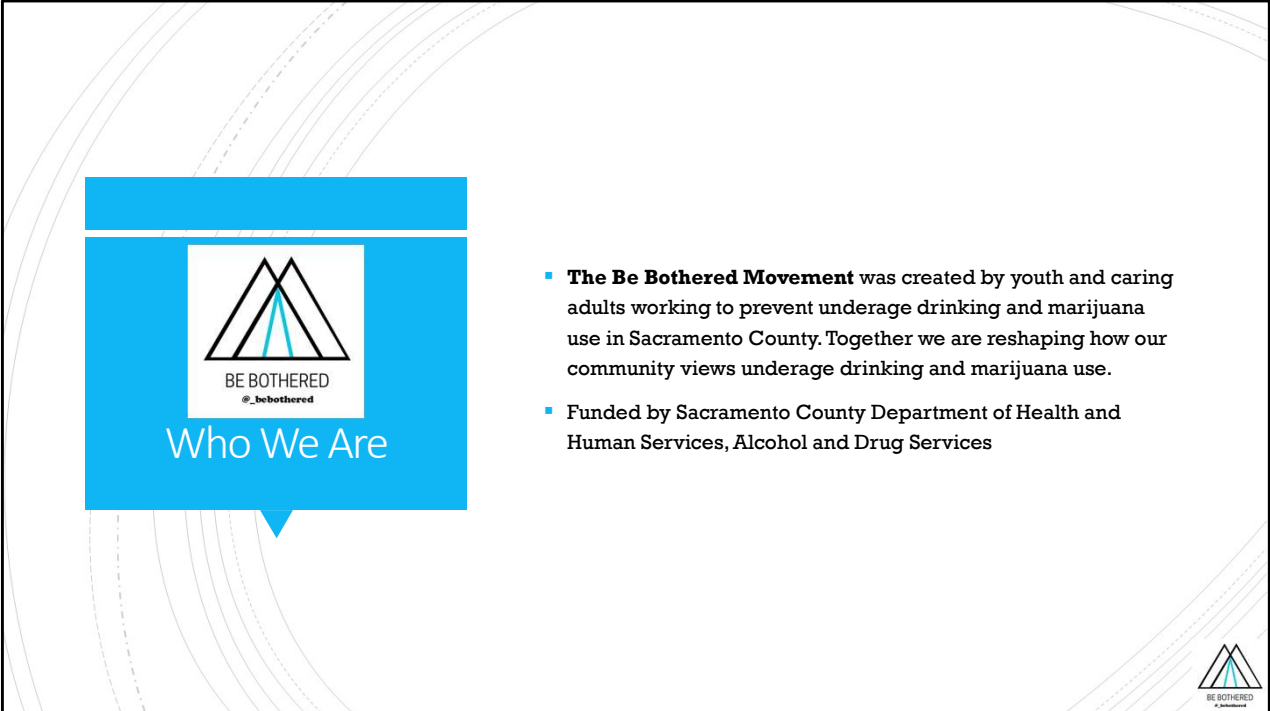


# Be Bothered Movement


Preventing underage drug and alcohol use in Sacramento County.





**Who We Are**

- **The Be Bothered Movement** was created by youth and caring adults working to prevent underage drinking and marijuana use in Sacramento County. Together we are reshaping how our community views underage drinking and marijuana use.
- Funded by Sacramento County Department of Health and Human Services, Alcohol and Drug Services



**Make sure to mention:**

- Non-profit organization located in Sacramento focused on promoting health and social justice



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Staffed by the Center for Collaborative Planning,  
Public Health Institute

# Agenda

- Welcome, Introductions
- Why do kids drink or use marijuana?
- Why is it a problem?
- What can families do?
- Activity: Answering the tough questions
- Activity: Create an Action Plan!
- Be Bothered Movement: How to get involved
- Closing





Image URL: <https://www.epilepsysociety.org.uk/alcohol-drugs-and-epilepsy>

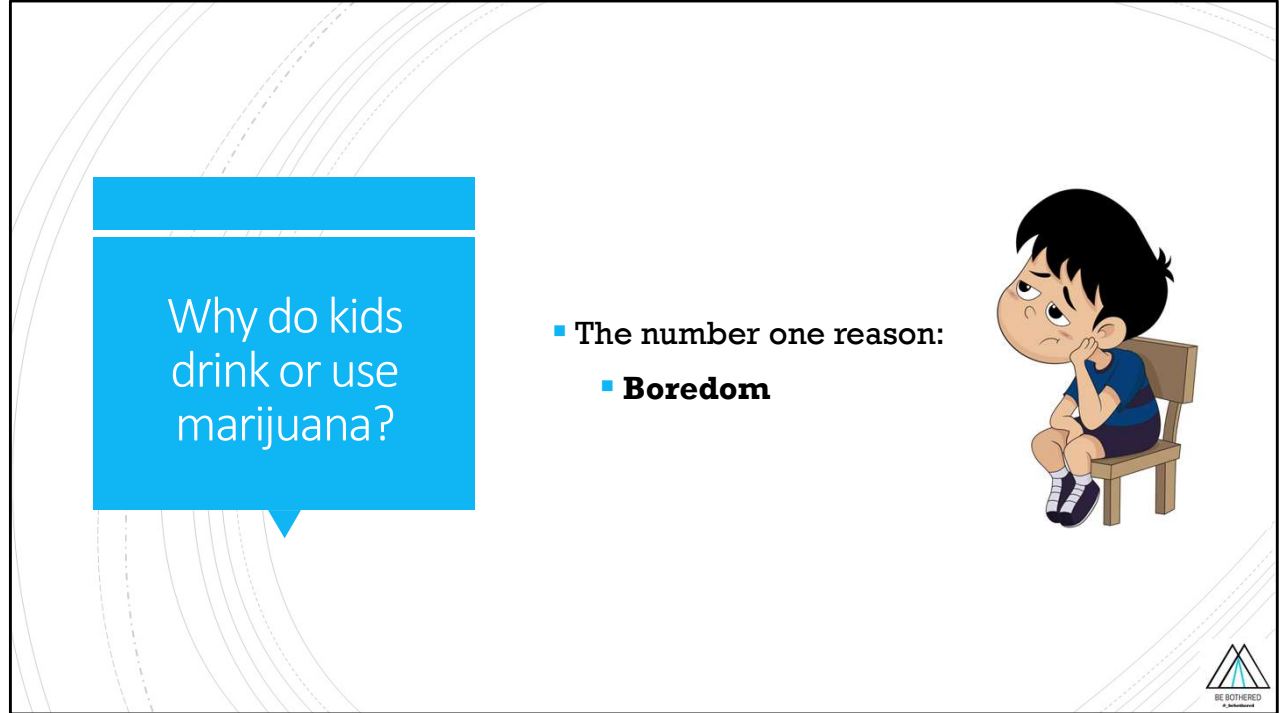


Image:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.vectorstock.com%2Froyalty-free-vector%2Fcute-kid-boring-everything-vector-14845234&psig=AOvVaw1xQFonrrt7lKKcJtoFAESE&ust=1588713822160000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCPCputqSm-kCFQAAAAAdAAAAABAI>

## Why do kids drink or use marijuana?

### ■ There are many factors:

- Community
- Individual
- Peer
- Family
- School



### **Community Factors:**

- Advertising and media glamorization
- Easy to find
- Poor or low enforcement of underage drinking and marijuana laws
- Society accepts the idea that kids will drink alcohol
- Exposure to trauma (e.g., community/family violence, bullying)

### **Individual Factors:**

- Believes that drinking or using marijuana isn't harmful
- Has a history of discipline problems or rebelliousness
- Has depression, anxiety or other emotional problems.
- *Is under stress: girls especially use alcohol to avoid problems and deal with stress.*
- *Boys use marijuana more than girls, but that gap is quickly narrowing*

### **Peer Factors**

- Friends whose social lives revolve around drinking or using marijuana
- Wants to fit in with a particular group of friends or make socializing easier
- Friends have a history of disciplinary issues or engage in illicit or illegal activities

### **Family Factors**

- Easy access at home
- Family history of alcoholism or marijuana use
- Parents aren't able to supervise behavior
- Daily, serious conflict at home

**School Factors**

- Has a learning disability, struggles in school
- Dealing with significant changes such as graduating to middle or high school or getting a driver's license
- Feels disconnected or unsupported at school

Image URL: <https://kalingatv.com/miscellany/heavy-stress-may-shorten-our-life-expectancy/>





## Why is it a problem?



Image URL: <https://www.clipart.email/clipart/no-alcohol-clipart-black-and-white-57666.html>

Alcohol is  
Sacramento  
County youth's  
biggest substance  
use problem.

**Percentage of Sacramento County youth who have used or tried alcohol one or more times in their lives:**

One full drink	7 <sup>th</sup> Graders	9 <sup>th</sup> Graders	11 <sup>th</sup> Graders
0 times	91%	76%	60%
1 or more times	9%	24%	40%



<https://calschls.org/reports-data/query-calschls/>

- Alcohol Use in Life time, by Grade Level

Data from 2015-2017



**Binge drinking is consumption of alcohol in very little time: 5 or more drinks in one sitting.** can affect young people's ability to transition from adolescence to young adulthood such as educational attainment, employment, and financial independence and more likely to become alcohol dependent.

Why is alcohol a problem?

### Significant Health and Safety Concerns

- Brain development
  - Permanent damage
  - Reduced memory performance and learning ability
- Ability to make safe choices
- Pregnancy and STIs
- Alcohol poisoning
- Cancer

*Every year that parents can delay their child from drinking greatly reduces addiction, cognitive issues and health problems.*




- **Brain development:** An adolescent's brain is not fully developed, which impacts their ability to judge a situation, consider consequences, and control impulses. Youth have significant challenges for assessing the impact of mind-altering substances.
  - **Permanent damage:** Chronic effects of alcohol use include permanent damage to the brain, heart and liver. Parts of a teen drinker's brain can be up to 10% smaller than those of non-drinkers.
  - **Reduced memory performance and learning ability:**
    - Alcohol especially impacts the hippocampus and frontal lobes.
    - Damage to these parts of the brain in adolescence can lead to reduced memory performance and learning ability.
- **Ability to make safe choices:** Alcohol depresses inhibitions and reaction times. Injuries can result from driving drunk, getting in the car with a drunk driver, falling from a balcony, roof or fence, or engaging in unwanted or high risk sex.
- **Pregnancy and STIs:** Youth who use alcohol or drugs are more likely to contract a sexually transmitted disease or become pregnant since they are less likely to use protection during sexual activity.

- **Alcohol poisoning:** can lead to coma and death.
- **Cancer:** Heavy alcohol use over a long period of time may increase a person's risk for getting some types of cancer.
- **Every year that parents delay:** Teens who start drinking before age 15 are 50% more likely to become alcoholic than those who wait until they are 21.

Marijuana is  
Sacramento  
County youth's  
new substance  
use problem.

**Percentage of Sacramento County youth who have used or tried marijuana one or more times in their lives:**


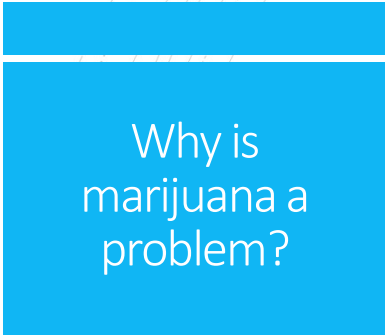
	7th Graders	9th Graders	11th Graders
<b>0 times</b>	95%	83%	70%
<b>1 or more times</b>	5%	17%	30%

  
BE BOTHERED  
BY SUBSTANCE USE


	7th Graders	9th Graders	11th Graders
<b>0 times</b>	95%	83%	70%
<b>1 or more times</b>	5%	17%	30%

- Marijuana Use in Life time, by Grade Level
- Marijuana Use in Past Month, by Grade Level

12



- Marijuana stays in the body for several days or even weeks.
  - Tests can be taken for saliva, urine, blood and hair.
- High THC levels



**Marijuana stays in the body for several days or even weeks.**

**Tests can be taken for saliva, urine, blood and hair.**

**High THC levels**

- The length of time THC stays in the body or continues to show in a drug test depends on many factors, like:

- how much body fat a person has
- how often they consume the drug
- how much someone smokes
- the sensitivity of the drug test

- A positive test can impact employment and participation in sports.

### **High THC levels**

- 1980s: 2-4%
- 2020
  - up to 20-30% in smoked form
  - up to 96% in butane and hash oil used in edibles and vapes

Information: <https://www.medicalnewstoday.com/articles/324315#failing-a-drug-test>

Image:

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.istockphoto.com%2Fno%2Fillustrations%2Fdrug-test&psig=AOvVaw3mRrn79ndAhlbtNSkl-9tC&ust=1592414012775000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCICbjorrrhuoCFQAAAAAdAAAAABAD>



## Why is marijuana a problem?

### Significant Health and Safety Concerns

- Physical Effects
- Brain Development
- Mental Health
- Poisoning
- Addiction



### Physical Effects

- Breathing problems (respiratory disease)
- Testicular cancer
- Heart attacks
- Weakened immune system
- Pregnancy complications (low birthweight)
- Athletic Performance (timing, movement, and coordination)

### Brain Development

- Changes in brain structure (size and how areas are connected)
- Lower quality of brain connections
- Less blood flow to parts of brain
- Lower IQ scores (as much as 8 points lost)
- Poor memory and attention

### Mental Health

- Increase in depression, anxiety, suicide planning, and psychotic episodes
- For people with a family history of mental illness, marijuana can cause symptoms to onset earlier

**Poisoning**

- Ingesting marijuana can cause poisoning (throwing up)

**Addiction**

- 1 in 10 users will become addicted
  - When they start before age 18, rate rises to 1 in 6

Image: <https://stonerthings.com/study-asks-whether-marijuana-cures-brain-cancer/>

Why is it a problem?

- Legal Issues for Youth
- Legal Issues for Adults



## Legal Issues for Youth

→ Minor in Possession (MIP): anyone under the age 21 caught with drugs and/or alcohol

### ***Alcohol***

- In California, it is illegal for youth under 21 to possess an alcoholic beverage in a public place. Will face a fine, 24-32 hours of community service, participation in a youthful drunk driver program, and a one year suspension of their driver's license (or ability to obtain a license)
  - If the minor drives or rides in a car with an open alcoholic beverage (without an adult), they face jail time, a \$1000 fine, impoundment of the car, and suspension of their license.
  - If the minor drinks and drives, with ANY detectable alcohol in their system, then they face jail time and/or 3-5 years of probation, a fine, and DUI school.
- All of the above becomes part of a permanent criminal record.

### ***Marijuana***

- If found in possession of marijuana, minor can be fined up to \$100

- Under 18 can be sentenced to four hours of drug education or counseling and up to ten hours of community service for a first offense.
- Hours doubled for second or greater offense
- A minor marijuana charge can cause you to lose your scholarship or make you ineligible for federal financial aid, loans and work-study programs.

**Recreational use according to the law:**

- To use marijuana recreationally you must be 21 years old, a U.S. citizen and can only use on private property

**Legal Issues for Adults**

- California has a law against parents allowing children to consume alcohol in their home, specifically if the blood alcohol concentration is greater than 0.05% and the parent knowingly allows the child to drive a car, and the child causes an accident. The parent faces up to one year in jail and a \$1000 fine.
- Sacramento County has adopted a Social Host Ordinance. This means that adults are held responsible for hosting or knowingly providing a venue for gatherings when they reasonably should have known underage drinking would occur. They face a fine.

Image: <http://clipart-library.com/law-cliparts.html>



What can  
families do?

- **Research indicates that children are less likely to drink or use marijuana when parents are involved with their lives. Children say that parental disapproval of underage drinking and marijuana use is the key reason they have chosen not to use either substance.**
- **Families can PREVENT underage drug and alcohol use!**



<https://www.seattlechildrens.org/pdf/parents-guide-preventing-underage-marijuana-use.pdf>

What can  
families do?

▪ Look out for warning signs:

- Mood changes
- School problems
- Rebellious
- Switching friends
- "Nothing matters" attitude
- Finding alcohol or marijuana
- Physical /mental problems

▪ For marijuana:

- Irritable or restless behavior
- Changes in appetite
- Experiencing cravings
- Problems with mood and sleep

*(Symptoms can last up to  
two weeks after the last use)*



Image: <http://umatter.us/2018/03/15/new-guidelines-help-doctors-tackle-teen-depression/>

## A close-up photograph of a woman with dark hair and a bright smile hugging a young girl with braided hair. The girl is also smiling and has her eyes closed. They are outdoors, with green foliage in the background. The woman is wearing a green shirt, and the girl is wearing a denim jacket.

- 
- BE BOTHERED  
© Substandard

- Drink and use marijuana responsibly – not too much or too often.
- Stay away from alcohol and marijuana in high risk situations. Don't drive or go boating when you've been drinking or using marijuana.
- Get help if you have an alcohol or marijuana related problem.
- Don't give alcohol or marijuana to your teens, as it often leads to unsupervised drinking and marijuana use. Tell them alcohol and marijuana are off limits in your home.

- Be involved in their lives.
- Be loving and caring.
- Encourage their independence, but set appropriate limits. Set clear rules.
- Know where your teens are, who they are with, and who their friends are.
- Find ways for your teens to be involved in family life.
- Help your teens find ways to have fun without alcohol or marijuana.
  - Sports, hobbies, games, concerts, movies, working, or volunteering
- Don't let your teens attend parties where alcohol and marijuana are being used, and make sure alcohol and marijuana are not available at teen parties in your own home.
- Talk with parents of your teen's friends about their family policies about alcohol and marijuana. Make sure they know your rules!

Be **active in your community!**

- Work with schools, communities and government to protect teens from underage alcohol and marijuana use such as:
- Reduce liquor store and dispensary locations.
- Reduce alcohol and marijuana advertising, such as on billboards and buses.
- Join the Be Bothered Movement as a **Community Prevention Advocate!**

Image: <https://www.thatssister.com/how-to-be-a-role-model-to-young-black-women/>



## Talking with your kids

### **Tips for talking with your kids about alcohol and marijuana:**

- Many small talks are better than everything in one talk.
- Choose informal times without distractions, like during dinner.
- Start young, when they are 9 years old. Continue to talk throughout adolescence. Check in every 6 months.
- Encourage your child to talk to you. Let them know you are always there. Reinforce that you are on their side and just want them to be happy and safe.
- Show you disapprove of underage drinking and marijuana use. Develop family rules, like not getting in a car with a driver under the influence.





## Talking with your kids

### **Tips for talking with your kids about alcohol and marijuana:**

- Show you are a good source of information about alcohol and marijuana. Provide reliable, trustworthy information that they can use to make informed decisions. Discuss consequences.
- Show you are paying attention and will notice if your child drinks or uses marijuana. They are more likely to drink or use marijuana if they think no one will notice.
- Build your child's skills and strategies for avoiding underage drinking and marijuana use.
- If your child gets annoyed, let them talk without interrupting. Really listen. End the conversation with an open statement like, "How are you feeling?" or "Come to me anytime, ok?"

## The Tough Questions

- **I got invited to a party. Can I go?**
- **What if friends ask me to drink or use marijuana?**
- **Did you drink or use marijuana when you were a kid?**
- **Why do you drink or use marijuana?**
- **You drink alcohol/use marijuana, why can't I?**
- **Why is alcohol/marijuana bad for me?**



### **I got invited to a party. Can I go?**

Ask your child if an adult will be present at the party or if he or she thinks children will be drinking or marijuana use. Remind your child that even being at a party where there is underage drinking and marijuana use can get him or her into trouble. Reinforce your rules about alcohol/marijuana and outline the behavior you expect.

### **What if friends ask me to drink or use marijuana?**

Help your child say “no” by working with him or her to think of a way to handle this situation, whether it is simply saying, “No, I don’t drink or use marijuana,” or “I promised my mom (or dad) that I wouldn’t drink or use marijuana.”

### **Did you drink or use marijuana when you were a kid?**

If you drank or used marijuana as a teenager, be honest. Acknowledge that it was risky. Emphasize that we now know much more about the risks to children who drink or use marijuana underage. Give an example of a painful moment that occurred because of your underage drinking or marijuana use.

### **Why do you drink or use marijuana?**

Make a distinction between alcohol and marijuana use among children and among adults. Explain your reasons for drinking or marijuana use: to enhance a meal, share good times

with friends, or celebrate a special occasion. Point out that if you choose to drink or use marijuana, it is always in moderation. Note that some people should not drink or use marijuana at all, including underage youth.

**You drink alcohol/use marijuana, why can't I?**

Remind your child that underage drinking and marijuana use is against the law, and for good reason. Point out that adults are fully developed mentally and physically so they can handle drinking or using marijuana. Children's minds and bodies, however, are still growing, so alcohol and marijuana can have a greater effect on their judgement and health.

**Why is alcohol/marijuana bad for me?**

Don't try to scare your child or tell him or her, "You can't handle it." Instead, tell your child that alcohol and marijuana can be bad for his or her growing brain, interferes with judgement, and can make him or her sick. Once children hear the facts and your opinions about them, it is easier for you to make rules and enforce them.

Image: <https://www.goodtherapy.org/blog/how-to-talk-to-kids-about-tragedies-and-violence-and-other-news-0818171>



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What can I do?

### **Create an action plan!**

- Take 5 minutes to fill in some next steps using the Action Plan on the next slide: What can you do? How will you do it? By when?
- For example, you could write that you'll have an initial conversation with one of your kids about your house rules within the next week at dinner. Or you could talk with another parent about this issue within the next month, using this packet.



### My Underage Drinking and Marijuana Use Prevention Action Plan!

What Will I Do?	How Will I Do It?	When Will I Do It?
<i>Talk with my daughter about house rules for marijuana.</i>	<i>At a family dinner.</i>	<i>Within 7 days.</i>
<i>Join a community group and help organize alcohol free events.</i>	<i>Look for opportunities through church or school. Join Families ACT!</i>	<i>Within two months.</i>



## Be Bothered Movement

**Fill out the evaluation to be entered in a raffle for a \$10 Starbucks gift card!**

- <https://www.surveymonkey.com/r/JCNZVV9>

### **How do I get involved?**

- Email [bebothered@connectccp.org](mailto:bebothered@connectccp.org) and we will send you additional information.



Questions?

**Contact us:**

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**Be Bothered Movement**

[www.bebotheredmovement.com](http://www.bebotheredmovement.com)

*Follow us on Instagram @\_bebothered or on Facebook*



## References

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- Sacramento County Coalition for Youth:  
[www.sacramentosccy.org](http://www.sacramentosccy.org), including videos such as:
  - [A Parent's Survival Guide to Adolescent Alcohol Use](#)

