

Raising the Bar, Keep Youth Events Substance Free Questions and Answers

1) What is Raising the Bar, Keep Youth Events Substance Free?

Raising the Bar is a Marin county initiative that aims to shift the norms of substance use and encourage modeling of healthy choices by keeping youth events substance free.

2) Why is Strawberry Seals Swim Team adopting the RTB Campaign?

Marin County is ranked as the healthiest county in California, however, conversely it is ranked higher than 80% of all counties for ADULT EXCESSIVE DRINKING. Similarly, the youth data is also alarmingly high. Mill Valley Little League wants to be part of the solution to help reduce underage substance use by educating families on the correlation between healthy modeling and behavior and the increased use of substances. Here are some data points that guided us to our participation with Raising the Bar:

- 42% of Marin County 7th graders report that it is fairly easy to very easy to access E-cigarettes or vaping devices.
- Between grades 7 and 9 current alcohol use increases by 325%.
- 41% of Marin County 9th graders have used alcohol or other drugs to get high.
- Between grades 9 and 11 binge drinking increases by 177%.
- 31% of Marin County 11th graders reported that they have either driven in a car after using alcohol or other drugs, or been driven by a friend who has used alcohol or other drugs.
- Parents have a significant influence on their kid's decisions regarding alcohol. By working together to prevent underage alcohol consumption, we can have a direct impact on the health of our local youth and decrease the short and long-term consequences of substance use for adolescents, families, and our community as a whole.

3) What is expected of parents?

Practice healthy parent modeling at all Strawberry Seals events, virtually or in person. It's important for kids to see that all - adults and youths alike - can have a good time without drinking or using substances when participating in youth events.

4) What if I host a party at my house and it's adults only?

Raising the Bar is not focused on eliminating adult use from our community, rather to be mindful of our substance use and behavior at youth gatherings and to keep youth events substance free as a way to model healthy behavior in their presence.