



# Virtual Youth Engagement



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# Meet the Trainers

- **Andrea Marquez**
- **LaDarrick Smith**
- **Nigel Wrangham**



# Today we will...

- ❖ Learn how youth are especially vulnerable to the stressful changes around them
- ❖ Learn how risk factors are changing and showing up in new ways due to changing conditions
- ❖ Discuss ways you and your coalitions can support and engage young people in ways that are respectful and innovative



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# Life Has Changed for Youth Recently

**School disruption**

**College uncertainty**

**Loss of friend time**

**Increased family time**

**Loss of rituals/routine**

**Economic insecurity**

**Fear of illness in family**

**Housing insecurity**

**Extracurricular  
disruption**

**Others??**



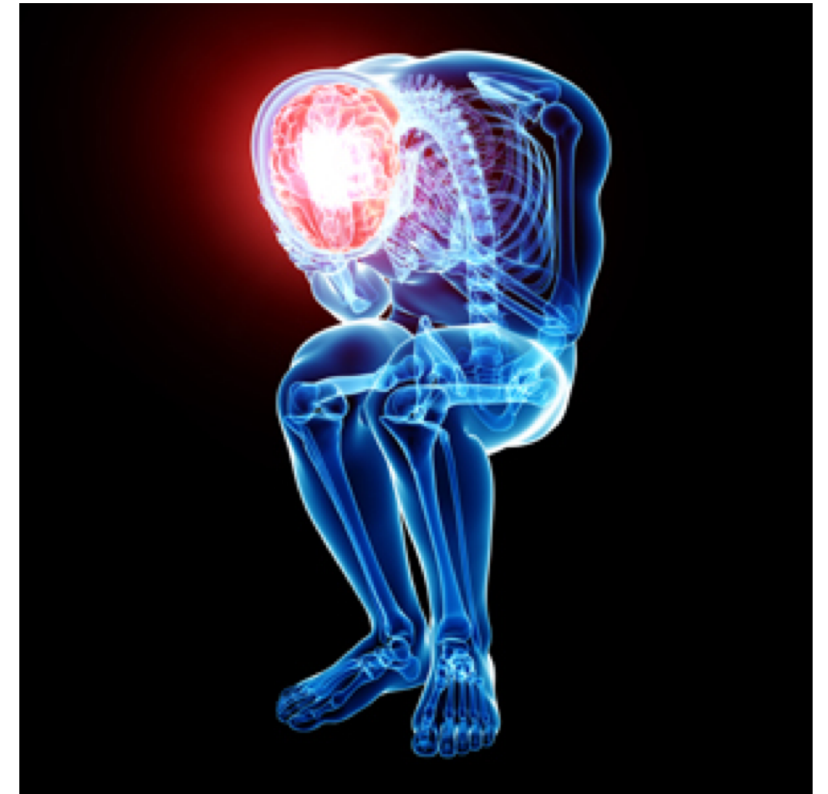
# Youth, the Brain and Stress

- We're all wired to respond to acute, sudden threats
- But not to chronic, ongoing, lower-grade threats
- What can save our lives in the moment... can hurt or kill us over time
- **THAT IS STRESS**



# Youth, the Brain, and Stress

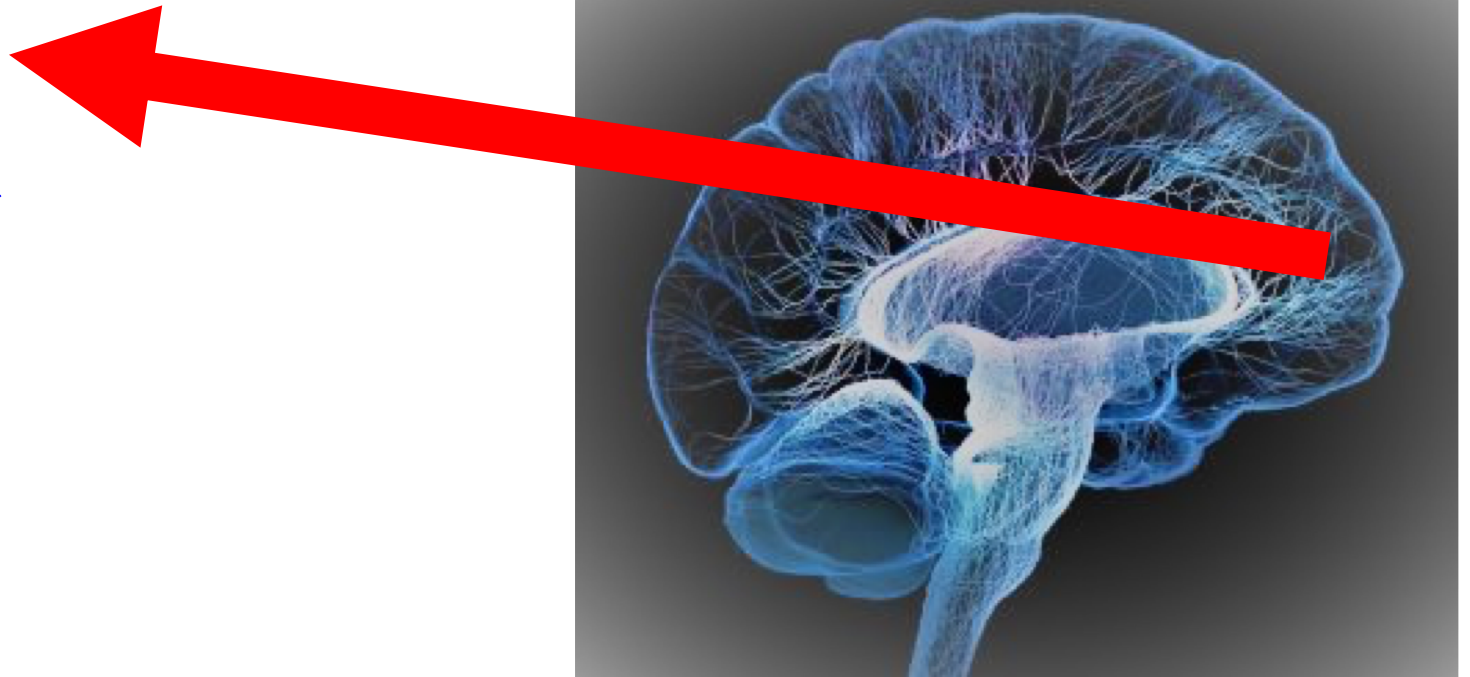
- **The developing brain experiences stress differently from the adult brain**
- **More sensitivity to stress and trauma means more intense reactions**
- **Why is this?**



# Youth, the Brain and Stress

## Prefrontal Cortex

- Rational thought
- Planning
- Perspective
- *Fully developed by age 26*



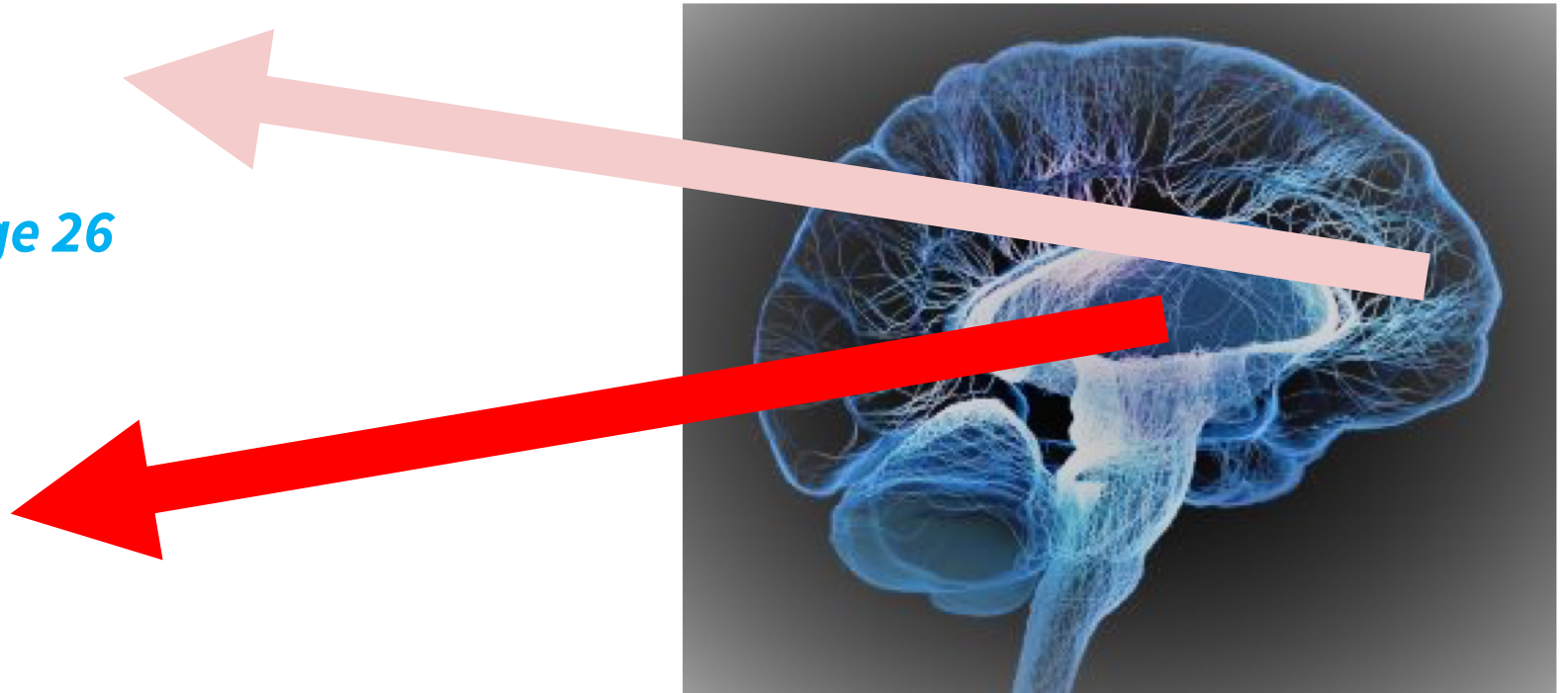
# Youth, the Brain and Stress

## Prefrontal Cortex

- Rational thought
- Planning
- Perspective
- *Fully developed by age 26*

## Limbic System

- Run! Fight! Freeze!
- Appetites and emotions
- Basic drives
- *Fully developed by adolescence*



# Youth, the Brain and Stress



**VS**



- **Adrenaline**
- **Noradrenaline**
- **Cortisol**
- ***Over time - Lowered immunity, lowered concentration, illness***



# Some Coping Strategies Are Healthy...

- Reaching out to support others
- Engaging in acts of altruism
- Sharing resources
- Prioritizing self-care
- Devoting time to reflection





# ...But Many Common Ones Are *Not*

- Denial
- Acting out (substances and/or behaviors)
- Escape (substances and/or behaviors)



# Other Unhealthy Coping Strategies

- **Blaming and Projection**
- **Entrenching in our opinions and identities**
- **Neglecting our own needs by focusing too much on others**



# A Perfect Storm

**High sensitivity to stress**

**PLUS increased anxiety,  
loss, and uncertainty**

**PLUS questionable  
adult role-modeling via  
media**

**PLUS isolation from  
support systems**

**=**



# **The way we assess Risk Factors and Local Conditions is changing**



# Individual Risk Factors

- Increased sense of alienation
- Increased rebelliousness
- Increased depression and other mental health issues
- Increased initiation to substance use



# Family Risk Factors

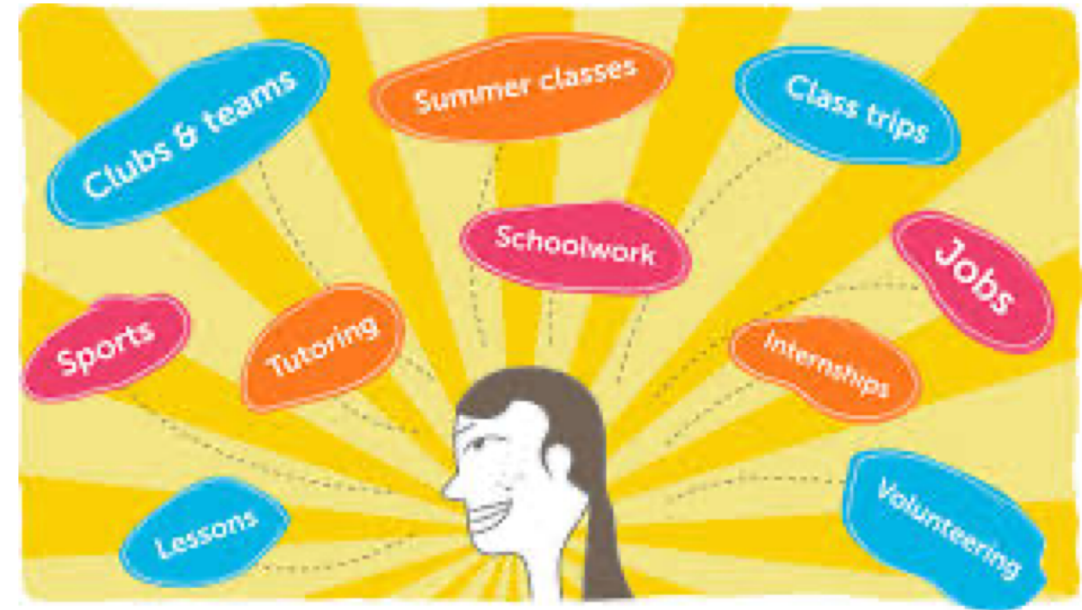
- **Increased family conflict**
- **Increased housing instability**
- **Increased exposure to substance users within the family**
- **Increased exposure to prescription medication and other substances**





# School/Peer Risk Factors

- **Increased risk of disengagement from school and extracurricular activities**
- **Decreased commitment to school**
- **Decreased access to role-models and other systems of support**



# Community Risk Factors

- Increased anxiety and despair among people experiencing homelessness
- Increased availability of substances via delivery
- Decreased sense of community and neighborhood attachment
- Increased economic and social deprivation





# Changing Times = Increased Vulnerability

## NORMAL SOCIALIZATION



## SOCIAL DISTANCING & COVID-19



# Right Now, Young People Need:

- **Non-judgement, active listening**
- **Empathy**
- **Authentic and honest communication on our own emotions**



"WE'RE ALL ON THE SAME ROUGH SEAS TOGETHER,  
BUT WE ARE NOT ALL IN THE SAME BOAT"

# Young People Also Need:

- **Positive role-models that encourage positive coping mechanisms**
- **Maintaining routines while being flexible**
- **Adults who are invested in their wellbeing**



# Right Now, Young People DON'T Need:

- Even more chaos and disorder
- Unreasonable expectations, even if they were set before
- Judgement and Patronization
- Disinterest in their wellbeing



# In Summary...

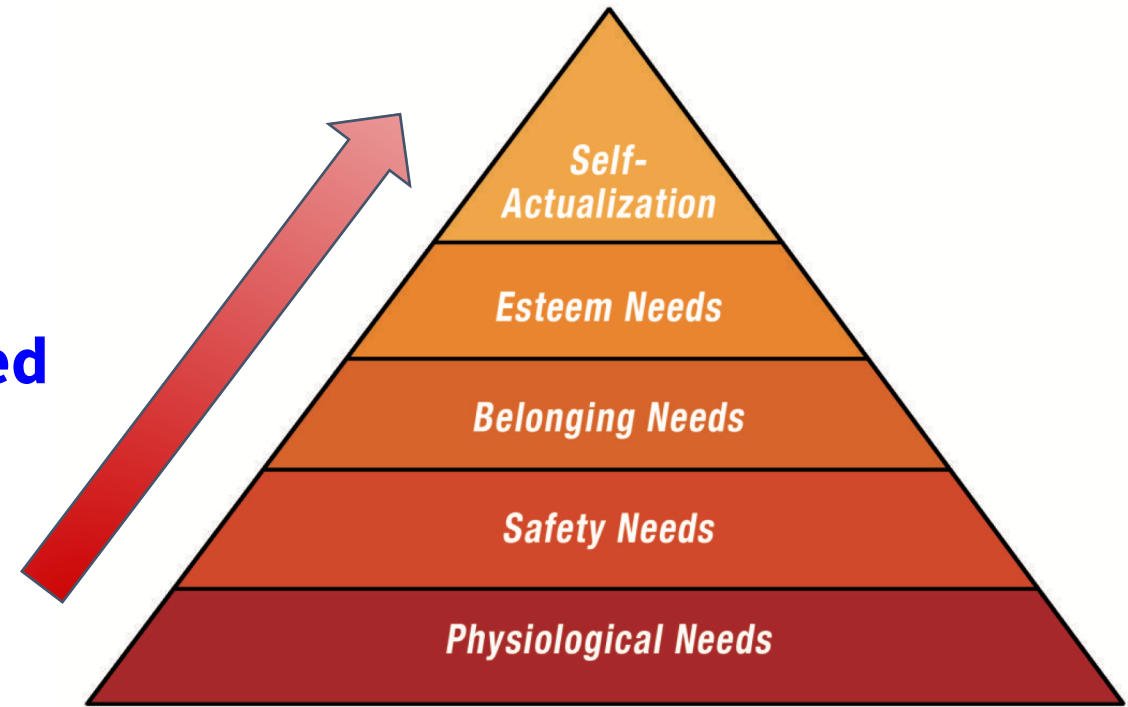
## THIS IS A STRESSFUL TIME

The developing brain is especially sensitive to stress and trauma

Increased stress often leads to increased risk of unhealthy behaviors

It's time to adapt to these new circumstances

With these new challenges, there are new opportunities!



# Questions to Consider

- **How are Risk Factors changing in YOUR community?**
- **How is your coalition addressing them?**
- **What new roles and capabilities might youth be uniquely suited to take on in this New Normal?**



# 19<sup>TH</sup> ANNUAL MID-YEAR TRAINING INSTITUTE



July 26–30, 2020

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#CADCAMidYear

Join us in supporting **Prevention. Progress. Possibilities.**

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Opening Plenary Keynote Speaker  
Elinore F. McCance-Katz, M.D., Ph.D.  
Assistant Secretary of the Substance Abuse and  
Mental Health Services Administration (SAMHSA)

[CADCA.org/MYTI2020](https://cadca.org/MYTI2020)

[cadca.org](https://cadca.org)



# Annual Survey of Coalitions

CADCA's Annual Survey is a leading source of information on community-level substance use and misuse prevention.

## Your participation helps:

- Determine coalition development needs
- Prepare relevant briefs and webinars
- Identify successful coalition strategies
- Develop collaborative projects between coalitions, CADCA and our partners
- Inform community-level prevention research

Complete the survey by May 27 for a chance to **win a \$100 Visa gift card**

Email [survey@cadca.org](mailto:survey@cadca.org) to receive a survey link

More info available on [cadca.org/annual-survey](https://cadca.org/annual-survey)



# Coalition Development Support

**Provides FREE support on all aspects of the SPF, coalition operations, and much more!**

## **The Coalition Development Support Team:**

- Cassandra Robledo, *Manager, Coalition Development*
- Moneeb Khokhar, *Coalition Develop Support Associate*

## **Contact Us:**

**Email:** [Training@cadca.org](mailto:Training@cadca.org)

**Phone:** 1-800-54-CADCA ext: 240