

Hood River Prevents

Hood River County Prevention Department

One Community Health Celebrates Health, Wellness, Happiness

By Guest Contributor, Katie Roberts, Communications Director One Community Health, 541-386-6380

It's no small feat to sustain a business or organization over time. So when One Community Health (OCH), formerly known as La Clínica del Cariño, considered ways to celebrate its 30th anniversary the decision wasn't an easy one.

"We first thought about a community-wide picnic," says Dave Edwards, CEO of OCH, a federally funded nonprofit health center with locations in The Dalles and Hood River. "But a picnic, while nice, only has so much impact. And so the question became how to do something bigger, something that could touch lives more deeply. We also wanted to reinforce our mission to advance health and social justice for all members of our community."

OCH started as a tiny venture of just two exam rooms and a small, dedicated team of outreach-minded providers who were administering care to the disadvantaged and vulnerable. In three decades, OCH evolved to serve patients



Erin Grap, DNP, wins the smile of a younger patient at One Community Health

from all walks of life through a full menu of medical, dental and behavioral health care. The health center caters to the insured and uninsured alike. It also runs health and wellness promotion programs, both its own and with key partners. To date, OCH serves over 10,000 patients from Wasco, Hood River, Klickitat and Skamania Counties. As it's grown, it hasn't lost sight of its mission.

"We've got 140+ people working here now, and it's a very compassionate, grateful culture," Edwards says. "This degree of care and dedication is part

of our fabric. It makes us effective with patients, plus it's a big part of what makes our staff feel fulfilled in their jobs and the lives they lead."

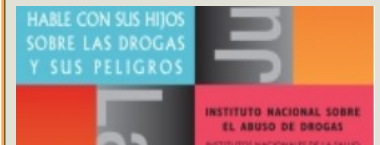
So for its anniversary, OCH decided to take its wellness promotion to new heights by inspiring and growing "happiness." Throughout the region it serves, OCH has ignited a spirit of happiness. It started with community events featuring opportunities to increase awareness around gratitude and joy, an online website where people can take the Gorge Happiness Index Survey, and a calendar of happiness activities reinforced by social media-based tips, inspirations and reminders. From this, community partners and many local groups—everything from for-profits to nonprofits and schools—have been tapping into "Gorge Happiness Month."

"Happiness is catching," Edwards says. "And research shows us that happy people are healthier overall. For our anniversary, it made perfect sense. Promoting happiness is promoting health."

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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) — After School

When: HRMS: 1st & 3rd Mondays

Wy'east: 1st & 3rd Tuesdays

HRVHS: 1st & 3rd Thursdays

Where: HRMS: Mrs. Norton's Rm

Wy'east: Lunch Room

HRVHS: Mr. Judah's Room

Contact: Belinda Ballah, 541-387-6890

October is National Youth Substance Use and Substance Use Disorder Prevention Month

Taken from the Presidential Proclamation (<https://www.whitehouse.gov/the-press-office/2016/10/03/presidential-proclamation-national-youth-substance-use-and-substance-use>)

Millions of Americans suffer from substance abuse, which includes underage drinking, alcohol dependency, non-medical use of prescription drugs, abuse of over-the-counter medications, and illicit drug use.

Prevention strategies targeting the root of the problem are essential to curb drug use and help people lead healthier lives. Early intervention helps prevent substance abuse and reduce the negative consequences of addiction before they occur. Through community-based efforts involving youth, parents, educators, and government officers, we can strengthen the support systems that deter our Nation's young people from drug consumption and improve both academic performance and workforce readiness.

Presidential Proclamation . . . "Far too many young people are unable to grow and thrive because of substance use. And far too many precious lives are being taken from us as a result of drug overdoses, leaving families devastated and heartbroken. Substance use can also lead to lower academic achievement and a variety of physical and emotional consequences, and it is crucial that America's youth learn and understand the risks connected with it. Youth sub-



Some HRCPD Prevention Activities

**Strengthening Families
Parent Education (English
and Spanish)**

ATOD Prevention Coalition

**Odell Hispanic Prevention
Coalition**

**Here's Looking At You —
5th grade substance abuse
prevention**

**Alcohol Reward and Re-
minder**

**Tobacco Reward and Re-
minder**

**Spanish Radio Prevention
Programs — El Rio and
Radio Tierra**

*"Youth substance use can be prevented — and with dedi-
cated, collective effort across our communities, we can
ensure more Americans live long, productive lives."
President Obama*

stance use can be prevented – and with dedicated, collective effort across our communities, we can ensure more Americans live long, productive lives. During National Youth Substance Use and Substance Use Disorder Prevention Month, we come together in common purpose to unite behind this important mission.

With evidence-based approaches and community-led prevention activities, we can improve health and safety and give our young people the tools they need to make smart decisions. Parents, guardians, teachers, coaches, community members, and the health care community can all play a part in promoting substance use prevention efforts. This month, let us continue taking every step possible to increase these efforts for our young people – and for all Americans – so that they may pursue a bright future filled with possibility and opportunity. “

The Hood River County Prevention Department is dedicated to this mission! As many of you are aware, we work hard in our community to promote healthy lifestyles and provide education through evidence-based strategies and community led prevention activities. We do this because we know that for every dollar invested we can save nearly \$18 in costs related to the disease of substance abuse.

At the recent Place Matters Conference held in Portland, the key note speaker addressed the Tobacco 21 movement. The aim of this multi-state movement is to raise the tobacco sales age to 21. Even the tobacco industry says that by boosting the age to buy tobacco to age 21 will have a bad impact on the tobacco industry. They need to hook the next generation of smokers. It is felt that 1 in 13 kids will die from the impact of nicotine addiction. This is not what we want for our children. Studies show that nicotine in cigarettes, including e-cigarettes, has powerful impact in reducing the natural release of dopamine. Dopamine is the body's natural "feel-good" chemical. When nicotine takes over that job, the body has a hard time producing its own dopamine. That explains why people become cranky when they quit smoking.

A teenage brain is impacted even more when nicotine is in the blood stream. It actually increases the number of nicotine receptors in the brain, allowing more "feel-good" chemical to circulate. The teen brain is still under construction and is more sensitive to the chemicals in cigarettes. Every time a young person lights up, the brain extends its desire for more nicotine by creating more nicotine receptors. The way to "feel good" is to add more nicotine and thus the



nicotine craving cycle begins. ¹

The 2015 Oregon Youth Survey reports that 9.2% of Hood River 11th grade students smoke. ² That number is about 30 of our 11th grade students. Thirty kids who will struggle with nicotine addiction and all that it brings to their life.

Evidence shows that by making harmful things harder to get, the use of those harmful products will be less. Raising the age to purchase tobacco products to 21 years will make a positive difference in the lives of the young people we care so much about. We all need to support making this deadly product harder to get. Let's start talking. If you want to be a part of this effort, call the Prevention Office.

¹ <http://drdavewalsh.com/posts/203>

² https://public.health.oregon.gov/BirthDeathCertificates/Surveys/OregonHealthyTeens/Documents/2015/County/14_Hood_River.pdf

FYI

◆ **California and Hawaii were the first states to increase the age for tobacco sale to 21.**

◆ **It is estimated that there would be a 12% drop in smoking rates if the age for purchase was 21.**

◆ **Raising the age to 21 now would mean 249,000 fewer premature deaths for those born between 2000 and 2019, according to the Institute of Medicine Report (http://www.tobaccofreekids.org/press_releases/post/2015_03_12_iom_21)**

Thank You To The Odell Community

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

Odell Community Events:

FREE Spanish GED Classes

- ◆ **Every Tuesday from 6-8pm**
- ◆ **Mid Valley Elementary (Please enter through entrance "C")**
- ◆ **Offering computer, writing and math classes.**
- ◆ **Childcare provided**

**For more information, please contact
Juan Reyes
(541) 399-7176**

FREE Zumba at St. Francis House

- ◆ **Every Monday and Thursday**
- ◆ **6:30-7:30pm**

**For more information
please contact
Veronica Espe
(541) 399-6212**

As part of any coalition evaluation process, it is important to recognize the contributions and highlight the successes of the coalition and its community members. The community of Odell has been blessed with dedicated and caring people throughout the years. Odell has been a very welcoming place for not only students and their families, but also community members in general. Mid Valley Elementary School, also known as the community school, has served the community in so many different ways, from school events to community-wide events like Zumba and agency nights with partnering organizations. None of this would be possible without the support of Mid Valley' staff and community members.

Over the years, Mid Valley's staff have been really supportive of the diversity of its students and community at large. Recently retired and former Principal, Dennis McCauley was very instrumental in transforming the school to what it is now. Now in his place, Kim Yasui is following his legacy. Another of the many individuals whose work and dedication has been invaluable to the school and community is Sandy Salazar.



Mid Valley Elementary School Principal Kim Yasui, Sandy Salazar and Superintendent Dan Goldman

For years, Sandy has taught and facilitated the folkloric dancing classes for Mid Valley's students. She has brought in a tremendous amount of cultural support for the Latino community. Recently, she was recognized by Principal Kim Yasui and Superintendent Dan Goldman for her contribution to the school and the community. Not only is she a dance program instructor, she is also an instructional assistant at the school. She will be retiring soon and will be greatly missed.

No matter how big or small, someone's contribution and support may be, we need to recognize those efforts because without them, our community would not be the same. I can't help but feel grateful for all the great work that is happening around us. Keep it up!

Protective or Restrictive?

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

Some folks may look at asking for time, place and manner ordinances on marijuana production and grows as restrictive to business, I, however, would propose that they are instead protective. Protective of our children's health and development. And that we as adults have this responsibility.

The National Institute on Drug Abuse (NIDA) states that "the more marijuana is **marketed, advertised, available, accessible, and normalized**, the more likely teens will use." This is why the Prevention Department endorses setting appropriate time, place and manner ordinances that are protective of our youth, given the increasing number of marijuana businesses opening in the City of Hood River and the county at large.

We have asked for ordinance protections in our county to protect the youth of our community. **Colorado** legalized retail marijuana in 2012 and are feeling the effects on youth in a variety of ways.

◆ More poison-control calls involving pot and kids (nine & under) were made in 2014-2015 than in the four previous years. Emergency room visits have doubled in the same



“Protection: “the state of being kept from harm, loss, etc. One that protects, supervision or support of one that is smaller or weaker.” Merriam-Webster

time period. Ages of poisoning victims have been reported as low as eight months old and deaths as young as 11 months old.

- ◆ In **Hood River County**, the ER has seen an increase in patients with nausea and vomiting directly related to marijuana; edibles and inhaled. The groups that are most affected are young adults and late teens.
- ◆ Student surveys, Oregon Healthy Teens and Student Wellness, show a steady decline at the 6th, 8th and 11th grades regarding perception of risk of harm in using marijuana over the last few years. Along with this, we are seeing an increase in the use of marijuana.
- ◆ Children and youth are at far greater risk of becoming dependent on marijuana, and dependence happens more quickly. Youth are more significantly affected as well, even before dependence starts. (1).
- ◆ Research shows that 1 in every 6 youth (and 1 in 11 adults) who try marijuana will become addicted to it. (2)
- ◆ Teens who smoke marijuana at least once a month are three times more likely than non-users to have suicidal thoughts. (3)

To recap, “the more marijuana is **marketed, advertised, available, accessible, and normalized**, the more likely teens will use.”

REFERENCES

1. http://www.csam-asam.org/sites/default/files/im-pact_of_marijuana_on_children_and_adolescents.pdf
2. Anthony, J.C., Warner, L.A., & Kessler, R.C. (1994). Comparative epidemiology of dependence on tobacco, alcohol, controlled substances, and inhalants: Basic findings from the National Comorbidity Survey. *Experiential and Clinical Psychopharmacology*
3. Office of National Drug Policy, Executive Office of the President. Teen Marijuana Use Worsens Depression: An Analysis of Recent Data shows “Self-Medicating” Could Actually Make Things Worse. May 2008. <https://hopkinsschools.org/sites/default/files/public/downloads/teen-marijuana-depression-report.pdf>

Community Prevention Efforts Can Make A Difference

By Luz Oropeza, staff, HEALTH Media Club Co-facilitator, 541-387-7031 / luz.oropeza@co.hood-river.or.us

With the changing perceptions around marijuana use, it is crucial that we increase awareness around the harmful effects of marijuana use among youth. When drugs are legalized and commercialized, the perception exists that they must be safe. What some people don't know is that unfortunately marijuana has become more potent and dangerous over the years. It's also unfortunate that the drugs that have become legal, are the ones that have caused the most damage, which are tobacco and alcohol. Those two drugs have caused more deaths than all illicit drugs combined. Scary isn't it! Now more than ever we need to do our part in protecting the most vulnerable, our youth.

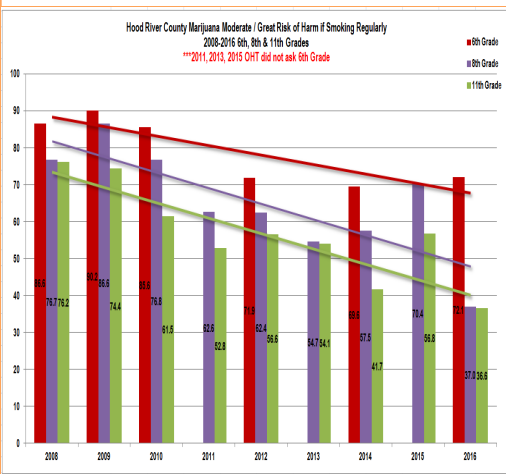
It's normal for children and adolescents to want to fit in with the cool kids. That is a lot of pressure in and of itself. Now imagine that in order to fit in, you don't just need to look like the cool kids, you need to do what they do. This can be extremely dangerous when the "cool" thing to do is get drunk and get high. It's no surprise that perception of harm of marijuana is decreasing at an alarming rate. This needs to stop. We need to do something about it before it's too late. Our youth

depend on us. It's everyone responsibility to protect our kids, whether we're parents or not.

It is incredible to see youth take the lead and be passionate about prevention. Peer-to-peer messages can be very influential. For this same reason, we have three Health Media Clubs increasing awareness among their peers, teachers, parents, and the community at large. What better way to hear about the harmful effects of drug use than from youth themselves, who are the ones most at risk. Together with our clubs, we are learning the most

effective ways to get our messages across. With social media playing a big role in changing perceptions, it can be difficult to counteract the pro-marijuana messages that are scattered everywhere. If that wasn't bad enough, drug-related clothing and paraphernalia are created to look like everyday objects. With the pro-marijuana messaging increasing, it is our duty to counteract those messages with facts.

On November 14th and 15th, we will have Nigel Wrangham, Certified Prevention Specialist and Professor at the University of Oregon Substance Abuse Prevention Program, speak to our Health Media Clubs and High School Students. Our goal through his presentations is to increase awareness among youth as to why it is important to remain drug-free and how they can participate with prevention efforts in their community. I encourage you to talk to your kids about drugs and always be a good example for youth. Changing the community's perceptions is no easy task, but if we all do our part, we can make positive changes. Everybody can do something, regardless, of the age or whether you work in prevention or not. In fact prevention is a community-wide effort.



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 2nd & 4th Monday

Wy'east 2nd & 4th Tuesday

3:45—5:00pm

Where: HRMS Mrs. Norton 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

5:00-6:00 pm

Where: Mid Valley Elementary School Cafeteria.

Contact: Luz Oropeza, 541-387-7031



This newsletter was compiled by Hood River County Prevention Department