HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

CHAMPIONS CHATTER

FIRST QUARTER, 2008

Caldwell County
Champions Against Drugs
By
Virginia Oldham, Pennyroyal Center

Pictured left to right front row: Theresa Ray, Ginnie Oldham, Libby Dillingham and Denise Pool. Second row: Rachel Bloodworth, Melissa Wynn, Kathryn Prince, Pam Bates and Stan Hudson.

The mission of Caldwell County Champions is to promote the prevention of alcohol, tobacco, and other drug abuse, and violence in Caldwell County.

These well-chosen explicit words are the guiding force behind Caldwell County's anti-drug coalition. At the close of the March meeting, County Sheriff Stan Hudson, Chairperson, expressed his appreciation to the group for their efforts in prevention of substance abuse in our community. In paraphrasing his words, Sheriff Hudson explained that his greatest joy in being involved with the Champion is the "passion" that the members bring to the fight against drug abuse. Without a doubt, it is with determination and concern that our members dedicated time, energy, and emotions to bring substance abuse prevention awareness and education to Caldwell County.

Organized in 1989, just three years after Kentucky's Governor, Martha Layne Collins established Champions, Caldwell County Champions is one of Kentucky's oldest Champions groups. In the past, the organization had been associated with Teen Leadership Conference. Today they actively work through Youth Empowerment Service (Kentucky YES!) to get youth involved in substance abuse prevention activities. Actually several of today's members were around for the organization's conception providing each of them with experience and motivation to maintain the group's crucial work.

Membership in the coalition encompasses a diversity of local businesses and residents. Sitting representatives include: Pennyroyal Regional Prevention Center, KY-ASAP Local Board representation, Caldwell County Primary and Elementary Schools, FRYSC'S Hope Center, Migrant/Stars Education, School Resource Officer, UK Extension Office, Princeton City Police Department, KY Home Place, Pennyrile Health Department, Tobacco Coalition, Caldwell High and Middle Schools, COPE Center, Kentucky State Police, Caldwell County Hospital, and other community members.

Programs supported by Caldwell County Champions often revolve around science-based curricula. In recent years Class Action was introduced in the high school, Life Skills in the middle school, Second Step and Project TNT in the elementary school. However, alternative activities have been promoted through the high school

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Caldwell County Champions, continued

Champions Club (ninety plus members), who implement a TAKE IT OUTSIDE campaign; and an Alcohol Awareness Campaign with funds provided through a Kentucky YES grant. Several students and members attended the H.O.T. (Help Overcome Tobacco) Conference. (see picture below). As a result of the H.O.T. Conference, students wrote and acted in a skit which was video taped to be used as an educational tool with other students. The coalitions appreciates the fact that teens are wiling to participate in continuing the our mission to prevent youth substance abuse and violence.

Pictured left to right: Claire Boone, Stan Hudson, Libby Dillingham, Ginnie Oldham, Denise Pool, Jennifer Bloodworth, Kathryn Prince, and Melissa Wynn.

Additionally, other strategies employed include: Safe Homes of Kentucky and The Great American Smoke Out; "Smoke, Choke: Croak." In October 2007 the High School Champions Council Members presented their version of a dramatic skit, "Turn Around" in Hopkins and Muhlenberg Counties and during a Caldwell County Elementary School assembly for "Red Ribbon Week." Their anti-drug message reached approximately 1200 elementary, middle and high school students, staff and administrators. Caldwell County Champions takes advantage of any opportunity to raise awareness of substance abuse and prevention methods in the community. Attending the Champions for a Drug-free Kentucky Conference October 31 through November 2, 2007 provided valuable drug awareness and prevention information.

As part of the coalition's efforts during Red Ribbon Week, and after identifying a need to inform the community about substance abuse in Caldwell county, Champions, in collaboration with Caldwell County High Schools Champions Club, the Caldwell County Sheriff's Department, Princeton City Police, and the Kentucky State Police, the coalition hosted a community drug forum. On October 24, 2007 "Not My Child" Community forum was presented for local citizens. Guest experts provided valuable insight into the drug problem in our county. Director Cheyenne Albro, Pennyrile Narcotics Task Force, Reverend Curtis McGehee, Muhlenberg County, and Robert Morck, Webster County, explained the scope, dangers, and treatment possibilities for drug abuse in the area. An estimated 75 persons representing local government officials, civic groups, law enforcement, media, and concerned citizens helped to make the forum a huge success.

As a continuation of "Not My Child," the group conducted a follow-up town hall meeting on the evening of March 6, 2008. "We are here 2 take it back" provided a community briefing on youth and alcohol in Caldwell County. The featured speaker was District School Superintendent Carrell Boyd. A topic of great interest was a district administration proposed policy for random student drug testing. Coalition members have voiced resounding support of the new policy. Moreover, Superintendent Boyd is well aware and appreciates the enormous affect that Champions has on drug prevention in our schools.

The Caldwell County High School Champions Club and club sponsors organized the event; however, a unique aspect is that the teens themselves developed and implemented the program. The anticipated outcome will result in the introduction of a Social Host Ordinance for the county. Surely, it will be an event the community will remember.

All these are just a small part of the actual function of the Caldwell County Champions Against Drugs Coalition. Members appreciate support from numerous sources and will continue the work to provide the community with this vital organization. As Sheriff Hudson put it, the group does work "passionately" towards accomplishing their mission to promote substance abuse prevention in Caldwell County. With their long history and many successes, the coalition's members anticipate working many more years toward meeting those goals.

Editor's Note: The table below is included in the White House Drug Control Strategy 2008 Annual Report. The survey was done by Monitoring the Future. This year's report also includes an article about the Calloway County Alliance for Prevention (KY-ASAP Local Board) and an article about Random Student Drug Testing in Pulaski County.

You can find the complete report at the Office of National Drug Control Policy's website at: http://www.ondcp.gov/publications/policy/ndcs08/index.html

	2001	2007	Change as a % of 2001
Any Illicit Drug	**19.4%**	**14.8%**	**-24***
Marijuana	16.6%	12.4%	-25*
MDMA (Ectasy)	2.4%	1.1%	-54*
LSD	1.5%	0.6%	-60*
Amphetamines	4.7%	3.2%	-32*
Inhalants	2.8%	2.6%	-7
Methampetamine	1.4%	0.5%	-64*
Steroids	0.9%	0.6%	-33*
Cocaine	1.5%	1.4%	-7
Heroin	0.4%	0.4%	0
Alcohol	35.5%	30.1%	-15*
Cigarettes	20.2%	13.6%	-33*

* Denotes statistically significant change from 2001.

Note: Past month use, 8th, 10th, and 12th grades combined; percent change calculated from figures having more precision than shown.

Source: *2007 Monitoring the Future* (MTF) study, special tabulations for combined 8th, 10th, and 12th graders (December 2007).

All Stars

By

Kathleen Nelson-Simley

"I want to be a nurse. I'm going to be a fireman. I want to be a teacher just like my mom." Ask elementary students what they want to be when they grow up and they have quick and definite answers. Ask middle school students the same question and you may still hear similar answers, but you will also hear comments such as, "I don't know" or "whatever". All Stars gives middle school students a vision for their future and allows them to see how risky behaviors, such as drinking alcohol, using tobacco, or being sexually active can get in the way of their desired future.

"Nobody! It's bad for you" is what elementary students will say when asked if anyone their age drinks alcohol, smoke cigarettes, or uses other drugs. Ask middle school students the same question and they are likely to believe "everybody is doing it and it would be seen as cool by their peers to do it." All Stars helps middle school students see that everybody is not doing it and that when privately asked most still see it as bad or stupid and dumb to do.

"I'm never, never going to drink alcohol or smoke cigarettes" will be the energetic answer by elementary students when asked, "Are you going to drink alcohol or smoke cigarettes someday?" They have strong commitments and aren't afraid to publicly share them with each other. Ask middle school students the same question and you will likely get a variety of responses. Those who are still thinking they won't in their future will keep it to themselves because they believe they will be the only one who feels this way. Others will say or think "I will probably do it someday" because they truly believe it or they think it is the right answer to please their peers. And, others will think or say, "I've already done it." All Stars affirms and strengthens middle school student's personal commitments to not participate in risky behaviors and helps them see they are not alone.

"Who are the most important people in your life?" Elementary students will likely answer this question with, "My parents or grandparents." Middle school students may still name their parents or other adults when asked the same question, but added to the list will be "friends." Desiring the approval of an adult to also desiring the approval of peers is another change from elementary to middle school. All Stars allows students to have fun, exchange ideas and opinions, and learn from each other through games, art, small and large group discussions and a video-making project. All Stars also allows parents and other adults to also stay connected with the student through four interactive take-home assignments.

From the last years of elementary school through middle school – young people experience amazing changes. Many of the changes are a normal part of growing up. Other changes put kids at risk for participating in risky behaviors.

All Star's core is a SAMHSA approved model program to help middle school students through this transition of change. The program uses five research strategies – idealism, normative beliefs, personal commitment, bonding and positive parental attentiveness - to reduce the risks for middle school students to be involved in risky behaviors. All Stars is student-centered and encourages a high level of engagement through thirteen 45-minute lessons. It is process-based (not information-based) allowing students to make All Stars about and for themselves.

All Stars aligns with asset building and risk/protective factor models. When taught in school settings, All Starts supports character education initiatives, as well as aligns with the national health education standards. The program is just as effective when taught in community-based settings, such as after school programs, community centers, and faith communities. It has not only proven to work at delaying the onset of risky behaviors with kids, but most importantly, kids and parents love it!

To learn more about All Stars, visit www.allstarsprevention.com or contact Judy Wilson in Kentucky at judywilson@tanglewood.net or the national All Stars trainer, Kathleen Nelson-Simley, at Kathleen@tanglewood.net or 1-800-822-7148

Editor's Note: This the first part in a series featuring prevention curricula.

New Generation of Tobacco Products Threatens Efforts to Reduce Use

A new generation of tobacco products is undermining efforts to reduce tobacco use in the United States, a new report funded by the Robert Wood Johnson Foundation funds.

Issued by the American Cancer Society Cancer Action Network, the American Heart Association, the American Lung Association, and the Campaign for Tobacco-Free Kids, the report, Big Tobacco's Guinea Pigs; How an Unregulated Industry Experiments on America's Kids and Consumers, found that tobacco manufacturers are taking advantage of the lack of government regulation to design and market products that entice new users, create and sustain addiction to nicotine, and discourage current users from quitting. Declining smoking rates and growing restrictions on smoking have also prompted tobacco quitting. Declining smoking rates and growing restrictions on smoking have also prompted tobacco manufacturers to create more products, which the report describes as "highly engineered nicotine delivery devices, finely tuned to appeal to the taste, feel, small, and other sensations of new and addicted smokers.

The report identified several product lines of concern; flavored products (cigarettes, smokeless tobacco, and cigars in an array of candy, fruit, and alcohol flavors): novel smokeless products, including teabag-like pouches and dissolvable candy-like tablets that provide smokers with nicotine in public places that do not allow smoking; new products and marketing that target woen and girls; and product designs that provide maximum nicotine delivery while using flavorings and other additives to make products milder tasting, easier to inhale, and more appealing to first-time smokers.

Bipartisan legislation supported by 70 percent of American voters to stop the tobacco industry's harmful practices and protect public health by granting authority to the Food and Drug Administration to regulate tobacco products and their marketing is now before Congress. Supported by more than 560 public health, faith-based, and other organizations, the legislation calls for the FDA to restrict tobacco advertising and promotions, especially to children; ban candy-flavored cigarettes; prohibit health claims about so-called "reduced risk" products that are not scientifically proven; and prohibit terms such as "low-tar," "light," and "mild" that have misled consumers into believing that certain cigarettes are safer than others.

"The bottom line is that tobacco companies continue to put our children at greater risk for heart disease and stroke with shady marketing and product design,' said M. Cass Wheeler, CEO of the American Heart Association. "Wishful thinking won't change that, but the FDA regulation of tobacco products will."

- Robert Wood Johnson Foundation Press Release 2/20/08

PDFA renews partnership with the Office of Drug Control Policy

By
Sandra Harston

The Kentucky Office of Drug Control Policy announced a renewed partnership with the Partnership for a Drug-Free America at a press conference at the Kentucky Capitol on March 10, 2008. Governor Beshear spoke to the importance of this partnership. see press release: http://kentucky.gov/Newsroom/governor/20080310drugfree.htm

This year's PDFA distribution focuses on alerting parents to the dangers of prescription drug abuse and these public service announcements are particularly relevant to us because Kentucky leads the nation in using prescription drugs for non-medical purposes.

The campaign includes creative materials for television, radio and newsprint. While overall teen drug use is in steady decline nationwide, an alarmingly high number of teens are abusing medicines to get high according to the Monitoring the Future Survey.

To learn more about the Partnership for a Drug-Free America and the media campaign go to www.drugfree.org

Self Report Surveys Accurate

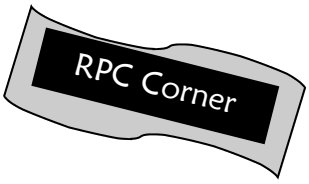
Matching self-reports of drug use with urine and hair samples revealed that most users were truthful in their statements, found the Substance Abuse of Mental Health Services Administration (SAMHSA) in June, 2007. Researchers found very high rates of confirmation between what youth said and what biology validated.

This is further evidence that drug surveys offer a good snapshot of drug trends and patterns among youth and adults. Read the full report at:

http://oas.samhsa.gov/validity/drugTest.cfm

Why Champions Coalitions are Important to Drug Prevention Efforts in Kentucky

By Ronne Nunley, Director
ALERT Regional Prevention Center



There are many programs, strategies, and activities designed to prevent substance abuse in our communities. Some are new with bells and whistles, glamour and glitz; others are "tried and true." Community coalitions are one of the tried and true methods to effectively implement substance abuse prevention strategies in a community. Now, that doesn't mean that the tried and true can't or shouldn't be enhanced and improved, only that it shouldn't be discarded.

What is a coalition anyway? "A voluntary, strategic alliance to enhance our ability to achieve a common purpose by sharing risks, responsibilities, resources, and rewards." (Himmelman). There are several key words in this definition, let's look at a few.

Voluntary. Our Champions coalitions are blessed with some of the most dedicated, hard working individuals. Champions brings together some of the best of our communities' citizens, organizations and systems. They are at the table because they *want* to be there and in some cases, because they *need* to be there. Champions is a place for that mom and dad, who just had a son overdose on prescription medications in a hotel room many states away, to come and feel like they are making a difference for someone else's son or daughter. Champions is a place where a grandmother and grandfather whose granddaughter was killed by a drunken driver can work to prevent it from happening to anyone else.

Common Purpose. Champions share a common vision for a drug free Kentucky. Even though the drugs may vary from community to community, all Champions groups are working to make our Commonwealth a healthier, safer place for our families to live and learn.

Champions coalitions are the *heartbeat of community substance abuse prevention efforts*. We all recognize that coalitions peak and ebb; however, Champions coalitions are the community infrastructure that can be revived and ready to spring into action when community needs dictate. After all, it's not who's in the room that makes a coalition, it is what happens in the room and then in the community that makes a coalition.

At the end of the day, coalitions can fail for thousands of reasons but they all succeed for the same few (the Tolstoy Principle). I believe our Champions for a Drug-Free Kentucky coalitions will survive and succeed because of our volunteers and the Regional Prevention Center staff who support them.

Champions Chatter is a publication of Champions for a Drug-Free Kentucky and the Kentucky Office of Drug Control Policy. The purpose of *Champions Chatter* is to disseminate and share information regarding the work of our many volunteers and Regional Prevention Center staff in Kentucky communities.

The mission of Champions is "to promote the prevention of the abuse of alcohol, tobacco and other drugs; and promote the reduction of violence in Kentucky schools and communities."

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There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?

Robert Kennedy