Demand Reduction in Arizona
Theoretical Framework

• Community driven solutions
• Scientifically proven strategies
• Developmentally and culturally based approaches
• Substance-specific
• Delay onset of use
Key Contributing Factors

1. Access

2. Perception of Harm

3. Attitudes towards use
Top Substances of Concern

- Alcohol
- Marijuana
- Prescription drugs
Increasing Perception of Harm

• Social marketing

• Peer education
Decreasing Access

- Lock up programs
- Shoulder tapping
- Covert underage buys
- Take back events
- Drop boxes
- Prescription drug monitoring program
Changing Attitudes

• Liquor license opposition

• Billboard opposition

• Social host laws

• Responsible beverage service
Increasing Access to Treatment

• Decision tree posters

• Screening, Brief Intervention, Referral to Treatment
Arizona Youth Drinking and Driving

- Drove after drinking
- 30 day alcohol use

Arizona Alcohol Related Crashes, Fatalities & Injuries

- Alcohol related crashes
- Alcohol related injuries
Thank you!

Vanessa Nielsen
Office of Prevention
Arizona Department of Health Services
Division of Behavioral Health Services
Vanessa.Nielsen@azdhs.gov