

Clark County Substance Abuse Prevention

REPORT TO THE COMMUNITY

CLARK COUNTY
DEPARTMENT OF
COMMUNITY SERVICES

PREVENT!
THE SUBSTANCE ABUSE
PREVENTION COALITION OF
CLARK COUNTY

Substance abuse impacts so many areas of a community. It is linked to increased school truancy, dating violence, and crime. How does this rapidly growing county decide the best way to address substance abuse/use prevention? We collect and review data and turn to our community stakeholders for feedback.

In June 2007, Clark County's Department of Community Services Alcohol and Drug Program and Prevention programs, along with Community Mobilization Against Substance Abuse and Violence, submitted the Prevention-Intervention-Treatment-Aftercare (PITA) Strategic Plan for 2007-2013.

Prevention priorities included increased school and community prevention services and more drug free activities for youth. Recommendations included prevention efforts that includes youth voice. Partners are focused on efficient use of all resources and long term impact.

According to the 2006 Healthy Youth Survey, alcohol and tobacco continue to be the substances most used/abused by Clark County teens. Because teen alcohol rates far exceed all other substance use rates, we focus our prevention efforts on underage drinking knowing that other substance use rates will benefit from alcohol prevention.

This Report to the Community:

- shares the benefits of supporting prevention
- introduces a new prevention strategy
- reports results of recent town hall meetings held about underage drinking
- highlights community prevention efforts of 2007-2008

Prevention efforts are underway throughout the county, but we realize that our success depends on community support

We invite you to join our prevention movement. Check out the last page of this report for links to local action groups.

July 2008



Why Support Prevention?

Honor healthy living

Youth who use drugs, alcohol and/or tobacco are more likely to struggle academically and have increased rates of truancy. Clark County prevention efforts promote healthy decision-making at a young age and to encourage this practice throughout one's lifetime.

Retrieved from the Web, www.alcoholfreechildren.org/en/stats/Fct%20Sht-Acdmc%20Prfmnc.pdf, July 2008

Cost savings

Prevention saves dollars. Clark County continues to fund research-based prevention and early intervention programs, such as the Strengthening Families program, which have a significant cost benefit. For every dollar Clark County spends on the Strengthening Families program, \$7.82 in benefit will be generated (2004, *Washington State Institute for Public Policy*).

Responding to community need

We use assessments like the PITA plan and the Healthy Youth Survey, as well as federal standards, to direct prevention to reduce substance use and abuse among families, adults and youth.

PITA Plan and addition information supporting this report available through Angela McKinney
angela.mckinney@clark.wa.gov
Healthy Youth Survey results available online at
www.askhys.net
Report to the Community available online at
www.clark.wa.gov/youth-family/prevention.html

Community Forums on Underage Drinking

Between October 2007 and April 2008, PREVENT!, The Substance Abuse Prevention Coalition of Clark County, hosted four town hall forums at locations throughout Clark County.

Battle Ground High School, Vancouver First United Methodist Church, Mountain View High School and Camas High School opened their doors to host parents, community members and youth to engage in conversations about underage drinking prevention and ways to take community and personal action towards decreasing the negative impacts of substance use and abuse.

Town halls give us valuable information about what is happening at ground level. We hear directly from parents, youth and community members what they see in their schools, neighborhoods and community. We find out what kind of support and services are needed.

What did we learn from these forums? Parents want to keep their kids safe, but they also want current drug information, more ideas on how to talk with their kids from elementary school through the late teen years and greater awareness of local resources. Parents spoke to the positive impact of a community working together to share prevention messages with young people as coaches, pastors, teachers and friends.

PREVENT! Introduces Environmental Strategies

PREVENT! is your local substance abuse prevention coalition working for a safe, healthy, drug-free and thriving Clark County. The coalition receives federal funding through the Drug Free Communities (DFC) grant.

PREVENT! is focused on changing the environment surrounding youth to create a community culture that promotes prevention. Similar coalitions across the country have implemented policies to change their environment. A Tacoma, Washington coalition passed an ordinance to prohibit the selling of drug paraphernalia within the city. An Oregon coalition pressured retailers to remove t-shirts and games with alcohol messages targeting youth. A coalition in Ohio passed a city regulation to limit alcohol sponsorship of community events and to prohibit ads within 500 feet of schools, churches, and children's recreational centers.

Join PREVENT! in guiding change in Clark County! Contact Sondra Storm at sondra.storm@esd112.org 360-750-7500 ext. 144.



Here are some post-event survey results gathered from participants about what they learned at the town hall.	%
Increased knowledge about setting clear rules about drinking	99%
Increased understanding about being a role model	99%
Increased knowledge about how to help kids deal with peer pressure	93%
Increased awareness about the laws around supplying alcohol to youth	97%

For complete survey results, contact Angela McKinney or Sondra Storm



Town Hall Forum, Camas High School-April 15, 2008

You spoke. We listened.

Together, we took action.

Here are some prevention highlights since the 2006 Report to the Community.

Community Tackles Advertising In fall 2008, PREVENT! will partner with county youth to conduct a community assessment on the marketing of alcohol and tobacco. This effort will give us clues about our community's relationship to substances and how youth are targeted by the media.

Did you know?

We have 22 prevention/intervention specialists in our Clark County schools.

Source: ESD 112

Substance-Free Family Fun Every spring, the Clark County Youth House and the Clark County/City of Vancouver Parks and Recreation host SpringFest. This day-long event began with a group of young people deciding to create an event that was fun, free and gave positive messages to young people. Every aspect of the event is free for kids and families and the day is busy with many activities: arts, crafts, games, music, exercise and other ways kids can have fun and be drug free.

Did you know?

PREVENT! received \$103,950 in new prevention funding during 2007/2008.

\$100,000 CADCA/SAMSHA Drug Free Community Grant; \$500 SAMSHA Town Hall Grant; \$3,450 RUAD Reducing Underage Drinking Grant.

School Prevention Club Funding The Clark County Department of Community Services and PREVENT! support school prevention efforts through a mini-grant program. Clark County middle schools and high schools apply for grant funding (\$350-\$500) to support school prevention activities.

Thirteen (13) grants were awarded in 2008 for great ideas like making a prevention video or hosting a drug-free dance. Six new prevention clubs are supported because of this funding.

Bringing Youth Voice A select group of middle and high school youth spent the beginning of 2008 developing the Clark County Department of Community Services Substance Abuse Peer Education Program. Peer Educators create opportunities for youth to engage in substance abuse prevention using their own words and in their own way.

Recruitment and training occurs each fall with meetings during the school year. Peer Educators include youth who have always been substance free, youth with past experimentation/use and youth who completed treatment and are in recovery.

Did you know?

Most (70%) Clark County 10th graders don't drink.

Source: 2006, Healthy Youth Survey

Supporting School Prevention/Intervention

Specialists PREVENT! has a sub-committee dedicated to finding out how we can best give support to prevention/intervention specialists without increasing their workload. We are gathering specific information through focus groups and surveys. A few ideas from the surveys are community groups sponsoring prevention clubs and offering monthly technical assistance or "event in a box" type of service.

Offering peer support online and on the phone

Teen Talk, a program administered by Clark County's Department of Community Services, came into creation in 2004 as a result of information gathered by Clark County's Youth Suicide Prevention Task Force. Youth volunteers complete 32 hours of training prior to taking calls, which gives them information about many of the issues facing today's young people, including substance use and abuse.

In addition to increasing prevention activities, Clark County is expanding and strengthening adolescent treatment services.

In 2006, the Clark County Board of County Commissioners passed a 1/10 of 1 percent sales tax to be used for the operation or delivery of new or expanded chemical dependency or mental health treatment programs and therapeutic court programs and services.

An advisory group, representing the broader community, recommended funding for the following programs that impact youth; Juvenile Court, Children's Center Coaches program and ESD 112/114 youth treatment.

Join the Prevention Movement!

Clark County Substance Abuse Peer Education

Get in it! Join other Clark County middle and high school aged youth in creating education and outreach prevention activities. Teach other youth, go undercover, or make a video. Got an idea? We can make it happen! We need your voice. We will provide all the training needed to become an amazing leader. One year commitment.

Contact: Angela McKinney, Coordinator, angela.mckinney@clark.wa.gov or 360-397-2130 x5841

PREVENT! The Substance Abuse Prevention Coalition of Clark County-*Prevent*Reduce*Educate*Voice*Empower*

**Nurture*Transform!* PREVENT! works to reduce drug use and empower youth and citizens to transform their community. PREVENT! is comprised of parents, youth, business owners, medical professionals, government, media, faith-based organizations, and more. PREVENT! received a \$500,000 grant allocated over five years to support their work.

Contact: Sondra Storm, sondra.storm@esd112.org, 360-750-7500 ext. 144 for more information or to get involved!

Clark County Meth Action Team

The Clark County Meth Action Team (CMAT) is a community coalition working to create a meth-free Clark County by uniting the efforts of prevention, treatment and enforcement.

Contact: Toni Eby, Coordinator, Toni.Eby@clark.wa.gov or 360-397-2211 x3384

Substance Abuse Advisory Board (SAAB)

The Clark County Substance Abuse Advisory Board. board reviews services, plans, and budgets for publicly funded substance abuse programs in Clark County and makes recommendations to county commissioners regarding program needs and priorities.

Contact: Cleve Thompson, 360-397-2130 ext. 7823

“The only way to get **better** at **communication** is to **practice.**”

-Clark County Parent



“I wish parents were **less judgmental** and **more open** to talk.”

-Clark County male, 17 years old

“One thing I can do to **prevent** substance abuse is to **be an example.**”

-Clark County female, 16 years old

**START TALKING
BEFORE THEY
START DRINKING**