

SAFE Spotlight

May/June 2009



THE SAFE COMMUNITY NETWORK IS AN INITIATIVE OF THE IOWA DEPARTMENT OF PUBLIC HEALTH'S BUREAU OF SUBSTANCE ABUSE PREVENTION & TREATMENT IN THE DIVISION OF BEHAVIORAL HEALTH

New Study on Prevention Messages from SAMHSA

SAMHSA's National Survey on Drug Use and Health found that that most youth have been exposed to some kind of substance use prevention message, whether having seen or heard an alcohol or drug prevention message through the general media, participated in special classes about drugs or alcohol, or talked with a parent about the dangers of tobacco, alcohol, or drug use. The general media (such as radio, TV, posters, or pamphlets) was the primary source for substance use prevention messages. However, the percent of adolescents reporting exposure to drug or alcohol use prevention messages through media sources declined from 83.2% in 2002 to 77.9% in 2007. The importance of parents as the source of

substance use prevention messages increased slightly between 2002 and 2007. In 2002, 58.1% of the youth talked with at least one of their parents during the past year about the dangers of tobacco, alcohol or drug use and 59.6% of the youth had such talks in 2007. Younger youth were more likely than older youth to report talking with a parent about the dangers of substance use: 61.6% of those aged 12 or 13, 59.5% of those aged 14 or 15, and 57.1% of those aged 16 or 17 had such talks. In general, youth who had been exposed to some kind of substance use prevention message were less likely to report past month use of alcohol use, cigarettes, or illicit drugs than youth who had not had such prevention messages.

New SAFE Coalitions:

- Creston SAFE Coalition
- Ringgold County SAFE Coalition

Recertified SAFE Coalitions:

- Fort Madison SAFE Coalition
- Grade A+ Coalition
- Power Up YOUth Coalition

Funding Availability*:

- **Alliant Energy Charitable Foundation**
www.alliantenergy.org/community/index.htm
- **Dollar General Literacy Foundation: Youth Literacy Grants** www.dollargeneral.com
- **Office Depot Foundation Grants** www.officedepotfoundation.org
- **Paul D. Coverdell Drug-Free Workplace Program** www.grants.gov
- **Principal Financial Group Foundation** www.principal.com/about/giving
- **Qwest Foundation** www.qwest.com
- **Sober Truth on Preventing Underage Drinking (STOP) Act** www.samhsa.gov/grants/2009/fy2009.aspx

*Funding opportunities published here are selected for their news value and do not signify endorsement by IDPH

Help Educate Parents about the Dangers of Teen Prescription Drug Abuse with Customizable Free Resources

When parents in your community think about safeguarding their teens from drugs, they usually think of illicit street drugs such as marijuana, cocaine, heroin, and methamphetamine. But today teens are abusing prescription drugs more than any illicit drug except marijuana. To refocus the national spotlight on the dangers of prescription drug abuse, The Office of National Drug Control Policy National Youth Anti-Drug Media Campaign will run TV and print ads across the country this Spring and Summer. To take part in this new effort, the Media

Campaign is providing organizations like yours with new customizable resources for use in your community.

Locally, organizations like yours can help spread the word by taking advantage of the Media Campaign's prescription drug abuse prevention information and free resources, which can be found at www.TheAntiDrug.com/Resources/teen-rx.aspx. The Campaign also has Open Letter ads on the prescription drug topic (full and half-page versions available) that detail the threat to teens, remind

parents that they can have a direct impact on teen access to these drugs, and provide actionable tips for parents so they can protect their teens from the dangers of prescription drugs. These new, customizable resources - to which you can add your logo and information - are available for downloading at www.TheAntiDrug.com/openletter.

Free materials from the Media Campaign are available to distribute in your community by visiting www.TheAntiDrug.com/Resources or calling 1-800-788-2800.





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History of the SAFE Community Network

In 1989, the Iowa SAFE Community Network was launched in response to needs and concerns expressed about substance abuse issues across the state. Initially, SAFE was an acronym for "Substance Abuse Free Environment" but now the SAFE format can be used to focus on many prevention-related issues. Offered by the Iowa Department of Public Health, this program helps communities collaborate to reduce substance abuse, crime, violence and other related problems. The Iowa SAFE Community Network is designed to enhance, recognize and support existing prevention services and initiatives in the community and to be a resource to its citizens.

Upcoming Training Opportunities

WHISPERS AND SCREAMS CONFERENCE ON MAY 4-5, 2009 IN AMES. TO REGISTER GO TO WWW.STATE.IA.US/DHR/SW/ICSW_INITIATIVES/JUVENILE_JUSTICE/WHISPER_SCREAMS.HTML

RISKY BUSINESS CONFERENCE ON MAY 5, 2009 IN AMES. TO REGISTER GO TO WWW.YSS.ORG

YOUTH WORK METHODS WORKSHOPS ON MAY 15, 2009 IN MASON CITY. TO REGISTER GO TO WWW.UNITEDWAYNCI.COM

PREVENTION OUTCOMES AND TECHNOLOGY TRAINING ON JUNE 4, 2009 IN DES MOINES. TO REGISTER GO TO WWW.TRAININGRESOURCES.ORG

CONTACT JULIE HIBBEN TO PROMOTE PREVENTION OR COALITION SPECIFIC TRAININGS AVAILABLE IN YOUR AREA THROUGH THE SAFE SPOTLIGHT NEWSLETTER.



Coalition Update

Iowa Youth Survey Data

The 2008 Iowa Youth Survey data reports will soon be available and posted to the Iowa Youth Survey Web site at www.iowayouthsurvey.org

The following are dates that the data analysis is scheduled to be completed, however this does not mean the data will be posted to the Web site immediately. Once completed, the data will go through a review process before it can be posted:

| | |
|----------------------|---------|
| State Level | 4/1/09 |
| County Level | 5/1/09 |
| DOE Districts* | 6/1/09 |
| AEA Level | 6/15/09 |
| Judicial Districts | 6/15/09 |
| Prevention Districts | 6/30/09 |
| Trend Reports | 6/30/09 |

*District level data will be sent to superintendents from the Department of Education and is available only from the district.

Van Buren SAFE Coalition

The Keosauqua Chamber has selected the Van Buren SAFE Coalition to receive the 2009 Community Improvement Award. This coalition consists of a group

of concerned community members who work to make Van Buren County safer. The coalition has been integral in making changes to the way the community feels about drug, alcohol and tobacco use, especially among youth. Their message is clear: Under-age Drinking in Van Buren County is unacceptable

To learn more about this coalition, go to www.vbsafecoalition.com

Prevention Outcomes and Technology Training

IDPH will sponsor a prevention specific training on June 4th in Des Moines. The training topics covered will include planning with outcome data, advanced training on using technology in prevention services, as well as an IDPH update, discussion about the 2008 Iowa Youth Survey data, and other topics. Additional details will soon be available on the Training Resources Web site. For information and training registration go to www.trainingresources.org