



Ounce of Prevention Newsletter

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Message to Coalition Members:

Dear Members:

The 27th Annual CADCA National Leadership Forum in National Harbor, Maryland (Washington, DC) for on Coalition staff member was a very exciting, energizing and successful event. This event was packed with very information training sessions, very engaging speakers and a record-breaking number of appointments scheduled on Capitol Hill.



COALITION WEBSITE & FACEBOOK PAGE

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

<http://www.steubenpreventioncoalition.org>

"Featured" Member Statement:

(Laura Vetter, Supervisor, Community Services – St. James Mercy Hospital)

Being a fairly new member to the Coalition I am amazed at the people around the table all with the same goal and mission. School leaders, law enforcement officials, health and human service agency leaders All of them not there because they are representing their organization but because they have the same compassion and drive to help today's youth. Representing not only St. James Mercy Hospital, I am also helping to raise three teenagers. The Coalition has opened my eyes to what the youth of today are dealing with in terms of drugs and alcohol. The Steuben Prevention Coalition and our collective efforts to promote and educate drug and alcohol awareness I know is impacting and will continue to impact our youth and our communities.

Event Reminders:

**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
www.AlfredState.edu/CCET



(Officer Jermaine Galloway – Tall Cop)

Supervised child care will be provided by the Youth Action Forum for the evening session. Registration is not required but appreciated.



If you or someone you know is struggling with gambling addiction, please contact Steuben Council on Addictions at (607) 776-6441 for more information, screening or for a referral.

You can also visit www.nyproblemgambling.org for more resources and information regarding gambling and gambling addictions.

Article: University of Connecticut Study Suggests a Ban on Alcohol Advertising



Study Suggests Global Ban on Alcohol Advertising

A recent [study](#) by public health experts called for alcohol advertising regulations to be tightened to better protect youth.

The Center on Alcohol Marketing and Youth at Johns Hopkins Bloomberg School of Public Health stated that research clearly indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink.

"While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role," said the Federal Trade Commission, Self-Regulation in the Alcohol Industry.

Sporting events oftentimes include a mass amount of money for alcohol advertising, an attempt to reach a desirable consumer demographic. According to the [Wall Street Journal](#), total spending on Super Bowl commercials grew to \$345 million in 2015. Beverage companies comprise a large portion of advertising spending – Anheuser-Busch was the industry's biggest contributor in 2015, with \$30.8 million spent on Super Bowl ads.

Alcohol advertising isn't limited to sporting events or even to television. For example, a 2008 study of alcohol ads on Boston's public transit found that ads pertaining to alcohol were seen 1.2 million times per day and that 54 percent of public school students saw the ads.

In response, Los Angeles recently banned alcohol advertising from public transit, including bus shelters, as several other U.S. cities have done in the past. The issue with alcohol advertising is not necessarily the content, but the inability to block advertisements from the 21 and under demographic, who watch the Super Bowl and take public transportation.

The Federal Communications Commission, however, has no specific rules governing alcohol ads. Instead, trade groups such as the Beer Institute are entrusted with policing themselves through their own sets of advertising rules and guidelines. With the regulations in the hands of corporations who are intent on growing profit, the most effective response to alcohol marketing is likely to be a comprehensive ban on alcohol advertising, promotion, and sponsorship.

"Article Links – Ban on Alcohol Advertising"

<http://nbc4i.com/2017/01/11/study-suggests-global-ban-on-alcohol-advertising/>

<http://graphics.wsj.com/super-bowl-ad-spending/>

Article: Marijuana

Pediatric Group Issues New Guidelines for Talking to Teens About Marijuana

*Partnership for Drug-Free Kids
March 2, 2017*

The American Academy of Pediatrics has issued new guidelines for doctors and parents to talk to teens about the risks of using marijuana, CNN reports.

The organization said changes in the legal status of marijuana may lower teens' perceptions of the risk, and may lead to more teens trying the drug. A recent survey found there is a decrease in the percentage of teens who say they believe there is a great risk in smoking marijuana once a month or once or twice a week.

Doctors should screen preteens and teens for marijuana use, the group said. If they find a teen is using marijuana regularly or heavily, they can then decide if the teen would benefit from treatment, including counseling and medication.

Parents should tell teens marijuana can cause abnormal brain development and impact memory, concentration and executive functioning skills, the group said. They also noted, "If you use marijuana in front of your teens, they are more likely to use it themselves, regardless of whether you tell them not to."



Article: Social Media Links to Rise in Prescription Drug Use



Social Media Linked to Rise in Prescription Drug Use

A 2017 [study](#) revealed a correlation between the popularity of social media and the rise of non-medical prescription drug use. Social media, an integral element of pop culture and communication, plays a role in portraying an incomplete or inaccurate perception of substance abuse. The posting of college underage drinking culture, fictional characters abusing drugs and the pummel of alcohol advertising creates a sense of familiarity – a dangerous perception for people of any age, but particularly teenagers. According to a 2015 Pew Research Center study, of respondents age 13 – 17 years old:

- 71 percent use Facebook
- 52 percent use Instagram
- 41 percent use Snapchat
- 33 percent use Twitter

Social media undoubtedly connects the world, specifically media-savvy teens. But despite its power to introduce or reunite long-distance or unlikely friends, social media does shed a negative light in terms of substance abuse. According to a [2011 study](#) by the National Center on Addiction and Substance Abuse at Columbia University, around 70 percent of teen social media users admitted to using illegal drugs. The percent tripled when the teens were asked if they had abused alcohol.

[Project Know](#) began a "Young and Using" study that questioned 2,000 social media users – both young and old. The study reiterated the 2011 study's findings, stating that teens using social media were twice as likely to use marijuana.

While social media can play a role in encouraging negative habits through a barrage of substance-related postings, there is a light at the end of the tunnel. Social media can be used as a tool for anti-substance abuse pages, postings and information. Organizations like [CADCA](#) frequently report new data and news on their social media [sites](#), an excellent source for accurate information pertaining to substance abuse.

See also:

[National Institute on Drug Abuse](#) Facebook page

National Institute on Alcohol Abuse and Alcoholism [Twitter](#)

<https://www.marijuana.com/news/2017-03-02-social-media-affects-teen-drug-use>

<https://twitter.com/CADCA>

<https://www.facebook.com/NIDANIH>

<https://twitter.com/NIAAnews>



Upcoming Events:

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

Next Coalition Meeting
 May 10, 2017
 11:00 am – Steuben County Sheriff’s
 Building

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

VISIT OUR WEBSITE

www.steubenpreventioncoalition.org



MISSION:

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

Article: Turning the Tide on the Opioid Epidemic

Partnership for Drug-Free Kids

February 9, 2017

These are all-too common scenes appearing in our communities: A mom goes into her daughter’s room and sees her limp on her bed. Blue lips. Not breathing. A friend finds his buddy on the bathroom floor at a concert. Barely breathing. Unresponsive. Cold and clammy to the touch. A police officer responds to a 911 call to find someone in a car unconscious. Grayish skin. Slow and erratic gurgling noises. Gasping for air.

In 2015, more than 12 million Americans reported misusing a prescription opioid in the past year.

New data just released from the Centers for Disease Control and Prevention (CDC) show that 91 people die every day from an opioid overdose – a marked increase from 78 in 2014. Hospitalizations related to opioid misuse also have increased dramatically, with new data now showing the rate of adult hospital inpatient stays per 100,000 population nearly doubling between 2000 and 2012. If it weren’t for the life-saving opioid overdose reversal drug naloxone, the tragic loss of life in our communities would be even greater.

While naloxone has saved tens of thousands of lives, what is often missed in media coverage of the opioid epidemic – and in many of the policy recommendations designed to address it – is the need to attack this problem more cost effectively and humanely, much further upstream, at a point when physicians, together with family members and communities, can prevent addiction and overdose from taking hold.

In particular, physicians must play a key role all along the continuum from prevention to intervention and referral to treatment. Above all, we must address substance use disorders as health problems rather than social or moral issues. We need to help identify at-risk patients via regular, validated screening, conduct brief interventions and refer patients to evidence-based treatment. And we need to do a much better job talking to our patients about the risks of opioid analgesics, including avoiding alcohol, side effects, safe storage and disposal, risks of addiction or dependence, non-opioid pain management, and a plan for discontinuing opioids if they are called for in some cases.

In addition, physicians should:

Make use of each state’s Prescription Drug Monitoring Program (PDMP) to review patients’ histories of prescription drug use, and act on this information in consultation with the patient.

Avoid prescribing opioids to new patients with chronic, non-cancer pain unless the benefits are expected to outweigh the risks. If opioids are clinically indicated, follow the CDC prescriber guideline and “start low and go slow.” Also consider whether abuse-deterrent formulations would help reduce the likelihood of misuse or abuse by the patient or by others in the patient’s home.

Become trained to provide Medication Assisted Treatment (MAT) for opioid or alcohol use disorder, and recommend this when appropriate for patients struggling with substance use disorders. More than 36,000 physicians are trained to provide MAT; many more are needed. As alarming and tragic as news of the opioid epidemic has been, much progress is being made. In 2015, we saw a 40 percent increase compared to the previous year in consultation of state PDMPs – and since 2012 there has been an 11 percent drop in opioid prescriptions.

And it’s not just physicians who can turn the tide. As parents, sons, daughters, friends – are we ready? When children ask tough questions – and they will – do you know what to do? When we see our mothers or fathers in need of help, do you know how to help? Do you know where to get help?

All of us – health care professionals, parents, educators, community leaders, law enforcement and policy makers – have a role to play in reversing the nation’s opioid epidemic and saving lives. The American Medical Association and the Partnership together are committed to ensuring that physicians and families have the education and resources they need. We urge you to join us in our efforts to reverse this national epidemic.