This booklet tells the story of behavioral health in North Dakota (ND) and is based off the 2020 North Dakota Epidemiological Profile.

Research shows the importance of using data to guide effective and targeted behavioral health efforts. The data presented in this booklet paints a picture to help guide these efforts across the state.

This is a product of the North Dakota State Epidemiological Outcomes Workgroup (SEOW). For more information and to view the most recent North Dakota Epidemiological Profile, go to behavioralhealth.nd.gov/data.
North Dakota Demographics Overview
Overview Of Substance Use in North Dakota
Alcohol: Underage Drinking
Alcohol: Young Adult/College Students
Alcohol: Adult
Alcohol: Risk Factors
Alcohol: Prevention Works
Tobacco
Marijuana
Prescription Drugs
Other Illicit Drugs
Suicide
Mental Illness
Prevention Overview
References
NORTH DAKOTA DEMOGRAPHICS OVERVIEW

NORTH DAKOTA POPULATION IS 762,062 INCREASE FROM 2010

RACE/ETHNICITY

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>86.9%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>3.4%</td>
</tr>
<tr>
<td>American Indian and Alaska Native</td>
<td>5.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>1.7%</td>
</tr>
<tr>
<td>Native Hawaiian and other Pacific Islander</td>
<td>0.1%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2.3%</td>
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</tbody>
</table>

4.1% of North Dakotans identify as Hispanic or Latino.

There are 46,524 veterans in North Dakota, which is 61% of the state’s adult population.

49.5% of North Dakota residents live in rural areas, compared to 14.1% nationwide.

One in ten (10.6%) North Dakotans are currently living in poverty.

There are five federally recognized Tribes and one Indian community located at least partially within the state.

23.6% of North Dakotans are under age 18 and 15.7% are over age 65.

North Dakota has a 2.4% unemployment rate.
OVERVIEW OF SUBSTANCE USE IN NORTH DAKOTA

Alcohol is the most used substance among both youth and adults in North Dakota.

YOUTH (HIGH SCHOOL STUDENTS)§
LIFETIME Substance Use

- **ALCOHOL**: 56.6%
- **VAPING**: 52.8%
- **CIGARETTE SMOKING**: 29.3%
- **MARIJUANA**: 27.2%
- **PRESCRIPTION PAIN MEDICATION**: 14.5%
- **COCAINE**: 3.4%
- **METHAMPHETAMINE**: 1.6%
- **HEROIN**: 1.3%

ADULTS (AGES 18+)
PAST 30-DAY Substance Use

- **NORTH DAKOTA**
  - **BINGE ALCOHOL USE***: 34.1%
  - **TOBACCO**: 28.3%
  - **MARIJUANA**: 7.9%
  - **ILLICIT DRUGS (other than marijuana)**: 3.1%

- **UNITED STATES**
  - **BINGE ALCOHOL USE***: 26.5%
  - **TOBACCO**: 23.7%
  - **MARIJUANA**: 10.2%
  - **ILLICIT DRUGS (other than marijuana)**: 3.4%

* Binge drinking: 5 or more drinks of alcohol in a row within a couple of hours

§ Behavioral Health Services, Behavioral Health Exchange, 2023 Data.
ALCOHOL: UNDERAGE DRINKING

Great strides have been made in the prevention of underage drinking over the past decade, but there is still more work to do.

THE MAJORITY OF ND ADULTS AGREE THAT

92.9%

UNDERAGE DRINKING IS A PROBLEM IN THEIR COMMUNITY.

- 22.5% of ND middle school students report alcohol use in their lifetime, a decrease from 24.8% in 2003.

- 27.6% of ND high school students report current alcohol use (within the past 30 days), a decrease from 35.3% in 2013.

- 15.6% of ND high school students report current binge drinking* (within the past 30 days), a decrease from 21.9% in 2013.

Research has shown brain development is not complete until around age 25. Among the last parts of the brain to be developed are those responsible for impulse control and extended reasoning. Alcohol use among youth and young adults can result in irreversible changes impacting problem-solving skills, performance at school, and potentially their body, mood, and mental health.

*Binge drinking, 5 or more drinks of alcohol in a row within a couple of hours
ALCOHOL: UNDERAGE DRINKING

Not only is underage drinking against the law, but there are also many consequences to underage drinking impacting the health and safety of North Dakota youth.

5.5% of ND high school students report driving after drinking alcohol within the past 30 days.\(^5\)  
A decrease from 10.7% in 2013.

14.2%  
1 in 6 (14.2%) ND high school students report riding with a driver who had been drinking alcohol within the past 30 days.\(^5\)  
A decrease from 21.9% in 2013.

11.6%  
11.6% of juvenile arrests are alcohol-related (DUI and liquor law violations).\(^11\)

4.4%  
Approximately 4.4% of ND youth (ages 12-17) met the criteria for alcohol use disorder in the past year.\(^7\)

**IN 2013, SOME OF THESE COSTS INCLUDED:**

- **VIOLENCE** = $83.8 MILLION
- **TRAFFIC CRASHES** = $40.3 MILLION
- **INJURY** = $7.0 MILLION
- **TREATMENT** = $4.6 MILLION

**UNDERAGE DRINKING** costs the citizens of North Dakota nearly $160 million each year in medical work lost & pain and suffering.
ALCOHOL: YOUNG ADULT & COLLEGE STUDENTS

Two out of five North Dakota young adults binge drink and a quarter report driving after drinking. This age group often overestimates how frequently their peers are binge drinking, which can influence personal decisions surrounding alcohol use.

In the past 30 days

- 61.8% of ND college students report using alcohol.
- 60% of ND young adults (age 18-29) report using alcohol.
- 63.3% of ND young adults (age 18-29) report binge* alcohol use.

PERCEIVED VERSUS ACTUAL BINGE* DRINKING BEHAVIOR AMONG ND YOUNG ADULTS

A significant misperception is revealed when perceptions of how frequently peers binge drink are compared to actual binge drinking rates.

Youth drink significantly less alcohol than what is perceived by their peers.

22.7% of ND young adults age 18-29 report driving within two hours of drinking in the past 30 days.

*Binge drinking: 5 or more drinks of alcohol on an occasion or in a row
ALCOHOL: ADULT

Adult binge drinking in North Dakota is a serious public health issue, resulting in many consequences impacting individuals, families and communities.

**90.8%**
OF ND ADULTS BELIEVE
ADULT ALCOHOL USE IS A PROBLEM IN THEIR COMMUNITY.8

The economic costs of excessive alcohol consumption in the ND are estimated at **$487 million**, which is $725 per person or $1.40 a drink.20

Of surveyed individuals, nearly **5%** (4.7%) of adults report drinking to excess and driving in the past 30 days.15

More than one in six (17%) adult arrests in ND are for driving under the influence.11

In the past month, **60.1%** of adults age 26 and older used alcohol.1

**35%** of fatal crashes in ND are alcohol-related.16

**30%** of new domestic violence cases in ND involve alcohol.19

Approximately **5.7%** of ND adults age 26 or older met the criteria for alcohol use disorder in the past year.1

ND ranks **2nd** in the nation for binge* alcohol use (past month) among adults age 26 and older (31.2%).7

**94.6%** of women and **84.7%** of men entering North Dakota correctional facilities have an active substance use disorder diagnosis.18

Nationally, excessive alcohol use led to approximately **95,158 deaths** and 2.76 million years of potential lives lost each year from 2011-2015, shortening the lives of those who died by an average of 40 years.76

*Binge drinking: 5 or more drinks of alcohol on an occasion or in a row
ALCOHOL: RISK FACTORS

There are many risk factors that influence a person’s likelihood of engaging in illegal or risky substance use. Effective prevention focuses on reducing these risk factors.

1. Research shows that individuals who start drinking before the age of 15 are **four times** more likely than individuals who start drinking at the age of 21 to meet the criteria for alcohol use disorder at some point in their lives.20
   - Of ND high school students report their first use of alcohol before the age of 13,3
   - A decrease from **25.4%** in 2003.

2. Generally, individuals do NOT believe binge drinking is risky.
   - The majority of ND high school students (70.7%) and ND young adults age 18-29 (70.8%) believe binge drinking one or two times a week does NOT pose a great risk.5,11

3. The easier it is to obtain alcohol, the higher the likelihood for use and abuse.
   - 1 Bar for 1,809 People
     - North Dakota ranks highest in the nation for the number of bars per capita, with 1 bar for every 1,809 people. Compare this to Virginia with 1 bar for every 64,773 people.22
   - 1 License for 492 People
     - There is 1 alcohol beverage license (restaurant serving alcohol, bar or liquor store) in ND for every 492 people.23

- Of ND adults believe it is not at all difficult for youth to **buy alcohol at a store** themselves.8
- Of ND adults believe it is not at all difficult for youth to **get an older person to buy** alcohol for them.9
- Of ND adults believe it is not at all difficult for youth to **sneak alcohol from their home or a friend’s home**.9
**ALCOHOL: PREVENTION WORKS**

Prevention is a proactive approach; creating an environment that promotes the health and well-being of individuals, families and communities, which prevents problems before they occur.

CHANGE COMES FROM

- **Increased awareness of the risks associated with underage drinking and adult binge drinking.**
  - 66.2% of ND adults believe that alcohol servers and bartenders should be specially trained.8

- **Strengthened policies to reduce access to alcohol.**
  - 81.1% of ND adults support the legal drinking age of 21.8

- **Enforcement of laws and policies related to alcohol.**
  - 67.7% of ND adults support DUI checkpoints.8

- **Shifting community norms to be supportive of healthy decisions, and not supportive of excessive alcohol consumption.**
  - 86.7% of ND adults support compliance checks.8

- **Protective parental behaviors such as ongoing conversations, healthy role-modeling, monitoring, support and engagement.**
  - 81.0% of ND adults support policies to reduce access to alcohol.

  - 78.4% of ND high school students report their parents or other adults in their family most of the time or always ask where they are going and with whom.8

  - 78% of ND high school students report their parents or other adults in their family have clear rules and consequences for their behavior.8

Parents are the #1 influence in their child’s life. Visit parentslead.org.

**NORTH DAKOTA ADULTS**

- 72.7% believe it is possible to reduce alcohol and other drug problems through prevention.8

- 73.6% believe that prevention programs are a good investment.8
TOBACCO

Generally, cigarette use is declining among youth in the state. However, use of other tobacco products has remained steady or increased.

YOUTH

93.4% of ND adults believe TOBACCO USE AMONG YOUTH IS A PROBLEM IN THEIR COMMUNITY.9

20.4% of ND middle school students report trying cigarette smoking (even one or two puffs) at one point in their life.5

35.5% of ND high school students report current (in the past 30 days) use of tobacco.5

9.6% of ND college students used tobacco within the past 30 days.14

8.3% of ND high school students report current (past 30-day) use of cigarettes; compared to 12.6% in 2017.9

Electronic Vapor Products

6.0% of ND middle school students report using electronic vapor products at one point in their life.3

33.1% of ND high school students report current use of electronic vapor products.3

23.9% of ND college students used electronic cigarettes within the past 30 days.14

an increase from 19.1% in 2017.3

ADULTS

89.6% of ND adults believe TOBACCO USE AMONG ADULTS IS A PROBLEM IN THEIR COMMUNITY.8

27.3% of ND adults (age 26 and older) report tobacco product use in the past month; compared to 23.1% of US adults (age 26 and older).7

27.3% ND

23.1% US

behavioralhealth.nd.gov/data
TOBACCO

Tobacco is the leading preventable cause of death in the United States and takes a tremendous toll on lives in North Dakota. When we prevent tobacco use and exposure to secondhand smoke, we prevent disease, suffering and death, and save money on healthcare expenditures and productivity losses.

The majority
63.7%
of North Dakotans (age 12 or older) believe smoking one or more packs of cigarettes per day poses great risk.1

In the 2020 school year, 558 North Dakota students were expelled or suspended because of tobacco-related incidents, resulting in 1,337 days removed from school.25

Exposure to secondhand smoke causes more than 41,000 deaths each year among adults in the United States.26

The life expectancy for SMOKERS is at least 10 YEARS SHORTER than for nonsmokers.28

39.4% of ND high school students report it would be very easy to get tobacco products if they wanted some.24

13.2% of ND high school students usually obtain their own cigarettes by buying them in a store or gas station.24

4.9% of ND high school students usually obtain their own electronic vapor products by buying them in a store.24

*During the 30 days before the survey, among students who were less than 18 years old and who currently smoke or use electronic vapor products.

Tobacco costs us all, even those who do not use tobacco. North Dakota smoking-caused monetary costs include:27

Annual health care costs directly caused by smoking: $326 million

Smoking-caused productivity losses: $232.6 million

Medicaid costs caused by smoking: $56.9 million

Residents’ state and federal tax burden from smoking-caused government expenditures: $724 per household

behavioralhealth.nd.gov/data
MARIJUANA

When compared to national rates, marijuana use is generally lower. Young adults often overestimate how frequently their peers are using marijuana which can influence personal decisions surrounding marijuana use.

85.3%
The majority of ND adults believe MARIJUANA is a problem in their community.

76.2%
Three out of four ND adults believe YOUTH marijuana use is a problem for their community.

YOUTH
8.2%
of ND middle school students have used marijuana one or more times in their lifetime.5

12.5%
of ND high school students have used marijuana one or more times in the last 30 days, compared to 19.8% in U.S.10

YOUNG ADULT
13.0%
of ND young adults (age 18 to 29) report marijuana use in the past 30 days.19

ADULT
6.0%
of ND adults (age 26 and older) report using marijuana in the past month, compared to 8.3% in the U.S.7

12.3%
of ND college students used marijuana within the past 30 days.14

PERCEIVED VERSUS ACTUAL MARIJUANA USE AMONG ND YOUNG ADULTS
(Number of days in the past 30 days)

A significant misperception is revealed when perceptions of how frequently peers use marijuana are compared to actual marijuana use rates.13

Marijuana use by young adults is significantly less than what is perceived by their peers.

4% 87%
0 DAYS

51%
1-10 DAYS

45%
11+ DAYS

Perceived use
Actural use
MARIJUANA

As efforts to legalize marijuana continue, there is an increasing perception that marijuana is not harmful or addictive. The reality is that marijuana can cause major health, safety, social, and learning problems - especially in adolescents.

Youth initiation of marijuana increases the likelihood of negative consequences, including addiction.

- 5.0% of ND high school students tried marijuana for the first time before the age of 13. 5
  5.0% is equivalent to approximately 1,989 students, or almost the total number of students enrolled in the entire Jamestown School District. 9

Generally, use is higher when individuals do not believe use is risky.

- 73.7% of ND youth (age 12-17) and 76.7% of ND adults (age 18 or older) do NOT perceive great risk in smoking marijuana once a month. 3

The easier it is to obtain marijuana, the higher likelihood for use and abuse.

- 38.7% of ND adults believe it is not at all difficult for adults or youth to access marijuana in their community. 6

- 12.1% of ND high school students were offered, sold, or given an illegal drug on school property during the year before the survey. 7

Nearly 49% of drugs seized in drug/narcotic violations in 2019 were marijuana-related. 10

Among adolescents receiving substance use disorder treatment services at a regional human service center, 91% report marijuana use. 29
PREScription Drugs

Prescription opioid misuse and overdose is a growing concern across the nation and in North Dakota communities.

MORE THAN THREE QUARTERS of ND adults believe prescription drug use among both youth (82.4%) and adults (85.9%) is a problem in their community.8

6.8% of ND middle school students and 14.3% of ND high school students report using prescription pain medication without a doctor’s prescription one or more times during their lifetime.5

1.0% of ND young adults (age 18-29) report use of prescription medication in the last 30 days to get high.11

3.6% of ND adults (age 26 or older) report non-medical use of pain relievers in the past year, compared to 3.6% in the U.S.7

People who are addicted to prescription pain killers are 40x more likely to become addicted to heroin.10

The majority of heroin users report that they began abusing prescription drugs before using heroin.7

In North Dakota, overdose deaths increased from 43 in 2014 to 77 in 2016 and has decreased to 70 in 2018.32

COMMON TYPES OF PRESCRIPTION PAIN MEDICATION (OPIOIDS):
Morphine; Oxycodone (Oxycontin, Percocet); Methadone; Hydrocodone (Vicodin); Codeine; Fentanyl

More than three out of five drug overdose deaths in the United States involve an opioid (42,249 deaths) and nearly half of those deaths were from prescription opioids.31,32
PRESCRIPTION DRUGS

Access to prescription medications is a key risk factor relating to the misuse of and addiction to prescription opioid medication.

The more prescription opioid medication is available, the higher likelihood of misuse.

- 51.3% of people (age 12+) who misuse pain relievers obtain them from a friend or relative.\(^{33}\)
- 29.7% of ND adults believe it is **NOT** at all difficult for youth or adults to access prescription drugs in their community.\(^{8}\)

The number of **controlled substance prescriptions** increased from **935,201** in 2008 to **1,498,714** in 2015 and has decreased to **1,195,475** in 2019.\(^{34}\)

Among individuals receiving substance use disorder treatment services at a regional human service center, nearly 10% report heroin or prescription opioid use.\(^{29}\)
OTHER ILLICIT DRUGS
Illicit drug use is relatively low in North Dakota.

YOUTH (ND HIGH SCHOOL STUDENTS)
- 27.2% report using synthetic marijuana one or more times in their life.\(^5\)
- 3.4% report using cocaine one or more times in their life.\(^5\)
- 1.6% report using methamphetamine one or more times in their life, compared to 2.5% in the U.S.\(^5\)
- 1.3% report using heroin one or more times in their life, compared to 1.7% in the U.S.\(^5\)

YOUNG ADULT
- 5.3% of ND college students report use of other illegal drugs in the past year (heroin, inhalants, synthetic drugs, etc.).\(^6\)

ADULT
- 3.1% of ND adults (age 18 and older) report using illicit drugs (other than marijuana) in the past month.\(^7\)

North Dakota has taken steps to decrease access of methamphetamine such as restrictions on sales of products used to manufacture the drug and increased enforcement.

The majority of ND community members believe it is difficult to access methamphetamine.

An increase from 62% in 2015.

When asked, 18.7% of ND community members disagree with the statement, “I know who to go to if I need help for myself or family member(s) who are abusing alcohol or other drugs.”

If you would like to know where to find help, visit: behavioralhealth.nd.gov/addiction/service-locator
OTHER ILLICIT DRUGS

The consequences of illicit drug use impact our families and communities.

Nearly 15% of the total arrests in 2019 were for drug/narcotic violations.  

The most common drug types seized in drug/narcotic violations are¹¹

- **MARIJUANA**  
  3,651 CASES

- **AMPHETAMINES/METHAMPHETAMINES**  
  2,498 CASES

- **HEROIN**  
  325 CASES

- **OTHER NARCOTICS**  
  290 CASES

Up to 3 drug types may be selected for each incident

667 individuals received services at one of the three authorized Syringe Service Programs in the state from January 1, 2020 and June 30, 2020.  

This is a 60% increase in participants compared to the same time frame in 2019. ¹⁷

Syringe service programs are an important component to both disease prevention and connecting people to services. In North Dakota during the same six months, there were 192 referrals to substance use treatment centers as a result of Syringe Service Programs.

94.6% of women and 84.7% of men entering ND correctional facilities have an active substance use disorder diagnosis. ¹⁸

96% of youth (age 12-17) had a substance use disorder in the past year.⁷

8.8% of adults (18+) had a substance use disorder in the past year.⁷

Substance Use Disorder (SUD): Individuals with alcohol or illicit drug dependence or abuse are defined as having SUD. The questions used to measure dependence and abuse are based on criteria in the fourth edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV).
Suicide rates in North Dakota have increased more than any other state.

North Dakota’s suicide rate increased more than any other state, rising 58% from 1999 to 2020 (CDC, 2018).

ND’s rate is consistently higher than the national average, taking 154 lives in 2017. This is 1 person every 57 hours (AFSP, 2019).

It remains the second leading cause of death for ND ages 15-34 (NDDoH, 2020).

If someone you know is struggling emotionally or having a hard time, you can be the difference in getting them the help they need. It’s important to take care of yourself when you are supporting someone through a difficult time, as this may stir up difficult emotions. If it does, please reach out for support yourself.

There is hope. Most people who struggle with thoughts of suicide get better. Help and hope begins with talking about it.

The National Suicide Prevention Lifeline provides 24/7, free and confidential support for people in distress and prevention and crisis resources for you or your loved one. Call 1-800-273-TALK (8255)
MENTAL ILLNESS

Mental illness is a growing concern for North Dakota youth and adults.

26.2% of ND middle school and 30.5% of ND high school students reported feeling sad or hopeless. (almost every day for >=2 weeks in a row so that they stopped doing some usual activities, ever during the 12 months before the survey)

55.5% of ND middle school and 61.2% of ND high school students reported their mental health was not good. (including stress, depression, and problems with emotions, on at least 1 day during the 30 days before the survey)

ND College Students

In the past two weeks nearly every day:

- felt down and depressed: 7.2%
- felt nervous, anxious, or on edge: 13.1%

In the past month nearly every day:

- could not cope with things to do (fairly or very often): 38.7%
- felt mentally exhausted: 13.5%

In the past year, 111,377 adults (18+) have Any Mental Illness (AMI). Any Mental Illness (AMI) is defined as individuals having any mental, behavior, or emotional disorder in the past year that met DSM-IV criteria (excluding developmental and substance use disorders).

4.9% 28,645 adults (18+) have Serious Mental Illness (SMI). Serious Mental Illness (SMI) is defined as adults with any mental, behavior, or emotional disorder that substantially interfered with or limited one or more major life activities.

*The percentage to population comparisons were calculated to demonstrate the approximate number of people affected.

Nationally 8.5 million adults have a co-occurring behavioral health disorder (SUD & AMI) (Based on 2018 NSDUH prevalence)
PREVENTION IS PROACTIVE

Prevention creates an environment that promotes health and well-being of individuals and communities, to prevent problems before they occur.

Evidence-based prevention strategies decrease the likelihood of disease, suffering and death – saving lives and money.

Every dollar invested in evidence-based prevention strategies yields $64 in savings.\(^1\)

74% of North Dakota adults believe that prevention is a good investment.\(^8\)

EFFECTIVE PREVENTION LOOKS LIKE...

- Law enforcement implementing alcohol and tobacco compliance checks to enforce the laws related to youth access to substances.
- Taking medication as prescribed and safely disposing of any unused or unwanted medication.
- Parents and other adults engaging with the children in their life and role-modeling healthy behaviors.
- Policy-makers having conversations about policy changes that can help support healthy communities.
- Community coalitions being active in community efforts and promoting healthy and safe messages and activities.
PREVENTION WORKS!

Years of implementing evidence-based prevention strategies has shown successful outcomes.

In nearly 20 years, current alcohol use among ND high school students has been cut in half (from 60.5% to 27.6%).

The percentage of ND high school students who report having their first drink before age 13 has decreased from 32.3% in 1995 to 12.9% in 2019.

The percentage of ND high school students reporting current cigarette use dropped from 34.8% in 1995 to 8.3% in 2019.
GET INVOLVED!

Your community can work together to become a healthier, more vibrant place to live by investing time, energy and money in prevention. In fact, it is one of the best investments we can make in our state’s future - creating safe and healthy individuals, families, businesses and communities.

Follow these steps to build a healthier community:

**Target the Problem**
Prevention research shows using data to inform decision-making is critical to making effective change.

**Find Resources**
For prevention to be effective, it takes time and collaboration with others committed to addressing community-specific issues.

**Build Support**
Well-supported prevention efforts with adequate resources are more likely to succeed.

**Do What Works**
Identifying and implementing a comprehensive set of strategies proven to work leads to the greatest chance at making positive community change.

The North Dakota Department of Human Services’ Behavioral Health Division has a team of prevention experts ready and willing to help communities get started with implementing effective prevention.

- Request assistance from our training and technical assistance team.
- Order or download free prevention materials.

Learn more at behavioralhealth.nd.gov/get-involved
PREVENTION CAMPAIGNS

Comprehensive communication is an important component of prevention. The Behavioral Health Division has developed three statewide programs/campaigns to address the statweide data-driven prevention priorities:

### BEHAVIORAL HEALTH

61.2% of North Dakota high school students reported their mental health was not good.⁵

Parents Lead supports parents in promoting the behavioral health of their children by providing resources and materials based on four evidence-based parental behaviors:

1. Ongoing communication
2. Effective monitoring
3. Positive role-modeling
4. Support and engagement

### BINGE DRINKING

1 in 3 North Dakota adults age 26 and older currently binge drink.²

Speak Volumes addresses adult binge drinking and related consequences through comprehensive messaging about binge drinking, standard drink sizes, and alcohol volume.

### OPIOID MISUSE

From 2013 to 2018, the number of opioid overdose deaths has more than tripled.³²

Every aspect of the opioid crisis requires great care. From understanding the risks and benefits of pain medications to knowing the signs of addiction, to recognizing an overdose and knowing how to help - there are ways all of us can care for each other and ourselves.

Each campaign offers a wide variety of easy-to-access tools and resources designed to assist your community with local implementation. Materials and resources are free to order or download at prevention.nd.gov/materials

For more information, visit www.parentslead.org or engage on social media.

For more information, visit behavioralhealth.nd.gov/speakvolumes

For more information, visit behavioralhealth.nd.gov/opioids
REFERENCES

7. 2017-2018 National Survey on Drug Use and Health: Model-Based Prevalence Estimates (50 States and the District of Columbia) (Rep.). (n.d.) NSDUH.
21. National Institute on Alcohol Abuse and Alcoholism (NIAAA)
22. U.S. Census Bureau, 2016 County Business Patterns, U.S. Census Bureau, Population Division 2018
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25. North Dakota Department of Public Instruction. (November 30, 2020). Data. Data | North Dakota Department of Public Instruction (nd.gov)


Be an advocate for prevention

behavioralhealth.nd.gov/prevention

To request copies

online : prevention.nd.gov
email : dhsbhd@nd.gov
phone : 701.328.8919