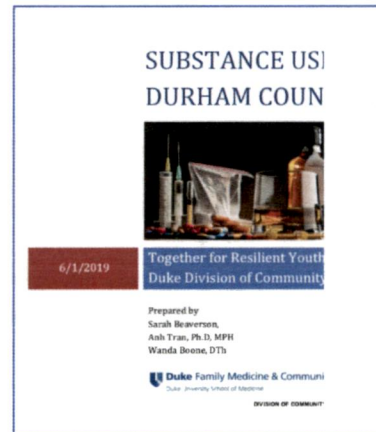


**Report for Durham Joins Together Taskforce Meeting  
SUMMARY FOR AUGUST 28, 2019 QUARTERLY MEETING  
PREVENTION AND EDUCATION**

Co-Chairs: Dr. Wanda Boone, Dr. Angeloe Burch, Earl Chestnut, Harold Chestnut, Paula Harrington, Denene Hinton, Nancy Kneepkens, Dr. Nicole Schramm-Sapyta, Anne Sporn, Tonya Stancil, Living in Future Tense (Youth), CollegeTRY (18-25), PACs, Schools, Health, Parents that have lost children, Faith DCIA, Andre' Hinton, Harlan Crenshaw, NCCU, Duke, Neighborhood Improvement Services, 450 Businesses, Pamela Joyner, D Parents that have lost children, NC Institutes of Medicine, Centers for Disease Control, Duke Division of Global Health, Duke Clinical Translational Science Institute, Durham ABC, NC ABC, North Carolina Central University, Durham Committee on the Affairs of Black People.

DRAFT: Together for Resilient Youth Substance Use in Durham County Report published every 2 years since 2010  
Soon: Companion Reports: Perception of Risk and Resilience



Next Meeting: September 11, 2019  
Review juvenile arrest and SU data  
Violence/SU/Trauma Call to Action



**Documentation of Evaluation** measures have been established and collected for TRY initiatives 2010 – present.

**Publications and Publication support:** Alcohol Outlet Density in African American Communities, Equity in the Opioid Epidemic, Race and Resilience, Durham County Substance Use Summary, Durham County Perception of Risk, Durham County Juvenile Justice Arrests, School, Durham County School Climate, Resilience (Risk and Protective Factors). TRY is a contributor Durham County Health Assessment

**Grants and Evaluation:** Drug Free Community Support Program (AOTD), STOP (Alcohol), Blue Cross Blue Shield of NC (Opioids, Minority Populations & Trauma), NCPUDi (Alcohol), NCBHEI (Behavioral Health Equity Initiative – ACEs/Resilience), SAMHSA College and Community Coalitions (AOTD), Duke CTSI (ACEs and Resilience), NC Injury Prevention (Opioid Harm Reduction), UNC School of Government (Opioid/Minorities), NC Injury Prevention (Violence Prevention), Unrestricted funds (Minorities and Tobacco sales – menthol, E-cigs & Marijuana) NCABC P/T Ambassador and Misdemeanor Diversion Program provider.

Strategy/Intervention	Description	
<b>Education</b>		
<p><b>1. Youth and Parent/Family Education</b></p>	<p>Education for youth and parents (including communities of color) aimed at decreasing ATOD use by youth by increasing refusal/resistance skills of youth and increasing parental communication and monitoring</p>	<p><b>Face to face reach 2018 – present</b>  <b>1,300 elementary, 1,985 middle and high school youth, 642 parents, 1,500 college students, 427 community members</b>            TRY’s youth coalition “LIFT” Living in Future Tense operates in Durham Public Schools in grades 5 – 12 using age appropriate materials available from Journeyworks - Why Animals Don’t Smoke*, 10 Things Kids should know about Alcohol* and Media Detective (NREPP). Middle School - Media Literacy (NREPP) and High School - Media Relationships (NREPP)            Marvelous and Extraordinary (ME) Self Esteem Building – elementary and middle school girls            Middle and High School Students receive a TIP of the Month based on the SAMHSA CSAP Calendar. They are required to share information with their parents and 10 peers face to face and on social media platforms.            Partnerships:            Talk it Out NC – Alcohol (parents)            Talk it Up. Lock it Up – Alcohol (parent)            Lock it! Drop It!/NC Lock Your Meds (community)            Smoke is Smoke- Marijuana (Colorado PH document on teen use)            Tobacco – Synar (circa SAMHSA 2018)            E-Cigs – Journeyworks, CSAP, SAMHSA            Presentations are made to “12 Sectors” including Faith Communities, Private/Charter Schools and Regional PTAs            Youth and Parents are involved in ATOD TRY Driver Education classes through DPS            TRY is a DPS Family Academy Provider of Curriculum</p>
<b>Synar (Tobacco)</b>		

<p><b>2. Community Education and Mobilization</b></p>	<p>Identify and partner with community partners to develop, educate and plan strategies to reduce youth access to tobacco</p>	<p><b>2018 – present Distribution 9,245: Neighborhood Improvement Services to all public housing 8 properties via mobile unit, Campus communications through the NCCU Department of Public Health, Duke Residence Services.</b> Materials as identified above are shared through coalition members to their peer groups on a monthly basis. Based on the outcome of Tobacco Purchase Surveys more information has been shared about e-cigs and loose cigarette sales. CollegeTRY . (Duke and NCCU) coalition members share information with families and peers to help ensure that they do not provide tobacco or e-cigs to individuals under 18. Additionally, GNBN’s agree voluntarily not to sell e-cigs or energy drinks to anyone under 18</p>
<p><b>3. Merchant Education</b></p>	<p>Identify, contact and visit tobacco retail outlets to provide information and materials (brochures, signs, Red Flag Merchant Education packet) on youth access to tobacco laws</p>	<p><b>10 stores are visited on a weekly basis by a dedicated team of paid and volunteer members. Alcohol Outlets are visited almost daily.</b> TRY helped to create the Tobacco store GIS tracking system. TRY members have been trained in Synar/Tobacco – Red Flag Merchant Education and use materials from SAMHSA SYNAR regulations updated 2018.The information is shared and discussed with Merchants during face to face Good Neighbor Business Network visits.</p>
<p><b>4. Law Enforcement Related Activities</b></p>	<p>Contact and assist local law enforcement/ALE officers to conduct tobacco compliance checks and tobacco retailer training</p>	<p><b>2018 - 3 stores were identified</b> Loose cigarette sales and sales to minors are reported to ALE. ALE conducts on-site training. The first offense is nonpunitive.</p>
<p><b>5. Media and Public Relations</b></p>	<p>Collaborate with community partners and/or youth organizations to increase awareness and publicize youth access to tobacco laws, penalties and compliance inspection results and recruit/publicize merchants who pledge not to sell tobacco products to youth</p>	<p><b>2018 – Family Fare received the top award representing 27 stores Durham as well as stores throughout NC, 10 sticker shock, 4 youth and college visits. Dr. Wanda Boone was interviewed on television about JUUL x 2 and in print X1</b> The GNBN Checklist requires adherence to alcohol, tobacco and lottery tickets laws. Compliant GNBN participants are recognized at the TRY annual conference and quarterly by LIFT, CollegeTRY and community members at Sticker Shock and appreciation events. This process has been covered by WRAL, WTVD and News 14.</p>
<p><b>Communication Campaigns</b></p>		
<p><b>6. Social Norms</b></p>	<p>Campaign designed to utilize marketing techniques to change misperceptions regarding audience behavior in order to change behavior by communicating accurate group norms of a specific, targeted audience</p>	<p><b>2018 – 4 Billboards and 2 Mobile</b> TRY engaged Fairway Mobile Billboards to engage schools and community in Districts 1 and 4 (alcohol and tobacco), Districts 2, 3 Lock it Drop It (opioids) and all Districts with all messages LYMs and Talk it up. Lock it Up. Each billboard reached over 125,000 each day.</p>

<b>NC Injury Prevention Overdose Prevention</b>		
<b>7. Harm Reduction Plan</b>		<b>Durham County has 3 Safe Sterile Syringe exchange locations</b> between 2016 and 2019. TRY surveyed all Pharmacies to determine their readiness to provide or sell syringes. TRY members attended a 2 year Harm Reduction training with NC Injury Prevention Branch.
<b>8. Support for Prevention (Policy/Advocacy)</b>	Campaign designed to support the creation, enhancement or enforcement of policy efforts	<b>2013 - present</b> <b>Quasi-judicial 2014 Alcohol/Tobacco policy 2019 – JUUL e-cig policy</b> TRY initiated a change in the DPS suspension policy for tobacco and e-cig suspensions by working with the Board of Education that includes referral to on-line quick smoking. TRY initiated a quasi judicial process that was adopted and implemented by City Council
<b>9. Lock Your Meds</b>	Campaign to promote safe medication and storage disposal through a combination of media messages, print materials and efforts to increase the availability of medication locking mechanisms	<b>2018 – present</b> <b>5,300 materials and received additional supply.</b> TRY is a coalition member with LYMs covering Durham, Wake, Yadkin*, Franklin*, Craven*, Johnston*, Robeson* and Edgecomb* counties. *These counties are also included in TRY’s <b>Strategic Prevention framework and 7 strategies for community change TA is provided with the intent that they will be prepared to apply for other funding in the future. (ATOD)</b>
<b>10. Prescription Drug Strategies</b>		<b>TRY was part of formulating the NC Strategic Action Plan and participated over a 2 year period</b>
<b>11. Safer Prescriber Training</b>	Training for prescribers to learn about safer prescribing options and use of the CSRS	<b>Ongoing 2016- present</b> TRY partners with Community Care Network regarding training.
<b>12. Hospital/Clinic Prescription Drug Monitoring Program (PDMP) Policy Change</b>	Encouraging and advocating for PDMP policy/protocol changes to utilize, manage the PDMP system better	<b>Ongoing 2016- present</b> TRY works with Community Care Network regarding training.
<b>13. Prescription Drug Monitoring Program (PDMP) registration/utilization effort</b>	NC’s prescription drug monitoring program collects controlled substance prescription data for prescribers and dispensers in order to improve patient care and safety while avoiding potential drug interactions and identifying individuals in need of referral to treatment services	<b>2017-present</b> <b>Lead Partner: Carolina Behavioral Care Pharmacy</b> TRY works with Pharmacists in Durham to gain their insight re: the pros and cons of how to make this more consistent and why there are challenges.
<b>14. Lockbox distribution</b>	Distribution of medication lock boxes for families at increased risk of prescription medication misuse including, but not limited to: emergency department patients, foster families and WIC participants	<b>2014 – present</b> <b>425 distributed</b> TRY began distributing lock boxed (DFC) in 2014 and continues to distribute LYM lockboxes to ED, HD, Housing developments, through PTA and others.

<b>15. Locking cabinet installation</b>	Locking cabinets provides safe and responsible ways for people to store prescription drugs kept in their homes	No associated activities
<b>16. Permanent medication drop box</b>	Secure storage boxes, located in law enforcement offices or pharmacies, where individuals can safely dispose of no longer needed medications	<b>TRY purchased 5</b> of the 7 permanent drop boxes located throughout Durham including at NCCU and Carolina Behavior Care Pharmacy.
<b>17. Medication take back events</b>	Events organized with law enforcement to collect and safely dispose of no longer needed medications	<b>2018 – 20 Events, 2019 2 Events</b> TRY conducts Take Back events in partnership with the Durham County Sheriff’s Office at Faith Services, Community Events (national night out), Senior Centers, Assisted Living centers and neighborhood meetings
<b>18. Chemical medication disposal</b>	Distribution of chemical medication disposal kits, containers that can be used to chemically dissolve medications at places such as, but not limited to: end of life/late in life serving organizations (i.e. hospice, funeral homes and assisted living centers)	<b>2018 - present</b> TRY distributed 423 CMDs throughout the community. Community Events (national night out), Senior Centers, Assisted Living centers and faith communities Franklin and Durham supplied through partnership with Alliance Health.
<b>Youth Environmental Management Strategies</b>		
<b>19. Youth activities</b>	Youth-centered, collaborative strategies emphasizing data driven decision making, systemic planning and implementation of ATOD prevention strategies and best practices	<b>2018 – current as described</b> LIFT members are trained in SPF and environmental strategies. They work from their logic models and strategic action plans. They spoke to the School Board about energy drinks resulting in a Health Department campaign (TRY co-branded) materials. Youth wrote a letter to the School Board about chewing tobacco use by athletic coaches and their influence on youth athletes doing likewise and banning offensive clothing from all schools in Durham. They are now linking resilience to healthy behaviors in a continuing effort to stamp out ATOD use associated with depression/suicide. LIFT and CollegeTRY present at TRY Annual Conference and CADCA.
<b>Alcohol Education/Enforcement Strategies</b>		
<b>20. Compliance Checks</b>	Enforcement effort to identify, educate and potentially penalize alcohol establishments that sell alcohol products to underage youth	<b>2010 –present</b> <b>3 occurrences.</b> TRY works with law enforcement associated with outlets that break the law. TRY youth do not participate in compliance checks
<b>21. Alcohol Purchase Surveys</b>	Educational activity to identify alcohol establishments that sell alcohol to youthful appearing adults without checking for proper identification	<b>2010 – present</b> <b>156 alcohol/156 tobacco surveys (2018)</b> CollegeTRY members conduct 3 alcohol and 3 tobacco purchase surveys per week. Findings are compiled in a report and reviewed with law enforcement as necessary.

<p><b>22. Responsible Alcohol Sales Training (RAST) and Be a Responsible Server/Seller (BARS) Training</b></p>	<p>Training to educate owners, managers, servers and sellers at alcohol establishments about strategies to avoid illegally selling alcohol to underage youth and/or intoxicated patrons</p>	<p><b>2018 - present</b>  <b>2 events</b>          TRY hosted RAST and BARS training conducted by NCABC and ALE. The event 2018 was covered by WRAL and the News &amp; Observer. Over 250 alcohol outlets participated. TRY presented on why training is important from a public health and safety perspective. TRY uses materials supplied by NCPUDI for individual training.</p>
<p><b>Small "P" Policy</b></p>		
<p><b>23. Safe Homes</b></p>	<p>Private homes whose owners agree to/sign a pledge not to provide alcohol, tobacco or other drugs to youth, including family members and visitors, at parties, gatherings and social events such as Homecoming, Prom or Graduation</p>	<p><b>2017 – present</b>  <b>526 signatures collected</b>          TRY participates with organizations in Durham that host Prom events. Safe Home signatures have been collected from parents since 2009 through the TRY website. TRY works with Talk it Out NC and NCPUD to collect parent signatures</p>
<p><b>24. Safe Stores</b></p>	<p>Businesses who agree to/sign a pledge not to sell alcohol or tobacco to youth by checking for proper identification, training employees, and creating/following policies with consequences for violations</p>	<p><b>2015-2018 450 alcohol, tobacco stores signed</b>          The GNBN has been described under separate cover.</p>
<p><b>Big "P" Policy</b></p>		
<p><b>25. Establish, Review or Change School ATOD Policies</b></p>	<p>School policies prevent and/or decrease the use of ATOD on school property and/or during school-sponsored events and promote fair consequences for all persons who violate policies</p>	<p>Summary          2010 – 13,000 suspensions of primarily minority students          2012 – 2014 (lawsuit) policy rewrite 9,000 suspensions of primarily minority students          2015 – 2016 6,000 suspensions of primarily minority students          2016 – 2017 4,000 suspensions of primarily minority students          2018 – Approximately 3,500          TRY has participated in all iterations of policy locally and with NCDPI. TRY works with SROs and receives reports on trends involving suspensions.</p>
<p><b>26. Establishing, reviewing or changing Community and/or Workplace ATOD Policies</b></p>	<p>Effective workplace policies implement fair and consistent protocol and detail consequences of ATOD use during work time. Effective community policies such as smoke-free parks and outlet density restrictions regulate ATOD use in public places.</p>	<p><b>2017, 2018 - only</b>          Measurement Inc., is the first workplace that includes prevention signage information for its almost 2,000 employees. AOTD information is shared with all Durham County and City employees as described in #1.          TRY works with Parks and Recreation on the safe handling and disposal of needles from park areas.          TRY checks ABC stores for Fetal Alcohol Spectrum Disorder (FASD) posters          Many compliance stores post WE CARD (TRY) FASD (NCFASD) and Alcohol posters (NCABC).</p>

		Several Pharmacies post Overdose Prevention and Good Samaritan material.
<b>27. Modify Alcohol or Tobacco Advertising Policies</b>	Advertising restrictions reduce the exposure of youth to alcohol and tobacco ads	<b>2015 – present 20 PSAs</b> Using the Media Prevention materials described in #1, youth design their own anti AOTD ads for social media and YouTube.
<b>28. Product Pricing Strategies</b>	Product pricing aims to increase the price of alcohol or tobacco products to dissuade youth from purchasing	TRY has worked on this with JUUL, e-cigs and alcopops but not very much with tobacco.
<b>29. Festival/Event Restrictions</b>	Restrictions at community events including policies focusing on the availability and use of alcohol or tobacco at public venues such as concerts, fairs/festivals and sporting events	2017 to present <ul style="list-style-type: none"> <li>• TRY worked on reducing cup size at the Durham Ballpark</li> <li>• A new brewery has limited sales after 8 PM.</li> <li>• Taxi services (TRY policy) operating in Durham do not deliver alcohol.</li> <li>• A safe ride home initiative is being developed with the help of NCCU and Duke CollegeTRY members.</li> <li>• Tailgating is banned at Duke.</li> <li>• Party buses no longer operate at NCCU.</li> </ul>
<b>30. Violence Prevention</b>	Using a shared risk and protective factors approach to prevent multiple forms of violence	2011 – present NC Injury Prevention Branch – TRY technical assistance award partnering with Durham Police Department, Durham Sheriff’s Department, Alliance Behavioral Healthcare, Department of Social Services, Division of Juvenile Justice Decreases have been documented due to alcohol outlet compliance (through 2018)
<b>31. ACEs, Trauma Informed and Resilience</b>		2014 – present Data 2018-2019 – 5,892 men, women and children not including PTA regional and local, juvenile justice District Directors, Department of Public Instruction, All staff at 4 including 3 elementary schools
<b>32. BRSS TACS</b>	Community Supports to improve Resilience	<b>WHOLE HEALTH AMBASSADORS</b>
<b>33. NC Coalition Technical Assistance</b>	3 NCABC, 5 Counties	<b>MINORITY COALITION DEVELOPMENT</b>
<b>34. Awards and Recognition</b>		<b>2019</b> Community Anti-Drug Coalitions of America Got Outcomes Award, Ann Doolen Visionary Award, ADCNC, Social Justice Warrior, Duke CTSI Spotlight, Proclamations County and City

Together for Resilient Youth - WEB: [together4resilientyouth.org](http://together4resilientyouth.org) or [durhamtry.org](http://durhamtry.org) Phone: 919-491-7811 Email: [wanda.durhamtry@gmail.com](mailto:wanda.durhamtry@gmail.com) Open to ALL!