

The Choose To Be Healthy Coalition

Creating a healthier Southern York County

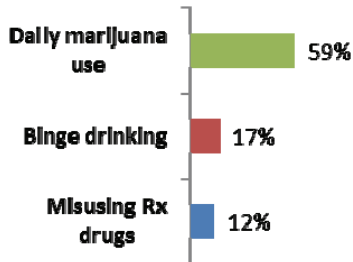
www.ctbh.org



CTBH addresses the region's most pressing health challenges, including youth substance use, through collaboration, community engagement, and evidence-based prevention strategies that help create healthy communities.

Serving: Berwick, Eliot, Kittery, Lebanon, N. Berwick, Ogunquit, S. Berwick, Wells, and York, Maine.

Think Use is Harmless CTBH 9-12th Graders, 2015



marijuana IT CAN HARM MENTAL HEALTH

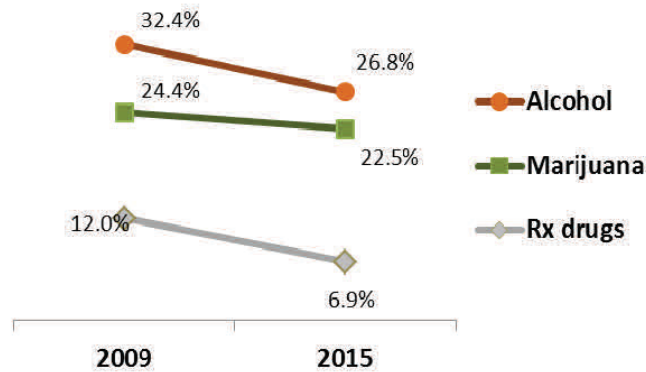
Using marijuana weekly or more has been shown to double a teen's risk for depression and anxiety.

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



Use is Down; But Perception Drug Use is Harmless, Increasing

Past 30 Day Use, CTBH Area* 9-12th Grades



* 9-12th graders in Kittery, York, Wells, Noble and Marshwood schools.

In 2009, 32% of CTBH 9-12th graders reported alcohol use in the past 30 days. Six years later, the number of youth who reported alcohol use dropped significantly to 27%.

Also, misuse of prescription drugs dropped dramatically from 12% to 7%.

However, while youth marijuana use has remained relatively unchanged, an increasing number of youth (59%) think regular marijuana use is *not* harmful.

And, 56% think marijuana is easy to get while 64% of youth still think alcohol is easy to get.

Plus, our youth use rates are still *higher* than those of Maine 9-12th graders.



Youth Leaders from Traip and Shapleigh in Kittery



Proven Prevention Strategies

- Supporting Laws & Policy
- Restricting Access to Drugs
- Empowering Youth
- Educating and Supporting Parents
- Supporting Schools
- Promoting Healthy Norms
- Building Capacity to Implement Community Change

• We Need Your Help to Prevent Youth Alcohol and Drug Use!

- Donations
- Food and space for meetings
- Incentives for youth
- People willing to help plan and give their feedback
- Community leaders to help pass policies and influence decision makers
- Community members willing to speak out and write editorials



2016 Community Forum on Local Opiate Problems and Solutions



2015/2016 Coalition Accomplishments ~ Prevention Works!

Underage drinking prevention:

- CTBH provided 200+ liquor retailers with seller server trainings, regular visits, proper signage, and help creating policies for training staff and carding.
- CTBH promoted www.teen-safe.org online training to over 5000 parents.
- CTBH Youth created videos showing retailers how to spot underage buyers and fake IDs. These have reached 1070 people as of September 2016.

Prescription drug misuse prevention:

- CTBH helped police conduct Drug Take Back Days resulting in collection of 10,000 pounds of unused prescription drugs in five years.
- CTBH distributed 2000 of its parent brochure on addiction and treatment.
- CTBH helped coordinate three community forums on opiate abuse attended by 300+ people.

Marijuana use prevention:

- Youth coalition members spoke at state and local hearings in 2015 resulting in defeat of marijuana legalization efforts.
- CTBH Youth Leaders were filmed as part of the Be Yourself statewide marijuana prevention campaign. These videos have 45,000 views as of September 2016.
- The Marijuana Talk Kit for parents reached 60,000 through local newspapers and 5000 parents through area schools.

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