

Hood River Prevents

Hood River County Prevention Department

National Prevention Week May 15-20, 2017

Taken from the Substance Abuse & Mental Health Services Administration website

National Prevention Week is an annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues.

National Prevention Week is held each year during the third week of May – near the start of summer. According to SAMHSA’s National Survey on Drug Use and Health, adolescents and full-time college students most often use substances for the first time during June or July. The timing of National Prevention Week provides an opportunity for schools and organizations to host prevention-themed events before the school year ends, raising awareness about this important issue among students and their families.

Each day of National Prevention Week focuses on a specific health theme. The themes for National Prevention Week 2017 are:

➔ Prevention of Youth Tobacco Use: Monday, May 15

➔ Prevention of Underage Drinking & Alcohol Misuse: Tuesday, May 16

➔ Prevention of Prescription & Opioid Drug Misuse, May 17

➔ Prevention of Illicit Drug Use &

Youth Marijuana Use: Thursday, May 18

➔ Prevention of Suicide: Friday, May 19

➔ Promotion of Mental Health & Wellness: Saturday, May 20.

The Hood River County Prevention Department will be engaged in a number of activities with the Health Media Clubs, ATOD Prevention Coalition and the Odell Hispanic Coalition to promote National Prevention Week.

Think about what you might do individually, as a family or an organization to promote healthy choices.

For more information visit the website: www.samhsa.gov/prevention-week

Table of Contents

1. National Prevention Week May 15-20, 2017
2. April Happenings to Stop Underage Alcohol Use
3. The Cost of Tobacco By the Numbers
4. DUII Conference Highlights the Consequences of Drug Use
5. “You Can’t Stop What You Don’t Know”
6. May is Mental Health Month

Some of our favorite links.



PARENTS.
THE ANTI-DRUG.

GET INVOLVED

ATOD Prevention Coalition:

When: First Wednesday of the month

3:30—5:00pm

Where: China Gorge Restaurant

(2680 Old Columbia River Dr.)

Contact: Belinda Ballah, 541-387-6890

[Health Media Clubs \(HRMS, Wy'east, HRVHS\)](#)

When: HRMS: Mondays

Wy'east: 1st & 3rd Tuesdays

HRVHS: 1st & 3rd Thursdays

Where: HRMS: Conference Rm

Wy'east: Lunch Room

HRVHS: Mr. Judah's Room

Contact: Belinda Ballah, 541-387-6890

April Happenings to Stop Underage Alcohol Use

By Ilea Bouse, staff, Prevention & Education Specialist, 541-387-7030 / ilea.bouse@co.hood-river.or.us

Underage drinking is dangerous, according to many different government studies and statistics. It is dangerous because it: causes many deaths, injuries, impairs judgment, increases the risk of physical and sexual assault, can lead to the use of other drugs, can lead to legal problems, can increase the risk of alcohol problems later in life, and interferes with brain development.

According to the Surgeon General to prevent and reduce underage drinking we need to; “work to change community attitudes about underage drinking. Focus as much community attention on underage drinking as on tobacco and drug use.”

Based on this information the Hood River County Prevention Department, is surveying youth 18-20, to get their views and beliefs about underage drinking. The survey will help us help us understand the influences on underage use, and will help guide prevention efforts.



FYI

Ten Tips for Alcohol Prevention for Youth— NCADD

1. **Don't be Afraid to Say No!**
2. **Connect with your Friends and Avoid Negative Peer Pressure**
3. **Make Connections with your Parents or other Adults**
4. **Enjoy Life and Do what you love—Don't add alcohol and drugs**
5. **Follow the Family rules about Alcohol**
6. **Get educated about Alcohol**
7. **Be a Role Model and set a Positive Example**
8. **Plan Ahead**
9. **Speak Out/Speak Up/ Take Control**
10. **Get Help!**

“Although drinking by persons under the age of 21 is illegal, people aged 12 to 20 years drink 11% of all alcohol consumed in the US.” CDC Fact Sheet

If you know of a youth between the ages of 18-20, please have them complete this anonymous survey found at: https://www.surveymonkey.com/r/alcohol_survey_english

Changing social norms, improving law enforcement, reducing availability, and changing policies are all scientifically based strategies for reducing underage drinking, according to the Institute on Medicine. Those these sound like large system changes, they all start with you.

You can raise awareness about the dangers of underage drinking by talking to your friends, coworkers, family and especially youth. The more our community talks about keeping our kids safe from the dangers of underage alcohol use, the more social norms around the issue will be influenced.

We can tackle this issue, and keep our kids safe, start the conversation in your own circle, and get the word out. Underage alcohol use, hurts us all!

The Cost of Tobacco By the Numbers

By Jane Palmer, Smoking Cessation in the Gorge, 541-386-3335 / jane.palmer@co.hood-river.or.us

The tobacco industry spends billions of dollars each year on cigarette advertising and promotions.⁴

⊗ In 2014, more than \$9 billion was spent on advertising and promotion of cigarettes—nearly \$25 million every day, and about \$1 million every hour.

⊗ Price discounts account for nearly 80% of all cigarette marketing. These are discounts paid to cigarette retailers or wholesalers in order to reduce the price of cigarettes to consumers.

Smoking costs the United States billions of dollars each year.^{4,5}

Total economic cost of smoking is more than \$300 billion a year, including:

⊗ Nearly \$170 billion in direct medical care for adults⁵

⊗ More than \$156 billion in lost productivity due to premature death and exposure to secondhand smoke¹

State spending on tobacco prevention and control does not meet CDC-recommended levels.^{1,6,7}

⊗ States have billions of dollars from tobacco taxes and tobacco industry legal settlements to prevent and control tobacco use. However, states currently use a very small amount of these funds for tobacco control programs.^{1,6,7}

⊗ In fiscal year 2017, states will collect \$26.6 billion from tobacco taxes and legal settlements but will only spend \$491.6 million—less than 2%—on prevention and cessation programs.⁷

⊗ Currently, only two states (Alaska and North Dakota) fund tobacco control programs at CDC's

"recommended" level. Only one

other state (Oklahoma) provides even half the recommended funding. Two states (Connecticut and New Jersey) have allocated no state funds for tobacco use prevention.⁷

⊗ Spending less than 13% (i.e., \$3.3 billion) of the \$26.6 billion would fund every state tobacco control program at CDC-recommended levels.⁷

1. U.S. Department of Health and Human Services. [The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General](#). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2017 Mar 28].

4. Federal Trade Commission. [Federal Trade Commission Cigarette Report for 2014](#)[PDF-508.2 KB]. Washington: Federal Trade Commission, 2015 [accessed 2017 Mar 28].

5. Xu X, Bishop EE, Kennedy SM, Simpson SA, Pechacek TF. [Annual Healthcare Spending Attributable to Cigarette Smoking: An Update](#)[PDF-157 KB]. American Journal of Preventive Medicine 2014;48(3):326–33 [accessed 2017 Mar 28].

6. Centers for Disease Control and Prevention. [Best Practices for Comprehensive Tobacco Control Programs –2014](#). Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2017 Mar 28].

FYI –

⊗ **\$9 Billion, the amount tobacco industry spends yearly on advertizing**

⊗ **\$300 Billion, the tobacco related health care and lost productivity costs yearly in the U.S.**

⊗ **Less than 2%, the amount of state tobacco tax and settlement dollars that goes to prevention and cessation each year**



DUII Conference Highlights the Consequences of Drug Use

By Luz Oropeza, staff, Odell Hispanic Drug Prevention & Health Promotion Coalition, 541-387-7031 / luz.oropeza@co.hood-river.or.us

FYI

Youth who do not know basic coping and stress management skills (skills to calm / self-soothe themselves) will use whatever they can find or do whatever they can to temporarily ease the discomfort, distress, anxiety, panic, and trauma REGARDLESS OF THE CONSEQUENCES (ex: drugs).

All drugs of abuse target the brain's reward system, disrupting the natural dopamine processes.

Last week, two coalition members and I attended the 2017 Oregon DUII Multidisciplinary Conference in Canyonville, Oregon. The conference had pretty good presenters and presentations, from deputies who survived a traumatic DUII accident while on vacation to experts in the adolescent brain.

Drew Wattier is a retired Deputy Sheriff from Lane County. He was hired in 1998 and was medically retired in March, 2013. In 2012 he and his wife were on vacation in Mexico. Right outside of their hotel they were involved in a hit-and-run accident by an impaired driver going 60mph. Drew was in a coma for 39 days and his wife was in a coma for 21 days. Drew suffered severe brain injuries and lost his right leg. As a result of his brain injuries, he has difficulty talking. They both had to undergo multiple surgeries. His wife had 43 surgeries and they lost count of how many Drew had. He is often invited to present to conferences like this to tell his story of how drastically his life changed in a split second.

Karen Williams presented on the vulnerabilities of adolescence and why youth are at the highest risk of addiction. During adolescence, the brain is going through massive neurological changes. The brain is not completely developed until age 25. During adolescence, 'pruning' in the brain takes place, removing childhood learning so that more sophisticated thinking processes can be developed. The peak of adolescent pruning occurs between the ages of 14 and 15.

If drugs or alcohol are introduced during this stage the brain is primed to want to repeat the behavior and thus the brain's reward system is hijacked. Adolescent brains react more strongly to psychoactive chemicals than adults. The teen brain craves comfort and control. The earlier teens use any substance, the greater the risk of addiction. Youth are also at higher risk for emotional and behavioral health disorders.

According to Karen Williams, in order to prevent substance abuse we must provide youth with the experiences that trigger / stimulate the brain's reward circuit naturally without the use of drugs or alcohol. We also need to teach youth to self-regulate, which means they can calm themselves, think, learn cause and effect, know how to identify the risks, and they need to learn how to ask for help when needed. We need to be someone youth can trust. It is important we show them courtesy, compassion, comfort, and calmness. Karen reiterated that in order to change a behavior, a consequence must teach or improve coping / stress management / self-regulation skills.



“You Can’t Stop What You Don’t Know”

By Belinda Ballah, Director Hood River County Prevention Department, 541-387-6890 / belinda.ballah@co.hood-river.or.us

One of Officer Jermaine Galloway’s favorite sayings is “You can’t stop what you don’t know.” Galloway was here in Hood River County on April 12-13th to educate on pop drug culture and emerging drugs. Jermaine Galloway is a nationally recognized expert on drug culture and has trained fellow officers, judges, educators, community leaders and many others in issues relating to drug and alcohol abuse. Some of the issues that he addresses are: drug identifiers, party drugs, synthetic drugs, drug concentrates, cough medicine abuse and drug concealment.

Students from Hood River Middle School, Horizon Christian, Wy’east Middle School and Hood River Valley High School interacted and learned from him as they played the game, “Who Wants to Be a Tall Cop?” (Jermaine is 6’9” and wears a size 15 shoe).

Students were asked a series of questions that caused them to consider the facts surrounding substance use and the impact that it can have on their developing brains.

In addition to presentations to the youth in our county, Galloway also presented to Law Enforcement agencies throughout the Columbia Gorge Region along with community partners that are work with youth.

Some highlights were:



“There are vapes that work for nicotine, flavored oils without nicotine, marijuana and even synthetics. Many people are vaping marijuana, right in front of you, and you may have no idea.” Officer Jermaine Galloway

➔ Drug culture awareness and marketing to our youth. Next time you are in a mall, go into a store that is targeting youth. Start looking around for merchandise that doesn’t seem to fit together. Look a little harder and you might find a rubber ducky tie next to a marijuana shirt and hat with a “Stash compartment”. You might even find a pair of high top tennis shoes that have a stash compartment concealed in the tongue of the shoe.

➔ The drug subculture has it’s own code words that at a glance might seem harmless or cute. What would you think if you saw a t-shirt with the words “Trap House:?” Bet you wouldn’t think it meant “Drug House”! Or if a shirt has a kitty face on it, it is possible that it is related to the drug culture. Not all shirts with kitties are but some brands do represent this.

➔ Another fact to consider: a drug might be sold as one drug when in fact it is laced with another drug or is a completely different drug. This can be extremely dangerous.

➔ 710 turned upside down is OIL which is slang for hash oil. You might see, “710 is the new 420.”

Jermaine’s presentations were insightful, alarming and motivating for us as a community to become more aware of what is being sold and what might be the hidden message in everyday things.

FYI

**To learn more
about
“Tall Cop Says
Stop”
go to:**

[http://
www.tallcopsaysstop.com/](http://www.tallcopsaysstop.com/)

May is Mental Health Month

Taken from information from NAMI National Alliance on Mental Illness, <https://www.nami.org/>

Each year millions of Americans face the reality of living with a mental health condition. 1 in 5 Americans will be affected by a mental health condition in their lifetime and every American is affected or impacted through their friends and family. Take action today to help others as we fight stigma, provide support, educate the public and advocate for equal care.

Throughout May, NAMI and participants across the country are raising awareness for the importance of mental health.

The facts about mental health conditions include: 1 in 5 teens lives with a mental health condition. 50% of mental health conditions emerge by age 14 and 75% by age 24. A high percentage of high school students living with mental health conditions drop out of school. Suicide is the third leading cause of death for youth and young adults. Less than half of youth with mental health conditions

receive treatment.

Here are the 10 Common warning signs of a Mental Health Condition:



1. Feeling very sad or withdrawn for more than 2 weeks.
2. Seriously trying to harm or kill oneself or making plans to do so.
3. Severe out of control, risk-taking behaviors that can cause harm to self or others.
4. Sudden overwhelming fear for no reason, sometimes with a racing heart, physical discomfort or fast breathing.

5. Not eating, throwing up or using laxatives to lose weight; significant weight loss or gain.
6. Severe mood swings that cause problems in relationships.
7. Repeated use of drugs or alcohol.
8. Drastic changes in behavior, personality or sleeping habits.
9. Extreme difficulty in concentrating or staying still that puts a person in physical danger or causes school failure.
10. Intense worries or fears that get in the way of daily activities like hanging out with friends or going to class.

If you see these warning signs in yourself or a friend, take them seriously. Share your concerns with someone you trust ask how you can help. Support is available and you are not alone!

NAMI Oregon is a statewide grassroots organization established in 1980 with more than 1,600 members. For more information on mental health conditions, visit <https://www.nami.org/>.

GET INVOLVED

High School Health Media Club:

When: 2nd & 4th Thursday

3:30—5:00pm

Where: Hood River Valley High School

Mr. Judah Room (1220 Indian Creek)

Contact: Belinda Ballah, 541-387-6890

Middle School Health Media Clubs:

When: HRMS Monday 6, 7, 8th Lunch Periods

Wy'east 2nd & 4th Tuesday

3:45—5:00pm

Where: HRMS Conference Room

Wy'east Middle School Cafeteria

Contact: Belinda Ballah, 541-387-6890

Odell Hispanic Drug Prevention Coalition

When: 3rd Monday of each odd numbered month

12—1:30 pm

Where: Place to be determined

Contact: Luz Oropeza, 541-387-7031



This newsletter was compiled by Hood River County Prevention Department