

# 2018 End of Year Evaluation Report: Community Perceptions of Substance Use and Outcomes of Educational Activities



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# EXECUTIVE SUMMARY

Service providers and community coalitions throughout Southern Arizona under contract with Cenpatico Integrated Care, Inc addressed substance use and misuse among youth and older adults. To conduct these efforts, each provider developed a logic model that specified the behavioral consequences, behavioral trends, intervening variables, goals, objectives, and evaluation tools to be used in the interventions. The logic model served as a data-driven “road map” that guided their strategies. Through administration of numerous surveys, service provider and coalition members gathered data from the target area using evaluation tools specified in the logic model.

Two community-level surveys were administered: a Community Survey and a Sidewalk Survey. Responses from the Community Survey represented the Counties of Pinal, Cochise, Pima, and Yuma, while data from the Sidewalk survey represented Pinal County and Pima County. In addition to the community-level questionnaires, presentation surveys designed to measure knowledge change in those who participated in community workshops and presentations around issues involving alcohol, marijuana, and prescription medications were also administered. Upon completion of the presentation, participants had the opportunity to provide their thoughts on the effectiveness of the presentation. In addition to presentation surveys, an adolescent survey was given to youth who participated in Evidence Based programs designed to increase youth leadership and perceptions of risk and harm associated with substance use. An Evidence Base program addressing medication use and misuse among older adults was also administered. Results from the Community surveys, Presentation Surveys, and the surveys administered as part of the Evidence Based programs that took place from July 1, 2016 through June 30, 2018 are presented in this report.

## KEY CONCLUSIONS

### PREVAILING PROBLEMS OF SUBSTANCE MISUSE IN THE COMMUNITY

One aspect of having a community that is ready to implement strategies to address substance use and misuse is an awareness that there is a problem. Community residents were asked how “severe” they thought youth usage of substances; underage drinking, marijuana, medications, methamphetamine, and heroin, were in their community. Results indicate that approximately one-third of community members believe that youth-based substance misuse is a severe problem in the community. Cochise and Yuma counties had slightly higher percentages compared to Pima and Pinal Counties. Pinal County community members reported the lowest concern with substance usage among youth of those surveyed, comparatively. The top problem for Cochise County was marijuana usage (38.5%), followed by methamphetamine at 35.7%. Substances viewed as top problems in Pima County were methamphetamine (33.4%) followed by heroin (32.9%) and marijuana (32.2%). Marijuana usage was viewed as the top problem in Pinal County (28.3%), though compared to other counties, Pinal County community members appeared to be less concerned with substance usage. Marijuana usage (36.2%) and methamphetamine (36.1%) were the top problems in Yuma County.

Changing attitudes towards community problems of youth usage of substances is evidenced in comparisons between two fiscal years of data collection (fiscal year 1: 2016-17; fiscal year 2: 2017-18). The data reports changes within each county. For instance, Cochise County had increases in prevailing problems for all substances except methamphetamine. Pima County reported decreases from 2016-17 to 2017-18 in all substances. The largest decrease in the severity of problems was in marijuana usage at -19.5%. Pinal County has one of the largest increases from 2016-17 to 2017-18 with a 79.1% increase in community members reporting that underage drinking was a severe problem. The largest increase in problems in Yuma County was for heroin usage, with community members reporting a 59.8% increase from fiscal year 1 to fiscal year 2.

The largest problem as viewed by youth, was in marijuana usage with 31.1% of youth reporting it was a severe problem in the community. Nearly a third (27.0%) of youth viewed underage drinking as a severe problem. Compared with youth, adults tended to view substance usage as a more severe problem. Adults viewed methamphetamine usage (35.3%) and marijuana usage (34.6%) as the most severe problems facing their communities. Females tended to view substance use as more severe than males comparatively. Like their male counterparts, females also viewed marijuana (36.7%) and methamphetamine usage (33.8%) as the most severe problems in the community. The top problems according to males was in marijuana usage (29.3%) and methamphetamine usage (28.3%). When examining by race and ethnicity, the top problems according to Hispanic/Latinos were marijuana usage (37.3%) followed by underage drinking (34.0%). Whites also cited marijuana usage as a top problem (31.4%).

African Americans viewed underage drinking (36.7%) as the top problem. 40.0% of Native Hawaiians/Pacific Islanders viewed marijuana usage as a severe problem. Over forty percent of American Indian/Alaskan Natives viewed marijuana usage as a severe problem. Those that self-identified as “more than one race” also viewed marijuana as the most severe problem with 29.7%

reporting this as a severe problem in the community. The results suggest that many community members view youth substance use and misuse as a serious problem in need of addressing.

## **COMMUNITY PERCEPTIONS OF YOUTH ACCESS TO SUBSTANCES**

When substances, such as alcohol or marijuana, are easy for youth to obtain, it may increase the likelihood of usage. Studies have shown that ease of access has direct and significant relationship with substance use for school-aged children (Perceived Ease of Access to Alcohol, Tobacco, and Other Substances in Rural and Urban US Students (2016). Jacob C. Warren, K. Bryant Smalley, K. Nikki Barefoot. *Rural Remote Health*. 2015 Oct-Dec; 15(4): 3397. Published on-line 2015 Oct 31). Thus, it is crucial to know what substances community members believe youth are able to easily obtain so that strategies may be developed to address access and thus reduce usage.

The Community Survey asked respondents to indicate how easy it was for youth to obtain alcohol, marijuana, prescription drugs, methamphetamine, and heroin in their communities. Marijuana and alcohol were viewed as the easiest substances for youth to obtain across all counties. Nearly a third (32.3%) of those in Cochise County reported that methamphetamine was “very easy” to obtain, while 39.6% in Cochise County, 28.6% in Pima County, 34.8% in Pinal County and 35.6% in Yuma County viewed medications as very easy for youth to obtain. Nearly a third (29.3%) in Cochise County viewed heroin as very easy to obtain.

Comparing changes from 2016-17 to 2017-18 for Cochise County, all substances increased in perceived ease of access, with medication (45.0%) and heroin (31.6%) increasing the largest. Pima County reported little change in the ease of access. Pinal County residents reported increases in ease of access for all but one substance with alcohol (17.6%) and heroin (16.5%) increasing the most. Yuma County residents reported increases in perceived access across all substances with heroin (39.6%) reporting the largest increase.

Compared with youth, adults tended to view all substances easier for youth to obtain. For youth, the easiest substances were marijuana (38.4%) and alcohol (36.0%). Adults viewed marijuana (52.1%) and alcohol (50.8%) as the easiest for youth to obtain. Females tended to view all substances easier for youth to obtain. Hispanics and Latinos viewed marijuana (50.1%) and alcohol (48.0%) as “very easy” for youth to obtain. Whites also cited marijuana and alcohol as the easiest for youth to obtain, with 34.2% citing medications as “very easy” to obtain. African Americans viewed marijuana (48.1%) as the easiest to obtain. 54.1% of Native Hawaiians/Pacific Islanders viewed alcohol as easy for youth to obtain. Compared with other ethnicities, Asians tended to view substances as harder for youth to obtain. The easiest substance for youth to obtain, according to American Indians/Alaska Natives was marijuana (51.3%) followed by alcohol with nearly half (48.8%) reporting it as very easy for youth to obtain.

## **COMMUNITY AWARENESS OF MESSAGING**

One strategy implemented by providers and coalitions is community education. In the Community Survey, residents were asked if they were aware of any messages regarding substance usage in their community. Messages ranged from safeguarding alcohol in the home to information about the harmful effects of alcohol and other drugs. Awareness of messaging is only half the battle, however. Messages must also be effective in changing the behavior of those exposed to the messages if there are to be positive changes in the community. To address this, a question on the Community Survey asked members who were aware of any of the above messages if they had changed their behavior due to messaging.

In general, approximately half of community members indicated awareness of messaging. The top messages seen by Cochise County community members was information about the harmful effects of other drugs (51.1%), followed by information about the harmful effects of alcohol use by youth (49.0%) with nearly half indicating exposure. The messages with the least amount of reported exposure in Cochise County was safeguarding edible marijuana from children and pets, with just under a third (32.1%) reporting seeing these messages. More than half (63.1%) of those surveyed in Pima County had seen messages about information about the harmful effects of other drugs. The least seen message in Pima County involved safeguarding alcohol in the home (39.7%). A majority of community members in Pinal County reported seeing many messages, including 59.5% with information about harmful effects of other drugs, and 58.6% with information about the harmful effects of alcohol use by youth. In Yuma County, over half (51.4%) reported seeing messages about the legal consequences of providing alcohol to someone under 21 years of age.

For those who were exposed to messages, many reported that they brought the subject of substance usage up more. Over one-third of those in Cochise County reported they bring up the subject of substance abuse more as a result of messaging. In Pima County, nearly a third (32.5%) reported bringing up the subject more. 44.8% of Pinal County residents said they bring up the subject more as a result of messages, while approximately forty percent (39.7%) of Yuma County residents cited the messages as being effective. A majority of youth (67.0%) and adults (72.5%) reported that messages were effective at changing their behavior. Females were more likely than males change their behavior. Nearly three-quarters (74.8%) of Hispanic/Latinos said they changed their behavior as a result of messaging. Results indicate that a majority across demographic categories indicated that the messages were effective in changing behavior.

## **COMMUNITY PERCEPTIONS OF RISK AND HARM ASSOCIATED WITH SUBSTANCE USE**

Interventions designed to prevent substance use attempt to reduce the effect of risk factors while increase the influence of protective factors. The likelihood that someone may engage in substance usage is related to the composition of risk factors (e.g., perceived risk and harm of using substances) and protective factors (e.g., school bonding, resilience) that may decrease the likelihood of usage. The Community Survey contained several items designed to gauge community attitudes pertaining to perceived risk and harm of various substances, such as such as moderate to heavy marijuana usage, alcohol usage, electronic cigarettes, prescription medications, and synthetic marijuana.

In general, one-third to over fifty percent of those surveyed viewed substances with “great risk.” The substances with the greatest percentage of perceived risk tended to involve the use of synthetic marijuana, smoking marijuana every day, binge drinking and using prescription drugs without a doctor telling the youth to take them. The substances with the lowest perceived risk tended to be around electronic cigarettes and trying marijuana.

Perceptions of risk with youth using electronic cigarettes (e-cigs), trying marijuana, and using marijuana once or twice a week increased in Cochise County, while other substances decreased. Perceived risk in Pima County decreased for all substances except for a minor increase in risk for medications. Within Pinal County, perceptions of risk fell for all substances. Yuma County reported increases in perceived risk for e-cigs, trying marijuana, having 1 or 2 drinks, binge drinking, and medications.

Compared with youth, adults reported greater perceived risk across all substances. Adults were nearly twenty percent more likely to report great risk with using prescription drugs, compared with youth. Approximately half of youth (50.5%) and adults (53.6%) perceived great risk with youth smoking marijuana every day. Compared with males, females reported greater perceived risk across all substances. Over half of females (57.4%) perceived great risk with youth smoking marijuana every day. A majority of males (62.0%) and females (51.3%) reported great risk with youth using prescription drugs.

Comparing across all substances, synthetic marijuana, prescription drugs, and smoking marijuana every day were viewed with the greatest risk across ethnicities. Hispanics and Latinos viewed synthetic marijuana (61.3%) and prescription drugs (57.9%) with the greatest risk. For Whites, the substances associated with the least risk were trying marijuana (24.1%) and using electronic cigarettes (29.6%). American Indian/Alaskan Natives tended to view substances with comparatively less risk compared to other ethnicities. Overall, many of those surveyed viewed youth use and misuse of substances with “great risk.”

## **WHERE YOUTH OBTAIN SUBSTANCES**

Where youth obtain substances is key information for those attempting to curb usage. Strategies may be implemented to target the specific access points where youth obtain alcohol, marijuana, and prescription medications. According to community members, top ways that youth obtain alcohol were at parties with friends and no adults present and from someone over the age of 21. This result tended to hold across all four counties. In Pima County, family gatherings were cited; while in Cochise County, at home from parents or guardians was cited as a top method of obtaining alcohol. In Pinal and Yuma counties, in addition to parties and from someone over 21, desert parties were a top way youth obtained alcohol. Drug dealers, friends, and someone at school were some of the most cited ways that youth obtained marijuana, according to community members.

Turning to the ways that youth obtain medications, from the home, friends, and drug dealers were cited as top ways. In Yuma County, across the border was another method, according to community members. Knowing the ways that youth obtain substances may inform strategies to address substance usage among youth.

## **SIDEWALK SURVEY: MEDICATION USE AND MISUSE**

In addition to the Community Survey, a community-level questionnaire called the Sidewalk Survey, was administered in two counties. The Sidewalk survey focused on medication misuse and knowledge of safe storage and disposal of medications. Results indicate that few of those surveyed thought it was OK to share their medication with others. Most of those in Pinal County (96.9%) and Pima County (90.1%) said that they would use a safe and legal way to dispose of their medications. 67.6% of those in Pima County and 58.9% in Pinal County reported seeing messages encouraging them to talk with their kids/grandchildren about using other people's medications. When asked if they were aware of permanent safe medication disposal sites for prescription or over-the-counter drugs, 57.0% in Pinal County and 61.2% in Pima County indicated they were aware of these sites. When asked if they were aware, if they had used the disposal sites, 40.3% in Pinal County and 30.3% in Pima County reported using them.

Community members provided responses to open-ended question on the Sidewalk Survey that asked respondents where they heard of medication disposal sites in their community. Top Ways that Pinal County community members heard about medication disposal sites included: Arizona City Triad, Police, PGCSC, Newspaper, Fire Dept, and T.V. For Pima County residents, the top ways were: T.V., newspaper, pharmacy, flyer, presentation, and Police. When asked how they dispose of their medications, the top response (59.2%) in Pima County was dropping them off at the Police Department or other disposal location, followed by keeping them in case they need them later (49.6%). Pinal County residents reported putting them back in a child-proof bottle, wrapped in plastic and disposing in the trash as the top response (53.4%), followed by keep them in case they need them later (49.9%). Results provided information for how and where messages were being viewed and how community members viewed medication use and misuse.

## **COMMUNITY EDUCATION AND WORKSHOPS**

Presentation surveys were administered upon completion of educational presentations around substance use and misuse. Participants were asked to voluntarily complete a survey that asked them to compare their knowledge prior to the presentation to afterward, once the presentation was completed. Topics on the survey ranged from understanding the problem of substance abuse in the community, awareness of how the substance was affecting the community, knowledge of how to help, and how to safeguard substances. Participants were also asked to rate the presentation and, how effective it was upon completion of the presentation. There were three topical areas that the Presentation surveys address: alcohol, marijuana, and medications.

Over half of participants reported that the alcohol-based presentations was effective in getting them motivated to become active in the community, while three-quarters said the presentation was interesting. When asked if they would recommend the presentation to others, 71.3% said they would, while nearly all (92.7%) said information helped them talk to their children about alcohol misuse. Similar results were found with marijuana-based presentations. For instance, half said they were more motivated to get involved with the community and 91.7% said information presented helped them talk to their children about marijuana misuse. There were statistically significant positive outcomes in several areas. Participants at presentations around alcohol increased knowledge about knowing how to help the community by 26.1%, along with an 18.5% increase in awareness of the ways that underage drinking was affecting the community.

Community presentations about marijuana usage increased participant knowledge in understanding how marijuana abuse affects the community by 17.6%, and a 20.5% increase in awareness in the ways that marijuana usage was affecting the community. Participants in marijuana-based presentations also increased knowledge about that they could do to help the community by 25.0%.

Presentations around medication misuse increased awareness and knowledge of permanent drop box locations where medications could be disposed of by 71.5%. Participants in Rx360 presentations increased knowledge by 18.5% in understanding that prescriptions drugs are just as dangerous as "street drugs" like heroin and cocaine. There was an 8.9% increase in knowledge that it is important to communicate with their prescriber on understanding medications. The resulting outcomes indicate that the presentations are highly effective at educating the community and motivating them to get more involved in the community.

## **EVIDENCE BASED PROGRAMS**

Service providers implemented Evidence Based Programs to affect changes at the individual level. The following Evidence Based Programs were implemented: All Stars, Youth to Youth, Too Good for Drugs – Grades 3-5, Too Good For Drugs, Botvin's Life Skills, 2018 End of Year Evaluation Report: Community Perceptions of Substance Use and Outcomes of Educational Activities

Project Alert, and WISE (older adults). For each program, a pretest/posttest survey was administered. Surveys were used to gauge changes in attitudes and perceptions around key concepts.

## **PERCEIVED RISK AND HARM**

Adolescents reported significant increases in perceived risk associated with substance usage. The largest gain in perceived risk was a 30.2% increase in the risk associated with taking one or two drinks of an alcoholic beverage nearly every day, followed by a 23.3% increase in using marijuana once a month or more. There were also significant outcomes associated with the perceived risk with smoking electronic cigarettes (20.6%), trying marijuana once or twice (23.1%), and taking prescription drugs for the purposes of getting high (22.9%).

## **NORMATIVE ATTITUDES**

Adolescent participants were also asked how they felt about someone their age using substances. There were significant outcomes associated with increased disapproval of these behaviors. The largest increase in disapproval was a 23.7% increase in disapproval with someone their age using marijuana once a month or more. There were also significant increases in disapproval in using electronic cigarettes (21.1%), trying marijuana once or twice (18.8%), taking one or two drinks of alcohol (19.6%), and taking prescription drugs for the purposes of getting high (20.1%).

## **COMMUNICATION WITH PARENTS AND TRUSTED ADULTS**

Establishing communication between adolescents and trusted adults is key to reducing substance use. When asked if they had talked with their parents or adults about alcohol, cigarettes, or marijuana, there were significant increases in communication. From 39.3% at pretest to 54.3% at posttest said they talked about alcohol, while 23.6% at pretest to 35.1% at posttest indicated they talked to parents about medications. Increased talk about marijuana was modest, though there was a positive increase of 30.7% at pretest to 33.0% at posttest.

## **LEADERSHIP SKILLS AND SELF-EFFICACY**

Developing life skills in adolescents involved in Evidence Based Programs is a key component in fostering resiliency, which helps build protective factors that may help youth once they move beyond involvement in the program. As a result of participation in the program, adolescents reported a significant 16.4% increase in leadership skills (being comfortable teaching others, being respected by others my age, feeling comfortable being a group leader, the ability to give clear directions, to run a meeting, leading discussions, being a good listener, and following directions). Moreover, participation also significantly increased adolescent self-efficacy by 18.4% (e.g., being able to achieve goals, succeeding, overcoming challenges).

## **OLDER ADULTS AND MEDICATIONS**

Older adults participated in an Evidence Based Program called WISE (<https://centerforprevention.org/wise/>). As a result of participation, there was a 31.3% significant increase in older adults agreeing they told their doctor if they had any problems doing a recommended treatment. There was a 26.4% significant increase in participants reporting they told their doctor how they feel about different treatments. Older adults indicated they were more familiar with the dangers of prescription drug abuse and knew how to safely store them to prevent them and abuse upon completion of the program with a 25.0% significant increase in knowledge.

## **SUMMARY**

Results from Community Surveys provide insights into the readiness of the community to address substance use and misuse in the community, perceptions of risk, perceptions of ease of access, where youth obtain substances, and differences between youth and adults. Outcomes from Presentation Surveys indicate that they are effective in increasing knowledge and motivating participants to become more involved in the community. Outcomes from surveys administered as part of the implementation of Evidence Based Programs are effective in increasing perceived risk, increasing disapproval of substance use, increasing leadership skills, self-efficacy, and prompting older adults to take charge of their medications.

## COALITIONS AND PROVIDERS INVOLVED IN THIS REPORT

The following is a list of the coalitions and service providers involved with Cenpatico across Southern Arizona positively impacting communities through evidence based prevention. This report could not have been possible without their tireless work in addressing substance use and misuse in the community and in collecting the value data that informs this report.

### **AJO SAPE (SUBSTANCE ABUSE PREVENTION & EDUCATION COALITION): ARIZONA YOUTH PARTNERSHIP (AZYD)**

Ajo SAPE serves the Pima County community of Ajo in addressing underage drinking and marijuana use in youth. The Ajo Community Coalition partners with the local SADD (Students Against Destructive Decisions) Chapters at Ajo High School and Middle School to address these issues. AZYP is located at 400 W. Vananda, Ajo, AZ 85321.



For more information: <http://ajosape.org/>

### **AZ CITY TRIAD: PINAL-GILA COUNCIL FOR SENIOR CITIZENS (PGCSC)**

Pinal-Gila Council for Senior Citizens (PGCSC), Area Agency on Aging, developed an Ambassador volunteer program in 2005 to assist communities in identifying and promoting resources and services that were available in their community to address issues for adults in a growing aging population. PGCSC recognized increasing concerns regarding risk factors of isolation, depression, substance and prescription abuse and misuse, as well as depression and risk for suicide. PGCSC collaborated with Pinal County TRIAD organization, representatives from the Pinal County Attorney's Office, Pinal County Sheriff's Office, and older adult volunteers, to honor and improve the quality of life for older adults. The joining with the Pinal County TRIAD became a perfect match for recruiting volunteers, and for forging community partnerships with stakeholders serving older adults.



For more information: <https://www.facebook.com/ArizonaCityTRIAD/>

### **BE AWESOME YOUTH COALITION: MARICOPA CAASA**

Substance abuse coalition hosted by Maricopa Ak-Chin CAASA. The Be Awesome Youth Coalition's mission is to reduce youth substance abuse in Maricopa by creating opportunities for public and private entities to work together utilizing evidence based strategies, directly impacting factors contributing to local youth substance abuse.



For more information: <https://www.facebook.com/Be-Awesome-Youth-Coalition-851156641623055/>

### **BEMEDSMART COALITION: PIMA COUNCIL ON AGING (PCOA)**

Providing tools for older adults to help them increase their knowledge of the importance of communicating with their doctor about safe medication use, along with information on Polypharmacy and the safe disposal of drugs. Family members, professionals and older adults are all welcome to attend our monthly meetings to learn more about resources and services in Pima County. Meeting information is listed on our website below.



For more information: Website: <http://www.BeMedSmart.org> | Facebook: [www.facebook.com/pimacouncilonaging](http://www.facebook.com/pimacouncilonaging) | Twitter: [www.twitter.com/pcoaging](http://www.twitter.com/pcoaging)

**DOUGLAS COMMUNITY COALITION: SOUTHEASTERN ARIZONA BEHAVIORAL HEALTH SERVICE (SEABHS)**

The town of Douglas, Arizona maintains a strong history of collaborating and working together as a community, regardless of challenging situations arising from its close proximity to the U.S.-Mexico border. In November 2010, the Douglas Community Coalition formally met for the first time with 17 members attending to share lunch and begin addressing substance abuse prevention in the community. Since the coalition’s first meeting, it was clear that its main purpose it was to strengthen collaboration by changing social norms that contribute to substance abuse and misinformation. In particular, the coalition has used local data and results from recent needs and assets assessment to identify their main aim as preventing underage drinking through a strengths-based approach.



For more information: Facebook: <https://www.facebook.com/dcommunitycoalition/> | Website: <http://www.douglascoalition.com>

**HEALTHY PEOPLE COALITION: NATIVE AMERICAN ADVANCEMENT FOUNDATION (NAAF)**

Comprised of community members of Gu Vo District on the Tohono O’odham Nation, the Healthy People Coalition will utilize effective prevention strategies, activities, and evidence based curriculum to promote healthful behaviors, decisions, and environments that will reduce, postpone, or eliminate the problematic use of alcohol and illicit substances among the youth of Gu Vo District.



For more Information: <https://www.facebook.com/healthypeoplecoalition/>

**IMPACT SIERRA VISTA: SOUTHEASTERN ARIZONA BEHAVIORAL HEALTH SERVICE (SEABHS)**

IMPACT Sierra Vista’s mission is to promote the health and wellbeing of our youth by encouraging positive decision-making through local community based collaborations and networking. Their Vision is to prevent drug use in our community by providing healthy activities for our youth and creating community awareness in substance abuse issues with the collaboration of community members, parents, schools, faith based organizations, health care providers, law enforcement agencies and military based agencies.



For more information: [www.facebook.com/impactsv2016](http://www.facebook.com/impactsv2016)

**REFUGEE INTEGRATED SERVICES PROVIDER NETWORK (RISP-NET): LA FRONTERA ARIZONA**

RISP-Net was established in 2002 as a local advisory committee to a refugee family strengthening project in Tucson, Arizona. The coalition expanded its mission in 2005 to include all refugee groups in Tucson. It is currently comprised of more than 150 stakeholders from all systems serving refugees, including health care, public education, law enforcement, Department of Economic Security, resettlement agencies, public library, and refugees themselves. Its stated purpose is to to illuminate the issues impacting the successful acculturation of refugee families in Tucson, Arizona and to work collaboratively for positive systems change.



For more information: <http://www.rispnet.com/>

**SAN CARLOS APACHE TRIBE WELLNESS CENTER**

The Wellness Center offers individual, family and group counseling and therapy; has numerous treatment groups and a DUI psycho education program that meets state certification; offers crisis stabilization throughout the community (San Carlos Hospital ER, Detention Center, Schools, etc.); offers a 4-hours a day 5 days a week psychosocial rehabilitation program; and has an award–winning prevention program that offers education and health promotion throughout the community.



For more information: <http://www.scawellness.com/prevOutreach.html>

## **YOUTH EMPOWERMENT AND LGBTQ LEADERSHIP (Y.E.L.L.): SOUTHERN ARIZONA AIDS FOUNDATION (SAAF)**

The Youth Empowerment and LGBTQ Leadership coalition aims at supporting LGBTQ youth and their allies in identifying risk reduction techniques around substance use. The coalition will participate in and support local events promoting public health and intends to recruit interested youth and community supports at these events. With youth support, we created a youth led subcommittee comprised of LGBTQ and Allied youth with goals around educating their peers. The YELL coalition is a program of the Southern Arizona AIDS Foundation (SAAF). The mission of SAAF is to cultivate a healthy and stigma free society through transformative action. SAAF has a number of programs that support that mission, that specifically work with youth.

For more information: Facebook: <https://www.facebook.com/SAAFYouthPreventionPrograms/> | Instagram: SAAFyouth | Snapchat: SAAFyouth



## **YUMA COUNTY ANTI-DRUG COALITION**

The Yuma County Anti-Drug Coalition (YCAD) is a multi-disciplinary coalition with members from many different community sectors and we strive to bring substance abuse prevention, education, awareness and treatment resources to community members. The agencies, key stakeholders, and community members collaborating for the YCAD Coalition also strive to link those who have been affected by substance use with culturally competent services.

For more information: Facebook: [https://www.facebook.com/YCADC/?ref=br\\_rs](https://www.facebook.com/YCADC/?ref=br_rs)





## COMMUNITY SURVEY OVERVIEW

There were two community-level surveys administered throughout Southern Arizona. The first, a Community Survey, is a brief instrument designed to gauge attitudes and behaviors around substance usage by youth. The second, a Sidewalk Survey, is a questionnaire focused around attitudes towards medication misuse. Both questionnaires were administered on a quarterly basis from July 1, 2016 through June 30, 2018. Surveys were available to all residents within a service provider's target area in paper, on-line, English and Spanish formats. The survey was confidential and voluntary.

Topics covered by the Community Survey included the severity of problems associated with various substances use in the community, ease of access, awareness of substance use messaging, perceptions of risk and harm, methods of obtaining substances, and medical marijuana items. The Sidewalk survey covered topics around safe disposal of medication, discussions with prescribers about medications and general knowledge around medication misuse.

The following section highlights results from four counties in southern Arizona: Cochise County, Pima County, Pinal County and Yuma County. Fiscal year comparisons span from July 1, 2016 through June 30, 2017 (year 1); and July 1, 2017 through June 30, 2018 (year 2). It should be noted that although changes from year 1 to year 2 are presented, the resulting changes should be read with caution because data from two years worth of data may not be sufficient to determine valid trends.

# COMMUNITY SURVEY METHODOLOGY

To conduct efforts to address substance use in their respective communities, each provider, in consultation with Cenpatico and an evaluator, developed a logic model that specified the behavioral consequences, behavioral trends, intervening variables, goals, objectives, and evaluation tools to be used. The logic model served as a “road map” for their efforts. On a quarterly basis, data was gathered from the target area using the evaluation tools specified in the logic model. The evaluation tools were survey instruments designed to measure the objectives in the logic model.

## DATA ADMINISTRATION AND ENTRY

Provider staff collected surveys and entered them into databases developed by the evaluator. All evaluation was subcontracted with the University of Arizona’s Evaluation Research and Development (ERAD). Once data was entered it was downloaded, checked for errors, and analyzed, which resulted in quarterly reports distributed to Cenpatico Integrated Care, Inc., service providers, and community coalitions. Each program was required to undergo careful evaluation in order to assess which objectives were being met and which areas needed further attention. The following tables reports demographic information for the Community Survey and the Sidewalk Survey, on the following page.

## COMMUNITY SURVEY DEMOGRAPHICS

- A total of 6,882 Community Surveys were entered and available for analysis.
- Pima County is the largest County in terms of population and also had the largest number of surveys at 3,121 (45.4%).
- Females were in the majority of those surveyed, comprising 61.0% of the data.
- Over sixty percent of those surveyed were White (60.8%).
- Nearly half (42.0%) self-identified as Hispanic or Latino.
- Over three-quarters of those surveyed (78.0%) were adults over the age of 18 years, while 22.0% were youth
- Spanish language surveys accounted for 8.0% (n = 451).
- There were 1224 surveys taken on-line (17.8%).

Community Survey	Count	Percent
Pinal County	1009	14.7
Cochise County	1704	24.8
Pima County	3121	45.4
Yuma	1048	15.2
<b>Total</b>	<b>6882</b>	<b>100.0</b>
Gender	Count	Percent
Male	2463	37.5
Female	4011	61.0
Transgender	42	0.6
Another gender not listed	60	0.9
Ethnicity and Race	Count	Percent
Hispanic or Latino	2889	42.0
White	3469	60.8
Black or African American	546	9.6
Native Hawaiian/Other Pacific Islander	87	1.5
Asian	227	4.0
American Indian/Alaska native	476	8.3
More than one race	468	8.2
Other	433	7.6
Age Group	Count	Percent
Youth	1449	22.0
Adult	5136	78.0
Survey Language	Count	Percent
English	5207	92.0%
Spanish	451	8.0%
Survey Method	Count	Percent
Paper	5658	82.2%
Online	1224	17.8%

## SIDEWALK SURVEY DEMOGRAPHICS

- A total of 1,578 Community Surveys were entered and available for analysis.
- Pima County and Pinal County were represented relatively equally with 49.7% in Pinal and 50.3% in Pima County.
- Females were in the majority of those surveyed, comprising 54.6% of the data.
- Over eighty percent of those surveyed were White (86.0%).
- Forty percent (40.0%) self-identified as Hispanic or Latino.
- All of those surveyed were adults 18 years of age or older.
- Spanish language surveys accounted for 11.9%.
- There were 5 surveys taken on-line.

<b>Sidewalk Survey</b>	<b>Count</b>	<b>Percent</b>
Pinal County	785	49.7%
Pima County	793	50.3%
<b>Total</b>	<b>1578</b>	<b>100.0</b>
<b>Gender</b>	<b>Count</b>	<b>Percent</b>
Male	707	45.1%
Female	855	54.6%
Transgender	1	0.1%
Another gender not listed	3	0.2%
<b>Ethnicity and Race</b>	<b>Count</b>	<b>Percent</b>
Hispanic	585	40.0%
White	1258	86.0%
Black or African American	79	5.4%
Native Hawaiian/Other Pacific Islander	5	0.3%
Asian	12	0.8%
American Indian/Alaska native	34	2.3%
More than one race	49	3.4%
Other	25	1.7%
<b>Age Group</b>	<b>Count</b>	<b>Percent</b>
Youth	0	0.0%
Adult	1541	100.0%
<b>Survey Language</b>	<b>Count</b>	<b>Percent</b>
English	1385	88.0%
Spanish	188	11.9%
<b>Survey Method</b>	<b>Count</b>	<b>Percent</b>
Paper	1573	99.7%
Online	5	0.3%

# ~~Problem~~ Solution

## **COMMUNITY PERCEPTIONS OF PREVAILING PROBLEMS**

Measuring community attitudes on the nature and severity of problems associated with youth usage of substances is key to designing and implementing strategies to address and curb usage. To achieve this, a Community Survey was administered to residents within each of the provider/coalition's target area. The following reports data on community perceptions of the severity of problems associated with youth use of substances at the County level with data from the Community Survey.

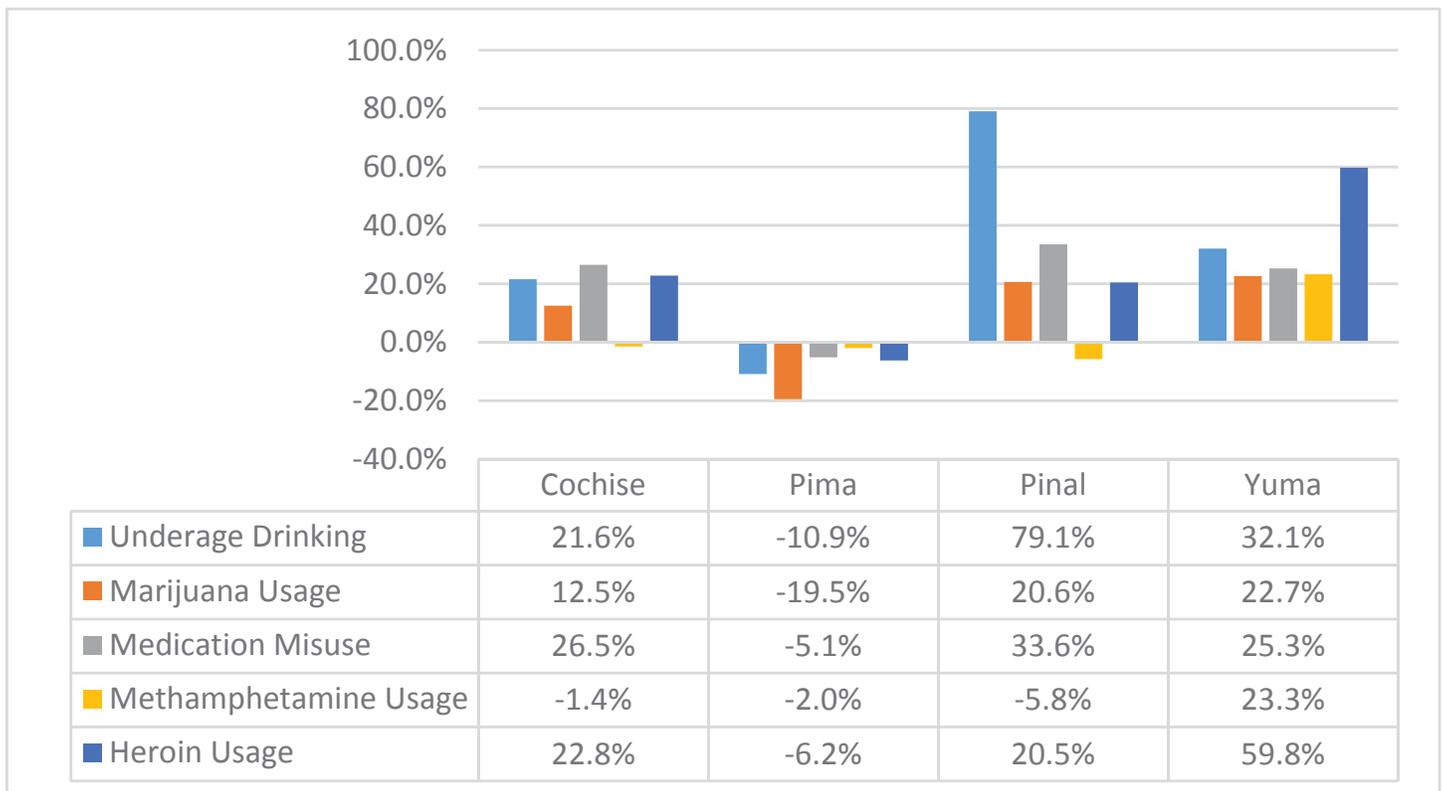
## TO WHAT EXTENT IS THE FOLLOWING A SEVERE PROBLEM IN THE COMMUNITY?

INDICATOR		COCHISE	PIMA	PINAL	YUMA	OVERALL
UNDERAGE DRINKING	➡	34.4%	28.8%	21.6%	34.2%	30.0%
MARIJUANA USAGE	➡	38.5%	32.2%	28.3%	36.2%	33.8%
MEDICATION ABUSE OR MISUSE	➡	34.2%	29.9%	21.5%	26.8%	29.3%
METHAMPHETAMINE USAGE	➡	35.7%	33.4%	15.9%	36.1%	31.9%
HEROIN USAGE	➡	30.1%	32.9%	12.1%	28.4%	28.5%

% "SEVERE PROBLEM" - SOURCE: CENPATICO COMMUNITY SURVEY

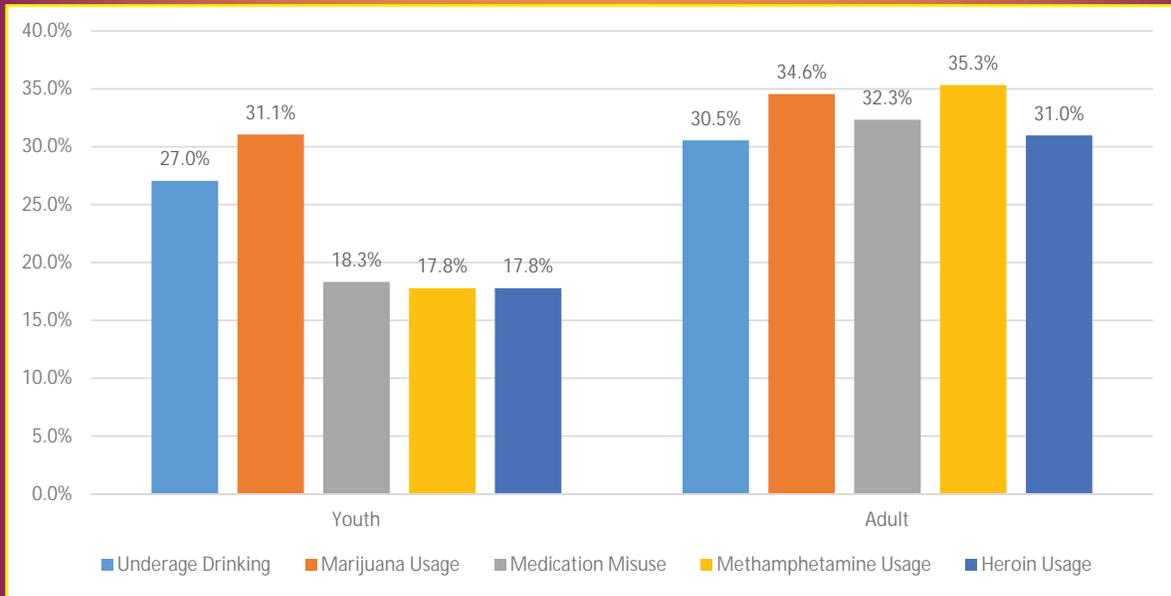
- The top problem for Cochise County was marijuana usage (38.5%), followed by methamphetamine at 35.7%.
- Substances viewed as top problems in Pima County were methamphetamine (33.4%) followed by heroin (32.9%) and marijuana (32.2%).
- Marijuana usage was viewed as the top problem in Pinal County (28.3%), though compared to other counties, Pinal County community members appeared to be less concerned with substance usage.
- Marijuana usage (36.2%) and methamphetamine (36.1%) were the top problems in Yuma County.

### PERCENT CHANGES FROM 2016-17 TO 2017-18 IN PREVAILING PROBLEMS BY COUNTY



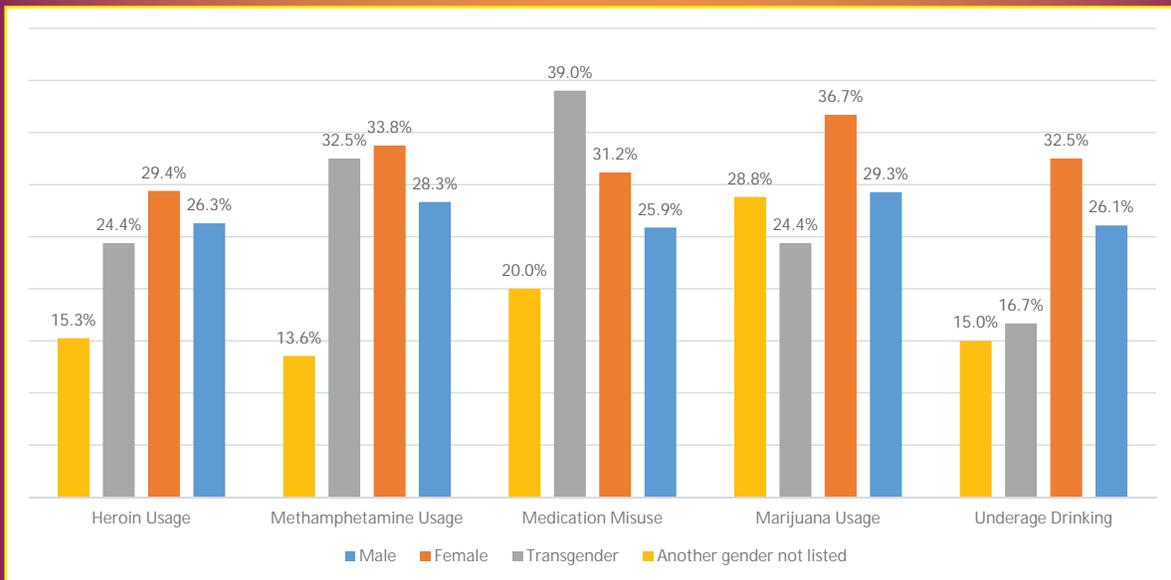
- Cochise County had increases in prevailing problems for all substances except methamphetamine.
- Pima County reported decreases from 2016-17 to 2017-18 in all substances. The largest decrease in the severity of problems was in marijuana usage at -19.5%.
- Pinal County has one of the largest increases from 2016-17 to 2017-18 with a 79.1% increase in community members reporting that underage drinking was a severe problem.
- The largest increase in problems in Yuma County was for heroin usage, which had a 59.8% increase.

## PREVAILING PROBLEMS BY AGE GROUP (% "SEVERE PROBLEM")



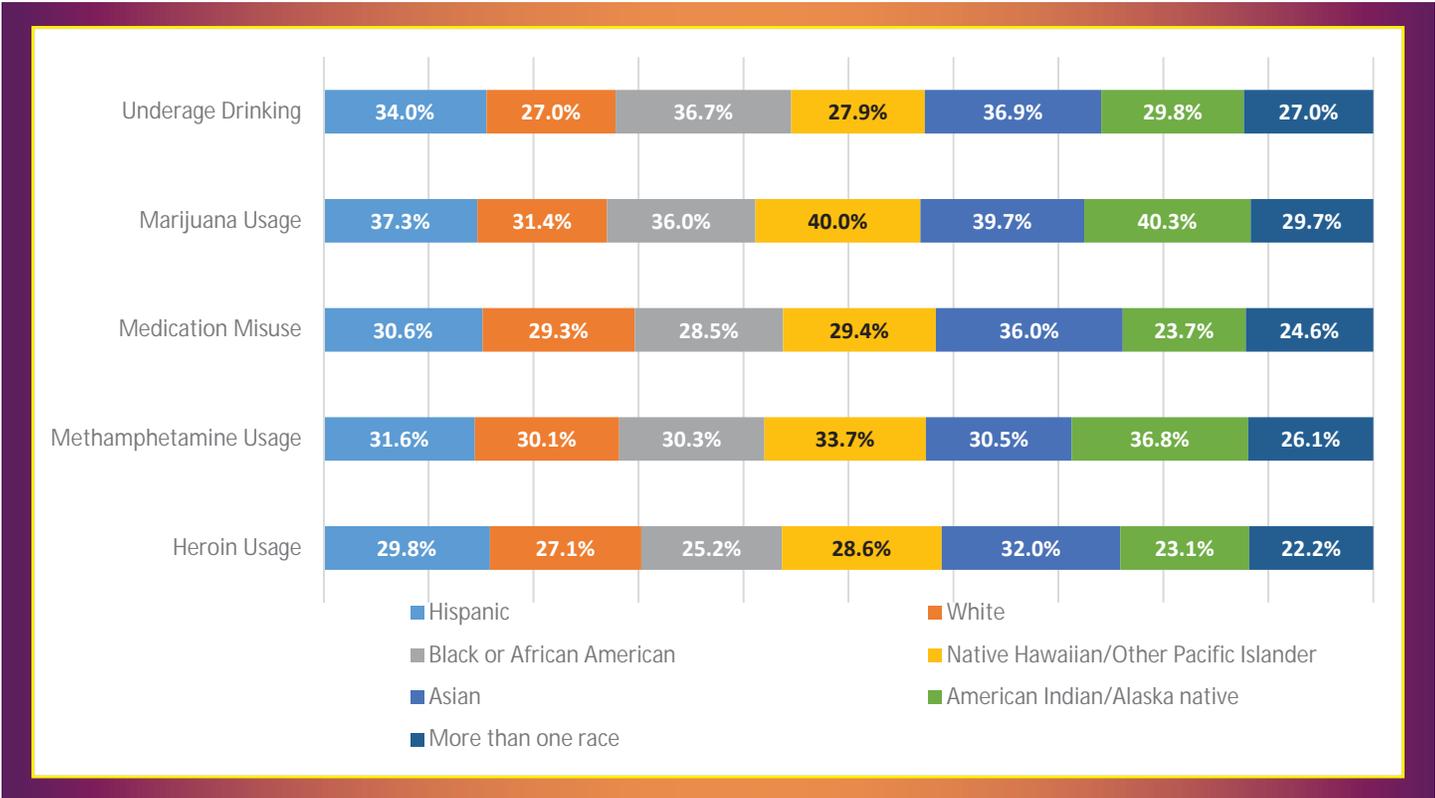
- Compared with youth, adults tended to view substance usage as a more severe problem.
- The largest problem as viewed by youth, was in marijuana usage with 31.1% of youth reporting it was a severe problem in the community.
- Nearly a third (27.0%) of youth viewed underage drinking as a severe problem.
- Adults viewed methamphetamine usage (35.3%) and marijuana usage (34.6%) as the most severe problems facing their communities.

## PREVAILING PROBLEMS BY GENDER (% "SEVERE PROBLEM")



- Females tended to view substance use by youth as more severe than males comparatively.
- The top problems according to males was in marijuana usage (29.3%) and methamphetamine usage (28.3%).
- Like their male counterparts, females also viewed marijuana (36.7%) and methamphetamine usage (33.8%) as the most severe problems in the community.
- 39.0% of Transgender respondents viewed medication misuse as a severe problem

## PREVAILING PROBLEMS BY ETHNICITY AND RACE (% “SEVERE PROBLEM”)



- The top problems according to Hispanic/Latinos were marijuana usage (37.3%) followed by underage drinking (34.0%).
- Whites also cited marijuana usage as a top problem (31.4%).
- African Americans viewed underage drinking (36.7%) as the top problem.
- 40.0% of Native Hawaiians/Pacific Islanders viewed marijuana usage as a severe problem.
- Over forty percent of American Indian/Alaskan Natives viewed marijuana usage as a severe problem.
- Those that self-identified as “more than one race” also viewed marijuana as the most severe problem with 29.7% reporting this.

### COMMUNITY READINESS CAN BE DESCRIBED BY NINE DIFFERENT LEVELS:

**No awareness.** The issue is not generally recognized by the community or leaders as a problem.

**Denial/ resistance.** At least some community members recognize that it is a concern, but there is little recognition that it might be occurring locally.

**Vague awareness.** Most feel that there is a local concern, but there is no immediate motivation to do anything about it.

**Preplanning.** There is clear recognition that something must be done, and there may even be a group addressing it. However, efforts are not focused or detailed.

**Preparation.** Active leaders begin planning in earnest. The community offers modest support of their efforts.

**Initiation.** Enough information is available to justify efforts. Activities are underway.

**Stabilization.** Activities are supported by administrators or community decision-makers. Staff are trained and experienced.

**Confirmation/ expansion.** Efforts are in place. Community members feel comfortable using services, and they support expansions. Local data are regularly obtained.

**High level of community ownership.** Detailed and sophisticated knowledge exists about prevalence, causes, and consequences. Effective evaluation guides new directions. The model is applied to other issues.

*Once you know your community's level of readiness, you can plan your effort to start at that level and move the community to the next, and to continue to move the community, one level at a time (Source: Community Tool Box <https://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/community-readiness/main>).*



## **COMMUNITY PERCEPTIONS OF YOUTH ACCESS TO SUBSTANCES**

When substances, such as alcohol or marijuana, are easy for youth to obtain, it may increase the likelihood of usage. Thus, it is crucial to know what substances community members believe youth are able to obtain easily so that strategies may be developed to address access and thus reduce usage. The Community Survey asked respondents to indicate how easy it was for youth to obtain alcohol, marijuana, prescription drugs, methamphetamine, and heroin in their communities.

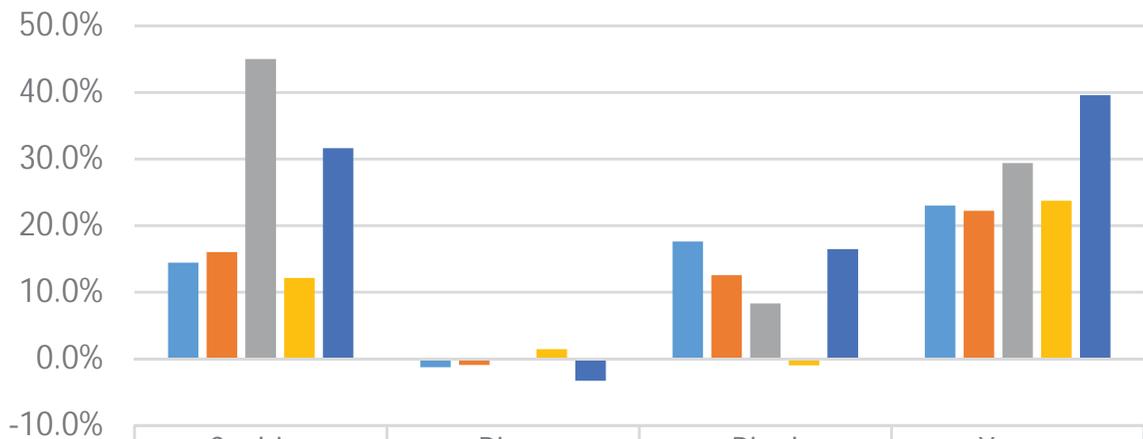
## HOW EASY WOULD IT BE FOR YOUTH TO GET THE FOLLOWING IN OUR COMMUNITY?

INDICATOR		COCHISE	PIMA	PINAL	YUMA	OVERALL
ALCOHOL	➡	50.9%	47.6%	42.0%	46.4%	47.4%
MARIJUANA	➡	52.3%	49.6%	44.8%	45.3%	48.9%
MEDICATION	➡	39.6%	28.6%	34.8%	35.6%	33.3%
METHAMPHETAMINE	➡	32.3%	24.1%	15.5%	28.1%	25.5%
HEROIN	➡	29.3%	22.1%	11.3%	23.5%	22.5%

% "VERY EASY" - SOURCE: CENPATICO COMMUNITY SURVEY

- Marijuana and alcohol were viewed as the easiest substances for youth to obtain across all counties.
- Nearly a third (32.3%) of those in Cochise County reported that methamphetamine was "very easy" to obtain.
- 39.6% in Cochise County, 28.6% in Pima County, 34.8% in Pinal County and 35.6% in Yuma County viewed medications as very easy for youth to obtain.
- Nearly a third (29.3%) in Cochise County viewed heroin as very easy to obtain.

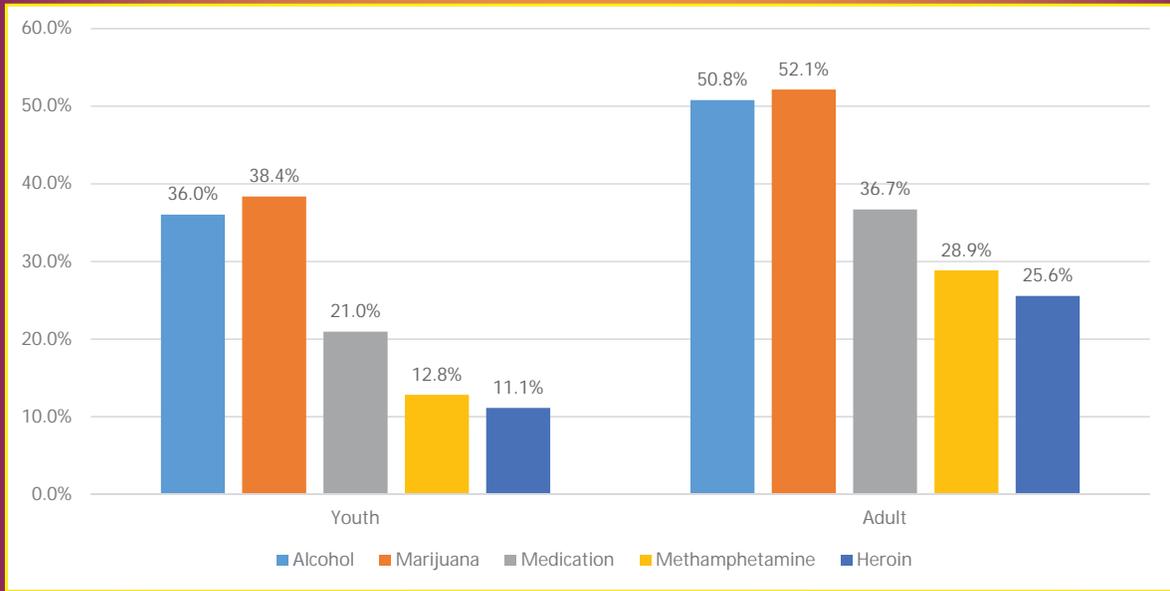
## PERCENT CHANGES FROM 2016-17 TO 2017-18 IN EASE OF YOUTH ACCESS TO SUBSTANCES BY COUNTY



	Cochise	Pima	Pinal	Yuma
Alcohol	14.4%	-1.2%	17.6%	23.0%
Marijuana	16.0%	-0.9%	12.6%	22.2%
Medication	45.0%	0.1%	8.3%	29.4%
Methamphetamine	12.2%	1.4%	-1.0%	23.7%
Heroin	31.6%	-3.3%	16.5%	39.6%

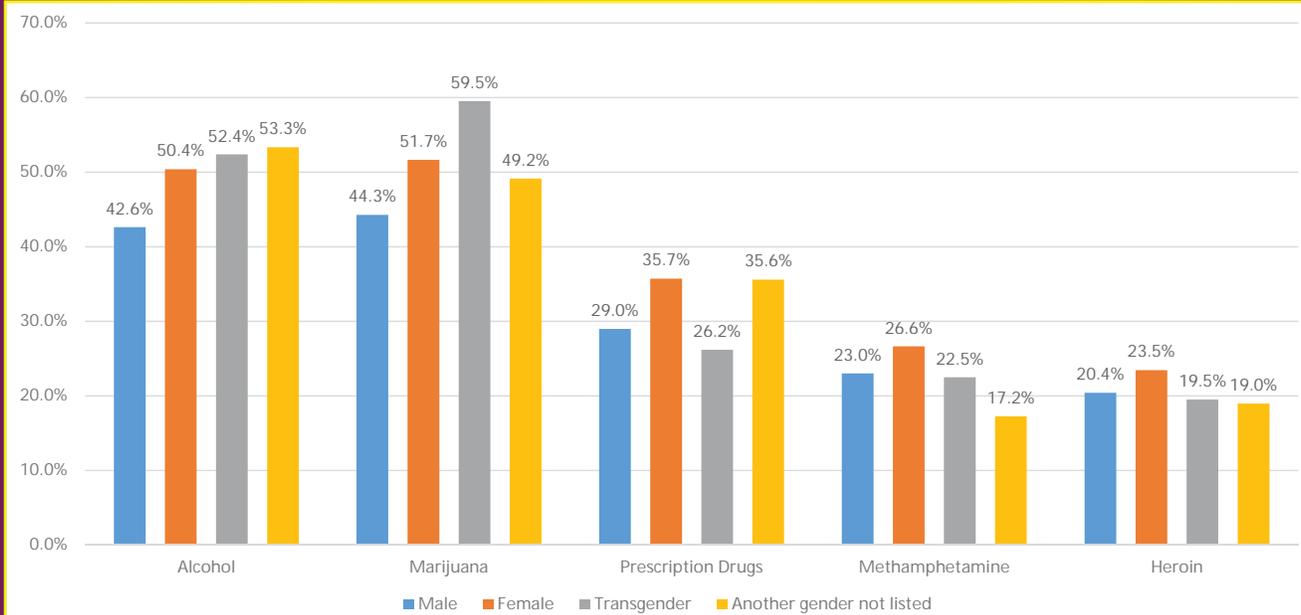
- Comparing changes from 2016-17 to 2017-18 for Cochise County, all substances increased in perceived ease of access, with medication (45.0%) and heroin (31.6%) increasing the largest.
- Pima County reported little change in the ease of access.
- Pinal County residents reported increases in ease of access for all but one substance with alcohol (17.6%) and heroin (16.5%) increasing the most.
- Yuma County residents reported increases in perceived access across all substances with heroin (39.6%) reporting the largest increase.

### EASE OF ACCESS BY AGE GROUP (% "VERY EASY")



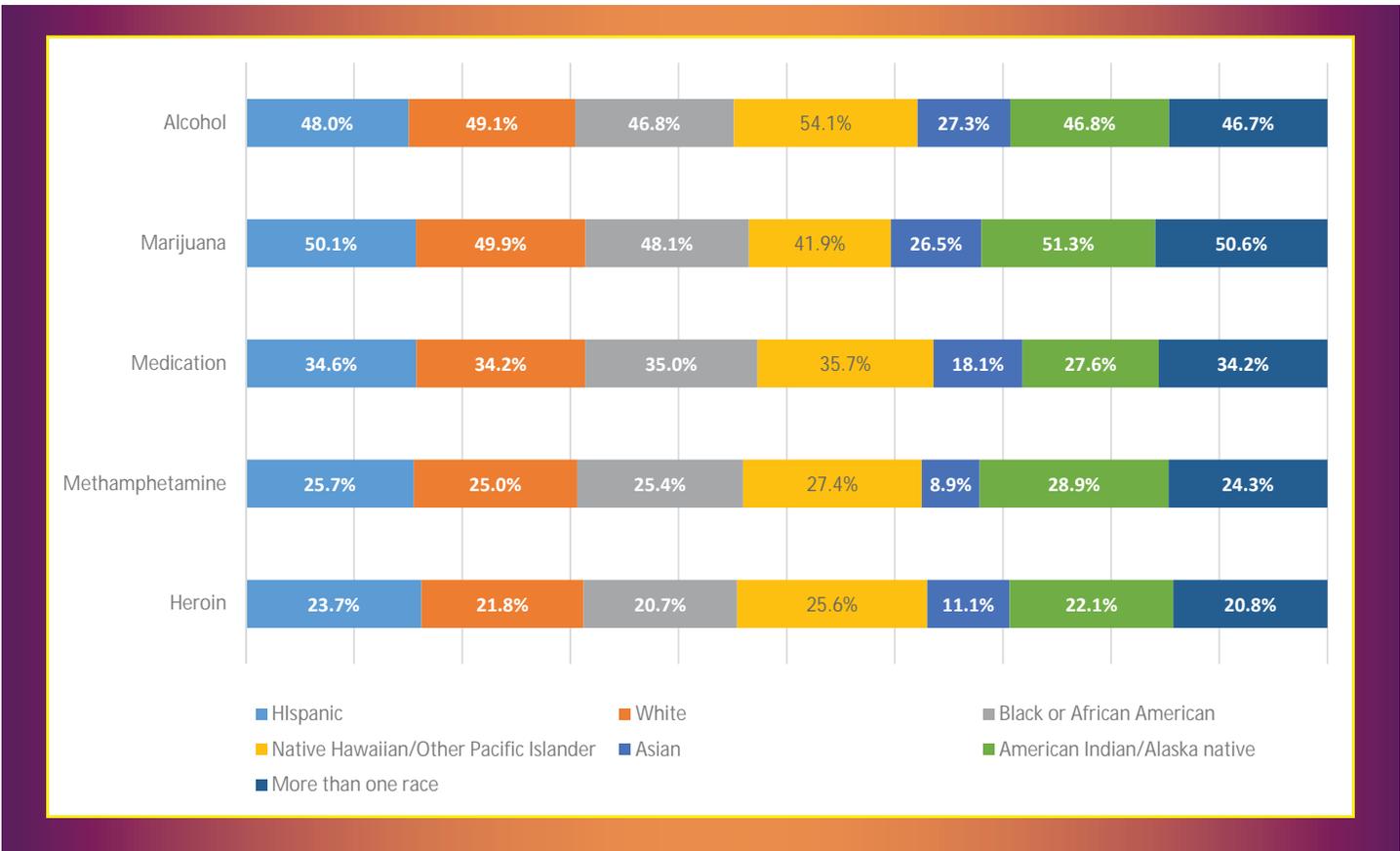
- Compared with youth, adults tended to view all substances easier for youth to obtain.
- For youth, the easiest substances were marijuana (38.4%) and alcohol (36.0%).
- Adults viewed marijuana (52.1%) and alcohol (50.8%) as the easiest for youth to obtain.

### EASE OF ACCESS BY GENDER (% "VERY EASY")



- Compared with males, females tended to view all substances easier for youth to obtain.
- For males, the easiest substances were marijuana (44.3%) and alcohol (42.6%).
- Females viewed marijuana (51.7%) and alcohol (50.4%) as the easiest for youth to obtain.
- Heroin was the hardest to obtain according to both males and females.
- Marijuana access was the easiest to obtain according to transgender respondents

## EASE OF ACCESS BY ETHNICITY AND RACE (% "VERY EASY")



- Hispanics and Latinos viewed marijuana (50.1%) and alcohol (48.0%) as “very easy” for youth to obtain.
- Whites also cited marijuana and alcohol as the easiest for youth to obtain, with 34.2% citing medications as “very easy” to obtain.
- African Americans viewed marijuana (48.1%) as the easiest to obtain.
- 54.1% of Native Hawaiians/Pacific Islanders viewed alcohol as easy for youth to obtain.
- Compared with other ethnicities, Asians tended to view substances as harder for youth to obtain.
- The easiest substance for youth to obtain, according to American Indians/Alaska Natives was marijuana (51.3%) followed by alcohol (48.8%).

**EASE OF ACCESS TO SUBSTANCES HAS BEEN SHOWN TO HAVE A DIRECT AND SIGNIFICANT RELATIONSHIP WITH SUBSTANCE USE FOR SCHOOL-AGED CHILDREN. PREVIOUS RESEARCH INVOLVING RURAL SAMPLES OF MIDDLE AND HIGH SCHOOL STUDENTS REVEALS THAT PERCEIVED EASE OF ACCESS TO SUBSTANCES IS A SIGNIFICANT PREDICTOR OF RECENT USE AMONG RURAL ADOLESCENTS**

PERCEIVED EASE OF ACCESS TO ALCOHOL, TOBACCO, AND OTHER SUBSTANCES IN RURAL AND URBAN US STUDENTS (2016). JACOB C. WARREN, K. BRYANT SMALLEY, K. NIKKI BAREFOOT.

RURAL REMOTE HEALTH. 2015 OCT-DEC; 15(4): 3397. PUBLISHED ONLINE 2015 OCT 31.



## COMMUNITY AWARENESS OF MESSAGING

One strategy implemented by providers and coalitions is community education, social marketing, and public information campaigns. In the Community Survey, residents were asked if they were aware of any messages regarding substance usage in their community. Messages ranged from safeguarding alcohol in the home to information about the harmful effects of alcohol and other drugs.

### **Effectiveness of Messaging**

Awareness of messaging is only half the battle. Messages must also be effective in changing the behavior of those exposed to the messages if there are to be positive changes in the community. To address this, a question on the Community Survey asked members who were aware of any of the above messages if they had changed their behavior due to messaging.

## ARE YOU AWARE OF MESSAGES ADDRESSING THE FOLLOWING:

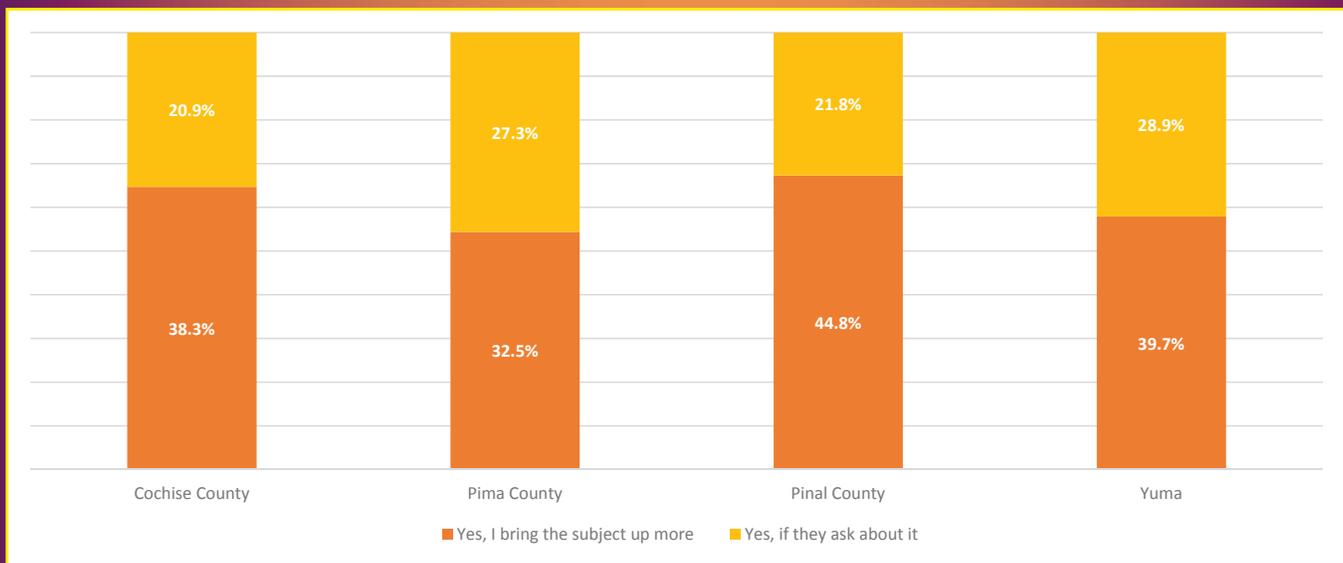
INDICATOR		COCHISE	PIMA	PINAL	YUMA	OVERALL
SAFEGUARDING ALCOHOL IN THE HOME	➡	36.3%	39.7%	41.6%	38.1%	38.9%
INFORMATION ABOUT THE HARMFUL EFFECTS OF ALCOHOL USE BY YOUTH	➡	49.0%	59.7%	58.6%	60.0%	56.9%
IMPORTANCE OF YOUTH COMMUNICATING WITH PARENTS ABOUT UNDERAGE DRINKING	➡	46.8%	53.0%	56.8%	58.1%	52.8%
INFORMATION ABOUT THE HARMFUL EFFECTS OF MARIJUANA USAGE BY YOUTH	➡	40.8%	51.3%	53.4%	53.4%	49.3%
SAFEGUARDING EDIBLE MARIJUANA FROM CHILDREN AND PETS	➡	32.1%	34.7%	39.6%	29.5%	34.0%
INFORMATION ABOUT THE HARMFUL EFFECTS OF OTHER DRUGS	➡	51.1%	63.1%	59.5%	61.6%	59.4%
ENCOURAGING ADULTS TO TALK WITH THEIR KIDS/GRANDCHILDREN ABOUT USING OTHER PEOPLE'S MEDICATIONS?	➡	41.6%	46.0%	51.0%	45.7%	45.6%
THE LEGAL CONSEQUENCES OF PROVIDING ALCOHOL TO SOMEONE UNDER 21 YEARS OF AGE	➡	47.0%	54.6%	51.7%	51.4%	51.8%

% "YES" - SOURCE: CENPATICO COMMUNITY SURVEY

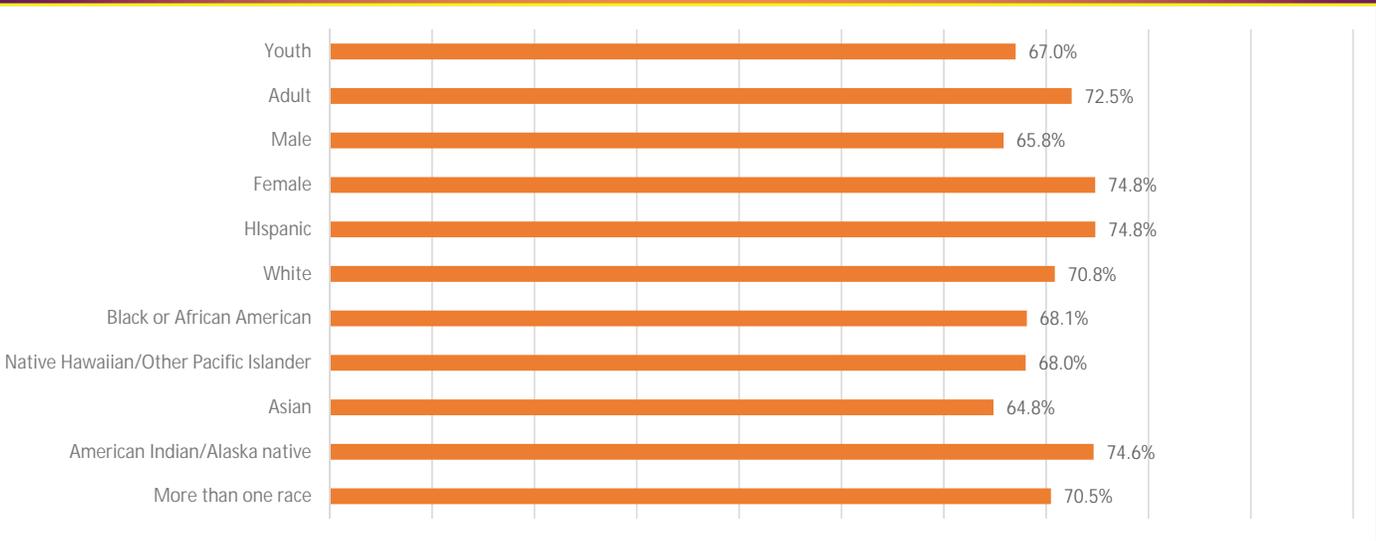
- The top messages seen by Cochise County community members was information about the harmful effects of other drugs (51.1%), followed by information about the harmful effects of alcohol use by youth (49.0%) with nearly half indicating exposure.
- The messages with the least amount of reported exposure in Cochise County was safeguarding edible marijuana from children and pets, with just under a third (32.1%) reporting seeing these messages.
- More than half (63.1%) of those surveyed in Pima County had seen messages about information about the harmful effects of other drugs.
- The least seen message in Pima County involved safeguarding alcohol in the home (39.7%).
- A majority of community members in Pinal County reported seeing many messages, including 59.5% with information about harmful effects of other drugs, and 58.6% with information about the harmful effects of alcohol use by youth.
- In Yuma County, over half (51.4%) reported seeing messages about the legal consequences of providing alcohol to someone under 21 years of age.

**SAMHSA'S TIP SHEET, THE DO'S AND DON'TS OF EFFECTIVE MESSAGING FOR SUBSTANCE MISUSE PREVENTION, PROVIDES GENERAL GUIDANCE ON THE DESIGN AND DELIVERY OF CONSISTENT AND EFFECTIVE SUBSTANCE MISUSE PREVENTION MESSAGES ([HTTPS://WWW.SAMHSA.GOV/CAPT/SITES/DEFAULT/FILES/RESOURCES/TIPSHEET-EFFECTIVE-MESSAGING.PDF](https://www.samhsa.gov/capt/sites/default/files/resources/tipsheet-effective-messaging.pdf)).**

## HAVE THESE MESSAGES CHANGED YOUR BEHAVIOR ABOUT TALKING TO YOUR PARENT OR GUARDIAN OR TALKING TO YOUR CHILD ABOUT DRUGS AND ALCOHOL BY COUNTY?



## HAVE THESE MESSAGES CHANGED YOUR BEHAVIOR ABOUT TALKING TO YOUR PARENT OR GUARDIAN OR TALKING TO YOUR CHILD ABOUT DRUGS AND ALCOHOL BY DEMOGRAPHICS (% YES)?



- For those that were exposed to messages, many reported that they brought the subject up more and they talked about it if it was asked about.
- Over one-third of those in Cochise County reported they bring up the subject of substance abuse more as a result of messaging.
- In Pima County, under a third (32.5%) reported bringing up the subject more. 44.8% of Pinal County residents said they bring up the subject more as a result of messages, while approximately forty percent (39.7%) of Yuma County residents cited the messages as being effective.
- A majority of youth (67.0%) and adults (72.5%) reported that messages were effective at changing their behavior.
- Females were more likely than males change their behavior.
- 74.8% of Hispanic/Latinos said they changed their behavior as a result of messaging.
- A majority across demographic categories indicated that the messages were effective in changing behavior.



## COMMUNITY PERCEPTIONS OF RISK OF YOUTH SUBSTANCE USE

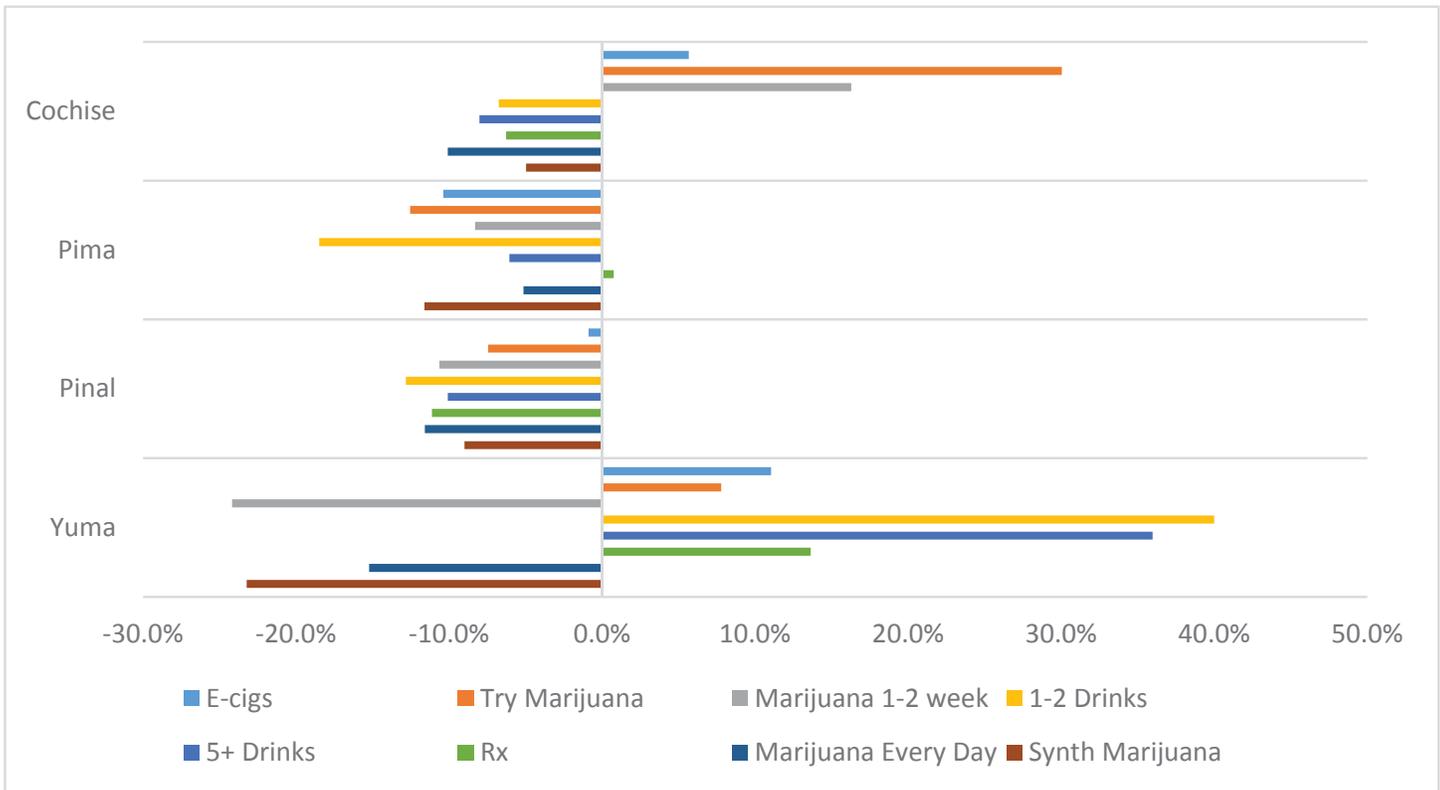
Interventions designed to prevent substance use attempt to reduce the effect of risk factors while increase the influence of protective factors. The likelihood that someone may engage in substance usage is related to the composition of risk factors (e.g., perceived risk and harm of using substances) and protective factors (e.g., school bonding, resilience) that may decrease the likelihood of usage. The Community Survey contained several items to gauge community attitudes pertaining to perceived risk and harm of various substances.

## TO WHAT EXTENT DOES THE COMMUNITY THINK PEOPLE RISK HARMING THEMSELVES IF THEY:

INDICATOR		COCHISE	PIMA	PINAL	YUMA	OVERALL
SMOKE ELECTRONIC CIGARETTES PER DAY?	➡	31.1%	30.1%	35.2%	25.9%	30.5%
TRY MARIJUANA ONCE OR TWICE?	➡	27.7%	25.6%	32.1%	21.2%	26.4%
SMOKE MARIJUANA ONCE OR TWICE A WEEK?	➡	39.6%	34.5%	45.7%	29.7%	36.8%
TAKE 1-2 DRINKS NEARLY EVERY DAY?	➡	34.1%	36.3%	35.7%	36.0%	35.6%
HAVE 5+ DRINKS ONCE OR TWICE A WEEK?	➡	44.4%	50.8%	53.1%	50.3%	49.4%
USE RX WITHOUT A DOCTOR TELLING THEM TO TAKE THEM?	➡	58.9%	56.9%	64.2%	51.9%	57.7%
SMOKE MARIJUANA EVERY DAY?	➡	54.4%	48.3%	61.8%	55.9%	52.9%
USE SYNTHETIC MARIJUANA?	➡	54.8%	58.6%	61.9%	60.8%	58.4%

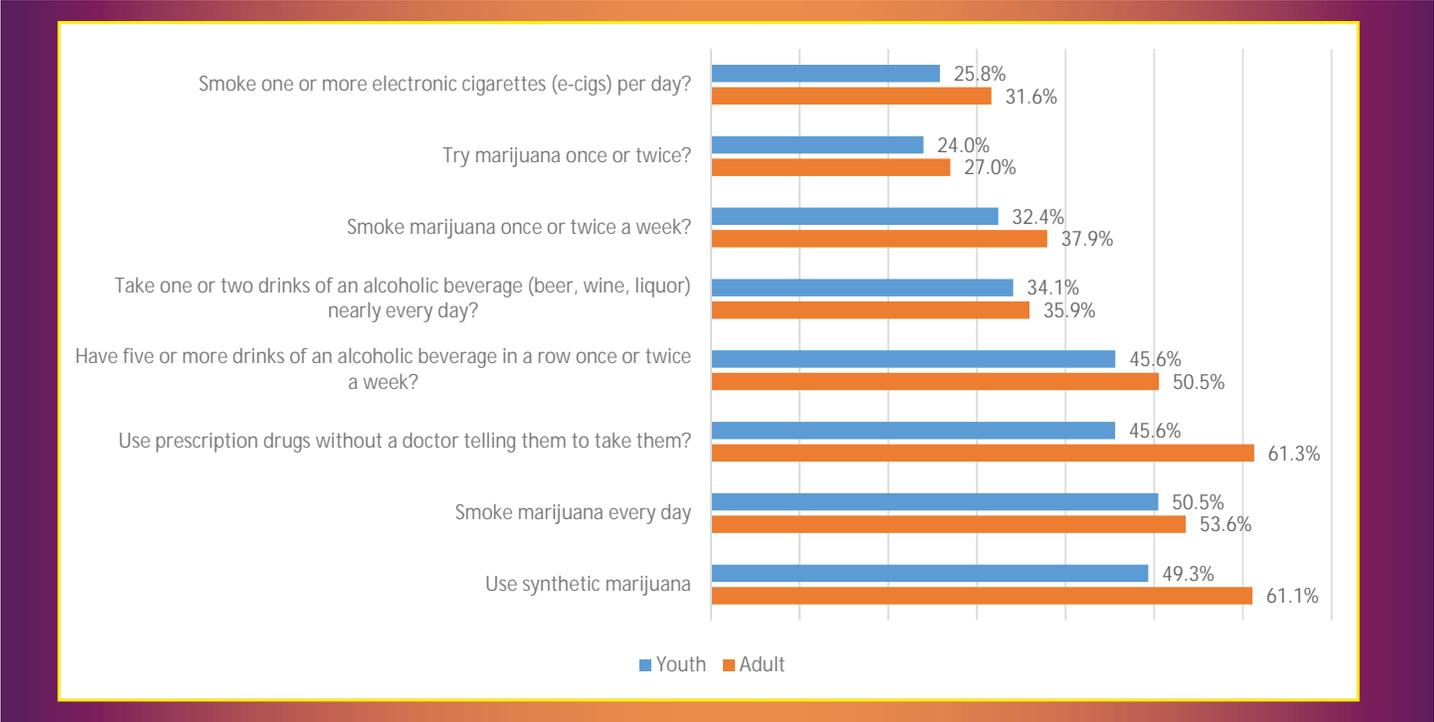
% GREAT RISK - SOURCE: CENPATICO COMMUNITY SURVEY

### PERCENT CHANGES FROM 2016-17 TO 2017-18 IN PERCEPTION OF RISK BY COUNTY

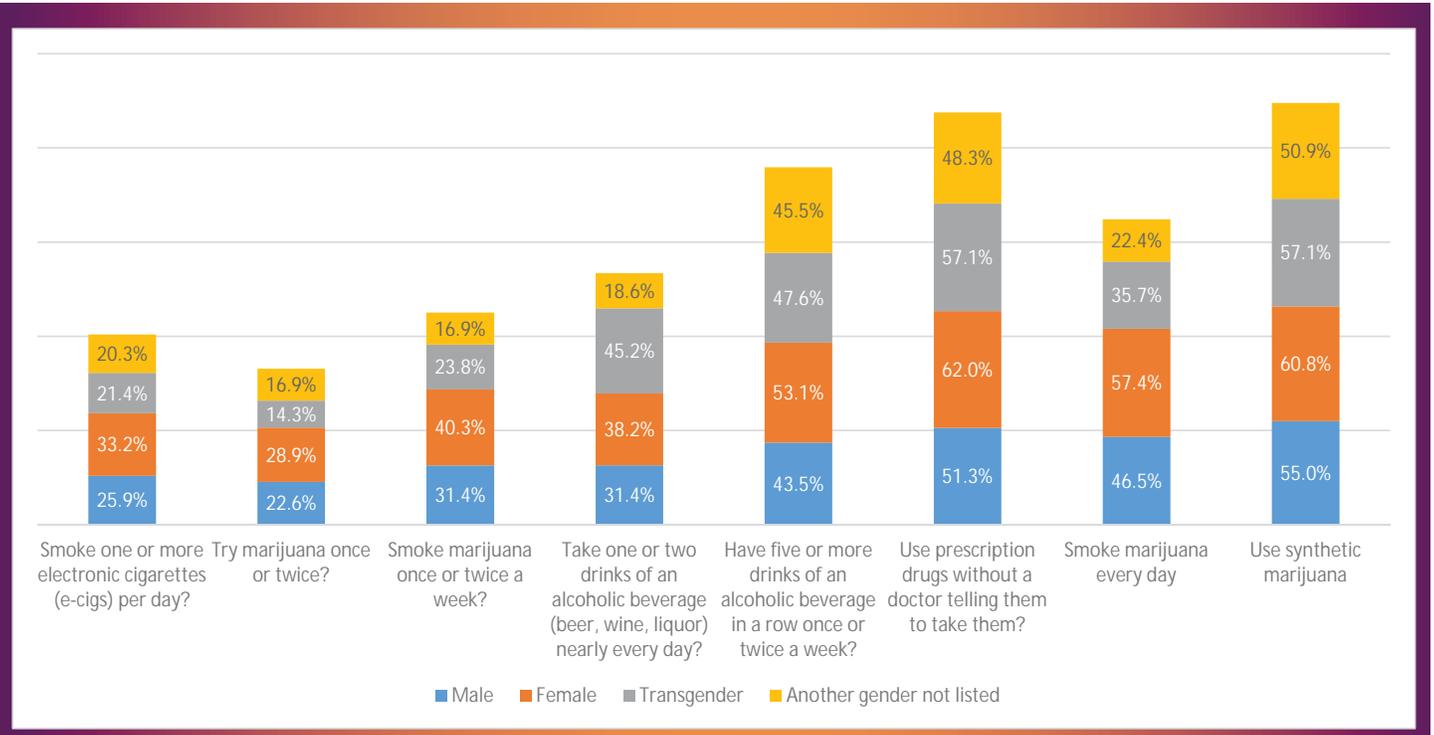


- Perceptions of risk with youth using e-cigs, trying marijuana, and using marijuana once or twice a week increased in Cochise County, while other substances decreased.
- Perceived risk in Pima County decreased for all substances except for a minor increase in risk for medications.
- Within Pinal County, perceptions of risk fell for all substances.
- Yuma County reported increases in perceived risk for e-cigs, trying marijuana, having 1 or 2 drinks, binge drinking, and medications.

## PERCEIVED RISK AND HARM BY AGE GROUP (% GREAT RISK)

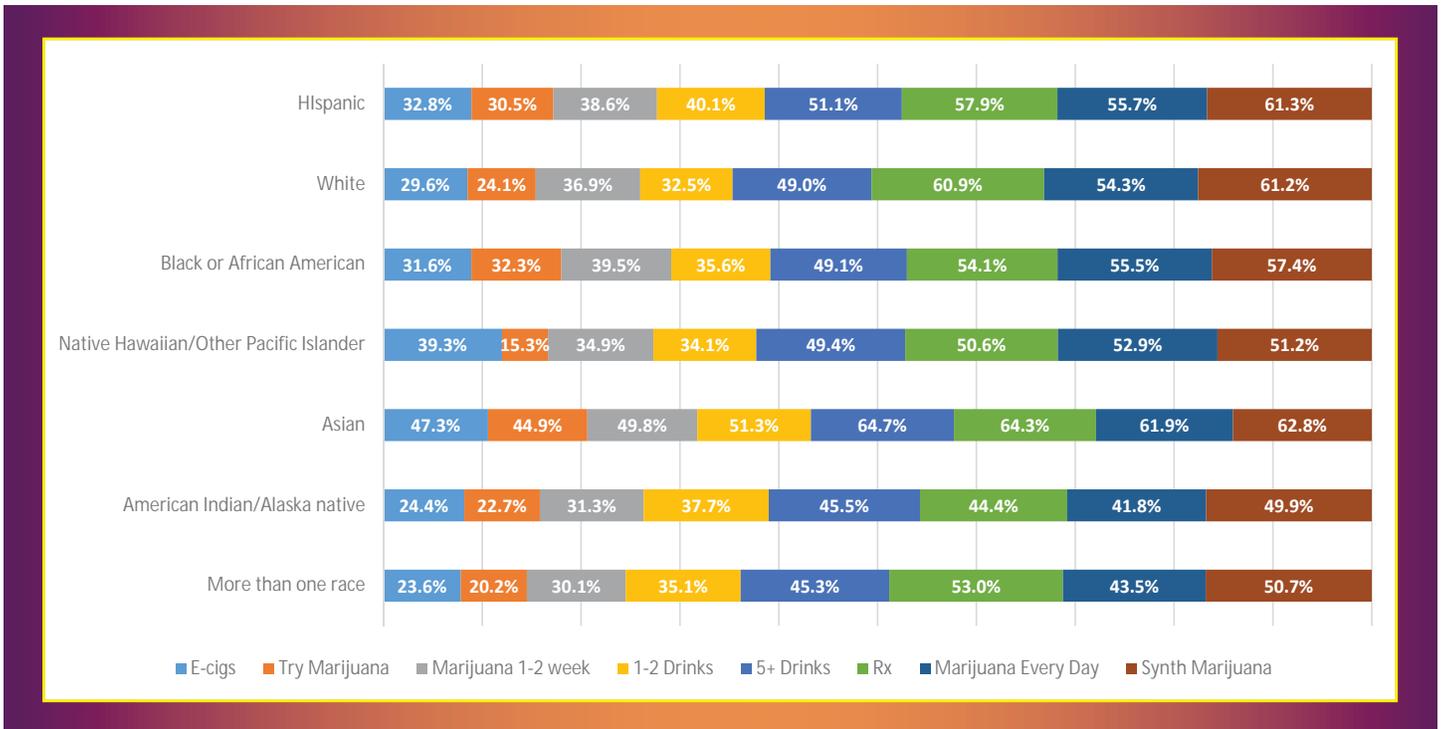


## PERCEIVED RISK AND HARM BY GENDER (% GREAT RISK)



- Compared with youth, adults reported greater perceived risk across all substances.
- Adults were nearly twenty percent more likely to report great risk with using prescription drugs, compared with youth.
- Approximately half of youth (50.5%) and adults (53.6%) perceived great risk with youth smoking marijuana every day.
- Compared with males, females reported greater perceived risk across all substances.
- Over half of females (57.4%) perceived great risk with youth smoking marijuana every day.
- A majority of males (62.0%) and females (51.3%) reported great risk with youth using prescription drugs.

## PERCEIVED RISK AND HARM BY ETHNICITY AND RACE (% GREAT RISK)



- Comparing across all substances, youth using synthetic marijuana, prescription drugs, and smoking marijuana every day were viewed with the greatest risk across ethnicities.
- For Whites, the substances associated with the least risk were trying marijuana (24.1%) and using electronic cigarettes (29.6%).
- Hispanics and Latinos viewed synthetic marijuana (61.3%) and prescription drugs (57.9%) with the greatest risk.
- American Indian/Alaskan Natives tended to view substances with comparatively less risk compared to other ethnicities.

**Many factors influence a person’s chance of developing a mental and/or substance use disorder. Effective prevention focuses on reducing those risk factors, and strengthening protective factors, that are most closely related to the problem being addressed. Applying the Strategic Prevention Framework (SPF) helps prevention professionals identify factors having the greatest impact on their target population.**

### **Risk factors:**

Characteristics at the biological, psychological, family, community, or cultural level that precede and are associated with a higher likelihood of negative outcomes.

### **Protective factors:**

Characteristics associated with a lower likelihood of negative outcomes or that reduce a risk factor’s impact. Protective factors may be seen as positive countering events.

Source: <https://www.samhsa.gov/capt/practicing-effective-prevention/prevention-behavioral-health/risk-protective-factors>



## WHERE YOUTH OBTAIN SUBSTANCES

Where and how youth obtain substances is key information for those attempting to curb usage. Strategies may be implemented to target the specific methods youth used to obtain alcohol, marijuana, and prescription medications.

As shown in the datasheet on the following page, some of the top ways that youth obtain alcohol according to community members were at parties with friends and no adults present and from someone over the age of 21. This result tended to hold across all four counties. In Pima County, family gatherings were cited; while in Cochise County, at home from parents or guardians was cited as a top method of obtaining alcohol. In Pinal and Yuma counties, in addition to parties and from someone over 21, desert parties were a top way youth obtained alcohol. Drug dealers, friends, and someone at school were some of the most cited ways that youth obtained marijuana, according to community members. Turning to the ways that youth obtain medications, from the home, friends, and drug dealers were often cited as top ways. In Yuma County, across the border was a top way. Knowing the ways that youth obtain substances may inform strategies to address substance usage among youth.

# WHERE YOUTH OBTAIN SUBSTANCES IN THE COMMUNITY

According to Community Members

## ALCOHOL

### PINAL COUNTY

Party with friends	87.9%
At home from parents or guardians	83.4%
Desert party	80.2%

### PIMA COUNTY

Party with friends	89.0%
From someone over 21	84.6%
Family gathering	81.7%



### COCHISE COUNTY

Party with friends	88.4%
From someone over 21	86.8%
At home from parents or guardians	83.3%

### YUMA COUNTY

Party with friends	84.8%
From someone over 21	83.4%
Desert party	81.5%

## MARIJUANA

### PINAL COUNTY

Someone at school	86.1%
From a friend	84.6%
Drug dealer	84.1%

### PIMA COUNTY

Drug dealer	85.5%
From a friend	83.9%
Someone at school	79.6%



### COCHISE COUNTY

Drug dealer	86.4%
From a friend	83.4%
Someone at school	81.9%

### YUMA COUNTY

Drug dealer	88.3%
From a friend	82.8%
Someone at school	80.8%

## MEDICATIONS

### PINAL COUNTY

From a friend	66.7%
Drug dealer	65.6%
Someone at school	64.6%

### PIMA COUNTY

At home	69.2%
Drug dealer	68.8%
From a friend	61.3%



### COCHISE COUNTY

Drug dealer	72.5%
From a friend	66.0%
Someone at school	65.6%

### YUMA COUNTY

At home	73.5%
Across the border	66.9%
Drug dealer	64.8%

Source: Community Survey



## **SIDEWALK SURVEY: COMMUNITY PERCEPTIONS OF MEDICATION MISUSE**

A community-level survey called, the Sidewalk Survey, was administered to community members in Pinal and Pima County. The survey focuses on medication misuse. It was available in English and Spanish; and in paper and online formats.

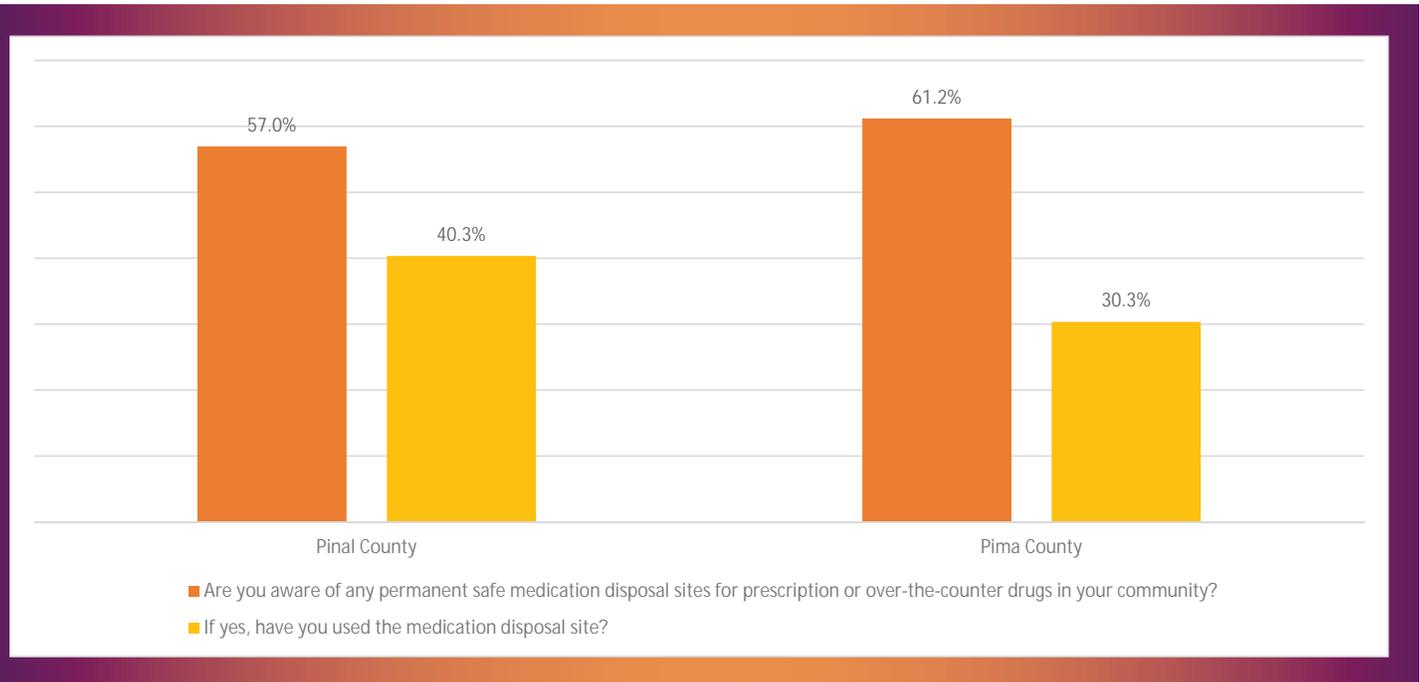
According to the following results, nearly all of those surveyed in Pinal and Pima Counties felt that medication misuse was a problem in the community. Few thought it was OK to share their medication with others. Most of those in Pinal County (96.9%) and Pima County (90.1%) said that they would use a safe and legal way to dispose of their medications. Nearly sixty-eight percent (67.6%) of those in Pima County and 58.9% in Pinal County reported seeing messages encouraging them to talk with their kids/grandchildren about using other people's medications. When asked if they were aware of permanent safe medication disposal sites for prescription or over-the-counter drugs, 57.0% in Pinal County and 61.2% in Pima County indicated they were aware of these sites. When asked if they were aware, if they had used the disposal sites, 40.3% in Pinal County and 30.3% in Pima County reported using them.

## COMMUNITY ATTITUDES TOWARDS MEDICATION MISUSE

INDICATOR		PIMA	PINAL
DO YOU THINK THAT MEDICATION MISUSE IS A PROBLEM IN YOUR COMMUNITY?	➡	92.8%	91.1%
DO YOU THINK IT IS OK TO SHARE YOUR MEDICATION WITH OTHERS?	➡	2.8%	8.0%
DO YOU THINK IT IS OK TO GIVE YOUR OLD MEDICATIONS TO OTHERS?	➡	3.5%	11.4%
IF YOU KNEW OF A SAFE AND LEGAL WAY TO DISPOSE OF YOUR MEDICATIONS, WOULD YOU DO IT?	➡	96.9%	90.1%
HAVE YOU SEEN (SUCH AS FLYERS/POSTERS) OR HEARD (SUCH AS ON RADIO OR TV) MESSAGES ENCOURAGING YOU TO TALK WITH YOUR KIDS/GRANDCHILDREN ABOUT USING OTHER PEOPLE'S MEDICATIONS	➡	67.6%	58.9%
IT IS IMPORTANT TO KEEP YOUR MEDICATIONS OUT OF SIGHT IN YOUR HOME	➡	92.9%	80.0%

% GREAT RISK - SOURCE: CENPATICO SIDEWALK SURVEY

## AWARENESS AND USAGE OF SAFE MEDICATION DISPOSAL SITES (% YES)



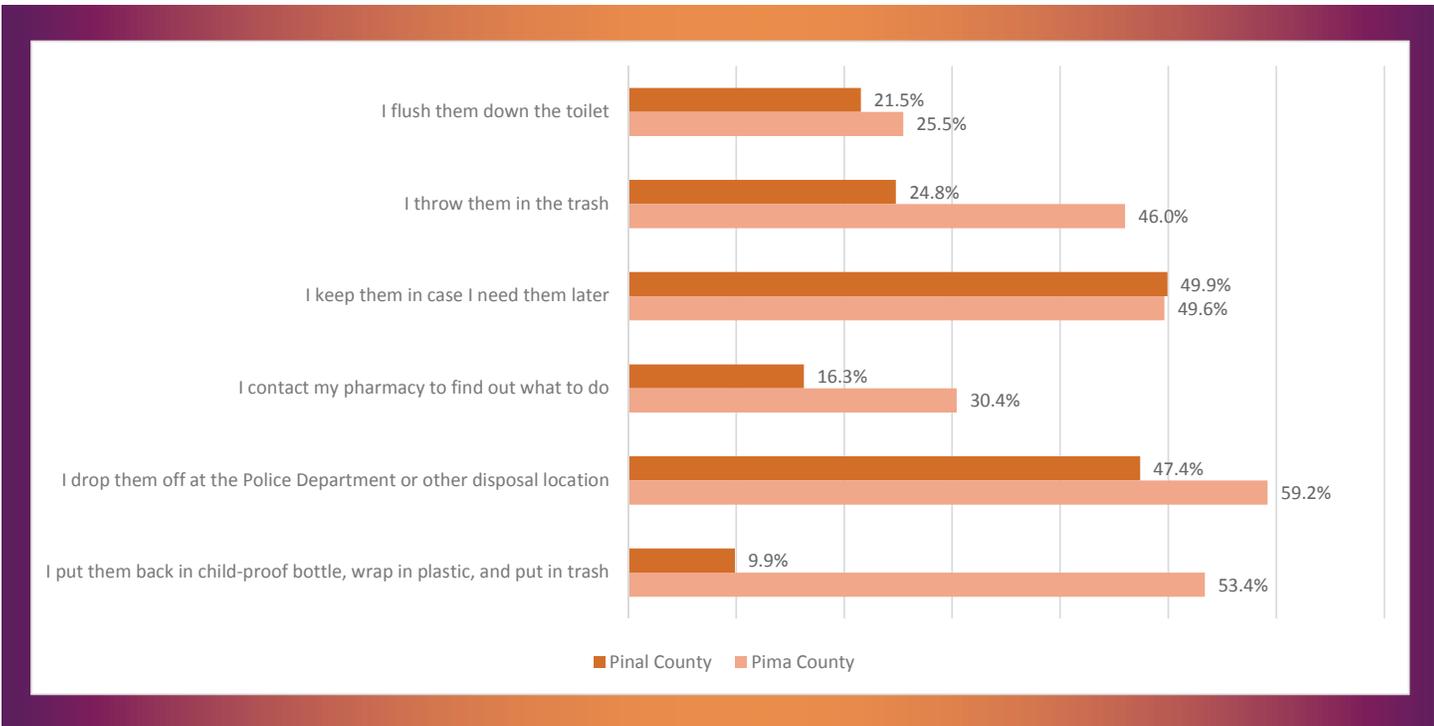
- Most of those in Pinal County (96.9%) and Pima County (90.1%) said that they would use a safe and legal way to dispose of their medications.
- 67.6% of those in Pima County and 58.9% in Pinal County reported seeing messages encouraging them to talk with their kids/grandchildren about using other's medications.
- When asked if they were aware of permanent safe medication disposal sites for prescription or over-the-counter drugs, 57.0% in Pinal County and 61.2% in Pima County indicated they were aware of these sites.
- When asked if they were aware, if they had used the disposal sites, 40.3% in Pinal County and 30.3% in Pima County reported using them.



TOP WAYS THAT COMMUNITY MEMBERS HEARD ABOUT MEDICATION DISPOSAL SITES:			
Pinal County	Count	Pima County	Count
Arizona City Triad	60	T.V.	46
Police	22	Newspaper	18
PGCSC	19	Pharmacy	17
Newspaper	16	Flyer	16
Fire Dept	15	Presentation	16
T.V.	13	Police	15

SOURCE: SIDEWALK SURVEY

### HOW COMMUNITY MEMBERS DISPOSE OF THEIR MEDICATIONS (% YES)



- Word clouds on the previous page illustrate the frequencies of responses to the open-ended question on the Sidewalk Survey that asked respondents where they heard of medication disposal sites in their community.
- Top Ways that Pinal County community members heard about medication disposal sites included: Arizona City Triad, Police, PGCSC, Newspaper, Fire Dept, and T.V.
- For Pima County residents, the top ways were: T.V., Newspaper, Pharmacy, Flyer, Presentation, and Police.
- When asked how they dispose of their medications, the top response (59.2%) in Pima County was dropping them off at the Police Department or other disposal location, followed by keeping them in case they need them later (49.6%).
- Pinal County residents reported putting them back in a child-proof bottle, wrapped in plastic and disposing in the trash as the top response (53.4%), followed by keep them in case they need them later (49.9%).



## COMMUNITY EDUCATION: WORKSHOPS AND PRESENTATIONS

Presentation surveys were administered upon completion of community-based education presentations around substance use and misuse. Participants were asked to voluntarily complete a survey that asked them to compare their knowledge prior to the presentation to afterward, once the presentation was completed. Topics on the survey ranged from understanding about the problem of substance abuse in the community, awareness of how the substance was affecting the community, knowledge of how to help, and how to safeguard substances from youth. Participants were also asked to rate the presentation and asked how effective it was upon completion of the presentation. There were three topical areas that the Presentation surveys address: alcohol, marijuana, and medications. There were 204 participants in alcohol-based presentations, 161 participants in marijuana-based presentations, and 974 participants in the Rx360 medication-based presentations.

The following section reports results on whether participants thought the presentations motivated them to get involved in the community, if it was interesting, they would recommend it to their friends, and provided them with useful information for the alcohol and marijuana presentations. The Rx360 survey was slightly different than the alcohol and marijuana presentation surveys and thus there are different items presented. Specifically, results from the Rx360 survey highlights reasons for not using medication drop boxes to dispose of medications and participant knowledge about medications. Results provide insight into how effective presentations were in affecting knowledge change in participants around key concepts.

According to the results, over half of participants reported that the alcohol-based presentations was effective in getting them motivated to get active in the community, while three-quarters said the presentation was interesting. When asked if they would recommend the presentation to others, 71.3% said they would, while nearly all (92.7%) said information helped them talk to their children about alcohol misuse. Similar results were found with marijuana-based presentations. For instance, half said they were more motivated to get involved with the community and 91.7% said information presented helped them talk to their children about marijuana misuse.

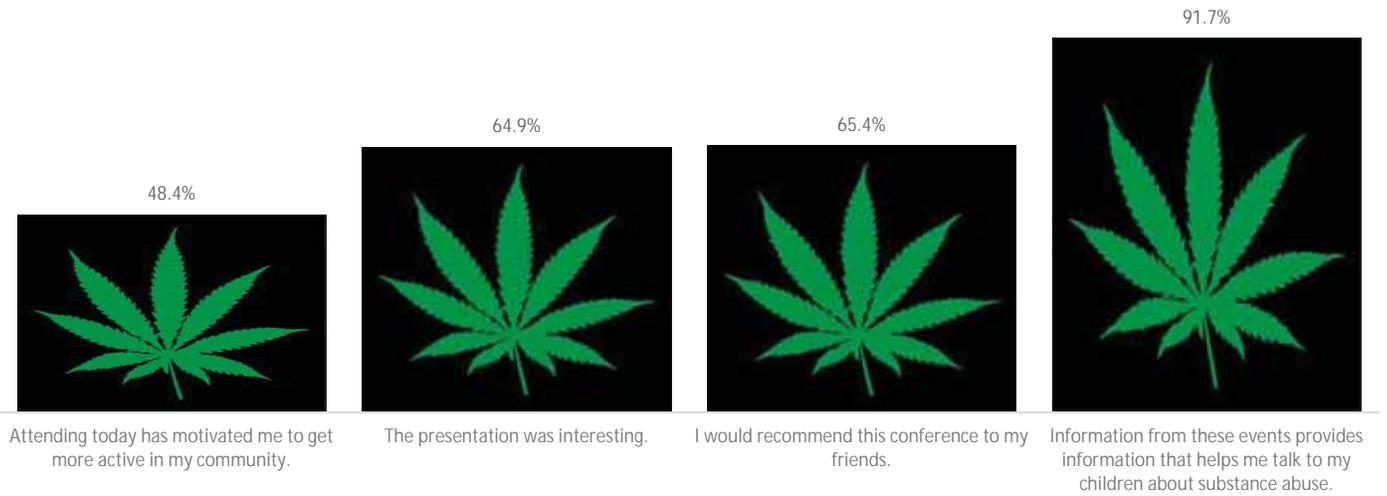
# COMMUNITY PRESENTATIONS

## TO WHAT EXTENT DO PARTICIPANTS AGREE WITH THE FOLLOWING STATEMENTS?

### ALCOHOL PRESENTATIONS

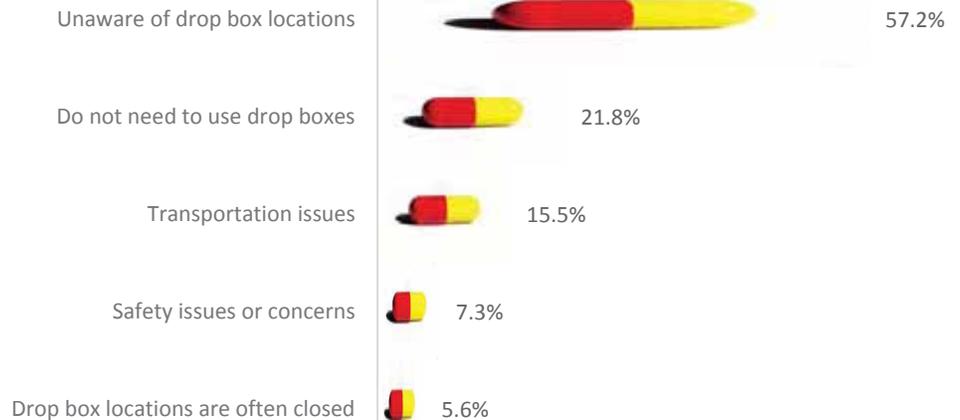


### MARIJUNANA PRESENTATIONS



Source: Alcohol and Marijuana Presentation Surveys

### REASONS FOR NOT USING DROP BOXES TO DISPOSE OF PRESCRIPTION MEDICATIONS (SOURCE: RX360 SURVEY)



Source: RX360 Surveys

## TO WHAT EXTENT DO COMMUNITY PRESENTATIONS INCREASE KNOWLEDGE?

SS

### ALCOHOL PRESENTATIONS

I UNDERSTOOD A LOT ABOUT ALCOHOL ABUSE IN MY COMMUNITY



16.5%\*



I WAS AWARE OF THE WAYS UNDERAGE DRINKING WAS AFFECTING MY COMMUNITY



18.5%\*



I KNEW WHAT I COULD DO TO HELP MY COMMUNITY



26.1%\*



I KNEW HOW TO SAFEGUARD ALCOHOL FROM YOUTH



16.4%\*



### MARIJUANA PRESENTATIONS

I UNDERSTOOD A LOT ABOUT MARIJUANA ABUSE IN MY COMMUNITY



17.6%\*



I WAS AWARE OF THE WAYS MARIJUANA USAGE WAS AFFECTING MY COMMUNITY



20.5%\*



I KNEW WHAT I COULD DO TO HELP MY COMMUNITY



25.0%\*



I KNEW HOW TO SAFEGUARD MARIJUANA EDIBLES



20.1%\*



### MEDICATION/RX PRESENTATIONS

IT IS DANGEROUS TO MISUSE PRESCRIPTION DRUGS



9.5%\*



PRESCRIPTION DRUGS ARE JUST AS DANGEROUS AS 'STREET DRUGS' LIKE HEROIN OR COCAINE.



18.5%\*



I KNOW WHERE THERE ARE PERMANENT DROP BOX LOCATIONS IN MY COUNTY WHERE I CAN DISPOSE OF PRESCRIPTION DRUGS.



71.5%\*



IT IS IMPORTANT TO COMMUNICATE WITH MY PRESCRIBER ON UNDERSTANDING MY MEDICATION.

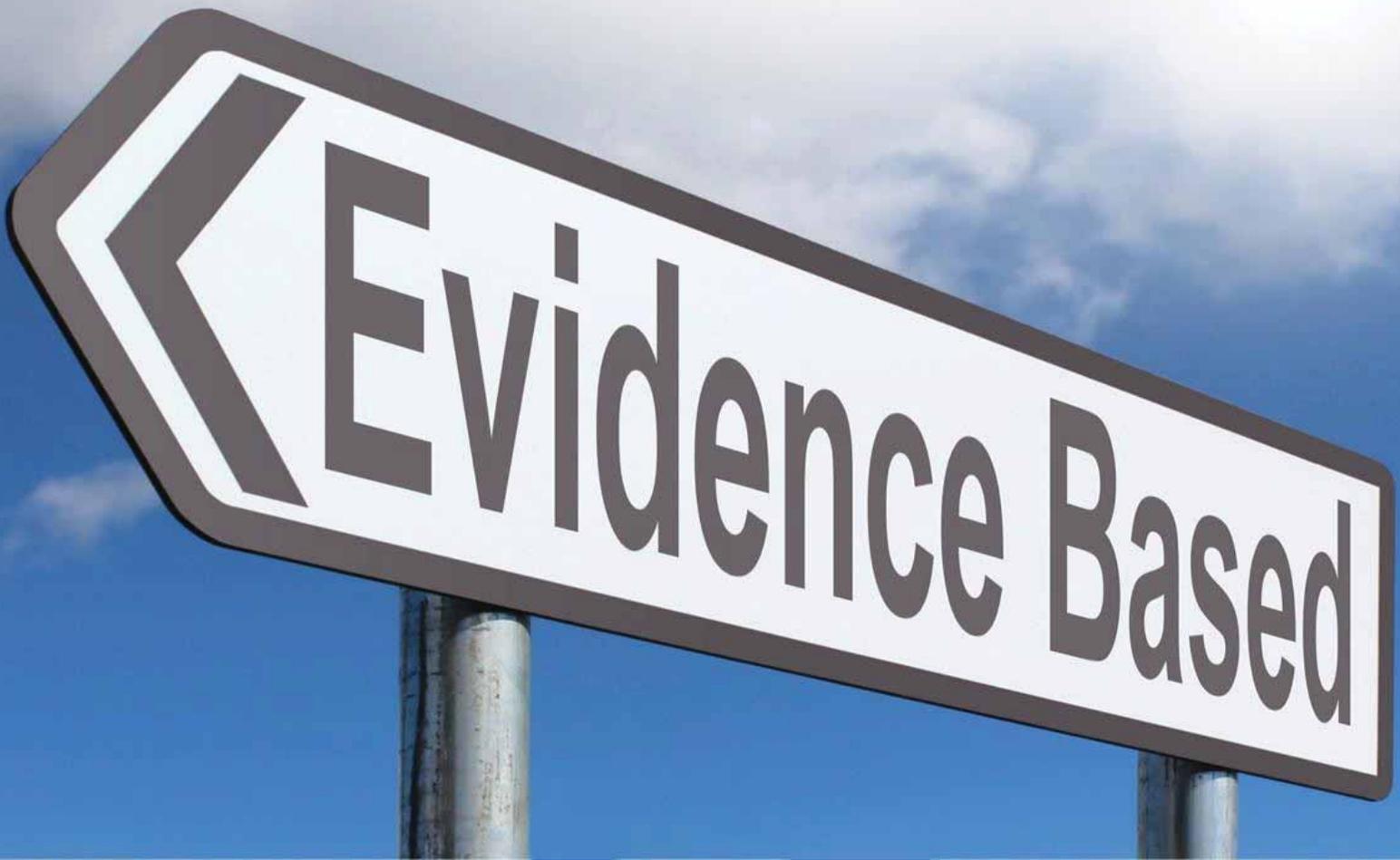


8.9%\*



SOURCE: CENPATICO PRESENTATION SURVEYS - \* STATISTICALLY SIGNIFICANT (P < .05)

- Participants at presentations around alcohol increased knowledge about knowing how to help the community by 26.1%, along with an 18.5% increase in awareness of the ways that underage drinking was affecting the community.
- Community presentations about marijuana usage increased participant knowledge in understanding how marijuana abuse affects the community by 17.6%, and a 20.5% increase in awareness in the ways that marijuana usage was affecting the community.
- Participants in marijuana-based presentations also increased knowledge about that they could do to help the community by 25.0%.
- Presentations around medication misuse that involved Rx360 increased awareness and knowledge of permanent drop box locations where medications could be disposed of by 71.5%.
- Participants in Rx360 presentations increased knowledge by 18.5% in understanding that prescriptions drugs are just as dangerous as "street drugs" like heroin and cocaine.
- There was an 8.9% increase in knowledge that it is important to communicate with their prescriber on understanding medications.



## **EVIDENCE BASED PROGRAM CHANGES**

Service providers implemented Evidence Based Programs to affect changes at the individual level. The following Evidence Based Programs were implemented: All Stars, Youth to Youth, Too Good for Drugs – Grades 3-5, Too Good For Drugs, Botvin's Life Skills, Project Alert, and WISE (older adults). For each program, a pretest/posttest survey was administered. Surveys were used to gauge changes in attitudes and perceptions around key concepts.

The following section reports results for changes in youth participant attitudes towards perceived risk of using substances, normative attitudes about someone their age using substances, if they had talked with parents or trusted adults about substances, and whether participation in the program increased leadership skills and self-efficacy. Results for older adult participants are reported around knowledge gains involving the importance of talking to doctors about medications and being familiar with the dangers of medication drug abuse. There were 87 matched (pretest/posttest) adolescent surveys and 16 matched older adult surveys.

# ADOLESCENT SURVEYS

## TO WHAT EXTENT DID ADOLESCENT PERCEPTIONS CHANGE REGARDING SUBSTANCES?

HOW MUCH DO YOU THINK PEOPLE RISK HARMING/HURTING THEMSELVES (PHYSICALLY OR IN OTHER WAYS) IF THEY:

		CHANGE IN RISK/HARM	CHANGE
SMOKE ONE OR MORE ELECTRONIC CIGARETTES (E-CIGS) PER DAY	↻	20.6%*	↑
TRY MARIJUANA ONCE OR TWICE	↻	23.1%*	↑
USE MARIJUANA ONCE A MONTH OR MORE	↻	23.3%*	↑
TAKE ONE OR TWO DRINKS OF AN ALCOHOLIC BEVERAGE NEARLY EVERY DAY	↻	30.2%*	↑
TAKE PRESCRIPTION DRUGS FOR THE PURPOSES OF GETTING HIGH	↻	22.9%*	↑

SOURCE: CENPATICO ADOLESCENT SURVEYS - \* STATISTICALLY SIGNIFICANT P < .05

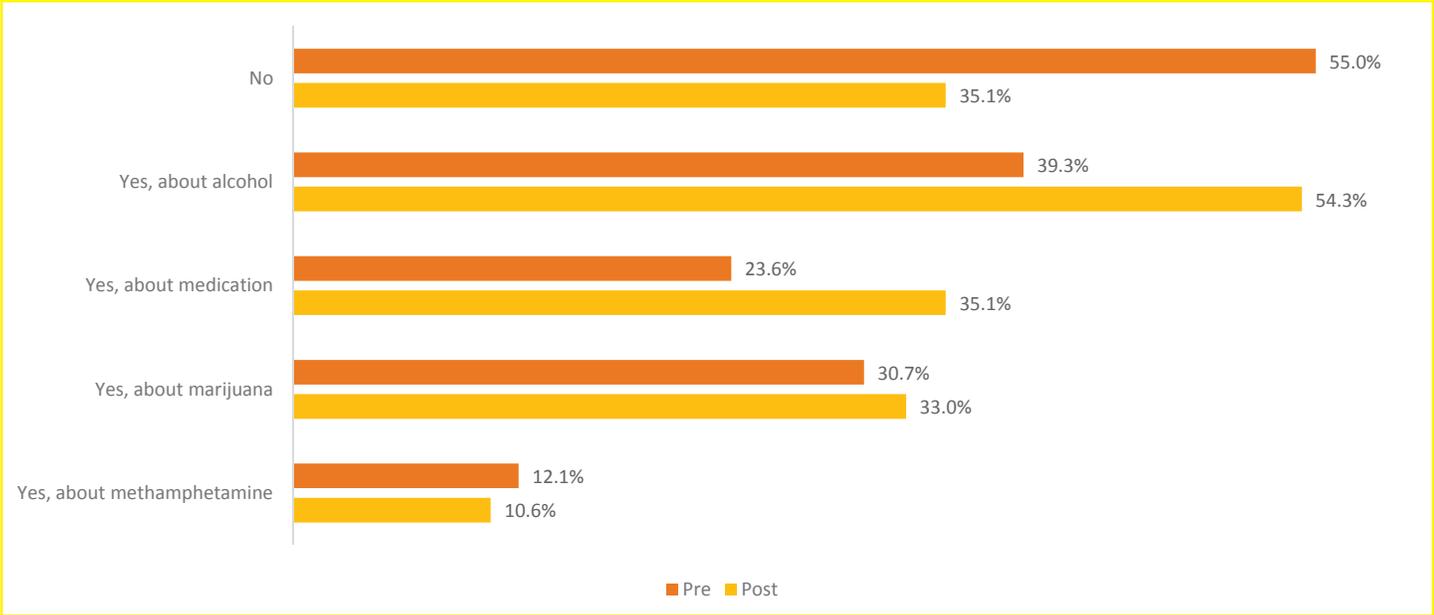
HOW DO YOU FEEL ABOUT SOMEONE YOUR AGE:

		CHANGE IN DISAPPROVAL	CHANGE
SMOKING ONE OR MORE ELECTRONIC CIGARETTES (E-CIGS) PER DAY	↻	21.1%*	↑
TRYING MARIJUANA ONCE OR TWICE	↻	18.8%*	↑
USING MARIJUANA ONCE A MONTH OR MORE	↻	23.7%*	↑
TAKING ONE OR TWO DRINKS OF AN ALCOHOLIC BEVERAGE NEARLY EVERY DAY	↻	19.6%*	↑
TAKING PRESCRIPTION DRUGS FOR THE PURPOSES OF GETTING HIGH	↻	20.1%*	↑

SOURCE: CENPATICO ADOLESCENT SURVEYS - \* STATISTICALLY SIGNIFICANT P < .05

- Adolescents reported significant increases in perceived risk associated with substance usage.
- The largest gain in perceived risk was a 30.2% increase in the risk associated with taking one or two drinks of an alcoholic beverage nearly every day, followed by a 23.3% increase in using marijuana once a month or more.
- There were also significant outcomes associated with the perceived risk with smoking electronic cigarettes (20.6%), trying marijuana once or twice (23.1%), and taking prescription drugs for the purposes of getting high (22.9%).
- Adolescent participants were also asked how they felt about someone their age using substances.
- There were significant outcomes associated with disapproval of these behaviors by someone their age. The largest increase in disapproval was a 23.7% increase in disapproval with someone their age using marijuana once a month or more.
- There were also significant increases in disapproval in using electronic cigarettes (21.1%), trying marijuana once or twice (18.8%), taking one or two drinks of alcohol (19.6%), and taking prescription drugs for the purposes of getting high (20.1%).

**In the past year, have you talked with your parents or adults that you are close with about alcohol, cigarettes, marijuana, or methamphetamine?**



- When asked if they had talked with their parents or adults they were close to about alcohol, cigarettes, or marijuana, there were significant increases in communication. From 39.3% (pretest) to 54.3% (posttest) said they talked about alcohol, while 23.6% (pretest) to 35.1% (posttest) indicated they talked to parents about medications.
- Increased talk about marijuana was modest, though there was a positive increase of 30.7% (pretest) to 33.0% (posttest).
- Talk about methamphetamine decreased slightly from 12.1% (pretest) to 10.6% (posttest).

**To what extent did Evidence Based Programs change Adolescent-based Leadership Skills and Self-Efficacy?**



Source: Adolescent Survey - Statistically Significant  $p < .05$

- As a result of participation in the program, adolescents indicated significant 16.4% increase in leadership skills; such as being comfortable teaching others, being respected by others my age, feeling comfortable being a group leader, the ability to give clear directions, to run a meeting, leading discussions, being a good listener, and following directions.
- Moreover, participation also significantly increased adolescent self-efficacy by 18.4%.

# OLDER ADULTS SURVEY

## TO WHAT EXTENT DID EVIDENCE BASED PROGRAMS CHANGE OLDER ADULT'S PERCEPTIONS AND BEHAVIORS ABOUT PRESCRIPTION MEDICATIONS?

PLEASE INDICATE HOW FREQUENTLY YOU ENGAGE IN THE FOLLOWING BEHAVIORS

I TOLD MY DOCTOR IF I HAVE ANY PROBLEMS DOING A RECOMMENDED TREATMENT.



% CHANGE

31.3%\*

CHANGE



I TOLD MY DOCTOR HOW I FEEL ABOUT DIFFERENT TREATMENTS.



26.4%\*



I AM FAMILIAR WITH THE DANGERS OF PRESCRIPTION DRUG ABUSE AND KNOW HOW TO SAFELY STORE THEM TO PREVENT THEFT/ABUSE BY OTHERS.



25.0%\*



SOURCE: CENPATICO ADOLSCENT SURVEYS - \* STATISTICALLY SIGNIFICANT P < .05

- Older adults participated in the WISE program survey by completing a pretest/posttest survey. There were 16 matched cases available for analysis.
- Upon completing of the program, older adults indicated they spoke to their doctor more.
- There was a 31.3% significant increase in older adults agreeing they told their doctor if they had any problems doing a recommended treatment.
- There was a 26.4% significant increase in participants reporting they told their doctor how they feel about different treatments.
- Older adults indicated they were more familiar with the dangers of prescription drug abuse and knew how to safely store them to prevent them and abuse upon completion of the program with a 25.0% significant increase in knowledge.

### OLDER ADULTS ARE ESPECIALLY MORE VULNERABLE TO MISUSE AND ABUSE OF DRUGS FOR A VARIETY OF REASONS:

**They take more prescription medications than any other age group. Polypharmacy, common in older adults, refers to taking multiple medications concurrently to manage coexisting health problems, such as diabetes and hypertension and chronic pain. These medications typically include Vitamins and over the counter medications as well.**

**Older adults do not always think it is necessary to consult with their health care providers about the vitamins and over the counter medications they take**

**During the aging process we experience changes in our body weight, circulation and metabolism that alter how our body processes medications.**

**Not all older adults have routine visits with their health care providers and therefore miss the opportunity to have their medications reviewed regularly. Prescriptions may continue to be refilled without the benefit of consultations with their provider.**

**Caregivers and health care providers may misinterpret the signs and symptoms of medication poisoning.**

Source: <http://bemedsmart.org/dangers-misuse/>



*for more info:*

[www.azpreventionportal.org](http://www.azpreventionportal.org)