



Choose To Be Healthy

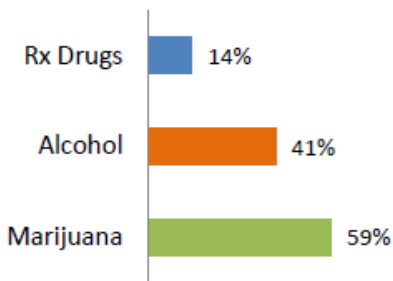
A local Healthy Maine Partnership and Drug-Free Communities Coalition
Creating a healthier Southern York County
www.ctbh.org

CTBH members and partners work together to promote health and prevent youth substance abuse.

We serve the communities of Berwick, Eliot, Kittery, Lebanon, North Berwick, Ogunquit, South Berwick, Wells, and York.

Coalition members have been successful in mobilizing resources and collaborating to reduce the use of illegal drugs and underage alcohol use.

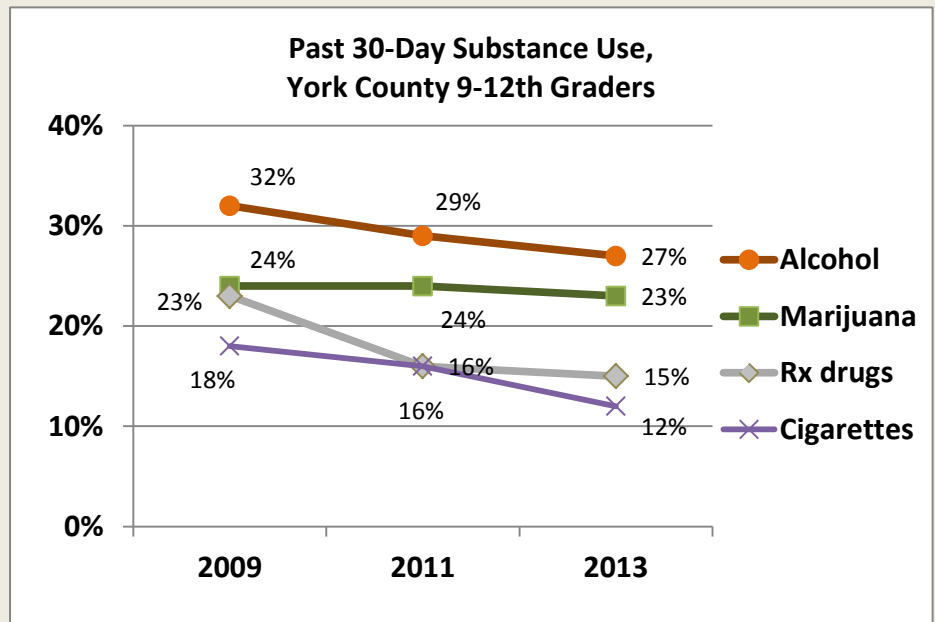
Think Regular Use is Not Harmful York County 9-12th Graders. 2013



Use is Down; Perception Drug Use is Harmless, Still Too High

In the 2009 Maine Integrated Youth Health Survey, 32% of York County 9-12th graders youth reported alcohol use in the past 30 days. Four years later, the number of our youth who reported alcohol use has dropped significantly to 27%. This change happened because of the hard work of many community partners including police enforcing laws consistently, parents monitoring their teens and stores not selling alcohol to minors.

Additionally, the survey shows that, from 2009 to 2013, lifetime abuse of prescription drugs dropped dramatically from 23% to 15% among 9-12th graders in our towns. We feel education and reduced access has played a role in this positive trend.



(Source: Maine Integrated Youth Health Survey, 2009-2013)

However, while past 30 day marijuana use has remained relatively unchanged, youth perception that regular use is not harmful has increased. And, over 50% of youth still think alcohol and drugs are easy to get.

marijuana
IT CAN HARM MENTAL HEALTH

Using marijuana weekly or more has been shown to double a teen's risk for depression and anxiety.

(Source: Journal of the American Academy of Child and Adolescent Psychiatry, 2007)





- Choose To Be Healthy Needs Your Help to Prevent Substance Abuse!**
- Donations
 - Food and space for meetings
 - Incentives for youth
 - Volunteers with skills and time to share
 - People willing to help plan and give their feedback on prevention projects
 - Community leaders to help pass policies and influence decision makers
 - Community members willing to speak and write editorials on health issues



Prevention Strategies
 CTBH partners work to increase community awareness of substance use and related problems and promote the message that adolescent drinking and drug use is *everyone's* problem.

<p><u>Supporting Law Enforcement</u> Underage Drinking Party Patrols Compliance Checks Drug Take Back Day</p> <p><u>Empowering Youth</u> Training and Support for Youth Community Projects Leadership Role in Coalition</p> <p><u>Supporting Schools</u> Evidence-based Curriculum Policy Work Resources</p>	<p><u>Educating Businesses</u> Training and Resources Help with Policies Signs and Recognition</p> <p><u>Educating and Supporting Parents</u> Facebook and Newsletter Presentations Table Talks</p> <p><u>Promoting Healthy Norms</u> Public Education Traditional and Social Media Promoting Assets</p>
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Building Capacity to Implement Community Change
 Training and resources to improve our communities' capacity to collaborate and implement proven strategies

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- 2014/2015 Accomplishments ~ Prevention Works!**
- 100 restaurants and stores received responsible alcohol service training
 - Anonymous Tipline created for Wells/Ogunquit and South Berwick/Berwick
 - Drug Take Back Days collected over 3,000 pounds of drugs
 - Youth presented to community on tobacco products that promote marijuana use
 - Schools reviewed and improved substance abuse policies
 - Coalition members spoke against legalizing marijuana at local and state hearings
 - Experts on public health and safety issues of marijuana legalization spoke to 100 + coalition members and were viewed on You Tube over 500 times
 - Over 2,500 parents received education via social media, You Tube, newsletter, open houses and presentations
 - CTBH secured \$193,000 in state and federal funding to prevent underage drinking and drug use

