

# Weymouth Youth Coalition Substance Abuse Prevention Team



## Orientation Manual



Each person is an expert in his or her own life and perspectives. Make a promise to value, respect and learn about all of the differences in our community.

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# Welcome to the

## Weymouth Youth Coalition Substance Abuse Prevention Team



Welcome to the Weymouth Youth Coalition Substance Abuse Prevention Team (SAPT). We are delighted to have you join the coalition.

The Weymouth Youth Coalition Substance Abuse Prevention Team envisions a Weymouth where youth and adults are making healthy, educated and responsible choices about drug and alcohol use, and those choices are supported by the community through sustainable policies and programs.

**Our Mission** is to create a strong and healthy community where we've changed the social norms and minimized the impact of substance abuse. The Youth Coalition fosters communication, community collaboration and opportunities for youth that promote and sustain drug free and healthy living in a trusting, non judgmental environment.

The Weymouth Youth Coalition Substance Abuse Prevention Team is a leading voice in substance abuse prevention in Weymouth. We work regionally, as well as locally to reduce and prevent substance abuse and the associated harms.

Our prevention efforts have been funded through the federal Drug Free Communities Support Program grant, grants from the Department of Public Health, the Community Health Network Alliance and private donations.

The reasons for substance abuse are complex. As a result, we use multiple prevention strategies here in Weymouth. Not one strategy or outreach effort will reach everyone in the community, but with your help, we can broaden our ability to identify and educate high risk groups.

Enclosed you will find information that will help orient you to the Substance Abuse Prevention Team, our strategies, and outreach methods.

Thank you for supporting efforts to prevent drug use, underage drinking, and youth access to drugs and alcohol.

# **Weymouth Youth Coalition Substance Abuse Prevention Team Orientation Manual Table of Contents**

## **History**

- Weymouth Youth Coalition
- Substance Abuse Prevention Team
- Drug Free Communities Support Program Grant
- The Communities that Care Youth Survey

## **Membership Information**

- Membership and Meeting Attendance
- Work of the Substance Abuse Prevention Team
- Leadership and Decision Making
- Meeting Structure and Ground Rules

## **Helpful Information**

- Environmental Strategies used in Substance Abuse Prevention
- Glossary of Frequently used Acronyms
- Definitions of Programs and Initiatives

## **Volunteer Opportunities**

- General Volunteer Roles
- Youth Volunteer Roles

## **Calendars**

- Weymouth Youth Coalition Calendar
- Substance Abuse Prevention Team Calendar

## **12 Month Action Plan**

## **Weymouth Campaigns**

- Annual Sticker Shock Campaign
- Annual Take-out Food Campaign
- Red Ribbon Campaign
- National Family Day Campaign

## **Evidence Based Prevention Programs**

- 21 Proof Annual Alcohol Retailer Training

## **Opiate Prevention**

- Medication Collection Programs
- Anonymous Drug Tip Hotline

# History



# **History of the Weymouth Youth Coalition and the Substance Abuse Prevention Team**

Informal gatherings began in the 1970's between Youth and Family Services and the Weymouth Public Schools to discuss teen issues. In 1998, Gloria Burke of Youth and Family Services and Robert D. West, Superintendent of schools served as co-chairs and Weymouth Youth Coalition meetings were held more regularly at the Tufts Library.

In December of 2004 the Weymouth Youth Coalition was officially recognized as an agent of the town by an act of Mayor David M. Madden and the Town Council.

Between 2004 and 2006, the Weymouth Youth Coalition received several small grants from the state of Massachusetts to address underage alcohol and drug use in Weymouth. In 2005, the Substance Abuse Prevention Team and a Teen Advisory group were formed to implement all substance abuse prevention grant initiatives.

In September, 2006, The Weymouth Youth Coalition Substance Abuse Prevention Team received its first federal Drug Free Communities Support Program grant to address alcohol, tobacco and other drug use.



## **About the Drug Free Communities Support Program Grant**

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the federal agency that awards and monitors the Drug Free Communities Support Program (DFC) grant. Funding provides training, coordination and implementation of evidence based programs and environmental strategies effective in substance abuse prevention.

Weymouth received its first five year federal Drug Free Communities Support Program grant from October 1, 2006 – September 30, 2011.

In October, 2011, Weymouth was awarded an additional five years of DFC funding for the period of October 1, 2011 – September 30, 2014.

Weymouth was one of 87 communities nationwide to be awarded a DFC grant in 2011 - described by the office of grant review as one of the most competitive processes in the history of the DFC Program with 452 applications received.



# **The Communities that Care Youth Survey**



The Substance Abuse and mental Health Services Administration (SAMHSA) provides Weymouth with substance abuse prevention funds through the Drug Free Communities Support Program grant.

Terms of the grant requires the town to administer a youth risk behavior survey in the schools at least every other year. The grant provides funding for the survey and the survey analysis.

The Communities That Care (CTC) survey measures alcohol, tobacco, and drug use. It analyzes both risk and protective factors that place youth at risk for problem behaviors, and the factors that protect youth from problem behaviors. In addition, the CTC survey emphasizes the good things that kids are doing as well as measure those areas that need improvement.

The CTC survey evaluates and identifies any trends in substance use by Weymouth youth, determines areas of focus and assists the Coalition in gauging prevention efforts.

The information gathered is used to plan important prevention and intervention programs to combat alcohol and other drug use as well as violence in our schools and community.

Survey results not only provide the data necessary to meet the requirements of the DFC grant, but more importantly, it provides the town with current information necessary to apply for other state and federal grants.

Required survey data reported to SAMHSA:

- (1) Age of onset of any drug (must include alcohol, marijuana and tobacco)
- (2) Frequency of drug use in the past 30 days (must include alcohol, marijuana and tobacco)
- (3) Perception of risk or harm;
- (4) Perception of disapproval of use by adults (must include alcohol, marijuana and tobacco).

# Membership Information



## Membership and Meeting Attendance

The Weymouth Youth Coalition Substance Abuse Prevention Team welcomes new members. A formal orientation program is provided to new members each spring and fall.

The SAPT works with the following 12 sectors of the community: Youth, Parents, Law Enforcement officials, Clergy and Faith Based groups, Schools, Healthcare Professionals, Media, Business, Civic or Volunteer groups, Youth Serving organizations, Government agency with expertise in the field of substance abuse, and organizations/agencies involved in reducing substance abuse.

Meeting attendance is optional. Many team members are active in coalition activities but may not attend monthly meetings.

## Work of the Substance Abuse Prevention Team

The work of the Substance Abuse Prevention Team is shared by the Coalition's key staff (employees of the Weymouth Health Department) and volunteer leaders of WYC/SAPT. Activities are planned at coalition meetings in small groups (Action Teams), and the DFC Coordinator supports Action Teams between meetings.

The DFC Project Coordinator oversees the daily operational management of the DFC grant.

The Financial Manager (contracted position) oversees the daily fiscal management of the DFC grant with the DFC Project Coordinator and Director of the Health Department.

The Project Director and Project Coordinator report to the Director of the Health Department, who oversees the fiscal and operational management of substance abuse prevention and wellness grants.

## Leadership and Decision Making

The Substance Abuse Prevention Team addresses all youth related substance abuse issues. The committee structure includes two group elected Co-Chairs, and leaders who coordinate Action Teams for project activities.

Members of the SAPT are involved in decision making and planning. SAPT members participate in the development of the logic model, and the action plan. The coordination of all programs and activities requires group consensus.



The SAPT leadership (Co-Chair positions) are nominated and officially elected by the membership. Team leaders are appointed by the Co-Chairs based on interest and expertise. The SAPT Chairs in conjunction with the DFC staff prepare subcommittee reports and updates to the leadership of the Weymouth Youth Coalition.

## Meeting Structure and Ground Rules

### Ground Rules

- Introduce ourselves at each meeting and be welcoming to new members
- Ask for members' feedback and input
- No talking over one another
  - o Speak one at a time
- Everyone should respect each other's opinion and values
- These ground rules should be reviewed in the case of a conflict between member
- These ground rules are subject to change as necessary

# Helpful Information



# **Environmental Strategies effective in Substance Abuse Prevention**

It used to be that prevention work focused on the individual.

Now we think more about the fact that individuals exist in a whole world with a lot going on, and that all of these things influence what a person does.

Laurie Leiber, Executive Director of the FACE Center on Alcohol Advertisizing in Berkeley, CA sums it up nicely when she says:

**“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.

So the stream is polluted. What can we do to clean it up?

We can use multiple strategies in multiple places to change the environment and help many individuals.

We can also look for ways to boost protective factors, reduce risk factors and change social norms.

**The five (5) strategies used in substance abuse prevention:**

## **Policy (Regulations that restrict Access or change Community Norms)**

**Policies and regulations can include:**

- Reducing availability (cap on outlets)
- Increasing Price
- Restricting use and sales (such as those that restrict sales at community events)
- Restricting advertising
- Discouraging use (such as suspending license for selling to minors)

## **Enforcement (Laws and Regulations must be enforced to be effective)**

- Compliance checks and penalties
- Limit driving privileges for those who violate minimum-age purchase.
- Strongly enforced school ATOD policies (MIAA)

## **Communication (Use of Media to change or reinforce community norms)**

- Public education campaigns.
- Social marketing campaigns
- Social norms marketing campaigns - correct misperceptions
- Media advocacy - advance public policy using media.
- Media literacy - learn to analyze media messages/empowered to make decisions independent of media's influence.

Research has established that students grossly overestimate the number of peers who engage in alcohol consumption and drug use. The misperception is believed to influence student behavior – feeling pressure to drink or use drugs because everyone else is doing it.

The idea behind social norms campaigns is to turn the dynamic around using media, posters, banners and fun activities (such as games) to inform students about the true levels of alcohol consumption and drug use.

The actual levels are much lower than students perceive them to be. Having accurate information leads to changes in perceptions of drinking and drug norms and in turn leads to fewer students engaging in high risk alcohol and drug use.

## **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)**

### **Education through:**

- Server training programs that work with bartenders and wait staff to reduce service to minors and intoxicated customers.
- Merchant education on laws and penalties for selling to underage customers.
- Public education campaigns through newspaper, television, radio, and social networking outlets

## **Collaborations (or partnerships) with the 12 sectors of the community:**

**Substance abuse prevention is a community partnership with membership from 12 sectors of the community:**

- Youth, Parents, Law Enforcement officials, Clergy and Faith Based groups, Schools, Healthcare Professionals, Media, Business, Civic or Volunteer groups, Youth Serving organizations, Government agency with expertise in the field of substance abuse, and organizations/agencies involved in reducing substance abuse.

## Frequently used Acronyms

- **WYC** – Weymouth Youth Coalition
- **SAPT** – Substance Abuse Prevention Team
- **WPS** – Weymouth Public Schools
- **WHS** – Weymouth High School
- **SADD** – Students Against Destructive Decisions (high school group)
- **DFC** – Drug Free Communities Support Program grant
- **SAMHSA** – Substance Abuse and Mental Health Services Administration (Federal agency that funds the DFC grant)
- **CTC Survey** – Communities That Care Youth Survey – The survey funded by the DFC grant and administered to students in grades 7 – 12 in the Weymouth schools
- **SFP** – The Strengthening Families Program – 14 week evidence based program funded by the DFC grant – runs twice a year out of the Teen Center
- **CADCA** – Communities Anti-Drug Coalitions of America
- **WYFS** – Weymouth Youth and Family Services
- **ATOD** – alcohol, tobacco, and other drugs
- **RCHC** – Regional Center for Healthy Communities – the DFC grant contracts with Metro West office and provides support and consultation from Stacy Carruth, Community Health Specialist
- **MADD** – Mothers Against Drunk Driving
- **LMTA** - Lakeview Manor Tennant Association
- **DPH** – Department of Public Health – (state agency)
- **CHNA 20** – Community Health Network Alliance – awards annual mini grants up to \$3,000
- **OSU** – Old South Union Church and Youth Group
- **MIAA** – Massachusetts Interscholastic Athletic Association (formulates rules and regulations that govern interscholastic athletics at High School level)
- **WETC** – Weymouth Educational Telecommunications Corporation (Weymouth cable TV - Channel 11)
- **MOU** – Memorandum of Understanding or **MOA** – Memorandum of Agreement
- **WATD** – Radio Station in Marshfield

# Definitions

**Risk factors:** Make it **more likely** that a person will abuse drugs/alcohol

## **Community/Family Risk Factors:**

- Availability of alcohol/other drugs
- Laws/norms favorable to drug use
- Community disorganization/lack of community cohesiveness or cooperation
- Parents who have favorable attitudes or are involved in substance abuse

## **Individual Risk Factors:**

- Bad grades
- Friends who use drugs/alcohol
- Favorable attitudes about drug/alcohol use
- Gang involvement

**Protective factors:** Make it **less likely** that a person will abuse drugs/alcohol

## **Opportunities to connect to others in the community / Bonding/attachment to:**

- School
- Family with healthy beliefs
- Peers with healthy beliefs

## **Reach Out Teach Ins**

Supplemental funds are generally available from the Substance Abuse and Mental Health Services Administration every other year to conduct a program in the schools.

## **Town Hall Events**

Supplemental funds are generally available from the Substance Abuse and mental Health Services Administration every other year to conduct a Town Hall Event/Community Forum with a primary focus on underage drinking and social host liability. **Tasks include securing space, door prizes/refreshments, speaking or participating in a panel discussion.** Weymouth has had four Town Hall Events. They include a forum on Addiction and the Adolescent Brain in 2006, an Addiction Forum in 2007, Red Ribbon Gathering in 2008, and the Communities That Care Youth Survey Game Show in 2010. Primary focus is underage drinking and social host liability.



## **Alcohol Compliance Checks**

Research shows that effective and regular compliance checks helps decrease alcohol sales to minors; helps reduce underage drinking; helps reduce traffic crashes, violence, and other health problems associated with alcohol; and helps build healthier and safer communities. Licensing Officer Brian King works with underage youth in conducting compliance checks. Under police supervision, youth attempt to purchase alcohol at package stores and restaurants to determine if alcohol licensees are compliant with the law and not selling to underage people.

## **Cops in Shops**

Is a partnership between retailers and law enforcement to help prevent selling alcohol to minors and deter adults from buying alcohol for minors – Brian King, Licensing Officer works with local alcohol retailers approximately every other year.

## **Social marketing/ Social Norm campaigns**

Research has established that students grossly overestimate the number of peers who engage in alcohol consumption and drug use. The misperception is believed to influence student behavior – feeling pressure to drink or use drugs because everyone else is doing it. The idea behind social norms marketing campaigns is to turn the dynamic around using media, posters, banners and fun activities (such as games) to inform students about the true levels of alcohol consumption and drug use. The actual levels are much lower than students perceive them to be. Having accurate information leads to changes in perceptions of drinking and drug norms and in turn leads to fewer students engaging in high risk alcohol and drug use.

## **Scare Tactics**

Don't work especially with youth – memorable does not always equal effective. Youth often experiment with drugs and alcohol without serious negative consequences so they discount or ignore the message. Scare tactics can stigmatize vulnerable populations and harm unintended audiences.

# Volunteer Opportunities



# **Volunteer Opportunities for Substance Abuse Prevention Team Members**



Volunteers are vital to the success of a Coalition. The Weymouth Youth Coalition Substance Abuse Prevention Team runs several programs and activities in the community with which volunteers may get involved.

## **Outreach to Community Members and/ or Groups**

Reaching out to community members involves getting familiar with substance abuse prevention programs and initiatives and sharing them with friends, neighbors and social groups.

Volunteers talk with clergy, non-profits, and other youth serving groups such as social and athletic organizations. Connecting, sharing information, supporting and developing prevention agreements with these groups are vital to prevention efforts.

## **Chaperon Events**

Adult chaperons are needed for youth involved events such as Sticker Shock and Band Nights.

## **Help with Events**

Helping with events involves soliciting donations, fundraising, collating and preparing information packets, setting up, welcoming and signing in visitors, handing out information packets, and eliciting participation in surveys.

## **Share Substance Abuse Information**

Sharing substance abuse information involves manning outreach tables at community events such as Back to School nights, The Great Pumpkin Giveaway, or talking to Community Groups about drug and alcohol prevention in Weymouth.

## **Write articles or letters**

Community voices are powerful and essential in prevention education efforts. Volunteers are encouraged to contribute to the Prevention Partner Column in the Weymouth News, or write for the Youth Coalition Newsletter.

# **Youth Volunteer and Community Service Opportunities for The Substance Abuse Prevention Team**

Youth are vital to the success of a Coalition and there are several programs and activities in the community that youth volunteers can get involved with. Benefits - potential for earning Community Service hours for School and CCD and letters of recommendation for college and employment.

## **Youth in Action Projects**

- **Sticker Shock and Take-out Food Campaigns** -affix stickers to package store bags and posters and stickers to take out pizza and Chinese food bags the Monday before Thanksgiving.
- **Compliance Checks with Police** – attempt to purchase liquor or tobacco products at stores and restaurants under the supervision of a police officer.
- **Drug paraphernalia Inventory** – visit local convenient stores to determine inventory and work with town to prohibit sales of certain products in our community.

## **Outreach to Community Members and/ or Groups**

- Reaching out to community members involves getting familiar with substance abuse prevention programs and initiatives and sharing them with friends, neighbors and social groups.
- Volunteers talk with clergy, non-profits, and other youth serving groups such as social and athletic organizations. Connecting, sharing information, supporting and developing prevention agreements with these groups are vital to prevention efforts.

## **Help with Events**

- Helping and planning events involves soliciting donations, fundraising, collating and preparing information packets, setting up, welcoming and signing in visitors, handing out information packets, and eliciting participation in surveys.

## **Share Substance Abuse Information**

- Sharing substance abuse information involves manning outreach tables at community events such as Back to School nights, The Great Pumpkin Giveaway, or talking to Community Groups about drug and alcohol prevention in Weymouth.

## **Write articles or letters**

- Youth voices are powerful and essential in prevention education efforts. Youth volunteers are encouraged to contribute to the Prevention Partner Column in the Weymouth News, or write for the Youth Coalition Newsletter and Weymouth High School Student Newsletter.

## **Employment**

- The SAPT hires babysitters and youth assistants so residents can access meetings, and other community events and programs.
- Four youth advisors attend Substance Abuse Prevention Team meetings and receive a small annual stipend.

# Calendars



# **Weymouth Youth Coalition Substance Abuse Prevention Team 2011 - 2012**



## **did you know**

The Substance Abuse Prevention Team meets the first Monday of each month from 6pm – 8pm at the Teen Center located at 1393 Pleasant Street.

Adjustments are made for holidays and school vacation weeks.

### **2011**

August 1

September 12

October 3

November 7

December 5

### **2012**

January 9

February 6

March 5

April 2

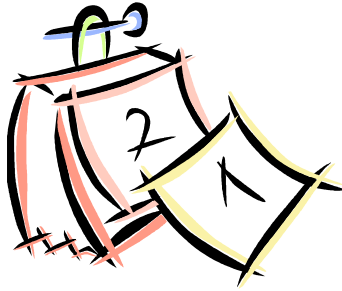
May 7

June 4



# **Weymouth Youth Coalition**

## **2011 - 2012**



The Weymouth Youth Coalition meets at 12 noon on the last Friday of each month during the school year. The Teen Center is located at 1393 Pleasant Street.

Adjustments are made for holidays and school vacation weeks.

### **2011**

September 23

October 28

November 18

December 16\*

### **2012**

January 27

February 24

March 30

April 27

May 25

June 22

\*The December meeting may be used for assisting Youth and Family service staff with Christmas gift wrapping for Weymouth families in need.