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## Upcoming Events

### CPY Coalition Meeting

Thursday, November 3rd

5:30 pm - 7 pm

Rocklin Library

Topic:

The Science of Addiction

(530) 889 - 7238

### Rx Take Back Event

Saturday, October 29th

Check Website for

time and locations

(530) 889 - 7238

### Red Ribbon Week

October 20th - 30th

### Latino

### Leadership Council

### Convening of Partners

Friday, October 28th

9 am - 1 pm

(530) 333 - 9230

### Placer County Youth

### Commission

Wednesday, October 12th

Board of Supervisors

6:30 pm

175 Fulweiler Ave. Auburn

Contact: Kara Sutter

(530) 889 - 7197

A.L.T.A

## When a Community Comes Together

### Underage Alcohol Convening A Success!

**Community Partnership = Solutions** was the theme for a recent countywide convening of stakeholders tackling the problem of underage drinking among Placer County youth. Close to one hundred adults and youth came together on September, 15th to share their experiences, challenges and brainstorm solutions.



Representatives from schools, health care, youth service organizations, law enforcement, faith, treatment, as well as students from Roseville, Adelante and Placer High Schools joined in the community wide effort. A panel of 7 experts shared their perspectives on current trends and challenges they face. Participants then gathered in small brainstorming groups to identify realistic local solutions and make commitments for action.



Three common themes emerged:

- Parents are key partners
- Parent education needed on substance trends and youth culture
- Youth are passionate about partnering and sharing their knowledge with adults

The message was clear - *"underage drinking is not a law enforcement problem, it is not a school problem, -it is a community problem needing community solutions,"* offered Shari Crow, CPY Coordinator. Participants left with a renewed commitment to collaborate, partner, network and connect with other agencies, parents, staffs and local resources.

### Thank You to our partners who sponsored this Convening

Full Circle Treatment Center  
Latino Leadership Council  
Placer County Office of Education  
Placer County Youth Commission  
Placer County Sheriff's Office  
Rocklin Police Department  
Roseville Police Department  
Sutter Roseville Medical Center

"Listen to youth - we have things to say that you may not know about."

### Thank You to those who donated food and supplies for this Convening

Placer County Youth Commission  
Starbucks Coffee  
Noah's Bagels  
Wal-Mart

## Auburn Latino Teens Advancing

Saturday, October 15  
11 am, at Chana Park  
Contact: Indira Infante  
(916) 223-2454

## Y.E.A.G.A. Youth Empowerment & Goals Association

Saturday, October 15  
Roseville Police Department  
1051 Junction Blvd., Roseville  
(meets every third Saturday)  
Contact: Margaret Bravo  
(916) 532-0696



Nida for Teens is a web-site created by the National Institute on Drug Abuse (NIDA) with input from teens to educate adolescents (as well as their parents and teachers) on the science behind drug abuse. The site delivers science-based facts about how drugs affect the brain and body so that kids will be better informed to make healthy decisions. Animated illustrations, quizzes, and interactive games help clarify concepts, test knowledge, and make learning fun.

### **NIDA for Teens**

provides teens with easy access to the latest scientific research and information to help them make healthy, smart choices.

<http://teens.drugabuse.gov>



## **SB514 Becomes Law**



- 1 in 11 teens has admitted to getting high on cough medicine.\*
- Teens believe that abuse of Rx and OTC medicines is safer than street drugs.\*
- Calls to the California Poison Control System regarding abuse of DXM for youth aged 6 - 17 has increased by 850% in the last 10 years.\*

*\*Partnership for a Drug-Free America*

Senate Bill 514 was signed by Governor Brown in August and will become law January 1, 2012. The passage of this bill makes California the first state to prohibit the sale of over the counter cold and cough medicines containing dextromethorphan (DXM) to minors.

Dextromethorphan (DXM) is a cough suppressant commonly found in over 100 Over The Counter (OTC) cold and cough medications such as Coricidin, Alka-Seltzer Plus, TheraFlu, Tylenol cold products, as well as many other store brands.

The fact that these OTC medications are easily obtained without a prescription gives the false impression that they are "safe." In fact, ingesting too much cold medicine can be just as hazardous as abusing alcohol or other drugs.

Abuse of DXM causes hallucinations, loss of motor control and "out of body" sensations similar to PCP. At high doses, DXM causes rapid and irregular heart rates, seizures, confusion, depressed central nervous system, brain damage, coma and death. Many websites offer youth "recipes" on how to combine DXM medicines with other drugs to get the desired "high."

SB 514 is an effort to limit youth access to another potentially lethal drug. But youth need to hear from their parents about the risks associated with abuse of prescription and OTC medicines. *"Research says that fear of upsetting parents is the number one reason why kids do not use drugs."*

# Parent Teen Talk

Few parents believe their own teens have used alcohol or marijuana while over estimating the drug use of other teens. According to a recently published poll by the University of Michigan [www.drugfree.org/join-together/alcohol](http://www.drugfree.org/join-together/alcohol)

- 10% of parents believe their own teen (age 13 - 17) have used alcohol in the past year
- 15% said they were not sure about their child's alcohol use
- 5% believe their teen has smoked marijuana in the past year
- 

This is a mismatch with the number of teens who report using alcohol or drugs. According to the 2010 Monitoring the Future Survey, 52% of 10th graders said they had drunk alcohol and 28% had used marijuana in the past year. According to researcher Bernard Biermann, MD, PhD of the University of Michigan's C.S. Mott, *"the disconnect between parental perception and actual teen use suggests a need for better communication between parents and their teenage children about drug use."*

Research further shows that kids who learn about the dangers of drugs from their parents are up to 50% less likely to use. An attitude of *"not my child"* only leads to missing opportunities for open discussion about risks. Resources are available to help parents begin the conversation.

[www.timetotalk.org](http://www.timetotalk.org) - offers a "talk kit" and many helpful suggestions for parents

[www.pact360.org](http://www.pact360.org) - provides a community education program that engages parents through a awareness-building presentations called "Parents: You Matter"



## CPY offers Parent Presentations

The CPY speaker's bureau provides presentations for community, neighborhood, school and parent groups. Key discussion points include: the influence of media and social networking; and child attitudes that can either promote or undermine a child's resistance to social and environmental pressures. For more information or to schedule a presentation, please contact, Alan Baker at (916) 955 - 8010 or [alan81@surewest.net](mailto:alan81@surewest.net)

# Science of Addiction - [www.nida.nih.gov/scienceofaddiction](http://www.nida.nih.gov/scienceofaddiction)

Addiction is defined as a *"disease of the brain"* because drugs change the brain, its structure and how it works. Similar to other diseases, such as heart disease, it disrupts the normal healthy function of the effected organ, it has serious consequences, is preventable and treatable, and if left untreated, can last a lifetime.

Through scientific research, we know that addiction is a disease that affects both brain and behavior. In the developing teen brain, addictive substances alter the brain structure and function faster and more intensely than in adults. Teens who experiment with drugs are more likely to become addicted than any other age group.



Alcohol and drug addictions have serious whole life physical, emotional, social, and financial consequences for both the person and his/her family. Why do people continue to use? Many questions about addiction remain and myths continue to cloud the general understanding of addiction.

**Please join us at our next CPY meeting on November 3rd, from 5:30 - 7 pm - at the Rocklin Library.** A local expert from Full Circle Treatment will be the guest Speaker and will answer questions about the **Science of Addiction.**

# National Drug Facts Week

NIDA (National Institute on Drug Abuse) announced its second annual **NATIONAL DRUG FACTS WEEK (Oct. 31st - Nov. 6th)**. Events in communities across the country will bring youth and scientific experts together to discuss facts about drug abuse.

The week long observance is intended to counteract the many myths that bombard today's youth. *"Teens are craving factual information about drug risks to help them make smart choices."*

This is a good time for parents and educators to listen and *"have a conversation"* with youth.



Check out these resources:

<http://drugfactsweek.drugabuse.gov/booklet.php>

<http://drugfactsweek.drugabuse.gov/index.php>

[www.teens.drugabuse.gov](http://www.teens.drugabuse.gov)

## **IQ Challenge**

The National Drug IQ Challenge is a 10 - question multiple choice quiz that teens and adults can take to test their knowledge about drugs.

<http://drugfactsweek.drugabuse.gov/IQchallenge.php>

(NIDA is the leading research institute on drugs and drug abuse and offers many online resources for adults and youth)

**CHECK IT OUT! IT'S NEW! IT'S IMPROVED!**

**Check out our newly updated website**

**[WWW.COALITIONFORPLACERYOUTH.ORG](http://WWW.COALITIONFORPLACERYOUTH.ORG)**

## Contact Information:

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