



# Next Steps: Reducing Substance Abuse in Our Community

www.unitedwayriverscities.org/ccsapp

April 2009

### CCSAPP Calendar:

#### April 2-

United Youth Meeting- 6-8 pm

#### April 8-11-

Pride Youth Conference- Louisville, KY

#### April 15-

CCSAPP Meeting- noon

#### April 20-

Regional Learning Opportunity- 10 am

Please visit our website for more event listings.

### 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:

April 20: 10am-3pm

May 18: 10am-3pm

June 15: 10am-3pm

Please check the WV Prevention Resource Center's website at [www.prevnet.org](http://www.prevnet.org) for more information including RLO locations and topics.

## Youth United Lead Community

In an effort to combat underage drinking and drug use the Cabell County Substance Abuse Prevention Partnership has joined with the City of Huntington Weed and Seed program to form the Youth United subcommittee. As of February, this group of teenagers and young adults from Huntington began meeting Thursday nights in an effort to make a difference in their community.

After electing an executive committee to manage their youth coalition, the Youth United chose various task groups through which to promote their message. Groups include a dance group, website/technology group,

activities group, and volunteer group. The group also met with Richard Cobb of the Huntington Litter Gitter program to discuss ways of cleaning up their neighborhood. A neighborhood cleanup



will take place in the late spring. They also plan to

volunteer at senior centers and the Ronald McDonald House, not to mention sneaking in a couple of games of laser tag and some movie nights here and there.

In April several of the Youth United members will travel out of state for the annual PRIDE Conference, the International Youth Drug Prevention Conference, which will be held this year in Louisville, KY.

Youth United meetings take place on Thursday nights in the Weed and Seed building on Hal Greer Blvd. For information on how to join, please contact Elaine Darling at: [elaine.darling@unitedwayriverscities.org](mailto:elaine.darling@unitedwayriverscities.org).

## \$1 Spent on Prevention Saves \$10

According to researchers from Iowa State University (ISU) who studied the Iowa Strengthening Families Program and the Life Skills Training Program, investing in addiction prevention programs yields a 10-1 return for society. This research was sponsored by the United Nations Office on Drugs and

Crime and the World Health Organization.

"Effective and efficient prevention promises to save possibly billions of dollars per year, provided we can learn how to effectively implement it on a larger scale," said researcher Richard Spoth, director of ISU's Partnerships in Prevention Science

Institute (PPSI).

Reprinted from [jointogether.org](http://jointogether.org).

For more information visit: [www.unodc.org/](http://www.unodc.org/)

#### The Paperless Option:

In efforts to reach its ever growing mailing list as well as being environmentally friendly, CCSAPP has begun distributing its newsletters via email. If you would prefer to receive this newsletter by email, please contact Elaine Darling at: [elaine.darling@unitedwayriverscities.org](mailto:elaine.darling@unitedwayriverscities.org)

## Parents CAN Make a Difference

**T**he #1 reason youth say they **DON'T** use drugs and alcohol is... **THEIR PARENTS.** Your kids are listening to you, and they don't want to disappoint you.

**April is Alcohol Awareness Month**, and resources are available to help you prevent alcohol and other substance abuse in your family and your community.



### FACTS ABOUT UNDERAGE DRINKING

- Each year, approximately 5,000 young people under the age of 21 die as a result of underage drinking; this includes about 1,900 deaths from motor vehicle crashes, 1,600 as a result of homicides, 300 from suicide, as well as hundreds from other injuries such as falls, burns and drowning.
- According to data from the 2005 Monitoring the Future (MTF) study, an annual survey of U.S. youth, three-fourths of 12<sup>th</sup> graders, more than two-thirds of 10<sup>th</sup> graders, and about two in every five 8<sup>th</sup> graders have consumed alcohol.
- In 2003, the average age of first use of alcohol was about 14, compared to 17 ½ in 1965.
- Teens who use alcohol are more likely to become sexually active at earlier ages, to have sexual intercourse more often, and to have unprotected sex than teens who do not drink.
- Before age 9, children generally view alcohol negatively and see drinking as bad, with adverse effects. By about age 13, however, their views on alcohol shift, becoming more positive.
- Nearly 90 percent of 10<sup>th</sup> graders and 75 percent of 8<sup>th</sup> graders think that alcohol is either "fairly easy" or "very easy" for them to get.
- Among 8<sup>th</sup> grade girls who drink heavily, 37% report attempting suicide, compared to 11% who do not drink at all.
- Adolescents drink less and have fewer alcohol-related problems when their parents discipline them consistently and set clear expectations.

For more information on how to talk to your children about the dangers of drugs and alcohol, visit: [www.theantidrug.com](http://www.theantidrug.com)

## New Website Offers Tools to Assess & Address Drinking Risks

**T**he National Institute of Alcohol Abuse and Alcoholism (NIAAA) has created a new website called "Rethinking Drinking," designed to help users define their drinking patterns and develop strategies and options for dealing with alcohol-related problems.

"Most people don't know what 'drink responsibly' means -- they think it means not getting tanked," says Mark Willenbring, director of treatment and recovery research at NIAAA. The new website is part of a broader effort to increase understanding of alcohol-related disorders and redefine the way terms like "abuse" and "dependence" are used.

The website allows users to enter daily and weekly drinking amounts to determine how their consumption compares with national averages. The site has a drink-size chart and a content calculator to aid in determining what comprises a "standard" drink.

The NIAAA considers the consumption of no more than four standard-size alcoholic drinks a day for a man or no more than three for a woman as placing individuals at low risk for serious alcohol problems. The weekly "low-risk" limit is no more than 14 drinks for a man or seven for a woman.

More daily or weekly consumption creates a

higher risk of abuse or dependence. Very few Americans exceed the weekly limits without exceeding the daily limitations, Willenbring said.

"Rethinking Drinking" presents options and strategies to the user -- from "space and pace" (no more than one drink per hour) strategies to "avoiding triggers" (understanding the external situations that may provoke drinking). The site uses an "urge tracker" to monitor events surrounding the urge to drink, along with a section on "refusal skills" for coping with social situations.

Reprinted from [jointogether.org](http://jointogether.org).

## Violence Spikes Near Alcohol Takeout Shops

**R**esearchers who studied assault cases in Philadelphia concluded that people have a significantly higher chance of being shot near stores that sell alcohol to go, according to HealthDay News.

University of Pennsylvania researcher Charles C. Branas and colleagues noted that violence seemed to be associated with

to-go outlets. "Individuals in and around off-premise alcohol outlets were shot as the victims of predatory crimes, possibly because they had heavily consumed and were easier targets or they were shot as the victims of otherwise tractable arguments that became violent, because one or more of the combatants had consumed alcohol,"

said Branas.

Currently, CCSAPP is researching the local relationship between crime and alcohol outlets using geo-spatial mapping techniques. Results from this research should be available in the next few months.

Reprinted from [jointogether.org](http://jointogether.org).

## Anyone Can Plug Into Prevention

### *Want to help your community combat substance abuse? Plug Into WV's Prevention System*

Community members often feel a sense of helplessness when thinking about issues such as drugs and alcohol. How can one person make a difference? Whether substance abuse is a problem for someone in your immediate family, your extended family, or a neighbor, its consequences affect us all. There are opportunities for community members to get involved in existing efforts to tackle substance abuse.

The first thing community members can do is **get connected to County Prevention Partnerships**. These prevention-oriented groups and coalitions exist in most of West Virginia's counties. Some have been in existence for quite some time, while others are fairly new. Some fulfill multiple roles and tackle various issues, while some counties have multiple groups tackling different topics. Ideally, County Partnerships bring together local stakeholders to collect information, plan, and implement local substance abuse prevention activities.

Prevention activities proven to be effective include media campaigns and/or community forums to raise awareness of substance abuse related issues, parenting programs, school-based curricula such as the *Too Good For Drugs* program, and environmental strategies such as tobacco/alcohol retailer stings, alcohol server training, and alcohol product "sticker shock." Contact information for WV's County Prevention Partnerships and Regional Community Development Specialists is available at [PrevNET.org](http://PrevNET.org).

The second thing you can do to plug into prevention is **make sure your county group is communicating with its Regional Liaison to the West Virginia Partnership To Promote Community Well-Being**. The WV Partnership is the state's Governor-appointed substance abuse planning and intervention planning body. It is working on a comprehensive, statewide plan to address substance abuse, which will be unveiled at the 2009 Governor's Drug Summit this fall. Regional Liaisons participate in each of the WV

Partnership's quarterly meetings. They provide county-level insight that informs the Partnership's recommendations to the Governor, so be sure to keep them apprised of your county's successes and concerns. Region 1's Liaison, Latrisha Whitelatch of the Marshall County Anti-Drug Coalition, says she has very much valued the opportunity to represent the counties in her region while also getting to know members of the WV Partnership. "The Partners are a group of professionals who truly care about West Virginia, and they want to make sure we are being as efficient and effective in our efforts to combat substance abuse and other related issues," Latrisha said.



There are also many venues for learning in West Virginia's Prevention System. An ongoing series of semi-monthly **Regional Learning Opportunities (RLOs)** has taken place across the state since 2006. The prevention-oriented learning and networking opportunities are available for everyone (including parents) who play a role in community prevention efforts. Regional prevention professionals, members of county prevention partnerships and other community organizations are strongly encouraged to attend. RLO content has included topics such as: social marketing, evaluation, working with legislators, coalition building, community forums, and workplace wellness. Additional information about RLOs is available on the WV Prevention Training & Events Calendar on [www.PrevNET.org](http://www.PrevNET.org).

**Share The Vision is West Virginia's annual statewide substance abuse prevention conference.** It brings together people from across the state for two days of learning and networking. Participants traditionally include counselors, educators,

social workers, law enforcement officers, and members of community-based groups. Regardless of their titles and affiliations, participants include West Virginians who work every day to improve the well-being of our state's citizens. Workshops include varied topics such as suicide prevention, violence prevention, parent participation in prevention, prescription drug abuse, tobacco cessation, teen pregnancy prevention, fetal alcohol spectrum disorders, and peer mediation. Share The Vision 2009 is already set for November 17 and 18 at the Charleston Civic Center.

Finally, West Virginia has a variety of **tools for prevention-related communication**. [www.PrevNet.org](http://www.PrevNet.org) is an online hub for WV's prevention system. The website includes pages about The WV Partnership to Promote Community Well-Being, County Prevention Partnerships, the WV Prevention Resource Center, and WV's SPF SIG. The website also features a searchable **contact directory**, a **calendar** of prevention-oriented trainings and events, and the online publication **PrevNet Magazine**.

West Virginia also has a statewide ([forum-prevention@lists.marshall.edu](mailto:forum-prevention@lists.marshall.edu)) and local email list serves for two-way communication regarding prevention initiatives. Additionally, WV has a monthly, 30 minute news and interview style television program. **Prevention West Virginia**, which is produced by the WV Library Commission and hosted by the WV Prevention Resource Center, highlights prevention-related topics and programs. Additional information/subscription to any of these tools is available through Michele Burnside, at [michele.burnside@marshall.edu](mailto:michele.burnside@marshall.edu) or call 766-6301 ext 23.

WV's prevention system is in place, but it needs on-going support from community members to reduce the effects of substance abuse in our families, communities, and state. Plug Into Prevention and start making a difference today.

By: Michele Burnside, Communication Specialist, WV Prevention Resource Center

**CABELL COUNTY SUBSTANCE  
ABUSE PREVENTION PARTNERSHIP**

United Way of the River Cities  
820 Madison Ave.  
Huntington, WV. 25704

Phone: 304-523-8929  
Fax: 304-523-9811  
Email: [anne.mcgee@unitedwayrivercities.org](mailto:anne.mcgee@unitedwayrivercities.org)  
Website: [www.unitedwayrivercities.org/ccsapp](http://www.unitedwayrivercities.org/ccsapp)

Return Service Requested

Non-Profit Organization  
U. S. Postage  
Huntington, WV  
Permit No. 140



## Prevention Through Policy Change



Among the 2,105 bills introduced in the WV legislature this session, over 100 bills are related to alcohol, drugs and tobacco. Prevention research shows that policy changes can have the biggest impact in reducing and preventing substance abuse. Specifically, a recent study funded by the Robert Wood Johnson Foundation

concluded that public policies that raise prices of alcohol are an effective means to reduce drinking.

House Bill 3130, introduced by Delegate Don Perdue (Wayne) and Delegate Jim Morgan (Cabell) and others, seeks to increase the barrel tax on non-intoxicating beer. The WV state beer tax has not been increased since 1966. The bill would effectively increase the cost of each glass of beer by **1 penny**. As introduced the increased revenue would be dedicated to the prevention,

early intervention, treatment and recovery of substance abuse. **Not only would the bill generate funding for prevention, intervention, treatment and recovery, but it would also reduce drinking.**

Time is of the essence. You can show your support for this bill by contacting your legislators today.

For more information about House Bill 3130 or for legislative contact information visit:  
[www.legis.state.wv.us](http://www.legis.state.wv.us).