



It Works!

The Newsletter of the Prevention/Intervention Department

of

The Council on Alcohol and Drugs

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SUPER

SUPER STOP

MAPP

PPLY

SUPER STARS

Welcome

Welcome to the first edition of the It Works! quarterly newsletter. Each issue of It Works! will feature our prevention programs, activities, and event announcements. Our goal is to keep you informed about our work around the state.

Thank you for all of your support!

*The Prevention/Intervention Department
The Council on Alcohol and Drugs*

Two Prevention/Intervention Department Programs

Win Two National Service to Science Awards

Two programs within the Prevention/Intervention Department have recently won two national awards from the U.S. Center for Substance Abuse Prevention (CSAP)/Centers for the Application of Prevention Technologies (CAPT) this quarter. The awards are for the Georgia Initiative to Prevent Underage Drinking and for Prevention Programming for Latino Youth, an after-school program. Both programs are funded by the Georgia Department of Behavioral Health and Developmental Disabilities, Division of Addictive Diseases, Office of Prevention Services and Programs. The two Service to Science Awards will consist of on-site, evaluation-related technical assistance from national evaluation experts to be followed up with 40 hours of telephonic technical assistance. The Awards are meant to take both programs to the "next level" in terms of their evaluation. The Council's Drugs Don't Work program also won the National Service to Science award in 2003.

PPLY Success Story at Coile Middle School

Since Prevention Programming for Latino Youth (PPLY) began on October 30, 2008, at Coile Middle School in Athens, Georgia, over 136 students have attended and benefited from the program. One of the most notable success stories of the program is a group of siblings that made tremendous progress since PPLY began at Coile Middle. A female student and her brother participated in the program during the 2008-2009 school year. The siblings' attitudes, grades, and participation increased significantly as the school year progressed. The female student shared that she knows many students are abusing drugs in Georgia and that she wants the program to continue in order to help prevent more students from using drugs.



The male student has remained in the program during the 2009-2010 school year; his sister is now in high school. The male student has made significant improvements in his work ethic, conduct, and motivation. He was failing several classes, but is now on the way to passing each of those classes based on improvements in grades and participation in each of his classes. His sister stated that she wants to become a doctor and he has expressed that he wants to become a police officer. Both students have set realistic goals and have better chances of achieving them as a result of their increased motivation and conscientiousness. The siblings have vowed to remain drug-free and not ruin their lives. They have expressed gratitude for PPLY and very much want the program to continue.

Youth claiming their voice and vision for changing alcohol environments in their communities.

The Cobb and Douglas Alcohol Policy Program (CDAPP) provides support in youth leadership development related to reducing underage drinking and prevention of tobacco use to youth groups in Cobb and Douglas County. Youth -Communities Organizing Resources for Excellence (CORE) of Douglas County and the Cobb Alcohol Taskforce Youth Council of Cobb County participate in several activities including youth leadership training, youth and adult collaborations, community based environmental strategies, media advocacy, and education and awareness. Youth group objectives include engaging, empowering and supporting youth from across the county as they learn and share their leadership skills for preventing underage drinking.



South Georgia Youth Making Moves- Environmental Scans in South GA

The environment in which we live, work, and play has a major influence on our lives. What we observe in our community may influence our decisions. Environmental scans are performed in order to determine if alcoholic beverages and tobacco products are marketed differently using the 4 P's of marketing, "Product, Price, Placement, and Promotion." A trained youth-team, accompanied by an adult, go into convenience stores to see, for example, if the beer has been placed right next to the candy.



The 21st Century Community Learning Center (CCLC) Afterschool program in Metter, Georgia (Candler County) just completed an environmental scan. Students commented that they never noticed how many advertisements for alcohol and tobacco products were in local stores before performing this scan. Students were excited about performing the scan and stated they learned a lot from the experience. They are in the process of scheduling a Town Hall Meeting where the students will present their findings from the environmental scans.

Boys to Men in Waycross (Ware County) Georgia recently completed an environmental scan. The boys stated that from now on they will always notice how stores use techniques to appeal to young people's tastes. Boys to Men hosted a Town Hall Meeting on April 15, 2010.

The Apple Dumpling Group in Cordele (Crisp County) performed an environmental scan of nineteen stores on March 29, 2010 through April 3, 2010. They had previously completed an environmental scan training on March 27, 2010.

Upcoming Events

To recognize the serious problem of alcohol abuse, April is designated

"Alcohol Awareness Month"

"Underage alcohol consumption in the United States is a widespread and persistent public health and safety problem that creates serious personal, social, and economic consequences for adolescents, their families, communities, and the Nation as a whole."

-The Surgeon General's Call to Action To Prevent and Reduce Underage Drinking

Town Hall Meetings will take place across Georgia this spring. Please follow is link for details about the upcoming Town Hall Meetings in Georgia.

Urban Youth Summit in Valdosta, Georgia

Saturday, May 8, 2010, 8 a.m. to 3 p.m.

James H. Rainwater Conference Center, Valdosta, GA

Underage Drinking Workshop Facilitator:

Marie Bryant, South Georgia Program Coordinator for the Georgia Underage Drinking Prevention Initiative, The Council on Alcohol and Drugs.

Marie will facilitate one of the workshops on underage drinking to adult leaders.

The 2010 Urban Youth Summit is an innovative youth conference experience featuring a unique blend of education and entertainment, focusing on teen pregnancy prevention, violence prevention, and other important teen health issues.

*Thank you for your support and please look forward to the next issue of the **It Works!** newsletter.*

Sincerely,

Afiya King, MPH

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