

Choose Life, Not Drugs!

AUGUST, 2010

SPECIAL POINTS OF INTEREST

- Join us for **National Night Out** and help prevent crime in our community
- Help **United Way** by participating in their upcoming fundraisers
- **Losses of training** has gone on this summer, ask us about them!

INSIDE THIS ISSUE:

National Night Out 2

BBBS 2

Food Demonstrations 2

Social Norms 3

United Way 3

Upcoming Events/Mtgs. 4

Prescription for Danger

Since prescription-drug abuse is the fastest-growing drug problem in the United States, ONDCP launched an initiative aimed at preventing and reducing prescription-drug abuse and emergency room visits resulting from that abuse.

A recent national survey of high-school students reported that among 12th graders surveyed, 7 of the top 10 abused substances are pharmaceuticals. Between 1997 and 2007, treatment admissions for prescription painkillers

increased more than 400 percent. Between 2004 and 2008, the number of visits to hospital emergency departments involving the non-medical use of narcotic painkillers increased 111 percent.

In addition, the latest National Survey on Drug Use and Health found that most people who abuse these drugs are getting them from friends and family or from a doctor.

Coalitions can support the ONDCP's prescription drug abuse initiative by educating their community

about things they can do to prevent Rx abuse.

In order for our community to effectively reduce prescription-drug abuse it is important to:

- Monitor RX and OTC Medications and routinely count your pills
- If you have unused or expired medications take them by the Sheriff's Office M-F
- Share information about the dangers of prescription-drug abuse with your family, friends-encourage those you know to check their cabinets, get rid of unused medications and keep them safe and locked up.

RX Drop Off

Make a Difference Day

August 7th-9am-1pm

MSU Stadium Parking Lot

National Night Out

Come join many community partners in a special national crime prevention awareness event that will be held Tuesday, August 3 from 5:30-9pm at Central Park.

The first 100 young kids that arrive will receive a free youth-size tshirt.

Also available for youngsters will be kids finger painting, face painting and inflatables.

The Murray High Softball team will be selling conses-

sions and Froggy will be entertaining with music.

Along with multiple informational booths will be the distracted driving and roll over simulator, child safety seat check, crime stoppers and the coroner with suicide prevention.

Froggy will have popular concert tickets to raffell off, participants must correctly answer questions from each booth through-

out the night to be eligible for the drawing.

Come join CC-ASAP with our booth on prescription drug abuse and alcohol, help us to have a strong community presence. Please let us know if you are able to assist us with our booth, 762-7333 or lauren.ballantyne@calloway.kyschools.us Thank you!!!

BBBS

“IT’S BACK TO SCHOOL TIME!

With Calloway County starting August 4th and Murray starting August 12th, things will get very busy in the Murray/Calloway County BBBS Office! Finding which schools our kids attend is always the first order of business. Sometimes that takes some doing, but with the help of the Family Resource Directors, Guidance Counselors, and others in the schools, we finally get that straightened out. Murray State students move in on August 14th and I’ll finally have some help in the office because that means my Interns are back! Thank goodness! That also means my Bigs are back and I start interviewing new potential Bigs. By the end

of August, we are making new matches, getting the older ones going again, and rolling some School Based ones over to Community Based.

We have once again been invited by Murray State to participate in it’s New Beginnings Day. Each year, the new students at Murray State are welcomed to the university and the community at a special day just for them. This event consists of three levels: Volunteer Fair, Student Organizations and Part-Time Job Fair. Booths and tables will be

set up on all three floors of the Curris Center on August 17th from 1-4 pm. We will be located on the first floor at a great location. We look forward to this opportunity to enthusiastically welcome new MSU students to our area and talk with them about the volunteer opportunities available in our community with BBBS!

As the new school year starts, planning continues. Volunteers will be trained, fun events will be scheduled, and we’ll continue to serve the children and families of this area to the best of our ability.

Food Demonstrations

Food demonstrations are being presented by the Calloway County Extension Service every Tuesday at 9 and 10 am at the Farmers’ Market at the fairgrounds. Free samples, recipes, information, and

items will be distributed at each demonstration. The produce used is from the vendors. The Farmers’ Market Murray-Calloway County is

open each Tuesday and Saturday 7-1. Public and groups welcome. For more information contact the Calloway County Extension Office at 753-1452.



Social Norms Approach

CC-ASAP's Alcohol Educator, Jeanne Carroll recently attended the National Social Norms Conference in Philadelphia. "I am so excited to try to implement the social norms

approach in our local middle and high schools to help reduce underage drinking by reversing the misperception that everyone drinks", Carroll said. "Norms are what the majority of people in a group do, how they behave, and

what they believe about how they and others should act, we are herd animals, most of the time looking to others for guidance in how to behave."

Research has consistently shown peers to be one of the strongest influences on behavior, especially among youth. However, research has documented a consistent pattern of misperceptions about peer norms. Most people tend to erroneously perceive the problem as the norm among peers.



For example, people tend to think that there is a lot of underage drinking going on among teenagers. That is a misperception. Underage drinking is not the majority. In Calloway County, 7 out of 10 10th graders have not tried alcohol in the past 30 days. Nine out of 10 6th graders have not tried alcohol in the past year, according to the 2008 Kentucky Incentive for Prevention Survey Data (KIP) for Murray and

Calloway County.

When we correct the misperceptions and learn the facts that the majority doesn't engage in underage drinking, it makes it easier for the teenagers to choose not to drink because they realize they are in the majority. It also causes the problem, in this case, underage drinking, to decrease. Studies that have been conducted in schools and colleges all over the country have found this

approach to be the best approach to changing behaviors. It also is a way to accentuate the positive characteristics of the majority instead of exaggerating the problem behavior of the minority. This year's conference focused on some social norms approaches for parents.

Parents are the most believable source of information for our teenagers. (It's true even though they roll their eyes and act like they don't hear you. They do!)

CC-ASAP's intention this year is to work on some of our parents' misperceptions about teenagers' behaviors. Parents need to have the information about what our teenagers and parents of other teenagers are actually doing. Hopefully this will correct some misperceptions that parents have about teenagers in our community and what other parents are doing about certain behaviors.

Four coalition members also attended the CADCA training-highlights will be shared at the next ASAP meeting!

United Way Activities

August will be a busy month for the United Way of Murray-Calloway County.

Teams of 4 can join in on the Perkins Motor Plex Community Golf Classic that will be held August 6th at Miller Memorial Golf Course to help benefit United Way and the Chamber of Commerce.

Lunch will be provided by Backyard Burgers at 11:30am with the shotgun start at 1pm.

Each four person team must accom-

pany an entry form with a fee of \$250 that is to be sent in by July 30. Other ways to support this cause are to be a hole sponsor for \$50 or a Team plus hole sponsor for \$300. The rainout date for this event will be August 13.

Another exciting fundraiser will be the United Way Softball Tournament that will be held Saturday, August 14th at the Murray Calloway County Park. Teams are limited to 15 players,

8 players must be employees of the sponsoring organization and the other 7 must either be employees or immediate family.






Registration is \$125 per team and must be turned in by July 29. T-shirts and a travel trophy will be presented to the first place team.

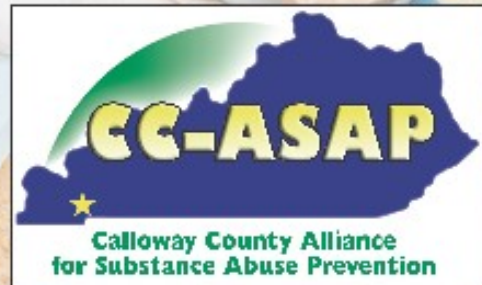
Lastly, the United Way Live United Kickoff Banquet will be held August 31 at 5:30pm at the Curris Center Ballroom. For more information on United Way activities please contact their office at 753-0317.



Prescription Drug Abuse

Dispose of unused or expired prescriptions and over-the-counter medications at the Sheriff's Office.

-  **Keep all medications secure and out of the hands of a child, teen or guest.**
-  **The majority get Rx drugs from their own home, or friends homes.**
-  **Keep track of your medications. Routinely count your pills.**
-  **Talk to children and teens about the dangers of Rx Drug Abuse.**
-  **NEVER take medications that were not prescribed to you.**



762-7332

www.ccasap.com

Upcoming Meetings/Events

8/3-National Night Out-Crime Prevention Awareness Event-Chestnut Park-530-9pm

8/4-Calloway County 1st day of school

8/6-United Way/Chamber of Commerce Community Golf Classic-Rainout date 8/13

8/7-Make a Difference Day-MSU Stadium-9am-1pm-Bring any unused or expired RX or OTC Medications

8/12-Murray 1st Day of School

8/13-Graves County ASAP Meeting-1pm Graves CO Health Department

8/14-United Way Softball Tournament

8/19-Community Education-7:45 am Regional Business and Innovation Center

8/20-CC-ASAP Meeting 1pm MCC Transit

8/20-Clean Air Murray 2pm MCC Transit

8/21-MCCH Health Fair

8/25-CUBS Meeting 12pm at Glendale Road Church of Christ-lunch will be provided by MSU Service Learning

8/28-MCC Park Pool Triathlon

8/31-United Way Kickoff Banquet-Curriss Center Ballroom @ 530pm