



# Choose Life, Not Drugs!

MARCH 2011

## SPECIAL POINTS OF INTEREST

- See how alcohol affects the teen brain
- MCCH events coming up
- Several opportunities for parenting classes

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## CADCA-Wash. DC

CC-ASAP staff joined 2,800 substance abuse prevention and treatment leaders from across the country at Community Anti-Drug Coalitions of America's (CADCA) 21st annual National Leadership Forum. This one-of-a-kind conference was held just outside of Washington, D.C. Feb. 7-10. During the four days, community leaders representing community coalitions from around the country connected with their peers and learned new community problem-solving skills.

Besides learning the latest strategies to prevent alcohol, tobacco and other drug use, the coalition heard inspiring words from a number of national leaders, such as Gil Kerlikowske, Director of the Office of National Drug Con-

trol Policy, Howard Koh MD, Ph.D., Assistant Secretary of Health for the U.S. Health and Human Services Department, and Gen. Arthur T. Dean, CADCA Chairman and CEO.

We also had the opportunity to meet and brief our state's Congressmen and Senators on Capitol Hill about the importance of substance abuse prevention funding.

"It was exciting to be able to spend a week in our nation's Capitol, learning and honing our prevention skills so our community can be a better place, one that doesn't suffer from the harms of drug and alcohol abuse, we've come back reenergized with new strategies to tackle drug use in Murray and

Calloway County."

CADCA's [National Leadership Forum](#) is the nation's largest training for substance abuse prevention and treatment professionals and researchers, featuring more than 100 training courses to help community and state leaders prevent and reduce substance abuse and its related problems.

CADCA is the national membership organization representing more than 5,000 coalitions and affiliates working to make America's communities safe, healthy and drug free. CADCA's mission is to strengthen the capacity of community coalitions by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, conferences, and special events.

Learn more at: [www.cadca.org](http://www.cadca.org).

## The Power of Parents

Did you know...

\*Parents who had clear discussions with their children around the risks of underage drinking before the age of 10, had children who were less likely to initiate alcohol use early.

\*Children who drink before

the age of 15 are 4 times more likely to develop a life-long dependency on alcohol.

\*It is illegal to allow minors to possess alcohol or "host" underage drinking parties.

\*65% of teenagers report they get their alcohol from families and friends.

\*Alcohol used during adolescence may affect brain development.

To view the full "The Power of Parents" brochure with parenting tips, information on alcohol and the teenage brain and other resources, please visit Positive Directions website: [www.positivedirections.org](http://www.positivedirections.org).

# MCCH Events

March 4th-Dress in Blue Day for Colorectal Cancer Awareness Blue Star Campaign. Come and tour the Incredible Colon at the Weeks Community Center from 9am -2pm. There will be free hemocult screening kits available along with free information about colorectal cancer

March 15th- “Too Much of a Good Thing”-Join Heather Richmond, MCCH Registered Dietitian, for a discussion about how not all “health” foods are created equal. Learn about why you may continue to pack on the pounds even though you’re eating nothing

but yogurt, granola and salads

March 25th-Free Diabetes Screenings 630-10am at the MCCH Center for Health and Wellness. Registered Dietitian will be on hand to address your questions about your results during part of this time

## Super Bowl Survey Results

We had a total of 901 surveys completed – 396 middle school surveys and 505 high school surveys!

**The favorite top three ads for the middle school students were:**

- 1) Volkswagen Star Wars/Darth Vader
- 2) Best Buy Justin Bieber/Ozzy Ozbourne

3) Doritos Pug dog breaks down door on man taunting him

**The favorite top three ads for the high school students were:**

- 1) Volkswagen Star Wars/Darth Vader
- 2) Doritos Pug dog breaks down door on man taunting him
- 3) Tie between Best Buy Justin Bieber/Ozzy Ozbourne & Doritos back to life

**The top three top product names the middle school students remembered were:**

- 1) Doritos
- 2) Pepsi-Max
- 3) Bud/Bud Light

**The top three product names the high school students remembered were:**

- 1) Doritos
- 2) Pepsi-Max
- 3) Coca Cola

(There were unknowns in each of these categories as some of the students didn’t remember after a week had passed; didn’t list responses; or listed responses that weren’t on during the Super Bowl.)

These responses show us a few things. First, by far, the number of students who picked a beer product as a favorite has drastically reduced. This year only one middle school student listed a beer commercial as a favorite – no high school student did! Second, even though there was only one who listed a beer commercial as a favorite, 76 middle school students and 35 high school students still listed these as product names they remembered. But since we know that adolescents are particularly swayed by advertising, this is a

HUGE market change for the better since last year!

Doritos his it out of the ballpark, those numbers were almost double any other product numbers. As a side note that we didn’t record in numbers, but clearly showed on the surveys, students remembered Darth Vader/Star Wars, but didn’t remember Volkswagen. They remember Justin Bieber and Ozzy Ozbourne, but didn’t remember Best Buy.

If anyone wants specific numbers for a particular commercial, let me know. I have sent our results into the national people who conduct this survey. Again, thank you for your participation!!

**Jeanne’ Carroll**  
**Alcohol Education Coordinator**



# Lost But Loved Clinic

On Saturday, March 26 and Sunday, March 27, Lost But Loved Animal Rescue will host a low cost spay/neuter clinic. The clinic is not income restricted.

Anyone may register their pet (s) for a spay/neuter (cats or dogs). The organization is

only registering 25 on Satur-

day and 25 on Sunday. In order to guarantee your pet(s) is on the surgery schedule, you must pay at the time of registration (cash only). You will be given a receipt and a pre-op check list.

The clinic will be held at the Murray National Guard Armory on Hwy 121.

For questions or to arrange for registration, please call Linda Cherry at 270-227-0678. Or you may register on line at [www.lbrescue.com](http://www.lbrescue.com).

Dr. Finn from Richmond Kentucky spayed/neutered

over 85 dogs/cats last month and all but 7 of them were strays! That should make an awesome impact on the number of unwanted litters that end up at our shelter during the approaching puppy and kitten season. Spaying/neutering is the only humane way to end the problem of pet over population.



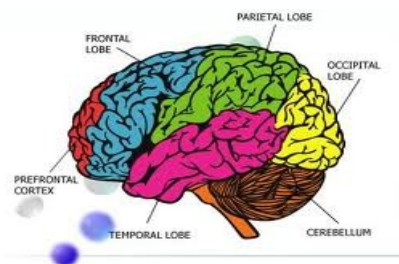
## Alcohol and the Teen Brain

Scientific studies indicate that the adolescent brain in both animals and humans undergoes substantial change and maturation into the mid-20's. Research on the developing teen brain offers important insight into the neurological foundation of adolescent behavior, which may help to explain why teens tend to be more impulsive and why rates of substance abuse and risky behavior are far greater for this age group than others.

According to the National Institute of Mental Health, a new study performed at the University of Pittsburgh measured the activity of single cells in the brains of adult and adolescent rats to identify the neural roots of differences in brain function. The unique approach used in this work allowed scientists to watch how the adolescent brain responds to rewards resulting from behavior in real time.

The study, recently published showed that even when adult and adolescent rats behaved in exactly the same way in order to receive a food reward, the pattern of firing of single cells in their brains was different.

Reduced inhibition of neuron activity shown in adolescents could suggest that they may respond more intensively than adults to reward. These more intense responses may help to



explain the increased vulnerability of adolescents to the rewarding effects of alcohol and drugs.

Monitoring how the adolescent brain processes events differently than the adult brain offers a powerful way to understand the vulnerabilities of young people at this age. It further points up the necessity to develop ways to intervene early with teens.

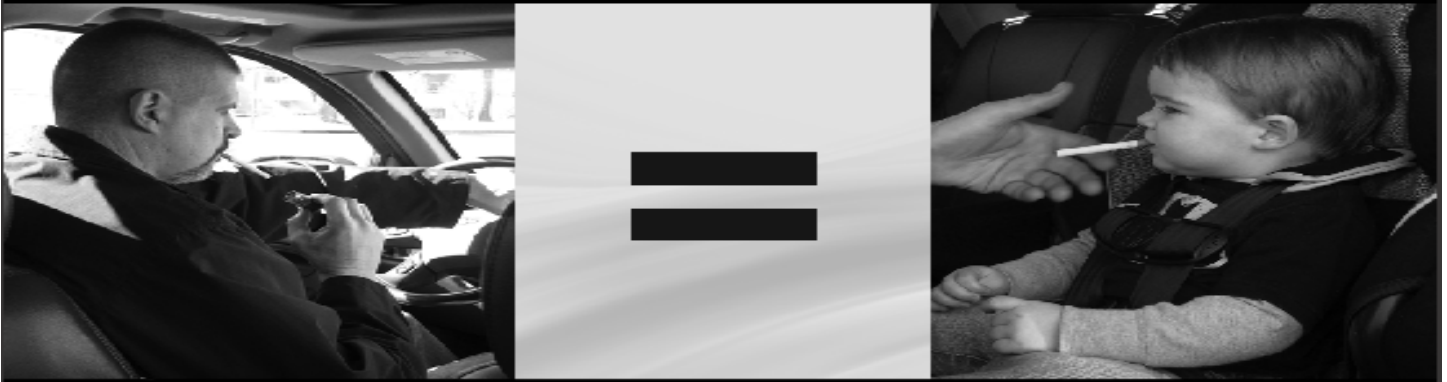
To support parents, retailers and community members in efforts to keep teens from drinking and using

drugs, many organizations came together to create an innovative state-wide campaign called Be the Wall-our community purchased campaign materials and has placed posters around town, be looking for them along with other promotional items to be brought out in the near future.

The Be the Wall campaign is designed on the premise that while alcohol may be the primary substance of choice for teens across the state and country, underage drinking should be the single most preventable at risk behavior among teenagers. Be the Wall encourages parents and influential adults to "Be the Wall between teens and alcohol, with firm, clear and consistent messages. For more information about the campaign visit [www.bethewall.org](http://www.bethewall.org), take the pledge to keep alcohol out of the hand of our teens.

Remember, no amount of alcohol is safe for the teen brain! Help spread the word to parents and teens you love.

***If you're smoking in their air...***



***They're smoking too!***

**Help protect your kids from asthma, bronchitis, pneumonia, ear infections and cancer by keeping their air smoke free.**

CLEAN AIR MURRAY



**762-7332**  
**[www.ccasap.com](http://www.ccasap.com)**

# Upcoming Meetings/Events

**3/2**-Dr. Seuss Community Birthday Celebration 4-5pm at the Murray Calloway Co Public Library

**3/3-10-17-24**-Active Parenting Now-Call LaDawn Hale at the CC Extension Office 753-1452

**3/4**-Charity Fundraiser Concert for New Beginnings Transition Homes, Inc. 6-8pm at Westside Baptist Church. Admission is free, donations accepted.  
Www.NBTH.org

**3/7-11**-Level 3 Learn to Swim 7-8pm-CC Red Cross

**3/8**-Skate Park Meeting 12pm

**3/11**-Murray in Motion Meeting 11am

**3/11**-BBBS Buddy Campaign kick-

off-runs thru April 22nd call 759-BBBS for more information

**3/14-18**-Adult Swim Lessons 7-8pm CC-Red Cross

**Happy St. Patty's Day!**

**3/18**-CC-ASAP 1pm Murray Calloway County Transit

**3/18**-Clean Air Murray 2pm Murray Calloway County Transit

**3/19**-Make a Difference Day 9am-1pm MSU Stadium Parking Lot

**3/19**-1st Ever Father-Daughter Purity Ball 5-8pm at the Old Post Office. For ladies 6th grade and older. The evening includes dinner, music, a purity ring and commitment ceremony. Cost is \$20 per couple, \$5 for additional child. RSVP to Life house 753-0700

**3/21**-Grandparents raising grandchildren 12pm at the Calloway County Board of Education-lunch is provided for those attending. Call any of the family resource, youth service centers for more information

**3/26**-Character Counts 9-11am Calloway County Middle School-this event is open to anyone who wants to celebrate great character, contact Barbara Hendon at 762-7390 or Michelle Hansen at 762-7333 for more information.



Four Rivers Behavioral Health  
presents  
**Parenting Classes**

**The Early Years**

**Newborn - Age 5**

Presented by  
Ellen Walsh, BS  
Kim Wenz-Sherrill, CSW

**March 14, 2011  
&  
March 16, 2011**

**9:00 a.m. - 12:00 p.m.**

**Active Parenting**

**Age 6 - Age 12**

Presented by  
Kyle Fuqua, BA, BS  
Wendy Lay, LCSW

**March 14, 2011  
&  
March 16, 2011**

**12:30 pm - 3:30 p.m.**



**Parenting  
Your Teenager**

**Age 13 - Age 18**

Presented by  
Cynthia Shelby, BS, CPP

**March 7, 2011  
&  
March 9, 2011**

**9:00 a.m. - 12:00 p.m.**

**Registration**

**Contact**

**Christy**

**Lassiter at:**

**270-442-7121**

**OR**

**classiter@4rbh.org**

**\$20.00 for each two class series**

Classes will be held via Polycom

Seminar Center  
425 Broadway, 2nd Floor  
Paducah, KY 42001

Lakes Center  
1051 North 16th Street  
Murray, KY 42071

