

Prevention News

From the Leading Publisher of
Evidence-based Prevention Programs

Violence Prevention News



The Olweus Bullying Questionnaire: 1 Million Sold

The Hazelden Foundation has sold more than 1 million copies of the Olweus Bullying Questionnaire and the instrument has been administered to over 750,000 students in grades 3 through 12, making it the most-used evaluation tool in the world that addresses

bullying behaviors at school. According to Sue Thomas, Business Development Director at Hazelden Publishing, "we are extremely pleased with the fact that this instrument has been so widely used. The fact that the questionnaire has been administered so many times is a testament to how effective the *Olweus Bullying Prevention Program* is in reducing school bullying and its popularity among U.S. schools."

[Read More](#)

Quick Links

[Sign up for Hazelden Prevention News](#)

[About the Olweus Bullying Prevention Program](#)

[About Project Northland](#)



[View past issues of Hazelden Prevention News and Hazelden's other e-newsletters](#)

Substance Abuse Prevention News

Parents' Honesty about Past Drug Use Promotes Responsibility in Teens

Nearly half of parents today admit to using alcohol or other drugs to get drunk or high when they were teenagers, and one in four teens say they've seen their parents high or drunk. Yet more than 90 percent of teens view their parents as role models on issues of using alcohol and drugs and nearly two-thirds (63 percent) say hearing their parents' stories about past alcohol or drug use would make them more responsible about their own use of drugs.

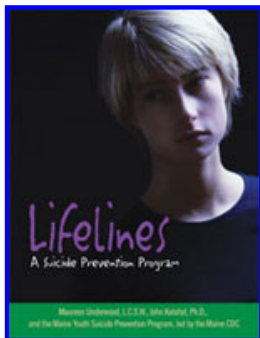
[Learn More](#)

Campaign Launches to Sound Alarm about the Misuse of Prescription Drugs among Teens

The National Council on Patient Information and Education (NCPPIE), along with the Substance Abuse and Mental Health Services Administration (SAMHSA) and representatives from 15 nationally recognized prevention, health professional, and child advocacy organizations, are launching *Maximizing Your Role as a Teen Influencer: What You Can Do to Help Prevent Teen Prescription Drug Abuse*.

[Learn More](#)

Product Highlight



Lifelines: A Suicide Prevention Program

According to the Centers for Disease Control, suicide is the third leading cause of death for young people ages fifteen to twenty-four. *Lifelines* is a whole-school program that addresses this important issue by providing suicide awareness resources for administrators, faculty and staff members, parents, and students.

Program components include materials for administrative consultation, training for faculty and staff, a parent workshop, and a student curriculum. Videos depict scenarios of student responses to a suicidal peer, as well as an actual response by students who participated in *Lifelines*.

[Buy Now](#)



The World's Foremost Bullying Prevention Program

Reduce bullying by 50% or more.



[Learn More](#)

Upcoming Events

SECAD

February 21-24, 2010
Gaylord Opryland, Nashville, TN

SECAD 2010 brings to the forefront the latest concepts on the prevention, intervention, and treatment of addiction disorders, facility design and its impact on the healing process, and the business processes and technology solutions that improve facility operations and patient care.

[Learn More](#)

News and Notes

Hazelden.
Partners Program



Hazelden Publishing wants to support you in your prevention efforts.

We can add valuable resources to your Web site and help you earn extra money! Learn more about our online commission-based program and start earning today.

[Learn More](#)

To purchase these and other prevention products, visit hazelden.org/bookstore or call 800-328-9000.

The Olweus Bullying Questionnaire: 1 Million Sold



The Hazelden Foundation has sold more than 1 million copies of the Olweus Bullying Questionnaire and the instrument has been administered to over 750,000 students in grades 3 through 12, making it the most-used evaluation tool in the world that addresses bullying behaviors at school. According to Sue Thomas, Business Development Director at Hazelden Publishing, "we are extremely pleased with the fact that this instrument has been so widely used. The fact that the questionnaire has been administered so many times is a testament to how effective the *Olweus Bullying Prevention Program* is in reducing school bullying and its popularity among U.S. schools."

The Olweus Bullying Questionnaire is used in pre- and post-program implementation and gives schools an overview of the amount and type of bullying taking place. It can also serve as a strong evaluation tool for the *Olweus Bullying Prevention Program (OBPP)*, enabling schools to see how students felt about bullying at their school prior to implementing the program versus after the program has been in place overtime.

According to Thomas, "With the information contained in this large national database, we now have an extremely large sample of students we can study to determine current rates of bullying among grades and genders. Although the database does not represent a random sample, having this large database to study is very helpful to the field of bullying prevention."

Available in English and Spanish, the 42-question confidential questionnaire includes questions about cyber-bullying and student demographics, and two customizable questions that can be tailored to a school's unique issues.

Each school's questionnaire results are compared to a large national database. Customers receive a standard report with a narrative that interprets the results and includes graphs of key data in a PowerPoint format. A Trends Report, showing changes from one administration to another, is also available for individual schools or an entire school district.

View a sample [Olweus Standard Report](#). Simply enter username **OlweusSample** and password **OlweusTest**. Here, you'll see a sample of the 72-page report with a detailed explanation of results, tables, and graphs.

With the information contained in this vast database, researchers at [Clemson University](#) plan to perform in-depth research and analyses surrounding the issue of bullying in the United States.

About the [Olweus Bullying Prevention Program](#): *OBPP* is the most-researched and the best-known bullying prevention program available today. This evidence-based violence prevention program has more than thirty-five years of research behind it and has been implemented around the world.

OBPP has been recognized by the Center for the Study and Prevention of Violence as a Blueprints Model Program and by the Substance Abuse and Mental Health Services Administration (SAMHSA) as a Model Program—two of the highest honors a prevention program can attain.

For more information about the *Olweus Bullying Prevention Program* as well as other violence and substance use prevention resources, visit us [online](#) or call 800-328-9000.

[return to top](#)

Parents' Honesty about Past Drug Use Promotes Responsibility in Teens

Nearly half of parents today admit to using alcohol or other drugs to get drunk or high when they were teenagers, and one in four teens say they've seen their parents high or drunk. Yet more than 90 percent of teens view their parents as role models on issues of using alcohol and drugs and nearly two-thirds (63 percent) say hearing their parents' stories about past alcohol or drug use would make them more responsible about their own use of drugs.

Those are among the findings in a new Four Generations Overcoming Addiction survey of teens' and parents' attitudes toward parent-child communications about alcohol and drugs, commissioned by Minnesota-based addiction treatment center Hazelden. The research has inspired Hazelden to launch a national Four Generations Overcoming Addiction campaign designed to ignite conversations about the dangers of addiction and the value of treatment among Millennials, Generation X, Baby Boomers, and the Greatest Generation.

Among the results of Hazelden's Four Generations Overcoming Addiction survey:

- Half of teens say it would make them less likely to use drugs if their parents told them about their own drug use when they were younger.
- Two-thirds of teens (67 percent) say their parents have already told them about their experiences with alcohol and other drugs when they were young—and these teens almost unanimously (95 percent) said that kind of honesty about drug use is a good thing.
- Among the one-third of teenagers (33 percent) who report their parents have not talked with them about their own use of drugs as teenagers, two in three (68 percent) say that they would want their parents to share these past experiences.
- Fully 74 percent of teens say they'd turn to their parents as their number one source of advice about the use of alcohol or other drugs, even though 26 percent have seen their parents drunk or high on alcohol or other drugs.
- Parents who have not yet told their teenage children about their own use of alcohol or other drugs most commonly said the reason (for 74 percent of them) was because they'd rather have their children do as they say, not as they did when they were their child's age.
- Whether parents have told their teens about their use of alcohol does not significantly decrease the teens' perceptions of their parents as role models. In fact, teens who are aware of their parents' experiences with alcohol or drugs as teenagers are nearly as likely as those who are not aware to consider their parents to be role models (90 percent vs. 93 percent).

The Hazelden study suggests a major shift has occurred in the course of one generation, as parents of today's teenagers are much more open with their children about their early use of drugs than were their own parents at the time. Sixty-three percent of parents said that when they were teens, their parents told them "nothing" about their use of alcohol or drugs when they were teenagers. In contrast, among the 47 percent of parents surveyed who said they'd used alcohol or other drugs to get drunk or high as a teenager, 77 percent said they had spoken with their teenage children about it. Hazelden says the trend toward parental openness is likely to continue—more than eight in 10 teens say they expect to someday tell their teenage children about their use of alcohol or other drugs.

"Each generation views the use of alcohol and other drugs through a different filter; each requires a different approach when they seek treatment for addiction," says Mark Mishek, president and CEO of Hazelden. With more and more students admitting to using drugs in high school, it's vital that all generations break through the stigma and speak openly about addiction and the benefits of treatment and recovery. That's where this campaign comes in—because what one generation might not be able to accomplish alone," concludes Mishek, "four generations surely can if we speak out together."

"The responses Hazelden received from hundreds of parents and teens suggests that it's time for parents to rethink what being a 'role model' really means," adds addiction medicine specialist Dr. Marvin Seppala, the chief medical officer for Hazelden. "It's not enough to cling to 'Just Say No' and pretend that today's parents didn't have their own experiences with alcohol and other drugs when they were younger. Teens say they want their parents to be honest and that such openness will lead these teens to be more responsible in their decisions about use.

"As a father who has been open with my children about my own recovery from addiction," says Seppala, "I know first-hand that parents have an opportunity to be real role models—by talking candidly about the consequences of drinking and using drugs, and the benefits of treatment and recovery."

Visit Hazelden's [Four Generations Overcoming Addiction](#) to learn more about the survey.

[return to top](#)

Campaign Launches to Sound Alarm about the Misuse of Prescription Drugs among Teens

The National Council on Patient Information and Education (NCPIE), along with the Substance Abuse and Mental Health Services Administration (SAMHSA) and representatives from 15 nationally recognized prevention, health professional, and child advocacy organizations, are launching *Maximizing Your Role as a Teen Influencer: What You Can Do to Help Prevent Teen Prescription Drug Abuse*.

Although the use of tobacco, alcohol, and illicit drugs among youth has declined from 2002 through 2008, over this time many teens have turned to misusing prescription drugs, according to SAMHSA's National Survey on Drug Use and Health. In fact, prescription drugs are misused more by this age group than any illicit drug, except marijuana. The nonmedical use of these medicines—the very same drugs used to legitimately relieve pain and treat conditions like anxiety, depression, sleep disorders, or ADHD in some people—is a growing and under-recognized problem that puts young lives at risk.

"Prescription drugs found in home medicine cabinets across the country have become the new drug of choice among teens, and every teen is at risk," says Ray Bullman, executive vice president of NCPIE. "This initiative gives teen influencers—anyone who interacts with teens on a regular basis and can have a positive influence—the tools to help prevent prescription drug abuse in their school districts and communities. It also provides tips for delivering consistent prevention messages to teens at home, at school, on the field, or during health-related visits."

"While the National Survey on Drug Use and Health shows recent, significant declines in misuse of prescription drugs, we must maintain our focus and continue to drive the rates down even further," says Eric Broderick, D.D.S., M.P.H., SAMHSA's acting administrator. "Joining forces with NCPIE will help continue the momentum."

"These tools are essential for engaging youth and the adults who come in contact with them through a solid message that prescription misuse is dangerous and can be fatal," adds H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, director of SAMHSA's Center for Substance Abuse Treatment.

Unlike other forms of adolescent drug use, the desire to feel good or get high ranks much lower as a motivation for prescription drug misuse. Experts note that adolescents are turning to prescription drugs not just for recreational use—they are turning to prescription drugs to help manage their daily lives. The reasons include to lower stress and anxiety, boost their mood, stay up all night studying for an exam, or to enhance academic or athletic performance. According to the 2007 Partnership Attitude Tracking Study conducted by the Partnership for a Drug-Free America, dealing with pressures and managing school-related stress is cited as the number one reason teens use prescription drugs.

The statistics regarding teen drug use are startling. Consider these facts:

- More than 1 in 10 teens (or 2.8 million) have abused prescription drugs in their lifetimes according to SAMHSA's National Survey on Drug Use and Health.
- 1 in 3 teens report knowing someone who abuses prescription drugs according to the Partnership for a Drug-Free America's 2007 Partnership Attitude Tracking Study.
- 1 in 3 teens surveyed says there is "nothing wrong" when using prescription drugs "every once in a while." according to the Partnership for a Drug-Free America's 2007 Partnership Attitude Tracking Study.
- Every day, 2,700 teens abuse a prescription drug for the first time according to SAMHSA's National Survey on Drug Use and Health.
- 8 out of 10 teens who misuse prescription drugs get the drugs from friends or relatives through a number of means including stealing, buying, or simply asking for the drugs according to the Partnership for a Drug-Free America's 2007 Partnership Attitude Tracking Study.

The comprehensive online resource *Maximizing Your Role as a Teen Influencer* offers a complete workshop module to educate and equip teen influencers—parents, grandparents, teachers, coaches, community and school-based healthcare providers, and others—with credible information about teen prescription drug abuse and effective strategies to take action to help prevent it.

The Maximizing Your Role as a Teen Influencer toolkit includes complete workshop materials and instructions, as well as real-life scenarios, warning signs and symptoms, common myths about teen prescription drug abuse, brochures, and sample promotional materials. This resource was developed with the guidance and insight of an esteemed group of experts, and is available for [download](#).

This initiative is made possible by SAMHSA and additional grant funding from Purdue Pharma L.P. and the National Association of Chain Drug Stores Foundation.

SOURCE: SAMHSA

[return to top](#)

©2009 Hazelden Foundation