

I Am One and I Make One Choice for Health

A Data-Informed, Youth-Driven, Prevention Message

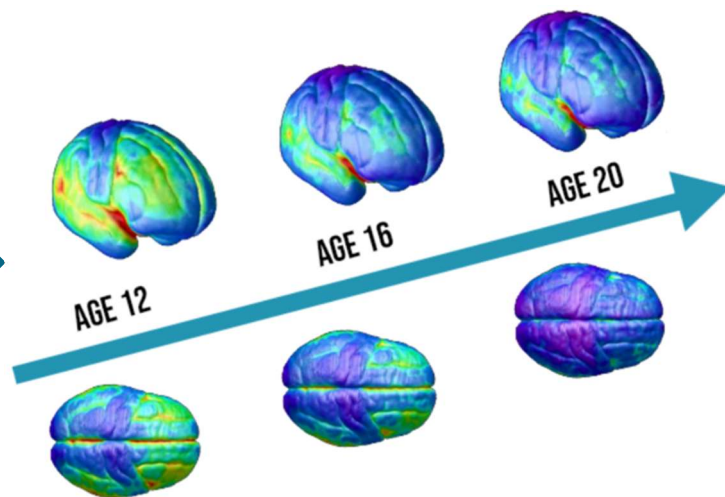
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Unique Vulnerability of the Developing Brain

Rapid Brain
Development Until
~ Age 25



Gogtay, et al. (2014). Dynamic mapping of human cortical development during childhood through early adulthood. PNAS, 101(21), 8174-8179. <https://www.pnas.org/content/101/21/8174.full>

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How Does Addiction Happen? *Brain Biology, Genetics and the Environment*



Drugs are chemicals that super-stimulate the brain's complex reward system



Hardwired into the brain to promote behaviors necessary to the survival of the species – prototypes are food and sex



Animal studies show priority for drug use – they work harder for drugs than for other rewards

National Institute on Drug Abuse (NIDA). (2018, July 20). Drugs, Brains, and Behavior: The Science of Addiction. Retrieved from <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction>; DuPont, R. L., Madras, B. K. & Johansson, P. (2011). Drug policy: A biological science perspective. In J. H. Lowinson & P. Ruiz (Eds.) Substance Abuse: A Comprehensive Textbook (5th ed., pp. 998-1010). Philadelphia, PA: Lippincott Williams & Wilkins.

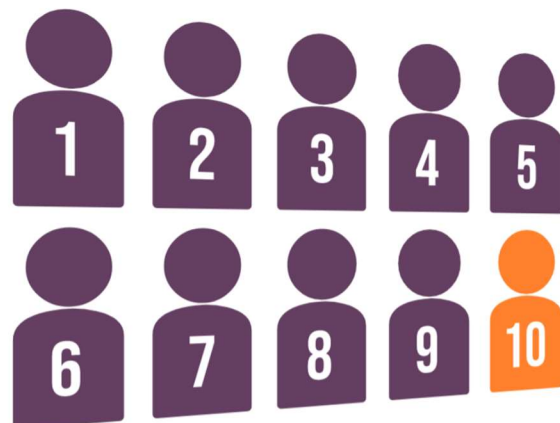
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Substance Use Disorders are Pediatric-Onset Diseases

- 9 out of 10 adults (90%) with substance use disorders initiated their use before age 18
- The earlier and heavier the use, the more likely a person will develop later problems
- All substance use puts adolescents at increased risk for a variety of adverse health outcomes



National Center on Addiction and Substance Abuse at Columbia University. (2011). Adolescent Substance Use: America's #1 Public Health Problem. New York, NY: Author.

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We Know the Importance of Youth Drug Prevention – *but is there a Clear Goal?*

- Historically, prevention has focused on individual drugs, specific settings, and even specific amounts
- Questions for prevention messaging:
 - What is considered a “drug”?
 - What does “drug-free” mean?
 - What are we preventing: use? misuse? overdose?
 - Who and what age are “youth”?

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**One
Choice**
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A New Vision

- No use of any alcohol, nicotine, marijuana or other drugs for reasons of health for youth under 21
- Refocus prevention messages and programs on One Choice as a **new health standard**

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Why Not Be Substance-Specific in Youth Prevention Efforts?

For Teens, All Substance Use is Related

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National Data Tells the Story

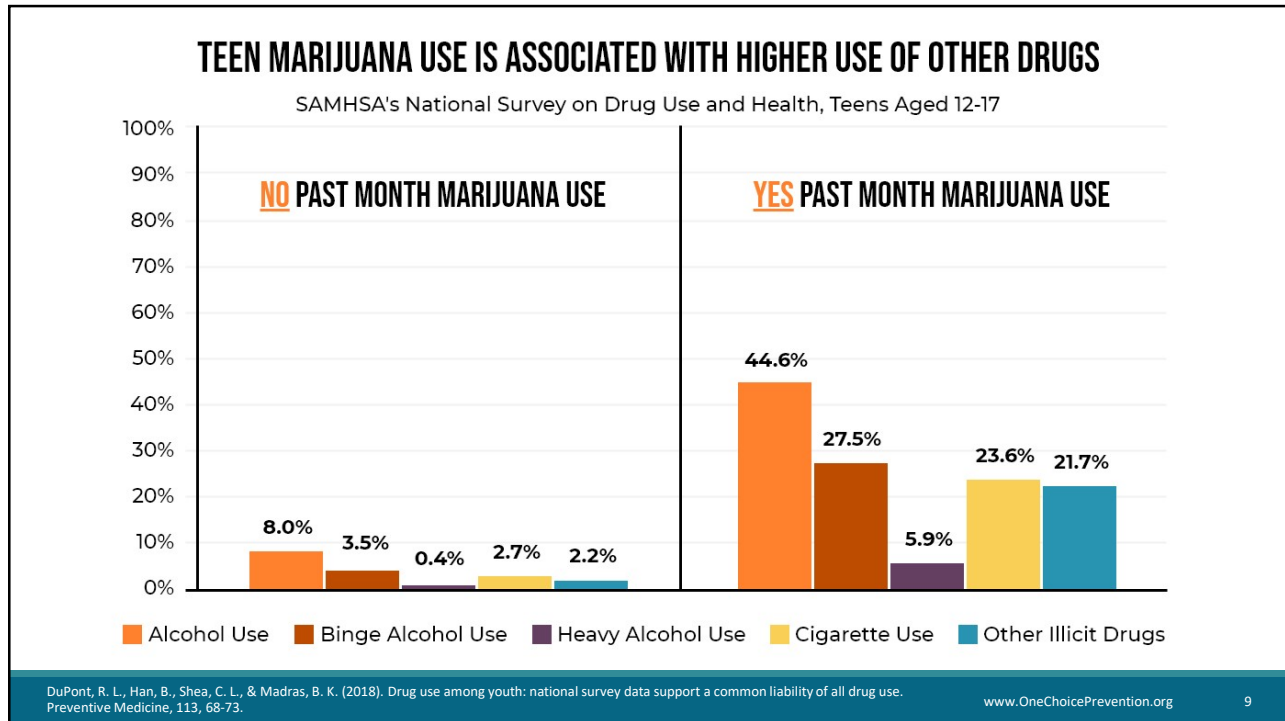
- Data from the National Survey on Drug Use and Health
- Nationally representative sample of 17,000 youth aged 12-17
- Conducted descriptive analyses and applied multivariable logistic regression models controlling for age, sex, and race/ethnicity
- **Is the use of one substance by adolescents associated with increased risk for using any other substance, regardless of use sequences?**

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.

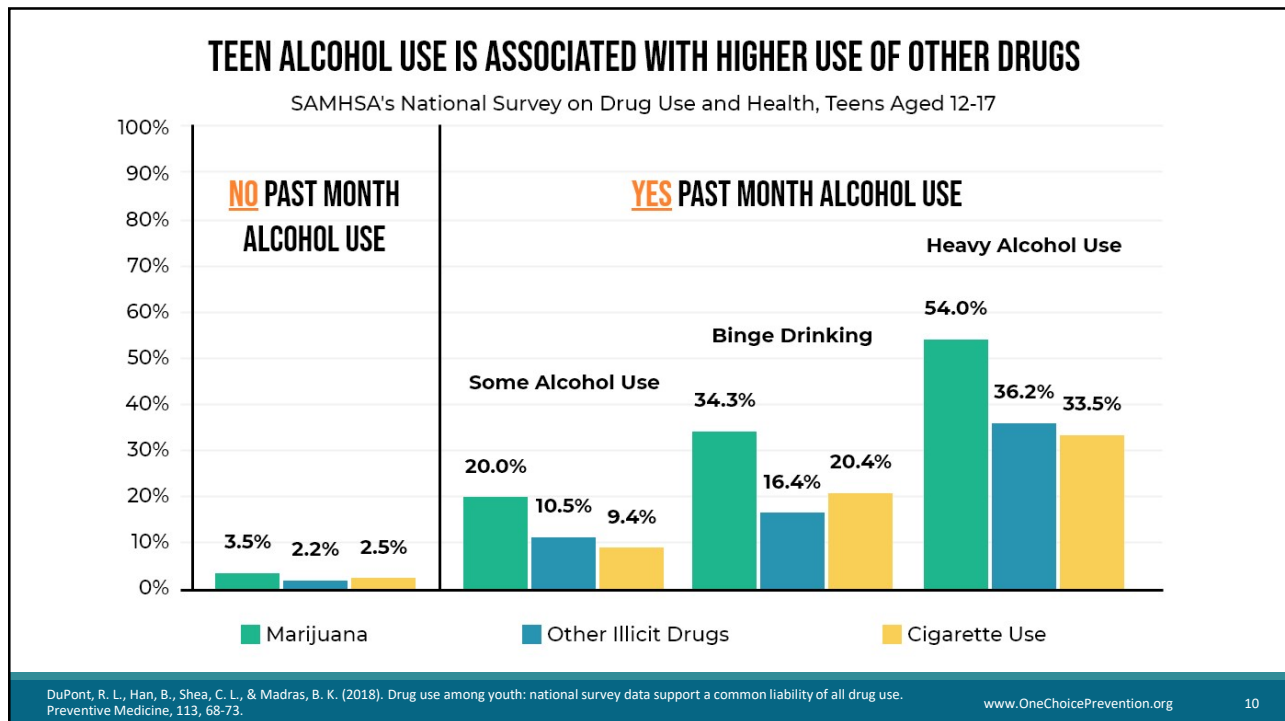
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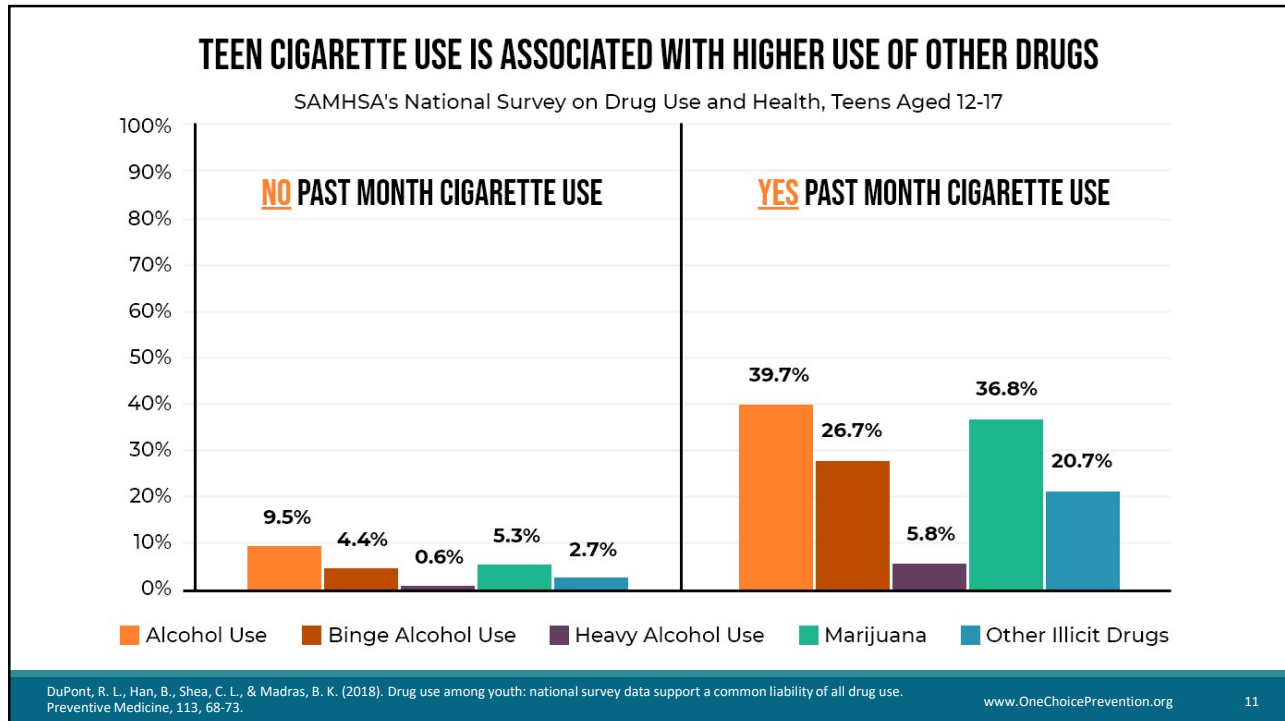
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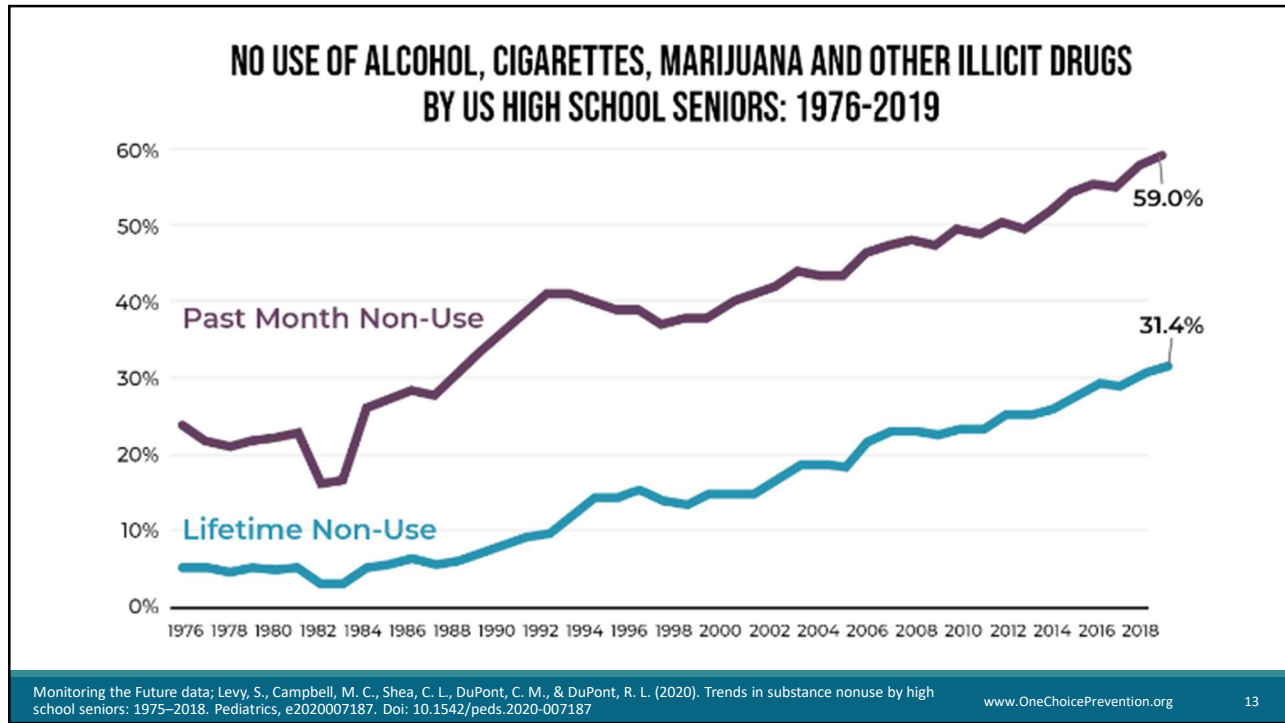
The crucial decision for youth is whether to use or not use drugs

This underscores the need for a clear goal for youth prevention

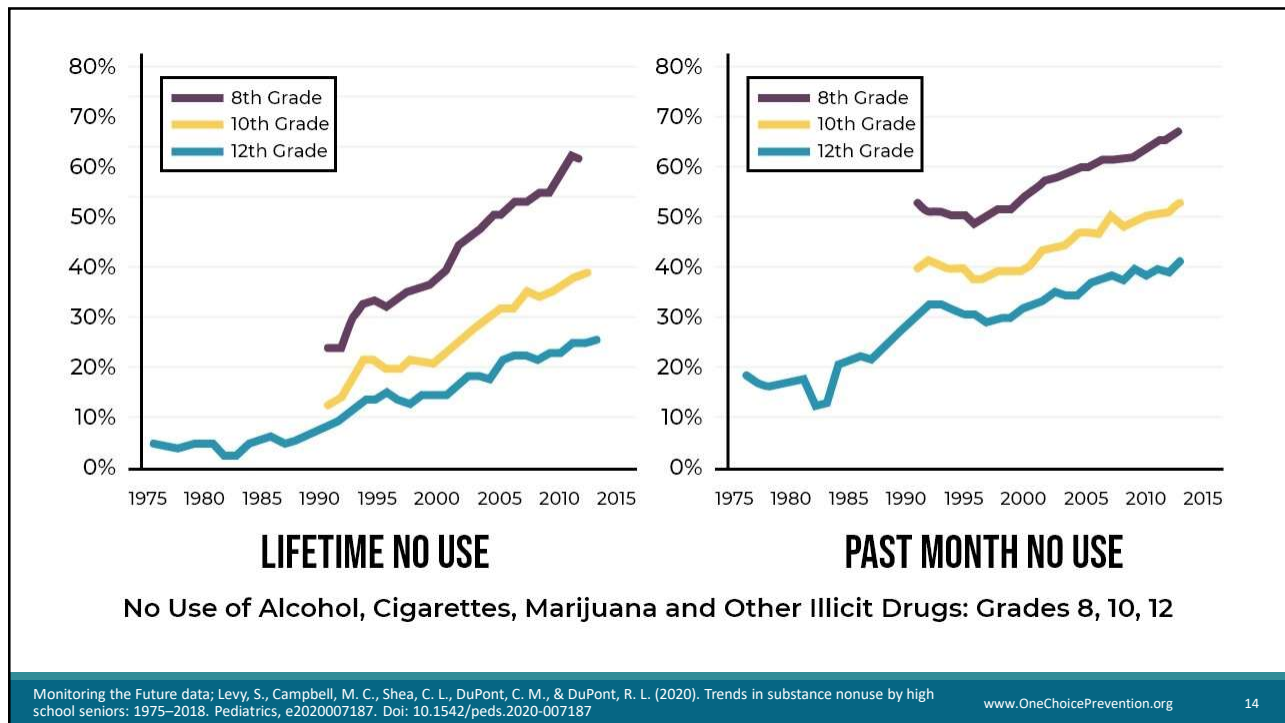
But is the One Choice goal realistic?

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. www.OneChoicePrevention.org

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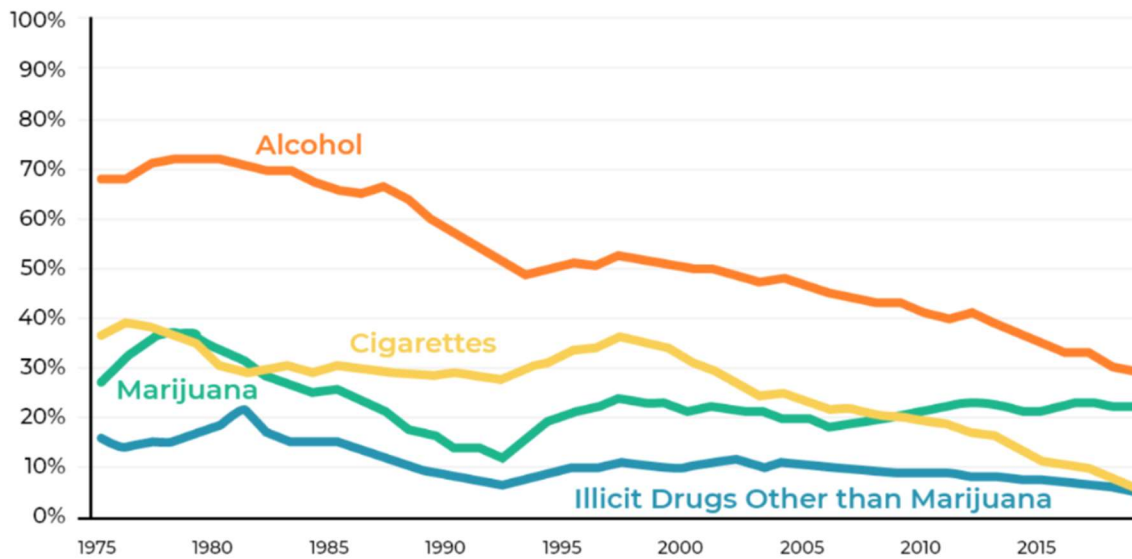


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We Can Learn from Past Youth Substance Use Trends

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PAST MONTH SUBSTANCE USE BY 12TH GRADERS



Miech, R. A., Johnston, L. D., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E., & Patrick, M. E. (2020). Monitoring the Future national survey results on drug use, 1975–2019: Volume I, Secondary school students. Ann Arbor: Institute for Social Research, The University of Michigan. Available at <http://monitoringthefuture.org/pubs.html#monographs>

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Finding Clarity in Prevention Messaging

- “Experimentation” with drugs and alcohol is often generalized as inevitable and even desirable
- We are establishing a clear, new health standard – for all young people, regardless of past substance use and other risk factors
- Reflect on how current messages may inadvertently perpetuate normalization of youth use

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Universal Support for Other Messages About Teen Health



- Always use a seat belt
- Always wear a bicycle helmet
- Avoid sugary drinks
- Eat a healthy diet
- Exercise regularly
- Get enough sleep

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Recognizing the Connection to All Health Priorities

There is no problem for which alcohol and other drugs can't make worse

- Adverse Childhood Experiences (ACEs)
- Diversity and health equity
- Emphasis on screening, brief intervention, referral to treatment (SBIRT)



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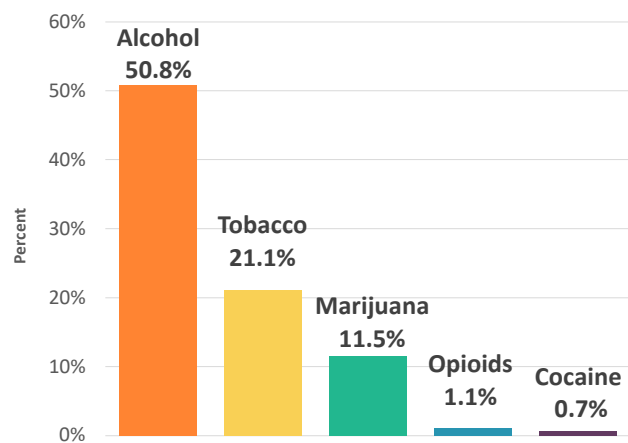
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Context of Commercialized Recreational Pharmacology

- Super-stimulation of brain reward, promoted by a for-profit industry
- Driven by the exploitation of people who use both illegal and legal drugs
- Alcohol, nicotine, and marijuana dominate

Past Month Substance Use

By Americans Age 12+ in 2019 – National Survey on Drug Use and Health



DuPont, R. L. (2019, April 16). Drug Crises on the Horizon. *Backgrounder*, 3400. Washington, DC: The Heritage Foundation; DuPont, R. L., & Levy, S. (2020). The nation's drug problem is commercial recreational pharmacology [From the Field]. *Alcoholism & Drug Abuse Weekly*, 32(35), 3-7. Center for Behavioral Health Statistics and Quality. (2020). Results from the 2019 National Survey on Drug Use and Health: Detailed tables. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved from <https://www.samhsa.gov/data/>

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Youth Substance Use is a Health Issue

- One Choice offers a clear standard of no-use for health supported by the science of the developing brain
- Supports all other prevention efforts
- Promotes teen self-care and autonomy
- Provides an opportunity to develop teen leadership




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Who Can Make One Choice?

- Anyone and everyone
- Teens who have never used any substance
- Teens who may have used in the past but are making One Choice today
- Individuals with substance use problems actively making One Choice including those in early and long-term recovery

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NATIONAL DRUG ALCOHOL FACTS WEEK #NDAFW
SHATTER THE MYTHS

The MYTH
Alcohol is not a "gateway" drug

The TRUTH
Youth who...
Drink any alcohol are **5x** more likely,
Binge drink are **7x** more likely,
Binge drink often are **17x** more likely
...to use other drugs than their peers
who don't drink at all

Source: NSDUJN, Duffell et al. 2018

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RyeACT's Broad Integration of the One Choice Message

- I Am One and I Make One Choice*
- Parent University on Prevention
- Youth Speak Out Event
- Healthy Teen Brain Day
- National Drug Facts Week

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RyeACT's *I Am One* Campaign <https://www.youtube.com/watch?v=gmTcDIKwpa>

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One Choice Prevention Toolkit



SCAN ME

WHAT YOU SHOULD KNOW AND HOW TO SHARE IT WITH OTHERS




Share the data about how all substance use is related, providing students with graphs and detailed explanations of what these graphs tell them.

Often prevention messaging is specific to individual drugs (e.g., nicotine, prescription drug misuse) or situations (e.g., drunk driving).

The One Choice approach to prevention serves as a foundation on which these more specific prevention messages can be built and/or enhanced.

These are all important and necessary, but for young people all substance use is related.

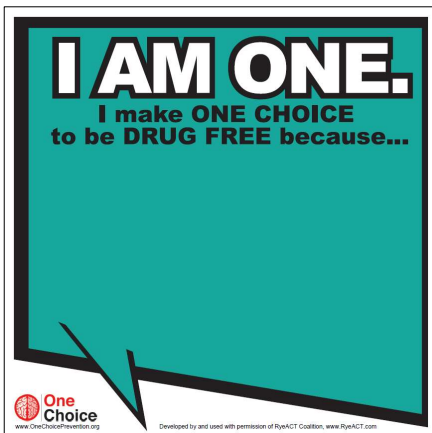



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Youth Voices are Essential



- Many young people have life experience in making One Choice and are excited to be recognized
- Some may not join One Choice movement outwardly but self-identify with the message
- Generation wants to make an impact on the world they inherit – they see the impact of drugs

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Remember --

- Overall, youth substance use has declined dramatically since the peak in 1978
- All most all youth substance use is polydrug use -- the health choice is not about any one drug but about all substances
- Since 1983, there has been a strong and steady increase in youth making One Choice of no use
- Youth have created these positive trends that point the way to a healthier future

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Call to Action



- **Understand the Science:**

The developing brain is uniquely vulnerable to substance use



- **Share the Data:**

For youth, all substance use is connected



- **Recognize the Trend:**

Youth are making One Choice; it's our job to support them!

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Thank You and Join the One Choice Community!



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