
RODNEY A. WAMBEAM, PHD

UTAH FALL SUBSTANCE ABUSE CONFERENCE
ST. GEORGE, UTAH
SEPTEMBER 24, 2015
Alternate Title:

@timcurtin, Feb 5
@CADCA yes, please teach me about my generation, middle aged bald guy

RODNEY A. WAMBEAM, PHD
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Zeitgeist and Epidemiology

The Spirit of the Time,
The Spirit of the Age
My Interest and Full Disclosure

(Howe and Strauss, 1993)  (Coupland, 1991)  (Green, 1984)
And I have Millennial Children

Project_Cora

petrifyingproductions.com
<table>
<thead>
<tr>
<th>Born Period</th>
<th>Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Born before 1925</td>
<td>WWII or GI</td>
</tr>
<tr>
<td>Born between 1925 and 1942</td>
<td>Silent</td>
</tr>
<tr>
<td>Born between 1943 and 1960</td>
<td>Baby Boom</td>
</tr>
<tr>
<td>Born between 1961 and 1981</td>
<td>Gen X</td>
</tr>
<tr>
<td>Born between 1982 and 2002</td>
<td>Millennial</td>
</tr>
</tbody>
</table>

(Howe and Strauss, 2000, p. 41)
Generation Population (in America)

Boomers: 77 million

Xers: 51 million

Millennials: 80 million

(Taylor, 2014, p. 33)
The Trouble with Young People Today

Past Month Use of Alcohol

Past Month Use of Tobacco

Data Source: Youth Risk Behavior Surveillance Survey, CDC
Who are Millennials?

“Empowered by digital technology; coddled by parents; respectful of elders; slow to adulthood; conflict-averse; at ease with racial, ethnic, and sexual diversity; confident in their economic futures despite coming of age in bad times.”

(Howe and Strauss, 2000, p. 41) (Taylor, 2014, p. 33)
Who are Millennials?
What do Researchers Say?

To understand Millennials you need to understand Boomers and Xers

(Howe and Strauss, 2000, p. 48)
Baby Boomers

“As exuberant youths, led the countercultural upheavals of the 1960’s. But the iconic image of that era – long-haired hippy protestors – describes only a portion of the cohort. Now on the front stoop of old age, Boomers are gloomy about their lives, worried about retirement, and wondering why they aren’t young anymore.”

(Taylor, 2014, p. 33)
Gen Xers


(Taylor, 2014, p. 33)
Millennials

“Empowered by digital technology; coddled by parents; respectful of elders; slow to adulthood; conflict-averse; at ease with racial, ethnic, and sexual diversity; confident in their economic futures despite coming of age in bad times.”

(Taylor, 2014, p. 33)
Millennials and Technology

“The Millennial Generation and digital technology, like two good friends, have been there at all the important moments for each other” (Burstein, 2013, p. 53).

(Taylor, 2014, p. 238)

(Jawed Karim in “Me at the Zoo”)
Millennials and Politics

Typically, Millennials are more...

- optimistic
- confident in the political process
- liberal
- in favor of activist government

(Pew Research Center, 2014)
Millennials and Pop Culture

Millennials only, what is this?

It’s a...

(Gladwell, 2002)
And Then...There is This

“The greatest magic of Harry Potter: Reducing prejudice”

(Vezzali, Stathi, Giovannini, Capozza, and Trifiletti, 2014)
What is the Millennial Future?

(Howe and Strauss, 2000, p. 41)  
(Stein, 2013)
Five Challenges for Effective Prevention Targeting Millennials
1. Stay the Course

SAMHSA     SPF SIG     Drug Free Communities

SPR
Utah Fall Conference

CSAP
Prevention Block Grant

CADCA     NREPP     SPF PFS
2. Really Use Technology
3. Involve Parents More
4. Take Advantage of Teamwork
5. Tie Wellness to Social Good

We’re in business to help improve lives. With every product you purchase, TOMS will help a person in need. One for One.®
Millennials in the Workforce
Millennials in the Workforce

- 8% report having a parent accompany them on a job interview, and 3% have had a parent sit in on the interview.

- The younger generation learned about winning and losing from gaming, and they bring that to the workplace. If they don’t like a job, it’s re-set. Goodbye.

- 79% say it is more important to enjoy their job than to make big money.

- 87% say it is important to have a career that better the world around them.

(Ellin, 2014)
Ten Bits of Advice for the New Prevention Workforce
Millennials...

1. Love them, live with them, but don’t bring your parents to a job interview
2. If not to the organization, then at least commit to the project
3. It’s hard, but try to respect your elders
4. Hold on to your optimism as long as possible
5. Slow down – life is a marathon not a sprint
Boomers and Xers...

1. You are not dinosaurs, evolve already!
2. Embrace Millennial workplace culture
3. Mentor and provide lots of feedback
4. Use Millennial technological savvy to your advantage
5. Believe in Millennials as long as possible
Thank You!

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Further Readings


And visit these websites:

jasondorsey.com
pewresearch.org/millennials
millennialimpact.com
References


References (continued)


