

MAPSA NEWS

Municipal Alliances for the Prevention of Substance Abuse

July 26, 2010

Issue No. 1

Governor's Council on Alcoholism and Drug Abuse

Congratulations to the County Alliance Coordinators Association on the decision to develop an online newsletter. Your leadership is to be commended on taking a very proactive step to increase communication and share information. I am grateful for the opportunity to participate in the inaugural edition and wish you every success with this endeavor.

The world around us is in a lot of turmoil. Diminishing revenues have all levels of government struggling to just maintain basic operations. Unfortunately, prevention efforts are usually among the first services on the chopping block. The state grants portion of the federal Safe and Drug Free Schools and Communities program ended July 1, 2010. Many school districts saw their budgets defeated this year, which along with cuts in school aid, resulted in numerous staff layoffs. Student Assistance Coordinators (SACs) are not statutorily required and therefore in a vulnerable position. I was told recently that at least 90 SACs have lost their jobs statewide.

The Drug Enforcement Demand Reduction (DEDR) Fund collections are down but remain more than adequate to continue funding the Municipal Alliance Program, the Governor's Council on Alcoholism and Drug Abuse and the appropriations mandated by the legislature. The County Alliance Steering Subcommittees and Municipal Alliance Committees should take extra care this year in developing their 2011 plans. A cursory review of community need and resources will not suffice. Going forward, Alliance Committees need to take a hard look at their communities to assess budget, personnel and service cuts and their impact on local prevention efforts.

The Municipal Alliance Program has provided twenty years of outstanding public awareness, education, prevention, and advocacy efforts. A majority of our communities have been made safer and reduced the impact of substance abuse due to the tireless efforts of local volunteers, community leaders and Alliance coordinators.

Now, more than ever, your efforts will be needed to hold the line in your communities. You can do this by:

- ensuring local officials are educated and provide necessary leadership;
- parents, mentors and coaches are made aware of current trends;
- making certain that outreach and alternatives for youth continue;
- engaging local businesses and civic groups so they are full and responsible partners in promoting alcohol and drug free communities;
- speaking out when you see any attempt to establish a tolerant or lenient environment for underage drinking, abusive drinking, smoking, prescription misuse and drug abuse.

You have all done such outstanding work over the years. Keep it up; it's more important now than ever. Enjoy the rest of your summer!

Mary Lou Powner, MPA
Executive Director, GCADA

Spotlight on Monmouth County

Strengths of the Alliance Committee

Thoughts from Monmouth County Municipal Alliance Coordinators

The Middletown Alliance does everything it can to educate our residents before a tragedy occurs. Professionals representing the legal, police, and education communities come together with parents and youth to develop a community action plan that addresses the health, legal, and personal consequences of alcohol misuse and drug abuse. Our common programmatic theme is "It only takes one bad decision to ruin your life and the lives of those who love you".

The strength of the Highlands / Atlantic Highlands Alliance is having a very tight connection with all of the Schools, Police Departments and Community. Many faculty members in the different schools, various Officers on the Police Departments and people in the Community have grown up in the towns and then decided to stay here to raise their own families.

Marlboro Township Alliance for the Prevention of Substance Abuse has a very strong membership comprised of members of the community, police, schools, government, residents and treatment agencies. We are dedicated to providing all our residents with a substance abuse free environment. We encourage responsible decision making by our youth and parents, especially as it relates to drugs and alcohol. We also believe in developing positive peer pressure and through the efforts of everyone working together we will achieve our goal. Our strength lies in the quality of members that support the Alliance and that we continuously strive to reach out to all arms of the community giving a forum to each and every one.

James Wallace, Monmouth County Alliance Coordinator, adds his viewpoint, *It is imperative that the entire community is represented on the local Municipal Alliance Committee (MAC) because as it is true that 'it takes a village to raise a child'; in the case of substance abuse prevention, it is the village that is needed to effectively prevent the disease of addiction.*

Check out a recent article about the Monmouth County Municipal Alliance program in the National Council on Alcoholism and Drug Dependence-New Jersey (NCADD-New Jersey) *Perspectives Journal* June, 2010 issue.

Note: New Jersey residents can receive *Perspectives* free of charge by calling (609-689-0121)

Recognitions

The Bergen County Municipal Alliances were recognized during National Public Health Week for their commitment in creating "A Healthier America: One Community at a Time."

Joanne Schuh, Ocean County Municipal Alliance Coordinator, recently received an award from the Ocean County Traffic Safety Committee for participation in Senior Events and 3D Month (Drinking, Drugging and Driving Awareness) at the Mall .

The Dennis Township Municipal Alliance, Cape May County, was recently recognized by the Dennis Township Board of Education for their contributions to school programs and events.

Upcoming Events

- 2011 Municipal Alliance Update Application
- Sunday, August 15th at 2 pm: Sussex County *Skyhawks Baseball* game. For more information, contact municipalalliance@sussex.nj.us
- August 20th: A presentation of *The Periwinkle Productions*, organized by Gloucester County, will be held at the County Coordinator Association Meeting,.

Principles of Prevention

Connie Greene and Fran Miceli recently conducted an excellent workshop on the Principles of Prevention for County Coordinator Association members. Workshop participants evaluated and assessed a selection of current prevention activities and programs utilizing the prevention principles' criterion. The Principles of Prevention are outlined in the National Institute on Drug Abuse (NIDA) *Preventing Drug Use Among Children and Adolescents* research guide. Excerpts from the guide are listed below. A free copy of the research guide may be ordered at the following website: <http://www.drugabuse.gov>

Principles of Prevention

Risk and Protective Factors

1. Prevention programs should enhance protective factors and reverse or reduce risk factors.
2. Prevention programs should address all forms of drug abuse, alone or in combination.
3. Prevention programs should address the type of drug abuse problem in the local community, target modifiable risk factors, and strengthen identified protective factors.
4. Prevention programs should be tailored to address risks specific to population or audience characteristic, such as age, gender, and ethnicity, to

improve program effectiveness.

Prevention Planning

1. Family-based prevention programs should enhance family bonding and relationships and include parenting skills; practice in developing, discussing, and enforcing family policies on substance abuse; and training in drug education and information.

School Programs

1. Prevention programs can be designed to intervene as early as preschool to address risk factors for drug abuse, such as aggressive behavior, poor social skills, and academic difficulties.
2. Prevention programs for elementary school children should target improving academic and social-emotional learning to address risk factors for drug abuse, such as early aggression, academic failure, and school drop-out.
3. Prevention programs for middle or junior high and high school students should increase academic and social competence.

Community Programs

1. Prevention programs aimed at general populations at key transition points, such as the transition to middle school, can produce beneficial effects even among high-risk families and children.

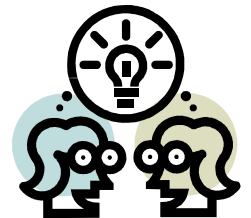
2. Community prevention programs that combine two or more effective programs, such as family-based and school-based programs, can be more effective than a single program alone.
3. Community prevention programs reaching population in multiple settings are most effective when they present consistent, community-wide messages in each setting.

Prevention Program Delivery

1. When communities adapt programs to match their needs, community norms, or differing cultural requirements, they should retain core elements of the original research-based intervention.
2. Prevention programs should be long-term with repeated interventions (i.e. booster programs) to reinforce original prevention goals.
3. Prevention programs should include teacher training on good classroom management practices, such as rewarding appropriate student behavior.
4. Prevention programs are most effective when they employ interactive techniques.
5. Research-based prevention programs can be cost-effective.

Information Corner

Municipal Alliance Coordinator Suggestion : Interested in sharing information about effective speakers/presenters (fee or free) with other Alliances? Please email replies to your County Coordinators. A compiled listing of your responses will be distributed to the Municipal Alliance Coordinators/Chairpersons. Thank you for your support!



Newsletter Ideas, Questions, and Comments: Please contact your County Municipal Alliance Coordinator. County Coordinator information is listed on GCADA website www.state.nj.us/treasury/gcada

Message from the New Jersey County Alliance Coordinator Association

Dear Municipal Alliance Coordinators and Volunteers,

I hope this *Newsletter* finds you relaxed and rejuvenated for the Fall! As President of the NJ County Alliance Coordinator's Association and on behalf of all County Municipal Alliance Coordinators, I would like to send all of you a sincere thank you for your dedication and continued support of Prevention Efforts! Over the past 22 years the Municipal Alliance Program has developed into a comprehensive prevention effort. The success of the program is contributed directly to the local Municipal Alliance VOLUNTEER efforts and countless hours devoted to providing our communities with positive programs and messages promoting Substance Abuse Prevention along with addressing many of the problems associated with substance use/abuse.

The Association has created a Public Awareness Workgroup Subcommittee (PAWS) to work on ideas to help publicize the Municipal Alliance efforts which includes the *newsletter*. The PAWS Workgroup is chaired by James Wallace, Monmouth County, and currently has six members serving (Cape May, Mercer, Middlesex, Monmouth, Ocean and Salem Counties). I would like to send a special thank you to those members who are taking the extra time to brainstorm and create ways to advance the Municipal Alliance name. One idea under discussion is to "brand" our name like so many other successful organizations and companies such as BB/BS, YMCA, PAL, DARE, and the many companies that use visually recognizable logos, such as NIKE check, McDonalds Arches, Apple, to name just a few. Immediately when we see their logo we know what it stands for and what service is provided. That is why we feel it is extremely important to use this concept for our Municipal Alliance efforts and start using the **MAPSA** state-wide! **MAPSA** stands for what many of us are stating already- **Municipal Alliance for the Prevention of Substance Abuse**. Can you imagine the power it would have to connect our prevention efforts throughout the state by including **MAPSA** with each municipality name!

The *Newsletter* was designed as a means to share and filter information amongst volunteers throughout New Jersey. We hope it provides a method to communicate with other Municipal Alliances and to highlight the successful and unique programs we provide. Many of you have discovered solutions to troubles that other Municipal Alliance members are facing; and Municipal Alliances throughout the state have implemented successful programs that may be duplicated. WE WANT YOUR FEEDBACK on the newsletter, on topics in the "Information Corner" and on other issues you wish to address. Please submit comments/questions/answers to your County Coordinator. We plan to send the newsletter bi-annually via email to all **MAPSA** Volunteers, and if it is expressed to be a useful tool, may begin a quarterly distribution. I encourage everyone to submit information, questions, and get involved in the efforts to strengthen our voice state-wide!

Sincerely,
Brenda Parris Banks, Salem County Municipal Alliance Coordinator

Websites providing *EMAIL* updates on prevention topics.

Join Together

www.jointogether.org

Leadership to Keep Children Alcohol Free Foundation

www.alcoholfreechildren.org

Parents. Than Anti-Drug

www.theantidrug.com/resources/news

FACE

www.faceproject.org

CADCA (Community Anti-Drug Coalitions of America) Coalitions Online www.cadca.org

Office of Safe and Drug Free Schools (OSDFS Prevention News Bulletin)

www2.ed.gov/news/newsletters

Office of Juvenile Justice and Delinquency Prevention E-News <http://ojjdp.ncjrs.gov>

National Institute on Drug Abuse

www.nida.nih.gov

Office of the National Drug Control Policy

www.whitehousedrugpolicy.gov

Do you want to add to the list...Please send suggestions to your County Alliance Coordinator.