



**FOR IMMEDIATE RELEASE**

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## **BACK TO SCHOOL DAZE**

### ***New Survey Spotlights Drug & Alcohol Abuse Among Teens During School Hours***

**WOODLAND HILLS, California** – Kids are officially back in school. If you listen closely, you can almost hear parents across the nation breathing a collective sigh of relief. Unfortunately, however, although kids are back at school, they are not necessarily safe from the temptations of summer, home or friends. In fact, according to a new survey from Sober College\*, American students are using their time away from home to use and abuse alcohol and drugs in school.

“Many parents would consider the results of our survey to be staggering,” said Robert Pfeifer, founder of Sober College, a long-term, co-ed treatment facility for young adults ages 17 to 26. “Unfortunately, the survey tells a relatively untold story about the power of drugs and alcohol and the threat of addiction among kids and young adults. The simple fact is that kids begin using drugs and alcohol earlier than parents might expect and they don’t just wait for weekends and parties to get high.”

According to the survey results – information that falls in line with facts released by such well-known institutions as CASA Columbia – the majority of people who struggle with drugs and/or alcohol as adults began early. Fifty-two percent (52%) of Sober College’s clients began using drugs and alcohol in junior high; with 20 percent (20%) saying they began using even earlier (6<sup>th</sup> grade) and 17 percent (17%) stating they started in high school.

Further, it is not uncommon for students to bring their drug and alcohol habits with them to school. Of those surveyed, 87 percent (87%) admitted to using drugs or alcohol on campus during the school day. Thirty-two percent (32%) said they used drugs in schools every day and 20 percent (20%) said they used drugs and/or alcohol multiple times a day during school hours.

According to the survey results, the “favorite” locations to use drugs or alcohol during school hours are: In the car (21%); in the parking lot (14%); in school bathrooms (10%) or “other” (55%), including using at sporting events, during lunch and in the hallways (between classes).

So how are students getting away with using drugs and alcohol on campus? “Pretty easily,” said Pfeifer. “They aren’t being monitored closely and addicts, as a whole, learn to perfect the art of sneaking around and hiding their afflictions.”

As part of the Sober College survey, respondents also provided insight into where they hid their drugs and alcohol. The majority of those surveyed chose to stash their goods in cars, pockets, undergarments and backpacks.

Hiding is clearly a skill, when it comes to teens and drug and alcohol abuse. According to the survey, most parents are in the dark about their child’s substance abuse. In fact, 71 percent (71%) of those surveyed said they were never caught and/or their parents had no idea. In part because grades and interests were not overtly impacted by drug and alcohol abuse. Of those surveyed, 48 percent (48%) were still receiving As and Bs, while 61 percent (61%) also took part in school activities, from on-campus clubs to sports teams.

“Regardless of who’s using and how it’s affecting them early on, there’s one fact that’s clear, simple and scary: The earlier substance use starts, the greater the risk for addiction,” said Pfeifer. “And because young brains are still developing, young people are especially vulnerable to alcohol and drugs.”

For more information about drug and alcohol abuse among young people, signs of use and insight into help, visit [SoberCollege.com](http://SoberCollege.com).

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#### **ABOUT SOBER COLLEGE**

At Sober College, we examine and manage addiction treatment from a brain perspective. And it is under this umbrella of understanding that addiction is a primary and chronic disease of the brain, that Sober College’s highly trained team of experts has developed a comprehensive, long-term, creative, refreshingly real and frankly, fun approach to healing for young adults (ages 17-26). Here, we encourage young adults to revel in sobriety by exploring life and all its possibilities while still in rehab. From continuing their education with our unparalleled, on-site, accredited college program to discovering passion in music with our resident rock star, from finding fitness, directing films and engaging in auto shop to testing boundaries with skydiving and showing off their gifts at monthly talent shows, we lead our clients down a path of self-discovery and self-expression to find self-esteem and self-determination. This is a treatment program that redefines rehab. Period. For more information, visit [SoberCollege.com](http://SoberCollege.com) or call us at 877.635.2135.