



## April Newsletter, 2013

## National Prevention Week



**National Prevention Week 2013 will take place May 12th - 18th**

**National Prevention Week** is a SAMHSA - supported annual observance dedicated to increasing public awareness and action around substance abuse and mental health issues. This is an opportunity to join with other individuals, organizations, and coalitions in your community to promote prevention efforts and create as well as strengthen community partnerships. Time for parents to have a conversation with their children about the effects of alcohol and drug abuse on their future. Check out the [CPY Website](#) and [sign the parent pledge](#).

Each day during **National Prevention Week** there is a suggested theme that organizations and coalitions can use to guide the focus of community events:

### National Prevention Week 2013 - Themes

- **Sunday, May 12th** - Prevention and Cessation of Tobacco Use (New for 2013)

## Upcoming Events

### Placer County Sheriff Offers Lead Training

2nd Class in Series  
April 1st  
12pm - 3:30pm  
Auburn Justice Center  
2929 Richardson Dr.  
Auburn

### Empowering Your Tweens and Teens

A Parent Forum  
Thursday April 25th  
6:30 PM  
St. Joseph Morello Parish  
7200 Auburn-Folsom Blvd.  
Granite Bay

### Rx Take Back Event

Saturday April 27th  
10 AM - 2 PM

### National Take Back Resource Link

### National Prevention Week 2013 - SAMHSA

May 12th - 18th  
Your Voice  
Your Choice  
Make a Difference

- **Monday, May 13th** - Prevention of Underage Drinking
- **Tuesday, May 14th** - Prevention of Prescription Drug Abuse and Illicit Drug Use
- **Wednesday, May 15th** - Prevention of Alcohol Abuse
- **Thursday, May 16th** - Suicide Prevention
- **Friday, May 17th** - Promotion of Mental, Emotional and Behavioral Well-Being



Visit the National Prevention Week website to learn more and download a Toolkit.

[www.samhsa.gov/preventionweek](http://www.samhsa.gov/preventionweek)

## Your Voice - Your Choice - Make a Difference

This year's theme for National Prevention Week, **Your Voice, Your Choice**, is meant to emphasize that prevention starts with the choices each of us make in our own lives. Through our choices, we can set an example of health and well-being for others. With our voices, whether spoken or written, we can raise awareness and help create healthier and safer communities.

**SAMHSA** is inviting adults and young people to share what "**you choose**" in your life. The choices you make to live a healthy life can make a difference in your community.

### For example:

I choose tennis, skiing and cycling to stay fit. I also choose to be involved in youth development and mentoring as ways to help out young people.



Check out the link below and share what you choose!

<http://www.samhsa.gov/preventionweek/ichooseproject/index.aspx>

## Rx Take Back Event - April 27th 10am - 2pm

Every minute, a poison control center receives a call about a potential medicine poisoning for a child age 5 and under. Every 8 minutes, a child has an ER visit for medicine poisoning. Equally alarming is that these numbers have increased 30% over the last decade.

Safe Kids Worldwide, a non-profit advocacy group focused on preventing unintentional injuries to children, recently issued a report titled, "An In-Depth Look at Keeping Young Children Safe Around Medicine."

Most parents will say that they keep medications out of reach, but they may not be thinking of pills kept in purses or vitamins stored on counter tops. According to the Safe Kids report, in 67% of medicine poisoning cases, the medication was within reach of a child, found in a purse or bag, on the counter, on the floor, inside an accessible cabinet or drawer. The number one medication that kids were able to get into was ibuprofen.



## CPY Is Offering SBIRT & MI Training

May, 30th  
Screening  
Brief Intervention  
Referral to Treatment &  
Motivational Interviewing

## In the News

Local Son Shares His Battle with OXY

[Read more>](#)

I Choose Project

[Read more>](#)

Facts for Teens

[Read more>](#)

Facts on Alcohol and Minors (SAMHSA)

[Read more>](#)

Stop Bullying [English](#) and [Spanish](#)

Website  
Community Action Planning

[Read more>](#)

## Support CPY

All tax-deductible contributions are applied directly to programs that benefit the youth of Placer County. Donors to the Coalition for Placer Youth can submit donations via check or PayPal.

[Make a donation>](#)

Teens are also at risk. According to the 2012 Monitoring the Future survey of U.S. teen substance use, prescription and over-the-counter medications were among the top substances abused by 12th graders in the past year.

***In a recent survey of Placer County high school students, 16% of 11th graders said they had taken a prescription drug not prescribed to them, and 9% had taken an over-the-counter medication to get high. Their own home, or the home of a family member are two key sources where teens report having access to these drugs.***



**Help keep our children safe:**

**Secure** medications (including cough and cold medicines)  
**Monitor** keep track of medications in your home and possession  
**Dispose** of unused, outdated and unwanted medications

**Bring your unused and expired medications to:**

**Free Medication Take Back Day**

Saturday, April 27th 10 am - 2 pm

Check locations on the [CPY Website Event Calendar](#)

**Questions? call (530) 889-7238**

## "Study Drug" the Abuse of Adderall

There is an alarming trend among high school and college students to use Adderall as a tool to help them with their studies.

Today's competitive world adds an enormous amount of pressure on students to achieve that "A," get into the best college, participate in extra-curricular activities and sports. Students today also often have to work to support their education.



Adderall is a powerful combination of four time-released amphetamines that increase the amount of dopamine and norepinephrine in the brain. Adderall, Concerta and other stimulant type drugs, legally prescribed for attention deficit disorder (ADHD), are highly addictive and work on the brain like cocaine or methamphetamine.

Unfortunately these drugs are easily available on high school and college campuses, and their use as a "study drug" is becoming alarmingly rampant. To learn more, click on the link on the article listed in the right hand column of this newsletter.

**Source: Straight Talk TNT is a nonprofit that tackles youth's toughest issues with youth's advice. [www.StraightTalkTNT.org](http://www.StraightTalkTNT.org)**

## 2nd Celebrity Chili Cook-Off a Success

Over 250 Placer County residents seized the opportunity to sample the best chili recipes prepared by local "celebrities." Among the local chefs were; Roseville's Mayor, Susan Rohan, City Councilwoman, Bonnie Gore, Chief of Police, Daniel Hahn, and Paul Robins, Fox 40 morning news anchor.

Rob Hasty, Principal at Oakmont High School received multiple awards for his chili

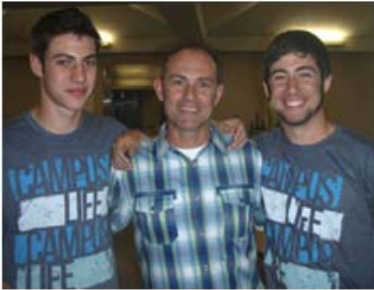


recipe.

The "Celebrity" Chili Cook-Off, held March 15th at the Maidu Community Center, is the second annual fundraiser sponsored by Granite Bay Campus Life, with Coalition for Placer Youth.

Last year CPY dedicated proceeds from the event to support Point Break at WT Eich Middle School and Oakmont High School in Roseville.

Point Break is a nationally recognized intervention program that helps break down barriers and diffuse the potential for bullying on campus.



Rob Maxey from Granite Bay Campus Life with his sons, Charley (left) and Robby (right)

Rob Maxey of Granite Bay Campus Life reported that 250 - 300 people attended this year's Chili Cook-Off. Proceeds from the event will provide funding for two separate Point Break programs to take place on local school campuses next year.

**We are grateful to the community for your continued participation and generous support of our prevention efforts.**

## Faith Matters

CPY recently hosted a **Round Table Conversation** with leaders from Auburn's Faith Community. The intent of the meeting was to initiate dialogue around issues and prevention strategies related to substance use among Placer youth.

Alan Baker, CPY Co-Chair, presented recent local data highlighting behaviors and norms related to underage drinking among Placer County High School students. Youth shared their perspectives and the many challenges they face in their daily lives.

Faith leaders shared their thoughts, experiences, and concerns regarding these issues. An open discussion focused on shared concerns, resources and ways we can partner in order to strengthen a community-wide approach for the benefit of our youth and their future.

Research has shown that the Faith Community provides an important protective factor against substance use among youth, and is a key partner in our prevention efforts. The more ways our community comes together to support youth and families, the more effective we can be in reducing the impact of teen alcohol/drug use.

Participants found the meeting informative and expressed interest in reconvening in the future for more discussion. Another **Round Table** is planned for the month of June.



**"By acting together - the notion of 'it takes a village' - can result in better outcomes for adolescents."**

*(Penn State Study published in Journal of Studies on Alcohol and Drugs, May 2012 issue)*

For more information, please contact Shari Crow at (530) 889-7238



## Call for Action!

For the past two and a half years, the Coalition for Placer Youth, along with all law enforcement agencies in Placer County, have worked on the successful Medication Take Back events sponsored by the DEA. However, this is only a short term solution to the disposal of medications.

**SB 727** is now being considered to establish a permanent statewide Extended Producer Responsibility (EPR) system for unwanted medications. The Coalition is reaching out to our community to request consideration in support of the bill.

The bill is tentatively scheduled to be heard in the Senate Environmental Quality Committee on April 17th.

Letters must be received by the committee by 5 PM Tuesday, April 9th. Letters may also be hand delivered to the committee members at the hearing prior to the bill being heard.



Follow the link below to download a model support letter, fact sheet and current bill text:

<http://calpsc.org/policy-and-legislation/2013-legislation>



## Parent Power

Empower your tweens and teens to say "NO"

The Coalition for Placer Youth is sponsoring a forum to help parents learn about teen alcohol/drug use behaviors, and ways they can **EMPOWER THEIR TEENS TO SAY "NO!"**

**Date:** Thursday, April 25th, 6:30 PM  
**Location:** St. Joseph Mareello Parish  
 7200 Auburn-Folsom Blvd.  
 Granite Bay, CA 95746

For more information contact:  
[jullien@surewest.net](mailto:jullien@surewest.net) or call (916) 786-5001



TAKE THE PLEDGE

Take the Parent Pledge



**info@coalitionforplaceryouth.org**  
**(530) 889-7238**

Stay In Touch



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