td>
</tr>
<tr>
<td>Overall I <strong>like</strong> who I am.</td>
<td>63%</td>
</tr>
<tr>
<td>I feel a genuine sense of <strong>belonging</strong> at school</td>
<td>54%</td>
</tr>
<tr>
<td>I feel like I don’t have a lot to <strong>contribute</strong>.</td>
<td>50%</td>
</tr>
</tbody>
</table>

June 2022 data
Knowledge and Perceptions of Fentanyl

A majority of youth are NOT concerned about alcohol and other drug use in their own lives.

- But if someone they know was using drugs, 77% report they would be concerned about fentanyl exposure.
- However, less than 50% report knowing what fentanyl is and report that it would be one of the hardest substances for them to acquire.

June 2022 data
Your Role as a Youth-Serving Provider

• Create a safe space to **normalize conversations** about substance use & connection to health, school, finances, & relationships

• Maximize **regular touch points & established relationships** to reinforce prevention messages & encourage healthy peer relationships

• Identify potential risk & **protective factors**
Video: What Youth Want You to Know

National Council for MENTAL WELLBEING
Getting Candid Toolkit

https://www.thenationalcouncil.org/getting-candid/

• Establish Trust
• Gather Insights
• Frame the Conversation
• Make the Case
• Suggest Action
• Implementation Tools
• Cannabis Resource Center

35+ resources
Substance Fact Sheets

https://www.thenationalcouncil.org/program/getting-candid/make-the-case/
Cannabis Resource Center

- State Fact Sheets on Cannabis
- Policy
- Prevention
- Mental Health and Substance Use Treatment
- Safe Storage
- Legal Consequences
- Medical Use
- Other Cannabis Products

https://www.thenationalcouncil.org/program/getting-candid/cannabis-resource-center/
On Demand Course

https://www.thenationalcouncil.org/program/getting-candid/implementation-tools/
Influencer & Youth Facing Work

Our TikTok Influencers campaign launched in Feb!

Visit our Youth Facing Page!
https://www.thenationalcouncil.org/itsthelittlethings/
LGBTQ+ Affirming Care

https://www.thenationalcouncil.org/program/getting-candid/establish-trust/
Inside the Getting Candid Message Guide

https://www.thenationalcouncil.org/getting-candid
Communication Pathway

**ESTABLISH TRUST**

Build rapport and establish trust.

**GATHER INSIGHTS**

Seek guidance and input from youth on what matters to them.

**FRAME THE COMMUNICATION**

Choose the frame for communication based on insights from youth.

**MAKE THE CASES**

Select evidence to provide compelling reasons not to use drugs or alcohol.

**SUGGEST ACTION**

Select one or more actions to suggest.
Declutter

Stay Curious

Pause the Fix
How would you approach this if a friend came to you for advice?

- What matters most in your life and why?
- What’s on your mind?
- What is particularly important to you right now?

What are your thoughts on legalized marijuana?

How would you avoid drinking, if you decided to?

What worries you about using someone else’s prescription medication?
Reflect Back with a Listening Statement

You are feeling... frustrated that your teachers won’t cut you some slack.

I hear... that you want to be treated like an adult.

It sounds like... you want an opportunity to show you are responsible.
A Time of Opportunity

• Adolescent brain = preference for novelty, activity and positive risk-taking
• Socially enriched environments can help the brain to change and adapt

We need to reframe adolescence from eye roll to opportunity.

Nat Kendal-Taylor, CEO of The Frameworks Institute
Communication Pathway

ESTABLISH TRUST

GATHER INSIGHTS

FRAME THE COMMUNICATION

MAKE THE CASE

SUGGEST ACTION

TheNationalCouncil.org
“What Matters” Becomes the Framework

<table>
<thead>
<tr>
<th>What Matters...?</th>
<th>Message Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plans for the coming year, for entering high school, college or for the future in general</td>
<td>The future</td>
</tr>
<tr>
<td>Physical or mental health</td>
<td>Risk of addiction</td>
</tr>
<tr>
<td>Relationships (e.g., parents/guardians, friends, teachers, coaches, mentors)</td>
<td>Relationships</td>
</tr>
<tr>
<td>Activities in or out of school (e.g., music, sports, volunteering)</td>
<td>Activities</td>
</tr>
<tr>
<td>Being respected for autonomy and being able to make one’s own choices</td>
<td>Self-affirmation</td>
</tr>
</tbody>
</table>
Most effective messages tested with youth:

The future: Don’t let drug and alcohol use change or control your plans for the future.

Risk of addiction: Drug and alcohol use change parts of your brain that impact how you think and act. The more you use them, the harder it can be to stop, even if you want to.

Relationships: There are people in your life who matter to you. And you try hard not to let them down. *(For middle school)* And you try hard to make them proud. *(For high school)*

Activities: Participating in sports, music, hobbies or other activities can help you build friendships, stay in shape, get into & receive scholarships for college & have fun.

Self-affirmation: You respect yourself & want to make decisions that are best for you. Trust yourself & your choice not to use drugs or alcohol.
Examples of statements considered most convincing by youth:

- **People in recovery** from addiction often say one of the things they regret most about their addiction was the trust they lost from people who care about them.

- **Vape** companies regularly change up their chemical formulas to get around regulations and safety testing of their products.

- It only takes a pinprick-sized amount of **fentanyl** to be a deadly dose. And it’s sometimes hidden in fake prescription pills.

- **Delta-8 THC** is not regulated so you don’t really know what is in it. Some people end up having a medical emergency because the concentration was too high or they didn’t realize delta-8 THC was psychoactive until it was too late.
The “Sandwich” Approach to Providing Information

1. Ask
Would you be open to hearing about...?  
What do you know about...?  
What would you most like to know about ...?

2. Provide Information

3. Ask
What do you make of this?  
How, if at all, has this impacted your thinking?  
What might be your next step?
Actions identified by youth as those they would most likely take:

- **Resonated with middle school youth.** Explore new ways of dealing with stress, like music, reading, art, getting outdoors, talking with friends you trust or just being by yourself.

- Find someone you can talk to if you feel tempted or pressured to use alcohol, tobacco/nicotine, marijuana or other drugs.

- Make your own personal commitment or pledge to avoid alcohol, tobacco/nicotine, marijuana and other drugs.

- Educate yourself about alcohol, tobacco/nicotine, marijuana and other drugs by visiting a website or information on social media.

- Talk to your friends and encourage them not to use alcohol, tobacco/nicotine, marijuana and other drugs.

*TheNationalCouncil.org*
Video: The Communications Pathway

Navigating a Conversation
With Youth About Substance Use Prevention

This video was created for informational and educational purposes only. This is a roleplay with fictional characters and circumstances.
Scenario: Alex, age 15

I can’t deal with school right now. My cousin overdosed a few weeks ago and he’s in pretty bad shape. I’m worried about him. My parents are all up in my business about it and the last thing I need is a lecture about being “disruptive in class”.

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Questions?

For more information or to inquire about these resources, please email us at: 

gettingcandid@thenationalcouncil.org
Continuing Education Credits

In support of improving patient care, this activity has been planned and implemented by the School-Based Health Alliance and Community Health Center Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

This conference is intended for Nurses, Nurse Practitioners, Physicians, Physician Assistants/Associates, Psychologists, Registered Dietitians, and Social Workers

Please go to the link for the CME web platform (Weitzman Education) posted in the mobile app to complete the post-session survey to access your continuing education credit.

A comprehensive certificate will be available in the CME platform after completing the post-session surveys for all sessions you attended.