

21 reasons

to prevent underage drinking.
...what's your reason?



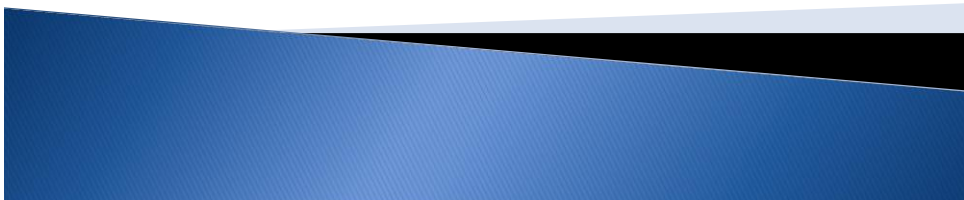
www.21reasons.org



21 reasons

...an underage drinking prevention coalition

Partnering to change our culture with policies and practices that support the drug free development of our youth.



“Why focus on the community environment?”

INDIVIDUAL

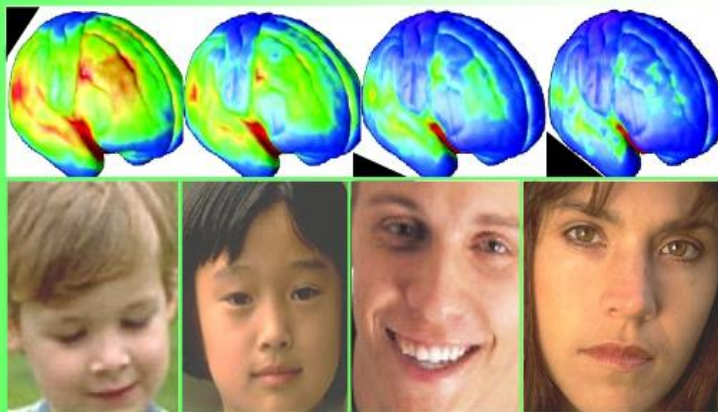
- ▶ **Traffic fatalities in the 60's**
“Unsafe drivers”
- ▶ **Smoking**
“Don't know the risks”
- ▶ **Obesity**
“Don't know what's healthy”

ENVIRONMENTAL

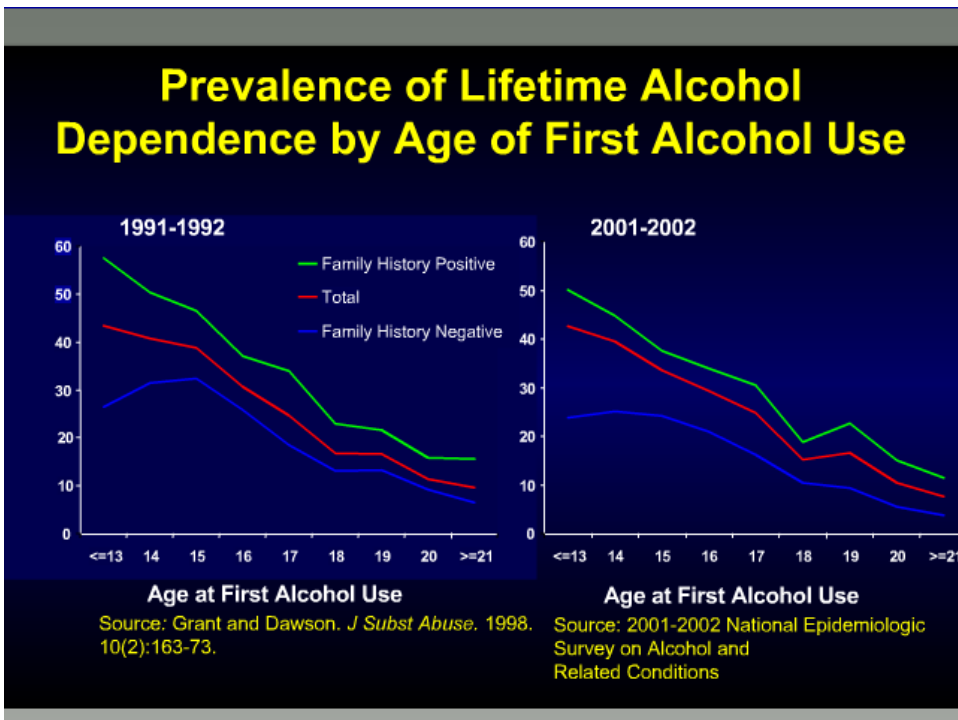
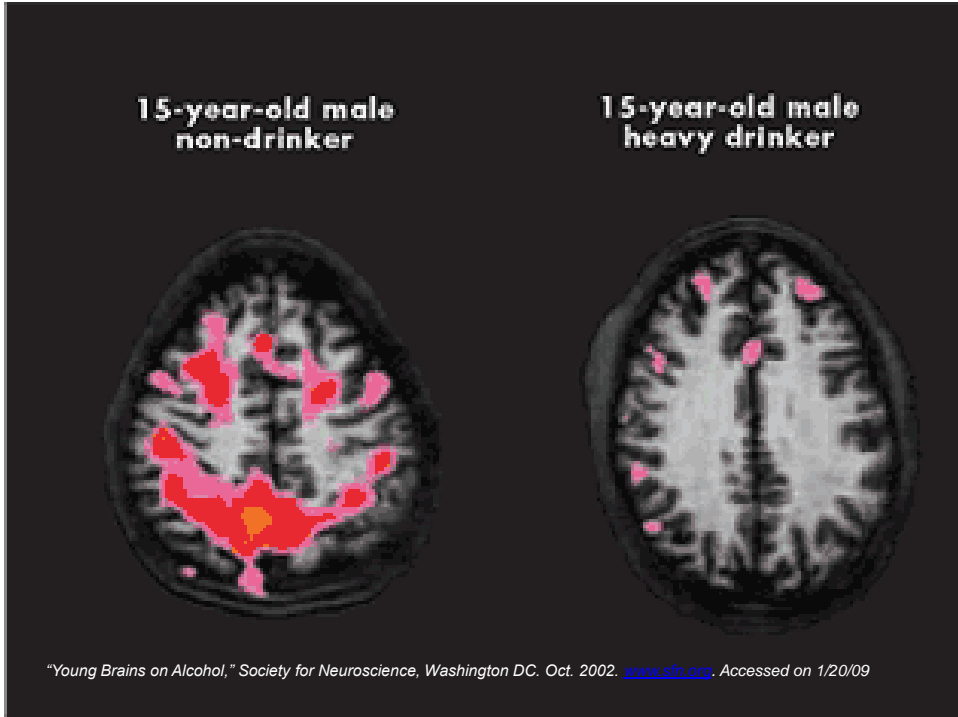
- “Unsafe cars!”
- “It's everywhere, it's cheap, and it's cool.”
- “Junk food is cheaper, and there's nowhere to walk.”

The Brain Continues to Mature Throughout Adolescence and Into Early Adulthood

Over view of brain development progress



Vivian B. Faden, Vivian B, Ph.D., and Powell, *Adolescent Development and Alcohol Use*, December 9, 2008.

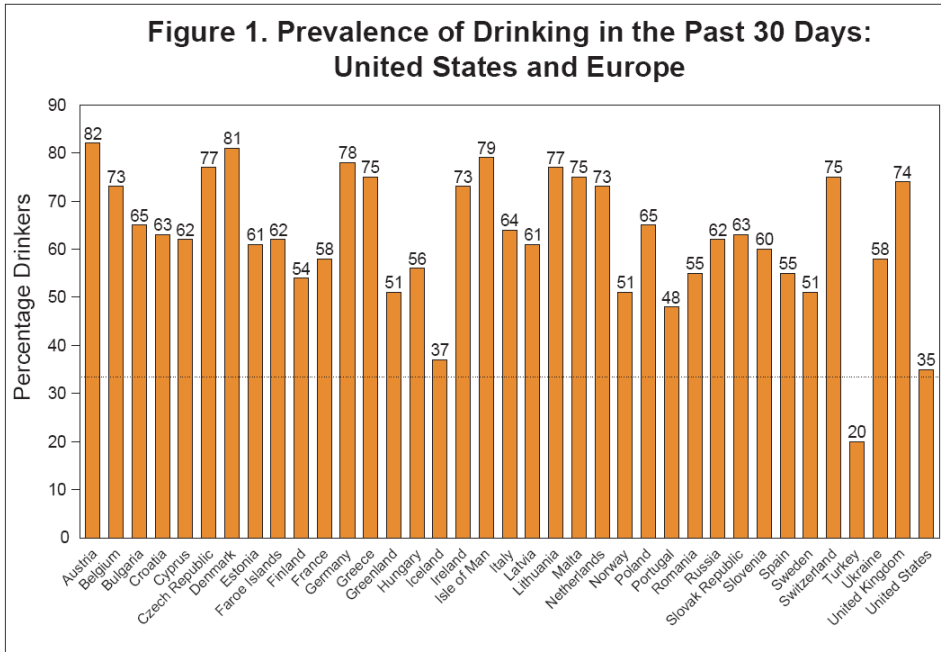




MYTH:

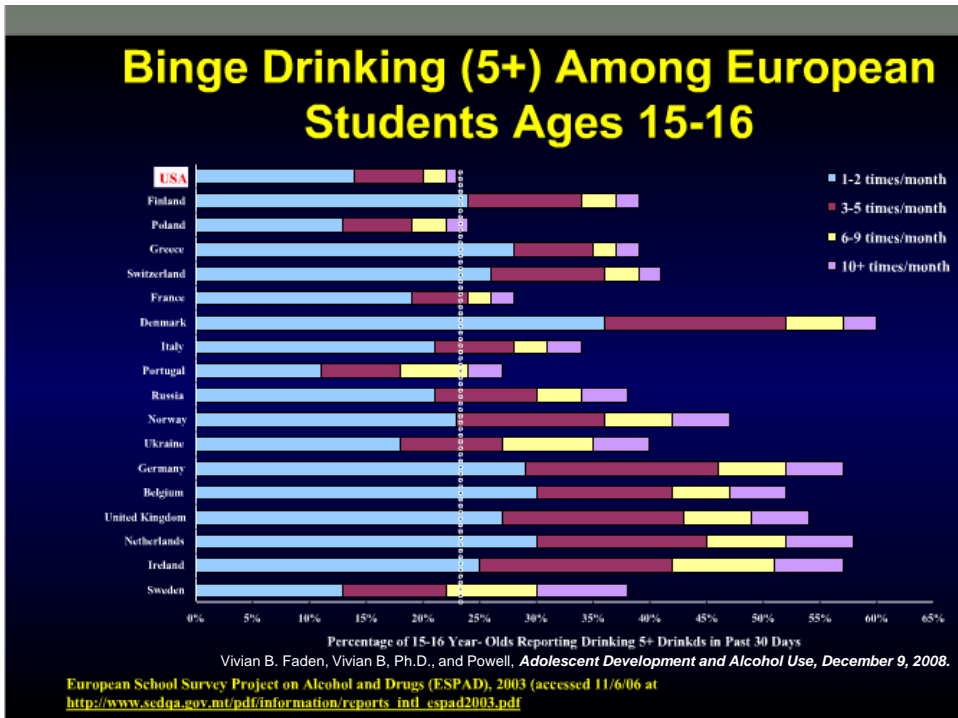
“Kids in Europe drink more responsibly because it is not a big deal.”





Source: OJJDP, May 2005, page 4.

Sources: 2003 ESPAD Survey and 2003 Monitoring the Future Survey



Portland* High Schools Use Rates

	Portland	Maine
Alcohol (prior 30-day use) :	34.0%	34.7%
Binge drinking (prior 30-day):	20.5%	21.3%

*PHS, DHS, & CBHS combined

Source: 2009 MIYHS

What do we know about preventing underage drinking?

- ▶ Prevention must start early and change as developmental risk factors change
- ▶ Prevention is most effective when multiple systems are involved such as family, school and community.

MYTH:

“If I don’t teach my kids to drink in high school, they will only drink more when they go off to college.”




Top Influencers:

- ▶ *Parents*



Parental Monitoring Tips

- ▶ Limit Access
 - ▶ Network
 - ▶ Reinforce and Enforce
 - ▶ Check In Often
 - ▶ Be Up and Be Ready
- 

“Table Talks”

Parents Connecting for Alcohol-Free Youth



Top Influencers:

- ▶ Parents
- ▶ *Law Enforcement*



Top Influencers:

- ▶ Parents
- ▶ Law Enforcement
- ▶ *Media*

Alcohol
advertising
budget: \$5 billion



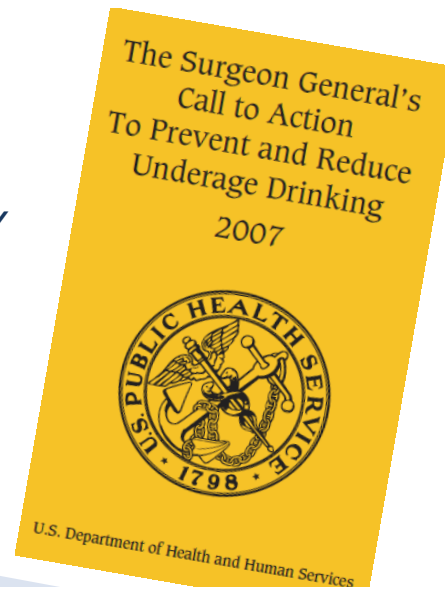
"Now, kids, don't look until you're twenty-one."

www.GetSerious

Federal Trade Commission Self-Regulation
in the Alcohol Industry, 1995

Top Influencers:

- ▶ Parents
- ▶ Law Enforcement
- ▶ Media
- ▶ *Medical Community*



PEDIATRICS[®]

OFFICIAL JOURNAL OF THE AMERICAN ACADEMY OF PEDIATRICS

Policy Statement: Alcohol Use by Youth and Adolescents: A Pediatric Concern

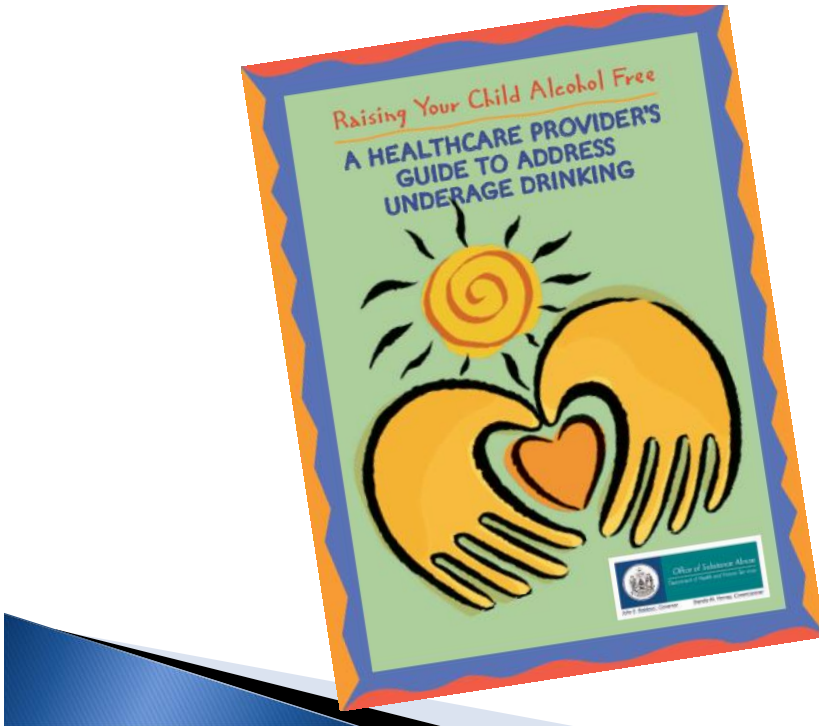
DOI: 10.1542/peds.2010-0438

Pediatrics published online Apr 12, 2010;

COMMITTEE ON SUBSTANCE ABUSE

The online version of this article, along with updated information and services, located on the World Wide Web at:

www.21reasons.org/parents.php



Screening Adolescents for Alcohol and Drugs

During the past 12 months, did you:

1. Drink any alcohol (more than a few sips)?
2. Smoke any marijuana or hashish?
3. Use anything else to get high?

"anything else" includes illegal drugs, over the counter and prescription drugs, and things that you sniff or "huff"

All NO

Any YES



Ask CAR question only

*CRAFFT Screen (below)

- C** Have you ever ridden in a **CAR** driven by someone (including yourself) who was "high" or had been using alcohol or drugs?
- R** Do you ever use alcohol or drugs to **RELAX**, feel better about yourself, or fit in?
- A** Do you ever use alcohol or drugs while you are by yourself, **ALONE**?
- F** Do you ever **FORGET** things you did while using alcohol or drugs?
- F** Do your family or **FRIENDS** ever tell you that you should cut down on your drinking or drug use?
- T** Have you ever gotten into **TROUBLE** while you were using alcohol or drugs?

*Two or more yes answers on the CRAFFT suggest a serious problem and a need for further assessment.

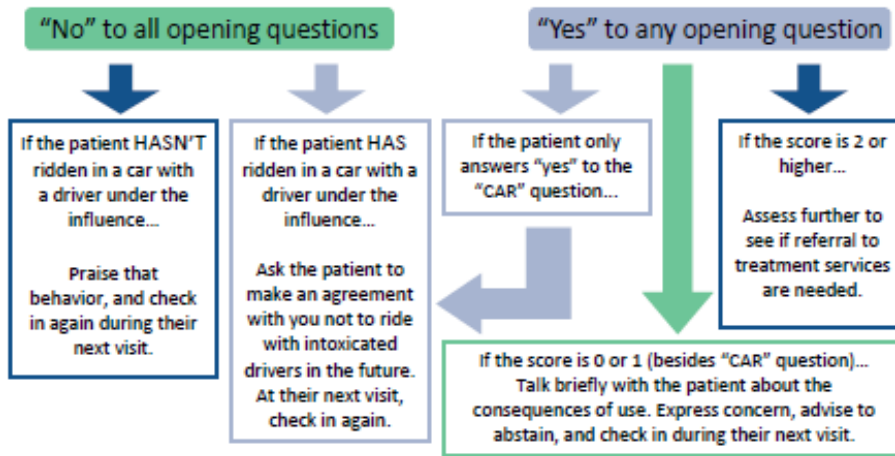
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Referral Information:

SAMHSA's Toll-Free Referral Helpline-1-800-662-4357

Or <http://findtreatment.samhsa.gov/>

How do I interpret CRAFFT scores?




Youth Treatment Providers Cumberland County


Name	Town	Phone
Addiction Resource Center	Brunswick	207-373-6950
Casco Bay Substance Abuse Resource Center	Portland	207-775-1335
Homeless Health Care Center	Portland	207-874-8445
Counseling Services, Inc	Westbrook	207-282-1500
Crooked River Counseling, PA	Bridgton	207-743-1677
Danzig Counseling Services, PA	Windham	207-893-0000
Day One	South Portland	207-822-2651 or 207-874-1045
Food Addiction Chemical Dependency Consultants, LLC	South Portland	207-774-4564
Food Addiction Chemical Dependency Consultants, LLC	Windham	207-893-0213
Maine Medical Center Outpatient Psychiatry	Portland	207-761-6644 or 866-761-6644
Michael Lane Behavioral Healthcare	Yarmouth	207-251-1482
Northeast Occupational Exchange (NOE)	Portland	800-857-0500
Protea Division of Sweetser	Brunswick	877-776-8322
Recovery Associates of Southern Maine Inc	Scarborough	207-885-1060
Recovery Associates of Southern Maine Inc	Windham	207-892-7797
Recovery Associates of Southern Maine Inc	Portland	207-985-8900
Spring Harbor Community Services	Portland	207-780-0020
Spring Harbor Hospital	Westbrook	888-524-0080
Spurwink Services	Brunswick, Casco, or Portland	207-871-1200
Sweetser	Brunswick	207-373-3008
Sweetser Affiliates	Portland, Brunswick	800-434-3000
Top of the Hill Counseling	Portland	207-780-8999
TII County Mental Health Services	Bridgton	207-647-5629
Wellness Health Associates Inc	South Portland	207-799-7100
Youth Alternatives Inc	Portland	207-874-1175

For up to date providers and more in-depth information on these providers, log onto:
<http://www.maine.gov/dhhs/osa/help/directory.htm> (last accessed on 6/1/2010)

Physicians in Action

- ▶ Use the CRAFFT
 - ▶ Talk to your parents about parental monitoring
- 

Physicians in Action, con't...

- ▶ **Bonus Points:** Partner with local coalitions:
 - ▶ **21 Reasons** (*Portland*): Jo Morrissey
▶ jmorrissey@mcd.org
 - ▶ **Casco Bay CAN** (*Falmouth, Yarmouth, Freeport, Cumberland, North Yarmouth, Pownal*):
sdibella@mcd.org
 - ▶ **Gray, New Gloucester:** Gray and New Gloucester Youth Substance Prevention Coalition. Contact: Suzanne DiBella Olson
 - ▶ Ph: 773-7737; Email: sdibella@mcd.org
- 

Physicians in Action, con't...

- ▶ **Lakes Region:** (*Bridgton, Harrison, Naples, Casco, Raymond, Sebago, Baldwin, Standish, Windham*) PROP Communities Promoting Health Coalition. Contact: Chanda Sinclair; Ph: 553-5800; Email: csinclair@propeople.org
- ▶ **Rivers Region:** (*Cape Elizabeth, Gorham, Scarborough, South Portland, Westbrook*) PROP Communities Promoting Health Coalition. Contact: Liz Blackwell-Moore; Ph: 553-5800; Email: elblackwell-moore@propeople.org



Resources:

CRAFFT is copyright tool by the Children's Hospital, Boston, 2009. The handouts in your packets were reproduced with permission from the Center for Adolescent Substance Abuse Research, or CeASAR, Children's Hospital, Boston. FMI: <http://www.ceasar-boston.org/> (last accessed on 5/27/2010)

To order CRAFFT pocket cards, call 617-355-5433.

A parent guide to the Teen Brain, Partnership for a Drug Free America, <http://www.drugfree.org/teenbrain/index.html> (last accessed on 4/16/2010)

U.S. Department of Health and Human Services. *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking*. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007. <http://www.surgeongeneral.gov/topics/underagedrinking/> (last accessed on 4/16/10)



Resources (con't)

5 Tips Poster, Handout or other material for parents:
<http://www.maineparents.net/Media/Materials.htm> (last accessed on 5/27/10)

Healthcare Provider's Guide to Addressing Underage Drinking or other physician resources at
<http://www.maine.gov/dhhs/osa/prevention/community/healthcare.htm> (last accessed on 5/27/2010)

To order contact: Anita Reynolds, Maine Office of Substance Abuse,
 287-8901 or email: Anita.Reynolds@maine.gov



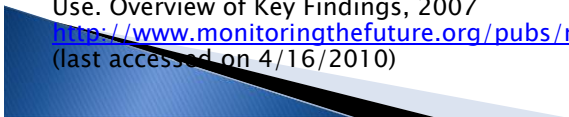
References:

Adolescent Development and Alcohol Use
 Vivian B. Faden, Ph.D., Acting Director, Office of Science Policy and Communications, Patricia A. Powell, Ph.D., Chief, Science Policy Branch, National Institute on Alcohol Abuse and Alcoholism, NIH, December 9, 2008. View archived presentation and slide show:
<https://webmeeting.nih.gov/p95927495/> (last accessed on 4/16/2010)

Young Brains on Alcohol, Society for Neuroscience, Washington DC. Oct. 2002.
www.sfn.org. Accessed on 1/20/09

The 12-Month Prevalence and Trends in DSM-IV Alcohol Abuse and Dependence, United States, 1991-1992 and 2001-2002. Bridget F. Grant, Ph.D., Ph.D., Deborah A. Dawson, Ph.D., Frederick S. Stinson, Ph.D., S. Patricia Chou, Ph.D., Mary C. Dufour, M.D., M.P.H., Roger P. Pickering, M.S.
<http://pubs.niaaa.nih.gov/publications/arh29-2/79-93.htm> (last accessed 6/1/2010)

National Statistics: Monitoring the Future: National Results on Adolescent Drug Use. Overview of Key Findings, 2007
<http://www.monitoringthefuture.org/pubs/monographs/overview2007.pdf>
 (last accessed on 4/16/2010)



References: (Continued)

U.S. Department of Health and Human Services. The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking. U.S. Department of Health and Human Services, Office of the Surgeon General, 2007.

<http://www.surgeongeneral.gov/topics/underagedrinking/> (last accessed on 4/16/10)

International Statistics: The European School Survey Project on Alcohol and other Drugs, <http://www.espad.org/espad-reports> (last accessed on 4/16/10)

List of Treatment Providers: For up to date providers and more in-depth information on these providers, log onto: <http://www.maine.gov/dhhs/osa/help/directory.htm> (last accessed on 6/1/2010)



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