



**Speak Up! Prevention Coalition**

# **COMMUNITY UPDATE**

**February 10, 2010**

**Governing Board: Betty Frank-Bailey  
Dick Block  
Glenn Burmeister  
Tony Palbicke  
Deborahanne Reimer**

# An Effective Community Coalition ...

## ✓ Common Mission and Vision

### Mission:

To significantly **reduce the level of underage drinking and other drug use** in the Lake Forest, Lake Bluff, and Knollwood communities.

### Vision:

A healthy drug free community where teens and adults are free of cultural pressures to use alcohol, tobacco, and other drugs

## **An Effective Community Coalition ...**

- ✓ Common Mission and Vision
- ✓ **Active Members Representing All Stakeholder Groups  
Across the Community**

# Community Stakeholders Groups

## Youth

Media

Schools

Parents

Religious Groups

Law Enforcement

Business Community

Healthcare Professionals

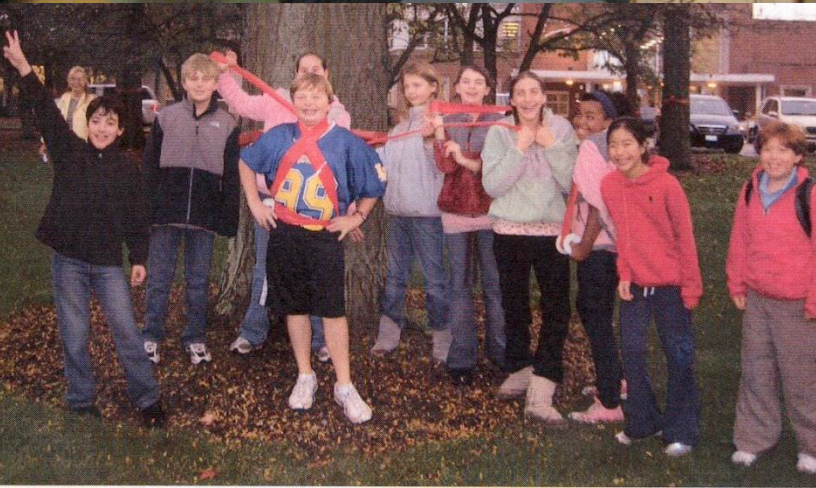
Youth-Serving Organizations

Civic & Volunteer Organizations

Local & State Governmental Agencies

Substance Abuse Treatment Providers

Organizations Involved in Reducing Substance Abuse



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Local & State Governmental Agencies

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Organizations Involved in Reducing Substance Abuse

## An Effective Community Coalition ...

- ✓ Common Mission and Vision
- ✓ Active Members From All Stakeholder Groups Across the Community
- ✓ **Focus on Environmental Prevention Strategies**

# Environmental Prevention Strategies

**Creating *Sustainable Community Level Change* versus Changing Individual Behavior**

**... Using a Combination of Five Strategies:  
Intentional Community Organizing, Media Advocacy,  
Policy Development, Research and Data, and Enforcement**

## Examples:

### Individual Strategies

- Brochure encouraging youth not to drink at parties
- Parent presentation on risks of prescription drug abuse

### Environmental Strategies

- Organizing alcohol free events for youth in community
- Community wide prescription drug collection program

## **An Effective Community Coalition ...**

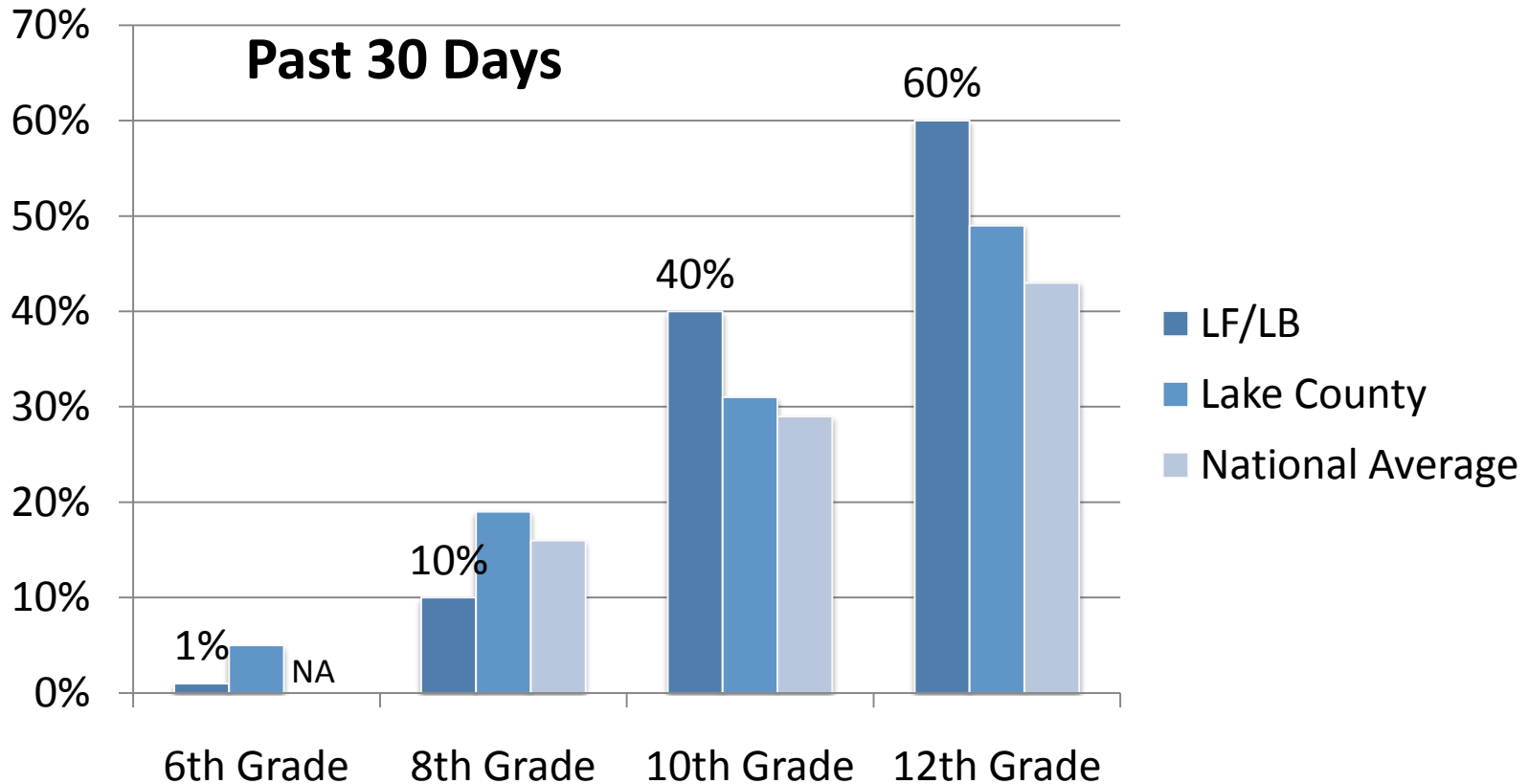
- ✓ Common Mission and Vision
- ✓ Active Members From All Stakeholder Groups Across the Community
- ✓ Focus on Environmental Prevention Strategies
- ✓ **Works Together to Leverage the Strengths & Resources of its Members**

**Goal is for Mission & Vision  
to Become Part of the Fabric of Our Community's  
Culture**

# **Community Assessment Effort Resulted in Identification of Three Priority Areas**

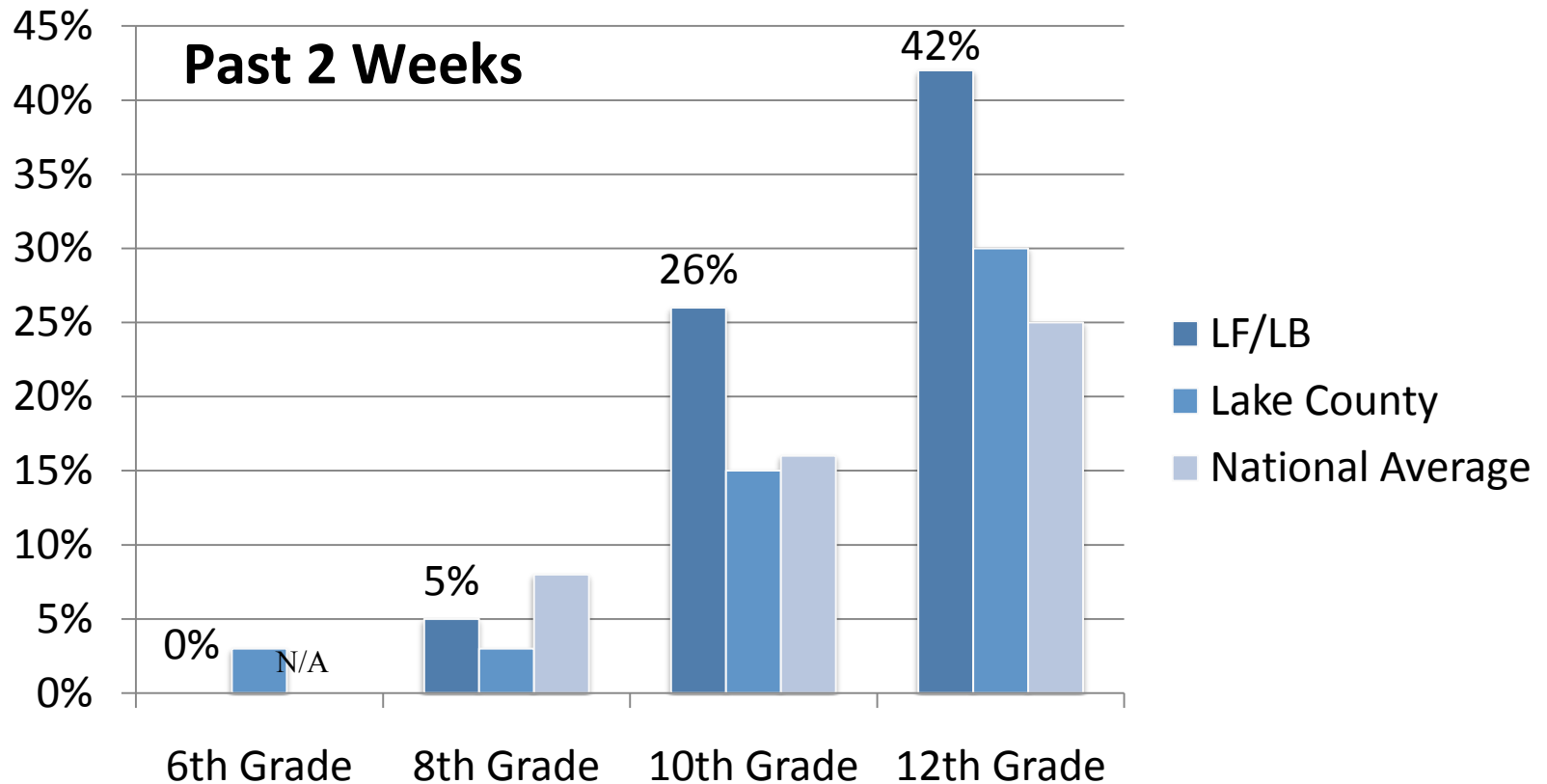
- ✓ **Alcohol**
- ✓ **Marijuana**
- ✓ **Prescription /Over the Counter (OTC)  
Drug Misuse**

# LF/LB Youth Alcohol Use



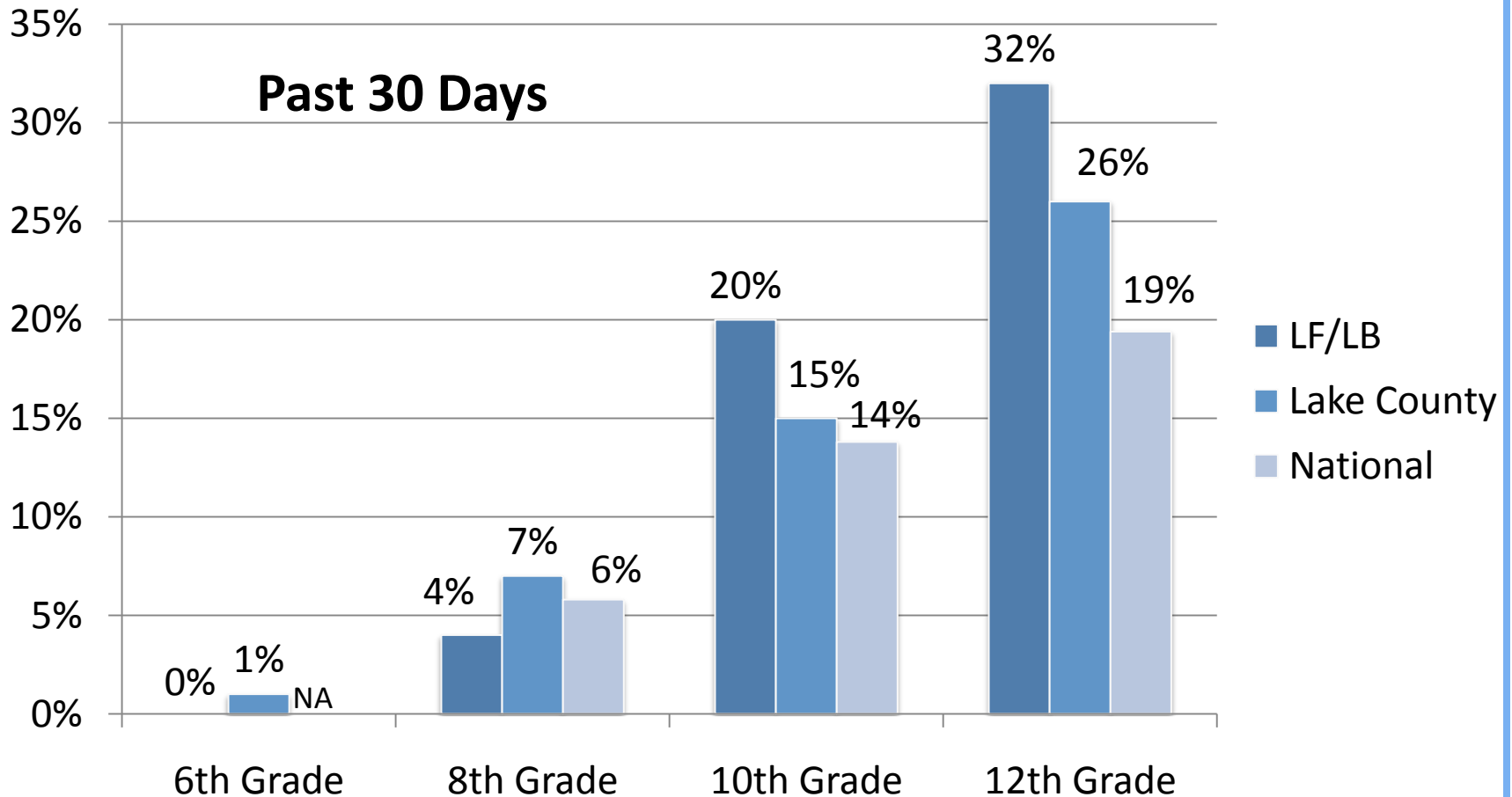
**A Dramatic Progression &  
Far Exceeding Local & National Averages**

## LF/LB Youth Binge Drinking



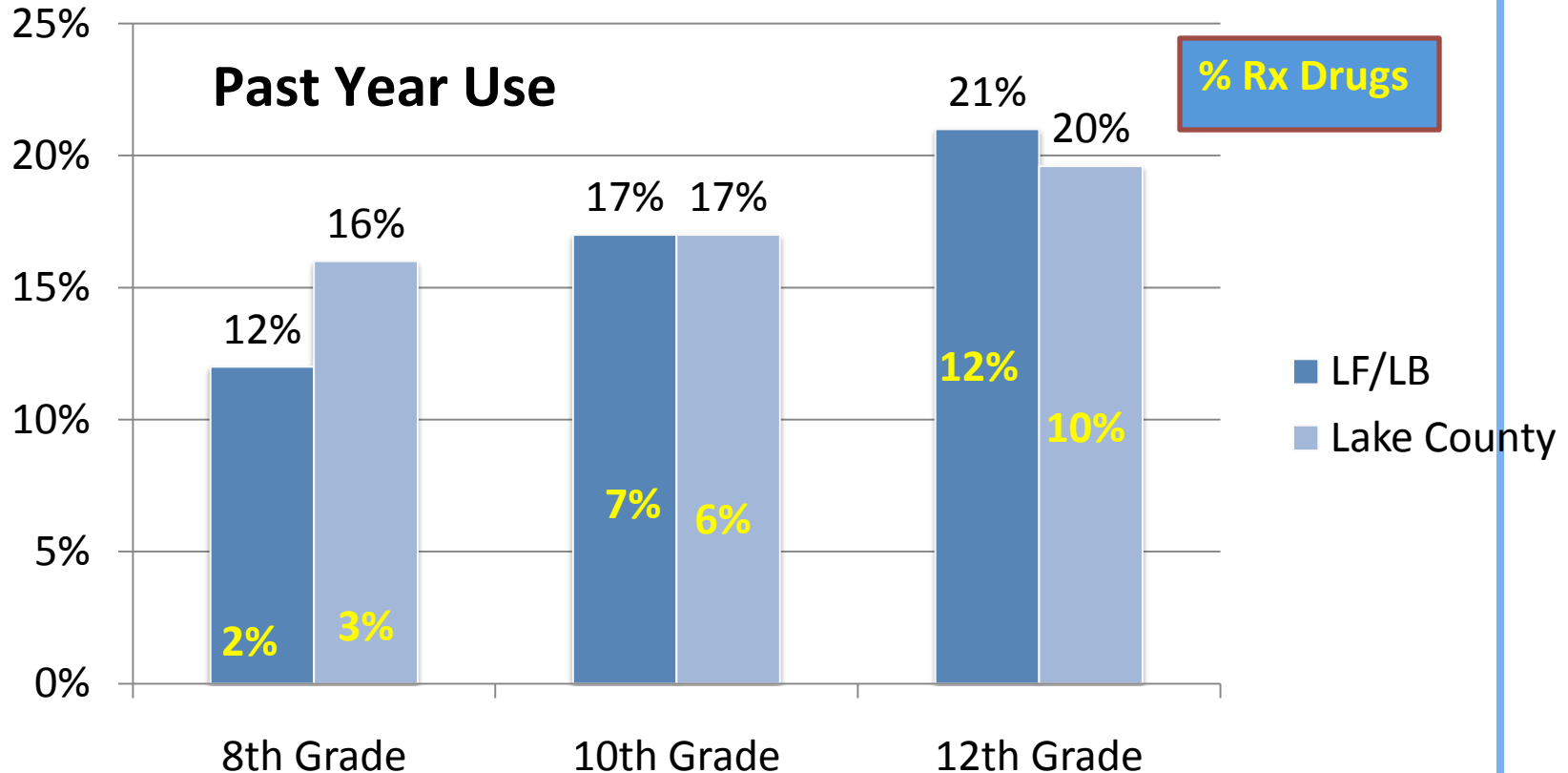
**Two-Thirds of Youth Drinkers Are Binge Drinking**

# LF/LB Youth Marijuana Use



**Marijuana is #2 Drug of Choice**

# Prescription and/or Over-The-Counter\* (OTC) Drug Misuse



**Rx/OTC is an Emerging Issue**

# Discussion Questions

**1. Is There Something We're Missing?**

**2. What Role Can You Play?**

**How Can We Work Together To Move The  
Dial on Alcohol, Marijuana, and Rx/OTC  
Drug Use By 10% By 2014?**

## **ALCOHOL Priority Risk Factors: Why Are Teens Drinking Here?**

- **Easy Access**
- **Accepting Culture**
- **Low Perceived Harm**

**About One-Third of LF/LB Teens Report  
Having a Family Member with a Severe  
Alcohol or Drug Problem**

# **ALCOHOL Priority Risk Factor: Easy Access**

## **Social:**

- Parents and Friend's Parents Homes
  - "Garage Hopping"
- Parents and Older Siblings/Friends Provide Alcohol
- Basement Parties (Parents not home, compliant, unaware)
  - Cars, Parks, Ravines, ...

## **Commercial:**

- Use Fake ID (10% of 12<sup>th</sup> Graders)
- Buy Outside of Lake Forest/Lake Bluff
  - Knollwood, North Chicago, Highwood, Bannockburn
  - Using Shoulder Taps, Fake ID's

# **ALCOHOL STRATEGY:**

## **Easy Access**

### **Social:**

- **New Social Host Ordinances**
- **Sticker Shock Campaign**
- ***Parents Who Host Lose the Most Campaign***
- **Safe Homes/Safe Parents – Parent Pledge**
- ***Zero Adult Providers – Identify & Prosecute***

### **Commercial:**

- **Compliance Checks**
  - **3 Liquor Licensing Jurisdictions**
- opportunities for improvement (training, penalties, ...)**

# **ALCOHOL Priority Risk Factor: Accepting Culture**

- **Perception of Use Exceeds Reality (Youth and Adults)**
- **Disconnect Among Parents**
  - **Majority Say It's Wrong & Harmful, But ...**
    - **Say it's the more liberal parents who are allowing**
    - **Feel pressure to allow/accept**  
(parents & kids will be ostracized)
    - **Everyone is Doing It ... Fatalism/Can't Avoid It**
    - **College Drinking (learn now)**
    - **Take Away the Keys (42% said an effective strategy)**
- **Teens Confirm Peer Pressure – *Drink or Lose Friends***
- **Teens – Only 26% Say It's Wrong by 12<sup>th</sup> Grade**

# **ALCOHOL STRATEGY:**

## **Accepting Culture**

- **Social Norms Marketing**
- **Media Advocacy: Explode Parental Myths**
  - **Learn Drinking in HS To Reduce Drinking in College**
  - **No/Limited Harm to Youth Drinking**
  - **“Forbidden Fruit” Easy Access = Less Binge Drinking**
  - **Take Away Keys = Safe Drunk Kids**
- ***Our Stories* DVD, Expert Talks**

# **ALCOHOL STRATEGY: Low Perceived Harm**

- **LEADers Program Replaced DARE**
- ***Our Stories* DVD**
- **Newspaper Insert**
- **e-Newsletters**
- **Middle School Media Project**
- **Life of An Athlete Program in November 2010**  
(parents, student athletes, coaches, school, community)

## **Marijuana RISK FACTORS:**

- **Easy Access (76% of 12<sup>th</sup> graders say so)**
- **Low Perceived Harm**
- **Low Perception of Disapproval  
(Only 43% of 12<sup>th</sup> Graders said it was “wrong”)**
- **Not easily detected (no breathalyzer)**
- **Perceived approval of marijuana use *very high*  
(It’s cool to smoke pot)**

## **Marijuana STRATEGY:**

- **Increase Awareness of Harm (Youth and Adults)**
- **Bike Path**
- **Work with Community Groups to Increase Detection & Enforcement**
- **Address Impaired Driving**

## **Rx / OTC Drugs RISK FACTORS:**

- **Easy Access (Medicine Chests, Excess Prescriptions)**
- **Not Easily Detected (no breathalyzer)**
- **Used as Currency – Selling or Trading**
- **Prescribers Play a Role**
- **Low Perceived Harm (must be ok, from a pharmacy)**

## **Rx / OTC Drugs STRATEGY:**

- ✓ **Community prescription drug collection program**
- ✓ **Awareness/Education Campaign on Dangers and Collection Program**

# Discussion Questions

**1. Is There Something We're Missing?**

**2. What Role Can You Play?**

**How Can We Work Together To Move The  
Dial on Alcohol, Marijuana, and Rx/OTC  
Drug Use By 10% By 2014?**



# Join Us at Our Next Coalition Meeting

**Wednesday, March 17**

**9-10:30 am**

**LFHS West Campus**

**Goal is for Coalition's Mission & Vision to Become  
Part of the Fabric of Our Community Culture**