



# Ounce of Prevention Newsletter

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## Message to Coalition Members:

2022 Nominations		Nominees
➤ Coalition	Chair	Hilda Lando
	Co-Chair	Amanda Chafee
➤ Steering Committee	Chair	Joe Rumsey
	Co-Chair	Kory Bay
➤ UAD & Marijuana Prevention Task Force	Chair	Stacey Wing - UAD
	Chair	Audrey Bickle - MJ
➤ Opioid Task Force	Chair	Brandon Beuter
	Co-Chair	Hilda Lando

**Congratulations & Thank You to our 2022 Approved Slate of Officers For the Steuben Prevention Coalition!**

### 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.

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

## Steuben Prevention Coalition

23 Liberty Street  
Bath, NY 14810  
(607) 776-8085

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

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

Staff:  
Colleen Banik  
Program Coordinator  
[colleen.banik@dor.org](mailto:colleen.banik@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.

[colleen.banik@dor.org](mailto:colleen.banik@dor.org)

### Steuben Prevention Coalition Congratulates Joe Rumsey



#### William & Dorothy Belknap Award Recipient

The Steuben Prevention Coalition would like to congratulate Joe Rumsey, Superintendent of Haverling Central School District and Steuben Prevention Coalition Steering Committee Chairman for being named the recipient of the William and Dorothy Belknap Award for 2021.

The Belknaps were a couple who saw a need in the Bath community for youth services and activities and they took the initiative to start the Bath Area Hope for Youth Organization. This award recognizes an individual or organization (not county specific) that has through their efforts and dedication promoted the work we do in providing substance abuse prevention services to youth, families and communities.

The 2021 Award recipient is Mr. Joseph Rumsey, Haverling School District Superintendent. Joe is a major supporter of all things prevention and works daily to keep his students safe, families informed and communities involved. He works to keep Prevention Counseling in his district as well as supports us in our classroom efforts. Joe is also highly involved in many community projects and organizations that work to improve our community and to make our area safer for kids to grow and thrive. Thank you for your work and dedication to prevention, your school and your community.

Article credit: Stacey Wing

### 2021 Prevention Needs Assessment Data Results for 30-day use of Alcohol & Marijuana

The Steuben Prevention Coalition administered the 2021 Prevention Needs Assessment Survey in November of 2021 throughout the school districts in Steuben County.

When survey participants in 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> grades were asked “If they had used alcohol in the past 30 days”, the results indicated that 9.3% of 8<sup>th</sup> graders had used alcohol, 17% of 10<sup>th</sup> graders had used alcohol and 30.4% of 12<sup>th</sup> graders had used alcohol in the past 30 days. 8<sup>th</sup> graders throughout Steuben County are using alcohol 1.4% higher than the Monitoring the future National Average and 12<sup>th</sup> graders are using alcohol 1.1% higher than the Monitoring the Future National Average.

When survey participants in 8<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> grades were asked “if they had used marijuana in the past 30 days”, the results indicated that 4.4% of 8<sup>th</sup> graders had used marijuana, 10.9% of 10<sup>th</sup> graders had used marijuana and 18% of 12<sup>th</sup> graders had used marijuana in the past 30 days.

**30-day use** is a measure of the percentage of students who used the particular substance at least once in the past 30 days prior to taking the survey and is a more sensitive indicator of the level of current use of the substance.

### Compare to MTF National Average



#### ▶ Alcohol Use

- ▶ 8<sup>th</sup> grade – 9.3% (CO) vs. 7.9% (MTF) – **1.4% higher than NA**
  - ▶ **0.6% decrease from 2019**
- ▶ 10<sup>th</sup> grade – 17.0% (CO) vs. 18.4% (MTF) – **1.4% lower than NA**
  - ▶ **7.1% decrease from 2019**
- ▶ 12<sup>th</sup> grade – 30.4% (CO) vs. 29.3% (MTF) – **1.1% higher than NA**
  - ▶ **1.9% decrease from 2019**

### Compare to MTF National Average



#### ▶ Marijuana Use

- ▶ 8<sup>th</sup> grade – 4.4% (CO) vs. 6.6% (MTF) – **2.2% lower than NA**
  - ▶ **1.5% decrease from 2019**
- ▶ 10<sup>th</sup> grade – 10.9% (CO) vs. 18.4% (MTF) – **7.5% lower than NA**
  - ▶ **4.9% decrease from 2019**
- ▶ 12<sup>th</sup> grade – 18.0% (CO) vs. 22.3% (MTF) – **4.3% lower than NA**
  - ▶ **1.2% decrease from 2019**

### Study Finds Some Marijuana Retailers Target Minors on Social Media

*Partnership to End Addiction*  
January 2022

Some marijuana retailers are promoting their products on social media in ways that appeal to minors, a [new study](#) finds.

The researchers evaluated one year of publicly displayed posts on Facebook and Instagram by companies from four states where recreational marijuana use is legal (Alaska, Colorado, Oregon and Washington).

They searched for restricted content, such as branded promotions or discounts, youth-focused messaging and health benefits.

They also looked for required warnings, such as age minimums, avoiding impaired driving and health risks.

Discounts or promotions were found in about 35% of posts, despite being prohibited by states. Although warnings were required, less than half of posts had them.

The study found that messages that promoted marijuana overconsumption were present in 12% of posts, despite being considered restricted content.

“There’s little doubt, based on years of research on tobacco and alcohol advertising and more recent research on marijuana, that advertising and marketing that has youth appeal or that exposes young people to the positive aspects of marijuana have a significant impact on teens’ attitudes and behaviors around marijuana use,” Linda Richter, vice president of prevention research and analysis at Partnership to End Addiction, told [HealthDay](#).

**For more information, please see link below for full article:**

[https://drugfree.org/drug-and-alcohol-news/study-finds-some-marijuana-retailers-target-minors-on-social-media/?utm\\_source=pns&utm\\_medium=email&utm\\_campaign=study-finds-some-marijuana-retailers-target-minors-on-social-media%2F](https://drugfree.org/drug-and-alcohol-news/study-finds-some-marijuana-retailers-target-minors-on-social-media/?utm_source=pns&utm_medium=email&utm_campaign=study-finds-some-marijuana-retailers-target-minors-on-social-media%2F)

### Pregnancy & Opioid Use Disorder (OUD)

*Opioid Committee – Connie Terry, Program Assistant*

Opioid use, misuse and abuse during pregnancy presents a host of problems for pregnant women. It has been linked to poor health effects in both mothers and their babies. It is not uncommon for women suffering from Opioid Use Disorder (OUD) to not seek prenatal care or addiction services for various reasons. Roadblocks to seeking prenatal care often include medical and mental health problems. Transportation issues, especially in rural areas, can make it difficult to attend prenatal doctor visits. Help with childcare, housing, and food insecurities add to the barriers. Many women are concerned with the impact seeking treatment will have on their spousal relationships and the risk of losing their child if “outsiders” get involved. Statistically, women with OUD are more likely to suffer higher rates of spousal abuse/neglect, higher rates of depression, anxiety and post-traumatic stress. Overall, there’s a lack of resources for pregnant women and mothers with OUD.

Exposure to opioids during pregnancy can result in premature birth, stillbirth and birth defects. Neonatal Abstinence Syndrome (NAS) can cause the newborn to suffer from tremors, sleep problems irritability, hyperactive reflexes, seizures, an underdeveloped rooting reflex, loose stools/dehydration, and increased sweating. Symptoms depend on the quantity of opioids the newborn was exposed to intrauterine, the last time the mother ingested them, and whether or not the baby was born full term. The long-term effects depend on the frequency of use by the mother. Delayed speech and language impairment seem to be most common.

In Steuben County N.Y., when a woman calls Steuben County Alcoholism & Substance Abuse Services (SCASAS) seeking help, she is first screened over the phone. Pregnancy, IV drug use, and homelessness can move her up the referral ladder very quickly. If she is pregnant, an IV drug user or homeless, an urgent formal assessment would occur. The assessment asks additional questions to determine the level of care she needs. After that, she would be referred to outpatient services or she would be referred to an inpatient facility such as CASA Trinity, in Hornell. OBGYN services are also scheduled, especially if she hasn’t seen a doctor.

All state Medicaid programs are required to provide coverage of healthcare services to pregnant women with incomes at or below 138% of the federal poverty level (\$12,880) through 60 days postpartum. (1) The NYS OUD in Pregnancy and NAS (Neonatal Abstinence Syndrome) Project (2018) identifies and manages women with opioid use disorder during pregnancy and improves identification, standards of therapy and coordination of aftercare for infants with NAS. (4) Quickly stopping the use of opioids is not recommended. A treatment program that uses Medication Assisted Therapy (MAT) and supervised withdrawal has better outcomes. Support is critical during the pregnancy and after due to the extra stressors that come with pregnancy.

There is a big risk of relapse during the post-partum period. A recognized treatment program can help prepare and support the new mother for all the hormonal and life changes that occur during this period.

There are not enough programs dedicated to women suffering from addiction, let alone pregnant women. Progress IS being made, however. For additional information:

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**Upcoming Events:****Next Coalition Meeting**

March 9, 2022

11:00 am – Currently Virtual

**UAD & Marijuana Prevention Task Force Meeting**

February 9, 2022

2:00 p.m. – Currently Virtual

**UAD Town Hall Meeting**

Date - TBD

Time - TBD

Location - TBD

**Marijuana Town Hall Meeting**

Date - TBD

Time - TBD

Location - TBD


[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!

**Pregnancy & Opioid Use Disorder (OUD) – Cont'd**

There are not enough programs dedicated to women suffering from addiction, let alone pregnant women. Progress IS being made, however. For additional information:

**For Local Support and Resources Contact:**

Steuben County Alcoholism and Substance Abuse Services

(607) 664-2156 Bath

(607) 937-6201 Corning

(607) 324-2483 Hornell

- (1) [Medicaid: Opioid Use Disorder Services for Pregnant and Postpartum Women, and Children | U.S. GAO](#)
- (2) [About Opioid Use During Pregnancy | CDC](#)
- (3) [Treatment for Opioid Use Disorder Before, During, and After Pregnancy | CDC](#)
- (4) [Maternal Child Health - Center for Public Health Continuing Education \(albany.edu\)](#)
- (5) [The Effects of Opioid Abuse On Women | Addiction Treatment Options \(americanaddictioncenters.org\)](#)
- (6) [Women, opioid use and addiction - Goetz - 2021 - The FASEB Journal - Wiley Online Library](#)

Steuben Prevention Coalition (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 [colleen.banik@dor.org](mailto:colleen.banik@dor.org) or at (607) 776-8085 (temporary number as of 1/2021).

## 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