



### Problem:

#### Underage drinking in Lincoln County is increasing.

##### Data 1:

Alcohol use has increased for 10<sup>th</sup> and 12<sup>th</sup> graders since 2012, both for lifetime and current use.

##### Data 2:

Alcohol use is higher in Lincoln County 10<sup>th</sup> and 12<sup>th</sup> graders than the nation.

##### Data 3:

More students who have used alcohol report that **they did not** talking to their parents about alcohol.

### Root Causes:

#### Alcohol is easy to get.

##### Data:

65.9% Of 12th grade students in Lincoln County consider Alcohol easy to get (2016 NRPFS).

#### Social norms encourage underage drinking.

##### Data:

Perceived alcohol use is approximately 10% higher than actual use.

Students who report drinking in the last 30 days are more likely to report that **most or almost all** students also use alcohol.

#### Underage drinking isn't seen as risky.

##### Data:

64% of 12th graders think it is wrong to drink monthly; only 40% think it is wrong for peers to drink every day. 29% think every day drinking is risky.

Only 36% of 12th graders think they will get caught by police.

### Local Conditions:

#### Condition 1: Teens get alcohol from parties, parents, and homes.

There was an increase in the number of businesses selling alcohol to minors between 2014 to 2016 (*Nebraska State Patrol*). 51.8% of the 12<sup>th</sup> graders that drank in the past 30 days report getting their alcohol at a party.

#### Condition 2: Alcohol is seen as cool, and teens drink to fit in.

National Institute of Health states that most teens drink due to peer pressure and a desire for more independence (2017). Teens with friends who drink alcohol are more likely to drink (*Monitoring the Future Survey, 2011*).

#### Condition 3: Students Self-medicate with alcohol.

NIH states that teens often drink due to stress (2017).

#### Condition 4. There are few seen consequences to underage drinking.

There are minimal financial consequences for juveniles who are caught drinking.

### Interventions:

1. Implement "Must be 21" campaign in order to reduce availability of alcohol to minors at retail businesses and reduce the number of sales to minors.
2. Expand "Responsible Beverage Server Training" to outer Lincoln County to reduce availability of alcohol to minors at retail stores.
3. Introduce the "Be the Wall" campaign to empower adults to take a stand between young people and alcohol.



## Problem:

### Lincoln County students are binge drinking.

#### Data 1:

16.6% of 12th graders report binge drinking (5+ drinks within 2 hours) in last 30 days. Binge drinking is also high for 10<sup>th</sup> and 8<sup>th</sup> graders (10.4% of 10<sup>th</sup> graders, 2% of 8<sup>th</sup> graders)

#### Data 2:

Most people younger than age 21 who drink report binge drinking, usually on multiple occasions (US DHHS, 2016).

#### Data 3:

Of those students who report binge drinking in the last 30 days, less than 10% see binge drinking as wrong or very wrong. 33% of students who binge drank in the past 30 days report that binge drinking is “not wrong at all.”

## Root Causes:

### Social norms encourage binge drinking.

#### Data:

Most students get alcohol at parties; liquor has surpassed beer in alcohol of choice among students in Lincoln County (NRPFSS, 2016).

While youth drink less often than adults, they are more likely to binge (NIH, 2017).

### Binge drinking isn't seen as risky.

#### Data:

47.9% of 12th grade students consider binge drinking places an individual at great risk.

Binge drinking is associated with many risks including car crashes, alcohol poisoning, learning problems, alcohol dependence, and more (CDC, 2017).

## Local Conditions:

### Condition 1: Liquor is the alcohol of choice for teens who wish to get drunk.

Liquor has surpassed beer in alcohol of choice among students in Lincoln County (NRPFSS, 2016). Students who binge drink are more likely to drink liquor.

This is particularly true for young women who are drinking hard liquor to get drunk (Informant interview; NRPFSS, 2016).

## Interventions:

1. Provide mass media education on binge drinking and educate families on the dangers of binge drinking.



## Problem:

### Lincoln County students are abusing prescription drugs

#### Data 1:

4.2% of 12<sup>th</sup> graders report misusing prescription drugs in the last 30 days. 9.2% of 12<sup>th</sup> graders report misusing prescription drugs in their lifetime.

#### Data 2:

Though prescription drug misuse has declined since 2010 (21%), prescription drug use remains a problem. 12% of teens, nationally, report using over the counter cough or cold medicines to get high (DEA, 2012).

Emergency room visits due to prescription drug misuse increased 45% between 2004 and 2010.

## Root Causes:

### Prescription drugs are easy to obtain.

#### Data:

37% of 12<sup>th</sup> graders think prescription drugs for non-medicinal use are easy to obtain. Of those who have misused prescription drugs, most have purchased them or been given them from someone else (NRPFSS, 2016).

Misuse of prescription drugs are the most common misused substances by youth over age 14 after marijuana (NIDA, 2017).

### Misuse of prescription drugs isn't seen as risky.

#### Data:

57% of 10<sup>th</sup> graders think misusing prescription drugs is risky.

## Local Conditions:

### Condition 1: Prescription drugs are often perceived as safe because they are prescribed by a doctor.

There is concern that doctors in North Platte over prescribe prescription drugs (Interview).

### Condition 2: Youth don't perceive prescription drug use as risky.

There is no financial consequence for students or family for prescription drug misuse (Interview).

### Condition 3: Adults don't understand the consequences of prescription drug misuse.

In 2009, the 39,147 drug-induced deaths exceeded the number of deaths from motor vehicle crashes (36,216). The death toll from overdoses of prescription painkillers has more than tripled in the past decade (DEA, 2012).

### Condition 4: Over the counter drugs are easy to obtain and can be misused. In Lincoln County, students have been caught misusing cough syrup at school (Interview).

## Interventions:

1. Continue the monthly prescription drug collection and use it as a way to educate the community about the dangers of prescription drug abuse.
2. Evaluate drug collection events to measure individuals served, amount of drugs collected by controlled / non-controlled.
3. Provide community education on opioid use and prescription drug abuse.
4. Expand funding for opioid use prevention through grant applications.



## Problem:

### Marijuana use among Lincoln County teens continues to increase.

#### Data 1:

19% of 12 graders have used marijuana in last 30 days

41% of 12th graders have used in lifetime

#### Data 2:

Perceived use is significantly higher than actual use in all grades:

- 8th: 11% / 1.4%
- 10th: 30% / 10%
- 12th: 28% / 16.7%

Further, of those that have used marijuana in the past 30 days are more likely to perceive that more students are also using marijuana. For example, of those that have used marijuana in the last 30 days, 39% think almost all other students are using marijuana (NRPFS, 2016).

## Root Causes:

### Youth do not perceive marijuana as risky.

#### Data:

Only 60% of 12<sup>th</sup> graders in Lincoln County report that it is wrong to smoke marijuana (NRPFS, 2016).

### Marijuana use is seen as socially acceptable.

#### Data:

Marijuana use is perceived at a high level among Lincoln County teens and pop culture. 45% of teens say music, movies and TV shows make drugs and marijuana seem cool (drugfree.org)

### It is easy to get marijuana.

#### Data:

55% of 12<sup>th</sup> grade students report that marijuana is easy to get.

### Students are using marijuana to self-medicate.

#### Data:

Students who report being depressed are more likely to report using marijuana than those who do not report being depressed.

## Local Conditions:

### Condition 1: Youth don't perceive marijuana use as risky.

Medical marijuana makes marijuana use seem less risky. However, Research shows that marijuana use can have permanent effects on the developing brain (CDC, 2017). Clear substance use rules set by families has decreased by 7% since 2014 (2016 NRPFS). Marijuana use can have permanent effects on developing brains (CDC, 2017).

### Condition 2: Marijuana uses continues to increase among teens in Lincoln county.

Lincoln County 6<sup>th</sup> graders (3 students) have received MIP misdemeanor charge for marijuana possession (Interview). There are a growing number of 17-19 year olds in Lincoln County dealing drugs (Interview).

### Condition 3: Marijuana is easy to get for Lincoln County Youth.

Marijuana is legal in Colorado. Social media increases the availability and awareness of where and how to obtain marijuana (Interview).

## Interventions:

1. Implement the "Not My Kid" campaign to promote parents & guardians talking to students about the risks of drug use.
2. Expand targeted advocacy efforts with state legislature to prevent marijuana abuse.
3. Develop and distribute marijuana use prevention information cards to senators and key stakeholders in partnership with local law enforcement.

1. Reduce underage drinking in Lincoln County schools by 10% by 2020.

Strategy/Intervention)	Responsible / Partners	Resources needed / Steps	Date/completed	Outcome (measurable)
1. Implement “Must be 21” campaign in order to reduce availability of alcohol to minors at retail businesses and reduce the number of sales to minors.	Nebraska State Patrol (Twitter)  CC	Radio PSA, Telegraph, Courier Times News Paper (Sutherland)  Distribute the Must Be 21 cards to Lincoln County Treasures office. Utilize the Must Be 21 as a “Sticker Shock” activity.  Provide “Must Be 21” cards to insurance companies in Lincoln County Place “Must Be 21” cards in Alcohol Outlets in Lincoln County	Begin Jan. 2018	Reduce the number of students who say it’s hard to by alcohol from the story and say it’s easy to get alcohol by 5% within 2 years.
2. Expand “Responsible Beverage Server Training” to outer Lincoln County to reduce availability of alcohol to minors at retail stores.	NP Police NSP LCSO	Meet with County Commissioners to provide information about a County wide server training.		Reduce violations for alcohol sales to minors at Lincoln County retail locations by 10%.
3. Implement “Not My Kid” campaign at a North Platte pharmacy.	Local Pharmacy	Provide a parenting kit to families in Lincoln County.		Increase the number students who talk to parents or other adults about substance use issues. OR:  Decrease the number of students reporting that the “wouldn’t go to anyone” for a drug or alcohol problem from 19.7% to 15%.

Strategy/Intervention)	Responsible / Partners	Resources needed / Steps	Date/completed	Outcome (measurable)
<p>4. Introduce the “Be the Wall” campaign to empower adults to take a stand between young people and alcohol.</p>	<p>Provide materials to all schools in Lincoln County to empower adults to take a stand between young people and alcohol</p> <p>Develop a radio PSA</p> <p>Develop a commercial</p>			<p>Increase the number of students who report clear rules about alcohol use in their family from 32% to 45%.</p>







