

**GETTING CANDID: FRAMING THE CONVERSATION
AROUND YOUTH SUBSTANCE USE PREVENTION**

NATIONAL
COUNCIL
*for Mental
Wellbeing*

Project Impact Report



Communicating with youth about substance use prevention through meaningful conversations

March 2024

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INTRODUCTION

In 2020, the COVID-19 pandemic led to unprecedented disruption in the lives of youth across the United States. The pandemic created new stressors and mental health challenges for youth, and thus an urgency to understand the impact of substance use on the lives of young people. Concurrently, perceptions and prevalence of substance use by youth were and likely continue to be affected by the ongoing adoption of policies legalizing adult medical and nonmedical use of marijuana in select parts of the country.

National data indicate that a majority of youth will engage in some form of substance use before they graduate from high school.¹ In 2023, alcohol use among youth has leveled off after a decade of decline, though marijuana use among youth has remained at lower levels since an initial drop early in the pandemic.² Meanwhile, overdose deaths of young people ages 14-18 increased by 109% from 2019-2021, driven largely by increasing contamination of potent substances in the drug supply.³

Getting Candid created a simple approach that can be tailored by providers and other adults to engage in meaningful and productive conversations with middle and high school-age youth to prevent substance use.

To learn more about the impact of COVID-19 on youth substance use and to develop tangible strategies for prevention, the National Council for Mental Wellbeing, with support from the Centers for Disease Control and Prevention (CDC), led the [Getting Candid: Framing the Conversation Around Youth Substance Use Prevention](#) initiative. From February 2021 to October 2022, the project team conducted national online assessments, virtual discussion groups and key informant interviews and convened an expert advisory group of youth and youth-serving providers. The findings from these activities resulted in the 2022 creation and subsequent dissemination of the [Getting Candid Message Guide and Toolkit](#) to equip youth-serving providers and other adults with resources to engage youth in prevention conversations, intervene early and provide youth-centered resources for support.

After implementing the Getting Candid Message Guide and Toolkit:

88%

of youth-serving providers were able to identify best practices and tools for addressing youth substance use risk behaviors and felt more confident in their understanding of effective messaging for youth substance use prevention.

70%

of youth-serving providers reported increased success in the prevention of youth substance use risk behaviors.

This impact report summarizes the work conducted by the Getting Candid team over the past three years and illustrates the value of the Message Guide and Toolkit for youth-serving providers and youth thus far.

While Getting Candid officially concluded in December 2023, the information and resources created through the project live on and still can be used to support youth and prevent substance use.

GETTING CANDID: PROJECT AT A GLANCE

Beginning in December 2020, the CDC supported the National Council — in partnership with Metropolitan Group, a strategic social change communications agency, and Lake Research Partners, a public opinion research firm — to determine best practices for communicating with youth about substance use and to create the Getting Candid Message Guide and Toolkit to equip youth-serving providers with the information necessary to support effective prevention messaging. This chart serves as a brief takeaway of the project team's accomplishments and the impact of the project as a whole.



GATHERING INFORMATION

December 2020 – September 2022

The National Council, Metropolitan Group and Lake Research Partners conducted an extensive information-gathering process to assess the effects of the COVID-19 pandemic on substance use risks and drivers among youth ages 13-18.

The methods used to gather information included:

- Literature review
- Environmental scans
- Youth and youth-serving provider online assessments
- Youth and youth-serving provider discussion groups



DEVELOPING RESOURCES

December 2021 – December 2023

To summarize best-practice takeaways from the information-gathering phase and from the evolving field, the team created a suite of resources, including:

- Message guide
- Toolkit
- Communication pathway interactive webpage
- Events such as webinars, conference presentations and workshops
- [Youth Ambassador program](#)



IMPACTING INDIVIDUALS

December 2021 onward

Once the initial project resources were created, the Getting Candid team began the important work of disseminating the information through multiple channels. This multipronged approach had an impact in several areas.

Expanded access to and awareness of resources:

7,206 message guide downloads.

3,682 downloads of provider-facing substance fact sheets.

210K+ video series views.

Improved understanding of meaningful prevention messaging:

91% of event attendees felt better able to identify best practices and tools for addressing youth substance use risks and behaviors and more confident with effective messaging practices.

Increased implementation of capacity-building resources:

88% of **3,228** event attendees intend to apply the message guide and toolkit to their work.

24 attendees requested tailored training and workshops to support implementation.

PROJECT RESOURCES BY THE NUMBERS:

140

**toolkit resources
created**

9

**topic areas
explored**

**Tailored to
3 distinct
audiences**



GETTING CANDID TOOLKIT

Knowing what information young people want and need can open doors to productive conversations. Knowing how to offer that information allows providers to make the best use of an opportunity for conversation. Over 140 resources included in the freely available [Getting Candid: Framing the Conversation Around Youth Substance Use Prevention Toolkit](#) were developed to support youth-serving providers in communicating with youth through meaningful conversation.



A NEW MESSAGE FRAMEWORK: GETTING CANDID MESSAGE GUIDE AND COMMUNICATION PATHWAY

Adolescence is a critical period for risk of substance use initiation. The Getting Candid [Message Guide](#) and [Communication Pathway](#), keystones of the toolkit, equip providers with substance use prevention messaging and share evidence-based guidance on how to meaningfully deploy this messaging with middle and high school-aged youth: not only what to say, but how to say it.



“Substance use prevention is an area that we need to improve and the [Getting Candid] toolkit offers the framework we need.”

- NatCon23 Getting Candid Preconference Summit Attendee

Gathering Information

YOUTH AND YOUTH-SERVING PROVIDERS INFORM RESOURCE DEVELOPMENT

Beginning in 2021, over 3,000 youth ages 13-18 and over 750 youth-serving providers were surveyed through tailored national online assessments to gather insight on COVID-19's impact on youth substance use, youth receptivity to messaging about the harms of substance use, relevant channels to reach youth, and resources youth-serving providers need for communicating about substance use. Key results from these assessments are available in the 2023 [Insights Into Effective Substance Use Prevention Messaging for Youth Findings Report](#).

Based on results from the national assessments, the Getting Candid team developed messages and tested and refined them with input from a broad and intentional group of stakeholders.

PRIORITIZING VOICES OF LIVED EXPERIENCE

During message development and testing, the project team relied heavily on a diverse group of youth and adults with lived experience of substance use. These individuals were members of the project's Expert Advisory Group or participated in key informant discussions.



DISCUSSION GROUP PARTICIPANTS AND KEY INFORMANTS

Discussion group participants and key informants included youth-serving providers and youth who participated in small group conversations to inform and test draft messages and to identify the supplemental tools and resources needed to communicate with youth about substance use.



EXPERT ADVISORY GROUP

The Expert Advisory Group included individuals with backgrounds in clinical services, messaging and communications, programmatic development, research, youth-serving work and substance use prevention and recovery. This group convened throughout the project to offer insight and guidance on the creation of the message guide and toolkit resources, including reviewing project materials and identifying new partnerships.



*“I am proud of the work the Advisory Board has done.
We made great progress on this project.”*

- Deanna Obregon, Cove Behavioral Health, Expert Advisory Group

ONLINE NEEDS ASSESSMENTS (2021-2022)

5 online assessments

4 youth assessments,
1 youth-serving provider assessment

2,979 youth responses

761 youth-serving provider responses

YOUTH AND YOUTH-SERVING PROVIDER DISCUSSION GROUPS (2021-2022)

9 discussion groups

6 youth discussion groups,
3 youth-serving provider discussion groups

53 youth participants

19 youth-serving provider participants

KEY INFORMANT DISCUSSIONS (2021)

10 key informant discussions

1 youth key informant discussion,
9 youth-serving provider key informant discussions

7 youth key informants

18 youth-serving provider key informants

EXPERT ADVISORY GROUP (2021-2022)

7 expert advisory group engagements

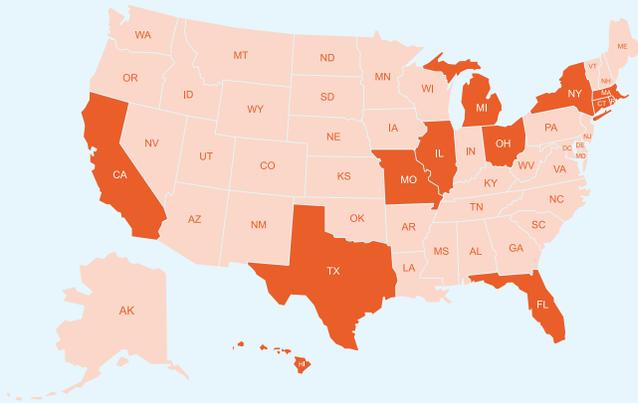
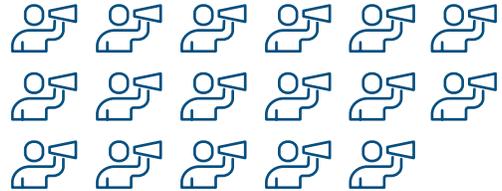
2 youth experts

11 youth-serving provider experts

PARTNERSHIP WITH YOUTH AMBASSADORS

To ensure resources would resonate with and reach young people, the National Council directly engaged youth perspectives and creativity via the Getting Candid Youth Ambassador program. Youth Ambassadors brought unique perspectives, with the common goal of advocating for youth mental wellbeing and substance use prevention. Youth Ambassadors ranged in age from 15-22 years and represented diverse backgrounds, academic levels and geographic locations. Many of the ambassadors served in leadership roles in their schools or communities, such as with student councils and student organizations that advocate for mental wellbeing.

17 Youth Ambassadors



States Represented

- California
- Connecticut
- Florida
- Hawaii
- Illinois
- Massachusetts
- Michigan
- Missouri
- New York
- Ohio
- Rhode Island
- Texas



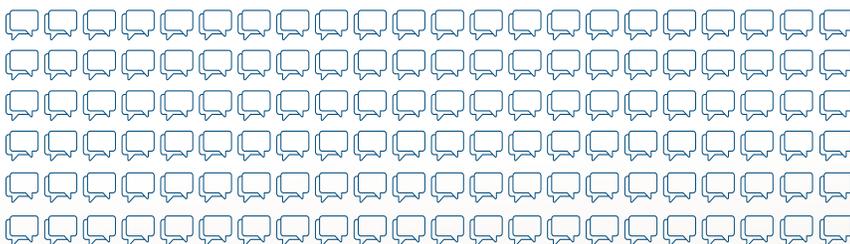
Racial and Ethnic Groups Represented

- Asian or Asian American
- White or Caucasian
- Middle Eastern
- Hispanic or Latino
- Black or African American



Academic Level

- High school
- College
- Graduate school



132 Youth Ambassador Engagements



“This program was a dream come true! For many years I’ve desired to stand up for something meaningful and to be a part of something powerful, and I believe that this program fulfilled both of those. Mental health has been a passion of mine for a long time, and there has been nothing better than to have been a part of something like this. Together we’ve advocated for saving lives, teaching many people across the world about youth’s struggles with mental health and substance use, and served as examples of shakers and movers for our generation. This program has educated me beyond what I ever thought I could know, and it opened so many doors for me, doors that were only distant dreams.”

- Elijah Seay, Youth Ambassador

Youth Ambassadors partnered with subject matter experts during the development of the message guide, shared their unique perspectives and offered creative suggestions for materials such as [Motivational Interviewing Tips for Engaging with Youth](#) and [My Protective Factors](#), participated in videos such as [What Youth Want Providers to Know](#), co-presented at conferences and webinars, and developed original content by [writing blogs](#).



- **100%** of Youth Ambassadors agreed that, as a result of participating in Getting Candid, they:
 - Are more confident in their ability to serve as an advocate for substance use prevention and mental wellbeing among their peers.
 - Have a better understanding of substance use prevention and mental wellbeing.
 - Would recommend participating in the Getting Candid Youth Ambassador program to peers interested in substance use prevention and mental health advocacy.



“Youth voice came through so clearly. It was genuine and meaningful. I loved the role play; it didn’t feel fake at all, and it showed how to implement the strategies into a conversation with another person.”

- Webinar Attendee

BUILDING CAPACITY AMONG YOUTH-SERVING PROVIDERS, ORGANIZATIONS AND TRUSTED ADULTS



“[Getting Candid] has helped me provide better services to my youth by being able to let them decide how their treatment will look and being able to better personalize their treatment.”

- Youth-serving Provider

Getting Candid national assessments produced valuable insights about the impact of COVID-19 on youth wellbeing, perceptions of substance use, values and effective communication strategies for substance use prevention. Importantly, among youth overall, doctors, nurses or other health care providers were the most trusted sources of accurate information about substance use, while youth were most comfortable speaking about substance use with parents and caregivers.⁴ This demonstrates a clear opportunity for resources to help providers and other adults to strengthen their effectiveness as trusted messengers of information about substance use.

9 key Getting Candid resources developed for youth-serving providers and other adults

- [Building Trust and Rapport](#)
 - *How to build meaningful relationships with youth.*
- [Getting Candid: Animated video series](#)
 - *Three-part video series highlighting themes from the Getting Candid Message Guide.*
- [Implementation Recommendations and Considerations](#)
 - *Strategies for applying prevention messaging into work done by youth-serving providers, community-based organizations and coalitions.*
- [Substance use fact sheets](#)
 - *Evidence-based documents designed for sharing accurate information about common substances.*
- [Six Recommendations to Create Safer Spaces](#)
 - *Guidelines for youth-serving providers to create spaces that convey safety, acceptance and belonging.*
- [Motivational Conversations for Youth](#)
 - *Guide for youth to talk to other youth about alcohol and other drug use.*
- [LGBTQ+ Youth Substance Use Risk Factors: What to Know and How to Help](#)
 - *Guide exploring potential substance use risk factors for LGBTQ+ youth, as well as strategies to address and limit their impact.*
- [How to Find Affirming Care: A Guide for LGBTQ+ Youth and Their Parents and Caregivers](#)
 - *Guide to support youth and their families in finding LGBTQ+ affirming providers.*
- [Youth Voice videos: Share Your Why](#)
 - *Three-part video series highlighting the stories of six young people on why they choose to abstain from alcohol and other drugs and how they cope with life's stressors.*



CANNABIS RESOURCE CENTER

The ever-changing cannabis policy landscape and the emergence of novel products that are relatively unknown to youth, like Delta-8 THC, make education about cannabis an ongoing priority. The Getting Candid [Cannabis Resource Center](#) was developed to provide information to trusted adults wanting to learn more about cannabis policies, prevention and treatment, and features fact sheets, conversation guides and shareable materials.



“[The] Getting Candid Message Guide and Toolkit has helped me learn ways to shape the conversation with youth surrounding substance use prevention, gain their trust while building positive relationships, and learn how to start helping others in the community take action supporting substance use prevention conversations. We are working to have a substance use prevention workshop at our upcoming Youth Summit.”

- Tyanna McClain, Youth-serving Provider



EDUCATION AND DISSEMINATION

To expand access to and awareness of the Getting Candid substance use prevention resources, the project team took a multipronged dissemination approach. The team launched a social media campaign, created an interactive webpage, hosted webinars and workshops and presented at conferences across the nation. Ultimately this approach resulted in:

4,527,137
social media impressions



2,261,440
impressions



81,322
impressions



774,015
impressions



205,255
impressions

466,925
webpage views

2,059
“Share Your Why” Youth
Voice video series views

**Reach numbers are accurate as of the release date of this report and may have increased in the time since.*

11

conference
presentations

10

training
workshops

9

webinars

5

novel platform
engagements

Approximately 3,200 attendees across all events



“This was the best webinar I’ve attended in the last year. The content is good, but that’s not what made it excellent: It was the planning that went into it, and the effort to include interactive elements. Nice work!”

- Webinar Attendee

#ITSTHELITTLETHINGS SOCIAL MEDIA CAMPAIGN

In addition to resources designed for youth-serving providers and other adults, the toolkit provides resources for young people to learn about substances and how to talk with friends and family about substance use. To reach the 95% of teenagers in the United States that use some form of social media, in February-March 2022 the Getting Candid team launched an innovative social media campaign, [#ItsTheLittleThings](#). The National Council partnered with JUV Consulting, a Gen Z-founded consulting firm, and eight popular TikTok influencers with diverse backgrounds and personal connections to mental health and substance use. [#ItsTheLittleThings](#) raised awareness of the connection between youth mental health and substance use and the importance of finding healthy ways to cope, and it helped destigmatize talking about mental health by reaching young people where they are — on social media.

8

influencer partnerships

11

influencer videos



1,300,000+ TikTok views of the [#ItsTheLittleThings](#) TikTok campaign

50,000+ TikTok [#ItsTheLittleThings](#) engagements



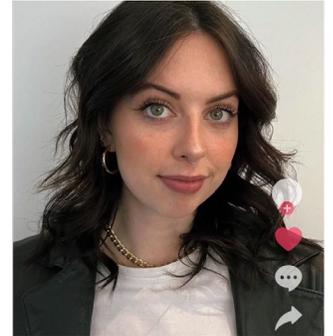
Ava Michelle | @avamichelleo2



Cami Petyn | @camipetyn



Chris Olsen | @chris



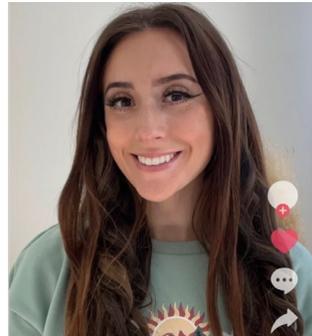
Dani Calleiro | @danicalleiro



Justin Puder | @amoderntherapist



Sammy Huerta | @sobercomedy



Sarah Carolyn | @sar_carolyn



Kojo Sarfo | @dr.kojosarfo

GETTING CANDID YOUTH SUBSTANCE USE PREVENTION PRECONFERENCE SUMMIT

In April 2023, Getting Candid held a one-and-a-half-day, in-person summit with 31 youth-serving providers as a part of NatCon23, a national mental health and substance use treatment conference hosted by the National Council. Attendees were providers and administrators from organizations across the nation, including [Certified Community Behavioral Health Clinics](#) (CCBHCs) and [Drug-Free Communities](#) (DFCs). The summit comprised an introduction by the CDC, interactive sessions on allyship and equity, training on elements of the toolkit and panels featuring Youth Ambassadors and young adults.



Huge thank you to the Getting Candid crew. I had a blast, learned more than I could have imagined and came back to my agency with a desire to implement some changes to better serve our community. I more than appreciate everyone's efforts."

- Kristi Burns, Summit Attendee



PARTNERSHIPS

The National Council recognizes the invaluable contribution of the **75 Getting Candid project partners**, representing a diverse group of supporters, subject matter experts and advisors. The team is grateful for the contributions of those listed, especially for their expertise and insight in strengthening the reach and impact of the message guide and toolkit.

FISCAL AND STRATEGIC SUPPORT

Centers for Disease Control and Prevention

The CDC provided funding for the project via its Cannabis Strategy Unit. Additionally, via its Division of Overdose Prevention Technical Monitors, the CDC provided subject matter expertise, including material review and content creation, and facilitated the establishment of new partnerships.

- **Loretta Jackson Brown, PhD, MSN, BSN, CNN**
- **Brooke Hoots, PhD, MSPH**
- **Brittany Curtis, MBA**
- **Parris Lloyd, MPH**
- **Michelle Culbert, EDD**
- **Douglas R. Roehler, PhD, MPH**
- **Rachel Gresko, MPH**
- **Andrew Terranella, MD, MPH**
- **Mylaica Henry, MPH**
- **Diakima Y. Thomas-Davis, PhD, MPH**
- **Kristin M. Holland, PhD, MPH**
- **Karen Voetsch, MPH**



SUBJECT MATTER EXPERTS AND ADVISORS, WITH RESPECTIVE CONTRIBUTIONS

- **Daniel Baslock, PhD(c), MSW** – Coauthored the project’s quantitative and qualitative manuscripts.
- **Tania DeBarros, MSW, LICSW, LCSW-C** – Coauthored the project’s quantitative and qualitative manuscripts.
- **Epipheo** – Developed a suite of animated videos providing an overview of the message guide.
- **Fathom** – Provided webhosting services for the project’s webpage.
- **Samuel “Sammy” Huerta** – Created and disseminated original video content highlighting the project’s youth-facing resources.
- **JUV Consulting** – Connected the National Council with JUV’s network of social media influencers and advised on the creation of youth-facing materials and material dissemination.
- **Lake Research Partners** – Conducted information-gathering activities to develop the message guide and toolkit.
- **Jennifer Manuel, MSW, PhD, University of Connecticut, School of Social Work** – Primary author of the project’s quantitative and qualitative manuscripts.
- **Metropolitan Group** – Collaborated with and advised the project team on the creation of the message guide and toolkit.
- **Morningside** – Provided Spanish translation services.
- **National Academies of Sciences, Engineering, and Medicine (NASEM)** – Convened the Committee on the Public Health Consequences of Changes in the Cannabis Policy Landscape to develop a paper highlighting the public health consequences of changes in cannabis policy.
- **Justin Puder, PhD** – Created and disseminated original video content highlighting the project’s youth-facing resources.
- **Relias** – Developed an educational course for providers to build skills and confidence in delivering informed prevention messages.
- **Gillian Schauer, PhD, MPH, Cannabis Regulators Association** – Contributed subject matter expertise on the project’s cannabis toolkit resources and coauthored the Findings Report.
- **Victoria Stanhope, PhD, MSW, New York University, Silver School of Social Work** – Coauthored the project’s quantitative and qualitative manuscripts.



“This has been a super rewarding project and a campaign I’m very proud of.”

– Taylor Luchansky, JUV Senior Account Director

The Expert Advisory Group and key informants were critical partners in aligning the message guide and toolkit with current expertise and youth perspective on youth substance use prevention.

Expert Advisory Group

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Morgan Thompson, MSW, Prevention Links

Cathy White, MD, Southwest Montana Community Health Center

7 youth representatives from The Bridgeway School and Northshore
Recovery High School

Names and organizations listed as shared by participants in 2020.

Provider Discussion Group

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Susan Chandler, *Creative Outlets*

Nick Cook, *Preferred Family Health Care*

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Pam Pearce, CRM, *Community Living Above*

Andrea Pitell, *DISC Village*

Shanin Rapp, *Utah Department of Health and Human Services –Division of Substance Abuse and Mental Health*

Names and organizations listed as shared by participants in 2020.



CONCLUSION

Getting Candid set out to understand the impact of the COVID-19 pandemic on substance use risks and drivers among youth and use those findings to develop a suite of materials to support providers in holding meaningful prevention conversations with youth. This report showcased the work of National Council staff, partners and the over 2,500 youth and youth-serving providers who helped to achieve that goal and more.

The information and testimonials highlighted throughout the report speak to the eagerness of providers for up-to-date resources and training opportunities in this content area, and the enthusiasm for the over 140 freely available, state-of-the-science resources developed through Getting Candid. The proof of this enthusiasm is evident in the project's reach — the events, presentations and resources from the project have been viewed by over 5 million youth and youth-serving providers worldwide.

This project would not have been successful without the involvement of youth and youth-serving providers at every phase — from planning and resource development to dissemination. Empowering youth and providers to offer support in this way both ensured that project content and direction aligned with their needs and demonstrated that this sort of collaboration is possible and necessary. Ultimately, the impact of this project is evident in what it created, who it touched and how it paved the way for future youth-facing and youth-centered initiatives.

RECOMMENDATIONS

Broadly, this project should serve as a steppingstone to more knowledge and more initiatives. We encourage you as a reader to take the following steps to increase the reach of the valuable resources and takeaways of this project:

Put this information into practice.

- Implement the Getting Candid Communications Pathway and Message Guide at your organization.
- Use our practical guidance to build trust with the young people you serve.
- Reflect on what your organization is doing for youth substance use prevention and what you wish you were doing, then use Getting Candid to help make those wishes a reality.

Share this information with those who may benefit.

- Share the provider-facing resources with your network.
- Share the youth-facing resources with youth in your life.
- Link to the [Getting Candid webpage](#) on your organization's website so others can benefit.

Go above and beyond.

- Use the Getting Candid resources as an example of the type of information-gathering, messaging and Youth Ambassador programming your organization can drive.
- Start your own youth-focused health campaign.
- Advocate for more funding for youth-focused and youth-centered initiatives.

In the wake of the COVID-19 pandemic, trusted, effective communication with supportive adults is more crucial than ever in the lives of young people. Youth-serving providers can and do play a critical role in substance use prevention and mental health promotion among those they serve every day. Providers and adults don't need to do this work alone: The Getting Candid: Framing the Conversation Around Youth Substance Use Prevention [Message Guide and Toolkit](#) will continue to be a free and publicly available resource for any and all who may benefit. We know healthy youth lead to healthy communities, and we are grateful to have played a part in supporting that health.

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APPENDIX A. GETTING CANDID: FRAMING THE CONVERSATION AROUND YOUTH SUBSTANCE USE PREVENTION TOOLKIT RESOURCES

Resource	Format
About Getting Candid	Informational text
Frame the Conversation	Informational text
Messaging Resources	
Messaging Guide:	
Getting Candid: Framing the Conversation Around Youth Substance Use	Downloadable Guide
Getting Candid: Framing the Conversation Around Youth Substance Use (Spanish)	Downloadable Guide
Getting Candid Communication Pathway (English)	Downloadable Guide
Getting Candid Communication Pathway (Spanish)	Downloadable Guide
Building Trust and Rapport (English)	Downloadable Guide
Building Trust and Rapport (Spanish)	Downloadable Guide
Confidentiality and Parental Involvement	Downloadable Guide
Language Matters (English)	Downloadable Guide
Language Matters (Spanish)	Downloadable Guide
LGBTQ+ Youth Substance Use Risk Factors: What to Know and How to Help	Downloadable Guide
How to Find Affirming Care Guide	Downloadable Guide
Questions for LGBTQ+ Youth and Their Parents/Caregivers to Ask Care Providers	Downloadable Guide
Risk and Protective Factors (English)	Downloadable Worksheet
Risk and Protective Factors (Spanish)	Downloadable Worksheet
Youth Screening, Brief-Intervention, and Referral to Treatment (YSBIRT)	Downloadable Guide
Motivational Interviewing Tips for Engaging with Youth	Downloadable Guide
Warm Handoffs	Downloadable Guide

Resource	Format
Resource Referral Planning Guide (English)	Downloadable Worksheet
Resource Referral Planning Guide (Spanish)	Downloadable Worksheet
Educational Course (scroll to middle of page)	On-Demand Course
Training PowerPoint	Slide Deck
Implementation Guide (English)	Downloadable Guide
Implementation Guide (Spanish)	Downloadable Guide
Social Media Tip Sheet (English)	Downloadable Guide
Social Media Tip Sheet (Spanish)	Downloadable Guide
Sample Social Media Posts	Social Media Graphics
Provider Self-reflection Tool (English)	Downloadable Worksheet
Provider Self-reflection Tool (Spanish)	Downloadable Worksheet
Six Recommendations to Create Safer Spaces for Young People	Downloadable Guide
Substance Use Fact Sheets:	
Youth and Alcohol (English)	Downloadable Guide
Youth and Alcohol (Spanish)	Downloadable Guide
Youth and Fentanyl (English)	Downloadable Guide
Youth and Kratom (English)	Downloadable Guide
Youth and Kratom (Spanish)	Downloadable Guide
Youth and MDMA (English)	Downloadable Guide
Youth and MDMA (Spanish)	Downloadable Guide
Youth and Opioids (English)	Downloadable Guide
Youth and Opioids (Spanish)	Downloadable Guide
Youth and Polysubstance (English)	Downloadable Guide
Youth and Polysubstance (Spanish)	Downloadable Guide
Youth and Stimulants (English)	Downloadable Guide
Youth and Stimulants (Spanish)	Downloadable Guide
Youth and Tobacco and Nicotine (English)	Downloadable Guide
Youth and Tobacco and Nicotine (Spanish)	Downloadable Guide
Youth and Xylazine (English)	Downloadable Guide

Resource				Format
Cannabis Resources				
Cannabis Resource Center				Informational text
<i>Cannabis Use Fact Sheets:</i>				
Youth and Marijuana (English)				Downloadable Guide
Youth and Marijuana (Spanish)				Downloadable Guide
Youth and Hemp-derived Products (English)				Downloadable Guide
Youth and CBD (English)				Downloadable Guide
Youth and CBD (Spanish)				Downloadable Guide
State-Specific Marijuana Fact Sheets:				
Alabama	Indiana	Nebraska	South Carolina	Downloadable Guides
Alaska	Iowa	Nevada	South Dakota	Downloadable Guides
Arizona	Kansas	New Hampshire	Tennessee	Downloadable Guides
Arkansas	Kentucky	New Jersey	Texas	Downloadable Guides
California	Louisiana	New Mexico	Utah	Downloadable Guides
Colorado	Maine	New York	Vermont	Downloadable Guides
Connecticut	Maryland	North Carolina	Virginia	Downloadable Guides
Delaware	Massachusetts	North Dakota	Washington	Downloadable Guides
Florida	Michigan	Ohio	Washington, D.C.	Downloadable Guides
Georgia	Minnesota	Oklahoma	West Virginia	Downloadable Guides
Hawaii	Mississippi	Oregon	Wisconsin	Downloadable Guides
Idaho	Missouri	Pennsylvania	Wyoming	Downloadable Guides
Illinois	Montana	Rhode Island		Downloadable Guides

Resource	Format
Videos	
Share Your Why:	
Share Your Why: Reasons Not to Use Drugs and Alcohol (English)	Video
Share Your Why: Reasons Not to Use Drugs and Alcohol (Spanish)	Video
Share Your Why: What You Can Do Instead (English)	Video
Share Your Why: What You Can Do Instead (Spanish)	Video
Share Your Why: Harmful Effects (English)	Video
Share Your Why: Harmful Effects (Spanish)	
What Youth Want You to Know	Video
Navigating a Conversation With Youth About Substance Use Prevention	Video
Animated Videos:	
Explainer Video 1: How to Build Trust	Video
Explainer Video 2: What's Your Role	Video
Explainer Video 3: Protective Factors	Video
How to Build Trust: Social Media Cut	Video
What's Your Role: Social Media Cut	Video
Protective Factors: Social Media Cut	Video
#ItsTheLittleThings Influencer Videos:	
@chris	Video
@dr.kojosarfo	Video
@sar_carolyn	Video
@danicalleiro	Video
@avamichelleo2	Video
@amoderntherapist - video 1	Video
@amoderntherapist - video 2	Video
@sobercomedy - video 1	Video
@sobercomedy - video 2	Video
@sobercomedy - video 3	Video

Resource	Format
Educational TikTok Videos:	
You Are the Influence	Video
Three Things You Should Know About Marijuana	Video
Coping With Big Emotions	Video
How to Be a Mental Health Advocate	Video
Youth-Facing Webpage	
Peer-to-Peer Motivational Interviewing Guide	Downloadable Guide
Youth-facing Substance Fact Sheets:	
Fentanyl Fact Sheet (youth version)	Downloadable Guide
Marijuana Fact Sheet (youth version)	Downloadable Guide
Opioid Fact Sheet (youth version)	Downloadable Guide
Stimulants Fact Sheet (youth version)	Downloadable Guide
Xylazine Fact Sheet (youth version)	Downloadable Guide
Youth Ambassador Blog Posts:	
Preventing Illicit Drug Use on College Campuses	Opinion Piece
COVID-19's Lasting Impact on Youth Mental Health and Substance Use Trends	Opinion Piece
De-stressing and Improving Mental Health	Opinion Piece
Peer Pressure With Substance Use	Opinion Piece
How You Can Positively Influence Your Siblings' Substance Use	Opinion Piece
The Impact of Youth Substance Use in Schools and How to Provide Support	Interview
Background Information and Research	
Getting Candid Project Methodology	Informational text
Key Findings: Insights into Effective Substance Use Prevention Messaging for Youth	Downloadable Report

Conference Presentations	Year
West Virginia Collegiate Strategic Prevention Framework Partnership for Success	2022
School-Based Health Alliance	2022
National Association for Addiction Professionals Specialty Online Training Series	2022
American Society of Addiction Medicine	2022
130th Annual Convention of the American Psychological Association	2022
NatCon22	2022
Mobilize Recovery	2022
SAMHSA Prevention Day	2022
RX Summit	2022
School-Based Health Alliance	2023

Webinar and Workshop Presentation Recordings	Date
<u>Engagement and Innovation: Strategies for Youth Substance Use Prevention Messaging</u>	June 14, 2022
<u>The Case for Continuum Capital: Rethinking Substance Use Strategies and Resources</u>	Dec. 14, 2022
<u>The Art of Talking to Teens about Substance Use</u>	Feb. 8, 2023
<u>Drug Free Communities: Reducing Community Harms from Fentanyl and Messaging to Youth</u>	Oct. 18, 2023

APPENDIX B. REFERENCES

1. Jones, C. M., Clayton H. B., Deputy, N. P., Roehler D. R., Ko, J. Y., Esser, M. B., Brookmeyer, K. A., & Feldman Hertz, M. (2020). Prescription opioid misuse and use of alcohol and other substances among high school students – Youth risk behavior survey, United States, 2019. *Morbidity and Mortality Weekly Report*, 69(1). <https://www.cdc.gov/mmwr/volumes/69/su/pdfs/su6901a5-H.pdf>
2. Miech, R. A., Johnston, L. D., Patrick, M. E., O'Malley, P. M., & Bachman, J. G. (2023). Monitoring the National survey results on drug use, 1975-2023: Secondary school students. Institute for Social Research, University of Michigan. <https://monitoringthefuture.org/wp-content/uploads/2023/12/mtf2023.pdf>
3. Tanz, L. J., Dinwidde, A. T., Mattson, C. L., O'Donnel, J., & Davis, N. L. (2022). Drug overdose deaths among persons aged 10-19 years — United States, July 2019–December 2021. *Morbidity and Mortality Weekly Report*, 71(50). <https://www.cdc.gov/mmwr/volumes/71/wr/pdfs/mm7150a2-H.pdf>
4. Sloyer, W., Stark, A., Woods-Razaa, J., Halliday, T., Peterson, F., & Pietruszewski, P. (2023). Results from national assessment data: Insights into effective substance use prevention messaging for youth. National Council for Mental Wellbeing. https://www.thenationalcouncil.org/wp-content/uploads/2023/02/2023.02.09_CDC-Findings-Report.pdf