

Community 2000

Regional Support Center

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Parents. The Anti-Drug. Social Marketing Campaign

The Regional Support Center has kicked off a new social marketing campaign centered on parental monitoring.

The campaign, titled Do You Speak Teen?, is part of the Office of National Drug Control Policy's Parents. The Anti-Drug. national campaign. It encourages parents to learn safeguarding and monitoring skills to better protect their adolescent children.

Our goal is to aim social marketing efforts at building knowledge of adolescent risky behavior, rid the belief that "kids will be kids", and establish an understanding that adolescents do need communication and guidelines established by their

parents.

By focusing on the behaviors of adolescents we hope to call attention to the responses of parents and communities to the behaviors. And will call on parents to accept an amount of responsibility to the community by being familiar with all activities and influences that their adolescent children are involved in.

Coalitions involved in the campaign have given out information packets to residents and placed yard signs and banners within their community to reach all members of the community. By working within an entire community the hope is to

stimulate a change in the social norms surrounding adolescent behavior and the parent and community response.

We hope to see a community of understanding teen risky behavior and the important aspects of communication and direction teens need from their parents. We would also like to accomplish a broad understanding that each parent has a responsibility to their community by keeping 'tabs' on their adolescent's activities and behaviors.

For more information contact our offices at the numbers provided.

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Back to School

As the new school year quickly approaches we would like to remind you that we offer our prevention services and resources free of charge to any school, community, or individual.

We have restocked our Resource Center Library with updated and new materials in many different areas of prevention. We also have several prevention curricula that are available to be checked out of the library.

We invite you to come view our resources at your convenience. Or email or call in your requests to our office and we will deliver or mail your items to you.

We have a vast selection of DVDs and videos on prevention topics that are available for viewing and borrowing as well.

And don't forget about our Death Becomes You program that is offered to Middle and

High School prevention programs.

Our partners at the Dunklin County Sheriff's office also provide a variety of trainings on prevention topics.

As you schedule prevention activities for the school year please keep us in mind. Red Ribbon Week is October 23-31, 2009.

The Abuse of Prescription and Over-The Counter Drugs

Although illicit drug use by teens is declining, now there's a threat from the family medicine cabinet: prescription and over-the-counter drugs.

What's the problem? Teens are abusing some prescription and over-the-counter (OTC) drugs to get high. This includes painkillers, such as those drugs prescribed after surgery; depressants, such as sleeping pills or anti-anxiety drugs; and stimulants, such as those drugs prescribed for attention deficit hyperactivity disorder (ADHD). Teens are also abusing OTC drugs, such as cough and cold remedies.

Every day, 2,500 youth age 12 to 17 abuse a pain reliever for the very first time. More teens abuse prescription drugs than any illicit drug except marijuana. In 2006, more than 2.1 million teens ages 12 to 17 reported abusing prescription drugs. Among 12 and 13 year olds, prescription drugs are their drugs of choice.

Because these drugs are so readily available, teens who wouldn't otherwise touch illicit drugs might abuse prescription drugs. And not many parents are talking to them about it, even though teens report that parental disapproval is a powerful way to keep them away from drugs.

Source of Pain Relievers for Most Recent Non Medical Use Among Past Year Users:

- 56% free from a friend or relative
- 19% from one doctor
- 9% bought from a friend or relative
- 7% other source
- 5% took from a friend or relative without asking
- 4% bought from a drug dealer

What are the dangers? There are serious health risks. A single large dose of prescription or over-the-counter painkillers or

depressants can cause breathing difficulty that can lead to death. Stimulant abuse can lead to hostility or paranoia, or the potential for heart system failure or fatal seizures. Even in small doses, depressants and painkillers have subtle effects on motor skills, judgment, and ability to learn, which can increase the risk of injury.

The abuse of OTC cough and cold remedies can cause blurred vision, nausea, vomiting, dizziness, coma, and even death.

Many teens report mixing prescription drugs, OTC drugs, and alcohol. Using these drugs in combination can cause respiratory failure and death.

Many of these drugs can be addicting. Between 1995 and 2005, the number of treatment admissions for prescription painkillers increased by more than 300 percent. Teens who first abuse prescription drugs before age 16 also have a greater risk of drug dependence later in life.

What can I do about this problem? Think about your home. What prescription and OTC drugs do you have? Where are they kept? Would you know if some were missing? The good news is that you can take steps immediately to limit access to these drugs and help keep your teen drug-free:

1. Safeguard all drugs at home. Monitor quantities and control access.
2. Set clear rules for teens about all drug use, including sharing medicine and always following medical provider's advice and dosages.
3. Be a good role model by following these same rules with your own medicines.

4. Properly conceal and dispose of old or unused medicines in the trash.
5. Ask friends and family to safeguard their prescription drugs as well.

How can I tell if my teen is abusing these drugs? Some signs that your teen might be using prescription and/or OTC drugs include constricted pupils, slurred speech, or flushed skin. Other signs and symptoms may vary, but parents should be alert to the following: personality changes, mood swings, irritability, excessive energy, sleepiness or avoiding sleep, sweating, loss or appetite, forgetfulness, or clumsiness.

Other signs might include secretiveness, loss of interest in personal appearance, borrowing money or having extra cash, skipping classes or not doing well in school.

Watch for signs around the house such as missing pills, unfamiliar pills, or empty cough and cold medicine bottles or packages. If your teen has a prescription, keep control of the bottle. Be alert to your teen running out of pills quickly, losing pills, or requesting refills.

Common Brand Names:

Painkillers-Vicodin, Tylenol with Codeine, OxyContin, Percocet

Depressants- Klonopin, Nembutal, Soma, Valim, Xanax

Stimulants-Adderall, Concerta, Dexedrine, Ritalin

OTCs-Coricidin HBP Cough and Cold, Robitussin, Vicks Formula 44 Cough Relief, and others

Source National Youth Anti-Drug Media Campaign, ONDCP



“Every day, 2, 500 youth age 12 to 17 abuse a pain reliever for the very first time.”

Do You Speak Teen?



mnE Ps dnt bleev der is a gNR8N d/c b/t em n thr teen.
 (Text Message Translation: Many parents don't believe there is a generation disconnect between them and their teen.)
 How much do parents really know about their teen's world? Especially as teens adapt to new technologies so quickly?

Unfortunately, parents still see only a glimpse of the world in which their teens live. The numbers are alarming:
 -80% of parents believe drugs and alcohol are usually not available at parties their teens attend, but the reality is sobering: 50% of teen partygoers attend parties where alcohol, drugs or both are

available.
 -Prescription drugs, illegally used to get high, are the second most abused type of drug by teens, right behind marijuana.
 -The story isn't much different online: Three-fourths of teens report that their parents "almost never" monitor the web sites they frequent or the time they spend online.

There is good news. The majority of teens still report that their parents-not their peers or the media-have the biggest influence on their decision to stay drug-free. To learn more about how parents are connecting better with their teens, try these action items:
 -Type "smoking weed" into a

web search engine and see what your teen is exposed to.
 -Find out what the drug slang terms-"blazed," "xanibars," "a blunt" and "robotripping"-really mean.
 -Type the name of your teen's high school into the search bar of a popular teen social networking site and browse the profiles.

Teens may be a hard study, but knowing more about their world-and the pressures and influences surrounding them-will help you connect better with your child and help keep them healthy and drug-free.

Source ONDCP

Prevent Teens from Engaging in Risky Behaviors as a Means of Coping with Stress

Even under the best of circumstances, teens in your communities struggle with a great deal of stress in their lives-from school to money to peer pressure. Yet many teens lack appropriate coping mechanisms. Without the proper guidance from a parent or other trusted adult, they may turn to risky and unhealthy behaviors, such as drug use and drinking.

A recent survey shows that 43 percent of 13 to 14 year olds say they feel stressed every single day. By ages 15 to 17, the number rises to 59 percent. And nearly two-thirds of teens say that they are "somewhat" or "very concerned" about their personal finances, with girls reporting feeling "frequently stressed" more often than boys.

As research has proven time and again, parents are the greatest influences in their children's lives. During tough times, it is critical that you

remind parents in your community about the need to build communication, and trust, with their teens. Valuable information and a new expert column are now available on the National Youth Anti-Drug Media Campaign's parent web site, www.TheAntiDrug.com.

In addition to the new online content, you'll find many other FREE resources and print materials for parents. You may order the following by visiting www.TheAntiDrug.com/Resources/ or calling 1-800-788-2800 to place bulk orders free of charge:

- Navigating the Teen Years: A Parent's Handbook for Raising Healthy Teens, endorsed by the American Academy of Pediatrics, is packed with useful tips and expert advice on how parents can tune into their teens, set rules and expectations, and monitor them through their

adolescent years.

- The Teen Years: A Roadmap for Parents is an interactive CD-ROM that provides in-depth information about how your teen is developing throughout adolescence and offers expert advice for parents on how to best guide their teen through this transitional time.
- Keeping Your Teens Drug-Free: A Family Guide specifically addresses the importance of family as a drug deterrent and notes simple techniques that even busy parents can use to help prevent drug use. Versions specifically written for African American and Hispanic parents are also available.

*Source Ant-Drug Update by National Youth Anti-Drug Media Campaign.

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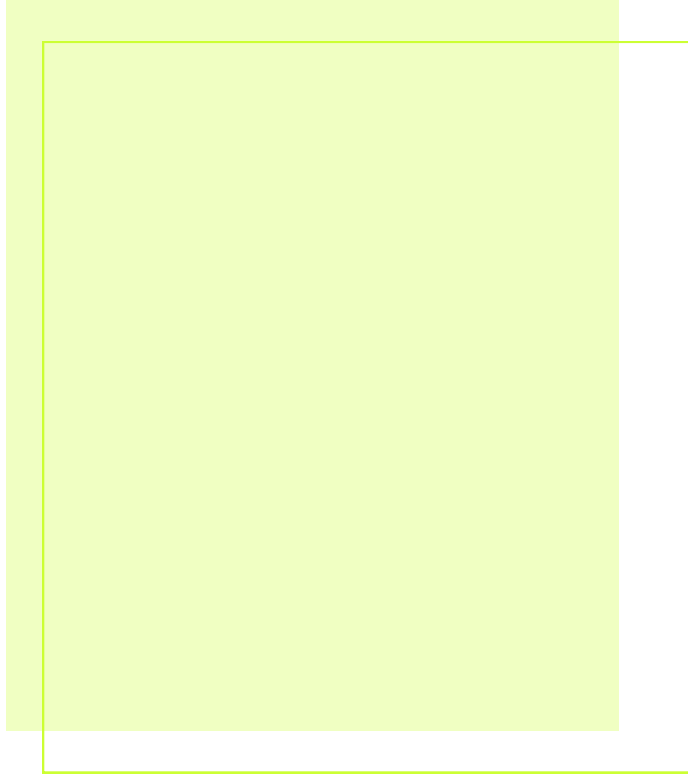
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We're on the WEB!
www.prev.fccinc.org



Be a part of Community 2000.

Community 2000: A Grassroots Initiative

Our Mission

The mission of the Regional Support Center is to educate, promote and facilitate the development of community and school prevention initiatives concerning the use and abuse of alcohol, tobacco and other drugs by serving as a catalyst for mobilization and change in the communities of Service Area 20.

Our Purpose

The Regional Support Center is a resource center for the C2000 prevention program, community coalitions, churches, schools, and interested citizens. This program and its resources

can be used by any supporter in Dunklin, Mississippi, New Madrid, or Pemiscot counties. The Community 2000 initiative is a grassroots approach to the crisis of substance abuse and its related problems, including but not limited to violence, teen pregnancy, HIV, child abuse and crime in our communities. Our support center can provide your community or school with several types of prevention materials and activities to enhance the grassroots volunteer efforts.

As a supporter of the Regional Support Center together we can:

Reduce underage drinking and use of other drugs and tobacco.

Reduce tobacco, alcohol and other drug related deaths.

Reduce teen pregnancy.

Reduce HIV and other sexually transmitted diseases.

Reduce alcohol and other drug related violence.

Contact the Regional Support Center today to become part of this important grassroots movement.