

REDUCING YOUTH SUBSTANCE USE 2018

THE PROBLEM

TOO MANY YOUNG
PEOPLE DRINK UNDERAGE,
USE MARIJUANA, AND MISUSE
PRESCRIPTION DRUGS, LEADING
TO DIFFICULTY IN SCHOOL
AND INCREASED RISK OF
ADDICTION

THE SOLUTION

STUDENT
PREVENTION
LEADERSHIP TEAMS

5 schools created a Student
Prevention Leadership Team

Each school identified a staff person to
work with Communities in Schools'
Prevention Coordinator to start a Student
Prevention Leadership Team student group.

62

students joined a Student
Prevention Leadership Team

14

Prevention Campaigns
run by SPLT Members



Social Norms
Favorable to
Substance Use
Perceived Peer
Pressure

Students committed to reducing
substance use in their school by
running a series of Prevention
Campaigns.



Student Knowledge

Each Prevention
Campaign focused on
either Marijuana Use,
Prescription Drug Misuse,
or Underage Drinking and
targeted each of three
audiences: high school
peers, middle school
students, and community
members.



Student
Knowledge
Student
Perception of
Risk



Social Norms Favorable to Substance Use
Perceived Peer Pressure

2583

High school students
exposed to SPLT
prevention campaigns

97%

of students surveyed after a
Prevention Campaign knew the risks of
alcohol, marijuana, or prescription
drugs

Following each Prevention Campaign, each Student Prevention
Leadership Team surveyed a random sampling of at least 50 of their
peers.



Social Norms
Favorable to
Substance Use
Perceived Peer
Pressure



Student
Knowledge
Student
Perception of
Risk

88%

Of students surveyed recognized that
most of their peers choose not to use
alcohol, marijuana, or prescription drugs



Student Knowledge
Student Perception
of Risk

Following each Prevention Campaign, each
Student Prevention Leadership Team surveyed a
random sampling of at least 50 of their peers.



Social Norms Favorable to Substance Use
Perceived Peer Pressure

