Changes in Messaging, Attitudes on Teen Substance Abuse

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The percentage of adolescents receiving substance abuse prevention messages has fallen significantly and their attitudes about the risks have also changed considerably, according to new reports by the Substance Abuse and Mental Health Services Administration (SAMHSA). A SAMHSA statement shows that prevention messages from media fell from 83.2 percent in 2002 to 75.1 percent in 2011. School-based prevention messages fell from 78.8 percent in 2002 to 74.5 percent in 2011. About 40 percent of adolescents didn't talk with their parents in the past year about substance use risks. The percentage of adolescents who perceive great risk from heavy drinking rose from 38.2 percent in 2002 to 40.7 percent in 2011. During that same period, there was a decrease in teen binge drinking from 10.7 percent to 7.4 percent. The percentage of adolescents who perceive great risk from marijuana decreased from 54.6 percent in 2007 to 44.8 percent in 2011. During that same period, there was an increase in teen pot use from 6.7 percent to 7.9 percent.

To read the statement, click here.

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