



**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.



**National Institute  
on Drug Abuse**



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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.

## MONITORING THE FUTURE 2012

### 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 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> 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.

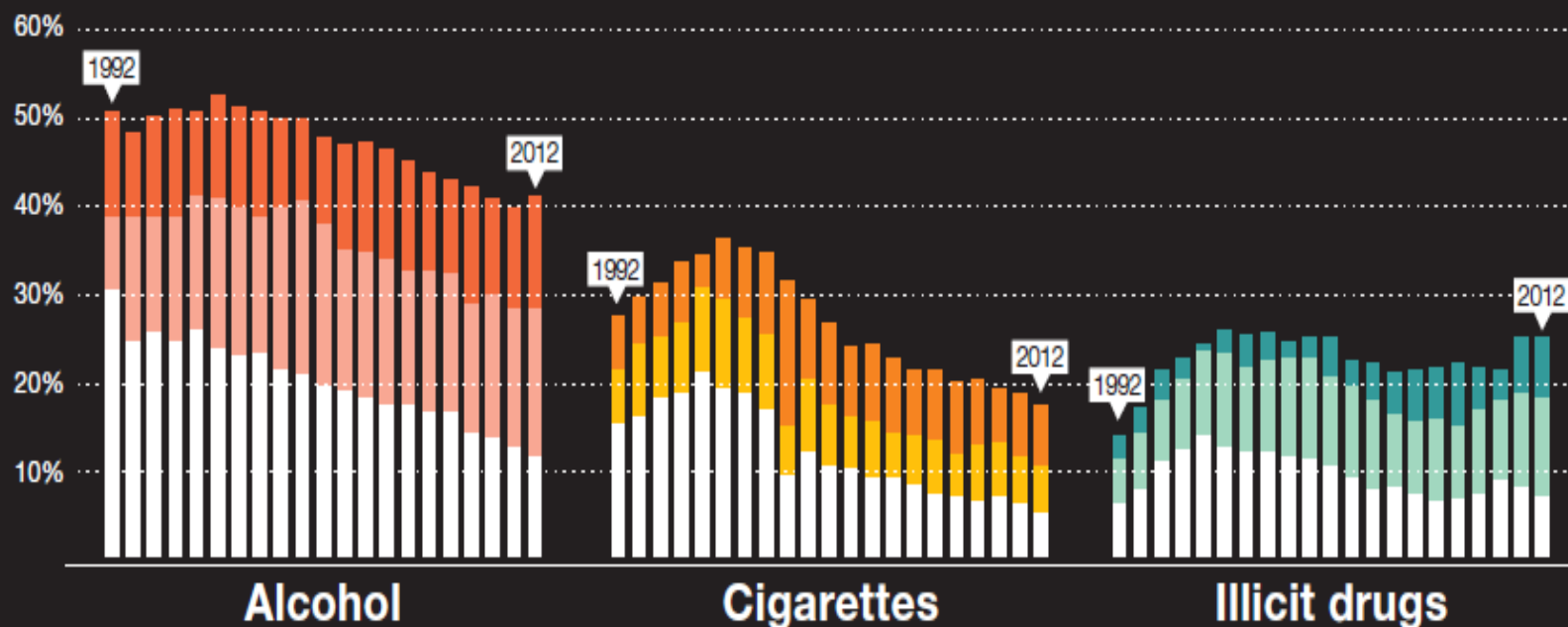


## Survey Results: *The Good News*

- 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.

# LAST TWO DECADES OF ALCOHOL, CIGARETTE, AND ILLICIT DRUG USE\*

\*Past 30 day use.



2012

41.5% OF 12TH GRADERS  
27.6% OF 10TH GRADERS  
11% OF 8TH GRADERS

17.1% OF 12TH GRADERS  
10.8% OF 10TH GRADERS  
4.9% OF 8TH GRADERS

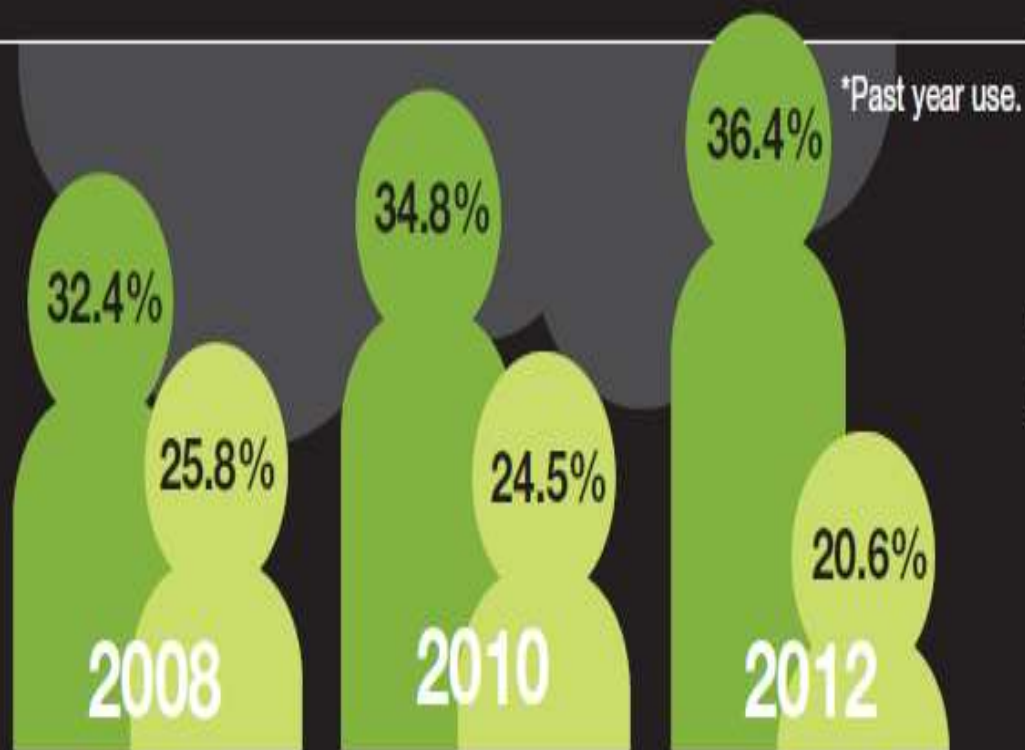
25.2% OF 12TH GRADERS  
18.6% OF 10TH GRADERS  
7.7% OF 8TH GRADERS

## Survey Results: *The Bad News*

- **Significant increases in marijuana use** among 10<sup>th</sup> and 12<sup>th</sup> graders. Softening attitudes about the **perceived risk of harm** associated with marijuana use.
- **New synthetic marijuana use also known as K2 or “Spice”**, among 8<sup>th</sup> and 10<sup>th</sup> graders. Also new in the survey this year was the past year use of **bath salts** reported by 0.8% of 8<sup>th</sup> graders, 0.6% of 10<sup>th</sup> graders, and 1.3% of 12<sup>th</sup> graders.
- Many of the drugs used by 12<sup>th</sup> 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 12<sup>th</sup> 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



USING



PERCEPTION OF RISK

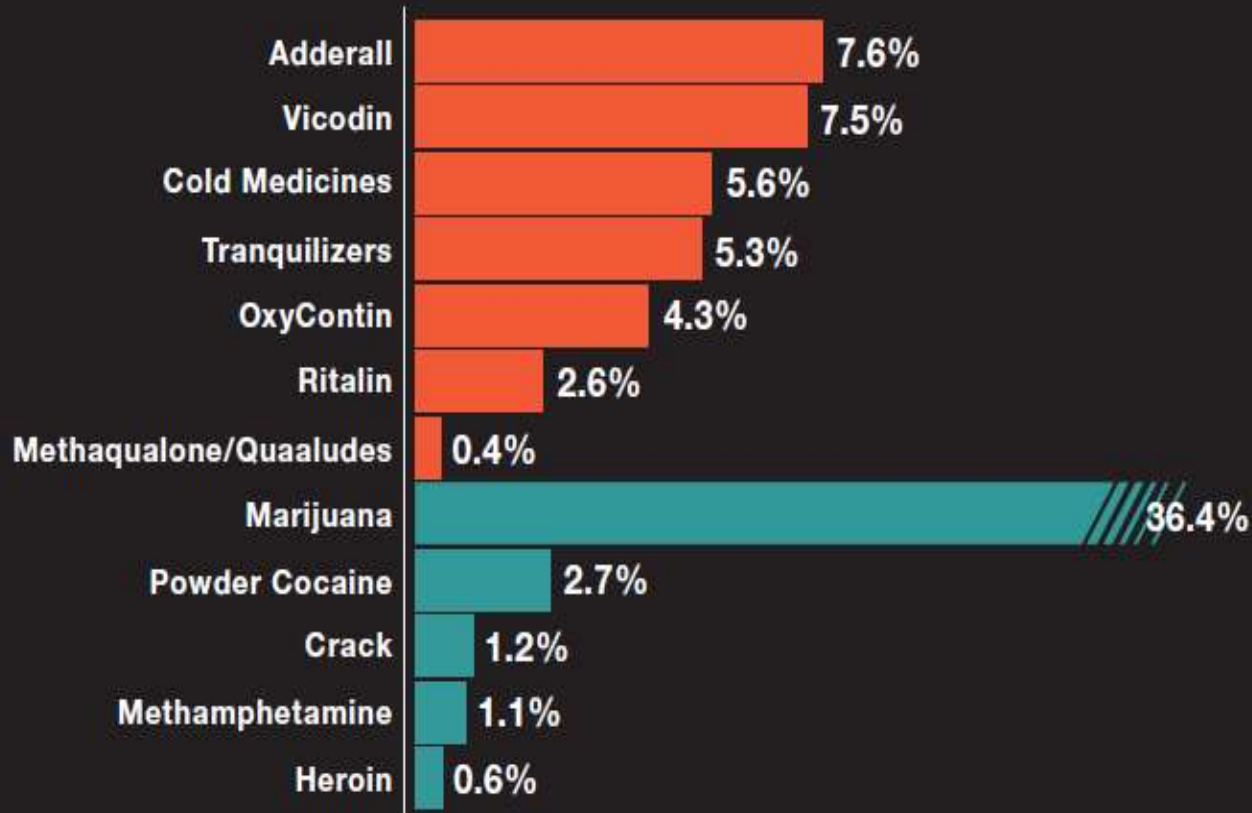
(saw great risk in smoking marijuana occasionally)



**36.4% EQUATES TO  
ABOUT 11 STUDENTS IN  
THE AVERAGE CLASS**

## PRESCRIPTION/OVER-THE-COUNTER VS. ILLICIT DRUGS\*

\*The percentage of 12th graders who have used these drugs in the past year.



PRESCRIPTION



ILLICIT DRUGS



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 I.Q.



# 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”

# **National Drug Facts Week SHATTERS THE MYTHS about drugs and drug abuse**

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!





# About National Drug Facts Week

## **NDFW VIDEO**

- **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 2<sup>nd</sup>.
- **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!



### Peer Into Your Path

Have you explored the interactive PEERx Choose Your Path adventure yet? Check it out here!



#### 1. Get Creative!

Now that you've explored the different paths and fully understood the power of decision-making, you're ready to create your very own Choose Your Path adventure. This activity is a great opportunity for you to flex your creativity and writing skills. Just use the facts that you see on the PEERx Web site about prescription drug abuse to make your storyline as compelling as possible. You have a lot of options: write about a typical day in the life of a teen and slip into your own experiences for ideas. Or, you can always create a story about someone whose life is totally different from yours or your friends. Make sure you research in **fact** about the dangers of prescription drug abuse.

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



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



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

Share the message with eye-catching PEERx **downloadables** for t-shirts, stickers, posters, or computer wallpaper.

Visit [www.teens.drugabuse.gov/peerx](http://www.teens.drugabuse.gov/peerx) to learn more!  
Interested in a partnership? Contact [peerx@iqsolutions.com](mailto:peerx@iqsolutions.com).

U.S. Department of  
Health and Human Services  
NATIONAL INSTITUTES OF HEALTH  
**NIDA** NATIONAL INSTITUTE  
ON DRUG ABUSE



# 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 28<sup>th</sup> and put their questions directly to the scientists.

# DRUG FACTS

## CHAT DAY

[CHAT VIDEO](#)





## 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.**

