



COUNTY OF SANTA CLARA
Behavioral Health Services

SUBSTANCE USE PREVENTION SERVICES



Alum Rock Counseling Center



Rebekah
CHILDREN'S SERVICES

Topics

- Vaping
- Marijuana
- Alcohol
- Fentanyl
- Underlying Reasons Why Youth Use
- Tips on Supporting Youth Who Are Using
- Q & A

Our Purpose

Our goal through this presentation is to empower parents with information on substances that are readily available in the community.

Through this information parents can be made aware of the signs that they should look out for to know if their youth are using, as well as learn tips on what they can do to help the youth.

Want, Need, and Addiction

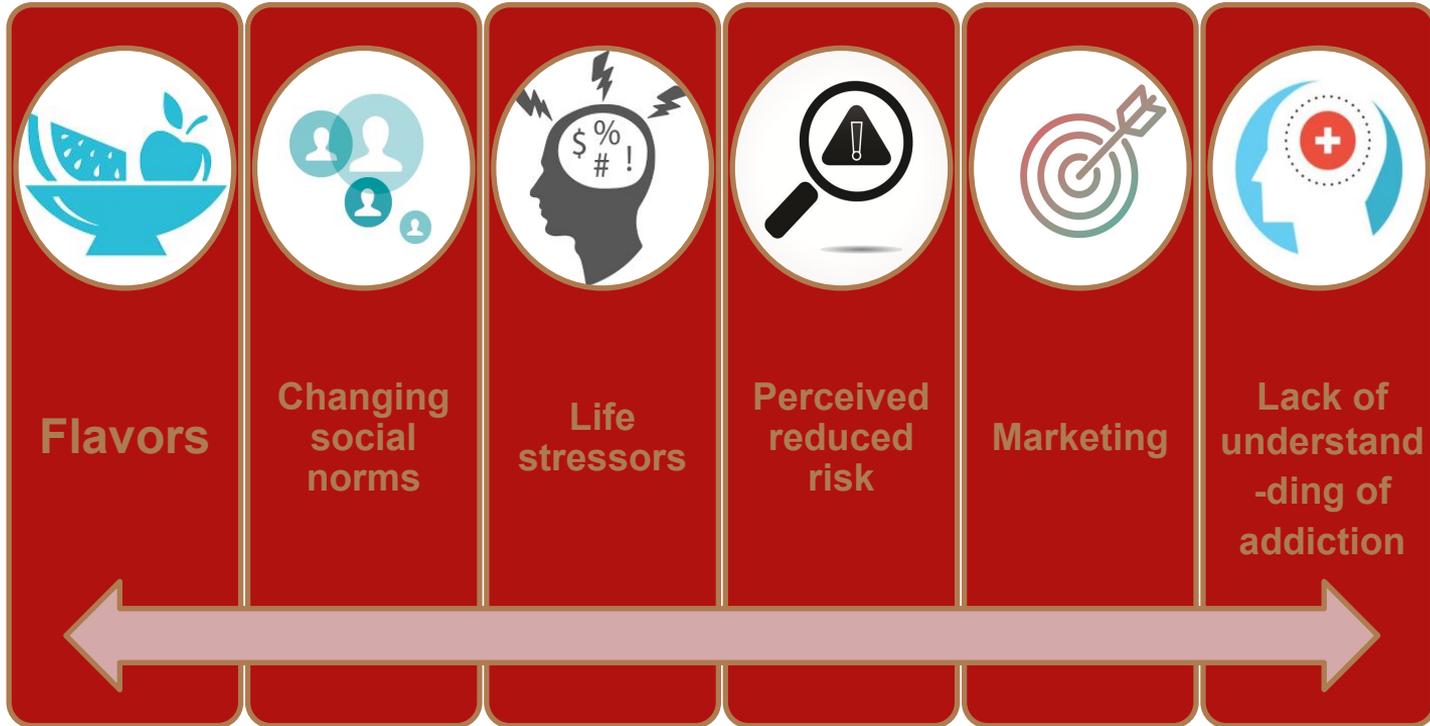


Wants vs Needs

- | | |
|---|---|
| <ul style="list-style-type: none">● State or condition of not having any or enough of something● Something that is desired | <ul style="list-style-type: none">● Situation in which someone or something must do or have something● Something that a person must have in order to live or succeed or be happy● Strong feeling that you must have or do something |
|---|---|

“Addiction is a long-term disease where an individual has an overwhelming desire to find and use drugs, even though there are dangerous consequences. Addiction is a disease because it can result in long-term changes in the brain structure, function, and behaviors caused by drug use”

Intersecting Reasons Why Youth Are Using



E-Cigarettes & Vape Pens Generation



Cig-a-Like

E-cigarettes came onto the market around 2007.

Most delivered nicotine and were disposable.

Variations

Variations on the first e-cigarettes included products like e-hookah and rechargeable versions.

Vape Pens

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

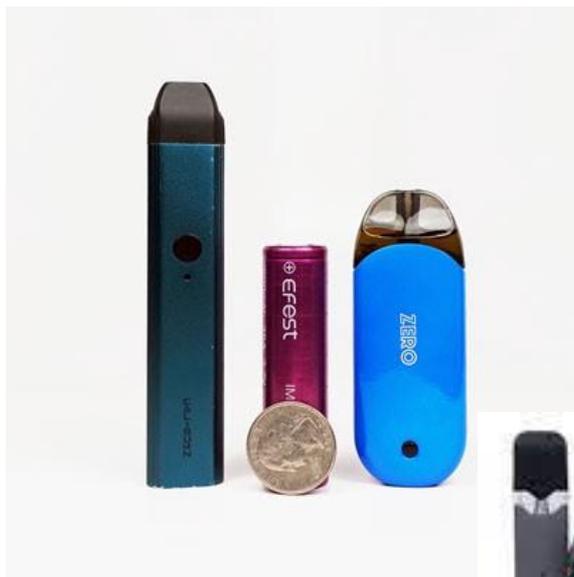
Mods

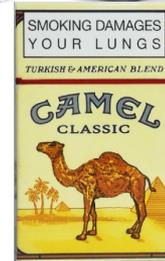
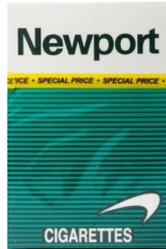
Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs, at a faster rate.

Pod-Based

These e-cigarettes are shaped like USBs and contain pods with higher amounts of nicotine than previous generations.

Newer Vape Pens/ Mods





BIG TOBACCO BUY IN

Why Are Flavors Dangerous?

tobaccopreventiontoolkit.stanford.edu

Science News

from research organizations

Widely used e-cigarette **flavoring impairs lung function**

Date: May 23, 2018

Source: American Thoracic Society



Stanford
MEDICINE

News Center

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E-cigarette use, **flavorings may increase heart disease risk,**
study finds

E-cigarette flavorings damage human blood vessel cells grown in the lab even in the absence of nicotine, Stanford researchers and their colleagues found. Cinnamon and menthol flavors were particularly harmful.

Taste and Smell Sweet- NOT LIKE NICOTINE/CIGARETTES

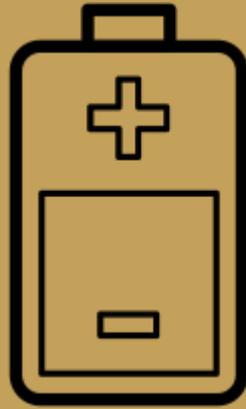


Ban on Flavored Tobacco in the Bay Area

- On September 28th 2021, San Jose became the biggest city in California to ban flavored tobacco products
- The new ordinance also bans smoke shops from opening within 1000 feet of a school, community center, park, or library
- The city will give retailers until June 30, 2022, to make adjustments to get flavored tobacco off their shelves and to find other ways to make money in place of those products.



© 2018 California Department of Public Health



What's in E-Cigarettes/Vape Pens?

What's in that Pod?

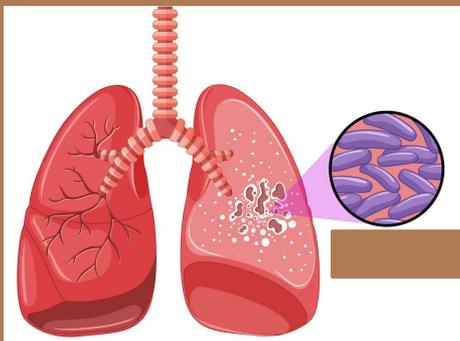
tobaccopreventiontoolkit.stanford.edu

Glucan, a microbial toxin, found in Juul's nicotine vaping liquids



January 2, 2020 – E-cigarette products made by Juul Labs were contaminated with a microbial toxin that can cause long-term lung damage according to an analysis conducted by researchers from Harvard T.H. Chan School of Public Health.

The study, published online December 9, 2019 in the American Journal of Respiratory and Critical Care Medicine, was co-authored by David Christiani, Elkan



glucan causes inflammation of the airways

Which Chemicals Are Found in E-Cig/Pod-Based Aerosol?

- | | | | |
|------------------------|--------------------------|------------------------------------|-------------|
| • Propylene glycol | • Chlorobenzene | • Benzo(ghi)perylene | • Cadmium |
| • Glycerin | • Crotonaldehyde | • Acetone | • Silicon |
| • Flavorings (many) | • Propionaldehyde | • Acrolein | • Lithium |
| • Nicotine | • Benzaldehyde | • Silver | • Lead |
| • NNN | • Valeric acid | • Nickel | • Magnesium |
| • NNK | • Hexanal | • Tin | • Manganese |
| • NAB | • Fluorine | • Sodium | • Potassium |
| • NAT | | | • Titanium |
| • Ethylbenzene | | | • Zinc |
| • Benzene | | | • Zirconium |
| • Xylene | • Acenaphthene | • Chromium | • Calcium |
| • Toluene | • Fluoranthene | • Boron | • Iron |
| • Acetaldehyde | • Benz(a)anthracene | • Copper | • Sulfur |
| • Formaldehyde | • Chrysene | • Selenium | • Vanadium |
| • Naphthalene | • Retene | • Arsenic | • Cobalt |
| • Styrene | • Benzo(a)pyrene | • Nitrosamines | • Rubidium |
| • Benzo(b)fluoranthene | • Indeno(1,2,3-cd)pyrene | • Polycyclic aromatic hydrocarbons | |

All of these have been found in e-cigarette/pod-based aerosol

Compounds in orange are from FDA 2012, Harmful and Potentially Harmful Substances – Established

List

Where Else Can You Find These Chemicals?

Propylene glycol Antifreeze



Acetone Nail Polish Remover



Ethylbenzene Paints, Pesticides



Formaldehyde Embalming



Nicotine Cigarettes

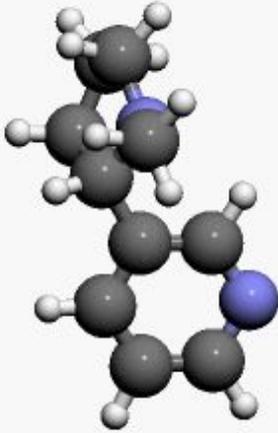


Rubidium Fireworks

What is Nicotine?

tobaccopreventiontoolkit.stanford.edu

Nicotine Molecule



- Drug
- Stimulant
- Highly addictive
- Causes changes in brain chemistry
- Found in tobacco products

If nicotine is unsafe, why do you think people still choose to use products that have nicotine?

Cigs in a Pod



tobaccopreventiontoolkit.stanford.edu

1 Pack of Cigarettes
≈20 mg of nicotine

1 JUUL pod
≈41.3 mg of nicotine

1 Puff bar
≈50 mg of nicotine

1 Suorin pod
≈90 mg of nicotine

ALL PODS CONTAIN HIGH LEVELS OF NICOTINE

=20
CIGARETTES

≈41
CIGARETTES

≈50
CIGARETTES

≈90
CIGARETTE



How are e-cig companies reaching young people?



Cigarette vs. E-Cig/Vape Ads

tobaccopreventiontoolkit.stanford.edu



2000, Camel



2018, Juul

Social Media Targeting

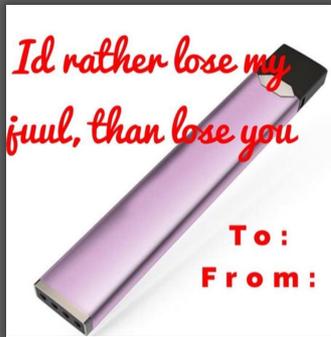
Young social media influencers and other third party influencers were **paid** to make this look cool

“They liked my edgy style and that I appealed to the younger market” – Christina, paid JUUL influencer



Social Media Targeting

- Bigger Instagram accounts giving “shout-outs” and reposting of Snapchat and TikTok videos of young people using
- Problematic memes and cartoons are also distributed via Twitter, which give youth the impression that using is okay





will juul
be my
valentine <3

IG | @juultheruul

to:
from:



juulistheruul • Follow
Narnia

juulistheruul Just an icon living.
#thesearemyfriends #hayeahihavefriends
#juulgang #juulpods #juulcouples #juul
#juulrelationships #juuling #juulvapor
#juulgang #juulgang #juulgang #di4juul #di4j
I'm proud to say I did most of the work on
the poster for my friend in need.



123 likes

1 DAY AGO

Add a comment...



BACK TO SCHOOL
BLOWOUT SALE

AUGUST 29 - SEPT 2

UP TO...

30% OFF

ENTIRE STORE!

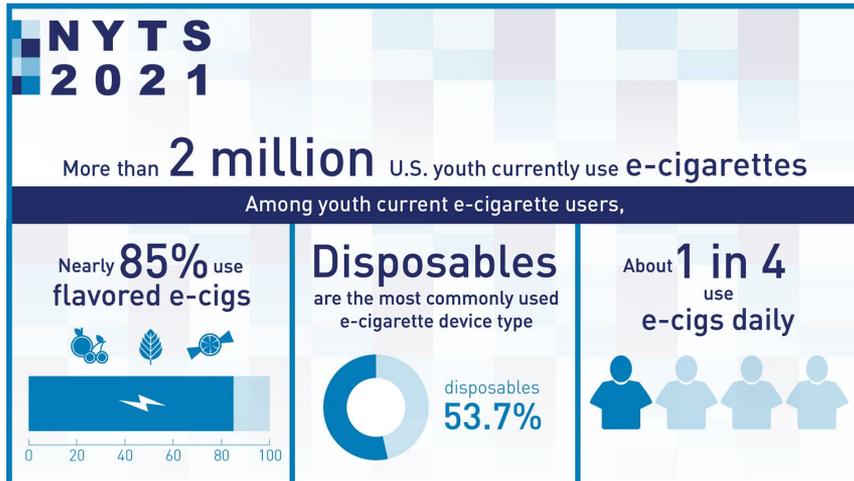
AVAILABLE AT ALL 3 LOCATIONS!

How accessible are vape products?



Vaping Statistics

- According to Tobacco Free Kids, " 3.6 million middle and high school students" use e-cigarettes. So, between 2017- 2019, the rates of youth using have doubled.
- FDA conducted survey found that "more than 2 million U.S. middle school and high school e-cigarette users used e-cigarettes in 2021, and almost 85 percent of youths using e-cigarettes used flavored products"



1 IN 5
high school students
USES E-CIGS



Mary Jane

Blaze

Dank

Cannabis

Doobie

Bud

Kief

420

Broccoli

Marijuana

Sinsemilla

?

Pot

Haze

Blunt

Hashish

Weed

Reefer

Mota

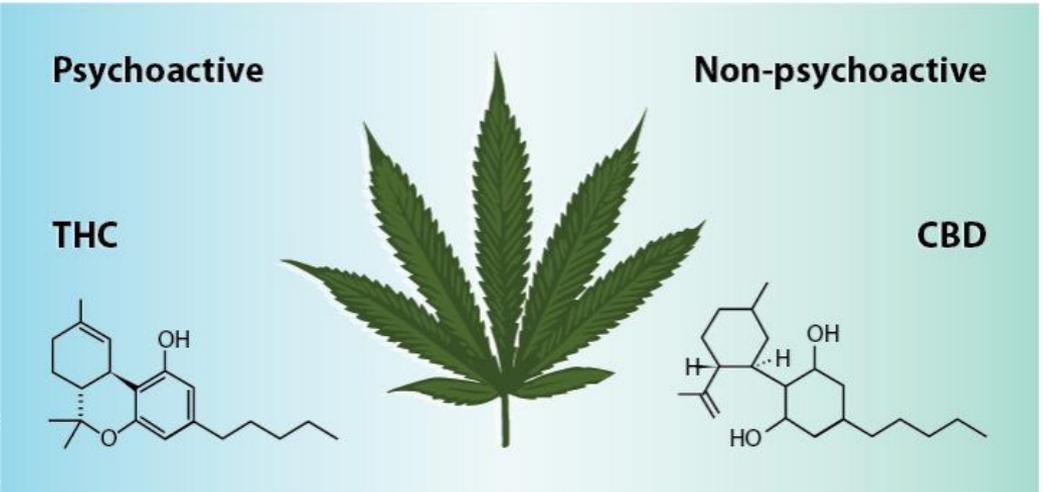
Ganja

Kush





THE SCIENCE



THC
tetrahydrocannabinol

- Distorted Perception
- Bad Coordination
- Problem Solving Issues
- Disruptive Learning
- "High Feeling"

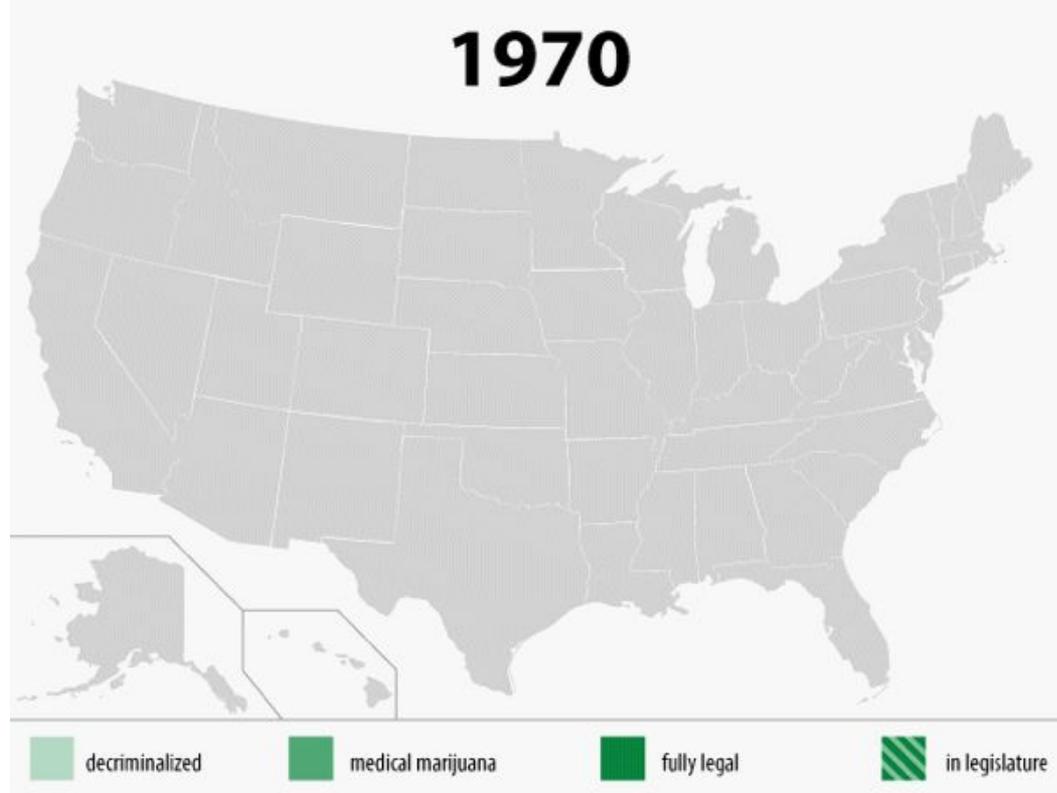
CC1=C(C)C(=C(C=C1)C2=CC(=CC=C2)O)OC3C=CC(=C3)C

CBD
cannabidiol

- "Medical Benefits"
- No Euphoric Effect
- Helps with:
 - Seizures
 - Pain
 - Inflammation
 - Etc.

CC1=C(C)C(=C(C=C1)C2=CC(=CC=C2)O)OC3C=CC(=C3)O

NOT FULLY UNDERSTOOD



EDIBLE MARIJUANA

Generally **contain higher levels of THC**

10 milligrams is the state's definition of a dose of **edible THC**.

- A **gummy bear** may contain **40 mg** of THC, or four “servings”
- A **brownie** may contain eight “servings” or **80 mg**.

Packaging can be hard to identify

Children have ended up in ER due to eating parent(s) edibles



WAX (THC) PENS

- One dose of wax is considered to be as powerful as several joints- all smoked at once.
- Research shows using wax is linked to higher levels of physical dependence, school problems, and risky behavior.
- Wax Pen Vapor doesn't even smell like weed





Availability of Wax Pens

BENTO DELIVERY 

 **Bento Delivery - South Bay**

[Continue Shopping](#)

Location
Redwood City, California

Today's Hours
Delivery 9:30 am - 10:00 pm

GEAR

 **Black Battery**
(Premium Vaporizer)
STIIIZY
1 @ \$20.00
[Edit](#) 

HYBRID

 **Blue Burst**
(STIIIZY Pod)
STIIIZY
1 x 1G @ \$44.00
S 🔥 20% STOREWIDE 🔥
[Edit](#)



WARNING: Cancer and Reproductive Harm
www.P65Warnings.ca.gov

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[Edit](#)



WARNING: Cancer and Reproductive Harm
www.P65Warnings.ca.gov

BENTO DELIVERY 

② Your information Already have an account? [Sign in.](#)

Enter a delivery recipient

First name on photo ID

Last name on photo ID

Birth date

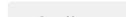
Email

Mobile phone

Used only for order updates via SMS

Government ID
This will help stores validate your identity and will not be made visible to anyone else.

Upload Government ID 



SHORT-TERM EFFECTS



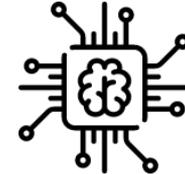
Red eyes



Dry mouth



Skin sensation



Memory loss



Paranoia



Impaired motor coordination



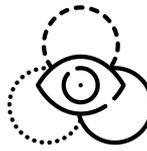
Increased appetite



Pleasure/bliss



Delayed response



Altered perception



Muscle relaxation



Increased Heart Rate

Long Term Effects of High Doses of THC

- Studies have linked marijuana use to increased risk for psychiatric disorders
 - Schizophrenia, depression, anxiety, etc
- Research suggests that smoking high-potency marijuana every day could increase the chances of developing psychosis by nearly five times compared to people who have never used marijuana

Cannabinoid Hyperemesis Syndrome

- A condition that leads to repeated and severe bouts of vomiting
- It is rare and only occurs in daily long-term users of marijuana.

- Symptoms include:
 - Ongoing nausea
 - Repeated episodes of vomiting
 - Belly pain
 - Decreased food intake and weight loss
 - Symptoms of fluid loss (dehydration)

- Approximately 2.75 million U.S. adults may deal with CHS each year
 - 32.9 percent of the participants reported having experienced symptoms of CHS in the past

SOME REASONS

Medicinal purposes or self-medication

To relieve

Wanting to fit in or peer pressure

Curious because of adult use

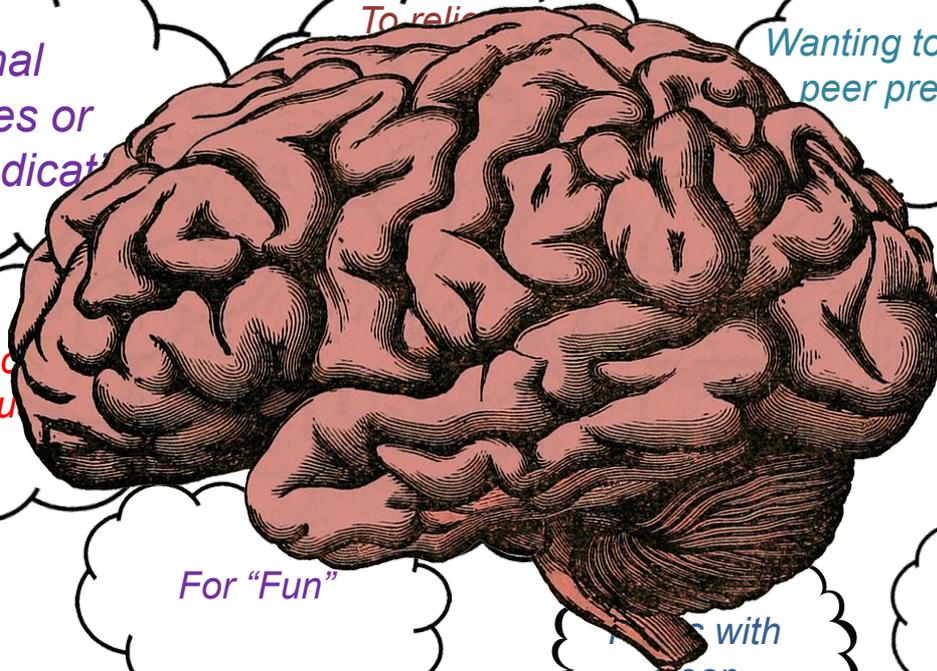
Enjoy the feeling of being "high"/feels good

Use to forget/escape/relax

For "Fun"

Helps with sleep

Improves concentration



Alcohol Use & Abuse



What is Alcohol Addiction?



What is Alcohol Addiction?

Alcohol addiction is...

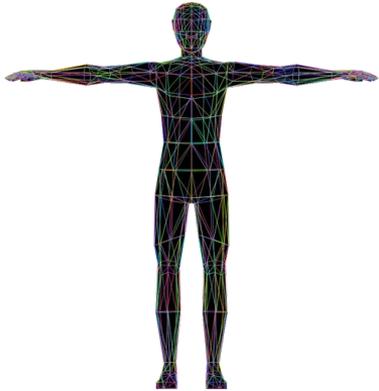
- A chronic disease characterized by uncontrolled and preoccupation with alcohol
- The inability to control drinking due to a physical and emotional dependence on alcohol

Alcohol

Alcohol is a factor in the deaths of 4,358 young people under age 21 each year.



- Inhibitions, memory, and decision-making skills are affected.
- Aggression can increase.
- Drinking during teen years could interfere with normal brain development.
- Increased risk of developing alcohol use disorder later in life.



- Coordination and physical control are impacted- loss of balance, slurred speech, and blurred vision.
- Alcohol overdose and death. Vulnerability increases if combined with a sedative or pain medication.
- Drinking alcohol can lead to unintentional injuries.
- Increased risk of alcohol problems later in life.

Alcohol is a DRUG



- It is classified as a depressant
 - it slows down vital functions—resulting in *slurred speech, unsteady movement, disturbed perceptions* and an *inability to react quickly*
- Reduces a person's ability to think rationally and distorts his or her judgment

How are youth getting alcohol?

Outside Sources

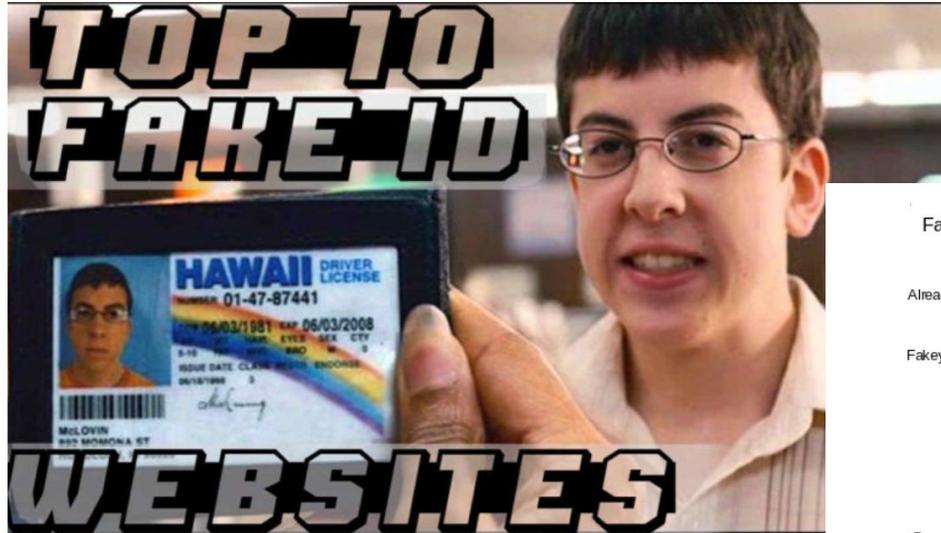
- **Almost 72% of teens who drink get alcohol without having to pay for it.**
- **They get it from friends or family members, at parties, or by taking it without permission.**
- **Underage drinkers who pay for alcohol usually give money to someone else to buy it.**

Fake IDs

- **Fake ID usage increased from 12.5% to 32.2% in 2019**
- **Most common way to procure a fake ID is through online ordering**
- **Through these websites, youth are able to create a fake ID by simply uploading a picture of themselves, a signature, and a fake date of birth**

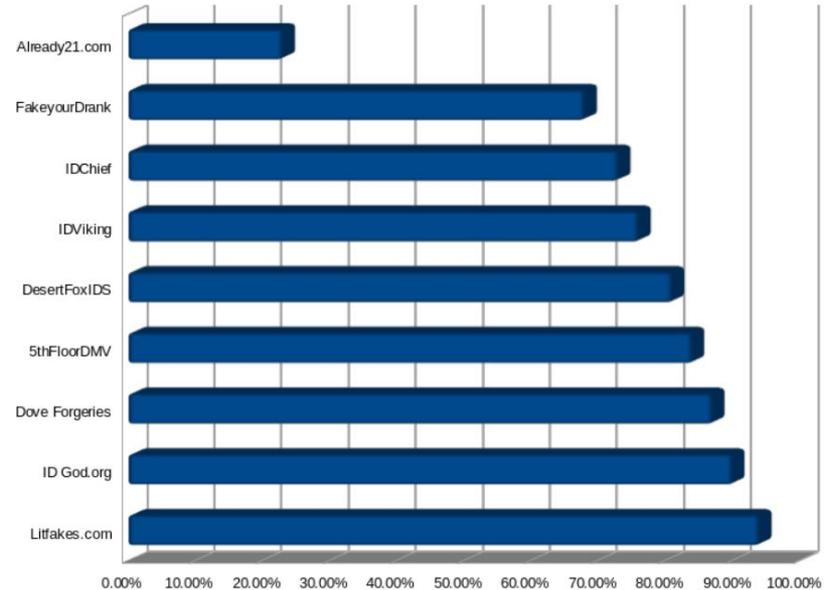
The 10 Best Fake ID Websites (updated 2021)

TOPICS: [Com](#) [Fake](#) [Fake ID](#) [Fake Identification Cards](#) [Site](#) [Type](#) [Website](#)



Fake ID Customers Satisfaction Survey (2020)

Survey conducted January - April 2020 by CollegeRag.net



Examples of alcohol to look out for...



Underage Drinking and Drunk Driving

It is a crime to drink underage, your children can face penalties from fines, tickets, to community service and mandatory alcohol education classes.

If they drink and drive the stakes are even higher, children can kill themselves or someone else. Some penalties they can face is jail time, fines, probation, losing their driver license, and even having a criminal record making it hard to get a job or get into college.

Statistics show that drinking and driving is the leading cause of teen deaths in the U.S.

Parties & Alcohol Exposure

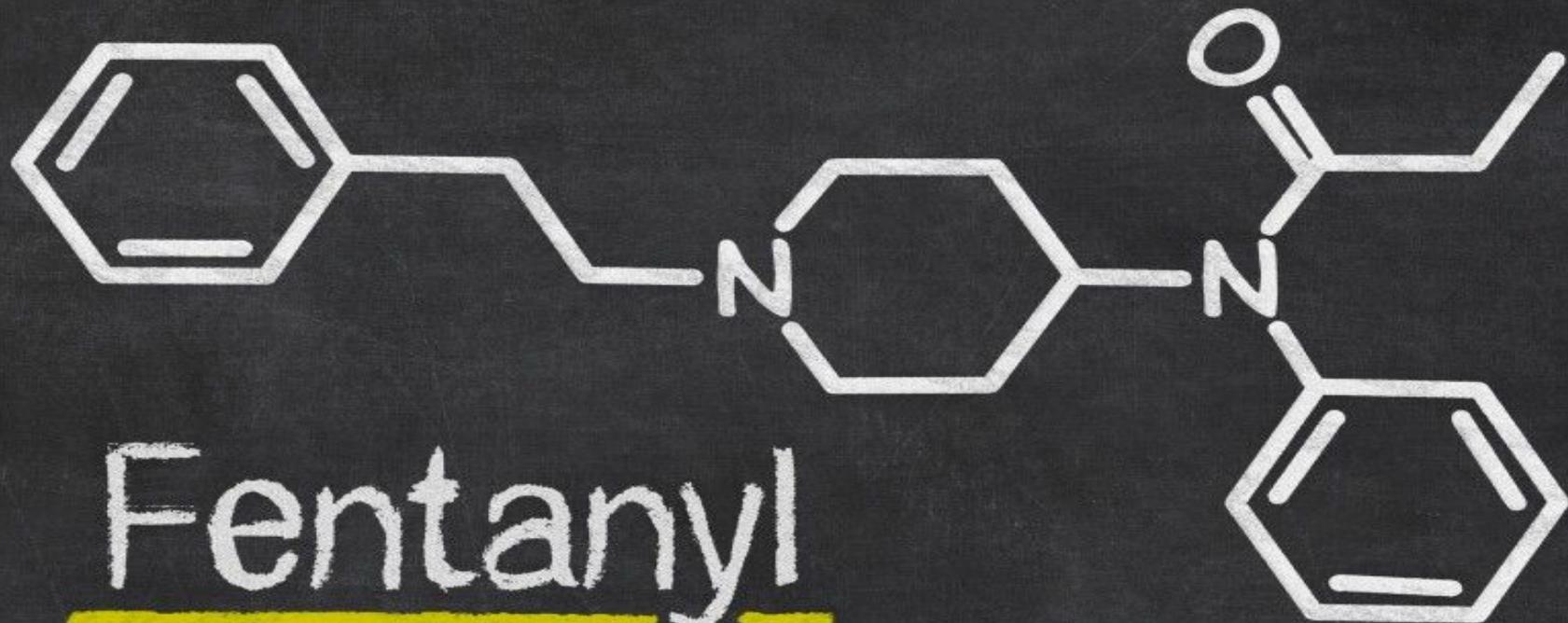
- More than one third of youth who hosted parties reported that there was alcohol at their last party.
- 16% of parties hosted by 15 year olds had alcohol, a percentage that increased to 22% for 16 year olds, 38% for 17 year olds, 61% for 18 year olds, and 82% for 19 year olds

A Parent's Guide to Teen Parties

If your teen is going to a party....

- Know where your teen is going/how long they will be there
- Talk with your teen beforehand
 - Make sure they know they can call you for anything, honesty is key
- Make sure your teen has a way to get to and from the party
- Be awake to greet your child when they get home
- Establish a code word with your child
 - This code word can be communicated via text or phone call
 - This code word will allow your child communicate that they no longer want to be at the party and will like you to pick them up

Communication and honesty are key to keeping your child safe



Fentanyl

$C_{22}H_{28}N_2O$

What is Fentanyl?

Fentanyl is a powerful synthetic opioid. It is similar to heroin but 50-100 times stronger.

It is a prescription painkiller used to treat severe pain, especially after surgery.



What is Fentanyl?

Now, fentanyl is in the illegal drug supply and the risks are much greater.

Fentanyl is being put in heroin, in fake OXY tablets, and even in cocaine, ecstasy and meth.

Fake pills **kill.**



Most have **fentanyl** in them now.
Fentanyl is a killer opioid.

EXPECT FENTANYL

Get naloxone (Narcan) **Don't use alone** Know your source



COUNTY OF SANTA CLARA
Behavioral Health Services

How is Fentanyl used?

Hospital:



Street:



How many teens use MDMA (Ecstasy or Molly)?

The chart below shows the percentage of teens who use MDMA.

Monitoring the Future Study: Trends in Prevalence of MDMA for 8th Graders, 10th Graders, and 12th Graders; 2020 (in percent)*

Drug	Time Period	8th Graders	10th Graders	12th Graders
MDMA	Lifetime	1.7	2.6	3.6
	Past Year	0.8	1.2	1.8
	Past Month	0.3	0.5	0.8

Fentanyl Being Mixed With Other Drugs

- Fentanyl is potent and has a low cost- dealers mix it with other drugs such as heroin, methamphetamine, and cocaine
- DEA analysis has found counterfeit pills ranging from .02 to 5.1 milligrams (more than twice the lethal dose) of fentanyl per tablet.
 - 42% of these pills tested for fentanyl contained at least 2 mg of fentanyl, considered a potentially lethal dose.
 - Drug trafficking organizations typically distribute fentanyl by the kilogram. One kilogram of fentanyl has the potential to kill 500,000 people.

Hard for a person to know if the drug they are consuming has any/ lethal amount of fentanyl.



Pill Parties

Pill parties are parties where teenagers, come together to mix their prescription drugs in a bowl and take them at random to get high.

- From cough medicines and sleep aids to opioid painkillers, ADHD medications and anti-anxiety pills
- Teens are hoping to get a temporary high off whichever pill they randomly choose from the community bowl.



Why should I be concerned about Fentanyl?

In 2020, there were over 93,000 drug overdose deaths in the U.S. Twice as many people died from fentanyl overdoses than were killed in car accidents. In Santa Clara County fentanyl deaths increased 300% from 2019 to 2020.



Fentanyl is Addictive

Fentanyl, like all opiates, is extremely addictive. Even taking prescription fentanyl as instructed by a doctor can quickly lead to dependence and addiction.



Only a small
amount is
needed to feel
“high”



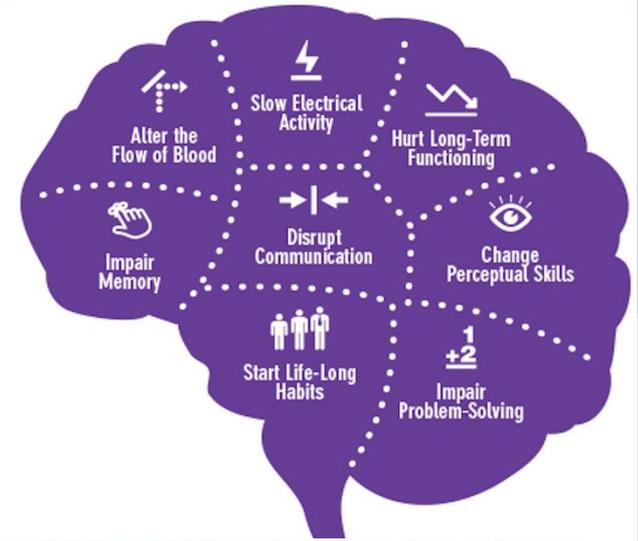
What Happens When Adolescents Use Fentanyl?

Short Term:

- Confusion
- Constipation
- Dizziness
- Drowsiness
- Nausea and Vomiting
- Sedation
- Hot Flashes

Long Term:

- Heart Problems
- Respiratory Problems
- Contracting Diseases
- Brain Damage
- Depression
- Pain
- Skin Lesions
- **Anhedonia**



Overdose of Fentanyl - take more than the amount recommended, results in harmful symptoms or **death**

- Fentanyl can be unknowingly laced into other drugs, which can result in overdose

Symptoms:

- Vomiting
- Slowed or stopped heartbeat
- Small Pupils
- Cant speak
- Pale skin
- Blue/Purplish fingernails or lips

How has COVID-19 affected youth and drug use

Researchers found that during COVID-19....

- The use of alcohol declined
- The use of nicotine/prescription drug misuse increased

Researchers suggest that.... “The best strategy is likely to be one that combines approaches to limit the supply of these substances with efforts to decrease demand, through educational and public health campaigns.”

Reasons Why Youth Use Substances

- To Feel Good
- To Feel Better
- To Do Better



The Tough Conversations

If you discover that your child is using substances (or are curious), effective communication is essential!

You may be thinking:

- How do I have this conversation?
- What do I say?
- How do I have this conversation without pushing them away?

The Tough Conversations

There are 5 key points to communicating effectively with your child regarding their drug use

- 1. Set the stage**
 - a. Get on your child's level**
 - b. Try to put panic and anger aside**
- 2. Remain calm**
 - a. Avoid overreacting**
 - b. Watch your tone of voice**
- 3. Start talking**
 - a. Show empathy, compassion, and listen**
 - b. Remind your child that you are someone they can confide in**
- 4. Work through barriers**
 - a. Focus on the behavior and why it worries you**
 - b. Keep emphasizing the importance of their health and safety**
- 5. Keep an open dialogue**
 - a. Review your goals of the conversation**
 - b. Reflect on what went right and what went wrong in the conversation**

The Tough Conversations

How to practice being an active listener:

- give your full attention to your child
- make eye contact and stop other things you are doing
- get down on your child's level
- reflect or repeat back what she is saying and what she may be feeling to make sure you understand

How to show empathy:

- Recognize their emotions
 - Focus on the future of your child
- Maintain a relaxed, open posture
- See things from their point of view
- Recognize when you or your child don't have the energy to be a good listener and try again at a later time
- Thank your child for opening up or at least attempting to have the conversation

Conversation Starters

Possible ways to start a conversation with your child:

- Find a good time and place.
 - Try to choose a good moment. Pick an opportunity when you know you're not going to be interrupted and you are both going to feel comfortable and have enough time – without turning it into one of those 'special talks' moments.
- Think about how you are going to introduce the subject.
 - You could mention a recent news story or just explain why you would like to talk to them about something. Try to be clear. It's no good having a difficult conversation if at the end of it they don't really understand what you wanted to talk to them about.
- Explain to them why you are worried.
 - Your child might think that you are getting worried for no good reason, but if you explain why something is troubling you they will understand why you want to talk to them. Tell them if it is something you've noticed in their behaviour or maybe something you have read about or seen their friends doing. Help them to understand your worries so that together you can work them out.

App: Life 360



Why Life360

Membership ▾

Plans & Pricing

Resources ▾

Get started

The #1 family safety membership.

Protect each family member with advanced driving, digital, and location safety features. Choose the plan that fits your family's size and life stage.

Get started

Already a member? [Sign in here.](#)



All of our safety features and services included in one membership:



Location Safety

Effortless daily coordination with advanced location sharing. >



Driving Safety

24/7 support with crash detection, roadside assistance and more. >



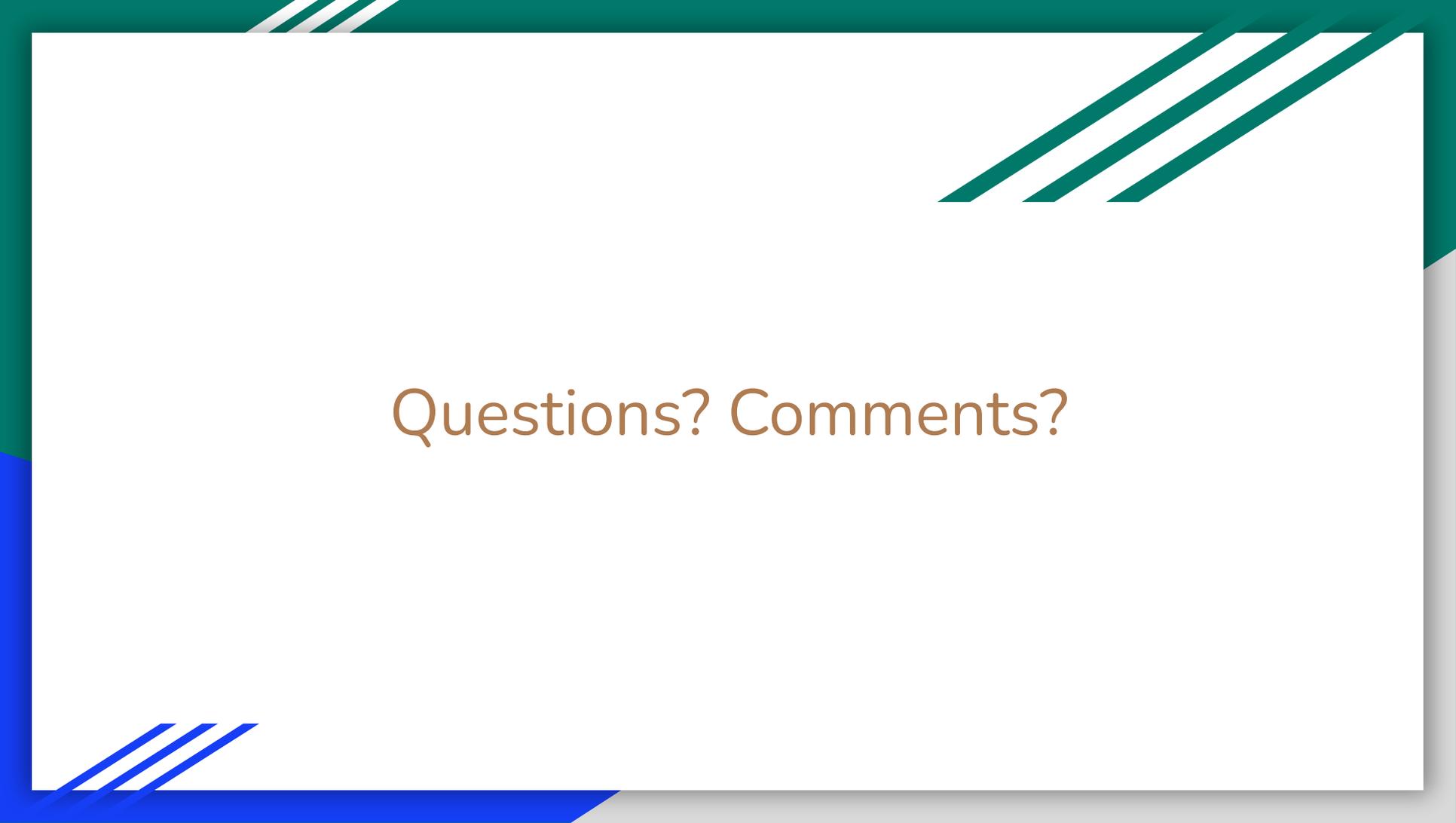
Digital Safety

Protection and prevention for each family member. >



Emergency Assistance

Expert assistance any time, anywhere. >



Questions? Comments?



COUNTY OF SANTA CLARA
Behavioral Health Services

Thank you!

For resources and more information please contact:

Diana Rodriguez, SUPS Team Lead
drodriguez@alumrockcc.org

Lorenzo Sandoval, Rebekah Children's Services
lsandoval@rcskids.org



Alum Rock Counseling Center



Rebekah
CHILDREN'S SERVICES