

# *The STOP Act: A Multifaceted Approach to the Prevention and Reduction of Underage Drinking*

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THE INTERAGENCY COORDINATING COMMITTEE  
ON THE PREVENTION OF UNDERAGE DRINKING



Alcohol Policy 19 Conference  
September 14, 2022, 2:45-4:45 pm



# Agenda

**PURPOSE:** Share the strategic vision for the federally coordinated approach to prevention, intervention, treatment, and recovery for the reduction of underage alcohol use and other substance misuse

**OBJECTIVES:**

1. Share updates on progress and patterns in underage drinking and other substance misuse
2. Discuss trends across the continuum - Prevention, Intervention, Treatment, and Recovery
3. Discuss priority initiatives for the ICCPUD and SAMHSA

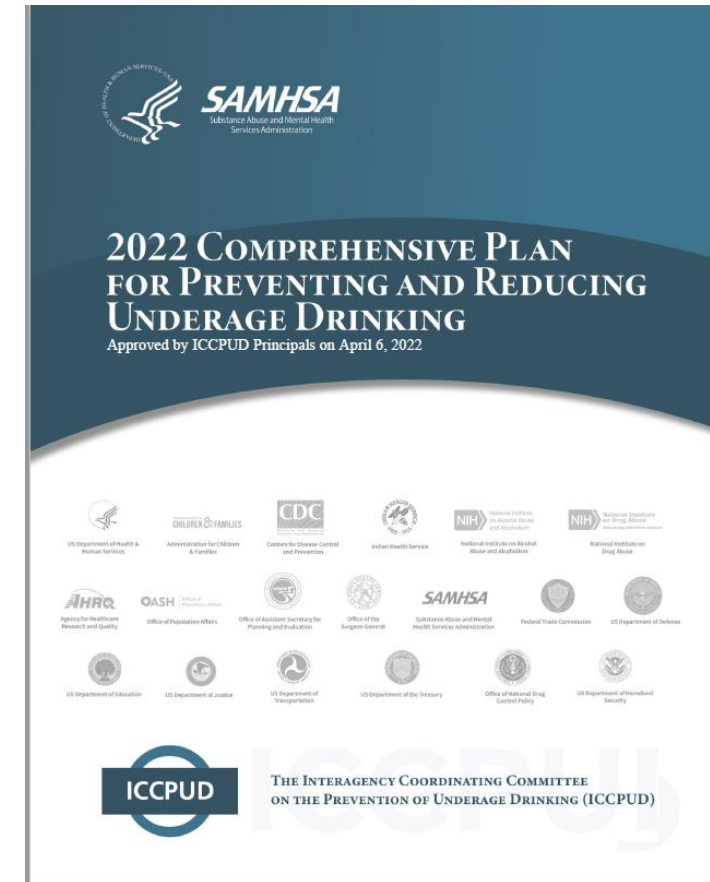
# Interagency Coordinating Committee on the Prevention of Underage Drinking

## ICCPUD's Vision:

- Provide national leadership in federal policy and programming to support state and community activities that prevent and reduce underage drinking

## ICCPUD's Mission:

- Facilitate collaboration among the federal ICCPUD member agencies, state and local governments, private and public national organizations, and agencies with responsibility for the health, safety, and wellbeing of America's children and youth
- Provide resources and information on underage drinking prevention, intervention, treatment, enforcement, and research



# Interagency Coordinating Committee on the Prevention of Underage Drinking





# Our Collective Responsibility



# The Sober Truth on Preventing Underage Drinking (STOP) Act

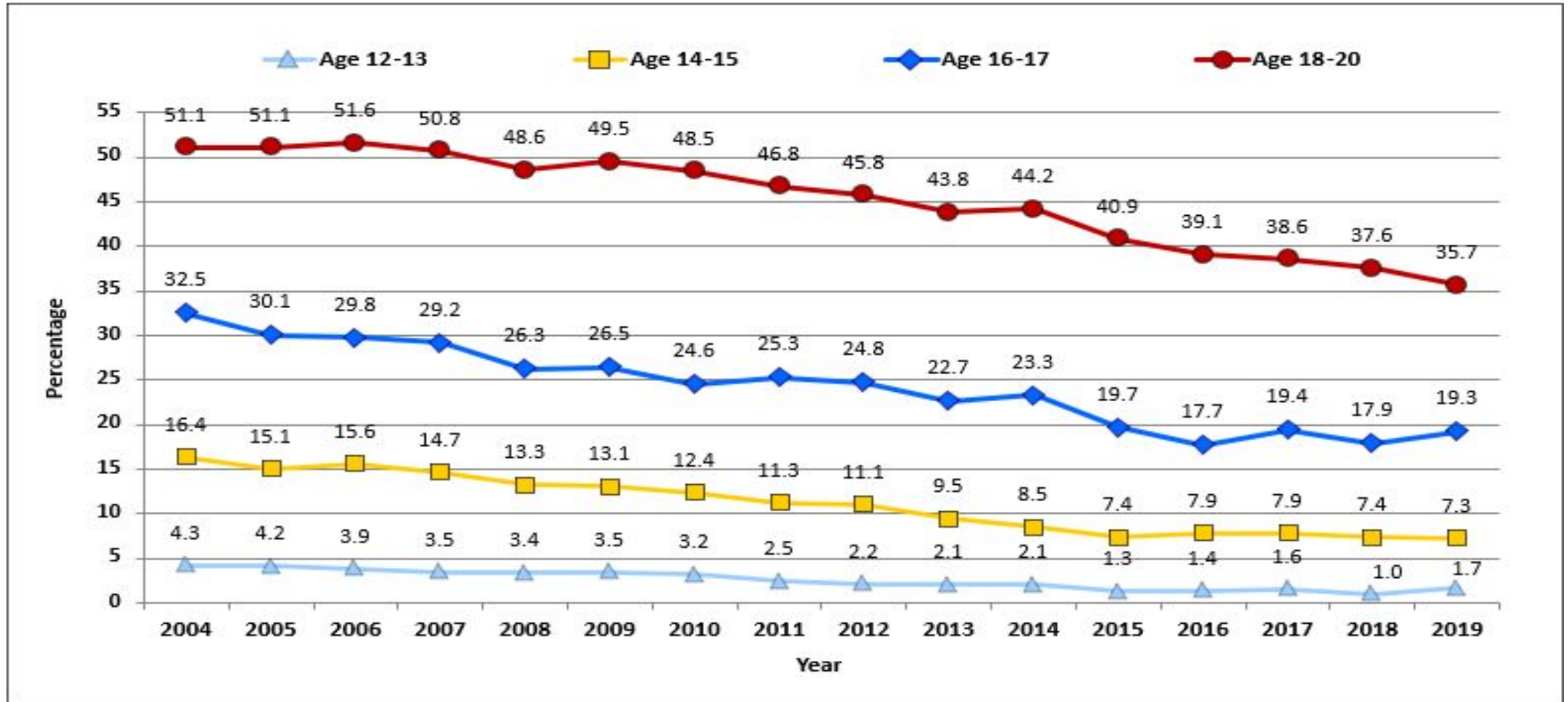


In 2006, Congress enacted the Sober Truth on Preventing Underage Drinking (STOP) Act (Public Law 109-422) to acknowledge that:

*“A multi-faceted effort is needed to more successfully address the problem of underage drinking in the United States...”*

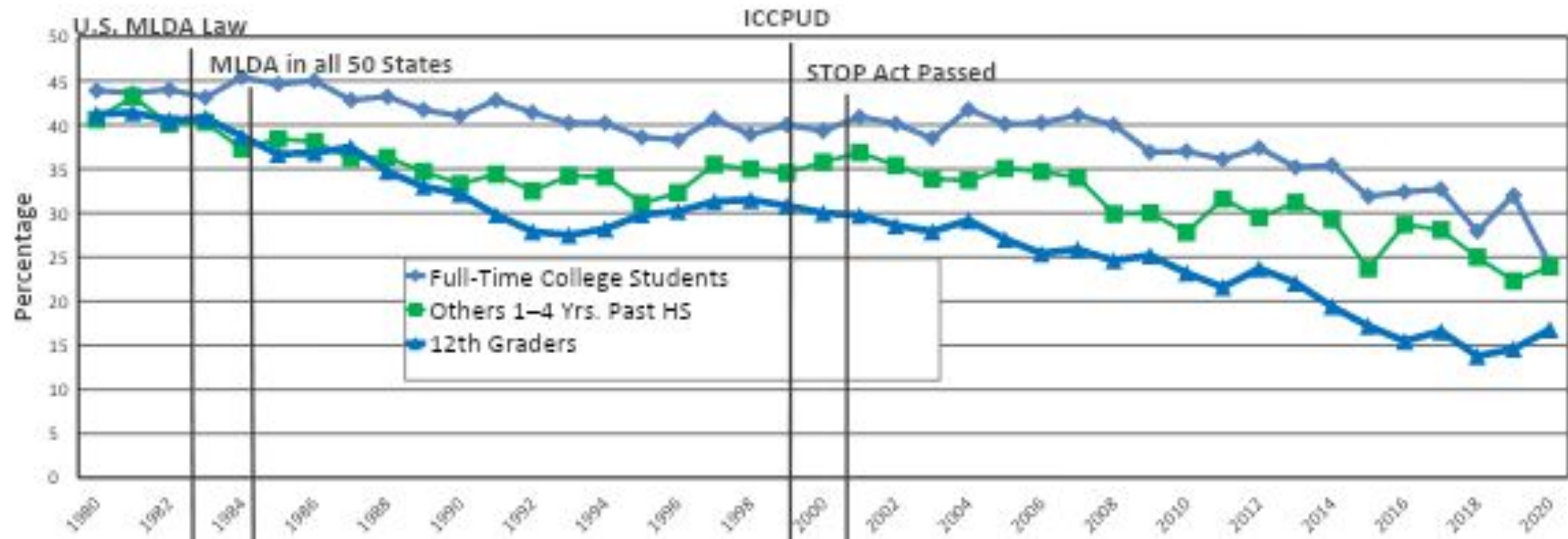
*“A coordinated approach to prevention, intervention, treatment, enforcement, and research is key to making progress.”*

# Progress in Reducing Underage Drinking



# Progress on Binge Drinking

Alcohol Trends in 2-Week Prevalence of 5 or More Drinks in a Row among 12th Graders, College Students, and Others 1-4 Years Beyond HS, 1980-2020



# Three Pillars of the STOP Act





# *Federally Coordinated Approach to Current Issues Related to Alcohol: Data and Trends*



**THE INTERAGENCY COORDINATING COMMITTEE  
ON THE PREVENTION OF UNDERAGE DRINKING**



# The *Report to Congress*



- The STOP Act requires that the HHS Secretary, on behalf of ICCPUD, produce an annual *Report to Congress on the Prevention and Reduction of Underage Drinking*.
- Annual reports have been produced since 2009.

# The *Report to Congress*



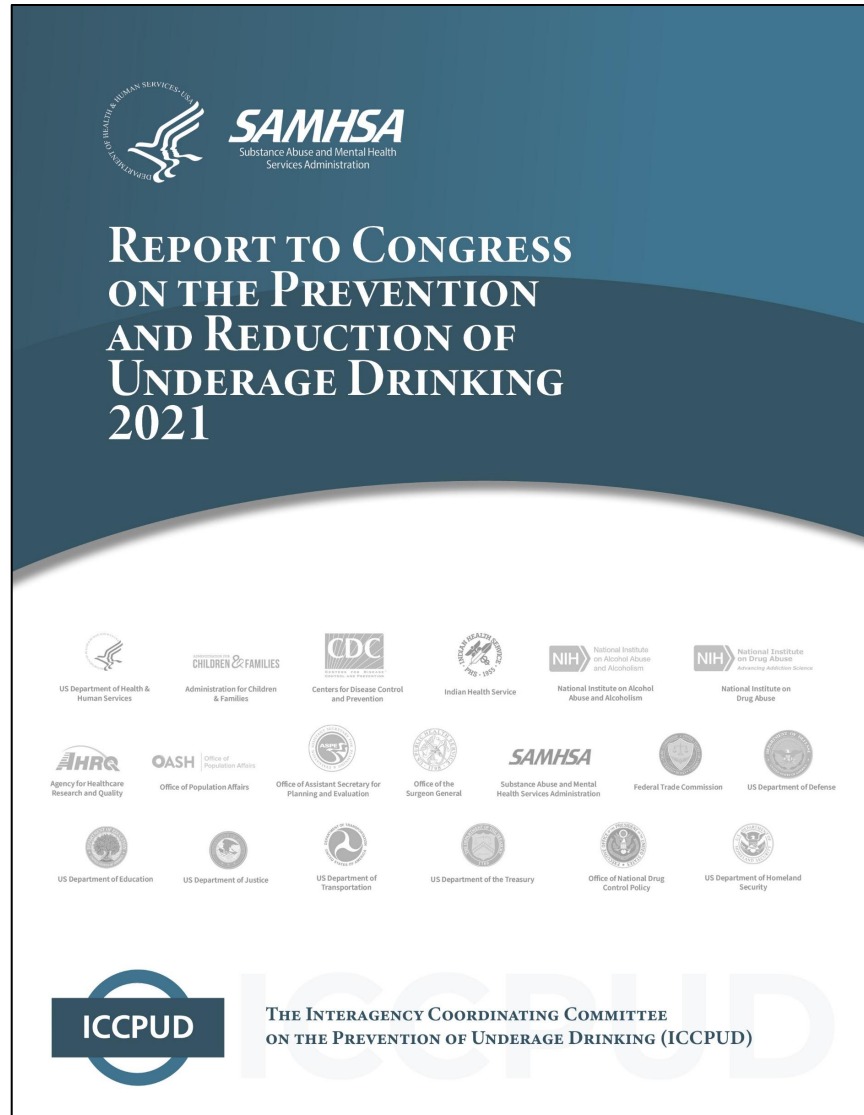
The *Report to Congress* is now published as three sets of documents:

1. *Report to Congress on the Prevention and Reduction of Underage Drinking*
2. *State Performance & Best Practices for the Prevention and Reduction of Underage Drinking Report*
3. *State Reports—Underage Drinking Prevention and Enforcement*

# 2021 Annual Report to Congress on the Prevention and Reduction of Underage Drinking

## Report to Congress provides:

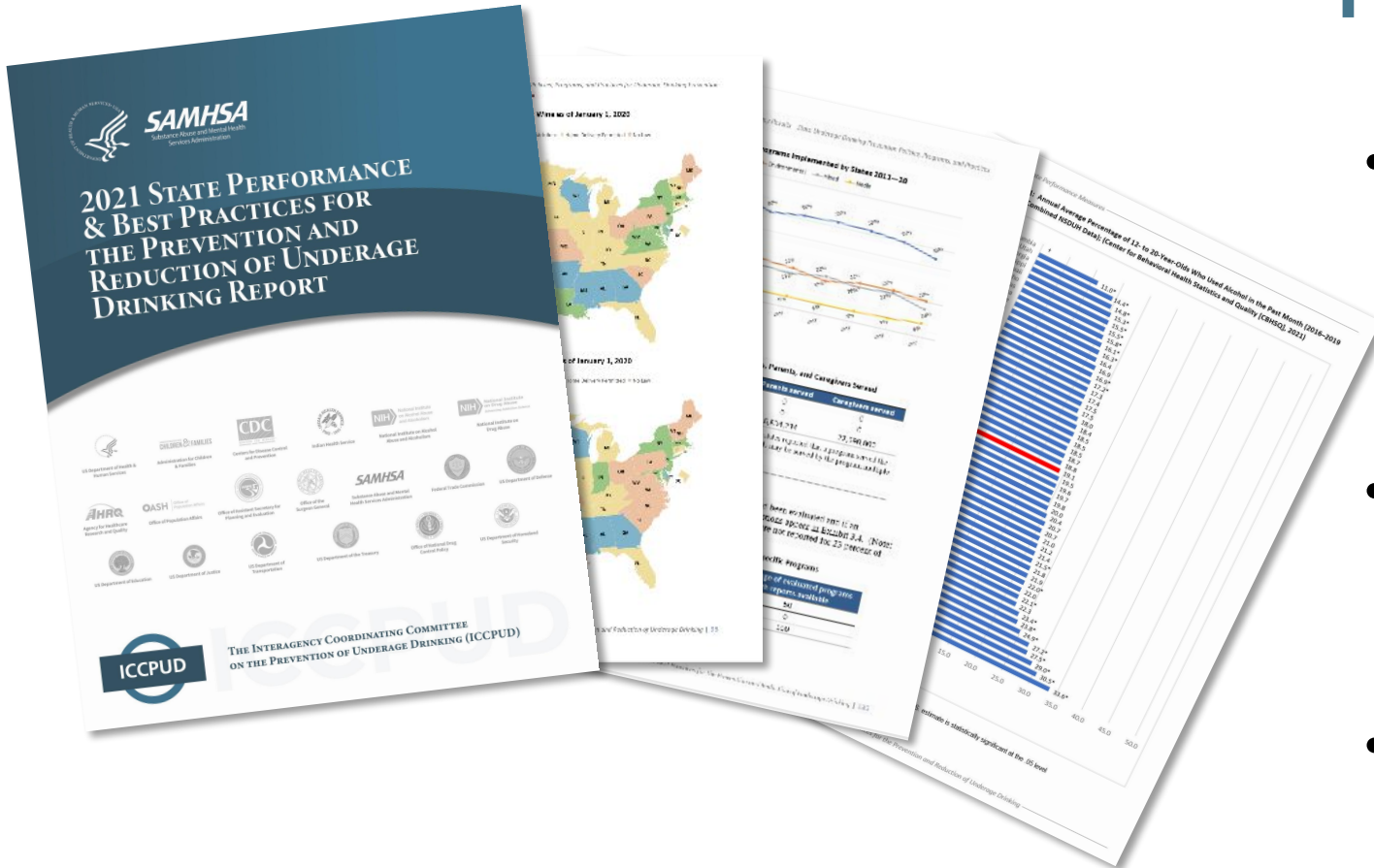
- National level data on current underage drinking
- Underage drinking trends over time
- Factors influencing underage drinking
- Federal efforts to prevent underage drinking
- Evaluation of the media campaign for parents and caregivers: “Talk. They Hear You.”



# State Performance & Best Practices for the Prevention and Reduction of Underage Drinking Report

## This Report Provides:

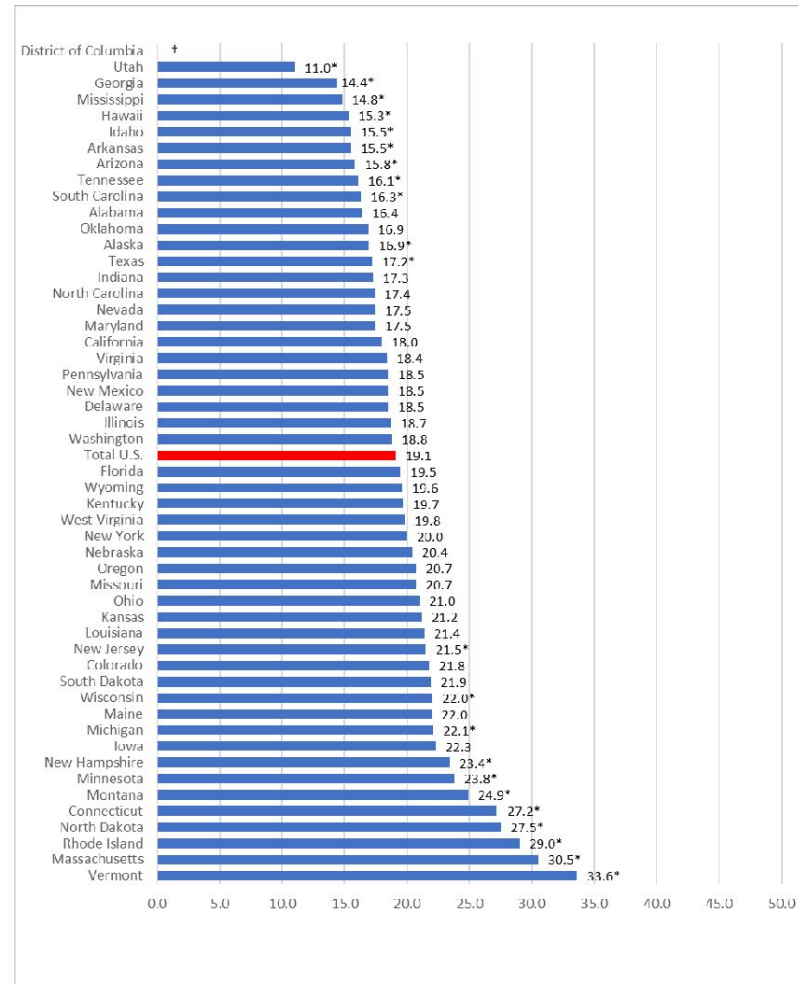
- Best practices and promising approaches in prevention, intervention, treatment, and enforcement
- States' performance in implementing evidence-based policies, programs, and practices
- States' performance on nine underage drinking prevention and treatment measures





# State Performance & Best Practices Report: Chapter 4—State Performance Measures

Measure 1: Annual Average Percentage of 12- to 20-Year-Olds Who Used Alcohol in the Past Month (2016–2019 Combined NSDUH Data); (Center for Behavioral Health Statistics and Quality [CBHSQ], 2021)



\*Low precision; no estimate provided

# State Reports–Underage Drinking Prevention and Enforcement



The STOP Act requires that the HHS Secretary, on behalf of ICCPUD:

*“...shall issue an annual report on each State's performance in enacting, enforcing, and creating laws, regulations, and programs to prevent or reduce underage drinking...”*

# 2020 N-SSATS Client Data: Additional Efforts Needed

**Over a 10-year period (2011 - 2020) for clients under 18 years of age:**

- There was a **52.4 percent decrease in receipt of any substance abuse treatment** (82,532 in 2011 to 39,271 in 2020).
  - **Outpatient Treatment declined by 50 percent.** Most clients under 18 (between 87 and 91 percent) were in outpatient treatment.
  - **Residential Treatment declined by 67.2 percent.**
- The proportion of clients under the age of 18 years ***in treatment facilities with special programs or groups for adolescents*** decreased from 80 percent in 2011 to 71 percent in 2020.

Center for Behavioral Health Statistics and Quality. (2021). 2020 National Survey of Substance Abuse Treatment Services (N-SSATS), Substance Abuse and Mental Health Services Administration, Rockville, MD.

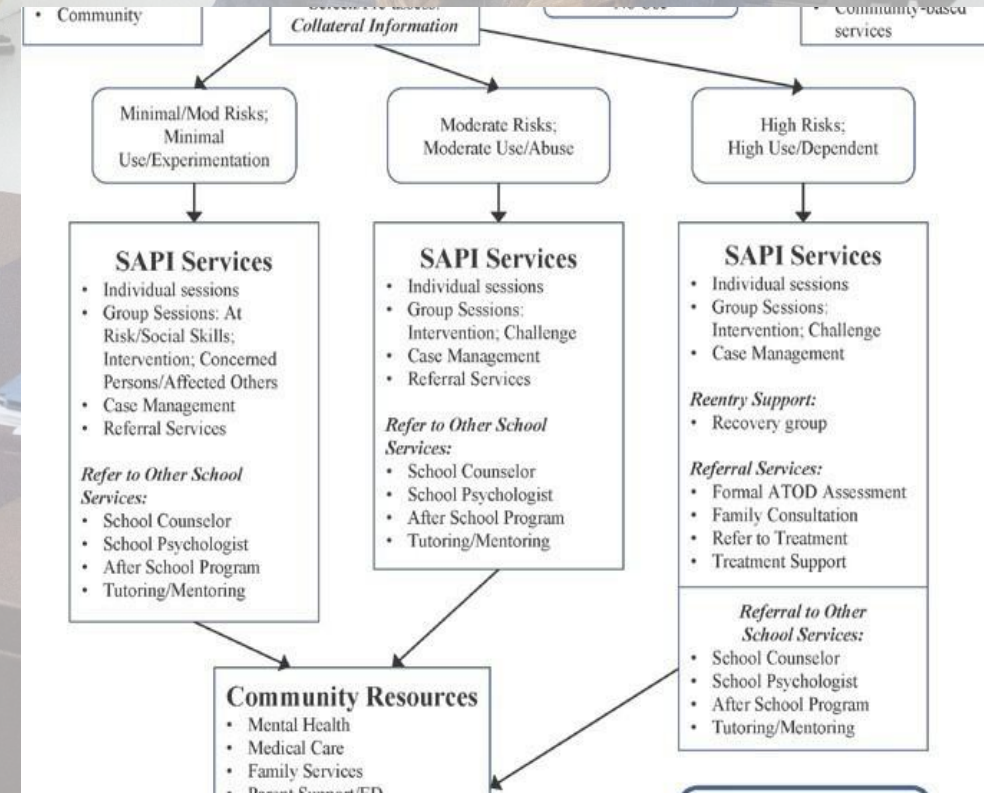


# Finding A Way Forward

## Right Child, Right Service, Right Time



**STUDENT  
SERVICES**





# Alignment of Public Health Messaging and Interventions



## National Adult Oriented Campaign



**Parents &  
Caregivers**



**Schools &  
Educators**



**Community  
Members**

***GET INFORMED. BE PREPARED. TAKE ACTION.***



# Talk. They Hear You. Digital Prevention Resources



## “Parents’ Night Out” Educational Sessions

Learn more about “Parents’ Night Out” and how to access the comprehensive session toolkits:

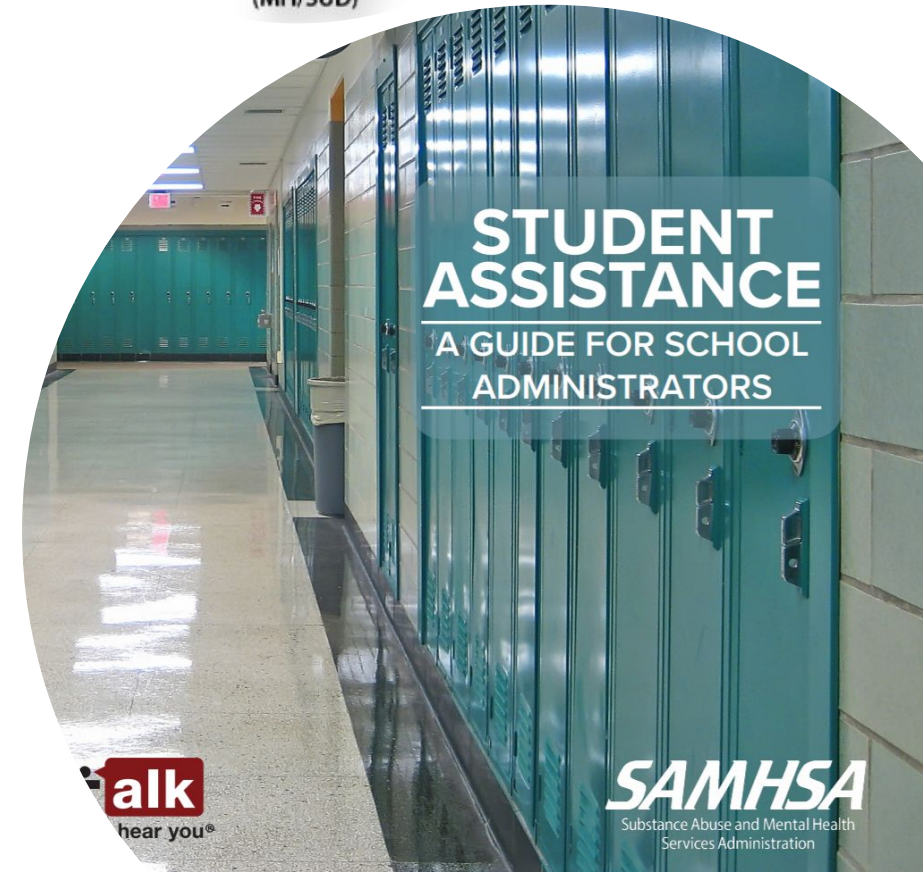
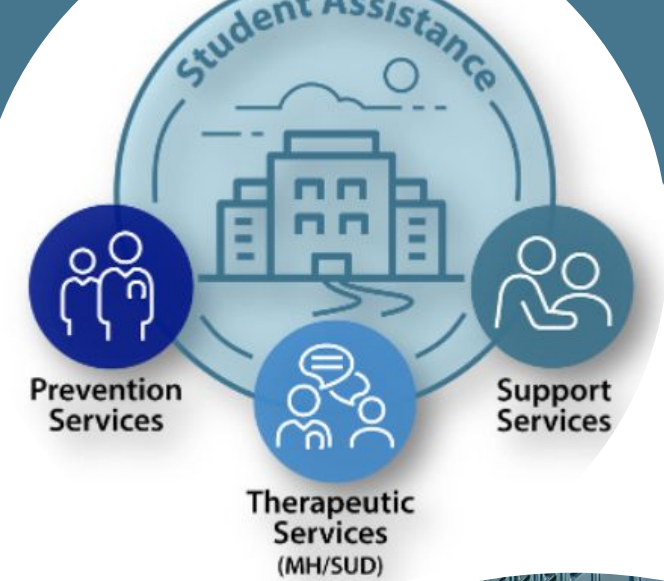
<https://www.samhsa.gov/talk-they-hear-you/parents-night-out>

# What is Student Assistance?

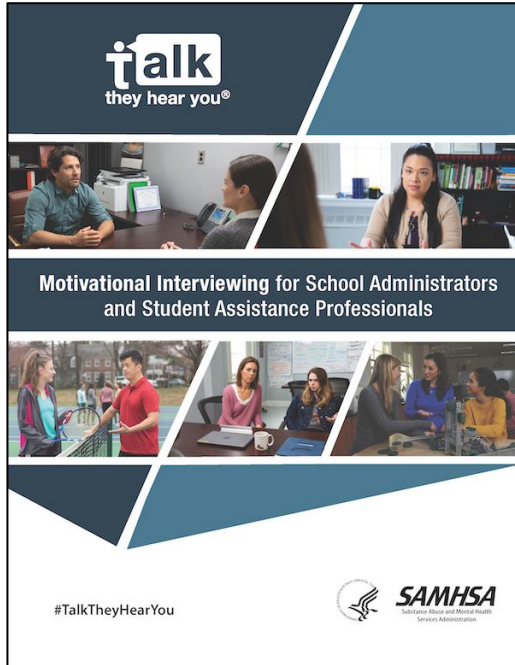
Student Assistance Programs have their humble beginnings rooted in Employee Assistance Programs that started in the middle of 1970.

- **Comprehensive, school-based framework designed to provide a variety of services for K-12 students who exhibit a range of risk factors that interfere with their educational success.**
- Students best suited for involvement in student assistance services are those who are experiencing issues with substance use or misuse and/or mental illness.

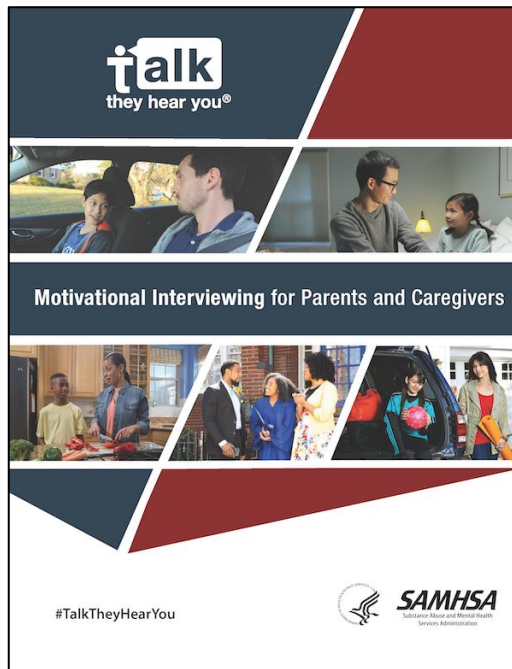
Source: Substance Abuse and Mental Health Services Administration:  
Student Assistance: A Guide for School Administrators, Rockville, MD.



# Talk. They Hear You. Intervention Tools in Development



- **Motivational Interviewing for School Administrators and Student Assistance Professionals Training PPT & Guide**



- **Motivational Interviewing for Parents and Caregivers Training PPT & Guide**



# Talk. They Hear You. Digital Prevention Resources




## **“Talk. They Hear You.” Podcast**

*“What Parents Are Saying – Prevention Wisdom, Authenticity, and Empowerment”*

- EPISODE #5: [Expert Chat – "One Choice" Not to Use](#)
- EPISODE #4: [Parent Chat – Raising & Socializing Drug- Free Kids](#)
- EPISODE #3: [Spotlight on Opioids – Youth Prevention and Safety](#)
- EPISODE #2: [Expert Chat – Teen Substance Use](#)
- EPISODE #1: [Parenting Through the Holidays](#)

<https://www.samhsa.gov/talk-they-hear-you/podcast>

# Talk. They Hear You. Community Engagement Resources



## COMMUNITY ENGAGEMENT RESOURCES: Event Planning Toolkit

Thank you for your interest in organizing a “Talk. They Hear You.” educational event in your community. To help you implement a successful event, this event planning toolkit and customizable materials will make preparation and implementation as easy and seamless as possible.

This document includes everything you need to know, from identifying and inviting speakers and audience members to creating an event agenda, organizing logistics, and inviting media.

Contact the campaign at [UnderageDrinking@samhsa.gov](mailto:UnderageDrinking@samhsa.gov) if you need additional information or have questions.

**Event Planning Toolkit Sections Include:**

**Planning It All Out**

- An overall timeline for planning and hosting an event

**Hosting an Event**


- How to plan and execute an event
- A sample event agenda
- Handouts for attendees
- A feedback form

**Invitations & Crowd Building**


- How to approach a local partner or organization
- A sample e-newsletter article
- Social media engagement
- A promotional flyer
- An email invitation

**Reaching Out to Local Media**

- Notifying media about event
- How to contact a local reporter
- A sample media advisory to alert reporters of the upcoming event
- A sample news release summarizing the outcome of the event

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Substance Abuse and Mental Health Services Administration

#TalkTheyHearYou 1 [www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov)



## COMMUNITY ENGAGEMENT RESOURCES: Media Toolkit

**Overview & Table of Contents**


To assist in your outreach efforts, the “Talk. They Hear You.” communications team has developed this media toolkit for your use. This series of turnkey materials can be used with media outlets, stakeholders, and others to spread the word about the campaign, increase use of campaign information and resources, and encourage conversations with young people to prevent underage drinking and substance use.

Available for review and, in many cases, tailoring and editing are the following:


- A. Key Messages & Talking Points
- B. News Release Template: Announcing Local Launch of Campaign
- C. Opinion Piece Template
- D. Letter to the Editor Template
- E. Newsletter Blurbs
- F. Step by Step: How to Pitch a Story to TV
- G. Public Service Announcement Outreach
- H. Social Media Outreach Best Practices

Wherever appropriate, step-by-step instructions are provided with the materials. Because each community is unique, the materials can be easily tailored to meet your specific needs. Should you have any questions about these materials and how best to use them, the “Talk. They Hear You.” communications team is available to assist you.

**Contact:** “Talk. They Hear You.” campaign, [UnderageDrinking@samhsa.gov](mailto:UnderageDrinking@samhsa.gov)

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Substance Abuse and Mental Health Services Administration

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## COMMUNITY ENGAGEMENT RESOURCES: Campaign Implementation Guide

**Purpose**

This guide is a starting point for communities looking to implement the Substance Abuse and Mental Health Services Administration’s (SAMHSA) “Talk. They Hear You.” parent-focused national media campaign. The guide highlights resources and best practices for sharing the campaign in your community, including a brief history of the campaign, step-by-step process for implementation, and additional resources to aid your underage drinking prevention and substance use prevention efforts.


**About the Campaign**

The goal of SAMHSA’s “Talk. They Hear You.” campaign is to provide parents and caregivers with the resources they need to address the issues of alcohol and other drugs with children under the age of 21. Specifically, the campaign seeks to:

1. Increase parents’ **awareness of the prevalence and risk** of underage drinking and substance use;
2. Equip parents with the **knowledge, skills, and confidence** to prevent underage drinking and substance use; and
3. Increase parents’ **actions to prevent underage drinking and substance use.**

Launched in 2013, the campaign’s original goal was to provide parents and caregivers with the resources they need to address the issue of alcohol with their children. However, in 2017—amid the nation’s opioid crisis and changes in laws regarding marijuana in a growing number of states across the country—the trademarked campaign received separate funding to expand content to include information on alcohol and other substances. Recognizing the dynamic national context, SAMHSA expanded “Talk. They Hear You.” to prepare parents and caregivers to talk with their children about alcohol and other drugs, including prescription pain medications and marijuana.

Historically, “Talk. They Hear You.” has focused on reaching parents and caregivers of children ages 9 to 15 for early intervention. In 2018, the campaign expanded this age range, and now includes resources for parents and caregivers of children under the age of 21.

 **SAMHSA**  
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Substance Abuse and Mental Health Services Administration

#TalkTheyHearYou 1 [www.underagedrinking.samhsa.gov](http://www.underagedrinking.samhsa.gov)

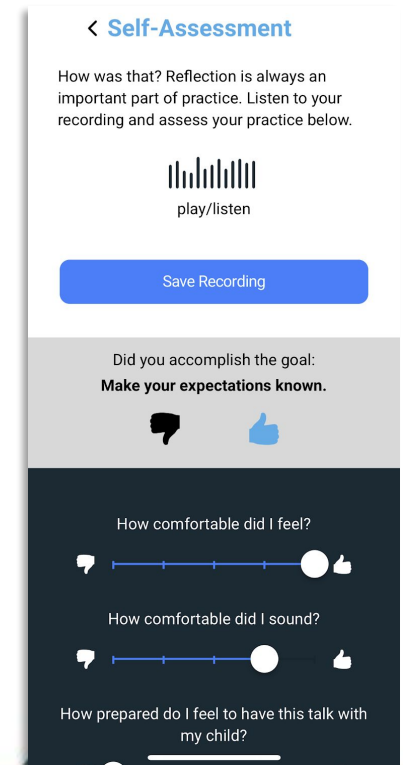
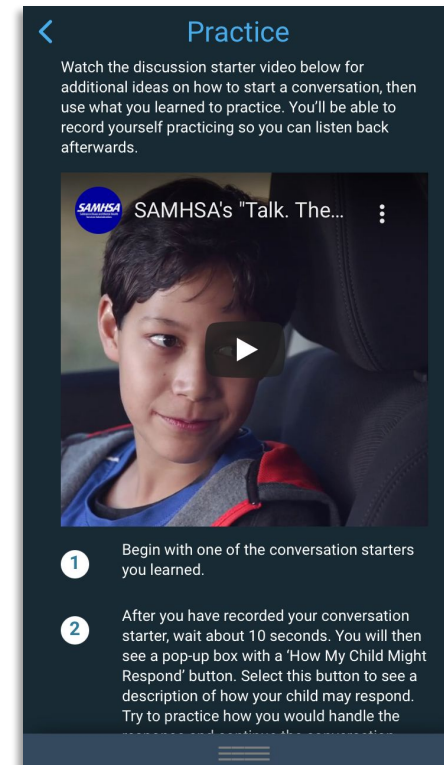
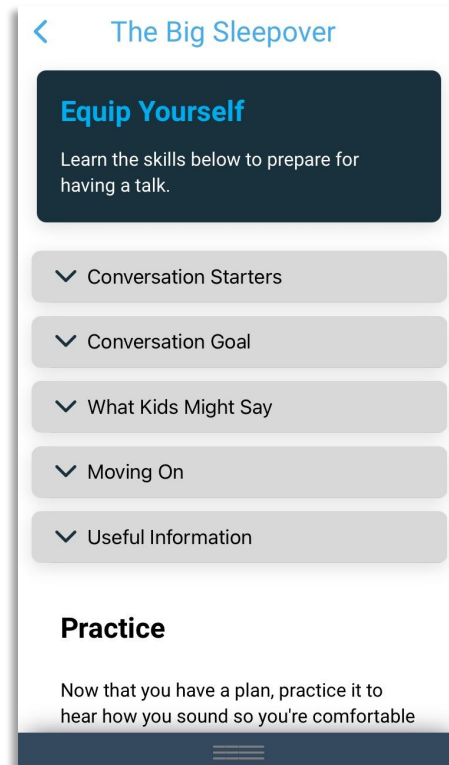
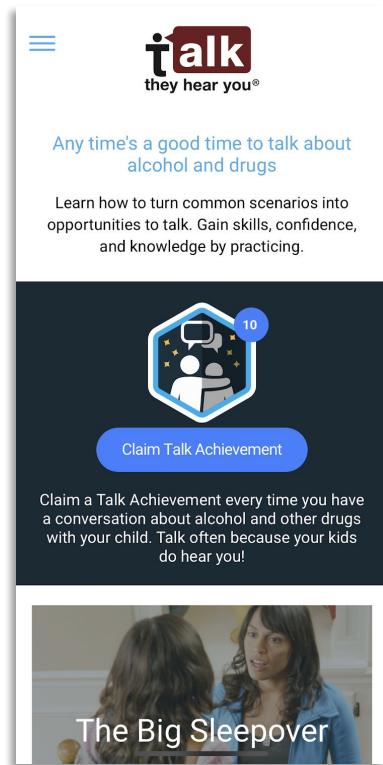
To view all campaign materials, visit **[talktheyhearyou.samhsa.gov](http://talktheyhearyou.samhsa.gov)**.  
To order campaign materials, visit **[store.samhsa.gov](http://store.samhsa.gov)**.



# Talk. They Hear You. Digital Prevention Resources

## “Talk. They Hear You.” Campaign Mobile App:

<https://www.samhsa.gov/talk-they-hear-you/mobile-application>



# Talk. They Hear You. Screening as a Prevention Strategy



- Early and periodic screening is widely recognized as one of the best ways to prevent the progression of more severe disease states in general and substance use specifically.
- Screening often focuses on one disease at a time. However, this can create a high burden when trying to screen a larger population, which leads to multidimensional screening for multiple things at a time.
- The results may identify strengths and areas to build on, early misuse that may only require brief intervention, and/or the need to refer for (hopefully early) intervention in one or more areas.

# How do I know? Where do I go? If I have concerns...

*Supporting youth through a better understanding of their health, wellness, and wellbeing.*



Motivational  
Interviewing

## Screen 4 Success

Self-screening for behavioral health and wellness



# What Does “Screen4Success” Screen For?

## Multidimensional Screening

Elevated risk for potential problems  
(12- to 20-year old's)

### Health

- Weight Loss/Gain
- Physical Discomfort
- Chronic Conditions

### Wellness

- Mental Health
- Substance Use
- Family Environment

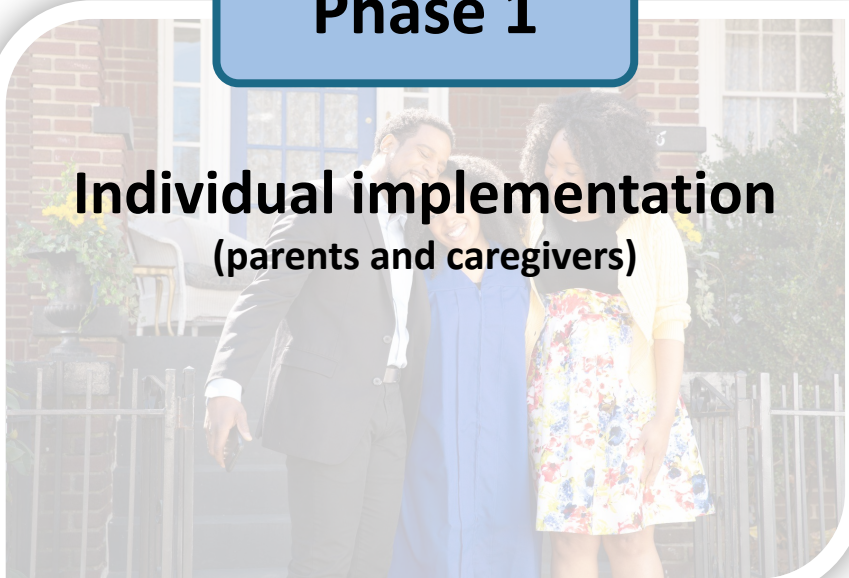
### Wellbeing

- Life Satisfaction
- Quality of life
- Community Connectedness

# Rollout and Deployment of “Screen4Success”

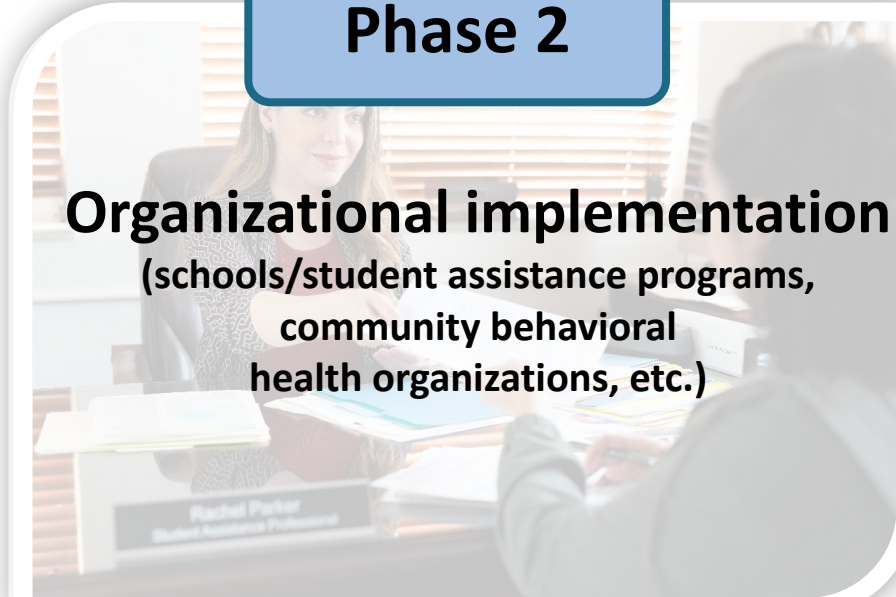
## Phase 1

**Individual implementation**  
(parents and caregivers)



## Phase 2

**Organizational implementation**  
(schools/student assistance programs,  
community behavioral  
health organizations, etc.)





# What Does “Screen4Success” Provide?

## For youth aged 12–20:



- Option to give assent to share screener results with their parents/caregivers
- Results from their completed screener(s)
- List of helpful resources

## For parents/caregivers:



- Option to give consent for their child to participate in a screener(s)  
*If your child decides to share their screener results, you'll receive ...*
- Results from their child's screener(s)
- List of helpful resources

## For organizations:



- Deidentified data available for program monitoring and evaluation
- Deidentified data for analysis and research
- Organized mythology to identification, referral and resources for their population

# How to Use “Screen4Success”?

1

## ***Enroll in Screen4Success***

The parent/caregiver creates an account.

2

## ***Share screener with the child***

The parent/caregiver signs a consent form and shares a link to the screener with their child.

3

## ***Child completes the screener***

The child may complete the screener with their parent/caregiver or by themselves.

4

## ***Review the screener results***

If the child signs the assent form, the parents/caregivers can then review their child's screener results.

# Continuous Improvement

## Phase 2 enhancements

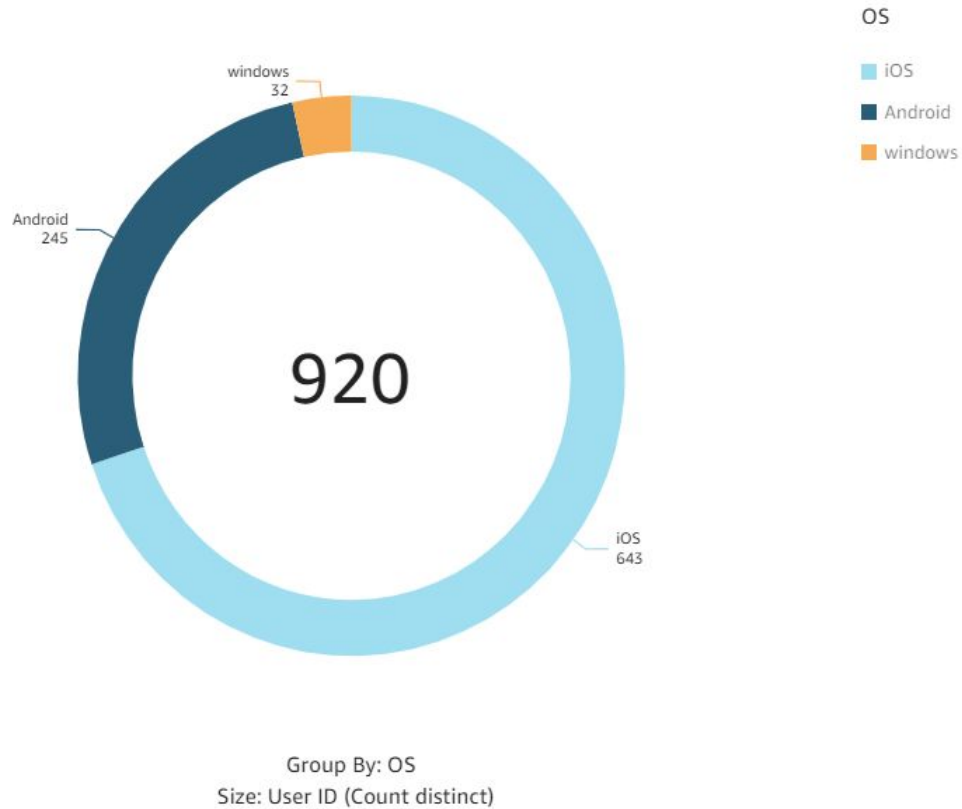
- Building a robust set of resources that users can filter by location and topic/area of need, etc.
- Adding multi-language support
- Developing a process for researchers to apply for data access



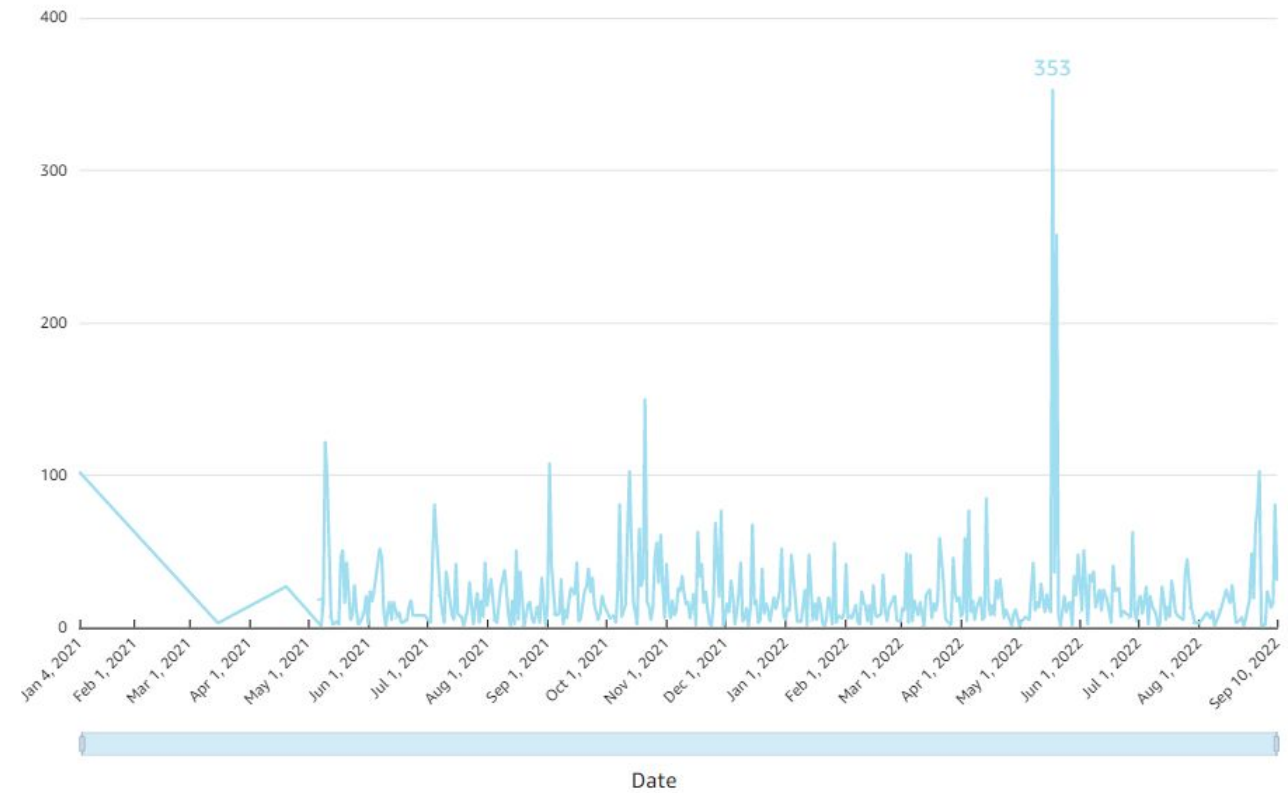
# Mobile App Statistics

## Talk They Hear You General Statistics

Number of users for each OS

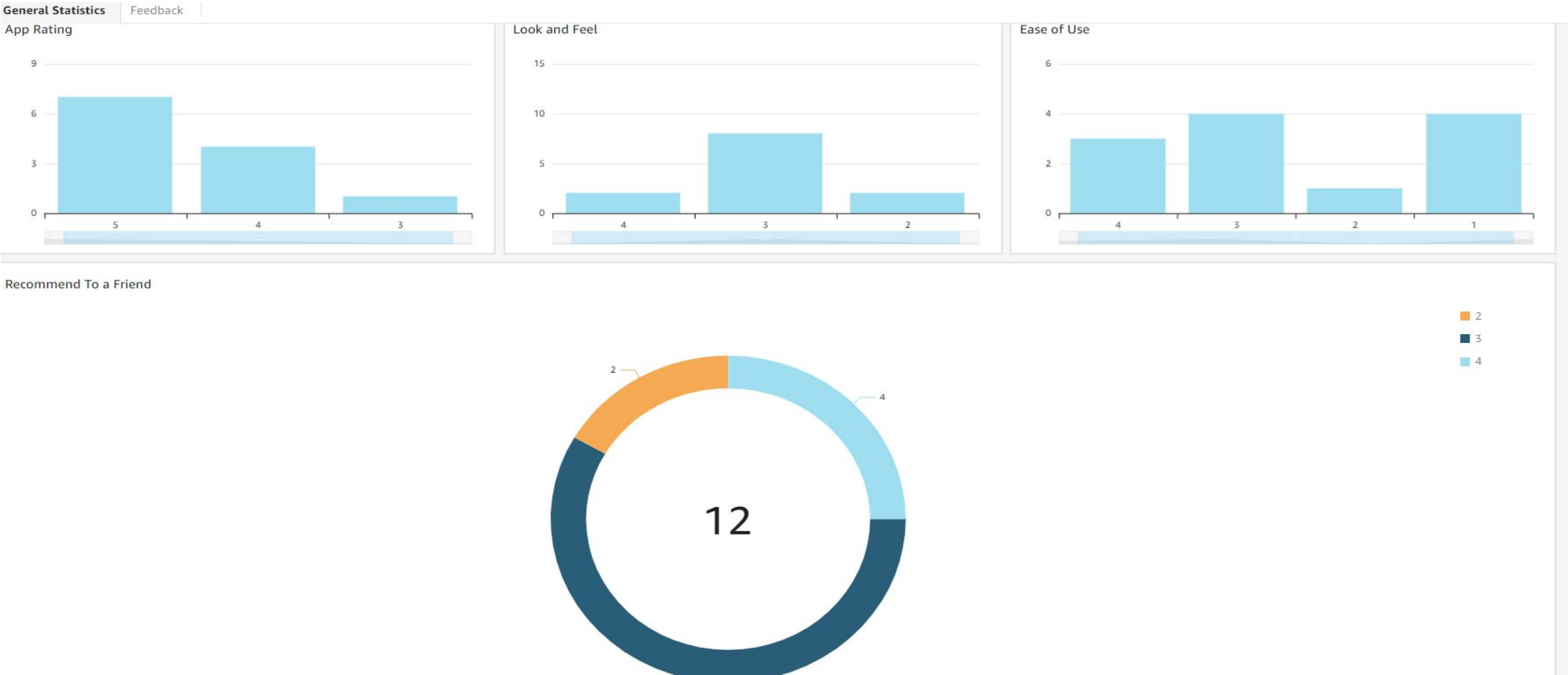


Usage of Application





# Mobile App Feedback Survey: Look, Feel, and Ease of Use



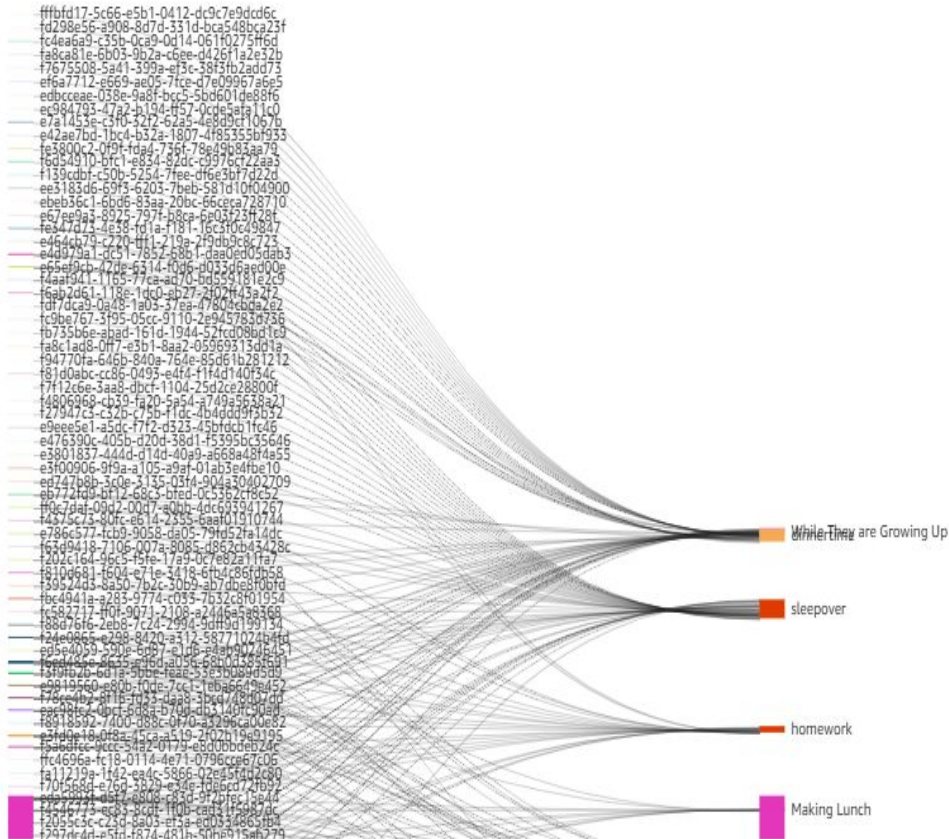
Recommend To a Friend

Rating	Count
2	3
3	8
4	1

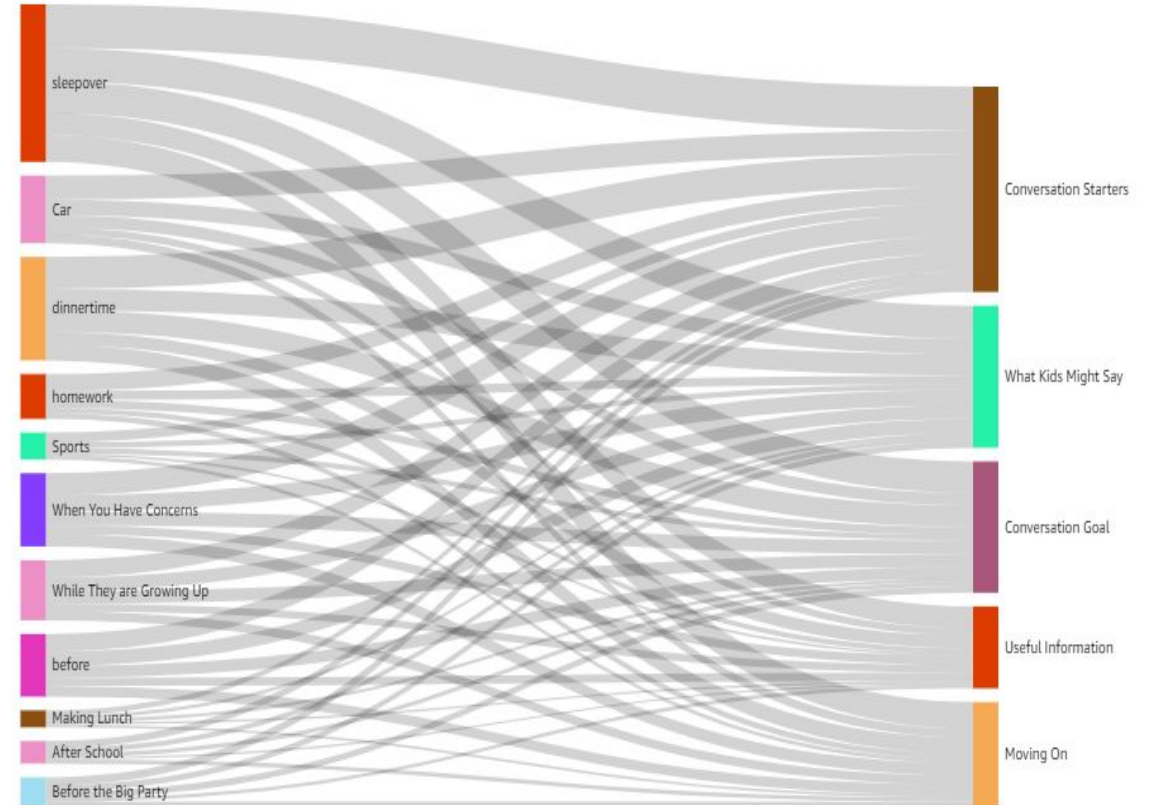
# Scenarios and Content Viewed

## Scenarios Viewed

SHOWING TOP 100 IN USER ID AND TOP 13 IN SCENARIO



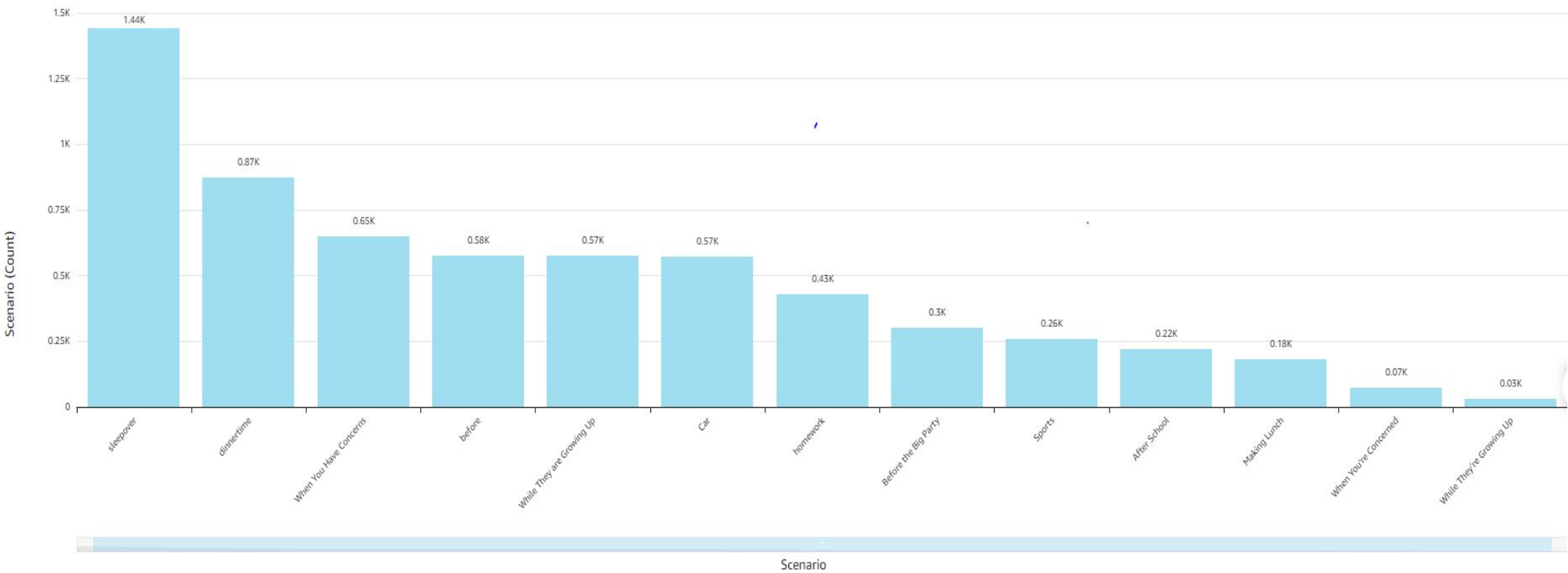
## Content Viewed



Count of Scenarios and Contents within Scenarios

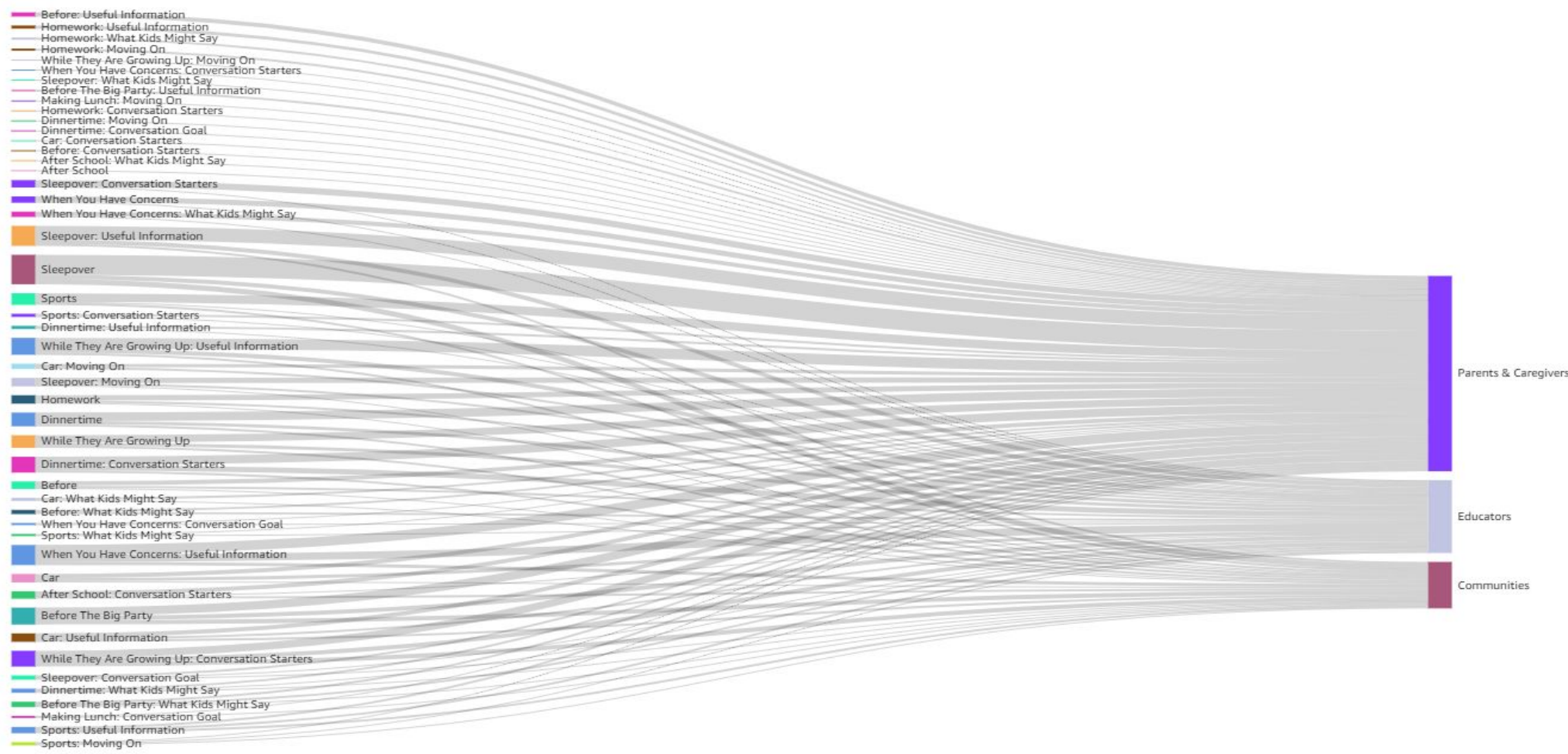
# Navigation through Scenarios and Content

Count of Scenarios and Contents within Scenarios



# Navigation from Previous Resources to Current

Navigation from Previous to Current





# Screen4Success: Modules Completed

Modules Completed by Users

Modulename

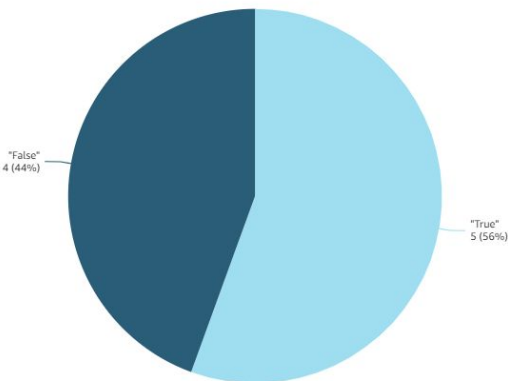
1.Demographics 2.Wellbeing 3.Family Environment 4.Physical Health 5.Mental Health 6.Substance Use Frequency



Parental Consent Given

only applies to minor's screeners (parental consent oversees minors)

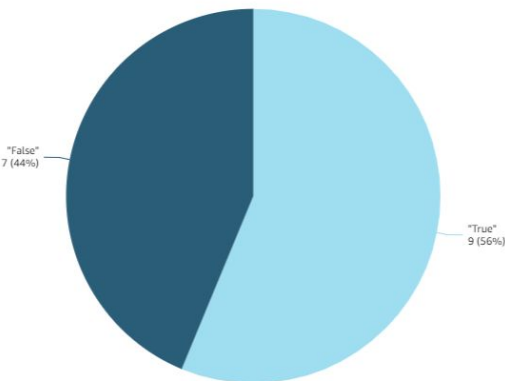
"True" "False"



Participant Consent Given

participant are both minors and adults

"True" "False"



# Screen4Success: Administrative Data

## Dashboard

### S4S

14

Subgroups

17

Managed Users

30

Users

67

Participants

### Screeners

27

Total

27

Year to Date

0

Month to Date

### Export

From

08/25/2022



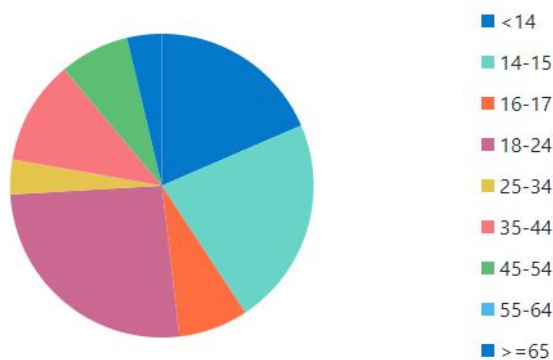
To

09/01/2022

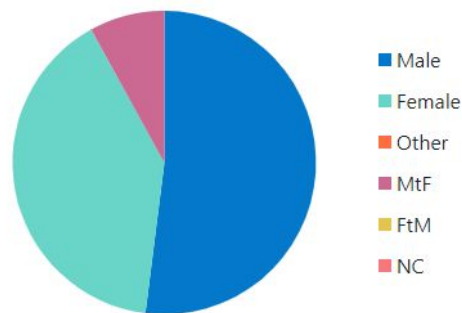


Export

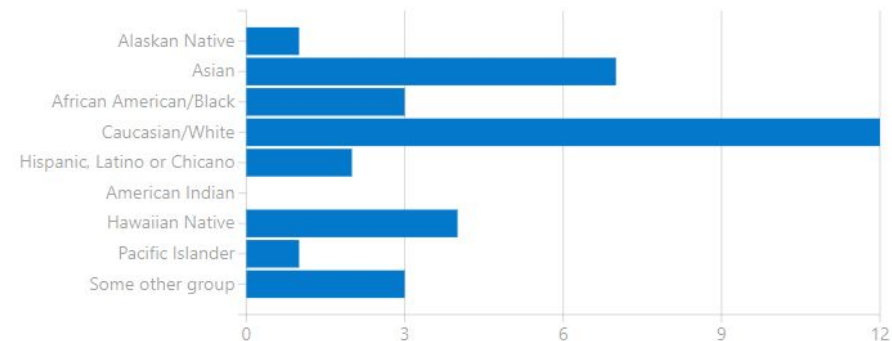
### Age



### Gender



### Ethnicity



# Summary

## Underage drinking continues to be an area of public health concern.

- Most measures of underage alcohol consumption indicate significant progress has been made since 2004.
- The leveling off in some measures of underage drinking, declines in others, and increases in still others indicate that continued vigilance and attention is needed.
- Ongoing monitoring of marketplace trends and emerging public health issues is needed, including assessment of:
  - Effects of COVID-19 pandemic on adolescent mental health and substance use
  - Changes in policies for alcohol distribution, including online sales
  - Effects of new laws regulating marijuana
  - Use of multiple substances
  - Ongoing emergence of new alcohol products marketed to youth

# Thank You!

SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

To view or download the *Report to Congress on the Prevention and Reduction of Underage Drinking*, the *State Performance and Best Practices*, and the *State Reports*, please visit: <https://www.stopalcoholabuse.gov>

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