

Power of Perception

The perception of peers' use and misuse of substances is a significant risk factor influencing individual use and misuse patterns. The purpose of these It Matters assets is to portray the positive experiences youth and young adults have without using or misusing substances. The data supporting these materials demonstrates that while the perception might be "everyone is doing it," youth and young adults themselves report a wide majority do not use the identified substances. Youth and Young Adults can live their lives without the use of substances that could cost them their future, lives, money, (time, energy, and well-being).

Data From Young Adults:

1. Alcohol: Over 90% of young adults in Kansas reported knowing regular alcohol use could be harmful
2. Marijuana: 65.5% of young adults in Kansas reported NOT using marijuana in the past 30 days
3. Tobacco: Over 90% of young adults in Kansas reported NOT smoking a cigarette in the past 30 days
4. Prescription Drugs: Over 97% of young adults in Kansas reported NOT misusing prescriptions in the past 30 days

Data From Youth:

1. Alcohol:
 - a. In 2023, over 91% of youth reported they have NOT had alcohol in the past 30 days.
 - b. In 2023, Over 76% of youth reported there is no or very little chance of being seen as cool if they drank alcohol regularly.
2. Tobacco:
 - a. In 2023, over 84% of youth reported there is no or very little chance of being seen as cool if they smoked cigarettes.
 - b. In 2023, 94% of youth reported they have ever smoked cigarettes.
3. Marijuana:
 - a. In 2023, Over 79% of youth reported there is no or very little chance of being seen as cool if they used marijuana.
4. Prescription Drugs:
 - a. In 2023, 99% of youth reported their friends would feel it is wrong for them to use prescription drugs not prescribed to them.
 - b. In 2023, less than 7% of youth reported using prescription drugs without a prescription.

Sources:

- Adults - Kansas Young Adult Survey (KYAS), 2022, 18-25-year-olds; The Kansas Young Adult Survey (KYAS) is administered every other year to the hard-to-reach population of young adults aged 18-25 both in college and not in college. The survey began in 2017 and asks about health, mental health, stress, substance use, and driving under the influence of various substances. This statewide survey provides valuable information needed to monitor behavior and attitudes and to plan for prevention <https://kctcdata.org/kansas-young-adult-survey/>
- Youth – Kansas Communities That Care (KCTC) Student Survey, 2023, students in 6th, 8th, 10th, and 12th grades; The Kansas Communities That Care (KCTC) Student Survey has been administered annually at no cost to districts throughout the state since 1994-1995. The KCTC Survey is making Kansas a national leader for prevention assessment and evaluation. This survey tracks adolescent use of harmful substances such as alcohol, tobacco, and other drugs. In addition, the survey provides a baseline for adolescent participation in, perception of, and attitudes toward both pro-social and anti-social behavior at the peer, school, family, and community levels. It provides a measurable level of risk and protective factors that influence behavior, attitudes, and opinions of Kansas adolescents. <https://kctcdata.org/>