



Media Influence on Teen Substance Use

Social Media

Social media use amongst teens is nearly universal today. About 92% of adolescent users report checking social networking sites more than once a day. The top social media platforms include Facebook, Instagram and Snapchat. However these top social media sites provide an environment where teens are exposed to famous and normal people alike engaging in risky behaviors involving drugs and alcohol.



A study conducted by Columbia University found that teens who regularly used popular social media outlets were, 5 times more likely to buy cigarettes, 3 times more likely to drink and 2 times as likely to use marijuana compared to teens who either did not use social media or used it less frequently. The study also found that in addition to drug exposure through marketing and advertising, social media is a catalyst for many mental health problems that can lead to substance abuse. These sites perpetuate social comparison in a world where everything is perfect and the best version. Mental health issues that have been reported as a result of social media have been: Depression, sleep disturbance, and disordered eating among young people.

Music/TV Shows/ Movie Influence

With drugs being present in nearly half of all music videos, including alcohol (35%), tobacco (10%), and illicit drugs (13%) and more than 1/3 of all drinking scenes on television shows/movies being humorous, and only 1/4 of drinking scenes showing any negative consequences, social media isn't the only form of media that influences teens to try alcohol, drugs and other tobacco products. A study that was recently conducted found that exposure to movie depictions of alcohol strongly predicts early onset of drinking and binge drinking in US teens. Additionally, increased consumption of popular music is associated with a more likely chance of trying marijuana product.

DRUGS AND ALCOHOL REFERENCES BY STREAMING SERVICE
Based on Mentions of Substances in the Script

	TOTAL NUMBER OF DRUG/ALCOHOL TERMS	AVERAGE DRUG/ALCOHOL MENTIONS PER SEASON
NETFLIX	1,272	23.1
hulu	574	12.5
prime video	462	8.6

Created by Rehabs.com

Cold Medicine

Millions of people around the globe use cough and cold medicines each year to help with symptoms that they may experience when they get a cold. When as taken, these medicines can be safe and effective. However, if taken not as instructed, it can become harmful. There are two different types of cold medicines that are often abused Dextromethorphan (DXM) and Codeine with Promethazine.

Dextromethorphan (DXM)

Dextromethorphan (DXM) is a cold medication that you can get over-the-counter at any local pharmacy or drug store, it can come in various different forms including syrup, tablets and capsules. When taken as directed, DXM cold medicine can provide temporary relief from cough, runny nose, sneezing and a sore throat. But when taken not as instructed, it can create a hallucinogenic feeling that is to the similar effects that someone would feel when on ketamine or PCP. Often referred to on the streets as “robotripping”, “skittling,” or “dexing”, DXM can be swallowed in its original form, mixed in with clear sodas and/or injected. Users of DXM many times use in combination with other drugs (such as marijuana) and alcohol.

DXM Short-Term Effects:

- Euphoria/drunk feeling
- Sedation
- Detachment/dissociation
- Hallucinations

DXM Long-Term Effects:

- Agitation
- Delusions
- Mood Changes such as depression and mania
- Problems with attention and memory consolidation
- Liver Damage

Promethazine-Codeine Cough Syrup

Promethazine-Codeine cough syrup is a medication that contains an opioid called codeine. This opioid acts as a cough suppressant and can also produce relaxation and euphoria when consumed at a higher-than-prescribed dose. Unlike Dextromethorphan (DXM), Promethazine-Codeine can only be obtained if the individual has a prescription. Even though regulated through prescriptions, this cough medicine continues to be abused.

Referred to on the streets as “Syrup,” “Purple Drank,” “Sizzurp,” “Lean”, this cough medicine, like DXM is either taken directly or mixed with a clear soda.

Promethazine-Codeine Short-Term Effects:

- Intense nausea, vomiting, stomach pain, or constipation
- Noticeable pinpoint pupils
- Severely reduced or slowed breathing
- Loss of memory or inability to form thoughts
- Severe dry mouth
- Intense sweating

Promethazine-Codeine Long-Term Effects:

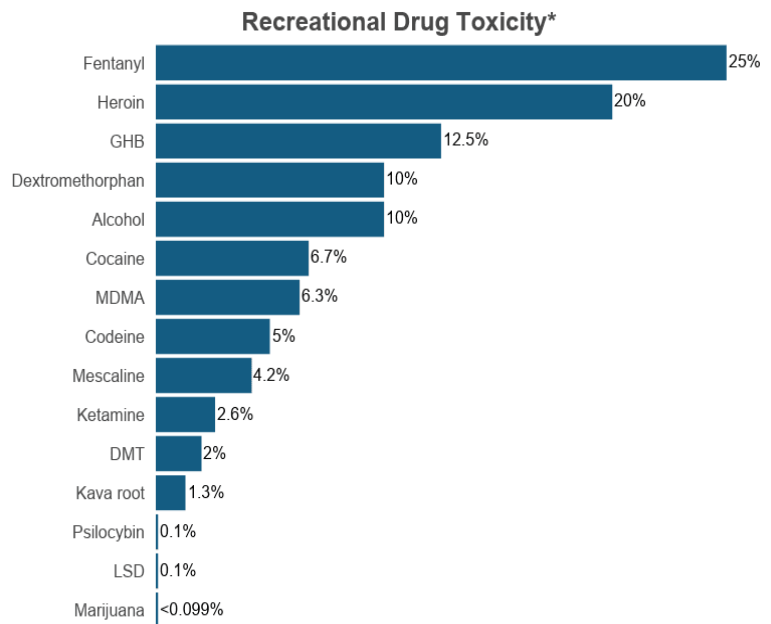
- Life-threatening intestinal blockage or ruptures
- Lasting impairments to the liver, kidneys, brain and eyes.
- Problems with amnesia and permanent loss of key memories
- Changes to or loss of vision

Fentanyl

Fentanyl is a synthetic opioid that is 80-100 times stronger than morphine. At the pharmaceutical level, fentanyl was developed for pain management treatment for cancer patients and applied in a patch on the skin. It is also sometimes used to treat patients with chronic pain who are physically tolerant to other opioids.

However given it's powerful opioid properties, Fentanyl is diverted for abuse. The illegal use of fentanyl is sold as a powder, dropped onto blotter paper, put in eye droppers and nasal sprays, or made into pills that look like other prescription opioids. Some drug dealers are

mixing fentanyl with other drugs, such as heroin, cocaine, methamphetamine, and marijuana. This is dangerous when people taking drugs don't realize they might contain fentanyl as a cheap but dangerous additive. They might be taking stronger opioids than their bodies are used to and can be more likely to overdose.



*Median effective dose expressed as a percentage of median lethal dose

Short-Term Effects:

- Pain Relief
- Euphoria
- Decreased Appetite
- Slurred speech
- Rash or skin reactions where the fentanyl patch is placed
- Decreased blood pressure
- Overdose

Impact of Fentanyl

There have been hundreds of stories around the United States in the past year that has highlighted the growing issue of Fentanyl in this country. On February 3rd, 2022, a teenager in Connecticut suffered an apparent overdose from fentanyl-laced marijuana and it took "multiple doses" of Narcan to bring the teen back. The teen got lucky and survived. But some are not as lucky. A 13 year old in the same state died, a month earlier from a suspected fentanyl overdose.

Long-Term Effects:

- Chronic and severe constipation, which may lead to serious health problems such as bowel obstruction.
- Breathing problems during sleep.
- Heart attack and heart failure.
- Immune system suppression.
- Hormonal and reproductive issues in both men and women.
- Anxiety, depression, and other mood disorders.

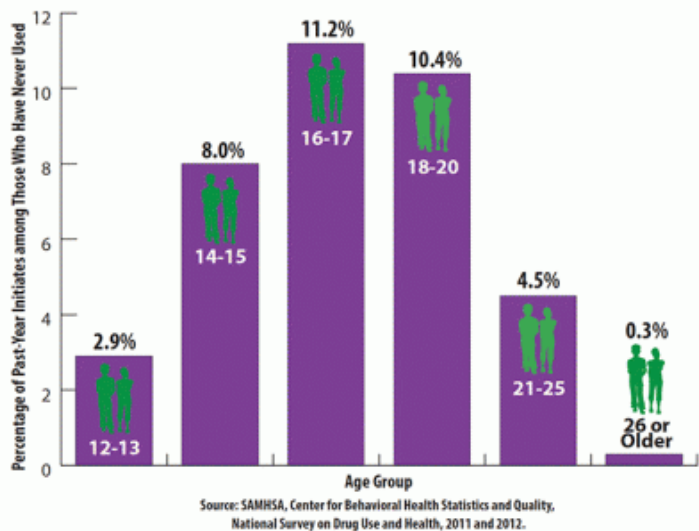
Youth Substance Prevention

Early use of drugs increases a person's chances of becoming addicted. This is due to the fact that alcohol and drugs have the ability to change brain chemistry and structure and thus lead to addiction and other serious problems. And since the average human brain doesn't stop developing until around the age of 25, it is crucial that substance prevention is taught to youth as soon as possible so they can know the risks.

When youth advance from elementary through middle school, they may face new and challenging social, family, and academic situations. Often during this period, youth maybe exposed to substances such as cigarettes and alcohol for the first time. In high school, teens may encounter greater availability to drugs and alcohol. And may face greater peer pressure to consume or use those substances.

While a certain amount of risk taking is a normal part of adolescent development, it may increase a teens' tendencies to experiment with drugs.

The Drug Danger Zone: Most Illicit Drug Use Starts in the Teenage Years



Who is Responsible for Prevention Efforts?

It takes a village.

Youth: Peer mentoring and leadership programs can mobilize a powerful prevention force and demonstrate the benefits of prevention and the importance of youth as prevention partners.

Schools: Programs that are age-specific, developmentally appropriate, and culturally sensitive should be repeated throughout the grades and re-enforced by youth, parents, and community prevention efforts.

Parents: Parents provide role models, define standards of behavior and achievement, set limits, and provide consequences for risky behaviors. Regarding drug and alcohol abuse, parents must talk early and talk often.

Communities--Even subtle pro-alcohol and drug abuse messages should be examined and countered. There should be ordinances restricting youth access to drugs, tobacco and alcohol. And they should be enforced and balanced with opportunities for positive youth involvement.



Youth Substance Prevention Works

- It found that children who met with their mentor about three times a month for a year were 46% less likely to begin using illegal drugs and 27% less likely to begin using alcohol than their peers who did not have mentors.
- The researchers found that first-time use of cigarettes, alcohol and marijuana was 12 percent lower in the 6,031 youth who participated in a prevention program than the comparison group of 4,579 youth who did not participate in a prevention program.

Do's and Don'ts of Effective Messaging for Substance Abuse Prevention:

Do's

- Do frame the conversation as a health issue:
 - Talking about substance use as a health issue puts it in a context that our society has learned to view positively and openly
- Do use realistic, real-life examples:
 - Rather than emphasizing what COULD happen to a person who misuses or abuses substances, provide examples and stories from individuals who HAVE abused substances, resulting in life-altering effects
- Do help individuals identify potential consequences:
 - It is more effective to talk about how substance abuse might specifically affect an individual's personal, daily life.
- Do engage peers as messengers:
 - First-person accounts or stories of use and abuse by peers can often engage individuals who may be resistant to more general prevention messages
- Do de-glamorize substance use:
 - Drug use is often seen as a recreation of the young and beautiful—particularly the celebrity set. For youth, in particular, messaging should emphasize the outward effects of drug use, including damage to teeth, breath, and skin.



Don't

- Don't lecture, guilt, or shame:
 - Particularly in youth culture, using substances is often viewed as part of becoming an independent adult. Framing substance use avoidance simply as an unbreakable rule can cause individuals to seek it as a form of rebellion
- Don't encourage sensation-seeking:
 - Recounting days of college experimentation without explaining the negative consequences can encourage youth to conclude that using drugs is survivable and a normal part of growing up
- Don't use scare tactics:
 - Scare tactics challenge some to prove that their authority figures are wrong. Individuals who believe a presentation is exaggerated or untrue may ignore the meaning of the message
- Don't illustrate or dramatize drug use:
 - Such depictions may encourage and/or inadvertently teach people ways to prepare, obtain, or ingest illegal substances.

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April	Candy	Frog	Nest	Sunshine
April Fool's Day	Caterpillar	Gardening	Planting	Thunderstorms
Baseball	Chicks	Grass	Puddle	Tulip
Baskets	Children	Hatch	Rainbow	Umbrella
Bees	Chocolate	Insects	Raincoats	Windy
Bike	Daffodil	Jellybeans	Raindrops	Worm
Birds	Dye	Joke	Robin	
Blooming	Easter	Ladybug	Showers	
Blossom	Easter Egg	Lamb	Snail	
Bunny	Family	Lilies	Spring	
Butterfly	Flowers	Nature	Sprout	

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McFarland is a small community south of Madison in Dane County. In January of 2017, a group of concerned citizens came together to discuss substance abuse problems in the McFarland area. The McFarland RADAR is a result of these meetings

We are comprised of local representatives from schools, businesses, churches, village administration as well as parents, and youth—all working together to promote healthy lifestyles

For more information go to: <https://www.radarmc.com/>



For time, day and place of meetings, please contact Cathy Kalina at CathyK@fsmad.org

The McFarland RADAR (RADAR stands for Relevant Alcohol & Drug Awareness Resources) Coalition works to develop, implement and support environmental strategies to reduce substance abuse.

We believe by working together, we can nurture social and environmental changes to make the McFarland area a safer and healthier place, brightening the future of our children, youth and families.

McFarland RADAR Mission Statement

“The mission of McFarland’s RADAR Coalition is to promote healthy lifestyles in the McFarland area through alcohol and drug abuse prevention and education efforts.”

HOW CAN YOU HELP?

We are asking you to give the gift of time. Make a difference in the lives of our youth and our community by

1. Working with us in providing support for planning, project management and awareness campaigns
2. Helping with coalition events, conferences, workshops, and fairs held throughout the year.
3. Being a voice for change in our community, it is time to come together and be that force for change in the McFarland area.