



GTHHSC Substance Abuse Committee

September 2006 Fact Sheet

Project YELL / Underage Drinking

More Communities Target Parents Who Allow Underage Drinking – (JoinTogether) - In Long Beach, N.Y., the city council recently made it a crime for adults to serve alcohol to underage drinkers, with penalties including fines of \$250 and up to 15 days in jail. Most of the laws have been passed on the local, rather than state, level because communities realize they need to tailor these laws to local concerns.

'Truth'-Like Campaign Targets Underage Drinking – (JoinTogether) - FACE's (www.faceproject.org) Web-based underage-drinking campaign is similar to the "Truth" antismoking project. The Connecticut Coalition to Stop Underage Drinking is adopting the campaign which will reach kids directly. See www.utakeitback.org.

Positive Reinforcement for Youth - Kingston Cares (New York) developed a program called Kingston Cares Mayoral Awards, to reinforce and encourage positive behaviors and award them with a certificate and a prize by the Mayor during city council meetings. Youth are nominated by community members; prizes are donated by local business. Local TV and newspaper cover the awards ceremonies. See www.kingstoncares.org

Decrease in Teen Alcohol Use - Fewer teens, ages 12-17, are using illicit drugs and drinking alcohol, according to the 2005 National Survey on Drug Use and Health (NSDUH) released today by SAMHSA.

Innovative 'Social Norms' Campaign - The Broward County Commission on Substance Abuse and Broward County Schools are targeting students with a "social norms" campaign. Surveys showed that four out of five kids say they do not usually drink when hanging out with friends but see their friends drinking. Based on this information, Ambit Marketing titled the campaign "Four out of Five." In its first phase, Ambit created t-shirts, posters, bracelets, pencils, Post-Its, mugs, and automated calls to students in multiple languages. Next they plan to use billboards, signs, and newspaper ads and the participation of local businesses. Social norms campaigns are designed to tell youth the reality of what with their friends are doing, and work with the kids to believe and adopt this healthy behavior through the years." (JoinTogether)

Parents Dramatically Underestimate Alcohol And Illicit Drug Use By Youth, according to data from the most recent national Pride surveys of parents and students. One-fifth (21%) of students in 6th grade reported that they had drunk alcohol at least once in the past year, yet only 5% of parents said that their 6th grade child has tried or is using alcohol. The gap between students' self-reported use and parents' perceptions of their children's use narrows with age, parents continue to significantly underestimate youth alcohol use. More than 2/3 of 12th graders reported past year alcohol use, while only 41% of parents thought that their 12th grade child had used alcohol. Similar results were found for illicit drug use. For details see www.cesar.umd.edu/cesar/cesarfax/vol15/1531.pdf. (JoinTogether)

With Courts' Blessing and Federal Funds, School Drug Testing Grows

The Bush administration last year gave 373 public secondary schools funding for random student drug testing, up from 79 two years ago, and 225 other schools are conducting testing using private funding. In fiscal year 2007, President Bush is proposing 45% increase. Some schools have expanded to include random testing of students who drive to school and those attending dances, proms, or class parties. (JoinTogether)

Early Alcohol Users are 5X More Likely to Be Alcohol Dependent in their Lifetimes according to an analysis of data from the National Epidemiologic Survey on Alcohol and Related Conditions (NESARC). For details, including data charts, source information and caveats, download www.cesar.umd.edu/cesar/cesarfax/vol15/15-30.pdf. (JoinTogether)

Societal Cost of Underage Drinking - Despite minimum-purchase-age laws, young people regularly drink alcohol. This study estimated the magnitude and costs of problems resulting from underage drinking by category: traffic crashes, violence, property crime, suicide, burns, drownings, fetal alcohol syndrome, high-risk sex, poisonings, psychoses, and dependency treatment. It compared costs with associated alcohol sales. Previous studies did not break out costs of alcohol problems by age. See <http://vps.policyimpact.com/dailydigestpdfs/IIAA/MillerStudy.pdf>

Warning

Nonprofits Warned Against Political Campaigning with risk losing their tax-exempt status, the IRS warns. It recently sent notices to 15,000 nonprofits, churches, and tax preparers outlining its Political Activity Compliance Initiative. (JoinTogether)

Events

Invitation to Hockomock YMCA Teen Center – You are invited to the grand opening and ribbon cutting of the North Attleboro YMCA Teen Center on **9/29/06**, 5:30, at 45 Elm St., North Attleboro. If you are unavailable at that time but would still like to come by another time, please call coalition member Dawn DaCosta, **508-695-7001, x270**.

Taunton Federal Credit Union Child Safety Day will be held Saturday **9/30/06** from 11 A.M. – 2 P.M. with a rain date of October 21st. For information about setting up a display, contact Holly Sharples at **508-802-6464**.

Marketing

Pathways To Hope is a one-hour live call-in talk show that airs Tuesdays 1-2 PM. Host Dan LeBrun chats with 1-2 guests from a human/social services/community building agency about helpful services for greater Taunton area residents. The show is taped & rebroadcast over the weekend. For free publicity/visibility for your program, whether or not you have been on the show previously, call Dan, **800-333-8000, 508-997-9353**, or d.lebrun@easternbk.com.

Developing an 'Elevator Message' for Your Group – (JoinTogether) Every group should have a brief description of the organization's work that can be delivered to a stranger in the time it takes to complete an elevator ride. The message should answer in 90 seconds, 3 basic questions: what the organization does, where it's heading, and why the listener should care. After the message is delivered, storytelling shows why your group is great. (JoinTogether)

Google Offers Web Ads to Nonprofits - AdWords awards are arranged through the Google Grants program and support nonprofit community-based groups. In-kind ads are intended to help groups inform and engage their constituents, raise awareness and drive traffic to their websites for at least 3 months. Application deadline is open. Only 501(c)3 nonprofits may apply. For more information, see www.google.com/grants/information.html

On-Line Screening Test - AlcoholScreening.org is easy-to-use and scientifically validated. Users answer a few quick questions, instantly finding out if their drinking patterns are likely to be risky or harmful. Join Together developed and supports this free tool for addiction and health professionals, those curious about their own drinking, clients, patients, colleagues, peers, friends and others. More than 400,000 people have already completed the screening. (JoinTogether)

Tobacco Related

Children in Car Seats a Captive Audience for Second Hand Smoke – (Jointogether) The California Senate approved a measure to impose \$100 fines for smoking while driving with children young enough to have to ride in child-safety seats. Children are effectively smoking a pack and a half a day for every hour they are exposed to smoke in a car.

The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General concludes that there is no risk-free level of exposure to secondhand smoke. Nonsmokers exposed to secondhand smoke at home or work increase their risk of developing heart disease lung cancer. Nearly half of all nonsmoking Americans are still regularly exposed to secondhand smoke, and even brief secondhand smoke exposure can cause immediate harm. The only way to protect nonsmokers from the dangerous chemicals in secondhand smoke is to eliminate smoking indoors. See www.surgeongeneral.gov/library/secondhandsmoke/.

Making Schools Tobacco-Free – The Division of Adolescent and School Health website provides information on recommendations for making schools tobacco-free. See www.cdc.gov/healthyyouth.

Trends

The Safe Use Of Over the Counter Drugs - "Medicines in My Home," an interactive educational program, is located at www.fda.gov/medsinmyhome. It includes a "Teachers Room," featuring a PowerPoint presentation, classroom lesson materials, and other resources. For more information, contact Cindi Fitzpatrick: cynthia.fitzpatrick@fda.hhs.gov.

Bartering for Drugs - Two-thirds of the estimated 650,000 American teens who have exchanged sex for drugs or money are boys, according to research from the Pacific Institute for Research and Education. See www.pire.org/detail2.asp?core=38228&cms=114

Mass. Launches New Northshore Recovery High School for students who have had problems with drugs and alcohol. Students must be sober, agree to random drug testing, pledge to stay sober, and attend two 12-step meetings a week. The program has 10 enrollees and intends on having 40 by the end of the school year. In addition to academics, students will have one hour of group therapy a day, as well as electives. After a 9-3 day, students with no after-school job or 12-step meeting to attend remain at school to do homework or take extra classes. (JoinTogether)