

CCSAP Staff Members

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Why does CCSAP do what they do?

Carteret County

34.3% of high school students report underage drinking on one or more of the past thirty days and 17.7% reported binge drinking (consuming five or more alcoholic drinks in one setting). The rate of alcohol related crashes in Carteret County is 25% higher than the State's rate for 2007-2011.

Source: 2012 Carteret County State of the County Health Report

Craven County

According to the 2010 Community Health Assessment, the residents of Jones County identified the following community concerns, health problems, and unhealthy behaviors: 47.8% drug use in the community, 79.6% drug abuse and 74.7% alcohol abuse.

Source: 2011 Craven County State of the County Health Report

Jones County

A common thread of drug use was identified as the top unhealthy behavior and the second ranked community issue. Alcohol use and reckless/drunken driving were also identified as unhealthy behaviors.

Source: 2010 Jones County Community Health Assessment

Onslow County

- 38.2% of Onslow County residents identified prescription drug abuse as one of the county's ten top health issues
- 45.9% of Onslow County residents identified underage drinking and drug use as one of the county's ten top health issues

Source: 2012 Onslow County Community Health Assessment

Pamlico County

- According to the Community Health Assessment, substance abuse was first among the list of top unhealthy behaviors.
- Results of the Community Health Assessment Survey also showed concern regarding underage substance abuse.

Source: 2011 Pamlico Community Health Assessment

CCSAP Scholarship Recipient



Carol Mattocks presenting SAPHE Youth member Kalen Perry with CCSAP college scholarship. Kalen Perry is now a Parks Scholar recipient at NCSU.

CCSAP Community Reception

On September 23rd, CCSAP held a community reception in New Bern, NC. Attendees were given the opportunity to experience what CCSAP has been doing in each county and listened to keynote speaker Dr. Bill Wilson from Duke University (see picture page 1).

SAPHE Retreat: Creating Leaders

CCSAP hosted a Substance Abuse Prevention Helps Everyone (SAPHE) retreat at Camp Don Lee on July 20th. Youth participated in fun outdoor activities, increased their knowledge of underage drinking and prescription drug misuse/abuse, and discussed their perception of these current issues in each county. Currently, SAPHE is open to any and all youth who would like to work to prevent substance abuse (see page 1).

Cinema Advertisements

CCSAP collaborated with community partners to create educational advertisements regarding the problem of underage drinking and limiting alcohol consumption. Youth participated in the underage drinking advertisement-speaking out about the growing rate of early onset of alcohol use and the seriousness of the issue.



An Annual Insight into CCSAP's Events and Accomplishments



PROUDLY SERVING
THE EASTERN NC
COUNTIES OF
CARTERET, CRAVEN,
JONES, ONSLOW,
AND PAMLICO

Who is CCSAP? *Our vision, mission, and how we affect you!*

Vision

Our vision is to create communities free of substance abuse.

Mission

Collaborate with stakeholders to reduce substance abuse among youth and adults by promoting the factors that minimize the risk of substance abuse and by addressing the factors in the community that increase the risk of substance abuse.

Preventing underage drinking and reducing misuse
and abuse of prescription medications

Coastal Coalition for Substance Abuse Prevention (CCSAP) is a five county coalition covering Carteret, Craven, Jones, Onslow and Pamlico counties. Each county has a Substance Abuse Prevention Task Force working within their local communities. As evidence of each county's hard work, CCSAP was awarded a Drug Free Communities grant through the Office of National Drug Control Policy. We work toward policy and environmental change to prevent underage drinking and to reduce the misuse and abuse of prescription medications.

CCSAP continues to work with our public, private, and non-profit partners; our federal, state, and local governments, and our inspiring youth advocates to create communities free from substance abuse. We encourage you to learn more about CCSAP and all of our ongoing efforts. Please visit our website www.ccsap.org.

A Message from the Chair

Coastal Coalition for Substance Abuse Prevention began with a United Way Community Impact Survey when community leaders, foundations, focus groups and stakeholders came to the conclusion that ridding our communities of substance abuse would make the biggest positive impact on our community and youth and foster healthier populations.

After several years under the United Way umbrella, CCSAP became a 501(c)(3) organization in 2010, focusing primarily on underage drinking and more recently the abuse and misuse of prescription drugs. CCSAP is governed by a regional board composed of law enforcement, educators, health organizations, prevention providers, parents, youth, businesses and the faith community.

The recently received Drug Free Communities grant has enabled the coalition to hire a project director and part time media coordinator to continue best practice prevention strategies.

It is my pleasure to work with the dedicated and committed community representatives, both civilian and military, who give time and talents to make our communities healthier places in which to live, work, and raise our families.

We look forward to broadening our community prevention efforts and partnerships as we move into 2014.

Carol Mattocks, Board Chair

2012-2013
Annual
Report

Underage Drinking Prevention

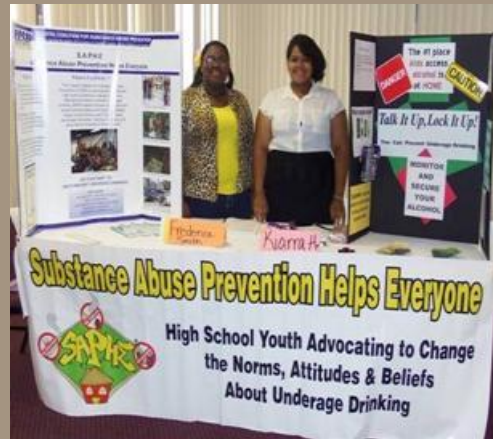
Ride for Alcohol Awareness



Onslow County Task Force members collaborated with members from Camp Lejeune to sponsor a motorcycle ride promoting Alcohol Awareness month.

SAPHE Youth

Frederica Smith and Kiarra Hill (pictured on left) taught a *Health Rocks!*® course to 6th grade students in Jones County. *Health Rocks!*® is a 4-H based curricula taught to students to educate youth on the consequences of tobacco, alcohol and drug use.



Alcohol Purchase Surveys

The Coastal Coalition for Substance Abuse Prevention (CCSAP) conducted Alcohol Purchase Surveys in Carteret, Craven, Jones, Onslow, and Pamlico County in the summer of 2013 to measure the accessibility of alcohol in retail outlets to minors in the area. Surveyors presented a form of alcoholic beverage (beer, liquor, or alcopop) to the retail outlet clerks for purchase to determine if the clerk asked for proper identification (PI). A total of one hundred seventy one retailers were surveyed including gas stations, grocery stores, and ABC stores. Rates varied greatly within the region ranging from a 50% carding rate to 70% per county with a total average of approximately 60% requiring PI. Results also varied by determinants; analysis showed that male clerks were 11% less likely to ask for identification than females. Retailers were approximately 20% more likely to require identification if surveyors were attempting to buy beer compared to similar flavored alcoholic beverages. Age was not found to be a significant predictor of identification rate.

Board Members

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- Judge James Ragan, III (retired), Vice-Chair
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- Sam Lewis
- Robert Livingston
- Erin Morgan
- Kelley Nielsen
- Joe Pike
- Henry Rice
- Sheriff Billy Sawyer
- Frederica Smith
- Charles Wethington

A Special Thank You To

CCSAP and each of its members would like to offer a Special Thank you to each contributor.

- ❖ The Harold H. Bate Foundation
- ❖ Department of Public Health at ECU Brody School of Medicine
- ❖ Carolina East Foundation
- ❖ Project Lazarus
- ❖ Individual Contributors
- ❖ Substance Abuse and Mental Health Services Administration (SAMHSA)
- ❖ CCSAP would also like to thank each board, task force member, intern, volunteer, and everyone who has a role in working towards our goal of *Creating Communities Free of Substance Abuse!*

Prescription Drug Misuse and Abuse Prevention

CCSAP conducts various research projects throughout the five county region to assess the underage drinking and prescription drug use/misuse problems. Conducting this research allows CCSAP to better understand the communities and cater event and

PRIDE Surveys

interventions to better suit each community.

Pride Surveys were conducted in Carteret, Craven, Jones, and Pamlico counties in March 2013. Administered biennially, these surveys assess youth perception and use of alcohol and prescription drugs. A total of 3,390 students in grade 8, 10 and 12 were surveyed from participating schools. CCSAP focused on four core measures of the Pride Surveys: 1) alcohol and prescription drug past 30 day use, 2) perception of risk of using alcohol and prescription drugs, 3) perception of parents' disapproval of using alcohol and prescription drugs, and 4) perception of friend's disapproval of using alcohol and prescription drugs. Overall, perceived risk as well as peer and parental disapproval remain high (ranging from 71.2% to 86.9%), but decrease slightly between grades 8 and 12. Overall, at least 50% of high school students reported alcohol as being easy to get. Students in all counties reported higher usage of alcohol and prescription drugs at a friend's house, with the most common times of use being on the weekend.



SAPHE Youth member, Jane Simmons with Officer Shelton Brown at Craven County's Operation Medicine Drop



Ret. Judge James Ragan, III at Pamlico County prescription medication drop box.

Prescription Medication Drop Boxes

CCSAP in collaboration with law enforcement and local funders installed several permanent prescription drop boxes. The boxes allow community members to dispose of unused, unwanted, and expired medications without endangering the environment, water supply, or local community members. All box locations, not only CCSAP sponsored, include: Pamlico County Sheriff's Department, New Bern Police Department, Havelock Police Department, Jacksonville Police Department, Morehead City Police Department, Carteret County Sheriff's Office and Camp Lejeune Marine Corps Base.

Project Lazarus

Project Lazarus is a non-profit organization established in 2008 in response to extremely high drug overdose rates in Wilkes County. In 2007, Wilkes County had the third highest drug overdose death rate in the nation according to the Centers for Disease Control and Prevention. Each CCSAP county has recently been awarded Project Lazarus grant funding to address the issue of prescription drug misuse and abuse within their community.

Dock Hook's Ride

In the Fall of 2012 Atlantic Beach attorney Dock Hook set out to bike 1,118 miles from Emerald Isle, NC to Key West, FL to raise awareness for substance abuse prevention. As a memorial to his only son, Charlie D. Hooks, Dock Hooks raised over \$11,274 for CCSAP.



Pictured on right: Attorney Dock Hook