

# SUBSTANCE USE



## IN NORTH DAKOTA

DATA BOOK 2019



— NORTH DAKOTA —  
**BEHAVIORAL  
HEALTH**

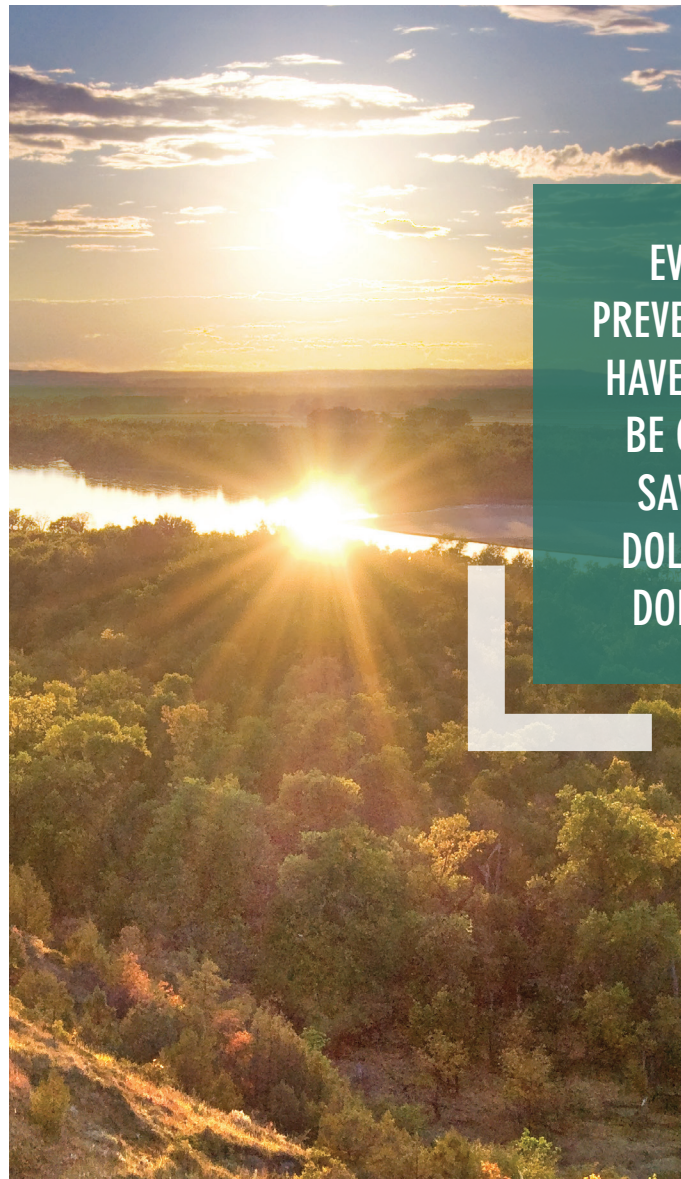


This booklet tells the story of substance use in North Dakota and is based off the 2018 North Dakota Epidemiological Profile.

Research shows the importance of using data to guide effective and targeted behavioral health efforts. The data presented in this booklet paints a picture to help guide these efforts across the state.

This is a product of the North Dakota State Epidemiological Outcomes Workgroup (SEOW). For more information and to view the most recent North Dakota Epidemiological Profile, go to [prevention.nd.gov/data](http://prevention.nd.gov/data).

You may also visit the Substance Use North Dakota (SUND) website ([www.sund.nd.gov](http://www.sund.nd.gov)) to search substance use data based on substance type, region, grade level, age and year.



**EVIDENCE-BASED  
PREVENTION PRACTICES  
HAVE BEEN PROVEN TO  
BE COST-EFFECTIVE,  
SAVING UP TO \$64  
DOLLARS FOR EVERY  
DOLLAR INVESTED.<sup>1</sup>**



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# NORTH DAKOTA DEMOGRAPHICS OVERVIEW

## NORTH DAKOTA POPULATION IS **755,393**

 **12.3%** INCREASE  
FROM APRIL 2010.<sup>2</sup>

### RACE/ ETHNICITY<sup>2</sup>



**3.7%** of North Dakotans identify as Hispanic or Latino.<sup>2</sup>



There are **49,560** veterans in North Dakota, which is **6.6%** of the state's adult population.<sup>2</sup>



**49.6%** of North Dakota residents live in rural areas, compared to **14.1%** nationwide.<sup>4</sup>



**One in eight (13.4%)** North Dakotans are currently living in poverty.<sup>4</sup>



There are **five** federally recognized Tribes and one Indian community located at least partially within the state.<sup>3</sup>



**23.3%** of North Dakotans are under age 18 and **15.0%** are over age 65.<sup>2</sup>



North Dakota has a **2.6%** unemployment rate.<sup>4</sup>

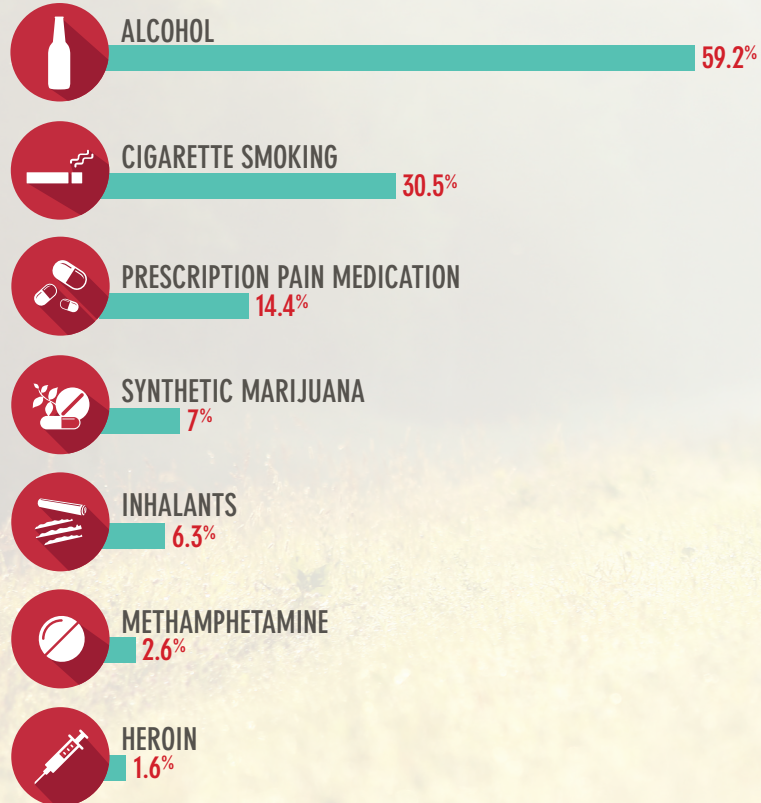
# OVERVIEW OF SUBSTANCE USE IN NORTH DAKOTA

Alcohol is the most commonly used drug in the state.



## YOUTH (HIGH SCHOOL STUDENTS)<sup>5</sup>

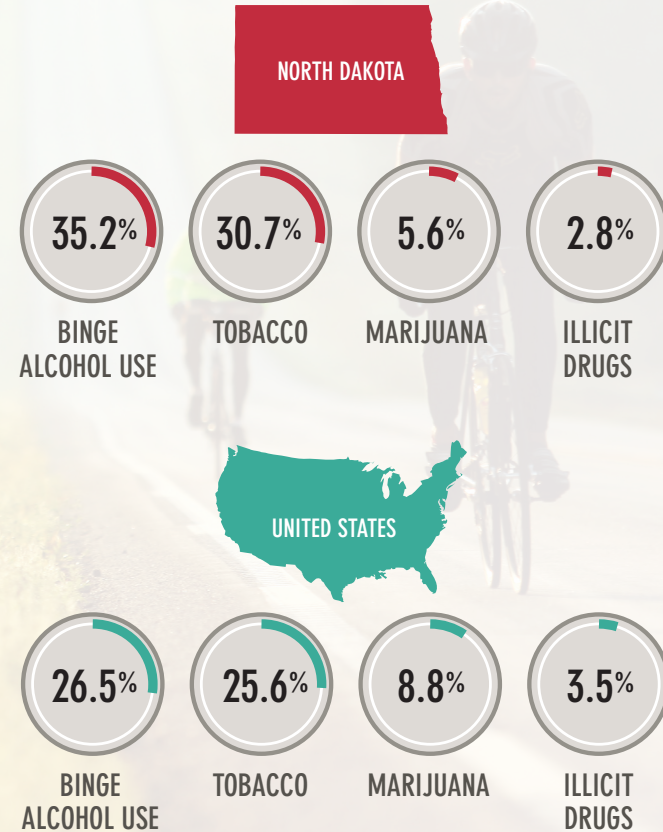
ND High School Student LIFETIME Substance Use



In 2009, lifetime use of marijuana among ND high school students was 30.7%<sup>6</sup>

## ADULTS (AGES 18+)<sup>7</sup>

Adults Age 18 and Older PAST 30-DAY Substance Use





# BEHAVIORAL HEALTH IN NORTH DAKOTA YOUTH



## SUBSTANCE USE



In the past 30 days, **16.4%** of North Dakota high school students engaged in **binge drinking**.<sup>5</sup>



In the past month, **7.3%** | **4,000** ND youth (age 12-17) used **illicit drugs**.<sup>7</sup>



In the past month, **5.4%** | **3,000** ND youth (age 12-17) with a **Substance Use Disorder (SUD)**.<sup>7</sup>



## SUICIDE AND MENTAL ILLNESS

### ND Middle School Students

**19.2%** seriously thought about killing themselves in their life.<sup>5</sup>

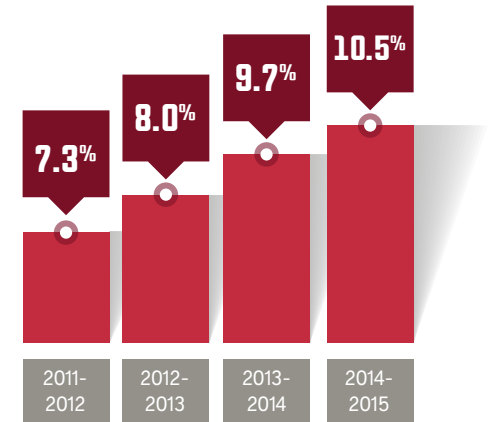
**6.3%** tried to kill themselves at least once in their life.<sup>5</sup>

### ND High School Students

**16.7%** seriously considered attempting suicide in the past year.<sup>5</sup>

**13.5%** attempted suicide one or more times in the past year.<sup>5</sup>

Major depressive episode in the past year, among ND youth age 12-17.<sup>7</sup>



# BEHAVIORAL HEALTH IN NORTH DAKOTA ADULTS (AGE 18+)



## SUBSTANCE USE

9% | 52,145 adults had a **Substance Use Disorder (SUD)** in the past year.<sup>7</sup>

Substance Use Disorder (SUD): Individuals with alcohol or illicit drug dependence or abuse are defined as having SUD. The questions used to measure dependence and abuse are based on criteria in the fourth edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV).

In the past month,

34% | 198,150 adults engaged in **binge drinking**.<sup>7</sup>

In the past month,

7% | 40,557 adults used **illicit drugs**.<sup>7</sup>



## MENTAL ILLNESS

17% | 98,843 adults have **Any Mental Illness (AMI)** in the past year.<sup>7</sup>

Any Mental Illness (AMI) is defined as individuals having any mental, behavior, or emotional disorder in the past year that met DSM-IV criteria (excluding developmental and substance use disorders).

4% | 23,175 adults have **Serious Mental Illness (SMI)** in the past year.<sup>7</sup>

Serious Mental Illness (SMI) is defined as adults with any mental, behavior, or emotional disorder that substantially interfered with or limited one or more major life activities.

# 19,699

adults have a co-occurring **behavioral health disorder (SUD & AMI)**.

Based on National 2016 NSDUH Prevalence



# ALCOHOL: UNDERAGE DRINKING

Great strides have been made in the prevention of underage drinking over the past decade, but there is still more work to do.

THE MAJORITY OF ND ADULTS AGREE THAT

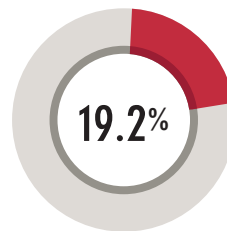
92.5%

**UNDERAGE DRINKING**  
IS A PROBLEM IN THEIR COMMUNITY.<sup>8</sup>



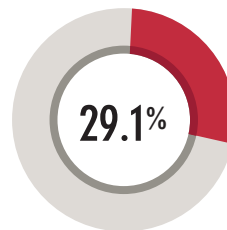
Research has shown brain development is not complete until around age 25.<sup>10</sup>

Among the last parts of the brain to be developed are those responsible for impulse control and extended reasoning. Alcohol use among youth and young adults can result in irreversible changes impacting problem-solving skills, performance at school, and potentially their body, mood, and mental health.



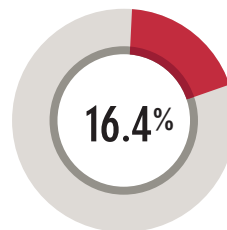
of ND **middle school** students report alcohol use in their **lifetime**,<sup>5</sup>

↘ a decrease from **40.6%** in 2003.



of ND **high school** students report **current alcohol use** (within the past 30 days),<sup>5</sup>

↘ a decrease from **54.2%** in 2003.



of ND **high school** students report **current binge drinking\*** (within the past 30 days),<sup>5</sup>

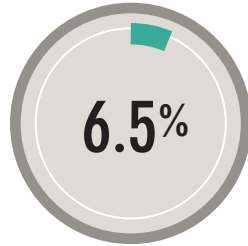
↘ a decrease from **40%** in 2003.

16.4% is equivalent to approximately 5,041 students, or the number of enrolled students at Bismarck High School, Fargo South High School, Grand Forks Central High School, Williston High School, and Dickinson High School combined.<sup>9</sup>

\*Binge drinking: 5 or more drinks of alcohol in a row within a couple of hours



Not only is underage drinking against the law, but there are also many consequences to underage drinking impacting health and safety.



6.5% of ND high school students report driving after drinking alcohol within the past 30 days.<sup>5</sup>



a decrease from **26.7%** in 2003.



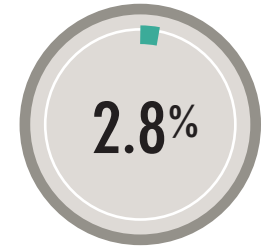
1 in 6 (16.5%) ND high school students report riding with a driver who had been drinking alcohol within the past 30 days.<sup>5</sup>



a decrease from **42.8%**.



11.5% of juvenile arrests are alcohol-related (DUI and liquor law violations).<sup>11</sup>



Approximately 2.8% of ND youth ages 12-17 met the criteria for alcohol use disorder in the past year.<sup>7</sup>

**UNDERAGE DRINKING** costs the citizens of **NORTH DAKOTA** nearly **\$160 million EACH YEAR** in **MEDICAL WORK LOST & PAIN AND SUFFERING**

**SOME OF THESE COSTS INCLUDE:**

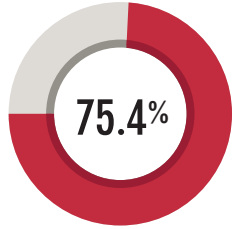
In 2013, this was **\$2,327** for each youth in the state or **\$3.70** per drink consumed underage.<sup>12</sup>

**VIOLENCE = \$83.8 MILLION**  
**TRAFFIC CRASHES = \$40.3 MILLION**  
**INJURY = \$7.0 MILLION**  
**TREATMENT = \$4.6 MILLION**

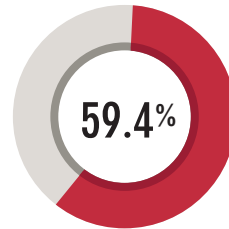


# ALCOHOL: YOUNG ADULT/COLLEGE STUDENTS

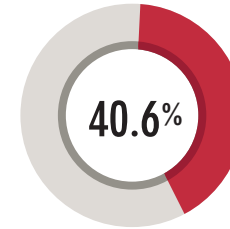
Two out of five ND young adults binge drink and a quarter report driving after drinking. This age group often overestimates how frequently their peers are binge drinking, which can influence personal decisions surrounding alcohol use.




75.4% of ND college students report using alcohol in the past 30 days.<sup>14</sup>



59.4% of ND young adults age 18-29 report using alcohol in the past 30 days.<sup>13</sup>



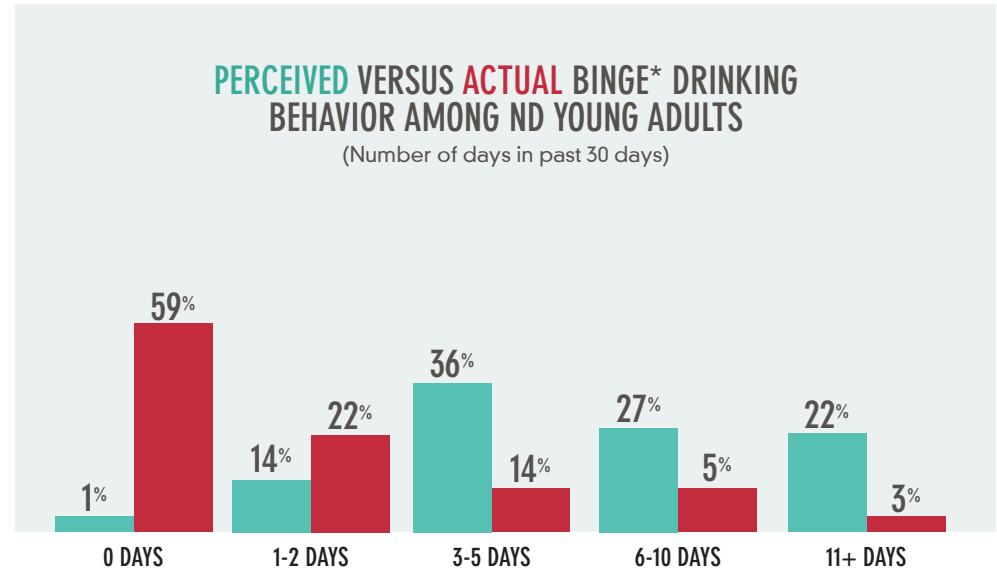
40.6% of ND young adults age 18-29 report binge\* alcohol use in the past 30 days<sup>13</sup>



**27%**  
OF ND  
YOUNG  
ADULTS  
age 18-29  
REPORT  
DRIVING  
WITHIN  
TWO  
HOURS  
OF DRINKING  
in the past 30 days.<sup>13</sup>

A significant misperception is revealed when perceptions of how frequently peers binge drink are compared to actual binge drinking rates.<sup>13</sup>

■ Actual use  
■ Perceived peer use



\*5 or more drinks on an occasion or in a row

# ALCOHOL: ADULT



Adult binge drinking in North Dakota is a serious public health issue, resulting in many consequences impacting individuals, families and communities.



ND ranks **2<sup>nd</sup>** in the nation for current binge alcohol use (past 30-days) among adults age 26 and older (30.7%).<sup>7</sup>



**6.4%** (equivalent to **48,345** individuals) of ND adults report drinking and driving in the past 30 days.<sup>15</sup>



**More than one in six** (16%) adult arrests in ND are for driving under the influence.<sup>11</sup>



**49%** of fatal crashes in ND are alcohol-related.<sup>16</sup>



**42%** of new domestic violence cases in ND involve alcohol.<sup>17</sup>



Approximately **6.2%** of ND adults age 26 or older met the criteria for alcohol use disorder in the past year.<sup>7</sup>



Approximately **78%** of the ND inmate population has a substance use disorder diagnosis.<sup>18</sup>



Nationally, excessive alcohol use led to approximately **88,000 deaths** and 2.5 million years of potential life lost each year from 2006 – 2010, shortening the lives of those who died by an average of 30 years.<sup>19</sup>

**\$487 MILLION**

The economic costs of excessive alcohol consumption in the ND are estimated at **\$487 million**, which is \$725 per person or \$1.40 a drink.<sup>20</sup>



**89.5%**  
OF ND ADULTS BELIEVE  
**ADULT ALCOHOL USE IS A PROBLEM IN THEIR COMMUNITY.**<sup>8</sup>

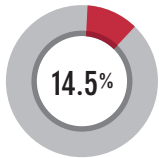


# ALCOHOL: RISK FACTORS

There are many risk factors that influence a person's likelihood of engaging in illegal or risky substance use. Effective prevention focuses on reducing these risk factors.

1

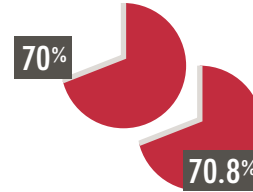
Research shows that individuals who start drinking before the age of 15 are **four times** more likely than individuals who start drinking at the age of 21 to meet the criteria for alcohol use disorder at some point in their lives.<sup>21</sup>



of ND **high school** students report their first use of alcohol before the age of 13,<sup>5</sup> a decrease from **25.4%** in 2003.

2

Generally, binge drinking rates are higher when individuals do **NOT** believe binge drinking is risky.



The majority of ND **high school** students (70%) and ND **young adults** age 18-29 (70.8%) believe binge drinking one or two times a week does **NOT** pose a great risk.<sup>5, 13</sup>

3

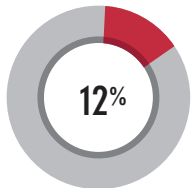
The more easily alcohol is to obtain, the higher likelihood for use and abuse.

**1** for **1,809**  
BAR PEOPLE

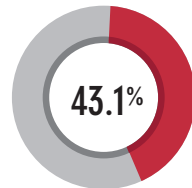
North Dakota ranks highest in the nation for the number of bars per capita, with 1 bar for every 1,809 people. Compare this to Virginia with 1 bar for every 64,773 people.<sup>22</sup>

**1** for **460**  
LICENSE PEOPLE

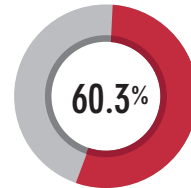
There is 1 alcohol beverage license (restaurant serving alcohol, bar or liquor store) in ND for every 460 people.<sup>23</sup>



of ND adults believe it is not at all difficult for youth to **buy alcohol at a store** themselves.<sup>8</sup>



of ND adults believe it is not at all difficult for youth to **get an older person to buy** alcohol for them.<sup>8</sup>



of ND adults believe it is not at all difficult for youth to **sneak alcohol from their home or a friend's home**.<sup>8</sup>



# ALCOHOL: PREVENTION WORKS



Prevention is a proactive approach; creating an environment that promotes the health and well-being of individuals, families and communities, which prevents problems before they occur.

CHANGE COMES FROM

Increased awareness of the risks associated with underage drinking and adult binge drinking.

Enforcement of laws and policies related to alcohol.

Protective parental behaviors such as ongoing conversations, healthy role-modeling, monitoring, support and engagement.

Strengthened policies to reduce access to alcohol.

**80.1%**  
of ND adults support the legal drinking age of 21.<sup>8</sup>

Shifting community norms to be supportive of healthy decisions, and not supportive of excessive alcohol consumption.

**77%**  
of ND high school students report their parents or other adults in their family most of the time or always ask where they are going and with whom.<sup>5</sup>

**64.4%**  
of ND adults believe that alcohol servers and bartenders should be specially trained.<sup>8</sup>

**72.7%**  
of ND adults support DUI checkpoints.<sup>8</sup>

**79.9%**  
of ND adults support penalties for adults who provide alcohol to minors.<sup>8</sup>

**78%**  
of ND high school students report their parents or other adults in their family have clear rules and consequences for their behavior.<sup>5</sup>

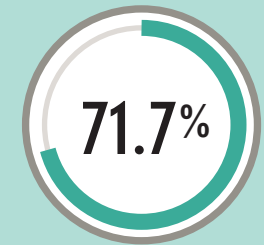
Parents are the #1 influence in their child's life. Visit [parentslead.org](http://parentslead.org).

**PARENTS LEAD**

## ND ADULTS



Believe it is possible to reduce alcohol and other drug problems through prevention.<sup>8</sup>



Believe that prevention programs are a good investment.<sup>8</sup>

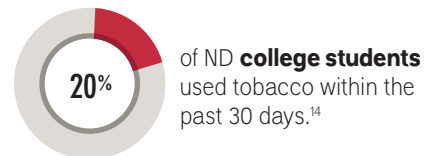
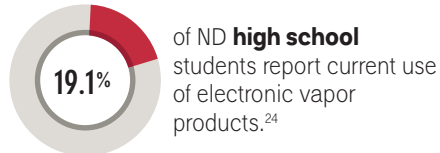
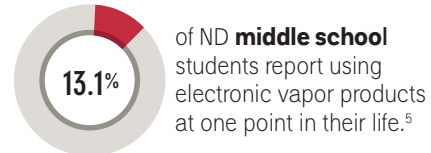
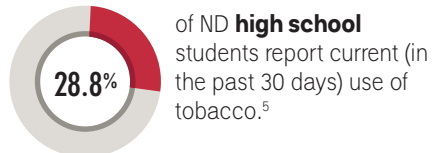
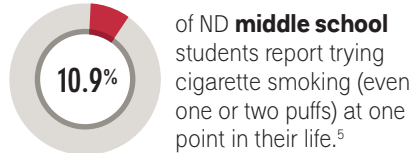




# TOBACCO

Generally, cigarette use is declining among youth in the state. However, use of other tobacco products has remained steady or increased.

## YOUTH

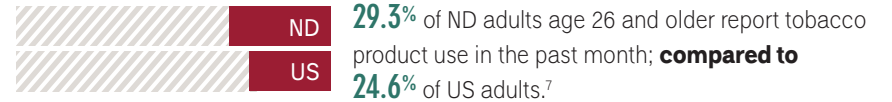


an increase from **1.6%** in 2011.

**12.6%** of ND **high school** students report current (past 30-day) use of cigarettes;<sup>9</sup> **compared to 35.3%** in 2001.



## ADULT



Tobacco is the leading preventable cause of death in the United States and takes a tremendous toll on lives in North Dakota. When we prevent tobacco use and exposure to secondhand smoke, we prevent disease, suffering and death, and save money on healthcare expenditures and productivity losses.



The majority **67%** of North Dakotans age 12 or older believe smoking one or more packs of cigarettes per day poses great risk.<sup>7</sup>

**41.6%**  
of ND high school students report it would be very easy to get tobacco products if they wanted some.<sup>24</sup>

**7.5%** of ND high school students usually obtain their own **cigarettes** by buying them in a store or gas station.<sup>5\*</sup>

**6%** of ND high school students usually obtain their own **electronic vapor products** by buying them in a store.<sup>5\*</sup>

\*During the 30 days before the survey, among students who were less than 18 years old and who currently smoke or use electronic vapor products.

In the 2014-2015 school year, 421 North Dakota students were expelled or suspended because of tobacco-related incidents, resulting in 1,052 days removed from school.<sup>25</sup>

Exposure to secondhand smoke causes **more than 41,000 deaths** each year among adults in the United States.<sup>26</sup>

**Tobacco costs us all, even those who do not use tobacco. North Dakota smoking-caused monetary costs include:<sup>27</sup>**

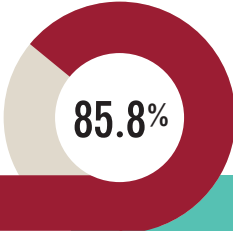
- \$** Annual health care costs directly caused by smoking: **\$326 million**
- \$** Medicaid costs caused by smoking: **\$56.9 million**
- \$** Residents' state and federal tax burden from smoking-caused government expenditures: **\$758 per household**
- \$** Smoking-caused productivity losses: **\$232.6 million**

The life expectancy for **smokers** is at least **10 YEARS SHORTER** than for **nonsmokers**.<sup>28</sup>



# MARIJUANA

Marijuana use in North Dakota is higher among youth than adults. When compared to national rates, marijuana use in the state is generally lower. Young adults often overestimate how frequently their peers are using marijuana which can influence personal decisions surrounding marijuana use.

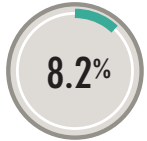


The majority of ND adults believe **YOUTH** marijuana use is a problem in their community.<sup>3</sup>



Three out of four ND adults believe it is a problem for **ADULTS**.<sup>8</sup>

## YOUTH



of ND **middle school** students have used marijuana one or more times in their lifetime.<sup>5</sup>



of ND **high school** students have used marijuana one or more times in the last 30 days, compared to 19.8% in U.S.<sup>5</sup>

## YOUNG ADULT

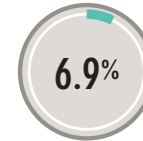


of ND **college students** report using marijuana in the past 30 days.<sup>14</sup>



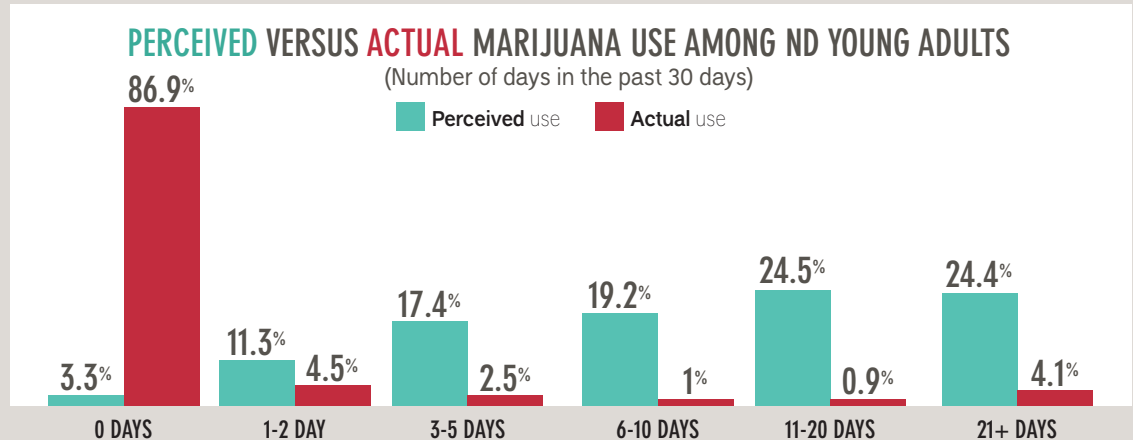
of ND **young adults** age 18 to 29 report marijuana use in the past 30 days.<sup>13</sup>

## ADULT



6.9% of ND adults age 26 and older report using marijuana in the past month, compared to 3.8% in the U.S.<sup>7</sup>

A significant misperception is revealed when perceptions of how frequently peers use marijuana are compared to actual marijuana use rates.<sup>13</sup>

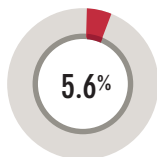




As efforts to legalize marijuana continue, there is an increasing perception that marijuana is not harmful or addictive. The reality is that marijuana can cause major health, safety, social, and learning problems - especially in adolescents.



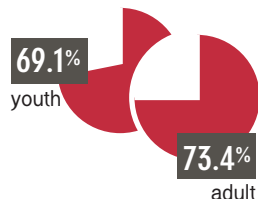
### Youth initiation of marijuana use is associated with adverse health consequences



of ND **high school** students tried marijuana for the first time before the age of 13.<sup>5</sup>

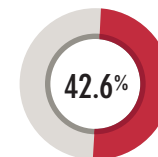
5.6% is equivalent to approximately 1,724 students, or the number of enrolled students at Grand Forks Red River High and Jamestown High School combined.<sup>9</sup>

### Generally, marijuana use is higher when individuals do not believe marijuana use is risky.

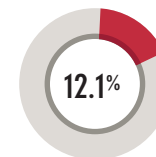


69.1% of ND youth age 12-17 and 73.4% of ND adults age 18 or older do NOT perceive great risk in smoking marijuana once a month.<sup>7</sup>

### The more easily marijuana is to obtain, the higher likelihood for use and abuse.



of ND adults believe it is not at all difficult for adults or youth to access marijuana in their community.<sup>8</sup>



of ND high school students were offered, sold, or given an illegal drug on school property during the year before the survey.<sup>5</sup>

NEARLY **51.7%** OF DRUGS SEIZED IN DRUG/NARCOTIC VIOLATIONS IN 2017 WERE MARIJUANA-RELATED.<sup>11</sup>

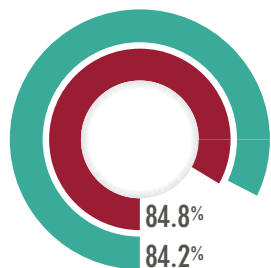
AMONG ADOLESCENTS RECEIVING SUBSTANCE USE DISORDER TREATMENT SERVICES AT A REGIONAL HUMAN SERVICE CENTER, **91.0%** REPORT MARIJUANA USE.<sup>29</sup>



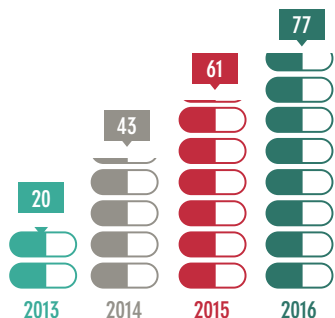


# PRESCRIPTION DRUGS

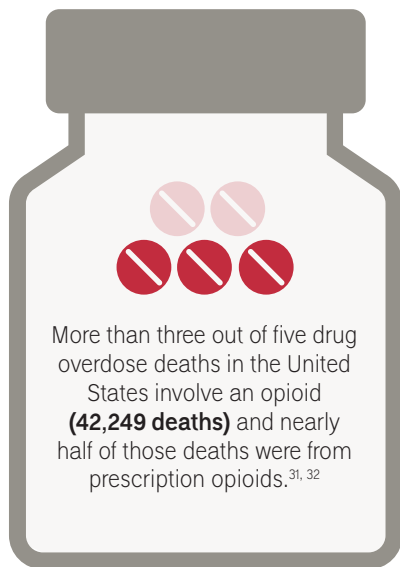
Prescription opioid misuse and overdose is a growing concern across the nation and in North Dakota communities.



MORE THAN **THREE QUARTERS** OF ND ADULTS BELIEVE **PRESCRIPTION DRUG USE AMONG BOTH YOUTH (84.8%) AND ADULTS (84.2%) IS A PROBLEM IN THEIR COMMUNITY.**<sup>8</sup>



In North Dakota, the number of overdose deaths has increased from **20 in 2013** to **77 in 2016**.<sup>32</sup>



More than three out of five drug overdose deaths in the United States involve an opioid (**42,249 deaths**) and nearly half of those deaths were from prescription opioids.<sup>31, 32</sup>

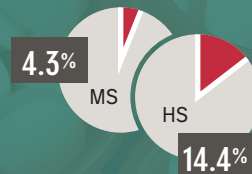
# 40x

People who are addicted to prescription pain killers are **40x** more likely to become addicted to heroin.<sup>30</sup>

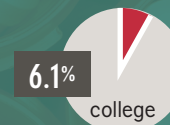
The majority of heroin users report that they began abusing prescription drugs **before** using heroin.<sup>7</sup>

## COMMON TYPES OF PRESCRIPTION PAIN MEDICATION (OPIOIDS):

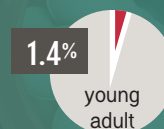
Morphine; Oxycodone (Oxycontin, Percocet); Methadone; Hydrocodone (Vicodin); Codeine; Fentanyl



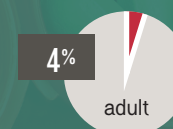
4.3% of ND **middle school** students and 14.4% of ND **high school** students report using prescription pain medication without a doctor's prescription one or more times during their lifetime.<sup>5</sup>



6.1% of ND **college** students used a prescription drug non-medically one or more times during their lifetime.<sup>14</sup>



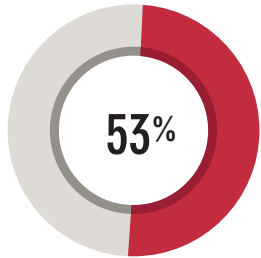
1.4% of ND **young adults** age 18-29 report use of prescription medication in the last 30 days to get high.<sup>13</sup>



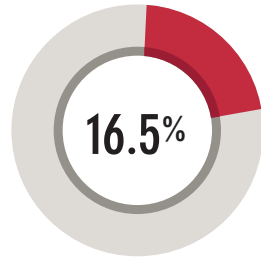
4% of ND **adults age 26 or older** report non-medical use of pain relievers in the past year, compared to 4% in the U.S.<sup>7</sup>



The more prescription opioid medication is available, the higher likelihood of misuse.



of people (age 12+) who misuse pain relievers obtain them from a friend or relative.<sup>33</sup>



of ND adults believe it is **NOT** at all difficult for youth or adults to access prescription drugs in their community.<sup>8</sup>

## 10.6% INCREASE

In North Dakota, there has been a **10.6% increase** in the number of controlled substance prescriptions dispensed between 2010 (1,175,532) and 2017 (1,299,599).<sup>34</sup>



Among individuals receiving substance use disorder treatment services at a Regional Human service center, nearly 10% report heroin or prescription opioid use.<sup>29</sup>





# OTHER ILLICIT DRUGS

Illicit drug use is relatively low in North Dakota.

## YOUTH



7% of ND high school students report using **synthetic marijuana** one or more times in their life.<sup>5</sup>



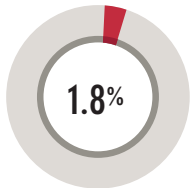
2.6% of ND high school students report using **methamphetamine** one or more times in their life compared to 2.5% in the U.S.<sup>5</sup>



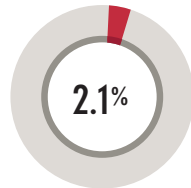
1.4% of ND high school students report using **heroin** one or more times in their life compared to 1.7% in the U.S.).<sup>5</sup>



## YOUNG ADULT

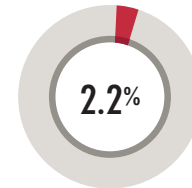


1.8% of ND college students report use of **amphetamines** in the past year.<sup>14</sup>



2.1% of ND college students report use of **other illegal drugs** in the past year (heroin, inhalants, synthetic drugs, etc.).<sup>14</sup>

## ADULT



2.2% of ND adults age 26 and over report using **illicit drugs** (other than marijuana) in the past month.<sup>7</sup>

# OTHER ILLICIT DRUGS

The consequences of illicit drug use impact our families and communities.



Nearly **15%** of the **total arrests** in 2017 were for **drug/narcotic violations.**<sup>11</sup>

The most common drug types seized in drug/narcotic violations are

## MARIJUANA

3,984 CASES

## AMPHETAMINES/METHAMPHETAMINES

2,050 CASES

## HEROIN

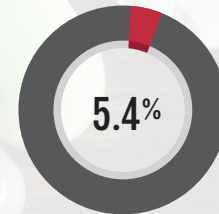
299 CASES

## OTHER NARCOTICS

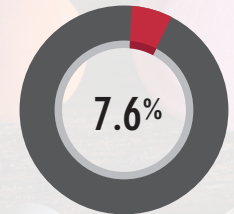
297 CASES

Up to 3 drug types may be selected for each incident

Approximately **78%** of the ND inmate population has a **substance use disorder diagnosis.**<sup>18</sup>



of youth age 12-17 met criteria for substance use disorder in the past year.<sup>7</sup>



of adults age 26 and older met criteria for substance use disorder in the past year.<sup>7</sup>

**118 individuals** received services at one of the two authorized **Syringe Service Programs** in the state from January 1, 2018 through June 30, 2018 (Mandan and Fargo).<sup>37</sup>



**Methamphetamine** was the primary substance reported with **92%** of Syringe Service Program participants indicating use.<sup>37</sup>

# PREVENTION IS PROACTIVE

Prevention creates an environment that promotes health and well-being of individuals and communities, which prevents problems before they occur.

 **72%** of North Dakota adults believe that prevention is a good investment.<sup>8</sup>

Evidence-based prevention strategies decrease the likelihood of disease, suffering and death – saving lives and money.

Every dollar invested in evidence-based prevention strategies yields **\$64** in savings.<sup>1</sup>



## EFFECTIVE PREVENTION LOOKS LIKE...



Law enforcement implementing alcohol and tobacco compliance checks to enforce the laws related to youth access to substances.



Parents and other adults engaging with the children in their life and role-modeling healthy behaviors.



Taking medication as prescribed and safely disposing of any unused or unwanted medication.



Policy-makers having conversations about policy changes that can help support healthy communities.



Community coalitions being active in community efforts and promoting healthy and safe messages and activities.



## PREVENTION WORKS!

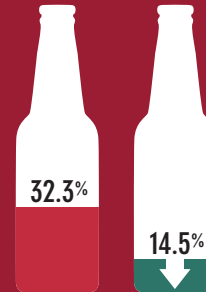
Years of implementing evidence-based prevention strategies has shown successful outcomes.



### POSITIVE OUTCOMES OF PREVENTION



In nearly 20 years, current alcohol use among ND high school students has been cut in half (from 60.5% to 29.1%).<sup>5</sup>



The percentage of ND high school students who report having their first drink before age 13 has decreased from 32.3% in 1995 to 14.5% in 2017.<sup>5</sup>



Tobacco use among pregnant women has decreased nearly 7% in the past decade.<sup>35</sup>

## GET INVOLVED!

Your community can work together to become a healthier, more vibrant place to live by investing time, energy and money in prevention. In fact, it is one of the best investments we can make in our state's future - creating safe and healthy individuals, families, businesses and communities.

Follow these steps to build a healthier community:



### Target the Problem

Prevention research shows using data to inform decision-making is critical to making effective change.



### Find Resources

For prevention to be effective, it takes time and collaboration with others committed to addressing community-specific issues.



### Build Support

Well-supported prevention efforts with adequate resources are more likely to succeed.



### Do What Works

Identifying and implementing a comprehensive set of strategies proven to work leads to the greatest chance at making positive community change.



The North Dakota Department of Human Services' Behavioral Health Division has a team of prevention experts ready and willing to help communities get started with implementing effective prevention.



Request assistance from our training and technical assistance team.



Order or download free prevention materials.

Learn more at [www.prevention.nd.gov/get-involved](http://www.prevention.nd.gov/get-involved)



Comprehensive communication is an important component of prevention. The Behavioral Health Division has developed four statewide programs/campaigns to address the statewide data-driven prevention priorities:

- 1 underage drinking
- 2 adult binge drinking, and
- 3 prescription drug misuse and opioids.

Each campaign offers a wide variety of easy-to-access tools and resources designed to assist your community with local implementation.

**FREE materials and resources are also available for order or download at [prevention.nd.gov/materials](http://prevention.nd.gov/materials)**

## PARENTS LEAD

**69% of youth report their parents as being the greatest influence in their decision not to drink alcohol.**

Parents Lead supports parents in promoting the behavioral health of their children by providing resources and materials based on four evidence-based parental behaviors:

- 1 Ongoing communication
- 2 Effective monitoring
- 3 Positive role-modeling
- 4 Support and engagement

For more information, visit [www.parentslead.org](http://www.parentslead.org) or engage on social media.  

## SPEAK VOLUMES

**1 in 3 ND adults age 26 and older currently binge drink.**

Speak Volumes addresses adult binge drinking and related consequences through comprehensive messaging about binge drinking, standard drink sizes, and alcohol volume.

For more information, visit [speakvolumes.nd.gov](http://speakvolumes.nd.gov)



LOCK



MONITOR



TAKE BACK

**53% of adults who misuse prescription drugs obtain them from a friend or relative.**

Lock. Monitor. Take Back. seeks to reduce access to prescription drugs, especially opioids, by promoting safe use of medication, including safe storage and utilization of statewide take back locations.

To learn more or download campaign materials, visit [prevention.nd.gov/takeback](http://prevention.nd.gov/takeback)

## STOP OVERDOSE

**Over the course of three years, the number of ND overdose deaths nearly quadrupled.**

Stop Overdose supports individuals and communities impacted by opioid abuse and overdose through education of evidence-based overdose prevention, including the North Dakota Good Samaritan Law and use of naloxone.

To learn more or download campaign materials, visit [prevention.nd.gov/stopoverdose](http://prevention.nd.gov/stopoverdose)

# SUBSTANCE USE NORTH DAKOTA (SUND) DATA WEBSITE



Search for state and regional level data on:



Alcohol



Prescription Drugs



Tobacco



Other Drugs



Marijuana



Make informed decisions when  
planning prevention efforts.

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— NORTH DAKOTA —

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Be an advocate for prevention

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