

AROOSTOOK SUBSTANCE ABUSE PREVENTION PRESENTS**WHAT YOU NEED TO KNOW** ASAP!**ASAP'S COALITION NEWSLETTER****JUNE 17, 2010**

AMHC Aroostook Chiefs of Police Association Aroostook Teen Leadership Camp CADET Cary Medical Center
Community Voices Healthy Aroostook Link for Hope Coalition Power of Prevention UMPI WAGM-TV

**OUTCOMES FROM DIVERSION ALERT PROGRAM:
AMAZING RESULTS!**

In January, 2009, ASAP Coalition initiated a program called Diversion Alert. The Diversion Alert Program (DAP) is a collaborative effort with local and County law enforcement agencies, which email ASAP Coalition arrest information for individuals charged with prescription drug related crimes. This information is formatted and then distributed monthly to health care providers and pharmacists in Aroostook County.

In December, 2009, ASAP distributed a survey to DAP participants. The purpose of the survey was to find out how DAP was impacting (1) health care provider perceptions of the prescription drug abuse problem in the County and (2) health care provider prescribing practices. Thirty-two health care providers responded to the survey. Findings suggest that DAP influences provider awareness of prescription drug abuse in general and also influences prescribing and communication practices. Specifically, as a result of DAP:

- ◆ 75% of survey participants became more aware of the prescription drug abuse problem in the County;
- ◆ 53% stopped prescribing controlled substances to a patient who was abusing a prescription;
- ◆ 50% became aware of a patient abusing prescription drugs;
- ◆ 47% communicated more with pharmacists who fill their patients' prescriptions;
- ◆ 38% stopped prescribing controlled substances to a patient who was selling their prescription.

Amazing results! THANK YOU so much to all of the agencies and individuals who make this program possible: Aroostook Chief of Police Association, Maine State Police, MDEA, Aroostook County Sheriff's Department, Ashland PD, Caribou PD, Fort Fairfield PD, Fort Kent PD, Houlton PD, Limestone PD, Madawaska PD, Presque Isle PD, Van Buren PD, and Washburn PD.

Volunteer mail sorter/stuffer: Ann Nelson of Houlton.

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AROOSTOOK TEEN LEADERSHIP CAMP UPDATE

By Jack Foster

Aroostook Teen Leadership Camp (ATLC) will be holding its 24th summer camp program at Limestone Community School/MSSM from July 19th – 23rd. There are 61 Aroostook County students entering grades 7-9 who are registered. During camp students will receive information on teen issues, including drug awareness, and will learn leadership skills by listening to national speakers, attending workshops, and participating in team-building activities.

ATLC and the Caribou Chamber of Commerce & Industry are co-sponsoring “Tess Collins in Concert” on Sunday, August 15th, at 3 PM at the Caribou Performing Arts Center. This is in conjunction with “Caribou Cares About Kids” celebration. On September 25th, ATLC will hold a “Super Supper” at the Presque Isle Snowmobile Clubhouse. Supper/Lottery ticket holders will receive a three-entrée meal and a guaranteed prize valued from \$25 - \$750. For further information on any of these events, contact Jack Foster by e-mailing him at jfoster@amhc.org.

UNDERAGE DRINKING PREVENTION

Law Enforcement: The six police departments receiving underage drinking law enforcement grants through ASAP Coalition (Ashland, Caribou, Houlton, Madawaska, Presque Isle, and Sheriff’s Office) have continued to use their funding for diverse underage drinking enforcement activities, including compliance checks, party patrols, parking lot surveillance, emphasis/saturation patrols, fake ID enforcement, and source investigations.

Positive Tickets: In May, 2010, ASAP provided the six police departments receiving grants with a Positive Tickets Kit. The police departments have now launched the Positive Tickets program, in which police officers “catch” children and youth doing good things and recognize their behavior by giving them a Positive Ticket and a “Caught you being good” token.

RBS Training Popular Event: In April, 2010, Community Voices, Healthy Aroostook and Power of Prevention hosted a training event for local stores, bars and restaurants that sell alcohol. The Responsible Beverage Service training brought a trainer up from Portland who taught store personnel strategies and best practices to avoid selling alcohol to both minors and intoxicated adults.

TIPS Train-the-Trainer: In May, 2010, 4 STOP Grant police departments sent officers to a two-day Responsible Beverage Service train-the-trainer facilitated by ASAP. The departments used monies from ASAP grants to pay for the training, which enables their trained staff to provide Responsible Beverage Service training to local stores, bars and restaurants that sell alcohol.

Prevention Campaigns: In March, Community Voices, Healthy Aroostook and Power of Prevention co-sponsored a television advertising campaign aimed at reducing high risk drinking among college students. This strategy was complimented by on and off campus party patrols at and around UMFK conducted by the Fort Kent PD. Again, this was part of an effort to curb high risk drinking among college students.

The Parents Who Host Lose the Most Campaign was launched in May for its third year in the County. Local radio and television stations ran advertisements, which focused on educating parents about the risks of hosting alcohol parties for teens. Ads complimenting the Parents Who Host message also ran in local newspapers. The ads promoted the PACT (Police and Communities Together) Program and encouraged teens to think about the potential consequences of choosing to drink alcohol on prom or graduation

night. ASAP staff also submitted three letters-to-the editor which included real stories about the consequences of providing alcohol to minors as well as underage drinking prevention tips for parents.

School Prevention Activities: Schools receiving grant funding through ASAP (Ashland, Hodgdon, Mars Hill, Van Buren) completed several underage drinking prevention activities during this school year, including: distribution of information to parents about underage drinking, alcohol free activities available in their local areas, and school policies and practices related to alcohol use. Schools also completed an assessment of alcohol advertising practices in local stores and an assessment of the underage drinking in their area and cultural and community factors that contribute to youth decisions to engage in underage drinking. During the next school year, assessment information will be used to develop social norms campaigns and outreach to local retailers to reduce alcohol advertising that targets youth.

Community Voices, CADET, and ASAP participated in Union 122's Parent Night in March. Community Voices presented information about underage drinking to parents while CADET made a presentation about prescription drug abuse.

Outreach to Alcohol Retailers: In February, 2010, ASAP completed its 2010 Retailer Resource Kit mailing to alcohol retailers in Aroostook County. The mailing included tools (posters, stickers) to help store clerks remember to follow ID check laws, posters aimed at increasing customer awareness about both ID check requirements and Maine laws related to furnishing alcohol to minors, and a survey to find out how much the 2009 resource kits was used. WAGM TV sponsored the development and airing of advertisements urging retailers to complete the survey....**The results for this simple strategy were positive!** Out of 33 survey respondents from throughout the County, **48-58%** reported seeing employees use 2009 Resource Kit resources while **43%** of participants said the kit helped their store pass a compliance check either "to some extent" or "a lot".

Complimenting this strategy, Community Voices has been working with interested alcohol retailers to implement a *Mystery Shopper* program. The program involves sending an "undercover" individual (or Mystery Shopper) into participating stores to attempt to purchase alcohol and test whether the store clerk follows appropriate ID check protocol. The outcome of this voluntary program is that staff and managers receive feedback on staff performance and whether store policies are being followed.

Outreach to Driver's Education Programs: In Summer, 2009, ASAP mailed an underage drinking resource kit to Driver's Education Program's in Aroostook County and followed up with a mailing in February 2010 of CDs with all of the resources in an electronic format. ASAP is currently assessing whether and how the programs are using the resources provided.

MEDICAL MARIJUANA

Since the November 2009 referendum in which Maine voters approved a ballot question allowing state-regulated dispensaries to grow marijuana and sell it to patients, members of CADET have been educating themselves about the issue and working closely with Caribou's planning board to make recommendations regarding locations of potential dispensaries in an effort to protect drug-free zones and school zones within the City.

ASAP staff have also been participating in a Statewide workgroup to develop a campaign which would educate Mainers about marijuana.

ASSETS IN ACTION

Asset Building in Houlton: ASAP has been educating the greater Houlton community about the need to initiate asset building through attendance at Families for Education meetings. Houlton Jr/Sr High School Principal Marty Bouchard has committed to provide ASAP with youth to form a Houlton Developmental Asset Team, which will meet weekly starting in September. ASAP has also approached the Families for Education program about developing a campaign aimed at increasing parent involvement, which would be initiated in Fall 2010.

Asset Building in Caribou: The Developmental Asset Team at the Caribou Middle School met weekly through the entire school year. The group of eight students is now fully trained in how to implement asset building in daily interactions. The skills they have gained will help them foster positive relationships with peers and thereby spread the asset message within their school. The Team also attended an Advocacy in Action training which provided them with an opportunity to learn what advocacy means, how it applies to them and how they may use it to better their lives or the lives of those around them.

Asset Building in County: Since the last newsletter publication, ASAP has made numerous presentations about the 40 Developmental Assets throughout the County. Presentations were made to the Northern Maine Recreation Association, APE Day participants and to members of the Washburn, New Sweden and Fort Kent school districts.

Asset Building in Fort Fairfield: The Fort Fairfield school district has decided to initiate Asset Building within its school and community. Following ASAP presentations, the district had its 7th and 10th graders take the Attitudes and Behaviors Survey, which measures asset strengths and weaknesses within communities. Once results from the survey are reviewed, Fort Fairfield will begin to build assets in the areas identified in the youth survey as most in need of strengthening.

PRESCRIPTION DRUG PREVENTION

Rx Drug Return Winter 2010: CADET and Power of Prevention coordinated a Prescription Drug Return during Senior Wellness Day in Caribou. Event participants filled up one 55 gallon barrel with returned prescriptions.

Rx Campaign: In Winter, 2010, WAGM-TV sponsored advertisements, developed in collaboration with ASAP staff and CADET, aimed at increasing awareness that it is illegal to share prescriptions with anyone. This campaign was also coordinated with distribution of bookmarks highlighting the risks of sharing, mixing and flushing unwanted prescriptions. MDEA sponsored the printing of 5000 bookmarks and ASAP coalition members participated in bookmark distribution through Meals on Wheels, local pharmacies, and several senior in-home care agencies.

Health Care Provider Outreach: ASAP facilitated 4 health care provider education events this Spring aimed at teaching providers how to use Maine's Prescription Monitoring Program. Additional Diversion Alert Participants were also recruited at the educational sessions.