



2017 PRESIDENT'S CHALLENGE PUBLIC HEALTH APPROACHES TO PREVENTING SUBSTANCE MISUSE AND ADDICTIONS

The Association of State and Territorial Health Officials' (ASTHO's) President's Challenge is an effort to unite and rally state health officials, affiliates, and other cross-sector partners to take action on a critical and urgent public health issue within states and communities. The challenge for 2017, issued by ASTHO president, Jay C. Butler, MD, CPE, centers around public health approaches to preventing substance misuse and addictions.

Substance misuse and addictions to alcohol, prescription drugs, and illicit substances are long-standing but growing problems in the United States. We witness the consequences every day in the form of overdoses, substance-related interactions with the criminal justice and child welfare systems, HIV and hepatitis C infections, prenatal substance exposure effects, and the burden on the healthcare system.

“Substance misuse and addictions must be recognized as public health issues and not just a concern of the criminal justice system. We now know that addictions are chronic conditions involving brain function, and substance misuse is often deeply rooted in early life events and social factors. To truly make an impact, we must make these connections to create and implement effective, science-based responses.”

– Jay C. Butler, MD, CPE

SUBSTANCE MISUSE IN THE UNITED STATES



Overdose is the leading cause of injury-related death in the United States.¹



1 in 10 Americans aged 12 or older used illicit drugs in the past month.²



3.8 million young adults aged 18 to 25 reported heavy alcohol use in the past month.³



From 2002 to 2014, the prevalence of daily or almost daily marijuana use in the past year increased by 92 percent.⁴



Misuse of tobacco, alcohol, and illicit drugs costs more than \$700 billion annually.⁵

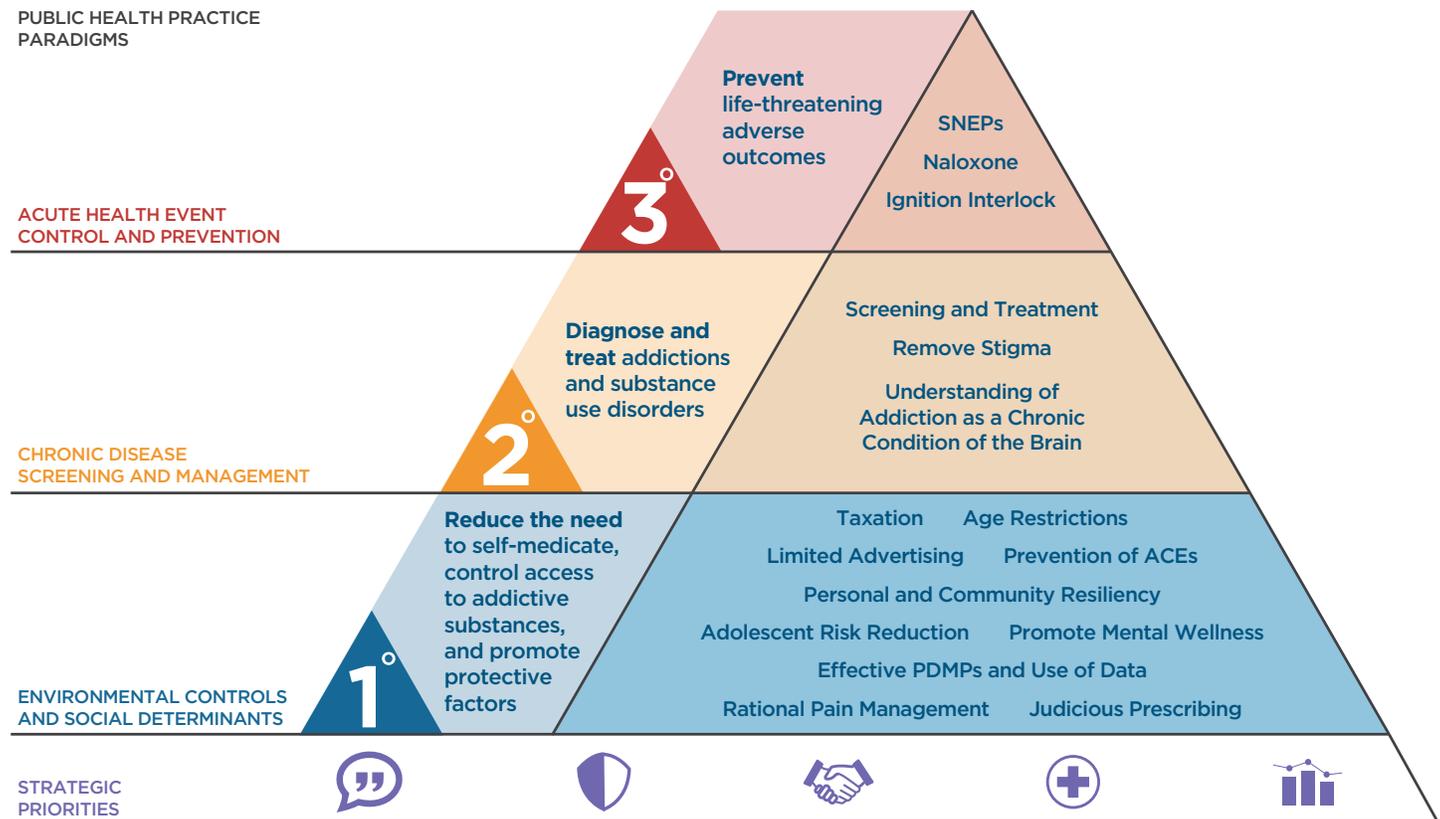
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4. Azofeifa A, Mattson ME, Schauer G, et al. National estimates of marijuana use and related indicators — National Survey on Drug Use and Health, United States, 2002–2014. Available at: <http://dx.doi.org/10.15585/mmwr.ss6511a1>. Accessed 9-12-2016.
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2017 PRESIDENT'S CHALLENGE

Substance Misuse and Addictions Prevention Framework

With an emphasis on prevention and early intervention, the 2017 President's Challenge urges state health officials to use proven public health approaches in order to prevent substance misuse, addictions, and the related consequences. We must also work together to raise awareness, improve education, and drive meaningful conversations around substance misuse and addictions.



Our Challenge to Health Departments

The public health community can participate in the 2017 President's Challenge by taking action on one or more of the following strategies:

-  Reduce stigma and change social norms.
-  Increase protective factors and reduce risk factors in communities.
-  Strengthen multi-sectoral collaboration.
-  Improve prevention infrastructure.
-  Optimize the use of cross-sector data for decisionmaking.



TO LEARN MORE ABOUT THE 2017 PRESIDENT'S CHALLENGE AND HOW YOU CAN TAKE ACTION, VISIT WWW.ASTHO.ORG/ADDICTIONS