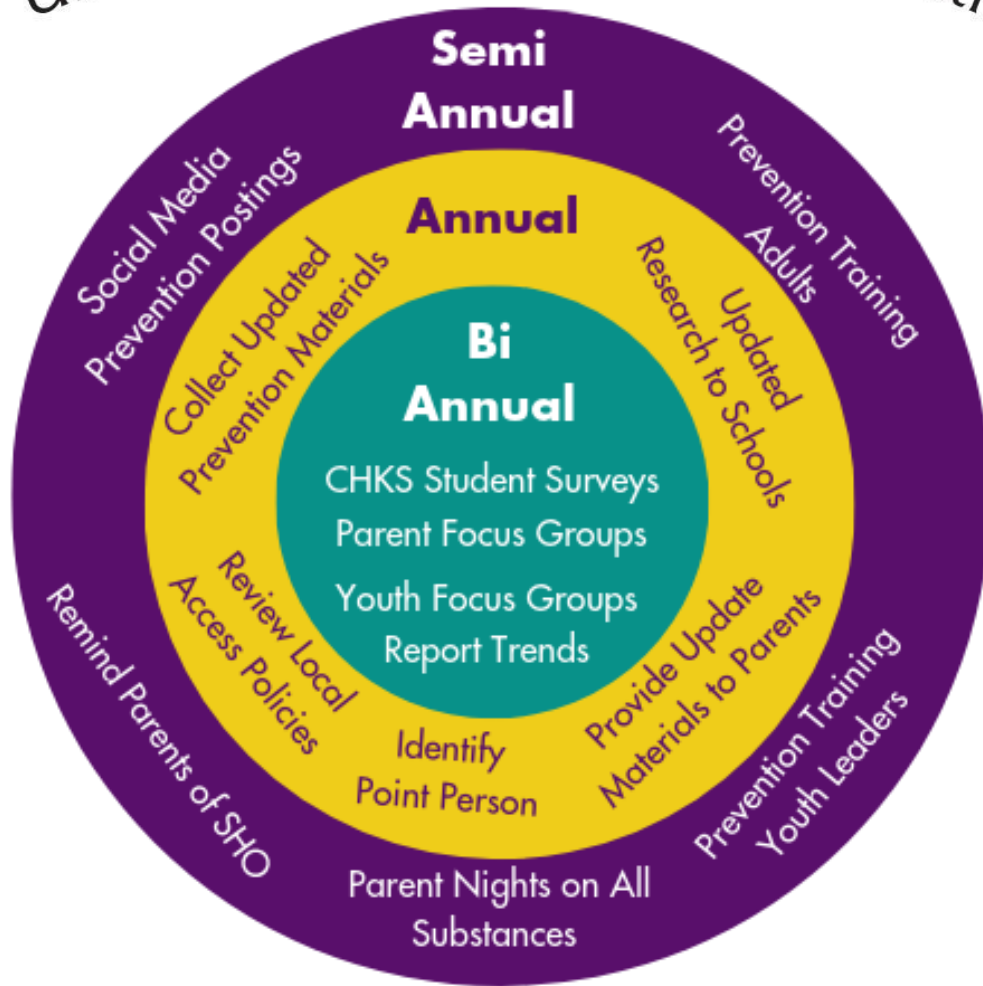


# RAISING PLACER.ORG

United for Healthy & Resilient Youth



## YOUTH SUBSTANCE USE PREVENTION TOOLKIT





## **YOUTH SUBSTANCE USE PREVENTION TOOLKIT**

### **TABLE OF CONTENTS**

- I. OVERVIEW OF TOOLKIT**
- II. SEVEN STRATEGIES FOR COMMUNITY CHANGE**
- III. SEMI-ANNUAL STRATEGIES**
  - A. Policy
  - B. Leadership
  - C. Parent Empowerment
- IV. ANNUAL STRATEGIES**
  - A. Policy
  - B. Leadership
  - C. Parent Empowerment
- V. BIENNIAL STRATEGIES**
  - A. Policy
  - B. Leadership
  - C. Parent Empowerment
- VI. RESOURCES BY SUBJECT**
  - A. Prevention Publications (Online & Print)
  - B. Prevention & Wellness Speakers
  - C. Prevention Policies
  - D. Leadership Opportunities In Prevention
  - E. Facilities For Prevention Events/Trainings/Meetings
  - F. Parenting Classes, Teen Classes & Counseling Resources
  - G. General Resources



## I. OVERVIEW OF TOOLKIT

This toolkit is provided by the leadership of the Coalition for Rocklin Youth—under the Raising Placer umbrella. The aim is to empower community leaders and partners with the timeline, proven strategies and resources the coalition has developed over time. Raising Placer, founded by the Coalition for Placer Youth, is now a growing collaborative of community organizations and members united for healthy and resilient youth in Placer County. The key **7 Strategies for Community Change** presume that *change is a constant*. Each year as students' change grades new trends occur and the world evolves; whereas proactive responses are required to maintain and improve community outcomes. Just as health is not accidental, neither is preventing youth substance use. This is especially true in today's world with online marketing and quick access to both credible and false information targeting youth. The strategies and activities woven throughout this toolkit, when employed together, produced positive community impacts and reduced youth substance—as seen in Rocklin (2019 CPY Rocklin Community Report Card). These efforts resulted from strategies empowering and training parents, youth, school and community partners, with updated and ongoing resources and a critical eye on policies that either increase or reduce youth access to substances. For ease of reference, a timeline approach is used: Semi-annual, Annual, Bi-annual.

Prevention outcomes result when systems maintain ongoing resources and training opportunities for each year's new batch of teens, parents of teens, teachers, school and city administrators, and community partners like counselors and family resource centers. Prevention results when survey trends are weighed and new strategies are adopted such as those focusing on student wellness.

This toolkit is specifically designed to align with previously successful coalition strategies and the wealth of resources, available for little or no cost, from community partners and professionals supporting prevention efforts.

Because time is the most valuable commodity for parents, school staff/administration, and other community members, this toolkit is



designed to save time and get the job done! Rocklin is an amazing community filled with caring people and resources.

We are proud to share these resources for any and all who wish to continue to ensure that "Parents are Informed and Empowered and Youth Feel Valued and Supported;" so Rocklin can continue successful substance use prevention and health and wellness efforts for youth and their parents.





## **II. SEVEN STRATEGIES FOR COMMUNITY CHANGE**

- 1. Provide Information**
- 2. Provide Support**
- 3. Enhance Access/Reduce Barriers**
- 4. Build Skills**
- 5. Policy Change**
- 6. Physical Environment/Design**
- 7. Change Consequences**





### III. SEMI-ANNUAL STRATEGIES & ACTIVITIES

#### A. Policy

1. Communicating prevention policies to parents and teens is a helpful tool that needs regular attention; albeit quick and easy to do. The [Social Host Ordinance](#) (to hold adults accountable for hosting or providing a place for underage drinking to occur) is the example of a policy that parents, as their children mature, need regular reminders to follow. The Social Host Ordinance is best communicated as a tool for parents and law enforcement. It supports parents in making better decisions regarding youth access to alcohol, marijuana or other substances.
2. Setting a regular calendar to remind parents through email or social media of the Social Host Ordinance just before vacations, where first and repetitive alcohol use often occurs, is the best way to communicate this. The [RaisingPlacer.org/SHO/](#) webpage link (also in RESOURCES BY SUBJECT: PREVENTION POLICIES) is the easiest way to make sure parents have this reminder with the information they need.



### III. SEMI-ANNUAL STRATEGIES & ACTIVITIES (cont'd)



Get Involved





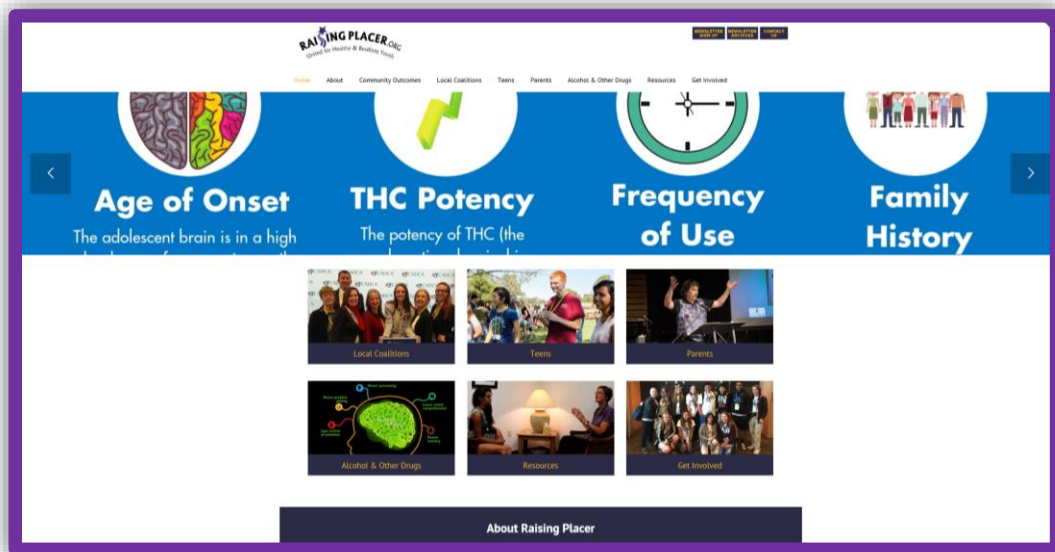


## B. Leadership

1. **Training for youth and adults on current substance use trends and research** is the lifeblood of a responsive and healthy community. Often, people with critical decision making influence and/or capacity don't know what they don't know! Maintaining ongoing trainings for both interested and influential youth such as peer educators along with all community partners should be maintained. Regular check-in on the [RaisingPlacer.org](https://raisingplacer.org) website, contacting [Placer County Public Health](#), and other community partners listed in RESOURCES BY SUBJECT provides updates on training opportunities.
2. **Assign a point person for your organization** to maintain contact with county prevention professionals. This awareness of current training opportunities in substance use prevention will ensure this standard is maintained.
3. **Assign funding for two trainings a year.** This is money well spent as youth become leaders and peer educators and adult mentors/partners share what they learn with their own respective circles of influence. Training opportunities can change so consulting with above resources is best opportunity to learn what is available and if there is funding support, though many county trainings are no-cost. See LEADERSHIP OPPORTUNITIES IN PREVENTION in RESOURCES BY SUBJECT.



## WEBSITE



### C. Parent Empowerment

1. **Resource awareness** is a critical piece of information dissemination. If parents don't know what resources there are or how to access them, all is lost. Social media pages like **Facebook**, **Instagram**, **Twitter**, school bulletins and emails are easy ways to ensure information is shared with parents regularly. The [RaisingPlacer.org](https://www.raisingplacer.org) website is an excellent resource to continually share with parents for trends, classes, workshops, trainings, counseling, and treatment resources, research and educational materials. For more county resources, the [Placer Network of Care](https://www.placer-network-of-care.org) has excellent information on mental health and wellness resources.

## TAKE THE PLEDGE!

2 PROMOTE HEALTHY  
COPING SKILLS FOR TEENS.

#WELEDGE2

**RAISING PLACER.ORG**  
United for Healthy & Resilient Youth



## TAKE THE PLEDGE!

2 PROMOTE HEALTHY COPING  
SKILLS FOR TEENS IN PLACER.

#WELEDGE2





### III. SEMI-ANNUAL STRATEGIES & ACTIVITIES (cont'd.)

#### C. Parent Empowerment

2. **Expedite parent access** to prevention information and resources as they become curious or as they need them; by embedding the link and adding the [RaisingPlacer.org](https://RaisingPlacer.org) logo to school and community websites. This is a win-win for all.



3. **Hold Parent nights/forums** at least 2 times per year (on all substance use trends, mental wellness, social media influences and improved parent-child communication) is highly recommended. Parent nights have a proven track record of success. The benefits are numerous: stigma reduction regarding youth substance use and mental health challenges as parents come together, realizing they are not alone.

**Coalition for Rocklin Youth** A FREE SPONSORED EVENT

**ARE YOU A PARENT OR GUARDIAN ?** Join Us For:

**CONTRIBUTING FACTORS IN STUDENT MENTAL WELLNESS**

**Featured Presenters:**

- \* Dr. Jamie Gutheil D.C. - "Learning to promote happiness one nutrient and one thought at a time."
- \* Panel - Community Recovery Resources
- \* Current trends & latest research - Coalition for Placer Youth
- \* With Key Note by: David Woods Bartley - Mental Health America
- "David Bartley is a recognized mental health speaker and prize-winning author who shares his journey to mental wellness to remind others healing is possible and hope is real."

**5:30 COFFEE, TEA, SNACKS, MEET THE PROVIDERS**

**WEDNESDAY JAN 23 6-8PM**

**ROCKLIN EVENT CENTER**  
2680 SUNSET BLVD.  
ROCKLIN, CA 95677

SPACE IS LIMITED!

CLICK HERE OR CONTACT: CIVAZES@PLACER.CA.GOV TO RSVP & FOR MORE INFO.

Practicing communication skills with teens is vital to keep parent-teen dialogue alive during critical teen years; receiving information in person along with face-to-face contact with community resources (counselors, etc.) to increase service utilization rates; and finally, the greatest value (from repetitive parent feedback) is any time parents are able to hear first-hand life experience from a panel of persons with lived experience and treatment professionals, they gain knowledge and skills to improve communication and proactive approaches with their teens. See RESOURCES BY SUBJECT: PREVENTION & WELLNESS SPEAKERS.



#### IV. ANNUAL STRATEGIES



##### A. Policy

1. **Regular review of city, county, school and law enforcement policies** which potentially increase/reduce youth access to substances (alcohol, tobacco, marijuana, prescription drugs, etc.). Law enforcement policies, such as participation in semi-annual [DEA Prescription Drug Take Back Events](#), have reduced youth access to prescription medications. Policy review includes reviewing enforcement and accountability of the [Social Host Ordinance \(SHO\)](#) holds adults accountable for providing a place for underage youth to consume alcohol, marijuana or other substances. SHOs support parents in making better decisions as well.



2. **Regular review and support of policies to increase parent and student support for mental health and prevention efforts.** Some examples are: Adoption of "Wellness Campuses" and [Student Assistance Programs](#) (SAPs are designed to provide school site counseling, often with parent component, and if needed, treatment referrals in place of school suspensions).



#### IV. ANNUAL STRATEGIES (cont'd.)

##### B. Leadership

1. **Reach out to local prevention experts for publications, resources and presentations.** It is best to be contacted at the end of the school year or mid-summer before the following school year. These experts can provide or develop information needed for parent dissemination. Local experts can also be contacted throughout the year and asked to present information to any organization that would like to update their membership such as the Parent Teacher Council, City Council, or local service organizations, and/or businesses. Experts in prevention are continually trained and collaborate with partners across the state and nation. They have access to updated publications, credible research and media campaigns. They have presentations that can easily be modified and often in multiple languages (English, Spanish and some Russian). For the list of local prevention professionals, see RESOURCES BY SUBJECT.



2. **Review local data** to understand trends in youth substance use and access; even before the bi-annual California Healthy Kids Survey. Consult with local prevention professionals to find out if there is local data available or conduct focus groups with parents and/or youth. While local law enforcement can be a great resource for youth substance use trends, prevention professionals have research and resources along with survey results that can be helpful to address earlier trends and current beliefs. The [Be Well Placer Dashboard](#) is a great resource for local trends and data by zip code, age and other demographics.

#### IV. ANNUAL STRATEGIES (cont'd.)



##### C. Parent Empowerment

1. **Provide prevention publications to all parents at the beginning of the school year.** Determine the best time for reception of this information so it does not compete with beginning of year school documents. Providing information to all parents ensures there are no gaps in information dissemination. Keeping parents informed is how to empower them with confidence to communicate with their children, no matter what age they may be. As access to information via social media, etc. moves down to younger ages, countering misinformation is one of the most important roles a parent can provide for their child. Uninformed parents often avoid these critical conversations; which is especially true when language barriers are present. Textbooks are by nature, ten years old before they enter the classroom. The most updated and reliable materials on substances and research will come from local prevention professionals and experts.

## V. BIENNIAL STRATEGIES



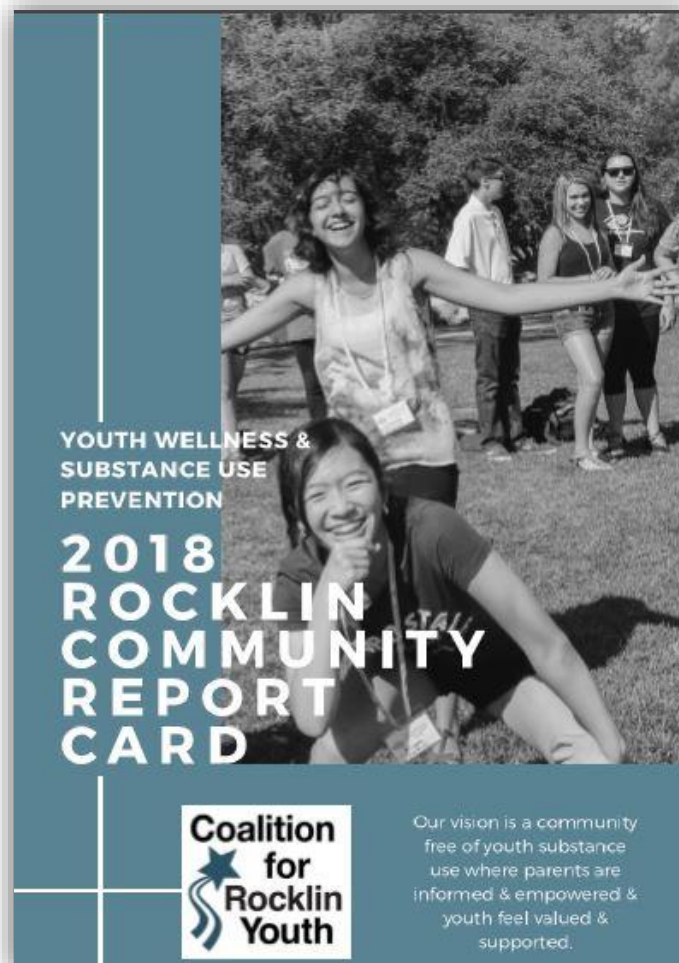
### A. Policy

1. School districts and the Placer County Office of Education (PCOE) renew a policy to conduct the California Healthy Kids Survey every 2 years. This includes the Placer County Customized Module for 5<sup>th</sup>, 7<sup>th</sup>, 9<sup>th</sup> and 11<sup>th</sup> grade students. Student surveys reveal clear trends and outcomes based on past and current trends by utilizing the same set of questions. Conducting parent surveys is recommended to analyze parent responses alongside student surveys for a clearer picture of where the information gaps may be for families to empower parents; the most powerful tool to prevent youth substance use. Parent surveys should include questions on awareness of the local Social Host Ordinance and other substance use awareness along with parent-child communication measures. Conducting focus groups and/or key informant interviews is particularly valuable during off years when CHKS is not being conducted. These methods serve to personalize data and to fill in assessment gaps when warranted.

## V. BIENNIAL STRATEGIES (cont'd.)

### B. Leadership

1. **Analyze CHKS and Parent Surveys;** if possible, call on county professional prevention staff to assist in creating a report/infographic to assess and disseminate youth substance use trends; key findings.
2. **Report survey outcomes** to parents, students and community leaders via a 1- page infographic or factsheet for easy dissemination.





## V. BIENNIAL STRATEGIES (cont'd.)

### C. Parent Empowerment

1. Hold a focus group of parents to discuss current challenges, etc. and resources needed to address any youth substance use trends. Going to the source and valuing parent opinions is the best approach when assessing best strategies forward. Ensure there is a cross-section of parents with diverse cultural and socio-economic backgrounds. For example, upper-middle class income students may feel more stress from the pressure to get into an Ivy League school; whereas their peers from low to middle income families may feel more stress and pressure to fit in and/or participate in sports, etc. without the means to do so. These unique stressors each require different strategies to prevent substance use.





## VI. RESOURCES BY SUBJECT & STRATEGIES FOR CHANGE

### A. PREVENTION PUBLICATIONS (ONLINE & PRINT) - *Provide Information*

1. **Alcohol, Marijuana, Rx, Other Drugs and Vaping Videos, Wellness Posters, Rack Cards, etc.**
  - a) [RaisingPlacer.org](http://RaisingPlacer.org)
  - b) Placer County Public Health: Christina Ivazes  
[Civazes@placer.ca.gov](mailto:Civazes@placer.ca.gov) 530-886-3541
  - c) Stanford Marijuana Prevention Toolkit:  
<http://med.stanford.edu/cannabispreventiontoolkit.html>
  - d) Prescription Drugs: <http://www.pncms.org/scm-foundation-coalition/rx-drug-safety-coalition.aspx>
  - e) NIDA: <https://www.drugabuse.gov/>
  - f) CADCA Drug-Free Community Website: <https://cadca.org/>
2. **Tobacco and Vaping publications**
  - a) Placer County Public Health: Amie McGrath  
[amcgrath@placer.ca.gov](mailto:amcgrath@placer.ca.gov) 530-886-3620
  - b) Placer County Public Health: Alex Wride  
[awride@placer.ca.gov](mailto:awride@placer.ca.gov) 530-889-7161
  - c) Stanford Tobacco Prevention Toolkit:  
<https://med.stanford.edu/tobaccopreventiontoolkit.html>

### B. PREVENTION & WELLNESS SPEAKERS – *Provide Information & Support*

1. **Alcohol, Marijuana, Other Drugs**
  - a) Placer County Public Health Substance Use Prevention:  
<https://www.placer.ca.gov/2863/Public-Health>  
Christina Ivazes [Civazes@placer.ca.gov](mailto:Civazes@placer.ca.gov) 530-886-3541
  - b) Granite Wellness Centers: Stephanie Sadhu [ssadhu@corr.us](mailto:ssadhu@corr.us)  
916-782-3737 ext. 313
  - c) Prescription Drugs: <http://www.pncms.org/scm-foundation-coalition/rx-drug-safety-coalition.aspx>
  - d) (Recovery) Eddie Barraza “Raza” – [eddie@eddiebarraza.com](mailto:eddie@eddiebarraza.com)
2. **Tobacco & Vaping**
  - a) Placer County Public Health: Amie McGrath  
[amcgrath@placer.ca.gov](mailto:amcgrath@placer.ca.gov) 530-886-3620
  - b) Placer County Public Health: Alex Wride  
[awride@placer.ca.gov](mailto:awride@placer.ca.gov) 530-889-7161
3. **Parent – Child Communication & Social Media**
  - a) Core Connectivity: Joanna Jullien  
[joanna@coreconnectivity.org](mailto:joanna@coreconnectivity.org) 916-521-7203
  - b) Wellness Together: Jeremiah Aja  
[jeremiah@wellnesstogether.org](mailto:jeremiah@wellnesstogether.org) 916-905-6086



- c) Rocklin Police Department (Social Media Trends) Chad Butler [chad.butler@rocklin.ca.us](mailto:chad.butler@rocklin.ca.us)
- 4. **Mindfulness** –
  - a) Wellness Together: Jeremiah Aja [jeremiah@wellnesstogether.org](mailto:jeremiah@wellnesstogether.org) 916-905-6086
  - b) Placer Network of Care: Mindfulness Page: <http://placer.networkofcare.org/content/client/175/Mindfulnessandmeditationinformation.pdf> Mike Lombardo: [mlombardo@placercoe.k12.ca.us](mailto:mlombardo@placercoe.k12.ca.us) 530-745-1493
  - c) Dr. Jamie Gutheil (mindfulness, nutrition) [drjamiedc@gmail.com](mailto:drjamiedc@gmail.com) 916-772-1116
- 5. **General Mental Wellness & Suicide Prevention:**
  - a) Placer Network of Care: <http://placer.networkofcare.org/mh/>
  - b) David Woods Bartley – Suicide Prevention and Social Connection: [david@davidwoodsbartley.com](mailto:david@davidwoodsbartley.com) 916-247-6389
  - c) Placer County Speakers Bureau (lived experience speakers) [http://placer.networkofcare.org/mh/services/agency.aspx?pid=ThePlacerCountySpeakersBureau\\_175\\_2\\_0](http://placer.networkofcare.org/mh/services/agency.aspx?pid=ThePlacerCountySpeakersBureau_175_2_0) Katherine Ferry: [kferry@placer.ca.gov](mailto:kferry@placer.ca.gov) 916-787-8915

### **C. PREVENTION POLICIES – Policy Change – Enhance Access – Reduce Barriers – Physical Environmental Design – Change Consequences**

- 1. **Social Host Ordinance:** <https://www.raisingplacer.org/show/>
- 2. **Alcohol, marijuana, Other Drugs:** Placer County Public Health: Christina Ivazes [Civazes@placer.ca.gov](mailto:Civazes@placer.ca.gov) 530-886-3541
- 3. **DEA RX Drug Take Backs:** DEA Prescription Drug Take Back events and information on updated medication disposal in Placer County: <http://www.pncms.org/scm-foundation-coalition/rx-drug-safety-coalition.aspx>
- 4. **Tobacco and Vaping Policies:** Placer County Public Health: Amie McGrath [amcgrath@placer.ca.gov](mailto:amcgrath@placer.ca.gov) 530-886-3620 and Alex Wride [awride@placer.ca.gov](mailto:awride@placer.ca.gov) 530-889-7161
- 5. **General Policy Enforcement:** Rocklin Police Department: Chief Chad Butler [chad.butler@rocklin.ca.us](mailto:chad.butler@rocklin.ca.us)
- 6. **Policy Proposals:** Rocklin City Council and City Attorney: <https://www.rocklin.ca.us/city-council>
- 7. **Student Assistance Programs:** <https://www.cde.ca.gov/ls/he/at/sap.asp>  
**Support for Student Assistance Programs:** <https://www.granitewellness.org/>



#### **D. LEADERSHIP OPPORTUNITIES IN PREVENTION – *Build Skills***

1. **Raising Placer Summer Leadership Retreat:** Shelley Rogers  
[srogers@corr.us](mailto:srogers@corr.us) 530-273-7956
2. **Y.E.S. Program:** Christina Nicholson [cnichols@placer.ca.gov](mailto:cnichols@placer.ca.gov)
3. **Auburn Hip Hop Congress:** Natalie Zapata:  
[nataliepohley@gmail.com](mailto:nataliepohley@gmail.com)
4. **Odyssey for Youth:** Scott Amick - [scott@odysseyteams.com](mailto:scott@odysseyteams.com)  
530-342-1650
5. **RockPal** – Rocklin Police Department Chris Osborne:  
[chris.osborne@rocklin.ca.us](mailto:chris.osborne@rocklin.ca.us)
6. **Friday Night Live** – Lynne Goodwin [lgoodwin@tcoe.org](mailto:lgoodwin@tcoe.org)
7. Annual February **CADCA** Prevention Leadership Conference in Washington D.C. <https://www.cadca.org/forum2020>
8. **South Placer Teen Center** –  
<https://www.facebook.com/southplacerteencenter/>  
Dan Britton [danbritton78@gmail.com](mailto:danbritton78@gmail.com)
9. **REACH Conference:** Danelle Campbell:  
[dcampbell@buttecounty.net](mailto:dcampbell@buttecounty.net)

#### **E. FACILITIES FOR PREVENTION EVENTS/TRAININGS/MEETINGS – *Enhance Access – Reduce Barriers – Physical/Environmental Design***

1. **Rocklin Police Department** Community Room: **Chris Osborne**  
[Chris.osborne@rocklin.ca.us](mailto:Chris.osborne@rocklin.ca.us)
2. **180 Church:** Dan Britton: [danbritton78@gmail.com](mailto:danbritton78@gmail.com)
3. **St. Matthew Church:** <https://www.stmatthewrocklin.com/> Matt  
Molinari [matt@stmatthewstudents.org](mailto:matt@stmatthewstudents.org)
4. **Rocklin Public Library:** <https://www.rocklin.ca.us/library>

#### **F. PARENTING CLASSES, TEEN CLASSES & COUNSELING RESOURCES: *Provide Support – Skill Building***

1. **Kids First:** Mike Mason <http://kidsfirstnow.org/> Mike Mason  
[mmason@kidsfirstnow.org](mailto:mmason@kidsfirstnow.org) 916-774-6802
2. **Parent Project:** <https://parentproject.com/>
3. **Love and Logic:** <http://www.rocklinusd.org/Quick-Links/Parenting-the-Love-and-Logic-Way/index.html>
4. **En Español:** Parenting Classes and Parent Info: Latino  
Leadership Council:  
<https://www.latinoleadershipcouncil.org/programs>
5. **Lighthouse Family Resource Centers:** <https://lighthousefrc.org/>



## **G. GENERAL RESOURCES**

1. **Local Stats:** Be Well Placer Dashboard:
  - a) <http://www.placerdashboard.org/>
2. **Mental Health:**
  - a) Placer Network of Care: <http://placer.networkofcare.org/mh/>
  - b) Wellness Together: <https://www.wellnesstogether.org/>
  - c) SAMHSA (Substance Abuse and Mental Health Services Administration: <https://www.samhsa.gov/>
  - d) Each Mind Matters: <https://www.eachmindmatters.org/>
  - e) GritX Self-Care Online: <https://gritx.org/discover.php>
3. **Social Media & Parent-Teen Communication:** Core Connectivity
  - a) Joanna Jullien – [Joanna@coreConnectivity.org](mailto:Joanna@coreConnectivity.org)  
<https://coreconnectivity.org/>
4. **Student Survey Results:**
  - a) CHKS: <https://calschls.org/reports-data/search-lea-reports/>
  - b) Coalition for Placer Youth: <https://www.raisingplacer.org/local-coalitions/rocklin/cpy-community-outcomes-reports/>
  - c) Placer County Office of Education (Administration of California Healthy Kids Survey)  
[aashton@placercoe.k12.ca.us](mailto:aashton@placercoe.k12.ca.us).
5. **Volunteer Opportunities for Teens:**
  - a) Team Giving: <https://www.teamgiving.org/>
  - b) Placer County Youth Commission: <https://www.placeryouth.com/> Alex Wride: [awride@placer.ca.gov](mailto:awride@placer.ca.gov)
  - c) Growing Peace Camp: <https://www.facebook.com/Growing-Peace-Camp-605786216218358/> Natalie Zapata: [nataliepohley@gmail.com](mailto:nataliepohley@gmail.com)
  - d) South Placer Teen Center – <https://www.facebook.com/southplacerteencenter/>  
Dan Britton [danbritton78@gmail.com](mailto:danbritton78@gmail.com)





This Toolkit produced by Coalition for Placer Youth – CPY is a Drug-Free Community Support Grant Program. This publication was developed in part with Placer County HHS under grant no. 1h79SPO15810-10 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.