

Swallowing the Truth: How alcohol & drugs impact socialization

by Alysha Stucker & Jesie Steffes

Objectives

- Learn at least three ways that alcohol and drugs effect the body.
- Learn statistics of substance use on campuses across the nation.
- Learn specific statistics of substance use on *our* campus
- Learn the definition of “social norming” and how it distorts our perceptions.
- Learn the long term impact substance use and social media has.
- Learn at least six new ways to “party smart.”



Substance use/abuse and the body

Alcohol and the body



What's happening around the nation

SAMHSA National Survey on Drug Use & Health (2012)

Alcohol Consumption

- 52.1% of people 12+ are current alcohol drinkers
 - 47.9% are NOT
- Young adults, 18-25
 - Binge drinking 39.5% (60.5% do NOT)
 - Heavy drinking 12.7% (87.3% do NOT)
 - Heavy drinking = binge drinking at least 5 of 30 past days
 - Between 2002 – 2012 decrease of driving under the influence from 26.6% to 18.4%
- Underage drinking decreased from 2002 - 2012
 - Past month: 28.8% to 24.3%
 - Bing drinking: 19.3% to 15.3%
 - Heavy drinking: 6.2% to 4.3%

Illicit Drug Use

- 9.2% of population 12+ illicit drug users (90.8% are NOT)
- Marijuana most commonly used drug
- Young adults, 18-25 year olds
 - 2008-2012, illicit drug increase from 19.7%-21.3%
 - due to increase in marijuana use
 - nonmedical use of prescription drugs 5.3% (94.7% do NOT)
 - 2005-2012, decrease in use of cocaine 2.6%-1.1%

First-time users (12+)

2002 - 2012

- Methamphetamine: 318,000 to 133,000
- Ecstasy: (2009-2012) 1.1 million to 869,000
- Cocaine: 1 million to 639,000
- Crack: 337,000 to 84,000
- Tobacco smokers: (2009-2012) 1.1 million to 778,000
- Smokeless tobacco: (2009-2012) 1.5 million to 1 million

First-time use

- 65.6% marijuana; 26% nonmedical use prescription drugs (17% pain relievers, 4.1% tranquilizers, 3.6% stimulants, 1.3% sedatives); 6.3% inhalants; 2% hallucinogens

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What's happening at UCCS

A Trivia Game

How many students on our campus drank alcohol in the last 30 days?

A. 78% of males and 64% of females

B. 98% of males and 96% of females

C. 58% of males and 57% of females

How many students on our campus smoked cigarettes in the last 30 days?

A. 20% of males and 10% of females

B. 83% of males and 90% of females

C. 45% of males and 54% of females

How many students on our campus smoked marijuana in the last 30 days?

A. 34% of males and 37% of females

B. 25% of males and 13% of females

C. 88% of males and 89% of females

How many students on our campus used other drugs in the last 30 days?

A. 82% of males and 86% of females

B. 18% of males and 10% of females

C. 25% of males and 32% of females

College students reported doing the following most of the time or always when they "partied"

	Male	Female
Alternate non-alcoholic with alcoholic beverages	36.5 %	50.3%
Avoid drinking games	38.0 %	47.4 %
Choose not to drink alcohol	30.1%	37.4%
Determine in advance not to exceed a set number of drinks	44.4%	50.9%
Have a friend let you know when you have had enough	31.5%	46.1%
Keep track of how many drinks being consumed	57.6%	74.0%
Stay with the same group of friends the entire time drinking	89.0%	93.8%
Stick with only one kind of alcohol when drinking	41.9%	60.6%
Eat before and/or during drinking	75.9%	86.6%
Use a designated driver	83.3%	94.0%



Social Norming

The reason we think “everyone’s doing it”

Social norms theory describes situations in which individuals incorrectly perceive the attitudes and/or behaviors of peers and other community members to be different from their own when in fact they are not. These misperceptions occur in relation to problem or risk behaviors (which are usually overestimated) and in relation to healthy or protective behaviors (which are usually underestimated). One of the effects is to cause individuals to change their own behavior to approximate the misperceived norm. This in turn can cause the expression or rationalization of problem behavior and the inhibition or suppression of healthy behavior.

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Social Media and Substance Use

Do you really want to tweet that?

What does the media show us?







10 texts you don't want to send when you're drinking....

“I miss you” to an Ex

“I love you” to the person you've been dating for about 20 minutes.

“Kelsey is the worst!” ...to Kelsey

“What are you up to?” at 3 a.m. to anyone you've never actually been up with at 3 a.m.

“Let’s go to brunch tomorrow!”

"My life sucks. I'm so depressed. I should just quit my job and move back home."

"We should take a break."

"I have something to tell you."

BONUS Selfies of any kind!!!

Watch what you put out there...

Almost all employers (93% to be exact) say that they will search for your social media profiles during the interview process.

What are they looking for?

Here's what employers say they least want to see in candidate social profiles:

- 83% of employers say they are turned off by references about using illegal drugs. (If this comes as a surprise to you, it's definitely time to cut down on the illegal drug use).
- 71% are turned off by posts of a sexual nature. (Nobody wants to see that).
- 65% are turned off by use of profanity.
- 61% are turned off by bad spelling or grammar.
- 51% are turned off by references to guns, and
- 47% are turned off by photos of consuming alcohol.

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Party Smarter!

- Make your driving arrangements before you ever start drinking!
- Don't set your belongings down or accept anything from others at parties or bars that you don't know. (keep your keys and phone in reach)
- If the situation escalates and begins to feel uncomfortable, find your friends and get out of there!

- If a friend is dangerously intoxicated and shows signs of alcohol poisoning, don't leave them behind...call for help.
- Don't get in the vehicle or accept a ride from anyone that you feel might be intoxicated.
- Use the buddy system...it worked on elementary school field trips, and it still works today!

References

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- American College Health Association. American College Health Association-National College Health Assessment II: University of Colorado Colorado Springs Executive Summary Spring 2013. Hanover, MD: American College Health Association; 2013.
- “An Overview of the Social Norms Approach” Alan Berkowitz
- The three things that employers look for the most in your social media profiles. Peter Harris “Workopolis”