

Getting Candid:

***Practical Guidance for Framing the Conversation
Around Youth Substance Use Prevention***



Logistics for Our Virtual Space

- **Use the Chat** to share ideas and ask questions.
- Please let us know in the chat your **name, title & location!**
- **Handout** attached in the chat box.

*If you have any technical issues, please message **Amanda Stark***

Our Vision:

*To make mental **wellbeing**,
including recovery from substance use challenges,
a reality for everyone.*

<https://thenationalcouncil.org>

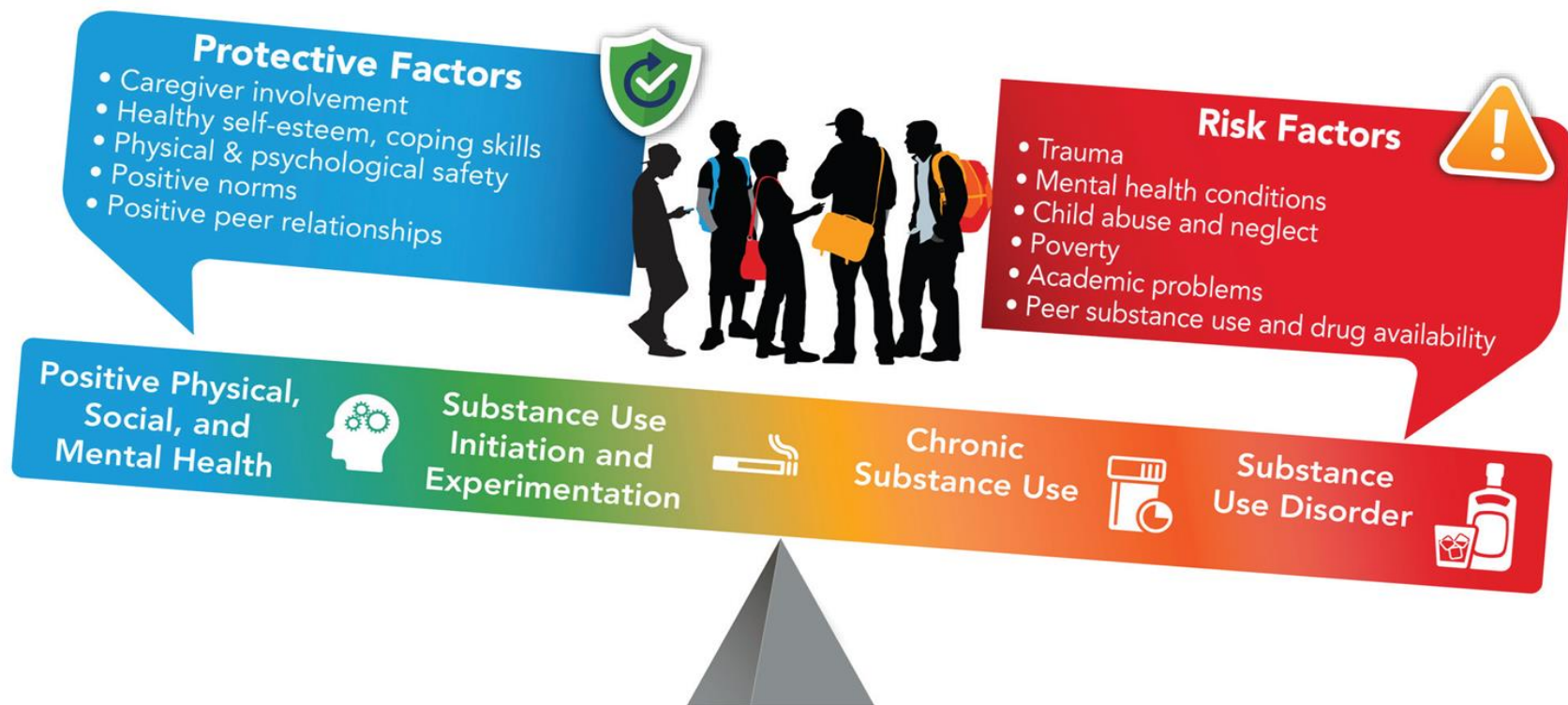
Learning Objectives

- 1.** Learn how to frame conversations and deliver substance use prevention messages to youth.
- 2.** Understand the role of building rapport and trust with youth when delivering messages and discussing health-related behaviors.
- 3.** Gain implementation strategies for putting the message guide and toolkit into practice.



It is our **collective obligation** to create environments that keep the heat down for adolescents.

<https://www.frameworksinstitute.org/>



https://sbirt.webs.com/Hilton_Foundation_Youth_Substance_Use_Prevention_Infographic.pdf

Supporting adolescents leads to healthier and more connected communities

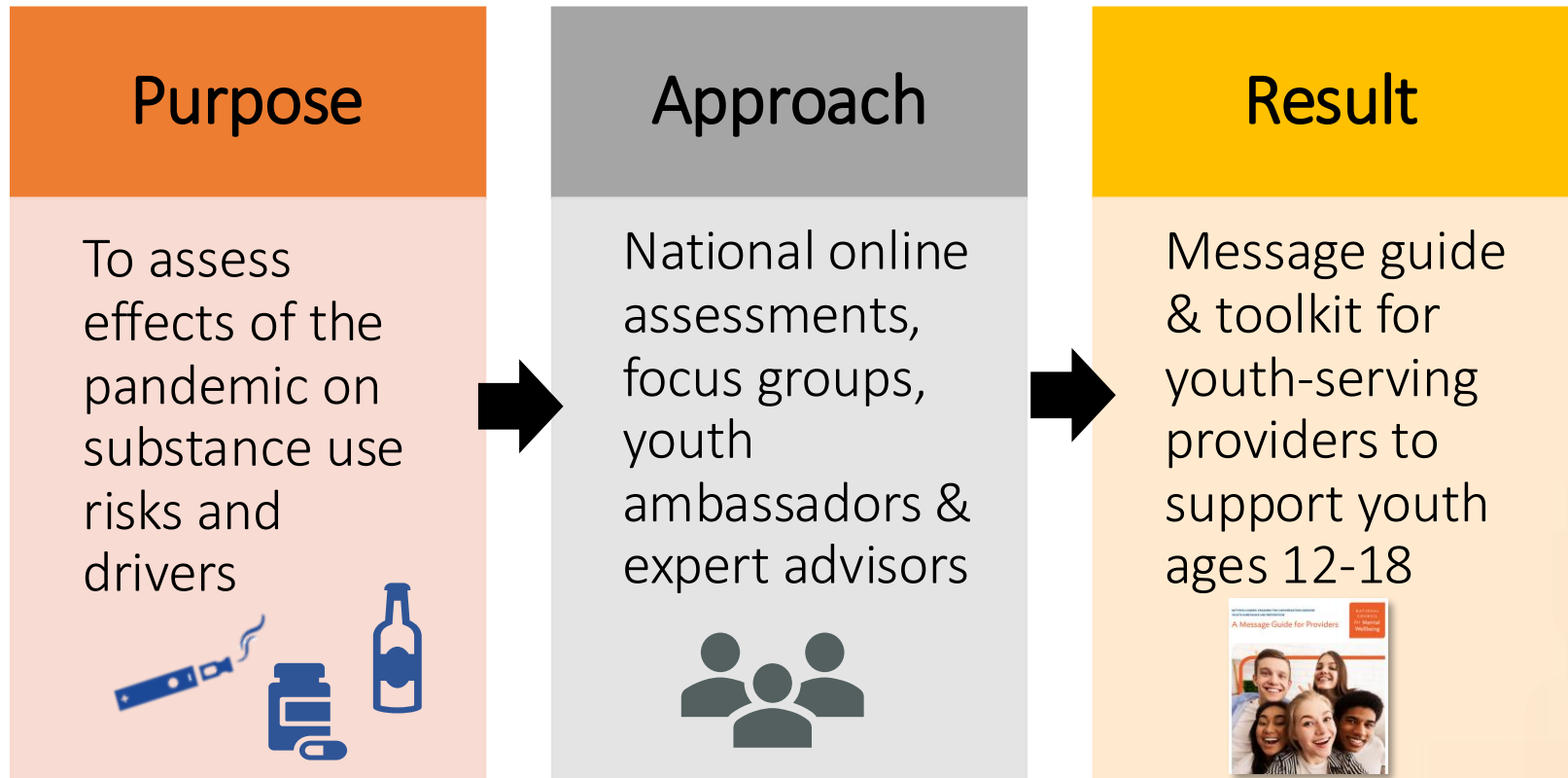


We need to reframe adolescence from eye roll to opportunity.

Nat Kendal-Taylor, CEO of The Frameworks Institute

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About Getting Candid



This project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$2,000,000 with 100% funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS or the U.S. Government.

National Assessment Data

■ **FOUR ONLINE SURVEYS = 2,979 youth**

- Weighted by age, gender identity, race/ethnicity, region of the country and area community type (e.g., rural, urban)

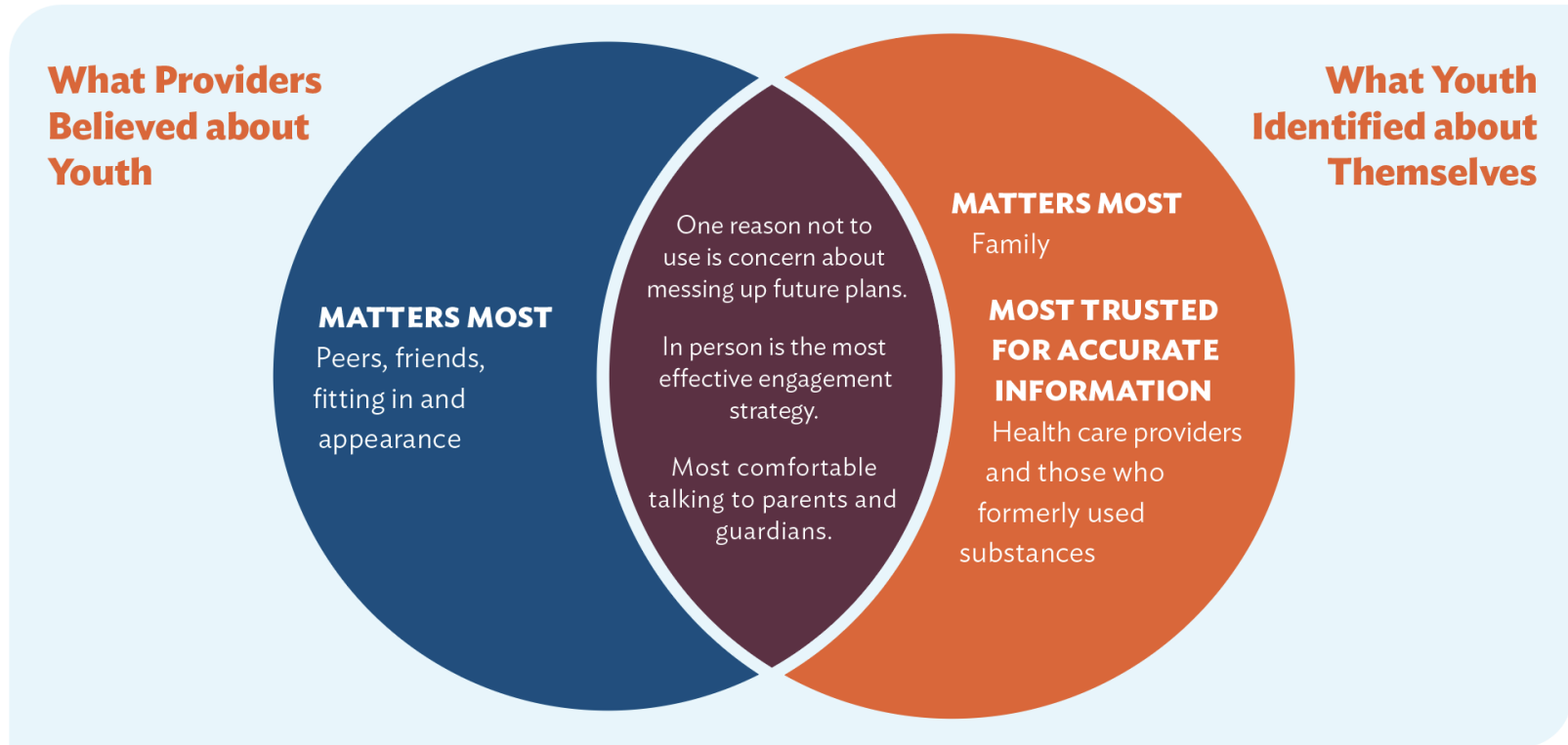
■ **ONE ONLINE SURVEY = 761 youth-serving providers**

- Representing community behavioral health, education, healthcare, government and other community organizations

From Lake Research Partners, commissioned by the National Council for Mental Wellbeing, 2021-2022

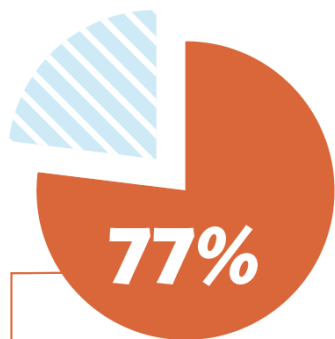
<https://www.thenationalcouncil.org/resources/cdc-key-findings/>

Key Finding: Youth vs. Provider Perceptions

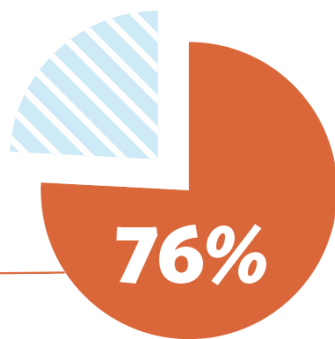


From Lake Research Partners, commissioned by the National Council for Mental Wellbeing, 2021-2022
<https://www.thenationalcouncil.org/resources/cdc-key-findings/>

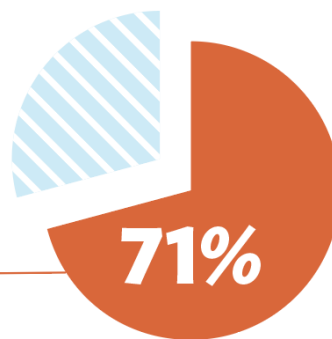
Key Finding: Resiliency and Optimism



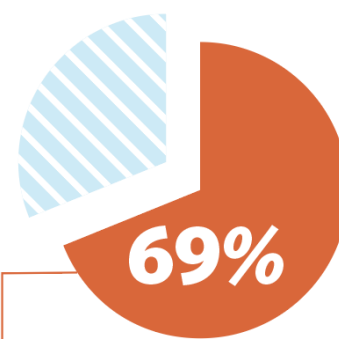
of youth agreed that they are a good person who has a lot to offer.⁴



youth agreed that they can stand up for themselves and what they believe.⁴



of youth agreed that they are hopeful about the future.⁴



of youth agreed that they can calm themselves down.⁴

From Lake Research Partners, commissioned by the National Council for Mental Wellbeing, 2021-2022

<https://www.thenationalcouncil.org/resources/cdc-key-findings/>

Key Finding: Trust vs. Comfort

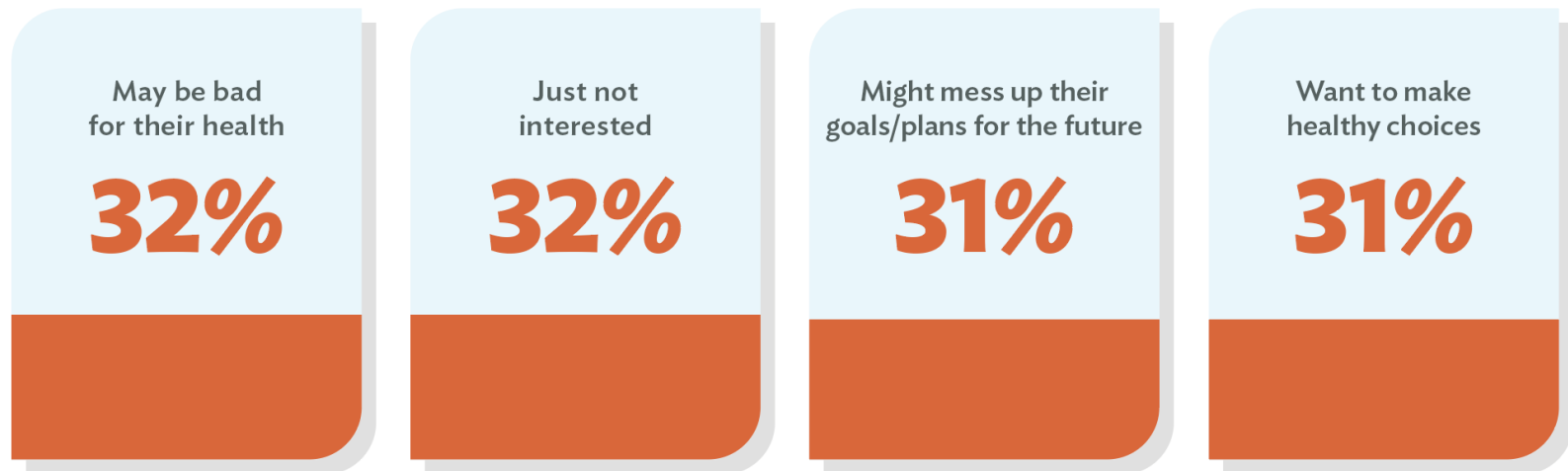
While youth said they trust doctors, nurses or other health care providers the most for accurate information about substance use, they are less comfortable actually speaking with them on the topic.



Rather, youth indicated that they feel most comfortable speaking with **parents/caregivers and friends/peers.**

From Lake Research Partners, commissioned by
the National Council for Mental Wellbeing, 2021-2022
<https://www.thenationalcouncil.org/resources/cdc-key-findings/>

Key Finding: Top 4 Reasons Not To Use



From Lake Research Partners, commissioned by
the National Council for Mental Wellbeing, 2021-2022
<https://www.thenationalcouncil.org/resources/cdc-key-findings/>

Your Role as a Youth-serving Provider

- Create a safe space to **normalize conversations** about substance use and its connection to health, school, finances and relationships.
- Maximize **regular touch points and established relationships** to reinforce prevention messages and encourage healthy peer relationships.
- Identify potential risk and **protective factors.**



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Video: What Youth Want You to Know



https://youtu.be/kyD4DCDv_wU

GETTING CANDID: FRAMING THE CONVERSATION AROUND
YOUTH SUBSTANCE USE PREVENTION

A Message Guide for Providers

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Inside the Getting Candid Message Guide

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

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Communication Pathway



ESTABLISH TRUST

Build rapport and establish trust.



GATHER INSIGHTS

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



FRAME THE COMMUNICATION

Choose the frame for communication based on insights from youth.



MAKE THE CASE

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



SUGGEST ACTION

Select one or more actions to suggest.

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Establish Trust



ESTABLISH TRUST

Build rapport and establish trust.

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

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Youth Ambassador Tips for Building Trust & Rapport

Do not assume you understand **experiences and/or identities** of people from different cultures and/or religions.



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

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

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

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Gather Insights



ESTABLISH TRUST



GATHER INSIGHTS

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

Ask open ended questions such as...

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



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Three Tips



Declutter



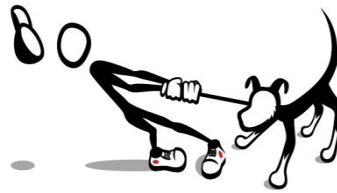
Stay Curious



Pause the Fix

Gathering Insights with Alex, age 15

My best friend at school has been smoking weed - a lot. He's stressed all the time because his parents are getting divorced. He says he is angry and no one understands. I'm not going to ditch him but I don't want either of us to get into trouble from the weed.



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Communication Pathway



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GATHER INSIGHTS



**FRAME THE
COMMUNICATION**



MAKE THE CASE



SUGGEST ACTION

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“What Matters” Becomes the Framework

What Matters...?	Message Frame
Plans for the coming year, for entering high school, college or for the future in general	→ The future
Physical or mental health	→ Risk of addiction
Relationships (e.g., parents/guardians, friends, teachers, coaches, mentors)	→ Relationships
Activities in or out of school (e.g., music, sports, volunteering)	→ Activities
Being respected for autonomy and being able to make one's own choices	→ Self-affirmation

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Frame the Communication



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GATHER INSIGHTS



FRAME THE COMMUNICATION

MOST EFFECTIVE MESSAGES TESTED WITH YOUTH:

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

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

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

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

Self-affirmation: You respect yourself and want to make decisions that are best for you. Trust yourself and your choice not to use drugs or alcohol.

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Make the Case



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GATHER INSIGHTS



FRAME THE COMMUNICATION



MAKE THE CASE

EXAMPLES OF STATEMENTS CONSIDERED MOST CONVINCING BY YOUTH:

- **People in recovery** from addiction often say one of the things they regret most about their addiction is the trust they lost from people who care about them.
- **Vape** companies regularly change up their chemical formulas to get around regulations and safety testing of their products.
- It only takes a pinprick-sized amount of **fentanyl** to be a deadly dose. And it's sometimes hidden in fake prescription pills.
- **Delta-8 THC** is not regulated, so you don't really know what is in it. Some people ended up having a medical emergency because the concentration was too high or they didn't realize delta-8 THC was psychoactive until it was too late.

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Suggest Action



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GATHER INSIGHTS



FRAME THE COMMUNICATION



MAKE THE CASE



SUGGEST ACTION

ACTIONS IDENTIFIED BY YOUTH AS THOSE THEY WOULD MOST LIKELY TAKE:



Explore new ways of dealing with **stress**, like music, reading, art, getting outdoors, talking with friends you trust or just being by yourself.*



Educate yourself about alcohol, tobacco/nicotine, marijuana and other drugs by visiting a website or information on social media from a factual source.



Make your own personal **commitment** or pledge to avoid alcohol, tobacco/ nicotine, marijuana and other drugs.*



Find someone you can **talk** to if you feel tempted or pressured to use alcohol, tobacco/nicotine, marijuana or other drugs.



Talk to your **friends**. Encourage them not to use alcohol, tobacco/nicotine, marijuana or other drugs.*

*Resonated particularly well with middle school youth.

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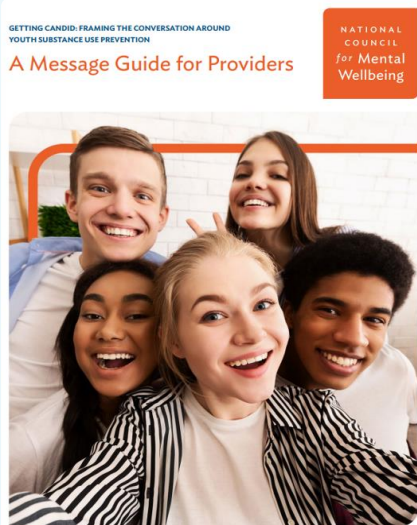


Video: Navigating a Conversation



<https://www.youtube.com/watch?v=IOaK-VOcU3M>

Getting Candid Toolkit



Six Recommendations to Create Safer Spaces for Young People

Inclusivity is much more than inviting people into your space. It requires providers to check biases, have cultural humility, create norms and expectations, use inclusive language and adopt a trauma-informed, resilience-oriented lens. These guidelines contribute to creating a space that conveys safety, acceptance and belonging.

1. CHECK YOUR BIAS

- What is bias? Bias is a preference for or against people or things.¹ There are many types of biases including on religion, race, gender, ethnicity and socio-economic status.² Everyone has biases, explicit or implicit.

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Over 140
resources

GETTING CANDID: FRAMING THE CONVERSATION AROUND YOUTH SUBSTANCE USE PREVENTION

Risk and Protective Factors

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WHAT ARE RISK AND PROTECTIVE FACTORS?

Risk factors are conditions or characteristics of individuals, families, communities or society that increase a young person's likelihood of initiating substance use and experiencing other harms or challenges associated with use.

Protective factors are conditions or characteristics that increase resilience, help a young person deal more effectively with stressful events and reduce the impact of a risk factor.

MOTIVATIONAL CONVERSATIONS FOR YOUTH

For youth to talk to other youth about alcohol and other drug use.

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TALKING WITH A FRIEND ABOUT ALCOHOL OR OTHER DRUGS CAN SEEM TRICKY.

Will they listen? Why are they doing it? Do they think I'll get them in trouble? How will this affect our friendship?



Despite the challenges, talking with your friends and peers about alcohol and other drugs is important.

Supporting change in a friend does not mean that you are responsible for changing them. The true desire to

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<https://www.thenationalcouncil.org/program/getting-candid/resource-toolkit/>

Youth-facing Content

- Social media influencers
- Youth-focused resources
- Youth Ambassador blogs

Our TikTok Influencers
campaign [launched](#) in Feb!



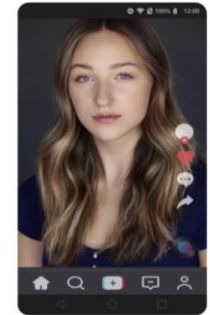
Justin Puder
[@amoderntherapist](#)



Sammy Huerta
[@sobercomedy](#)



Chris Olsen
[@chris](#)



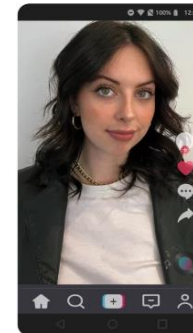
Ava Michelle
[@avamichelle02](#)



Cami Pety
[@camipety](#)



Sarah Carolyn
[@sar_carolyn](#)



Dani Calleiro
[@danicalleiro](#)



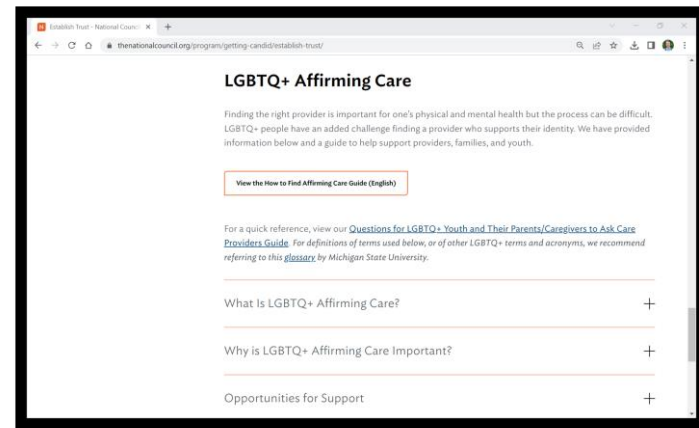
Kojo Sarfo
[@dr.kojosarfo](#)

<https://www.thenationalcouncil.org/itssthe little things/>

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Content LGBTQ+ Affirming Care

<https://www.thenationalcouncil.org/program/getting-candid/establish-trust/>



Additional Resource: Workshops

Interested in bringing a Getting Candid virtual workshop to your workplace or other group of youth-serving providers? Fill out our workshop request form linked below or reach out to us via email at GettingCandid@TheNationalCouncil.org.

<https://www.surveymonkey.com/r/ttarequestform>



Questions?



Survey

Please complete this brief survey to tell us how we did!

<https://www.surveymonkey.com/r/VZDB8QS>

