

BUILDING RAPPORT WITH YOUNG PEOPLE IN TODAY'S WORLD



BREAKDOWN OF GENERATIONS



GEN Z



DIGITAL NATIVES

- 1 out of very 5 Americans
- Chooses YouTube over websites
- Influenced by technology, social & geopolitical landscape, racial diversity, and parents



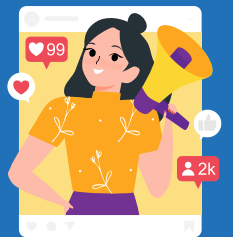
PANDEMIC

- Watched the world shift & change in the blink of an eye
- Out of School Experience
- Pause in social interactions
- Isolation
- Career false start



EMOTIONAL & SOCIAL SIDE

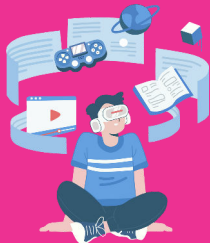
- Socially conscious
- 98% have smartphones and average over 4 hours a day on apps
- Focused on the "bigger picture"
- 47% identify with mental health challenges



CHARACTERISTICS

- Described as ambitious, money-savvy, and more socially aware compared to other generations.
- More diverse and less accepting to stereotypes
- Born social - 92% have a digital footprint
- Rise in brands collaborating with influencers

GEN ALPHA



GENERAL

- First generation to be born entirely in 21st century
- More focused on the visual and interactive online experience earlier than even Gen Z
- By 2025 they will be the largest generation in history with over 2 BILLION across the world



SOCIAL, ECONOMIC, & TECH IMPACTS

- Social Isolation: Pandemic led to cancelled play dates and virtual school
- Decline in student learning, shorter attention span, lacking social skills, higher rates of anxiety and depression
- Higher poverty rates than previous generations



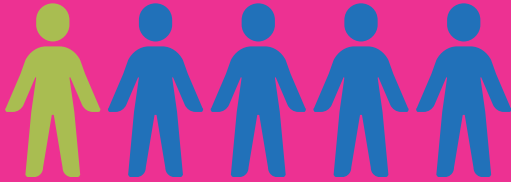
CHARACTERISTICS

- Curious
- Hyperconnected
- Diverse
- Tech-savvy
- Reliance on visuals over text and print

BEHAVIORAL HEALTH IMPACTING OUR YOUTH



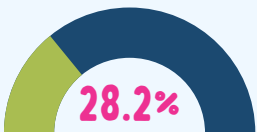
FLORIDA RANKS 40TH IN THE NATION FOR YOUTH WHO HAVE A MENTAL OR BEHAVIORAL HEALTH CONDITION THAT IS AFFECTING THEIR EDUCATION PERFORMANCE



IN 2023, ABOUT ONE OUT OF FIVE (18.4%) FLORIDA HIGH SCHOOL STUDENTS REPORTED FOUR OR MORE ADVERSE CHILDHOOD EXPERIENCES (ACES), WHICH IS CONSIDERED A HIGH LEVEL OF TRAUMA



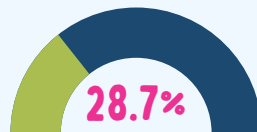
SUBSTANCE USE AMONG FLORIDA MIDDLE SCHOOL & HIGH SCHOOL STUDENTS



Have drank alcohol



Have used marijuana or hashish



Have heard of Delta-8 THC or Delta-10 THC



Have used inhalants



Have used a prescription pain reliever without a doctor's order

WHAT DO WE NEED TO KNOW TO ENGAGE THESE GENERATIONS?



UNDERSTANDING THE BRAIN

- Different parts of a child's brain develop at different rates.
- During development, brains are ready to learn and able to adapt.
- It's important to move away from telling and into training.

SOCIAL EXPERIENCE - PEER PRESSURE

- A desire to fit in
- Avoiding rejection & gaining social acceptance
- Hormonal inconsistencies
- Confusion & Anxiety
- Seeking identity & independence



GEN ALPHA HAS BEEN...

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- Using AI for almost their whole lives – Alexa, Echo, etc.
- Transitioned to tech in schools
- Accustomed to interactive and multimodal tools
- Influenced by social media and influencers
- Playing games where they can build or create
- On screentime for almost 5 hours a day

UNDERSTANDING THE NEW LANGUAGE

slay

- Slang
- Social media acronyms
- Online gaming terms
- Emojis
- Shortened text

LIT

CRINGE



CLASSROOM COMMUNICATION TIPS

- Show interest
- Don't jump to conclusions
- Don't try to fit in
- Engage youth



BE AN ASKABLE PARENT

HOW?

- Be available
- Be a role model
- Lack judgement elsewhere
- Bring it up often



DISCUSSING SUBSTANCES

- Discuss medication & how it changes you
- Discuss how some drugs look like candy
- Help them come up with a plan if they are offered treats from strangers/friends
- Assure them that they can come to you for help

STARTING THE CONVERSATION

TO BEGIN:

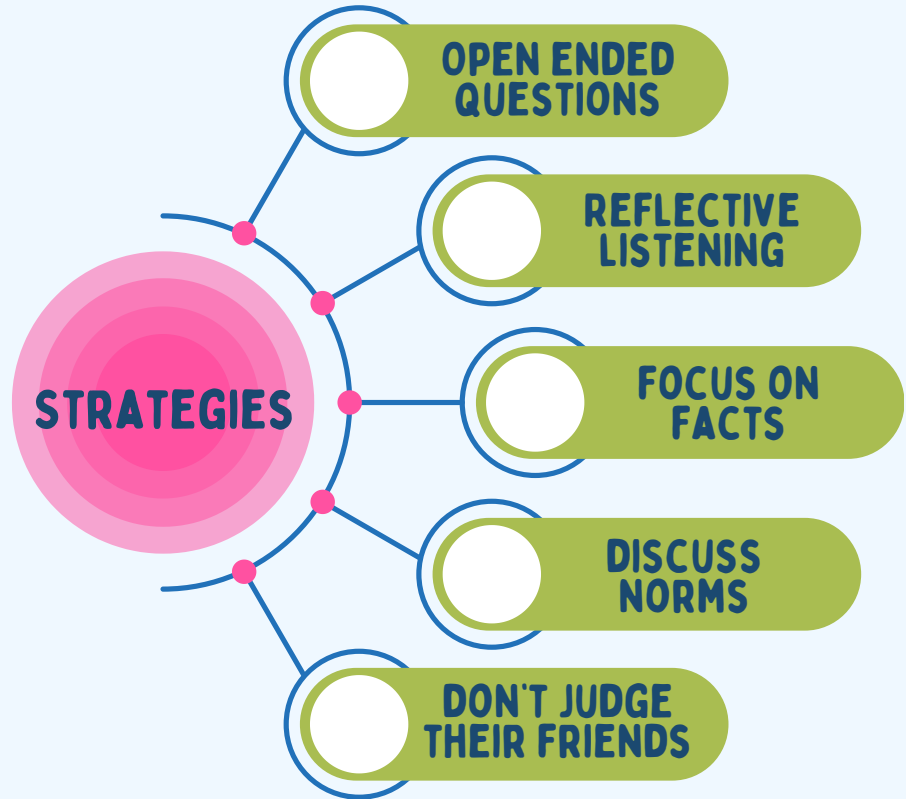
- CHOOSE THE TIME AND PLACE
- HAVE A FLEXIBLE PLAN
- DISCLOSE WHAT PROMPTED THE CONVERSATION

AS THINGS UNFOLD:

- LISTEN MORE THAN YOU THINK
- ACCEPT SLANG
- PICK YOUR BATTLES
- REMAIN JUDGEMENT FREE

GEN Z'S COMMUNICATION STYLE

- CONCISE BUT INFORMAL TEXT FORMAT
- VISUAL COMMUNICATION - IMAGES OR VIDEOS
- THE #1 WAY TO COMMUNICATE IS **IN-PERSON**
- THEY VALUE EQUALITY & INCLUSION, TRANSPARENCY, CONSTANT FEEDBACK



SETTING BOUNDARIES



CONCERNS, CONSEQUENCES & CARE

- Respond to concerns about things that they may have shared
- Discuss Fentanyl & how the landscape of drugs has changed
- Set clear expectations & consequences that lead with safety

BEING A PREPARED PARENT - STEPS YOU CAN TAKE TODAY!



LEARN THE TRENDS



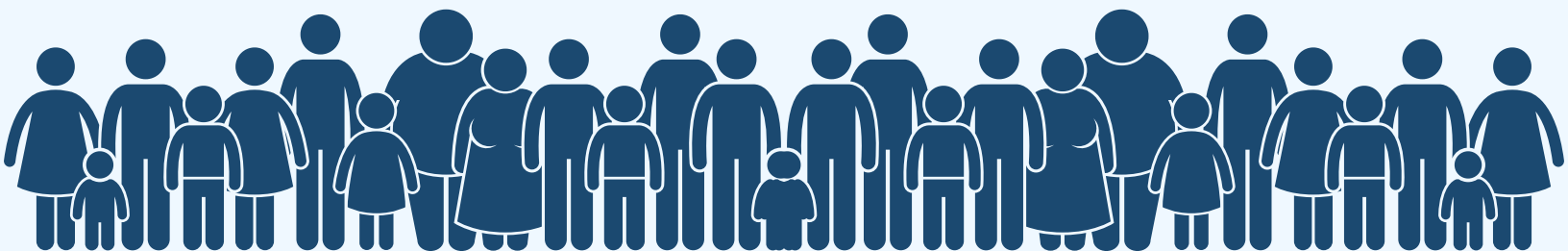
LEARN THE BEHAVIOR



LEARN THE RESOURCES



IDENTIFY PARTNERS



7

STRATEGIES FOR COMMUNITY CHANGE



01

PROVIDE INFORMATION

Provide information about youth substance use. This can include educational presentations, workshops or seminars, and data or media presentations like public service announcements (PSAs), brochures, town halls, forums, web communication, social media. Example: Peer to peer education.



03

PROVIDE SUPPORT

Provide support to increase opportunities that reduce risk factors or enhance protective factors for youth and young adults. Create opportunities for participation in activities that reduce risk or enhance protection. These might include alternative activities, mentoring, referrals for services, support groups, and youth clubs.



05

REDUCE BARRIERS

Enhance access, reduce barriers, and improve connections between systems and services that help prevent youth substance use. Improve systems and processes to increase the ease, ability, and opportunity to use them. These might include opportunities to access transportation, housing, education, safety, recreational facilities, and culturally sensitive prevention initiatives. Example: Park clean up.



07

EDUCATE

Educating and informing about policies that reduce access and availability to substances among youth. These may include written procedures, by-laws, proclamations, rules, or laws, to the extent that applicable law and policies allow. These might include workplace initiatives, law enforcement procedures, and practices, public policy actions, and systems change. Example: Advocacy Day.

02

ENHANCE SKILLS



Build skills so youth can build positive social skills and enhance their decision-making capabilities. You can do this through a combination of activities such as workshops, seminars, or activities designed to increase the skills of youth. Examples include training and technical assistance, public speaking classes, strategic planning retreats, and model programs in schools.

04

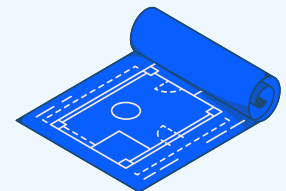
CHANGE CONSEQUENCES



Change consequences to incentivize positive practices and disincentivize negative practices. Increase or decrease the probability of a behavior by altering the consequences for performing that behavior. These might include recognition programs for merchants who pass compliance checks and publicizing businesses that are not compliant with local ordinances.

06

CHANGE PHYSICAL DESIGN



Change the physical design of the community to reduce the risk for and enhance protection against youth substance use. These might include re-routing foot and car traffic, adjusting park hours, and reducing the number and location of places where people can access alcohol or tobacco.



FOR QUESTIONS OR FOR MORE INFORMATION

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