

Sacramento County Coalition for Youth

Creating Community Action to Prevent Youth Substance Use



MESSAGING FOR ADULTS

Adults, Parents, and Teachers

- Countywide Prevention Summit
- Fentanyl Postcard (English & Spanish)
- Talk. They Hear You Campaign
- SCOE Staff Training and Narcan Distribution

Why Talk?

- Alcohol continues to be the #1 abused substance by youth.
- 20% of 9th graders in Sacramento County have tried alcohol.
- Over 80% of young people ages 15-18 say their parents are the leading influence on their decision whether to drink or not.


How To Talk.

- Short, frequent discussions can have a real impact on your child's decisions about drugs and alcohol.
- When you do talk about alcohol, make your views and rules clear.
- Talking often builds an open, trusting relationship with your child.
- Remember that the conversation goes both ways.
- Lots of little talks are more effective than one "big talk."
- As children get older, the conversation needs to change.

What You Can Do.

- Be a positive adult role model.
- Be aware of the risk factors.
- Support your kids and give them space to grow.
- Be prepared. Your child may become curious about drugs and alcohol. He/She/They may turn to you for answers and/or advice.
- Use "natural" opportunities, such as dinner time or while doing chores, to start open, honest conversations about substance and alcohol use.
- Work with schools, communities, and civic leaders to protect children from underage substance use.

YOU ARE THE MOST POWERFUL INFLUENCE ON YOUR CHILD'S BEHAVIOR.



TALK.
THEY
HEAR
YOU.

Serious Consequences.

Over the last few decades, experts have learned much more about the serious risks of underage substance use. Kids who drink alcohol are more likely to:

- Use drugs
- Get bad grades
- Hurt themselves or someone else
- Have unwanted and/or unprotected sex
- Increase their chances of anxiety, depression, and paranoia
- Lose IQ points
- Have affected brain development and memory loss

For tips on how and when to begin the conversation, visit sacramento.org



PARENT'S GUIDE TO FENTANYL

WHAT IS FENTANYL?

Fentanyl is a synthetic opioid that is tasteless, odorless, and extremely potent. A dose of fentanyl is up to 50x stronger than heroin and up to 100x stronger than morphine. Two salt-sized grains of fentanyl can be enough to cause an overdose.

You can't see fentanyl, so there's no way to make sure it's evenly distributed into each dose. **ANY pill, line, bump, or hit could be the one that causes an overdose—even if another one didn't.**

Buying pills online, your friends, friends of friends, and even regular dealers don't know if their supply is laced. **If your pill is not prescribed directly to you, it could be deadly.**





WHAT IS NALOXONE?

Naloxone is a legal and widely available medication that can help reverse an opioid overdose or poisoning and save your friend's life. It comes in many forms, including nasal sprays and injectables. The Good Samaritan Law provides protection from arrest or prosecution to those who administer assistance in an overdose and stay with the person until help arrives.

CELL PHONES HAVE A DEADLY CONNECTION

Pills laced with fentanyl are bought and sold on social media sites popular with teens. Even if youth are not using, talking to them may be the reason they never do.

ARE YOU WILLING TO BET YOUR LIFE ON WHICH PILL IS FAKE?

99% of Street pills are FAKE, and contain Fentanyl. If your pills aren't prescribed directly to you, it could be deadly!

MESSAGING FOR TEENS

- Annual Youth Summit
- Youth-Led PSA's
- Future Forward Campaign
- Social Media

