



COMMUNITY PARTNERSHIPS = SOLUTIONS

Since its inception in 2008, the Coalition for Placer Youth (CPY) has partnered with community agencies, parents and youth in Placer County, striving toward the shared vision of a **Healthy Community Free of Substance Abuse**.

A five year Drug Free Communities federal grant awarded in 2009 has bolstered local efforts with essential staffing and fiscal support for the coalition's work. For the past four years CPY has focused on building strong, sustainable partnerships. Over 54 Placer County groups have joined the effort to change community norms and practices by:

- raising community awareness through presentations, forums and media messages
- free Rx Take Back Events
- promoting parent - teen communication regarding alcohol and drug use
- engaging youth as leaders
- promoting policy changes to reduce youth access to alcohol and prescription drugs

Only by working together can we begin to make the social and environmental changes needed to keep our young people drug and alcohol free.

Featured Inside

Community Partners
 Accomplishments

Youth Voice

Parents are KEY

Growing a Drug
 Free Community

Talk Early, Talk Often
 Get Involved
SAMHSA.GOV

TOGETHER WE CAN MAKE A DIFFERENCE



Partnering With Youth



Convening for Solutions



Parents are KEY

Tackling Underage Drinking

Over 100 adults tackled the issue of underage drinking in a convening held in September, 2011. Representatives from schools, health care, youth service organizations, law enforcement, faith, treatment, as well as students from Roseville, Adelante and Placer high schools shared their perspectives and challenges. Participants gathered in small groups to network and identify realistic solutions. The overall message shared at the convening was clear: **Underage drinking is not a law enforcement problem, nor is it a school problem. It is a community problem which needs community wide solutions.**

Participants left with a re-newed commitment to collaborate and network with other agencies, parents, staffs, and youth.

Placer County Teen DATA

- 20% had a drink of alcohol by age 13
- 22% of 11th graders had binged in the past 30 days (5 or more drinks within a few hours)
- 10% of 11th graders had taken a prescription pain killer (not prescribed to them) in the past 30 days

CPY Partners

Placer County Health
and Human Services

Placer County
Youth Commission

Latino Leadership Council

Roseville School District

Placer Union School District

Rocklin Unified School District

Del Oro High School

Sierra College

Rocklin Police Department

Placer County Sheriff

Cities of Auburn and Roseville

Full Circle Treatment Center

Friday Night Live

Placer County Mental Health
Alcohol & Drug Board

CPY Steering Committee

Meets monthly - provides oversight including fiscal and program direction.

CPY Partnership

Meets quarterly - provides opportunity to share resources and collaboration for community prevention activities.

Community Forums

Annual community convening in response to emerging needs in search of solutions.

Contact Information

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ACCOMPLISHMENTS

Rx Take Back Events

CPY partnered with five Placer County law enforcement agencies, five high schools, and County Environmental Engineering to sponsor four successful prescription take back events at eleven disposal sites throughout Placer County. Over 4,500 Placer County residents participated in the events, disposing of 13,200 lbs. of unused, unwanted and expired prescription and over the counter medications.



What Teens Think Parents Should Know!

Over 300 parents and youth participated in a forum at Del Oro High in Spring 2012. Parents were urged to have open and frequent conversations with their teens about the dangers of underage drinking, and to set clear expectations and consequences. Sheriff Bonner facilitated the meeting and youth shared their views.

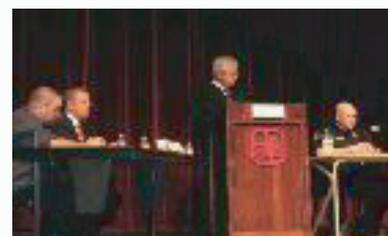


*"Talk to your kids about what will happen if they use. Follow through and don't give empty threats."
Placer County Youth*

Buzz Kill - Sierra College DUI Forum

In March 2012, over 200 Sierra College students, parents and community members participated in a forum on the legal consequences of driving under the influence of marijuana. Judge Alan Pineschi presided over the mock DUI trial. Participants were surprised to learn that the consequences

for marijuana DUI are equally as harsh as for alcohol, including stiff fines, loss of license, incarceration and up to three years probation.



Chili Cook Off

A good old fashioned Chili Cook Off was held in March, at the Maidu Community Center to raise awareness and raise funds for Campus Life and the Coalition for Placer Youth.



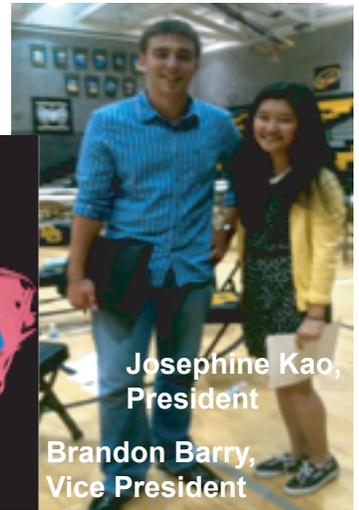
Parent Pledge

Parents can go to the CPY website to evaluate their skills and get advice on how to address the issue of underage drinking with their teens.

CPY Youth Partners - A Voice to be Heard

Placer Youth Commissioners

2011 - 2012



Josephine Kao,
President

Brandon Barry,
Vice President

Armed with a positive outlook, infectious energy and a fierce determination to make a difference, 18 high school students from all areas of Placer County have taken the lead in promoting positive changes in their communities.

Two key projects the Youth Commission focused on this year:

Social Host Ordinance (SHO) - In Placer County youth report that home parties are the primary way teens gain access to alcohol, resulting in many devastating consequences. The Youth Commission has worked diligently to lay the groundwork for the establishment of a Social Host Ordinance (SHO) in Placer County. A local SHO ordinance would hold the hosts of underage drinking parties responsible for providing locations for underage drinking, by establishing civil fines that can be issued by officers when called to underage drinking parties. County law enforcement agencies and local government have voiced their support for a SHO ordinance in Placer County. The Youth Commission, along with CPY are now focused on developing a supportive educational social marketing campaign.

Youth Summit - The commissioners dedicated many hours to organize a Placer County Youth Summit intended to address a wide spectrum of youth issues, provide skills and inspire youth engagement. The Summit, held from July 27 - 29th in Weimar, brought together 70 youth from all over Placer County to brainstorm ideas and increase awareness regarding issues facing local youth, as well as promote unity among youth and youth groups all across the county. The Summit helped set the stage for a new level of youth voice and involvement in our community.



LATINO YOUTH INSPIRE THEIR COMMUNITY



Ceci Santana, ALTA Youth Group

Latino/a youth continue to serve as catalysts for change in their community. Members of the YEAGA and ALTA youth groups surveyed teens and parents to better understand underage drinking among Latino teens. According to the data, more than half (60%) of the youth surveyed said that it is okay to drink alcohol before the age of 21. Only 46% thought that teens who drink put themselves at great risk of harm. An alarming 66% said that Latino youth receive alcohol at family events, their friends houses and even their homes.

Youth leaders have partnered with the Latino Leadership Council to raise community awareness and educate parents about the consequences of underage drinking. A Spanish-language brochure highlights the facts and educates parents on what they can do to help their teens. The youth shared their work through an interview on Azteca America TV/radio. Ceci Santana from the ALTA group shared her experiences at the Alcohol Convening in the fall of 2010 and urged adults to listen to what youth have to say. There is no doubt that these youth are passionate about their work and committed to their communities.



Growing a Drug Free Community

2009 CPY Awarded five year Drug Free Community Federal Grant

Mission Statement:

CPY works to reduce substance abuse among youth by promoting healthy community norms and behaviors and by advocating for policies and practices through community collaboration and partnership.



Action Committees coalesce to form **Coalition for Placer Youth**

Town Hall Meetings held throughout Placer County in response to Meth concerns.

Community Needs Assessment targets underage drinking and prescription drug abuse

Community Action Committees formed

Community Readiness Survey conducted

Parents are KEY

- Youth report that parental disapproval of underage drinking is a key reason why they chose not to drink alcohol.
- Only half of Placer 11th graders said their parents had talked with them about alcohol/drugs in the past year.



2011 CPY Student Survey

CPY Committees formed - Media, Social Host and Rx

Parent Pledge data base established - CPY in partnership with Rocklin Police Department

November 2009 Rx Abuse Community Convening Community Partners work together

September 2010 First Rx Take Back Event 3,800 lbs. collected



Latino Youth Leaders conduct community survey

Youth Commission Formed



CPY Website up and running www.coalitionforplaceryouth.org

In Partnership with Roseville and Rocklin School Districts 7,800 youth surveyed on drug & alcohol use



February 2010 Youth Commission sponsors WORLD CAFÉ in Auburn - 100 youth & adults shared perspectives

April & October 2011 Rx Take Back Events 2,249 participants 5,849 lbs. collected

YEAGA and ALTA Latino Youth Leaders assist with community drug/alcohol awareness activities



Community Convening - Partners Gather Tackling Underage Drinking

Bi-monthly CPY E-newsletter www.coalitionforplaceryouth.org

1,190 parents have signed the Parent Pledge

March 2012 - Sierra College **BUZZ KILL Marijuana DUI Forum** CPY & Partners over 200 participants

May 2012 **Fo' SHO Social Host Ordinance Workshop** Youth Commission & CPY



Spring 2012 Rx Take Back Event 1,484 participants 3,551 lbs. collected

July 27th - July 29th 70 youth attend **Placer Youth Summit**

Del Oro Parent Forum

May 2012 **What Teens Think Parents Should Know** Over 300 parents and youth participated in forum

11 Parent Presentations 6 Community Forums & Educational Events

2007 - 2008

2008 - 2009

2009 - 2010

2010 - 2011

2011 - 2012

Join our effort - Contact Shari Crow - (530) 889 - 7238 - info@www.coalitionforplaceryouth.org