



Ounce of Prevention Newsletter

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Message to Coalition Members:



Save The Date "A Community Conversation" Town Hall Meeting

Wednesday, September 27th
Bath-Haverling Central School
25 Ellas Avenue, Bath, NY 14810
6:00PM — 7:30PM

You will hear from Kami Wakim, RA - University of Rochester Neuroscience Program, relative to the effects of alcohol on the young developing brain.

This is EVERYONE'S Community

Please join community leaders, community members, educators, service providers and law enforcement – ready to discuss the issue in our community and the resources available to combat underage drinking.

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:

(Kory G. Bay, Assistant Supt./PK-6 Principal, Prattsburgh Central School)

"I have spent my whole career in education as a teacher and now a school administrator, and my passion continues to be making a positive impact in the lives of children. Kids today are facing more and more distractions than ever, and we as a school community are charged with the responsibility of educating our students on the power of making good decisions. The work of the coalition is perfectly aligned to this responsibility, and as a member of the coalition steering committee, I have an opportunity to be a resource for our schools and the community at large. After all, it takes a village to raise our children, and the coalition takes that responsibility very seriously."

September is National Recovery Month

National Recovery Month (Recovery Month) is a national observance held every September to educate Americans that substance use treatment and mental health services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life. Recovery Month celebrates the gains made by those in recovery, just as we celebrate health improvements made by those who are managing other health conditions such as hypertension, diabetes, asthma, and heart disease. The observance reinforces the positive message that behavioral health is essential to overall health, prevention works, treatment is effective, and people can and do recover.

Now in its 27th year, Recovery Month highlights the achievements of individuals who have reclaimed their lives in long-term recovery and honors the treatment and recovery service providers who make recovery possible. Recovery Month also promotes the message that recovery in all of its forms is possible and encourages citizens to take action to help expand and improve the availability of effective prevention, treatment, and recovery services for those in need.



www.steubenpreventioncoalition.org

Article: 9 Facts About Addiction People Usually Get Wrong

*Partnership for Drug-Free Kids
July 18, 2017*

There's a lot of stigma and misunderstanding with substance use disorders, treatment and recovery. But you should never let social judgment stand in the way of getting your child the help he or she needs and deserves. Here are nine facts to know so you can be better prepared to help your child.

Substance use changes the brain, which can make drug use compulsive.

Fact 1: An adolescent may start out doing drugs occasionally or may be prescribed medicine by a doctor. Over time, continued use rewires the brain to compulsively seek substances, despite negative consequences. With opioids, a person may initially like the euphoria, but soon, the drug is needed just to feel "normal" and not get sick from withdrawal.

Expecting your child to "just quit" cold turkey is unrealistic.

Fact 2: Changing substance use behavior is a process. In the beginning your child may not think there is a problem. Next, she or he may realize it's a problem, but feel conflicted about addressing it. The she or he may need to figure out how to deal with it and take steps in a healthier direction, including getting professional help, changing friends, learning drug refusal skills and more.

Intervening early is more effective than waiting for "rock bottom".

Fact 3: Because behavior is a process, instead of letting your child hit their lowest point, it's important to help right away. And it is much easier to help when they are still engaged in school or work, have social supports and interested in sports or hobbies. In other words, they have structure, purpose and social connections – scaffolding needed for a good outcome.

Your child can be ambivalent about treatment and it can still be effective.

Fact 4: While some welcome the opportunity for treatment, most will be conflicted about stopping their substance use. Studies show those who enter drug treatment programs as a result of loving pressure do comparatively better in treatment, regardless of the reason they sought treatment in the first place.

Relapse is common and represents a learning opportunity.

Fact 5: Relapse doesn't mean that treatment hasn't worked. As with all chronic diseases, many people have one or more relapses before achieving long-lasting recovery. Relapses happen both when the person is doing well or when struggling, and can serve as a learning opportunity to identify what triggered the relapse – and to find ways to address it for the future.

Positive behavior and communication skills are more effective than punishment.

Fact 6: Addiction is a brain disease and needs family support as with any other chronic illness. Shaming, detaching or punishing often backfires, with kids spiraling further into risky substance use and isolation. What does work is reinforcing positive behaviors, finding healthy activities that compete with your child's use and letting him or her experience natural consequences. Coupled with empathy and compassion, this approach (known as CRAFT) is a scientifically-proven way to help parents change their child's substance use.

Article: New Alcohol Pop Shoppe Drinks Raise Concern About Youth Appeal

Tall Cop Says Stop
August 2017

Update Some experts are raising concerns about new alcoholic Pop Shoppe drinks at the LCBO, saying their bright packaging and familiar logo could make them appealing to youth.

New alcoholic Pop Shoppe beverages are sweetening LCBO shelves this summer, but some experts on alcohol policy are worried that the drink could be particularly attractive to youth.

The Pop Shoppe, a Canadian brand that sells retro-style soda in glass bottles, launched a “Hard Cream Soda” and a “Lime Ricky Hard Soda” this spring, with a seven per cent alcohol content.

The sweet, vodka-based drinks come in brightly coloured tall cans featuring the classic Pop Shoppe logo.

It isn't the first brand to have a spinoff alcoholic beverage — Snapple has a “spiked” iced tea, for example, and Hires Root Beer makes a vodka beverage.

Ashley Wettlaufer, research co-ordinator at the Centre for Addiction and Mental Health, said the Pop Shoppe drinks have a “very concerning” potential to appeal to youth.

She pointed to the colourful, cartoon-like label, sugary taste and familiar “Pop Shoppe” logo — a soda brand many adolescents may already know and drink.

Norman Giesbrecht, a CAMH scientist who specializes in alcohol policy, said he also imagines a scenario where a child might mistake the hard soda for regular pop.

“It's inappropriate and risky marketing,” he said. “I'm just baffled why this product was approved.”



Article: 9 Facts (Continued)

Finding an effective approach for treatment can mean investigating different doctors or programs before finding a “good match”.

Fact 7: The best programs give a screening and in-depth assessment of your child by a qualified professional versed in addiction and mental health. They will develop an individual treatment plan and combine methods tailored to address your child's specific needs. But don't be discouraged if the first program you investigate is not a good fit – keep exploring other options.

Medication-assisted treatment, coupled with counseling, is the preferred treatment for heroin and other opioids.

Fact 8: Taking medication for an opioid addiction is like taking medication for any other chronic disease, like diabetes or asthma. Numerous studies have shown that medications can reduce cravings, relapses and overdoses when taken as prescribed.

Many people struggling with substance use require longer-term and/or repeated treatment.

Fact 9: Because a drug problem can include relapses, going through treatment once may not be sufficient to keep you child drug free. Each treatment episode allows them to be abstinent for a period of time while learning new coping skills – but it may take time. Know the treatment options available so that you can make the best choice for your child's path to recovery.

<https://drugfree.org/parent-blog/9-facts-about-addiction-people-usually-get-wrong/>

Stress and Drug Use: What Every Parent Should Know

We all have stress in our lives. When it comes to your teens, you know that school (like homework, tests, SATs, college applications) combined with juggling social media and after-school activities is one of the biggest sources — and you want to make sure that it doesn't lead them to unhealthy behaviors to help cope.

Stress can be a motivator, but it also can produce negative feelings and, unfortunately, increase the possibility that a teen will use drugs. When people are under stress, the brain releases cortisol, the stress hormone. Over time and under chronic stress, parts of the brain that are related to memory or learning are negatively affected by the presence of cortisol. Interestingly, some of these areas of the brain are the same parts impacted by drug use and addiction [1]. In reality, your child's brain is still developing until age 25, and stress can damage parts of the brain that can make your child more vulnerable to drug addiction, in the same way that early use of drugs can [2].

It's not a new concept that stress can lead to drug use and addiction — far from it — but it's something that many parents don't necessarily associate with school and the good intentions that they have for their kids. Abusing drugs not prescribed to them, like prescription stimulants, act on the “reward center” in your child's brain, releasing euphoric chemicals like dopamine and serotonin. In time, they can cause the brain to rely on drugs to keep those chemicals flowing. While drugs might make your child temporarily feel respite, in the long run, misusing drugs actually makes stress more pronounced [3].

Unfortunately, those exposed to chronic stress are more likely to use substances in an attempt to relax or “power through” the stress, so it's important that your child knows how to use healthy coping mechanisms instead to deal with the pressures he or she faces [4].

Upcoming Events:

Next Coalition Meeting
September 13, 2017
11:00 am – Steuben County Sheriff's
Building

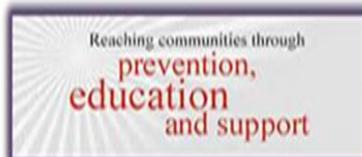
Strong Kids/Safe Kids Event
Bath-Haverling High School Gym
September 16, 2017
1:00 – 4:00 p.m.

Recovery Walk
Addiction Awareness of Steuben Co.
Valerio Park – Addison High School
September 16, 2017
12:00 – 5:00 p.m.

Underage Drinking Task Force
"A Community Conversation"
Town Hall Meeting
September 27, 2017
Bath-Haverling High School
6:00 – 7:30 p.m.

Youth Action Forum
Bath-Haverling High School
TBD – November 2018

VISIT OUR WEBSITE
www.steubenpreventioncoalition.org



MISSION:

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

Article: Unintentional Marijuana Intoxication On the Rise

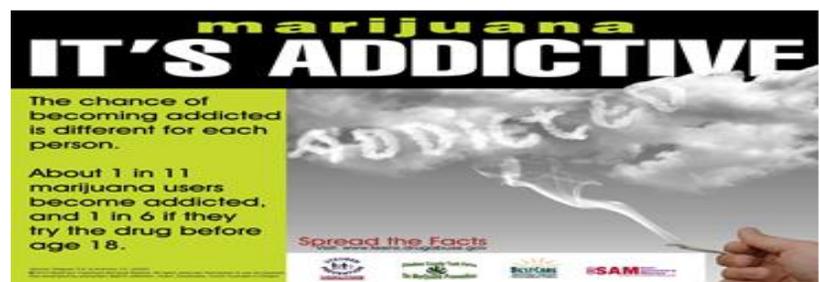
Prevention Weekly – CADCA Roundup
August 17, 2017

Recreational marijuana is legal in eight states in the United States, and the District of Columbia. Medical marijuana is legal in 29 states and D.C. With the increase in access comes the increase in accidents.

Tetrahydrocannabinol, more commonly known as THC, has been increasing in cannabis products in recent years. This shift increases the risk of unintentional marijuana intoxication in young children.

According to a study by the Children's Hospital Colorado, marijuana intoxication can occur when a child accidentally ingests a marijuana product or inhales marijuana smoke. Symptoms can vary based on the child's age and size, but often include sleepiness, difficulty breathing, seizures or even coma. Effects can last between six to 24 hours.

In states where recreational or medical marijuana is legal, the number of pediatric marijuana intoxication cases reported to poison control centers increased by 30 percent from 2005 to 2011. Several states with legal recreational marijuana, including Colorado, Oregon and Washington state, have made child-resistant packaging a requirement for certain products to reduce unintentional marijuana intoxication.



Steuben County Underage Party & Drug Information Tip Line

Anyone with information relating to underage drinking such as parties, underage sales, etc. or information relating to illegal drugs, such as sales, dealers or other suspicious activities are encouraged to use the tip line.

The Tip Line will be monitored seven days a week, 24 hours a day. All call are anonymous.

Do your part to help make our communities safe for everyone.

1-844-378-4847