



SEOW Update

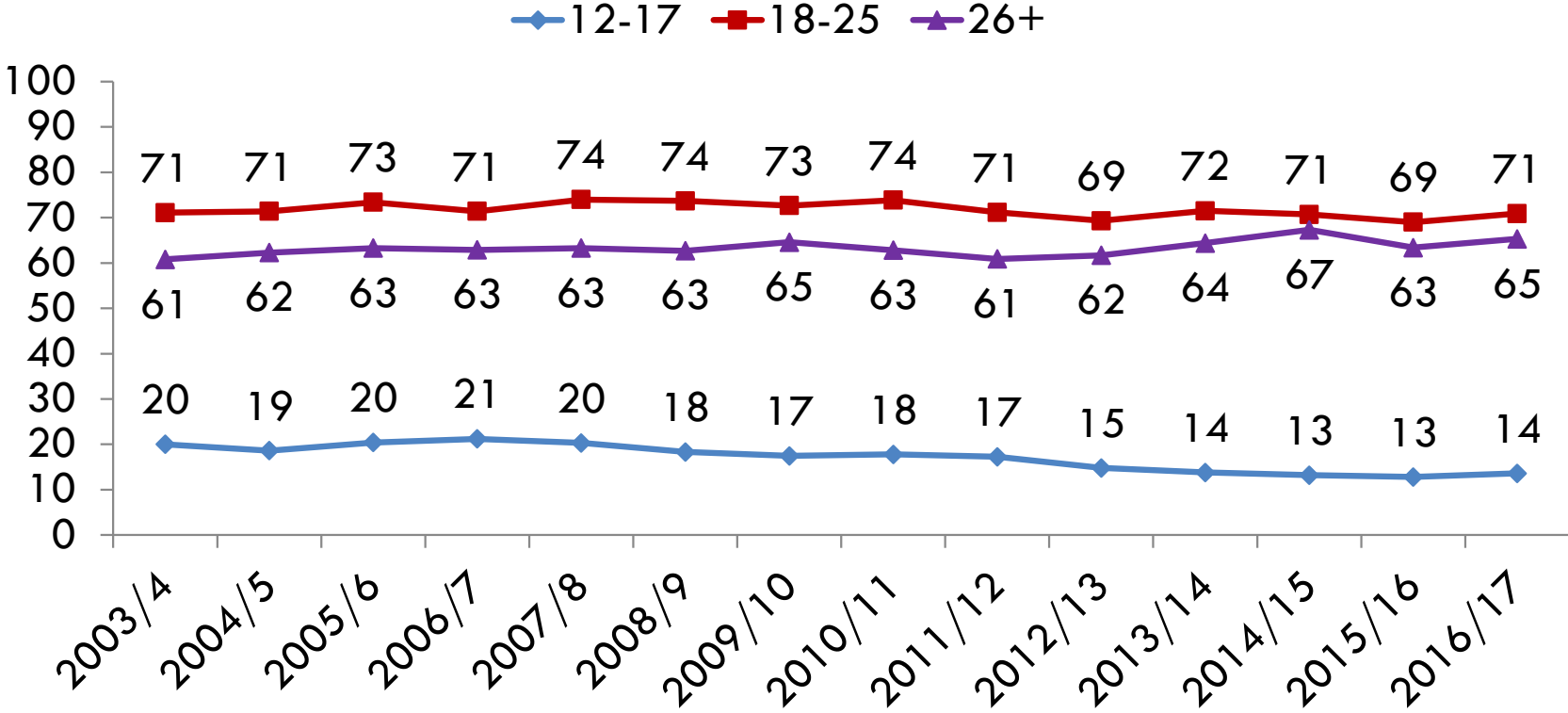
2016/17 State Level Data

National Survey on Drug Use and Health

Developed by John S Searles, Ph.D.
Substance Abuse Research and Policy Analyst, and
Chair, State Epidemiological Outcomes Workgroup

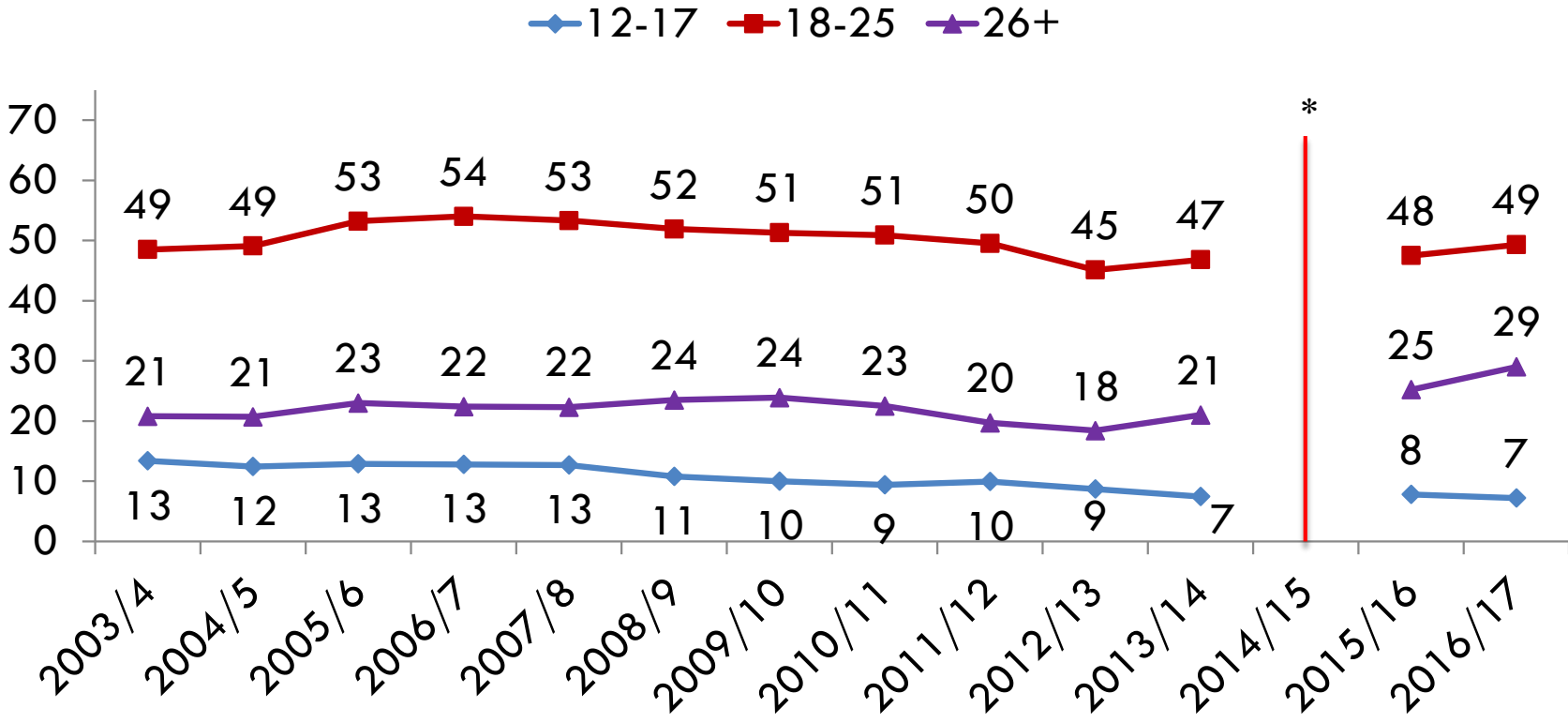
18-25 year olds have a statistically higher prevalence of past 30 day alcohol use compared to those 12-17 years old and 26+ years old in Vermont.

Percent of Vermont population reporting past 30 day alcohol use by age in years.



18-25 year olds have a statistically higher prevalence of past 30 day binge drinking compared to those 12-17 years old and 26+ years old in Vermont.

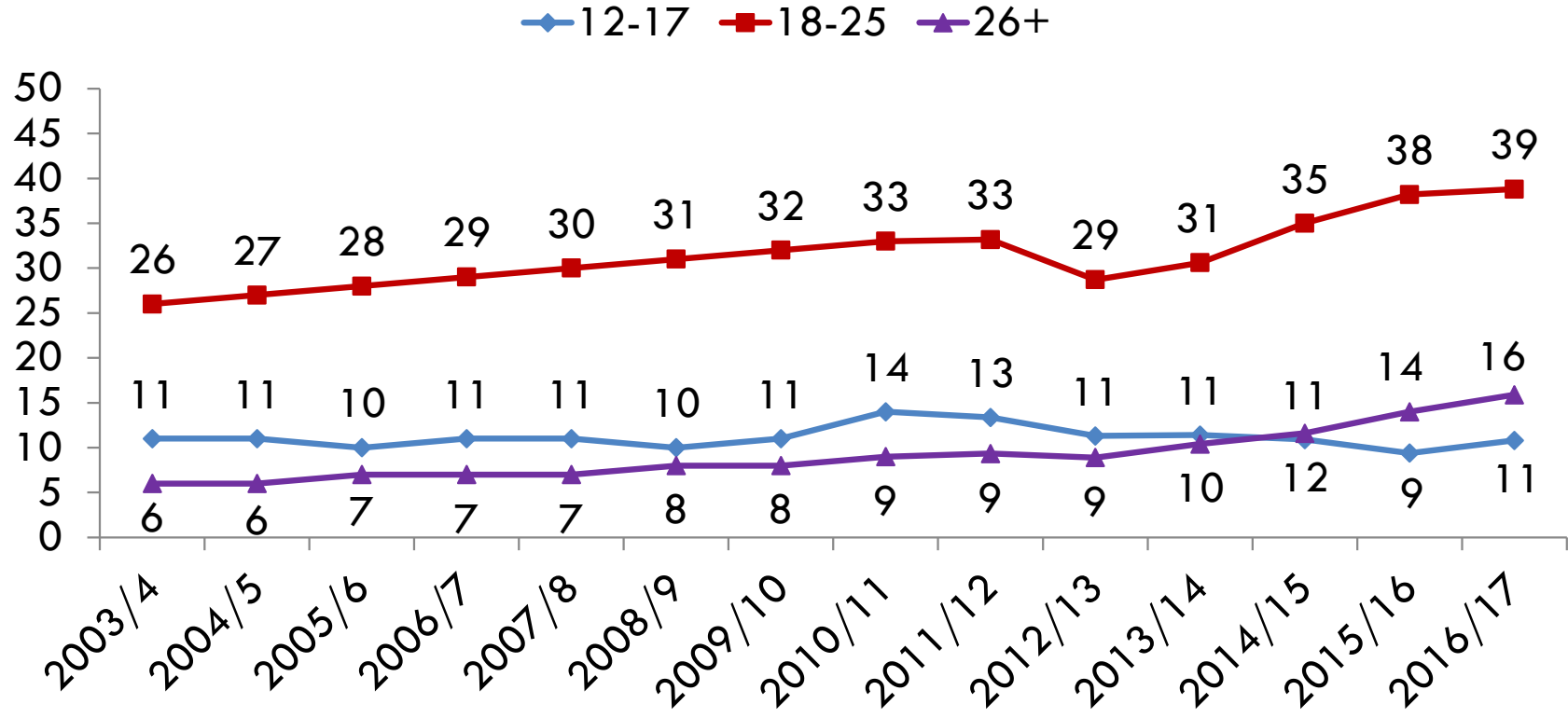
Percent of Vermont population reporting past 30 day binge drinking by age in years.



* Question changed in 2015 – No data for 2014/15; data from 2015 on is not comparable to previous years data

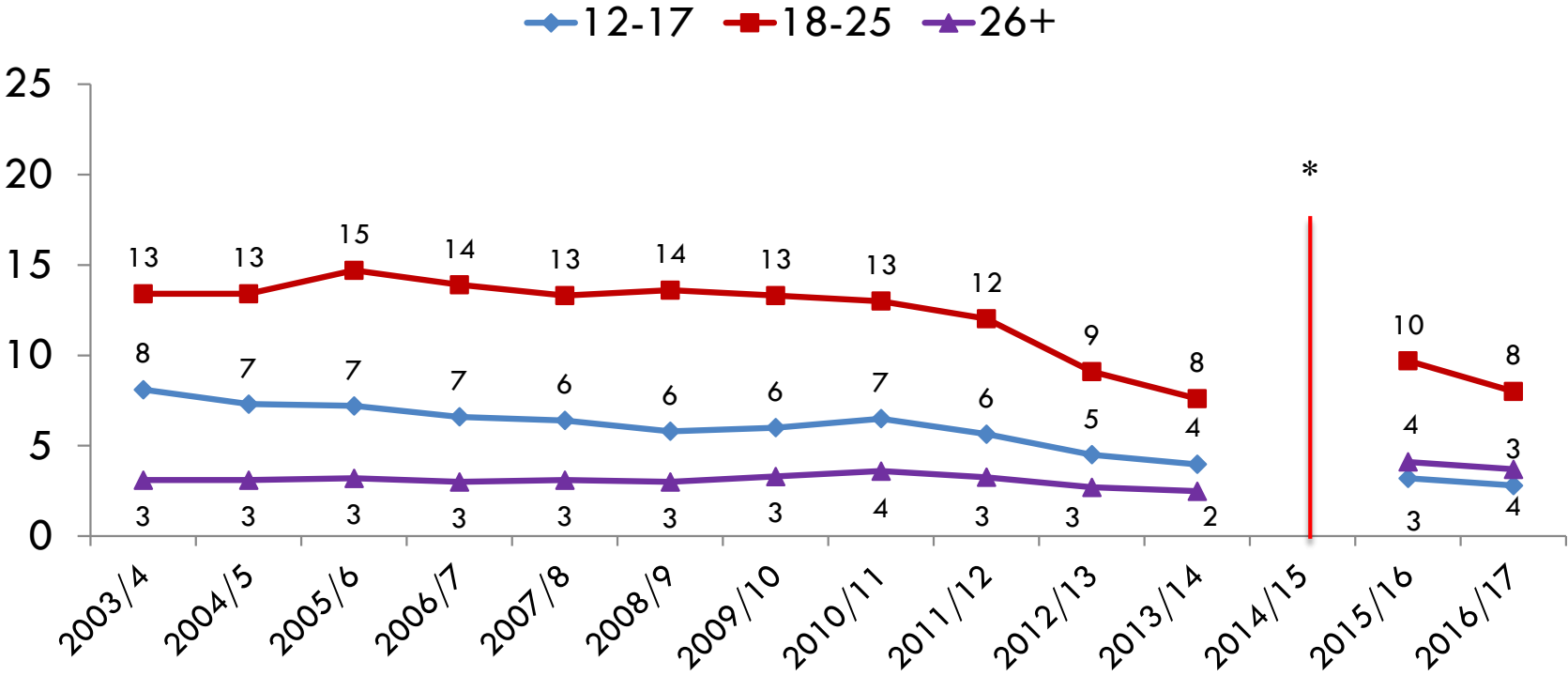
18-25 year olds have a statistically higher prevalence of past 30 day marijuana use compared to those 12-17 years old and 26+ years old in Vermont.

Percent of Vermont population reporting past 30 day marijuana use by age in years.



18-25 year olds have a statistically higher prevalence of non-medical use of pain relievers in the past year compared to those 12-17 years old and 26+ years old in Vermont.

Percent of Vermont population reporting non-medical use of pain relievers in the past year by age in years.



* Question changed in 2015. No data available for 2014/15. Data starting in 2015/16 are not comparable to previous data.

Substance Use among Young Adult Vermont Residents Ages 18 to 25:

Findings from the 2014, 2016, and 2018 Vermont Young Adult Survey (YAS)

Bob Flewelling

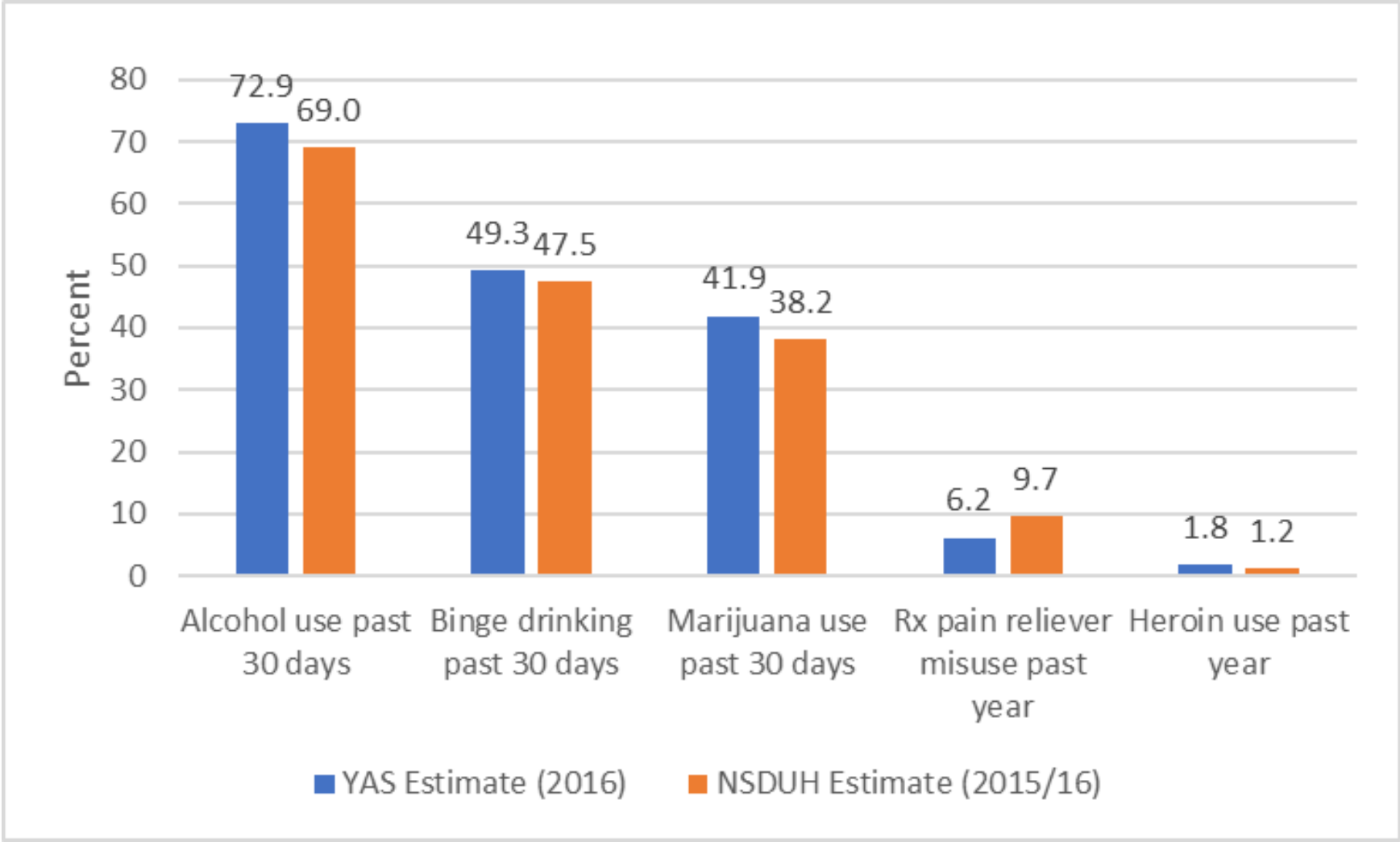
Amy Livingston

Presentation for Vermont SEOW:
Nov 1, 2018

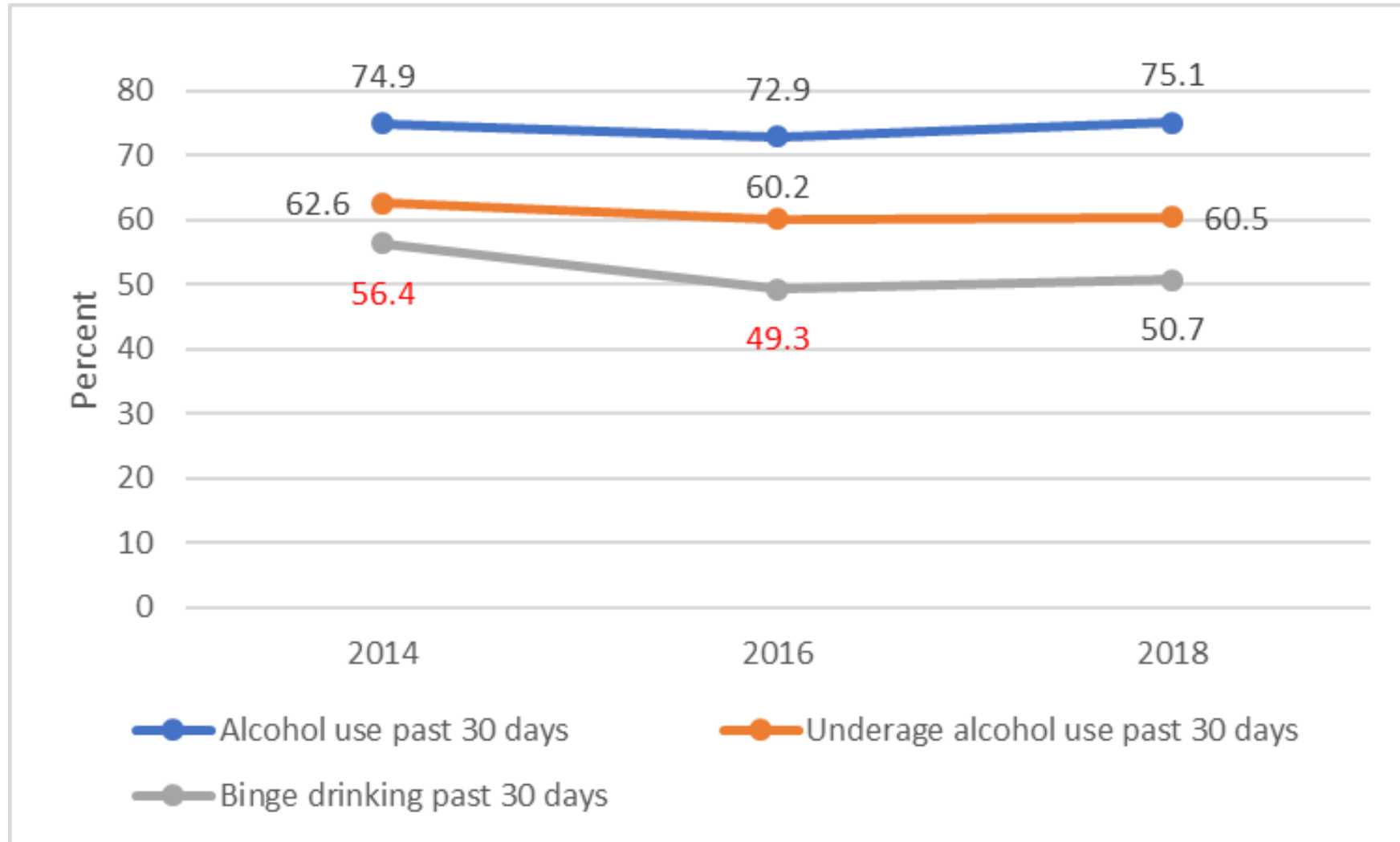
Background and purpose of YAS

- Conducted by PIRE every 2 years since 2014 as part of Vermont's **Partnerships for Success (PFS)** and **Regional Prevention Partnerships (RPP)** evaluation
- No other suitable source of behavioral data on young adults at the sub-state level
- Provides data that can address other research and surveillance issues:
 - ▣ Statewide rates and trends
 - ▣ Subgroup differences (e.g., full-time students versus other young adults)
- Data are weighted by county, sex, and age group.

YAS 2016 estimates compared to state-level NSDUH estimates for Vermont (ages 18-25) PIRE Data

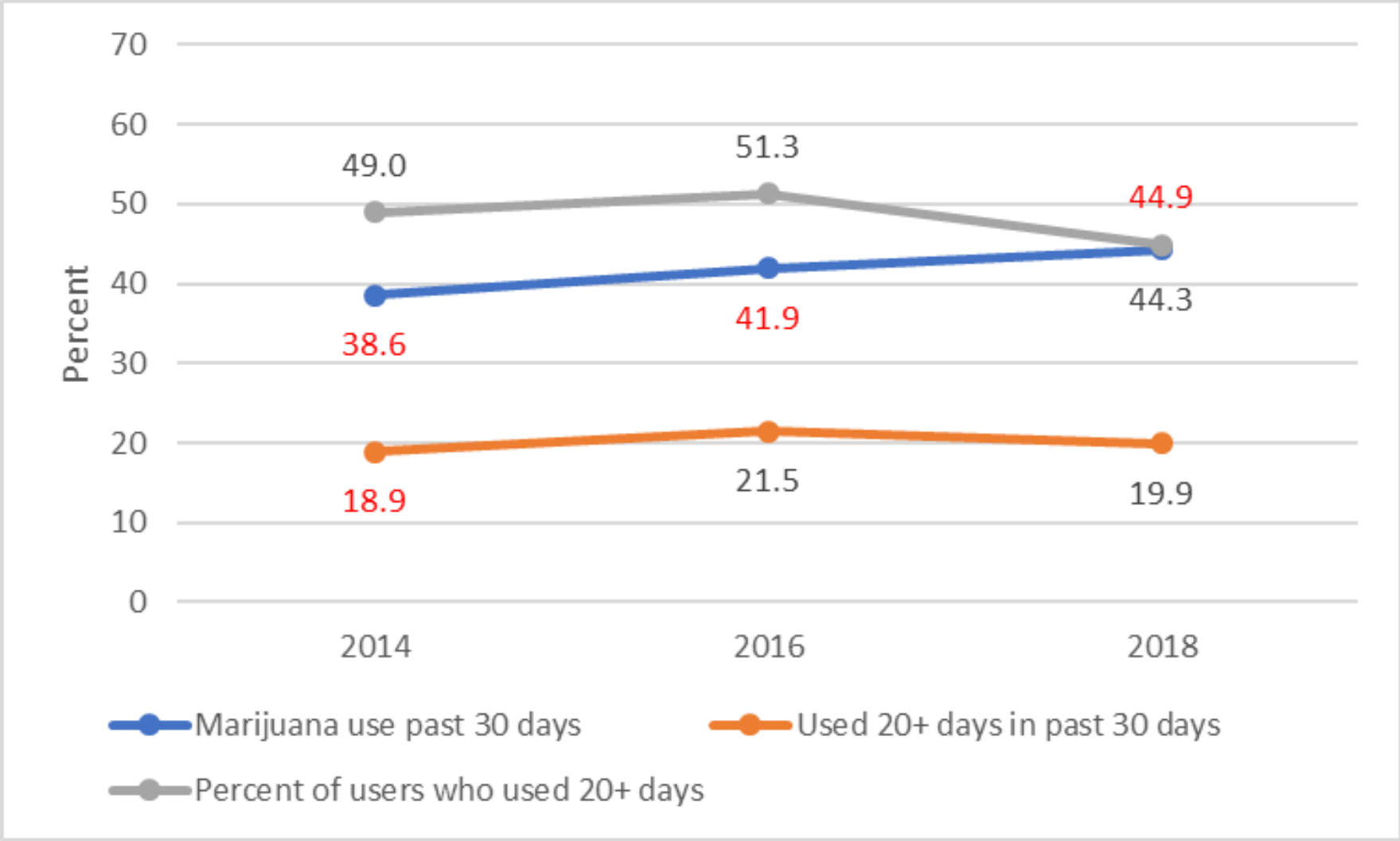


Trends in alcohol use measures: Vermont young adults



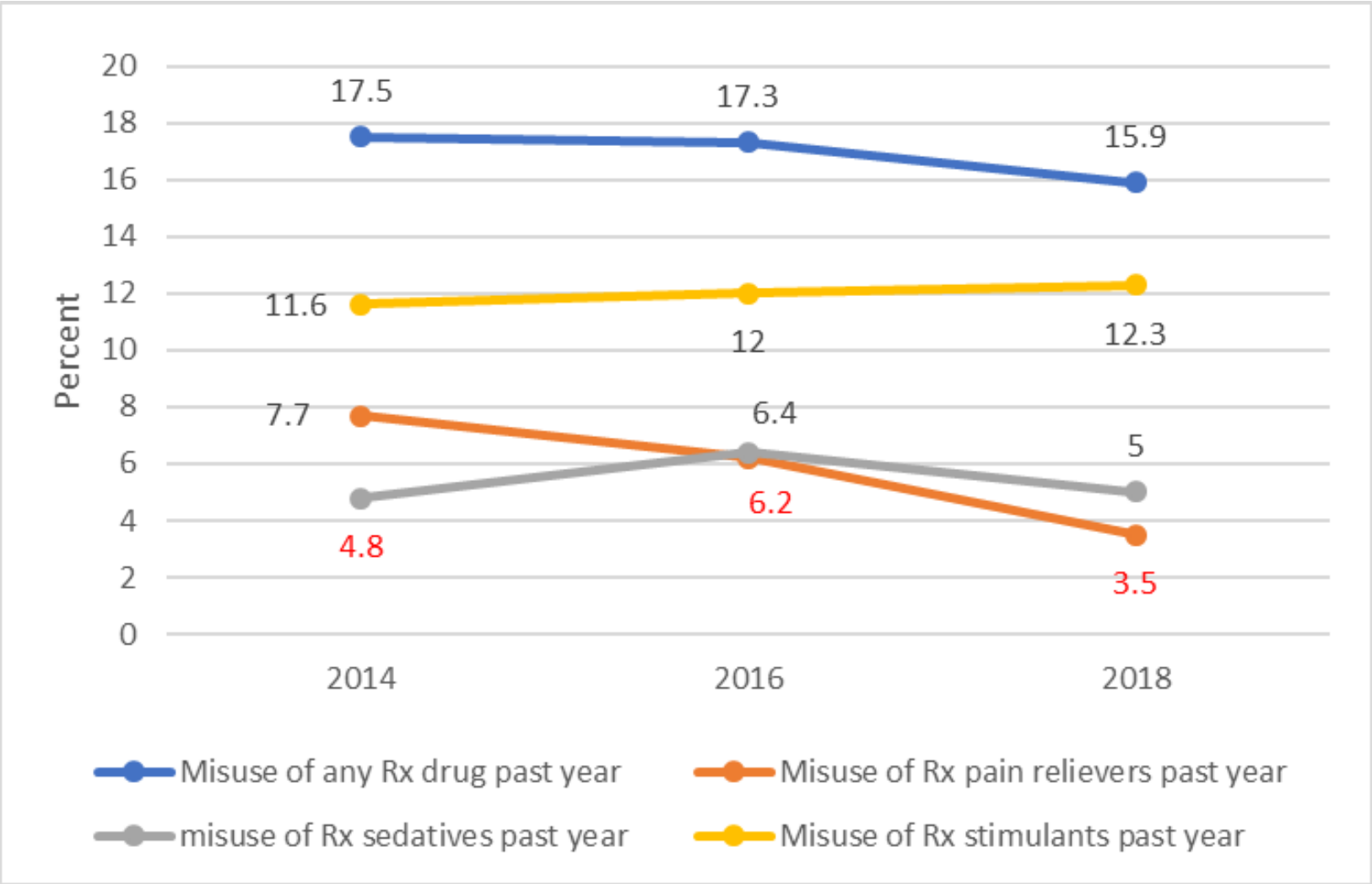
Source:
Vermont YAS

Trends in marijuana use measures: Vermont young adults



Source:
Vermont YAS

Trends in R_x drug misuse measures: Vermont young adults



Source:
Vermont YAS

Young Adult Messaging



Launched 2015

Digital campaign reaching 21-25 year-olds engaging in high-risk drinking behaviors.

Key messages focus on common, realistic consequences of binge drinking (i.e. blacking out) and practical tips – including eating food and drinking more water – to reduce the risks and avoid going overboard.



Launched 2017

Digital campaign reaching 18-25 year-olds at increased risk of misusing prescription opioids. Key messages focus on raising the perception of risk related to opioid misuse, including:

- transition from prescription opioid misuse to heroin
- increased risk of overdose when mixing prescription opioids with alcohol or other substances
- overdose can look like someone is sleeping, so nobody knows to help

Hyper-focused campaigns reach audiences through digital strategies and are promoted within the intended audience to protect message authenticity. Campaign content is delivered in a culturally relevant and memorable way. These campaigns are not promoted as Health Department campaigns or through partner dissemination.