

ORANGE COUNTY  
BOARD OF EDUCATION

AGENDA ITEM ABSTRACT

Meeting Date: November 7, 2011

AGENDA  
ITEM No. 11-11-10

ACTION: (Y/N) N

SUBJECT: Northern Orange Partnership for Alcohol and Drug Free Youth Report

INFO. CONTACT: Dr. Denise Morton PHONE: 919 732-8126

ATTACHMENTS: 1, Advocates for Adolescents Information Sheet  
2. Power Point Presentation

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**PURPOSE:** To provide to the Board of Education for information purposes a report on the Northern Orange Partnership for Alcohol and Drug Free Youth.

**BACKGROUND:** The Northern Orange Partnership for Alcohol and Drug Free Youth is a new community coalition which focuses effort to prevent underage drinking and drug use in the northern part of the county.

Two students from Orange High School who serve on the coalition's Youth Council will present a report to the board of education that provides an overview of the coalition's purpose and information on community survey results on youth alcohol and drug use.

More information about the partnership is attached.

**FINANCIAL IMPACT:** none

**RECOMMENDATION:** The Superintendent recommends that the Board of Education receive for information the report on the Northern Orange Partnership for Alcohol and Drug Free Youth.

## Advocates for Adolescents

### Northern Orange Partnership for Alcohol and Drug Free Youth

As a complement to the well established Coalition for Alcohol and Drug-Free Teens (CADFT) in Chapel Hill and Carrboro, the Advocates for Adolescents (AFA) Committee, working closely with the Community Backyard—a program of Mental Health America of the Triangle—has responded to the identified gap in outreach and community engagement by working to establish a responsive coalition in the northern part of the County. This new group (currently serving as a Healthy Carolinians subcommittee) is called the *Northern Orange Partnership for Alcohol and Drug Free Youth*. The hope is that if or when health priorities identified in future Community Health Assessments change, this new coalition will be able to sustain efforts to prevent underage drinking and drug use in the northern part of the county, while AFA shifts their focus to address newly-identified community concerns.

Much of 2010-11 was spent doing assessment to better understand the local conditions and building capacity for this new coalition. The AFA Committee conducted Spring 2010 focus groups among high and middle school students in Orange County Schools; and parent surveys at open houses and community events.

### Safe Stores Campaign

This year, the Northern Orange Partnership also collected data on how well local retailers are checking identification when selling alcohol. Alcohol Purchase Surveys were conducted by sending of-age (21+ years old) youthful-appearing buyers into gas stations, convenience stores and grocery stores to attempt to buy alcohol without their ID. In the first round of APS, thirty-five percent of off-premise malt beverage retail stores sold alcohol to buyers without requiring proof of age. In the second round, 70% sold. Stores with consistent, responsible selling practices will be publicly thanked. For stores that did not exhibit safe selling practices, AFA will provide helpful information, as well as encourage owners to send employees to approved responsible seller trainings. AFA will continue to collect APS and share information with law enforcement.

### Youth Council: PhotoVoice Project

AFA has also recruited and formed a Youth Council, made up of five high school students from both Orange and Cedar Ridge High Schools. The Council has begun to assist in assessment through environmental scans of local retailers, collecting data on alcohol products, placement, and advertising. Students worked with TRU (Tobacco. Reality. Unfiltered.) peer educators on a PhotoVoice project. Using photos they have taken in the community, they created a picture of alcohol and tobacco use and abuse in the area, which will be used to promote awareness of these health issues. Youth Council members will seek to present their PhotoVoice project with written captions to local policy makers (e.g. Board of Health, Board of Education, County Commissioners, etc.) and other community groups.

### Community Outreach/Safe Homes Network

AFA sponsored two community events in 2010 to raise awareness and increase knowledge of underage alcohol use. The Spring forum, "Who's Drinking Under our Watch?" presented information on the state of the problem and how the community can come together to make necessary changes. In its efforts to expand and strengthen the Safe Homes Network – a group of parents and other adults who pledge not to provide alcohol to underage youth – AFA hosted a Safe Homes Breakfast in October. As part of the program, the Orange County Sheriff's Office talked to parents about the role they can play in preventing underage drinking and drug use. AFA continues to try and increase community involvement in its work by sharing information at numerous community events.

### Social Norms Marketing Campaign

AFA and its partner, the Community Backyard, a program of Mental Health America of the Triangle, received funding from the Orange County ABC Board to conduct a pilot Social Norms Campaign in Orange High School. As part of their Capstone requirement for their Masters program, four graduate students from UNC's Gillings School of Global Public Health planned, developed, and implemented a social norms campaign targeting high school students and their parents. The UNC students conducted surveys, informant interviews, and focus groups to explore the

perceptions around alcohol; and then, with youth input, created a dynamic and engaging alcohol prevention campaign in the spring of 2011. Messaging channels included themed posters, screen savers, video clips played on the morning announcements, wearables (t-shirts, etc.), and other promotional items. Messages included the fact that most students do not drink; most students prefer to date a non-drinker; most students do not drink and drive or ride with friends who have been drinking; or that students do not prefer to drink alcohol as compared to other beverages.

Postcards were sent home to parents encouraging them to talk to their children about alcohol since survey results showed that parents were the most believable source of alcohol related information.

#### **NC Coalition Initiative/CADCA**

Lastly, AFA was awarded funding from the North Carolina Coalition Initiative to receive extensive training and technical assistance in anti-drug coalition building. Coalition members attended CADCA Academy, a year-long innovative training program that combines classroom training, distance learning, and Web support.

Most recently AFA received \$8,000 from the ABC Board to fund educational activities for the upcoming fiscal year. Also, HCOC leveraged an additional \$4,000 in ABC Board funds to support Hillsborough Police Department operations and compliance checks.



## NORTHERN ORANGE PARTNERSHIP FOR ALCOHOL AND DRUG FREE YOUTH

### Northern Orange Partnership

- ⊙ A committed group of adults and youth, working together to prevent underage drinking and drug use by reducing access to and availability of alcohol and prescription medications.
- ⊙ Members include
  - OC Schools and Youth
  - Community organizations
  - Health Department/Social Services
  - Local Law Enforcement
  - Parents, Community Members, and Citizens

## Introductions

- ⊙ Mariah Breeze, Member (OHS)
- ⊙ Montrey DeLoatch, Member (OHS)
- ⊙ Gayane Chambless, Coalition Coordinator, Mental Health America of the Triangle
- ⊙ Pam Diggs, Advisor, Orange County Health Department
- ⊙ Nidhi Sachdeva, Healthy Carolinians Coordinator, Orange County Health Department

## Northern Orange Partnership

- ⊙ Awarded \$703,300 over 6 years!
  - NCCI, ABC and federal DFC Grants
- ⊙ Community Forums
- ⊙ Community Assessment
- ⊙ Safe Homes Network
- ⊙ Safe Stores Campaign
- ⊙ Youth Council
- ⊙ Social Norms Campaign - UNC Graduate Students
- ⊙ CADCA Training





**Did you know?**

What percent of Orange County Schools (OCS) high school students approve of alcohol use?

- A) 74%
- B) 26%
- C) 58%

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What is the average age of first time alcohol use among OCS high school students?

- A) 16
- B) 13
- C) 10

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- B) 13**
- C) 10

What percent of OCS high school students say alcohol is available to them in the community?

- A) 76%
- B) 35%
- C) 55%**



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Percent of local stores that sold to youthful appearing buyers without asking for ID.

What percent of parents report disapproval of alcohol use?

A) 26%

B) 56%

C) 78%

What percent of parents report disapproval of alcohol use?

**78%**

What percent of youth report their parents disapproval of alcohol?

**56%**

What percent of parents report telling their child(ren) not to use alcohol?

A) 76%

B) 38%

C) 56%

What percent of parents report telling their child(ren) not to use alcohol?

**76%**

What percent of high school students report their parents said not to use alcohol?

**38%**



## Youth Focused Accomplishments

### Youth Projects

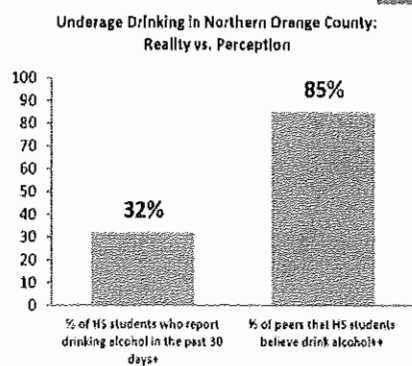
- ◎ Social Norms Campaign
- ◎ Photovoice

## Social Norms Project

- ⊙ Partnered with UNC's Gillings School of Global Public Health
- ⊙ Planned, developed, and implemented a social norms campaign targeting high school students and their parents

## Project Purpose – Social Norms

- ⊙ Correct misperceptions about underage drinking
- ⊙ Increase accurate perceptions of drinking
- ⊙ Reduce underage drinking

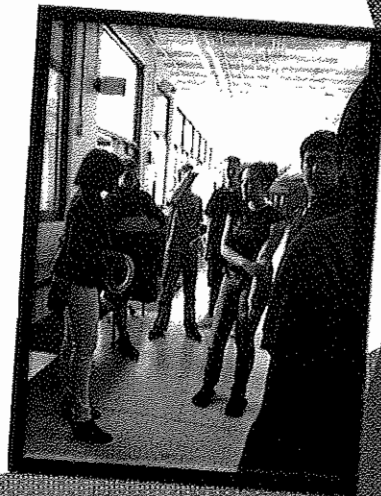


# status update

campaign for alcohol and drug-free youth


When it comes to underage drinking, what's your status update?

## Implementing the Campaign



**status update**

**I'M LIKE MOST OHS PANTHERS: I DON'T DRINK.**




In a Fall 2010 survey of Orange High School students, 68% of respondents reported that they don't drink alcohol during a typical month.

MESSAGE BROUGHT TO YOU BY HEALTHY COMMUNITIES OF ORANGE COUNTY AND THE NORTHERN ORANGE PARTNERSHIP FOR ALCOHOL AND DRUG-FREE YOUTH.


**status update**

**MOST ORANGE HIGH SCHOOL STUDENTS WOULD RATHER GO OUT WITH SOMEONE WHO DOESN'T DRINK.**



In a Fall 2010 survey of Orange High School students, 60% of respondents reported that they prefer to date someone who doesn't drink.

MESSAGE BROUGHT TO YOU BY HEALTHY COMMUNITIES OF ORANGE COUNTY AND THE NORTHERN ORANGE PARTNERSHIP FOR ALCOHOL AND DRUG-FREE YOUTH.



**DEAR PARENTS:**  
**DID YOU KNOW THAT ORANGE HIGH SCHOOL STUDENTS THINK THEIR PARENTS ARE THE MOST BELIEVABLE SOURCE OF INFORMATION ABOUT ALCOHOL?\***

*(Yes, they're really listening.)*

\* Orange Fall 2010 survey of OHS students, Northern Orange Partnership for Alcohol and Drug Free Youth

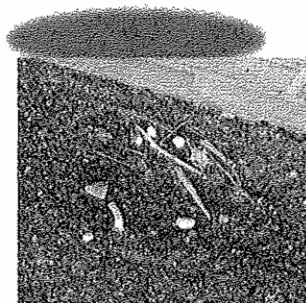
## Promotional Materials





## Photovoice

- Method used to give voice to vulnerable populations to draw attention to issues in their community
- Students trained (4 sessions), took pictures, and wrote original captions



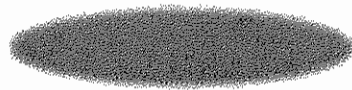
### SIGNS

This picture show something negative and something positive. One shows a smoke free sign in front of a school building which is very positive. The other one shows a cigarette right next to the school building. When students see the cigarette that might influence them to smoke or break other rules because they see that other people are breaking school rules by smoking on school grounds.



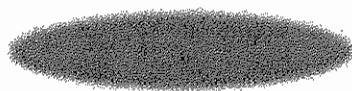
## NO BUTTS ABOUT IT

This picture shows a receptacle in a children's park. This is negative because this could influence children to smoke. This could also influence other adults to smoke if they see that smoking is accepted in a children's park. Shouldn't our parks be smoke free?



## DANGEROUS GAMES

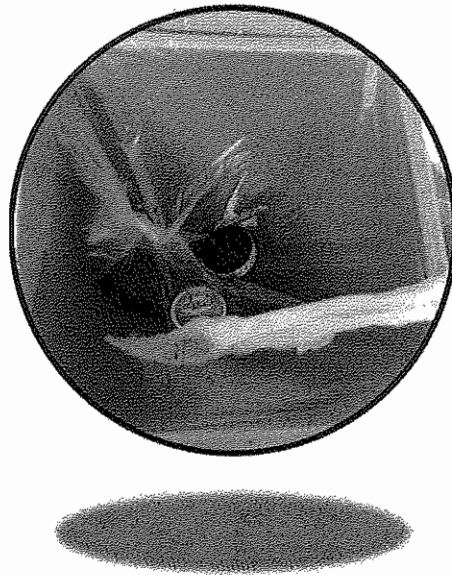
I took this picture in a drug store, a place that was meant for helping people. By placing ping pong balls with the alcohol, young people are encouraged to play drinking games, like beer pong, that are highly dangerous. In addition to their own personal risk, they could put other people's lives in danger if they decide to drive home.





## DEAD END

Alcohol and drug abuse, to me, are dead ends. Once someone starts down that path and decides to continue that lifestyle for the rest of their life, there is no turning back. It controls and manipulates your life, leaving you totally helpless; you lose who you are. This sign represents that to me because not only is it a warning sign saying to turn back now or there is no return, but it also demonstrates how this lifestyle will lead to a dead end.



## SKOAL SCHOOL

I am worried about what is taking place. I found this empty package of Skoal in my school's trash can in the boys bathroom. It seems as if kids around me are using tobacco. Even though some kids in high school may be old enough to use tobacco, a school is not the place for such a dangerous product. Younger students can be influenced by such antics. They are receiving signals from all directions, including their own peers in a school setting.



## Current Goals

### More Visibility In Schools

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- ◎ Increase awareness
  - Tables at lunch, campaign posters, screen savers, other media
  - Student announcements with 1 fact per week or per month
- ◎ Supporting an in-school organization with an designated staff advisor
- ◎ School Board members support efforts
  - Visit schools, meet with students

## Thank you!

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### ◎ Contact

- Gayane Chambless
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- Pam Diggs
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T**OBACCO** R**EA**LITY U**N**FILTERED

## **Orange County Youth Tobacco-use Prevention Program**

*Mobilizing Orange County's youth to reject tobacco and eliminate youth exposure to secondhand smoke.*

### **About TRU**

Tobacco. Reality. Unfiltered., commonly known as TRU, uses testimonials of real North Carolina teens as well as hard-hitting facts to dissuade youth from using tobacco. Originally funded at \$65 million from HWTF, this grassroots initiative includes the TRU media campaign, as well as grant programs to organizations working in all 100 counties to reduce teen tobacco use. To find out more about TRU, please visit [www.realityunfiltered.com](http://www.realityunfiltered.com).

### **About TRU of Orange County**

Tobacco. Reality. Unfiltered. (TRU) of Orange County is a student-led project, in which youth are empowered to decide what strategies and activities they want to use to take a stand against tobacco use. TRU Peer Educators are well trained on facts about tobacco, media literacy, advocacy, and merchant education. Orange County youth have been making a difference in their schools and community by leading many tobacco prevention activities since 2003. TRU peer educators continue to take a stand against tobacco by:

- Promoting the 100% tobacco free schools policy on their local school grounds
- Educating youth about tobacco prevention at community events
- Teaching Tobacco 101 information to middle school students and peers
- Creating tobacco prevention media messages
- Working with youth from across the State
- Talking to local store managers about not selling tobacco products to minors

### **About the NC Health and Wellness Trust Fund**

The Youth Tobacco Use Prevention Program was established through a grant from the North Carolina Health and Wellness Trust Fund (HWTF). The Health and Wellness Trust Fund makes North Carolina stronger, both physically and economically, by funding programs that promote preventive health. Created by the General Assembly in 2000 to allocate a portion of North Carolina's share of the national tobacco settlement, HWTF has invested \$43 million to support preventive health initiatives and \$90 million to fund a prescription drug assistance program. For more information on how preventive health is good for our lives and good for our wallets, please visit <http://www.healthwellnc.com/>. Due to recent legislation passed by the General Assembly, the NC Health and Wellness Trust Fund was abolished effective June 30, 2011. Funding was transferred to the NC Division of Public Health to continue HWTF's tobacco and obesity initiatives.

**Program Coordinator:** Pamela Diggs, MPH  
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TOBACCO. ALIEN. UNWELCOMED.

## Youth Tobacco Use Prevention Program Goals

### What are the Program's Goals?

1. Prevent Youth Initiation of Tobacco Use
2. Promote Tobacco Use Cessation Among Youth
3. Eliminate Youth Exposure to Secondhand Smoke
4. Reduce Tobacco-Related Disparities Priority Population Youth

### How does the Program Accomplish Its Goals?

- Provide youth tobacco use prevention education in schools & communities  
High school students from the Orange County School District and Chapel Hill-Carrboro City School District are recruited and trained to lead tobacco prevention activities during the school year.
- Promote 100% Tobacco Free Schools (TFS) Compliance  
Alternative to Suspension (ATS) is a program offered as an option to students who break a tobacco policy but do not want to face an in-school or out-of-school suspension. ATS consists of four sessions that address student tobacco use, the risks of using tobacco, addiction, healthy alternatives to smoking and how to avoid smoking while at school. Currently the web-based ASPIRE program is being used for ATS. The TRU coordinator provides support to each middle and high school by training ATS facilitators and supplying an ATS toolkit for each school. TRU peer educators also conduct surveys at high school football games and other sporting events to assess compliance of the 100% TFS policy on campus.
- Promote enforcement of underage tobacco sale laws  
Peer educators work with the NC Alcohol Law Enforcement (ALE) Agency to increase compliance of vendors prohibiting tobacco sales to minors. Students are trained in merchant education and create ads to promote vendor compliance.
- Promote advancement toward tobacco-free policies  
Students conduct surveys and cigarette butt clean ups in local parks. They promote the benefits of smoke-free outdoor areas by writing letters to the editor in local newspapers and creating newspaper ads encouraging tobacco-free parks.
- Provide resources for youth tobacco cessation  
For those teens that are current smokers, the TRU coordinator assists a designated school leader with implementation of a teen tobacco-cessation program from the American Lung Association called N.O.T. (Not on Tobacco). This 10 session program involves a total health approach (not just smoking), teaches goal-setting and life skills, and is designed to teach girls and boys separately due to some of the sex-specific issues associated with quitting smoking. N.O.T. facilitators keep the TRU coordinator aware of how many participants complete the program, as well as participants' demographics (gender, race, etc.). Schools are also encouraged to promote the toll-free QuitlineNC helpline to quit.



T O B A C C O A L C O H O L C A N N A B I S U

## Sustainability Plan for 2011-2012

- MOA's
- TRU Club Advisors
- Toolkits
  - Tobacco 101 Toolkits for 6th grade health teachers
  - TRU Club toolkits for high schools
  - ASPIRE Toolkits for ATS facilitators
  - Spit Tobacco Lesson Modules for health teachers
- Media – TRU Stars Posters, Bus ads for schools
- School-based projects - National Observances / Tackle smoking / Cigarette butt clean ups
- Tobacco policy advocacy / Tobacco Free Parks (\$5,000 NACCHO grant, if funded)