

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.

