



Cabell County Substance Abuse Prevention Partnership

Next Steps: Reducing substance abuse in our community

Reducing Substance Abuse in Our Community

January 2009

CCSAPP Calendar:

January 8-

3rd Annual Drug Prevention Summit

January 21-

CCSAPP Meeting-noon

February 9-13-

CADCA Leadership Forum

February 18-

CCSAPP Meeting-noon

Regional Learning Opportunities (RLOs):

RLOs are educational, networking events for those who play a role in prevention. These events are free and open to regional prevention professionals, members of county prevention partnerships and other community organizations, and WV SPF SIG sub-grantees.

RLO Schedule:

January 26: 10am-3pm
February 23: 10am-3pm
March 23: 10-3pm

Please check the WV Prevention Resource Center's website at www.prevnet.org for more information including RLO locations and topics.

CCSAPP to Host 3rd Annual Drug Prevention Summit

On January 8, 2009, the Cabell County Substance Abuse Prevention Partnership will host it's 3rd Annual Cabell Drug Prevention Summit. The Summit will take place at the Big Sandy Superstore Arena Conference Center from 12:30pm-5pm.

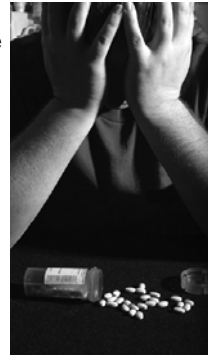
The focus of this year's Drug Prevention Summit is the growing trend of prescription drug abuse and what community members and organizations can do to reduce this trend.

This year's keynote speaker is Frances M. Harding. Harding is the current director of the Substance Abuse and

Mental Health Services Administration's Center for Substance Abuse Prevention. Harding is considered to be one of the nation's leading experts in the field of drug and alcohol policy. Prior to her appointment to CSAP director, Harding served as associate commissioner of the division of prevention and recovery for the New York State Office of Alcoholism and Substance Abuse Services. She also worked for the state over the past 26 years.

Also speaking at the Drug Prevention Sum-

mit is Michael O'Neil. O'Neil currently fills several roles as the director of the WV Controlled Substance Advisory Board and as director for the Center of Excellence for the Study and Prevention of Drug Diversion and Substance Abuse at the University of Charleston.



If you are interested in attending this important event, please visit the CCSAPP website at

www.unitedwayriverscities.org/ccsapp

or email Anne McGee at

anne.mcgee@unitedwayriverscities.org.

to RSVP.

CCSAPP Welcomes New Officers

On December 17th the Cabell County Substance Abuse Prevention Partnership held it's first election for coalition officers in addition to adopting operating guidelines.

Tim White, Coordinator of the Weed and Seed

community redevelopment program, has been elected to Chair CCSAPP, while Amy Saunders, the Coordinator for Student Health Education Programs for Marshall University, will serve as the Vice Chairperson. Amanda Fellure, Field Coordina-

tor for the Black Diamond Girl Scouts has been elected to serve as Secretary and Debbie Bowyer, from the Cabell County Family Resource Network, will be the Treasurer of the coalition. Elected officers will begin their new roles as of January 1, 2009.

Prescription Drug Abuse Greatly Affecting WV

Prescription drug misuse and abuse is a growing problem in our community. The rate of individuals seeking treatment for addiction to prescription drugs continues to rise and local news reports frequently mention prescription drugs in stories of drug related arrests. Although many prescription drugs are as lethal or addictive as illicit drugs, many people regard prescription medications as "safer" than illicit street drugs.

Prevailing attitudes regarding prescription drugs have resulted in some disturbing indicators. Approximately 250,000 West Virginians used prescription drugs for non-medical purposes in 2005. Drug overdose was the leading cause of death for West Virginians under the age of 45 in 2006, the highest rate for this cause of death in the country.

In 2006, West Virginians filled an average of 17 prescriptions each. Despite the problems caused by prescription medication in our community, no patient should discontinue the proper use of their medications without discussing that decision with their health care provider. The number of pre-

scriptions, especially for pain relievers, filled in West Virginia has increased at the same time as the high rates of misuse and abuse of these drugs began being reported. Additionally, of the 295 overdose deaths in WV in 2006, prescription pain medication contributed



to 93.2% of those deaths.

Locally, 22.1% of 6th -12th grade Cabell County students, in 2008, reported using drugs such as Xanax, Adderall or Ritalin without a prescription. Local students also reported the use of uppers, downers and OxyContin at the annual rates of 13.4%, 13% and 9.2%

respectively. National surveys report that most teens get the drugs from a family member or friend who obtained the drugs with a legal prescription. As with most teen substance abuse, access and availability are key factors in the type of substances abused.

The Cabell County Substance Abuse Prevention Partnership has been addressing this issue for the past year. We have conducted roundtable discussions with area physicians and pharmacists, researched strategies used in other communities and joined with coalitions in surrounding counties to plan a regional pilot project that will include increasing patient education and raising physician awareness.

The 3rd Annual Cabell Drug Prevention Summit will focus on prescription drug misuse and abuse. The event is open to the public at no cost and will be held January 8 from 12:30-5:00 at the Big Sandy Superstore Arena Conference Center. For more information please visit the CCSAPP website at:

www.unitedwayrivercities.org/ccsapp.

Abuse Linked to Unintentional Pharmaceutical Overdoses



Since 1990, the use and abuse of prescription painkillers has increased dramatically within the United States. The effects of this trend have become more pronounced in rural states. Of these, West Virginia has experienced the nations largest increase in drug overdose deaths during 1999-2004.

Recently, the Journal of the American Medical Association published the results of a study that was completed in 2006 by Aron J Hall of the Center for Disease Control and Prevention. By researching 2006 medical examiner records including prescription drug monitoring ...

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Statewide Prevention System Dedicated to Reducing Substance Abuse Within the Mountain State

West Virginia's substance abuse prevention efforts have never been coordinated on such a large and comprehensive scale as they are today. First, we have statewide coordination. The West Virginia Partnership to Promote Community Well-Being was created by Executive Order as the state's Governor-appointed substance abuse prevention and intervention planning body. The Partnership's purpose is to coordinate a comprehensive statewide substance abuse system through activities including but not limited to: planning, securing resources, recommending subgrants, and evaluating.

The WV Partnership advises the Governor regarding WV's implementation of its SPF SIG as well as Drug Free WV Grants made possible by Purdue Pharma Asset Forfeiture funds. The Partnership is also advising WV's implementation of other prevention initiatives including: The Safe and Drug Free Communities Grant Program, WV's Underage Drinking Prevention Initiative, and WV's Grant to States to Improve Data Management of Drug and Violence Prevention Programs.



The Partnership is in the process of drafting a comprehensive, statewide substance abuse prevention plan, which will be officially announced at a Drug Summit in the fall of 2009.

A second major accomplishment of West Virginia's prevention system is the county prevention partnerships and local substance abuse prevention efforts, such as CCSAPP. County Prevention Partnerships now exist in most of

West Virginia's 55 counties. The prevention-oriented groups bring together local stakeholders to plan and implement local substance abuse prevention activities. Some partnerships have

been in existence for quite some time, while others are fairly new. Many fulfill multiple roles and tackle various issues, while other counties have multiple groups tackling various things.

Prevention implementation includes evidence-based activities such as media campaigns and/or community forums to raise awareness of substance abuse related issues, parenting programs,

school-based curriculum such as the *Too Good For Drugs* program, and environmental strategies such as tobacco/alcohol retailer stings, alcohol server training, and community-based initiatives such as *Communities Mobilizing for Change on Alcohol*.

A third major accomplishment of West Virginia's prevention system is the data collection and planning that has taken place. A database of 150+ indicators related to the consequences, consumption patterns, and mediating factors of substance abuse and county profiles of substance abuse related data has been developed.

A fourth major accomplishment of West Virginia's prevention system is the availability of statewide learning and technical assistance as provided by the WV Prevention Resource Center. We should be very pleased with the progress our state has made in building a true prevention system. But there is much more work to be done in order to make a long-term, significant impact on substance abuse and related problems in our state. For more information the WV Partnership to Promote Community Well-Being's 2008 Annual Report is now available at www.PrevNET.org or contact the Region II Liaison Anne McGee at (304) 523-8929 ext. 5.

... Abuse Linked to Unintentional Pharmaceutical Overdoses continued from Page 2.

... programs and opiate treatment program records, Hall studied the pharmaceutical overdose deaths of all state residents in WV in 2006.

Hall found that prescription misuse was linked to 63 percent of the deaths and 21 percent were associated with doctor shopping (receiving prescriptions from 5 or more clinicians). The greatest amount of deaths due to pharmaceutical misuse were among those between the ages of 18 and 24 years. Additionally,

93 percent of those who died of overdose were found to have abused painkillers, of which only 44 percent had been prescribed these drugs.

Reprinted from the Journal of the American Medical Association, www.jama.ama-assn.org.

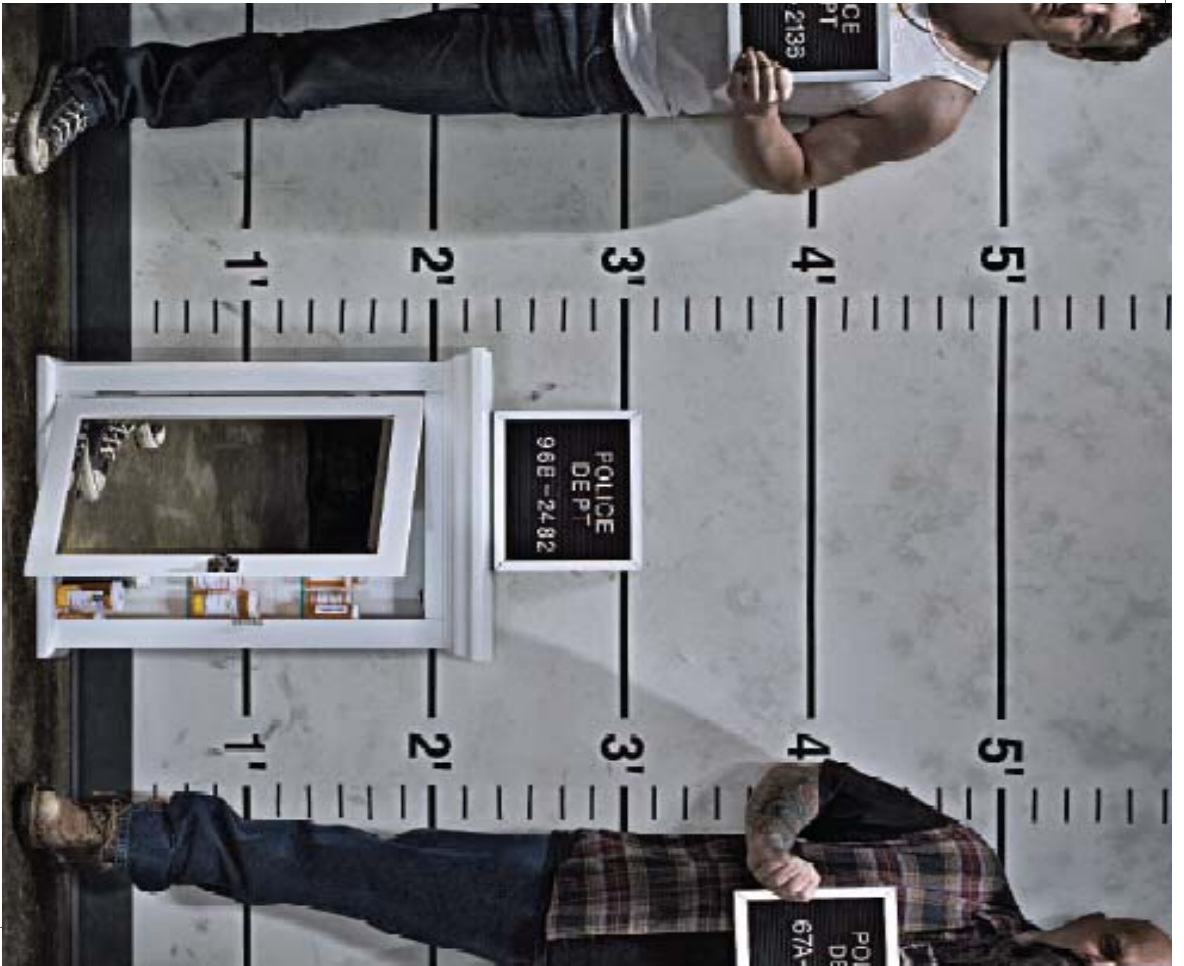
**CABELL COUNTY SUBSTANCE
ABUSE PREVENTION PARTNERSHIP**

United Way of the River Cities
820 Madison Ave.
Huntington, WV. 25705

Phone: 304-523-8929
Fax: 304-523-9811
Email: anne.mcgee@unitedwayrivercities.org
Website: www.unitedwayrivercities.org/ccsapp

Return Service Requested

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THERE'S A NEW DRUG DEALER IN TOWN...
These days, teen use of "street drugs" is on the decline. However, more teens are turning to the medicine cabinet. Many prescription drug abusers assume that prescription drugs are "safer" than illicit drugs. Yet, prescription drug abuse can also lead to paranoia, addiction, seizures, and death. You can prevent abuse by safeguarding & monitoring your family's medications. Find out more at: theantidrug.com.