

## WHAT IS ONE CHOICE?

- No use of any alcohol, nicotine, marijuana, or other drugs by youth under age 21 for reasons of health
- A clear health standard analogous to other standards like using seat belts, wearing bicycle helmets, eating healthy foods, and exercising regularly

## CHECK OUT THE ONE CHOICE TOOLKIT

[www.OneChoicePrevention.org/toolkit](http://www.OneChoicePrevention.org/toolkit)



### THE TOOLKIT INCLUDES:

- Customizable materials and ideas for youth-led and community-wide activities
- Educational materials and links, including examples of student-created PSAs

## WHY ONE CHOICE?

### THE DEVELOPING TEEN BRAIN IS UNIQUELY VULNERABLE

- Substance use disorder is a pediatric-onset disease
- 9 in 10 adults with a substance use disorder began their use before age 18



### FOR TEENS, ALL SUBSTANCE USE IS CONNECTED

Use of any one substance dramatically increases the likelihood of using other substances; similarly, non-use of any one substance significantly decreases the likelihood of using others.

Teens aged 12-17 who used marijuana in the past month were...

- 6x more likely to use alcohol
- 8x more likely to binge drink
- 16x more likely to drink heavily
- 9x more likely to use cigarettes
- 10x more likely to use illicit drugs



...compared to their peers who did not use marijuana.

### MORE THAN EVER BEFORE, TEENS ARE MAKING ONE CHOICE

**31%** of high school seniors have not used ANY alcohol, cigarettes, marijuana, or other drugs in their lifetime

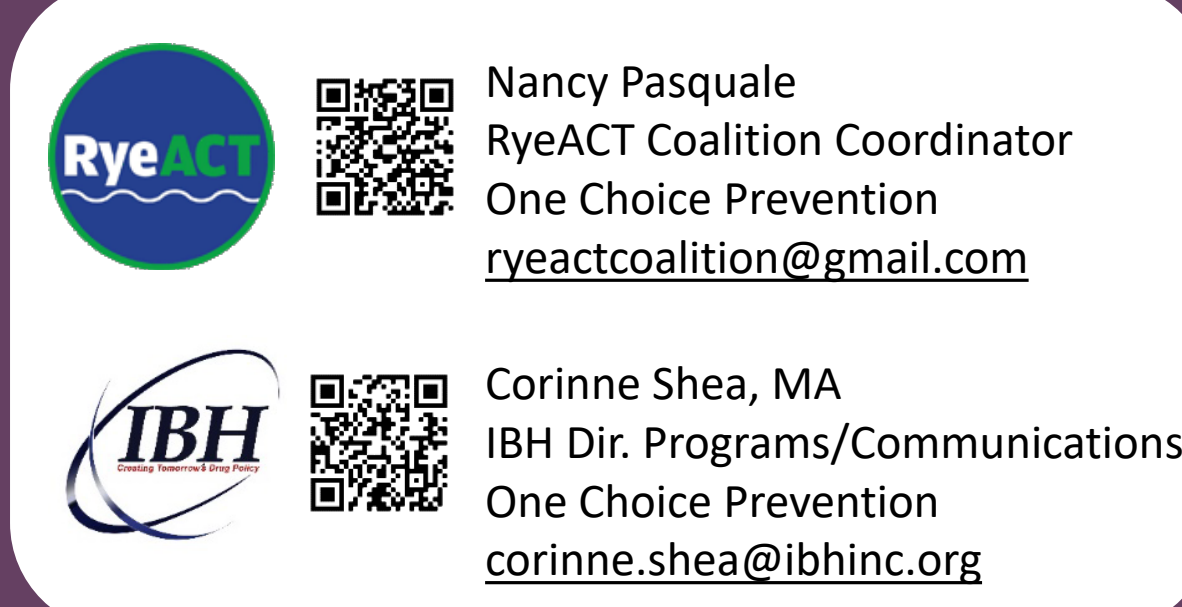
**59%** of high school seniors have not used ANY substances in the past month

References: Gogtay, et al., 2004; Adolescent Substance Use: America's #1 Public Health Problem; DuPont, et al., 2018; Levy, et al., 2018; Levy, et al., 2020. Data analyzed and updated by IBH from Monitoring the Future and National Survey on Drug Use and Health. Visit [www.OneChoicePrevention.org](http://www.OneChoicePrevention.org) for more information.



# CREATIVE WAYS TO INCORPORATE THE ONE CHOICE MESSAGE

## THE POWER OF NATIONAL PARTNERSHIPS TO IMPROVE LOCAL PREVENTION



### OUTCOMES

- Developed the One Choice Prevention Toolkit, a free online resource for coalitions and prevention groups, which provides access to data and research to educate youth, parents, and community members and inform prevention strategies.
- Created downloadable and customizable activity templates for youth to share their reasons for making One Choice to be drug- and alcohol-free, "Parenting for Prevention" educational materials, and other resources that reinforce a clear non-use prevention goal.
- Through exposure within the CADCA community, the One Choice message has gained traction with prevention leaders nationally. We created an informal group of prevention leaders that meets quarterly to discuss One Choice ideas and implementation strategies.

### RYEACT COALITION, RYE, NEW YORK

Curated an *I Am One* mosaic wall of tiles on which youth share why they make One Choice to be drug-free for DEA's *Red Ribbon Week*.



Created a "Be the Harness" campaign and "Parenting for Prevention" educational materials.

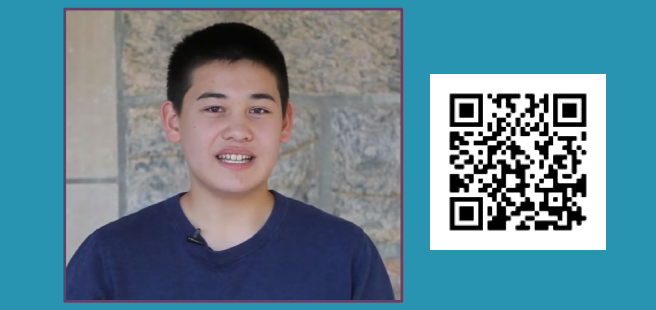
Youth leaders used national data behind the One Choice prevention message in a "Shatter the Myths" campaign for NIDA's *National Drug and Alcohol Facts Week*.

Students created PSAs to educate their community:

#### THE SCIENCE OF THE DEVELOPING BRAIN



#### ALL YOUTH SUBSTANCE USE IS RELATED



#### A GROWING PERCENTAGE OF YOUTH ARE MAKING ONE CHOICE



JOIN THE ONE CHOICE COMMUNITY TODAY!



### OSSINING COMMUNITIES THAT CARE OSSINING, NEW YORK

Created a deck of mental health pass cards for students that incorporate youth substance use education and the One Choice message.

### DRUG FREE AMERICA FOUNDATION ST. PETERSBURG, FLORIDA

Created new One Choice social media content on Facebook, Twitter, and Instagram.



## LESSONS LEARNED

- Identified practical ways to take research and national data and put them into action in youth-led community prevention initiatives.
- Recognized the importance of providing flexibility and autonomy for coalitions and organizations to find their own creative ways to incorporate the One Choice message – setting a health standard of non-use based on the science of the developing adolescent brain, research on youth substance use behaviors, and positive, pro-social youth trends in non-use.
- A diverse group of youth found strength and common ground in contributing to the One Choice Toolkit. Our Youth Advisory Board engaged teens from coalitions from a variety of settings (urban, suburban, rural) and cultural backgrounds to directly inform the content of our Toolkit.
- Empowered and energized adult and youth prevention leaders to connect with one another around the One Choice initiative, build national partnerships, and improve local prevention.

### SAFELAUNCH, SANTA BARBARA, CALIFORNIA

*Flights Above Addiction* events educate youth about substance use and invite them to pledge to make One Choice of no use for their health.



### NORTH COASTAL PREVENTION COALITION CARLSBAD, OCEANSIDE & VISTA, CALIFORNIA



Created a 3-part video series in English and Spanish to promote the One Choice data and prevention message. Videos are directed toward specific audiences including teens, parents/guardians, and teachers/youth advisors.



El cerebro de los adolescentes continúa desarrollándose hasta los 25 años



In San Diego, 60% of 11th graders report no use in their lifetime

### BE THE CHANGE 406 COALITION DILLON, MONTANA



Adapted the three core principles of the One Choice Prevention message into a community-based marijuana education campaign:



### MENTOR FOUNDATION USA TYSONS, VIRGINIA / DC METRO



Hosts the national "Living the Example" video contest, amplifying the voices of youth who refrain from substance use.

### WORLD FEDERATION AGAINST DRUGS STOCKHOLM, SWEDEN



Highlighted the One Choice message in a policy statement on youth substance use prevention.