



Chief Aaron Evans  
Phyllis Clingner -  
Co-Editors



# CAMPBELL COUNTY, TN ANTI-DRUG COALITION

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## SPECIAL POINTS OF INTEREST:

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## Interventions do help!



## WHAT TO DO IF YOUR CHILD IS DRINKING OR USING DRUGS

Partnership for Drug-Free Kids



If you are concerned about your teen’s drug or alcohol use, then it is time to take action. *You can never be too safe or intervene too early - even if you believe your teen is just “experimenting.”*

**What exactly is an intervention, and why should I have one with my child?**

You don’t need to be scared off by the word “intervention.” **An intervention can be as simple as a conversation in which you express your concern to someone about his or her drug/alcohol use - it is not an attack on that person, and it doesn’t always need to be followed by rehab.** The point of having an intervention with your teen is to address his/her drug or alcohol problem and lead him /her to help if s/he needs it. A simple intervention can take place between you and your child in your own home - and it can be very successful, even if it only tackles small goals at first. Just making it clear to your teen that you don’t want him/her drinking or using drugs is an accomplishment. Confronting your child about his or her drug use will probably be uncomfortable for both of you, and you may even think it’s unnecessary.

**But you can never be too safe or intervene too early.** Casual or experimental drug use can quickly turn into drug abuse, dependence or addiction and can lead to accidents, legal trouble, and serious health issues. **That’s why it’s imperative that you have an intervention as soon as your instinct tells you that something is wrong.** If you are at all concerned about your child’s drug or alcohol use - or even just have a bad feeling - you can and should start the conversation.

What kind of intervention should you have? There are two types of interventions: **formal and informal.**

A **formal** intervention is a planned and structured conversation with the drug abuser. This may be the best option for you if you believe your teen is suffering from dependence or addiction, or has refused help or treatment on previous occasions. It will involve you and your child’s other loved ones explaining to you teen how his/her drug habits and resulting behaviors are affecting their lives. You may want to have a trained professional such as an interventionist or qualified counselor to conduct and mediate this type of inter-

vention. An **informal** intervention is a personal discussion with the drug or alcohol user. This is probably your best option if you’ve never discussed your child’s drug use with him/her before. In an informal intervention, you will ask some observations, ask you teen some questions - and listen to their answers. Your informal intervention will hopefully lead you and your teen to figure out the next steps toward a healthier lifestyle you both agree upon. While you should talk to your teen as early as possible, there are some times when you shouldn’t attempt the conversation:

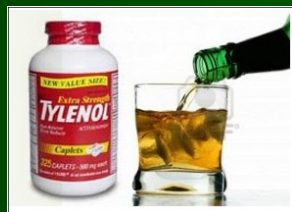
- Your child is drunk or high
- You’re angry
- You aren’t prepared

**Bottom line** - an intervention is simply a conversation, but it’s an important conversation that you can never have too early. The sooner you intervene the more pain and danger you will save your child, yourself, and your family in the future. Remember that the time must be right, and the conversation will be much more productive if both of you are calm and sober.



# AMERICANS AT RISK FOR ALCOHOL-MEDICATION INTERACTIONS National Institute on Health

**Social Problems:  
Drug and Alcohol  
Use and Abuse**



Nearly 42 percent of U. S. adults who drink regularly also report using medications known to interact with alcohol based on a study from the National Institutes of Health, released last week. Among those older than 65 years of age who drink alcohol, nearly 78 percent of them report using alcohol-interactive medications. This could put people at risk for nausea, headaches, loss of coordination and even internal bleeding, heart problems and difficulty breathing. The research is among the first to estimate the proportion of adult drinkers in the United States who may be mixing alcohol-interactive medications with alcohol. “Combining alcohol with medications often carries the

potential for serious health risks,” said Dr. George Koob, director of the National Institute on Alcohol Abuse and Alcoholism (NIAAA), part of NIH. “Based on this study, many individuals may be mixing alcohol with interactive medications and they should be aware of the possible harm.” Dr. Koob address CADCA’s coalition at its 25th annual Leadership Forum last month. The study appears in the February issue of “Alcoholism: Clinical and Experimental Research”, led by Dr. Rosalind Breslow, Ph.D. “Our findings show that a substantial percentage of people who drink regularly, particularly older adults, could be at risk of harmful alcohol and medication inter-

actions. We suggest that people talk to their doctor or pharmacist about whether they should avoid alcohol while taking their prescribed medications.” The researchers analyzed data from more than 26,000 adults ages 20 and older, who participated in the National Health and Nutrition Examination Survey (1999 - 2010). The survey asks participants about alcohol use in the past year and prescription drug use in the past month. The main types of alcohol-interactive medications reported in the survey were blood pressure medications, sleeping pills, pain medications, muscle relaxers, diabetes and cholesterol medications , antidepressants and antipsychotics. *[see the NIAAA fact sheet]*

# NEWS/NEWSPAPERS IN EDUCATION SUPPLEMENT PREVENTING TOBACCO USE

**1000 YOUTHS**  
UNDER THE AGE OF 18 START  
SMOKING EVERY DAY.



EQUIVALENT TO THE AVERAGE SIZE OF  
**1 ENTIRE HIGH SCHOOL.**



**1 OF 4** HIGH SCHOOL STUDENTS SMOKE. → **80%** WILL SMOKE INTO ADULTHOOD. → **HALF** WILL DIE 13 YEARS EARLIER THAN THEIR PEERS.

CADCA and the Geographic Health Equity Alliance have developed an educational supplement aimed at teaching young people and parents about the harms and effects of tobacco use. The supplement, which is intended to be used in the classroom, explains the science around the effects of tobacco use and its link to cancer and other chronic diseases and conditions.

The Road to Wellness: Driving Tobacco and Cancer off the Map was created through the Newspapers in Education program and was published in the Washington Times newspaper November 20. This supplement can be published in any newspaper in America and is an ideal teaching tool to spark a conversation on tobacco use. CADCA recommends that our coalition work with our

local news carriers to get this supplement published to coincide with Kick Butts Day, observed on March 18th or World No Tobacco Day, observed May 31st. We will request that it be included as a supplement to our area news, and will look for help to cover any necessary costs for this public service announcement, in applicable. *[http://www.nohealthdisparities.org]*





## MARCH HOLIDAYS AND IMPORTANT DATES

### American Red Cross Month, Women’s History Month and Children’s March of Dimes Month

- March 2nd - Dr. Suess Day - read some of his famous books to children!
- March 6th - World Day of Prayer - remember to do so; NO COALITION MEETING TODAY—POSTPONED TO 3/18
- March 8th - Daylight Savings Time Begins (spring forward one hour)
- March 11th - Community Advisory Board Meeting at Cumberland Hope Church at 10:30 a.m.
- March 15th - Ides of March
- March 17th - St. Patrick’s Day - do not over indulge today!!
- March 18th - Kick Butts Day; rescheduled Campbell County, TN Anti-Drug Coalition meeting at noon at RSCC
- March 20th - Spring Begins!!!
- March 30th - Primary Care Providers and all Medical Providers/Doctors Appreciation Day
- March 29th - Palm Sunday



# WHAT IS PREVENTION?

PREVENTION ALLIANCE OF TENNESSEE

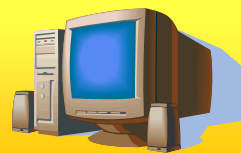
Each year, drug and alcohol abuse costs this country more than \$500 billion in law enforcement, emergency room visits, property damage, extended physical and mental healthcare and other connected expenses.

Substance abuse prevention is a process that attempts to prevent the onset of substance use and/or limit the development of problems associated with misuse of substances. Prevention efforts focus on the individual as well as their surroundings. The concept of “environmental prevention” focuses on changing community conditions or policies so that the availability of substances is reduced along with its demand.

Substance abuse takes a toll on individuals, families, and communities. It costs money and it costs lives. Prevention is an important, yet sometimes overlooked, proactive means to reduce costs and save lives. Research over the last two decades has proven that drug and alcohol addiction is both preventable and treatable. Therefore, prevention strategies must be a critical component for any comprehensive

strategy to address drug abuse and underage drinking. Our system often takes a reactive approach, trying to fix the problem after it has already occurred, rather than addressing the root of the problem through prevention. Recent cost benefit analysis revealed the cost-benefit ratios for early treatment and prevention for addictions and mental illness programs shows \$1 investment yields \$2 to #10 savings in health costs, criminal and juvenile justice costs, educational costs, lost productivity, physical and healthcare, etc. Recent numbers show that for every dollar invested in a community coalition in Tennessee, \$1.26 of in-kind community support was generated. That is a return on investment of more than 100%.

# PROTECT YOURSELF ON THE INTERNET



Internet scams grow more sophisticated as consumers become savvier about avoiding them. Some are moving off-line. Example: You receive a phone call from an imposter technician who says a virus on your computer is compromising their network. Resolving the



problem requires following their over-the-phone instructions and entering code, which then hijacks your computer. Another involves imposter emails from FedEx, DHL, or UPS indicating a package could not be delivered. Instructions include clicking a virus-laden link to provide personal information. To learn more about scams, visit:

[www.fbi.gov/scams-safety/fraud/internet-fraudw](http://www.fbi.gov/scams-safety/fraud/internet-fraudw). Make sure that your children are also aware of these scams and tricks to learn your personal information to access your account information etc. Fraud is becoming more sophisticated and we need to be ready to take action to protect ourselves. Work with your area law enforcement staff to catch these thieves.





THE CAMPBELL COUNTY, TN ANTI-DRUG COALITION IS SUPPORTED BY:



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CHRIS STANLEY, Caryville City Mayor  
JACK CANNON, Jacksboro City Mayor  
FORRESTER BAIRD, Jellico City Mayor  
MIKE STANFIELD, LaFollette City Mayor

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ROBBIE GOINS, Campbell County Sheriff  
JIMMY JEFFRIES, LaFollette City Police Chief



# SCORE A TOUCHDOWN

## BY CHANGING COMMUNITY VIEWS ON ALCOHOL



Massillon, Ohio is known for two things: football and tailgate parties. But when a 2012 football game resulted in 12 incidents, including fights, car crashes, underage drinking and theft, the community decided it was time for a change. Fran Gerbig, director of the Stark County Anti Drug coalition was shocked. "Can you believe this happened?" she recalled. "What can we do to address the problem?" The community agreed to find a solution to this problem. The first step began with the administration of the Massillon City Schools, who with the help of the coalition, put in place a Fan Code of Conduct to be followed during football games, which prohibits

behavior such as abusive and foul language, and alcohol use. To promote community awareness of responsible drinking, the coalition installed signs stating the Fan Code of Conduct on the school's campus and collaborated with another coalition to hold a Drive Sober campaign. Several awareness events were held over the summer and at the first home football game of the season. In addition, the local radio station did a live broadcast before prom and graduation season talking to students about the importance of sobriety. Several events were held at the school itself, stressing the same message about the risks of underage drinking. The coalition also advertised itself in the

youth sports programs throughout the county, providing resources about underage drinking prevention.

How effective were the efforts? The schools reported two ejected fans in 2014 for inappropriate behavior compared to 15 fans removed from the game in 2012. The environmental scan conducted by the coalition in 2012 recorded multiple incidents of underage drinking, tailgate parties and open consumption of alcohol on school property and in the neighborhood surrounding the stadium, limited police presence, and no signage prohibiting alcohol on school property. In 2014 there were no signs of underage drinking.

