Our vision is a community free of youth substance use where parents are informed & empowered & youth feel valued & supported.
We are dedicated to reducing youth substance use in Placer County through prevention strategies that build and sustain community health and wellness. Funded by a grant along with community in-kind contributions, we provide drug and alcohol education and access to credible resources to empower teens, parents and other community partners. Go to www.RaisingPlacer.org for the list of our community partners. The mental health and wellness of our youth is central to much of the work we carry out with our partners.

Our Community Assets

Located at the base of the Sierra Foothills in Northern California, Rocklin is currently celebrating its 125th Anniversary in 2018. There are more than 65,000 residents and 15,000 children under 18, served by a variety of public, private and charter schools. Rocklin is home to Sierra College (a two-year community college) and William Jessup University (private university). Rocklin is also home to the new Quarry Park Adventures.

Rocklin has an amazing Police Department that includes 95 volunteer staff and 281 Neighborhood Watch groups along with paid police officers. Rocklin P.D. provides several programs related to prevention like Drug Take-Back events twice a year.
WHY PREVENTION MATTERS

9 out of 10 people with substance use problems started using before the age of 18.

Binge drinking affects the white matter in teen brains, which is important for the relay of information between brain cells. Teen binge drinking may also impact the hippocampus - your memory.

Marijuana affects different areas of the brain, and can lead to paranoia, slowed reaction time, impaired coordination, impaired memory, increased appetite, altered judgment, euphoria and more.

Every $1 spent on mental health and addictions saves $7 in health costs and $30 in productivity and social costs.

4.2 million people ages 12 and up in the U.S. qualified as having a substance use disorder based on marijuana use.

72% of youths receiving treatment here in Placer County listed marijuana as their drug of choice.

SOURCES:
SAMHSA.gov, 2015
National Center on Addiction and Substance Abuse (CASA) at Columbia University (language modified using “substance use disorder” in place of “addiction.”

WWW.RAISINGPLACER.ORG PAGE 03 | COMMUNITY
WHAT THEY'RE SAYING: PERCEPTION OF HARM

Local STUDENTS who say using marijuana regularly poses "great" or "moderate risk"

KEY FINDINGS

Since 2013, student perception of marijuana harm for 9th & 11th grades has increased. In 2017, 11th graders report a 10% increased perception of harm regarding marijuana yet 9th grade perception of harm dropped slightly, indicating the need for continued CPY prevention efforts for both middle school aged youth and parents.

Parent perception that marijuana is addictive went down slightly between 2015 (78%) & 2017 (76%). This indicates the need for more parent education to counteract outside sources of information that may not be accurate.

*CPY 2013, 2015 Rocklin Student Surveys & 2017 S & CHKS Rocklin Parents' Survey

The potential harm of cannabis use in adolescence is becoming increasingly clear, as is the need for more effective treatment and early intervention.

- Jennifer Golick, PhD.
While most 30-day youth use has decreased over time in both 9th & 11th grade for Alcohol, Marijuana & Prescription Drugs, there is a consistent increase between 9th & 11th grade. This indicates the need for continued CPY prevention efforts for high school aged youth and their parents. E-Cigarette & Vape Pen use shows main increase in 30-day use - following U.S. trends & supporting need for continued CPY prevention efforts with parents, teens, retailers & tobacco prevention partners.

* CPY Rocklin Student Surveys & 2017 CHKS
CONCERNING TRENDS

ENDS: Electronic Nicotine Delivery Systems
END are often smokeless & odorless & can be used as a cannabis delivery device. They contain products that are toxic with long-term effects still unknown with the exception of increased risk of nicotine addiction from regular use.

KEY FINDINGS
Local youth have informed the coalition that retailers in our community, online and younger adults provide easy access for minors to purchase ENDS.

ENDS
Vapes, vaporizers, vape pens, hookah pens, electronic cigarettes (e-cigarettes or e-cigs), and e-pipes

Youth Cannabis Use & Increased Risk of Mental Illness
The developing teen brain is more vulnerable until fully formed which is not until around the age of 25.

KEY FINDINGS
Cannabis use (specifically THC) is associated with a higher risk of psychosis, including schizophrenia, suicide, depression, negative emotions and dependence. These risks increase with dose, frequency and early age of onset.

It's the Law:
CA BPC Sec.22958: An enforcing agency may assess civil penalties against any person, firm, or corporation that sells, gives, or in any way furnishes to another person who is under 21 years of age, any tobacco, cigarette, cigarette papers, any other instrument or paraphernalia that is designed for the smoking or ingestion of tobacco, tobacco products, or any controlled substance.

WHAT WE ARE DOING

USING THE 7 STRATEGIES FOR COMMUNITY CHANGE

- Providing Support
- Providing Information
- Building Skills
- Changing Policy
- Enhancing Healthy Access/Reduce Barriers
- Changing Physical Environment/Design
- Changing Consequences

ENSURING YOUTH FEEL VALUED & SUPPORTED THROUGH TRAINING & SKILL BUILDING OPPORTUNITIES FOCUSED ON PREVENTION & WELLNESS

INFORMING & EMPOWERING PARENTS

- Monthly Parent Resource Events - Placer County Probation (Seavey Center - Rocklin)
- Parent Resource Nights (Rocklin Event Center)
- Hot Chili - Cool Cars (Rocklin)
- Quarterly Raising Placer Newsletter
- RaisingPlacer.org Website
- Disseminating Current Research & Prevention Materials
- Annual Community Report Card

82% of parent resource night attendees say...

“As a result of attending this workshop my knowledge about the harms of marijuana has increased.”

ONGOING MEDIA CAMPAIGNS

- 2017 Raising Placer Summer Leadership Retreat - Self-Care for Leaders (Rocklin)
- Statewide Friday Night Live Office of Traffic Safety Youth Summit (Anaheim)
- National Prevention Leadership Forum (Washington, D.C.)
- Kognito Peer-to-Peer Suicide Prevention Training

UPDATING & INFORMING POLICY MAKERS & PARTNERS

- Local Social Host Ordinances to prevent adult support for underage drinking
- Placer County Cannabis Policy Workgroup
- Regular updates to Placer County Board of Supervisors, City Council & State Legislators
- Neighborhood Captains
- Law enforcement partners, schools, counselors & nurses
- Vaping Retailer Accountability

CPY is a Drug Free Community Support Grant Program. This publication was developed in part with Placer County HHS, under grant no. 1h79SPO15810-09 from the Office of National Drug Control Policy and SAMHSA. The views, opinions, or policies of ONDCP, SAMHSA or HHS should not be construed as such.

WWW.raisingleacer.ORG
LEADERSHIP TEAM

The Coalition for Rocklin Youth Steering Committee (formerly called the Leadership Committee) are revolving member partners from 12 community sectors. Seven sector representatives from the Steering Committee make up the voting Directors/Board Members. The Steering Committee meets quarterly on the 1st Thursday of February, May, August & November at the Rocklin Library.

CURRENT STEERING COMMITTEE MEMBERS
Joanna Jullien - Coalition Chairperson & Founder, Core Connectivity
Christina Ivazes - Director/Coordinator
Catherine Colella - Secretary, Placer County Youth Commission Rep.
Dixie King - Transforming Local Communities - Evaluation
Sharon Hoyt - Photographer
Al Moody - Rx Committee
Mike Mason - Parent, Kids First
Jeremiah Aja - Wellness Together
Leigh Arevalo - Parent
Kate Hay - Parent
Jessica Bell - Placer County Network of Care
Mary Hogsett - Rx Drug Safety Placer Nevada
Alex Arevelo - Youth
Ryan Arevalo - Youth
Ashley Verker - Placer County Office of Education
Rocklin Police Department School Resource Officers
Kory Annonio, Placer County Youth Commission Advisor

ADVISORY MEMBERS
Chad Butler - Rocklin Chief of Police
Dan Britton - 180 Church & South Placer Teen Center
Jim Holmes - District 3, Placer County Board of Supervisors
Jordan White - Rocklin Unified School District
Marlon Morgan - Wellness Together
Skott Hutton - Principal, Victory High School & RICA
Nancy Taylor - CoRR - Community Recovery Resources
Antoinette Manuel - Kids First

WWW.RAISINGPLACER.ORG