



Aroostook Substance Abuse Prevention



WHAT YOU NEED TO KNOW ASAP!

## Youth Activities to Prevent Underage Drinking

**Be a Parent Campaign:** Members of Caribou Middle School's Youth Asset Team worked with ASAP's Asset Manager, Allison Heidorn, to develop the three final ads in the 5-part advertising campaign targeting parents with messages from youth about what parents can do to prevent underage drinking. The ads were aired on both television and radio stations in April, May, June, and August 2011.

**Youth Leadership Training Day:** 30 students from Hodgdon and Van Buren participated in a Youth Leadership Training Day facilitated by MSAD 27's *Youth Voices* youth group. Students learned skills and strategies for preventing underage drinking, which they will be implementing in their schools this year.

**Hodgdon, Mars Hill and Van Buren Youth Initiate Social Norms Campaigns:** Youth groups in Hodgdon, Mars Hill and Van Buren initiated the *Most of Us* Campaign in their schools this Spring. The

basic message of the campaign is that most youth are NOT engaging in underage drinking. This message is meant to counter false, but widespread, beliefs that most high school youth drink alcohol. Van Buren school youth also publicized a campaign aimed at increasing youth perceptions that they would be caught by police if they engage in underage drinking. Both campaigns will be used extensively during the 2011-2012 school year.



**Aroostook Chiefs of Police Association**

**Aroostook Teen Leadership Camp/AMHC**

**CADET**

**Cary Medical Center**

**Community Voices**

**Healthy Aroostook**

**Link for Hope Coalition**

**Power of Prevention**

**UMPI**

**WAGM-TV**

## ASAP's Efforts Highlighted at [preventrxabuse.org](http://preventrxabuse.org)

In April, 2011, Community Anti-Drug Coalitions of America (CADCA) visited Aroostook County to film a short movie documenting ASAP Coalition's prescription drug prevention efforts. The film was released in July, 2011, and is housed on CADCA's prescription drug prevention website [preventrxabuse.org](http://preventrxabuse.org)

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## Alcohol Retailer Outreach

**RBS Training:** In Spring, 2011, eight Responsible Beverage Seller/Server trainings were held throughout the county. Trainings were presented by local police departments (Ashland, Caribou, Presque Isle) and local coalitions (ASAP, Community Voices, Healthy Aroostook and Power of Prevention). Over 60 individuals were trained.

**Compliance Checks:** In January, 2011, the Sheriff's Office conducted over 25 checks of numerous convenience and retail stores in the County to ensure store employees were checking IDs when persons under 27 attempt to purchase alcohol. The compliance check detail resulted in the failure of 13 stores to pass the check, highlighting the need for RBS training and additional compliance checks to ensure employees follow laws that protect youth from underage drinking.

## ATLC Update

The **Aroostook Teen Leadership Camp (ATLC)** program celebrated its 25<sup>th</sup> Anniversary with a very successful summer camp program at Limestone Community School/MSSM from July 24<sup>th</sup> – 28<sup>th</sup>. Fifty-eight Aroostook County students, entering grades 7-9, attend the program. In addition, 28 high-school and college students, who had attended a prior **ATLC** summer camp as a student, served as members of summer camp staff. Follow-up activities are now underway that will continue throughout the school year. These activities are designed to develop and strengthen leadership skills learned during summer camp, and to provide teens who want to be drug-free with a support network.

## Assets in Action

### Exciting news happening in Asset Building throughout the County!

**Assets in Houlton:** Houlton citizens continue to meet and develop a model for asset building in Houlton. The Asset group has identified several priority areas upon which they will focus community building efforts, which will be initiated in Fall, 2011.

**Assets in Caribou:** The Developmental Asset Team at Caribou Middle School met weekly during classroom time to be trained in the 40 Developmental Assets. Additionally, a new Asset Team was formed at Caribou's elementary school.

In Spring, 2011, the Developmental Asset Team in Caribou held a "School Pride" theme day. On the morning of March 11, 2011, all CMS students arrived at the school and received a t-shirt (from funds raised by the DA Team) which read, "**Everyone has a story, get to know it**". The purpose of the shirts was to stop the taunting students face for the clothing they wear. For one day - School Pride Day - having the "right" clothes did not matter. The Developmental Asset Team planned and executed break-out sessions and guest speakers. They raised money and worked with school officials and community members to pull School Pride Day together. The day focused on recognizing the uniqueness of people, breaking down social barriers including judging and labeling others without knowing their story, and the harmful effect words can have on people. The CMS Developmental Asset Team is set to begin meeting again in

## Prescription Drug Prevention

**Diversion Alert Program:** Since April, ASAP and Maine Drug Enforcement Agency have been working to expand Diversion Alert, a monthly mailing to health care providers showing individuals charged with prescription drug related crimes in Aroostook County, to other counties in Maine. Recently, Washington and Hancock started the program and Penobscot County will be implementing the program later this Fall.

**Physician & Public Health Nurse Trainings:** In Spring, 2011, ASAP facilitated and sponsored a physician training event at The Aroostook Medical Center. The training topic was *Addressing Opiate and Other Addictions in Pregnancy*; about 10 people from participated in the training.

**Rx Media Campaign:** ASAP sponsored a prescription drug media campaign in April, 2011. The campaign included television and radio ads as well as pharmacy stuffers. The campaign ran prior to the April 29 Prescription Drug Take Back Event facilitated by local law enforcement and prevention agencies.

**Rx Take Back:** Aroostook County residents returned 1470lbs of prescriptions on or before April's Prescription Take Back Day. The County had the second highest number of prescriptions returned per capita in the State of Maine.