SEOW Update
2016/17 State Level Data
National Survey on Drug Use and Health
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December 2018
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.

Source: National Survey on Drug Use and Health, 2003-2017
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.

- 12-17
- 18-25
- 26+

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

Source: National Survey on Drug Use and Health, 2003-2017
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.

Source: National Survey on Drug Use and Health, 2003-2017
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.

Source: National Survey on Drug Use and Health, 2002-2016
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 \textit{Partnerships for Success (PFS)} and \textit{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

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.

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.