

SAFE Spotlight

January/February 2010



THE SAFE COMMUNITY NETWORK IS AN INITIATIVE OF THE IOWA DEPARTMENT OF PUBLIC HEALTH'S BUREAU OF SUBSTANCE ABUSE PREVENTION & TREATMENT IN THE DIVISION OF BEHAVIORAL HEALTH

2009 Monitoring the Future Survey Results Show Progress

The National Institute on Drug Abuse (NIDA) recently released the results of the 2009 Monitoring the Future survey. The survey was sponsored by NIDA and was designed and conducted by the University of Michigan. The survey measures drug use and attitudes among 8th, 10th and 12th graders across the nation. The highlights of the 2009 Monitoring the Future Survey are listed below:

The Good News:

- In 2009, cigarette smoking continues at its lowest point in the history of the survey on all measures for 8th, 10th and 12th graders.
- Between 2004 and 2009, a drop in past year use of methamphetamine was reported for all grades.
- From 2004 to 2009, decreases were observed in lifetime, past year, past month and binge use of alcohol across the three grades.
- In 2009, past year use of hallucinogens fell among 12th graders from 5.9% to 4.7%. Past year use of LSD also declined from 2008 to 2009 among 12th graders, from 2.7% to 1.9%. In addition, past year use of hallucinogens other than LSD, also among 12th graders, decreased from 5% to 4.2%.
- Attitudes towards substance abuse, often seen as harbingers of change in use, showed some favorable changes. Among 12th graders, perceived harmfulness of LSD, amphetamines,

sedatives/barbiturates, heroin, and cocaine increased. Across the three grades, perceived availability of several drugs also declined

Areas of Concern:

- Marijuana use across the three grades has shown a consistent decline since the mid-1990's, but the trend has stalled with prevalence rates remaining steady over the last 5 years. Past year use was reported by 11.8% of 8th graders, 26.7% of 10th graders, and 32.8% of 12th graders. Also, perceived risk of regular use of marijuana decreased among 8th and 10th graders. Perceived availability declined among 12th graders.
- Past year non-medical use of Vicodin and OxyContin increased during the last 5 years among 10th graders; and remained unchanged in 8th and 12th graders. Nearly 1 in 10 high school seniors reported non-medical use of Vicodin; 1 in 20 reported abuse of OxyContin.
- From 2008 to 2009, lifetime, past month, and daily use of smokeless tobacco increased among 10th graders.
- Although use of alcohol among teens has declined, it remains the most commonly abused substance. Attitudes toward alcohol have also changed: fewer 10th graders viewed weekend binge drinking as harmful, and fewer high school seniors disapproved of having one or two drinks daily.

SOURCE: NASADAD E-mail Update, December 2009

Social Networking Sites and Underage Drinking

About half of teenagers' social media posts refer to drinking, sex, or violence, according to Megan Moreno, assistant professor of pediatrics at the University of Wisconsin-Madison. She also discovered that youth think that what they see on social media sites is real, and the younger they are, the more they believe it.

"There is good data that if kids think their friends are drinking, they're more likely to drink," Moreno says. "The perception of normal is powerful." Teenagers' behavior also is influenced by seeing behavior on television and hearing about it on the radio and in music. Social media combines those two influences.

Other recent surveys have found that most parents are unaware about what their children are posting and reading on social media sites. Moreno sees her own research not as reason to despair but as impetus to get involved. "This provides an opportunity for parents to look at these types of web sites with their kids," Moreno says. "Ask them what they think. Do you think it is real? What do you think about drinking? It's a way to have an educational experience."

SOURCE: US News and World Report, October 2009

Do you need to renew your SAFE certification? Go to www.idph.state.ia.us/bh/sa_safe_network.asp for more information

Funding Availability*:

- **Carver Charitable Trust**
www.carvertrust.org
- **CHS Foundation**
www.chsfoundation.org
- **Georgia Pacific Foundation**
www.gp.com
- **Harkin Wellness Grant**
www.idph.state.ia.us/ldphGBP/ldphGBP.aspx
- **Iowa Savings Bank Charitable Foundation**
www.iowasavingsbank.com
- **Pamida Foundation**
www.pamida.com/about/foundation.asp
- **Principal Financial Group Foundation**
www.principal.com/about/giving/

*Funding opportunities published here are selected for their news value and do not signify endorsement by IDPH





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History of the SAFE Community Network

In 1989, the Iowa SAFE Community Network was launched in response to needs and concerns expressed about substance abuse issues across the state. Initially, SAFE was an acronym for "Substance Abuse Free Environment" but now the SAFE format can be used to focus on many prevention-related issues. Offered by the Iowa Department of Public Health, this program helps communities collaborate to reduce substance abuse, crime, violence and other related problems. The Iowa SAFE Community Network is designed to enhance, recognize and support existing prevention services and initiatives in the community and to be a resource to its citizens.

Upcoming Training Opportunities

THE ABC'S OF LOCAL EVALUATION

WEBINAR ON JANUARY 18, 2010. TO REGISTER, GO TO WWW.UDETC.ORG.

DRUG ENDANGERED CHILDREN

CONFERENCE ON APRIL 5, 2010 IN ALTOONA. TO REGISTER, GO TO WWW.IOWADEC.NET.

GOVERNOR'S CONFERENCE ON

SUBSTANCE ABUSE ON APRIL 6-7, 2010 IN DES MOINES. FOR MORE INFORMATION, GO TO WWW.TRAININGRESOURCES.ORG.

GOVERNOR'S CONFERENCE ON PUBLIC

HEALTH ON APRIL 14-14, 2010 IN AMES. FOR MORE INFORMATION, GO TO WWW.IPHA.ORG.

DOES YOUR AGENCY OR COALITION HAVE ANY TRAINING INFORMATION THEY WOULD LIKE TO SHARE IN THE SAFE SPOTLIGHT? IF SO, E-MAIL JULIE HIBBEN AT JHIBBEN@IDPH.STATE.IA.US.



Coalition Update & News

Free Toolkit Focuses on Teen Influencers

In an effort to help combat the growing problem of prescription drug abuse, a new initiative has just been launched by the National Council on Patient Education (NCPIE), in cooperation with SAMHSA and representatives from 15 nationally recognized prevention, health professional and child advocacy organizations. The program, *Maximizing Your Role as a Teen Influencer*, is targeted at parents, teachers, coaches, school officials, health professionals, counselors and other adults in positions of respect for teens. The program consists of a wide array of resources teen influencers can use to educate themselves, and in turn, teens on the dangers of prescription drug abuse. These range from background materials to a full PowerPoint slide presentation. To access these resources, go to www.talkaboutrx.org/maximizing_role.jsp

CADCA Annual Survey of Coalitions

The 2009 CADCA Annual Survey of Coalitions (formerly the National Coalition Registry) is now open! The Annual Survey is the source of coalition information for the field. The information in the survey is available to coalitions to network with each other and is used by CADCA to advocate for the effectiveness of coalitions to prevent substance abuse on a community-wide level.

CADCA's Annual Survey is for all coalitions fighting alcohol, tobacco and/or drug use in their communities – you do not have to be a member of CADCA to participate. Participation in CADCA's Annual Survey of Coalitions is free of charge and completely voluntary. Additionally, the Annual Survey occurs every year - so if your coalition has participated in the past, this is the time to

update your information for the current year. If your coalition has never participated in the Annual Survey, this is your opportunity to join a nationwide effort and the only survey of coalitions in this country.

Visit cadca.org/annualsurvey to participate in this year's Annual Survey. For questions about the Annual Survey or help with your login/password, contact registry@cadca.org or 800-54-CADCA, ext. 245 or 228.

New Strategic Prevention Framework State Incentive Grant (SPF SIG) Webpage Available

IDPH has created a webpage focused on the SPF SIG grant. This page will provide general information about the SPF SIG grant and updates about progress. To access this page, go to www.idph.state.ia.us//spfsig/default.asp.

Underage Drinking Prevention DVD Highlights Iowa's Efforts

Time for Action: Preventing Underage Drinking in Iowa" is a 12 minute DVD for use by community-based agencies and community coalitions. It includes Iowa data about underage drinking and describes some of the many negative consequences of underage drinking that research is showing are more widespread and serious than previously known. Through interviews with parents and youth, state agency and community coalition leaders, the DVD frames the issue and shows ways that Iowans are currently taking action. DVDs are available for free through the Iowa Substance Abuse Information Center by calling 866-242-4111 or through their web site at www.drugfreeinfo.org. A guide with suggested uses for the DVD and other resource information is available on the IDPH website at www.idph.state.ia.us/bh/sa_time_for_action.asp