



## Become a Member; How You Can Get Involved

Become an active member of the Cambridge Prevention Coalition by participating in one or more of our programs. It is free to become a member. Your time and commitment will help make Cambridge a healthier and safer place to live. You can help by becoming an advisor on one of our active subcommittees, which meet monthly.

For more information and to learn how you can get involved, call Director Gisela Rots at 617-349-6283 or e-mail [grots@cambridgema.gov](mailto:grots@cambridgema.gov).

### Sub-committees

#### Social Marketing

This committee is focused on developing a marketing campaign with the goal of reducing youth access to alcohol and by impacting social norms.

#### Environmental Strategies

This committee is focused on developing strategies that impact norms, regulations, and availability of alcohol.

#### Prescription Drugs

This committee is focused on developing strategies to raise awareness of prescription abuse and to reduce social access.

#### Youth Development

This committee is composed of youth leaders focused on reducing drinking and drug abuse among their peers through social marketing and environmental strategies.

## Our Ongoing Projects:

**Research:** 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 and middle 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.

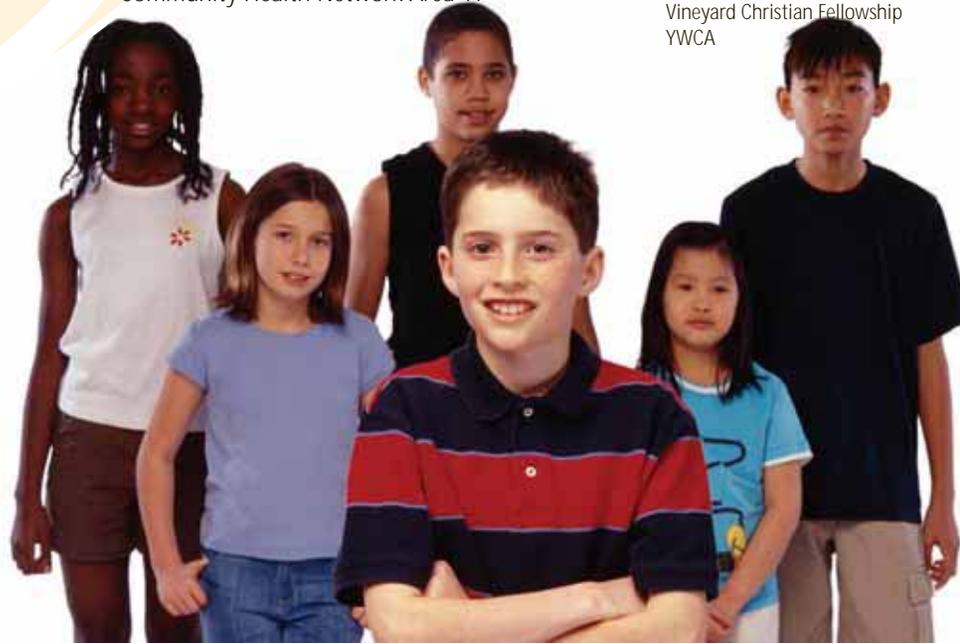
**Underage Drinking on Campus:** Our Party Safe training program helps peer leaders and student organizations learn how to prevent underage drinking on campus to keep their environment safe.

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

**Enforcement:** We are working with the local police force to help them better enforce existing drinking laws by creating diversion programs.

## Active Members of:

- Cambridge Licensee Advisory Board
- MIT College Alcohol Advisory Board
- Somerville Cares About Prevention
- Community Health Network Area 17



## Cambridge Prevention Coalition Members

Benjamin Banneker Charter School  
 Cambridge Cares About AIDS  
 Cambridge Community Television  
 Cambridge Department of Human Service Programs  
 Cambridge Economic Opportunities Commission  
 Cambridge Guidance Center  
 Cambridge Health Alliance  
 Cambridge Housing Authority  
 Cambridge License Commission  
 Cambridge Police Department  
 Cambridge Public Health Department  
 Cambridge Public Schools  
 Cambridge Women's Commission  
 CASPAR Youth Services  
 Concilio Hispano  
 East End House  
 Haitian Multi-Service Center  
 Harvard University Health Services,  
 Office of Alcohol & Other Drug Services  
 Harvard University Health Services  
 Students Against Destructive Decisions  
 Impact Quincy  
 Institute for Community Health  
 Margaret Fuller Neighborhood House  
 Massachusetts Alliance of Portuguese Speakers  
 Massachusetts Organization  
 for Addiction Recovery (MOAR)  
 MIT Community Development and Substance  
 Abuse Programs  
 Mothers Against Drunk Driving  
 North Charles Institute for the Addictions  
 Regional Center for Healthy Communities  
 Social Science Research and Evaluation  
 Somerville Cares About Prevention  
 Eliot House Community Health Services  
 Vineyard Christian Fellowship  
 YWCA



## Creating Change Through Collaboration



**CAMBRIDGE  
PREVENTION  
COALITION**



## Cambridge Prevention Coalition

### 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 among Cambridge youth, adults, and families.

### Our Values

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

### Cambridge Prevention Coalition Executive Committee Members

Marsha Lazar, Interim Co-Chair, Cambridge Health Alliance

Kathy Murphy, Cambridge Police Department

Richard Scali, Interim Co-Chair, Cambridge License Commission

Scott Formica, Observer, Social Science Research & Evaluation

# Creating Change Through Collaboration



## CAMBRIDGE PREVENTION COALITION

### What is Prevention?

The Cambridge Prevention Coalition is committed to science-based principles including:

- Employing effective, comprehensive and environmental 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.



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