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Through Collaboration



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## Director's Desk

Dear Coalition members,

After re-energizing around the holidays, the Coalition is planning for a busy winter/spring! We're working on restructuring some of our work around underage drinking prevention and are ready to welcome some new folks and new projects for our overdose prevention work.

At our January Open Forum on Teens & Marijuana, we had a great discussion about the challenges parents face, those that providers face and how we might start to think about addressing them together. We're grateful for those of you who braved the parking bans and snow mounds to join us. I'll be sending out some notes from the meeting soon.

One thing that became clear, though, was that parents *want* more information. And so, we have added a page about marijuana to our Reality Check website. You can find it [here](#). At the bottom of the page, there is a fact sheet on what teens in Cambridge report on marijuana in the Teen Health Survey. Please check it out! We'll be updating the page with new information as regularly as we can.

I also want to take the opportunity to remind you that here in Cambridge, we have access to ongoing prescription drug disposal opportunities. Prescriptions can either be dropped off during Hazardous Waste Drop-off days, at the police station 24/7 or via a mail-back program. If you would like a mail-back envelope, or more information on any of these opportunities, please email Shannon ([skelly@cambridgema.gov](mailto:skelly@cambridgema.gov)) or myself ([grots@cambridgema.gov](mailto:grots@cambridgema.gov)).

Finally, we are excited to be welcoming three new interns this month! Meg, John and Katie are all joining us to work on communications-related pieces of our work. Meg and John, graduate students from BU, will be focusing on the Reality Check campaign. And Katie, a junior from Emmanuel College, will be, among other things, editing the newsletter. We are very excited to have all three of them on board!

I hope you are able to stay warm and dry through this crazy New England winter!

Best-

Gisela

# CPC Subcommittees

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## Working With Youth: Winter Updates

Our work with the STARs classes at CRLS comes to a close this month as the semester draws to an end. The STARs students are an amazing group of individuals and have been great to work with around school-wide and community-wide prevention efforts over the last few months. One of the STARs students said that "the information she gained around drug and alcohol abuse and the prevention projects she experienced helped her to see and think about things very differently when she is out with her friends on the weekends. She makes better choices now and that's a good thing, she said." This is just one of the wonderful outcomes for our exciting collaborative experience with the STARs students and their teacher, Sharon Lozada. We are very excited to continue our work together next semester with a three new classes of STARs students!

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 Committee is preparing for the next round of promotion. In February, the evaluation for the ads that ran in the fall will be conducted. The team will be seeking to have 241 parents of middle school students in Cambridge fill out a survey about the campaign.

The Committee will meet on February 28, 2011 at 3:00PM to plan next steps for the campaign. In April, the aspects of the campaign will be reinforced in the City, especially in the schools.

The next set of messages will be planned during the Spring and into the Summer. They will launch in the fall.

For more information, contact Gisela Rots at [grots@cambridgema.gov](mailto:grots@cambridgema.gov).



# 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**

## 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 is in the process of hiring two new Outreach workers, and is continuing to reach many Cambridge residents who are at risk of overdose or who are potential bystanders to overdose through the Outreach program.

The OPEN Outreach workers provide support and information to people on the streets, particularly in Harvard Square and Central Square, at local businesses, homeless programs, private homes, and substance abuse treatment programs, spreading the message that opioid overdose is a medical emergency and can be prevented. They provide referrals to places such as the Needle Exchange to obtain Narcan, to the Cambridge Multi-Service Center, and to detox centers and other treatment programs. They are supportive, compassionate, and passionate about the issue, and we especially want to recognize them this month as they hit the streets even during the cold and snow! Huge thanks to Benjamin, David, and Sue for all your hard work and dedication!

## 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 ESSC met on Tuesday January 4. The group helped to plan the upcoming Quarterly meeting on marijuana. They also discussed the pros and cons of utilizing a “cops in shops” type of compliance check where a plain-clothes police officer is imbedded in a liquor store to watch for minors attempting to purchase alcohol and/or third party buyers attempting to purchase alcohol for minors. This and other enforcement issues will be looked at in the coming months, as will how to address binge drinking. The next meeting is on March 1 at 3:30.



## NEW RESEARCH: Tailgating leads sports fans to drunkenness

According to a recent study from the University of Minnesota, there is a strong link between tailgating before a sporting event and drunkenness. A [study just published](#) in the journal *Alcoholism: Clinical & Experimental Research* finds that eight percent of adult fans were legally drunk after attending pro baseball and football games. Tailgating before the games was the biggest factor linked to drunkenness.

In the study conducted at two unnamed stadiums, 362 adults leaving major league baseball and professional football games agreed to answer a few questions and have their breath tested by researchers from the University of Minnesota. Forty percent tested positive for alcohol consumption. About 1 in 12 fans was legally drunk.

For the full story, click [here](#)

## MORE NEW RESEARCH: Adding caffeine to alcohol doesn't reduce impairment

A recent study of students at the BU School of Public Health and the Center for Addiction Studies at Brown University, found that combining caffeine and alcohol does not reduce impairment caused by the alcohol. Researchers randomized 127 study participants into four groups, and then tested their neuromotor skills by placing them in a driving simulator.

The addition did slightly improve reaction times and attentiveness in those who had consumed alcohol, but other skills were not affected.

For more information, click [here](#).

