



# Birmingham-Bloomfield Community Coalition Community Trends in Drug and Alcohol Use

## 2005 to 2009 Teen Use Data Trends

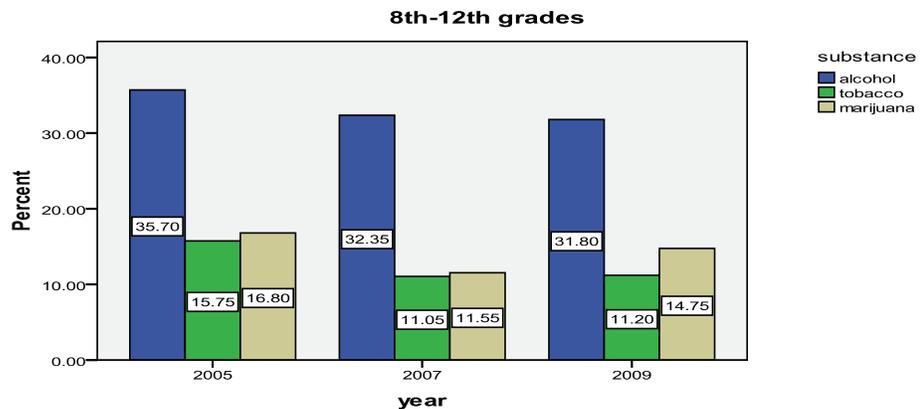
**Background:** In partnership with the Birmingham Bloomfield schools, surveys have been administered requesting 8th-12th grade students to report their perceptions of risk, age of first substance use, parental disapproval, and 30 day substance use for several years. This report reviews our most recent 2009 data collection efforts and compares the survey results from 2005, 2007, and 2009. Please note: in 2009, 4,302 surveys were completed with 3,054 actually used to report key findings (completed surveys are screened and those which were not taken seriously by students are removed).

The chart below demonstrates that Birmingham Bloomfield teen alcohol use has been decreasing since 2005. Cigarette use has also declined since 2005 and remains low. Marijuana use decreased from 2005 to 2007 however our 2009 data indicates that teen marijuana use is increasing.

### 2009 Key Data Points

- 85% of 8th-12th grade Birmingham Bloomfield teens report that they did not use marijuana in the past 30 days.
- 89% of 8th-12th grade Birmingham Bloomfield teens report that they did not smoke cigarettes in the past 30 days.
- 7 out of 10 8th-12th grade Birmingham Bloomfield teens report that they did not drink alcohol in the past 30 days.
- 93% of 8th-12th grade Birmingham Bloomfield teens report that smoking cigarettes is harmful.
- 9 out of 10 8th-12th grade Birmingham Bloomfield teens report that their parents would disapprove if they used tobacco.
- 9 out of 10 8th-12th grade Birmingham Bloomfield teens report that their parents would disapprove if they used marijuana.
- 8 out of 10 8th-12th grade Birmingham Bloomfield teens report that their parents would disapprove if they drank alcohol.

**Birmingham Bloomfield 30 Day Use**



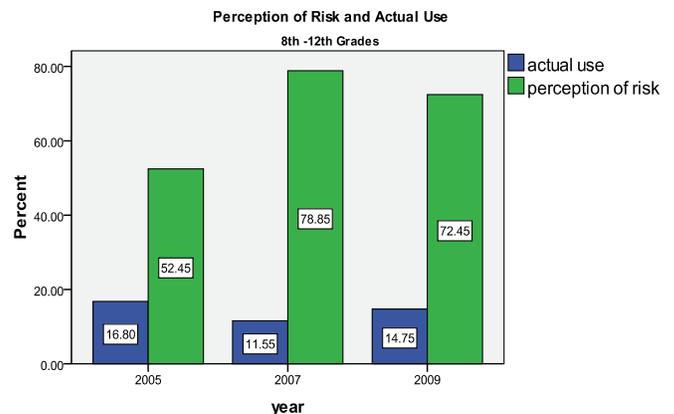
### 2009 Data Points of Concern

One of the alarming trends observed in the 2009 data concerns 8th-12th grade marijuana use.

The 2009 Birmingham Bloomfield teens report a lower perception of risk regarding marijuana use as compared to the 2007 results.

The observed consequence of lower perceived risk is increased marijuana use.

**Birmingham Bloomfield Marijuana Use**



## Your Child: 10th-12th Grades

Don't speak generally about drug- and alcohol-use— your older teen needs to hear detailed and reality-driven messages. Topics worth talking about with your teen: using a drug just once can have serious permanent consequences; can put you in risky and dangerous situations; anybody can become a chronic user or addict; combining drugs can have deadly consequences.

Emphasize what drug use can do to your teen's future. Discuss how drug use can ruin your teen's chance of getting into the college he/she's been dreaming about or landing the perfect job.

Challenge your child to be a peer leader among his friends and to take personal responsibility for his actions and show others how to do the same.

Encourage your teen to volunteer somewhere that he can see the impact of drugs on your community. Teenagers tend to be idealistic and enjoy hearing about ways they can help make the world a better place. Help your teen research volunteer opportunities at local homeless shelters, hospitals, victim services centers, or prevention coalitions.

Use news reports as discussion openers. If you see a news story about an alcohol-related car accident, talk to your teen about all the victims that an accident leaves in its wake. If the story is about drugs in your community, talk about the ways your community has changed as drug use has grown.

Compliment your teen for all the things he/she does well and for the positive choices he/she makes. Let him know that he is seen and appreciated. And let him know how you appreciate what a good role model he is for his younger siblings and other kids in the community.

Teens still care what their parents think. Let him/her know how deeply disappointed you would be if he/she started using drugs.



As a parent, the things you say and do have a tremendous influence on the decisions your child makes - especially when it comes to using drugs or alcohol. Research shows that kids who learn a lot about the risks of drugs from their parents are up to 50% less likely to use. By talking to your kids about drugs and alcohol, you can help them make better choices and live safer, healthier lives.

## Your Child: 7th-9th Grades

1. Make sure your teen knows your rules and the consequences for breaking those rules – and, most importantly, that you really will enforce those consequences if the rules are broken.
2. Let your teen in on all the things you find wonderful about him. Positive reinforcement can go a long way in preventing drug use among teens.
3. Show interest – and discuss – your child's daily ups and downs. You'll earn your child's trust, learn how to talk to each other, and won't take your child by surprise when you voice a strong point of view about drugs.
4. Tell your teen about the negative effect alcohol, tobacco, and other drugs have on physical appearance. Teens are extremely concerned with their physical appearance. Tell them about a time you saw a friend or acquaintance get sick from alcohol – reinforce how completely disgusting it was.
5. Don't just leave your child's anti-drug education up to her school.

*Parents should absolutely snoop on their kids.  
There is absolutely no reason not to. Do not lie about it!  
Let your kids know you're doing it.  
Hey, if they have nothing to hide, what's the big deal?  
Why are they even concerned about it?  
If they've got something to hide, you need  
to know about it. You're talking about their  
health and well-being here.  
You are responsible for that.  
You need to go to any lengths for it.*

—Dr. Drew Pinsky, addiction medicine specialist  
and father of 3



## Prescription Drugs

Every day, 2,500 teenagers use a prescription drug to get high for the first time. They're accessing these drugs in the comfort of home; it can be as easy as opening a cupboard, drawer, or medicine cabinet. The good news - there are steps you can take to help protect your kids from prescription drug abuse:

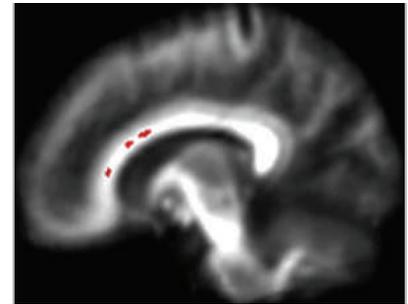
1. monitor
2. secure
3. dispose

## What happens after high school?

A national survey of nearly 94,000 students from 197 colleges and universities conducted over three years found in the third year that students with an A average consume a little more than 4 drinks per week, B students have 6 drinks per week, C students average almost 8 drinks per week, and students with Ds or Fs consume almost 10 drinks per week.

Other studies also found a direct relationship between drinking on campus and poor academic performance. In addition to well documented consequences such as poor performance on assignments and missed classes, studies suggest that college drinking is a major factor in student dropout rates.

[http://edc.higheredcenter.org/pubs/factsheets/fact\\_sheet2.pdf](http://edc.higheredcenter.org/pubs/factsheets/fact_sheet2.pdf)



### Affects of alcohol use to the developing brain

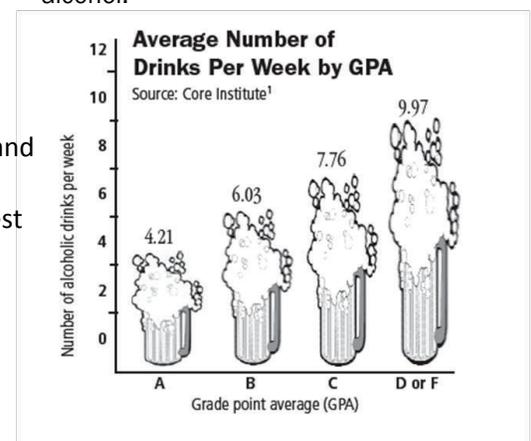
For teenagers, the effects of a drunken night out may linger long after the hangover wears off.

A recent study led by neuroscientist Susan Tapert of the University of California, San Diego compared the brain scans of teens who drink heavily with the scans of teens who don't.

Tapert's team found damaged nerve tissue in the brains of the teens who drank. The researchers believe this damage negatively affects attention span in boys, and girls' ability to comprehend and interpret visual information.

"First of all, the adolescent brain is still undergoing several maturational processes that render it more vulnerable to some of the effects of substances," Tapert says.

In other words, key areas of the brain are still under construction during the adolescent years, and are more sensitive to the toxic effects of drugs and alcohol.



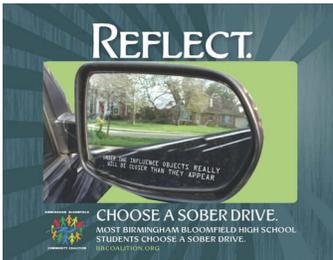
# Birmingham-Bloomfield Community Coalition Community Trends in Drug and Alcohol Use

## Alcohol and Marijuana Use While Driving

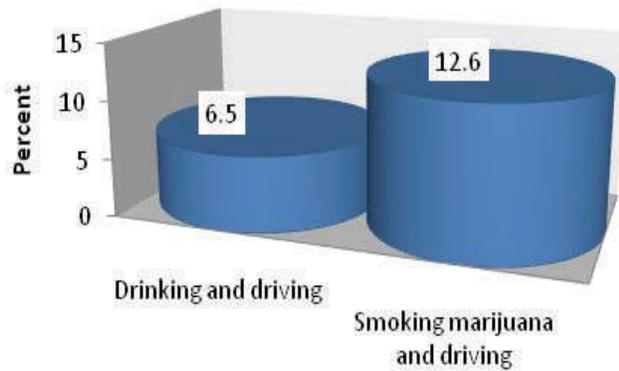
Drinking and driving and smoking marijuana while driving are high risk behaviors.

6.5% of the 9th-12th grade Birmingham Bloomfield teens reported drinking and driving in the past 30 days prior to survey administration.

12.6 % of the 9th-12th grade Birmingham Bloomfield teens reported smoking marijuana and driving in the past 30 days prior to survey administration.



Past 30 Days  
Drinking alcohol and smoking marijuana while driving



9th-12th grade Birmingham Bloomfield Students

## The University of Michigan Report Regarding Teen Prescription Drug Use

The University of Michigan first measured National OxyContin use in 2002. The 2008 data for all three grades are not much different from what they were in 2002, standing at 2.1 percent, 3.6 percent, and 4.7 percent in grades 8, 10, and 12, respectively.

The University of Michigan also reports that Vicodin was measured for the first time in 2002. Annual prevalence rates are very close to their recent peak levels: 2.9 percent, 6.7 percent, and 9.7 percent in 8th, 10th, and 12th grades, respectively, in 2008.

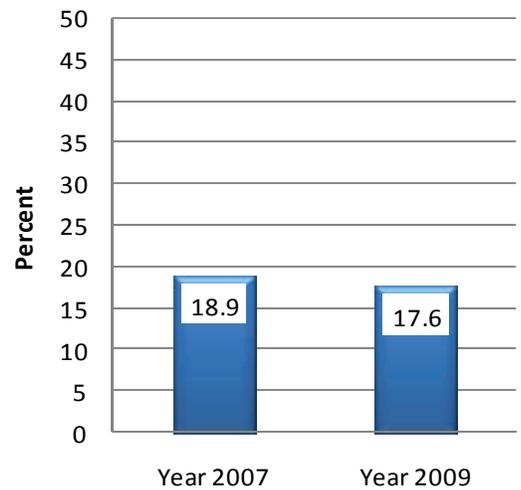
The Birmingham Bloomfield survey is not directly comparable to the University of Michigan report regarding OxyContin and Vicodin because our survey has two questions that request that the student report how often they use prescription pain relievers without a doctors order in the past 30 days and in their lifetime. The Birmingham Bloomfield lifetime pain reliever question and 2009 data is as follows: **On how many occasions (if any) have you: Used prescription pain relievers, such as Vicodin, Oxycontin, or Tylox without a doctor's order in your lifetime?**

**8th grade 2.9% 10th grade 7% 12th grade 13.9%**

### Birmingham Bloomfield 9th-12th Grade 30 Day and Lifetime Use

	Past 30 day use	Lifetime use
Tranquilizers (Valium)	3.20%	5.70%
Stimulants (Ritalin)	5.20%	10%
Inhalants (glue)	2.90%	10%
Marijuana	16.50%	26.50%
Alcohol	33%	56.40%

## Binge Drinking



Binge Drinking is defined as having 5 or more drinks in a row. Binge Drinking among Birmingham Bloomfield high school students has decreased from 2007 to 2009.

