



Looking Forward:

Great American Smokeout	November 18th
Drunk and Drugged Driving (3D) Month	December 1-31st
World Aids Day Worldaidsday.org	December 1st
Deadline for MFH Community Grants for tobacco cessation or prevention	December 15th; 4 pm
Missouri General Assembly Begins	January 5th

FDA Declares CABs Unsafe

The FDA has declared caffeinated alcohol unsafe. According to a statement on their website, the FDA today warned Charge Beverages Corp. (producers of Core High Gravity HG, Core High Gravity HG Orange, and Lemon Lime Core Spiked), New Century Brewing (Moonshot), Phusion Projects (Four Loko) and United Brands Co. (Joose and Max) that "the caffeine added to their malt alcoholic beverages is an 'unsafe food additive' and said that further action, including seizure of their products, is possible under federal law." No mention of caffeinated spirits was made. Following a scientific review conducted by the agency, they did not "find support for the claim that the addition of caffeine to these alcoholic beverages is 'generally recognized as safe,' which is the legal standard," said Dr. Joshua M. Sharfstein, Principal Deputy Commissioner. "To the contrary, there is evidence that the combinations of caffeine and alcohol in these products pose a public health concern."

The FDA said the products named in the warning letters "are being marketed in violation of the Federal Food, Drug, and

Cosmetic Act (the FFDCa)." Each letter requests that the recipient inform the FDA in writing within 15 days of the specific steps they are taking "to remedy the violation and prevent its recurrence." These companies also have the option to present reasoning and supporting information if they do not believe their products are in violation of the FFDCa. If the FDA believes the violation continues to exist, they "may pursue an enforcement action that could include seizure of the products or an injunction to prevent the firm from continuing to produce the product until the violation has been corrected."

It's expected that the FTC will send a letter to manufacturers, notifying them "that they are engaged in the potential illegal marketing of unsafe alcoholic drinks," according to New York Senator Charles Schumer announcement yesterday. So we wait.

Meanwhile, lots of people of legal drinking age are saying on Facebook that they are going to load up on Four Loko before it leaves shelves. We will see how the other manufacturers respond.

In the News

- ◆ The Miller County Citizens for Child Protection was awarded \$4,967.12 to implement a media campaign for Miller County. This campaign will provide an awareness of child abuse and neglect through billboards, posters, and pamphlets to area residents as well as those traveling through the Lake of the Ozarks. According to the Missouri Division of Social Services Annual Report (2008), the characteristics of families involved in substantiated incidents included drug-related problems @ 12%; and alcohol-related problems @ 6.7%. In addition, the ten most often reported worker findings for physically abused children also includes inappropriately giving children drugs @ 4.8%. Formed in 2008, the Miller County Citizens for Child Protection is made up of community leaders, school nurses, hospital nurses, Missouri Family Services personnel, Miller County Health Center personnel and residents of the community. The

coalition's primary function remains to educate and inform the community that the elimination of child abuse and neglect in Miller County is crucial for the future of the area's children. Congratulations!

- ◆ Teams receiving ADA mini-grants include PARC and YC². Kudos!
- ◆ Patrons of Jefferson City and Fulton will soon be breathing fresh air in their restaurants and bars thanks to the voters of both cities. Fulton's clean air will also include venues of employment. This highly controversial ballot vote passed with the following final numbers:
Fulton - 1439 yes, 1233 no ; 54% to 46%
Jefferson City - 8,892 yes, 6,443 no ; 58% to 42%
Fulton will go into effect in 30 days (or December 3rd) and Jefferson City will go into effect in 90 days (or February 2nd).

TRAININGS

Can You Hear Me Now? Getting the Word Out about Prevention in Missouri November 30th, Missouri River Regional Library, Jefferson City

2010 Missouri Prevention Conference December 9 & 10th
Lodge of Four Seasons, Lake Ozark
actmissouri.org

Contact PRC for more info.

America's Promise Alliance names Columbia as one of 100 Best

First-time 100 Best winner Columbia adopted a resolution to promote the community as a "youth and family friendly city," and its efforts have gained national recognition. Early October, America's Promise Alliance (APA) named Columbia one of 100 Best Communities for Youth.

Community applicants for this title had to exemplify key supports that APA deems The Five Promises. These include:

- **Caring adults** such as parents, teachers, mentors, coaches and neighbors
- **Safe places** that offer constructive activities when young people are not in school
- **A healthy start** and healthy development
- **An effective education** that prepares young people for college and work
- **Opportunities to help others** through service

Several local community programs were identified as assisting local Columbians with upholding these five promises, in-

cluding YC2, Basic Needs Coalition, Walking School Bus, PedNet Coalition, and Parents As Teachers.

A celebration took place at City Hall. Several youth groups demonstrated their talents and YC2 recognized collaborative partners for their efforts as *Heroes to Youth*, including Big Brothers/Big Sisters and Columbia Housing Authority. Before the close of the ceremony, Ryan Worley, coordinator of YC2, reminded citizens that this is only the beginning and challenged them by asking "What's your promise?" Citizens can make their pledges on YC2's website, promiseforyouth.org.

For more information, please see:

promiseforyouth.org

americaspromise.org/Our-Work/Community-Action/100-Best-Communities/2010-Winners/Columbia-MO.aspx

columbiamissourian.com/stories/2010/10/12/columbia-one-best-100-communities-young-people/



The Little Lady Bulldogs perform at America's 100 Best Communities ceremony. YC2 realized their goal of receiving the award in just 4 years, a year ahead of schedule.



The Missouri Highsteppers drill team and drumline are known for their crisp, high energy routines requiring discipline and practice. Youth were a vital part of the 100 Best Communities ceremony.

Area Coalitions Complete Fall Prescription Drug Take Backs

Various locations across the PRC service area held Rx Take Backs in September, October, and November. The DEA helped organize an event in Jefferson City on September 25, where they collected 50 to 60 pounds of medications. The Osage County Interagency Council hosted their first Rx Take Back on October 28 at Fatima High School in Westphalia. They collected 25 prescriptions. Youth Community Coalition of Columbia and Youth On Up of Fulton hosted events for Boone and Callaway Counties on November 6. YC2 set up stations around Boone County and in total collected

41,000 pills! Fulton had less of a turn out than their June Take Back, but still received close to 400 pills. The following week Miller County Cares held an Rx Take Back in Eldon, Iberia, and Lake Ozark. They collected a total of 4900 pills and various other liquids, patches and vials. Finally, Montgomery County in partnership with the MU Extension and MCCHIP held their event on November 16. They collected a total of 1792 pills! That is a grand total of 48,092 pills, 50-60 pounds of medications, and 25 other prescriptions!!! GREAT JOB CENTRAL REGION!



48,092 pills were collected at this round of Prescription Drug Take Backs.

In Pictures...



We LOVE seeing what you see! If you have a photo you'd like featured in the newsletter, please forward it with a caption to lfrost@fccmo.org.

Ryan Worley, Assistant Project Director of YC², speaks at America's 100 Best Communities ceremony in Columbia while Cub Scouts stand at attention. Youth helped write the application for the award.

Tiffany Bowman, YC² Chairperson (center), presents Hero for Youth Awards to YC² member **Georgalu Swoboda** (l.) of Big Brothers/Big Sisters and **Phil Steinhaus** (r.) of the Columbia Housing Authority at America's 100 Best Communities ceremony in Columbia.



The **Moving Ahead Choir** performs at America's 100 Best Communities ceremony. Moving Ahead was able to implement the evidence-based program Positive Action with YC² funding.

Final Election Results:

YES 8,892

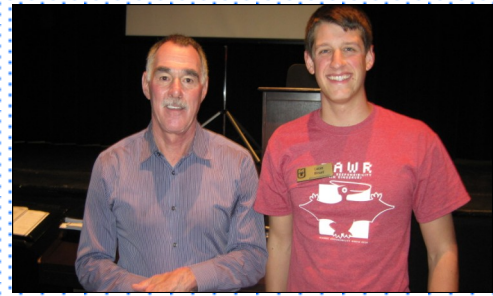
NO 6,443

Way to go, JC!

Amanda Stevens accepts an award from Tobacco Free Missouri for her work on Fulton's smoke-free policy.



Volunteers help out at the Boone County Prescription Drug Take back at Hickman High School.



Dr. Victor DeNoble (left), a former Phillip Morris scientist turned whistleblower, educated Columbia students Oct. 6 with tales of tobacco industry intrigue and deception. **Lucas Blount** (r.) is a Graduate Assistant working in tobacco prevention at MU.



Cera Lusher logs medications at the Eldon Rx Take Back.



Family Counseling Center of Missouri's very own **Tony Rigdon** took 3rd place at ACT MO's Red Ribbon 5K Run in Jefferson City. Tony ran the grueling course in 19 minutes, 14 seconds.



Mental Health First Aid participants simulate auditory hallucinations to develop a better understanding of mental illness.



Mental Health First Aid participants demonstrate a panic attack scenario. 23 people were recently certified.