



## Ounce of Prevention Newsletter

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### Steuben Prevention Coalition

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#### Website:

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**Norman McCumiskey**  
Program Coordinator

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### Message to Coalition Members:

Dear Members: If you haven't already or even if you have, please visit our newly launched Steuben Prevention Coalition Website. We are updating the site regularly and would love to have your feedback and any suggestions you may have.

<http://www.steubenpreventioncoalition.org>



#### WHY WE EXIST

Our purpose is to bring about community-level change and rally around a common purpose. The main goal is to reduce alcohol and drug use by young adults, resulting in healthier adults and safer communities.

**TODAY'S YOUTH ARE THE FUTURE OF OUR COMMUNITIES**

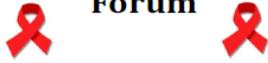
#### FACEBOOK

Don't forget to visit our Facebook Page and invite your friends to view and like our page as well.

### "Featured" Member Statement:

*(Mark Recktenwald, Guidance Counselor – Haverling Central School)*

As a school counselor, I have witnessed substance abuse destroy students and families. My involvement with the Steuben Prevention Coalition has been a wonderful way to expand contacts and work closely with many organizations together towards a common cause; fighting the drug and under-age drinking epidemic. This experience has helped me become a better counselor and educator, and I have a better understanding of the trends and challenges our youth face today. The Steuben Prevention Coalition members are a group of great people to be associated with and this mission is committed to helping our community in drug prevention education. We are positively influencing policy dealing with our youth and creating a direct impact on our local area.

**Event Reminders:****Community Opioid & Substance Abuse Forum****Thursday, February 9<sup>th</sup>****Bath-Haverling Central School District Auditorium****5:30PM – Greeting and Information Sharing****6:00 – 7:30PM – Forum**

Please join community leaders, addiction service providers, and other key stakeholders in a discussion that is critical to our community – combating the spread of opioid and substance abuse.

You will hear from service providers about the resources available for addicts and their caregivers. In addition, you will hear personal stories of recovering addicts and their loved ones about their journey to sobriety. There will be a Q&A with a panel of experts to address any questions the community may have.

Refreshments will be provided, and representatives of these support services will be in attendance for additional information.

**High in Plain Sight Tall Cop Event**

Please join the Steuben Prevention Coalition in partnership with Alfred State College and the Steuben County District Attorney's office on

March 29, 2017  
Haverling High School Auditorium

9-11 a.m.	School personnel, area professionals, educators/prevention providers
1-3 p.m.	Law enforcement, probation officers, first responders, fire departments
6-7:30 p.m.	Community members/parents

Registration:  
607-587-4015

[CCET@AlfredState.edu](mailto:CCET@AlfredState.edu)  
[www.AlfredState.edu/CCET](http://www.AlfredState.edu/CCET)



(Officer Jermaine Galloway – Tall Cop)

**Article: Link Between Alcohol Marketing and Youth Drinking Grows Stronger**

By: *Partnership for Drug Free Kids*

January 19th, 2017

A new review of studies from around the world finds young people who have greater exposure to alcohol marketing appear to be more likely subsequently to initiate alcohol use and engage in binge and hazardous drinking.

The researchers reviewed 12 studies involving a total of more than 35,000 participants from Europe, Asia and North America. All 12 found evidence of a positive association between level of marketing exposure and level of youth alcohol consumption. "The last time there was a review of the literature on alcohol marketing and youth was in 2008," said lead researcher David Jernigan, Ph.D., Director of the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health. "There have been many new studies since 2008, and what this review does is allow us to document that similar findings are being replicated over and over again in multiple countries and across multiple cohorts."

Since 2008, there have been numerous innovations in reaching and engaging potential consumers—particularly children and teens—through digital media. "Exposure to alcohol marketing through digital media is associated with higher rates of drinking," Dr. Jernigan said.

Dr. Jernigan looked at studies that examined youth exposure to alcohol marketing in a wide range of venues and formats, including traditional print and broadcast channels as well as new digital media; outdoor ads; product placement in TV shows, films and song lyrics; in-store and price promotions; branded merchandise; celebrity endorsements; and sporting and musical event sponsorship.

The review, which appears in a supplement to the journal *Addiction*, is one of 14 studies on youth and alcohol marketing that appeared in the journal's January 10 issue. In the studies, public health experts warn that youth around the world are exposed to extensive alcohol marketing, and that current controls on marketing appear ineffective in blocking the association between youth exposure and subsequent drinking. The experts called for governments to strengthen rules governing alcohol marketing with more effective independent statutory regulations.

Alcohol is the number one drug consumed by teens and youth and is linked to approximately 4,300 deaths per year. Alcohol advertising in the U.S. is primarily regulated by the alcohol industry itself through a set of voluntary codes, which includes not placing any ads in media where a disproportionate share of the audience is younger than 21.

The review concludes the finding of several studies that levels of alcohol marketing exposure appear to be as high or nearly as high among younger teens as they are among older teens and young adults "represents a significant failure of current marketing codes to protect minors from marketing messages. This is particularly important with digital marketing techniques that encourage interactive engagement with brand marketing and are difficult for parents to monitor and control."

"Innovations in digital media are way ahead of where public health is able to measure and assess impact," Dr. Jernigan said. "And they are way ahead of where government can take steps to protect kids. Changes are happening so quickly that resources don't exist to monitor this from a public health perspective. Self-regulatory codes in the alcohol industry in this country aren't working, and the government regulators aren't doing much about it." Alcohol ads that impact children and teens aren't limited to digital media, he noted. Young people are exposed to many alcohol ads through billboards. He notes that while the federal government has been lagging in its efforts to protect youth against alcohol marketing, many local communities have taken up the slack by banning alcohol billboards and have either banned or restricted alcohol retail signage.

Dr. Jernigan urges parents to learn more about alcohol marketing and its effects on teens, and to talk about it with their kids. CAMY has a series of fact sheets on alcohol marketing and underage drinking.

## Trending Article: Heroin

### Heroin Tops the List of Drugs Most Frequently Involved in Overdose Deaths

By: Partnership for Drug Free Kids  
News Service Staff

December 22, 2016

Drug criminality - packages and dozens of drugs and raw opium.

Heroin was the drug most often involved in overdose deaths between 2010 and 2014, according to a new study from the Centers for Disease Control and Prevention. Other drugs commonly involved in overdoses included oxycodone, methadone, morphine, morphine, hydrocodone, fentanyl, cocaine, methamphetamine, alprazolam (Xanax) and diazepam (Valium).

More than 47,000 people in the United States died from drug overdoses in 2014, up from more than 38,000 in 2010.

"Opioids are responsible for a disproportionate number of injuries and deaths," Dr. Caleb Alexander, a co-director for the Johns Hopkins Center for Drug Safety and Effectiveness, told ABC News. "It's only natural that policymakers and public health officials focus on opioids."



## Article: Regulating Vapor Products

### Gov. Cuomo's proposes regulating and taxing vapor products used in electronic cigarettes in Executive Budget

Statement from Southern Tier Tobacco Awareness Coalition:  
Friday, January 20, 2017

As outlined in his newly released Executive Budget, Governor Cuomo proposes regulating vapor products used in electronic cigarettes in the same manner as combustible tobacco products and including these products under the Clean Indoor Air Act.<sup>i</sup> This proposal, along with plans to tax the sale of these products, align with the U.S. Surgeon General's recent policy recommendations around vapor products in his report, "E-Cigarette Use Among Youth and Young Adults."<sup>ii</sup>

The U.S. Surgeon General deems electronic cigarette use a public health priority and urges action to protect youth and adults from the dangers of nicotine exposure and the cancer-causing agents in e-cigarette emissions. E-cigarette use more than doubled from 2013 to 2014 among young adults 18-24 years of age nationwide.<sup>ii</sup> And, in 2014, more than half of young adult smokers in New York State used electronic nicotine delivery systems (electronic cigarettes).<sup>iii</sup>

This will make New York one of a dozen states and territories that restrict vapor products used in e-cigarettes in smoke-free venues to protect the public from nicotine exposure and the cancer-causing agents in e-cigarette emissions.

<sup>i</sup> FY 2018 New York State Executive Budget Revenue Article VII Legislation Memorandum in Support, p. 33-35. Accessed 1/18/17

[https://www.budget.ny.gov/pubs/executive/eBudget1718/fy18artVIIbills/REVENUE\\_ArticleVII\\_MS.pdf](https://www.budget.ny.gov/pubs/executive/eBudget1718/fy18artVIIbills/REVENUE_ArticleVII_MS.pdf)

<sup>ii</sup> Press Release 12/8/16: Surgeon General Reports Youth and Young Adult Use Poses a Public Health Threat. Accessed 1/18/17

<https://www.hhs.gov/about/news/2016/12/08/surgeon-general-reports-youth-and-young-adult-e-cigarette-use-poses-public-health-threat.html>

<sup>iii</sup> Prevalence of Cigarette Smoking, Use of Electronic Nicotine Delivery Systems and Dual Use by Youth, Young Adults and Adults in NYS, 2014.

**STTAC**  
SOUTHERN TIER TOBACCO  
AWARENESS COALITION  
Chemung, Schuyler, and Steuben Counties

**Upcoming Events:**

Opioid & Substance Abuse Drug  
Forum  
February 9, 2017  
6:00 p.m. – Haverling High School  
Auditorium

Next Coalition Meeting  
March 8, 2017  
11:00 am – Steuben County Sheriff's  
Building

Tall Cop Training Program  
"High In Plain Sight"  
March 29, 2017  
Haverling High School Auditorium

Underage Drinking Task Force Town  
Hall Meeting  
TBD

Corning-Painted Post Health Fair  
April of 2017 – TBD

Maple City Kids Health Fair  
May of 2017 - TBD

**MISSION:**

**To promote  
healthy and safe  
communities in  
Steuben County  
by reducing  
alcohol and drug  
use among  
youths!**

**Article: Marijuana**

**Letter From the Director  
National Institute on Drug Abuse**

Changes in marijuana policies across states legalizing marijuana for medical and/or recreational use suggest that marijuana is gaining greater acceptance in our society. Thus, it is particularly important for people to understand what is known about both the adverse health effects and the potential therapeutic benefits linked to marijuana.

Because marijuana impairs short-term memory and judgment and distorts perception, it can impair performance in school or at work and make it dangerous to drive. It also affects brain systems that are still maturing through young adulthood, so regular use by teens may have negative and long-lasting effects on their cognitive development, putting them at a competitive disadvantage and possibly interfering with their well-being in other ways. Also, contrary to popular belief, marijuana can be addictive, and its use during adolescence may make other forms of problem use or addiction more likely.

Whether smoking or otherwise consuming marijuana has therapeutic benefits that outweigh its health risks is still an open question that science has not resolved. Although many states now permit dispensing marijuana for medicinal purposes and there is mounting anecdotal evidence for the efficacy of marijuana-derived compounds, the U.S. Food and Drug Administration has not approved "medical marijuana." However, safe medicines based on cannabinoid chemicals derived from the marijuana plant have been available for decades and more are being developed.

This Research Report is intended as a useful summary of what the most up-to-date science has to say about marijuana and its effects on those who use it at any age.

Nora D. Volkow, M.D.  
Director  
National Institute on Drug Abuse

[Message from the NIDA Director - Marijuana's Lasting Effects on the Brain](#)

Reaching communities through  
**prevention,  
education  
and support**