

**Hanover I CARE Coalition
2009 Prevention Summit
Work Group Ideas Organized by Prevention Strategies**

Information Dissemination

This strategy provides awareness and knowledge of the nature and extent of substance use AND provides information about available resources. Think: health fairs, back to school nights, newspaper articles, etc.

- Increase communication and factual information that reaches the community and parents
 - Promote programs and services that currently exist: Strengthening Families (middle school), Staying Connected (high school); Adolescent treatment services (CSB); School Prevention Counselors.
 - Provide incentives that encourage participation: pot luck/ dinner; homework help for school-age youth; childcare
 - Offer “blurbs” of factual information, resources, and data as teasers to get attention. Then offer workshops to the community emphasizing **Safety, Health and Brain Development** as it related to underage drinking.
 - Create community-wide emphasis on positive and healthy norms for behavior:
 1. Annual scholarship given to youth who designs the most effective poster promoting prevention message
 2. Button contest where kids create pro-social prevention message: “1,600 kids in Hanover don’t drink and I am one” Create t-shirts with the same message.
 3. Ask Board of Supervisors and School Board to recognize one month where the community is saturated with prevention messages. Create a Prevention Proclamation that is read and adopted at public BOS/SB meetings.
 4. Create a “speaker’s bureau” focused on Hanover specific alcohol, tobacco and other drug issues, statistics, resource needs. Speak to Toastmaster groups, churches, parent groups, social affiliations, Ruritans, Hanover Business Council.
 - Recruit the support of stakeholders: J&DR Judge, County admin, School Board, Board of Supervisors, Agency Directors, Business leaders. Do these folks know the statistics and the resources and the need in our community?
- Information Dissemination Vehicles – School and Community
 - Use of school marquees and rolling marquees inside of schools
 - Channel 99
 - Telephone hotline messages that are sent to the community through the schools
 - Text messages to parents through Connect ED
 - Comments/“blurbs” through TeacherEase
 - Web (I-TV)
 - Blackboard
 - Newsletters
 - Create Wallet Cards that provide resources/information

- Grocery bags and/or flyers stapled to bags
- Announcements posted in weekly church bulletins
- Athletic events (booster clubs) both school-based and in the community
- Restaurants/gas stations/ convenience stores
- Local newspapers
- Local Radio Stations (PSA)
- Weekly email newsletter from the County (HAN)
- Hanover Review (sent quarterly to all residents)
- Parks and Recreation Guide
- Bank marquees
- Kings Dominion marquees
- Place resources, pamphlets, brochures in the community for parents and teens
- Partner Organizations and Facilities that can be used to deliver information, workshops and/or “blurbs”
 - Faith-based organizations/Youth Directors
 - Subdivisions/neighborhoods/ apartment complexes/ Coventry Woods. Partner with the Crime Watch programs that already have relationships with these groups.
 - Libraries, YMCS, American Family Fitness, Parks and Recreation, other private fitness centers
 - Hospital and Doctor’s offices/ Orthodontic offices
 - Court Services Unit and the J&DR judge
 - The O Zone
 - First Responders, AARP, 4-H, Scouts, Driver’s Ed, home schoolers, and private schools
- Promote Safe Home pledge throughout the community (parents) and alcohol-free pledges for teens.
- Create an ICARE patch for distribution to athletic teams, scouts, etc. promoting healthy choices
- Secure business partners/sponsors to provide participation incentives such as a breathalyzer. Partners might include Target, car dealerships, insurance companies, real estate companies, NASCAR, Nationwide, and Loveland Distributing

Prevention Education

Activities under this strategy aim to affect critical life and social skills, including decision-making, refusal skills, and critical analysis of media messages. There is a high level of interaction between the facilitator and the participants over multiple sessions. Think: DARE program, Project Alert, Positive Action after-school program, Staying Connected with Your Teen, etc.

- Create a Coaches Handbook and/or coaches workshop designed to raise awareness about youth alcohol and drug use, brain development, etc.

Alternatives

This strategy provides activities that encourage healthy fun without substance use ~ the idea of providing “natural highs” for teens. Think: after prom parties, Teens CARE Too, Youth Service Council, etc.

- Create a Leadership Academy for Students focused on media advocacy, leadership for change, refusal skills, etc. Recruitment would include all teens, not just those considered high achieving.
- Community events in each corridor that promotes family fun without the use of alcohol; similar to National Night Out. Think fair, street party, neighborhood carnival. Partner with existing events to promote healthy family fun such as Ashland Street Festival, Mechanicsville Christmas parade, etc.

Problem Identification and Referral

This strategy is aimed at identification of those who have experimented with alcohol or drug use in order to assess if their behavior can be reversed through education.

Think: screening groups and education provided by school prevention specialists.

Community-Based Process

This strategy aims to enhance the ability of a community to more effectively provide prevention services for youth and parents. Activities in this category include organizing, planning, interagency collaboration and resource sharing, coalition building, and networking. Think: I CARE, Regional Drug-Free Alliance, Hanover Schools Substance Abuse Prevention Advisory Council, neighborhood watch programs, etc.

- Continue to build strong leadership for I CARE: committed to the vision, focused on action planning and outcomes, shared responsibilities
- Develop a strong core of members representing the I CARE Board of Directors
- Develop a committee structure that promotes efficiency and communication
- Provide a new member orientation

Environmental

This strategy establishes or changes written and unwritten community standards, codes, attitudes, and norms. Environmental strategies can be regulatory (minimum age for alcohol purchase) or action-oriented that affect the community (Parents Who Host, Lose the Most).

Problem: Access to alcohol by underage users

- Working with local alcohol distributors to get prevention messages into retail environments where alcohol is purchased
- Distribute break room posters in retail outlets to reinforce the legal, health and social issues surrounding the distribution of alcohol to those under twenty-one
- Continue and expand the ABC Sticker Shock program, including youth involvement and leadership

- Use e-mail connection with parents and school websites in Hanover County schools to distribute messages about the dangers and legality of underage alcohol use
- Work with the medical community (pediatricians, dentists, specialists, etc.) to disseminate information to parents on the dangers of alcohol to youth
- Use e-mail connections with parents and websites in Hanover County schools to distribute messages about the dangers and legality of underage alcohol use
- Advocate financial and other forms of reinforcement for resources in place (ie. DARE, school resource officers, etc.) that communicate positive and warning messages to youth, non-parent adults and parents
- Advocate for consistency and full enforcement (re: civil liability for parents whose minors use alcohol and make bad decisions)
- Advocate to the commonwealth's attorney for full consequences as prescribed in the Hanover code for those guilty of distributing alcohol to underage users (re: perpetrators lose their license)
 - Develop and implement a campaign to reinforce to parents that they can be prosecuted for hosting parties and providing alcohol to those under 21
 - Use neighborhood associations to tell the story of the importance of parental supervision of their kids
 - Using neighborhood watch programs to combat lack of parental supervision and to increase community awareness
 - Work with local law enforcement to establish protocols for monitoring homes when parents and inhabitants plan to be away
- Social Norms: “% of kids that are doing things right”
 - Take Hanover I Care's message of “Eight out of ten parents have discussed family rules with their kids” and develop new and creative ways to get that message to homes, businesses, schools, etc. across Hanover
 - Provide opportunities and encouragement to school group leaders who are willing to model and communicate positive messages about responsible behavior regarding alcohol
- Facebook as a vehicle for Social Norming
 - Institutionalize positive message on FaceBook via Teens Care Too ---- to involve message planning, distribution and measurement tactics
 - Develop and distribute multi-media messages for Hanover students and parents to post to their FaceBook walls and other social media outlets
- Physical Design
 - Advocate with the Hanover Board of Supervisors and School Board that areas near alcohol sales outlets, schools, etc, be cleared of foliage and other hindrances that create “privacy” spots for passing alcohol and other illegal substances off to those under twenty-one or minors