2016 ROCKLIN COMMUNITY REPORT CARD

Coalition for Rocklin Youth

RAISING PLACER

DRUG FREE

COMMUNITY PARTNERSHIPS = SOLUTIONS

In 2007, citizens of Western Placer communities first joined forces to address a growing concern over underage drinking and drug use among its youth. The Coalition for Placer Youth (CPY) was formed, knowing that adolescent substance use is a complex problem requiring the coordinated efforts of many community organizations and individuals striving toward the shared vision of a:

Healthy Community Free of Youth Substance Use

For the first five years, CPY served the Western Placer region yet it was determined that a more concentrated effort in a smaller geographical area was necessary to achieve these results. For the past two years, CPY has focused its strategies primarily in the Rocklin area, increasing parent, youth, agency and other community partnerships to plan and implement strategic interventions aimed at: raising awareness, encouraging parent/teen conversation about substance use, reducing adolescent access to alcohol and drugs, coordinating Rx take Back Events, engaging youth leaders and promoting change in local policies and norms.

Localizing partner and prevention efforts is making a difference:

- Compared with 2013 data, 6% fewer 11th graders said they had binged on alcohol, 2% fewer had used or abused non-prescribed prescription drugs and 7% more said their parents would disapprove if they drank any alcohol. Furthermore, 5% few students had used marijuana in last 30 days and 3% more said their parents would disapprove if they used marijuana
- More Placer County residents are securing and disposing of prescription drugs
- Twenty-four percent of the 798 participants who completed the Rocklin Community Survey reported that they had participated in taking the Parent Pledge to keep their kids safe from substance use

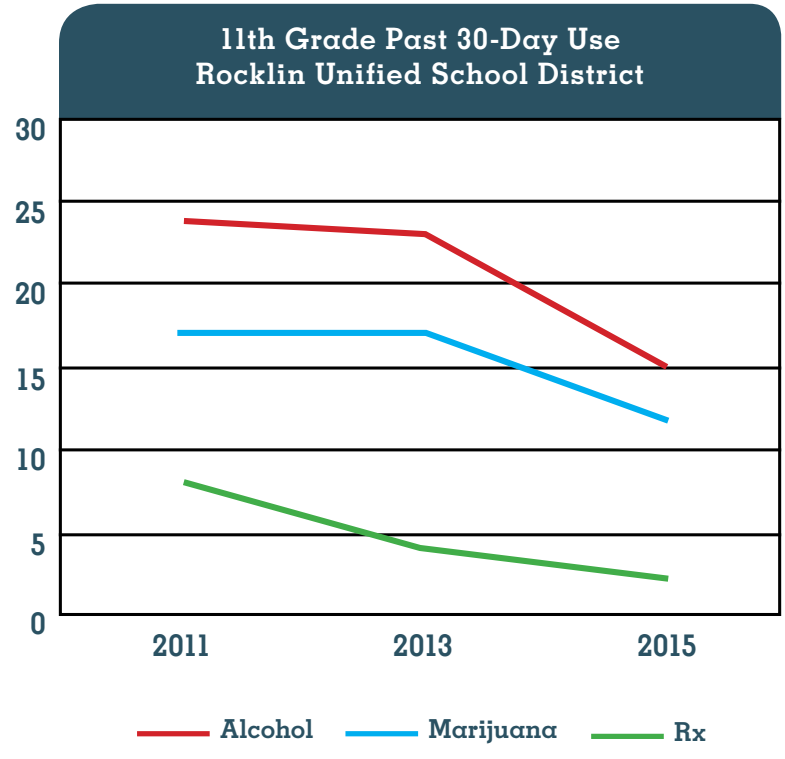
CPY's social media campaigns and e-newsletters are reaching thousands of community members with prevention messages and resources. We now serve 919 people through Facebook posts and 1017 subscribers through our Raising Placer Newsletter.

These results illustrate the power of community collaboration to increase protective factors in the Rocklin community; protective factors that bring real results.

FALL 2015 COMMUNITY SURVEY RESULTS

- 798 community members completed the survey and 92% of survey respondents were parents.
- Respondents reported that the three most significant substance use problems in Rocklin for youth ages 12-17 are alcohol, marijuana and prescription drugs.
- There was a 24% increase in respondents who said marijuana is a significant problem compared with 2013 survey data.
- 93% of parents with 9th-12th graders said they had talked to their teen about alcohol/drug use. * Parent perception of talking to teens is much higher than teens are reporting parents actually talking.
- 54% of survey respondents were aware of Rocklin's Social Host Ordinance.

YOUTH VOICES



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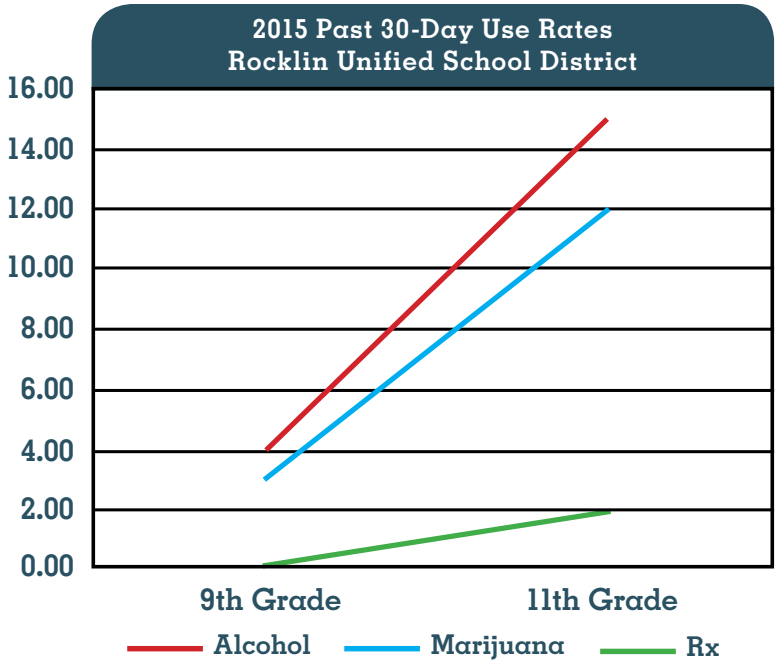
YOUTH VOICES

WHAT YOUTH ARE TELLING US ABOUT DRUGS AND ALCOHOL

Over 2,200 Rocklin students participated in the 2015 Rocklin Student Survey. This is what they said:

- 3% of 9th graders and12% of 11th graders report using marijuana in the last 30 days (a 2% and 5% decrease respectively from 2013)
- Majority of 9th and 11th graders report great or moderate risk of harm from marijuana use
- 24% of 11th graders had been to a party where parents allowed youth to drink alcohol (12% decrease from 2013)
- 4% of 9th graders and 15% of 11th graders report one full drink or more of alcohol in last 30 days
- 1% of 9th graders and 8% of 11th graders report binging on 5 or more drinks of alcohol at a time in last 30 days
- Majority of 9th and 11th graders disapprove of their peers using alcohol, drugs or marijuana
- Only 36% of 9th graders and 29% of 11th graders reported that their parent/guardian had talked with them in the last year about the dangers of alcohol use
- 61% of 9th graders and 54% of 11th graders said their parent/guardian had talked with them in the last year about the dangers of marijuana.

9TH AND 11TH GRADE USE DIFFERENCES



EachMind MATTERS
California's Mental Health Movement

WHAT YOUTH ARE TELLING US ABOUT THEIR MENTAL HEALTH AND WELLNESS

- 90% of 5th graders said they felt safe at school always or most of the time
- 55% of 5th graders had been bullied, pushed, shoved or hit at school in the past year and 51% said that other students at their school try to stop bullying when they see it happening.
- 48% of Rocklin 9th and 62% of 11th graders said they felt stressed always or a lot stressed
- 16% of 9th graders and 20% of 11th graders said they were struggling with mental health issues
- More than half of 9th and 11th graders reported symptoms of stress – anxious/ worry a lot, trouble sleeping, trouble focusing.

The key reasons why students said teens their age use alcohol or drugs is to help them deal with the stresses and pressures they feel from family, school or friends and to help them deal with feelings of sadness, anger or worry.

WHAT YOUTH ARE ASKING FOR

- More fun activities at school (69%) and in the community (65%)
- More employment (49%) and volunteer (43%) opportunities
- Support counseling support on campus (26%) and support groups in the community (32%) to help teens deal with emotions (sadness, anger, anxiety/worry, etc.)
- Easier access to mental health services (28%) and medical services (21%)

Three focus groups were conducted, with high school students in Rocklin, to find out what alcohol and drug resources they want in a website. Their responses were:

- A place to ask direct questions; like a hotline or chat function, anonymous
- Personal stories, survivor and motivational stories with a place to add their own personal stories
- More information on dealing with depression, loneliness, family issues, stress, anxiety, pregnancy, physical/mental abuse and how to handle it

WHERE YOUTH GET THEIR INFORMATION

The top 5 sources for drug and alcohol information by the high school students in the three focus groups were: internet (Google and social media sites), friends, textbooks, teachers and parents.

PCYC
PLACER COUNTY YOUTH COMMISSION

Placer County Youth Impact Awards
Igniting Change
Leadership
Applied Knowledge & Talents
Community Service
Overcoming Adversity
Community Impact

YOUTH MAKING A DIFFERENCE

Placer County Youth Commission (PCYC) is comprised of 18 high school students from 5 Western Placer School Districts who lend their voices and determination to promote positive change. They advise the Placer County Board of Supervisors and the Coalition for Placer Youth on youth related concerns and encourage youth involvement and leadership in their community. This year's PCYC highlights were: helping pass the Rocklin Social Host Ordinance (March 10, 2015) which holds adults more accountable for allowing teens to drink on the premises with a $1000 fine. The PCYC also assisted in helping Roseville pass its Social Host Ordinance (SHO) in September 15, 2015. During Spring 2015, the PCYC held a Town Hall Meeting at Rocklin P.D. with county law enforcement and a Press Conference at Whitney High School promoting the dangers of underage drinking as they currently pursue a county-wide SHO. They also produced the 2nd. Annual Youth Impact Awards to recognize the accomplishments of local youth in the categories of Leadership, Community Service, Applied Knowledge and Talents and Overcoming Adversity.

ROCKLIN CALIFORNIA

WCTV19 NEWS — PRODUCTIONS — SPORTS

AUBURN HIP HOP CONGRESS

Drug Safety Placer & Nevada

South Placer Teen Center
3980 Oak St. Rocklin CA • www.crossroadsrocklin.org
Pool • Ping Pong • Foosball
Air Hockey • Arcade Games • Wii • Basketball
Music • Arts • Service Projects • Crafts and More

COMMUNITY CHANGE

The Coalition for Placer Youth has participated, supported and/or implemented the following new community changes in the past year:

- Rocklin Social Host Ordinance passed: March 10, 2015
- Roseville Social Host Ordinance passed September 16, 2015
- South Placer Teen Center Summer Clubs – Club Rock Band, Club Fish, Club Art, Club Make a Skate, Club Faith.
- Teen Zone – with Rocklin Parks and Recreation Department and the Auburn Hip-Hop Congress offering art-based youth programs free of charge for Rocklin youth, launched with the Teen Zone music, skateboarding event ant teen resource fair at the Rocklin Community Festival in May.
- High School media partnerships with both Rocklin and Whitney High School broadcasting departments, who are now developing PSA's on underage drinking and drug use issues.
- Rx Drug Safety Placer Nevada coalition started to prevent opioid misuse and abuse to help save lives and promote wellness in Placer and Nevada Counties

SERVICES PROVIDED

REDUCING YOUTH ACCESS TO RX DRUGS

Prescription drug abuse among Rocklin youth remains a concern. Medicine cabinets at home, from other family members such as grandparents and friend's homes remain the number one source of easy access. Many people may not be aware of medications disappearing even a few pills at a time. In response, CPY with our county law enforcement and other partners, have coordinated the semi-annual Prescription Drug Take Backs which since the Fall of 2010, removing 45,880 pounds of unwanted medications from Placer County. The number of participants has increased at each event. Since Fall of 2011, 28% of survey respondents said they were currently securing their medications; a 15% increase (Fall, 2015).

PARENT SUPPORT THROUGH QUARTERLY FORUMS & FOCUS GROUPS, MEDIA CAMPAIGNS/ NEWSLETTERS/SOCIAL MEDIA

Encouraging parent/teen conversations about the risks associated with associated with alcohol and drug use are key to CPY's prevention strategies. In focus groups, community surveys and forum evaluations, parents consistently express the need for more tools to communicate with their teen along with accurate information and resources. CPY has partnered with local school districts to address this need through parent/teen forums, printed materials and online resources.

2016 ROCKLIN COMMUNITY REPORT CARD

The ever-changing landscape of teen drug and alcohol trends is influenced much more by online information and marketing that targets younger audiences; especially with packaging and edible products. CPY provides ongoing updates and information to parents, youth, educators, service providers and the community at large with prevention messages, strategies and up to date trends regarding youth substance use. We do this through our quarterly newsletter, ongoing posts and media campaigns using all print and online media platforms, including Pandora radio.

Social media has also become an effective delivery tool to increase community access to programs and information that increase community protective factors for our youth and improve our community overall.

sagent

www.facebook.com/CoalitionForPlacerYouth

www.twitter.com/cpyrocklin

www.coalitionforplaceryouth.org

SOCIAL MEDIA CAMPAIGN

This year we held two forums on marijuana discussing changing marijuana potency/products, the impact of marijuana on the teen brain and the reality of growing teen addiction to marijuana. We also held two teen stress and parent/teen communication workshops (one in English and one in Spanish) and met with two women's groups to increase accurate information on marijuana for the Spanish speaking parents.

PARENT PLEDGE

For the past seven years, CPY has partnered with local school districts, community agencies and through our Partner Forums in a Parent Pledge Campaign encouraging parents to STAND UP for youth and protect teens from the dangers of alcohol and drugs:

Secure drugs and alcohol in their homes

Talk with their teens about the dangers of alcohol and drugs

Assure alcohol and drugs are not available at teen parties

Network with other parents

Drug test their teen

The Parent Pledge, available in both English and Spanish, provided important data about local trends, information, guidelines and resources for parents to keep their children free from alcohol and drugs. During the Fall 2015 Rocklin Community Survey, 24% of survey respondents reported that they had taken the Parent Pledge and the majority of parents attending the CPY Partner Forums report that they have taken the parent pledge to keep their children free from alcohol and drugs. Look for the Parent Pledge on our website: www.coalitionforplaceryouth.org

PRESS COVERAGE

The following local media outlets have been very supportive to increase community awareness of youth wellness issues and emerging trends around alcohol and drug use by highlighting coalition efforts from marijuana updates to Rx Take Back events to teen stress: Placer Herald/Auburn Journal, Lincoln News Messenger, CBS Sacramento, Fox40, Examiner.com

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COMMUNITY CONTRIBUTIONS FOR A SUSTAINABLE COMMUNITY COALITION

The Coalition for Placer Youth continues to inspire in-kind contributions from numerous community partners such as our media and evaluation contractors that consistently donate a portion of their time. Other CPY partners have created more programs to increase protective factors for youth and their families in response to our student and community assessments. The Rocklin Unified School District has increased counseling services for junior high and high school youth and one of the most significant community partners is the Rocklin Police Department that provides the following:

- Billboard posts for Homecoming, Prom, Winter Break, Summer Vacation
- Rocklin Safe Schools Program in junior high schools
- Alcohol retailer education and poster dissemination
- School Resource Officers
- Social Host Ordinance enforcement, holding adults who allow minors to consume alcohol more accountable
- Rx Take Back volunteers 2x a year
- Every 15-minutes.

Drug-Free Communities
Local Problems Require Local Solutions

In 2009 the Coalition received a five year Drug Free Communities (DFC) Grand from the Office of National Drug Control Policy (ONDCP). In October 2014, CPY was again awarded a five year Drug Free Communities Grant to serve the community of Rocklin. As we continuing the Coalition's work, we understand that change only happens when all sectors of the community come together to find solutions. We celebrate our youth and adult partners as we continue in this five year grant and beyond, investing with the community in our future. To centralize Western Placer County drug and alcohol prevention resources, we have partnered with the new Coalition for Auburn and Lincoln Youth on our quarterly newsletter and website under the name Raising Placer. CPY and CALY leadership attended the 26th Annual CADCA (Community Anti-Drug Coalitions of America) and the SAMHSA's 12th Prevention Day in Washington, D.C. and Coalition members are now attending the national CADCA Academy this year to bring more ideas for improving Coalition strategies.

HOW YOU CAN MAKE A DIFFERENCE

- Be a Parent, not a Pal – don't serve alcohol to teens
- Talk EARLY and talk OFTEN to kids about the dangers of alcohol and drugs
- Network with other parents and family members
- Secure, monitor and dispose of medications in your hope
- Help organize a parent presentation in your neighborhood or school
- Don't fall into the "not my kids" trap; be alert and get help for your teen
- Make the commitment – sign the **Parent Pledge**

BE A PARTNER – JOIN OUR COALITION

- Participate in our quarterly CPY Partner Forums
- Participate in our CPY Leadership Committee – Monthly meetings
- Sign up for our quarterly CPY e-newsletter
- Get others involved – help organize parent presentations and community forums
- Help change our community norms by supporting alcohol and drug free teen activities
- Partner with other community groups, schools and parents to reduce youth access to alcohol and drugs

Thanks to the ongoing commitment and dedication of the Coalition for Rocklin Youth Leadership Committee and community partners working together to secure a drug-free community for our youth.

Leadership Team: Alan Baker, Chairperson, Christina Ivazes, Director/Project Coordinator, Joanna Jullien, Dan Britton, Mike Mason, Jason Feuerbach, Chief Ron Lawrence, Sergeant Trent Jewell, Kelly LeRossignol, Al Moody, Mark Williams, Ariel Lovett, Shalini Chatterjee, Erika Burian

COMMUNITY PARTNERS

Auburn Hip Hop Congress
Campaign for Community Wellness
Coalition for Auburn and Lincoln Youth
Core Connectivity
CoRR – Community Recovery Resources
Crossroads Community Church
Friday Night Live
Jamba Juice
Kids First
Latino Leadership Council
Lighthouse Family Resource
MADD
National Guard Counter Drug
Panera
Pathway to Prevention
Placer County Children's System of Care
Placer County Environmental Engineering
Placer County Mental Health, Alcohol & Drug Board
Placer County Office of Education
Placer County Public Health
Placer County Sheriff's Department
Placer County Youth Commission
Pride Industries
Recovery Happens
Rocklin High School
Rocklin Parks and Recreation
Rocklin Parks and Recreation Department
Rocklin Police DepartmentRocklin Unified School District
Rx Drug Safety Placer Nevada
Sagent Marketing
Sierra College

South Placer Teen Center
St. Matthew Lutheran Church
Therapeutic 360
Victory High School
Whitney High School
William Jessup University

For more information contact:
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or log onto our website –
www.coalitionforplaceryouth.org

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2016 ROCKLIN COMMUNITY REPORT CARD