
GOYFF SUBSTANCE USE PREVENTION TOOLKIT

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GOYFF

STRATEGY 1 - INCREASE PUBLIC AWARENESS

COUNTERFEIT PILL

What you need to know about counterfeit pills and fentanyl



KNOW THE FACTS:

- Fentanyl is a powerful synthetic opioid that is similar to morphine but is 100 times more potent. Counterfeit opioids, specifically fentanyl, is now **the most common drug involved in overdose deaths** not only in the United States, but more specifically, in Arizona.

ARIZONA RX MISUSE AND ABUSE TOOLKIT (PREVIOUSLY KNOWN)

Background:

In response to the Opioid Epidemic, the Arizona Rx Misuse and Abuse Toolkit provided awareness and action steps to the state. This was an effective way to initiate a community response by way of accessibility to strategical guidelines and resources through reactive strategies. These strategies included:

Strategy 1 – Inform the Community / Promote Safe Storage and Disposal / Plan a Take Back Day

Strategy 2 – Coalition Efforts / CSPMP / Prescribing Guidelines / Tools for Pharmacists

Strategy 3 – Naloxone Distribution / PMP for Law Enforcement / Take Back & Drop Off / Training Opportunities











Strategy 4 – Community / Schools / Parents / Business / Training 360

Strategy 5 – Signs and Symptoms / SBIRT Screening / Locate Treatment

ARIZONA RX MISUSE AND ABUSE TOOLKIT (PREVIOUSLY KNOWN)

Extract To

Strategy 2-Coalition Efforts

Name	Type	Compressed size
 naloxone-brochure-public	Microsoft Edge PDF Docu...	673 KB
 naloxone-brochure-public-spanish	Microsoft Edge PDF Docu...	273 KB
 NAS healthy Baby Flyer- English	Microsoft Edge PDF Docu...	124 KB
 NAS Healthy Baby Flyer- Spanish	Microsoft Edge PDF Docu...	109 KB
 Strategy2-CSPMP Delegates	Microsoft Word Document	310 KB
 Strategy2-Pharmacist Tools and Resources 12 28 16[1]	Microsoft Word Document	319 KB
 Strategy2-RegisteringandUsingCSPMP	Microsoft Word Document	3,844 KB
 Strategy2-SampleInformedConsentForm	Microsoft Word Document	158 KB
 Strategy2-SamplePatientAgreementForm	Microsoft Word Document	171 KB
 Strategy2-Why Does AZ Have A Controlled (CSPMP)	Microsoft Word Document	10,290 KB

PROPOSAL TO UPDATE TOOLKIT

We proposed that the Arizona Rx Misuse and Abuse Toolkit be renamed, realigned, and updated to reflect current drug trends affecting Arizona communities and focus areas specific to mental health and trauma-informed care. The realignment will broaden the toolkit to provide information and resources beyond the focus of prescription misuse and abuse. The redesign of the toolkit will also allow for the continuous ability to expand based on the needs of communities across the state.

The updated strategies will be as follows:

Strategy 1 – Increase Public Awareness

Strategy 2 – Enhance Community Prevention Efforts

Strategy 3 – Strengthen Supportive Efforts for Parents/ Caregivers

Strategy 4 – Enhance Referral to SUD Treatment and Recovery

*Each strategy will include 1-pagers that will be easy to access by way of a one-click download.

CURRENT DRAFTS

STRATEGY 1 - INCREASE PUBLIC AWARENESS

HIDDEN DANGERS OF SOCIAL MEDIA



KNOW THE FACTS:

- Youth who spend more than 3 hours per day on social media face a **higher risk of experiencing poor mental health outcomes** including symptoms of depression and anxiety.
- Social media can **expose youth to harmful content**, including violence, substance use and sales, sexually explicit material and marketing, cyber bullying, cyberstalking, drug trafficking, and human trafficking.
- **The big 3** Snapchat, Telegram, and Cash App are the most common apps used for drug marketing and sales.

To avoid social media distractions and harmful daily use, youth, consider the following tips:

- Establish achievable social media boundaries.
- Prioritize quality sleep and implement a device-free bedtime routine.
- Develop a family media agreement to supervise youth social media usage.
- Initiate candid conversations about the dangers of using applications like Snapchat, Instagram, Telegram, and Signal.

COMMON DRUG EMERGENCY MODES:



DEAC emoji decoder can be found at dea.gov/eeopdl

SCAN QR CODE FOR RESOURCES



ARIZONA
GOVERNOR'S OFFICE OF
YOUTH, FAITH & FAMILY

DATA TRENDS:

- 95% of teenagers between 13 and 17 years old reported using a social media platform, with more than 33% indicating they are on social media "almost constantly." (hhs.gov)
- 41% of young people who extensively use social media rate their overall mental health as poor or very poor. (apa.org)
- Cyberbullying is highest in middle schools at 33%, followed by high schools at 30%. (cdc.gov)

IF YOU OR SOMEONE YOU KNOW IS STRUGGLING OR IN CRISIS, HELP IS AVAILABLE.

CALL OR TEXT 988
SUICIDE & CRISIS LIFELINE

STRATEGY 1 - INCREASE PUBLIC AWARENESS

MENTAL HEALTH

Mental Health Issues Have Increased Significantly in Young Adults.



KNOW THE FACTS:

- **Adverse Childhood Experiences (ACEs):** These are traumatic events such as abuse, neglect, or witnessing violence during childhood. They can lead to long-term physical, emotional, and mental health problems.
- Only half of the children and teens with diagnosed mental health conditions get the treatment they need. Early support can prevent problems from interfering with their development.
- Teens with mental health issues are at a higher risk of developing addictions rapidly. Without proper mental health treatment, they may develop a substance use disorder.
- **Factors to consider when finding reasons for the increase of mental health disorders:** untreated childhood neglect and trauma, increased use of electronic communication and digital media, lack of social interaction, such as cultural changes, lack of sleep affecting brain development, and societal trends.

SCAN QR CODE FOR RESOURCES



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DATA TRENDS:

- 3 out of 4 people with mental health problems showed signs before they were 24 years old. (samhsa.gov)
- 1 in 6 young people have experienced a major depressive episode. (samhsa.gov)
- 86.9% of youth reported that the main reason for not receiving care was they felt they should have been able to handle their mental health on their own. (mhsa.org)
- In 2024, 30.8% of 8th graders who completed the Arizona Youth Survey reported using substances due to feeling sad/down. (azrcj.com)

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CURRENT DRAFTS

STRATEGY 3 - STRENGTHEN SUPPORT FOR PARENTS / CAREGIVERS

MENTAL HEALTH: WARNING SIGNS AND RESOURCES



WHAT TO WATCH FOR:

Behavioral Changes:

- Spending more time alone, struggling in school, and making risky decisions—such as binge drinking, vaping, dangerous driving, and bullying behavior can be concerning signs.

Emotional Signals:

- Mood swings, increased anxiety, and aggression or anger.

Warning Signs in Communication:

- Negative self-talk, expressing helplessness, and lack of communication.

USEFUL TIPS:

- Regular physical activity benefits your family's physical and mental well-being, like going for evening walks together or playing a game of basketball.
- Help youth build strong relationships by spending time on activities they enjoy, like gaming, reading, or watching their favorite show.
- Limiting screen time is crucial. Try to have screen-free dinners or family game nights to stay connected.
- Like physical health, professional help may be needed. Don't hesitate to seek it, as stigma is decreasing.

RESOURCES

- Call or text 988 suicide and crisis lifeline
- Teen Lifeline 602-248-8336 or Statewide 800-248-8336
- Ask the school counselor for a recommendation.
- If you have health insurance, see their list of providers.
- Find a provider experienced in your youth's specific needs.

TALK ABOUT WARNING SIGNS OPENLY:

Clear Communication

- Check in with your youth by asking open-ended questions to encourage honest conversations.
- Listen carefully to what they're sharing. Avoid overreacting or dismissing their feelings, as validating their emotions is important.

Empathy and Support

- Approach conversations with understanding avoiding criticism or judgement to make them feel safe opening up.
- Your youth may be hesitant to talk, so reassure them that it's safe to be open with you.

For additional information,
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STRATEGY 3 - STRENGTHEN SUPPORT FOR PARENTS / CAREGIVERS

SOCIAL MEDIA: TIPS FOR PARENTS



STAY IN THE KNOW ON TRENDS AND PARENTAL CONTROLS:

- Connect with online communities through parenting blogs or Facebook groups, where parents share tips, discuss social media trends, and talk about potential risks.
- Limit social media use on platforms that show counts of likes, comments, or views as these can encourage excessive use and focus on popularity or validation.
- Use the screen time settings available on most devices and platforms to help youth set limits and develop self-control. You can find this option under "Screen Time" in your mobile phone settings.

IMPACT OF EXCESSIVE SOCIAL MEDIA USE:

- Screen time disrupts youth's routines, including school, work, friendships, and activities, according to the American Psychological Association.
- According to the American Psychology Association, Youth often choose social media over in-person interactions.
- Algorithms fuel youth's continued use on social media by delivering personalized, engaging content and triggering reward-driven behaviors that make it hard to disconnect, even when they want to stop.

ACTION PLAN:

1. Build Trust with Open Communication

Ask questions like:

What are your favorite apps to use? What's something cool or funny you saw online recently?

2. Provide influence (Leading by Example)

Show responsible social media habits by balancing screen time, encouraging positive and healthy use of social media, and using privacy settings wisely.

3. Start talking and listening

Schedule regular check-ins to talk about social media experiences. Use these opportunities to:

- Review privacy settings
- Talk about any negative experiences like bullying or unwanted messages

For additional information,
scan QR code:



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QUESTIONS ?



PROMOTE COMMUNITY ENGAGEMENT

CONNECT WITH SUBSTANCE USE PREVENTION COALITIONS...

Raising awareness about substance issues and educating on the harms of drugs are two primary ways that substance abuse prevention coalitions work to prevent youth drug use. The Substance Awareness Coalition Leaders of Arizona (SACLaz) focuses on creating collective impact to prevent youth substance use in Arizona. Use the coalition locator to find a coalition near you.

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