

# COMMUNITY COALITION ALLIANCE



An Alliance of Florida Coalitions

[www.ccafl.org](http://www.ccafl.org)

## NORTHEAST NEWS

The CCA Northeast 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

### Winter 2014-2015

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### CCA Updates

Thank you for viewing the 2014-2015 Winter 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.

CCA Northeast Regional Action Plan is in full swing! Implementation officially began on July 1, 2014 and the CCA coalitions have moved to action! Over the next two years, the coalitions will be implementing the action plan and evaluating the outcomes to learn how effective the strategies chosen have been in our communities. Many coalitions throughout the region have been implementing some of the strategies prior to this year, so we hoping to see declines with the release of our second annual Needs Assessment due out in March. According to the Statewide 2014 Florida Youth Substance Abuse Survey, alcohol and other drug use is declining among Florida youth, and we believe that trend will continue through the work of the CCA coalitions and their community partners.

For more information on the CCA, check out our website at [www.ccafl.org](http://www.ccafl.org)

*Have a Happy Holiday Season!!*

## UPDATES FROM THE NORTHEAST COALITIONS

### 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>

#### *HPW Welcomes the New Alachua County School Board Superintendent!*



*Pictured: Ms. Danielle Tolson, Ms. Gwen Love, Dr. Owen Roberts, and Pastor Gregory Pelham.*

The HPW Coalition is dedicated to cultivating relationships with key stakeholders throughout Alachua County and the state of Florida. When Dr. Roberts was selected to serve as the next Superintendent for the Alachua County School Board, we were excited to have a new partner in Alachua County.

In our recent meeting with Dr. Roberts, it was a privilege to hear first hand how dedicated to collaboration with all types of people he is. He discussed a portion of his overall vision for making progress in our county and asked for our input. We let him know that we had strong ties with several of his schools and that we work to promote environmental strategies that impact the entire Alachua County community.

We look forward to the potential of working more with Dr. Roberts and we welcome him to the community!

### Baker Prevention Coalition, Inc.- Baker County

**CONTACT:** Cheryl Pingel, Board Chair at [marche@nefcom.net](mailto:marche@nefcom.net)  
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#### **Coalition Updates**

Baker Prevention Coalition, Inc. (BPCI) has been busy the last few months. From chamber meetings to new personnel, the coalition is moving toward a positive outcome.

The Baker Prevention Coalition, Inc., Youth Coalition began its second year this quarter. The Youth Coalition which has approximately 18 members has been actively recruiting new members and planning activities for the upcoming year.

The BPCI collaborated with the Baker County Chamber of Commerce to host a Lunch and Learn in September featuring guest speaker Dr. Jessica Spencer. The topic was Medical Marijuana Legalization: What is Florida Facing? Dr. Jessica Spencer, who is well versed and works with a lot of legislatures explained the importance of Amendment 2 not passing this year. She explained that people do not understand this is a constitutional amendment and revealed the many dangerous consequences it would have on our society should it be successful. This amendment is dangerous and wildly unnecessary because the Florida Legislature has already adopted a law that allows a narrow strain of medicinal marijuana that has been bred specifically for those needing treatment for a serious illness. It was explained that the proposed amendment would be extremely dangerous because our state's children and teenagers would lawfully be able to obtain pot without parent's consent, placing zero age restrictions. She powerfully described the loopholes so many Floridians need to be aware of before going to the polls.

Following an informative Chamber meeting, Chris Ralph from the Health Law Services in Jacksonville spoke to members at the October Baker Prevention Coalition, Inc. meeting. He also provided those in attendance with a thorough overview of the issues surrounding Amendment 2. He distributed handouts that included a Constitutional Amendment Petition Form, Official Physician Medical Necessity Form, and Press Release titled "Jacksonville, Firm in Controversy Over Medical Marijuana Meets Duval Sheriff, State Attorney Team on Necessity Doctrine Rules."

In October, Michael Griffis, President of Baker Prevention Coalition, Inc. informed those in attendance that BPCI was unsuccessful in securing the DFC grant they applied for. The only funding being received now is from the Community Coalition Alliance (CCA). Due to the limited funds Baker Prevention was no longer able to keep Tracie Sides as the Executive Director. The Baker County Health Department has joined with BPCI under a contract to hire a part time employee responsible for the Baker Prevention activities. The new employee, Sarah Craft was hired in the middle of October. She is considered part of the Health Education Program at the Health Department. The partnership will be in place at least for the next year and BPCI will apply again for the DFC grant or any other funding opportunities that become available.

BPCI participated in a "Ghost in the Oaks" community event at Heritage Park on October 24<sup>th</sup> and 25<sup>th</sup>. The event promoted healthy recreational activities and habits for youth and families while encouraging them to spend quality time together in a safe and fun activity-filled atmosphere. BPCI shared a booth with the Baker County Health Department and provided information regarding what we do, and how the community could get involved with our efforts. In addition, information on "Parent that Host Lose the Most" was distributed.

## Anti Drug Coalition of Citrus County- Citrus County

CONTACT: Mary Lee Cubbison, at [mlcubbison@antidrugcitrus.com](mailto:mlcubbison@antidrugcitrus.com)

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

### *Coalition Reflections*

#### **Reflections:**

A study several months ago indicated that 90% of Florida's voting public was in favor of **Amendment 2**. While that study may have been an outlier, there were other studies that showed the support for the Amendment 2 was large enough to pass and well over the 60% of the vote needed. It has always been amazing to see a grass roots effort in action. Amendment 2 presented a challenge in Florida. Educating the public about the dangerous flaws in Amendment 2 was truly a grassroots effort, encompassing all 67 counties in Florida. It brought together Florida's sheriffs, medical professionals, business groups, parents, teenagers, and many other concerned citizens in a common goal to keep more drugs off our streets. Our collective efforts to defeat this amendment should serve as a national case study on how to bring individuals from all backgrounds and across all political parties together to take a stand against drug policies that threaten our children's safety and security. The proponents of legalized marijuana will not let this be the last word so we will keep a careful watch on this issue and keep you informed.



October was Substance Abuse Prevention Month and was a very busy time for ADC. A highlight of the month was **Red Ribbon Week** which celebrated in all schools in the county. Red Ribbon Week is full of fun activities every day during the week to help kids stay drug free. **Red Ribbon Week** is celebrated in over a hundred thousand schools nationwide, reaching an estimated 80 million individuals annually, bringing awareness and support for safe, healthy and drug free children in the United States and beyond. Between **October 23rd and 31st** each year, schools organize Red Ribbon Week activities and celebrations. At home, it is a natural opportunity to start or continue the dialogue with children about the dangers of drug use and abuse. By expressing disapproval of the use of drugs (and better yet, by promoting healthy lifestyles and self-love), parents can significantly reduce the likelihood that their children will use substances. Furthermore, by sending a consistent message both at school and at home, children are more likely to actually hear that message. A highlight of Red Ribbon Week this year, was launching **Friday Night Done Right** in Inverness Middle School kicking-off RRW with a student dance. Nearly 250 students attended the dance and many of them also pledged to stay drug free. Pledge cards were drawn from a container and prizes were awarded to those students who read their pledge to be drug free. We will be looking at other opportunities throughout the year to continue this activity until the community recognizes that any event labeled "Friday Night Done Right" is an event parents and students can be assured will be safe and drug free.

We also hosted our annual **NOPE Candlelight Vigil** in partnership with Celebrate Recovery at Seven Rivers Presbyterian Church. The event, chaired by Board member, Scott Hebert, Director of Area Schools and Elementary Education, drew 70 attendees. Participants heard a heartfelt story of recovery from Mike Wright, who

is with the Citrus County Chronicle. The candle lighting ceremony was led by Lorrie Van Voorthuijsen. Every attendee had an opportunity to light a candle in memory of someone who has lost their life to drugs and also to honor those who are in recovery. Many lives have been destroyed by substance abuse and the disease of addiction. Too often, this disease is perceived as deserved and shameful, leaving families to grieve in silence, or an addict struggling to recover alone.

In the immediate future is the process of reviewing the **2014 Florida Substance Abuse Survey (FYSAS)** and ensuring the results are considered in developing future strategies for ensuring our community safe and drug free. To have a little fun, ADC is looking forward to decorating a float in both the Crystal River and Inverness parades this year led by our SADD Clubs. Also we are planning for **Partners with a Heart, our annual recognition held on Feb. 27, 2015**, honoring individuals who have made a significant contribution to substance abuse prevention. Planning has just begun for our **Town Hall that will be held in April**. We know we will have our most successful Town Hall ever.

## Clay Action Coalition- Clay County

**CONTACT:** Stephanie Geoghagan, Project Coordinator at [Stephanie.geoghagan@ccbhc.org](mailto:Stephanie.geoghagan@ccbhc.org)

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***Clay Action Coalition is Honored as an Exemplary Partner by the Clay County School District***

The Clay County School District was chosen by the Military Child Education Coalition as one of five recipients throughout the nation to receive the 2014 Pete Taylor Partnership of Excellence Award. They received one of the highest honors in the category of Exemplary Partnerships. Due to the excellent partnerships between the school district, our military installation, higher education institutions, business partners, and community organizations, such as Clay Action Coalition, they been able to provide professional development, additional services and the much needed support our military connected students and their families deserve.

Clay Action Coalition contributed by providing curriculum and materials needed to increase a positive school climate. Professional development was provided to teachers and other school staff to help them implement social/emotional support and education to their students. This social/emotional learning curriculum was then implemented in classrooms of elementary and junior high school students, providing them with alternative choices to violence, drug\alcohol use ort other risky behaviors. Students were also provided Student2Student peer leadership training to support positive peer relationships and increase school connectedness among students.



## Dixie County Anti Drug Coalition- Dixie County

CONTACT: Katrina VanAernam, Coalition Director at [kvanaernam@gmail.com](mailto:kvanaernam@gmail.com)

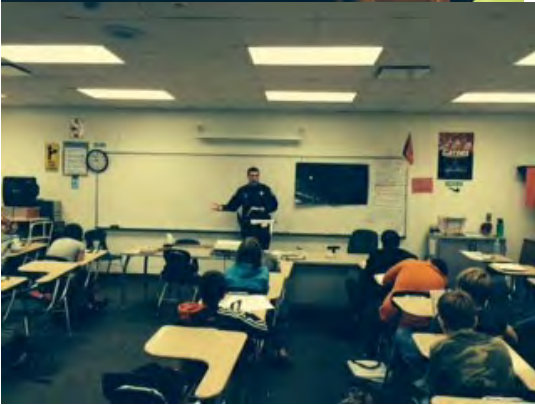
ONLINE: <https://www.facebook.com/pages/Dixie-County-Anti-Drug-Coalition/140135282730666>



### *Know the Law In Action*

Partnering with our Dixie County Sheriff's office and the Dixie County School Board, we present the "Know the Law" program in our High School and Middle School. During the month of October approximately 200 students attended this 3-hour program, taught by Law Enforcement. Know the Law educates students on the consequences of breaking the Law and how it can affect their future in the area of job opportunities and further education. Dixie's Anti-Drug Coalition provides the curriculum, including a handbook per student.

**First Picture:** Sergeant R. Downing teaches "Know the Law" to students at Dixie County High School during the month of October. Over 80 students participated in this great program!



**Second Picture:** Deputy D. Cravey teaching "Know the Law" to students at RRMS in October. Over 120 students learned to stay "Safe and Smart" and avoid the consequences of

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

CONTACT: Susan Pitman, Project Director at [susan@drugfreeduval.org](mailto:susan@drugfreeduval.org)

ONLINE: [www.drugfreeduval.org](http://www.drugfreeduval.org) or Facebook: [www.facebook.com/drugfreeduval](http://www.facebook.com/drugfreeduval)

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

### *Natural High Social Norming Campaign In Action*



Drug Free Duval engaged stakeholders to evaluate two options for social marketing and media related to changing social norms in our community: Friday Nights Done Right and Natural High. Natural High exists "to empower youth

to discover and pursue what they truly love to do so they have a reason to say no to an artificial high.” Our local team decided this was the approach and message that would resonate and to move forward. To implement Natural High we began with a soft opening, partnering at pre-existing events. As of December, we have launched Natural High through three very diverse audiences and across the board, the kids have embraced the message. We share with teens about the amazing brain development that is going on during their adolescent years... and how drugs and alcohol effect the growth patterns and interfere with the process PERMANENTLY. After this look at science, we shift the focus to enforce positive activities that release the same chemicals and endorphins as drugs and alcohol. We share a video from the Natural High Celebrity Spokespersons to gain the youth interest and then request that the youth share their Natural High. We have seen an overwhelmingly positive response from the kids as they begin to declare their natural highs and talk about the things they love to do. As the kids get thinking and talking we pass out simple cardstock and markers for them to illustrate or write out their natural high as a re-enforcement tool. We take photos, and ask them to be on camera sharing their Natural High...and they are enthusiastically cooperative! DFD and our community partners are in the planning stages to host several Natural High themed events around the city for 2015. We are thrilled with the initial start to the implementation, and look forward to seeing our core measures related to teens encouraging pro-social involvement rising.

### Focus on Flagler Coalition- Flagler County

**CONTACT:** Debbie Neuman at [debbieneuman56@gmail.com](mailto: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](mailto:mcdonaldg1@windstream.net)



#### **Friday Night Done Right Social Norming Campaign In Action**

On Friday Night October 24<sup>th</sup>, Hamilton County Alcohol and Other Drug Prevention Coalition hosted a fun filled event for the youth of Hamilton County at the Jasper Civic Center. The name of the event was “Friday Night Done Right”- *No Alcohol No Dope*.

The Friday Night Done Right Campaign focuses on things teens would prefer to do on Friday Night rather than drink or do drugs. The youth were able to participate in games, watch a presentation by Hamilton County SWAT- (Students Working Against Tobacco), Enter a contest, Take their favorite selfie at the photo booth and dance the night away. They were also provided a delicious meal. Each youth were given many giveaways. This was truly a successful event. We would like to thank everyone that helped make this event possible. We are in the process of planning another event for February, 2015.



# Hernando County Community Anti Drug Coalition- Hernando County

CONTACT: Tresa Watson, Executive Director at [tresa@cenaps.com](mailto:tresa@cenaps.com)

ONLINE: [www.hernandoantidrug.org](http://www.hernandoantidrug.org)

## HCCADC Recognized for Community Work

The Board of County Commissioners recognized Tresa Watson, executive director for the Hernando County Community Anti-Drug Coalition. Commissioner Diane Rowden presented the resolution to Ms. Watson. She was joined by several local organizations providing support services in Hernando County. The HCCADC would like to thank the Board of County Commissioners for this honor!!



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

CONTACT: Debi MacIntyre, Executive Director at [debi@scclake.org](mailto:debi@scclake.org)

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

## Year in Review



### Safe Climate Coalition 2013-14 Year in Review

**Mission:** To collaborate with community stakeholders to focus on youth substance abuse and violence reduction and prevention while maximizing resources and providing opportunities for health and wellness in order for children and families to be self-sufficient, productive contributors in Lake County and society.

**Quality of Life:** Published the 4<sup>th</sup> Annual Report online. 800 printed booklets were distributed. (Printed by Stay Well) The number of visits jumped from 18,888 in 2013 to 24,923 in 2014! The collaborators making up the Lake County Community Assessment Team continuously expand, collect and update data on a regular basis.



**Enforcement of Underage Drinking Strategies:** Part of the Social Norms Project, LPD implemented environmental strategies that decrease risk factors. Paid overtime to LPD for conducting evidence-based underage drinking enforcement in Leesburg. Also provided Licensed Premise Inspection training for 44 Leesburg Police Officers. Over the year, 34 licensed premise inspections were completed resulting in 1 arrest and 8 warnings. 53 compliance buys were attempted resulting in 2 citations.



**Lake County Community Resource Guide & Basic Needs Guide:** Number of unique visitors to website increased 29%. Number of visits to the website increased 28%. Updated on a daily basis with an edition published monthly online in English and Spanish. The Basic Needs Guide, a 32-page edition of the LCCRG is now published on the website and updated monthly. This guide is often printed by agencies and distributed with a focus on homeless and unemployed.

**Drug Free Youth Leaders:** One S.A.D.D. club at LHS was active and renamed Lake Drug Free Youth Leaders. Funded the advisor position. 17 Drug Free Youth Leaders meetings were held with a total participation of 149 students.



**Department of Agriculture Licenses:** License allowing us to receive donations.

**DCF License:** Level 1 Prevention License allowing us to provide substance abuse materials



**Prescription Lockboxes:** Over 6,272 pounds collected over the past 3 years.



**Know the Law:** Know the Law booklets and DVDs were distributed to community members at events throughout the year.



**Social Norms Project:** Completed second year of a social norming campaign at Leesburg HS using the One Word Campaign. 200 posters were hung and then removed six times throughout the school year with 90 students assisting over the year. Posters utilized LHS survey data to develop campaign messages and materials needed to change students' perceptions and use of illegal substances.

Six lunchroom events reached 1,945 students with 54 members of the Drug Free Youth Leaders assisting with the event

**Mental Health First Aid Training:** Provided three sessions of adult MH First Aid Training to 60 Lake County community members. Everyone received certification and a free lunch.



### TeeNS Social Norming Survey:

SCC implemented a survey on youth alcohol and other drug trends at Leesburg High School to support the Social Norms Campaign.



**Communication:** Our Mail Chimp account distributes monthly newsletters and community event notices. We sent 19 blasts since April reaching a minimum of 500 individuals each time. Facebook activity increased significantly since April with 3,990 impressions and 149 likes.



### Community Awareness and Education:

Monthly Coalition Meetings with an educational component. Monthly Newsletter available in print or online – approximately 500 to 800 distributed monthly. Attended and participated in 27 community events. Coordinated annual DJJ Conference with 183 participants in attendance. Guest professor for a session focused on Social Problems at Lake Sumter State College each semester.

## Levy County Prevention Coalition- Levy County

CONTACT: Jonathan Lewis, Chief Operations Officer at [jmlewis@ccofl.net](mailto:jmlewis@ccofl.net)

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

### **Levy County Prevention Coalition Implements ATI Clubs in High Schools**

The Levy County Prevention Coalition is continuing its mission of preventing youth substance abuse by implementing Above the Influence (ATI) clubs in all three county High Schools.

The mission of the clubs will be to allow students the opportunity to express their desire to live "above the influence" of drugs. Two of the three clubs met for the first time in November and the turnout was great. The clubs are off to a great start.

In addition to social media campaigns, posters and videos, the Coalition is preparing each club to promote other Coalition Strategies such as Friday Night Done Right.



*Committed To A Healthy Community*

## Marion County Children's Alliance- Marion County

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

### **Red Ribbon Week a Success**

I would like to start off by saying that the 2014 Red Ribbon Campaign was a huge success and that many schools and students within our county should be extremely proud of themselves. I was able to tour many schools within our district this past week who participated in different Red Ribbon Events. The creative and diverse ways schools and students shown their spirit towards taking a stand against substance abuse and bullying were fantastic! Many citizens of Marion County told me that it was amazing to see our campuses glow with red for the entire week to show unity against drug abuse and to promote healthy choices within our district! While touring many campuses I witnessed schools adorned in red ribbons, students promoting healthy lifestyles, peers influencing other peers to make pro-social choices, and staff allowing kids to have fun while reinforcing positive learning. All of these schools should very proud of themselves for putting forth such great effort! I was able to personally speak with many of the judges and they had an extremely hard time putting numbers on their scoring sheets. The judges reported to me that in all cases each school was unique and found it difficult to place one school over another. The winners of the 2014 Red Ribbon School Spirit Contest are below. They received \$500.00 and a traveling trophy at the School Board Meeting on November 25, 2014.

#### Elementary School:

Eight Street Elementary

#### Middle School:

Dunnellon Middle

#### High School:

Marion Technical Institute

#### K-8 School Category:

Saint Johns Lutheran

*James Jackson*

*Marion County Public School Community Liaison*





## Nassau Alcohol Crime Drug Abatement Coalition- Nassau County

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

### *Teens for Change Gears Up in Nassau*

The Teens for Change (TCC) concept started four years ago in one high school with a group of dedicated students looking to promote positive social change in their community through volunteer activities and making healthy decisions. Now, NACDAC is proud to sponsor a club in each of the four high schools who have already hit the ground running this school year and are assisting the coalition with implementation of key strategies. While the west side students helped with the launch of the Natural High initiative during the inaugural 5K, the other schools worked with middle school students during Red Ribbon Week and promoted drug free message to change the perception that "all kids use alcohol/drugs." The Natural High campaign is now in full swing and gaining recognition throughout the county. Currently, the TCC groups are doing the following:



Hilliard: Will have a spot in the west side holiday parade and is doing a toy drive for under privileged children for the holidays.

West Nassau: Collecting clothes for the Dignity You Wear program and speaking at an upcoming town hall meeting to inform and educate the community about the youth coalition efforts. They will be participating in a leadership program sponsored by Chic-Fil-A, and walking in the west side holiday parade.

Yulee: Participated in Homecoming Carnival for fundraiser and made \$124 for the club. Currently doing a Kaps for Kids program where students purchase a ticket to wear a hat to school and all proceeds will go to Nemours Children's Hospital. Yulee TCC also handed out the "Parents Who Host Lose the Most" bags filled with informational literature and goodies to educate parents on social host liability laws. This was done at the middle and high school pick-up lines.

Fernandina Beach: Recently worked on painting the school parking lot to ensure students had their assigned spots, this is to assist with identifying problem areas/vehicles. Will collaborate with other school clubs to host a family movie night in the park. Students will have a "Parents Who Host Lose the Most" information booth set-up with NACDAC materials and other information. FBHS TCC will also be assisting the Ben Byrns Foundation with creating a 30 second PSA to run in the new local theater about RX drug prevention and making healthy drug free choices.

NACDAC would like to thank the TCC sponsors from each high school and look forward to our continued success with the clubs in the New Year.

## Putnam County Anti Drug Coalition- Putnam County

CONTACT: Christopher Glymph, Program Director at [cglymph@putnamschools.org](mailto:cglymph@putnamschools.org)

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

### *New Program in Putnam County*

The Putnam County Anti-Drug Coalition, working with local and state partners, has begun work on a behavioral health strategic plan to reduce behavioral health issues, increase student success, and reduce youth substance abuse and juvenile crime throughout the county. Taking a page from the CDC's ACE study, Putnam County stakeholders are devising a program that will screen all public school students in the county each year and, through the school guidance offices, provide assessments to provide referrals for services that can be delivered at the schools and at home for the students and their families. This ambitious program will also provide case management for each student that receives a referral to services in order to coordinate between multiple agencies and providers in order to promote a continuity of care among all providers. This program is scheduled to begin in the 2015-2016 school year, provided that all of the service delivery and reimbursement protocols can be implemented by that time.



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

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

### *Teens for Change*

With the holiday season just around the corner, PACT wants to make sure all of our youth have fun in safe and healthy ways. Take this time to educate your teen(s) about the dangers of both drugs, synthetic drugs, and alcohol. In the past month, PACT has made an effort to educate our St. Johns County teens on the dangers of drugs and alcohol.

PACT and Tobacco Free St. Johns collaborative initiative, Teens For Change, teamed up in October to participate in Red Ribbon Week, a week that raises awareness of the substance abuse in America.

The central theme of Red Ribbon Week was "Love Yourself. Be Drug Free".

PACT and Tobacco Free St. Johns Teens For Change clubs helped to organize Red Ribbon Week activities for their schools in order to promote their theme to not only their fellow students, but also parents of students as well. More than 3,000 red ribbons were passed out in 5 middle schools and 5 high schools in St. Johns County through the Teens For Change Initiative which helped students raise awareness of substance abuse to their fellow peers.

The Teens For Change hosted themed days at the 10 schools during Red Ribbon Week such as:

- Don't Be a Sucker for Drugs Day where students collectively handed out over 1,000 red lollipops that featured the words "Drug Free"
- Team Up Against Tobacco where students wore their favorite sports team jersey, which brought awareness to the addictiveness of tobacco products
- Dress Up to Say No! Day where students dressed as the profession they hope to pursue one day

Along with themed days, students at many of the schools signed pledge cards and displayed them on the front office doors for all the students, parents, and staff to see.

Murray Middle School also included two 15 minute presentations done by one of PACT's staff members, Bridget, and PACT's Flagler College intern, Laura. These presentations focused on how drugs, alcohol, and tobacco can hinder reaching your life goals and how much you can accomplish if those substances are excluded from your life.

Pedro Menedez High School held their annual health fair during Red Ribbon Week where the ladies at PACT were able to give about 75 mini presentations to inform the students what Red Ribbon Week is. Along with the mini presentations, over 400 Pedro students that stopped at the PACT table and picked up red ribbons to wear for the week.

## One Voice for Volusia- Volusia County

CONTACT: Julie Barrow at [julie@ovfv.org](mailto:julie@ovfv.org)

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

***"Speak Up, Reach Out," SAMHSA's 25<sup>th</sup> annual Recovery Month theme, "Join the Voices for Recovery:***

One Voice for Volusia is excited about the launch of Friday Night Done Right in our community. In September we were able to hire Michele Ladas as our new Youth Outreach Coordinator to help with our youth substance abuse prevention efforts. Michele is seeking her graduate degree in School Counseling and serving as the varsity cheerleading coach at Seabreeze High School.

With Michele's connections as a coach and a former student, Friday Night Done Right had its' Volusia County Schools' grand debut during Red Ribbon Week and Spirit Week on the campus of Seabreeze High School as well as the on the field of the big Mainland High vs Seabreeze rivalry game on a Friday night. The administrative staff of the high school proudly donned their FNDR T-shirts for Red Ribbon week, FNDR messages boomed over the

campus loudspeakers, pledge card kiosks manned by varsity cheerleaders were stationed during the lunch and break times and FDNR ambassadors from FCA, DECA, Cheerleading and athletics were solicited during their club meetings. It was great to see the Friday Night Done Right posters and banners lining the hallways along with the One Voice for Volusia Coalition banner celebrating the 80% of our youth reporting A's and B's who also reported NEVER using, covered in coalition member signatures.

The Recovery's Got Talent contests held monthly with showcases on Friday nights drew up to 180 guests supporting the local talent, the majority being local students from May through August. This was a great forum to share positive social norming messages, celebrate positive ways to spend a Friday night and highlight community support. These monthly events culminated on September 27, at the SAMHSA's

