

# Cambridge Prevention Coalition

## E-Newsletter



April  
2011

Creating Change  
Through Collaboration



CAMBRIDGE  
PREVENTION  
COALITION

**Save the Date!**

**Parent Like You Mean It: A Parent Workshop**

**April 27, 6 – 8PM**

**Join us for a discussion with our teen experts and a presentation by  
Dr. Traci Brooks on the teenage brain!**

**For more information, contact Greta at [ghardina@cpsd.us](mailto:ghardina@cpsd.us)**

**Prescription Drop-off Day April 30.**

**See flyer at the end of this newsletter for more information!**

Follow our *RealityCheck*  
campaign!



## Director's Desk

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Dear Coalition Members,

Welcome to April! In addition to April Showers, April is also Alcohol Awareness month! In addition to the parent workshop we'll be hosting and our forum on Facebook, YouTube, On-Demand: Creating New Social Norms Around Alcohol, there are also other ways you can promote alcohol awareness with your own friends and colleagues. For example, there's taking a short screening on your alcohol use at [alcoholscreening.org](http://alcoholscreening.org). You can sign up for our Reality Check Tip-a-Week (text RealityCheck to 69302 or visit [www.realitycheckworks.org](http://www.realitycheckworks.org)). Or you can commit to talking with some of your friends about how alcohol impacts your life.

The CPC is also excited to announce that it is a part of a new division within the Department of Human Service Programs! In March, we joined the Office of Workforce Development! We're honored to be working along programs such as the Cambridge Employment Program, the Mayor's Summer Youth Employment Program and Cambridge Works! And we are grateful to our new colleagues for welcoming us with open arms! While we don't anticipate any of our own programs and goals will be affected by this change, we will be looking for new opportunities to integrate prevention work into OWD's existing programs.

And as always, thank you for your continued support!

Warmly,

Gisela

# CPC Subcommittees

## **Environmental Strategies**

Contact: Frank Connelly

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## **Social Marketing**

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## **OPEN Project**

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## **Working with Youth**

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Heller

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## **CPC Intern/E-News Editor**

[cpcintern@cambridgema.gov](mailto:cpcintern@cambridgema.gov)

## Working With Youth: Winter Updates

We are very excited about continuing our partnership with Sharon Lozada, teacher of the Students Teaching and Advocating Respect (STARs) program at Cambridge Rindge and Latin High School, and her three new classes of dynamic STARs students, this semester. Over the next few months, CPC will be providing technical assistance around prevention best practices to the STAR's Substance Abuse Action Teams as they move full steam ahead in their action planning. Currently, these STARs students are focused on organizing drug and alcohol prevention workshops for their peers and prevention PSAs. Additionally, a small group of students will be working on preparing a special presentation for CPC's upcoming Parent Workshop! Parents, you won't want to miss it!

For more information about Working with Youth please contact Lovelee Heller at [lheller@cambridgema.gov](mailto:lheller@cambridgema.gov)

## Social Marketing Committee (Reality Check) Update

The Social Marketing Committee develops and promotes campaigns which encourage adult engagement in preventing underage drinking.

The Reality Check Campaign is in its evaluation and planning stages. The parent surveys are being tallied and revisions to the website are being planned.

If you know of any parents interested in joining the campaign, either by receiving more information or helping to spread the word, please contact Gisela at [grots@cambridgema.gov](mailto:grots@cambridgema.gov) or 617.349.6283.

The leadership of the campaign is currently recruiting interns as well, to help guide the project during the summer.

# Meetings:

**Quarterly Meetings  
are held at:**

**City Hall Annex  
344 Broadway  
2nd Floor  
Cambridge**

**The 2011 Quarterly  
Meetings are on:**

**April 7  
June 9  
October 13**

## Environmental Strategies Update

The Environmental Strategies Subcommittee focuses on the prevention of underage drinking, primarily through reduction of commercial access, and increasing enforcement and education.

The Environmental Strategies Subcommittee met on March 1, 2011. We reviewed the recent (January) forum held to discuss marijuana. Frank shared a recent study in "Prevention Science" that showed the "Above the Influence" campaign was successful in addressing marijuana use in youth who were already less likely to experiment with the drug. However, the target audience for a marijuana-related intervention in Cambridge may be different than this group.

Elizabeth Lint informed the group that a new category of liquor license has been established, "a farmer's winery selling license". It is meant for agricultural events such as farmers markets.

Molly announced that Harvard will once again participate in the National Alcohol Screening Day on April 1, 2011.

Frank announced that proctors are still needed to help conduct the middle grades survey on April 6, 2011.

The group continued their discussion on compliance checks. An alternative type of compliance check called "Cops in Shops" was discussed. It would target third party purchasers and minors attempting to purchase at non-pouring licensees. It comes from an industry sponsored group called the Century Council. They provide technical assistance and signage. The group will collect more information and consider implementing it with fidelity in Cambridge.

The ESSC will continue to meet bi-monthly on the first Tuesday of the month. The next meeting is on May 3 at 3:30.

## OPEN Project Update

The Overdose Prevention and Education Network is a CPC initiative to reduce the number of fatal and non-fatal opioid overdoses in Cambridge.

OPEN has received funding to create a series of short videos (2-5 minutes each) focused on overdose prevention methods. The topics of the videos are: Calling 911; Risk Factors; Narcan; What to do during an overdose; and Stories from the field. The goal of the videos is to reach people with practical, potentially life-saving information, in a pithy and visually appealing manner. Knowing that sometimes people will watch a video, but not read a lot of text, these will be a wonderful complement to our website, [www.odprevention.org](http://www.odprevention.org) and will reinforce the prevention and response messages it promotes.

# Part Two of the Brain Series:

## Recent Statistics

In the previous issue I explained the permanent damage that can be done to a teenager's brain due to alcohol consumption. However, even though most people are aware of the dangers of alcohol consumption in young people, some teens still choose to drink it.

Recent statistics show that youth are beginning to consume alcohol at younger and younger ages, compared to previous years. Results from a study conducted by the U.S. Department of Health and Human Services in 2006, show that three-fourths of twelfth graders, two-thirds of tenth graders, and two fifths of eighth graders have consumed alcohol at least once.<sup>1</sup> In 2010, data was collected from Cambridge Rindge & Latin students. Eleventh and twelfth graders reported more alcohol use than ninth and tenth graders. Forty-seven percent of eleventh graders and 52% of twelfth graders reported consuming alcohol within the past thirty days of when the survey was completed. Among all of the students surveyed, 21% of the students reported consuming five or more drinks in a row on one or more occasions. This is the same amount of alcohol that would be considered a binge episode. These studies demonstrate that children need to be taught the dangers of consuming alcohol at such a young age.

In the next issue I will explain some preventative measures that families, schools, and communities can take in order to lower the risk of youth consuming alcohol. It is crucial that teens and young adults become aware of the dangers and consequences of consuming alcohol at such a young age, in order to prevent consequences before they occur.

*Written by Katie Miner, CPC Intern*

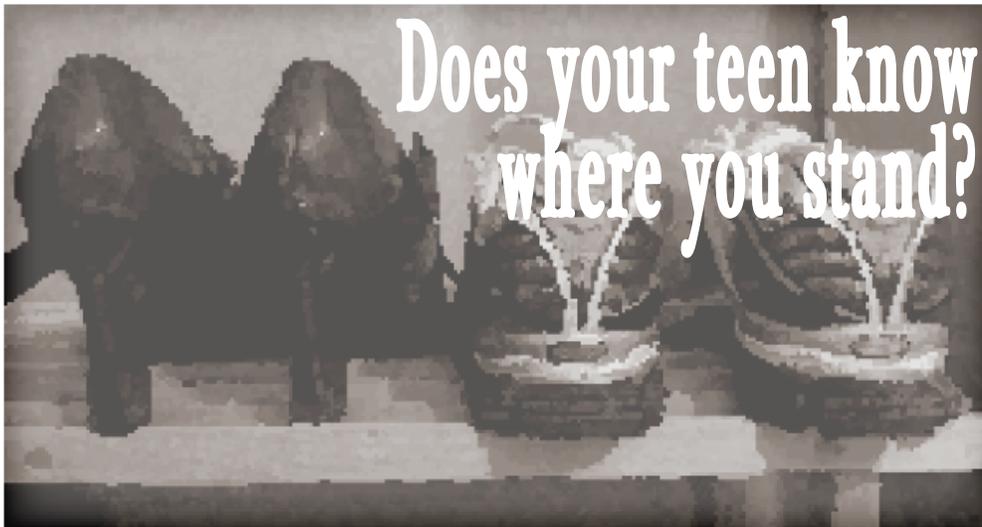
## New Research: Teen drinking not just a phase

A recent study conducted at Indiana University suggests that teen drinking may not just be a phase. The research shows that alcohol consumption as a teen is linked to alcohol dependency when individuals are in their twenties. More than half of the participants who consumed alcohol in their teens matched the criteria for being alcohol dependent or matched the criteria for alcohol abuse. The full study can be found at [here](#).

## WHO Report: Alcohol is an overlooked killer

The World Health Organization (WHO) reported that alcohol kills more than AIDS, violence or tuberculosis, which account for more than four percent of deaths worldwide. Alcohol-related deaths include injuries, cancer, cardiovascular diseases and liver cirrhosis. Even though alcohol is a major killer, the general public does not always recognize this, which makes creating effective preventative measures challenging. However, some countries are beginning to provide more prevention messages to their populations, but WHO states that most countries do not have strong and effective alcohol prevention programs. More information can be found [here](#).

**PARENT**  
**LIKE YOU MEAN IT.**



**JOIN PARENTS, TWEENS & TEENS TO START THE CONVERSATION ABOUT ALCOHOL.**

**Reality Check** Presents an evening with:

**Dr. Traci Brooks &  
Students Teaching and Advocating Respect**

*Come get answers to your questions about teens and alcohol!*

**DATE: APRIL 27th from 6-8 PM**

**LOCATION: CRLS Freshman Campus Library**

**Free Gift for Attending**

**Reserve NOW, Limited Seats Available**

**Contact: Greta Hardina, [ghardina@cpsd.us](mailto:ghardina@cpsd.us), 617.349.6660**



# Prescription Drug Take-back Day

April 30, 2010

10:00am—2:00pm

The Cambridge Police Department, in collaboration with the U.S. Drug Enforcement Administration, will be holding a prescription drug take-back day on Saturday, April 30th at the Robert W. Healy Public Safety Facility.

Police personnel will be available to accept your unused or unwanted prescription drugs.

## Why Turn In Unused Prescriptions?

- Children and animals could be harmed if they find and swallow drugs.
- Drugs can be scavenged and sold illegally.
- Unused pharmaceuticals are environmental toxins; flushing them down the toilet can release them into our drinking water and soil.



*For additional information, including a list of accepted prescription drugs, please visit:*

[www.CambridgePolice.org](http://www.CambridgePolice.org)



Cambridge Police Department

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Cambridge, MA 02142

617-349-3300

