

In our introductory newsletter, we gave you tips for times to speak with your kids about drug and alcohol use. In this newsletter, we want to provide you with information about general drug use.

DID YOU KNOW?

The three most used illegal substances among teenagers are alcohol, marijuana, and nicotine.

- Alcohol remains the most widely used and abused drug in America. Adults who had their first drink before the age of 15 were 6.5 times more likely to develop an alcohol use disorder.
- Marijuana use among teens is on the rise, largely because many young people mistakenly believe that it is not harmful. According to the CDC, young people who start using marijuana have a higher rate of mental health issues later in life.
- Nicotine use is also increasing, which is connected to the growing popularity of e-cigarettes and vaping devices. These devices appear to be safe because they are called VAPES, which makes people think it is water vapor and it doesn't have as many chemicals as a traditional tobacco product. The truth is it has different chemicals than traditional cigarettes, and they are just as dangerous.

Marketing Tactics:

- Be cautious of marketing strategies & branding that suggest "safe" consumption & appeal to a young audience.
- These tactics often package substances to appear harmless--with products resembling candy, energy drinks, or herbal remedies.

Examples:

- Gummies
- Popular brand "collaborations"
  (Hard Mountain Dew, Arizona Iced Tea Hard)



Parental monitoring and support, along with clear disapproval of substance use, help reduce underage substance consumption.

For more information on our efforts and to schedule a presentation to your group at no cost please contact:

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This information is provided by the Geauga County Opiate HUB Coalition