

# RAISING PLACER

Coalition for Rocklin Youth  
DRUG FREE

Community Partnerships to Address Teen Substance Use and Wellness

## The Facts\*:

- ◆ **15% of 11th graders** and **4% of 9th graders** report having had a **full drink of alcohol** in the past 30 days.
- ◆ **12% of 11th graders** and **3% of 9th graders** report having **smoked marijuana** in the past 30 days.
- ◆ **8% of 11th graders** and **1% of 9th graders** report engaging in **binge drinking** (5 or more shots at one time) in the past 30 days.
- ◆ **Average age of first use of alcohol** among 9th and 11th graders who report drinking is **13.7 years**.
- ◆ **Average age of first use of marijuana** among 9th and 11th graders who report using marijuana is **14.3 years**.

\*Taken from the 2015 Rocklin School District Youth Survey of 2,200 students.

## Why Coalition Work Matters



### What our youth are saying:

“Teens are so immersed in feelings of **anxiety and stress** that they don’t really consider the problems with what they are doing when **they self-medicate with alcohol and drugs.**”

“**Addiction is not a moral defect or character flaw.** It’s something that is biological...**Reducing stigma will allow people to get help.**”

“**As peers and friends and people who care, it’s important that we do all we can to try to prevent...tragedies from happening in the future.**”

**We ARE doing something.  
And you can help.**

## The Facts:

- ◆ **9 out of 10** people with substance problems start using by age **18**.
  - ◆ Because our brains are not fully developed until our mid-twenties, the younger we begin drinking, the more susceptible we are to addiction.
  - ◆ **Today's marijuana has a much higher potency of the psychoactive THC; 1 in 6 teens who use marijuana today have a risk of cannabis dependency, and this rate goes up with daily use.**
  - ◆ The majority of individuals who become dependent on heroin or methamphetamine take their first "hit" between 13 and 19 years of age, usually while under the influence of alcohol.
  - ◆ The longer we postpone substance use by teens, the less likely they are to develop a future dependency on alcohol, marijuana, and other drugs.
  - ◆ Many of our youth cite **stress and anxiety over academic performance** as the reason they drink or use marijuana.
- ◆ **Between 2011 and 2015, the percentage of youth who reported using alcohol in the past 30 days dropped from 14% to 4% among 9th graders, and from 24% to 15% among 11th graders.**
  - ◆ **The percentage of youth reporting marijuana use dropped from 8% to 3% among 9th graders, and from 17% to 12% among 11th graders.**

## Who We Are, What We Do....

The Coalition for Placer Youth, now The Coalition for Rocklin Youth, was established in 2008 and is currently entering the final two years of funding by a federally funded Drug Free Communities grant. We are a group of grassroots community members dedicated to reducing youth substance use in Rocklin and Placer County through prevention strategies that build and sustain community health and wellness. We do this through education and access to resources for teens, parents, and community partners by identifying gaps in community resources through ongoing assessment and by improving environmental policies and youth capacity. Our current goals are to reduce youth alcohol and marijuana use by supporting environmental prevention policies and programs, increasing parent access to evidence-based knowledge and skill building. Strategies include:

- quarterly forums
- ongoing social media campaigns
- providing skill building opportunities for parent-teen communication
- connecting families to resources
- quarterly newsletters
- advocating for local policies that reduce youth access to substances
- working with school partners to increase youth access to accurate information on substance use and on PSA production
- updating our website to be more youth-friendly and video-centric to increase community engagement.

### ABOUT OUR COMMUNITY & SCHOOLS

**15,580 children under 18 reside in Rocklin**

#### Median Income

95677 = \$77,947      95765 = \$117,182

#### Race/Ethnicity

**95677:** 58% White, 27% Other, 10% two plus ethnicities

**95765:** 80% White, 12% Asian, 5% two plus ethnicities

**Rocklin Unified School District has 17 schools, including:**

- ◆ **Two middle schools** (grades 7-8)
- ◆ **Two comprehensive high schools** (grades 9-12)
- ◆ **One continuation high school** (grades 11-12)
- ◆ **One independent charter school** (grades K-12)

**Private Western Sierra Collegiate Academy** (K-12)

*Source: 2017 Placer County Dashboard*

# MEASURES OF COMMUNITY CHANGE

**13** presentations of the documentary, **The Other Side of Cannabis**, shown to

**345** Rocklin students, parents, and providers

**21** prevention activities serving **734** Rocklin residents and providers

**700** plus door hangers disseminated with Social Host Ordinance information

**9,891** pounds of prescription meds safely removed from Placer County this year

**843** pounds from Rocklin alone, with a record

**2,300** people county-wide dropping off their out-of-date or unused meds during the Spring 2017 DEA Drug Take-Back.

**HOWEVER...** while **10%** more Placer County residents are locking up their Rx compared to 2014, **72%** still don't lock them up!

## The Art of Making a Difference....

### A Sample of 2016-2017 Coalition Activities



**NORTHERN CALIFORNIA CANNABIS SUMMIT**

**A Public Health Perspective: Implementing Marijuana Legislation Using Best Practices to Protect Youth.**

**May 12th, 2017 8am- 5pm**

The focus of this summit is providing participants with effective tools to assist in the prevention of youth marijuana use.



**The Village at Squaw Valley**



# What Youth Have to Say about Teen Substance Use



In two separate **focus groups**, high school students from the Rocklin community shared their thoughts about **alcohol and other drug use among teens, the culture of use, and the relationship between stress—particularly stress around academic performance—and use**. They also provided **insights and recommendations** for how to improve mental health services for students at school.

**Facts\*:** **30% of 11th graders** and **24% of 9th graders** report having been to a party where **adults allowed youth to drink alcohol**.

**24% of 11th graders** and **12% of 9th graders** report having been to a party where **parents allowed youth to drink alcohol**.

**73% of 11th graders** and **82% of 9th graders** report that their **parents would find it wrong or very wrong for them to drink alcohol**.

*\*2015 Rocklin Student Survey*

One of the major reasons young people cited why **youth their age in Rocklin drink or use marijuana is to reduce stress**. They also agreed that parental laxness about alcohol, compared to other drugs, contributes to the problem.

### Youth Voices:

- ◆ “It’s not like we condone alcoholism or drinking excessively; **we just do it in our environment**.”
- ◆ “With certain recent events, **marijuana use and other drugs have come into fashion**, more so than drinking.”
- ◆ “[Underage drinking] is a really dangerous thing that everyone kind of accepts. But I think **we need to stop accepting** and **bring a simple awareness to people**. Some people just don’t really understand what they’re doing and how dangerous it can be.”
- ◆ “Big parties do happen, but not usually in the suburbs, because we have the **Social Host Ordinance**, and **neighbors who would call the police**—factors that make it really difficult to do the big party.”



### YOUTH TREATMENT DATA\*

#### Drug of Choice:

◆ Marijuana	72.0%
◆ Alcohol	9.7%
◆ Heroin	9.7%
◆ Meth	6.5%
◆ Other Stimulants	1.6%

*\*2015 California Outcomes Measurement System; Department of Health Care Services*

**ROCKLIN SCHOOLS ARE AMONG THE TOP PERFORMING SCHOOLS IN THE STATE.**

*Source: Placer County Office of Education*

**3 WAYS TO INCREASE STUDENT WELLNESS**

February 16, 2017 Workshop



November 17, 2016 Parent Forum

## The Mental Health Connection

**Facts\*:** 48% of 9th graders and 62% of 11th graders report having a lot of stress or always being stressed.

Of youth who report binge drinking in the past 30 days, 98.9% report feeling stress; 73.6% report “a lot of stress” or being “always stressed.”

22% of 11th graders and 21% of 9th graders report having had thoughts of hurting themselves.

21% of 11th graders and 17% of 9th graders report having had thoughts of committing suicide.

“I know certain friends who try to be high achieving and they just drive themselves crazy with the stress of trying to be at the top, and then they go to drinking...**It’s the stress of the environment that drives part of the drinking.**”

- Rocklin High School Student

### Youth Voices:

“While the stress to perform academically and socially may have started maybe with parent expectation or some other outside force, it almost becomes a self-perpetuating cycle once you get in a certain crowd and you need to keep up this image or this persona...of always performing well....Adults tell us, “Fail, take risks, do things,” but we’re put into this environment where that’s not encouraged because...what my peers think about me is more important than failing on this project but learning something from it.”

“I came up in a culture in which...I did have a comfortable lifestyle, I did have people around me who loved me, I had a school that supported me. I didn’t have to consciously think until recently about what my behavior does and how my thoughts impact me or what system I’m brought up in and how the culture of a school can be changed.”

“Students don’t know how to work within the system to change it. They don’t know who to go to. They don’t know the channels to work within. They’re too stressed; they have too many other things going on.”

### Youth Recommendations:

- ◆ Create opportunities for meaningful conversations between students and school staff about how the culture of the school and the peer group contributes to stress, and how this might be addressed.
- ◆ Focus anti-drug and alcohol messages on brain science, which is harder to deny and makes a deeper impression than scare tactics or “no” messages.
- ◆ Empower youth to research and recommend ways to reduce stress and promote wellness. While appreciating efforts made by the schools over the past few years to address mental health concerns, some youth feel as though some of the issues driving stress (including peer competition, peer approval, and stigma around seeking help) aren’t fully understood, and therefore haven’t been fully addressed.



## MEDIA CAMPAIGNS

From June 1st 2016 to May 15, 2017, we reached 99,718 people, receiving 1,226 likes, 307 shares, 64 comments. We gained 144 new followers. We have 1076 subscriptions to our Quarterly Newsletter.

The ever-changing landscape of teen drug and alcohol trends is heavily influenced by quickly evolving online activity and information via social trends and marketing specifically targeting youth. With our media partners at Sagent Marketing, Inc., CPY provides ongoing updates and information to parents, youth, educators, service providers, and the community-at-large with prevention messages, strategies, and up-to-date trends regarding youth substance use. We do this through our quarterly newsletter, ongoing posts, e-blasts and media campaigns using all print and online media platforms, including billboard posting and Pandora radio.



Stay up to date on the latest research & trends effecting youth. Follow us:

- Facebook:** CoalitionforPlacerYouth
- Twitter:** CPYRocklin, CPYVoices
- Instagram:** CPYVoices
- Website:** CoalitionforPlacerYouth.org
- Quarterly Newsletter:** <http://eepurl.com/bWEZBP>

## CONTRIBUTING TO A SUSTAINABLE COMMUNITY COALITION

Numerous volunteers, partner organizations and businesses donate time, money, and resources to make the impacts that the Coalition for Rocklin Youth has on our community. We are finishing our 8th year of grant funding, with two more years left. To continue to sustain our community work, and to increase community contributions, we are always seeking new partners! To become a partner in our coalition work, contact Christina Ivazes at: [civazes@placer.ca.gov](mailto:civazes@placer.ca.gov), 530-886-5409, or come to one of our Coalition Leadership Meetings held on the 1st Thursday of each month at the Rocklin Library from 3:30-5:00 p.m. (Meeting blackouts during July and January.) Email at above address to confirm your attendance. Donations can be made to our non-profit Partners: PRO Youth and Families. Put: Coalition for Placer Youth in the subject line and mail to: Coalition for Placer Youth, 11716 Enterprise Drive, Auburn, CA 95603.

# YOUTH MAKING A DIFFERENCE

The Coalition for Rocklin Youth assists in sponsoring and mentoring the Placer County Youth Commission (PCYC), which is comprised of 18-30 high school students from Western Placer County schools who lend their voices, time, commitment, and determination to promote positive change. They advise the Placer County Board of Supervisors and the Coalition for Placer Youth on youth-related concerns, and they encourage youth involvement and leadership in their community. This year's PCYC highlights included:

- ◆ Stand-Up Get Down Art & Music Event
- ◆ 2016 Youth Summit in Anaheim
- ◆ Awareness Gallery on reducing stigma around mental illness
- ◆ 2017 CADCA Leadership Forum in Washington D.C.
- ◆ Social Host Ordinance presentations in Auburn
- ◆ 3rd Annual Youth Impact Awards



**Take the Parent Pledge today not to allow minors to consume alcohol, marijuana or other drugs!**

<http://www.coalitionforplaceryouth.org/parentpledge/>



## The Parent Pledge

For the past eight years, CPY has partnered with local school districts, community agencies, and through our Partner Forums in a **Parent Pledge Campaign** encouraging parents to **STAND UP** for youth and protect teens from the dangers of alcohol and drugs:

- S**ecure drugs and alcohol in your home & dispose of unused RX.
- T**alk **EARLY** & talk **OFTEN** with your teens about the dangers of alcohol, marijuana & other drugs.
- A**ssure alcohol and drugs are not available at teen parties. Be a **parent**, not a pal.
- N**etwork with other parents and seek out reliable resources.
- D**rug test your teen & get counseling if you suspect they are using.

### OTHER PARENT TIPS:

- ◆ Help **organize** a parent presentation in your neighborhood or school
- ◆ **Don't fall into the "not my kids" trap**; be alert and get help for your teen
- ◆ **Remember that you are the greatest influence on your teen's decision-making.**

## COALITION LEADERSHIP

- ◆ Christina Ivazes, Director
- ◆ Joanna Jullien, Chairperson
- ◆ Carol Pettit, Secretary
- ◆ Joe Bonner, Media
- ◆ Shawn Wang, Youth
- ◆ Dan Britton, Faith, Parent
- ◆ Mike Mason, Youth Serving, Parent
- ◆ Jeremiah Aja, Health & Wellness
- ◆ Kate Hay, Parent

## COALITION ADVISORY

- ◆ Supervisor Jim Holmes, Local Government
- ◆ Ariel Lovett, Treatment & Recovery
- ◆ Antonieta Marquez, Schools
- ◆ Antoinette Manuel, Youth Serving
- ◆ Rocklin Police Chief Chad Butler, Law Enforcement
- ◆ Jordan White, Schools
- ◆ Anne Staines, Media
- ◆ Skott Hutton, Schools
- ◆ Marlon Morgan, Parent/Health and Wellness

## BE A PARTNER - JOIN OUR COALITION!

- ◆ Participate in our quarterly CPY Partner Forums
- ◆ Participate in our CPY Leadership Committee— Monthly meetings
- ◆ Sign up for our quarterly CPY e-newsletter
- ◆ Get others involved - help organize parent presentations and community forums
- ◆ Help change our community norms by supporting alcohol and drug-free teen activities
- ◆ Partner with other community groups, schools, and parents to reduce youth access to alcohol and drugs

Thanks to the ongoing commitment and dedication of the Coalition for Rocklin Youth Leadership Committee and community partners working together to secure a drug-free community for our youth.

**For help and resources, go to:**  
**CoalitionforPlacerYouth.org /resources**



## COMMUNITY PARTNERS

180 Church  
 Auburn Hip Hop Congress  
 Campaign for Community Wellness  
 Coalition for Auburn and Lincoln Youth  
 Core Connectivity  
 CoRR - Community Recovery Resources  
 Farm Fresh to You  
 Friday Night Live  
 Kids First  
 Latino Leadership Council  
 Lighthouse Counseling & Family Resource Center  
 MADD  
 Panera Bread  
 Placer County Children's System of Care  
 Placer County Environmental Engineering  
 Placer County Mental Health, Alcohol & Drug Board  
 Placer County Office of Education  
 Placer County Public Health  
 Placer County Sheriff's Department  
 Placer County Youth Commission  
 Pride Industries  
 PRO Youth & Families, Inc.  
 Recovery Happens  
 Rocklin High School  
 Rocklin Parks and Recreation Department  
 Rocklin Police Department  
 Rocklin Unified School District

Rx Drug Safety Placer Nevada  
 Sagent Marketing, Inc.  
 Sierra College  
 South Placer Teen Center  
 St. Matthew Lutheran Church  
 Tahoe Truckee Future Without Drug Dependence  
 Team Giving  
 Transforming Local Communities  
 Victory High School  
 Wellness Together  
 Whitney High School  
 William Jessup University

### For more information, contact:

**Christina Ivazes**  
**civazes@placer.ca.gov**

**Or log onto our website—**  
**www.coalitionforplaceryouth.org**

CPY is a Drug Free Community Support Grant Program. This Community Report Card was developed, in part with Placer County HHS, under grant number 1h79SPO15810-01 from the Office of National Drug Control Policy and SAMHSA. The views, opinions, or policies of ONDCP, SAMHSA or HHS, and should not be construed as such.