



Shelly Steiner

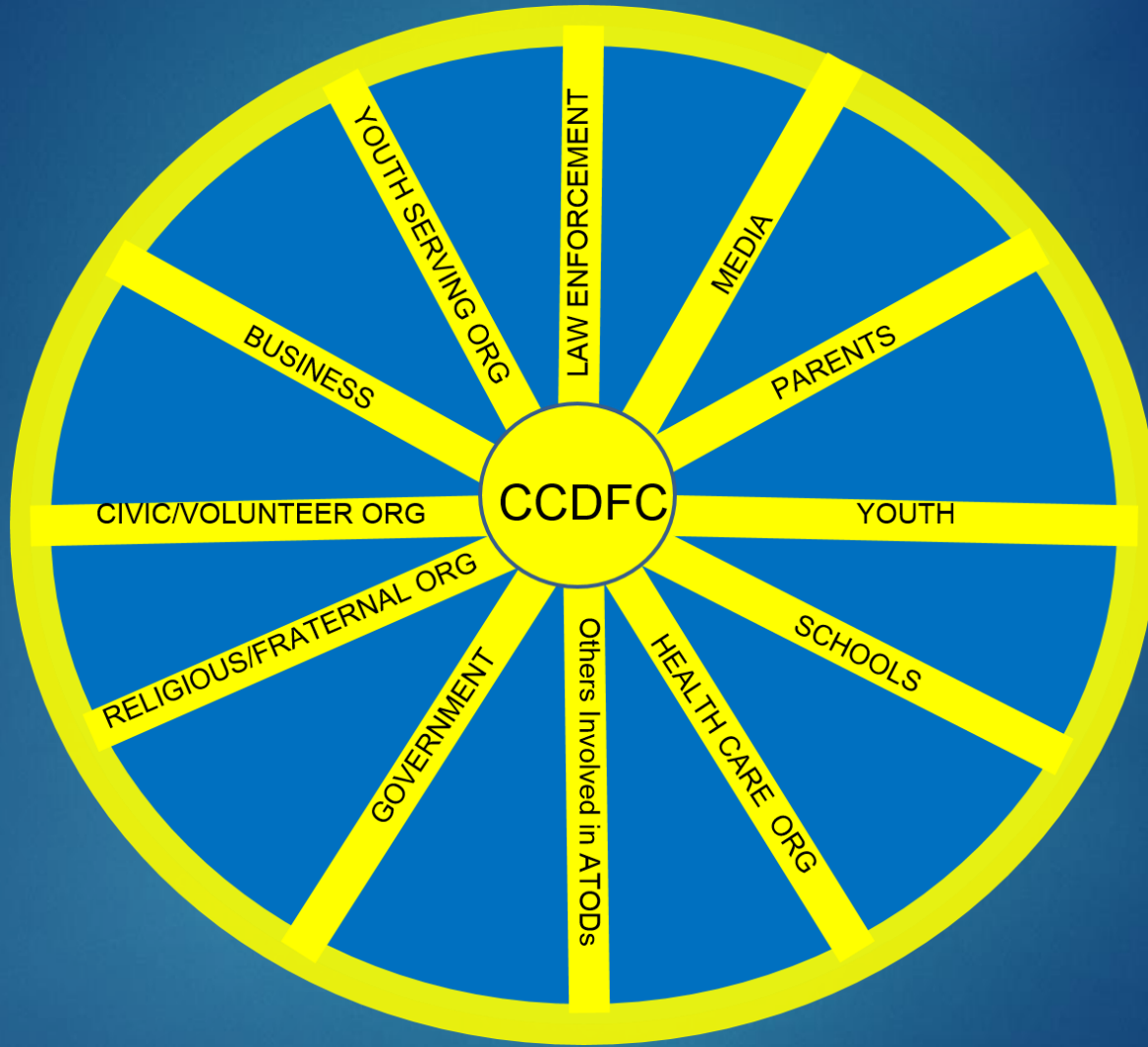
DFC Grant Coordinator

Carter County (Kentucky) Drug Free
Coalition



Where Do We Start?

- ▶ Start with the end in mind
 - ▶ Sustainability
- ▶ Relationships
 - ▶ What is your intended outcome?
 - ▶ How do we get there?
- ▶ Who do we need at the table?



TAKE AWAY



How do you engage all 12 sectors?

1. Who from that sector should you get involved?
2. Do you know them? If not, who does?
3. Do you have an elevator speech so if you happen to see these people out you can connect with them or start the relationship building process?
4. How does what they do help what you are trying to accomplish (your intended outcome)?
5. WIFM

Build it and they will come!

1. Showing that what you are doing works will help bring others on board
2. Making your community better a lot of times has a snowball effect
3. Don't always make it about the negative. BE POSITIVE in how you approach people!

Carter County Drug Free Coalition

- Coalition formed in September 2006
 - Low Test Scores in the schools
 - Substance Abuse Biggest Reason
- Began Strategic Planning
 - Strategic Planning Framework
 - Evidence-based, data driven, comprehensive strategies



Seven Strategies for Community Change



1. Providing Information

- ▶ Media Campaigns (Inundated the community)
 - ▶ Lock Em' Up
 - ▶ Doctor Shopping
 - ▶ Forget Everything Your Mother Taught You About Sharing
- ▶ Social Norms Media Campaign-Billboards, newspaper ads, radio PSAs, push cards, bulletin inserts, posters, school athletic program ads, movie theater ad/commercial, at local events



Forget everything your mother taught you about **Sharing**

Prevent prescription drug abuse

CARTER COUNTY DFC DRUG FREE COALITION
A Drug Free Communities Grantee
www.ccdrugtaskforce.org

DOCTOR SHOPPING IS ILLEGAL

First Offense: Class D Felony Punishable by up to 5 Years in Prison

Can you afford it?

CARTER COUNTY DFC DRUG FREE COALITION
www.ccdrugtaskforce.org
A Drug Free Communities Grantee

Lock'em up

PREVENT PRESCRIPTION DRUG ABUSE

CARTER COUNTY DFC DRUG FREE COALITION
www.ccdrugtaskforce.org
A Drug Free Communities Grantee

Special Notes:
Signature of Approval: X

When it comes to prescription drugs... **...forget everything your Mother taught you about sharing.**

Nearly 7 million Americans are abusing prescription drugs - more than the number who are abusing cocaine, heroin, hallucinogens, ecstasy, and inhalants, combined. That 7 million was just 3.8 million in 2000, an 80 percent increase in just 6 years.

HELP PREVENT PRESCRIPTION DRUG ABUSE

In partnership with the Pathways Regional Prevention Center

CARTER COUNTY DFC DRUG FREE COALITION
www.ccdrugtaskforce.org
DRUG TASK FORCE A Drug Free Communities Grantee

Special Notes:
Signature of Approval: X

DOCTOR SHOPPING IS ILLEGAL

FIRST OFFENSE: Class D Felony Punishable by up to 5 years in Prison

Can you afford it?

What is Doctor Shopping? It is the practice of requesting care from multiple physicians, often simultaneously, without coordinating care or informing physicians that you have multiple caregivers. This is usually done in order to receive multiple prescriptions for personal use and/or distribution.

In partnership with the Pathways Regional Prevention Center

CARTER COUNTY DFC DRUG FREE COALITION
www.ccdrugtaskforce.org
DRUG TASK FORCE A Drug Free Communities Grantee

Special Notes:
Signature of Approval: X

LOCK 'EM UP

PREVENT Prescription Drug Abuse

- Over 3 million U.S. teens abuse prescription drugs
- Every day, 3300 more children begin experimenting with prescription drugs
- 70% of children who abuse prescription drugs admit getting them from family or friends

A Drug Free Communities Grantee

In partnership with the Pathways Regional Prevention Center

CARTER COUNTY DFC DRUG FREE COALITION
www.ccdrugtaskforce.org
DRUG TASK FORCE A Drug Free Communities Grantee



Preventing Abuse of Prescription and Over-the-Counter Medications



For youth, prescription and over-the-counter medications may have appeal for a number of reasons: they are easily accessible; they are perceived as "safe" when compared to street drugs; and they are legal, doctor-prescribed and approved. Parents, the original "prevention specialists," can prevent abuse of prescription and over-the-counter medications.

Educate

- Educate yourself about medications that kids are abusing and share this information with other parents and youth impactors who influence you children

Communicate

- Discuss the subject with your children - see what you kids know about use of prescription and over-the-counter medications and set the record straight
- Set clear expectations with your children letting them know that under no circumstances should they take medications without your knowledge

Safeguard

- Ask your healthcare provider if medications prescribed for your family have a potential for abuse
- Take an inventory of Rx and OTC medications in your home - pay attention to quantities!
- Keep medications locked up - out of easily accessible places like the medicine cabinet



Preventing Substance Abuse: Tips for Parents



Get Involved

- Establish "together time" - a regular routine for doing something special with your children
- Don't be afraid to ask where your kids are going and who they'll be with
- Try to be there after school or arrange adult supervision (not just an older sibling)
- Eat together often - families who eat together at least 5 times a week are less likely to get involved in substance abuse

Communicate

- Be absolutely clear - give a "no use" message about alcohol, tobacco and other drugs
- Listen and encourage questions - then give honest answers

Walk the Walk

- Be a living day-to-day example
- Know there is no such thing as "do as I say, not as I do" when it comes to drugs

Praise and Reward

- Reward good behavior - consistently and immediately
- Accentuate the positive - emphasize what your child does right (reinforce good behavior)

Lay Down the Law

- Create rules and consequences for breaking them - don't make empty threats or impose harsh or unexpected new punishments
- Set a curfew and strictly enforce it (negotiate special occasions)
- Call other parents whose home is used to "hang out" or have parties - make sure there is a "no use" rule

For more information contact:
 ALERT Regional Prevention Center
 1-866-213-8739 (In Region)
 1-606-329-8588, Ext. 4105



WHAT IS PRESCRIPTION DRUG ABUSE? The use of prescription medication to create an altered state, to get high, or for reasons other than those intended by the prescribing clinician.

HOW MANY TEENS ARE DOING THIS? According to research as many as one in five teens say they have taken a prescription drug without having a prescription for it themselves.

WHY ARE SOME TEENS DOING THIS?

For a variety of reasons. To party and get high, in some cases, cases, but also to "manage" or "regulate" their lives. They're abusing stimulants to give them energy and ability to focus when they're studying or taking tests. They're abusing pain relievers and tranquilizers to cope with academic, social or emotional stress; amphetamines to lose weight; and steroids to bulk up.

WHAT ARE THE RISKS? Short term risks include overdosing which can be fatal, as well as mixing prescription drugs with over-the-counter medication and/or alcohol. Long term, many opioids and other prescription drugs are potentially addictive.

WHERE ARE TEENS GETTING THESE PRESCRIPTION DRUGS?

The vast majority of teens abusing pre-scription drugs are getting them from the medicine cabinets of friends, family and acquaintances.

Parents and community members who "doctor shop" become a potential source of prescription drugs for teens.

www.ccdrugtaskforce.org

DOCTOR SHOPPING IS ILLEGAL



FIRST OFFENSE:
 Class D Felony
 Punishable by up to
 5 years in Prison

Can you afford it?

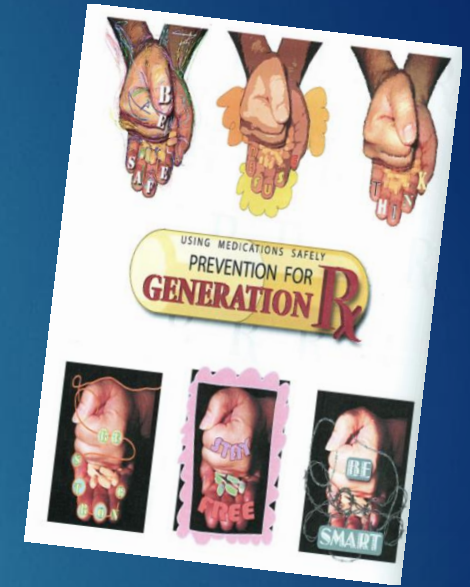
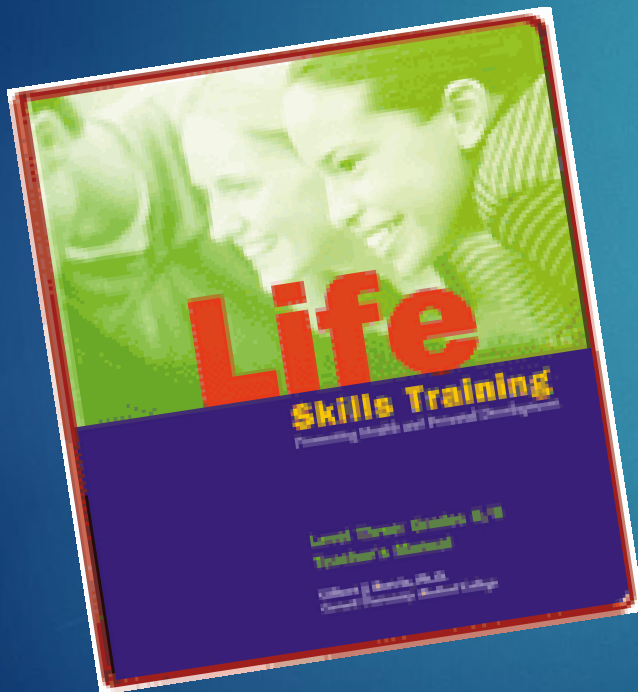
What is Doctor Shopping?
 It is the practice of requesting care from multiple physicians, often simultaneously, without coordinating care or informing physicians you have multiple caregivers. This is usually done in order to receive multiple prescriptions for personal use and/or distribution.



2. Building Skills

- ▶ Provided training in Teens As Teachers in ATOD training
- ▶ Parent/Guardian/Adult trainings
- ▶ School Faculty/Staff trainings
- ▶ Health Professional Training-"Pharmacology, Polypharmacy and Addiction"
- ▶ Lifeskills Curriculum in 3rd-9th grades
- ▶ Generation Rx Curriculum 9th Grade and community groups (ex. Boy Scouts and Church Youth Groups)

LifeSkills Training Grades 3-9



Generation Rx
Curriculum in both
of the
High Schools

Signs and Symptoms of Substance Use and Abuse

Veronica A. Nunley, MA, CPP
Pathways Regional Prevention Center
P.O. Box 790 • Ashland, KY 41105-0790
1-606-329-8588 • Extension 4109
vnunley@pathways-ky.org



School Administrator & Teacher In Service

- Youth Trends in Substance Use
- Methamphetamines and Synthetic Drugs
- Sign and Symptoms of Substance Use and Abuse

3. Providing Support

- ▶ Provided funding for law enforcement to attend NADDI and other drug suppression trainings
- ▶ Secured funding for drug investigation overtime
- ▶ Secured funding for one and one-half substance abuse counselors
- ▶ Provided support for Lifeline Recovery Support Groups
- ▶ Health Professionals Toolkit



PHARMACOLOGY, POLYPHARMACY, and **ADDICTION**

A TOOLKIT FOR HEALTHCARE
PROFESSIONALS

GRAYSON CONFERENCE CENTER
GRAYSON, KENTUCKY

MARCH 2012



4. Enhancing Access/Reducing Barriers

- ▶ Prescription Drop Box-started as an event now permanent at Sheriff's Office
- ▶ Safe Homes Network

Prescription Take Back Permanent Drop Box



Safe Homes Network





5. Changing Consequences

(incentives/disincentives)

Increased DUI/Drug Suppression Checks

Drug Free Workplace Initiative throughout
the community

6. Change Physical Design

- ▶ Create a campaign to get people to “lock their meds”
- ▶ Detera pouches (safe disposal of meds)
- ▶ Promote signage at key locations (e.g. pharmacies, doctors, dentists or therapists offices)

Prescription Lock Box



Deterra Pouches



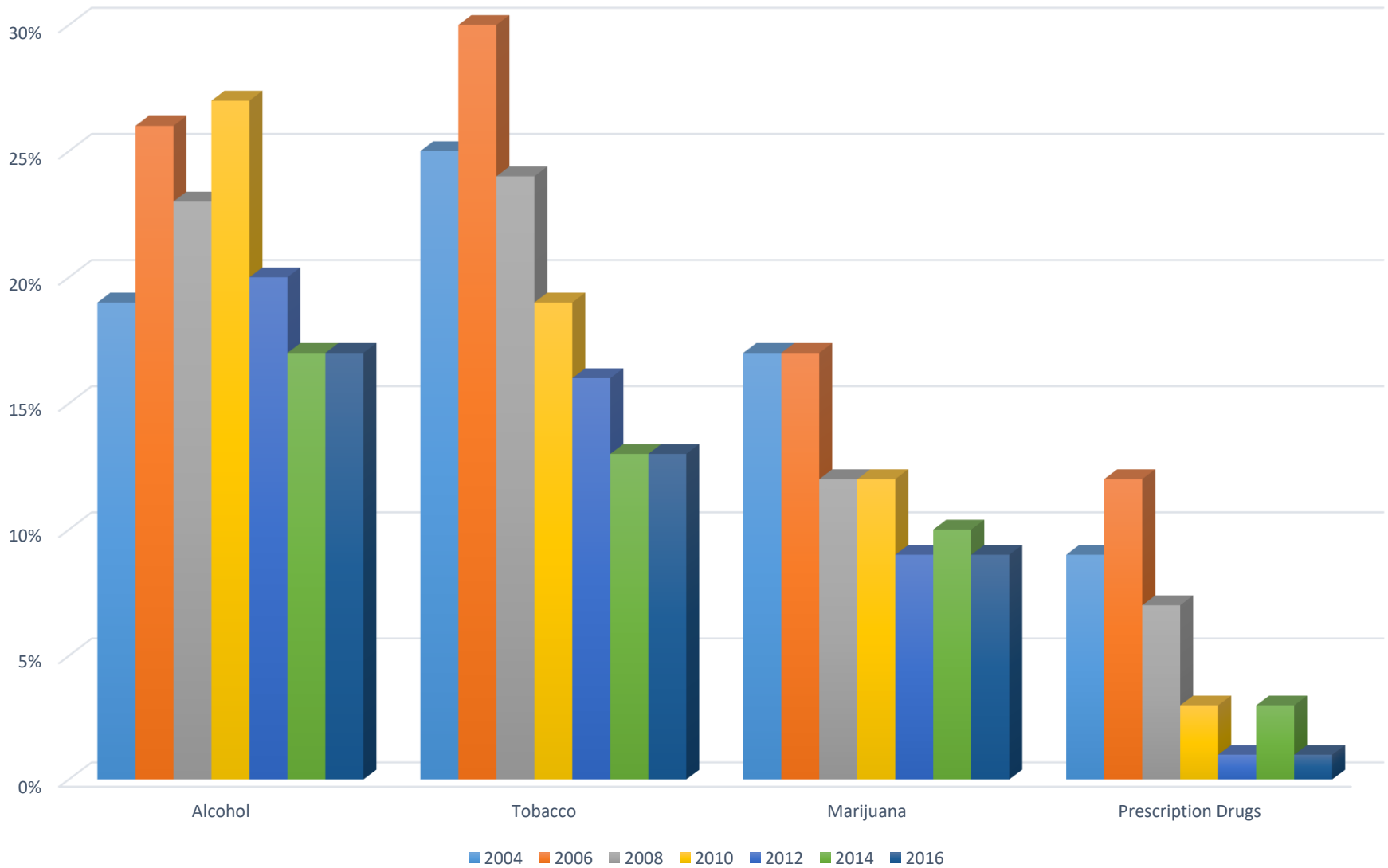
7. Modify and Change Policies

- First Pain Clinic Ordinance for the county passed in Kentucky
- Worked to help businesses pass Drug Free Workplace policies-worked with local Chamber of Commerce
- Have a drug free policy veteran's must sign to move into the tiny homes built to reintegrate veterans when they come back from deployment and reintegrating them to civilian life



Primary and Secondary Outcomes

2004-2016 KIP Survey Data



Secondary Outcomes School Improvement

- ▶ School test scores have risen so that Carter County Schools were awarded a Distinguished District/District of Distinction and East Carter High School a Distinguished School/School of Distinction and Kentucky HUB School!
- ▶ College and Career Readiness scores from 23% in 2010 to 87% in 2017; ACT scores from 16.8 in 2007 to 19.3 in 2017; Graduation rates from 83.6% in 2007 to 99.5% in 2017.

Secondary Outcomes Community Improvement

- ▶ Carter County Small Businesses Initiative
- ▶ Braidy Industries/Veloxint Manufacturing
- ▶ Olive Hill Trail Town-Horseback Riding/Biking
- ▶ Agritourism
- ▶ Work Ready Community in Progress
- ▶ East River Road Park/Grayson Sports Complex
- ▶ Carter County Drug Free Coalition, Healthy Communities Coalition
- ▶ Carter County Leadership Academy
- ▶ Carter County Youth Leadership Program
- ▶ Grayson Gallery and Arts Center programs/events, Olive Hill Historical Society Arts & Education programs

Lessons Learned



- ▶ There is no silver bullet
- ▶ It has to be a comprehensive plan with everyone involved for it to work
- ▶ Make sure your community is ready-You may think they are but are they willing to put in the time it takes
- ▶ You can't do it alone
- ▶ Use your youth
- ▶ Biggest resource is people-Relationships
- ▶ Sometimes it's good to bless and release



Shelly Steiner

DFC Grant Coordinator

Carter County (Kentucky) Drug Free Coalition

Shelly.steiner@pathways-ky.org

(606) 329-8588 ext. 4108