

Youth Alcohol and Other Drug Prevention Services

November 12, 2025

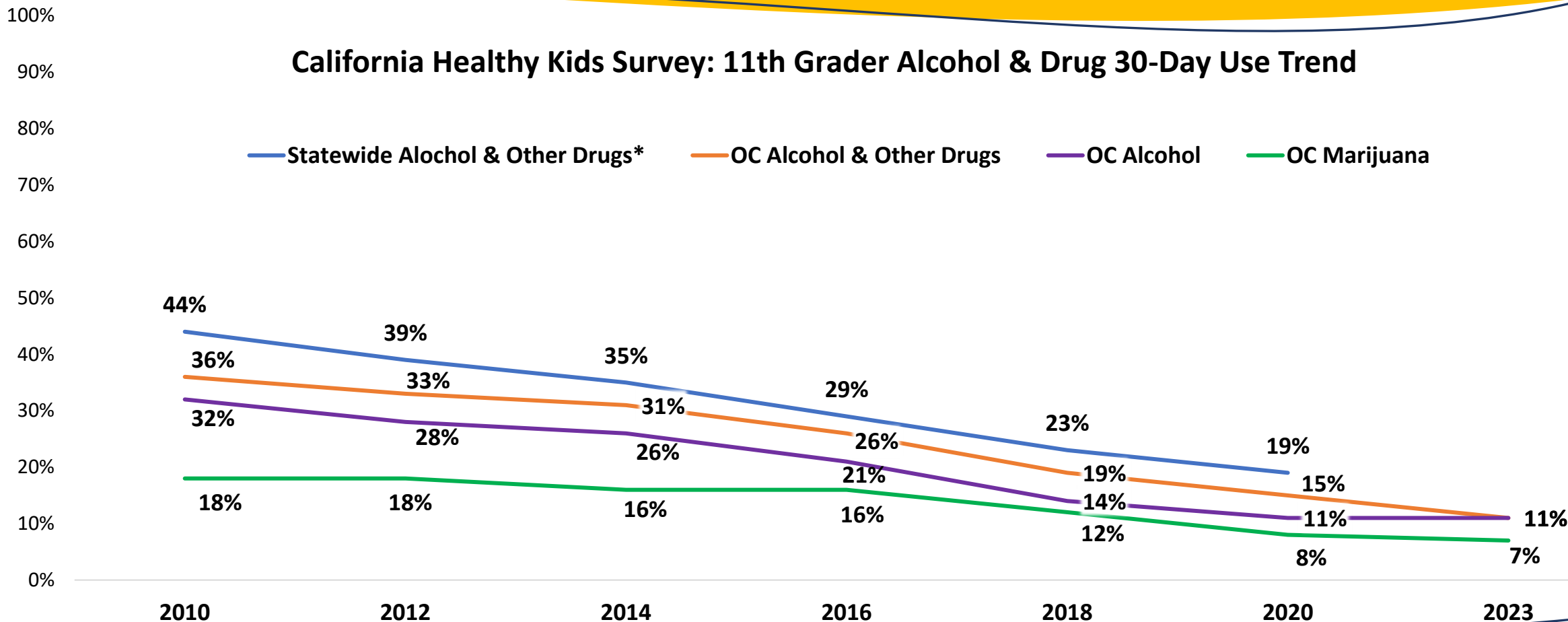
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Overview

- Data on substance use among Orange County youth
- Youth Prevention
 - Orange County Friday Night Live
 - Regional prevention projects
- Life is Greater than Drugs social media campaign

Learning from the data



**2023 data not available*

Orange County Friday Night Live Partnership

This program:

- Builds and supports healthy youth development
- Engages youth as active leaders in their communities and schools
- Provides education and training workshops
- Partners with youth to provide prevention activities to their peers



Orange County Friday Night Live Partnership

Opportunities for Success

- Caring relationships with peers and adults
- Community engagement
- Leadership, teamwork, and advocacy
- Action planning, public speaking, and critical thinking

Youth-Led Prevention Activity



Youth-Led Prevention Activity



Youth-Led Prevention Activity



Regional Substance Use Prevention Projects

- Upstream approach
- Comprehensive services
- Countywide - Regional

Youth-Led Prevention Activity



Youth-Led Prevention Activity



Youth-Led Prevention Activity



Youth-Led Prevention Activity



Prevention Media Campaign

Life is Greater than Drugs

L>D

Campaign Goals

- Increase awareness of the risks associated with substance use
- Prevent substance use among Orange County youth ages 11 – 18

Campaign Components

- Formative research
- Asset-based approach
- Digital and social media across multiple platforms

Campaign Messages

- Short, eye-catching videos designed with an authentic style
- Youth involved in fun, positive activities
- Videos include facts on the dangers of use
- Lifeisgreaterthandrugs.com



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Thank you

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