

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover



Prevention As They Grow With SAMHSA Resources

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SAMHSA, Center for Substance Abuse Prevention

SAMHSA 11th Annual Prevention Day
February 2, 2015
National Harbor, Maryland



Preschool Children (Ages 3–6)

- **Why so young?**
 - Many factors that place children at later risk of later substance abuse (e.g., aggression, poor social skills) are in place early in development.
 - Risks can be reduced or prevented through interventions that help children develop appropriate, positive behaviors.
 - Intervention programs can begin as early as preschool to decrease risk factors and increase protective factors.

Children and Adolescents (Ages 9–15)

The screenshot shows the SAMHSA website with the following elements:

- Header: SAMHSA logo, navigation links (Home, Newsroom, Site Map, Contact Us), search bar, and social media icons (Facebook, Twitter, YouTube, Blog).
- Navigation: Find Help, Topics, Programs & Campaigns, Grants, Data, Priorities, About Us, Publications.
- Main Content: "Talk. They Hear You." campaign banner with the text "Underage Drinking Prevention". Below the banner is a video player showing a young girl talking to an adult.
- Text: "Talk. They Hear You." and "SAMHSA's underage drinking prevention campaign helps parents and caregivers start talking to their children early—as early as 9 years old—about the dangers of alcohol."
- Buttons: "Check out the PSAs" and "Start the Talk".
- Sidebars: "In the News" (link to CSAP Director Fran Harding), "Featured Resources" (links to TV PSAs), and "Take Action" (link to tips for talking with kids about alcohol).

- **“Talk. They Hear You.”**
 - SAMHSA’s national underage drinking prevention media campaign
 - Helps parents and other caring adults talk with children as young as age 9 about the dangers of alcohol

www.underagedrinking.samhsa.gov

“Talk. They Hear You.” (Ages 9–15)

New in 2014



- **Online Discussion Simulator**

Using avatars:

- Practice bringing up the topic of alcohol.
- Learn questions to ask.
- Get ideas for keeping the conversation going.

“Talk. They Hear You.” (Ages 9–15)



talk
they hear you

HELP STUDENTS GET A GOOD START

As a teacher or school staff member, you work hard every day to prepare students for future success. You may not realize how seriously underage drinking can undermine their academic achievement and other life goals.

You can play an important role in a new national campaign to prevent underage drinking. Sponsored by the U.S. Substance Abuse and Mental Health Services Administration, the “Talk. They Hear You.” campaign empowers parents and caregivers to talk with their children ages 9 to 15 about risks of underage drinking. It also teaches them how to be effective in these sometimes tough conversations.

The Campaign uses public service announcements and other materials to raise awareness. It also of *Start the Talk*, which is like a video game that lets parents practice talking with kids about alcohol.

You can help get the word out by letting parents about the Campaign and how to access *Start the Talk* on their computer or mobile device.

There are easy ways to incorporate support for the Campaign into an already busy school day. Even if you need it is at underagedrinking.samhsa.gov.

UNDERAGE DRINKING

- 33 percent of 8th graders and 70 percent of 12th graders in the United States have tried alcohol.
- Young people who start drinking before age 15

talk
they hear you

TALKING TO KIDS ABOUT ALCOHOL

5 CONVERSATION GOALS

Research shows that parents are the #1 reason young people decide not to drink. So start talking to your children about alcohol before they start drinking—as early as 9 years old. Even if it doesn't seem like it, they really do hear you.

SAMHSA
Substance Abuse and Mental Health Services Administration
www.samhsa.gov • 1-877-SAMHSA-7



talk
they hear you

Dinner time.
A perfect moment to talk about alcohol.

For tips on how — and when — to begin the conversation, visit:
www.underagedrinking.samhsa.gov

talk
they hear you

SAMHSA
Substance Abuse and Mental Health Services Administration
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-726-4727)

Fact Sheets

Tips

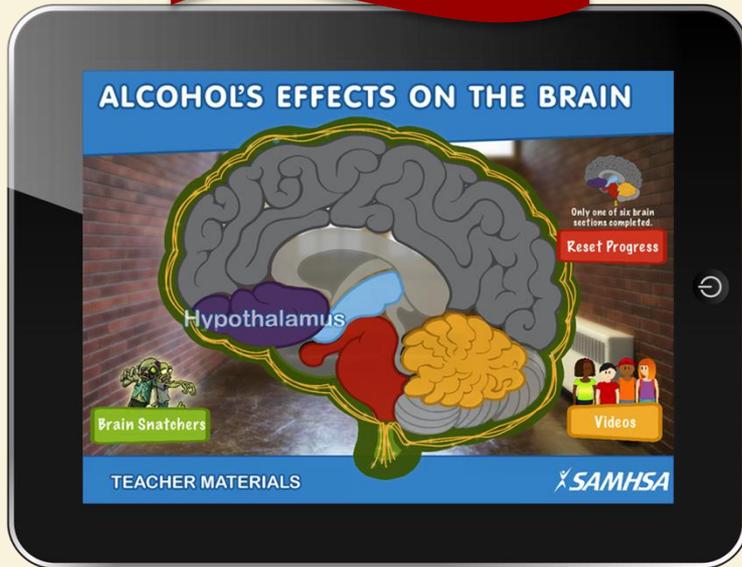
Public Service Announcements

“Talk. They Hear You.” (Ages 9–15)



Alcohol's Effects on the Brain (Ages 10–12)

Coming soon!



*Alcohol's Effects on the Brain
(AlcoholFX)*

- **Reach Out Now iPad Mobile Application**
 - For 5th- and 6th-grade classroom use
 - Brain part function
 - Effects of alcohol, by part
 - Other facts
 - “What would you do?” scenarios about real-life alcohol use decisions
 - Teacher discussion guide

Too Smart To Start (Ages 9–17)



- **Too Smart To Start**
Designed to:
 - Educate youth about alcohol use consequences; and
 - Support parents/ caregivers and educators in understanding and discussing alcohol use with children.

www.toosmarttostart.samhsa.gov

College Age

New today!



TALKING WITH YOUR COLLEGE-BOUND YOUNG ADULT ABOUT ALCOHOL

As your son or daughter prepares to attend college, he or she has already taken several steps toward independence. Deciding where to go to college, what career path to pursue, and how to finance an advanced education are all choices in learning how to be an adult. But your son or daughter is not there yet. Young adults still need and value their parents' guidance as they make decisions about their future.

As you'll see in a new video from the Substance Abuse and Mental Health Services Administration (SAMHSA), *The Sound of Your Voice*, one of these decisions will be about alcohol use at college—and parents represent the best source of advice on the issue.

Even if you know that your son or daughter experimented with alcohol during high school, talk with him or her now about avoiding alcohol use and its consequences. Alcohol avoidance can help keep academic plans on track; the wrong decision can derail a future.

Research suggests that teens who talked with their parents about alcohol avoidance strategies before they began their first year of college were more likely to not use alcohol or to limit its use. Teens who already were heavy drinkers were more likely to transition out of a heavy-drinking group.¹

TRANSITIONING TO COLLEGE
College can seem overwhelming, as new students deal with academic expectations, social insecurities, and the responsibilities that come with being on their own. It can be so challenging that about one-third of first-year students fail to enroll for their second year.²

Annual Alcohol Use Consequences Among College Students

ACADEMIC
About 25 percent of students report academic consequences of drinking, including:

- Missing class,
- Falling behind,
- Doing poorly on exams or papers, and
- Receiving lower grades overall.

HEALTH
1,828 students die from alcohol-related unintentional injuries, including motor vehicle crashes.
599,000 students are unintentionally injured under

- ***The Sound of Your Voice* Video/Parent Guide**
Encourages parents to talk with their college-bound young adults about alcohol use before and during their first year.

College Age



College Age

PREVENTION UPDATE

Prepartying and Pregaming: A High-Risk Behavior

Overview

"Prepartying" or "pregaming" are terms commonly applied to the behavior of students who drink alcohol in a private setting before attending an event where alcohol may or may not be served. One study points out that while it is known by different names, depending on the region or local vernacular (i.e., pre-gaming, pre-partying, pre-drinking, front-loading, pre-festivity), prepartying has consistently been defined as consuming alcohol prior to a sponsored event, at which more alcohol may or may not be consumed. Prepartying is fairly common among college students, with prevalence rates between 60% and 85% among current drinkers.¹

12 students were hospitalized for severe alcohol poisoning. According to a university spokesperson, "While believe the students had been drinking beforehand and the effects of the alcohol had not hit them before the period of time."

What Research is Finding

Researchers are increasingly interested in both understanding the behavior and identifying ways to intervene to reduce associated problems. A study of more than 300 college students referred for alcohol violations at a private liberal arts university in the Northeast found that 31 percent had engaged in prepartying on the night of their referral incident. Those students reported a greater frequency of both drinking and prepartying in the past month, and prepartying was associated with higher estimated blood alcohol concentration on the night of the referral.² A focus was placed on the extent and nature of prepartying group study on the extent and nature of prepartying among undergraduate college students in Pennsylvania found that prepartying students who reported recent high-risk drinking. Students who prepartied reported an average of 4.8 drinks during their most recent prepartying event in sobriety time, but pre-gaming is a planned event in sobriety time, but pre-gaming is different from the pre-event drinking of past generations, which involved having just a drink or two before a social event. In contrast, most of our focus group participants described pre-gaming episodes where the whole point was to do shots of distilled spirits in order to get drunk.

Alcohol Access

Most students who drink underage get alcohol from legitimate sources, such as an increasing number of home brewing kits from parents or relatives.³

Town Hall MEETINGS

Facts on College Student Drinking



College Drinking Overview

- Roughly 45 percent of college students drink alcohol in a given month, and a large percentage of them binge drink (i.e., consuming at least five drinks on one occasion).¹
- Thirty-five percent of college students ages 18-22 in 2011 reported binge drinking at least once during the 2-week period. Forty percent reported having been drunk in the prior 30 days. By gender, the rates were 40 percent of male and 32 percent of female college students who were binge drinkers, and 41 percent of male and 37 percent of female students reported drunk in a given month.²
- About 14 percent of college students ages 18-22 in 2011 reported having "a more drink" in a row at least once in the prior 2 weeks, and 5 percent reported consuming 10 or more drinks in a row at least once.³
- Many students come to college with established drinking habits. Among high school seniors in 2012, 50 percent reported past month alcohol use. More than one in four (25 percent) reported having been drunk the day that students were first 18 months. Many "first" of these students said they began using alcohol before age 18.⁴
- Unlike high school students and non-college-age peers, rates of binge drinking among college students have only declined slightly since 1999.⁵

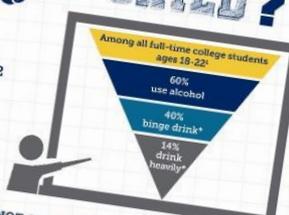
Fast Facts

- More than half of the 12.64-000 currently enrolled in college in 2011 were ages 18-24— younger than the U.S. minimum legal drinking age of 21.⁶
- Underage students consume about 48 percent of total alcohol consumed by students at a year college.⁷
- Underage drinkers are much more likely than adults to drink heavily and frequently.⁸
- Alcohol is a leading contributor to fatal fires, a major cause of death for people younger than 21.⁹
- Multiple alcohol outlets are often located near colleges, especially schools with high binge-drinking rates. Higher outlet density is associated with an increased perception of alcohol availability, lower retail prices through competition, lower cost per drink (including travel time), increased social connections, and more alcohol-related problems.¹⁰
- In a 2010 survey of 101 4-year colleges, 86 percent used educational programs to address student drinking, and 38 percent offered intervention programs that were effective with students at high risk for alcohol problems. Researchers report that empirically-responsive, community-based alcohol control strategies (e.g., compliance checks, mandatory responsible beverage service training, or restrictions on alcohol outlet density) were operating in their community.¹¹

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HIGH-RISK COLLEGE DRINKING: NOT Your CHILD?

THE MAJORITY OF FULL-TIME COLLEGE STUDENTS AGES 18-22 USE ALCOHOL.



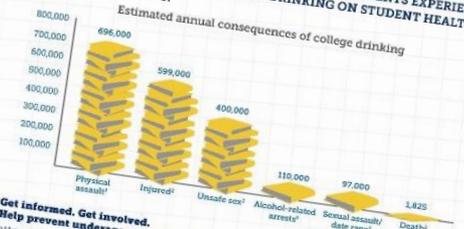
Among all full-time college students ages 18-22:¹

- 60% use alcohol
- 40% binge drink*
- 14% drink "heavily"

*Binge drinking: At least five drinks on one occasion during the past month.
Heavy drinking: Six or more drinks at least five times during a month.

WHETHER THEY DRINK OR NOT, VIRTUALLY ALL STUDENTS EXPERIENCE THE NEGATIVE EFFECTS OF COLLEGE DRINKING ON STUDENT HEALTH AND CAMPUS SAFETY.

Estimated annual consequences of college drinking



Get informed. Get involved. Help prevent underage and high-risk college drinking.
<https://www.StopAlcoholAbuse.gov>

SAMHSA
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Issue Briefs

Fact Sheets

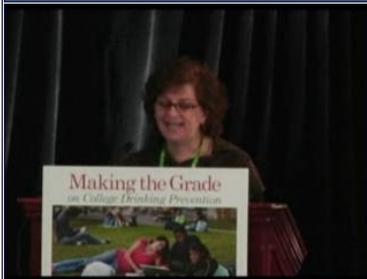
Infographics

www.StopAlcoholAbuse.gov

College Age

To view the webcast, you will need to download the free Adobe Flash Player.

VIDEO



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Thank you for joining us today for today's live

Interactive Agenda

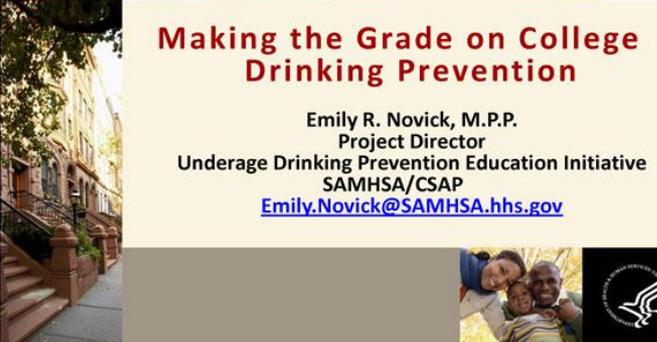
1. Emily Novick, M.P.P.
2. William DeJong, Ph.D.
3. Brian Dietz
4. Karen Moses
5. Spencer Deakin, Ph.D.
6. Carla Lapelle, M.A.
7. Ralph W. Hingson, Sc.D., M.P.H.
8. Patrick Keough
9. Question and Answer Session

POWERPOINT



Making the Grade on College Drinking Prevention

Emily R. Novick, M.P.P.
Project Director
Underage Drinking Prevention Education Initiative
SAMHSA/CSAP
Emily.Novick@SAMHSA.hhs.gov



PRESENTATION INFORMATION RESOURCES ABOUT TOWN HALL MEETINGS

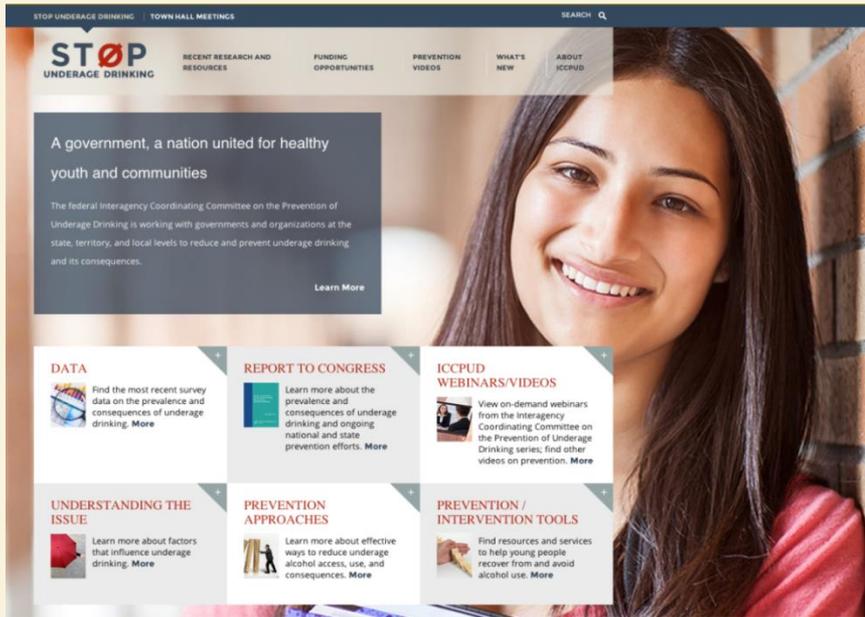
Presentation Information
Making the Grade on College Drinking Prevention

- **William DeJong**, Ph.D., Boston University School of Public Health (moderator);
- **Spencer Deakin**, Ph.D., director, Counseling and Psychological Services, Frostburg State University, Frostburg, MD;
- **Brian Dietz**, assistant dean, Student Activities, Kalamazoo College, Kalamazoo, MI;

Trainings on effective practices

www.StopAlcoholAbuse.gov

Across the Developmental Span

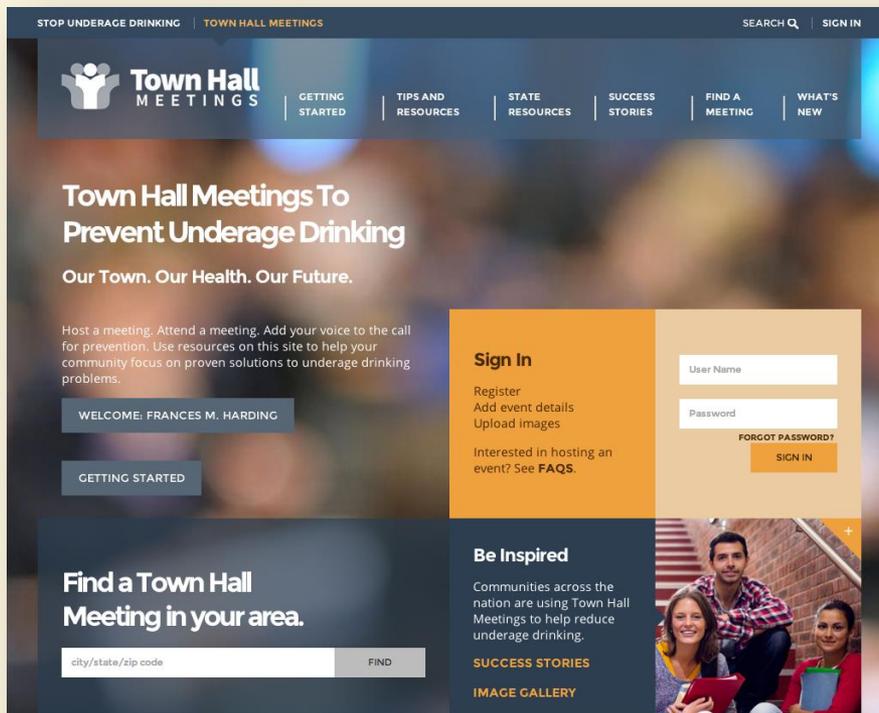


- **StopAlcoholAbuse.gov**
Online source for research and resources from the Interagency Coordinating Committee on the Prevention of Underage Drinking

www.stopalcoholabuse.gov

Across the Developmental Span

- **Town Hall Meetings To Prevent Underage Drinking**



- Online source for planning, promoting, and hosting an event to:
- Educate a community about underage drinking; and
 - Engage a community in evidence-based prevention.

www.stopalcoholabuse.gov/townhallmeetings

Robert Vincent—Contact

Robert.Vincent@samhsa.hhs.gov

Questions for Presenters

