

W I N T E R 2 0 1 4

Prevention for Putnam

Putnam County Communities That Care Coalition



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Children of Alcoholics Weeks February 9-15, 2014

The National Association for Children of Alcoholics (NACOA) will be observing its Children of Alcoholics (COA) Week from February 9-15, 2014. COA Week "celebrates the recovery of the many thousands of children (of all ages) who have received the help they needed to recover from the pain and losses suffered in their childhood, and it offers hope to those still suffering from the adverse impact of parental alcohol and drug addiction", (Substance Abuse and Mental Health Services Administration).

According to the NACoA,

- it is estimated that one in four children in the United States under age 18 is hurt by family alcohol abuse or alcoholism, and that countless others are affected by parental drug use.
- there is strong scientific evidence that alcoholism runs in families with children of alcoholics being 2 to 4 times more likely to develop alcoholism than children of non-alcoholics.
- young children of alcoholics exhibit symptoms of depression and anxiety to a greater extent than children of non-alcoholics; and incur increasing health care costs and experience more life problems over the lifespan.
- young children of alcohol or drug dependent parents often have difficulty in school and are more likely to be truant, drop out of school, repeat grades, or be referred to a school counselor or psychologist.
- children of addicted parents, with interest and support from family, friends, health professionals, teachers, clergy, and others, can avoid the negative effects of familial alcoholism and drug dependence.

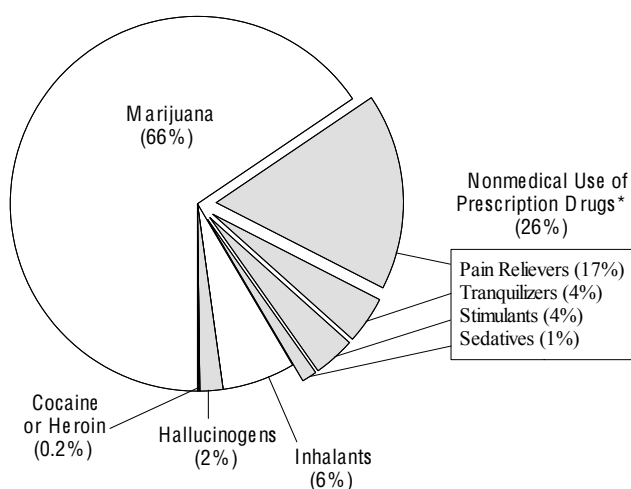
Home is what most children consider a safe environment, but unfortunately, this isn't always the case. It is essential that children currently living in the difficult situation of parental alcohol addiction know that there are people available to help them and that there are individuals out there who are in recovery from the situation and are living healthy and full lives. They have to know that they aren't alone.

Putnam County Resource: Pegasus is an eight week program held twice a year that offers information, education, support and hope to both children and families. For more information, please call the Putnam County Youth Bureau at 845-808-1600.

Two-Thirds of U.S. Residents Who First Started Using Drugs in the Past Year Began with Marijuana; 26% Started with Nonmedical Use of Prescription Drugs, Primarily Pain Relievers

An estimated 2.9 million persons ages 12 or older used an illicit drug other than alcohol or a prescription drug nonmedically for the first time in the past year, according to data from the 2012 National Survey on Drug Use and Health.

First Drug Used by U.S. Residents Who First Started Using Drugs in the Past Year, 2012
(an estimated 2,883,000 residents, based on 68,309 completed interviews)



Two-thirds (66%) of these new users reported that marijuana was the first drug they tried. Slightly more than one-fourth (26%) reported that prescription drugs used nonmedically were the first drug they tried, including pain relievers (17%), tranquilizers (4%), stimulants (4%), and sedatives (1%). Less than 10% reported that their first use of drugs involved inhalants and hallucinogens, and very few initiates started using with cocaine or heroin. These findings suggest that drug use prevention efforts might focus on marijuana and the nonmedical use of prescription drugs, as these are the drugs that are most often used first.

*Nonmedical use of prescription drugs is defined as use of pain relievers, tranquilizers, stimulants, and/or sedatives without a prescription belonging to the respondent or use that occurred simply for the experience or feeling the drug caused. It does not include use of over-the-counter drugs.

NOTE: Percentages do not add to 100 due to rounding and because some respondents initiated multiple drugs on the same day.

SOURCE: Adapted by CESAR from Substance Abuse and Mental Health Services Administration, *Results from the 2012 National Survey on Drug Use and Health: Detailed Tables*, 2013. Available online at <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/Index.aspx>.

Alcohol Advertising and the Impact on Youth

Alcohol advertising is everywhere. There are ads when we turn on our televisions, radios and the Internet; we drive by billboards and bus placards; advertising appears on our tables in restaurants and on the shirts of the people who wait on us — to say nothing of our friends, neighbors and classmates who wear beer company logos. Companies that produce alcoholic beverages also produce concerts and festivals and competitions and sponsor athletes and racecars.

It is no wonder, studies find, that junior high students can name more beer brands than presidents and younger children can sing the jingles and mimic the characters in alcohol commercials. Magazine and newspaper ads often show good-looking young people having a great time while consuming the advertisers' brand. The message: drinking is cool. (Community Anti-Drug Coalitions of America)

According to the Center for Alcohol Marketing and Youth, research clearly indicates that, in addition to parents and peers, alcohol advertising and marketing have a significant impact on youth decisions to drink.

"While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role." (Federal Trade Commission, Self-Regulation in the Alcohol Industry, 1999)

Putnam County is not exempt from alcohol advertising and the exposure to youth. In an informal scan of 40 stores across the county (these stores included 15 gas stations, 9 liquor stores, 6 grocery stores, 4 drug stores, 4 deli's, 1 convenience store, and 1 beer distributor),

- 62% of alcohol establishments were near a school, playground, church, daycare, youth center or comic book store.
- 55% of stores had alcohol near a youth friendly product such as candy, soft drinks, toys.
- 45% of stores has alcohol signs or ads near candy and/or soft drink displays.
- 44% did NOT have their alcohol license displayed (or it was extremely difficult to find).
- 32% of stores had ads promoting alcohol use in connection with sports (specifically football, Nascar, baseball and basketball).
- 27% of the stores had advertisements 3 feet or below (for optimal viewing for youth).

The marketing of these products does impact the type of alcohol consumed by our youth. In a study conducted by the Center for Alcohol Marketing and Youth, a national sample of 1,032 underage youth, aged 13 to 20 were questioned on what they consumed. The survey assessed the past 30-day consumption of 898 brands of alcohol among 16 alcoholic beverage types, including the frequency and amount of each brand consumed in the past 30 days. The brands most popular were those that market competitively the most. Underage youth alcohol consumption, although spread out over several alcoholic beverage types, is concentrated among a relatively small number of alcohol brands. This finding has important implications for alcohol research, practice, and policy. The top alcoholic brands amongst youth were:

1. Bud Light (27.9%, 95% confidence interval [CI] 23.3 to 32.4%)
2. Smirnoff malt beverages (17.0%, 95% CI 12.9 to 21.1%)
3. Budweiser (14.6%, 95% CI 11.0 to 18.3%)

The consensus amongst prevention professionals, including the Center for Alcohol Marketing and Youth, is that alcohol companies, advertising companies, and commercial media should refrain from marketing practices (including product design, advertising, and promotional techniques) that have **substantial underage appeal** and should take reasonable precautions in the time, place, and manner of placement and promotion to reduce youthful exposure to other alcohol advertising and marketing activity.

Locking Your Medications Prevents Prescription Drug Use



She gets her hair
from her mom.
Her eyes from her dad.
And her drugs
from her grandma's
medicine cabinet.

70% of children who abuse prescription drugs get them from family or friends. Prevent your children from abusing your own medication by securing your meds in places your child cannot access.

BE AWARE. DON'T SHARE
For more information, go to www.lockyourmeds.org.

National Family Pharmacies LOCK YOUR MEDS SPONSORED BY King Pharmaceuticals

Over 6.2 million people age 12 and older report abusing prescription drugs.

Due to the fact that prescription drugs, when used as prescribed, can improve one's health, Many teens believe they are a safe way to get high.

Review the following guidelines for prescription drug abuse prevention and discuss them with your family and friends.

EDUCATE YOURSELF & YOUR CHILD

Learn about the most commonly abused types of prescription medications (pain relievers, sedatives, stimulants and tranquilizers). Then, communicate the dangers to your child regularly; once is not enough.

SET CLEAR RULES & MONITOR BEHAVIOR

Express your disapproval of using prescription drugs without a prescription. Monitor your child's behavior to ensure that the rules are being followed.

PASS IT ON

Share your knowledge, experience and support with the parents of your child's friends. Together, you can create a tipping point for change and raise safe, healthy and drug-free children.

Stay tuned for information on the next Medication Take Back Event taking place in April 2014.

- [Listen to our latest Radio Commercial on preventing Rx Drug Abuse!](#)
- Robert Wood Foundation Interactive: [Prescription Drug Abuse](#)
- Putnam County Directory of Services:
http://putnamncadd.org/pdfFiles/putnam_directory_of_services.pdf

Substance Abuse and Mental Health Services Administration. 2008 National Survey on Drug Use and Health; National Findings.1

Substance Abuse and Mental Health Services Administration. 2008 National Survey on Drug Use and Health; Calculated from detail table 4.2

Coalition Member Spotlight!

The Putnam County CTC Coalition is very proud to honor Chip Kennard for his longstanding commitment to the Mahopac CTC Committee! He has been a member of the Coalition since its inception in 2005.



Kristin McConnell and Chip Kennard, 2013 Red Ribbon Week

Chip has been working at Mahopac High School since September 1983, and is now in his 31st year as a Licensed Master Social Worker/New York State Certified School Social Worker.

His primary assignment has been with Mahopac High School, providing both mandated related counseling support for classified students, as well as short term counseling support to mainstream students on a walk-in and or referral basis, as his schedule will allow. Other responsibilities typically include, staff consultations, referrals and collaboration with an array of community agencies and private therapists.

He is frequently involved with interventions with a diverse array of adolescents and their families. He states "Perhaps one of the most important services I and my clinical colleagues are called upon to provide, are safety and mental health risk assessments. Frequently, we assist students and their parents with referrals to outside Agencies and/or private therapists. In addition, when deemed necessary, we facilitate referrals for more extensive outside evaluations and when appropriate, admission for hospitalization."

As with all communities, over the course of his tenure working with members of the Mahopac school community and their families, alcoholism and substance abuse has consistently remained a notable concern that adversely impacts a number of students and their families. He states, "Mahopac is not at all unique in this regard. No town or school community is exempt nor insulated from such."

He also states: "My interest and commitment to assist others, in this case, some of our students and their parents, to identify and to seek appropriate outside supports and treatment to address addictions is far more than just part of my job. It is also personal. I know firsthand just how much frustration, fear, pain, worry, suffering and destruction can go on within a family when one member of the family is afflicted with this disease. I know the early, seemingly benign and invisible phase of alcohol and/or substance use, and the gradual path of dependency, debilitation, disruption and destruction that can occur over the course of time when this illness progresses. Sadly and frequently enough, some families suffer the ultimate price, the tragic loss of one of its members. My family suffered such a loss, and so too, over the course of the past thirty years that I have worked here, have far too many families in this small lakeside community of Mahopac."

"I am fortunate to love the work that I do, and I look forward to coming to work each day. I have always felt deeply grateful to be working with children and families, and to be working among so many fine, caring and supportive educators and related staff in Mahopac School District. "

Please join us in thanking our most humble member, Chip Kennard, for his continuous support and dedication to the Putnam County CTC Coalition and all alcohol and drug prevention activities that serve to reduce harm to our youth. Mahopac is lucky to have you!

