

Cambridge Prevention Coalition

E-Newsletter

May
2011



Creating Change
Through Collaboration



CAMBRIDGE
PREVENTION
COALITION

Follow our *RealityCheck*
campaign!



In this Issue

-Overdose Prevention
Training Announcement

Director's Desk Updates

-Working With Youth:
Winter Update

-Environmental Strategies
Update

- The Brain Series:
Preventative Measures

- NEW Research: Helping
your child with Peer
Pressure

-News: The Need for
Treatment

- Flyer for Overdose
Prevention Training

Overdose Prevention 101: Preventing Accidental Fatal Overdoses

Join us for this upcoming *FREE* training

When: Monday, June 6th, 9:00am – 4:00pm

Where: Community Room at Police Station at 125 Sixth Street, Cambridge

Cost: FREE! Plus, free CEUs for social workers, LMHCs and Nurses

To RSVP: Please contact Shannon Kelly at skelly@cambridgema.gov by June 1.
Space is limited!

For more information, see the flyer at the end of this newsletter.

Director's Desk

Greetings CPC Supporters,

The tragic deaths of two Somerville/Everett teens in an accident caused by a drunk driver on April 22 remind us that drugs and alcohol continue to wreak havoc on many lives of those around us. One of the most tragic things about these deaths is that they were completely preventable.

Please remember during the upcoming prom and graduation season to keep yourselves, your children, friends and family safe. Set boundaries and expectations. Always ensure there is a designated driver. Remember there are lots of opportunities for our young people to get the message that drinking and drugging is ok, whether on their TV screens or on their Facebook walls. But we can counter those messages by setting a good example and making sure we talk with them early and often.

During the summer, the CPC will take a little break from our monthly newsletters, and will be sending them out less regularly. We'll make sure you stay apprised of any important events and any opportunities to get involved in our work.

Stay Safe,
Gisela

CPC Subcommittees

Environmental Strategies

Contact: Frank Connelly

(617) 349.6334

fconnelly@cambridgema.gov

or

Social Marketing

Contact: Gisela Rots

(617) 349.6283

grots@cambridgema.gov

OPEN Project

Shannon Kelly

(617) 349.6346

open@cambridgema.gov

Youth Work

Youth Advisor: Lovelee

Heller

lheller@cambridgema.gov

CPC Intern/E-News Editor

cpcintern@cambridgema.gov

Meetings:

Quarterly Meetings are held at:

City Hall Annex

344 Broadway

2nd Floor

The 2011 Quarterly Meetings are on:

June 9

October 13

Working With Youth: Winter Updates

A small group of 7 STARs (Students Teaching Advocacy & Respect) students assisted the CPC with a parent workshop, co-hosted by the CRLS Parent Liaison, held on April 27th from 6 – 8PM. This group of dedicated students worked hard to develop skits based on their own experiences. Their goal was to help parents explore effective ways to communicate with their pre-teens about their expectations around alcohol use. Additionally, the students shared real stories about conversations with their own parents and presented a list of tips for parents to use during talks with their own children.

We are grateful for the time and energy their advisor, Sharon Lozada, has put into this project.

The CPC continues working with the Peer Support Workers at the Frisoli Youth Center. The PSWs have distributed buttons, posters and videos encouraging their peers to stay drug and alcohol free.

The CPC is also grateful to the Frisoli for inviting us to speak at their April Drug & Alcohol Awareness Dinner. Many thanks to the many teens who showed up and were willing to ask questions and say what they think!

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 Committee is in the process of examining a unique enforcement tool called "Cops in Shops." A cooperative effort involving retailers and law enforcement, Cops in Shops is designed to deter minors from attempting to purchase alcohol and educate adults who purchase alcohol for minors.

21 Proof, our locally-owned & operated Responsible Beverage Service training for bars, restaurants and package stores, remains a key ongoing part of this committee's work. All new managers/owners who appear before the License Commission are required to complete training.

In addition dozens of local managers and owners contact the CPC to offer training for their staff.

But 21 Proof isn't just limited to Cambridge anymore! In March trainings were conducted across the river in conjunction with colleagues at the Allston-Brighton Substance Abuse Task Force. In the early summer, 21 Proof will also be offered in conjunction with their SSTAR underage drinking prevention program in Fall River.

Part Three of the Brain Series: Preventative Measures

12

In the previous two issues I explained the effects that alcohol has on the developing brain and I also included statistics regarding underage alcohol consumption. In the final issue of the brain series, I am going to describe some preventative measures that parents and communities can take in order to reduce the amount of alcohol consumed by young people.

The number one place where teens are able to access alcohol is in their home.¹ Because of this, it is important for parents to store the liquor in a place that is not easily accessible, as well as to always be aware of the amount of alcohol that is in the home. Parents should confront their child if they suspect that their child has consumed or taken any amount of alcohol from their home. In addition to social access in the home, older teens often access alcohol by purchasing it themselves. One of the easiest ways to reduce underage alcohol consumption is to raise the price of alcohol. Studies show that when alcohol prices are higher, there are fewer underage people buying and consuming alcoholic beverages.²

It is also important for communities to take steps to put consequences in place for those who do consume alcohol under the age of 21. Some communities have enacted zero tolerance laws, which enforces a punishment after the first offense, regardless of death or injuries. However, the city of Cambridge has enacted a program called Safety Net, which is a diversion program. The Safety Net program allows teens who have gotten into trouble with the law from alcohol-related incidences to complete a program as an alternative to having specific, punitive damages.

This series on alcohol consumption, brain development, and repercussions has aimed to provide readers with an overview of why alcohol should only be available to those who are twenty-one or older. We know that there are not any benefits for minors to be able to access alcohol or consume any amounts of alcohol. If minors are able to access and consume alcohol they are putting themselves at higher risk for damaging their brain, impairing their judgment, and ultimately increasing their chances of having alcohol related problems and addictions later in life.

Series by Katie Miner, CPC Intern

¹ AMA News

² U.S Department of Health & Human Services

Recent News & Research

How Parents Can Help Their Children Handle Peer Pressure

A recent article published in the *Los Angeles Times* suggests that the friends and peers of our children have a huge influence on the decisions our children make, the risks they take, and may even have influence on their grades. The article cautions parents not to try to intervene if their children are spending time with peers who are heading down the wrong track because that could backfire and ultimately influence your child to head down the wrong path too. Because of this, it is important to help your child feel secure about themselves and teach them to make decisions for themselves. The full article can be found [here](#).

The Need for Treatment

A recent study conducted by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) shows that among the 7.4 million alcoholics in the country, only 1.2% believe that they have a drinking problem and should receive treatment. SAMHSA believes that there needs to be more awareness in the U.S. regarding this issue, so that individuals who need help are able to receive appropriate treatment. The full article can be found [here](#).

Preventing Accidental Opioid Overdoses: The Basics

SPHERE All Day Training

5.5 Free CEUs

When?

Monday, June 6, 2011

9 am – 4 pm

free lunch will be provided

Trainer:

Jim Hogan

SPHERE, a program of Health Imperatives

Location:

Cambridge Police Station

125 Sixth Street

Cambridge, MA

SPACE IS LIMITED!

Registration/RSVP by Wednesday, June 1st:

Shannon Kelly at: skelly@cambridgema.gov