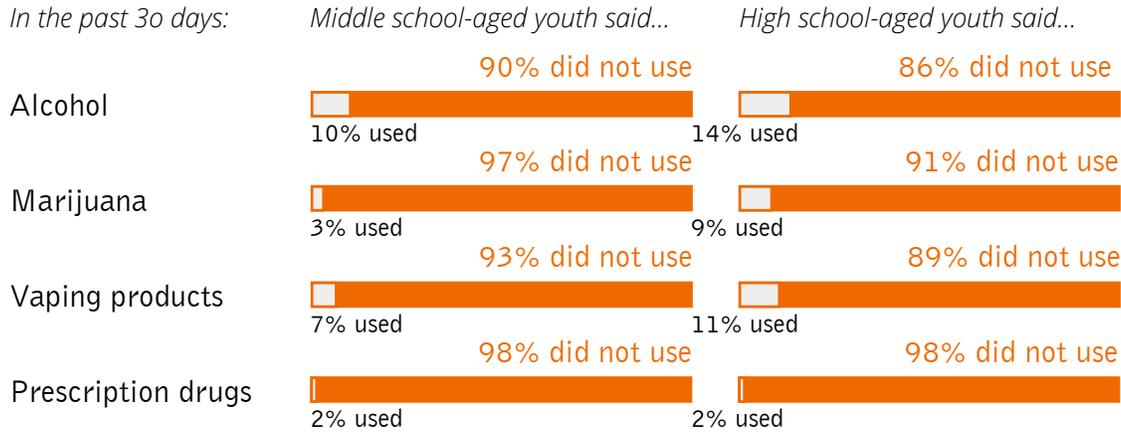
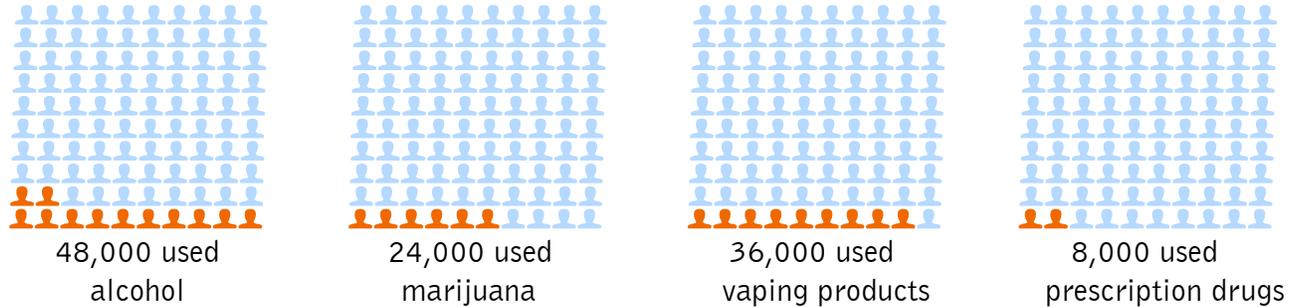


# PERCEPTION & REALITY: CLOSING THE GAP

## Most Colorado teens are NOT using drugs

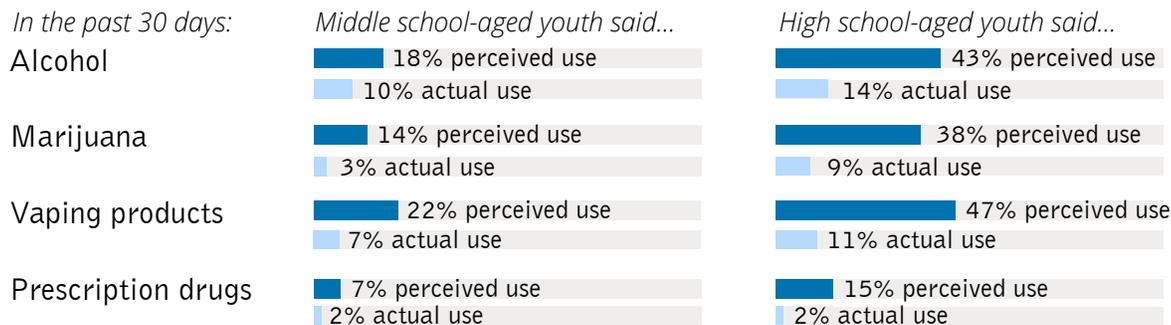


### In the past 30 days, out of 400,000 youth in Colorado...



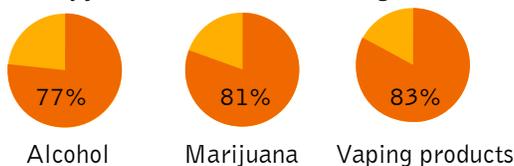
### Teens are greatly overestimating the number of their peers that have recently used substances.

Our behaviors are influenced by the norms we perceive in the world around us. When teens have an accurate perception of their peers' substance use, they are less likely to use substances themselves.



### Most Colorado teens think it is wrong for youth to use drugs.

*% of youth who think it is wrong to use...*



### More than 3 out of 4 Colorado teens would help their friends quit.

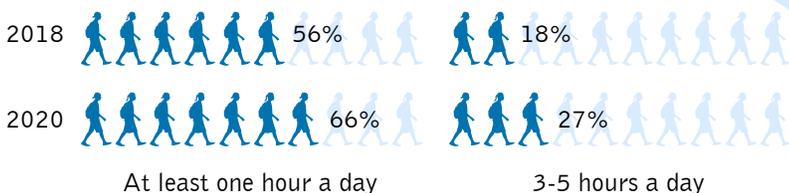


**How might you help someone?**

Visit [www.bit.ly/howtobeafriend](http://www.bit.ly/howtobeafriend)

# PERCEPTION & SOCIAL MEDIA

Teens are spending more time on social media.



Teens spending 3+ hours on social media are also more likely to overestimate their peers' use of drugs.\*

These teens are also:



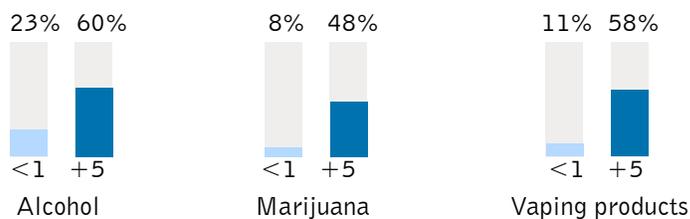
significantly less likely to consider limited use of substances risky



significantly more likely to use those substances themselves

Teens who spend more time on social media are also significantly more likely to have used substances.\*

% who use based on hours spent on social media per day:

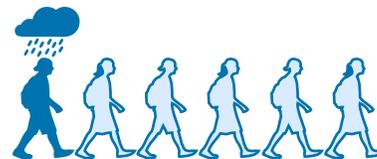


Teens who spend 5+ hours on social media per day are also more likely to report mental health challenges.\*

Half of teens (51%) reporting 5+ hours per day on social media said they experienced 6+ mentally challenging days within the past month.



While 16% of teens spending less than one hour per day have experienced 6+ mentally challenging days within the past month.



“I Rise Above’ means rising above what others think is normal and cool. It means not needing to use substances to make myself seem cooler.”  
- Youth Participant

\*No other statistically significant differences were found in substance use by social media use. It’s important to note that the relationship between social media use and mental health is complicated and current research is not conclusive.

