



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

2013-2014 ANNUAL REPORT

Vision

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

Message From The Chair

Stories of prescription overdoses, driving under the influence fatalities, and families in crisis due to substance abuse are all too common. We worry about the influence of drugs and alcohol on our youth and wonder how to combat the cycle of experimentation, abuse, and addiction. Coastal Coalition for Substance Abuse Prevention (CCSAP) seeks to educate and empower youth and their families to make appropriate choices that enable every young person to reach his or her personal, educational, and professional goals.

Youth are the primary focus of CCSAP. Our youth, self-named SAPHE (Substance Abuse Prevention Helps Everyone), are leaders, prevention advocates, and role models for other youth. They come from SADD Clubs, 4-H and other youth organizations. Among them are a few who have stepped forward to select prevention strategies most appropriate to their peers and to lead corresponding programs in their own schools. Last year CCSAP awarded scholarships to three college-bound youth: Frederica Smith and Kiarra Hill from Jones High School, and Jane Simmons from New Bern High School. CCSAP also sent four new student leaders from Onslow, Craven, Pamlico, and Carteret Counties to Orlando, Florida last summer for prevention and advocacy training, and to bridge relationships between youth and those in the community who want to make a difference in youth substance abuse prevention.

In 2013-14, CCSAP was sustained by a 2nd-year Drug

Free Communities award and funding from Project Lazarus (a community-based prescription drug abuse prevention initiative). Additionally, CCSAP received funding from ABC Boards in Craven and Pamlico Counties, CarolinaEast Foundation, and the Harold H. Bate Foundation for community education and prevention activities. The Coalition works with multiple law enforcement agencies, schools, prevention providers, 4-H leaders, faith communities, health professionals, civic groups, government, military installations, parents, youth, individual volunteers, and media outlets to prevent substance abuse.

The following members of CCSAP were recognized for outstanding contributions last year: Lisa Hooks, Carteret County Schools; Dock Hooks, Former Navy Seal; Kiarra Hill, Jones County High School; Frederica Smith, Jones County High School; Anna Zeimet, Cherry Point Prevention Services; Marilyn Hickman, volunteer; and Asa Buck, Carteret County Sheriff.

With appreciation to our Board of Directors, Task Forces, Staff and all who work to make our communities safer and healthier for all of us,

Carol Mattocks



Graduating SAPHE students (l-r) Kiarra Hill, Jane Simmons, Frederica Smith and CCSAP Board Chair Carol Mattocks

Creating Communities Free of Substance Abuse

PRESCRIPTION DRUG MISUSE AND ABUSE

Diversion Control

Proper disposal of medicines that are expired or no longer current for a health issue is a key strategy to control the opioids that get into the hands of drug dealers, drug seekers, misinformed adults, and naive youth. CCSAP partnered with

Last fall 238,000 doses of medicines were removed safely from circulation during the 4-hour Operation Medicine Drop.

Project Lazarus to purchase permanent prescription drop boxes in Carteret, Jones, and Onslow Counties. CCSAP also

works with sheriff's and police departments in each county on the bi-annual take-back events: Operation Medicine Drop.

Strategic Partnerships

During the spring, CCSAP coordinated the 2014 State of the Child Conference, "The Medicine Cabinet: Kids' New Playground". Key members of the community representing school staff, law enforcement, social service organizations, substance abuse treatment agencies, and volunteers attended to learn how medicines have become a dangerous product of our children's lives, and connected attendees with resources in the community. CCSAP also worked with Craven, Jones, and Pamlico Health Departments and CarolinaEast Medical Center to include questions about medicine misuse and storage in their 3-year Community Health Assessment.

Prescriber Education



CCCSAP Board Members thank the Governor's Institute's Project Lazarus Training team. Pictured left to right: Dr. Ashwin Patkar, Carol Mattocks, Fred Brason, Dr. Debra McCutcheon, Joe Pike, Beth Junak BSN, Bill Allen, and Carteret Sheriff Asa Buck.

Last summer the North Carolina Medical Board outlined new regulations about management of chronic pain patients, and prescribing of opioids. Craven County hosted a training for physicians, pharmacists, and dentists on the new guidelines. The training also highlighted changes at the state level that allows office staff to access the Controlled Substance Registry System, which logs all prescriptions that are dispensed. Finally, CCSAP highlighted local physicians on a billboard to thank them and to make the public aware that their practice uses the Controlled Substance Registry System.

Community Education

A great deal of effort has gone into raising awareness of prescription drug misuse and the potential for abuse this year with help from Project Lazarus. Carteret County purchased TV spots to promote their MEDS (Monitor. Educate. Dispose. Secure.) program. Pamlico and Jones Counties posted billboards asking residents to dispose of unused prescriptions in the Sheriff's Departments' drop boxes. Carteret and Jones Counties brought in the PEACE Foundation and the Poe Center to do parent education about danger signs and prevention activities for parents. Craven and Onslow Counties used a billboard and pre-trailer movie ads to raise awareness of how prescriptions can be stolen from medicine cabinets. Onslow County provided drug information for National Night Out attendees, and Pamlico County distributed refrigerator magnets and tote bags at food distribution sites with the Project Lazarus tagline: **"Take Correctly. Store Properly. Dispose Properly. Never Share"**.

59% of Carteret County residents who had unused prescriptions in their homes said they kept them in case they, a family member, or a friend might need them.

PREVENTING UNDERAGE DRINKING

REDUCING RETAIL ACCESS



Pamlico SAPHE student, Chris Davis, places Sticker Shock stickers on FABs at the Grantsboro Piggly Wiggly

The Craven ABC Board and the Harold Bate Foundation enabled CCSAP to work with several East Carolina University interns on reducing youth access to alcohol. One part of the students' internship was to "mystery shop" ABC stores and grocery stores, gas stations, and marinas that sell alcohol to make sure clerks were properly checking IDs.

SAPHE youth participated in the national program, "Sticker Shock". They learned about media literacy and marketing to youth by alcohol companies, especially among companies that produce sugar or fruit-flavored alcoholic beverages (FABs). SAPHE students went to stores

and placed "stop" sign stickers on FABs to make buyers aware of the alcohol inside and to remind clerks to properly ID. Interns assisted in teaching students advocacy skills to ask that sale of FABs be moved to ABC stores.

YOUTH PERCEPTION OF ALCOHOL RISKS

ECU interns provided supervision and guidance for SAPHE leaders during the CADCA (Community Anti-Drug Coalitions of America) Mid-Year Leadership Conference in Orlando, FL. The SAPHE students reported what they had learned and made recommendations on reaching youth at the CCSAP Board Retreat including teaching peers skills to deal with peer pressure, and helping parents with coping mechanisms that do not include using alcohol. Our Interns also helped SAPHE leader, Kierra Watts, arrange



SAPHE students at the CADCA conference in Orlando, Florida: (l-r) Haley Moccia, Ashlyn Lowe, Thomas Foster, and ECU interns Shalom Foster, Leigh Ann Cunius, and Ciarra Dortche (Not pictured: Kierra Watts)

a Craven Early College Pre-Prom Mock Car Crash. Interns provided activities using Fatal Vision goggles. An educational program followed encouraging youth to sign safe and sober Prom pledges.

PARENTAL INFLUENCE

The Craven and Pamlico ABC Boards, and USMC Camp Lejeune helped CCSAP promote the Domino Strategy campaign with large displays and handouts outlining appropriate use of alcohol: 0 for youth under 21; and for those who choose to drink: no more than 1 for women or 2 for men per day.



Board Chair Carol Mattocks with Domino Strategy materials at Camp Lejeune's Alcohol Awareness Day

FINANCIAL SUPPORT

CCSAP is funded primarily by the Office of National Drug Control Policy's Drug Free Community \$125,000 grant requiring a local match. Last year CCSAP also received \$46,000 from Project Lazarus to raise awareness and build infrastructure to prevent of prescription drug misuse and abuse. These grants allowed CCSAP to pursue additional prevention strategies and funding. CCSAP thanks United Way of Coastal Carolina for office space and utilities; ABC Boards for alcohol purchase surveys and responsible drinking literature for adults; CarolinaEast Foundation for bringing in an inspirational speaker for Craven County School students and to help air PSAs about prescription disposal boxes; and Harold Bate Foundation to support ECU interns to support SAPHE youth in learning more about public health and substance abuse prevention.

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2013-2014 SUMMARY

Everyday Coastal Coalition for Substance Abuse Prevention ("CCSAP") works to create communities free of substance abuse. Our goals for prescription medicines are to ensure that everyone who needs them is taking them as prescribed, and that expired and unused medicines are disposed of properly. Our goals to reduce underage drinking are similar: reduce access, educate about the risks, provide the skills to be safe from the influence of alcohol, and for those of age who choose to drink, encourage appropriate use.

Thanks to the agencies who work with us, the volunteers who give their time, communities, and donors who give to make our vision a reality. Visit our website at www.ccsap.org to learn more about our activities, the reasons behind them, and opportunities to be involved in your community.



CCSAP
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