



# Teen Advocates!

Our Most Valuable and Under-Utilized Resource: Leveraging a  
Teen Voice to Optimize Substance Use Prevention Efforts

Cabarrus Health Alliance, Kannapolis, North Carolina

This workshop will demonstrate how attendees can incorporate youth voice and support (Teen Task Force) while leveraging funds (Teen Pregnancy Prevention), programs (TRAIL and KEYS) and partners (Cabarrus County Coalitions) to encourage and promote substance-use prevention efforts.



# Workshop Objectives

## **By the end of the workshop, participants will:**

1. Understand the value of incorporating youth ambassadors into programs to improve desired outcomes of current projects or the development of future projects.
2. Recognize a framework that best fits your organization needs to successfully develop or enhance a Teen Task Force.
3. Identify multiple-levels of support that address the underlying causes of health risk behaviors or substance-use.
4. Develop effective strategies to train a Teen Task Force in cultural competencies to best address the needs of all people in the community.

# Presentation Outline



- TRAIL (Taking Responsible Actions in Life) Program Overview
- TRAIL Teen Task Force
- TRAIL Stories
- Prescription Drop Boxes & Syringe Exchange
- Annual Prescription Drug Take Back Event
- Social Norms Marketing Campaign
- Sticker Shock Campaign
- Community-wide Arts Festival
- Small Group Work
- Group Discussion

# Disclosure Statement

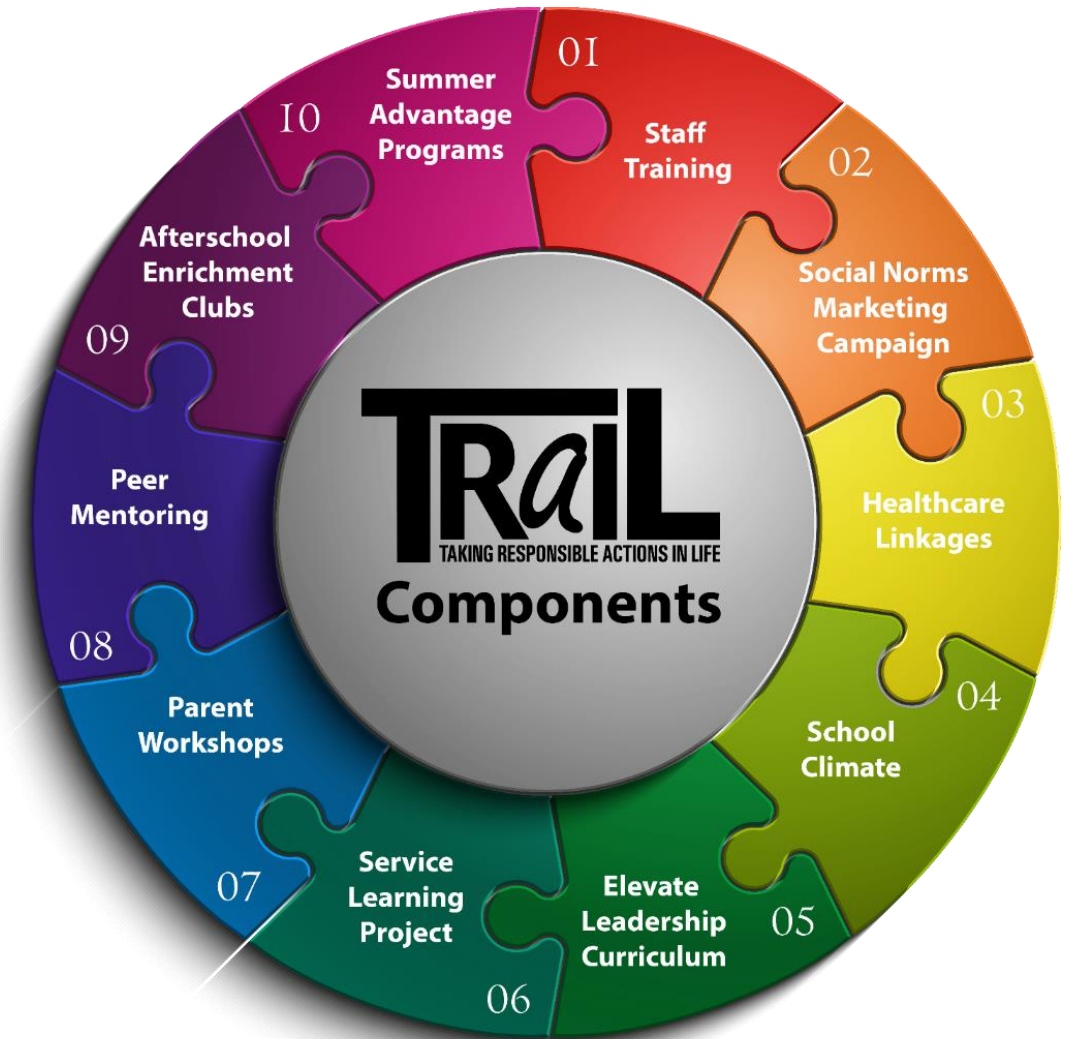
- The project described is supported by Grant Number TP2AH000039 from the Office of Population Affairs. Contents are solely the responsibility of the authors and do not necessarily represent the official view of the Department of Health and Human Services or the Office of Population Affairs.
- This presentation describes the results of an implementation study of one of the components of the TRAIL project. The overall project is being evaluated using a randomized control trial (RCT) to evaluate impact. Results from the RCT for impact are still pending and expected to conclude in 2020.



# TRAIL (Taking Responsible Actions In Life) Program

TRAIL implemented pregnancy prevention strategies through the lens of the Multi-Tiered Systems of Support (MTSS) framework, representing a unique approach to teen pregnancy that combines public health research with educational theory.

Utilizing these strategies, TRAIL created a school culture that promotes protective factors and developmental assets from numerous vantage points.



# MTSS Framework

## Tier 1: Universal Strategies

- Social Norms Marketing Campaign
- Healthcare Linkages
- School Climate

## Tier 2: Targeted Strategies

- Elevate Leadership Curriculum
- Service Learning Project
- Parent Workshops

## Tier 3: Intensive Strategies

- Peer Mentoring
- TRAIL Enrichment Club
- Summer Programming

# TRAIL Objectives



Decrease  
unplanned  
pregnancies



Increase  
successful  
transition to  
adulthood



Increase  
parent-child  
connectedness



Improve  
teacher-  
student  
relationships



Increased  
academic  
achievement





# TRAIL Teen Task Force (TTF)

- The TRAIL TTF is an intensive training and mentorship program that models the Search Institutes' Asset Building Approach.
- This framework is designed to build internal and external youth assets in order to empower youth.
- A select group of juniors and seniors are nominated, selected, and trained to serve as role models, educators, and youth advocates to help instill positive attitudes regarding healthy decision-making in their communities.

# TRAIL Teen Task Force (TTF)

- Through the formation of the TTF, youth are treated as equal partners and provided the opportunity to incorporate their ideas and values into local community initiatives.
- Research supports that adolescents are credible educators and influencers and the Social Cognitive Theory dictates that youth are more likely to model behaviors that they deem supportive.

# TRAIL Teen Task Force

- Our teen mentors are **active** participants in the development of key components of the TRAIL project, like: curriculum development, mentorship and social norms marketing campaigns.
- They act as **peer mentors** in afterschool programs and through presenting at schools and/or community events regarding equity, diversity, mental health, sexual health and substance use.
- They serve as **youth ambassadors** on coalitions in Cabarrus County (Substance Use Coalition, Mental Health Task Force and Teen Pregnancy Prevention Community Advisory Council).

# TRAIL High School Mentors





**NOMINATIONS!**



# Orientation





# Orientation

- Extracurricular activities
- Leaders who have inspired them
- What leadership qualities would they bring to the group
- Gauge their interest and comfort level
- What teen issue do they see present in their schools
- Ideas for a service project



# Training

**October 5th:  
Training Day 1  
WELCOME!!!!**

6:00-6:30	Dinner	Jordan
	Expectations .....	Alicia and Jordan
6:30-6:45	Icebreaker .....	Kwain
6:45-7:45	Mentorship .....	Kwain
7:45-8:00	Break	
8:00-9:00	Diversity Presentation .....	Kwain
	Flash Decisions .....	Jordan
9:00-9:15	Community Service Opportunities .....	Jordan
9:15-9:20	'2 Minutes' .....	Kwain
9:20-9:25	Pluses and Wishes .....	Kwain
9:25-9:30	Evaluations	

Training Night 1

Training Night 2

Training Night 3

Training Night 4

Training Night 5

## Training Night 1

- Mentorship
- Leadership

## Training Night 2

- Healthy Relationships
- Consent
- STIs and Contraceptive Methods

## Training Night 3

- Diversity
- Inclusion

## Training Night 4

- Substance-Use

## Training Night 5

- Bonding



# FEEDBACK!





# Monthly Meetings



# Volunteer



5 Trainings

7 Monthly meetings

Over 1,000  
combined  
community service  
hours per year

1 Group service-  
learning project





# Youth Substance Use Survey in Cabarrus County

Research shows as grade level increases, students are more likely to report using substances. Cabarrus County, NC 2017 Youth Substance Use Survey indicated an **increase in marijuana use from 5% in middle school to nearly 32% in high school.** Even though TRAIL is a rigorous evaluation teen pregnancy prevention project, it introduces holistic approaches to address the root causes of multiple health risk behaviors for teens.

Substance	Middle School % Ever Use				High School % Ever use			
	2014	2015	2016	2017	2014	2015	2016	2017
Alcohol	14.0%	17.1%	13.4%	14.5%	40.0%	46.1%	49.6%	40.3%
Marijuana	5.0%	7.1%	4.5%	4.9%	26.0%	34.6%	37.3%	31.6%
Cigarettes	5.0%	3.8%	3.8%	2.6%	16.2%	21.3%	17.7%	13.8%
Cocaine	0.5%	1.1%	0.8%	0.9%	1.5%	2.7%	3.9%	1.6%
Inhalants	8.2%	6.6%	4.1%	5.4%	4.2%	6.9%	5.9%	3.3%
Heroin	0.1%	0.3%	0.3%	0%	0.2%	0.6%	0.8%	0.9%
Methamphetamines	0.5%	0.6%	0.3%	0.2%	0.3%	1.1%	1.1%	0.7%
Ecstasy	0.1%	1.0%	0.9%	0.5%	3.2%	4.4%	5.1%	3.2%
Steroid Pills/Shots	2.3%	2.0%	2.3%	2.2%	2.1%	3.7%	3.8%	3.1%
Prescription Drugs (OxyCotin, Hydrocodone, Percocet, Vicodin, Adderall, Ritalin, Valium, or Xanax)	3.5%	3.3%	4.5%	2.7%	11.2%	13.7%	15.1%	9.6%

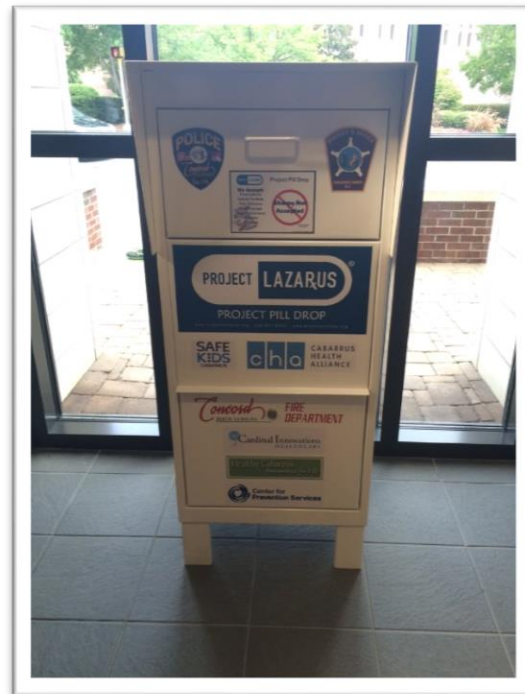
# How does TRAIL incorporate substance use prevention efforts into programming?



# Prescription Drop Box & Syringe Exchange



Teens are trained on substance use prevention efforts in our community, including Narcan administration, the Syringe Exchange Program and local drop boxes.





# Prescription Drug Take Back Events



Turn in your unused or expired medication for **SAFE DISPOSAL**

## NATIONAL PRESCRIPTION DRUG TAKE-BACK DAY

**SATURDAY, OCTOBER 28, 2017 • 10AM - 12PM**

**PARTICIPATING LOCATIONS:**

Moose Drug Company - 8374 Franklin St. W., Mt. Pleasant	704-436-9613
Moose Professional Pharmacy - 270 Copperfield Blvd., NE, #101, Concord	704-784-9613
Harrisburg's Hometown Pharmacy - 5006 Hwy. 49 S., Harrisburg	704-454-7948
Cannon Pharmacy - 760 Cabarrus Ave. W., Concord	704-788-6337
Cannon Pharmacy - 1706 S. Cannon Blvd., Kannapolis	704-933-6337
Concord Pharmacy and Surgical Supply - 3497 US 601 S., Concord	704-918-4419
Medicap Pharmacy - 361 George W. Liles Pkwy., Concord	704-789-9681









Medication drop boxes are available 24-hours per day at the following locations:

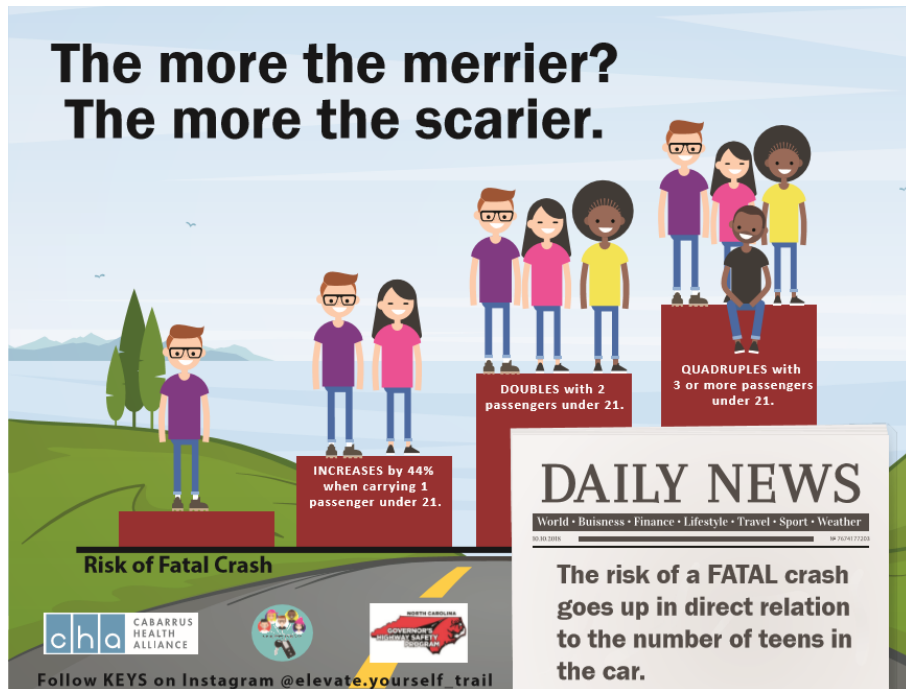
- Kannapolis Police Department-401 Laureate Way • Kannapolis
- Cabarrus County Sheriff-30 Corban Avenue SE • Concord
- Concord Police Department-41 Cabarrus Avenue W • Concord

**MEDICARE OPEN ENROLLMENT OCT. 15 - DEC. 7**



# Social Norms Marketing Campaign

- The TTF created age appropriate content on adolescent health concerns.
- Strategically placed messages at eight local middle and high schools and over 90 social media posts annually.





4 out of 5 students choose NOT to Binge Drink You spend 720 DAYS working toward graduation Don't let 1 Night or Bad Decision change your Future.



elevate.yourself

TRAIL (Taking Responsible Action in Life) is an initiative facilitated by Cabarrus Health Alliance. Contents are solely the responsibility of the authors and do not necessarily represent the official view of the Department of Health and Human Services or the Office of Adolescent Health.

Which Walk Do You Want To Remember?

Survey data shows that **MOST** Cabarrus County teens make the choice to **NOT** drink alcohol

Elevate Yourself

Contents are solely the responsibility of the authors and do not necessarily represent the official view of the Department of Health and Human Services or the Office of Adolescent Health.

# Instagram

Verizon 8:26 AM 51%

Posts

View all 3 comments  
June 3

elevate.yourself\_trail

**THE EFFECTS OF DRUGS ON DRIVING**

**DRIVING UNDER THE INFLUENCE OF DRUGS EFFECTS YOU & EVERYONE AROUND YOU**

- Marijuana:** Slows reaction time and impairs judgement of time of distance
- Cocaine & Methamphetamine:** Aggressive & reckless behaviors
- Opioids:** Drowsiness & impaired memory/thinking skills
- Sedatives:** Slows reaction Time and impairs Judgement of time of distance

cha CABARRUS HEALTH ALLIANCE

23 likes

elevate.yourself\_trail Drugs Affect Your Driving Too! #KEYSprogram #stopimpaireddriving

May 30

elevate.yourself\_trail Cabarrus Health Alliance

Verizon 8:28 AM 52%

Posts

elevate.yourself\_trail

AFTER MARIJUANA AND ALCOHOL, PRESCRIPTION DRUGS ARE THE MOST COMMONLY MISUSED SUBSTANCES BY AMERICAN TEENS

27 likes

elevate.yourself\_trail Over 75% of Cabarrus County Seniors make the choice to NOT abuse prescription drugs. #elevatecabco

March 21, 2018

elevate.yourself\_trail

# Sticker Shock Campaign

The Sticker Shock Campaign allowed for teens to combat underage drinking by designing and placing over 500 prevention stickers on alcohol products at participating sites, encouraging partnerships between youth, retail establishments, law enforcement, media and community members.



Independent Tribune News Obituaries Sports E-Edition Buy & Sell

“The Healthy Cabarrus Substance Use Coalition in collaboration with the TRAIL (Taking Responsible Actions in Life) and KEYS (Keeping Every Youth Safe) program partnered with four local retailers,” said Kristin Klinglesmith, the program coordinator of the Healthy Cabarrus Substance Use Coalition.

The TRAIL Teen Task Force, an intensive mentoring program that utilizes the Search Institutes’ asset building approach. A select group of students in Cabarrus County confidently serve as role models and educators to help instill positive attitudes regarding healthy decision-making.



# Dose of Reality Art Competition

- The Dose of Reality Art Competition was created to provide students the opportunity to submit paintings/drawings, photography and digital art that demonstrated their perspective on substance use and mental health and how it impacts their world.
- Students promoted this competition, conducted outreach and collected artwork.
- The competition collects an average of 150 art pieces annually.
- The Mental Health Task Force and Substance Use Coalition Cabarrus County vote on the top 25 pieces to be displayed in the Spring Into Arts Festival.
- A select few are selected to be a part of a permanent display in the Sheriff's department.

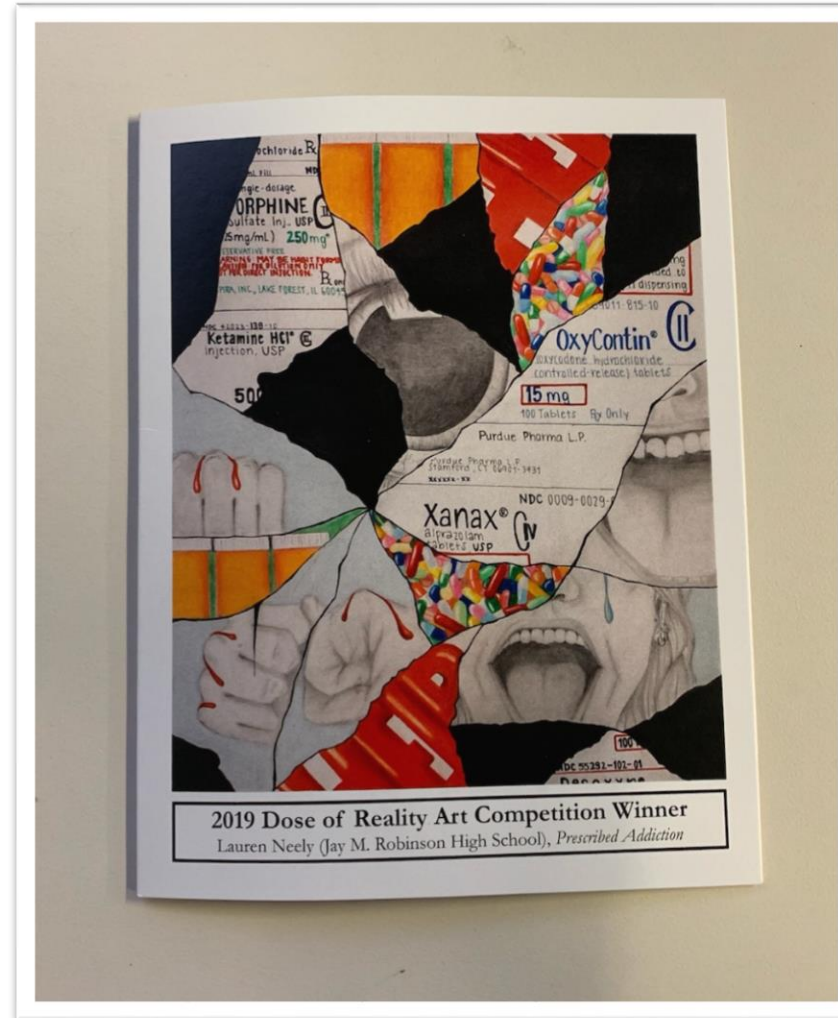


# Dose of Reality Art Competition





# Dose of Reality Art Competition





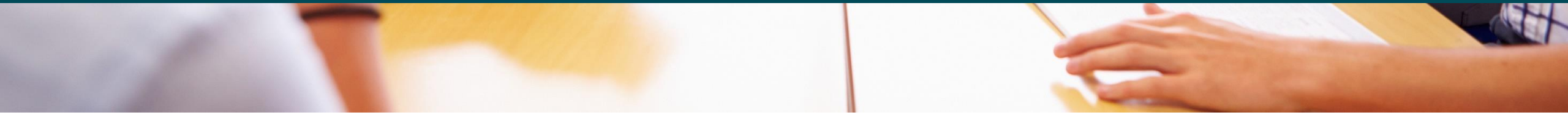
## Small Group Work Activity







## Group Discussion



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# Questions?



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