



# TEEN WELLNESS & PREVENTION COMMUNITY REPORT

# 2022

Coalition for Auburn and Lincoln Youth  
**RAISING PLACER**  
DRUG FREE

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## CALY DIRECTOR'S MESSAGE

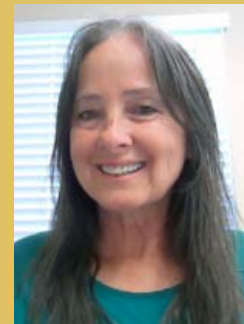
GREETINGS FRIENDS AND PARTNERS OF THE COALITION FOR AUBURN AND LINCOLN YOUTH (CALY).

These past couple of years have been challenging for us all and especially our youth. With your support we were able to respond effectively with innovation and new communication strategies and tools to provide education and resources. We increased collaborations and strengthened relationships within our communities. We worked with partners and youth serving organizations to empower young people as leaders. This report highlights our collective efforts to prevent youth substance use and promote mental health and wellness.

We were thrilled that in 2021 we secured another 5 years of Drug Free Communities (DFC) funding to continue our work. As of this report we have just completed our 6th year as a DFC funded coalition.

We look to the year ahead with hope and optimism. Researchers have found that an optimistic outlook makes people more resistant to stress and builds resilience. Optimism isn't about ignoring problems; it is about choosing to focus on our strengths and what we can do to make things better. It is this kind of tenacity and resilience I see in our youth and our coalition leaders and partners.

On behalf of our Leadership Committee and Coalition members, I want to thank you for being a part of this important work, for helping to expand our reach, and for advancing the vision and mission of the coalition.



SHELLEY ROGERS  
CALY PROGRAM DIRECTOR

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### MISSION

Our MISSION is to work with communities to prevent and reduce youth substance use, promote healthy environments and support promising futures.

### VISION

Our VISION is that young people in Auburn and Lincoln are free from substance use and have every opportunity to grow up healthy and with a positive vision for their future.



## GRANITE WELLNESS CENTERS MESSAGE FROM CEO

Granite Wellness Centers' mission is to promote wellness and quality of life. Within our mission is our focus on the treatment of substance use disorders and related behavioral health issues. Our commitment to the communities we serve is to provide services that support individuals and families with education, resources, training, and counseling.

Granite Wellness is the fiscal agency for the Coalition for Auburn and Lincoln Youth (CALY). We want to acknowledge the outstanding work of the coalition to prevent youth substance use and increase community collaboration. We are grateful for the commitment by our community partners and volunteers that have invested in strengthening CALY's work.



VICTORIA BLACKSMITH  
CHIEF EXECUTIVE OFFICER  
GRANITE WELLNESS CENTERS

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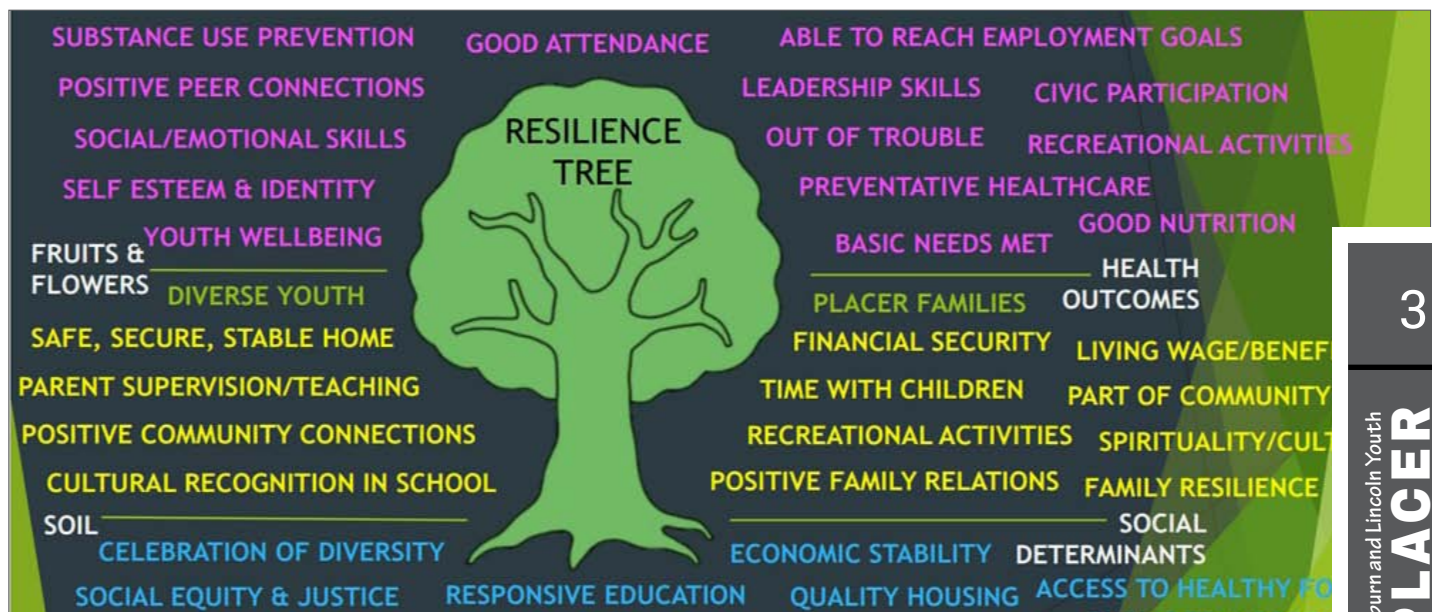
## SCHOOLS ADOPT TRAUMA RESPONSE SYSTEM TO SUPPORT STUDENT WELLNESS

Research shows that exposure to violence and trauma can negatively impact a child's ability to learn, form relationships and focus appropriately in the classroom. To support students in Placer County who may have experienced trauma, a collaborative effort among local agencies led to the adoption and implementation of the Handle with Care program. CALY is proud to have been a part of early collaborations to bring this program to Placer County.

**Handle with Care** is a strategy to support children impacted by adverse and traumatic events. Handle with Care enhances communication and collaboration between first responders (law enforcement, fire

fighters, emergency medical responders, child welfare, etc.) and schools. An anonymous “Handle with Care Notification” alerts the child’s school that they may have recently been exposed to a highly stressful or traumatic incident (i.e. death in the family, fire, witness to a crime, loss of home due to a house fire, etc.) and to literally handle with care.

 **Placer County Office of Education (PCOE)** recently introduced the Handle with Care system into our local schools to reduce the impact of trauma on our young people. PCOE was honored with recognitions for innovation and leadership for developing and implementing Handle with Care.



## RESILIENT PLACER: LOOKING UPSTREAM IN PLACER COUNTY

CALY has turned toward upstream thinking joining with the Resilient Placer Collaborative and partnering with organizations and community members to focus on addressing Social Determinants of Health and traumatic conditions that contribute to substance use. Similar to CALY's community-based coalition model, Resilient Placer draws from a range of sectors, including family services, education, health care, mental health, local government, justice and more. Some of the most important partnerships through this work are with agencies and partners such as Sierra Native Alliance, Latino Leadership Council,

Hip Hop Congress, the Black Student Union, and Granite Wellness Centers who support and represent people and communities that often experience health disparities around substance use and mental health.

Our partnership with Resilient Placer leverages the many strengths of our youth and our community. This upstream and trauma-informed approach to prevention addresses root causes and local conditions to prevent youth substance use and improve the well-being of youth, families and the most vulnerable members of our communities.



## CADCA NATIONAL LEADERSHIP FORUM

CALY Coalition members including our youth sector leader and staff joined more than 3,000 prevention professionals from across the country for CADCA's National Leadership Forum. The Forum is an opportunity to learn the latest strategies to address youth substance use. National policy makers along with leading scientists and nationally known prevention experts have an opportunity to learn from each other and network. *"Each year we return from the conference re-energized, more knowledgeable and inspired to implement new strategies to prevent youth substance use,"* said Shelley Rogers, Program Director.

## RAISING PLACER LEADERSHIP RETREAT

Themed, *Connection, Culture & Creativity*, the retreat brought Auburn and Lincoln youth and adult mentors and partners together for the first time since the pandemic. Responding to unprecedented times and needs for youth to be more connected, we created a hybrid model with a series of in-person and virtual activities. Kick Off Day at Auburn Regional Park began with Loren Nakai from Sierra Native Alliance storytelling and guiding us through native traditions and the symbolism of medicine bags and healing herbs for wellness. Local artist Stan Padilla shed light on how young artists can discover their voice through visual art and storytelling and how this process can teach us to better understand ourselves, our families, and our community. Serenity Madison, 2021 US Women's Disc Golf Champion, provided a mini training with youth on the basics of disc golf with a focus on fun physical activity to support mental health and wellness.



## RESILIENT PLACER YOUTH FACILITATOR TRAINING & STAKEHOLDER BRUNCH

The Resilient Placer coalition project empowered young people as leaders, elevating their voice to advocate for positive changes. Youth were trained as facilitators through a series of workshops focused on social determinants of health (SDOH) and equitable approaches to prevention. We brought together diverse groups of youth from throughout Placer County along with adult mentors. We prioritized trust and relationship building which set the stage to learn and work together. We explored the presence of trauma within our communities and identified strengths and opportunities to build on and drive community centered healing. These efforts culminated in a Youth & Stakeholder convening in August 2022 where a panel of youth discussed SDOH and presented their ideas to address problems.





## IF THEY CAN'T BUY IT, DON'T SUPPLY IT

CALY partnered with Lincoln Police Department, Placer County Probation Department and The Foundry Youth Center on a project that warns adults of the consequences of purchasing or providing alcohol and tobacco products for minors under the age of 21. CALY's Youth Sector Leader, Dylan Jolley, really showed his leadership skills by participating in this project and interviewing with local media to raise awareness. Dylan and his peers from Lincoln worked with the retailer and law enforcement to place warning stickers on alcohol and tobacco products at a 7 Eleven store in Lincoln. "I really feel like this sticker project will help remind teens and adults of the dangers of getting alcohol for kids," said Dylan Jolley.



## TOWN HALL

CALY partnered with Granite Wellness Centers to host a Town Hall to raise awareness about fentanyl poisoning and what parents and youth need to know to stay safe. This session included Laura & Chris



Didier sharing their story of their son's passing due to fentanyl poisoning. Resources, including harm reduction and treatment resources, and information about the dangers of social media were shared. All Recovery & Wellness sessions are recorded and made available on our websites, YouTube channels and shared far and wide on social media and via email listservs.

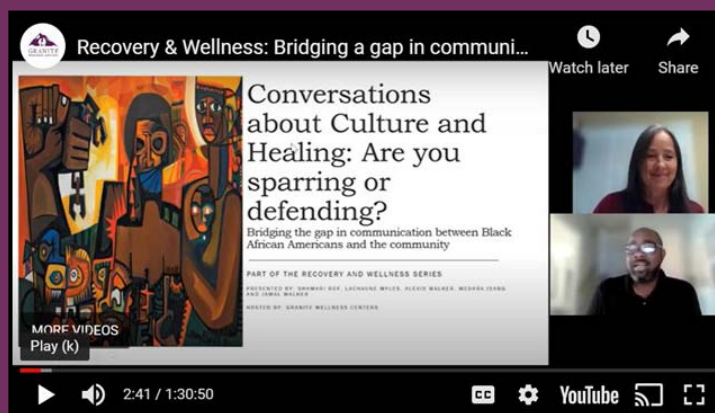
## "1 PILL CAN KILL PLACER" FENTANYL AWARENESS CAMPAIGN

CALY, Granite Wellness Centers and partners from Placer County, the District Attorney's Office, and parents formed a committee to develop the 1 Pill Can Kill Placer fentanyl awareness campaign. The website, [www.1pillcankillplacer.com](http://www.1pillcankillplacer.com), offers resources in English and Spanish to prevent fentanyl poisonings and save lives. The campaign elevates the message to teens, young adults and parents that prescription pills are not safe unless they are obtained directly from the doctor or pharmacy. This campaign continues to reach large numbers of the Placer County community through the website, parent presentations, student assemblies, news coverage from major news networks, billboard ads, social media, television ads, and podcasts.



## CONVERSATIONS ABOUT CULTURE & HEALING

CALY and Granite Wellness Centers co-hosted the Recovery & Wellness series session titled, "Conversations about Culture & Healing: Bridging the Gap in Communication between Black African Americans and the Community." This session was facilitated by members of our community including youth, behavioral health providers and a community advocate. This was part of a series of cultural sharing sessions and included stories of lived experiences around racism, discrimination and stigma and included opportunities to improve communication and increase allyship.



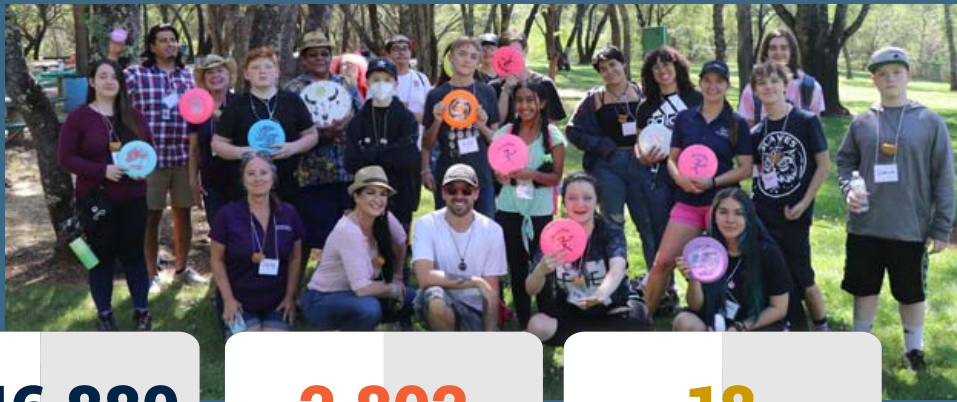
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# YEAR IN REVIEW



**\$146,880**

## IN KIND & RESOURCES MATCHED

Amount that CALY volunteers and partner agencies donated with their time and resources to support coalition efforts throughout the year.

**2,802**

## VOLUNTEER HOURS

Number of hours that CALY volunteers spent attending meetings, providing information, participating in events, tabling, participating in the leadership team and so much more.

**18**

## TRAINING & PREVENTION EDUCATION PROVIDED

CALY and partners provided trainings including youth leadership, social determinants of health and prevention education for youth, parents and community members.

**7**

## OUTREACH EVENTS

CALY staff and volunteers tabled at community events sharing valuable prevention information and resources with members of the community.

**4**

## NEW MATERIALS

Number of new and branded prevention materials produced.

**356,302**

## MEDIA IMPRESSIONS

Number of people reached through social media posts and news articles referencing the work of the Coalition. CALY expanded our reach and follower base this year.

**2**

## NEWSLETTERS

CALY restarted the Raising Placer Prevention Newsletter. Published editions can be found at [www.raisingplacer.org/newsletters](http://www.raisingplacer.org/newsletters).

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# 11<sup>TH</sup> GRADE STUDENTS

Auburn & Lincoln Combined

2016-17 2019-20 2021-22

Why 11th graders? By this time we see a trajectory related to substance use and coping skills for resiliency.

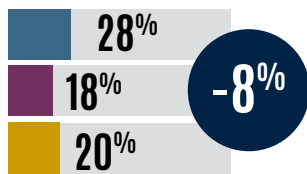
## MEASURING CHANGE

### CALIFORNIA HEALTHY KIDS SURVEY (CHKS)

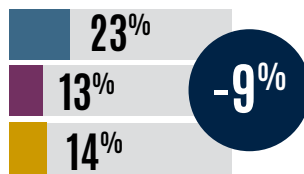
CHKS provides data to assist schools in fostering positive school climate, academics, and assessing risk behaviors and barriers to learning and well-being.

#### CURRENT SUBSTANCE USE

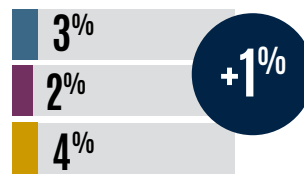
##### ALCOHOL



##### MARIJUANA



##### PRESCRIPTION DRUGS

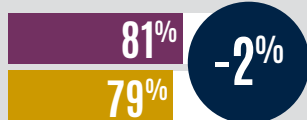


We have made significant progress reducing youth substance use since our coalition began in 2016. We also recognize that the last two years show a slight increase in use which may have been impacted by the pandemic affecting school and social connectedness.

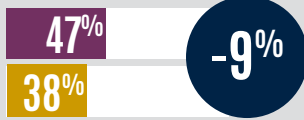
#### SOCIAL NORMS

##### Perceived Risk

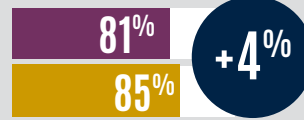
##### ALCOHOL



##### MARIJUANA

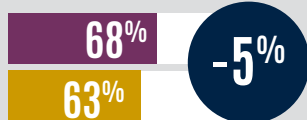


##### PRESCRIPTION DRUGS

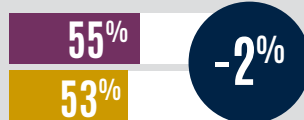


##### Perceived Peer Disapproval

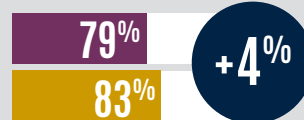
##### ALCOHOL



##### MARIJUANA

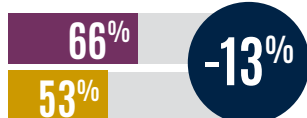


##### PRESCRIPTION DRUGS

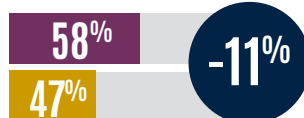


#### CONNECTEDNESS

##### CARING ADULTS IN SCHOOL



##### SCHOOL CONNECTEDNESS

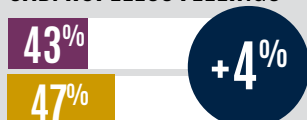


##### PARENT INVOLVEMENT IN SCHOOL



#### MENTAL HEALTH

##### SAD/HOPELESS FEELINGS



##### SERIOUSLY CONSIDERED SUICIDE



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# RAISING PLACER

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*Thank you for the commitment and dedication of our Coalition members and partners to help prevent youth substance use, promote healthy environments and support promising futures.*

## LEADERSHIP TEAM

Sharon Behrens  
Drey Bravo  
Jennifer Cook  
Michele Dickerson  
Carol Feineman  
Christina Ivazes  
Dylan Jolley  
Ryan Kinnan

Christina Lasich  
Mike Lombardo  
Tara McConnell  
Chris Mireles  
Rob Oldham  
Cecilia Sanchez  
Kris Wyatt

## ADVISORY MEMBERS

Christina Lasich,  
Physician - Substance  
Use Disorder Specialist

Rob Oldham, Director  
Placer County Health &  
Human Services

## STAFF

Shelley Rogers –  
Program Director

Renee Berg –  
Coalition Coordinator

## COMMUNITY PARTNERS

- Auburn Hip Hop Congress
- Auburn Police Department
- Auburn Union School District
- Boys and Girls Club
- Chapa-De Indian Health
- Coalition for Rocklin Youth
- Core Connectivity
- The Foundry
- Friday Night Live
- Gold Country Media
- Granite Wellness Centers (GWC)
- KidsFirst
- Koinonia Family Services
- Latino Leadership Council
- Lighthouse Counseling & Family Resource Center
- Lincoln Community Foundation
- Lincoln Police Department
- Parkside Church
- Placer County Board of Supervisors
- Placer County Children's System of Care
- Placer County District Attorney
- Placer County Health & Human Services
- Placer County Mental Health Advisory Board
- Placer County Office of Education
- Placer County Probation
- Placer County Sheriff
- Placer County Tobacco Control Program
- Placer County Youth Commission
- Placer Nevada Medical Society
- Placer Union High School District
- Raising Placer
- Resilient Placer
- Rx Drug Safety Coalition
- Sierra Native Alliance
- Western Placer Unified School District



## Coalition Strategies



Providing  
Information



Enhancing  
Skills



Providing  
Support



Changing  
Physical Design



Enhancing Access/  
Reducing Barriers



Changing  
Consequences



Modifying/  
Changing Policies



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