



# Concord Substance Abuse Coalition

community leaders for prevention

Fall 2007

## Coalition Celebrates Red Ribbon Week



The Red Ribbon Week Campaign was started in 1985, when drug traffickers in Mexico City murdered Kiki Camarena, a Drug Enforcement Administration (DEA) agent. This tragic event began a tradition of displaying Red Ribbons as a symbol of hope for a unified and visible commitment toward the creation of a DRUG-FREE AMERICA.

Red Ribbon Week is an opportunity for millions of Americans to come together and honor the memory of Kiki Camarena by wearing a ribbon to show

a commitment to drug prevention, education, and enforcement efforts in their community.

The Concord Substance Abuse Coalition celebrated Red Ribbon Week with a Red Ribbon Leadership Breakfast on Monday, October 22nd. "Red Ribbon Week Leadership in Prevention" plaques were awarded to Nassau Broadcasting (105.5 WJYY), Christopher Emond from the Concord Boys & Girls Club, and Mary Ann Leon for their leadership and commitment to prevention efforts in the Greater Concord community.

Michelle Ricco, from DHHS, spoke about the Strategic Prevention Framework (SPF) initiative and regional prevention efforts across the state. For more information about the SPF, see page 2.

The Youth Advisory Committee (YAC), as well as youth at Rundlett Middle school supported Red Ribbon Week by

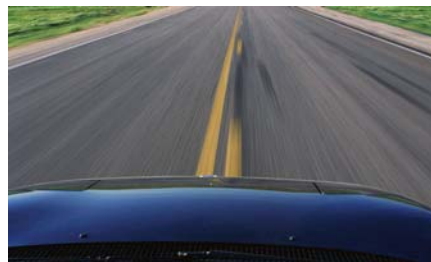
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making red ribbon pins, hanging posters and banners, and encouraging classmates to sign pledges to be drug free.

## Drive Safely this Holiday Season

December is National Drunk and Drugged Driving Prevention Month. The holiday season can lead more people to drive while impaired. This type of driving occurs when a person operates a motor vehicle while under the influence of alcohol or drugs.

Thanksgiving through New Year's Eve is the deadliest driving period of the year. Almost half of driving fatalities recorded during the holiday season are alcohol related. New Year's Eve is a particularly dangerous evening on our



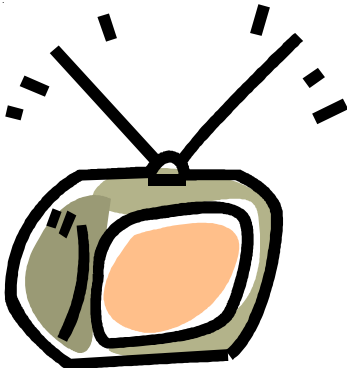
nation's roads. More than twice as many people are likely to die in alcohol-related traffic crashes on New Year's Eve than on non-holiday winter nights, according to the National Highway Traffic Safety Administration.

Alcohol-related highway crashes are the leading cause of death for adolescents and young adults in the United States and the rate of alcohol involvement in fatal crashes is about 3 times as high at night as during the day.

Approximately 1 out of every 130 licensed drivers in the United States is arrested each year for driving under the influence of alcohol or narcotics.

**DRIVING** Continued on page 2

# Do You Believe Everything You Read or See on TV?



If a perfect stranger walked up to you and said you weren't good-looking enough, smart enough, or popular enough, what would you do? Tell them to leave you alone? Turn around and walk away? Open your wallet and give them your money?

Every day strangers try to make you feel insecure so that you'll buy their stuff. Their reasoning is simple. If you doubt that you're attractive, you will buy the jeans that attractive models wear. If you're afraid that you might be unpopular, you will pay money for the CD that everyone is listening to, even if you don't like the music.

And it goes beyond advertising. Young people are bombarded with media messages, from billboards to commercials to banner ads to movies to TV shows to songs to magazines to bumper stickers to logos. And a lot of the messages seem to be saying very different things.

One minute a commercial comes on telling you not to drink, but the next minute a movie shows teen guys having a blast at a keg party. A song says that it's what's inside that counts, but then a fashion magazine suggests that girls have to be skinny to be attractive. With all of these messages hitting you every other second, how can you sort out the good messages from the bad ones?

This skill—sorting through messages for the real meaning and motivation behind it—is called “media literacy.” Here are some starting questions to help you get past the hype to see the real message. Next time you sit down to a television show or flip open a magazine, ask yourself:

- **Who's behind it?** Who is responsible for this song, commercial, television show, or movie? What is their motivation—to amuse, entertain, persuade? Why did they choose to make it this way?

- **Who's in front of it?** To whom is this message directed? Young people or old people? Males or females? How can you tell? What clues does it give you? Does this message rely on stereotypes about different groups of people?

- **What do they want from you?** How does this song, movie, television show, or commercial make you feel? Is this on purpose? Why would strangers want to make you feel this way? What might they get out of it? What's being left out?

For more information on getting past the hype, visit the National Youth Anti-Drug Media Campaign's Web site, [FreeVibe](http://FreeVibe.org), where you can learn about media literacy, get the lowdown on some sinister substances, play games, and hear other teens' true stories.

## DRIVING Continued from page 1

Alcohol is involved in more than one third of fatal crashes.

Help spread the word about the dangers of driving while under the influence of alcohol or drugs. Educate family, friends and co-workers. If you decide to drink alcohol, limit yourself and make sure you eat enough food and always sip your drinks. Choose a designated driver for your group before attending a celebration this season. Set an example for others: don't drive while impaired. If you are by yourself, plan to take either a taxi or public transportation or stay overnight at the host's or a fellow guest's house.

Learn how to have safe celebrations. “Party Planning Tips for a Holiday Season to Remember,” a free tip sheet from the Substance Abuse and Mental Health Services Administration (SAMHSA), offers a number of ways to enjoy the season while helping to reduce the risk for impaired driving incidents.

For more information, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information at 800-729-6686.

**You can stop.**

**We can help.**



**1-800-Try-To-STOP**  
(1-800-879-8678)

**[www.trytostop.org](http://www.trytostop.org)**

# Capital Region Community Prevention Coalition



The State of New Hampshire, through a State Incentive Grant (SIG) from the Substance Abuse and Mental Health Services Administration (SAMHSA) of the Federal Department of Health and Human Services (DHHS), is funding regional coalitions in an effort to:

- Prevent the onset and reduce the progression of substance abuse, including childhood and underage drinking.
- Reduce substance abuse-related problems in the community.
- Build prevention capacity and infrastructure at the community levels.

Community stakeholders, including local prevention coalitions in the greater Merrimack County region have partnered and are working to build the *Capital Region Community Prevention Coalition (CRCPC)*, which will create and implement a regional prevention plan of action, while continuously following the steps of the **Strategic Prevention Framework (SPF): Assessment, Capacity Building, Planning, Implementation, and Evaluation.**

The Membership body of the CRCPC will be diverse and include representation from every town in our region. The communities within the Capital Region CPC include: **Andover, Boscawen, Bow, Bradford, Chichester, Concord, Deering, Epsom, Franklin, Henniker, Hill, Hillsborough, Hopkinton, Loudon, New London, Newbury, Pembroke, Pittsfield, Salisbury, Springfield, Sutton, Warner, Washington, Weare, Webster, Wilmot, and Windsor.**

Membership will also include representatives from 12 sectors of the community, including: youth, parents, business community, media, schools, youth-serving organizations, law enforcement agencies, religious or fraternal organizations, civic and volunteer groups, healthcare professionals, state, local, and/or tribal governmental agencies, and other organizations involved in reducing substance abuse.

Community members and organizations are encouraged to join this effort, as full representation from communities will be vital during all phases of this project. As the Coalition continues to become established and meet their objectives, there will be a variety of opportunities to become involved.

## Ways to Get Involved.....

- Participate in quarterly data collection and planning activities, such as responding to surveys.
- Assemble existing data that community members have collected or have access to that relates to the causes, consumption, or consequences of alcohol and other drug use and abuse.
- Assist in distribution of information and other material
- Volunteer for at least one Information Panel.
- Help identify who else may want to participate in the *Capital Region Community Prevention Coalition*.
- Become a member of the coalition.

**For more information, please contact:**

**Shannon Swett, Coordinator**

**Capital Region Community Prevention Coalition**

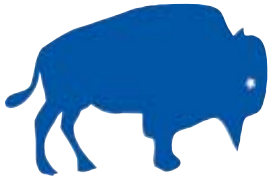
**46 South Main St., Concord, NH 03301 • Phone: (603) 223-2023**

**Email: [shannon@concordprevention.org](mailto:shannon@concordprevention.org)**

## After the Bell at Rundlett

The Concord Substance Abuse Coalition recently transferred administration of the "Rundlett Achieves Afterschool Program" to the Concord Family YMCA. This program, now known as "After the Bell at Rundlett" is open to middle school aged youth and offers homework support, fun and fit games, trips to go swimming, enrichment activities, teen prevention and awareness programs.

For more information, contact Rob Fowler at the Concord Family YMCA: (603) 228-9622.



**YAC**

The Youth Advisory Committee (YAC) always welcomes new members. The YAC meets every Monday from 3-4:30 pm in room 5031 at Concord High School.

Upcoming activities:

The YAC members will be creating a youth email newsletter, as well as a youth page on the coalition's website. The YAC is also looking to connect with existing local youth groups for new volunteer opportunities and to plan new substance free activities to be held during the coming year.

Please encourage high school youth you know to join the YAC and help us work toward a drug-free community.

For more information about the YAC, please contact Sarah Boucher at [sarah@concordprevention.org](mailto:sarah@concordprevention.org).

## Coalition Hires New Program Coordinator

The Concord Substance Abuse Coalition is proud to welcome aboard Sarah Boucher!

Ms. Boucher spent the last six years at Granite State Independent Living and has recently been hired for the position of Program Coordinator at CSAC. Although she was sad to leave GSIL, she is eager to start her new adventure at CSAC.

Sarah's tasks for CSAC will include: recruiting and engaging youth and adult members; planning, coordination and evaluation of Coalition activities; and providing education to the community concerning substance abuse issues. Feel free to contact Sarah at 223-2023 or [sarah@concordprevention.org](mailto:sarah@concordprevention.org)!

**Want updates on trainings and issues surrounding underage drinking and drug use?**

**Sign up for the E-weekly, the Coalition's weekly e-mail newsletter; be the first to know what's going on in your community.**

**E-mail the Concord Substance Abuse Coalition at:  
[info@concordprevention.org](mailto:info@concordprevention.org).**

## Announcements

**Families Advocating for Substance Abuse Treatment, Education, & Recovery (FASTER) creates new Parent Support Group**

The new Parent Support Group meets on the 2nd & 4th Sunday of each month from 6:30-8:30 pm. If you are interested in attending, please call Dolly Flanders at 225-1179.

**New Futures Leadership Retreats**

Concerned about underage drinking? Wish there was more treatment in NH? New Futures, a nonprofit, nonpartisan advocacy organization working to reduce underage alcohol problems and increase access to treatment in New Hampshire wants YOU!

New Futures' Community Leadership Initiative (CLI) is a state-wide network of concerned advocates who take action on public policy issues related to underage drinking and addiction treatment.

A one-day leadership retreat is designed to increase the participant's knowledge of the NH Legislature and enhance advocacy skills. For more information please contact Linda King at 658.2770, [lking@new-futures.org](mailto:lking@new-futures.org) or visit [www.new-futures.org](http://www.new-futures.org) for more information. Upcoming retreats: December 6, 2007 in Plymouth, February 6, 2008 in Manchester, & March 20, 2008 in Keene.

**Medication Abuse - Do You Know What is in Your Medicine Cabinet?**

Presented by Melissa Heinen, MPH. This is a 6 hour training event on Wednesday December 6th from 8:30 am - 3:30 pm at Thomas Fox Memorial Chapel, Main Bldg., 105 Pleasant St. Concord. For registration information contact: Dianne Pepin at 271-6101 or [dpepin@dhhs.state.nh.us](mailto:dpepin@dhhs.state.nh.us).

# Substance-Free Fun in Concord

The Capital Center for the Arts presents:

## WRECKED

A PLAY ABOUT ALCOHOL AND SUBSTANCE ABUSE ... and its impact on a boy, his family and teens at his school. Through innovative staging and brilliant multi-character acting, Wrecked presents two perspectives: teenagers as victims of parental alcohol abuse and teenagers themselves as abusers.

**Tue, February 12, 2008 7:00PM**

Show Sponsors:

- New Futures
- Endowment for Health
- The New Hampshire Charitable Foundation

Join us for a pre-show chat at 6PM. For more information, please visit <http://ccanh.com> or call 603-225-1111.

**Wed, February 13, 2008 10:00AM**

Presented by:

- Capital Center for the Arts' Lincoln Financial Group School Series

Sponsored by:

- Endowment for Health

Organizations serving clients with financial issues can request Angel Tickets for either show by contacting Ric Waldman at 603-225-1111 ext. 103, or [rwaldman@ccanh.com](mailto:rwaldman@ccanh.com) directly.

### Super Stellar Fridays

Time: 7:00 – 8:30 pm

Location: Christa McAuliffe Planetarium, 2 Institute Drive, Concord

Cost: \$8 adult; \$5 for children 12 and under; \$7 for students over 12, college students w/ ID and seniors. Members attend free.

Information: (603) 271-7827 or [www.starhop.com](http://www.starhop.com).

### Museum of New Hampshire History

Time: Tuesday through Saturday, 9:30 am to 5 pm, Sunday 12 noon to 5 pm

Location: 6 Eagle Square, Concord

Cost: \$5.50 for adults, \$4.50 for seniors, \$3 for children 6-18, with a family max of \$17, Children under 6 & members of the NH Historical Society are admitted for free. Information: (603) 228-6688

### White Park Skate House

Time: Weather Permitting - Fri. 6-8 pm, Sat. 10 am-12 noon, 1-5 pm & 6-8 pm, Sun. 1-5 pm

Cost: Skate rentals are available when the Skate House is open for \$2.00.

### Outside Skating Areas

White Park Pond & Hockey Rink  
Merrill Park Pond, Eastman Street



For more information about community events, go to the Concord Chamber of Commerce website at [www.concordnhchamber.com](http://www.concordnhchamber.com).

## Coalition Information

### Executive Committee:

David Keller, Chair  
Thom Linehan, Vice Chair  
Natalie Allen  
Jon Clancy  
Lucy Comstock-Gay  
Barbara Crouse  
John Duval  
Ray Goodman  
Liz Hager  
Melissa Heinen  
Lisa Lavoie  
Deb Samaha  
Heather Sargent  
Tony Schinella

### Staff:

Shannon Swett  
Coalition Director  
[shannon@concordprevention.org](mailto:shannon@concordprevention.org)

Sarah Boucher  
Program Coordinator  
[sarah@concordprevention.org](mailto:sarah@concordprevention.org)

Nicole Hemeon  
High School Student Intern

## Questions?

### Contact Information:

Concord Substance Abuse Coalition  
46 South Main Street  
Concord, NH 03301

Phone: (603) 223-2023

Fax: (603) 228-0395

Email: [info@concordprevention.org](mailto:info@concordprevention.org)

Web: [www.concordprevention.org](http://www.concordprevention.org)

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community leaders for prevention

A project of the United Way of Merrimack County  
Concord Substance Abuse Coalition  
46 South Main Street, Concord, New Hampshire 03301

**Help Keep Our Youth Safe!**  
Anonymously report rumors of underage parties to the Teen Intervention and Prevention Project (TIPP)



Call 24 hours a day, every day.  
**(603) 226-3100**

A project of ...



**Help the Youth Advisory Committee (YAC) sponsor drug-free events!**

The Coalition has a dedicated group of youth who work very hard to spread a drug-free message throughout the community. They couldn't do it without the support of donations from the community. One hundred percent of your donation will go directly to the youth to support their efforts.



**YES, I want to support YAC with a gift of**

\$500\_\_\_ \$250\_\_\_ \$100\_\_\_ \$50\_\_\_  
\$25\_\_\_ other\_\_\_

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Please make your tax-deductible donation payable to:  
Concord Substance Abuse Coalition  
46 South Main Street, Concord, NH 03301