

TEEN WELLNESS & PREVENTION COMMUNITY REPORT

2023



Coalition for Auburn and Lincoln Youth
RAISING PLACER
DRUG FREE

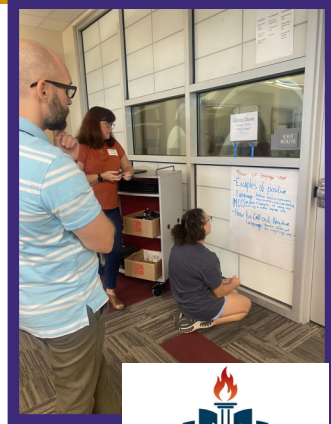
CALY's efforts throughout the year focus on mobilizing community involvement in planning and implementing strategies and activities to prevent youth substance use. We track our efforts and gather and analyze data to monitor progress and share with the community. These are building blocks for effective prevention efforts. Earlier this year we engaged our coalition to develop a sustainability plan to ensure prevention efforts continue when our DFC funding ends in 2026. This report includes highlights of our collective efforts during this past year.

BUILDING CAPACITY FOR PREVENTION

10-YEAR YOUTH MASTER PLAN

Western Placer Unified School District (WPUSD) and the City of Lincoln are investing big to develop a **10-Year Youth Master Plan** for the City of Lincoln. With the goal of increasing positive connections, supports, and opportunities for youth in Lincoln, we joined WPUSD and the City of Lincoln, as well as youth, parents, youth serving organizations, law enforcement and other community agencies to provide input in the development of the Lincoln Youth Master Plan.

With a strengths-based approach, the Youth Development Network facilitated training, conducted listening sessions with students and parents, and **surveyed over 2,000 middle and high school students** from diverse backgrounds. This assessment process examines positive and caring relationships, caring adults, and opportunities for meaningful participation. We learn from youth, parents, educators and the community where Lincoln is doing well so we can build on these strengths as well as identify gaps and opportunities to improve school and community climate.



1 PILL CAN KILL PLACER CAMPAIGN

CALY and partners educated and informed students, parents and the community, including local and state legislators about the dangers fentanyl poses to youth. Led by the Placer County District Attorney's Office, our 1 Pill Can Kill Placer Campaign team including Placer County HHS, local bereaved parents, CALY and Granite Wellness Centers presented **54 assemblies at 17 High Schools and 10 Middle Schools** reaching over **30,000 students**. We also hosted **12 parent information nights**. 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. We set out to ensure every community member is aware that fentanyl is flooding our area and dealers are targeting young people through social media. Additionally, as a result of educating and informing the community, California's Governor signed new legislation that every public school parent will have an opportunity to learn of the risks.



FREE YOUR MIND, FREE THE AIR 5K AWARENESS RUN

The Placer County Youth Commission hosted the 3rd Annual Free Your Mind, Free The Air 5K Awareness Run to reduce nicotine use and increase mental health awareness. Youth Commissioners organized and coordinated the event inviting CALY and other community partners and agencies to volunteer and participate. The Free Your Mind, Free the Air theme promotes the importance of a healthy body and a healthy mind. We increased awareness about how nicotine is addictive and hijacks the brain chemistry increasing mental health and addiction issues. Information was also shared about strategies tobacco companies use that disproportionately target certain minority groups, creating a disparity in those who are affected by tobacco ailments.



YEAR IN REVIEW



\$164,783

IN KIND & RESOURCES MATCHED

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

2,640

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.

21

TRAINING & PREVENTION EDUCATION PROVIDED

CALY and partners provided trainings on fentanyl awareness, harm reduction, social determinants of health and prevention education for youth, parents and community members.

8

OUTREACH EVENTS

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

5

NEW MATERIALS

Number of new and branded prevention materials produced.

353,320

MEDIA IMPRESSIONS

Number of people reached through social media posts and news articles referencing the work of the Coalition.

3

NEWSLETTERS

CALY produced 3 Raising Placer Prevention Newsletters. Published editions can be found at www.raising-placer.org/newsletters/.



RAISING PLACER

Coalition for Auburn and Lincoln Youth
DRUG FREE

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
Jennifer Cook
Amanda Cozington
Michele Dickerson
Carol Feineman
Christina Ivazes
Ryan Kinnan

Christina Lasich
Chris Mireles
Rob Oldham
Cecilia Sanchez
Danielle Scallin
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
- Briar Patch Food Co-op
- Chapa-De Indian Health
- Coalition for Rocklin Youth
- 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



FIND FREE YEAR-ROUND MEDICATION DROP-OFF SITES CLOSEST TO YOU

Call	Scan
<p>your connecting point</p>	<p>PNCMS.org/RXDrugSafety</p>

Year-Round Sharps Disposal Sites (for syringes and lancets)

Western Placer Waste Management Authority	Every day 8am-5pm 916-543-3960 3033 Fiddymont Rd. (Athens entr.) Roseville, CA
Recology Auburn Placer	Every day 8am-4:45pm 916-885-3735 12305 Shale Ridge Rd. Auburn, CA

Remember to keep all medications, even pet medications, locked up to prevent misuse, and to safely dispose of expired or unused medications year-round.

United for Healthy & Resilient Youth

CALY is a Drug Free Communities Coalition. This Community Report was developed in part with Granite Wellness Centers (GWC) under grant #NH28CE002670 administered by the White House Office of National Drug Control Policy (ONDCP) and managed by the Centers for Disease Control and Prevention (CDC). The views, opinions and content of this brochure are those of the authors and contributors and do not necessarily reflect the views, opinions or policies of ONDCP, CDC, or GWC and should not be construed as such.