



## Recent Events



Linda Frost, PRC, welcomes participants to the advocacy training.



Participants were intrigued by Kim Dude's experience with social norming. Many were interested in developing their own social norming campaign.



PRC's Office Manager Shari Goolsby holds a gift basket that PRC donated to the Missouri Statewide Prevention Conference. The basket held various items related to Teen Movie Night, including the compelling movie *To Save a Life*.



PRC was excited to welcome team members from Miller & Osage Counties, pictured here.



Michelle Miller, MFH; Kathi Harness, ALA; and Rep. Bill Deeken discuss etiquette when contacting our lawmakers.

### TRAININGS

2/15 PRC Grant Writing Training for MFH TPCI Grants – Jeff City

2/26 In It to Win It Youth Leadership Conference – Columbia

3/30 MYAA's Speak Hard youth advocacy training – Jeff City

Contact PRC for more info.

### In the news...

Thanks to all who attended the recent training on advocacy through media and policy, hosted by PRC. The November 30<sup>th</sup> event boasted an informative and useful training to coalition and community members. The 21 people at the training left feeling refreshed to help their communities. There was an all-star line up of speakers who have advocated personally for Missouri. **Stan Cowan** and **Felicia Poettgen**, members of the Cole County Partners for Clean Air, walked us through the challenges and successes of making Jefferson City smoke-free. They were met with much adversity through newspaper articles and editorial cartoons. In addition, **Joyce Lara**, Smokebusters School Coordinator, discussed how involving a youth aspect to your advocacy efforts can create a unique experience.

**Kim Dude**, UMC Wellness Resource Center, spoke on social norming practices and was able to give the profound results that UMC has experienced through changing student perceptions. Most notable that day, was the statistic that 88% of MU students would prefer to kiss a non-smoker! Our panel on talking with your lawmakers went over well. **Representative Bill Deeken** was able to give a first hand account of etiquette while trying to reach your lawmakers. **Kathi Harness**, ALA, and **Michelle Miller**, MFH, complimented each other with strategies and useful tools, such as developing a white paper, while advocating. **Tiffany Bowman**, UMC Wellness Resource Center, ended the afternoon with a synopsis of motivational interviewing and how it can be used for smoking cessation. Thank you to our community members, speakers and cooks!

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Columbia), Callaway, Carroll,  
Chariton, Cooper, Howard,  
Miller, Montgomery, Osage,  
Randolph, & Saline Counties**Prevention Specialist Corner: Strategic Prevention Framework**

With the new year abreast, many teams are looking at plans for 2011. There are not many who are fond of the planning process, but it is vital to implementing and completing a successful prevention program. Before a community coalition begins their planning, it is important to make sure all members have the same expectations, goals and vision for 2011 and beyond. A useful tool to accomplish this can be through a coalition survey to members on what their own goals are. Another useful tool is to disperse 5 or 6 sticky notepads and have members write one goal or expectation per note. Members can write as many or as few as they want. Use a flip chart and have members stick their goals up as they write them. Once everyone has finished, start reading the goals and try to categorize them as you go, i.e., Media campaign, Project Prom, apply for fund-

ing... This is a great, fairly anonymous way for teams to get on the same page. Once you have common goals, you can start looking at how you need to plan to implement them as well as make sure they are consistent with your community needs assessment.

Once you have a set of broad-based goals, it is important to make them concrete, specific and measurable. For example, 'By June 2011, coalition will implement a positive social norming campaign geared towards middle school students and underage drinking. It will contribute to increasing the age of first use from 11.5 to 13 as measured by the Missouri Student Survey.' Using the CADCA logic model can help work backwards from this goal to develop the action steps needed to complete it. Visit [www.cadca.org](http://www.cadca.org) for more information.

**Rise in Marijuana Use is Cause for Concern**

Marijuana has been in the hot seat for prevention professionals for years, and new data that indicates a rise in use among students has created a captivated prevention audience. The 2009 National Survey on Drug Use and Health (NSDUH), which surveys about 67,500 people ages 12 years and up, has found an upward trend in illicit drug use, most of this due to a rise in marijuana use. "Of the 21.8 million Americans aged 12 and older who were current users of illicit drugs in 2009, 16.7 million (77%) were current users of marijuana." For youth ages 12 to 17, current marijuana use increased from 6.7 % to 7.3% (NSDUH). The Monitoring the Future (MTF) survey also found an increase in daily marijuana use (defined as using a drug 20 or more times in the last 30 days) "from 1.0% to 1.2 % for 8<sup>th</sup> graders, 2.8% to 3.3% for 10<sup>th</sup> graders, and from 5.2% to 6.1% for 12<sup>th</sup> graders. That means that about one in every 16 H.S. seniors who were surveyed self-reported daily use of marijuana."

This new data definitely serves as a call to action for prevention professionals. The cause of this rise in use is mostly attributed to a lower perception of harm in regards to illicit drug use and particularly marijuana use. According to the NSDUH and MTF surveys, this is most likely due to an overly broadcasted discussion of so-called medical marijuana and the legalization of it. Also at fault are the plethora of pro-drug images and messages youth see daily through the media, music, and advertisements.

It is also important we remember that while alcohol use has been on the decline, it still far surpasses marijuana as the main drug of choice among youth. We must work to inform youth of the truth that most of their peers are NOT using illicit drugs or alcohol. This data is stifling and needs attention, but the majority (92.7%) of students (12 to 17) are not current users of marijuana.

**Looking Forward:**2/1 – 7 National Teen Dating Violence Awareness and Prevention Week - [abanet.org/publiced/teendating.shtm](http://abanet.org/publiced/teendating.shtm)2/2 *Using Social Media Strategically for Effective AODV*  
Prevention Webinar [higheredcenter.org](http://higheredcenter.org)2/3 *Sexting* Live Web Cast [moces.org](http://moces.org)2/7 – 10 CADCA National Leadership Forum - [cadca.org/](http://cadca.org/)[events/forum21](http://events/forum21) - National Harbor, Maryland2/8 *C.A.R.E.: How to Support LGBTQ Youth* Webinar  
[dmh.mo.gov/mentalillness/suicide/calendar.htm](http://dmh.mo.gov/mentalillness/suicide/calendar.htm)2/13-19 Children of Alcoholics Week [nacoa.org](http://nacoa.org)2/14 – 20 Random Acts of Kindness Week -  
[randomactsofkindness.org](http://randomactsofkindness.org)2/15 MFH Tobacco Prevention and Cessation Initiative Grant  
Applications Open2/17 *Online Enticement* Live Web Cast [moces.org](http://moces.org)2/24 *Emerging Drug Trends* Telecast [mctft.com](http://mctft.com)

3/1 Last Day to File Senate Bills

3/3 *Gaming* Live Web Cast [moces.org](http://moces.org)

3/14-20 Brain Awareness Week -

[faculty.washington.edu/chudler/baw.html](http://faculty.washington.edu/chudler/baw.html)3/17 *Access to Inappropriate Materials* Live Webcast [moces.org](http://moces.org)3/23 Kick Butts Day - [www.kickbuttsday.org](http://www.kickbuttsday.org)

3/31 Missouri Child Advocacy Day, Jeff City

[childadvocacyday.org](http://childadvocacyday.org)3/31 *Embracing Diversity: Crossing Barriers to Deliver  
Treatment Everyone* Telecast [mctft.com](http://mctft.com)