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## Director's Desk

### Most Cambridge Liquor Stores do the Right Thing

Recently, The Cambridge Prevention Coalition has focused on sales of flavored malt beverages such as "Four Loko", "Blast" and "Tilt". These beverages are inexpensive, potent and sweet, making them especially appealing to youth. They cost less than \$3, are sold in 23.5 oz cans and have 12 % alcohol-by-volume. Just one of these cans is equivalent to nearly five cans of beer, five glasses of wine or five "shots" of hard alcohol such as vodka, and when consumed on a single occasion, a single serving of this product would constitute "binge-drinking", putting a young person at risk for serious injury and other health consequences.

Last year the Cambridge Prevention Coalition (CPC) surveyed all 40 Cambridge stores with an alcohol license to find out how many of them sold flavored malt beverages (14 out of 40) and subsequently sent a letter asking them not to sell these flavored malt beverages. We then visited each of the 14 stores, referencing the letter and appealing to them a second time.

**When we surveyed the stores a second time at the end of 2011, we found that only 5 out of the 40 stores were still selling these products, a 64% reduction!**

When asked why he never carries flavored malt beverages, Paul DeRuzzo, the owner of University Wines, stated "I don't need to sell a product that cost so little and is marketed to younger drinkers." We applaud Paul and all Cambridge retail establishments that care about the health of our children.

### MEEPP comes to Cambridge

The Cambridge Prevention Coalition is proud to announce an upcoming new initiative funded by Community Health Network Area 17. The Marijuana Education and Engagement Prevention Program (MEEPP) will target teens who have been caught using or possessing marijuana in school, at a youth center or while engaging in City-sponsored recreation programs. The proposed program will require attendance at a three-hour educational/motivational session for marijuana infractions. The goal is to reduce marijuana use by encouraging teens to consider the consequences of their behavior and to choose positive alternatives to marijuana use.

Stay tuned for more information about this new initiative.

# CPC Subcommittees

## Environmental Strategies

Contact: Frank Connelly  
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## Social Marketing/Reality Check

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## OPEN Project

Shannon Kelly  
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## Working with Youth

Youth Advisor: Lovelee  
Heller

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## Working with Youth

We are very excited about continuing our partnership this semester with Sharon Lozada of the Students Teaching and Advocating Respect (STAR) program at Cambridge Rindge and Latin High School, and her three new classes of dynamic STAR students, this semester.

Over the next few months, CPC will be providing technical assistance on best practices in prevention to the STAR Substance Abuse Action Teams as they begin their planning. Currently, these STARs students are focused on organizing a drug and alcohol prevention assembly for their CRLS peers and faculty to be held in early April. 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, please contact Lovelee Heller at [lheller@cambridgema.gov](mailto:lheller@cambridgema.gov).

## OPEN Project Update

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

OPEN held an OPEN house in collaboration with AIDS Action's Needle Exchange Program to debut our four videos on overdose prevention. Each 5-minute video has a different focus, and the response has been overwhelmingly positive. Produced in collaboration with the Cambridge Police Department, AIDS Action, and starring our very own OPEN team, the videos have allowed us to reach new audiences and allow easy access to practical overdose information for potential bystanders. **Please take a look and use them to educate your clients, colleagues and friends!**

### Preventing Overdose: Risk Factors

<http://tinyurl.com/OPENrisk>

### Preventing Overdose: Narcan 101

<http://tinyurl.com/OPENnarcan>

### When Overdose Happens: Calling 911

<http://tinyurl.com/OPEN911>

### When Overdose Happens: What to Do

<http://tinyurl.com/OPENwtd>

# Meetings:

**Quarterly Meetings  
are held at:**

City Hall Annex  
344 Broadway  
2nd Floor  
Cambridge

**The next Quarterly  
Meeting is on:**

**April 12,  
3:15-5 pm**

Join us to hear the latest  
data about youth  
substance abuse in  
Cambridge **PLUS** learn  
about our social media  
(Reality Check) successes  
and get an update about  
social host liability for  
alcohol served in your  
home

## Social Marketing Committee (Reality Check) Update

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

Reality Check is a social marketing campaign that targets the parents of middle school youth living in Cambridge. Using text messaging, a website ([www.realitycheckworks.org](http://www.realitycheckworks.org)), regular mailings to families and advertisements on bus shelters and MBTA trains, Reality Check encourages parents to be clear with their teens about underage drinking, and connect with other parents and resources.

The Results of Reality Check's social media strategies in Fall/Winter 2011-2012:

- Half of parents surveyed had seen at least one of the campaign ads
- 47% said the ad had caused them to think seriously about alcohol use
- 30% said the ad had stimulated them to talk with their child about alcohol use

**THIS PROGRAM WORKS!**

Learn more at the Quarterly Meeting on April 12. (See sidebar for details)



## 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.

Environmental Strategies Subcommittee Member Stacy Carruth reports that as of July 1, **the MBTA will no longer allow alcohol advertising on its property, including subway cars and buses!** Stacy has worked with the "Support an Alcohol Ad-Free Environment in Massachusetts", or SAFE MA for the last seven years, including collecting data from MBTA riders, procuring over 1,000 signatures and soliciting the help of youth coalition groups. Jonathan Davis, interim General Manager of the MBTA stated: "We think that we can contribute to a better community by not having alcohol ads on our system. It's the right thing to do."

Well done, Stacy! This is an example of how policy efforts can successfully change things: thousands of our kids rely on the T every day. No more trolleys wrapped in huge alcohol ads!

# Prescription Drug Disposal

There are many ways to dispose of unwanted/unused/expired prescription and over-the-counter medication in the City of Cambridge. Residents may drop them off 24 hours a day, seven days a week, with no questions asked, at the Police Station at 125 Sixth Street, bring them to Household Hazardous Waste (HHW) Collection Days or request a free, postage-paid mailing envelope from the Cambridge Prevention Coalition by contacting Shannon Kelly at 617-349-6346 or [skelly@cambridgema.gov](mailto:skelly@cambridgema.gov).

Household Hazardous Waste (HHW) Collection Days for Cambridge residents take place at the parking lot on Field Street at Fern Street by Danehy Park. Upcoming dates scheduled are:

- **April 21, 2012**, July 21, 2012 and October 20, 2012

Why citizens should turn in their unused prescription drugs:

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

The Cambridge Police ask that residents comply with the following standards when making a deposit at the police department:

- Locate the collection box and place medications in a plastic bag provided at the location.
- Seal the bag and drop the bag into the box.
- Syringes and open containers of liquid will not be accepted at this time.

For information on prescription drug collection as well as a list of items that will and will not be accepted, please visit [www.CambridgePolice.org](http://www.CambridgePolice.org) or email [open@cambridgema.gov](mailto:open@cambridgema.gov). For additional information on the Prescription Collection Program or more information on the Overdose Prevention and Education Network (OPEN) Project, please contact the Cambridge Prevention Coalition at (617)349-6283.