



SAPC

Grand Forks
Substance Abuse
Prevention Coalition



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POSITIVE INFLUENCE

News From The Grand Forks Substance Abuse Coalition



SAPC Message Reaches Youth Via TikTok, Snapchat

One of the keys to showing youth the risks of underage drinking, marijuana and tobacco use is to make sure youth see that message. TikTok and Snapchat continue to be widely used social media platforms for teens, so that's where SAPC's targeted "Wait What?" campaign has been deployed. Audio commercials are also used on platforms like Spotify.

These ads leverage a common slang phrase used by teens and tie it to eye-opening facts about underage substance abuse. Look for these ads the next time you log in to TikTok or Snapchat.

Positive Partners

My name is Matthew Bullinger, and I am a School Resource Officer with the Grand Forks Police Department. I see the harmful effects of drugs and alcohol on youth and the troubling rise of vaping. Vape products often contain nicotine and other harmful chemicals, posing serious risks to physical and mental health. It's important to stay engaged with our youth and understand how easily they can access these substances. Together, we can work to protect today's youth and ensure a healthier future.



Resources

If you'd like to learn more about how you can speak to your teen about alcohol, tobacco and marijuana use, the road to becoming a positive influence can begin with information from these websites:

- [Parentslead.org](https://www.parentslead.org)
- [Prevention.nd.gov](https://www.prevention.nd.gov)
- [CDC.gov](https://www.cdc.gov)
- [Tobaccofreekids.org](https://www.tobaccofreekids.org)
- [Truthinitiative.org](https://www.truthinitiative.org)

