

**SPECIAL
POINTS OF
INTEREST**

- The Partnership numbers over 50 active members.
- The Partnership is now hosting a monthly cable access show on CAT TV entitled **Southshire Matters**.
- **Thirty-six lbs of prescription medications were collected on National Prescription Drug Take Back Day.**

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SPHC LAUNCHES PARENTS MATTER! CAMPAIGN

New Focus on TEPP

The first message from the SPHC Parent Matter! Campaign was "Lock and Relax". It was meant to make parents aware of the need to keep tabs on their home liquor supply by assuring that their kids can't get at it.

Young people in our community consistently tell us that their main source of alcohol is from home supplies and older siblings and friends, not from commercial sources. So knowing how much alcohol is in the house, where it's kept and whether any is missing, is a first step toward minimizing access for young people.

The next phase of our campaign will focus on the impact that parents' involvement in their children's lives has on underage drinking. It's summarized by using the letters:



Help reduce
underage drinking
in Vermont.

www.parentupvt.org

*Children who eat regularly with their families are less likely to smoke, drink, use illegal drugs, have sex at a young age, get into physical fights, be suspended from school or have thoughts of suicide.**

**"The Importance of Family Dinners"*

The National Center on Addiction & Substance Abuse (CASA), 2006

T = TALK—E = EAT

P = PLAY—P = PROTECT

Talk to your children about alcohol.; **Eat** dinner together as often as possible; **Play**-spend quality fun time together as a family; & **Protect** them by securing any alcohol in your home, setting a good example in the way you talk about and use alcohol & by setting clear rules for them. All ways to prevent underage drinking that you're likely already doing, are easy to accomplish and are fun for you and your family.

Look for our message online, on local restaurant placemats, on local business establishment bags and in the local newspaper. In the meantime, check out our website:

www.southshiresource.org

for more information about substance abuse issues.

Mount Anthony Union High School Conducts Social Marketing Campaign

Mount Anthony Union High School is conducting a Social Marketing Campaign to promote school pride, encourage high school completion and reduce underage drinking.

SPHC assisted with funds from their Drug Free Communities grant. This money allowed the school to hire Dr. Andrea Grayson, a marketing consultant with Image Farm, Inc., a Middlebury-based design firm.

Social Marketing is a prevention strategy that uses the power of media to promote positive behavior. Dr. Grayson conducted focus groups with students to generate a message and image that would be attractive and believable for students. The students selected an updated version of our Mount Anthony Union High School mascot, the Patriot, to be included in the campaign image.

They also endorsed the phrase, "Live Large—finish high school" and the term, "Persevere" for the campaign.

Banners and posters conveying these messages are now on campus. Bracelets, water bottles and t-shirts with the message will be distributed as prizes and promotional items throughout the year as activities designed to promote school pride, encourage graduation and reduce underage drinking are carried out.

—Kristyn Harrington, MAUHS

Wit's End Group Formed



This placemat ad can be found at The Lucky Dragon and Papa Pete's.

ARE YOU A YOUNG ADULT?
IF SO, THE 802 NEEDS YOU!

to complete a 10-minute survey on alcohol use and health

If you are 18-29 years old and live in Vermont, take the survey online by going to <http://chweb.pire.org/vtsurvey/>. Or to complete the survey by mail, call: 877-565-5796. Find us on Facebook by searching Vermont YAS.

Complete the survey and enter to WIN up to \$250!!!

YOUR RESPONSES ARE ANONYMOUS. ONLY ONE SURVEY PER PERSON WILL BE ACCEPTED. The survey is being conducted by the Pacific Institute for Research and Evaluation, which is an independent non-profit research organization under contract to the Vermont Department of Health.

Check out these great websites
www.commonsemmedia.org
screenit.com

For advice and information on the content of age-appropriate movies, video games and other media

Parents, friends and/or relatives who are concerned that a young person they care about is being exposed to, may be using or is recovering from the use of alcohol and other drugs now have a place to go for support and information from others who have the same concerns.

The *Wit's End* group was formed by SPHC last June to provide emotional support, networking and resource information. The program offers a safe, non-judgmental environment where participants can come together to support and educate one another about how to help a friend or loved one.

Meetings provide needed time to work on ways to maintain family and personal relationships while facing

the challenges and stresses of dealing with substance abuse issues.

An experienced substance abuse counselor attends all meetings to answer questions and provide information but the unique feature of *Wit's End* is that it is facilitated by the participants themselves. This model allows them to share their experiences with one another in a caring and supportive way.



The group meets every Monday at 6:30 in the Second Congregational Church on Hillside Street. For more information call Sue Mason at (802) 442-5491 ext: 233. She will answer your questions and put you in touch with one of the group's parent leaders.

Young Adult Survey Available Enter and Win up to \$250!

In an attempt to become better informed about the attitudes and behavior of Vermont's young adult population (ages 18-29), the VT Dept. of Health is once again asking young adults to respond to a survey on alcohol use and general health issues. This is the second time this survey has been issued and the hope is that we will reach even more young people this time. Knowing what young people think will help us reach them with appropriate messages and initiatives.

The survey is available online at <http://chweb.pire.org/vtsurvey/> from Friday, October 22nd through late December/early January.

Middle School & High School Parents Asked to Complete Survey

The Vermont Department of Health is interested in learning more about parents' views on issues related to underage drinking. If you have children in grades 6 through 12, you can access this survey online. It will be active from October 29 until mid December. Each school will receive three dollars (\$3.00) for the first 100 surveys completed. Please complete this short survey at your earliest convenience and help support your schools. The link to the survey is:

<http://chweb.pire.org/vtparent>

SOCIAL NORMS CAMPAIGN CONTINUES AT SVC

The message is clear as Southern Vermont College enters the second semester of its social norms media campaign. *We are here to shape our future.*

This fall the campus unfolded the second phase of the social norms messaging campaign. It focuses on the concept that the majority of students are serious and committed to their academics and do not allow the use of alcohol to interfere with their studies.

Our Social Norms marketing campaign presents students with positive and accurate messages regarding the use and non-use of alcohol by their peers. The goal of this campaign is to demonstrate that risky and disruptive drinking behaviors are in actuality not the “norm” on our campus.

According to the Fall, 2009 CORE

Alcohol and Drug Survey, 72.8% of respondents shared that they have never allowed the use of alcohol or other drugs to interfere with studying for an exam or preparing a project. An additional 10% stated that had happened only once, indicating that they had learned from this mistake. These findings, as most all of the findings from the SVC CORE survey, match those from other Vermont colleges and universities.

One poster on campus depicts a professor leading a class lecture with the statement, “Most SVC students don’t let alcohol interfere with their school work”. This message is repeated across campus in different iterations including table tents, window clings and personal stickers to place on

residence hall doors or backpacks.

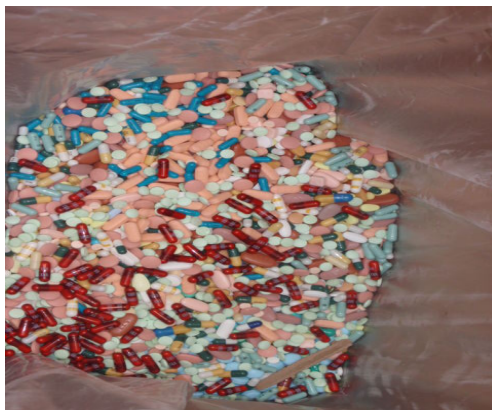
In November the message will change slightly, focusing on one’s financial investment in college and asking, “Why risk your investment with alcohol?”. A common discussion we have with students is the concept of *debt without degree*, where a student doesn’t finish college but has large student loans to pay back. As Director of Counseling Services and coordinator of the social norming project at SVC, it’s a concept I want students to understand. So far, students seem to be relating to the campaign which will run until the end of the semester.

—Mike Goodwin, SVC

“The message is clear... We are here to shape our future”
 —Mike Goodwin
 SVC



Sheriff Chad Schmidt, Glen Gross, SPHC Coordinator and Leitha Cipriani of the Center for Restorative Justice and a member of SPHC’s partnership, are pictured above on Prescription Drug Take Back Day. Missing from the picture are Anne O’Sullivan and Patricia Johnson who also participated in the collection.



More than 32 lbs of expired and unused Prescription Drugs were collected in front of the Sheriff’s Office in Bennington on Saturday, October 25th, National Rx Drug Take Back Day.

“We’ll accept expired and/or unused medications anytime you want to dispose of them.”
 Sheriff
 Chad Schmidt
 212 Lincoln St.
 Bennington, VT
 (802)442-4900

First National Prescription Drug Take Back Day a Success

Initiated through the Sheriff’s Department and supported by SPHC resources, the first National Prescription Drug Take Back Day was held on Saturday, October 25th. Over 32 lbs of medications were collected as citizens from Bennington and the surrounding towns presented their expired and unused drugs for safe disposal by the Sheriff and his staff. The initiative, which will become an annual event, originated in Washington, D.C.’s Drug Enforcement Agency (DEA).

The issue of misuse and improper disposal of medications has become a serious problem nationwide. Many people are not aware that opiates and other pain killers are highly susceptible to being diverted and misused. DEA reports that the degree of Rx drug abuse is increasing at an alarming rate.

A second issue is that these drugs need to be disposed of in an environmentally safe way to protect our water supply. Call the Sheriff’s Dept. for more information.



SOUTHSHIRE
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The Southshire Partnership for a Healthy Community was first established under a different name in 1997. The groups' original goals were to serve as a clearinghouse for information on substance use and abuse and to serve as an advocate for prevention, enforcement, treatment and recovery. The current organization has over 50 members representing a broad constituency of the Southshire community. Membership is open to individuals and organizations. The Partnership meets at 8:15 am the second Thursday of every month at the Career Development Center located adjacent to Mt. Anthony Union High School.

Opening Minds Changing Behaviors



CHECK OUT OUR WEBSITE A GREAT SOURCE OF INFORMATION

Southshire's website is up and running and from the dramatic increase we've seen in visits, it looks like our changes are a success. We started our improvements to the site back in September and we have had over 300 visits in the first month. A similar period of time on our old site produced only 30 hits. One of the reasons for the increase can most likely be attributed to our weekly ad in the [Bennington Banner](#) which informs the community about our website and how to access it. In addition, refrigerator magnets promoting the site were distributed to all Middle School families in Arlington and Bennington in September. We're continuing to seek ways to obtain community feedback on how the site can be made even more useful and responsive to community needs.

FIND INFORMATION ON:

- Youth Involvement Opportunities
- Wide Variety of Community Services
- Prevention Resources
- Support Groups

SPHC PARTNERS

Promote your Community Events
Free of charge on our Home Page!

Go to the Source
www.southshiresource.org

Your **SOURCE** for:
Youth activities,
community resources
and more!

THANK YOU SOUTHSHIRE COMMUNITY!

The staff of the Southshire Partnership for a Healthy Community want to say a heartfelt "Thank You" to those in the Southshire community who have so generously given of their time as volunteers and especially as members of the Partnership. We also want to thank United Counseling Services (our fiscal agent) for all the support they provide.

We wish you all a very
Happy Holiday Season!