

# **Social Determinants of Drug Usage**



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# **Social Determinants of Drug Usage**

**Don't Be Duped!!!**



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# Setting the Ground Rules

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- **OK to ask questions, but Stay on Target!**
- **Raise your hand (usually)**
- **Confidential discussion**




# List Types of Drugs

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# Why Do We Care About Drug Usage?

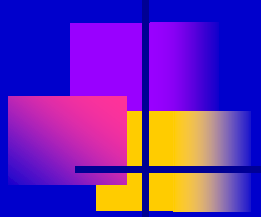




# **Why Do We Care About Drug Usage?**

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**List Some Outcomes...**



**Cost!**

## TOBACCO AND MONEY: WHAT DOES SMOKING REALLY COST?

**YOU MAY HAVE HEARD THAT SMOKING CAUSES CANCER, HEART DISEASE AND HIGH BLOOD PRESSURE. YOU MAY KNOW THAT CIGARETTES MAKE YOUR HAIR, CLOTHES AND BREATH SMELL BAD, GIVE YOU WRINKLES AND MAKE IT HARDER TO DO WELL AT SPORTS. BUT HAVE YOU EVER THOUGHT ABOUT HOW MUCH MONEY CIGARETTES COST? WHEN IT COMES TO SMOKING, MONEY IS A BIG FACTOR.**

### THE PRICE OF A PACK

- ✓ When people start smoking, they don't usually think they will smoke a lot.
- ✓ But the nicotine in tobacco is addictive. That means that once you start, you will crave more and more.
- ✓ Many people who smoke regularly smoke a pack or more a day.

### YOU DO THE MATH

- ✓ A pack of cigarettes can cost from \$4 to \$10, depending on where you live.
- ✓ Let's say cigarettes in your area are about \$7 a pack. Here is how much it would cost if you smoked a pack a day:

$$\$7 \text{ A PACK} \times 7 \text{ DAYS} = \$49 \text{ A WEEK}$$

$$\$49 \times 4 \text{ WEEKS} = \$196 \text{ A MONTH}$$

$$\$49 \times 52 \text{ WEEKS} = \$2548 \text{ A YEAR}$$

- ✓ If you smoke two packs a day, that's more than \$5000 a year!
- ✓ That's a lot of your hard-earned money going up in smoke!

20 years of smoking



### WHAT COULD YOU BUY WITH THE MONEY YOU'D BURN?

**IN ONE WEEK, YOU COULD SAVE ENOUGH MONEY TO PAY FOR ANY OF THE FOLLOWING:**

- ✓ Two movie tickets, popcorn and sodas.
- ✓ A couple of large pizzas with everything on them.
- ✓ A new T-shirt.



1 week of smoking

**IN ONE YEAR, YOU'D HAVE ENOUGH MONEY FOR:**

- ✓ A new mountain bike.
- ✓ A down payment on a car.
- ✓ The latest computer.
- ✓ A whole bunch of new clothes.



1 year of smoking

**IN 20 YEARS, YOU'D HAVE ENOUGH TO:**

- ✓ Make a down payment on a house.
- ✓ Buy a car.
- ✓ Help pay for your kid's college education.

### THE MONEY YOU SPEND ON SMOKING DOESN'T STOP WITH THE PRICE OF A PACK

*Here are just a few other costs!*

**TEETH CLEANING:** To get rid of yellow and brown tobacco stains!

*Average cost: \$75 per cleaning.*

**HEALTH CARE:** Extra doctor's visits for colds, asthma, bronchitis and pneumonia.

*Average cost: \$80 per visit.*

**HOSPITAL BILLS:** For lung cancer, surgery, radiation and chemotherapy.

*Average cost: \$50,000 for surgery, radiation and chemotherapy.*

**LIFE INSURANCE:** Smokers pay more!

*Average cost: Up to three times as much!*

**FUNERALS:** Cigarettes kill about one out of every three long-term users.

*Average cost: \$3000 to \$10,000 for funeral, coffin and gravestone.*

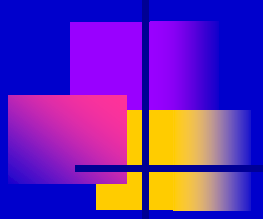


### TOBACCO COMPANIES GET RICHER WHILE YOU GET POORER!

- ✓ Tobacco companies make billions of dollars off smokers each year.
- ✓ Every year more than 400,000 people die from tobacco and many more quit. Tobacco companies need to replace those smokers to keep their profits up.
- ✓ Tobacco companies make it seem like smoking is an adult activity. But adults don't start smoking - kids do! Eighty percent of all smokers began before age 18.

### DON'T LET TOBACCO COMPANIES CONVINCe YOU TO BURN YOUR MONEY!





# Addiction

**I Can Just Have 1-2  
Cigarettes...**

A decorative graphic on the left side of the slide, consisting of overlapping colored squares (yellow, red, purple) and a black crosshair.



**I Can Just Have 1-2  
Cigarettes...**

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**I can easily quit...**



**I Can Just Have 1-2  
Cigarettes...**

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**I can easily quit...**

**True or False?**

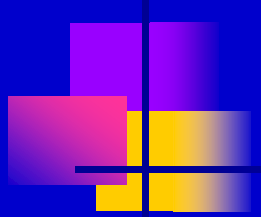


**I Can Just Have 1-2  
Cigarettes...**

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**I can easily quit...**

**False!...**

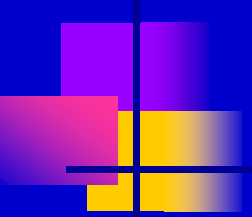


# What Causes the Addiction?

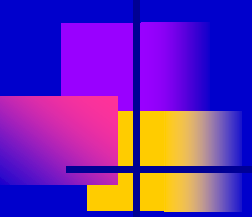
# Nicotine

- An addictive alkaloid produced and found in the leaves of the tobacco plant





# **Did the Tobacco Industry Manipulate Nicotine Levels?**

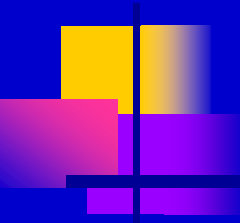


# **Did the Tobacco Industry Manipulate Nicotine Levels?**

**YES!!!!!!**

**DON'T BE DUPED!!!!!!**

# How Much Alcohol Is In A Drink?



# How Much Alcohol Is In A Drink?



**Depends on Size and Type of Drink**

# How Much Alcohol Is In A Drink?



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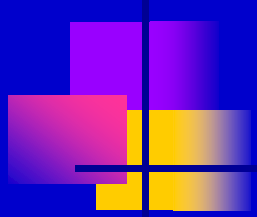


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12 oz of beer = 5 oz of table wine = 1/5 oz of hard liquor  
5% alcohol                      12% alcohol                      40% alcohol

# What is BAC?





# What is BAC?

- **Blood Alcohol Concentration**
  - Amount of alcohol in your body
  - Measured in grams of alcohol per 100 milliliters of blood
  - Takes 30-60 minutes after last drink for BAC to reach its highest concentration



# What Affects BAC?

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- Amount you drink
- Time period over which you drink
- Weight
- Time since last ate
- Level of physical fitness
- Health of your liver
- Gender
- Type of drink



# What Affects BAC?

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- **For women: 1 standard drink each hour**
- **For men: 1-2 standard drinks per hour and 1 standard drink per hour after**



# California BAC for DUI?

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- **.08% BAC for adults**
- **0% FOR YOU!**



**So, If Drug Use Is So  
Bad...Why Do Teens Use  
Drugs?**



# **So, If Drug Use Is So Bad...Why Do Teens Use Drugs?**

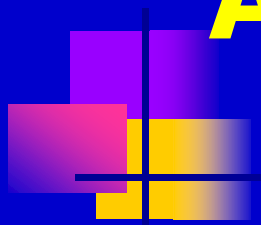
**List some reasons...**

# Why Do Teens Use Drugs?

- **Advertisements**
- **Peer Pressure**
- **Perceived Benefits**



# Advertisements





# ADVERTISEMENTS

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- **Cigarette and alcohol companies claim they do not advertise to kids**



# ADVERTISEMENTS

- **Cigarette and alcohol companies claim they do not advertise to kids**

**Do you agree???**



# TUNE IN. SMOKE OUT.

Smokers, **SWITCH** to Camel **SNUS** and never miss a note. Camel **SNUS** is **smoke-free**, **spit-free**, **drama-free** tobacco packed in a pouch for enjoyment virtually anywhere, anytime. Camel **SNUS** – the pleasure's all yours.



[camelsnus.com](http://camelsnus.com)\*

\*WEBSITE RESTRICTED TO AGE 21+ TOBACCO CONSUMERS.

SNUS



**WARNING: This product is not a safe alternative to cigarettes.**



Make the **SWITCH** 



**WARNING:** This product is not a safe alternative to cigarettes.

**CAMEL**   
Enjoy the **REFRESH** 



**WARNING:** This product is not a safe alternative to cigarettes.



# Don't Wipe Out



subject

name



**THINK.DON'T SMOKE**

★ It's Game Day.



Add two more features to your controller. Check [www.beckens.com](http://www.beckens.com) for details on how to win a Nintendo GameCube™ and assert your dominance as ruler of the technology tavern.



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★ It's all about the beer.



**Whipped cream's not just for kids anymore, it's all about style & sophistication. Try our latest adult flavors - Hazelnut Espresso, Caramel Pecan & German**

# ALCOPOPS

- Sweetened alcoholic beverages that are often bubbly and taste like soda, fruit juice, or energy drinks
- Packaging similar to nonalcoholic drinks



# Alcopops are made to look and taste like juice, soda, tea, and other soft drinks:





# Can YOU Pick Out the Alcohol?

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# ADVERTISEMENTS

- **Cigarette and alcohol companies claim they do not advertise to kids**

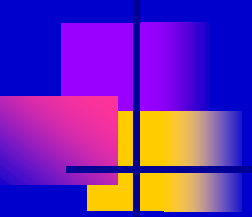
**Do you agree???**



**Far More Money is Spent on  
Advertising than  
Interventions or Cessation**



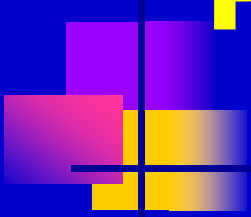
"Which do you want, the tobacco company account or the stop smoking campaign?"



**DON'T BE DUPED!!!!!!!!!!!!**

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# PEER PRESSURE





# What is Peer Pressure?

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# What is Peer Pressure?

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Spoken

Unspoken



# Why Is It So Hard to Resist Peer Pressure?

- **Afraid of being rejected**
- **Want to be liked**
- **Don't want to lose a friend**
- **Don't want to hurt someone's feelings**
- **Aren't sure what you really want**
- **Don't know how to get out of the situation**

# Resisting Peer Pressure



**YOU HAVE THE RIGHT TO  
RESIST!!!**



**What Are Some Ways You  
Think You Can Avoid Peer  
Pressure?**



# Resisting Peer Pressure

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- **Say no over and over**
- **Say no and leave**
- **Change the subject**
- **Ignore and walk away**
- **Suggest an alternative**
- **Say you're not allowed**
- **Give a reason why you can't**



# Resisting Peer Pressure

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- **DO:**
  - **Say no assertively**
  - **Suggest something else to do**
  - **Stand up for self and others**
  - **Walk away**
  - **Do something else with other friends**



# Resisting Peer Pressure

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- **Don't:**
  - **Attend a party unprepared to resist peer pressure**
  - **Attend a party without adult supervision**
  - **Be afraid to say no**
  - **Mumble**
  - **Say no too aggressively**
  - **Act like a Know-it-all**



# A Few More Thoughts

- Don't put your cup/glass down
- Lie
- Pretend
- Blame on parent



# Hey – want to come drinking with us?

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- What would YOU do?

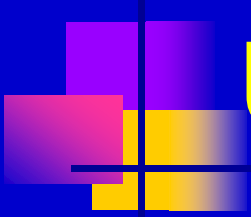


# Hey – want to come drinking with us?

- **Um...sorry...I ...uh...have a thing...**
- **No thanks. I don't want to.**
- **No, and you shouldn't either. It's really bad for you.**
- **Oh my! Did you see what that guy was wearing?**

# What Can YOU DO to Avoid Using Drugs?

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# WHAT CAN YOU DO to AVOID USING DRUGS?



- **Make a commitment.**
  - **Commit to NOT using alcohol until legal age of 21.**
  - **Decide that you do not want your life to be ruled by an addiction.**

# WHAT CAN YOU DO to AVOID USING DRUGS?

- **Know the truth.**
  - **Despite all the alcohol and tobacco used on TV and in the movies ... most teens, adults, and athletes don't use alcohol.**
  - **Don't let the industry fool you.**

# WHAT CAN YOU DO to AVOID USING DRUGS?

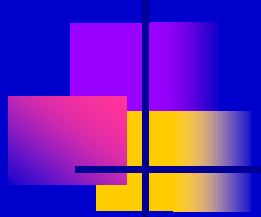


- **Get involved in sports and other activities.**
  - **Students who are involved in extracurricular activities are less likely to use alcohol, tobacco or other drugs.**



# **WHAT CAN YOU DO to AVOID USING DRUGS?**

- **Spend your money on things.**
- **Find other ways to gain the benefits**
- **Get involved:**
  - **Spread the word about the dangers of drug use**
  - **Start or join an activist group against drugs**
  - **Write letters!**



# Cessation...

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**DON'T BE DUPED!!!!!!!!!!!!**