SHATTER THE MYTHS

January 27–February 2, 2014

How to Get Involved!
Agenda

• What is NIDA?
• Teen Drug Use
  • Trends
  • Impact
• National Drug Facts Week
  • Overview
  • Goal and Objective
  • Audience
  • Outreach and Promotion
  • Partners
  • Next Steps
About the National Institute on Drug Abuse

• National Institute on Drug Abuse, NIDA, is part of the National Institutes of Health based in Bethesda, MD.

• NIDA’s mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.
NIDA’s achieves its mission through two ways:

– provide strategic support and conduct of research across a broad range of disciplines.

– ensure the rapid and effective dissemination and use of the results of that research to significantly improve prevention and treatment and to inform policy as it relates to drug abuse and addiction.
Youth: A Critical Time to Prevent Drug Addiction

- Each year, since 1975, NIDA and the University of Michigan conduct the Monitoring the Future (MTF) Survey to discover the attitudes about and drug use by 8th, 10th, and 12th graders in the US to evaluate whether prevention interventions are being effective.

- In 2012, 45,449 students were surveyed representing 395 public and private schools.
Survey Results: The Good News

- Cigarette smoking continues to fall to the lowest rate in the survey’s history.
- Five-year trends showed significant decreases in alcohol use among all grades and across nearly all prevalence periods.
- The use of Ecstasy showed a significant drop in past year use from 2011 to 2012.
- Overall, the use of most illicit drugs has either declined or remained steady from 2011 to 2012.
Survey Results: The Bad News

- Significant increases in marijuana use among 10th and 12th graders. Softening attitudes about the perceived risk of harm associated with marijuana use.

- New synthetic marijuana use also known as K2 or “Spice”, among 8th and 10th graders. Also new in the survey this year was the past year use of bath salts reported by 0.8% of 8th graders, 0.6% of 10th graders, and 1.3% of 12th graders.

- Many of the drugs used by 12th graders are prescription or over-the-counter medications. Although there is a drop in nonmedical use of Vicodin among all grades, its use remains at unacceptably high levels.

- The percent of 12th graders reporting the nonmedical use of Adderall has increased from 5.4% in 2009 to 7.6% in 2012.
MARIJUANA USE AMONG 12TH GRADERS* VS. PERCEIVED RISK

*Past year use.

<table>
<thead>
<tr>
<th>Year</th>
<th>Using</th>
<th>Perception of Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>32.4%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>34.8%</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>36.4%</td>
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</tbody>
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36.4% equates to about 11 students in the average class.
The percentage of 12th graders who have used these drugs in the past year:

- Adderall: 7.6%
- Vicodin: 7.5%
- Cold Medicines: 5.6%
- Tranquilizers: 5.3%
- OxyContin: 4.3%
- Ritalin: 2.6%
- Methaqualone/Quaaludes: 0.4%
- Marijuana: 36.4%
- Powder Cocaine: 2.7%
- Crack: 1.2%
- Methamphetamine: 1.1%
- Heroin: 0.6%

After marijuana, prescription and over-the-counter medications account for most of the top drugs abused by 12th graders in the past year.
NIDA 4 Teens

Through its NIDA 4 Teens Web site, NIDA is working to get these facts about drug abuse on the brain, body and behavior directly into the hands of teens to shatter the myths and enable teens to make better decisions.

A study released earlier this year showed that people who used marijuana heavily in their teens and continued through adulthood showed a significant drop in IQ between the ages of 13 and 38—an average of 8 points for those who met criteria for marijuana dependence.

Those who never used marijuana showed no declines in IQ.
There are lots of **MYTHS** about drugs flying around

"Prescription drugs are always safe because they're prescribed by doctors"

"Pot is not addictive"

"Drug addiction is a choice"

"Natural drugs are safer than synthetic ones"
In its 4th year, NDFW has reached thousands of teens and tweens with the scientific facts about drug abuse.

With your help, we can reach even more!
• **National Drug Facts Week** is a health observance week established in 2010 to help teens shatter the myths about drugs and drug abuse through community based events and activities. In 2014, it will take place January 27th - February 2nd.

• **Schools, community groups, prevention coalitions and municipal government can** engage and educate teens about the science behind drugs and drug abuse by providing factual, scientific information through NDFW materials and events.
PEERx

SHARE A DOSE OF REALITY:
PRESCRIPTION DRUG ABUSE IS DRUG ABUSE.

Become the main character in the Choose Your Path video and confront real-life choices. Watch your decisions play out onscreen!

Find creative ideas in the PEERx Activity Guide for educating teens about Rx drug abuse in your community.

Use the facts you learned about Rx drug abuse and flex your creativity and writing skills as you Peer Into Your Path.

Bust the myths and misconceptions about Rx drug abuse with the PEERx fact sheets.

Visit www.teens.drugabuse.gov/peerx to learn more!
Interested in a partnership? Contact peerx@iqsolutions.com.
Some of the NDFW 2014 Partners

- AwareRx
- Family, Career, and Community Leaders of America
- Generation Rx
- Mentor Foundation USA
- National Association of County and City Health Officials
- National 4-H Center, USDA Extension Service
- National League of Cities
- Reclaiming Futures
- SparkAction
- Students Against Destructive Decisions
- The PROSPER Project, Penn State Univ.
Plan now to get involved in NDFW 2014. It’s easy!

- Put on a community event for teens
- Create web and social media activities
- Create contests, scavenger hunts, and puzzles
- Distribute NIDA’s free materials
Follow this step by step toolkit to plan your event or activity

Event planning toolkit including “6 Steps to Hosting a NDFW Event”

Drugfactsweek.drugabuse.gov
Join in for Drug Facts Chat Day on January 28!

Enable youth to participate in Drug Facts Chat Day on January 28th and put their questions directly to the scientists.
About Web Chat Day

• Due to space availability, the first 100 schools can participate in Web Chat Day and ask their questions to scientists.

• Registration for Web Chat Day will open on or about December 1, 2013.

Get more information at:
http://drugfactsweek.drugabuse.gov/chat/index.php
Get your free resources from NIDA

Drug Facts: Shatter the Myths booklets

Drugs, Brains, and Behavior: The Science of Addiction booklets

National Drug IQ Challenge Activity (available in Spanish)

Drugs + Your Body: It Isn't Pretty (Teaching Guide) Posters
Preventing drug abuse is possible. We can do it together!

Help get the facts out to teens in their community so they can make smarter choices.
How can we help you?

**NIDA is at your service!** We are here to help generate ideas for events, help you plan your event, get you connected with an expert or scientist, and provide you with other materials you might need. Please email us at [drugfacts@nida.nih.gov](mailto:drugfacts@nida.nih.gov) with any questions you might have!

We look forward to working with you.