and now it's time for something completely different
…my encounter with Hurricane Michael
and even closer to home...
Substance Use among Full-time College Students in Vermont:
Findings from the 2018 Vermont Young Adult Survey (YAS)

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Amy Livingston
Background and purpose of YAS

• Conducted by PIRE every 2 years since 2014 as part of Vermont’s Regional Prevention Partnerships (RPP) evaluation

• No other suitable source of behavioral data on young adults

• Provides data that can address other research and surveillance issues (e.g., substance use among full-time college students):
  • Statewide rates and trends
  • Comparisons to other young adults
  • Subgroup differences

• Data are weighted by county, sex, and age group.
YAS 2016 estimates compared to state-level NSDUH estimates for Vermont (ages 18-25)
RPP: Brief Description and Update
YAS: Overview of Methods
Vermont’s Regional Prevention Partnerships (RPP)

- Vermont awarded its second Partnerships for Success grant in 2015 from Substance Abuse and Mental Health Services Administration (SAMHSA).
- Vermont calls the current grant Regional Prevention Partnerships or RPP.
- Vermont Department of Health Division of Alcohol and Drug Abuse Programs (ADAP) allocates RPP funds to 12 regions of the state with Offices of Local Health in each region leading regional planning efforts.
- Funding goes to 12 different lead agencies including hospitals, community coalitions, youth serving agencies and one regional planning commission.
Regional Prevention Partnerships Goals

1. Reduce underage & binge drinking among Vermonters age 12 to 20

2. Reduce prescription drug misuse and abuse among Vermonters age 12 to 25

3. Reduce marijuana use among Vermonters age 12 to 25

4. Increase state, regional and community capacity to prevent underage and binge drinking, prescription drug misuse, and marijuana use through a targeted regional approach
What are RPP grantees doing?

Grantees along with the Offices of Local Health are:

- Using the Strategic Prevention Framework to guide prevention efforts in their regions and engage with community partners to support and enhance these efforts.

- Implementing a mix of evidence-based strategies and programs such as:
  - Enhancing local policies designed to reduce underage drinking and marijuana use.
  - Partnering with state, regional and local law enforcement agencies to reduce youth access to alcohol, marijuana and prescription drugs.
  - Sharing information on proper storage and safe disposal of prescription drug misuse and information for parents on how to talk with their kids about avoiding alcohol, marijuana and prescription drugs.
  - Supporting efforts in schools to provide education on the prevention of substance use and support youth leadership and engagement efforts.
RPP evaluation: Major components

• Provide guidance regarding planning and implementation, and collect process data on grantee activities, including implementation fidelity

• Examine the process and consequences of shifting to a regional structure for funding and coordinating prevention services

• Assess change over time in population-based outcome measures and targeted risk and protective factors using:
  • Youth Risk Behavior Survey for middle and high school students
  • Vermont Young Adult Survey for young adults ages 18-25.

• Compare changes in outcomes across regions (e.g., as based on the timing and duration of their funding).
Vermont YAS Methods

- Administered online
- Compatible with smartphones and tablets
- Conducted in the spring of 2014, 2016 and 2018
- Respondents recruited through Facebook and Instagram ads
- Incentives: Weekly drawings of $100, plus $500 grand prize
- Eligibility: Vermont residents aged 18-25
- Focus was on alcohol, marijuana, and Rx drug use, and related topics such as perceived risk and availability
- Data were weighted to 2010 county-level demographics (age group and sex)
Facebook Ads

• Designed multiple ads to appear on Facebook and Instagram targeted to individuals aged 18-25 living in Vermont

• Ad response was monitored closely and poor performing ads were replaced with new ads or previous ones that had been more successful

• Ad cost per successfully recruited respondent increased from 2014 to 2018; Average advertising costs per respondent in 2018 was about $7

• In 2018, ads ran for 10 weeks from March 23-May 31
Some example ads
Trends in Key Measures of Interest
2014-2018
Full-time College Students

Source: Vermont YAS
Trends in alcohol use measures: FT college students
Trends in marijuana use measures: FT college students
Trends in ways marijuana was used: FT college students

- Smoked: 95.8% (2016), 93.1% (2018)
- Consumed in food: 24.7% (2016), 34.3% (2018)
- Consumed in beverage: 2.9% (2016), 3.3% (2018)
- Inhaled with vaping device: 26% (2016), 38.6% (2018)
- Other method: 6% (2016), 21.4% (2018)
Trends in $R_x$ drug misuse measures: FT college students
Trends in perceived ease of obtaining substances: FT college students

- Very or somewhat easy for underage persons to buy alcohol in stores
- Very or somewhat easy for underage persons to be served alcohol
- VERY EASY for persons 18-25 to obtain marijuana
- Very or somewhat easy for persons 18-25 to obtain pain relievers
Trends in perceived risk from using substances: FT college students

- **No risk or slight risk from having 5+ drinks once or twice a week**
  - 2014: 13.4%
  - 2016: 10.6%
  - 2018: 12.7%

- **No risk or slight risk from smoking marijuana once or twice per week**
  - 2014: 28.7%
  - 2016: 26.8%
  - 2018: 25.5%

- **No risk or slight risk from using Rx pain relievers w/o prescription a few times a year**
  - 2014: 73.2%
  - 2016: 79.5%
  - 2018: 79%
Trend in recalling exposure to Rx drug safe storage/disposal messages: FT college students

Recall seeing or hearing information about safe storage/disposal of Rx drugs in past year

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>27</td>
</tr>
<tr>
<td>2016</td>
<td>33</td>
</tr>
<tr>
<td>2018</td>
<td>51.2</td>
</tr>
</tbody>
</table>
Trends in devices used to complete online survey: FT college students
Comparisons:
Full-time College Students with Other Young Adults
Ages 18-22 Only

Source: 2018 Vermont YAS
Comparisons on alcohol use measures

![Bar chart](chart.png)

- Alcohol use past 30 days:
  - Full-time College, ages 18-22: 78.6%
  - Other Young Adults, ages 18-22: 60.0%

- Underage alcohol use past 30 days:
  - Full-time College, ages 18-22: 72.8%
  - Other Young Adults, ages 18-22: 45.7%

- Binge drinking past 30 days:
  - Full-time College, ages 18-22: 60.7%
  - Other Young Adults, ages 18-22: 37.3%
Comparisons on marijuana use measures

- Used marijuana past 30 days:
  - Full-time College, ages 18-22: 46.2%
  - Other Young Adults, ages 18-22: 42.9%

- Used 20+ days in past 30 days:
  - Full-time College, ages 18-22: 15.8%
  - Other Young Adults, ages 18-22: 22.1%
Comparisons on ways marijuana was used
Comparisons on tobacco/nicotine delivery device use measures

[Bar chart showing the percentage of Full-time College, ages 18-22 and Other Young Adults, ages 18-22 who used various tobacco/nicotine delivery devices past 30 days.

- Used any tobacco or nicotine delivery product past 30 days: Full-time College 38.8%, Other Young Adults 46.9%
- Used cigarettes past 30 days: Full-time College 16.1%, Other Young Adults 28.5%
- Used cigarillos past 30 days: Full-time College 4.5%, Other Young Adults 5.9%
- Used chewing tobacco, snuff, dip, or snus past 30 days: Full-time College 3.5%, Other Young Adults 6.5%
- Used e-cigarettes or other vaping device past 30 days: Full-time College 28.7%, Other Young Adults 25.8%]
Comparisons on $R_x$ drug misuse measures

- Any misuse of any Rx drug in past year: 20.4%
- Any misuse of Rx pain reliever in past year: 2.8%
- Any misuse of Rx sedatives in past year: 5.8%
- Any misuse of Rx stimulants in past year: 16.9%

Full-time College, ages 18-22 vs. Other Young Adults, ages 18-22
Comparisons on other substance use measures

- Used hallucinogens past year:
  - Full-time College, ages 18-22: 15.8%
  - Other Young Adults, ages 18-22: 15.2%

- Used heroin past year:
  - Full-time College, ages 18-22: 0.4%
  - Other Young Adults, ages 18-22: 0.9%
Comparisons on perceived ease of obtaining substances

<table>
<thead>
<tr>
<th>Activity</th>
<th>Full-time College, ages 18-22</th>
<th>Other Young Adults, ages 18-22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very or somewhat easy for underage persons to buy alcohol in stores</td>
<td>40.2%</td>
<td>30.1%</td>
</tr>
<tr>
<td>Very or somewhat easy for underage persons to be served alcohol</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>VERY EASY for persons 18-25 to obtain marijuana</td>
<td>55.3%</td>
<td>61.8%</td>
</tr>
<tr>
<td>Very or somewhat easy for persons 18-25 to obtain pain relievers</td>
<td>25.2%</td>
<td>35.6%</td>
</tr>
</tbody>
</table>
Comparisons on perceived risk of using marijuana

- **NO RISK or SLIGHT RISK** from smoking marijuana once or twice per week:
  - Full-time College, ages 18-22: 79.6%
  - Other Young Adults, ages 18-22: 78.4%

- **NO RISK from smoking marijuana once or twice per week**:
  - Full-time College, ages 18-22: 39.6%
  - Other Young Adults, ages 18-22: 47.1%

- **NO RISK OR SLIGHT RISK from smoking marijuana every day or almost every day**:
  - Full-time College, ages 18-22: 51.9%
  - Other Young Adults, ages 18-22: 60.3%

- **NO RISK from smoking marijuana every day or almost every day**:
  - Full-time College, ages 18-22: 16.9%
  - Other Young Adults, ages 18-22: 31.2%
Subgroup comparisons based on sex, age group, race/ethnicity, and LGBTQ status: FT college students

<table>
<thead>
<tr>
<th></th>
<th>Sex</th>
<th>Age group</th>
<th>Race/ethnicity</th>
<th>LGBTQ</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female (n=1234)</td>
<td>Male (n=546)</td>
<td>18-20 (n=992)</td>
<td>21-25 (n=790)</td>
</tr>
<tr>
<td>Alcohol use past 30 days</td>
<td>+++</td>
<td>++</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Binge drinking past 30 days</td>
<td>++</td>
<td>+++</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marijuana use past 30 days</td>
<td>+++</td>
<td>+++</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Used marijuana 20+ days in past 30</td>
<td>+++</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cigarette use past 30 days</td>
<td>+++</td>
<td>+++</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-cigarette or vaping device past 30 days</td>
<td>+++</td>
<td>+++</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any misuse of any Rx drug in past year</td>
<td>++</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any misuse of Rx pain reliever in past year</td>
<td>+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any misuse of Rx sedatives in past year</td>
<td>++</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any misuse of Rx stimulants in past year</td>
<td>++</td>
<td>+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significance levels for comparing subgroups (placed in the cells with the higher prevalence rate):  + p<.10   ++ p<.05   +++ p<.01
Source: 2016 and 2018 Vermont YAS
Questions or comments?

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This research was funded by Vermont’s PFS 2015 grant from SAMHSA/CSAP.