



## Ounce of Prevention Newsletter

### Inside this Issue:

- Message to Coalition Members - Survey
- What's Happening in Your Community
- CADCA Coalition Spotlight
- Marijuana Legalization Push Contact Representatives
- Ban on Flavored Cigarette Trends
- CDC Confirms Concerning Trends in Youth Marijuana Use
- Coalition Updates – Midst of COVID19
- Upcoming Events

### Message to Coalition Members:

#### 2020 Adult Perception Survey

The Steuben Prevention Coalition launched the 2020 Adult Perception Survey on August 6<sup>th</sup>. To date we have 221 community responses. Our goal was at least 250 and there is still time to participate.

Please take a few minutes (10-15) to complete the survey by following the Survey Monkey link provided below. We circulate this survey in order to gain a better understanding of the picture adults see as issues and concerns in our communities and help guide our efforts in prevention and potential funding sources.

This is an anonymous survey and we encourage you to share this link with any other contact you may have in Steuben County.

<https://www.surveymonkey.com/r/SPCAPS2020>



**Steuben Prevention Coalition**  
8 East Morris Street  
Bath, NY 14810  
(607) 776-6441

**Website:**  
[www.steubenpreventioncoalition.org](http://www.steubenpreventioncoalition.org)

**Email:**  
[steubenpreventioncoalition2017@gmail.com](mailto:steubenpreventioncoalition2017@gmail.com)

**Staff:**  
Colleen Banik  
Program Coordinator  
[cbanik@dor.org](mailto:cbanik@dor.org)

We are asking all Coalition Members and Community Partners to let us know of any upcoming events, activities, public meetings, etc. that are or will be happening in your communities. Please contact us at the information provided.

[cbanik@dor.org](mailto:cbanik@dor.org)

### Coalition Receives Praise for Youth Engagement Project

CADCA (Community Anti-Drug Coalitions of America) recently spotlighted our Youth Engagement Project where coalition members, volunteers, youth and staff came together virtually and asked our youth to produce peer to peer video messaging involving our Prevention Needs Assessment Data. These students focused on Alcohol statistics, Marijuana statistics, Binge Drinking Statistics, Medication Safe Disposal and Energy Drink awareness. This program is ongoing and gaining traction receiving encouraging responses from additional youth wanting to become involved now that the word is out, and videos are being posted on Facebook and the Coalition YouTube Channel. Our targeted youth took on this project and enthusiastically ran with it producing 11 awareness videos over a 2-month period.

"The video project that the Coalition has been working on is such an amazing approach to prevention. By utilizing information that is relevant to teens and comes from teens, they are more likely to stop and listen. The information is something that teens can relate to and understand and best of all, they are being encouraged by their peers to make good choices." said Stacey O'Dell, Prevention Educator for the Steuben Council on Addiction and member of the Coalition.

"When the Coalition discussed the idea of using teenagers to share statistics about drug use within the communities of Steuben County, my heart started to beat faster. I knew exactly what I could do to help put this project together. I knew there was a way to continue good work even in the midst of a pandemic. When you give a teenager access to technology, along with accurate information, they will soar with it! ...and they did!" said Connie Terry, Program Assistant for the Steuben Prevention Coalition Opioid Committee.

<https://www.cadca.org/resources/coalitions-action-steuben-prevention-coalition-receives-community-praise-youth-engagement>

View all videos from the link below:

<https://www.youtube.com/channel/UCOp60GjpiSeOgJGL7TII2Q/>

### Marijuana Legalization Push

*Smart Approaches to Marijuana*

September 1, 2020

Dear friend,

In spite of both presidential candidates being opposed to legalization, the U.S. House of Representatives is preparing to hold a full vote on the "MORE" Act, a bill to federally legalize and commercialize marijuana under the auspices of social justice.

Now, reporters tell us that the House plans to hold a vote on this bill on the week of September 21st.

**WRITE & CALL YOUR REPRESENTATIVES NOW: Tell them not to bring this bill to a vote, and not to support the commercialization of marijuana.**

Tell them that with a slew of recent data showing dramatic increases in youth use of high potency marijuana products, rising rates of marijuana-impaired driving, and even some evidence suggesting that marijuana use during pregnancy could be linked to autism, we simply cannot afford to expand Big Pot.

This is a historic attempt to unleash another public health crisis on our nation... in the middle of a global pandemic. We must make our voices heard NOW.

Thank you for all that you do,

Dr. Kevin Sabet  
President & Co-Founder  
Smart Approaches to Marijuana Action (SAM Action)

**ICYMI: Please take action today by [clicking here to send your representative in Congress an urgent message telling them to oppose this Big Pot push.](#)**



<https://learnaboutsam.org/>

## Ban of Flavored Cigarettes Resulted in Large Drop in Teen Smoking

[Partnership to End Addiction](#)  
July 2020

The 2009 ban on flavored cigarettes (other than menthol) in the United States led to a large decrease in smoking among teens and young adults, according to a new study.

Researchers at George Mason University analyzed data from the 2002-2017 U.S. National Survey on Drug Use and Health, [HealthDay](#) reports. They examined past 30-day cigarette use before and after the flavored cigarette ban in different age groups. They found a 43% drop in smoking among youth ages 12-17, and a 27% decrease among young adults ages 18-25.

The study, published in the [Journal of Adolescent Health](#), did not find a similar reduction in smoking among older adults.

The researchers found young people increased their use of menthol cigarettes right after the ban took effect. "It appears that young people smoke menthol cigarettes more when other flavor options are no longer available," lead researcher Matthew Rossheim said in a [news release](#).

For more information please visit:

<https://drugfree.org/drug-and-alcohol-news/ban-of-flavored-cigarettes-resulted-in-large-drop-in-teen-smoking/>



## NEW CDC Data Confirms Concerning Trends in Youth Marijuana Use

*Finds marijuana use is number one risk factor for future prescription opioid misuse*

[Smart Approaches to Marijuana](#)  
Press Release  
August 20, 2020

(Alexandria, Va) - Today, **new data** from the Youth Risk Behavior Surveillance System (YRBS), an annual survey conducted by the Centers for Disease Prevention (CDC) confirms concerning trends when it comes to substance abuse, especially marijuana use, in high school students.

Notably, the data finds that lifetime marijuana use is the number one risk factor for prescription opioid misuse.

"This survey confirms a trend we have been noticing: every other drug among young people is going down with the exception of marijuana. There's a reason for that: the mass commercialization and normalization of today's high potency marijuana in this country," said Dr. Kevin Sabet, president of [Smart Approaches to Marijuana \(SAM\)](#) and a former three-time White House drug policy advisor.

"One data point that should ring alarm bells is the fact that having ever used marijuana was the top risk factor to misusing prescription opioids in the past month. We have to understand that drug use does not happen in a vacuum - co-use is a real phenomenon."

In fact, the CDC report states:

***"Specifically, the high rates of co-occurring substance use, especially alcohol and marijuana use, among students currently misusing prescription opioids highlights the importance of prevention efforts that focus on general substance use risk and protective factors. Notably, these associations are not limited to high school students because binge drinking and marijuana use are associated with increased prescription opioid misuse among both adults and adolescents..."***

According to the data, 21.7% of high schoolers report marijuana use and the most common substances used were alcohol and marijuana. 17.1% of 9th and tenth graders reported marijuana use while 26.6% of eleventh and twelfth graders reported marijuana use.

Furthermore, 43.5% of students who reported currently abusing prescription opioids also reported currently using marijuana.

While use rates of most drugs amongst high schoolers are dropping, marijuana use either remains steady or is increasing, according to the data.

"This CDC survey should be a wake-up call about the public health epidemic that is mass marijuana use among young people," continued Dr. Sabet. "It can no longer be ignored."

<https://learnaboutsam.org/>

[https://www.cdc.gov/mmwr/volumes/69/su/su6901a5.htm?s\\_cid=su6901a5\\_w](https://www.cdc.gov/mmwr/volumes/69/su/su6901a5.htm?s_cid=su6901a5_w)

### Upcoming Events:

#### Next Coalition Meeting

September 9, 2020

11:00 am – Steuben County Sheriff's  
Bldg., Bath, NY

**Currently will be held via Video  
Conference**

**Conference link information  
will be distributed prior to the  
meeting**

#### Upcoming Coalition Meeting Presentations:

Current scheduled presentations will be postponed until September and a re-evaluation of NY on PAUSE. Thank you all for your patience as we navigate through COVID19



[www.steubenpreventioncoalition.org](http://www.steubenpreventioncoalition.org)



### MISSION:

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

### VISION:

To have a county where our youth are healthy and drug free!

### Coalition Highlights & Updates

**August 31<sup>st</sup>** – Connie Terry participated in the 1<sup>st</sup> event for the Strong Kids Safe Kids Drive-thru event in Hornell in collaboration with the Steuben County Youth Bureau and The Food Bank.

**September 17<sup>th</sup>** – Colleen Banik and Steering Committee Chairman, Joe Rumsey will present to the Bath Rotary Club on the 2019 Prevention Needs Assessment Data for Steuben County.

**September 18<sup>th</sup>** – The Coalition will be participating the 2<sup>nd</sup> event for the Strong Kids Safe Kids event in Bath in collaboration with the Steuben County Youth Bureau and The Food Bank.

**September 19<sup>th</sup>** – The Coalition and the Opioid Committee will participate in the Recovery Walk Vigil in partnership with SCASAS.

**September 23<sup>rd</sup>** – Colleen Banik will present at the now virtual Epiphany Community Services Conference on “Surviving A Gap Year” without DFC funding.

**October 7<sup>th</sup>** - The Coalition will be participating the 3<sup>rd</sup> event for the Strong Kids Safe Kids event in Corning in collaboration with the Steuben County Youth Bureau and The Food Bank.

**TBD** – The Opioid Committee will participate in an Opioid Forum with county partnerships to reduce stigma.

**TBD** – The Opioid Committee will pursue a Drug Take-Back Day late Fall 2020 in collaboration with Steuben County Sheriff's Department

**TBD** – The Opioid Committee will participate in Black Balloon Day March 2021

Steuben Prevention Coalitions (SPC) is a federal Drug Free Communities (DFC) grant funded program in Steuben County. The “Ounce of Prevention” Newsletter is a regular monthly update of activities of the Coalition relative to alcohol, marijuana and other drug use and abuse prevention.

For more information or to be removed from the newsletter mailing list, please contact Colleen Banik, Program Coordinator at [cbanik@dor.org](mailto:cbanik@dor.org) or at (607) 76-6441 ext. 202.

### 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**