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Team Leader of the Mindstrong Program at Thresholds

Located in Chicago, IL
LEARNING OBJECTIVES

- Increase knowledge of generational differences and motivations to strengthen working relationships with Generation X, Y and Z.

- Improve understanding of substance use trends and patterns of X, Y and Z Generations.

- Learn prevention strategies that are evidence-based and tailored for each generation.
“Evidence-based prevention interventions, carried out before the need for treatment, are critical because they can delay early use and stop the progression from use to problematic use or to a substance use disorder (including its severest form, addiction), all of which are associated with costly individual, social, and public health consequences.”

QUESTION TO RESPOND TO VIA CHAT

What does prevention mean to you?
PREVENTION
Why We Should Care About Prevention

- Public Health
- Long-term medical consequences
- Social problems
- Improve prognosis
- Prevent progression from misuse to disorder

“Research suggests that the United States urgently needs evidence-based policies and programs, including those that are community- or population-specific, to help stem the nation’s tidal wave of deaths of despair.”
Alcohol, Drug, and Suicide Deaths Among Young Adults: Ages 20–34, 1999–2017

SOURCE: Trust for America's Health and Well Being Trust analysis of National Center for Health Statistics data, CDC.
### Opioid Overdose Deaths by Age Group (2018)

<table>
<thead>
<tr>
<th>Age Range (Years)</th>
<th>Florida</th>
<th>Illinois</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 24</td>
<td>187</td>
<td>172</td>
</tr>
<tr>
<td>25 - 34</td>
<td>898</td>
<td>531</td>
</tr>
<tr>
<td>35 - 44</td>
<td>840</td>
<td>505</td>
</tr>
<tr>
<td>45 – 54</td>
<td>653</td>
<td>497</td>
</tr>
<tr>
<td>55 +</td>
<td>611</td>
<td>462</td>
</tr>
<tr>
<td>Total</td>
<td>3,189</td>
<td>2,169</td>
</tr>
</tbody>
</table>

https://www.kff.org/other/state-indicator/opioid-overdose-deaths-by-age-group/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D
Well-supported scientific evidence demonstrates that a variety of prevention programs and alcohol policies that address these predictors prevent substance initiation, harmful use, and substance use-related problems, and many have been found to be cost-effective. These programs and policies are effective at different stages of the lifespan, from infancy to adulthood, suggesting that it is never too early and never too late to prevent substance misuse and related problems.” – The Surgeon General’s Report on Alcohol, Drugs, and Health (2016).

Which generation most commonly uses illicit stimulants?

A. Gen X (1960 – 1980)
C. Boomers (1940 – 1960)
THE ANSWER IS ....

BABY BOOMERS

Characteristics of Generations X, Y and Z

https://youtu.be/fti1kNy3sS8
GENERATIONS

• What is a generation?
  – A cohort of people born within a particular period of time

• A generation moves together from one life phase to another.

• Each generational interval is approximately 20 years in length
  – Twenty years represents the average length of time between birth and childbearing—or the beginning of the next generation
  – The twenty year interval also represents the division of an average human lifespan of roughly 80 years into four distinct phases: youth, rising adulthood, midlife, and elderhood

GENERATION X

- Born between 1960 and 1980
- Philosophy: to work and produce
- Individualism
- Ambition
- Workaholic
- Experienced the arrival of the internet

https://www.iberdrola.com/talent/generation-x-y-z
https://youtu.be/9_nbQszjBX4
GENERATION Y

- Born between 1980 and 1995
- The Millennials
- First multi-screen users
- Social media arrived with this generation
- Optimistic and narcissistic → selfie culture
- Economic crisis has impacted level of competition in the workplace

https://www.iberdrola.com/talent/generation-x-y-z
GENERATION Z

- Born between 1995 and 2009
- Centennials
- Transforming the system
- Digital Natives
- Mastery of technologies
- Give voice to social causes on the internet
- Driven by instant gratification
- Limited attention span

https://www.iberdrola.com/talent/generation-x-y-z
Motivations of Generations X, Y and Z

**Generation X**

Generation X values bonuses and stock as monetary rewards and workplace flexibility as a non-monetary reward.

*Preferred recognition style:* informal, rapid and publicly communicated.
*Welcomed benefits:* telecommuting and tuition reimbursement.

**Generation Y**

Generation Y wants stock options as a monetary reward and values feedback as a non-monetary reward.

*Preferred recognition style:* regular, informal communication through company chat or social networks.
*Welcomed benefits:* flexible schedules, continued learning.

**Generation Z**

Generation Z is more interested in social rewards (mentorship and constant feedback) than money, but also is motivated by meaningful work and being given responsibility.

*Preferred recognition style:* regular in-person public praise.
*Welcomed benefits:* online training and certification programs.

GENERATION X

- Prefers to work independently
- Believes career progression should be based on competence (not age, rank or seniority)
- Rewards favored:
  - Recognition from boss
  - Gift cards
  - Experiential Rewards
  - Flexible Schedules

GENERATION Y

- Motivated by skills training and mentoring
- Workplace culture and feedback are important
- Preferred Rewards
  - Recognition from the boss
  - Time off
  - Flexible schedules

GENERATION Z

- Motivated by meaningful work & being given responsibility
- Want to know their work impacts the organization
- Want projects that combine passion and excitement
- Rewards Preferred
  - Recognition from boss
  - Experiential rewards
  - Badges

Previous Prevention Efforts

• Focused efforts on addressing specific substances by use of public health announcements or community education programs

"We need to start approaching the problem of substance use disorder from the basis of what makes individuals abuse one or more substances instead of what substances are abused in a community," The current prevention approach does not consider the fact that what makes a child develop a substance use disorder is different from what will cause an adult or older adult to abuse the same substance."

-- Eric Afuseh
Prevention is for Everyone

• Unique developmental factors & life stressors in different age groups
• Potential misuse of more than one substance at a time
• Multiple risk factors for developing a substance use disorder

## Risk Factors for Developing Substance Use Disorder by Age Groups (Table 1)

<table>
<thead>
<tr>
<th>Children Less than 18 years</th>
<th>Young Adults 18 years – 25 years</th>
<th>Adults 26 years – 64 years</th>
<th>Older Adults Over 65 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACEs</td>
<td>ACEs</td>
<td>ACEs</td>
<td>ACEs</td>
</tr>
<tr>
<td>Physical or Emotional Trauma</td>
<td>Physical or Emotional Trauma</td>
<td>Physical or Emotional Trauma</td>
<td>Physical or Emotional Trauma</td>
</tr>
<tr>
<td>Chronic Health Problems</td>
<td>Chronic Health Problems</td>
<td>Chronic Health Problems</td>
<td>Chronic Health Problems</td>
</tr>
<tr>
<td>Environmental Factors</td>
<td>Environmental Factors</td>
<td>Environmental Factors</td>
<td>Environmental Factors</td>
</tr>
<tr>
<td>Family History</td>
<td>Family History</td>
<td>Family History</td>
<td>Family History</td>
</tr>
<tr>
<td>Social Determinants</td>
<td>Social Determinants</td>
<td>Social Determinants</td>
<td>Social Determinants</td>
</tr>
<tr>
<td>Grief and Loss</td>
<td>Grief and Loss</td>
<td>Grief and Loss</td>
<td>Grief and Loss</td>
</tr>
<tr>
<td>Higher Education</td>
<td>Higher Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Military Service</td>
<td>Military Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthcare Professionals</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*ACEs: Adverse Childhood Experiences*
What we can do to support prevention for everyone:

- Identify risk factors for developing a substance use disorder in each generational age group
- Use list of risk factors to develop screening tools that are specific to generational and developmental age groups, using language that resonates with them
- Develop intervention strategies based on screen results
  - Education
  - Empowerment through mentoring
  - Social media targeted communications
  - Workplace orientation information

RESOURCES

Drug Free

Marketing to Millennials

Smart Recovery

Recovery for Youth and Young Adults

Substance Misuse Prevention for Young Adults

Alcohol and Drug Misuse and Suicide and the Millennial Generation
As we wrap up for today, I’d like you to think about the following:

- What’s the most important thing you learned today?
- What’s one thing you plan to implement?
- What’s something you’re already doing well?
REFERENCES

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Kaiser Family Foundation (2020, February). Opioid Overdose Deaths by Age Group. Retrieved from: https://www.kff.org/other/state-indicator/opioid-overdose-deaths-by-age-group/?currentTimeframe=0&sortModel=%7B%22colId%22:%22Location%22,%22sort%22:%22asc%22%7D
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