

School District Advisory #14
New CDC Study Results released
Youth Risk Behavior Study
Effective Date: June 9, 2016



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies. These advisories will be sent to leadership via email.

The 2015 results of the Youth Risk Behavior Study have been posted to the CDC website and will be garnering headlines across the nation in the coming weeks. We wanted to be sure to share the links to the study and some of the media coverage as you plan on the upcoming school year and the trends that you will see continuing.

Most of the study results are of no surprise to any of our clients as we have been reporting on the pervasive use of Vaporizers, Vapes or other delivery devices that can be easily concealed or utilized for non-tobacco related products. Unfortunately, the laws that govern the promotion of these devices are not impacted by the long standing laws that govern the promotion and sales of tobacco related products near schools or to teens.

This is an opportunity for a call to action to local legislators based on your onsite findings and the reported items that we share with you. Schools have a unique position to help elevate this into the conversation with parents and elected officials so that children are not marketed to by these companies. The CDC report along with your own incident reports should provide the needed foundation.

Also in the study are vehicular deaths and behaviors while in vehicles such as distractions from other inexperienced drivers or texting. As many of you know street racing continues to be a growing issue and one that we will continue to support as it is directly related to student safety. Many of you already work with your local law enforcement on assemblies for both parents and students to educate and report on the dangers.

Opioids are not a new challenge, but it is growing in acceptance, which means we have a continuing opportunity to educate parent and youth regarding securing these prescription drugs as well as the dangers of experimenting with them.

One of the issues now being covered by the CDC and scientific study is defined as screen time, which as we have reported as a growing concern is the amount of time that students are staring at a screen with ear buds in and not interacting with others in a face to face manner although they are in a room of their peers. We often report on the risks of the devices in the bedrooms based on the post times that we see up until just a few hours before school starts thus creating a sleep deprivation issue. There are studies that address this potentially disrupting a person's circadian rhythm.

To learn more, view below just a few links to reports from across the country about this social media trend.

<http://www.cdc.gov/healthyyouth/data/yrbs/index.htm>

<http://www.cnn.com/2016/06/09/health/cdc-national-youth-risk-behavior-survey-2015/index.html>

<http://www.scientificamerican.com/article/apple-s-night-shift-mode-how-smartphones-disrupt-sleep/>

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