



**“Creating Communities Free of Substance Abuse”
Chairman’s Annual Report
July 1, 2009 ~ June 30, 2010**

Under the 2009-2010 second year of the North Carolina Coalition Initiative (NCCI) and NC Prevent Underage Drinking (NC PUD) grants awarded to Carteret, Craven, Jones and Pamlico counties, CCSAP continued addressing two major goals: the prevention of underage drinking and the illegal use of prescription drugs. Following the guidelines of the second year Onslow County Strategic Prevention Framework State Incentive Grant (SPF SIG), our third goal is reducing alcohol-related vehicle crashes and fatalities.

During the year CCSAP continued to build capacity by enlarging the Board of Directors to 27 members to include the faith community and fill the medical slot.

Speakers for our quarterly Board of Directors meeting during the year included: Anna Szamosi and Rachel Williams, East Carolina University interns with CCSAP presenting their work on Alcohol Retail Purchase Surveys and County ABC Board updates; Rebecca Best, ALE officer; Jonathan Williams, North Carolina Chair of the ABC Commission; and Dr. Janice Petersen, NC Early Intervention and Prevention Specialist with the Department of Health and Human Services.

Among the contacts made during the year were appointments with legislators, community leaders and school personnel. CCSAP also made presentations to four County Commissions and the Women’s Medical Alliance of Onslow County.

Town hall meetings were held in Carteret, Craven, and Pamlico counties where the program “Drugs Uncovered – What Parents Need to Know” was presented. The Coalition assisted with the formation of S.A.D.D. Chapters at Croatan High School and West Carteret High School in Carteret County and the Craven/Pamlico M.A.D.D. (Mothers Against Drunk Driving) chapter.

Carteret, Craven, Jones and Pamlico Counties completed the first round of Alcohol Retail Purchase Surveys where retail outlets that sold alcoholic beverages were checked to see if ID’s were required for purchases of alcohol.

The Coalition was represented at Carteret County’s Seafood Festival, National Night Out in Onslow, Craven and Carteret counties, The Cherry Point Health Fair, Jones County Health Department’s VIP for VIP program at Jones High School and Carteret County’s Celebrate Recovery event where students presented an original play about the tragedy of underage drinking.

Two successful Legislative Receptions held in Craven County and on Camp Lejeune’s Military Base and open to community and regional leaders highlighted CCSAP’s efforts and featured the involvement of the SAPHE Regional Youth Team.

CCSAP partnered with law enforcement, Food Lion Stores and for the first time this year – the Neuse River Foundation to execute the Pills Can Kill campaign in three counties taking in 54,000 pills in Carteret County, 60,000 pills in Craven County and 1,500 in Pamlico County on pill drop off days. This initiative has grown regionally to include the Pamlico Tar River Foundation and the White Oak New Riverkeeper Association. The Coalition is collaborating statewide to research appropriate ways to dispose of unused prescription drugs without endangering our environment. Tanya Simons, an ECU graduate student in public health and CCSAP intern has contributed to this effort.

Under the SPF SIG grant the Coalition contracted with FACE, a non-profit organization based in Michigan to design a social marketing campaign for responsible drinking. The Domino Strategy™ is almost ready for implementation and has been adopted by both the military and civilian communities in Onslow County. The initiative reaches beyond county boundaries and the impact could be statewide and beyond.

Coalition youth from all five (5) counties organized this year naming themselves SAPHE (Substance Abuse Prevention Helps Everyone). A core group, still small but enthusiastic and committed, have met regularly, attended the National Community Anti-Drug Coalitions of America (CADCA) Conference in Washington, DC, spoke against privatization of ABC Boards before the North Carolina Legislative Study Committee and spoke to the NC Legislative Women's Caucus about raising the beer excise tax. In addition, they have touted preventing underage drinking while speaking to civic and youth clubs, at schools and before Boards of Education and physicians. They have visited DWI Check Stations, written letters to the editor, and Jones and Pamlico youth promoted Talk It Up, Lock It Up (relating to alcohol in homes) at ballgames. Croatan's SADD youth held a health fair at school and promoted "Red Ribbon Week" activities. At the end of the school year, two Croatan CCSAP Seniors were presented Moral Courage Awards: McKayla Edgren who will attend Wake Forest University on full scholarship and Alison Farrington who will be going to the Columbus School of Art Design.

Our Media Coordinator, Tanya Roberts, who also serves as the Center for Substance Abuse Prevention NC Fellow, has been busy getting our messages out to newspapers, television and radio. She is responsible for four new billboards around Onslow County relating to responsible drinking; has created a SAPHE Facebook page and is coordinating the public announcement of the United for Health initiative which will utilize all media outlets including cinema.

CCSAP Coordinator Anne Hardison continues to keep us on track with her vision of the big picture, community mobilization expertise and high energy. CCSAP Board is at full capacity and we have just become a 501c3 organization.

I look forward to next year believing that there will be community change so long as we remain committed to our mission and goals.

Respectfully submitted,
Carol Mattocks, CCSAP Board Chair