

Substance Abuse Prevention Strategies

Stacy Carruth, MPH - Community Health Specialist
Regional Center for Healthy Communities
Cambridge, MA
scarruth@healthier-communities.org
617-441-0700

A Snapshot of Prevention

- Where We've Been
- Where We are Now
- Weymouth

Where We've Been

Scare Tactics

Car Crash Scenes
Montana Meth Project

Why Not?

State Trooper Effect
Jaws
Stigmatize vulnerable populations
Harm unintended audiences
Memorable doesn't equal effective



Better Ways to Do It!

Where We've Been



Where We've Been & Where We are Now

Individual

Environmental

Personal Change



Societal Change

Private Responsibility



Public Responsibility

Education & Programs



Policy & Enforcement

Recipes for Success (Geoff Miller – Maine Office of Substance Abuse, Erica Schmitz – Maine's Environmental Substance Abuse Prevention Center)

Where We Are Now


- Multiple Strategies, Multiple Places
(individual, organizational, community,
public policy)
- Boost protective factors, reduce risk
factors
- Change Social Norms

Examples of Effective Strategies at Multiple Levels



The 84



It's not just a number, it's who you
are.



MOST
Montana young adults
(4 out of 5)
don't drink and drive.*

MOST of Us® prevent drinking and driving.

MOST of Us
MONTANA SOCIAL SOURCE PROJECT
www.mostofus.org

  * Data source: 2001 Montana Young Adult Risked Survey.
BUIY RIDING OF ILLICIT DRUGS IS ILLEGAL AND DANGEROUS.
Campaign supported by Montana Department of Transportation and Montana State Police Safety Commission. Photo © Tom Brundage Photography Inc. 10-0111 © 2011 Montana

Environmental Strategies "PECCE"

- Policy
- Enforcement
- Communication
- Collaboration
- Education

Working to Reduce Access and Change
Social Norms

Strategies

- **Policy**- Regulations that restrict Access or change Community Norms
- **Enforcement**- Laws and Regulations must be enforced to be effective
- **Communication** – Media to change or reinforce community norms
- **Education**- In order for environmental strategies to work, people must know what measures are available to them and what policies they are expected to follow

Strategies cont.

Collaboration

- Law enforcement
- Schools
- Faith Based Community

Effective in raising awareness about issues of substance abuse and violence

Capacity Building to Collaborate

- Prevention Strategies
- Assessment & Evaluation
- Alcohol and Drug Trends
- Opiates and Overdose Prevention
- Medication Disposal

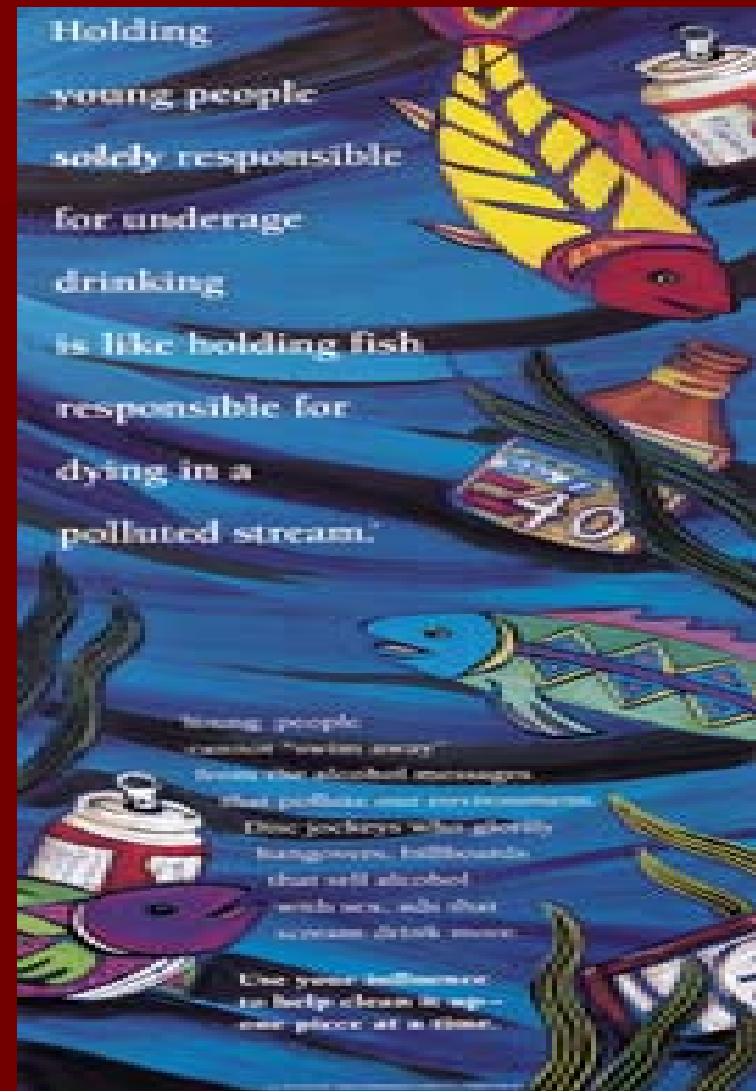
“Holding young people solely responsible for underage drinking is like holding fish responsible for dying in a polluted stream.”*

Young people cannot “swim away” from the alcohol messages that pollute our environment. Disc jockeys who glorify hangovers, billboards that sell alcohol with sex, ads that scream drink more.

Use your influence to help clean it up –
One piece at a time.

FACE

*Laurie Leiber, executive director
Center on Alcohol Advertising, Berkeley, CA



Communities That Care Youth Survey

**Weymouth Public Schools
Grades 7 – 12**

Key Findings and Trends

**from CTC survey results from
2007, 2008, and 2009**

**Prepared by
Lyn Frano
Drug Free Communities Grant coordinator**

Key Survey Findings

3-Year Substance Use Trends

Core Measures – Year 2009

Table 5.2: 30 Day Drug Use

DRUG	30 DAY USE
Smokeless Tobacco	5.7
Cigarettes	13.2
Alcohol	28.9
Inhalants	3.0
Cocaine	2.1
Marijuana	18.2
Heroin	1.3
Hallucinogens	2.0
Ecstasy	2.1
Meth	1.1
Prescription Pain Relievers	4.0
Prescription Tranquilizers	2.1
Prescription Stimulants	2.3

Positive Findings

- Average age of onset for tobacco, alcohol and marijuana increased
- 30 Day use of tobacco and alcohol decreased
- Perceived risk of Alcohol use increased
- School opportunities for pro-social involvement is our highest protective factor

Areas of Concern

- Marijuana use has increased
- Prescription Drug use has increased
- Heroin use has increased

Marijuana

- **Question 2**
- **Peer Approval of marijuana by 12th grade students has increased from 15.8 in 2007 to 29.1 in 2009**
- **Parental Disapproval of Marijuana Decreased 93.4% in 2007 to 91.7% in 2009 – this Represents a 1.7% decrease**
- **Perceived risk of Marijuana Decreased 79.8% in 2007 to 4.9% in 2009 - Represents a 6% decrease**

Access to Alcohol

- In looking just at upper grades, the majority feel they could obtain alcohol or marijuana with little trouble
- Highest reported sources "other adult" "someone under 21" and "took it from home"

Access to Prescription Drugs and Heroin

- Of the prescription drugs, nearly 20% feel they could easily obtain Oxycontin or Ritalin.
- And almost 15% could obtain heroin without any trouble.

**Prescription drugs are taken
from home more than any
other source.**

Prevention Efforts

Using Environmental Strategies

Policy

- Policy passed by Licensing Board in 2009 to require annual alcohol awareness training (21 Proof) to wait staff, bartenders, and cashiers.
- Prior policy included training for owners and managers only
- Nine package store owners adopted policy not to allow "canning" by youth at their stores.
- Three athletic leagues and several function halls adopted policy not to serve alcohol at youth attended functions


Enforcement

- Compliance checks at package stores and restaurants are performed by the Licensing Officer and students trained by MADD.
- Schools enforce MIAA and chemical health policies

Communication

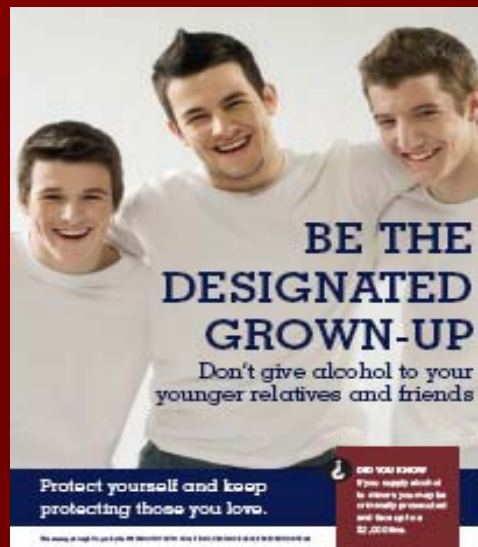
Social Marketing campaigns

Campaigns

 **Did You Know ?**

It's illegal to provide alcohol for anyone under the age of 21 !!

This message brought to you by
**The Weymouth Youth Coalition
 Substance Abuse Prevention Team
 and
 The Weymouth
 Alcohol Retailer Association**

BE THE DESIGNATED GROWN-UP

Don't give alcohol to your younger relatives and friends

Protect yourself and keep protecting those you love.

DID YOU KNOW?
 If you really think of it, there is probably no one in your family or your circle of friends who is 21 or older.



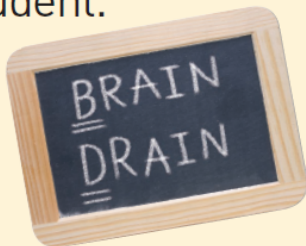
clean air (priceless)

bathtub security \$25,000 a year

smoke detectors \$10,000 a year


new toilet seats \$4,000 a year

How alcohol can make a **B** student a **D** student.



ALCOHOL DAMAGES TEENS' BRAINS.

Alcohol use decreases students' attention spans, memory retention and test scores. Alcohol impairs brain development in teens. Brains continue to develop until the early 20's. Talk to your kids about drinking so you know they are getting the facts. **Keep your kids' brains healthy.**

 did you know

This message brought to you by the Weymouth Youth Coalition Substance Abuse Prevention Team

Public Education Campaigns



**A Message from
Mayor Sue Kay
and the
Opiate Prevention Task Force
October, 2009**

WHAT ARE OPIATES ?

- Percocet, Vicodin, and OxyContin are man made opiates prescribed by doctors for pain. The chemical composition of man made opiate drugs mimic that of heroin.
- Like heroin, derived from the opium plant, man made opiates are highly addictive.

KNOW THE FACTS

- Because prescription drugs are prescribed by doctors, four in ten Teens believe getting high on prescription medication is not dangerous.
- One in five Teens abuse prescription drugs.
- Physical dependence to opiates develops quickly.
- Repeated Use of OxyContin will lead to heroin addiction.

HOW TO PROTECT LOVED ONES

- Lock up prescription drugs and alcohol in your home.
- Dispose of unwanted medications.
- Talk to your kids about alcohol and prescription drug abuse. Literature on how to talk with kids of all ages is available in the Health Department.
- If you find a hypodermic needle on the street, contact the Police.



**HOW TO DISPOSE OF
UNWANTED MEDICATIONS**

DO:

Pills

- Keep medicines in their original container. This will help identify the contents if they are accidentally ingested.
- Mark out your name and prescription number for safety.
- Add some water or soda to dissolve

Liquids

- Add something inedible like cat litter, dirt or cayenne pepper.
- Close the lid and secure with duct or packing tape.
- Place the bottle(s) inside an opaque (non see-through) container like a coffee can or plastic laundry bottle.
- Tape that container closed.
- Hide the container in the trash. Do not put in the recycle bin.

DO NOT:

- Give drugs to anyone else
- Flush drugs down the toilet.
- Put drugs in the trash without disguising them from human or animal scavengers who may find them and misuse them.

(Over)

Questions/Comments/Concerns - 781-340-5012
 constituent.services@weymouth.ma.us

Hypodermic Needle Disposal

Massachusetts is in the process of redefining needle disposal. Until new guidelines are available, please dispose of needles as follows:

- Place needles in a rigid, puncture resistant plastic container (such as a laundry detergent bottle) with a secure cap.
- Add approximately 10% bleach and 90% water to the container
- Secure the cap.
- Place in the **regular trash**.

**SIGNS AND SYMPTOMS OF
OPIATE DRUG USE**

With prescription drugs some of the signs include missing medicine, twitching, sleepiness, loss of appetite, headaches, convulsions irregular heartbeat and breathing.

With heroin use; flushed or itchy skin, watery or constricted pupils, unusual happiness, slurred speech, staggering walk, confusion and drowsiness.

Other signs of drug use include loss of interest in school, friends and other activities, change of friends, missing money and valuables disappearing from the house.

SIGNS OF OVERDOSE

- Blue skin tinge- usually lip and fingertips show first
- Very limp body
- Very pale face
- Pulse (heartbeat) is slow, erratic, or not there at all
- Throwing up
- Passing out

- Choking sounds or a gurgling/snoring noise
- Breathing is very slow, irregular, or has stopped
- Awake, but unable to respond.

If someone you know is turning blue, making a gurgling sound and is non-responsive, call 911 immediately.

HOW TO GET HELP

For Individual and Group Counseling

South Bay Mental Health
 541 Main Street, Weymouth
 Intake and Referral: 800-244-4691
 Questions: 781-331-7866

**For families with a loved one addicted to
OxyContin or Heroin**

Learn to Cope Support Group
www.learn2cope.org
 Joanne Peterson - 508-801-3247

**24 hour Substance Abuse Helpline
1-800-327-5050**

OPIOID OVERDOSE PREVENTION

Opioid overdose has become the **leading cause of injury deaths** in Massachusetts.

To save lives, the Department of Public Health launched a pilot project to distribute a medication called **nasal narcan** that can **reverse an overdose**.

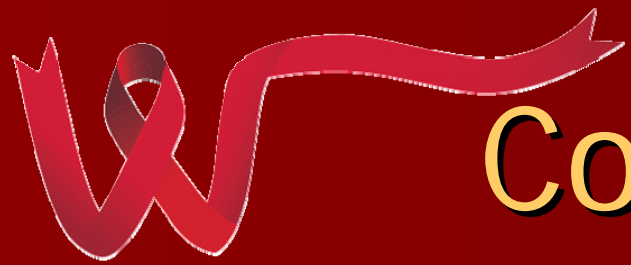
To learn how you can **save the life of a family member or friend** with a heroin addiction please **visit:**

www.mass.gov/Es0hhs2/docs/dph/substance_abuse/naloxone_info.pdf
 or call: **1-800-327-5050**

- Health educators include ATOD in the curriculum
- Speaking Up for Addiction, Prevention Treatment and Recovery – Weymouth High School
October 20, 2009
- Nasal Narcan Training and Distribution
September 17 & 24, 2009
- Medication Disposal - Hazardous Waste Day
April 2010

Social Norms Campaigns

- Spring Pilot program at the Teen Center
- Freshmen Orientation – 2010 and 2011
- Prom Campaign at WHS 2011
- Middle Schools Campaigns



Collaboration



Education

- Strengthening Families Program
- Annual 21 Proof Alcohol Retailer Trainings
- Mayor's Monthly Forum - WETC
- Opiate Lecture and Public Service Announcements on WETC
- Witnessing the Word – Community Access
- Prevention Partner Column Weymouth News
- Warnings and articles in Patriot Ledger and Weymouth News

Continue

- Lock it up Campaigns
- Monthly Substance Abuse Prevention Team Meetings
- Opiate Task Force Meetings
- Teen Advisory and Students Against Destructive Decisions
- To promote Anonymous Tip Line for reporting suspected illegal drug activity and Applying for grants to support substance abuse prevention efforts
- Support Programs for Teens and Families

Schools can help by:

- Supporting and strengthening health education in grades K – 12
- Supporting and strengthening policy when applicable and enforce current ATOD policies
- Supporting the Substance Abuse Prevention Team and Opiate Prevention Task Force efforts
- Supporting prevention programs and initiatives
- Include news, information and announcements in newsletters and at meetings
- Disseminate the Drug Free Community Guide and other health related information

Questions



Contact Information

Lyn Frano

Drug Free Communities Grant Coordinator

Weymouth Health Department

75 Middle Street

Weymouth, 02189

Phone: 781-682-3587

Email: mfrano@weymouth.ma.us