

What Placer County Youth Report

Alcohol:

- **A third (36%)** of 11th graders said they had been to a party where parents allowed teens to drink alcohol
- **13** - Average age when teens have their first drink of alcohol
- **1 in 5** 11th graders said they had binge (5 or more drinks in a row) in the last 30 days

Marijuana:

- **50%** of 9th graders and **70%** of 11th graders say marijuana is easy to get
- Almost half (**46%**) of 11th graders see **NO HARM** in smoking marijuana 1-2 times /week
- **1 in 5** 11th graders had smoked marijuana in the last 30 days

Prescription Drugs:

- **10% of 9th graders and 16% of 11th graders** had used a prescription drug not prescribed to them
- More than half say prescription drugs are **safer, easier to get, and less likely to get caught** compared with street drugs
- Teens' primary sources for prescription drugs are **their own home, home of grandparent or other family member, and friends**

Source: 2009-2011 California Healthy Kids Survey & 2010-2011 CPY Student Survey

For more information and resources on protecting your teen from the dangers of alcohol and drugs, please visit or call the Coalition for Placer Youth.



CoalitionforPlacerYouth.org

530.889.7238

What can you do to protect your teen?



In Placer County...

13

average age for first alcohol and illegal prescription drug use

3x

binge drinking (5 or more drinks in a row) triples between 9th grade and 11th grade

70%

of 11th graders say prescription drugs are very easy or easy to get

“Parents are in denial that their kids would do drugs or alcohol....”

– Placer County Teen

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You clearly don't want your teens involved with drugs and alcohol. But have you talked with them about it? Or are you just hoping you're both on the same page?

What Teens Want Parents to Know:

These are real-life testimonials from Placer County teens:

“Many good students who are active with school activities often are into drinking and drugs. They have a huge influence on others because of their reputation.”

“Lots of kids smoke weed and get straight A's. Parents think as long as they get good grades they are fine. There have been top students who both sell and use.”

“Four shots of hard liquor is for the light weights and a whole bottle for the more experienced drinkers.”

“7th grade is the first time I saw friends using drugs and alcohol at school. 6th and 7th graders begin to use alcohol (happens at parties and sleepovers).”

“There is an attitude that taking non-prescribed prescription drugs is OK.”

Take a Stand:

A recent report from the National Center on Addiction and Substance Abuse at Columbia University identified teen substance abuse as **America's number one public health problem.**

To help protect their teens from the dangers of alcohol and drugs, parents throughout Placer County are taking a **STAND**. Research shows that 70 percent of teens say parents are the leading influence in their decision not to drink or use drugs. So what are you waiting for? Take a **STAND**:

SECURE prescription medications, over-the-counter medications, and alcohol throughout your household.

TALK with your teen about the dangers of drug and alcohol use, and agree to consequences for use.

ASSURE alcohol and other drugs will not be available at parties your teen will be attending.

NETWORK with parents of other teens.

DRUG test your teen.



Talk With Your Teen:

Believing that your teen would never engage in alcohol and drug behaviors is a risky belief. Brain research shows that teens are primed to take risks, including experimenting with drugs and alcohol.

Talk with your teen today about the dangers of alcohol and drugs. If you think they aren't listening, think again.

Research shows that parents can be extremely influential. Teens identify parents as the number one influence in their lives and research shows that children who learn about drug risks from their parents are **50 percent less likely to use alcohol.**

Connecting with Your Teen:

- Foster and encourage an environment of open communication and dialogue with your teen.
- Clearly define rules and expectations about alcohol and other drug use, with consistent and appropriate consequences for breaking those rules.
- Set an example. Many messages in our society glorify or trivialize the effects of alcohol and other drugs. Counter these messages whenever you get a chance by being aware of your own attitudes and behaviors.
- Create an environment of trust and understanding by sharing values, family history, and the harms of teen substance abuse.

Take the Parent Pledge:

Protect your teen against the dangers of alcohol and drugs by taking the Parent Pledge. Signing a Parent Pledge sends a clear “Don't Use” message to your teen. Parent Pledges are available at **CoalitionforPlacerYouth.org**.



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