

HCC



Hernando Community Coalition

NEWS

Spring 2016

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About Us...

Mission: To serve as a collective voice for Hernando County residents working towards the health and wellness of community members, with a focus on youth substance abuse.

Join us for an upcoming HCCADC meeting!

Next Meeting: May 4, 2016

Upcoming: July 2, 2016, September 7, 2016, and November 2, 2016

Meetings are at 3:30 PM at Westbridge Treatment Center 7300 Grove Road Brooksville, Florida 34613

Call 352-596-8000 for more information, questions, or directions.

HCCADC Offers Mental Health First Aid Trainings to Raise Awareness on Mental Health

The new year kicked off with HCCADC expanding to offering community members, partners, and key stakeholders Mental Health First Aid Trainings to raise awareness on mental health. Prevention Coordinator, Jennifer Bliska, received a MHFA Trainer Certification to teach the Mental Health First Aid Training and facilitated the first training on March 18th to Hernando County Library staff. Mental Health First Aid is included on the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Registry of Evidence-based programs and practices (NREPP). The Mental Health First Aid Training course was introduced in the U.S. in 2008 and to date, hundreds of thousands of people from all 50 states, the District of Columbia, and Puerto Rico, have taken the course. MHFA is an 8 hour public education course that introduces participants to the risk factors and warning signs of mental illnesses; including anxiety, depression, substance



use, bipolar disorder, eating disorders, and schizophrenia, builds understanding of their impact, and provides an overview of common supports. The training also uses role-playing and simulations to demonstrate how to offer initial help in a mental health crisis and connect those in a mental health crisis with the appropriate professional, peer, social, and self-help care. Participants who have attended and received their certifications as “Mental Health First Aiders” have stated to have learned new techniques to stay calm in offering aid to someone who is living with a mental health disorder, to not have judgment, the link between tobacco use and mental health illness, and how to utilize a five-step action plan that is presented in the training to be utilized in supporting someone developing or exhibiting signs and/or symptoms of a mental illness or an emotional crisis.

For more information on Mental Health First Aid you can visit www.MentalHealthFirstAid.org and for information on trainings offered by HCCADC you can contact HCCADC at 352-596-8000.

Be ABOVE Bullying Program at Fox Chapel



This school year, Fox Chapel Middle School has been implementing the Be ABOVE Bullying campaign in partnership with the Coalition, through funding from the Hernando County Sheriff's Office and Hernando

County Board of County Commissioners. School Resource officer, Michael Valenti, and HCCADC's Jenna Davis and Youth Coordinator Jack Watson have been working hard with a group of "Bullying Leaders" to spread the campaign messaging. Components to date have included a onetime educational course for students, role playing activities, a 7-day Kindness Challenge, promotional items with the Be ABOVE Bullying message such as T-shirts, dog tags, and lanyards, and numerous other activities.

Be ABOVE Bullying is an evidenced-based **Social Norming Program** that works to teach 5th through 8th grade students that being a bully isn't the norm and doesn't make you feel good for very long. We are working now to secure funding to the continue program next year at the school to continue to reduce the amount of bullying incidents among students in Hernando County.



SWAT in Action... A Year in Review

The Tobacco Free Hernando Students Working Against Tobacco Chapter continues to take an active role in the county with over 250 youth members in twelve school clubs; including three newly added high school clubs, encompassing students in grades 5-12 to advocate anti-tobacco messaging. SWAT has made significant strides in promoting the statewide SWAT mission with county youth engaged in a multitude of school and community outreach initiatives resulting in increased mobilization and education to revolt against and de-glamorize Big Tobacco while working towards a tobacco free Hernando. Throughout the year, youth have expanded their efforts to include additional outreach adding to the many existing partnerships heightening awareness of SWAT's presence within the community to a new level resulting not only in initiating partnerships to add to the chapter; but, to also encourage overall community insight on the dangers of tobacco use and of the tobacco products alluring to youth.

To highlight a few SWAT clubs, Weeki Wachee High School, Nature Coast Technical High School, and Winding Waters K-8 have taken



initiatives to develop new activities and outreach events reaching over 10,000 community members, youth, parents, and partners on the importance of living a tobacco free life. Weeki Wachi High School coordinated a "SWAT Team" to participate with the Chamber of Commerce on their annual Brooksville Christmas parade that excited the youth to wanting to build a float for next school year!

Nature Coast High School took the lead on coordinating a team for the American Cancer Society's Relay For Life event building props around their Broadway theme and the SWAT mission; including selling hot dogs and nachos...all for a good cause, since tobacco is leading cause of cancer, but, with a twist of FUN! Winding Waters K-8 utilized their enthusiasm by kicking off the new year with their annual, highly successful, SWAT Walk engaging over 500 students educating and promoting ways to stay healthy and be tobacco free as well as "hands on" experiences depicting negative effects of tobacco use on one's body. These are just a few examples of how Tobacco Free Hernando SWAT has been making to have their voices heard on the fight against Big Tobacco.



Besides these examples, nine other school clubs have actively contributed to SWAT's success along with the chapter's now annual Leadership Night that motivated advisors and over 30 youth "leaders" in tobacco prevention advocacy to learn new strategies and messaging tactics fostering new ways of raising awareness on negative effects of tobacco use. SWAT Coordinator, Jennifer Bliska, also was inducted onto the American Cancer Society Board to further represent Hernando County and advocate for the importance of tobacco free living. All this and more has contributed to the theme, "SWAT IN ACTION", the chosen theme

Tobacco Free Hernando SWAT adopted serving as a clear representation of the strides that have been made this year and continues to be made in making SWAT such a success in Hernando County!

NO ONE'S HOUSE REGIONAL PSA's DEVELOPED TO PROMOTE THE CAMPAIGN MESSAGE

The Hernando County Community Anti Drug Coalition teamed up with Be Free Lake, the Dixie County Community Anti-Drug Coalition, the Levy County Prevention Coalition, the Monroe Community Coalition, and Prevention Solutions, Inc. to develop a series of PSA's to support the No One's House parent campaign currently underway. The PSA's have begun airing in local Hernando movie theaters, will be rolled out this month on social media, and will hit TV and radio this summer. The 3 PSA's all work to get the campaign's



message out to parents: No One's House is safe place for teen drinking. They encourage parents to go to their community's No One's House webpage and take the pledge- no alcohol for teens at my house!

You can view the PSA's at the following links:

<https://www.youtube.com/watch?v=UCOiEODjYu8>

<https://www.youtube.com/watch?v=xO38JprZJec>

<https://www.youtube.com/watch?v=me4iAampmzl&feature=youtu.be>

Thank You Vendors!

Throughout the year, the Hernando County Sheriff's Office and the Brooksville Police Department conduct compliance checks in Hernando County, operations where underage youth attempt to purchase alcohol from vendors. We would like to take the time to thank vendors who did the right thing and did not sell alcohol to youth in our county so far in 2016. We appreciate your efforts!

- Speedway: 75 Broad St, Masaryktown, FL
- 2Publix Super Market: 13455 County Line Rd, Spring Hill, FL
- Leo Liquor: 13449 County Line Rd, Spring Hill, FL
- Deep Blue Liquor: 11133 County Line Rd, Spring Hill, FL
- 5. Seven Hill Liquors: 150 Mariner Blvd, Spring Hill, FL
- Publix – Seven Hills: 160 Mariner Blvd, Spring Hill FL
- Speedway: 100 Mariner Blvd, Spring Hill FL
- Super Star Discount Store: 10243 County Line Rd, Spring Hill, FL
- Convenience Store BP: 101 Ponce De Leon Blvd
- Shop N Save: 351 Ponce De Leon Blvd
- Kwik Food Mart: 955 Howell Ave
- Kangaroo Store: 999 Broad St
- Marathon Store: 600 Jefferson St.
- Sunoco: 765 Broad St.
- Shop N Save: 9020 Cobb Rd
- Winne Dixie: 1230s Broad St.
- Brooksville Liquor: 19510 Cortez
- PB Station: 7410S Broad ST.
- Super Saver Food Store: 1400 El Jefferson St.
- Save A Lot: 20040 Cortez Blvd

The Hernando County Community Anti-Drug Coalition was named a “Coalition of Excellence” by CADCA.

The *GOT OUTCOMES!* award program gives national recognition to exemplary coalitions that have clearly documented their impact on population-level substance abuse outcomes. The coalition completed a rigorous two-phase application process that began last June and required them to share how they successfully engaged coalition and community members to develop and carry out a comprehensive plan to address youth substance use. Selections were based on the coalition’s ability to create changes in programs, policies and practices based on local data. The Hernando County Community Anti-Drug Coalition was one of only two coalitions chosen by a panel of substance abuse prevention experts.



“We congratulate the Hernando County Community Anti-Drug Coalition on their accomplishments and for being true leaders in the field of substance abuse prevention. Our CADCA *GOT OUTCOMES!* winners exemplify the excellent work that coalitions are doing around the country to prevent and reduce drug use in their communities,” said Gen. Arthur T. Dean, CADCA’s Chairman and CEO.

The coalition received the *Coalition of the Year* award for their success in addressing alcohol, tobacco, and prescription drug among middle and high school students in Hernando County.

Effective substance abuse prevention coalitions spend a significant amount of time gathering data to ensure that they select strategies that will make an impact. For example after identifying that some youth were able to purchase alcohol from local retailers in Hernando County, the coalition collaborated with the Hernando County Sheriff’s Office and the Brooksville Police Departments to begin carrying out quarterly checks to see if vendors were selling to minors. They saw a 5 percent increase in the number of retailers in compliance with the law between 2011 and 2014, and a 66 percent decrease in the number of high school students that said they drank at a restaurant, bar, or club between 2010 and 2014. The coalition carried out additional strategies to support these efforts such as educating the community and retailers about the laws and recognizing retailers that don’t sell to minors.

Collaborative work with key community members also resulted in positive changes to the environment as it relates to tobacco. For example, in 2015, all school campuses in Hernando County were declared to be tobacco free resulting in fewer youth being exposed to second-hand smoke. In 2010, data from the Florida Youth Tobacco Survey identified a 19 percent decrease in the number of high school students that had been exposed to second hand smoke and a 16 percent decrease for middle school students.

The coalition has dedicated a significant amount of their efforts to reduce prescription drug abuse and associated accidental deaths. One of their most successful strategies was the distribution of lockboxes for community members to store their medications and prevent them from getting into the hands of those who might misuse them. Their “Lock It Up” media campaign blanketed the community with specific outreach efforts to youth and adults and to date, they have distributed almost 700 lockboxes to families in Hernando County.

As a result of the coalition's combined efforts, Hernando County has experienced numerous positive outcomes. For example, accidental deaths caused by prescription drug abuse have decreased from 168 in 2010 to 109 in 2013, and reported lifetime youth use of prescription pain relievers and depressants has declined significantly. In addition, between 2010 and 2014 there was a 33 percent reduction in reported past month smoking, and a 31 percent reduction in reported past month drinking among middle and high school youth.

Tresa Watson, Executive Director of the coalition, and several of her coalition youth and adult colleagues, received their prestigious award onstage during the Awards Luncheon at CADCA's [2016 National Leadership Forum](#) last month.

Watson remarked that the *Got Outcomes!* application process was rigorous, but worth it, noting that past honorees contacted her to congratulate her, the coalition has been featured in several [newspaper articles](#), and the award has opened more doors for the coalition's agenda.

When she moved to small town Florida from big city Chicago several years ago, with two small children in tow, Watson saw a TV commercial stating that Hernando County was the worst in the state for underage drinking.

"It was transformative for me to make this move. I saw big problems in my small town and I knew I had to help make it a better place," she said.

Watson had lived in Chicago for 40 years and worked in investment banking. Never in her wildest dreams did she imagine herself being inspired by a commercial to join a coalition as a volunteer in 2003 and eventually running the coalition since 2010. But Watson is quick to point out that the coalition's accomplishments, including being CADCA's Coalitions of the Year, are not about her.

"I might be driving the car, but I definitely do not drive it alone," she said.

And now, because of the Hernando County Community Anti-Drug Coalition's "Monumental Impact" in their community, fewer people are smoking, using drugs, and *driving their car* impaired.

For more information about the GOT OUTCOMES! Coalition of Excellence Award program, visit www.cadca.org/gotoutcomes.