

Disclosures

- With respect to the following presentation, there has been no relevant (direct or indirect) financial relationship between the presenters or other activity planners and any ineligible company in the past 24 months which would be considered a relevant financial relationship.
- The views expressed in this presentation are those of the presenter(s) and may not reflect official policy of Community Health Center, Inc. and its Weitzman Institute.
- We are obligated to disclose any products which are off-label, unlabeled, experimental, and/or under investigation (not FDA approved) and any limitations on the information that are presented, such as data that are preliminary or that represent ongoing research, interim analyses, and/or unsupported opinion.



*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

Our Mission:

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

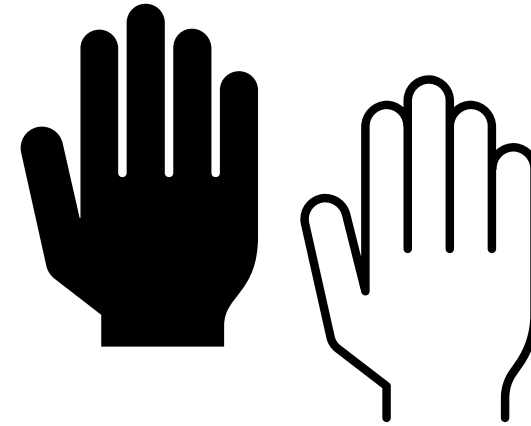
Raise your hand if...

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...



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.

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.

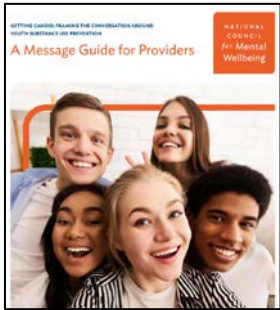
About Getting Candid



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



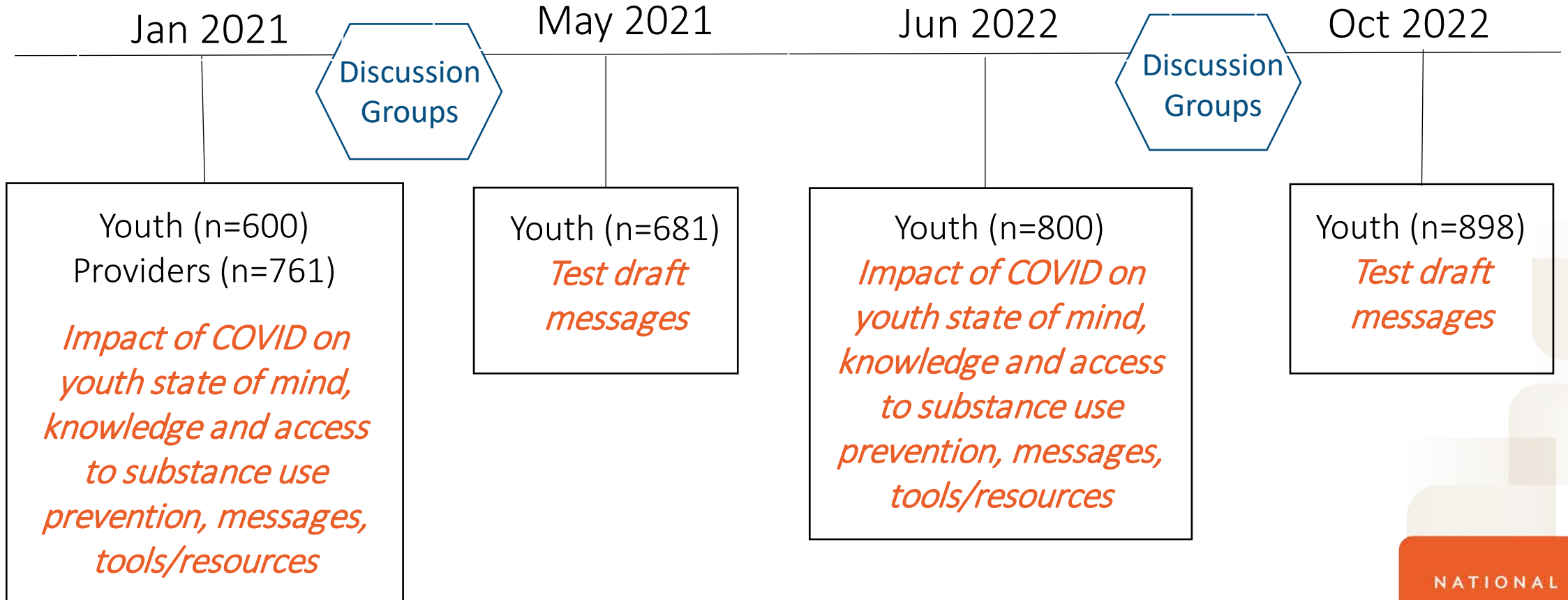
Approach: National online assessments, focus groups, youth ambassadors, expert advisors



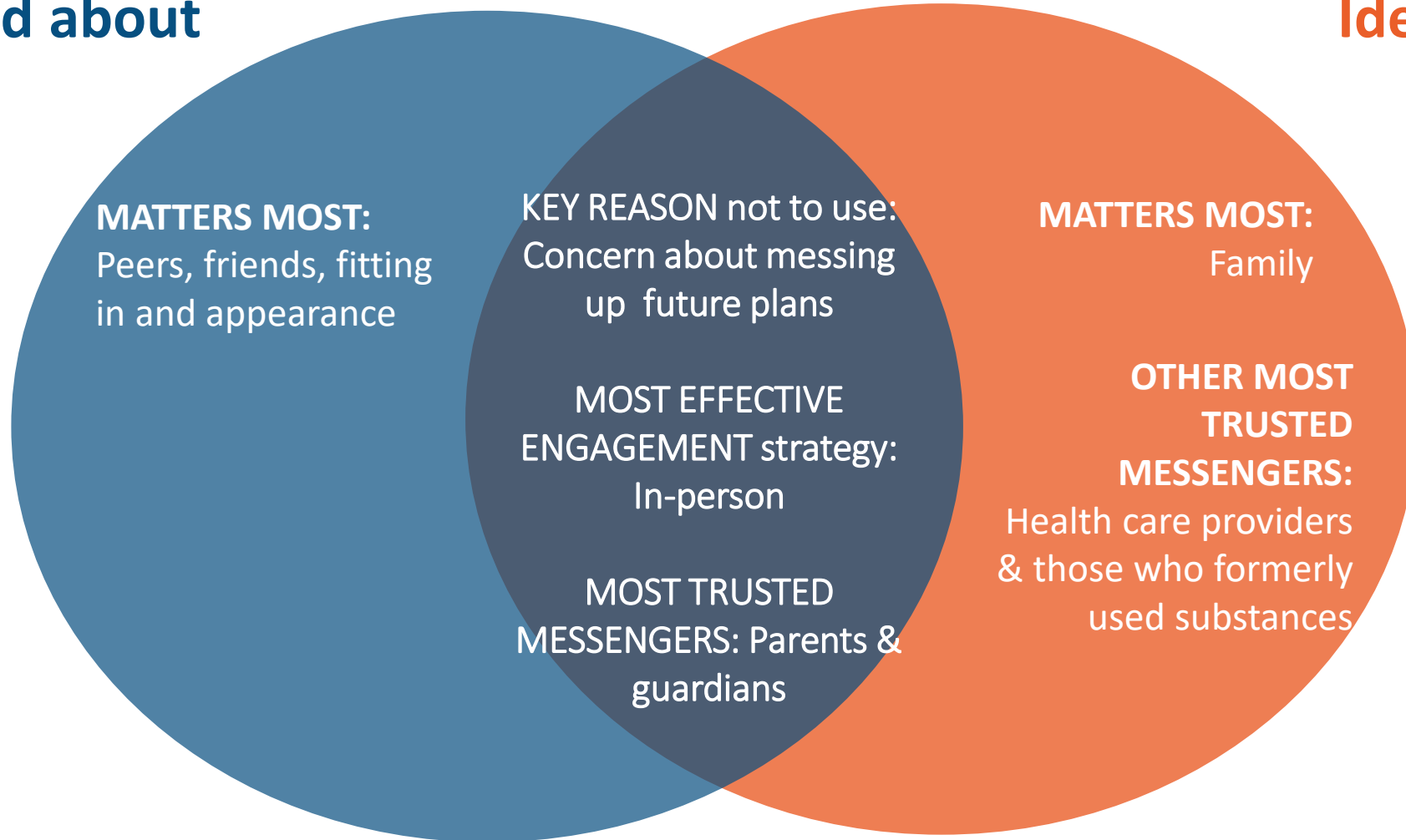
Result: Message guide & toolkit for youth-serving providers to support effective prevention messaging with youth ages 12-18

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.

National Assessments



What Providers Believed about Youth



What Youth Identified About Themselves

Trusted Adults

Doctors, nurses, or other healthcare providers were the most trusted source of accurate information about substance use followed by parents or caregivers.

Parents and caregivers were who youth were most comfortable speaking with about substance use followed by friends or peers.

Less than 1 in 10 said they would be most comfortable talking to a healthcare provider.

Reasons people my age choose...

TO use substances

- Cope with depression, anxiety, other MH issues (42%)
- Friends or other people are doing it (39%)
- To cope with problems w/family, friends, school (34%)
- Enjoy it and/or think it's fun (30%)

NOT to use substances

- May be bad for their health (32%)
- Just not interested (32%)
- Might mess up their goals/plans for the future (31%)
- Want to make healthy choices (31%)

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%



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.

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**



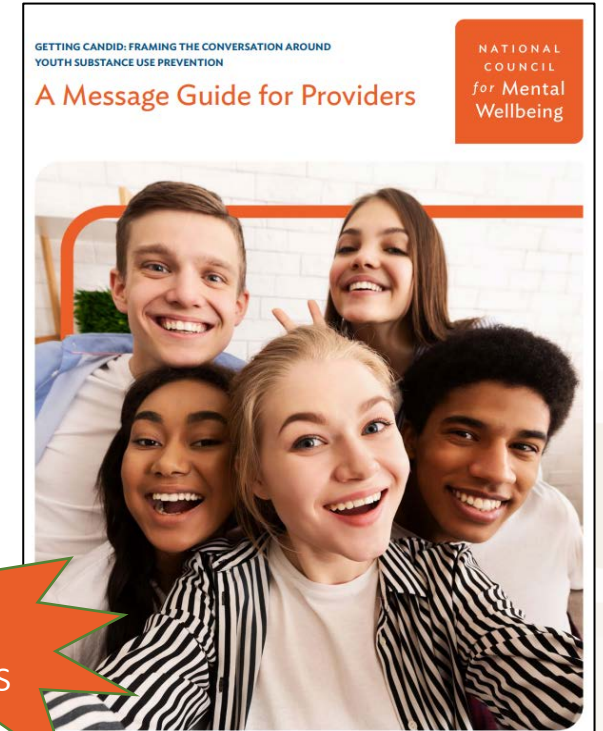
Video: What Youth Want You to Know



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



Substance Fact Sheets

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



[Youth & Alcohol /
los jóvenes y el alcohol](#)



[Youth & CBD /
los jóvenes y el cannabidiol
\(CBD\)](#)



[Youth & Fentanyl/](#)



[Youth & Hemp](#)



[Youth & Kratom /
los jóvenes y el kratom](#)



[Youth & Marijuana /
los jóvenes y la marihuana](#)



[Youth & MDMA /
los jóvenes y el MDMA](#)



[Youth & Opioids /
los jóvenes y los opioides](#)



[Youth & Polysubstance /
los jóvenes y el consumo de
polisustancias](#)



[Youth & Stimulants /
los jóvenes y los
estimulantes](#)

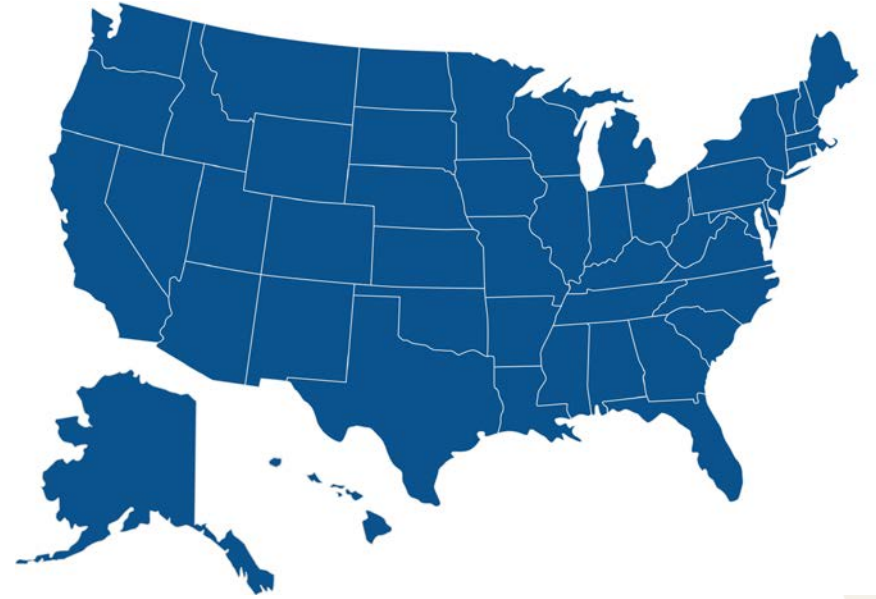


[Youth & Tobacco /
los jóvenes, el tabaco y la
nicotina](#)



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/>



On Demand Course

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

NATIONAL COUNCIL for Mental Wellbeing

Getting Candid

Examples of Protective Factors

- Positive Physical Development
- Emotional Self-Regulation
- Self-esteem Self-efficacy
- Interpersonal and Problem-Solving Skills
- Social Connections

You might ask, "What are some values you stand up for?"

Examples:

- I'm willing to walk away from a fight and be true to who I am.*
- I speak up when I see injustice.*

Getting Candid

What would you say next? Select the most appropriate response.

you need to live your life.

< PREV NEXT >

Getting Candid

Video 1

An example of an interaction which does not apply the communication framework.

Video 2

An example of an interaction with the communication framework applied.

Video 3

Revisit the first video to see how the framework could have been used.

Select each thumbnail to watch the corresponding video.

< PREV NEXT >

Influencer & Youth Facing Work

Our [TikTok](#) Influencers
campaign launched in Feb!

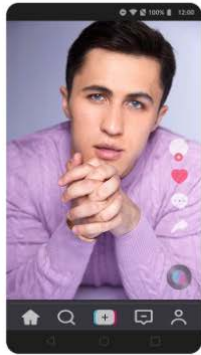
Visit our Youth Facing Page!
<https://www.thenationalcouncil.org/itsthelittlethings/>



Justin Puder
@amoderntherapist



Sammy Huerta
@sobercomedy



Chris Olsen
@chris



Ava Michelle
@avamichelle02



Sarah Carolyn
@sar_carolyn



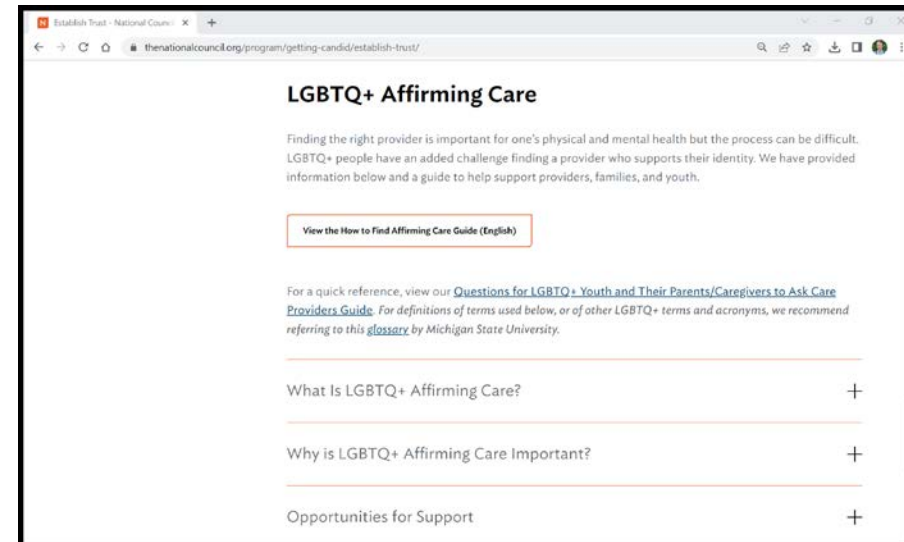
Dani Calleiro
@danicalleiro



Kojo Sarfo
@dr.kojo

LGBTQ+ Affirming Care

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



GETTING CANDID: FRAMING THE CONVERSATION AROUND
YOUTH SUBSTANCE USE PREVENTION

A Message Guide for Providers

NATIONAL
COUNCIL
*for Mental
Wellbeing*



Inside the Getting Candid Message Guide

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

NATIONAL
COUNCIL
*for Mental
Wellbeing*



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

Choose the frame for communication based on insights from youth.



MAKE THE CASES

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



SUGGEST ACTION

Select one or more actions to suggest.





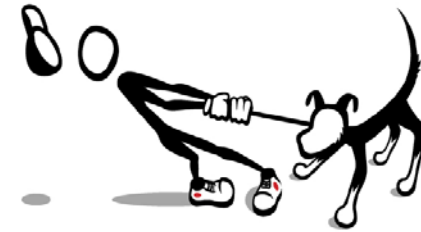
ESTABLISH TRUST



Declutter



Stay Curious



Pause the Fix





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?

NATIONAL
COUNCIL
for Mental
Wellbeing





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.



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



Communication Pathway



“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



FRAME THE
COMMUNICATION

Most effective messages tested with youth:

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.

NATIONAL
COUNCIL
for Mental
Wellbeing





ESTABLISH TRUST



GATHER INSIGHTS

Examples of statements considered most convincing by youth:

- **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.



FRAME THE
COMMUNICATION



MAKE THE CASE

NATIONAL
COUNCIL
for Mental
Wellbeing



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

NATIONAL
COUNCIL
for Mental
Wellbeing



Video: The Communications Pathway



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.



NATIONAL
COUNCIL
for Mental
Wellbeing



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.

NATIONAL
COUNCIL
for Mental
Wellbeing



Questions?

For more information or to inquire about these resources,
please email us at:

gettingcandid@thenationalcouncil.org

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.

