



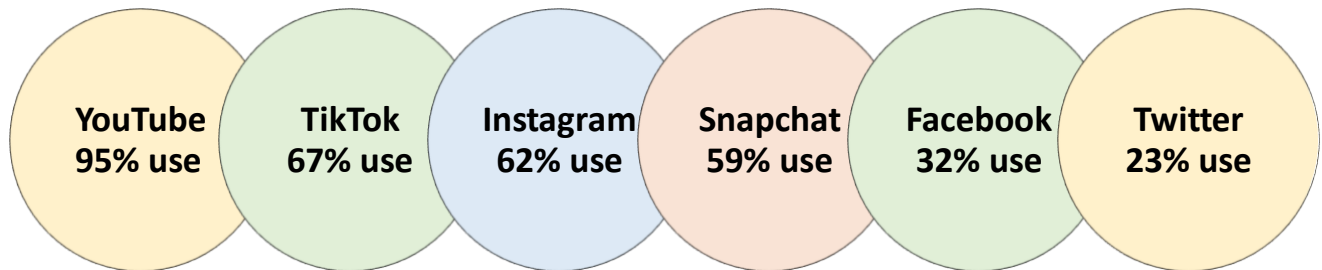
Realities of Drug Addiction

Glamorizing Substance Use Through Social Media

- ◆ Glamorizing advertisements of alcohol, tobacco, and prescription drugs indisputably influence pre-adolescents and adolescents.
- ◆ Businesses spend \$25 billion dollars annually on alcohol, prescription drugs, and tobacco advertising.
- ◆ To attract pre-adolescents and adolescents, businesses use celebrities, models, influencers, bands, etc. to advertise alcohol, prescription drugs, and tobacco.
- ◆ The glamorization of substances in advertisements, media, and social media promotes the belief that using these substances is normal behavior.

Social Media Sites Most Often Used by Teens

According to Pew Research Center, social media use of TikTok, Instagram, and Snapchat has increased. The percentage of teen use in 2022 on social media sites includes:



Excessive social media exposure is associated with depression, anxiety, poor sleep, eating issues, low self-esteem, self-harm, substance misuse/abuse, and addiction among pre-adolescents and adolescents.

Social Media and Media Influences:

- ◆ Businesses promote a positive image of their products by showing people having fun, socializing, and in good health while smoking tobacco, drinking alcohol, and taking medicines.
- ◆ Television and movies often have substance use and in many cases, it is portrayed as a norm, which can create confusion among kids and teens.
- ◆ Photos and videos of family members and friends may show people smoking and drinking, which can lead to a child or teen thinking this is normal social behavior.

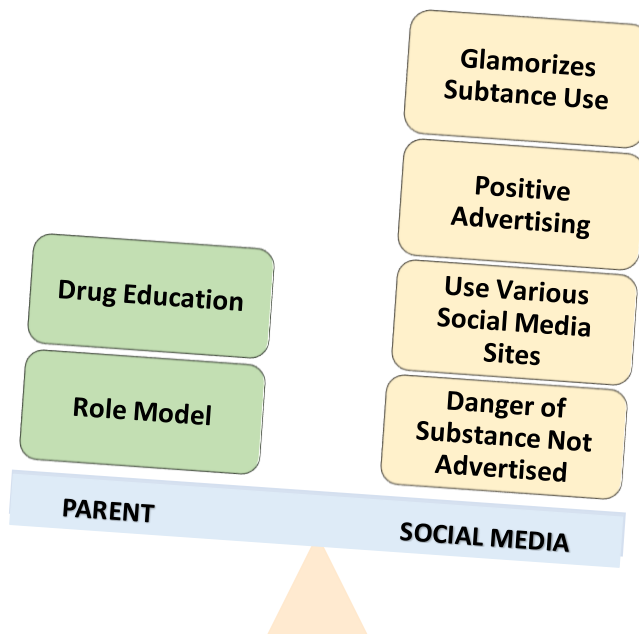
- ◆ The internet, social networking sites, and cell phones offer new and troublesome opportunities for pre-adolescent and adolescent substance exposure. **A variety of social media sites sell tobacco and alcohol, and few have effective age-verification procedures.**
- ◆ Prescription medicines can also be bought online. The danger of buying medicines online is that they can be laced with illicit fentanyl or may not be the drug itself.



Realities of Drug Addiction

- ◆ It can be difficult for parents to compete with social media advertisements. Although the U.S. government has restricted tobacco advertising on television, social media is used to glamorize the use of tobacco. Alcohol has not had the same restrictions and their advertising has increased.
- ◆ Regulatory authority over online content is lacking and may not prevent kids and teens from viewing marketing advertisements of alcohol, tobacco, and drugs. Businesses and marketing use media and social media to advertise their products, often creating a positive experience or image, which can increase the willingness of kids and teens to experiment or accept alcohol, tobacco, and drugs from their peers.

Parent Versus Social Media:



Federal Laws:

- ◆ Federal laws prohibit web sites from collecting personal information from children under the age of 13 without parental consent, but this is very difficult to monitor.
- ◆ There are no federal laws that exist for teenagers, leaving them vulnerable to predators, drug dealers, bullies, and other dangers.

Research Findings:

- ◆ Late childhood and adolescence is associated with experimentation, exploration, risk taking, and asserting their independence, making them more vulnerable to the use of substances.
- ◆ There is consistent evidence that children, teenagers and young adults who are frequently exposed to substance use and social media have a higher incidence of substance use.
- ◆ The younger the age at which substances are used, the greater the risk of addiction and serious health conditions.



Realities of Drug Addiction

Recommendations from the American Academy of Pediatrics:

- ◆ Ban tobacco advertising in all media.
- ◆ Limit alcohol advertising.
- ◆ Avoid having children exposed to substance-related content (tobacco, alcohol, prescription & illicit drugs) on television and in PG-13/R-rated movies.
- ◆ Substance abuse prevention program should discuss advertising of products on social media and its influence on substance use.
- ◆ Implement media education programs in the classroom.

Because late childhood and adolescence is a time of experimentation, exploration, risk taking, forming identity, and asserting their independence, it is extremely important that parents monitor their kids and teen's social media activity.

Recommendations from research studies:

- ◆ Establish a social media policy that respects autonomy but allows parental monitoring including access to accounts and social media passwords.
- ◆ Limit screen time.
- ◆ Monitor kids and teens online behavior frequently and consistently.
- ◆ Teach kids and teens not to share their personal information.
- ◆ Monitor privacy settings.
- ◆ Use parental controls to block content that could be harmful.

Recent research continues to show the connection between social media and substance use. It takes vigilance to ensure young kids and teens do not get drawn into the substance world by the marketing of these products.



References:

- Beleva, Y., Pike, J.R., Miller, S., Xie, B., Ames, S.L., & Stacy, A.W. (2019). Share of Advertising Voice at the Point-of-Sale and Its Influence on At-Risk Students' Use of Alternative Tobacco Products. *Nicotine & Tobacco Research, 21(7)*, 903-910. doi: 10.1093/ntr/nty152
- Belcher, H.M. & Shinitzky, H.E. (1998). Substance abuse in children: prediction, protection, and prevention. *Archives of Pediatric and Adolescent Medicine, 152(10)*, 952-960. doi: 10.1001/archpedi.152.10.952
- Bhadani, T. & Balamurugan, J. (2018). Media and Substance Abuse. *International Journal of Research in Engineering, Science and Management, 1(10)*, 262-268.
- Bozzola, E., Spina, G., Agostiniani, R., Barni, S., Russo, R., Scarpato, E., Di Mauro, A., Di Stefano, A.V., Caruso, C., Corsello, G., & Staiano, A. (2022). The Use of Social Media in Children and Adolescents: Scoping Review on the Potential Risks. *International Journal of Environmental Research and Public Health, 19(16)*: 9960. doi: 10.3390/ijerph19169960
- Buja, A., Gallimberti, L., Chindamo, S., Lion, C., Terraneo, A., Rivera, M., Marini, E., Gomez-Perez, L.J., Scafato, E., & Baldo, V. (2018). Problematic social networking site usage and substance use by young adolescents. *BMC Pediatrics, 18(367)*, 1-11. <https://doi.org/10.1186/s12887-018-1316-3>
- Chiu, M., Gatov, E., Fung, K., Kurdyak, P., & Guttman, A. (2020). Deconstructing the Rise in Mental Health-Related ED Visits Among Children and Youth in Ontario, Canada. *Health Affairs (Millwood), 39(10)*, 1728-1736. doi: 10.1377/hlthaff.2020.00232
- Costello, C.R. & Ramo, D.E. (2017). Social Media and Substance Use: What Should We Be Recommending to Teens and Their Parents? *Journal of Adolescent Health, 60*, 629-630. <http://dx.doi.org/10.1016/j.jadohealth.2017.03.017>
- Jackson, K.M., Janssen, T., & Gabrielli, J. (2018). Media/Marketing Influences on Adolescent and Young Adult Substance Abuse. *Current Addiction Report, 5(20)*, 146-157. doi: 1007/s40429-018-0199-6
- Jernigan, D.H., & Rushman, A.E. (2014). Measuring youth exposure to alcohol marketing on social networking sites: challenges and prospects. *Journal of Public Health Policy, 35(1)*, 91-104. <https://doi.org/10.1057/jphp.2013.45>
- Jiloha, R.C. (2017). Prevention, early intervention, and harm reduction of substance use in adolescents. *Indian Journal of Psychiatry, 59(1)*, 111-118. doi: 10.4103/0019-5545.204444



Realities of Drug Addiction

Keller-Hamilton, B., Muff, J., Blue, T., Lu, B., Slater, M.D., Roberts, M.E. & Ferketich, A.K. (2018). Tobacco and Alcohol on Television: A Content Analysis of Male Adolescents' Favorite Shows. *Preventing Chronic Disease, 15*: 180062. <http://dx.doi.org/10.5888/pcd15.180062>

Kelly, Y., Zilanawala, A., Booker, C., & Sacker, A. (2018). Social Media Use and Adolescent Mental Health: Findings From the UK Millennium Cohort Study. *EClinicalMedicine, 6*, 59-68. <https://doi.org/10.1016/j.eclinm.2018.12.005>

Lenhart, A. (2015). Teens social media & technology overview. (Internet) www.pewinternet.org/2015/04/09/teens-social-media-technology-2015

Moreno, M.A., Christakis, D.A., Egan K.G., Brockman, L.M., & Becker, T. (2012). Associations between displayed alcohol references on Facebook and problem drinking among college students. *Archives of Pediatric Adolescent Medicine, 166*(2), 157-163. [doi://10.1001/archpediatrics.2011.180](https://doi.org/10.1001/archpediatrics.2011.180)

Pew Research Center (2022, August 8). *Since 2014-15, TikTok has arisen; Facebook usage has dropped; Instagram, Snapchat have grown* (Internet) https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/pj_2022-08-10_teens-and-tech_0-01a/

Primack, B.A., Kraemer, K.L., Fine, M.J., & Dalton, M.A. (2009). Media Exposure and marijuana and Alcohol Use Among Adolescents. *Substance Use & Misuse, 44*(5), 722-739. [doi: 10.1080/10826080802490097](https://doi.org/10.1080/10826080802490097)

Richardson, A., Ganz, O., & Vallone, D. (2015). Tobacco on the web: surveillance and characterization of online tobacco and e-cigarette advertising. *Tobacco Control, 24*(4), 341-347. [doi: 10.1136/tobaccocontrol-2013-051246](https://doi.org/10.1136/tobaccocontrol-2013-051246)

Roberts, M.E., Keller-Hamilton, B., Hinton, A., Browning, C.R., Slater, M.D., Xi, W., & Ferketich, A.K. (2019). The magnitude and impact of tobacco marketing exposure in adolescents' day-to-day lives: An ecological momentary assessment (EMA) study. *Addictive Behavior, 88*, 144-149. [doi: 10.1016/j.addbeh.2018.08.035](https://doi.org/10.1016/j.addbeh.2018.08.035)

Romer, D. & Moreno, M. (2017). Digital media and Risks for Adolescent Substance Abuse and Problematic Gambling. *Pediatrics, 140*(2), 102-106. [doi: 10.1542/peds.2016-1758](https://doi.org/10.1542/peds.2016-1758)

Strasburger, V.C. (2010). Children, Adolescents, Substance Abuse, and the Media. *Pediatrics, 126*(4), 791-799. [doi: 10.1542/peds.2010-1635](https://doi.org/10.1542/peds.2010-1635)



Realities of Drug Addiction

Turha- Gurbuz, P., Coban, O.G., Erdogan, A., Kopuz, H.Y., Adanir, A.S., & Onder, A. (2021). Evaluation of Internet Gaming Disorder, Social Media Addiction, and Levels of Loneliness in Adolescents and Youth with Substance Use. *Substance Use & Misuse, 56(12)*, 1874-1979. doi: 10.1080/10826084.2021.1958856

Unger, J.B. & Bartsch, L. (2018). Exposure to tobacco websites: Associations with cigarette and e-cigarette use and susceptibility among adolescents. *Addictive Behavior, 78*, 120-123. <https://doi.org/10.1016/j.addbeh.2017.11.012>

Quigley, J., Committee on Substance Use and Prevention. (2019). Alcohol Use by Youth. *Pediatrics, 144(1)*: e20191356