

# RISK FACTOR

# PERCEIVED AVAILABILITY



Click here to see survey data on our website

2023 data show youth perception of availability is on the rise across all substances, following declines during the pandemic.



Some Factors that Contribute to Perceived Availability



## Commercialization

- Bright colorful packaging and flavors that appeal to youth
- Large displays in stores frequented by youth
- Marketing targets minority populations and youth

## Legalization

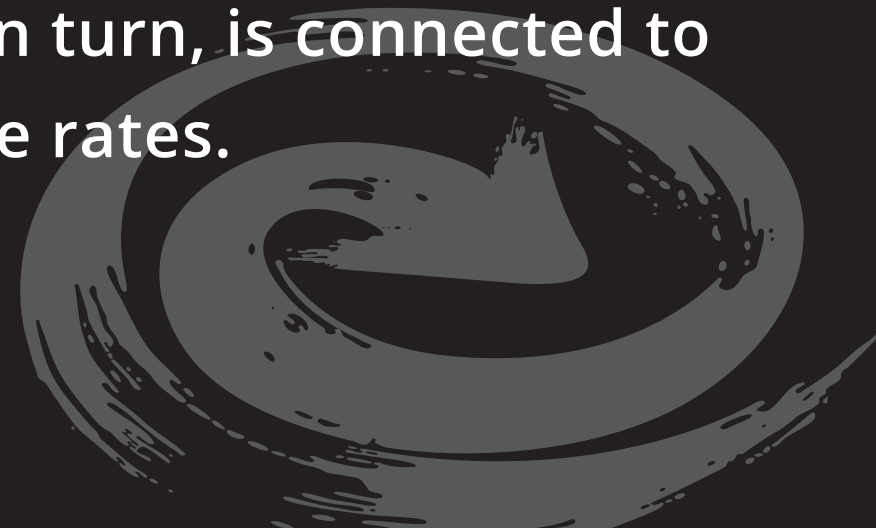
- Youth substance use is dominated by the 3 substances legal for adult use:
  - Alcohol
  - Marijuana
  - Nicotine



## Did you know? The Impact of Social Media

Researcher Dr. David Jernigan calls social media a “super peer”

Greater exposure to substance-related media is linked to greater perception of peer use. This, in turn, is connected to higher youth use rates.



Social Media Platforms have also become an access point to purchase substances