

The Developing Brain is Uniquely Vulnerable to Substance Use

Substance use disorder is a pediatric-onset disease.



The earlier and heavier the use, the more likely a person will develop later problems.²



All substance use puts adolescents at increased risk for a variety of adverse outcomes.

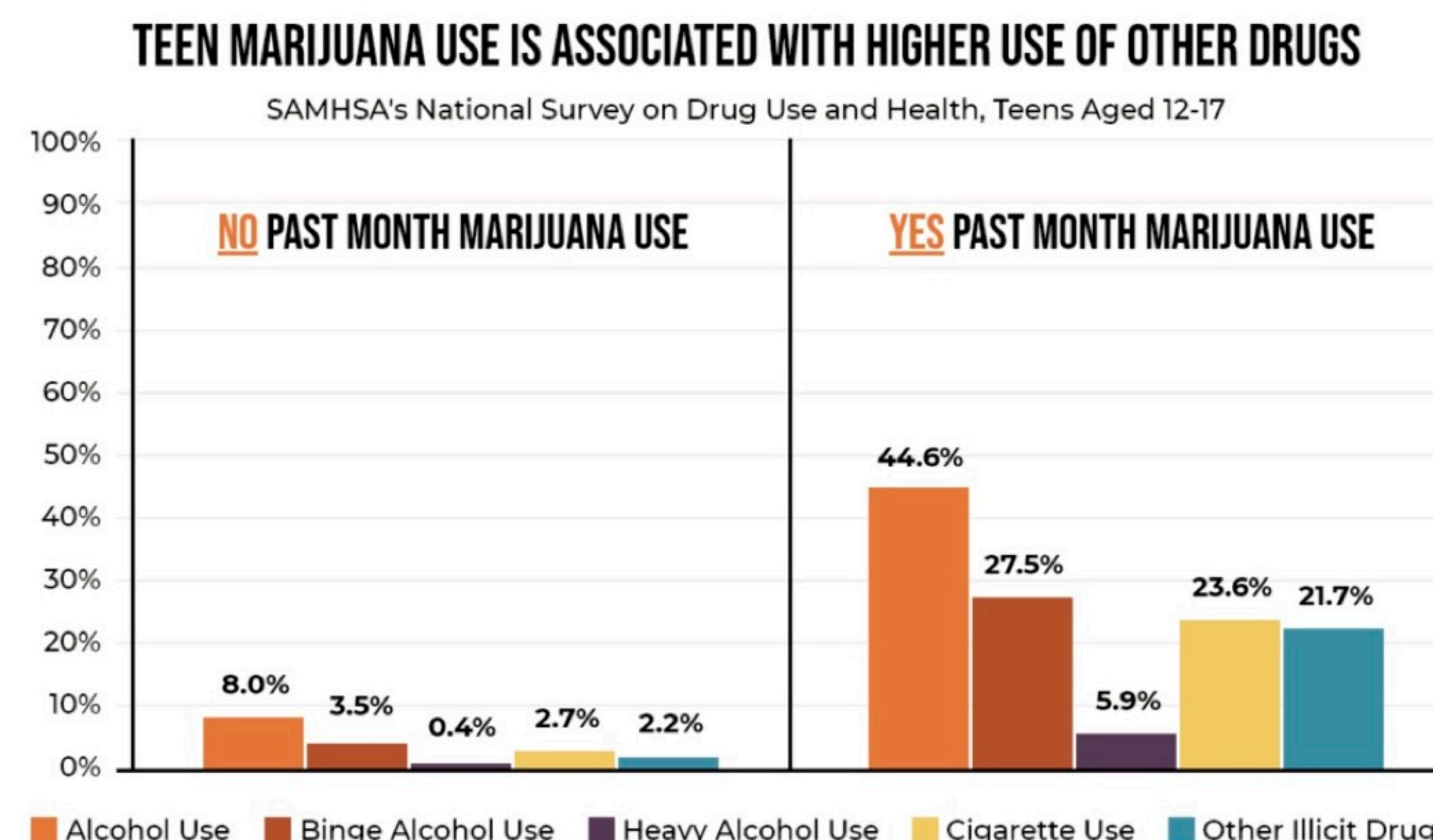
For Teens, All Substance Use is Related

When youth use any one substance – alcohol, nicotine, or marijuana – they are significantly more likely to use the other two, and to use other drugs.

A national study of American youth (aged 12-17) showed that those 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

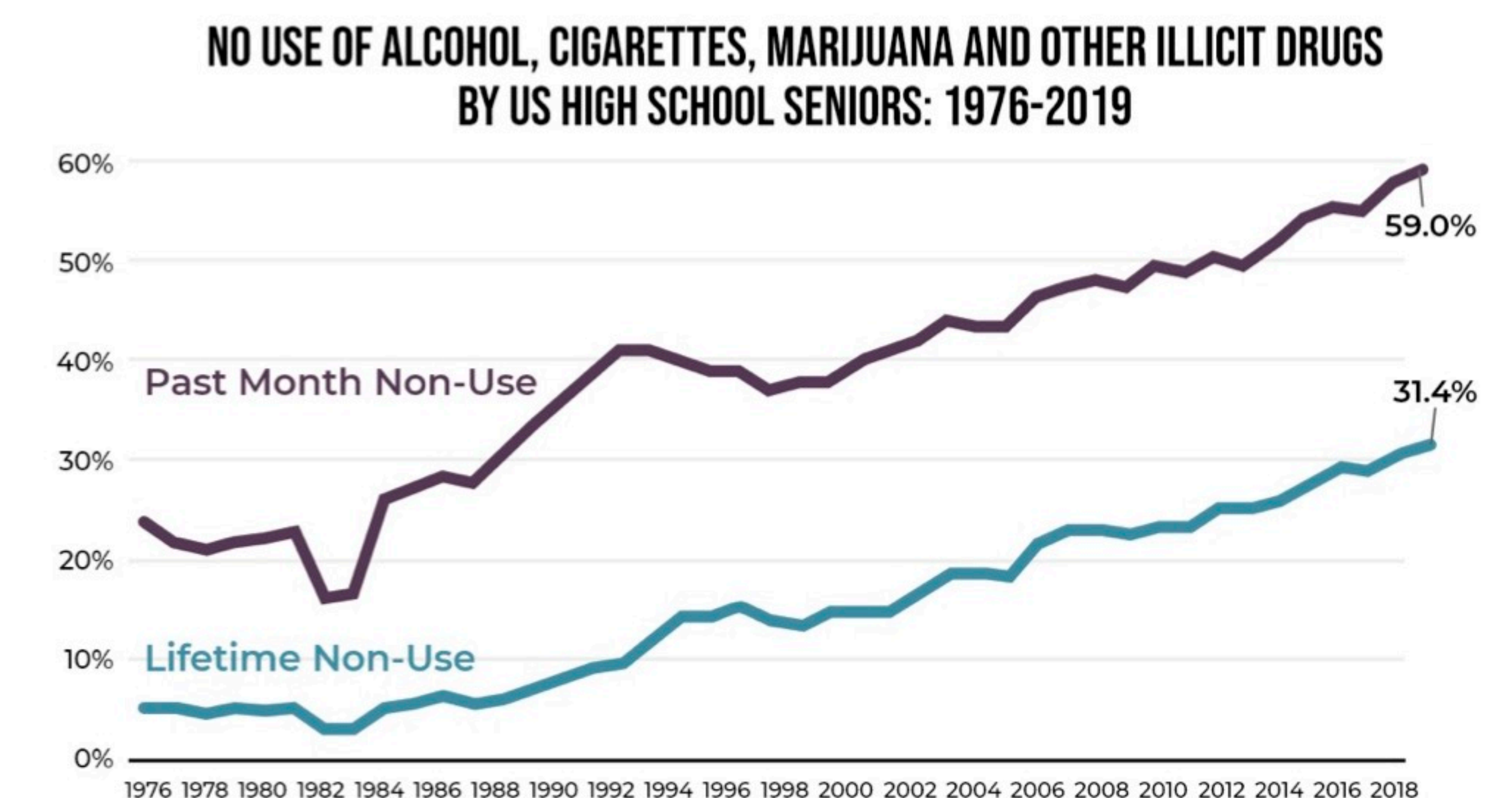
...than their peers who did not use marijuana.³



The crucial decision for youth is whether or not to use substances.

More Than Ever Before, Youth Are Making ONE CHOICE

A growing number of young people are making the healthy choice not use any alcohol, nicotine, marijuana, or other drugs.⁴



Of the estimated 3.6 million 12th graders nationwide:

- More than 2 million (59%) haven't used any substances in the past month
- More than 1 million (31%) haven't used any substances in their lifetime

Share this information with the children in your life. Let them know they are not alone in making One Choice for their health.

What is One Choice?

A data-driven, youth-led prevention message that centers on the health of young people developed by the Institute for Behavior and Health, Inc.

One Choice is a clear health standard:

No use of alcohol, nicotine, marijuana, or other drugs by youth under 21 for reasons of health

Why One Choice?

- Helps parents and caring adults frame substance use prevention conversations within the context of health and wellness
- Promotes teen self-care and autonomy
- Offers a clear health goal of no use, supported by the science of the developing brain
- Challenges the misperception that “all teens use” by highlighting the growing number of teens who are making One Choice

Who We Are

SafeLaunch protects youth from substance use. Because addiction is rooted in adolescence, during which time the brain -- including the prefrontal cortex where critical thinking occurs -- undergoes significant development until the mid-20s, the responsibility for youth health rests with adults. We must create and maintain safe, drug-free environments where youth can thrive.

SafeLaunch:

- Informs teens, parents, and civic leaders about the risk of teen substance use
- Inspires youth organizations, schools, and communities to increase protective factors for youth development
- Advocates for legislative efforts that increase protective factors for youth
- Advances the One Choice prevention message and is a proud member of the One Choice Community

By going upstream, we can protect youth from falling into chronic substance use. We can prevent crime and homelessness, protect families from untold grief, and save thousands of lives. Become part of the solution. Please join us.

PO Box 21055 * Santa Barbara, CA 93121 * 805-283-7233



www.safelaunch.org



**One
Choice**[™]

www.OneChoicePrevention.org



References

- 1 National Center on Addiction and Substance Abuse at Columbia University. (2011). Adolescent Substance Use: America's #1 Public Health Problem. New York, NY: Author.
- 2 E.g., Hingson, R. W., Heeren, T., & Winter, M. R. (2006). Age at drinking onset and alcohol dependence: age at onset, duration, and severity. Archives of Pediatric and Adolescent Medicine, 160(7), 739-746.
- 3 DuPont, R. L., Han, B., Shea, C. L., & Madras, B. K. (2018). Drug use among youth: national survey data support a common liability of all drug use. Preventive Medicine, 113, 68-73.
- 4 Monitoring the Future data; Levy, S., Campbell, M. C., Shea, C. L., DuPont, C. M., & DuPont, R. L. (2020). Trends in substance nonuse by high school seniors: 1975-2018. Pediatrics, e2020007187. Doi: 10.1542/peds.2020-007187



More Than Ever Before,
Youth Are
Making **ONE
CHOICE**