



Red Ribbon Week Program

Why do this program: The Red Ribbon Campaign, hosted in part by the Drug Enforcement Administration and the Substance Abuse Mental Health Services Administration, is a national effort to promote healthy and drug free lifestyles. This year, Red Ribbon Week will be held October 23-31, 2018. This Program in a Box gives your campus the tools to run an educational bulletin board, tabling event, goal setting activity or social media campaign. This program focuses on alcohol, cannabis and e-cigarettes/vapes prevention, as well as prescription drug misuse.

Objectives:

1. Students will be able to understand the health effects and methods of use of marijuana.
2. Students will be able to understand the definition and health effects of prescription drug misuse.
3. Students will be able to understand the health effects of and management strategies of high risk drinking.
4. Students will be able to understand the health effects of e-cigarettes.

Note for the coordinator/programmer: Please note that these resources are meant to be a starting point. We encourage you to customize your program, and add community or campus resources. Feel free to recreate our handouts, or make your own. If you have the funding, add more things to entice students to participate, like candy, giveaways, or swag items! Partner with other stakeholders and get their buy in. If your school puts on a Substance Abuse Awareness Week, work with them to cross promote and program (for example, have students make a pledge about reducing their substance use). Maybe the counseling center wants to help with the tabling, or campus security will co-sponsor the event? We hope these resources help, but it is only just the start.

Supplies included in box:

1. Infographic posters
 - a. Binge Drinking Infographic
 - b. Marijuana Infographic
 - c. Rx Misuse Infographic
 - d. How to Help a Friend Infographic
2. Handouts
 - a. Marijuana Handout (25)

- b. Rx Misuse Handout (25)
 - c. JUUL/e-cigarette/vape Handout (25)
 - d. BAC cards (25)
- 3. Red Ribbon Goal Sheets (25)
- 4. Jenga Questions
 - a. This list of 18 questions can be used with a numbered Jenga set.
 - i. Note- there are 54 pieces in a Jenga game, which divides evenly into 3 sets of 1-18.
- 5. Table cloth - A plastic table cloth is included, but a table cloth from your specific organization may be used instead.
 - a. This can also be used as the backdrop for a bulletin board.
- 6. Envelope for Handouts (3)
 - a. This can be put on a bulletin board to fit the handouts listed above.

Supplies not included in box:

1. Social norming posters – please download the posters in *CADE Collaborate* under the Program in a Box session, Red Ribbon Week PIB folder

Note about Red Ribbon Week: Red Ribbon Week is hosted nationwide in colleges, secondary, and elementary schools. You can find more info here, redribbon.org. The official theme of the week is “Life is your journey, travel drug free”. Here is the history of Red Ribbon Week:

National Family Partnership, formerly the National Federation of Parents for Drug Free Youth, was established as a grassroots, nonprofit organization in 1980 by a handful of concerned and determined parents who were convinced they should begin to play a leadership role in drug prevention. Nancy Reagan was an Honorary Chair of NFP. Since its founding thirty years ago, NFP has devoted its efforts to the well-being of youth. Today, NFP is a national leader in drug prevention education & advocacy. Our mission is to lead and support our nation’s families and communities in nurturing the full potential of healthy, drug free youth.

Some other ideas suggested by the National Family Partnership are hosting a wear red day, bringing in a speaker, wearing red ribbons, having a stall story or doing a pledge campaign. Because this overlaps with Halloween week (a high risk drinking time for many campuses), it may be helpful to do alternative programming such as bingo, cooking classes, or breakfast for dinner. Look for other departments you can partner with, such as residence life, Greek life, or athletics.

Red Ribbon Week PSA Contest: SAMHSA is sponsoring a Red Ribbon Week Campus PSA contest. You can enter until **November 9th**. The winning campus will receive \$3,000 for drug abuse prevention efforts and a trip for two to the NASPA Strategies Conference. There is a flyer included in the box and more information can be found at campusdrugprevention.gov/psacontest.

TABLING PROGRAM STEPS

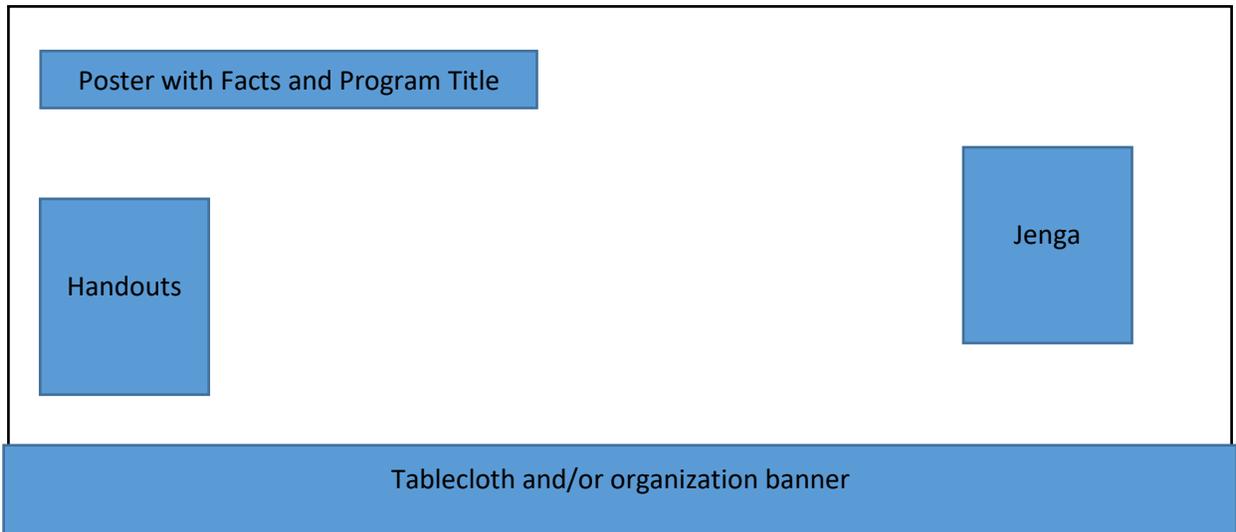
Pre-Program

1. Educate the individuals running the tabling event about substance use.
 - a. The infographic posters included in the box have information geared towards students.
 - b. If you are seeking more information, the resources cited can provide education on specific topics.
 2. Create any additional information that you want to distribute at the event.
 - a. If you want to create your own marijuana info handouts, include information on how both your school and community manage alcohol use.
 3. Procure a time and place for you event.
 - a. The Red Ribbon Week campaign is in October from the 23rd to the 31st. Since the 31st is Halloween you may want to do programming around this as well.
 - b. If you are doing this program outdoors, be sure to reserve an indoor space in case of inclement weather.
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During your program

1. Lay down your table cloth, and put up the infographic/your promotional signage, as shown in the diagram. If you are using the Jenga set, it should be on one side of the table or at a different table to make it easy to clean up and for students to access.
2. When you are trying to engage students you may try asking them, "Would you like to win a prize?" or "Would you like to play Jenga?" This catches the attention of many.
3. Have students pick a Jenga piece and ask the question associated with the number on the Jenga block they pick. After they answer give them the answer that is provided with the question.
4. After a student has taken and answered a Jenga block question associated with the number on their piece, ask them if they have any questions about marijuana (general info, use on and off campus, health effects). Use an open approach, and only give true and non-biased information.
5. Thank the student for coming, and let them know that they can contact you if they have any further questions.
6. You can also encourage students to set goals about decreasing or refraining from substance use with the goal sheet provided.
 - a. If you have a place to easily display them it will be a good visual to get the campus engaged.
7. Take pictures!
 - a. If you institution requires a photo release make sure this is taken care of.
8. Gather any evaluation data that you are interested in. Examples are included.

Sample table layout



Half sheet or quarter sheet informational handouts, can also be used as an additional resource that is on the table

Evaluation ideas

Tally sheet to measure if your table caught the attention of your student population

Total number of students passing by table	Number of students that stopped at table

Measuring the demographics of table participants (by grade level; can be adapted to look at race/ethnicity, housing status, etc.)

Year in school	
1 st (Freshman)	
2 nd (Sophomore)	
3 rd (Junior)	
4 th (Senior)	
5 th (Second year senior)	
Other (non-degree seeking)	
Unknown	

After your program

Compile your evaluation data. What went well? What didn't?

What comes next?

- *Complete the CADE Program in a Box Evaluation.* The evaluation can be found in the monthly CADE newsletters.
- What patterns and trends did you notice? Was there something specific that students mentioned that they were confused about?
 - Utilize this information to make a poster campaign, bulletin board, advertisement for campus televisions, etc. highlighting the information that were less clear to students that were engaged during the program
 - i. i.e. "Did you know? 61.9% of college students in Colorado haven't used marijuana in the last 30 days, don't consume just because "everyone is doing it" (2017 ACHA-NCHA CADE reference group)
- Use this information to target a certain demographic.
 - i.e. Freshman students are unaware that marijuana can't be used in the residence hall. Therefore we will work with RAs and Hall Directors to deliver programming and information in the residence halls.

SOCIAL MEDIA CAMPAIGN STEPS

1. Download the RRW Social Media Campaign Posters in *CADE Collaborate* (see login instructions on Page 8). These can be found under the Program in a Box session, Red Ribbon Week PIB folder.
2. Decide which social media platforms (Facebook, Instagram, etc.) you are going to use for this campaign.
 - a. If you plan to use Instagram, make sure to send the posters to your phone/email and save the posters to your “photos.”
3. There are 7 posters total, so decide which poster you are going to post for each day of the week. Screenshots of the posters are below:





4. Plan and create captions for each post. Make sure to use the hashtags, #RedRibbonWeek and #DrugFree, and your campus/campus group hashtag.
 - a. Example captions are:
 - i. Perceptions influence behavior. Don't use marijuana just because "everyone" is doing it!
 - ii. The majority of college students in Colorado use a designated driver when they party or socialize. Party smart this weekend and check out our [name of Rideshare program]!
 - iii. Not all college students drink alcohol! It's up to you to decide whether or not to imbibe.
 - iv. Interested in learning more about Red Ribbon Week, check out our tabling event today at [enter time and campus location]!
5. Submit the post!

Tip: If you do not want to post each day, use a social media management website, such as Hootsuite, Buffer, and TweetDeck, to schedule your social media posts.



CADE Collaborate Log In Instructions

NASPA's Online Learning Community:

Instructions on how to create a profile for CADE Collaborate:

New Users:

Are you a new user to CADE Collaborate? Go to <https://bit.ly/2Bcn36w> to get registered to access the material in the NASPA Online Learning Community. Once you've done so, follow the instructions under Returning Users to access the CADE Collaborate materials.

Note: A NASPA membership is not required to access the resources, however a free NASPA user profile is.

Returning Users:

Have you previously created a login for CADE Collaborate?

- Go to <https://olc.naspa.org>
- Log in with your NASPA username and password
- Click on "Continue" (If you are not automatically directed to the courses in which you are enrolled, you may select "Enrolled" from the top middle menu on your screen to find the link the CADE Collaborate)

Please email cade@naspa.org with any questions.



Red Ribbon Week Jenga Trivia Questions and Answers

The CADE has cultivated the following set of questions to be an engagement tool for a tabling event. A Jenga set has 54 pieces, so numbers 1-18 can be written on blocks and each number will appear 3 times. The questions can also be used in other ways at tabling events, which are a great way to interact with students! This list has 18 questions about alcohol, cannabis, and other drugs, as well as relevant additional information for follow up conversation with students. Feel free to update questions to be specific to your campus or community. After a student has taken and answered a Jenga block question associated with the number on their piece, ask them if they have any questions about alcohol and other drugs (general info, health effects). We encourage you to approach questions with an open approach, and provide only non-biased and factual information (rather than opinion).

1. TRUE/FALSE: In Colorado, it is legal to consume marijuana in public places.
 - **Answer:** False
 - *Additional Information:*
 - i. It is illegal to consume cannabis on any federal lands, including national parks and national forests, and public spaces, such as parks and recreational areas.
 - ii. Landlords can dictate if cannabis may be consumed or grown on their property.
 - iii. Use and possession is prohibited on campus even for students 21 or older or those with a medical recommendation.

2. TRUE/FALSE: If you drive high you can get a DUI¹
 - **Answer:** True
 - *Additional Information:*
 - i. It is illegal to drive under the influence of cannabis. Five or more nanograms of THC in your system qualifies for a DUI.
 - ii. If you are smoking, wait at least 6 hours before driving. If ingesting, wait at least 8 hours.

3. Students at Colorado colleges believe that 94.8% of their peers have used marijuana in the last 30 days. What is the actual percentage of use?
- **Answer:** 38.8% of students at Colorado colleges have used in the last 30 days. (2017 NCHA CADE REFERENCE GROUP)
 - *Additional Information:*
 - i. Social norming data indicates that college students frequently over estimate consumption of their peers.
4. Rank the potency of THC from highest to lowest in these methods of use: edibles, smoking, dabbing, and vaping.
- **Answer:** Dabbing, vaping, edibles, smoking (on average).
 - *Additional Information:*
 - i. Smoking
 1. Method: joints, pipes, blunts, water pipes, bongs.
 2. Time to take effect: Within minutes. Effects can last up to 6 hours.
 3. Potency: Can vary from 1-20% THC, made from buds and leaves.¹
 4. Impact on Body: Inhalation of smoke that has same cancer causing chemicals as tobacco smoke.
 - ii. Edibles
 1. Method: marijuana-infused edibles and drinks
 2. Time to take effect: 90 minutes to 4 hours. Effects can last up to 8 hours.
 3. Potency: A single serving contains 10 mg of THC, but the potency can vary so check the packaging.
 4. Impact on Body: Cannabis is absorbed through the bloodstream, so it can be difficult to predict the full effect.
 - iii. Vaping
 1. Method: e-cigarettes, vape pens, vaporizers.
 2. Time to take effect: Within minutes. Effects vary by THC level, but can last up to 8 hours.
 3. Potency: Varies by extract and type of pen. Hash oil extracts range from 50-80% THC.
 4. Impact on Body: There are a wide array of products considered vapes. Many vape pens have poor temperature control and can heat cannabis to the point of combustion and the user is inhaling smoke.
 - iv. Dabbing
 1. Method: heat marijuana concentrates and inhale the vapor.
 2. Time to take effect: Seconds to minutes. Effects can be very extreme due to the potency.
 3. Potency: Varies based on hash oil but can be 60-80% THC.
 4. Impact on Body: Vaporization through dabbing delivers a very high dose of THC in a short period of time. The safety of dabbing is still being researched.

5. Name at least 3 ways marijuana impacts your body.

- **Answer:** For those that choose to smoke or dab, consuming marijuana impacts the respiratory system and produces secondhand smoke. For those that choose to consume through any method, frequent cannabis consumption can impact mental health and appetite. While commonly labeled “non addictive”, marijuana can have larger considerations regarding psychosocial and addictive concerns.
- *Additional Information:*
 - i. Respiratory
 1. Marijuana smoke irritates the lungs. Daily or near-daily use may lead to a daily cough, bronchitis, mucus and wheezing. Marijuana smoke contains the same cancer-causing chemicals as tobacco smoke.
 - ii. Secondhand smoke
 1. Secondhand smoke from marijuana has many of the cancer-causing chemicals as tobacco smoke. You shouldn't smoke around children, pregnant women, or anyone who doesn't want to be exposed to secondhand smoke.
 - iii. Mental health
 1. Marijuana use is likely to increase the risk of developing schizophrenia and other psychoses; the higher the use, the greater the risk.
 - iv. Appetite
 1. Consuming marijuana alters the brain and therefore makes food more palatable and pleasurable .
 - v. Psychosocial
 1. Daily or near-daily use of marijuana can damage your memory. Marijuana, especially in high doses, can cause temporary psychosis (not knowing what is real, hallucinations and paranoia) while you are high .
 - vi. Addiction
 1. Marijuana is addictive. It's harder to stop using marijuana if you start at a young age. Youth who start using marijuana, alcohol or other drugs — even occasionally — may be more likely to continue using later in life.
 2. Cannabis Use Disorder
 - a. Some symptoms of cannabis use disorder include:
 - i. disruptions in functioning due to cannabis use.
 - ii. the development of tolerance.
 - iii. cravings for cannabis.
 - iv. Development of withdrawal symptoms, such as the inability to sleep, restlessness, nervousness, anger, or depression within a week of ceasing heavy use.

6. TRUE/FALSE Consuming alcohol and marijuana or other drugs at the same time (cross fading) results in greater impairment?

- **Answer:** True

Using alcohol and marijuana or other drugs at the same time is likely to result in greater impairment than when using either one alone. Use both with caution, and remember, it's not a good idea to combine them. Ask your doctor if marijuana could interfere with your prescribed medication.

- *Additional Information:*

- i. How to help someone who has had too much:

1. Call 911 immediately.
2. Always keep someone with them.
3. Keep them awake.
4. Do not force them to eat or drink.

- ii. Signs someone has consumed too much:

1. Confusion
2. Delusions or hallucinations
3. Increase heart rate
4. Low body temperature
5. Lack of consciousness
6. Seizures
7. Vomiting
8. Slow breathing

7. What is the definition of binge drinking?

- **Answer:** 5 or more drinks for biological males, or 4 or more drinks for biological females, usually within 2 hours or less. (niaaa.nih.gov)

- *Additional Information:*

- i. Binge drinking can lead to alcohol poisoning. The signs of alcohol poisoning are:

1. Confusion
2. Vomiting
3. Slow breathing
4. Low body temperature
5. Lack of consciousness
6. Seizures

- ii. If you think someone has alcohol poisoning, help them by:

1. Calling 911.
2. Keeping someone with them.
3. Keep them sitting up.
4. Keep them awake.
5. Do not force them to eat or drink.
6. Keep them warm if they are cold.

8. What percentage of students on our campus report binge drinking within the last thirty days?
- **Answer:** This answer will vary based on your campus' individual responses.
 - **Alternate question** (if your school does not participate in the NCHA, or does not have this data for the campus): What percentage of students in Colorado report binge drinking within the last thirty days?
 - **Answer:** Of students who choose to drink, 42.3% reported binge drinking. However 23.2% of students reported not drinking alcohol at all in the past 30 days.
 - **Additional Information:**
 - i. 23.2% of college students in Colorado report not drinking in the past month. (CADE Reference Data Set, NCHA Reference Data – Spring 2017)
 - ii. 57.7% of college students in Colorado, who choose to drink, report not binge drinking in the last month (Which means 42.3% reported binge drinking). (CADE Reference Data Set, NCHA Reference Data – Spring 2017)
9. Name one symptom of alcohol poisoning
- **Answer:** Answers may include: confusion, vomiting, seizures, slow or irregular breathing, blue or pale skin, low body temperature, or passing out.
 - **Additional Information:**
 - i. If you think someone has alcohol poisoning call 911 and always keep someone with them.
 1. Also keep them sitting up or lying in the recovery position.
 2. Keep them awake.
 3. Do not force them to eat or drink.
10. Name one way to reduce the risk of harms associated with high risk alcohol consumption if you choose to drink.
- **Answer:** Answers may include: not drinking to excess or avoiding drinking games, eating before or while drinking, alternating between alcoholic and non-alcoholic drinks, or abstaining from drinking altogether.
 - **Additional Information:**
 - ii. 1 out of 5 college students in Colorado choose not to drink alcohol. (2017 ACHA-NCHA CADE reference group)
 - iii. 23.2% of college students in Colorado haven't consumed alcohol in the last 30 days, don't drink just because "everyone is doing it". (2017 ACHA-NCHA CADE reference group)
 - iv. 86.5% of college students in Colorado use a designated driver when they party or socialize, party smarter! (2017 ACHA-NCHA CADE reference group)
 - v. At parties, 64% of college students in Colorado keep track of how many alcoholic drinks they have consumed, know your limit! (2017 ACHA-NCHA CADE reference group)

- i. 86.4% of college students in Colorado stay with the same group of friends the entire time they go out drinking, party smarter! (2017 ACHA-NCHA CADE reference group)
- ii. 54.7% of college students in Colorado consumed zero to four drinks the last time they partied, know your limit! (2017 ACHA-NCHA CADE reference group)
- iii. 26.2% of college students in Colorado reported driving after consuming any alcohol in the last 30 days, buzzed driving is drunk driving! (2017 ACHA-NCHA CADE reference group)

11. What should you do if you think someone has alcohol poisoning?

- **Answer:** Call 911 and always keep someone with them.
- *Additional Information:*
 - i. Also keep them sitting up or lying in the recovery position.
 - ii. Keep them awake.
 - iii. Do not force them to eat or drink.
 - iv. Keep them warm if they are cold.

12. What is the cost of an average DUI in Colorado?

- **Answer:** The average cost of a 1st time DUI in Colorado is \$13,530. (noduicolorado.org)
- *Additional Information:*
 - i. These costs include the fine, test charges, other surcharges, court costs, insurance increases, the cost of alternate transportation when license is revoked, mandatory classes, and potential ignition lock consequences.
 - ii. There may also be education classes or service to the community required after a DUI. Potential also for jail time.
 - iii. This cost is equivalent to 135 years of Netflix or 984 large pizzas.
 - iv. You can also relate it to the cost of credit hours on your campus, i.e. "It costs an average of \$13,530, which is equivalent to 6 credit hours here on campus".

13. What does prescription drug misuse mean?

- **Answer:** Taking a medication in a dose or manner than what is prescribed or Self-medicating using someone else's medication.
- *Additional Information:*
 - i. 7 in 10 college students say it is relatively easy to get access to prescription stimulants without a prescription, practice safe disposal and storage! (CPAMM Peer education toolkit, 2018)
 - ii. 87.6% of college students in Colorado reported not misusing stimulants in the last 12 months, join the crowd! (2017 ACHA-NCHA CADE reference group)

14. What percentage of college students in Colorado reported prescription drug misuse in the last 12 months?

- **Answer:** 18.5%, The majority of Colorado college students have not misused prescription drugs. (2017 NCHA CADE Reference Group. www.acha-ncha.org)

15. What are some side effects of stimulant, opioids, sedatives, or anti-depressants when misused (meaning in a way that was not prescribed or if they were not prescribed to the user)?

- **Answer:** Increases in blood pressure, increases in heart rate, seizures, difficulty breathing, organ damage, heart attack, addiction, stroke, or death.
- *Additional Information:*

16. Until what age is the brain still growing and developing?

- **Answer:** 25 years of age.
- *Additional Information:*
 - i. This means that consumption of marijuana and nicotine have greater effects on the brain until age 25.
 - ii. Using nicotine before age 25 can have lasting brain effects. Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.¹ These risks include:
 1. nicotine addiction
 2. mood disorders
 3. Permanent lowering of impulse control.
 - iii. Marijuana use is likely to increase the risk of developing schizophrenia and other psychoses; the higher the use the greater the risk.
 - iv. Marijuana and nicotine are addictive. It's harder to stop using them if you start at a young age. Youth who start using marijuana, nicotine, alcohol or other drugs — even occasionally — may be more likely to continue using later in life.

17. Do e-cigarettes help individuals quit smoking and tobacco use?

- **Answer:** Not necessarily. Most e-cigarette users also use another tobacco product, like cigarettes. And there is little evidence that shows that e-cigarettes help people quit tobacco consumption. (centeronaddiction.org/e-cigarettes)

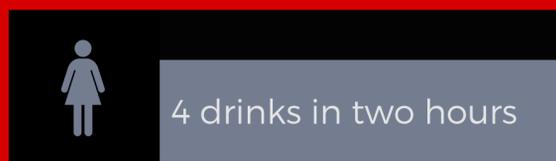
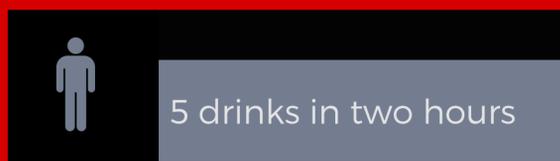
18. How many cigarettes worth of nicotine is in a JUUL pod?

- **Answer:** 20 (or more).(truthinitiative.org)
- *Additional Information:*
 - i. All e-cigarettes are very concentrated and can lead to ingesting large amounts of nicotine at a time.
 - ii. Many users are unaware that all JUULs (and vapes or e-cigarettes) contain nicotine.

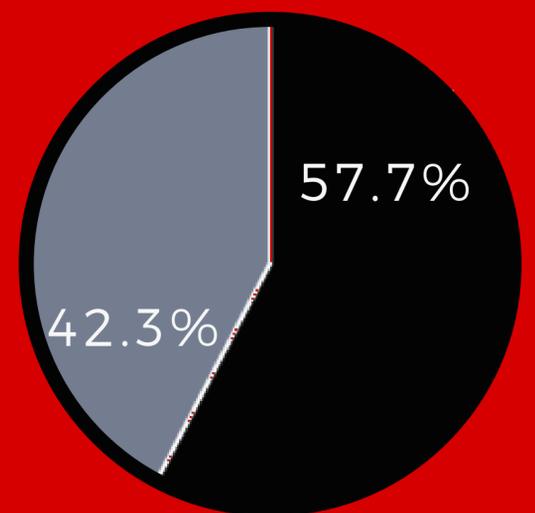
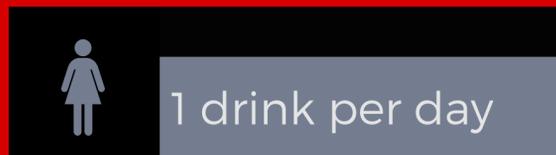
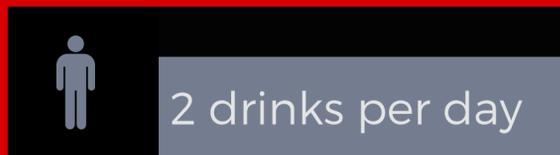
WHAT IS BINGE DRINKING?

BINGE DRINKING IS A PATTERN OF CONSUMING ALCOHOL THAT BRINGS A PERSON'S BLOOD ALCOHOL CONCENTRATION (BAC) TO 0.08% OR ABOVE. THIS TYPICALLY HAPPENS WHEN BIOLOGICAL MALES CONSUME 5 OR MORE DRINKS OR BIOLOGICAL FEMALES CONSUME 4 OR MORE DRINKS IN ABOUT 2 HOURS¹

BINGE DRINKING:



MODERATE DRINKING:



A STANDARD DRINK IS:



12 oz serving

5 oz serving

1.5 oz serving
In a shot or cocktail

5% Alcohol

12% Alcohol

40% Alcohol

57.7% OF COLLEGE STUDENTS IN COLORADO, WHO CHOOSE TO DRINK, REPORT **NOT BINGE DRINKING** IN THE LAST TWO WEEKS³

EACH BEVERAGE PORTRAYED HERE REPRESENTS ONE STANDARD DRINK OF "PURE" ALCOHOL, DEFINED IN THE UNITED STATES AS 0.6 FL OZ OR 14 GRAMS. THE PERCENT OF PURE ALCOHOL, EXPRESSED HERE AS ALCOHOL BY VOLUME (ALC/VOL), VARIES WITHIN AND ACROSS BEVERAGE TYPES. ALTHOUGH THE STANDARD DRINK AMOUNTS ARE HELPFUL FOR FOLLOWING HEALTH GUIDELINES, THEY MAY NOT REFLECT CUSTOMARY SERVING SIZES⁴

SOURCES:

- ¹ THE NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM
- ² CADE REFERENCE DATA SET, NCHA REFERENCE DATA - SPRING 2017
- ³ CADE REFERENCE DATA SET, NCHA REFERENCE DATA - SPRING 2017
- ⁴ NIAAA.NIH.GOV



Coalition of Colorado Campus Alcohol & Drug Educators

PRESCRIPTION DRUG MISUSE

PRESCRIPTION DRUG MISUSE IS DEFINED AS TAKING A MEDICATION IN A DOSE OR MANNER THAN WHAT IS PRESCRIBED OR SELF-MEDICATING USING SOMEONE ELSE'S MEDICATION

PRESCRIPTION DRUGS THAT ARE COMMONLY MISUSED AMONG COLLEGE STUDENTS:

Stimulants

PRESCRIBED TO TREAT ATTENTION-DEFICIT HYPERACTIVITY DISORDER (I.E. ADDERALL, RITALIN)

Opioids

PRESCRIBED TO TREAT PAIN (I.E. VICODIN, OXYCONTIN, CODEINE)

Sedatives

PRESCRIBED TO TREAT ANXIETY AND SLEEP DISORDERS (I.E. VALIUM, XANAX)

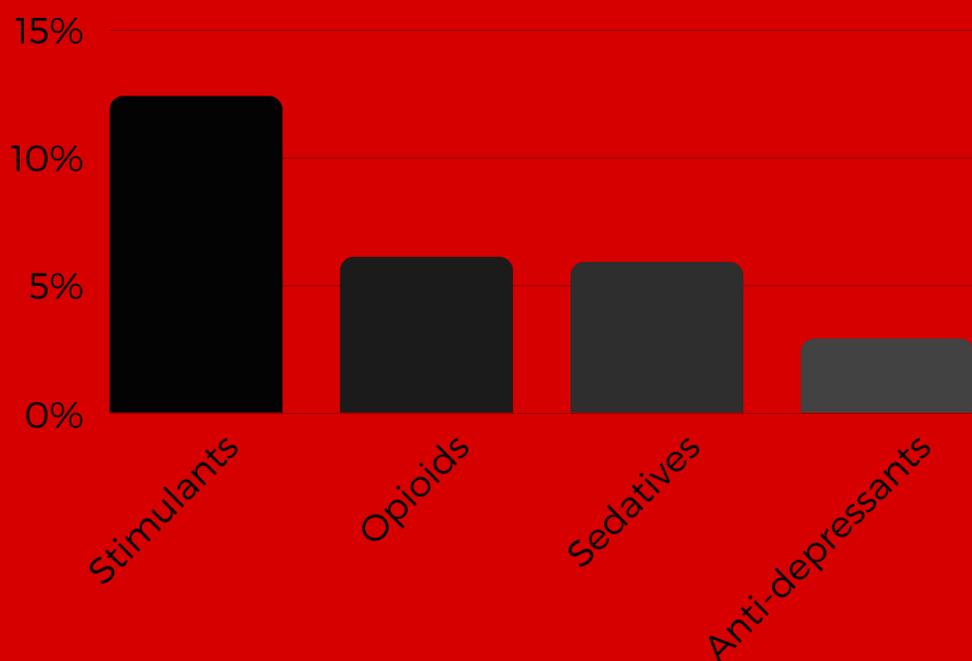
Anti-depressants

PRESCRIBED TO PREVENT OR TREAT DEPRESSION (I.E. CELEXA, LEXAPRO, PROZAC, ZOLOFT)

MISUSING PRESCRIPTION DRUGS CAN LEAD TO:

- Increases in blood pressure
- Increases in heart rate
- Seizures
- Difficulty breathing
- Organ damage
- Heart attack
- Addiction
- Stroke
- Death

REPORTED PRESCRIPTION DRUG MISUSE IN THE PAST 12 MONTHS BY COLORADO COLLEGE STUDENTS*



81.5% of college students in Colorado reported not misusing one or more medications within the last 12 months*

7 in 10 students say it is relatively easy to get access to prescription stimulants without a prescription*

75% of college students feel taking ADHD medication not prescribed to them is unethical*

53% of college students feel misusing ADHD medication is a form of cheating*

SOURCES:
 COLORADO DEPARTMENT OF PUBLIC HEALTH AND ENVIRONMENT. COLORADO MEDICATION TAKE BACK PROGRAM.
 *CPAMM. PILOT CAMPUS STIMULANT MEDICATION MISUSE PREVENTION PEER EDUCATION TOOLKIT.
 NATIONAL COUNCIL ON PATIENT INFORMATION AND EDUCATION. "GET THE FACTS" PRESCRIPTION DRUG ABUSE ON COLLEGE CAMPUSES.



MARIJUANA FYI

MARIJUANA IS A PSYCHOACTIVE DRUG DERIVED FROM THE CANNABIS PLANT THAT IS INTENDED FOR MEDICAL AND RECREATIONAL USE

METHODS OF CONSUMPTION:

Smoking

Edibles

Vaping

Dabbing

Method:

Joints, pipes, blunts, waterpipes, bongs

Time to take effect:

Within minutes. Effects can last up to 6 hours.

Potency:

Can vary from 1-20% THC, made from buds and leaves.¹

Impact on Body:

Inhalation of smoke that has same cancer-causing chemicals as tobacco smoke.³

Method:

Marijuana-infused edibles and drinks

Time to take effect:

90 minutes to 4 hours. Effects can last up to 8 hours.

Potency:

A single serving contains 10 mg of THC, but the potency can vary so check the packaging.

Impact on Body:

Cannabis is absorbed through the bloodstream, so it can be difficult to predict the full effect.

Method:

E-cigarettes, vape pens, and vaporizers

Time to take effect:

Within minutes. Effects vary by THC level, but can last up to 8 hours.

Potency:

Varies by extract & pen. Range from 50-80% THC.

Impact on Body:

Many vape pens have poor temperature control and can heat cannabis to the point of combustion and the user is inhaling smoke.

Method:

Heat marijuana concentrates & inhale the vapor

Time to take effect:

Seconds to minutes. Effects can be very extreme.

Potency:

Varies based on hash oil but can be 60-80% THC

Impact on Body:

Vaporization through dabbing delivers a very high dose of THC in a short period of time. The safety of dabbing is still being researched.

RULES & REGULATIONS

Use or possession of marijuana on campus is prohibited for students, including those who are 21 years or older or with a medication recommendation. Any federal or state drug conviction can disqualify a student from receiving financial aid.

DID YOU KNOW?

College students in Colorado think 94.8% of their peers have consumed marijuana in the last 30 days, when only 38.8% reported using marijuana in that time frame.² Don't consume marijuana just because "everyone is doing it".

Cross Fading

Consuming marijuana at the same time as other drugs (prescribed or not) is likely to result in greater impairment than when using either one alone. Ask your doctor if marijuana could interfere with your prescribed medication.

SOURCES:

1. GOOD TO KNOW COLORADO / RESPONSIBILITY GROWS HERE
2. SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION. MARIJUANA (CANNABIS).
3. 2017 NCHA CADE REFERENCE GROUP
4. SCIENCE DAILY. REFERENCE TERMS: PSYCHOACTIVE DRUGS.

HOW TO HELP A FRIEND

LEARN TO RECOGNIZE WHEN SOMEONE HAS HAD TOO MUCH AND MAY BE IN DANGER

SIGNS OF ALCOHOL POISONING

Confusion

Vomiting

Slow Breathing

Low Body Temperature

Seizures

Lack of Consciousness

SIGNS OF CONSUMING TOO MUCH MARIJUANA

Increase in heart rate

Dryness of the mouth

Feelings of paranoia or anxiety

Delusions or hallucinations

HOW TO HELP SOMEONE WHO HAS HAD TOO MUCH



IMMEDIATELY CALL 911



ALWAYS KEEP SOMEONE WITH THEM



KEEP THEM AWAKE



DO NOT FORCE THEM TO EAT OR DRINK

TIPS FOR REDUCING RISK IF YOU CHOOSE TO DRINK

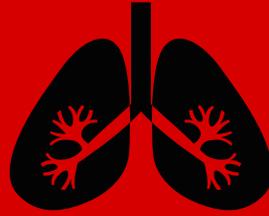
- Set a limit of drinks & count your drinks
- Alternate alcoholic & non-alcoholic beverages
- Eat something before drinking
- Don't mix alcohol with drugs (including caffeine)
- Avoid drinking games

OTHER OPTIONS

- Be the designated driver
- Don't drink

MARIJUANA IMPACTS ON THE BRAIN & BODY

RESPIRATORY



Marijuana smoke irritates the lungs. Daily or near-daily use may lead to a daily cough, bronchitis, mucus and wheezing. Marijuana smoke contains the same cancer-causing chemicals as tobacco smoke.

SECONDHAND SMOKE



Secondhand smoke from marijuana has many of the cancer-causing chemicals as tobacco smoke. You shouldn't smoke around children, pregnant women, or anyone who doesn't want to be exposed to secondhand smoke.

CROSS FADING



Using alcohol and marijuana at the same time is likely to result in greater impairment than when using either one alone. Use both with caution, and remember, it's not a good idea to combine them. Ask your doctor if marijuana could interfere with your prescribed medication.

MEMORY LOSS



Daily or near-daily use of marijuana can damage your memory. Marijuana, especially in high doses, can cause temporary psychosis (not knowing what is real, hallucinations and paranoia) while you are high.

MENTAL HEALTH



Frequent or daily use is likely to increase the risk of developing schizophrenia and other psychoses; the higher the use the greater the risk.

VAPING

Method: e-cigarettes, vape pens, and vaporizers

Time to take effect: Within minutes. Effects vary by THC level, but can last up to 8 hours.

Potency: Varies by extract and type of pen. Hash oil extracts range from 50-80% THC.

Impact on Body: There are a wide array of products considered vapes. Many vape pens have poor temperature control and can heat cannabis to the point of combustion and the user is inhaling smoke.

SMOKING

Method: joints, pipes, blunts, waterpipes, bongs

Time to take effect: Within minutes. Effects can last up to 6 hours.

Potency: Can vary from 1-20% THC, made from buds and leaves.

Impact on Body: Inhalation of smoke that has same cancer-causing chemicals as tobacco smoke.

METHODS OF USE

DID YOU KNOW?

College students in Colorado think 94.8% of their peers have consumed marijuana in the last 30 days, when only 38.8% reported using marijuana in that time frame.

Don't consume marijuana just because "everyone is doing it".

DABBING

Method: heat marijuana concentrates and inhale the vapor

Time to take effect: Seconds to minutes. Effects can be very extreme due to the potency.

Potency: Varies based on hash oil but can be 60-80% THC

Impact on Body: Vaporization through dabbing delivers a very high dose of THC in a short period of time. The safety of dabbing is still being researched.

EDIBLES

Method: marijuana-infused edibles and drinks

Time to take effect: 90 minutes to 4 hours. Effects can last up to 8 hours.

Potency: A single serving contains 10 mg of THC, but the potency can vary so check the packaging.

Impact on Body: Cannabis is absorbed through the bloodstream, so it can be difficult to predict the full effect.

SIGNS AND SYMPTOMS OF TOO MUCH

The symptoms of using too much marijuana are similar to the typical effects of using marijuana, but more severe. These symptoms may include: extreme confusion, anxiety, paranoia, panic, fast heart rate, delusions or hallucinations, increased blood pressure and severe nausea/vomiting.

IF SOMEONE IS HAVING TROUBLE BREATHING, HAS PALE SKIN, OR IS UNRESPONSIVE, CALL 911.

PRESCRIPTION DRUGS COMMONLY MISUSED BY COLLEGE STUDENTS

Prescription drug misuse is defined as taking a medication in a dose or manner than what is prescribed or self-medicating using someone else's medication.

STIMULANTS



Prescribed to treat attention-deficit hyperactivity disorder (i.e. Ritalin, Adderall)

OPIOIDS



Prescribed to treat pain (i.e. Vicodin, Oxycontin, Codeine)

SEDATIVES



Prescribed to treat anxiety and sleep disorders (i.e. Valium, Xanax)

ANTI-DEPRESSANTS



Prescribed to prevent or treat depression (i.e. Celexa, Lexapro, Prozac, Zoloft)

HEALTH EFFECTS OF RX MISUSE

- Increase in blood pressure
- Increase in heart rate
- Seizures
- Stroke
- Difficulty breathing
- Organ damage
- Drug addiction
- Death

WAYS TO PREVENT RX MISUSE



Dispose expired and unused prescription medications appropriately (i.e. Utilize the Colorado Medication Take Back Program)



Never use another person's prescription, never give your prescription medications to others, and store your prescriptions safely



Do not stop or change your dose regimen without discussing it with a doctor



PRESCRIPTION DRUG MISUSE

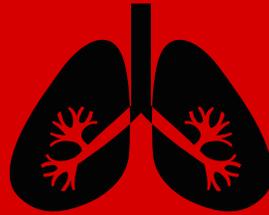
DID YOU KNOW?

The majority of college students (81.5%) in Colorado do not misuse or abuse prescription medication.

(2017 NCHA-ACHA CADE Reference Group)

#RedRibbonWeek
#DrugFree

RESPIRATORY



Besides nicotine, e-cigarettes can contain harmful and potentially harmful ingredients, including:

- ultrafine particles that can be inhaled deep into the lungs
- flavorants such as diacetyl, a chemical linked to serious lung disease
- volatile organic compounds
- heavy metals, such as nickel, tin, and lead¹

MENTAL HEALTH

Using nicotine **before age 25** can have lasting brain effects. These risks include

- nicotine addiction
- mood disorders
- permanent lowering of impulse control.

Nicotine also changes the way synapses are formed, which can harm the parts of the brain that control attention and learning.¹



One JUUL pod contains 20 cigarettes worth of nicotine.³ All e-cigarettes are very concentrated and can lead to ingesting large amounts of nicotine at a time.

JUUL, VAPE, AND E-CIGARETTE IMPACTS ON THE BRAIN & BODY

DID YOU KNOW?

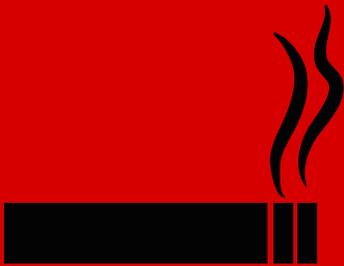
JUULs, Vapes, and E-Cigarettes may be marketed differently but **all contain nicotine.**



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ADDICTION

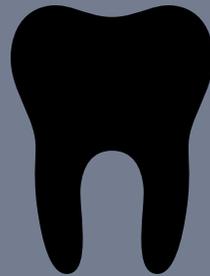
Using nicotine, regardless of how it is delivered, increases the risk of addiction. Nicotine addiction is notoriously difficult to reverse, and use of e-cigarettes frequently leads to use of other nicotine products, including smoked cigarettes, as well as alcohol and other drugs.²



There is little evidence that e-cigarettes reliably reduce cigarette smoking or lead to smoking cessation. In fact, the nicotine contained in e-cigarettes and other vaping products may actually perpetuate addiction, in some cases making it even harder to quit smoking.²

PERCEIVED HARM

Using smokeless tobacco is also associated with gum recession, dental staining, and dental abrasion.³



A recent national survey showed that more than 6 of 10 American teens believe that e-cigarettes cause little or only some harm as long as they are used sometimes but not every day. Nearly 20% of young adults believe e-cigarettes cause no harm, more than half believe that they are moderately harmful, and 26.8% believe they are very harmful.¹

**VAPING MIGHT
BE SAFER THAN
SMOKING BUT
DOESN'T MEAN
IT IS SAFE³**

**DID YOU KNOW?
78.6% of college students in
Colorado have never used
e-cigarettes.**

(2017 NCHA-ACHA CADE Reference Group)

¹ e-cigarettes.surgeongeneral.gov

² centeronaddiction.org/e-cigarettes

³ truthinitiative.org



APPROXIMATE **BAC** FOR BIOLOGICAL **MALES** AFTER **ONE HOUR** OF DRINKING

	WEIGHT IN POUNDS									
	100	120	140	160	180	200	220	240	260	280
# OF DRINKS										
1	.04	.03	.03	.02	.02	.02	.02	.02	.01	.01
2	.08	.06	.05	.05	.04	.04	.03	.03	.02	.02
3	.11	.09	.08	.07	.06	.06	.05	.05	.04	.04
4	.15	.12	.11	.09	.08	.08	.07	.06	.06	.05
5	.19	.16	.13	.12	.11	.09	.09	.08	.08	.07
6	.23	.19	.16	.14	.13	.11	.10	.09	.09	.09

SOURCE: NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



APPROXIMATE **BAC** FOR BIOLOGICAL **FEMALES** AFTER **ONE HOUR** OF DRINKING

	WEIGHT IN POUNDS								
	90	100	120	140	160	180	200	220	240
# OF DRINKS									
1	.05	.05	.04	.03	.03	.03	.02	.02	.02
2	.10	.09	.08	.07	.06	.05	.05	.04	.04
3	.15	.14	.11	.10	.09	.08	.07	.06	.06
4	.20	.18	.15	.13	.11	.10	.09	.08	.08
5	.25	.23	.19	.16	.14	.13	.11	.10	.09
6	.30	.27	.23	.19	.17	.15	.14	.12	.11

SOURCE: NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

What is Binge Drinking?

Binge Drinking is a pattern of consuming alcohol that brings a person's blood alcohol concentration (BAC) to **0.08 grams percent or above**. This typically happens when biological males consume **5 or more drinks** or biological females consume **4 or more drinks** in about 2 hours¹

¹ The National Institute on Alcohol Abuse and Alcoholism

Moderate Drinking

Females = 1 drink per day
Males = 2 drinks per day



Binge Drinking

Females = 4 drinks in 2 hours
Males = 5 drinks in 2 hours

23.2% OF COLLEGE STUDENTS IN COLORADO REPORT NOT CONSUMING ALCOHOL IN THE PAST MONTH²

² CADE Reference Data Set, NCHA Reference Data – Spring 2017

57.7% OF COLLEGE STUDENTS IN COLORADO, WHO CHOOSE TO DRINK, REPORT NOT BINGE DRINKING IN THE LAST TWO WEEKS³

³ CADE Reference Data Set, NCHA Reference Data – Spring 2017

A STANDARD DRINK IS:



12 OZ
SERVING OF A
REGULAR BEER
(5% alcohol)



5 OZ
GLASS OF WINE
(12% alcohol)



1.5 OZ
SERVING OF LIQUOR IN
A SHOT OR COCKTAIL
(40% alcohol)

Each beverage portrayed here represents one standard drink of "pure" alcohol, defined in the United States as 0.6 fl oz or 14 grams. The percent of pure alcohol, expressed here as alcohol by volume (alc/vol), varies within and across beverage types. Although the standard drink amounts are helpful for following health guidelines, they may not reflect customary serving sizes. If you are drinking out of a solo cup or other container, you may be consuming more than one standard drink⁴

⁴ niaaa.nih.gov

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ALCOHOL BASICS



Don't Drive Impaired:

26.2% OF COLORADO COLLEGE STUDENTS REPORTED DRIVING AFTER CONSUMING ANY ALCOHOL IN THE LAST 30 DAYS, COMPARED TO **19.0%** OF COLLEGE STUDENTS NATIONALLY²

² CADE Reference Data Set NCHA Reference Data – Spring 2017

DUI FYI: THE AVERAGE COST OF A 1ST TIME OFFENSE IN 2016 WAS **\$13,530**. THIS INCLUDES FINES, COURT COSTS, SANCTIONS, AND INSURANCE INCREASES. A DUI COULD END UP COSTING THE SAME AS 984 LARGE PIZZAS OR 135 YEARS OF NETFLIX³

³ <http://www.9news.com/article/news/crime/cost-of-getting-a-duit-in-colorado-increased/366589323/> <http://www.noduicolorado.org>



A DESIGNATED DRIVER, RIDE SERVICES SUCH AS LYFT AND UBER, OR PUBLIC TRANSIT ARE **SAFE OPTIONS TO GET HOME**. MANY AREAS HAVE OTHER SAFE RIDE OPTIONS

Strategies to **Reduce Risks** When Drinking:



avoid drinking games,



eat a meal before or during drinking,



keep track of how many drinks you are consuming,

alternate alcoholic and non alcoholic beverages,



don't mix alcohol with other substances

Signs of Alcohol Poisoning

Source: <https://pubs.niaaa.nih.gov/publications/AlcoholOverdoseFactsheet/Overdosefact.htm>

How to know when someone has had too much to drink and may be in danger

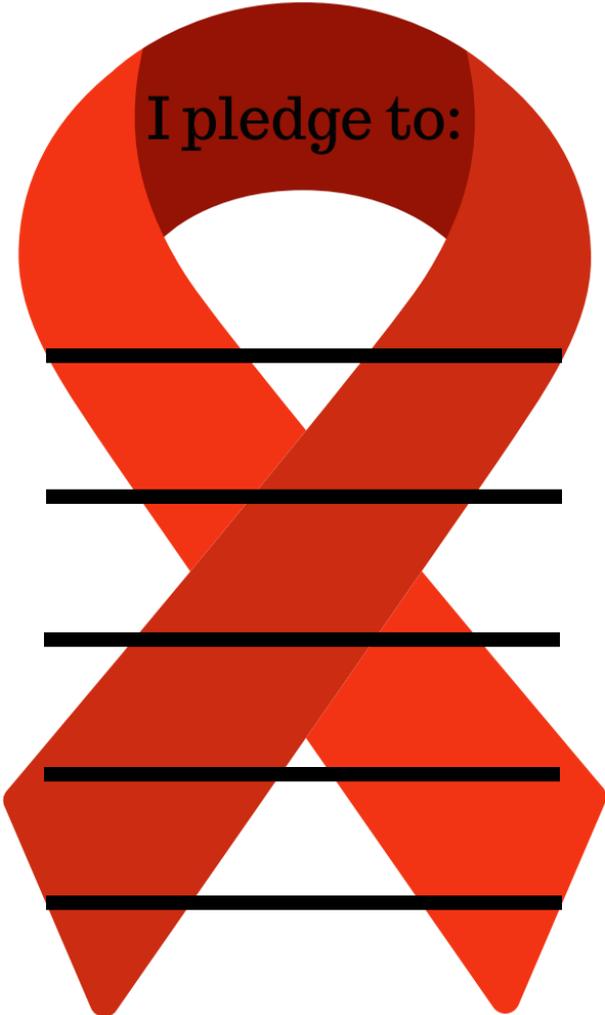
- Confusion
- Slow breathing
- Vomiting
- Lack of consciousness
- Low body temperature
- Seizures



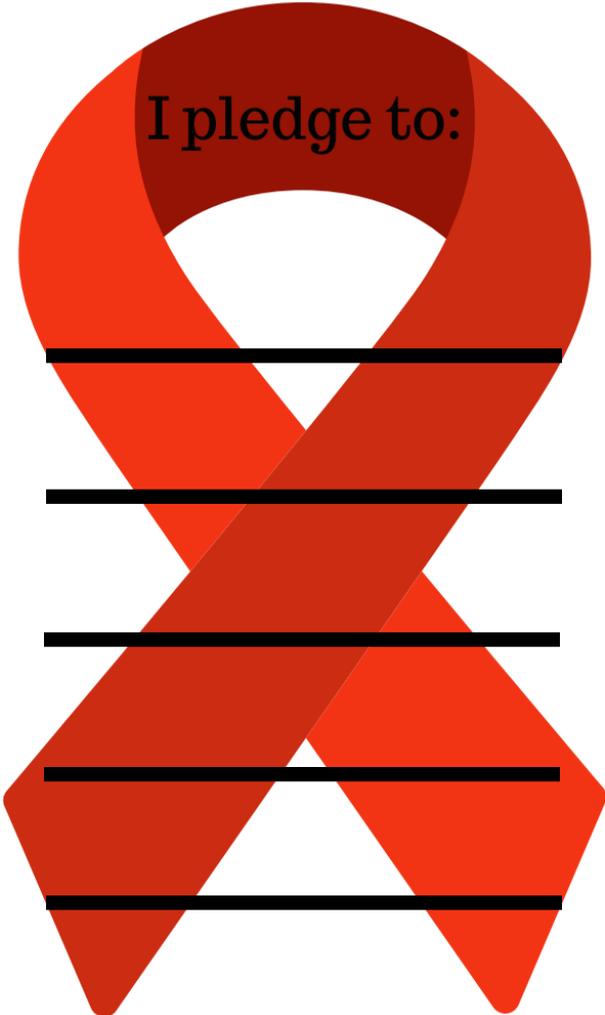
Did you know? Alcohol poisoning kills more than **2,200 people each year** in the United States¹

¹ cdc.gov

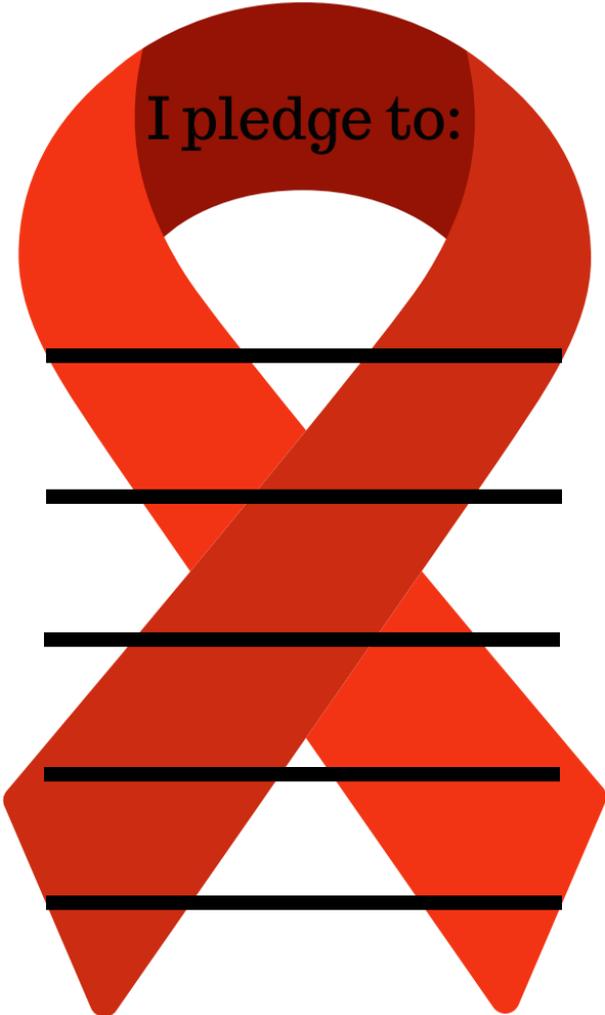
CALL 911 IF SOMEONE SHOWS SIGNS OF ALCOHOL POISONING



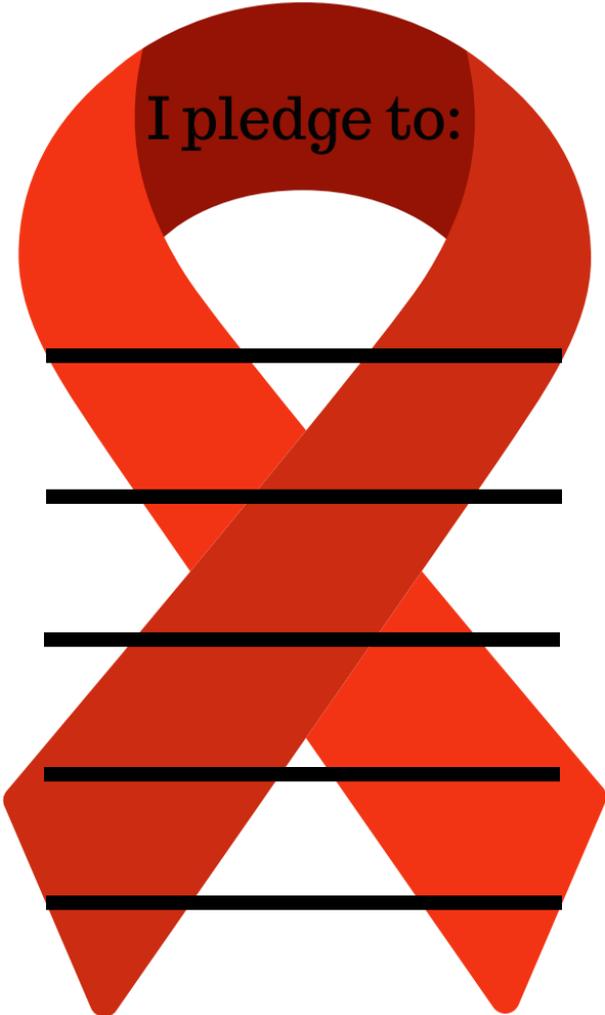
I pledge to:



I pledge to:



I pledge to:



I pledge to:



**1 OUT OF 5 COLLEGE STUDENTS
IN COLORADO CHOOSE NOT TO
DRINK ALCOHOL**

JOIN THE CROWD!

#REDRIBBONWEEK #DRUGFREE

(2017 ACHA-NCHA CADE REFERENCE GROUP)





**61.9% OF COLLEGE STUDENTS IN
COLORADO HAVEN'T USED
MARIJUANA IN THE LAST 30
DAYS**

**DON'T CONSUME JUST BECAUSE
"EVERYONE IS DOING IT"**

#REDRIBBONWEEK #DRUGFREE

(2017 ACHA-NCHA CADE REFERENCE GROUP)





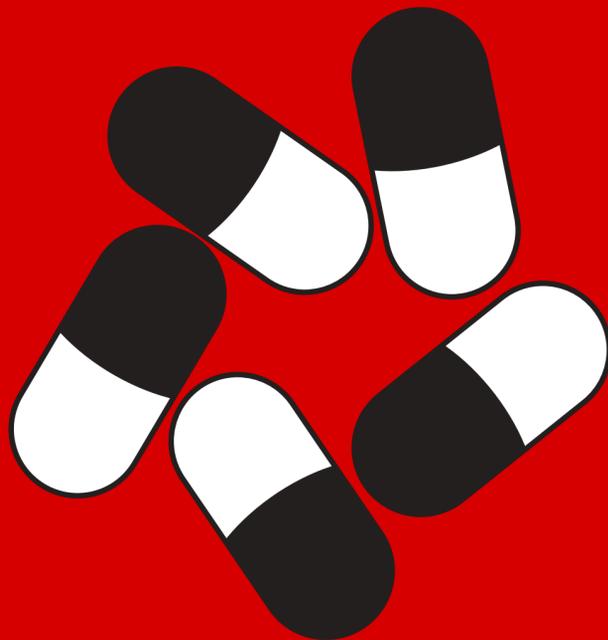
**7 IN 10 COLLEGE STUDENTS SAY
IT IS RELATIVELY EASY TO GET
ACCESS TO PRESCRIPTION
STIMULANTS WITHOUT A
PRESCRIPTION**

**PRACTICE SAFE DISPOSAL AND
STORAGE!**

#REDRIBBONWEEK #DRUGFREE

(2014 HARRIS POLL)





**87.6% OF COLLEGE STUDENTS IN
COLORADO REPORTED NOT
MISUSING STIMULANTS IN THE
LAST 12 MONTHS**

JOIN THE CROWD!

#REDRIBBONWEEK #DRUGFREE

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**86.5% OF COLLEGE STUDENTS IN
COLORADO USE A DESIGNATED
DRIVER WHEN THEY PARTY OR
SOCIALIZE**

PARTY SMARTER!

#REDRIBBONWEEK #DRUGFREE

(2017 ACHA-NCHA CADE REFERENCE GROUP)





**AT PARTIES, 64% OF COLLEGE
STUDENTS IN COLORADO KEEP
TRACK OF HOW MANY
ALCOHOLIC DRINKS THEY HAVE
CONSUMED**

KNOW YOUR LIMIT!

#REDRIBBONWEEK #DRUGFREE

(2017 ACHA-NCHA CADE REFERENCE GROUP)



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Colorado Campus
Alcohol & Drug Educators



**79.7% COLLEGE STUDENTS IN
COLORADO HAVE NEVER USED
E-CIGARETTES**

JOIN THE CROWD!

#REDRIBBONWEEK #DRUGFREE

(2017 ACHA-NCHA CADE REFERENCE GROUP)



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