

The background of the slide is a photograph of a chalkboard. Several pieces of chalk in various colors (blue, orange, white, yellow) are scattered on the wooden ledge in front of the board. A sign with the text "lights! camera! ACTION!" is visible on the right side of the chalkboard. The main text is overlaid on a black horizontal band across the middle of the image.

I Said No to Drugs... But the Drugs Wouldn't Listen!

Michael P. McNeil
Virginia ABC College Conference
October 31, 2008

Learning Outcomes

At the conclusion of the session, participants should be able to:

- Describe key characteristics of contemporary college students;
- Identify sources for understanding drug use behavior on campus;
- Describe factors influencing illicit drug use on campus; and
- List three strategies and/or partners for addressing illicit drug use on campus.

Do You Know What You Think You Know?

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Please translate the following:

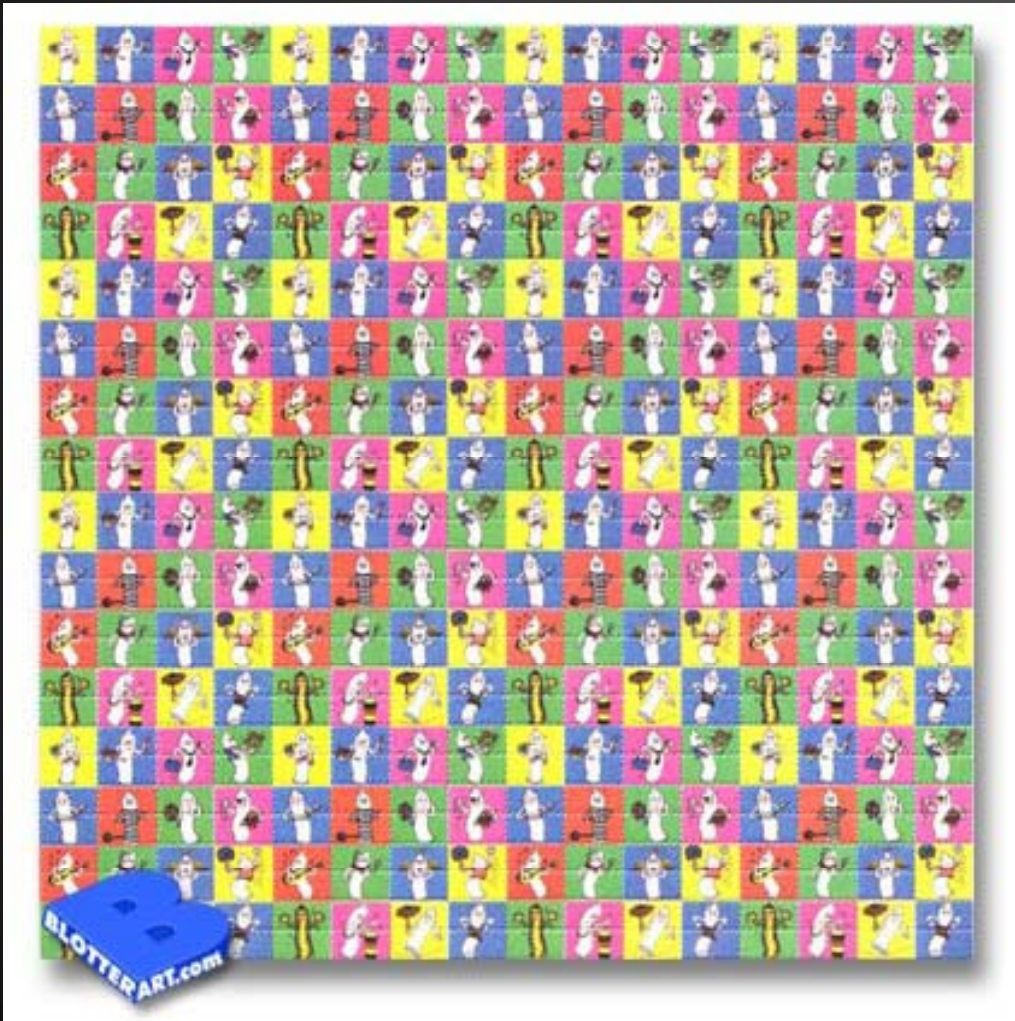
1. I am so into Batman right now.
2. Who wants to go on a Robotrip?
3. Seriously cafeteria-style!
4. I never realized skiing could be so much fun!
5. She so tripped with a bad rib.



lights! camera!
action!

Dancing Condoms...a true story!

erence
October 31, 2008



Took place in
2001 at a 4-
year public
school in the
Northeast.

Our Students Today

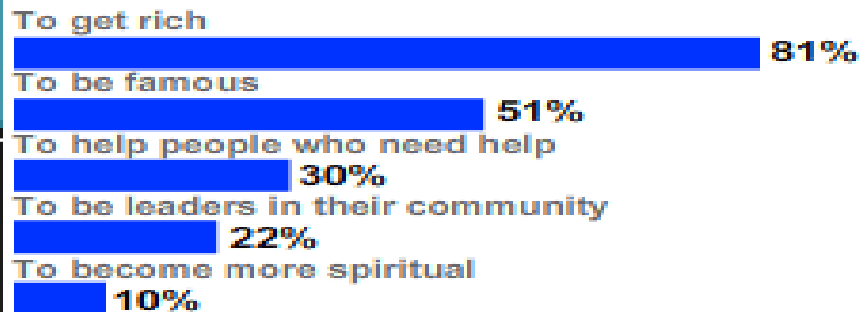
Millennials are students born between 1982 and 2002.

- Graduate from high school between 2000 and 2020.
- Earn first bachelors degree between 2004 and 2024.
- The first wave are now entering the workforce.

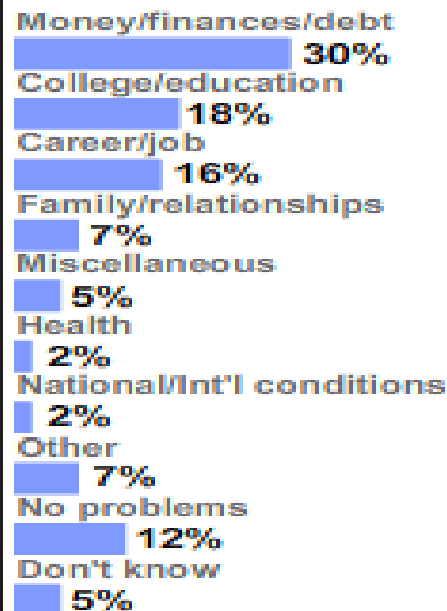
Also known as:

- Net Generation
- Echo boomers
- iGeneration
- DARE Generation

Asked to choose their generation's top goals from among five options, 18- to 25-year-olds listed these as either most important or second-most important:



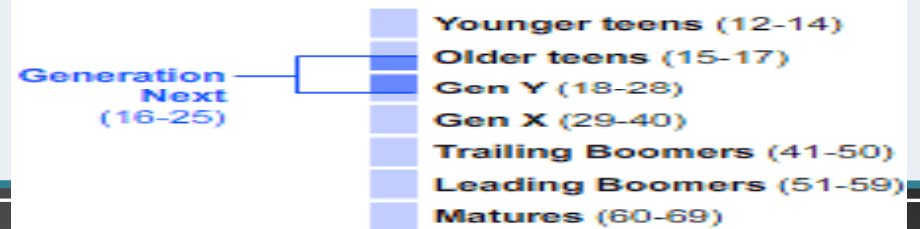
... and said their most important individual problem is:



Source: Pew Research Center 2006 Gen Next Survey of 579 18- to 25-year-olds; margin of error ± 5 percentage points.

By David Evans and Julie Snider, USA TODAY

WHERE ARE THEY ON THE GENERATIONAL SCALE?



Source: Pew Internet & American Life Project

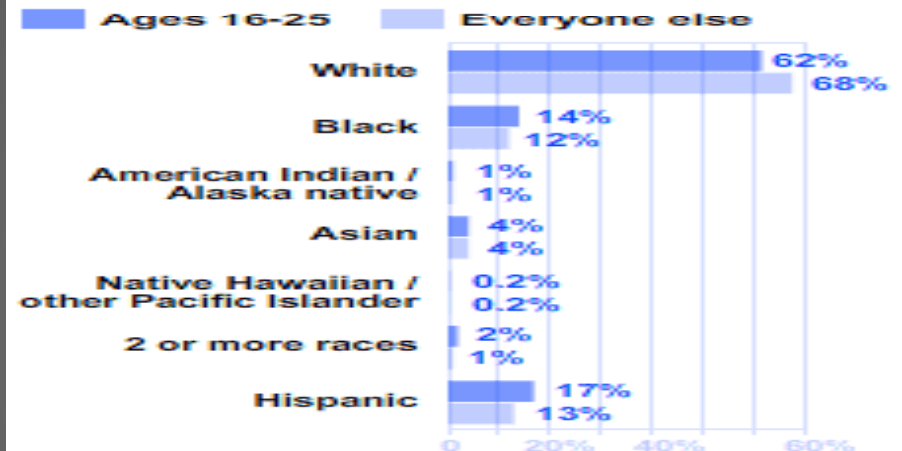
HOW LARGE IS THIS GROUP?

14 of every 100 Americans belong to Generation Next



Source: U.S. Census

WHAT IS THE RACIAL/ETHNIC BREAKDOWN?



Source: U.S. Census

By Ron Coddington, Paul Overberg, and Rhyne Piggott, USA TODAY

Interesting Health Tidbits

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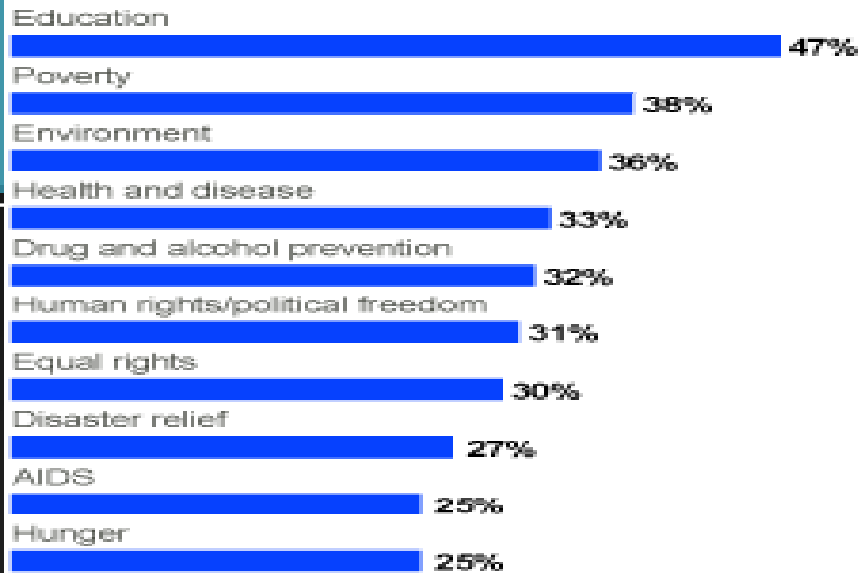
Behaviors

- Pharming Parties
- ADD/ADHD Meds
- The (small) rise of Meth
- Childhood Obesity
- Drinking & smoking rates lower than recent decades
- Declining violence rates

Health Conditions

- SARS
- HIV
- West Nile
- Anthrax
- Avian Flu
- Meningitis

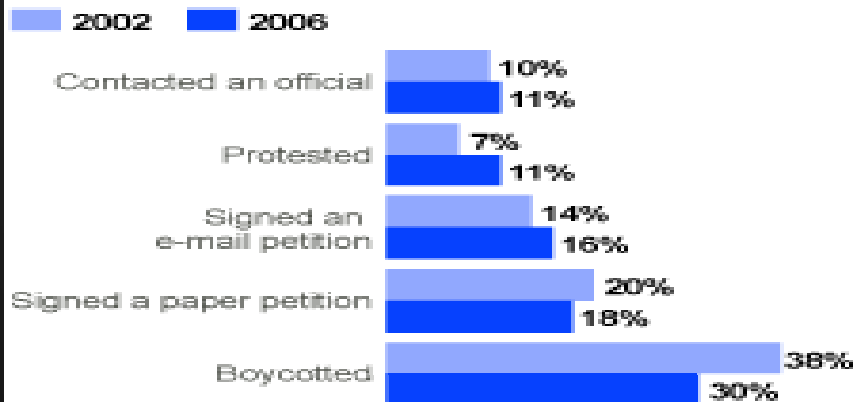
Top 10 causes on millennials' minds:



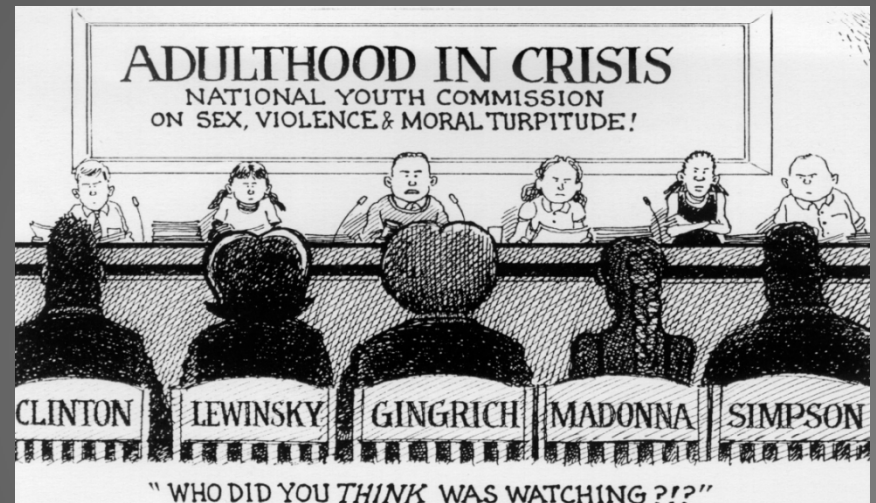
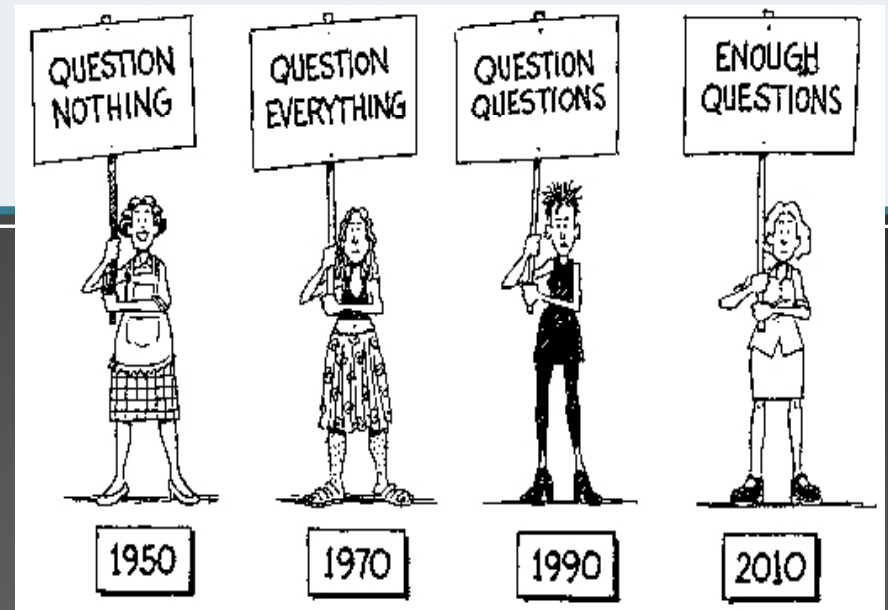
Sources: 2006 Cone, AMP Insights

Civic, political involvement

Percentage of young people who say they participated in these civic or political activities in the previous 12 months:



Source: Survey of 1,658 15-to 25-year-olds, by Center for Information & Research on Civic Learning & Engagement; margin of error, ± 2.6 percentage points



"WHO DID YOU THINK WAS WATCHING?!?"

Millennial Characteristics

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- Structured rule followers
- Protected and sheltered
- Confident and optimistic about their future
- Conventionally motivated and respectful
- Cooperative and team-oriented
- Pressured by and accepting of authority
- Talented achievers

Millennial Communication & Expression

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- Core values of uniformity and conformity
- Averse to individual recognition
- View ritual as “ties that bind” community
- Cite religion as second-most influence on their lives, just behind parents

Millennial Communication & Expression

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- Think more highly of themselves
- Hold conventional values & seek traditional lifestyles (esp. post Sept. 11)
- Admire consistency in rules & actions
- Risk-averse and afraid of failure
- Score higher on scales of warmth, sensitivity, apprehension, openness to change, reasoning, emotional stability, and social boldness

Millennial Communication & Expression

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- Dress is more uniform than previous generations
- Do not want to stand out from their peers or to be perceived as loners
- Prefer group academic and social projects, but do not like sharing bathrooms, group showers or undressing in front of others

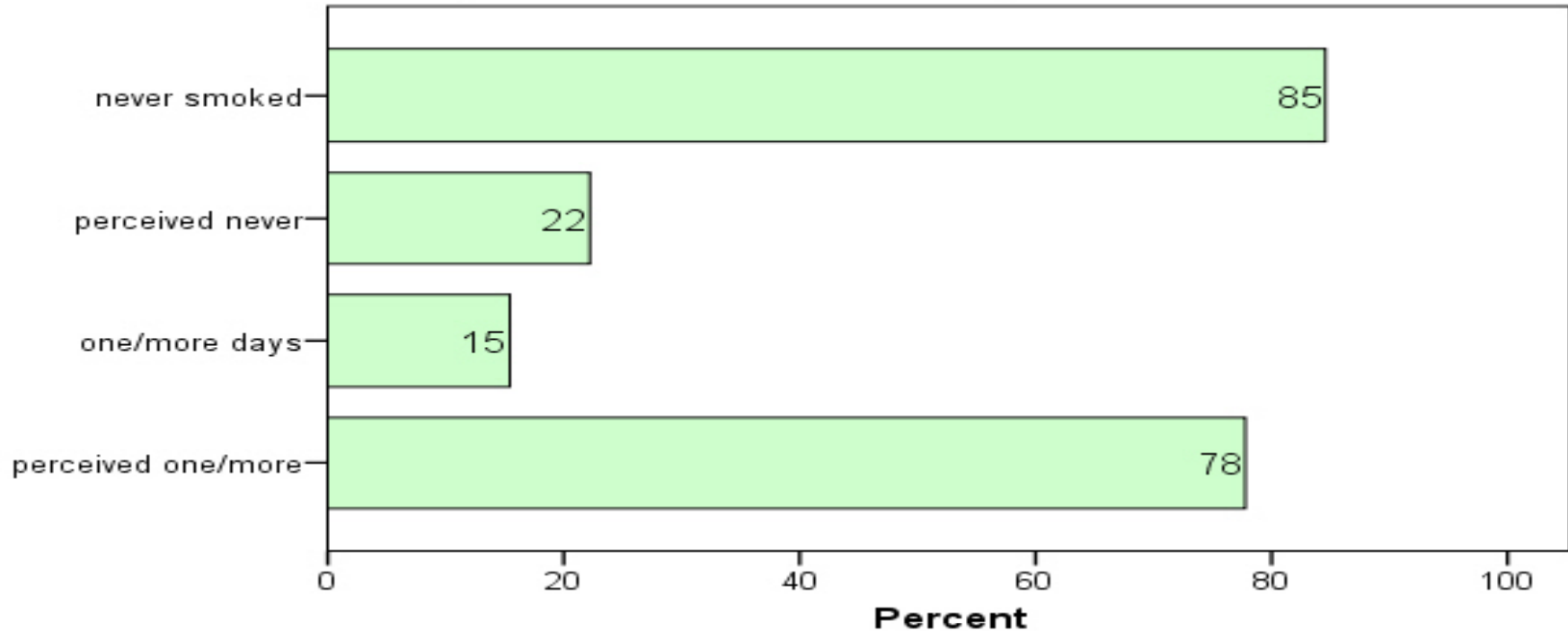
Drug Culture on Campus

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- Let's look at some data...
- The following data are only select examples drawn from the following resources:
 - American College Health Association – National College Health Assessment (ACHA-NCHA)
 - CORE Institute
 - SAMHSA

Marijuana Example

Monthly Marijuana Use
Perception of Others Marijuana Use

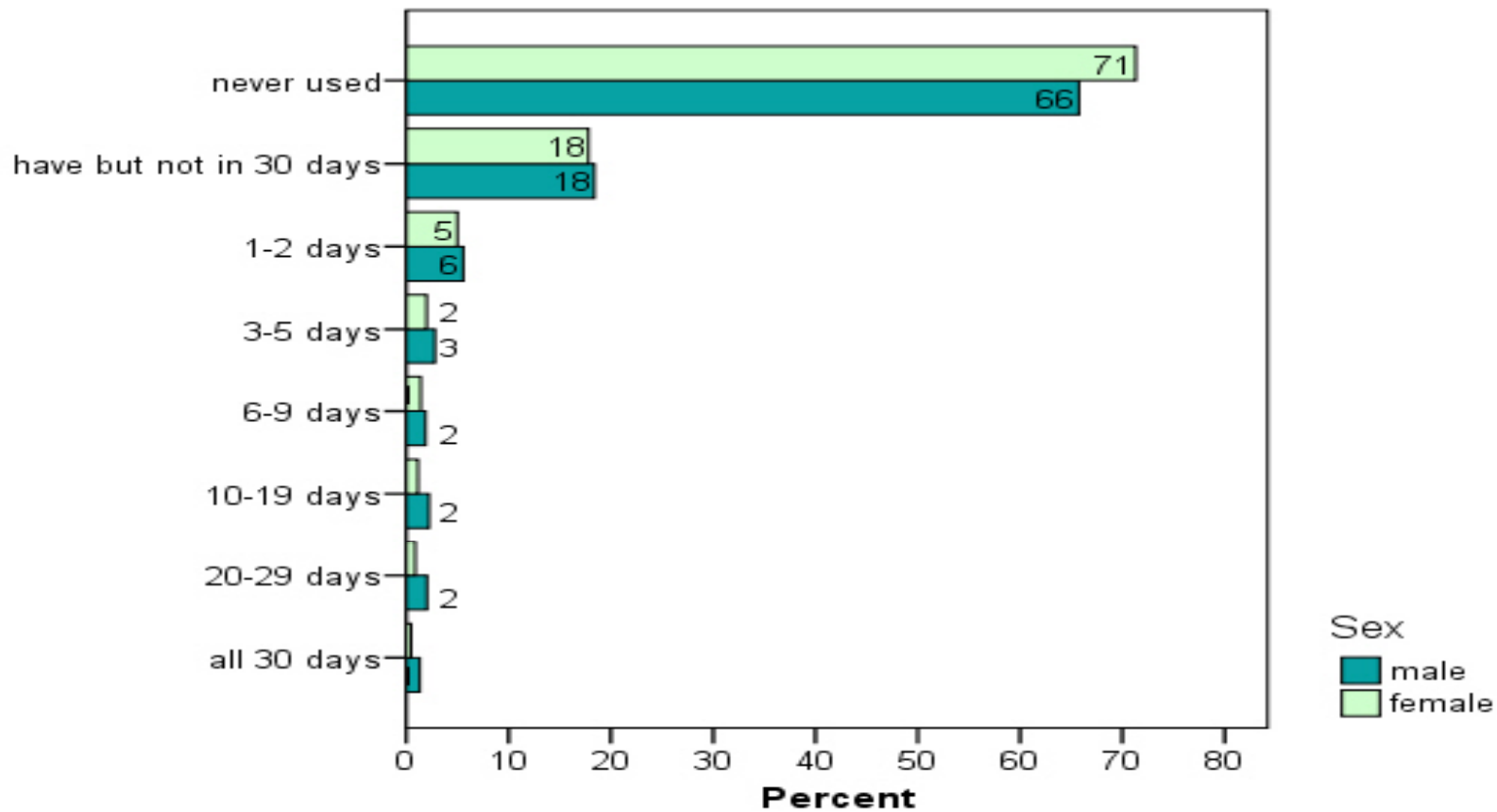


Students that have smoked but not in 30 days excluded

Source: ACHA-NCHA Fall 2006

Marijuana Example

Monthly Marijuana Use Distribution



Source: ACHA-NCHA Fall 2006

Core Data

Prevalence
2008

HOME

RESULTS

SURVEYS

SERVICES

CATALOG

PREVALENCE

Annual Prevalence

Tobacco	41.0%
Alcohol	84.5%
Marijuana	30.1%
Cocaine	4.9%
Amphetamines	6.4%
Sedatives	4.4%
Hallucinogens	3.5%
Opiates	1.4%
Inhalants	1.1%
Designer drugs	2.7%
Steroids	0.6%
Other	2.0%

The percentage is students who reported using each drug listed at least once within the year prior to completing the survey.

30-Day Prevalence

Tobacco	28.2%
Alcohol	72.8%
Marijuana	16.7%
Cocaine	2.1%
Amphetamines	3.3%
Sedatives	2.0%
Hallucinogens	1.0%
Opiates	0.7%
Inhalants	0.5%
Designer drugs	0.8%
Steroids	0.4%
Other	0.8%

The percentage of students who reported using each drug listed at least once within the 30 days prior to completing the survey.

Source: Core Institute 2005

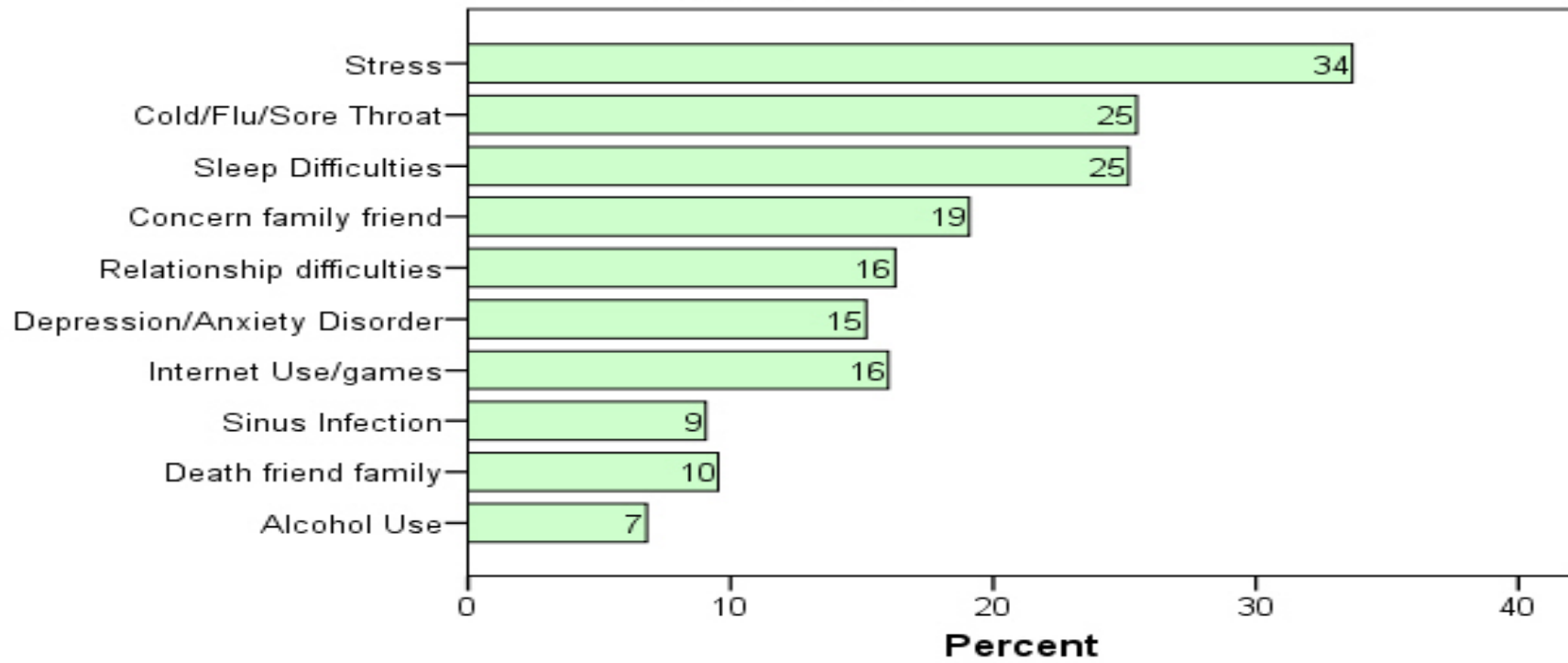
lights! camera!
action!

Connecting to Academics

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Top 10 Impediments to Academic Performance

Last 12 Months



Source: ACHA-NCHA Fall 2006

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action!

More data

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- **In the last four years (2002-2006) there has been a 16% drop in the use of illegal drugs by youth (12-17 yrs old).**
- **Marijuana rates has the sharpest decline.**
- **Marijuana rates also down in the 18-25 yr old range.**
- **Prescription drug use numbers up – but still overall small percentage of the population (6.4%). This is an increase of 18.5% in the 18-25 yr old population.**

Source: SAMSHA 2007

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action!

What the data means

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Using research definitions:

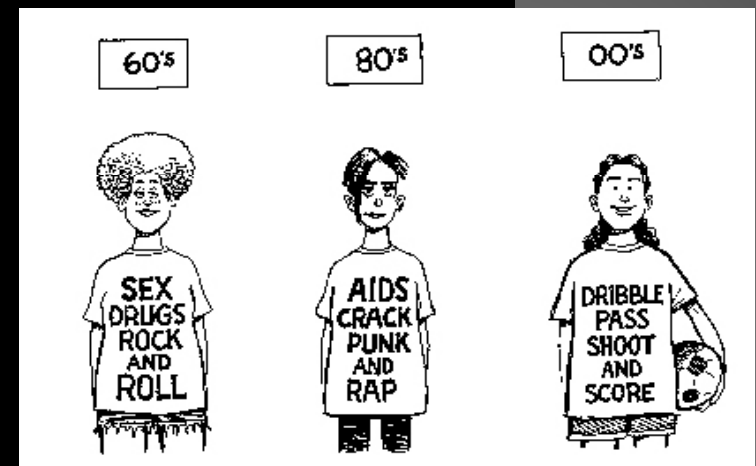
- **Alcohol, Nicotine, & Caffeine are the only major drugs of use.**
- **Marijuana is almost 1 in 5.**
- **Nothing else has numbers of significance.**
- **Academic impacts?**

Emergent Issues

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While none of these are expected to become wide-spread in higher education, these are the drug issues of emerging concern.

- Technology for access
- Prescription misuse/abuse
- OTC misuse/abuse
- Methamphetamine
- Re-emergence of Cocaine
- Poly-drug concerns
- More medicated students that ever before



Celebrity Influence?

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Britney Spears

Amy Winehouse



Paris Hilton



Lindsey Lohan



Doug Benson



Snoop Dog



lights! camera!
action!

Language Is Key

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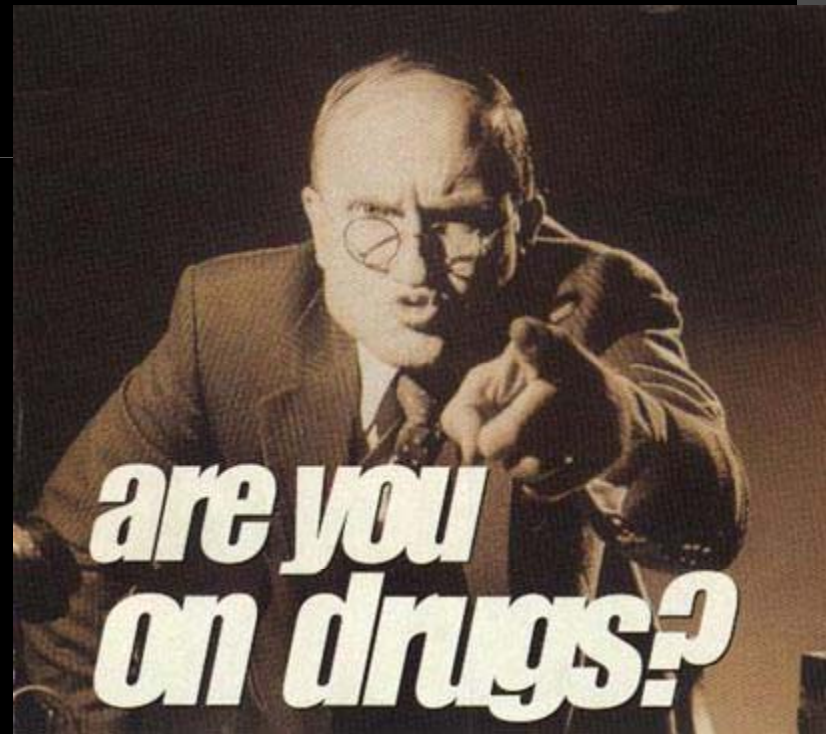
- It is important to see what students are talking about.
- Places to learn include:
 - Myspace
 - Search 420 = 1175 groups
 - Facebook
 - Search 420 = 500+ groups
 - Craigslist
 - “Skiing” & “parTy”



Trends?

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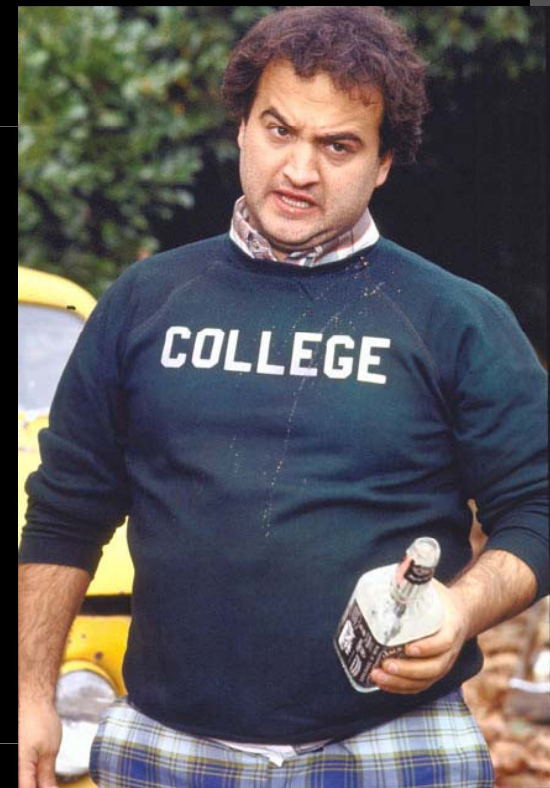
- Study Drugs
 - Competitive Edge?
 - Availability
- Pharming
- New issues?
 - Highly medicated upon arrival
 - Access
 - Salvia (is this really new)
- The Old Favorites



So What Does This Mean?

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- Connecting with Academics
 - What is impacting student performance
 - How do we know?
- In the Minds of Students
 - Perception vs. Reality
- Local Understanding
 - Walkabout
 - Key Opinion Leaders
 - Campus & Community Connections



Exploring Partnerships

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ON CAMPUS

- Dean of Students
- Office of Judicial Affairs
- Residence Life
- Faculty
- Campus Police
- Students
- Online Networks

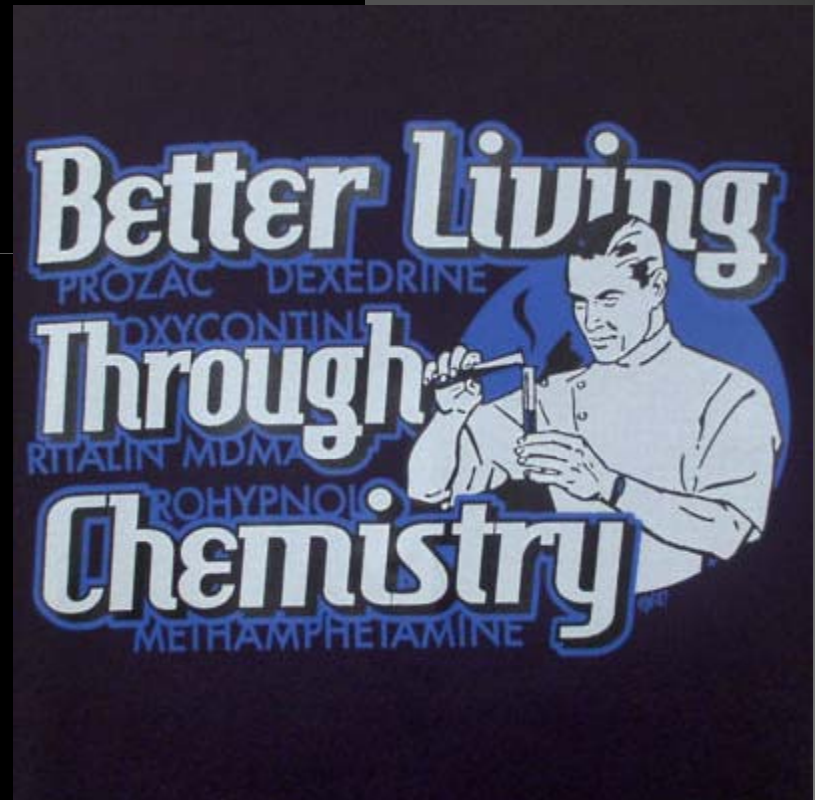


Exploring Partnerships

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OFF CAMPUS

- Local Drugs Stores/Retailers
- Hospitals
- Police Agencies
- Bar Owners
- Campus/Community Coalitions
- Area Schools

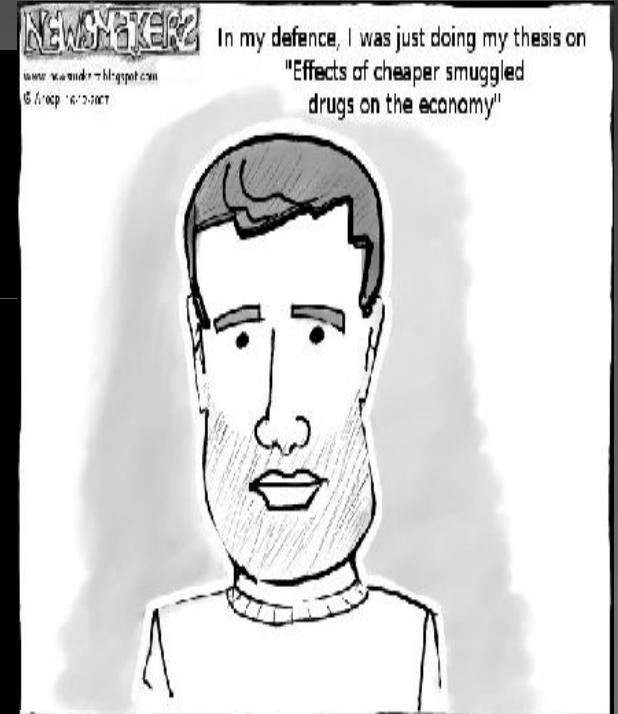


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Online Resources

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- **Go Ask Alice!**
 - www.goaskalice.columbia.edu
- **Erowid**
 - Erowid.org
- **Higher Education Center – Effective Programs**
 - www.higheredcenter.org/pubs/effective-prevention.pdf
- **Higher Education Center – Publications**
 - www.higheredcenter.org/pubs/pubs.asp
- **US Department of Justice**
 - www.usdoj.gov
- **White House Office of National Drug Control Policy**
 - www.whitehousedrugpolicy.gov



Online Resources

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- **Monitoring the Future**
 - www.monitoringthefuture.org
- **ACHA-NCHA**
 - www.acha-ncha.org
- **CORE Survey**
 - www.siu.edu/~coreinst
- **DAWN**
 - dawninfo.samhsa.gov
- **Urban Dictionary**
 - www.urbandictionary.com
- **Snopes**
 - www.snopes.com



Let's Chat!

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Questions?

Comments?

Cares?

Concerns?

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Contact Me

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**Michael P. McNeil, M.S.
Alice! Health Promotion Program
Columbia University**

**Wien Hall, 1st Floor, MC3711
411 W. 116th Street
New York, NY 10027**

**(212) 854-5453 phone
<http://www.alice.columbia.edu>
mm3117@columbia.edu**