



November, 2012

www.coalitionforplaceryouth.org

COMMUNITY PARTNERSHIPS = SOLUTIONS

October 2012, marks the start of the Coalition for Placer Youth's (CPY) fourth year as a federally funded Drug Free Communities grants program. Since its inception, CPY has continued to partner with community agencies, parents, and youth throughout Placer County.

Always striving toward a shared vision of a Healthy Community Free of Substance Abuse

Over 54 Placer County groups have joined in the effort to change community norms and practices by:

- Raising community awareness through presentations, forums, and media messages
- Free Rx Take Back Events
- Promoting parent-teen communication regarding alcohol and drug use
- Engaging youth as leaders
- Promoting policy changes to reduce youth access to alcohol and prescription drugs

CPY is committed to the notion that it is only by working together that we can begin to make the social and environmental changes needed to keep our young people drug and alcohol free and thus ensure a healthy and bright future.



TOGETHER WE CAN MAKE A DIFFERENCE



Partnering With Youth



Convening for Solutions



Parents are KEY

To view CPY's 2012 annual report and learn more about our prevention efforts, please check out our website at www.coalitionforplaceryouth.org

Please Give Us Your Input

Coalition for Placer Youth (CPY) strives to continually improve our community prevention efforts, but we can't do it without you.

We are asking you to complete a [9 Question Survey](#) to help us evaluate our programs. Please click on the picture or link below to take the survey.



Coalition for Placer Youth Survey

Rocklin Launches SHO Campaign

The City of Rocklin, has taken an important step forward in the goal of reducing youth access to alcohol. Rocklin, along with its community partners, has embarked on a campaign to adopt, and enact, a Social Host Ordinance (SHO).

Placer County youth consistently report that private parties are their number one source for getting alcohol. Nearly half of 11th graders reported attending an event where an adult allowed youth to drink.

The SHO ordinance is a city law that will hold hosts of parties responsible for providing a venue where underage drinking occurs. The SHO does not apply to local businesses.



Benefits of Adopting a SHO:

- Preserves the health and safety of our teens by reducing access to alcohol
- Increases accountability of parents and teens to make smart decisions
- Sends a clear message that we value our teens and their well-being
- Provides local cost-savings by minimizing multiple disturbance calls received by the police department

Strong community-wide support is critical to ensuring adoption of the SHO and ultimately reducing underage drinking in our communities.

We need your support. Please join your community members and sign the petition in support of Rocklin's Social Host Ordinance.

In Placer County...
44%
of 11th graders have been to an event where adults have allowed them to drink.

To learn more about Rocklin's Social Host Ordinance and sign the petition, click on this link - www.coalitionforplaceryouth.org

Youth Leaders Partner to Support Social Host Ordinance

On September 27th, CPY held their quarterly Partnership meeting. They partnered with the Placer County Youth Commission, Rocklin Police Department, and ProProse Social Marketing to host a Social Host Ordinance (SHO) community awareness campaign.

Lieutenant Forrest Richardson of the Rocklin Police Department emphasized the need for the proposed Ordinance;



"From June 2009 to June 2012, we received over 2,200 calls about unruly parties involving alcohol and music. Bars are good at screening for underage (minors), but adults at home, are not."



The biggest concern expressed by youth is that when adults permit minors to drink alcohol at their residence, kids think that drinking is harmless as long as they are not driving while drunk. According to 17 year old Reed Klaeser of Granite Bay, drinking alcohol has evolved into an expectation. *"We want this Ordinance to keep our friends safe."*

The audience response was very positive, with many attendees signing a petition in support of the Ordinance and making commitments to promote the SHO campaign.

To learn more about the proposed SHO and sign the petition of support, visit the **Social Host Information Center on the CPY website**, www.coalitionforplaceryouth.org



NIDA - National Institute on Drug Abuse



NIDA launches new website for parents
FAMILY CHECK-UP
Positive Parenting Prevents Drug Abuse
www.drugabuse.gov/family-checkup

The interactive website highlights five key parenting skills important to preventing drug use among youth:

1. communication
2. encouragement
3. negotiation
4. setting limits
5. supervision



Video clips demonstrate positive and negative examples of different communication strategies. Additional videos and information helps viewers practice positive parenting skills.



THE LOCKING CAP

COMBINATION LOCK FOR PRESCRIPTION MEDICATION BOTTLES

Joseph Simpson of Lincoln has created the worlds smallest safe, TheLockingCap. It is a prescription pill bottle with a combination lock set at the top. Mr. Simpson designed this security measure because his younger brother became addicted to pain pills when he was 16 years old. His brother's initial access and supply, came from home.

"Parents are in denial that kids are abusing prescription medication. Until it goes too far and they are addicted." Simpson said. Simpson reported that five of his peers are addicted, and one of his childhood friends died from prescription medicine abuse.



According to Joseph's brother, who is now in recovery and leading a productive life, the mobile phone has made it even easier for addicts to find and buy prescription drugs. *"The phone is a sure ticket. You send a text and come up with code names for the drugs. It is easy to hide."*



You deserve the peace of mind.

- Child Safety
- Safely Store Medications
- Teen Prevention
- Easy to Operate
- Easy to Reset

To order caps (\$11.99 each) go to www.lockingcap.com

CADCA Launches New Online Course on Medicine Abuse

**"Applying the Strategic Prevention Framework
to Prescription Drug Abuse Prevention"**

**CADCA is proud to announce the launching of its first
online course on over-the-counter (OTC) and
prescription drug (Rx) abuse prevention.**

"We're pleased to provide a comprehensive online prevention course as a new training resource for our coalitions and their communities," said General Arthur T. Dean, CADCA's Chairman and CEO. "This new course uses a great technology platform to apply our evidence-based approach specifically to medicine abuse."

Course modules include:

- 1. Overview of the Problem**
- 2. Overview of the Strategic Prevention Framework (SPF)**
- 3. Conducting a Community Assessment**
- 4. Building Capacity**
- 5. Planning: Problem Analysis and Logic Modeling**
- 6. Planning: Developing Comprehensive Prevention Strategies**
- 7. Rx Abuse Prevention Toolkit Strategies**
- 8. Evaluating Community-Level Change**
- 9. Applying the Principles of Cultural Competence**
- 10. Conclusion**

Individuals and other concerned health advocates can access the courses at
<http://learning.cadca.org>

www.coalitionforplaceryouth.org

Take the Parent Pledge

Join our efforts
to reduce youth
access to alcohol

Sign the Pledge@

www.coalitionforplaceryouth.org

CPY Would Like to Say - Thank You Thank You ThankYou
To the 1800 parents who have signed the Parent Pledge and made a commitment to keep drugs and alcohol out of the hands of Placer youth.

Now we would like to ask you to take the next step:

- let us know how the Parent Pledge has helped you keep your teens / children safe
- help us recruit more parents to join our positive community wide prevention effort
- assist us in improving the Parent Pledge

Complete the circle of prevention by completing a short
8 Question Anonymous Survey
<https://www.surveymonkey.com/s/ParentPledge>

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