



More Than Ever Before,
Youth Are
Making **ONE**
CHOICE



What is One Choice?

A data-driven, youth-led prevention message that centers on the health of young people developed by the Institute for Behavior and Health, Inc.

One Choice is a clear health standard:

No use of alcohol, nicotine, marijuana, or other drugs by youth under 21 for reasons of health

Why One Choice?

- Helps parents and caring adults frame substance use prevention conversations within the context of health and wellness
- Promotes teen self-care and autonomy
- Offers a clear health goal of no use, supported by the science of the developing brain
- Challenges the misperception that “all teens use” by highlighting the growing number of teens who are making One Choice

The Developing Brain is Uniquely Vulnerable to Substance Use

Substance use disorder is a pediatric-onset disease.



9 out of 10 adults with substance use disorders initiated their use before age 18.¹

The earlier and heavier the use, the more likely a person will develop later problems.²



All substance use puts adolescents at increased risk for a variety of adverse outcomes.

For Teens, All Substance Use is Related

When youth use any one substance – alcohol, nicotine, or marijuana – they are significantly more likely to use the other two, and to use other drugs.

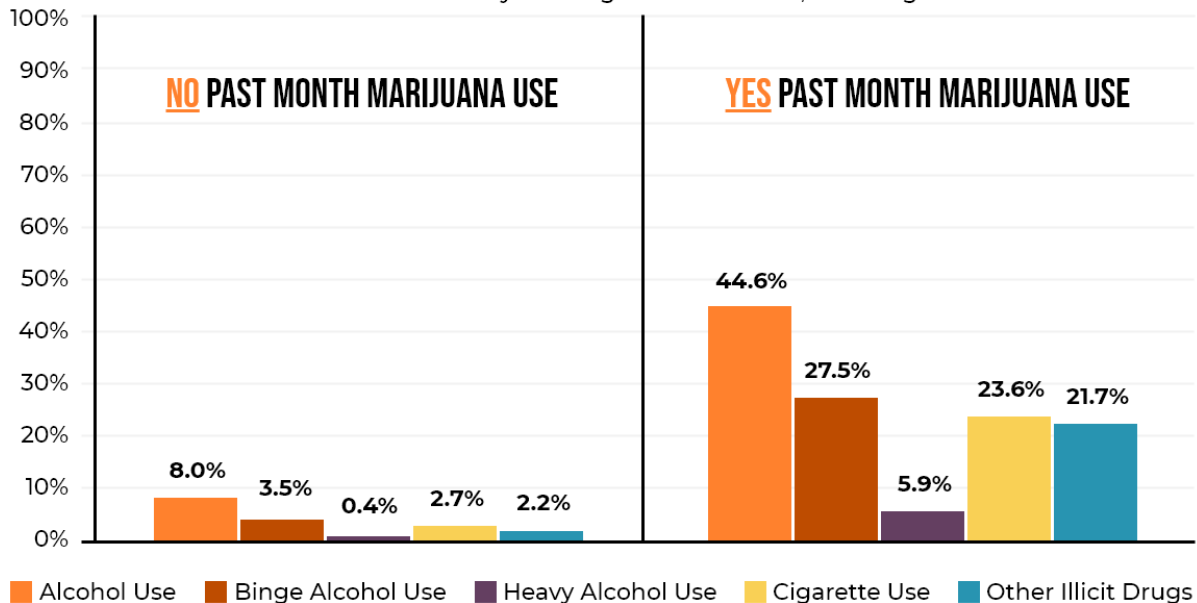
A national study of American youth (aged 12-17) showed that those who used marijuana in the past month were...

6x more likely to use alcohol
8x more likely to binge drink
16x more likely to drink heavily

9x more likely to use cigarettes
10x more likely to use illicit drugs
...than their peers who did not use marijuana.³

TEEN MARIJUANA USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

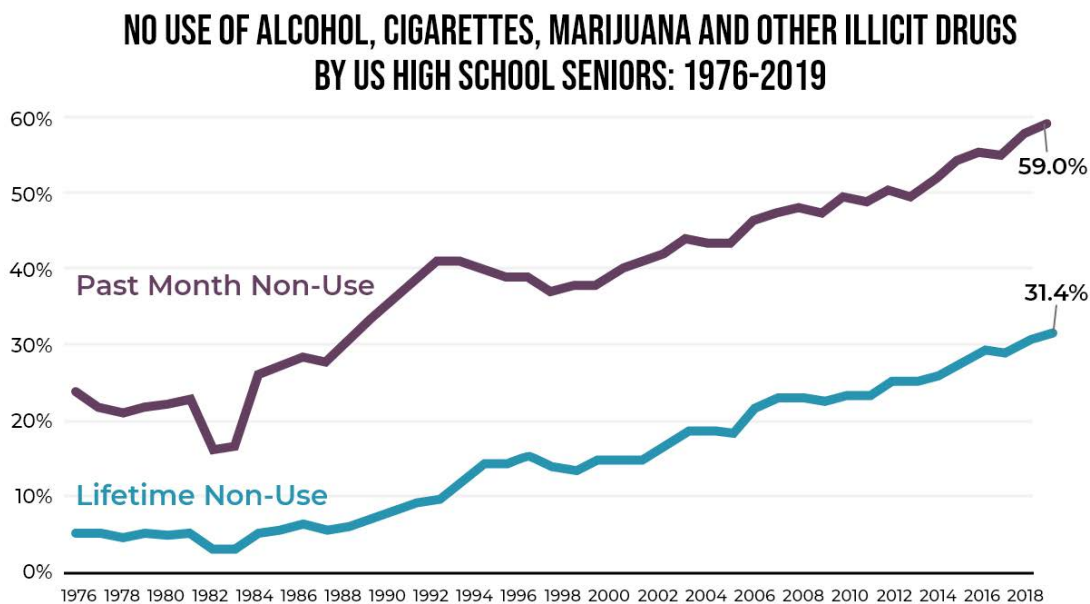
SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17



The crucial decision for youth is whether or not to use substances.

More Than Ever Before, Youth Are Making **ONE CHOICE**

A growing number of young people are making the healthy choice not use any alcohol, nicotine, marijuana, or other drugs.⁴



Of the estimated 3.6 million 12th graders nationwide:

- **More than 2 million (59%) haven't used any substances in the past month**
- **More than 1 million (31%) haven't used any substances in their lifetime**

Share this information with the children in your life. Let them know they are not alone in making One Choice for their health.

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Who We Are

The Institute for Behavior and Health, Inc. is a 501(c)3 non-profit organization that develops new ideas to reduce illegal drug use and improve prevention and treatment.

Check out IBH's One Choice Toolkit, a free online resource, that provides guidance to help prevention programs and coalitions incorporate the One Choice message into new and existing prevention initiatives.

Connect With Us



www.OneChoicePrevention.org

www.IBHinc.org

References

- 1 National Center on Addiction and Substance Abuse at Columbia University. (2011). Adolescent Substance Use: America's #1 Public Health Problem. New York, NY: Author.
- 2 E.g., Hingson, R. W., Heeren, T., & Winter, M. R. (2006). Age at drinking onset and alcohol dependence: age at onset, duration, and severity. *Archives of Pediatric and Adolescent Medicine*, 160(7), 739-746.
- 3 DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. *Preventive Medicine*, 113, 68-73.
- 4 Monitoring the Future data; Levy, S., Campbell, M. C., Shea, C. L., DuPont, C. M., & DuPont, R. L. (2020). Trends in substance nonuse by high school seniors: 1975-2018. *Pediatrics*, e2020007187. Doi: 10.1542/peds.2020-007187