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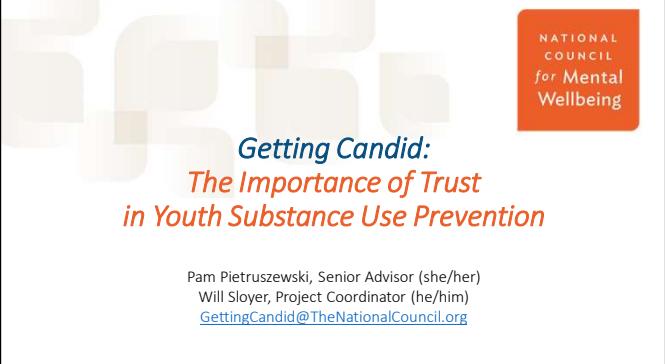
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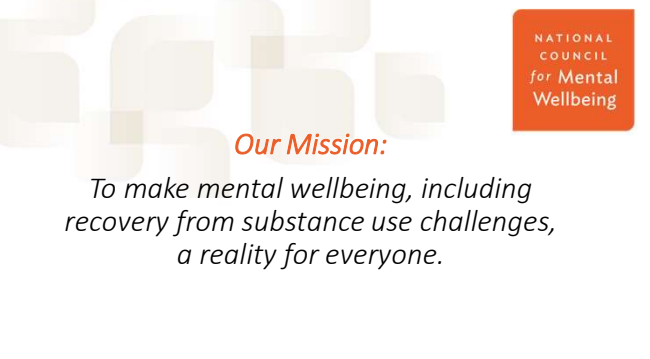


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Getting Candid: The Importance of Trust in Youth Substance Use Prevention

Pam Pietruszewski, Senior Advisor (she/her)
Will Sloyer, Project Coordinator (he/him)
GettingCandid@TheNationalCouncil.org

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Our Mission:

To make mental wellbeing, including recovery from substance use challenges, a reality for everyone.

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Raise your hand if...

You are coming from the Northwest or Alaska

Southeast Northeast Southwest or Hawaii Midwest

You work in a school setting Inpatient setting Outpatient setting

This is your first trip to D.C.

You're a fan of...



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Learning Objectives

Upon completion, participants will be able to:

- Explain how the **COVID-19 pandemic** has impacted youth state-of-mind and the rates of substance use.
- Explain the **role of trust** in conversations with youth surrounding substance use.
- Identify 3-4 **substance specific messages** to utilize with youth.
- Explain how to utilize the **message guide and supplementary toolkit** resources to engage youth in substance use prevention conversations.

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Substance use is **preventable & remediable** rather than inevitable & irreversible.

It is our **collective obligation** to create environments that keep the heat down for adolescents, preventing substance use from boiling over into a bigger problem.

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About Getting Candid

Purpose: To assess effects of the pandemic on substance use risks & drivers

Approach: National online assessments, focus groups, youth ambassadors, expert advisors

Result: Message guide & toolkit for youth-serving providers to support effective prevention messaging with youth ages 12-18

This project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,500,000 with 100% funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS or the U.S. Government.

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National Assessments

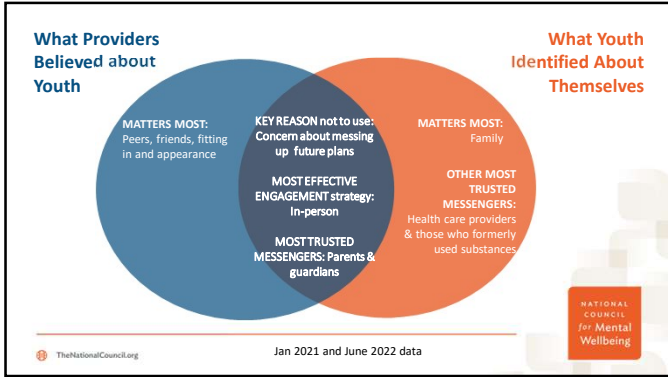
Jan 2021 Discussion Groups

May 2021 Youth (n=681) **Test draft messages**

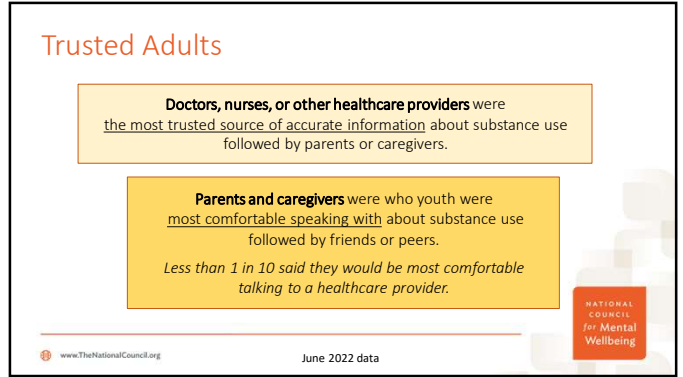
Jun 2022 Youth (n=800) **Impact of COVID on youth state of mind, knowledge and access to substance use prevention, messages, tools/resources**

Oct 2022 Youth (n=898) **Test draft messages**

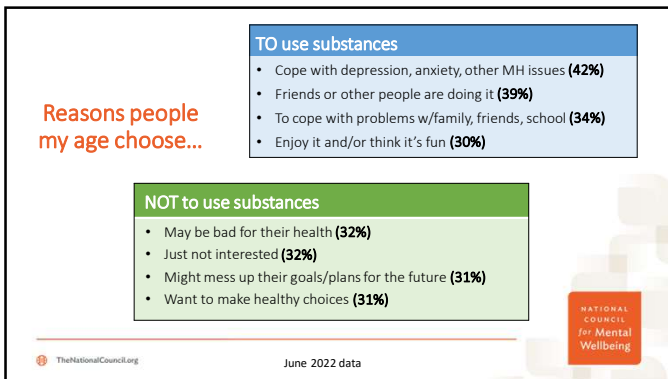
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How I Feel About Myself	Agree
I feel like I am a good person who has a lot to offer.	77%
I am able to stand up for myself and what I believe in.	76%
I am hopeful about the future.	71%
I can calm myself down.	69%
Sometimes the pressure I feel at school and at home feels like too much to handle.	68%
Overall I like who I am.	63%
I feel a genuine sense of belonging at school	54%
I feel like I don't have a lot to contribute.	50%

www.TheNationalCouncil.org June 2022 data NATIONAL COUNCIL for Mental Wellbeing

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Knowledge and Perceptions of Fentanyl

A majority of youth are NOT concerned about alcohol and other drug use in their own lives.

- But if someone they know was using drugs, **77%** report they would be concerned about fentanyl exposure.
- However, **less than 50%** report knowing what fentanyl is and report that it would be one of the hardest substances for them to acquire.

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June 2022 data



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Your Role as a Youth-Serving Provider

- Create a safe space to **normalize conversations** about substance use & connection to health, school, finances, & relationships
- Maximize **regular touch points & established relationships** to reinforce prevention messages & encourage healthy peer relationships
- Identify potential risk & **protective factors**



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Video: What Youth Want You to Know



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Getting Candid Toolkit

<https://www.thenationalcouncil.org/getting-candid/>

- Establish Trust
- Gather Insights
- Frame the Conversation
- Make the Case
- Suggest Action
- Implementation Tools
- Cannabis Resource Center



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Substance Fact Sheets

<https://www.thenationalcouncil.org/program/getting-candid/make-the-case/>

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Cannabis Resource Center

- State Fact Sheets on Cannabis
- Policy
- Prevention
- Mental Health and Substance Use Treatment
- Safe Storage
- Legal Consequences
- Medical Use
- Other Cannabis Products

<https://www.thenationalcouncil.org/program/getting-candid/cannabis-resource-center/>

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On Demand Course

<https://www.thenationalcouncil.org/program/getting-candid/implementation-tools/>

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Influencer & Youth Facing Work

Our TikTok Influencers campaign launched in Feb!

Visit our Youth Facing Page!
<https://www.thenationalcouncil.org/its-thelittlethings/>

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LGBTQ+ Affirming Care

<https://www.thenationalcouncil.org/program/getting-candid/establish-trust/>

The image shows a screenshot of a webpage titled "LGBTQ+ Affirming Care". On the left, there is a photograph of four diverse young people (two men and two women) smiling and talking. On the right, there is a screenshot of a webpage with the same title, showing a form or document interface with various sections and text.

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Inside the Getting Candid Message Guide

<https://www.thenationalcouncil.org/getting-candid>

The image shows the cover of a message guide titled "Getting Candid: A Message Guide for Providers". The cover features a photograph of five diverse young people (three women and two men) smiling. The text on the cover includes "Getting Candid: A Message Guide for Providers" and "NATIONAL COUNCIL for Mental Wellbeing".

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Communication Pathway

ESTABLISH TRUST

Build rapport and establish trust.

GATHER INSIGHTS

Seek guidance and input from youth on what matters to them.

FRAME THE COMMUNICATION	MAKE THE CASES	SUGGEST ACTION
Choose the frame for communication based on insights from youth.	Select evidence to provide compelling reasons not to use drugs or alcohol.	Select one or more actions to suggest.

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ESTABLISH TRUST

Declutter

Stay Curious

Pause the Fix

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ESTABLISH TRUST

GATHER INSIGHTS

- What matters most in your life and why?
- What's on your mind?
- What is particularly important to you right now?

How would you approach this if a friend came to you for advice?

What are your thoughts on legalized marijuana?

How would you avoid drinking, if you decided to?

What worries you about using someone else's prescription medication?

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ESTABLISH TRUST

GATHER INSIGHTS

Reflect Back with a Listening Statement

You are feeling... frustrated that your teachers won't cut you some slack.

I hear... that you want to be treated like an adult.

It sounds like... you want an opportunity to show you are responsible.


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A Time of Opportunity

- Adolescent brain = preference for novelty, activity and positive risk-taking
- Socially enriched environments can help the brain to change and adapt



We need to reframe adolescence from eye roll to opportunity.

Nat Kendal-Taylor, CEO of The Frameworks Institute

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Communication Pathway

ESTABLISH TRUST

GATHER INSIGHTS

FRAME THE COMMUNICATION

MAKE THE CASE

SUGGEST ACTION

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“What Matters” Becomes the Framework

What Matters...?	Message Frame
Plans for the coming year, for entering high school, college or for the future in general	⇒ The future
Physical or mental health	⇒ Risk of addiction
Relationships (e.g., parents/guardians, friends, teachers, coaches, mentors)	⇒ Relationships
Activities in or out of school (e.g., music, sports, volunteering)	⇒ Activities
Being respected for autonomy and being able to make one’s own choices	⇒ Self-affirmation

ESTABLISH TRUST

GATHER INSIGHTS

Most effective messages tested with youth:
FRAME THE COMMUNICATION

The future: Don’t let drug and alcohol use change or control your plans for the future.

Risk of addiction: Drug and alcohol use 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.

Relationships: There are people in your life who matter to you. And you try hard not to let them down. *(For middle school)* And you try hard to make them proud. *(For high school)*

Activities: Participating in sports, music, hobbies or other activities can help you build friendships, stay in shape, get into & receive scholarships for college & have fun.

Self-affirmation: You respect yourself & want to make decisions that are best for you. Trust yourself & your choice not to use drugs or alcohol.

ESTABLISH TRUST

GATHER INSIGHTS

Examples of statements considered most convincing by youth:
FRAME THE COMMUNICATION

MAKE THE CASE

- **People in recovery** from addiction often say one of the things they regret most about their addiction was the trust they lost from people who care about them.
- **Vape** companies regularly change up their chemical formulas to get around regulations and safety testing of their products.
- It only takes a pinprick-sized amount of **fentanyl** to be a deadly dose. And it’s sometimes hidden in fake prescription pills.
- **Delta-8 THC** is not regulated so you don’t really know what is in it. Some people end up having a medical emergency because the concentration was too high or they didn’t realize delta-8 THC was psychoactive until it was too late.

The “Sandwich” Approach to Providing Information

1. Ask
Would you be open to hearing about...?
What do you know about...?
What would you most like to know about ...?

2. Provide Information

3. Ask
What do you make of this?
How, if at all, has this impacted your thinking?
What might be your next step?

ESTABLISH TRUST

GATHER INSIGHTS

Actions identified by youth as those they would most likely take:

- Explore new ways of dealing with **stress**, like music, reading, art, getting outdoors, talking with friends you trust or just being by yourself.*
- Find someone you can **talk** to if you feel tempted or pressured to use alcohol, tobacco/nicotine, marijuana or other drugs.
- Educate yourself about alcohol, tobacco/nicotine, marijuana and other drugs by visiting a website or information on social media.
- Make your own personal **commitment** or pledge to avoid alcohol, tobacco/nicotine, marijuana and other drugs.*
- Talk to your **friends** and encourage them not to use alcohol, tobacco/nicotine, marijuana and other drugs.*

FRAME THE COMMUNICATION

MAKE THE CASE

SUGGEST ACTION

TheNationalCouncil.org *Resonated with middle school youth.

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Video: The Communications Pathway

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Navigating a Conversation
With Youth About Substance Use Prevention

This video was created for informational and educational purposes only. This is a roleplay with fictional characters and circumstances.

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Scenario: Alex, age 15

I can't deal with school right now. My cousin overdosed a few weeks ago and he's in pretty bad shape. I'm worried about him. My parents are all up in my business about it and the last thing I need is a lecture about being "disruptive in class".

ESTABLISH TRUST

Build rapport & establish trust.

GATHER INSIGHTS

Seek guidance & input from youth on what matters to them.

FRAME THE COMMUNICATION

Choose the frame for communication based on insights from youth.

MAKE THE CASE

Select evidence to provide compelling reasons not to use drugs or alcohol.

SUGGEST ACTION

Select one or more actions to suggest.

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Questions?

For more information or to inquire about these resources, please email us at:
gettingcandid@thenationalcouncil.org

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Continuing Education Credits

In support of improving patient care, this activity has been planned and implemented by the School-Based Health Alliance and Community Health Center Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

This conference is intended for Nurses, Nurse Practitioners, Physicians, Physician Assistants/Associates, Psychologists, Registered Dietitians, and Social Workers

Please go to the link for the CME web platform (Weitzman Education) posted in the mobile app to complete the post-session survey to access your continuing education credit.

A comprehensive certificate will be available in the CME platform after completing the post-session surveys for all sessions you attended.

The Weitzman Institute is a program of Community Health Center, Inc. Middleburg, Connecticut, USA. www.weitzmaninstitute.org

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