

How We Do It

More CPC Programs *continued*

Prescription Drug Awareness: The 3 City Collaborative

This committee develops other strategies to raise awareness of prescription abuse and to reduce the ability to get these drugs easily through family members, friends and at home.

- For more information, contact Mary Amato 617.349.6346 or mamato@cambridgema.gov

Overdose Prevention and Education Network (OPEN)

This committee works with community partners to reduce drug overdoses, especially heroin and prescription drug overdoses. We support parents, family members and friends who may be concerned about a loved one who currently uses drugs, as well as agencies that may work with people who are at risk of overdose.

- For more information, contact Mary Amato 617.349.6346 or mamato@cambridgema.gov



How You Can Help

What is prevention?

The Cambridge Prevention Coalition is committed to proven effective approaches including:

- Employing productive, comprehensive and community-oriented models of substance abuse prevention strategies;
- Utilizing a holistic approach for addressing risk and protective factors and the circles of influence on young people;
- Addressing societal and political root causes of substance abuse by assessing health and achievement disparities across race, age, culture, gender, and class;
- Looking at the intrinsic links between substance abuse and crime, violence, disease transmission, and obesity.

Become Involved

The CPC welcomes all those interested in reducing substance abuse and reducing the harmful effects of substance abuse to get involved. Involvement can range from being added to our email list to receive our monthly newsletter, to participating in one of our programs. ● For more information, or if you are interested in becoming involved with the Cambridge Prevention Coalition, call Gisela Rots, Director, at 617.349.6283 or email her at 617.349.6283.

Executive Committee Members

- Stephanie Ackert, Department of Human Service Programs
Traci Brooks, Teen Health Clinic, Cambridge Health Alliance
Kim DeAndrade, Cambridge Public Schools
Meghan Goughan, CASPAR
Marsha Lazar, Co-Chair, Cambridge Public Health Department
Gisela Rots, Director, Cambridge Prevention Coalition
Richard Scali, Co-Chair, Cambridge License Commission
Ryan Travia, Harvard University
Danny Trujillo, Massachusetts Institute for Technology
Scott Formica, Observer, Social Science Research & Evaluation

Creating Change Through Collaboration



Who We Are

Our Vision

We envision a community free of the effects of substance abuse, where all members, especially young people, have equal access to resources and opportunities resulting in the ability to flourish and contribute to society while living healthy, meaningful, and rewarding lives.

Our Mission

The Cambridge Prevention Coalition promotes community health and wellness as it pertains to the reduction and prevention of substance abuse and its consequences among Cambridge youth, adults, and families.

Our Values

The work of the Cambridge Prevention Coalition (CPC) is rooted in the values of inclusion and equity and draws on the strengths of individuals and the power of an engaged community.



What We Do

Our Ongoing Areas of interest

Data Gathering: We conduct an annual student health survey with high school and middle school students. The survey gathers data on alcohol and other drug use, violence and safety, mental health, sexual behavior, and resiliency.

Teens Against Drugs and Alcohol Abuse:

We work with a group of high school students who organize and implement projects including making sure adults are complying with liquor laws, producing televised public service announcements targeting middle school students, and more.

Training: Our *21 Proof* program helps bars, restaurants and liquor stores learn how to comply with the legal drinking age. Our OPEN (Overdose Prevention & Education Network) program provides education and training on topics related to addiction.

Social Marketing: We create and implement campaigns that help raise awareness among parents and youth and influence them to make healthier choices.

Enforcement: We work with the local police and license commission to help enforce existing drinking laws.



How We Do It

CPC Programs

Raising awareness among parents on the dangers of underage drinking – Social Marketing Committee

This committee focuses on raising awareness among parents through campaigns. We address a number of underage drinking issues such as the dangers of providing alcohol to your children, how alcohol affects teens and suggestions for how parents can talk to their children about these difficult issues. ● For more information, contact Gisela Rots 617.349.6283 or grots@cambridgema.gov.

Preventing underage drinking in Cambridge – Environmental Strategies Committee

This committee works with partners around the City, including Harvard, MIT, the police and bars and restaurants. We provide training of manager and staff at places that sell alcohol and address current issues on underage drinking. ● For more information, contact Frank Connelly 617.349.6334 or fconnelly@cambridgema.gov.

Youth Development

Our peer leader program, Teens Against Drug & Alcohol Abuse (TADAA), co-sponsored by the Moore Youth Center, is made up of teens interested in preventing underage drinking and often works with other youth centers and the high school, focusing on youth-oriented programming. ● For more information, contact Lovelee Heller 617.349.6325 or lheller@cambridgema.gov.



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