



**YOUTH WELLNESS &  
SUBSTANCE USE  
PREVENTION**

**2018  
ROCKLIN  
COMMUNITY  
REPORT  
CARD**



Our vision is a community free of youth substance use where parents are informed & empowered & youth feel valued & supported.



# WHO WE ARE



## COALITION FOR ROCKLIN/PLACER YOUTH

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](http://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.

## GOALS: BUILD COMMUNITY CAPACITY & REDUCE YOUTH SUBSTANCE USE



## OUR COMMUNITY ASSETS

Located at the base of the Sierra Foothills in Northern California, Rocklin is currently celebrating its 125 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



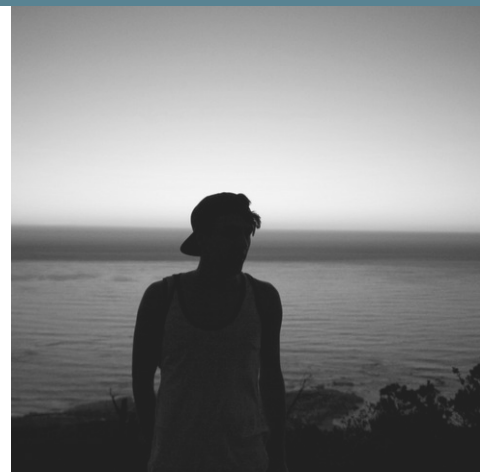
**9 out of 10** people  
with substance  
use problems  
started using  
**before the age of 18.**

**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.

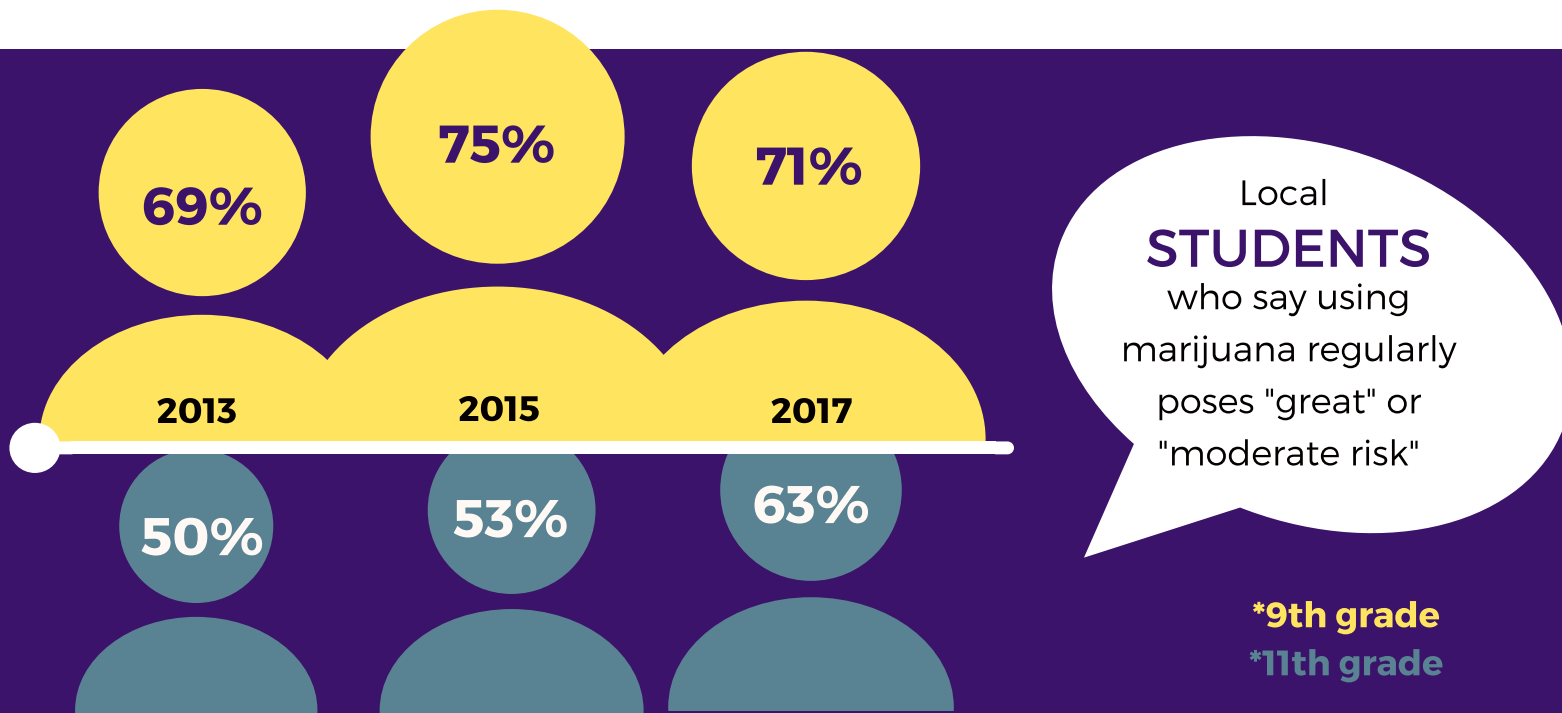
#### SOURCES:

Miller, T.R., & Hendrie, D.(2009).Substance abuse prevention dollars and cents: A cost-benefit analysis.Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention.Rockville, MD: DHHS Pub.No (SMA) 07-4298)

SAMHSA.gov, 2015

National Center on Addiction and Substance Abuse (CASA) at Columbia University (language modified using "substance use disorder" in place of "addiction."

# WHAT THEY'RE SAYING: PERCEPTION OF HARM



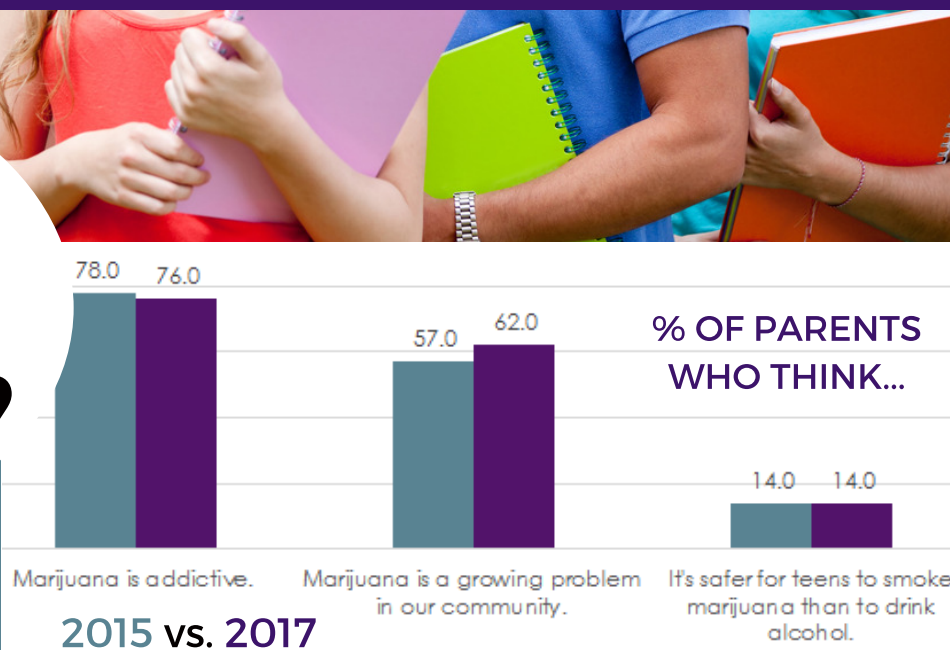
“

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.

”

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



## KEY FINDINGS

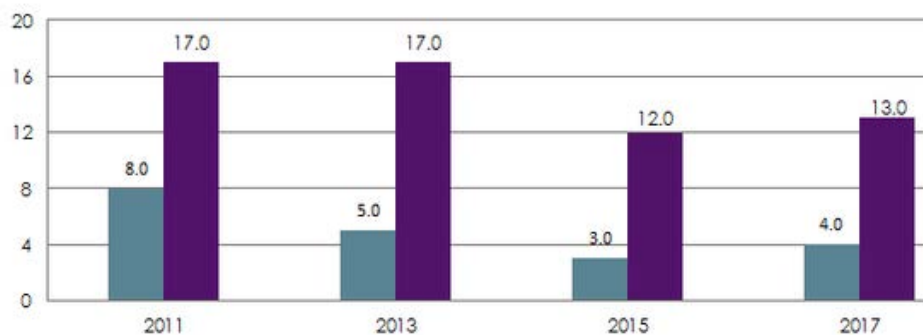
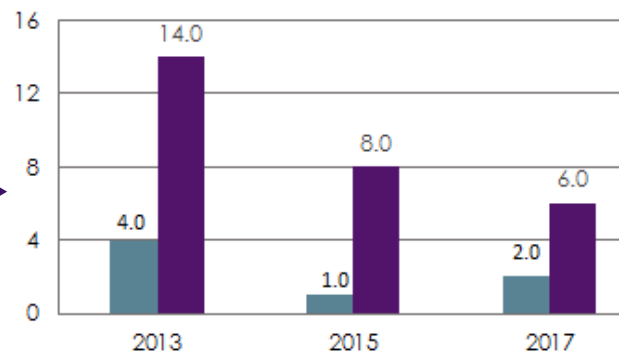
Since 2013, student perception of marijuana harm for 9th & 11th grades has increased. In 2017, 11th graders report a 10% increased perception of harm regarding marijuana yet 9th grade perception of harm dropped slightly, indicating the need for continued CPY prevention efforts for both middle school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



# WHAT THEY'RE SAYING: PAST 30-DAY USE

% of  
9th and 11th grade students  
who have had  
**5+ DRINKS OF ALCOHOL AT A TIME**  
in the past 30 days

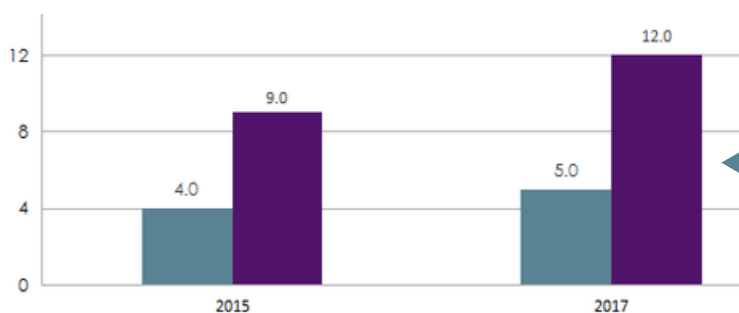
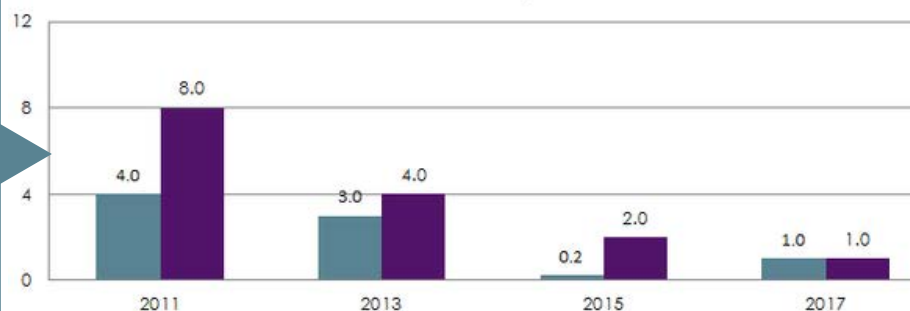


% of  
9th and 11th grade students  
who have used  
**MARIJUANA**  
in the past 30 days

## KEY FINDINGS

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.

% of  
9th and 11th grade students  
who have used  
**PRESCRIPTION DRUGS**  
in the past 30 days



% of  
9th and 11th grade students  
who have used  
**E-CIGS OR VAPE PENS**  
in the past 30 days

\* 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.

SOURCES: Jones, et al. JAMA Psychiatry, 2017; Dept. of Veterans Affairs, et al. 2017; Volkow, et al, Proceedings of the National Academy of Sciences, 2014; Jones-Caulkins, et. al. Journal of Adolescent Health, 2017; Forti, et al. Lancet Psychiatry, 2015





# 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

## 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.”

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

- 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

## ONGOING MEDIA CAMPAIGNS



## 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

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# 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 Arevalo - 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



## BECOME A PARTNER IN OUR FUTURE

Join our over 40 community partners and find out what you can do to contribute.

**Email: [CPY@RaisingPlacer.org](mailto:CPY@RaisingPlacer.org)**  
**Phone: 530-886-5409**

