



The Real Inside Scoop on What Teens Want To Know About Drugs

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Teens and Pop Culture



- In an analysis of the most popular songs of 2005, 42% had a substance use reference (Billboard Magazine)
- The average adolescent is exposed to approximately 84 references to explicit substance use per day, 591 references per week, or 30,732 references per year. (Billboard)

Teen Viewing of Drug and Alcohol-Related Videos
Online: Custom Study Conducted on behalf of ONDCP, Nielsen Online, June 2006

Teens and Internet Use



- 94% of American teens are online
- Thirty percent of parents say they do not think the Internet has had an effect on their children one way or the other.
- Nearly one-third (29%) of students say their parents would disapprove if they knew what they were really doing on the Internet.

Teen Viewing of Drug and Alcohol-Related Videos
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Teens and Internet Use



- Teens use Internet to share drug stories
- More than 10 million online messages written by teens in the past year shows they regularly chat about drinking alcohol, smoking pot, partying and hooking up.
- Teens who watched videos online in a one-month period were exposed to 1.2 million drug-related videos.

Caron Treatment Centers/Nielsen Buzzmetrics

Teens and Internet Use



- Almost 40 percent of drug-related videos contain explicit use of drugs and/or intoxication.
- Eighty-five percent of videos containing explicit drug use or intoxication also have comments that promote substance abuse.
- More than a third (35%) of teens who viewed drug-related video are younger than 16.

Teen Viewing of Drug and Alcohol-Related Videos
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Teens and Internet Use



- Teens are checking out drug sites (erowid, wikipedia, google, etc.)
- More than 10 million online messages written by teens in the past year shows they regularly chat about drinking alcohol, smoking pot, partying and hooking up.
- Teens are NOT ordering drugs online

Caron Treatment Centers/Nielsen Buzzmetrics
Partnership for a Drug Free America



Chat Day Concept:

Let's Go Where Teens Live and Communicate

Chat Day Concept



- NHGRI: 1500 questions



How We Prepared

Promotion



SCHOLASTIC



- School Distribution Lists
- NIDA Teacher Lists
- NIDA School Counselor Lists
- State Education Offices

Promotion



Oklahoma Proclamation

First Lady Kim Henry



Registration Requested



- 125 Schools Registered 2007
- 110 Schools Registered 2008
- Sent a Note of Warning
- Recruited Spanish-language schools

Rockville High School, Rockville, MD
Morning Announcements



Preparations



- Factoids
- Age-Appropriate Bios
- "Hot Topics"

Canned "Factoids"



- Scientists estimate that genetic factors account for between 40 and 60 percent of a person's vulnerability to addiction.
- The younger a person begins to use drugs, the more likely he or she will progress to more serious drug abuse.
- The teen brain is a work in progress: It undergoes dramatic changes during adolescence and into adulthood.

Canned Bios



"There's no question too tough for Dr. Frank Vocci, who has just entered the Chat. Dr. Vocci directs NIDA's research into medications for the treatment of marijuana, cocaine, methamphetamine, nicotine, and opiate dependence. He travels extensively and over the years has ridden in a rickshaw, helicopter and a camel. Dr. Vocci has also met many interesting people in his travels, including the President of Iceland, the Princess of Thailand, members of the Australian Parliament, movie stars and professional wrestlers. He has two sons a lawyer and a chef, and two dogs – pugs."

"Hot Topics"



Drug Testing in Schools:

Some schools have adopted a random student drug testing policy hoping it will: (1) serve as a deterrent and give students a reason to resist peer pressure to take drugs; (2) identify adolescents who have started using drugs so that parents and counselors can intervene early; and (3) identify adolescents who already have drug problems, so they can be referred for treatment. It is not intended to be punitive, but rather to prevent drug use or promote early intervention. The Supreme Court has ruled drug testing as legal for any students participating in extracurricular activities. Currently, there is insufficient research in this area to show whether random drug testing is an effective approach.

Outcomes 2007:



- 6000 Questions within first 90 minutes
- 36,000 Questions Total
- 700 Questions Answered
- 49 States, D.C., Virgin Islands and Guam
- 400 Schools

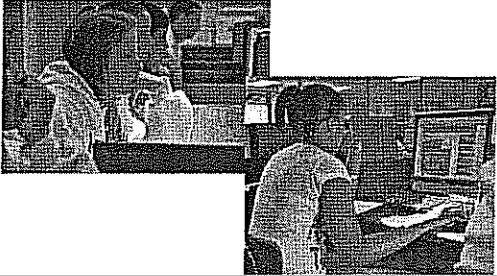
DRUG FACTS CHAT DAY
drugfacts.gov

Questions from Teens

DRUG FACTS CHAT DAY
drugfacts.gov

CHAT DAY 2008

Rockville High School. Rockville MD



DRUG FACTS CHAT DAY
drugfacts.gov

Questions

do drugs effect your features long term pelrarja OH edison junior high

WHAT DO YOU TELL A PERSON THAT DOESNT DRINK EVERYDAY BUT DRINKS EXCESSIVELY WHEN THEY GO OUT? ROSIE RI PILGRIM HS

can you get addicted to pills such as advil and ib profine? Average Jo TN Noblesville hs

DRUG FACTS CHAT DAY
drugfacts.gov

Questions

how many bear can someone can chug with out dying carolyn whitmeyer MD wastland ms

What is more dangerous, obesity or drugs? kp AK Eastern

How does doing drugs affect a person's social life? Sofia MD Westland MS

What is the difference between clove cigarettes and regular cigarettes? Claudette O NY monroe hs

DRUG FACTS CHAT DAY
drugfacts.gov

Questions

How many people get a divorce because of drugs? multiple sports IN noblesville freshman campus

how much do you have to drink to get alchohal poisonig 1111111111 ID Eastern

why do celebs keep going back to rehab? Drugsarbad MD institute of notre damu

How many times do you have to use a drug in order to abuse it McLovin NY Marlington

DRUG FACTS CHAT DAY
drugfacts.gov

Marijuana Queries

Searching under approximately 15 terms including "marijuana", "marijuan", "merowana", "marajuan", "weed", "pot", "mariguana", etc. approximately 3500 questions. (most popular misspelling: "mariguana" with 20)

Real Questions from Real Teens:



- where does opeam come from
- methanferenties is cool
- what kind of cimicles does mariguana have?

Real Questions from Real Teens:



Do certain drugs put you in a comma?

What are the effects of ecstony?

WHATS UP HOW R U R U CHILLN ON THE
COMPUTER ANSWERING ALL THESE
QUESTINONS I JUST WROTE TO SAY ITS MAD
COOL WHAT U GUYS R DOING YALL R MAD
COOL

Comments from Teachers:



My students enjoyed "Drug Facts Chat Day". They liked reading the responses made by other students. I would compare their reactions to those of people watching live TV. A level of shock value was added to the activity by some of the questions other students dared to ask. I have a high school reading class, those who are below basic and basic readers. This was an activity they could do and follow the short responses easily.

Thanks,
Tammy Smith
Reading Specialist
Karns City Area High School

Lessons Learned:



- Limit number of schools
- Teens are Desperate for Accurate Information
- Myths Abound
- Internet is an effective format

Follow-Up



- Identified 60 schools with 100 unanswered questions
- Answered 5-6 questions apiece
- Posted Transcript
- Posted "Frequently Asked Questions"

So What Do Teens Want to Know About Drugs?



- Non-judgmental Facts
- Relationship to Disease and Long-term Effects on the Body
- How to Get Help for Friends/Family
- How to Say No to Peers
- Where Drugs Come From
- Why Kids Take Drugs
- Are Some Drugs Worse Than Others?

Coming Up

- November 10, 2009
- "Teen Awareness Day" 2010



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Facts Students Learned About Drugs and Alcohol

November 10, 2009

1. Sniffing sharpie markers can kill you.
2. All types of drugs affect you and your brain.
3. If you overdose on drugs then you can die.
4. A lot of people die each day from drinking alcohol.
5. People take drugs for a lot of reasons. Some people take drugs because they are depressed or anxious, and they think the drugs will take away those bad feelings. Other people take drugs as an excuse to do things that they wouldn't otherwise do. And some just want to experience different or new feelings. Of course, the only real reason to take drugs is if you have a disease and a doctor has prescribed the drug to help you get better.
6. Tobacco is really bad for you.
7. People can get high off of sharpies.
8. Injecting drugs into yourself is not good because you can get AIDS, HIV, but besides that it's just bad because it's a drug.
9. Drugs are bad for you.
10. There is alcohol in energy drinks.
11. Some types of drugs are medications.
12. Alcohol can damage your brain.
13. Steroids can deepen a women's voice.
14. Drug abuse and alcoholism have strong hereditary components (meaning it 'runs in families'). Scientists estimate that genetic factors account for about 50 percent of a person's risk of becoming addicted. Scientists have even identified variations in particular certain genes that are linked to an individual having a higher risk of developing drug addiction. But that doesn't mean that you are doomed to a life of drug dens! Even if an individual has these 'risk genes', addiction can be entirely avoided if drugs are not used. Plus, the other 50 percent of the risk is due to the environment--like if you hang around friends who use drugs, or your home environment is difficult. So, an individual can also decrease their risk by taking care of themselves, going to school, hanging out with friends who don't drink or use drugs, and being active (like playing sports).
15. According to a recent report, an estimated 71 million Americans aged 12 or older reported use of tobacco products, including cigarettes, cigars, smokeless tobacco and pipes.
16. Many people my age died from drinking alcohol.
17. Drugs affect people's brains.
18. Drugs affect the way your brain works
19. There is such a thing as third hand smoke. An example is the smoke a person smells when they get into an elevator after a smoker has been in it.
20. Breathing in someone else's smoke in harmful for you.
21. Smoking cigars change the amount of brain chemicals that allows us to experience pleasure.
22. Drugs mess with your brain causing you to not think correctly.
23. You can not tell if a person has HIV just by looking at them.
24. Weed can kill you?
25. Marijuana causes memory loss.
26. Caffeine is a drug and people drink it everyday.
27. In general, though, addiction occurs because drugs of abuse enter the brain and can cause long-term changes in its reward systems. Whether this happens to someone depends on what drug, how young someone is when they take it, and how often they use these drugs--but this is also somewhat dependent on the person's genetic makeup or susceptibility. In other words, some people are more likely to be vulnerable to the effects of drugs than others. Also, if the people you spend your time with use drugs, you are more likely to do so too because the opportunity is often there. Some people try drugs once, like smoking tobacco, and learn that they don't like it and so they don't do it again. There is a lot we still don't know about who becomes addicted and why, and after how much drug exposure. We do know that each person is different, so it's a little like playing 'Russian Roulette' if you choose to use drugs. But, if you do, the earlier you stop, the more likely you will be to avoid addiction and the harmful brain changes that lead to it.
28. You can not get high snorting pixie sticks.
29. Marijuana affects the part of your brain that helps you plan and problem solve.
30. So many drugs and alcohol have been used by little kids in the past and now kids are talking about how it is not cool to use drugs.
31. Drugs can make you lose your memory.
32. A cigarette is a drug because it contains nicotine.
33. Alcohol can slow your brain down.