

COMMUNITY COALITION ALLIANCE



An Alliance of Florida Coalitions

www.ccafl.org

NORTHEAST NEWS

The CCA North is an alliance of community anti-drug prevention coalitions in Northeast Florida- Circuits 3, 4, 5, 7, & 8. The CCA works to assist all member counties with sharing ideas, learning from one another, and implementing Environmental Strategies to reduce and prevent alcohol and other drug use.

MISSION: To serve as the collective voice of community coalitions in the State of Florida while valuing the unique identity of each member of the alliance.

MEMBER COUNTIES: Alachua, Baker, Citrus, Clay, Dixie, Duval, Flagler, Hamilton, Hernando, Lake, Levy, Marion, Nassau, Putnam, St. Johns, Volusia

Edition 3- Spring 2014

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CCA Updates

Thank you for viewing the Summer edition of the CCA Northeast Newsletter! We are working hard to share information throughout the region, both directly from the CCA and from all member coalitions. This newsletter is a quick look into what community coalitions are up to around the region.

REGIONAL ACTION PLAN: We are very excited to announce that you can now access our Regional Action Plan on the home page of our website: www.ccafl.org.

CCA WELCOMES THE SOUTHEAST: Its official, the Southeast Region of Florida has joined up with the CCA Northeast! The CCA staff will be working with community groups to develop and enhance coalitions in the area. This year, the CCA will work with groups in Indian River, Martin, Okeechobee, and St. Lucie Counties. This group will be working much the way the CCA Northeast did this past year to get them ready to implement environmental strategies in their area. They will be developing their own Regional Logic Model and Regional Action Plan, much in the same manner of the CCA Northeast. This collaboration benefits both areas as it allows for the sharing of administrative/agency costs and gives us all a greater knowledge base to share from. We are very excited to welcome them to the ranks!! Together, we will help to reduce and prevent alcohol and other drug use throughout Florida.

Alachua County Health Promotion and Wellness Coalition- Alachua County

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ONLINE: Facebook: <http://on.fb.me/OLtJZY> **Twitter:** <http://twitter.com/HPWCoalitio>

Check Out Who Is “Having the Intoxication Conversation” with Over 250 Town Hall Meeting Attendees



Pictured: HPW Coalition Chair, Gregory Pelham, talking with community adults and parents.

On May 8, 2014, the Alachua County Health Promotion and Wellness Coalition hosted its 8th Annual Town Hall Meeting, titled “Having the Intoxication Conversation”. This Town Hall was sponsored by local agencies that gave door prizes, food, and cash donations, as well as by the SAMHSA Town Hall Initiative that helped fund over 1300 Town Hall Meetings nationwide.

The target audience for the town hall meeting was local parents and students who wanted to know more about how substance use and abuse can impact their lives. Two tracks were provided, which allowed parents and students to receive information pertinent to experiences relative to their age groups.

Youth were delighted with a dramatic presentation from Unity Family Community Center, which highlighted associated behaviors and consequences related to underage alcohol consumption and marijuana use. Adults were stimulated by presentations from Amy Ronshausen of the Drug Free America Foundation and Mike Evans of Meridian Behavioral Health Care, Inc., which highlighted warning signs for identifying use substance use issues, as well as protective factors, warning signs, and youth treatment options.

Following the presentations, each group was lead in a “Tough Talk” that allowed for questions and comments to be shared about the topics presented in a safe zone. After the groups were brought back together, evaluations were collected and door prizes were handed out. Thanks to our sponsors, a meal was provided to all attendees following the event. This additional time provided further interaction with the Board of Directors, Coalition Members, and the local community.

Baker Prevention Coalition, Inc.- Baker County

CONTACT: Tracie Sides, Executive Director at t_sides@bellsouth.net
ONLINE: Facebook: <https://www.facebook.com/BakerPCI>

Summer Nights- A Social Norming Campaign

BPCI has been implementing ‘Summer Nights’, a social norming campaign promoting drug-free summer nights! Our first event took place on June 20, 2014 at the Baker County Fairgrounds and was a big success! We were able to bring in Human Hamster Ball Racing, and a live version of Angry Birds to kick-off the beginning of a fun summer. Overall attendance was at 97 individuals-which included parents, grandparents, and children. The Camp S.T.Y.L.E youth club sold snacks, including lemonade, candy, popcorn, and pizza and the local Rotary Club sold funnel cakes. Due to rain, the event was cut about thirty minutes short from the scheduled time, but even through the rain our guests occupied themselves indoors with our ‘Be Happy Like Me, I’m drug Free’ goodie bags, and fellowshiped with one another while waiting out the storm. The kids enjoying themselves in a positive atmosphere and guests could also visit the Baker County Health Departments’ Tobacco Programs informational table. Ms. Pam Jeralds and Ms. Jennie Proto displayed what tobacco can do to your body, and gave out pamphlets on tips to stop use. BPCI would also like to thank our Baker County Sheriff’s Office and the Explorer group for assisting with parking and security at our event. Overall, the event went really well-and we would like to send a HUGE thank you to Miss Anne Lewis, and the Baker Youth Coalition for their countless hours planning, and in addition setting everything up and cleaning up afterwards!

Anti Drug Coalition of Citrus County- Citrus County

CONTACT: Mary Lee Cubbison, at mlcubbison@antidrugcitrus.com

ONLINE: <http://www.substancefreecitrus.org/>

Coalition Reflections

ADC hosted the Annual Board Retreat on June 12. The main goal of the retreat was to discuss our strategy for the coming year, including our logic model and action plan. Many of the items detailed in the Community Coalition Alliance's logic model and action plan are included. A status check for the attendees on items that we continue to address was also a priority. The logic model and action plan were moved to the board and were approved with minor revisions. Invited guests from our 12 sectors were given an opportunity to participate and gain buy-in to this evolving process.



A highlight of the retreat was a presentation by Kevin Puritan, Supervisor of the School Resource Officers throughout the county and Kerry Parsons, the County Attorney. ADC, with the Sheriff's office in the lead, has worked on ridding the county of synthetic drugs for some time now. We have had success with reducing the access through an education program calling on shop owners to voluntarily take the drugs off their shelves. Of the 80 stores visited by deputies, ADC staff and volunteers, parents and teens from SADD Clubs, all but 6 removed these dangerous substances from their stores. Additional pressure (an interesting form of social norming) was placed on stores not complying with the use of a full page ad in our local newspaper listing all of the stores in compliance with the voluntary program and more importantly, listing those that were not. This approach increased the number of phone calls received at the Sheriff's Office about this community issue and also from a couple of the stores whose owners decided they wanted to be on the compliant list and then removed the synthetics from their stores. Kevin indicated there are people now coming to our county to purchase synthetics from those stores that failed to comply with the voluntary request because they cannot purchase these drugs in their county. This has given a greater emphasis for our BOCC to deal with this issue.

The last step in this process is having an ordinance passed by the BOCC making the sell of these dangerous products illegal. After looking throughout Florida and around the country, Ms. Parsons explained that the board will soon be considering three ordinances. The ordinances range from the highest risk exposure for the county down to one that carries no risk. ADC will have an opportunity to fully review the three ordinances and our comments will be presented to the BOCC along with the three selections. Also, we will be notified of the meeting date where the ordinance will be on the agenda in order to pack the house in support of our BOCC making this ordinance a reality. This process demonstrates the strength of several sectors working together for the greater good of the community. Also, the strength of the anti-drug movement where grassroots efforts can make communities safer and healthier is exhibited. This has been like watching dominoes fall. Having Citrus County join the ranks of counties who have this ordinance will then help more counties make a case in their community and that next domino will fall.

Coalitions work!

Mary Lee Cubbison, MSW, Director of Services

Clay Action Coalition- Clay County

CONTACT: Stephanie Geoghagan, Project Coordinator at Stephanie.geoghagan@ccbhc.org

ONLINE: <http://www.clayactioncoalition.org/> or <https://www.facebook.com/pages/Clay-Action-Coalition/385205754890264>

Clay County Sheriff's Office Conducts Alcohol Compliance Checks

Clay Action Coalition is partnering with the Clay County Sheriff's Office to conduct quarterly alcohol compliance checks on the alcohol retailers in Clay County. This strategy is used to gain knowledge of the alcohol retailers who are not following the age restriction law. Non-compliant retailers are offered training for their employees to help them to follow the law and not sell alcohol to underage persons. In recent checks, approximately 20% of alcohol retailers in Clay County were non-compliant with the law to not sell or serve alcohol to persons under 21 years of age. It is our hope that by continuing to conduct these operations in our community, alcohol retailers will get the message that we will not tolerate the practice of selling alcohol to persons who are underage. If young people have less access to alcohol, they are less likely to use alcohol and therefore become addicted.

Any questions about these operations? Contact Stephanie Geoghagan at 904-291-5561 ext. 2172

Dixie County Anti Drug Coalition- Dixie County

CONTACT: Katrina VanAernam, Coalition Director at kvanaernam@gmail.com

ONLINE: <https://www.facebook.com/pages/Dixie-County-Anti-Drug-Coalition/140135282730666>



Horseshoe's Annual Spring Festival

Executive Director Katrina VanAenam and Coordinator Angie Land shared the coalition's vision of a drug free Dixie at Horseshoe's Annual Spring Festival. The pair worked to inform the community about the alcohol and other drug issues Dixie County is facing and promote the Know the Law Program that helps youth and parents learn the laws surrounding alcohol and other drugs.



Drug Free Duval (Safe and Healthy Duval Coalition)- Duval County

CONTACT: Susan Pitman, Project Director at susan@drugfreeduval.org

ONLINE: www.drugfreeduval.org or Facebook: www.facebook.com/drugfreeduval

Twitter: @drugfreeduval or LinkedIn: <http://linkd.in/1g17mtY>

A COMMUNITY SUCCESS STORY- Parents Who Talk About It. Be About It.

By: Melanie Bright

Safe & Healthy Duval Coalition, now known as Drug Free Duval, was formed five years ago by a group of residents and professionals in Duval County who shared a concern about patterns of alcohol and substance abuse among the youth in our communities.

The current staff has more than 40 years of combined experience working with critical issues and finding positive solution to challenges in Duval County schools, homes and communities. Recognized as the community convener in the Youth risk Behavior survey process, Drug Free Duval initiated a community-wide effort to address a specific problem identified through the YRBS:

Duval parents are unaware of their influence regarding their children's drug and alcohol use, even though the YRBS data show that youth view their parents as the number one influence in their lives on these issues. Armed with this data, a community group became dedicated to arming and equipping our parents with both the knowledge of their influence, and specific tools to walk alongside their teens.

A dynamic group of individuals representing prevention, government agencies, local treatment providers, Duval schools, the faith-based community, Juvenile Justice and parents began to meet and brainstorm. The task force reviewed various survey results and came up with a strategy that would ultimately provide parent education, support and tools aimed at helping parents engage with their kids.



The team formed subcommittees, and the following tools have been developed or are in final stages:

- **Brave Youth:** teens created a short film in which they tell their parents the powerful influencers they remain in their lives. This film will be shown at Open Houses during fall, 2014 school year, and additional copies are being burned on flash drives for distribution to parents through school events and other youth/parent events.
- **Talk About It. Be About It.:** a parent-pack of educational and support tools was designed and created with the goal of increased engagement between parents and their teens. The final packet includes an educational newspaper with a focus of the impact of alcohol & drugs on the teen/developing brain, small conversation starters and tips for healthy communication, tough-question and answers and sample text messages.
- **Family Day:** expansion of CASAColumbia's movement to celebrate parental engagement by creating the parent-pledge to have sit-down dinners with the family. The team got eight local restaurants to pledge dinner for a family of four once-a-week during the month of September. All parents taking the pledge are entered for the weekly drawings.

As a result of the task force our community has begun to be aware of the impact parents have on their teens' drug and alcohol use. The Mayor's office is taking notice, and we are getting invitations to speak to City Council and potentially expand the impact of parent engagement with the help of City resources.

We are also educating them on the various resources located throughout our community and the result is increased collaboration amongst various groups, agencies and community resources.

"Discovering the reality that I do have the primary influence on my children regarding drug and alcohol use has given me the confidence to engage with them regularly about these issues and has opened up regular lines of communications on these subjects," said Barb Tilka. "I'm thrilled to have some specific tools to help me engage."

The current plan for the task force is to provide these resources to all Middle School parents, although the team hopes to expand it to reach down to fifth grade, and through high school. There are approximately 35,000 middle school students in Duval County, and the task force is anticipating strong results.

The entire task force is thrilled that we already observe the community coming together to assess the needs of our parents and students and that we have been able to create and provide parents with some tools and resources that may assist them in becoming engaged with their teens. We will continue to review the behavior and use data and anticipate seeing reduction in thirty-day use of drugs and alcohol over the next two years.

Focus on Flagler Coalition- Flagler County

CONTACT: Debbie Neuman at debbieneuman56@gmail.com **ONLINE:** <http://www.focusonflagler.org/>

Mission: Collaborating with concerned partners and citizens of Flagler who provide services that promote and strengthen youth, families and community to achieve healthy and fulfilling lives.

Our Core Values:

We believe in the inherent strength and potential of Flagler's residents and that they deserve to achieve their highest and greatest potential by living in a supportive and nurturing environment that focuses on strengths as a means to help achieve healthy growth and fulfillment. We believe that healthy, intergenerational adult/youth relationships are essential for a successful community and that all residents share in the responsibility to support and guide families during these tough economic times.



Hamilton County Alcohol and other Drug Prevention Coalition- Hamilton County

CONTACT: Grace McDonald, Executive Director at mcdonaldg1@windstream.net



HAMILTON COUNTY COALITION DIRECTOR GRACE MCDONALD SPEAKS AT 3RD JUDICIAL CIRCUIT ANNUAL BANQUET

Mrs. McDonald shared about the history and the Mission of the Coalition. She also explained that we are a nonprofit 501c and how we are funded. She discussed our strategies and activities. Mrs. McDonald was proud to share with this group about The NOPE Vigil, Prescription Take Back Day (s), Save a Life Tour Motivational Assembly, SWAT Activities and the Town Hall Meetings. At the end of her presentation she presented everyone with a Resource Directory, stress balls with a drug prevention message on them and a coalition pen.

Hernando County Community Anti Drug Coalition- Hernando County

CONTACT: Tresa Watson, Executive Director at tresa@cenaps.com

ONLINE: www.hernandoantidrug.org

Friday Night Done Right- No Alcohol. No Dope.

On Friday, June 27th over 60 Hernando County youth joined the HCCADC at the YMCA for a Friday Night Done Right Event! In partnership with the YMCA, youth were not only educated on the dangers of alcohol and other drugs, but had fun doing so. Event activities included kickball and a corn hole tournament. Youth signed Friday Night Done Right pledge cards, pledging to be alcohol and other drug free. The social norming campaign, Friday Night Done Right, helps spread the message that most Hernando youth don't need alcohol and other drugs to have a good time. Messaging can be seen throughout Hernando County. To get involved with the campaign, visit www.hernandoantidrug.org for more information.



Safe Climate Coalition of Lake County, Inc.- Lake County

CONTACT: Debi MacIntyre, Executive Director at debi@scclake.org

ONLINE: <http://safeclimatecoalition.org/>

Social Norming In Leesburg High



In the 2013-2014 school year, the Youth Leaders at Leesburg High School communicated the message of good character, standout leadership, and the truth about drug and alcohol use. At the beginning of the year, all LHS students participated in a survey and data was used to create an impactful poster campaign. Throughout the year, the Youth Leaders hung signs with a different theme. Cool, Choose, Peace, Shout, Happiness, and Party were all used to relay the facts about drug and alcohol use within the student body at LHS. By creating peer relationships and a focus on being a positive influence for LHS, the Youth Leaders also held successful monthly lunchroom activities with questions to monitor impact of the poster campaign. As shown by the positive questionnaire results and lively bi-weekly planning meetings, the Youth Leaders certainly made a huge impact on their Yellow Jacket family as well as their Leesburg Community!

Levy County Prevention Coalition- Levy County

CONTACT: Jonathan Lewis, Chief Operations Officer at jmlewis@ccoff.net

ONLINE: <http://levypipsa.org/>

Levy County Prevention Coalition 2014/2015 Agenda

As the 2013/2014 Fiscal Year comes to an end, the Levy County Prevention Coalition is already planning for next year. The Coalition Board, Staff and General Membership all hope to build off of the success of the past year. In doing so, LCPC will continue to assist with Crab Fest, offer Responsible Vendor/Merchant Training, coordinate compliance checks, coordinator part patrols and implement ATI (Above the Influence) clubs in the High Schools. In addition, LCPC is very excited about possibly using our ATI Club members to help facilitate "Friday Night Done Right", a regional strategy identified by the member Coalitions of CCA (Community Coalition Alliance).



Committed To A Healthy Community

Aside from the continued implementation of Environmental Strategies aimed at Reducing Youth Substance Abuse, LCPC will also make specific efforts in the areas of Community Outreach and Name Recognition. By doing so, the Coalition hopes to plan two to three annual fundraisers to assist with Coalition sustainability.

Marion County Children's Alliance- Marion County

CONTACT: Nancy Castillo, Prevention Coordinator at Nancy.castillo@mcchildrensalliance.org

ONLINE: <http://www.mcchildrensalliance.org/>

Eleventh Annual Back to School Bash

On Saturday August 9th, 2014 from 10:00 am to 2:00 pm, the Eleventh Annual Back to School Bash will be held. Location" Ed Croskey Center, 1510 N.W. 4th Street, Ocala, FL 34475. Everything is Free! Immunizations (Must bring current shot record), School Physicals, Vision and Hearing Screenings, Child ID's, Backpacks and School Supplies (while supplies last), Vendor, Clowns, Games, and Free Food! Back again this year- Munroe Regional Kid Fitness Screenings and Kid Sight, a screening for Amblyopia (lazy eye) for children 1 to 6. For more information, sponsorship opportunities or to donate school supplies, please contract: Monica Bryant at (352) 438-5993 or monica@breakthesilenceonviolence.org or Lena Smith at (352) 629-0105 or lena@clsmf.org



Nassau Alcohol Crime Drug Abatement Coalition- Nassau County

CONTACT: Susan Woodford, Executive Director at elwoodford@yahoo.com

ONLINE: <http://nacdac.org/>

SAMHSA Town Hall Meeting West Side

On October 4, 2014 NACDAC will sponsor its first ever "Natural High" 5K fun run/walk at West Nassau High School. In collaboration with a new social marketing program, Natural High, the coalition will raise money and awareness of several programs and clubs along with community service projects our teens will be participating in throughout the 2014-2015 school year. Our hope is to use this event to kick start the Natural High idea for our community. Registration information will soon be available, keep an eye on our website for updates. Contact Jason Lynch at jlynch8@windstream.net



Putnam County Anti Drug Coalition- Putnam County

CONTACT: Christopher Glymph, Program Director at cglymph@putnamschools.org

ONLINE: <http://classsites.putnamschools.org/antidrug/Putnam.html>

Youth Updates Putnam County

Safe & Sober Prom launched its final step, with students receiving Safe and Sober contracts for themselves and their parents to sign. Returned contracts earned cards for local businesses that offered discounts for promotion. The schools handed out 650 contracts and raised over \$1100 for next year's program. The intent is for each year to raise funds for the following year, making this project self-sustaining.



SWAT successfully had tobacco free zone at County Fair with great results. The students are working to make the entire fairgrounds tobacco free all year for every event. They also finished up the flavored tobacco resolutions in Putnam County, receiving resolutions from Pomona Park and Welaka. The students now have all Putnam municipalities with resolutions recommending the ban of flavored tobacco products.

PACT Prevention Coalition of St. Johns County- St. Johns County

CONTACT: Lynnette Horwath at Lynnette@pactprevention.org

ONLINE: <http://www.pactprevention.org/>

Teen Speak

It is extremely important to prepare our youth with what they may experience in the future. Going from elementary school to middle school, and middle school to high school is a drastic change in a child's life. PACT's Teen Speak is a program we offer to elementary and middle school students that educate them on the pressures they may encounter in the near future or further down the road. High school students from the St. Johns County area talk with the students about the experiences they have gone through and why staying away from alcohol and drugs is so crucial.



On June 3, Teen Speak went to Timberlin Creek Elementary School. Justin Lee and Sarah Schrek, who just graduated from high school, made a presentation to the entire 5th grade class. On June 10, Sarah Schrek and Bridget Heenan took Teen Speak to Switzerland Community Church during Mission JAX, consisting of youth ages 12 to 18. On both days Teen the kids were informed on the dangers of alcohol and drugs and what a person can do to continue a healthy, positive life.

Please call or email Lynnette Horwath for more information: Lynnette@pactprevention.org or 904-829-6261.

One Voice for Volusia- Volusia County

CONTACT: Julie Barrow at julie@ovfv.org

ONLINE: <http://www.onevoiceforvolusia.org/>

“Speak Up, Reach Out,” SAMHSA’s 25th annual Recovery Month theme, “Join the Voices for Recovery:



In the final quarter of the 2013-14 fiscal year, Lutheran Services Florida traveled throughout the North East region holding Circuit Advisory Meetings and Strategic Planning Sessions based on the Region's Needs Assessment Findings. One of the 5 key strategic areas identified for our region was the need to support staff retention and develop opportunities to improve health outcomes.

In response, One Voice for Volusia has made a commitment to their coalition to support our members and area providers in their ability to empower and retain their staff, so they can then go on to empower those they serve. It is vital for our agencies, organizations, businesses and individuals who tirelessly serve others, to first model an internal environment of essential Protective Factors for their staff and their own personal families. When taking off on an airplane passengers traveling with dependents are advised that in the case of an emergency they are first to place the oxygen mask on themselves and then to place this life giving necessity on the person/s they are in charge of caring for. Protective Factors can be that life giving oxygen for both our staff and clients.

Our *thrive by five* Collaborative has already begun offering extensive training on the Strengthening Families Framework and is now distributing the Strengthening Families self-assessment survey to partner members' staff. The results of these self-assessments will increase provider's awareness of staff's need for family support. Increased knowledge will encourage the integration of Protective Factors into their work environment. As a result, staff will go on to model the Strengthening Families Framework and Protective Factors to the people they serve. Strengthening Families Trainings will be offered at monthly coalition meetings, our Health and Human Services Summit and will continue to be promoted throughout the community through our staff and area partners. Additional topics that will be incorporated into our monthly meetings and trainings to support staff retention and develop opportunities to improve health outcomes are; Worksite Wellness, Leadership and Strategic Planning, Standards of Excellence and Customer Service.

Our greatness lies not so much in being able to remake the world...as in being able to remake ourselves.

~ Mahatma Gandhi