



# Next Steps: Reducing Substance Abuse in Our Community

Cabell County Substance Abuse Prevention Partnership

January 2008

## ***CCSAPP Calendar:***

### **Partnership Meetings**

The partnership consists of professionals and individuals that are committed to working together to prevent substance abuse in our community.

**Meetings are held every third Wednesday of the month at noon.**

**Lunch provided.**

**Please call if interested in attending.**

### **Meeting Location:**

**United Way  
of the River Cities  
820 Madison Avenue**

### **Community Prevention Work Group Meetings**

The Work Group consists of community volunteers interested in working on substance abuse prevention efforts.

The next meeting will be held Tuesday, February 12, 2008 at 7:00pm at United Way 820 Madison Avenue Huntington, WV 25704

*All are welcome! Please call and let us know that you plan to attend*

*(304) 523-8929 ext. 17*

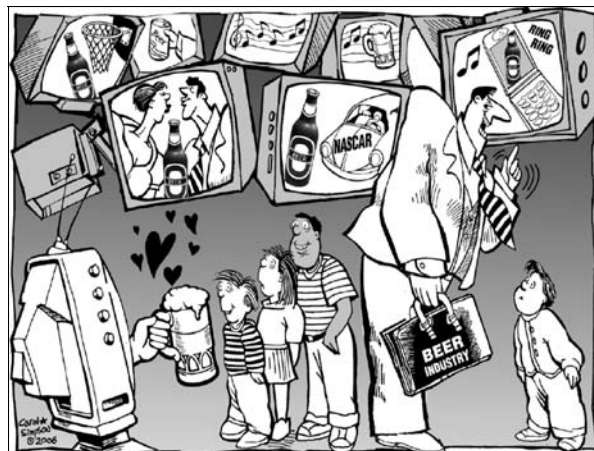
## 2007 Cabell Drug Summit

Over 125 community representatives from agencies, organizations, faith communities, schools, treatment providers, youth services, law enforcement, courts, government and individuals participated in the 2007 Cabell Drug Summit held November 29 at the Big Sandy Superstore Arena.

This year the meeting focused on environmental approaches to prevention. A recap of efforts throughout the community that have taken place during the last year was presented by Tim White. Attendees then viewed a photographic environmental scan created by local youth. The "My Community" project involved giving youth cameras to photograph negative and positive influences as to the use of alcohol, tobacco and other drugs. The resulting scan showed how pervasive tobacco, alcohol and drug related images are in our community. How do we influence behavior in an environment that encourages substance use?

Carla Lapelle, Assistant Dean of Student Affairs at Marshall University conducted a training in environmental management which is grounded in the premise that people make decisions in the context of their environments, and specifically, by the physical, social, legal, and economic environment. If people's behaviors are affected by the environment in which they live, and if we want their behavior to change, then we must change their environment.

Copies of the environmental scan power point presentation and the environmental management training are available. The environmental scan can be viewed from the CCSAPP link on [www.unitedwayrivercities.org](http://www.unitedwayrivercities.org)



"Now, kids, don't look until you're twenty-one."

[www.GetSerious.org](http://www.GetSerious.org)

### Tips for Parents of Teens

- Talk to Your Teen
- Monitor Your Teen
- Respect Your Teen
- Be a Good Role Model

## Youth Drinking Influenced by Advertising, Rand Study Says

Middle-school children exposed to high levels of alcohol advertising and marketing are 50 percent more likely to drink and 36 percent more likely to intend to drink than peers who were exposed to few ads, according to new research from the RAND Corporation.

Researchers studied a group of more than 1,700 sixth- and seventh-grade students, measuring their alcohol use and intention to drink against their exposure to alcohol ads on TV and magazines as well as in-store promotional items and other marketing materials, like T-shirts and posters.

"Parents may be aware that advertising may promote drinking among early adolescents," said Rebecca L. Collins, lead author of the study. "We did a previous study that found that children as young as fourth grade were very familiar with alcohol advertising and can tell you slogans and brand names. This new study shows that by the time they get to sixth grade, ads may be influencing them to drink."

Researchers found that TV alcohol ads appear to have the biggest influence on kids, but that children who owned alcohol-themed hats, posters, or

T-shirts were twice as likely to drink or intend to drink as their peers. Nineteen percent of the North Dakota middle-school students surveyed said they owned such materials.

"We were a little surprised by how common these promotional items were," Collins said.

"Parents can make a difference by keeping promotional merchandise from their kids. My guess is that many parents think it's harmless: your kid has a Budweiser T-shirt, it's just funny. But it probably is a subtle communication to kids that beer drinking is cool."

Reprinted from Join Together Online [www.jointogether.org](http://www.jointogether.org)

### FACTS:

- Research indicates that the human brain continues to develop into a person's early 20's, and that exposure of the developing brain to alcohol may have long-lasting effects on intellectual capabilities and may increase the likelihood of alcohol addiction.
- The age when drinking starts affects future drinking problems. For each year that the start of drinking is delayed, the risk of later alcohol dependence is reduced by 14 percent.
- Since laws established 21 as the minimum drinking age, the likelihood that a 15 to 20-year-old driver will be involved in a fatal crash has dropped by more than half.
- Teens who drink alcohol are more likely than nondrinkers to smoke marijuana, use inhalants, or carry a weapon.

### Did You Know?

A new national campaign to reduce underage drinking is focusing on the social sources that may provide teens with access to alcohol. The campaign's centerpiece is [www.dontserveteens.gov](http://www.dontserveteens.gov) a web site which is being sponsored by a coalition of public and private sector organizations, including the Federal Trade Commission, the nation's consumer protection agency. Parents and teens can visit the site to get more tips and information. For more information, visit [www.dontserveteens.gov](http://www.dontserveteens.gov)

# Religious Involvement and Substance Use

Research findings from the 2005 SAMHSA National Survey of Drug Use and Health indicate that religiosity is an important protective factor against substance abuse. The survey found:

- 30.8 percent of adults aged 18 or older attended religious services 25 or more times in a year. 78.1 percent reported that religious beliefs are a very important part of their lives, and 75.1 percent reported that religious beliefs influence how they make decisions in their lives
- 2.9 percent of adults who attended religious services 25 or more times in the past year used illicit drugs in the past

month compared with 10.1 percent of those who attended religious services fewer than 25 times

- Adults who reported that religious beliefs are a very important part of their lives were less likely to use illicit drugs in the past month than those who reported that religious beliefs are not a very important part of their lives (6.1 vs. 14.3 per cent)

Our local faith communities play an important role in reducing substance abuse. More and more congregations are ministering to those in recovery from addictions. Other congregations are interested in learning more about how they

can address this issue in their ministries.

A workshop for area pastors is being planned. This workshop, to be conducted by Rev. Lee McDermott of Logan, WV, will provide guidance for faith community leaders and those who work with faith communities to explore opportunities for ministry through prevention work with youth and adults; how to become community advocates for comprehensive treatment and prevention services; and how to provide support and hope to families and others in addressing the consequences of addiction.

Call 523-8929 ext 17 for more information

# Teen Court: A “second chance” for troubled youth

According to a recent report, Cabell County had the largest number of juveniles committed to a juvenile correctional facility in the state. In 2005 there were 348 juvenile arrests in Cabell County.

Teen Court is a “second chance” justice program for youth between the ages of 11 and 18 who are alleged to have committed a status offense or an act of delinquency which would be a misdemeanor if committed by an adult.

Youth who are accepted into the program appear before a teen jury and are represented by a teen “attorney”. An adult judge presides and the teen jury determines the sentence which

includes mandatory community service and jury duty in the future.

Benefits to the defendants include an interruption of a potential pattern of inappropriate behavior, as well

as, an opportunity to avoid a criminal record and a reinforcement of positive behavior. The community benefits from a reduction in the case load in the juvenile justice system and a dramatic reduction in the number of repeat offenders.

Funding for Teen Court is authorized by state statute

allowing the county commission or city council to assess a mandatory fee in accordance with the provisions of the law.

Greg Puckett, director of the West Virginia Teen Court

Association, will give a presentation on how we can implement Teen Court in Cabell County on January 17 at 1:30 at the United Way office . All are welcome to attend.

Additional information is available online at [www.wvteencourtassociation.org](http://www.wvteencourtassociation.org)

*Teen Court addresses responsibility for one's behavior and accountability to one's community and peers, and enhances respect for the judicial process.*

Cabell County  
Substance Abuse Prevention  
Partnership

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**PARTNERS FOR A BETTER COMMUNITY**

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## Is Someone Misusing Your Prescription Drugs?

One in five teens reports intentionally misusing someone else's prescription drugs to get high. Nearly half say they get the medications from friends and relatives for free.

### Prevent Prescription Drug Abuse.

- ▶ Store your prescription drugs in a safe, secure place and count your pills regularly.
- ▶ Mix unused medications with an undesirable substance and place in a sealed container before disposing in the trash.

For more information, visit [www.samhsa.gov/rx/safety](http://www.samhsa.gov/rx/safety),  
call 1-877-SAMHSA-7 (726-4727),  
or talk to your pharmacist.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
Substance Abuse and Mental Health Services Administration  
[www.samhsa.gov](http://www.samhsa.gov)

## SAVE THE DATE APRIL 18, 2008

Nationally renowned speaker and author Milton Creagh of PRIDE Youth Programs is coming to Huntington.

Creagh, author of several books, will speak at area schools during the day and will speak to parents that evening. Details will be released at a later date.

## How Much Does the State of West Virginia Spend On Substance Abuse Prevention?

Even though it is estimated that the combined costs of substance abuse related issues in West Virginia is \$1.86 billion per year, the state of West Virginia does **not** fund any substance abuse prevention efforts. Although we applaud the state's dedication to law enforcement, the reduction of substance abuse requires equal emphasis on treatment and prevention. Let your state representatives know that legislative provision for substance abuse prevention efforts should be authorized and funded. Federal grants have enabled the West Virginia Partnership to Promote Community Well-Being to establish a state-wide prevention network of county coalitions. It is up to the citizens of West Virginia to continue the funding for this effort.