



CHAIRMAN'S ANNUAL REPORT

JULY 1, 2011-June 30, 2012

CCSAP began its 5th year with approximately \$40,000 in Enhancement Funding to continue the 101 DAYS OF SUMMER initiative, a collaborative between the military and civilian populations using the United for Health strategies. This effort embodied responsible drinking to reduce alcohol-related car crashes and fatalities. The funding was primarily used for television and radio advertising and enabled CCSAP to extend our consultant's contracts through July and August.

Onslow County was a NC Strategic Prevention Framework-State Incentive Grant (SPF-SIG) recipient for 3 years due to having one of the highest rates of alcohol-related car crashes and fatalities in the state. PIRE released the SPF-SIG outcomes which showed that in areas that received SPF-SIG funding:

- . the importance of drinking and driving had increased
- . efforts to prevent drinking and driving had increased over the past 2 years
- . the perception of risk in drinking and driving had increased
- . disapproval towards drinking and driving had increased
- . there was a very low level of self-reported drinking and driving and indication that people were becoming less likely to drink and drive

Data showed that state-wide alcohol-related crashes gradually increased between 2005 and 2008. From SPF-SIG implementation in 2008 to December 2010, the rate of alcohol-related crashes decreased by 1.1% in SPF-SIG targeted communities and 0.6% across the state.

GOAL 2: PREVENT UNDERAGE DRINKING

CCSAP was again awarded a Prevent Underage Drinking (PUD) grant for 2011-2012 and contracted with Andrea Boyd Swain to fulfill the grant requirements after Ann Hardison left in September. This funding was to continue the efforts of CCSAP's youth arm, SAPHE (Substance Abuse Prevention Helps Everyone), and to work with retail outlets which sell alcohol through alcohol purchase surveys.

. In August, 11 SAPHE youth attended the EUDL Conference in Orlando and presented on preventing underage drinking nationally for the 2nd time. Their presentation was entitled “TALK IT UP; LOCK IT UP, How to Put on an Event in Your High School.

. In November, SAPHE sponsored and took part in a regional youth training led by Aidil Collins and Youth Empowered Solutions. Thirty-one youth were trained and all submitted letters to local ABC Boards to reclassify alcopops, a major focus this year.

. During the year SAPHE participated in Family Fun Fest Events; pill drop-offs; Kick Ball Recovery events; Town Hall meetings; a regional 4-H meeting; a television show and Red Ribbon Week. They have spoken to the East Carolina Behavioral Health regional Board, the BATE FOUNDATION, youth, and parents who are concerned with prescription drug misuse.

ALCOHOL PURCHASE SURVEYS

CCSAP is grateful for the assistance of our interns from East Carolina University’s Department of Public Health, Lacie Thomas (2011-2012) and Lindsey Sigmon (2012), who helped with the alcohol purchase surveys. The majority of retail outlets in all five counties did require an ID from youthful looking customers attempting to purchase alcohol beverages. Retail Outlets which “did the right thing” were recognized in local papers.

In December, CCSAP collaborated with the Morehead City Police Department who hosted a two day EUDL Training on compliance checks and shoulder taps for regional law enforcement. These strategies are also aimed at reducing underage drinking.

In late Spring, CCSAP Board member Sam Lewis presented at a Student Government Association regional meeting at Craven Community College and facilitated a Town Hall meeting at the YMCA in New Bern. Both of these efforts centered on underage drinking.

GOAL 3: REDUCING THE MISUSE AND ABUSE OF PRESCRIPTION DRUGS: PROMOTING SAFE USAGE, STORAGE and DISPOSAL

Early in the fiscal year CCSAP began working with Fred Brason, CEO of Project Lazarus and collaborating with Community Care of NC to educate the community on prescription drug misuse and abuse. A CCSAP Project Lazarus Committee was formed under the Chairmanship of Judge Jim Ragan. ECU intern, Lacie Thomas, pharmacists Joe Pike, and Bill Allen, Dr. Kirk Dickie, Sheila Purifoy, and Sheriff Asa Buck comprised the committee. CCSAP developed business cards and posters touting 10 prescription drug facts that were distributed to 50 pharmacies in CCSAP’s 5 counties. Each week pharmacies enclosed a business card with a different fact in their prescription bags.

In the Spring, Carol Mattocks, Dr. Kirk Dickie, Joe Pike and Sheriff Buck presented at a regional Council on Aging Conference, and Judge Ragan spoke to a large Veterans group.

In early Spring, CCSAP received funding from both ECBH and OCBHS (now CoastalCare), the Mental Health agencies serving CCSAP counties, to launch public education on the dangers of prescription drug misuse through media and 2 Town Hall meetings featuring Fred Brason.

CCSAP contracted with Tanya Roberts to implement these objectives in Onslow, Carteret and Pamlico Counties. Through a collaboration with ministers in Pamlico county, CCSAP participated at a youth retreat. In addition to radio, newspaper, and billboard advertisements, a permanent lock box for Pamlico County was secured.

In Carteret County, Sheriff Buck acquired funding to hire a Drug Enforcement Agent and secure a permanent lock box to be used between pill drop-offs. The Morehead City Police Department initiated TEARS, a treatment and recovery from substance abuse program that offers rehabilitation rather than jail.

INTERNAL CCSAP ORGANIZATION in 2011-2012

- . Designed new brochures
- . Changed Executive Committee meeting times to save time and travel expenses
- . Began the Coalition taglining process
- . Added more diversity to CCSAP Board
- . Participated in our first fundraiser—Belk Charity Days
- . Developed 2 power points on prescription drug abuse for parents and funders

ACCOMPLISHMENTS

- . Strengthened law enforcement collaborations in all counties
- . More SADD Chapters established
- . Onslow and Pamlico Counties recognized UNDERAGE DRINKING as a community priority
- . Carteret County added PRIDE SURVEYS to their school handbook
- . All counties participated in Operation Medicine Drop
- . A Hospice Director in Craven county is now involved in writing Hospice state policy for the safe disposal of medications
- . CCSAP is encouraging hospitals to rewrite policy on dispensing medications

It has been a challenging year for CCSAP without any paid staff to coordinate our efforts. However, because of the CCSAP leadership, Board, Task Force members, and agencies who want to see a reduction in community substance abuse and have put their efforts toward that end, we have made progress and continue to make our voices heard. Thank you all.

Carol Mattocks, Chair

Coastal Coalition for Substance Abuse Prevention

