

# Hood River Prevents

Hood River County Prevention Department

## Welcome Ilea Bouse!

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

**W**e are extremely excited to introduce Ilea Bouse who joined the Prevention Department on November 28th as our new Prevention and Education Specialist. Ilea was born and raised in Oregon and has lived in Hood River for the last 22 years. She is married to Kevin Asai and they have two wonderful children; Kaylee, who is a junior at Loyola Marymount University in Los Angeles and Doug, who is a senior at HRVHS. Ilea and her family live on their family orchard where they grow pears and cherries with their friendly beagle Snoopy.

Ilea comes to us with a Bachelor in Anthropology / Social Science and Masters in Gerontology / Aging Services Management. She feels that her experience in working with the elderly and seeing what a life of poor choices can look like will help to raise awareness among our youth and help to protect our community from those hardships.



Doug, Kaylee, Kevin, Ilea, and Snoopy

Ilea has ten years experience as a home economics and gardening 4-H leader working with youth ranging from Kindergarten through high school 4-H clubs (she loves to bake!). Ilea has strong ties to the community, she has been involved in the Tsuruta Sister City Exchange and Christmas Project,

Her other recent experience includes teaching care giving classes and other continuing education classes through CGCC. Her hobbies

include skiing, hiking, walking, knitting, traveling, and kayaking. She is a life-long learner who thrives on adventure and new experiences.

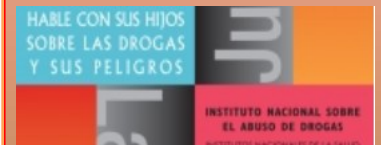
Ilea will be working as the Project Coordinator for our new STOP (Sober Truth on Prevention) underage drinking grant and will be working as well on policy work in tobacco prevention. The STOP grant will work to reduce underage drinking in Hood River County and targets youth age 12-20. In the 2016 school year, at the 11th grade level three out of ten (31.3%) Hood River Valley High School students drank alcohol within the last 30 days (Oregon Student Wellness Survey).

Ilea is excited to meet our community partners and collaborate to help promote healthy strategies for our youth and young adults, strengthen community connections, and learn more about some of the issues and opportunities that exist within our community.

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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

## How the Great American Smokeout Began

Taken from an article by the American Cancer Society, <http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/history-of-the-great-american-smokeout>

Every year, on the third Thursday of November, smokers across the nation take part in the American Cancer Society Great American Smokeout event. They may use the date to make a plan to quit, or they may plan in advance and quit smoking that day. The Great American Smokeout event challenges people to stop using tobacco and helps people learn about the many tools they can use to help them quit and stay quit.

The Great American Smokeout event has helped dramatically change Americans' attitudes about smoking. These changes have led to community programs and smoke-free laws that are now saving lives across the country. Annual Great American Smokeout events began in the 1970s, when smoking and secondhand smoke were common.

The idea for the Great American Smokeout grew from a 1970 event in Randolph, Massachusetts, at which Arthur P. Mullaney asked people to give up cigarettes for a day and donate the money they would have spent on cigarettes to a high school scholarship fund. Then in 1974, Lynn R. Smith, editor of the Monticello Times in Minnesota, spearheaded the state's first D-Day, or Don't Smoke Day.

The idea caught on, and on November 18, 1976, the California Division of the American Cancer Society got



### It's Hard To Quit Tobacco — Support is Available:

- Telephone smoking cessation hotlines (800-227-2345)
- Stop smoking groups
- Online quit groups
- Counseling
- Nicotine replacement products
- Prescription medicine to lessen cravings
- Guide books
- Encouragement and support from friends and family members

*“The American Cancer Society’s Great American Smokeout events started in the 1970s, and continue to encourage people to quit today.”*

nearly 1 million smokers to quit for the day. That California event marked the first Smokeout, and the Society took it nationwide in 1977. Since then, there have been dramatic changes in the way the public views tobacco advertising and tobacco use. Many public places and workplaces are now smoke-free — this protects non-smokers and supports smokers who want to quit.

Still, today about 1 in 5 US adults smoke cigarettes, Exlcuding secondhand smoke, smoking is estimated to cause 32% of all cancer deaths in the US, including 83% of lung cancer deaths in men and 76% of lung cancer deaths in women.

Fortunately, the past few decades have seen great strides in changing attitudes about smoking, understanding nicotine addiction, and learning how to help people quit. Today, the American Cancer Society Great American Smokeout event is celebrated with rallies, parades, stunts, quitting information, and even “cold turkey” menu items in schools, workplaces, Main streets, and legislative halls throughout the US.

*American Cancer Society. Cancer Facts & Figures 2016. Atlanta, Ga: American Cancer Society; 2016.*

## E-Cigarettes: Helps or Hurts?

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

**T**he Center for Disease Control (CDC) shared results of their 2015 survey that found 59 percent of all adult e-cigarette users were also current cigarette smokers. The survey also showed that 30 percent of e-cigarette users were former smokers and 11 percent using the devices had never smoked.

Among young adults ages 18 to 24, 40 percent of e-cigarette users were never smokers, 43 percent were current smokers and 17 percent were former smokers.

"If there is a public health benefit to the emergence of e-cigarettes, it will come only if they are effective at helping smokers stop using cigarettes completely, responsibly marketed to adult smokers and properly regulated to achieve these goals," said Matthew Myers, president of the Campaign for Tobacco-Free Kids.



Myers said these findings raise concerns that many adults using e-cigarettes are using the devices in addition to tobacco cigarettes, rather than in place of them.

Myers' organization also said the finding that 40 percent of young adults who use e-cigarettes have never been

smokers raises concerns that e-cigarettes may be introducing young nonsmokers to tobacco use and nicotine addiction.

There has been a sharp increase in use of e-cigarettes by youth. In 2015, 24 percent of high school students were current users of e-cigarettes, compared to 11 percent who smoked cigarettes, a previous CDC survey found.

E-cigarettes "will not benefit public health if smokers use them in addition to cigarettes instead of quitting or if they re-glamorize tobacco use among young people and attract non-smokers," Myers said in a Campaign for Tobacco-Free Kids statement.

Current evidence on whether e-cigarettes help smokers quit is limited and inconclusive, he said.

## FYI

- ◆ **Teens and young adults are targeted in marketing e-cigarettes**
- ◆ **Nationally, nearly 2 million kids have tried e-cigarettes**
- ◆ **Using e-cigarettes is not a useful way to quit smoking**
- ◆ **E-cigarettes can contain nicotine and other additives**
- ◆ **Liquid nicotine can be lethal**
- ◆ **There are only labeling regulations on E-cigarettes**
- ◆ **Some states limit where E-cigarettes can be used**

### What are Prevention Coalitions?

- Coalitions are comprised of parents, teachers, law enforcement, businesses, religious leaders, health providers, and other community members who are trying to make their communities safer, healthier, and drug-free.

### How do Coalitions make a Difference in Communities?

- Coalitions promote coordination and collaboration and makes efficient use of limited community resources. By connecting multiple sectors of the community in a comprehensive approach, community prevention coalitions are achieving real outcomes.

Source: [www.cadca.org](http://www.cadca.org)

**T**he Odell Hispanic Drug Prevention Coalition has dug its teeth deep into its evaluation. Maija Yasui has done a marvelous job in getting the evaluation rolling. With years of expertise in prevention, there's no doubt she'll be able to provide a comprehensive evaluation with identified areas for improvement and areas where we have made good progress. Since the coalition began, coalition members have been learning about the coalition process and its role in the community. Its been an ongoing process for us all.

On November 16th we had the pleasure of having Shawn Cook, our Project Officer for our coalition, visit us from Washington DC. He has been incredibly nice to work with and has been really good about providing the coalition with support and help when needed.

He wanted to meet with the coalition staff and leadership. His visit served a great purpose in that it helped us understand our roles within the coalition better. He answered our questions and provided feedback. Sometimes people might be confused as to what their specific roles are for facilitating a coalition or being a member of one. Being able to speak with our project officer and liaison with SAMHSA (Substance Abuse and Mental Health Services Administration) helped organize ourselves better and understand our specific roles and duties.



One of the key take-home messages that came out of the meeting is that coalitions are aimed to create a community that addresses issues in a collaborative way. The goal of the Odell Hispanic Drug Prevention Coalition is to develop leadership and capacity of the Latino community and to help empower the Latino voice. But most importantly of all, it is extremely vital to highlight the importance of cultural competency, which is crucial for success. A coalition can be seen through a bottom up approach where the community defines the path that the coalition should take which in turn determines the final decisions and the action plan. We, as coalition staff, help guide the coalition and provide prevention expertise, but the coalition is the decision-making body and therefore plays a huge role in creating community change.

## A Great New Year Opportunity

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

**W**hat is both incredibly rewarding and difficult at the same time? Parenting! It can be challenging at times. We soon learn after our bundle of joy comes home from the hospital that they forgot to send the handbook on how to raise them. Before we know it they are in school and headed into the teen years. Life has become even more busy and how to parent a teen is not innate to most of us.



Studies show that most parents can benefit from some help in order to do the best job in raising kids. We will be offering help in the form of the Strengthening Families Series in mid January. Strengthening Families has been used in all 50 states and in over 25 countries to equip both parents and teens.

Parents will increase positive feelings toward their children, gain skills in child management, rule setting without criticism, how to follow through on consequences, monitoring of activities, along appropriate and consistent discipline. Listening for feelings is a great

*“Parents will increase positive feelings toward their children, gain skills in child management, rule setting without criticism . . .”*

way to really hear what is being said and to also be heard. This is another skill that is taught through the series along with gaining understanding of the changes youth are going through and help protect their children from alcohol, tobacco and other drug use.

Youth will have the chance to learn some new skills also. They will learn how to problem solve, resist peer pressure and discover what good friends are really like. Talking about and understanding some of the stresses that parents have will help youth appreciate what parents do for them.

The format for this series begins with a dinner served to the group. The parents and youth then break off into separate groups for a portion of the time and then at the end the families come back together where skills that have been taught can be practiced in fun ways.

Strengthening Families have been taught in Hood River County for many years with great success. We hope you choose to be a part of the next series in mid January.

**Strengthening Families Series**

**Mid– January**

**In Hood River**

**Dinner and childcare Provided**

**Parents and youth ages 10-14 years**

**Contact us at 541.386.2500**

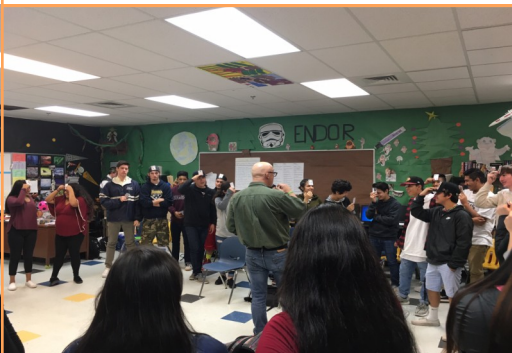
## Nigel Wrangham Comes To Town!

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

**C**an you believe winter is right around the corner!? It seems like summer was not that long ago. November came and left at the blink of an eye. We had a couple of things happen during the month of November, one of which was a visit from a widely recognized expert in prevention. We were very fortunate to be able to host here in Hood River a recognized speaker and national presenter, Nigel Wrangham, from Eugene, Oregon who gave a few presentations to students and community members. He is a professor with the Substance Abuse Prevention Program at the University of Oregon.

We were very fortunate to have him here with us for two whole days. He presented to two leadership and student government classes at the Hood River Valley High School as well as a presentation at the Bove theatre open to all classes who wished to participate. His presentations were absolutely amazing. They were empowering, motivational, and informational. Not to mention that he was able to easily adapt to his participants and audience.

At the leadership and student government classes, he spoke about



Nigel Wrangham presentation at Hood River Valley High School

their role as the catalysts for community change. The larger presentation at the Bove Theatre was toward the general student body and was a little bit different than the other presentations in that this one was more about media literacy. He also presented to both the Hood River Middle School and Wy'east Middle School Health Media Clubs.

The group at Hood River Middle School created its own advertisement and the group at Wy'east Middle School created its own version of a billboard. Nigel also made a presentation to community members who work with youth and/or facilitate youth groups. This was a smaller group compared to the other groups he presented to, therefore there was room for more engagement between Nigel and the participants. Virtually everyone enjoyed his presence and presentations. I heard a lot of positive feedback from students and adults who participated in the presentations.

The information he provided us will not only help us engage better with kids, but it has also provided us with tools we can use in the prevention field. We are hoping he can come again soon to provide us with another training since we really enjoyed having him here. Having people like him visit us and present to us always helps spark a little more motivation within ourselves.

## 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