



## RESOURCES

# Applying the Communications Toolkit to Conversations with Youth & Community-level Strategies

**Chief Chris Guerrero**

Chief of Police, Kennewick Police Department, WA

**Karla Hilliard, NBCT**

Assistant Principal, Spring Mills High School, Berkeley, WV

**Karen Voetsch, MPH**

Branch Chief, Drug-Free Communities Program, CDC

**Robert Vincent, MsEd**

Associate Administrator for Alcohol Prevention & Treatment Policy, SAMHSA

**Caroline DuPone, MD**

Vice President, Institute for Behavior & Health, Inc.





## PRESENTER BIO

### Chief Chris Guerrero



Chief Guerrero was hired by the Kennewick Police Department in January of 1996. Throughout his career with the Kennewick Police Department, Chief Guerrero has had the opportunity to be involved in many different aspects of policing and working with the community. These opportunities include: patrol officer, field training officer, defensive tactics/taser instructor, SWAT team member, leader, commander and incident commander, criminal apprehension team detective, crimes against persons detective, patrol sergeant, FBI safe streets task force sergeant, investigations commander, patrol commander, and assistant chief of police.

Chief Guerrero is a member of Pasco-Kennewick Rotary Club, a United Way Board Member, Board Chair of the Northwest High Intensity Drug Trafficking Area (HIDTA), Washington Auto Theft Prevention Authority Board member and Board Chair of the Benton County Law and Justice Council. Chief Guerrero holds a BA from Washington State University.





## PRESENTER BIO

**Karla Hillard, MA**



Karla Hilliard is an award winning educator from Berkeley County, West Virginia. After 16 years as a classroom English teacher serving in various leadership roles, she moved into an administrative role in 2021 and is currently an assistant principal at Spring Mills High School in Martinsburg, WV.

Ms. Hilliard received her BA in English and MA in Secondary education from West Virginia University, and she is a National Board Certified Teacher.

She is the sponsor of the Drug Free WV Youth Coalition, which empowers students to engage in substance use education, prevention, and stigma reduction.





## PRESENTER BIO

### Karen Voetsch, MPH



Karen Voetsch is the Branch Chief for the Drug-Free Communities Program at the National Center for Injury Prevention and Control at CDC. She provides strategic direction and oversight for CDC's day-to-day management of the DFC program. She joined CDC as a Presidential Management Fellow in 2003, starting her career in the National Center for Chronic Disease Prevention and Health Promotion. In her 19 years at CDC, she has helped to create new programmatic initiatives for several community-based programs, such as the Steps Program, Communities Putting Prevention to Work, and the Racial and Ethnic Approaches to Community Health program. She has also led a number of partnership and strategic development initiatives for the Prevention Research Centers, the Alcohol Team, the Division for Heart Disease and Stroke Prevention, and the Healthy Schools Program.

Ms. Voetsch also has an international health background having served in the Peace Corps in West Africa and as a CDC-assignee on non-communicable diseases and road safety issues in Botswana. Ms. Voetsch received her MPH in Health Behavior and Health Education from the University of North Carolina at Chapel Hill and her BS from Cornell University.





## PRESENTER BIO

### Robert Vincent, Md. Ed



Robert Vincent serves as the Associate Administrator for Alcohol Prevention and Treatment Policy for the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention. Prior to coming to SAMHSA Mr. Vincent served as the Administrator for True North-Student Assistance & Treatment Services at the Educational Service District 113's Department of Educational Support in Olympia, WA. He was responsible for the development, implementation, and management of a 45 school district consortium addressing School Safety and Substance Abuse Prevention, Intervention, and Treatment programs within a five-county region. Mr. Vincent has worked in substance abuse prevention, intervention, and treatment for more than 34 years, as a nationally certified clinician, and has served as the Director for Counseling and Assistance Programs for the U.S. Navy during Desert Storm.

Mr. Vincent served as the principal investigator of the Olympia Effective Adolescent Grant and as a consultant specializing in the implementation of school-based prevention and treatment programs for several states.





## PRESENTER BIO

### Caroline DuPont, MD



Dr. Caroline DuPont is Vice President of the Institute for Behavior and Health, Inc.(IBH), a 501(c)3 non-profit research and policy organization located in Rockville, MD. The IBH mission is to reduce the use of illegal drugs. In her role as Vice President, Dr. DuPont focuses on the areas of addiction treatment and prevention. She maintains a private practice specializing in anxiety and addiction. Formerly she was the founding President and Principal Investigator of DuPont Clinical Research, Inc., where she directed a team that conducted studies of investigational medication for the anxiety and affective disorders.

Dr. DuPont received her MD from the University of Texas Health Sciences Center, Houston and completed her training at the Johns Hopkins Hospital, Baltimore, where for years she held an appointment on the clinical faculty of psychiatry. She is board certified by the American Board of Psychiatry and Neurology and by the American Board of Addiction Medicine. She is the co-author of numerous publications and several book chapters on anxiety and addiction.



# Connecting & Empowering Students

Karla Hilliard, Spring Mills High School  
West Virginia



## Frame: Social Norm + Solution



Getting to know our  
students is the best data  
we can collect.



Data **challenges** misconceptions & misperceptions of students, their backgrounds, & their experiences.

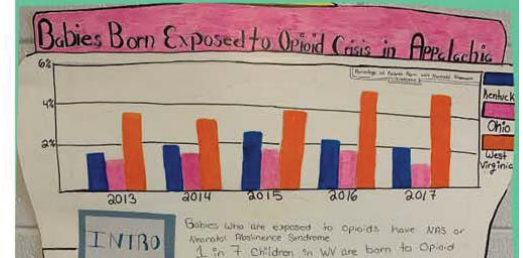
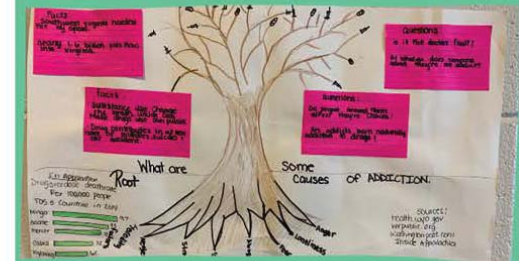
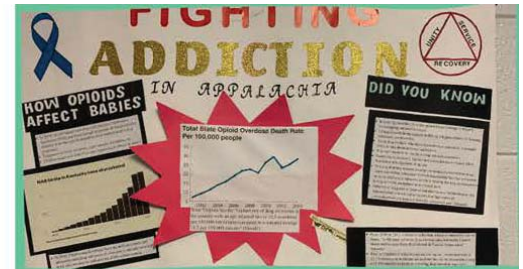


Data teaches educators how to **respond** in curriculum & in conversation.

## Frame: Agency & Self-Affirmation



Empowering students in their learning & lives increases engagement & autonomy.



Examples from instructional unit entitled "What does it mean to be Appalachian?" One requirement in the unit challenged students to research a regional issue and design a solution.

**Relevant learning empowers students, fosters agency & autonomy, & creates community & connection.**

## Frame: Relationships



Educators must strive to create connection & belonging in their schools for relationships to grow and deepen.



**Frame:**

**Risks of Addiction**

**Frame:**

**Aspirations & Future  
Goals**



**Drug-Free<sup>WV</sup>**

**A Coalition For Our Community**

Do you have a  for service?

**SMHS  
Drug Free WV  
Youth Coalition**



The Martinsburg Initiative affiliate Drug Free WV Youth Coalition is made up of student leaders from Berkeley County high schools working toward the following goals: To...

- UNDERSTAND the impact of substance use disorder (SUD) on the individual student, their families, our schools, & community.
- SUPPORT those affected by SUD through peer support groups.
- DESTIGMATIZE substance use disorder & individual & family impact.
- ORGANIZE events & programs for SUD education & prevention.
- PARTICIPATE in community events & programs for aiding in the reduction of SUD within our community.
- Meet on a bi-monthly basis to organize & evaluate services that can support our goals.
- Participate in charitable giving and activities both in the school building and the community.
- Further the mission of The Martinsburg Institute.



FILM NEGATIVE

FILM NEGATIVE

FILM NEGATIVE

"This organization makes me feel proud knowing that I am a part of something that is so much bigger than me. It gives me pride to know that we are changing people's lives for the better and making people feel seen."

-Jaybez M.



"Being a part of this organization gives me the opportunity to show compassion and advocate for people who need it most. Helping students or maybe even staff in our school that are going through something and each and every day gives me hope for the future of our school and the rest of Berkeley County."

-Aicha S.

"The Youth Coalition gives you a sense of leadership because kids that may be going through something can come and talk to you. We let kids in our school know that they are surrounded by kids and adults who are there for them."

-Gracey C.

"Being a part of this program gives me a sense of strength and leadership. It helps me not only get work done in the community but also being there for others who are dealing with addiction, even if that is them or someone they know."

-Destiney H.

**Words from  
student leaders...**



**Educators have a  
unique position to  
positively influence  
students.**

**When we Connect  
& Empower young  
people, everyone  
benefits.**

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# Effective Communication at the Local Level

**Karen Voetsch, MPH**  
CDC Division of Overdose Prevention

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*The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.*

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*“Effective communication can convey critical information, convince key individuals to support or lead an initiative, and, perhaps most importantly, change the context for public health action.”*

# Seven Strategies for Community-Level Change

1. Providing Information
2. Enhancing Skills
3. Providing Support
4. Enhancing Access/Reducing Barriers
5. Changing Consequences
6. Physical Design
7. Modifying/Changing Policies

CADCA's 7 Strategies for Community Change <https://www.cadca.org/sites/default/files/files/spfandenvironmentalstrategies.pdf>

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## Information Gathering – an essential first step

- Environmental scan of existing campaigns and messaging.
- Exploratory discussions with local experts.
- Key informant interviews with your **intended audience**
  - Youth?
  - School leaders?
  - Decision-makers?



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# Audience Insights Are Integral for Development

Findings and insights can shape messages and refine concepts.

- Message framing and tone are important.
- What drives your audience?
- How can this help to frame your communication messaging?

**IN COMMUNICATING ABOUT SUBSTANCE USE, THE FRAMING THAT WORKS MOST EFFECTIVELY IS A FOCUS ON THEIR FUTURE ...**

- "Have goals or plans for the future they don't want to mess up" was identified by youth as one of the top reasons why people their age choose **NOT** to use drugs or alcohol.
- **64%** said potential negative impact on plans for the future was a convincing reason to stop using drugs or alcohol.
- **85%** of middle schoolers and **82%** of high schoolers "strongly agree" that they should not "let drug and alcohol use change or control" their plans for the future.

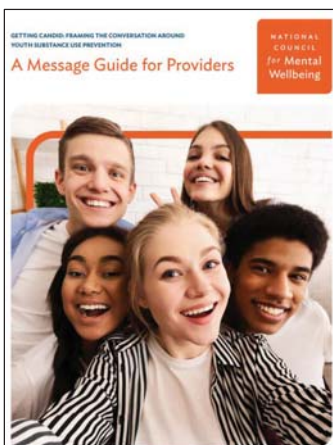
**... OR ABOUT THE RISK OF ADDICTION.**

- **76%** of middle schoolers and **78%** of high schoolers "strongly agree" that drug and alcohol use can change parts of their brain that impact how they think and act, and the more they use them the harder it can be to stop even if they want to.
- **67%** said not wanting their life to be controlled by addiction was among the most convincing reasons to stop using drugs or alcohol.
- **77%** identify the risk of addiction as a convincing message they might hear from a health care provider or trusted adult.

Source: [www.TheNationalCouncil.org/getting-candid](http://www.TheNationalCouncil.org/getting-candid)

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## Getting Candid: Message Guide



### PURPOSE

- Equip youth-serving providers with substance use prevention messaging that appeals to a large and broad population of youth
- Share guidance on how to effectively deploy the messaging with middle and high school age youth (12 – 18 years)

### CONTENT

- Getting grounded in the attitudes and beliefs of young people
- Message framework when communicating with youth

MIDDLE SCHOOL YOUTH	HIGH SCHOOL YOUTH
<b>THE FUTURE</b> Don't let drug and alcohol use change or control your plans for the future.	
<b>RISK OF ADDICTION</b> Drugs and alcohol change parts of your brain that impact how you think and act. The more you use them, the harder it can be to stop even if you want to.	
<b>RELATIONSHIPS*</b> There are people in your life who matter to you and care about you. And you try hard not to let them down.	<b>RELATIONSHIPS*</b> There are people in your life who matter to you and care about you. And you try hard to make them proud.
<b>ACTIVITIES</b> Participating in sports, music, hobbies or other activities can help you build friendships, stay in shape, get into college and receive scholarships, and have fun.	
<b>SELF-AFFIRMATION</b> You respect yourself and want to make decisions that are best for you. Trust yourself and your choice not to use drugs or alcohol.	

Source: [www.TheNationalCouncil.org/getting-candid](http://www.TheNationalCouncil.org/getting-candid)

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# Broad Messaging



#ShareYourWhy

Messaging can be applied outside of individual interactions

- Social media
- Text campaign
- Posters/signs in public places (e.g., libraries, offices, community centers)
- Group conversations
- Newsletters/emails

*"You've got your whole life ahead of you, and the future you create starts with the choices you make today. Drug and alcohol use can change parts of your brain that impact how you think and act. The more you use them, the harder it can be to stop even if you want to. Don't let drugs and alcohol change or control your plans for the future."*

Source: [www.TheNationalCouncil.org/getting-candid](http://www.TheNationalCouncil.org/getting-candid)

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## Don't Reinvent the Wheel! *Tools You Can Use*

- **ADAPT Prevention Communications Toolkit** – Messaging frames for youth and professional organizations/decision-makers
- **Getting Candid Messaging Guide** – Includes messaging on youth substance use prevention, tip sheets, social media graphics and shareables, videos, webinars, interactive worksheets, and an educational course. <https://www.thenationalcouncil.org/program/getting-candid/>
- **Media Campaign Resource Center – CDC's Office on Smoking & Health** – Contains free and low-cost tobacco education campaign materials <https://nccd.cdc.gov/mcrc/index.aspx>
- **CDC's Rx Awareness Campaign** – To increase awareness that prescription opioids can be addictive and dangerous and to encourage those struggling with opioid use disorder to seek help & resources. <https://www.cdc.gov/rxawareness/about/index.html>
- **SAMHSA's "Talk. They Hear You" Campaign** – Helps parents and caregivers start talking with their children about the dangers of alcohol & other drugs. <https://www.samhsa.gov/talk-they-hear-you>
- **Parents & Educators, National Institute of Drug Abuse** – Provides the latest science-based information about drug use, health, and the developing brain. Designed for young people and those who influence them—parents, guardians, teachers, and other educators. <https://nida.nih.gov/research-topics/parents-educators>

## Work Together – “You Think You Know” Campaign Connecticut



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## Connect with Federal & National Partners



PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



**ADAPT**  
A Division for Advancing  
Prevention & Treatment  
CULTIVATING PREVENTION

**CADCA** Building drug-free communities.

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration

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## Collaborate with State Entities

- State Alcohol & Drug Abuse Directors: <https://nasadad.org/state-fact-sheets/>
- Overdose Response Strategy: [www.hidtaprogram.org/ors.php](http://www.hidtaprogram.org/ors.php)
- State Health Departments:
  - Overdose Data to Action: <https://www.cdc.gov/drugoverdose/od2a/funded-states.html>
  - State Tobacco Control Coordinators: <http://tobaccocontrolnetwork.org/state-policy/>

The Centers for Disease Control and Prevention (CDC) cannot attest to the accuracy of a non-federal website. Linking to a non-federal website does not constitute an endorsement by CDC or any of its employees of the sponsors or the information and products presented on the website. <sup>11</sup>

## Questions

Contact info:  
Karen Voetsch  
[DFC@cdc.gov](mailto:DFC@cdc.gov)

CDC DFC website:  
<https://www.cdc.gov/drugoverdose/drug-free-communities/index.html>



# ONE CHOICE FOR HEALTH

AN EVIDENCE-INFORMED, YOUTH-LED PREVENTION MESSAGE

Caroline DuPont, MD, Vice President  
Institute for Behavior and Health, Inc.  
[www.OneChoicePrevention.org](http://www.OneChoicePrevention.org)



**WHAT IS  
ONE CHOICE?**



No use of any alcohol, nicotine, marijuana, or other drugs by youth under age 21 for reasons of health



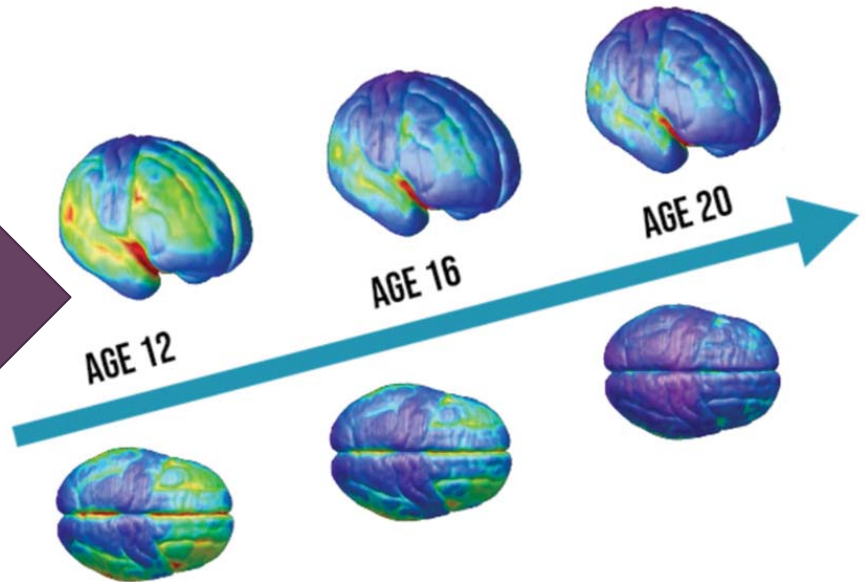
A clear health standard analogous to other standards like using seat belts, wearing bicycle helmets, eating healthy foods, and exercising regularly



# WHY ONE CHOICE?

# #1 THE DEVELOPING BRAIN IS UNIQUELY VULNERABLE TO SUBSTANCE USE

Continues to develop through the mid-20s

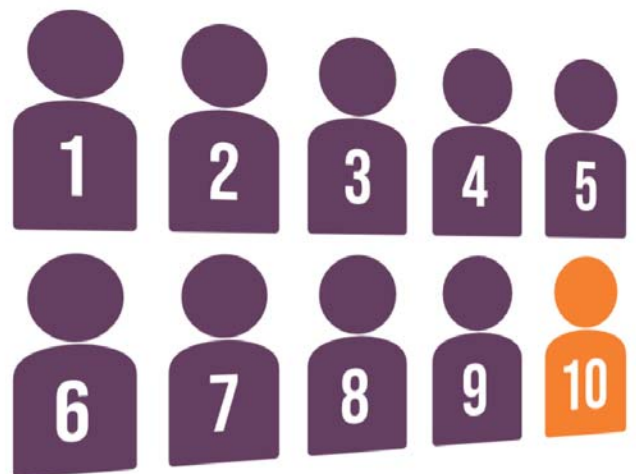


Gogtay, et al. (2014). Dynamic mapping of human cortical development during childhood through early adulthood. PNAS, 101(21), 8174-8179. <https://www.pnas.org/content/101/21/8174.full>

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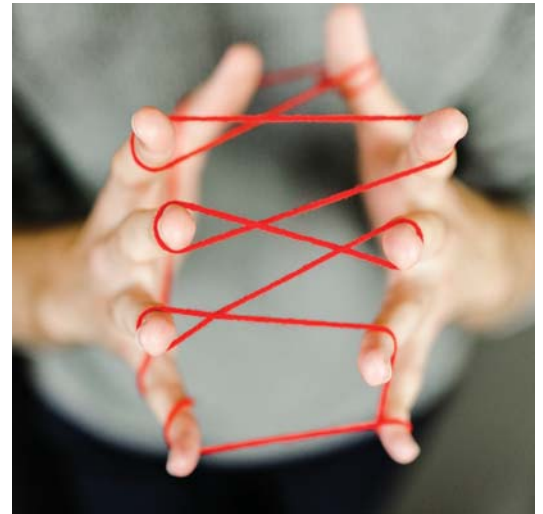
## SUBSTANCE USE DISORDER IS A **PEDIATRIC-ONSET DISEASE**

- 9 out of 10 adults (90%) with substance use disorders initiated their use before age 18
- The earlier and heavier the use, the more likely a person will develop later problems
- All substance use increases risk for a variety of adverse health outcomes



## #2 FOR TEENS, ALL SUBSTANCE USE IS RELATED

- Analyzed data from the National Survey on Drug Use and Health, nationally representative sample of 17,000 youth aged 12-17
- Conducted descriptive analyses and applied multivariable logistic regression models controlling for age, sex, and race/ethnicity
- Is the use of one substance by adolescents associated with increased risk for using any other substance, regardless of use sequences?*

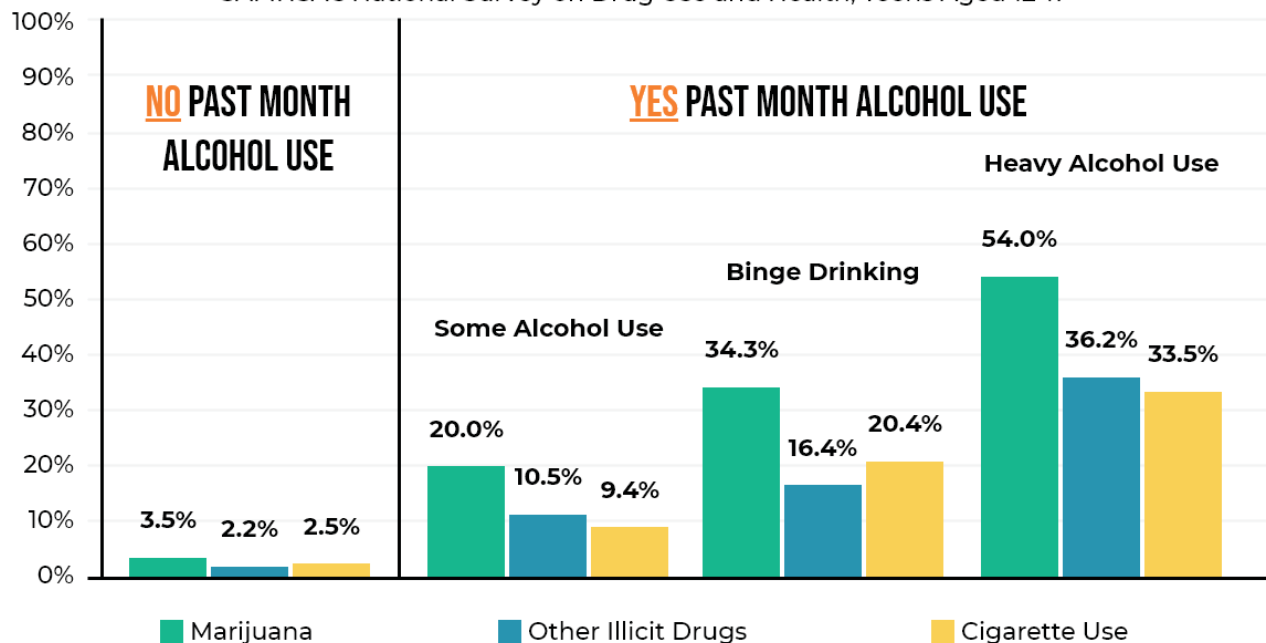


DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. *Preventive Medicine*, 113, 68-73.

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### TEEN ALCOHOL USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17

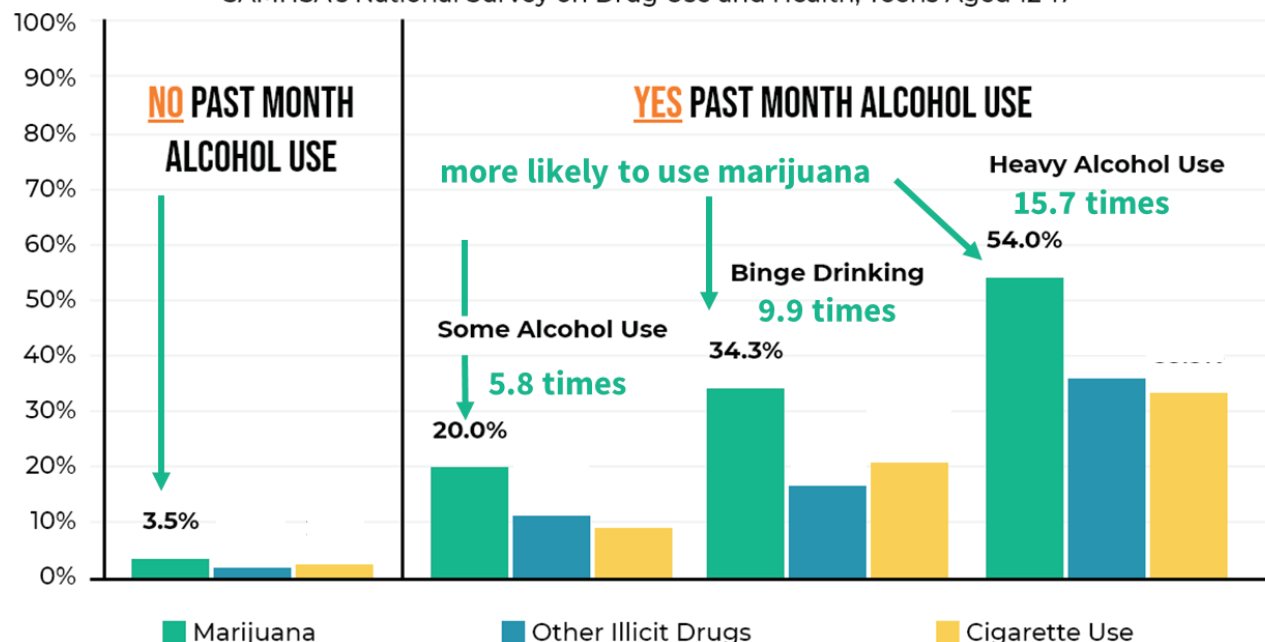


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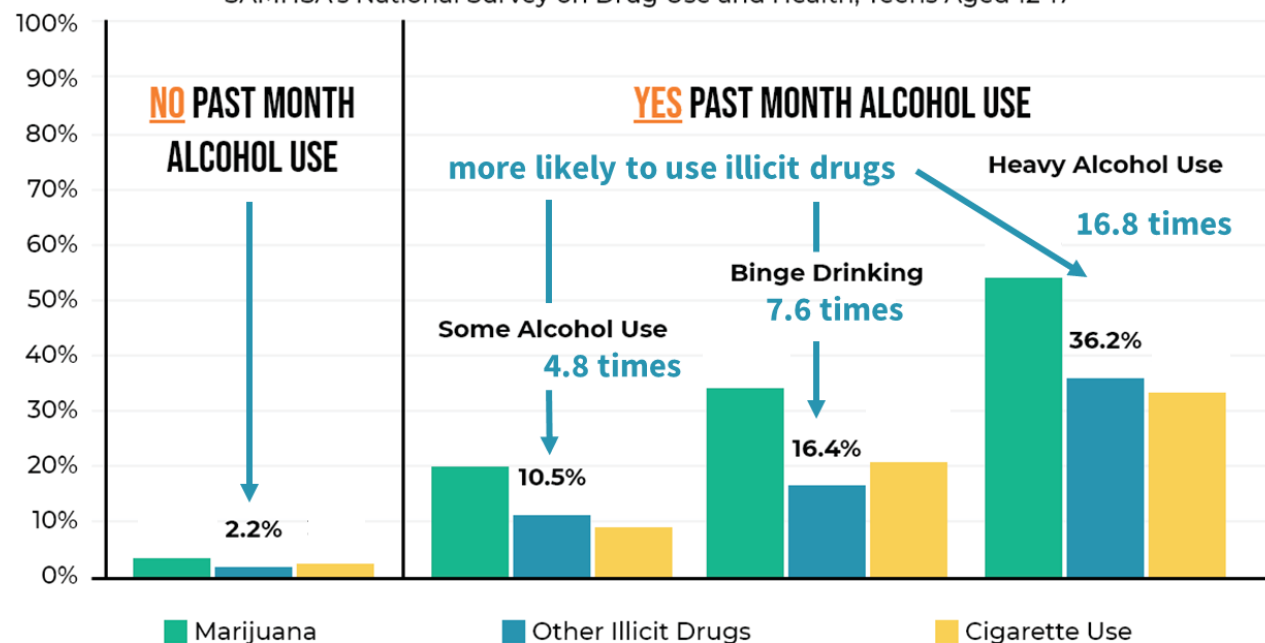


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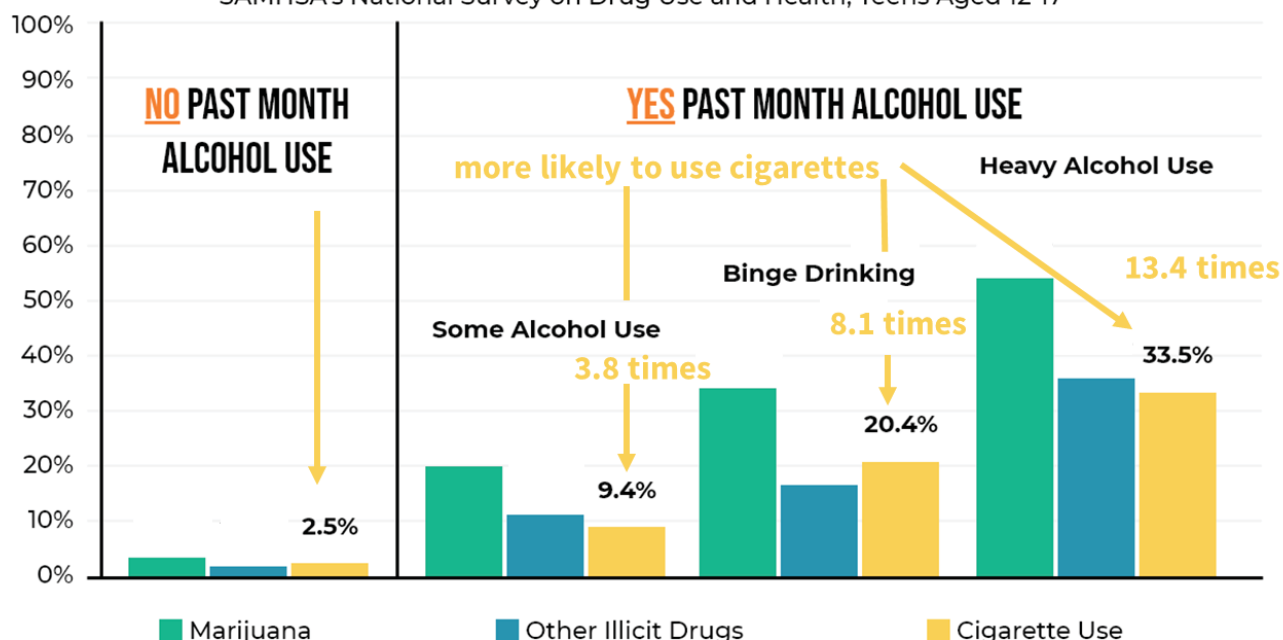


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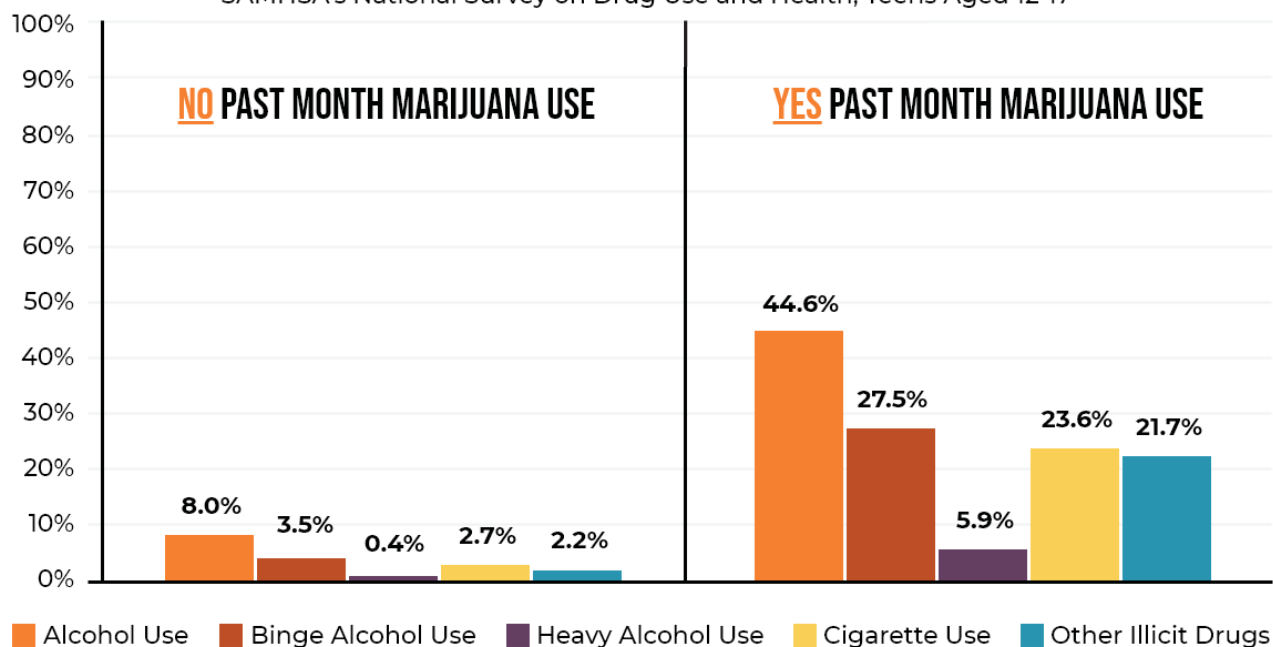


DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. Preventive Medicine, 113, 68-73.

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## TEEN MARIJUANA USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17

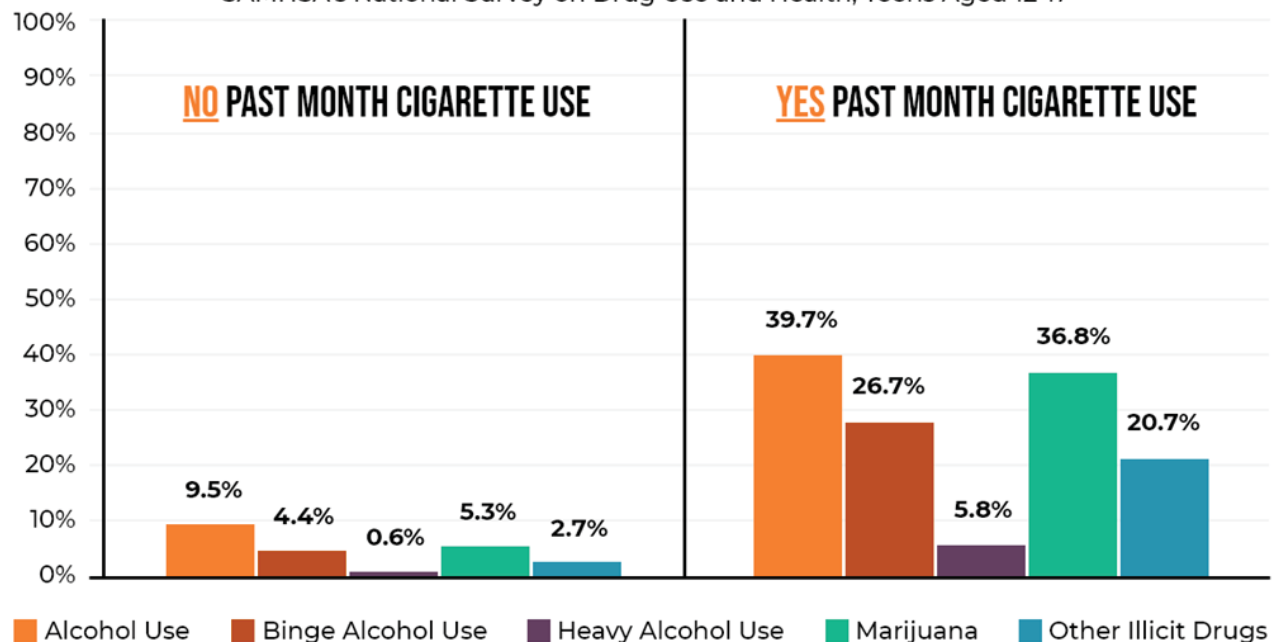


DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. Preventive Medicine, 113, 68-73.

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## TEEN CIGARETTE USE IS ASSOCIATED WITH HIGHER USE OF OTHER DRUGS

SAMHSA's National Survey on Drug Use and Health, Teens Aged 12-17



DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. *Preventive Medicine*, 113, 68-73.

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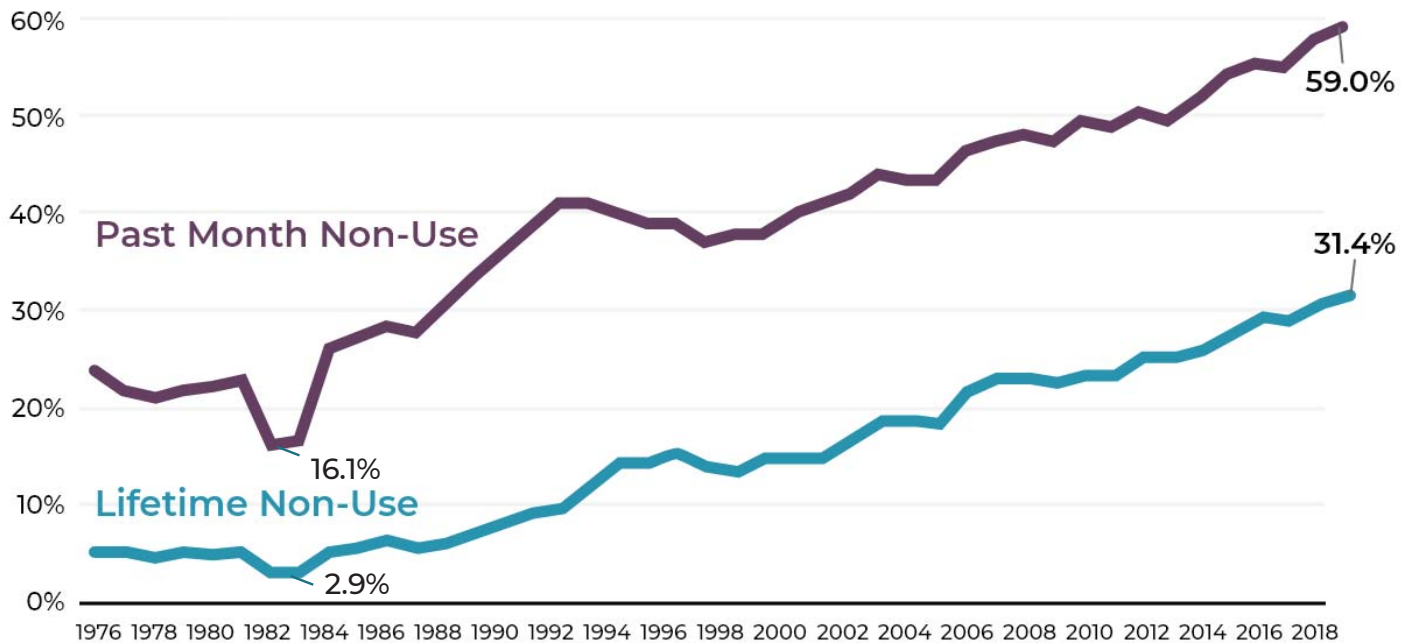
## #3 YOUTH SUBSTANCE USE IS **NOT** INEVITABLE

More than ever before  
youth are making  
One Choice not to use  
ANY substances



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## NO USE OF ALCOHOL, CIGARETTES, MARIJUANA AND OTHER ILLICIT DRUGS BY US HIGH SCHOOL SENIORS: 1976-2019



Monitoring the Future data; Levy, S., Campbell, M. C., Shea, C. L., DuPont, C. M., & DuPont, R. L. (2020). Trends in substance nonuse by high school seniors: 1975–2018. *Pediatrics*, e2020007187. Doi: 10.1542/peds.2020-007187

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## WHO CAN MAKE ONE CHOICE?

Teens who have never used any substance

Teens who may have used in the past but are making One Choice today

Individuals with substance use problems actively making One Choice including those in early and long-term recovery

No age/grade restrictions

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**TARGETED PSAs**

**PEER TO PEER MESSAGING**





### KNOW THE SCIENCE

The developing brain is uniquely vulnerable to substance use



### UNDERSTAND THE DATA

For youth, all substance use is connected



### SUPPORT THE TREND

Youth are making One Choice; it's our job to support them!

# THANK YOU!

[ONECHOICE@IBHINC.ORG](mailto:ONECHOICE@IBHINC.ORG)

LEARN MORE AT  
[WWW.ONECHOICEPREVENTION.ORG](http://WWW.ONECHOICEPREVENTION.ORG)

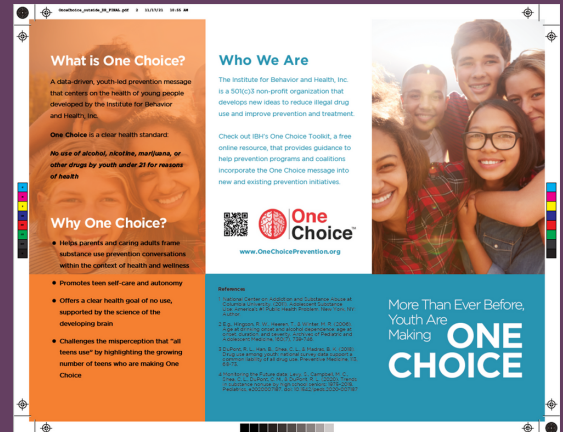


SCAN ME

# ONE CHOICE PREVENTION RESOURCES

[WWW.ONECHOICEPREVENTION.ORG](http://WWW.ONECHOICEPREVENTION.ORG)

- [One Choice Prevention Toolkit](#)
- [I Am One and I Make One Choice Mosaic Tiles](#)
- [Customizable Tri-Fold for Parents & Caregivers](#)
- [Tips & Tools for Parents & Caregivers](#)
- [#ShowUp4Prevention Youth Resources](#)
- [Customizable Parenting For Prevention Series](#)
- [One Choice Overview 1-Pager](#)
- [Sample Social Media Posts](#)



## Join the One Choice Community!

The One Choice Community is an informal group of leaders working in youth substance use prevention at the local level, who meet quarterly to share ideas for integrating the One Choice message and supporting data into their work. Many of the One Choice materials have been created as a direct result of these discussions..

Connect with the One Choice Prevention team at [OneChoice@ibhinc.org](mailto:OneChoice@ibhinc.org).

