Adolescent Treatment and Recovery, Part 1:
Framing the Conversation

Presented by:
Alexandra Plante, MA, EMT-B, and Pam Pietruszewski, MA

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Webinar Presenter:
Alexandra Plante, MA, EMT-B
Director of Communications – National Council for Mental Wellbeing

Webinar Presenter:
Pam Pietruszewski, MA
Framing the Conversation:
Preventing Youth Substance Use in the Wake of COVID-19

Today's Presenters

Alexandra Plante
Director, Communications
National Council for Mental Wellbeing

Pam Pietruszewski, MA
Senior Advisor, Practice Improvement & Consulting,
National Council for Mental Wellbeing

Learning Objectives

1. Recognize the important role that youth-serving providers play in substance use prevention education during COVID-19, and how risk and protective factors inform effective prevention conversations.

2. Identify key themes and topics critical to both general and substance-specific youth prevention messaging, including non-stigmatizing language.

3. Learn additional skills to build trust and rapport with the youth they serve, and strategies for framing prevention conversations in a way that resonates and is most likely to motivate youth to abstain from alcohol and other drugs.
Pulled these from the proposal in the Idrive. Is learn an ok action word?
Amanda Stark, 2022-05-05T19:24:01.876

A slide should probably be added about language for LO #2.
@pam and @alexandra
Project Overview

Providers serving youth ages 12-18

Focus on cannabis, alcohol and prescription opioids

Effects of the pandemic & message testing through needs assessments, focus groups, youth ambassadors, expert advisors

Online Need Assessments

First assessment conducted in January 2021
- Youth ages 13-18 (n=600)
- Youth-serving providers (n=761)
- Assess impact of COVID on youth state of mind, knowledge and access to substance use prevention, messages, tools/resources

Second assessment conducted in May 2021
- Youth ages 13-18 (n=600)
- Test draft messages

Youth Demographics

Race/Ethnicity (more than one may apply)

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>49.5%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>23.5%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>17%</td>
</tr>
<tr>
<td>Asian American</td>
<td>8%</td>
</tr>
<tr>
<td>Native American/Asian Indian/Alaska Native</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Arab American</td>
<td>1%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>1%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>0.5%</td>
</tr>
</tbody>
</table>

Metro Area

<table>
<thead>
<tr>
<th>Area</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big city</td>
<td>43.5%</td>
</tr>
<tr>
<td>Smaller city</td>
<td>34.5%</td>
</tr>
<tr>
<td>Suburb</td>
<td>18.5%</td>
</tr>
<tr>
<td>Rural</td>
<td>12.5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

Gender Identity

<table>
<thead>
<tr>
<th>Identity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>45%</td>
</tr>
<tr>
<td>Gender non-conforming</td>
<td>3.5%</td>
</tr>
<tr>
<td>Transgender</td>
<td>1.5%</td>
</tr>
<tr>
<td>Other/self-describe</td>
<td>1%</td>
</tr>
</tbody>
</table>
Provider Demographics

<table>
<thead>
<tr>
<th>Organization Type (more than one may apply)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community behavioral health organization</td>
<td>44%</td>
</tr>
<tr>
<td>Youth-serving community-based organization</td>
<td>25%</td>
</tr>
<tr>
<td>Education-based organization</td>
<td>18%</td>
</tr>
<tr>
<td>Community coalition/network of youth-serving organizations</td>
<td>13%</td>
</tr>
<tr>
<td>Other health care-based organization</td>
<td>11%</td>
</tr>
<tr>
<td>State of local government agency serving youth</td>
<td>9%</td>
</tr>
<tr>
<td>Adolescent/pediatric health provider</td>
<td>7%</td>
</tr>
<tr>
<td>State or local health agency</td>
<td>6%</td>
</tr>
<tr>
<td>Juvenile legal-based organization</td>
<td>4%</td>
</tr>
<tr>
<td>Faith-based organization</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

We Asked — Youth Answered

<table>
<thead>
<tr>
<th>How do you feel most days?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stressed</td>
<td>44%</td>
</tr>
<tr>
<td>Okay</td>
<td>27%</td>
</tr>
<tr>
<td>Worried</td>
<td>27%</td>
</tr>
<tr>
<td>Lonely</td>
<td>25%</td>
</tr>
<tr>
<td>Worried/Anxious</td>
<td>25%</td>
</tr>
<tr>
<td>Stressed/Depressed</td>
<td>25%</td>
</tr>
<tr>
<td>Happy</td>
<td>25%</td>
</tr>
<tr>
<td>Depressed</td>
<td>24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What do you do to cope when feeling sad, worried or stressed these days?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music, art, sing, write</td>
</tr>
<tr>
<td>Talk with friends or family</td>
</tr>
<tr>
<td>Video games, TV, movies</td>
</tr>
</tbody>
</table>

Youth Perceptions of Harm & Access

<table>
<thead>
<tr>
<th>Substance</th>
<th>Very easy to get</th>
<th>Much easier to get during COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>Tobacco/nicotine</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Prescription drugs</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Other illicit drugs</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>68%</td>
<td>22%</td>
</tr>
<tr>
<td>Tobacco/nicotine</td>
<td>72%</td>
<td>17%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>53%</td>
<td>35%</td>
</tr>
<tr>
<td>Prescription drugs</td>
<td>69%</td>
<td>27%</td>
</tr>
<tr>
<td>Other illicit drugs</td>
<td>85%</td>
<td>7%</td>
</tr>
</tbody>
</table>
Adolescent Treatment and Recovery, Part 1:
Framing the Conversation

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If youth responds in a way that suggests the following are important to them… then frame the conversation in terms of:

- Their plans for the coming year, for entering high school, college or for the future, in general. **The future**
- Their physical or mental health. **Risk of addiction**
- Their relationships (e.g., parents/guardians, friends, teachers, coaches, mentors). **Relationships**
- Their activities in or out of school (e.g., sports, music, volunteering). **Activities**
- Being respected for their autonomy and being able to make their own choices. **Self-affirmation**

### Statements resonating most with youth:

**The future:** Don’t let drug and alcohol use change or control your plans for the future.

**Risk of addiction:** Drug and alcohol use change parts of your brain that impact how you think and act. The more you use them, the harder it can be to stop, even if you want to.

**Relationships:** There are people in your life who matter to you. *(For middle school)* And you try hard not to let them down. *(For high school)* And you try hard to make them proud.

**Activities:** Participating in sports, music, hobbies or other activities can help you build friendships, stay in shape, get into and receive scholarships for college and have fun.

**Self-affirmation:** You respect yourself and want to make decisions that are best for you. Trust yourself and your choice not to use drugs or alcohol.
Not only is purchasing drugs and alcohol illegal for people your age; it also takes money you could be saving or spending on other things you want, need or enjoy.

Marijuana use directly affects the brain, especially at your age when your brain is still developing. It can make it harder to pay attention, remember things and learn.

More than 30 people die from overdoses involving prescription pain medications every day.

Even people who are prescribed pain medications by a doctor can become addicted. Signs of addiction can include feeling nauseated when you stop taking the drug or needing to take more medication than before to feel better.

Alcohol can alter your mood, energy, memory and increase anxiety or depression.

Some statements considered most convincing by youth:
• Alcohol can alter your mood, energy, memory and increase anxiety or depression.

Actions identified by youth as those they would most likely take:
• Make your own personal commitment or pledge to avoid alcohol, tobacco/nicotine, marijuana and other drugs.
• Find someone you can talk to if you feel tempted or pressured to use alcohol, tobacco/nicotine, marijuana or other drugs.
• Explore new ways of dealing with stress like music, reading, art, getting outdoors, talking with friends you trust or just being by yourself.
• Educate yourself about alcohol, tobacco/nicotine, marijuana and other drugs by visiting a website or information on social media.
• Educate yourself about alcohol, tobacco/nicotine, marijuana and other drugs by visiting a website or information on social media.
• Talk to your friends and encourage them not to use alcohol, tobacco/nicotine, marijuana and other drugs.
Adolescent Treatment and Recovery, Part 1:
Framing the Conversation

- Create a safe space.
- Be authentic.
- Be transparent and trustworthy.
- Pay attention to body language.
- Approach the conversation informally.
- Do more listening than talking.
- Ask permission before sharing info.

Consider developmental factors that can contribute to youth awareness, maturation and experiences:

Check biases and create space for self-reflection:

- What have been key experiences that have shaped my identity?
- What is the level of cultural privilege associated with my identity?
- To what extent am I able to be objective, clear, concise and neutral?

Tips for Building Trust & Rapport with Youth

- Do not assume to understand the experiences and/or identities of people from different cultures and/or religions.

- Ask youth how they would like their sexual orientation, gender identity, cultural and/or religious background recognized and respected when receiving care.

- Ask youth to briefly explain their cultural and/or religious background, to include the meaning of traditions, some of the holidays and/or celebrations, and important people within the group.

- Ask youth about any doubts or concerns and try to uncover any misconceptions they may have about seeking services. If possible, politely and respectfully help resolve any doubts and correct any misconceptions.

- Be respectful of boundaries the youth may place on things they do not want to discuss based on their culture and/or religion.

- Ask youth about any doubts or concerns and try to uncover any misconceptions they may have about seeking services. If possible, politely and respectfully help resolve any doubts and correct any misconceptions.

- Be respectful of boundaries the youth may place on things they do not want to discuss based on their culture and/or religion.
Seek input from youth on what matters to them

- What matters most to you in your life and why?
- What do you look forward to most in the coming year (or after you graduate, or beyond) and why?
- When you're faced with making a tough choice or decision, what do you consider or think about most?

Share Your Why

https://www.thenationalcouncil.org/program/getting-candid/youth-focused-shareables/

Communication Pathway

Build rapport and establish trust.
Seek guidance and input from youth on what matters to them.
Choose the frame for communication based on insights from youth.
Select evidence to provide compelling reasons not to use drugs or alcohol.
Select one or more actions to suggest.
Adolescent Treatment and Recovery, Part 1: Framing the Conversation

Tips for Framing

• If more than one frame could resonate, weave them throughout the conversation, return to each periodically or find connections between them.

• If limited time to engage or for broader and less direct communication (e.g., social media, group setting), The Future and Risk of Addiction effectively tested most widely across the youth population.

• If generating a series of communications (e.g., multiple posts to build awareness and education) focus on one frame at a time, with each outlining the issue differently to target various audiences with different values (e.g., risk of addiction, self-affirmation).

Putting it All Together

Alexandra (age 14) is meeting with a counselor, Pam. Alexandra’s parents have been fighting a lot, and mom wants her to have someone to talk with.

Build rapport & establish trust.

Seek guidance & input from youth on what matters to them.

Choose the frame for communication based on insights from youth.

Select evidence to provide compelling reasons not to use drugs or alcohol.

Select one or more actions to suggest.

Message Guide & Toolkit

https://www.thenationalcouncil.org/getting-candid

• Equip youth-serving providers with substance use prevention messaging framework

• Share guidance on how to effectively deploy the messaging with middle and high school age youth

• Additional tools for:
  - Communication & Engagement
  - Youth-Focused Shares
  - Implementation
  - Resource Library

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Opportunities

1. Download the message guide and access the supplemental resources at https://www.thenationalcouncil.org/program/getting-candid/
2. Implement the message guide in your interactions with youth
3. Share the message guide within your networks of youth-serving providers
4. Interested in further training? Complete this workshop request form: https://www.surveymonkey.com/r/ttarequestform

Questions?

For more information or to inquiry about these resources, please email gettingcandid@thenationalcouncil.org
Part One: Substance Use Disorder (SUD) in Women with a Focus on Pregnant and Parenting Persons - Earn 1.5 CEs for $25

Part Two: Engaging Women of Color in Addiction Treatment - Earn 1.5 CEs for $25

Part Three: Adaptation and Addressing Tobacco Use with Telehealth for the Pregnant Population - Earn 1.5 CEs for $25

www.naadac.org/women-in-recovery-online-training-series

Women in Recovery Specialty Online Training Series

Upon completion of this six-part series, individuals may apply for the Women in Recovery Certificate. This certificate is free for NAADAC members.

Part One: Substance Use Disorder (SUD) in Women with a Focus on Pregnant and Parenting Persons - Earn 1.5 CEs for $25

Part Two: Engaging Women of Color in Addiction Treatment - Earn 1.5 CEs for $25

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www.naadac.org/women-in-recovery-online-training-series

Part Four: Substance Use Disorders (SUD) and Mood Disorders in Postpartum Women - Earn 1.5 CEs for $25

Part Five: The Lost Wisdom of Women: Reclaiming Our Recovery - Earn 1.5 CEs for $25

Part Six: Come On Get Happy: Women, Recovery, and Happiness - Earn 1.5 CEs for $25

EARLY BIRD SPECIAL - SAVE UP TO $151 – ENDS AUGUST 26

For more information, please visit www.naadac.org/annualconference.
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- Certificate of Achievement for Clinical Supervision in Addiction Treatment
- Conflict Resolution in Recovery
- National Certificate in Tobacco Treatment Therapy

Thank You
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