

Coalition For Placer Youth RAISING PLACER DRUG FREE



A Shared Mission

For the past three years, Western Placer communities have been on the move - striving toward a shared vision promoting *"Healthy communities free of substance abuse."* In 2007 community members came together through a series of town hall meetings to share concerns over adolescent substance use. Unwilling to sit back while youth are being challenged by the drug culture, parents and community members sprang into action. In 2008, small action groups from Lincoln, Roseville, Rocklin, Loomis, Granite Bay and Auburn joined forces and formed the **Coalition for Placer Youth (CPY)**. An action plan evolved focusing on underage drinking and an alarming trend of prescription (Rx) and over the counter (OTC) drug abuse by teens. In 2009, the coalition was awarded a 5 year Drug Free Communities federal grant, which provided funds and staff support to move the effort forward. Today CPY is comprised of a broad base of community agencies, schools, law enforcement, parents, volunteers and youth, all passionately committed to promoting safe and healthy communities.

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***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.*

Partnering With Youth

The Placer County Youth Commission hosted a successful World Cafe held in Auburn on February 3rd, 2010. A hundred youth and adults shared an evening discussing perspectives and solutions to underage drinking. Participants included school principals, County Supervisors, City Councilmen, as well as representatives from youth groups, law enforcement, treatment programs and several county departments.

Adults gained insight into factors contributing to underage drinking and thanked the youth for their honesty. The youth were bolstered by the number of prominent community leaders caring about their experiences and insights. Both groups left with a renewed commitment to take action.

A series of Town Hall Meetings on underage drinking followed the World Cafe, helping to spread the word and garner support for positive change.



World Cafe - adults and youths
share their views

did you know?

3 out of every 4 Placer County teens have consumed alcohol by the time they finish high school.

CPY Commitees

Shari Crow, Coordinator
(530) 889 - 7238
info@coalitionlaceryouth.org

Media and Awareness Committee
Anne Staines, Chair
info@coalitionforplaceryouth.org

Social Host Committee
Alan Baker, Chair
socialhost@coalitionforplaceryouth.org

RX & OTC Committee
Kathy Sinor, Chair
rx@coalitionforplaceryouth.org

Placer County Youth Commission
Kara Sutter, Advisor
(530) 889 - 7392
placeryouthcommision@gmail.com

Latino Leadership Council
Elisa Herrera, Council Chair
Elisa@LatinoLeadershipCouncil.org

Resource Committee
Tony Allinger, Chair
tonyallinger@boldbusinesses.com

Advisory Board

- Auburn Chief of Police, Valerie Harris
- Lincoln Chief of Police
- Rocklin Chief of Police, Mark Siemens
- Roseville Chief of Police, Michael Blair
- Placer County District Attorney, Scott Owens
- Placer County Chief of Probation, Steve Pecor
- Placer County Director of Community Health & Clinics, Mark Starr
- Placer County Sheriff, Ed Bonner
- Placer County Undersheriff, Devon Bell
- Placer County Superintendent of Schools, Gayle Garbolino-Mojica

Keeping our Kids and Water DRUG FREE!

The facts are alarming:

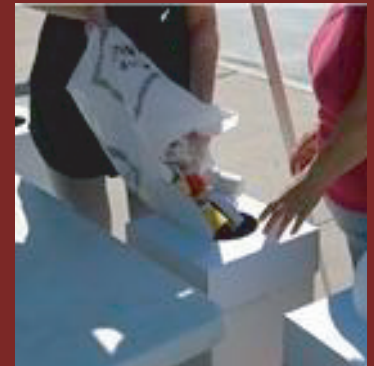
- *Rx painkillers are the second most widely used category of drugs by youth after marijuana. (California Student Survey)*
- *19% of Placer County 11th graders said they had used Rx painkillers or over the counter medicines to get high. (California Healthy Kids Survey)*
- *62% of youth said prescription painkillers were readily available in their own home. (Partnership for a Drug Free Community)*
- *Many people do not know how to safely store, monitor and properly dispose of unused and unwanted medicines. Drugs flushed down the toilet or discarded in the trash threaten our environment.*

The Coalition's Rx & OTC committee has taken on the challenge. On September 25, 2010, CPY members spearheaded a county-wide "Take Back Event." The event was part of a national campaign to "get pharmaceuticals out of medicine cabinets where they can end up in the wrong hands," said Roseville Chief of Police Michael Blair. Twelve prescription collection sites in Placer County, from Lincoln to Kings Beach, were manned by volunteers under the supervision of local law enforcement agencies.

A massive media campaign urged citizens to drop off their unwanted, unused and expired medicines. The event was a tremendous success, collecting over 3,500 pounds of discarded prescription and over the counter drugs. For many the Take Back event completed a grieving process for those who brought in medications left over after the loss of a family member. One father had lost his son from a overdose one year prior.

The Take Back Event resulted from many months of research and planning on the part of several key agencies including: CPY, all local law enforcement agencies, schools, Placer County Environmental Engineering, Placer County Health and Human Services, Roseville City Utilities, City of Auburn, Senior Care, the Drug Enforcement Agency and others.

With the completion of this Take Back Event, the coalition has taken another important step towards keeping our kids and water safe from drugs.



3,580 lbs. of medicines were collected at 12 take back sites throughout Placer County

Prescription drug use is fast outpacing marijuana and alcohol as the first drug used by children as young as 12 years old. (California Student Survey)

SAVE THE DATE 4/30/11
NATIONAL TAKE BACK EVENT!

Placer County Youth Commission

In May 2009, Placer County Board of Supervisors passed a resolution establishing the first Placer County Youth Commission. Fifteen high school students representing five districts worked together to lay the groundwork - adopting by-laws and setting goals. Once underway, the Youth Commissioners (YC) forged forward with enthusiasm. They met regularly to study local issues and plan events to impact their communities.

At one of their first official meetings, the (YC) approved a motion to become an advisory arm to CPY as well as provide youth led activities aimed at reducing underage drinking and drug use. Their efforts are having an impact. Youth Commissioners were panelists at the Community Convening on Prescription Drug Abuse and were instrumental in helping to launch the CPY Prescription and Over-the-Counter Drug subcommittee.

Additionally the youth hosted the highly successful World Cafe; organized a series of Town Hall Meetings on underage drinking; assisted law enforcement with DUI check points; and instigated sting operations aimed at reducing sales to minors. In April the YC launched a *Community Hero Campaign*, recognizing adults who have made a difference in the lives of young people. The 2010 YC recruited 42 more youths to serve as Ambassadors expanding its representation to include additional youth groups, schools and youth serving organizations throughout Placer County.

Placer Youth Take Action



Youth across western Placer County are committing their energy, talents and voices, making a difference in their communities.

Latino Youth Reach Out

Latino youth from Lincoln, Roseville and Auburn have embarked on a campaign to document the needs in their community and raise awareness regarding underage drinking. A 2007 survey highlighted a critical lack of information and education available in Spanish regarding this issue. In response to this need, members of the YEAGA group (Youth Empowerment and Goals Association) are providing presentations educating parents about the laws and the impact of alcohol and drug use on their children.

The youth leaders are also spearheading a research project - surveying peers and adults about concerns related to youth alcohol use. A goal of the survey is to document where Latino youth are most likely to obtain alcohol and where parents are accessing help when they have concerns about alcohol / drug use with their children.

The youth developed their own survey and are conducting interviews in a variety of popular community venues, such as Denio's Market in Roseville.



53% of Latino youth and 40% of Latino adults said that family events are a key source of alcohol for youth.

Children who learn about drug risks from their parents are up to 50% less likely to use alcohol

Stemming the Tide

34% of 11th graders and 20% of 9th graders had used alcohol in the last 30 days

23% of 11th graders reported binge drinking (4 - 5 drinks in two hours)

(California Healthy Kids Survey 2007 - 09)

Stemming the tide of underage drinking and substance use among Placer County youth is the driving force behind CPY's Social Host Committee. Alan Baker, chair of the committee, is dedicated to educating parents about their primary role in keeping their children drug and alcohol free.

A speaker's bureau has been established. Concerned educators and community members are taking their message on the road arming parents with knowledge and skills to talk with their children. Presentations are available for community, neighborhood, school and parent groups. Key discussion points include: the influence of media and social networking; and adult attitudes that can either promote or undermine a child's resistance to social and environmental pressures. To book a presentation contact Alan Baker 916 - 791 - 3294.

"I wish parents could realize our children live with enormous pressure, and this could easily be their child," said Kris Allen, a Roseville resident who hosted a presentation with the parents of her daughter's peers.

Parent Host Program



63% of high school students said they got their alcohol from their own home or a friend's home. (local survey)

850 Placer parents have signed a **Parent Pledge** making a commitment

to not allow underage drug or alcohol use in their home and to actively chaperone youth gatherings at their residence.

Taking the pledge is an excellent way for families to discuss risks and expectations about alcohol and substance use; and gives the message that *"we care and are watching out for your safety and well-being."* Taking the Pledge also provides youth with an "easy out" when being pressured to join an unsupervised party.

Check the CPY website for more information and complete a Parent Pledge today!

Moving Ahead

CPY understands we, alone, cannot make our local communities a healthier, safer place to live, and that any measure of change will be done through work with our partners. We celebrate our community partnerships as a core aspect of our mission.

In the upcoming year CPY is committed to take the following strategic action:

- Holding community Rx Take Back events; promoting Rx mail back options; and initiating installation of permanent Rx bins for citizen convenience and safety.
- Working with corporate and independent pharmacies to:
 - a) promote the proper Securing, Monitoring and Disposing of medications among their clientele
 - b) sell medicine lock boxes at pharmacy counters.
- Continuing to heighten community and parent awareness to the importance of talking with their teens, networking with other parents, secure and monitor alcohol in their homes, don't provide to minors, and drug test their teen.
- Working to promote positive actions and norms of behavior by parents and other adults
- Reduce access and availability of alcohol to youth

Shari Crow, Coordinator

Coalition for Placer Youth 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 1 h79SPO15810-01 from the Office of National Drug Control Policy and SAMHSA. The views, opinions, and content of this publication are those of the authors and contributors, and do not necessarily reflect the views, opinions, or policies of ONDCP, SAMHSA or HHS, and should not be construed as such.