Creating a thriving community of youth and adults making choices not to abuse substances

We know that...

Some youth are using substances
- 35% of high school students have had alcohol.¹
- 22% of high school students have used marijuana.¹
- 5% of high school students have used non-opioid prescription drugs not prescribed to them.¹

Only some youth perceive substance use as harmful, or that parents disapprove
- 47.6% of high school students perceive regular marijuana use as harmful.²

Most parents perceive substance use by youth as harmful
- 92% of parents of middle and high school students report “great” to “moderate” perception of harm from regular alcohol and marijuana use.³

Only some parents talk to youth about disapproval of substance use
- 61% of parents of middle and high school students report sharing their disapproval of youth substance use (even sipping or tasting alcohol) with their child “at every opportunity” or “pretty regularly.”³

So, we are...

Increasing community collaboration
- Sharing prevention information with key community influencers.
- Partnering with other community organizations to amplify skill-building programs for youth.
- Partnering with other community organizations to amplify skill-building programs for parents.

Developing the coalition
- Increasing coalition membership and diversity.
- Tracking member confidence in the coalition’s short- and long-term effectiveness.

Increasing youth leadership and skills
- Supporting opportunities for prosocial activities and skill-building for youth leaders.
- Implementing and promoting positive youth development (PYD) practices for coalition and community partners.

So that...

The community has accurate information and support
- Presentations and educational opportunities related to being a trusted adult for youth are available to parents and community members.

We use effective solutions
- Best-practices from other prevention coalitions are selected, effective processes are adapted, and duplicative efforts are modified or streamlined.

We represent the community
- Coalition membership increases by 10%.
- Coalition youth membership increases.

We are effective
- The coalition takes appropriate steps and monitors long-term reductions in youth substance use.
- There is evidence that coalition partner organizations are implementing positive youth development principles.

And ultimately,

Fewer youth and adults approve of substance use
- More youth perceive regular marijuana use as harmful.
- More youth believe their parents disapprove of substance use.

Substance use and associated risk behaviors decrease
- Fewer youth are able to access substances.
- Fewer adults binge drink, or they binge drink less often.
- Risk behaviors associated with substance use (e.g. unwanted/ unprotected sex, violence, truancy, and impaired driving) are less common.

¹ Healthy Kids Colorado Survey 2017 past 30-day use.
³ Healthy Youth Alliance Parent Survey, 2018.