

When You Use, You Lose

- High school students who use alcohol or other drugs are up to five times more likely to drop out of school or believe good grades are not important (National Institute on Drug Abuse)
- 90% of all addiction begins in the teenage years (The Partnership at Drugfree.org)
- Approximately 60-90% of teenagers who appear in juvenile court have a substance abuse problem (Florida Department of Juvenile Justice)
- Casual drug use can quickly turn into drug abuse, dependence or addiction and lead to accidents, legal trouble and serious health issues (The Partnership at Drugfree.org)
- One in four teens admit to driving under the influence and many believe it does not impact their safety (www.sadd.org)
- In 2011, 9,878 people died in drunk driving crashes – one every 53 minutes (National Highway Traffic Safety Administration)



The CORE Society empowers the youth of Collier County with the tools and knowledge necessary to change the perceived social norms related to alcohol, tobacco, marijuana, and prescription drug use. Through positive peer pressure, the misperceptions of social norms can be changed.



CORE

Society
of
Collier County



C - Character
O - Opposing Drugs
R - Responsible Choices
E - Expectations

Mission Statement:

To improve Collier County by uniting teens together against all forms of substance abuse.



Vision Statement:

The CORE Society is committed to building character, opposing drugs, making responsible choices, and maintaining high expectations for its members and their peers in hopes that all Collier County teens will become responsible adults who make the choice to be drug-free and contribute to their community in a positive way.

“Everyone” Doesn’t Mean Everyone

“Perception is reality,” and youth’s perceptions of peer norms influence behavior. With the misperception that “everyone is doing it,” some feel the pressure to drink and/or use drugs. Promoting and modeling non-risk behavior and positive attitudes are key to creating a drug and alcohol free environment for Collier County teens.

Youth-driven social norm campaigns are destined to succeed. This is why Drug Free Collier initiates and supports the CORE Society in local schools. With content development, design materials and adult facilitators provided, each middle and high school can create its own unique social norm campaign.



Social Norms Fact Sheet

In Collier County...

Almost half of our middle & high school students have never tried alcohol

More than 75% of our high school youth state they have never tried marijuana

But, did you know...

Collier County youth have a higher rate of binge drinking compared to the State of Florida average

More than half of all juveniles referred to the Department of Juvenile Justice (DJJ) state they have used drugs

Almost 26% of high school youth reported their first use of alcohol was at age 13 years or younger

Most Collier County youth think it is more wrong for someone their age to smoke cigarettes than to smoke marijuana