

COALITION CHRONICLE

AUGUST 2008



www.pactprevention.org

Youth Advisory Board Update

Youth Advisory Board Gathers for the First Time

By Staff

According to the Florida Youth Substance Abuse Survey, almost half of all high school students consume alcohol each month. That is the reason PACT Prevention Coalition invited several advocacy-minded St. Johns County youth to spend six of their Friday mornings this summer learning how to make a positive impact on their community and among their peers. The group was chosen to serve as the PACT Youth Advisory Board. At the first meeting, they learned of their task to find out more about underage drinking in St. Johns County and then advise PACT on how to raise awareness about the issues in the community and take action that will change youth behavior. The sponsors for the Youth Advocacy Board are Lisa Loehnert,



*Front Row: Sandlin Stavinoha, Alex Pearson, Jamilia Wells
Jay McWilliams, Larry Travis, Rachel Hackney, Kat Loveday, Ashley Pearson, Lisa Loehnert (PACT Staff)*

Coalition Assistant (PACT staff) and Nancy Birchall, PACT member and volunteer.

Youth Advisory Board Meets with Community Leaders

By Larry Travis

During our youth advisory board meeting, Friday July 18th, we were greeted by two special guests, County Commissioner Ronald Sanchez, District 2 and Assistant County Attorney Paras J. Desai. They described, in depth, the difference between an ordinance and resolution and gave us examples of the two. Thanks to their expertise, we now know how we would go about getting an ordinance passed. Coalition Coordinator Julia Kelly then showed us a power point presentation detailing the tricks alcohol retailers use to market their product in an appealing way to children and youth. We then used all this information to brainstorm ideas we might put into practice to help improve St. Johns County and reduce underage

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Kerry Tustin, President of Hybrid Designs speaks to us about marketing our message.

drinking.

PACT Youth Learn How to Apply Marketing Techniques to Community Messages

By Kat Loveday

Last Friday's meeting was one of the best! We discussed advertising and how to really get our message out in the community to inform people about the dangers of alcohol. Our first speaker was Ms. Julia Kelly who talked to us about ways to make it harder to get beer or alcohol at concerts and community events. The other guest speaker, Ms. Kerry Tustin of Hybrid Design was there to talk to us about advertising our message. A lot was learned last Friday and we're looking forward to next week. At the next meeting, we will finalize our message and start to develop a plan using advertising and marketing ideas.

Youth Advisory Board Makes a Name for Itself

By Kat Loveday

As the series of Youth Advisory Board meetings came to a close, the youth worked to develop a name for the group they plan to form to help educate their peers about the dangers of alcohol poisoning. After a period of brainstorming, they agreed on the acronym DDT21 (Don't Drink 'Til 21) which is a play on words using the now-outlawed poison DDT. They also agreed to have a spokesperson from their group address the General Membership later this month to give an update on their activities. Their final meeting will determine what projects DDT21 will work on over the upcoming months.



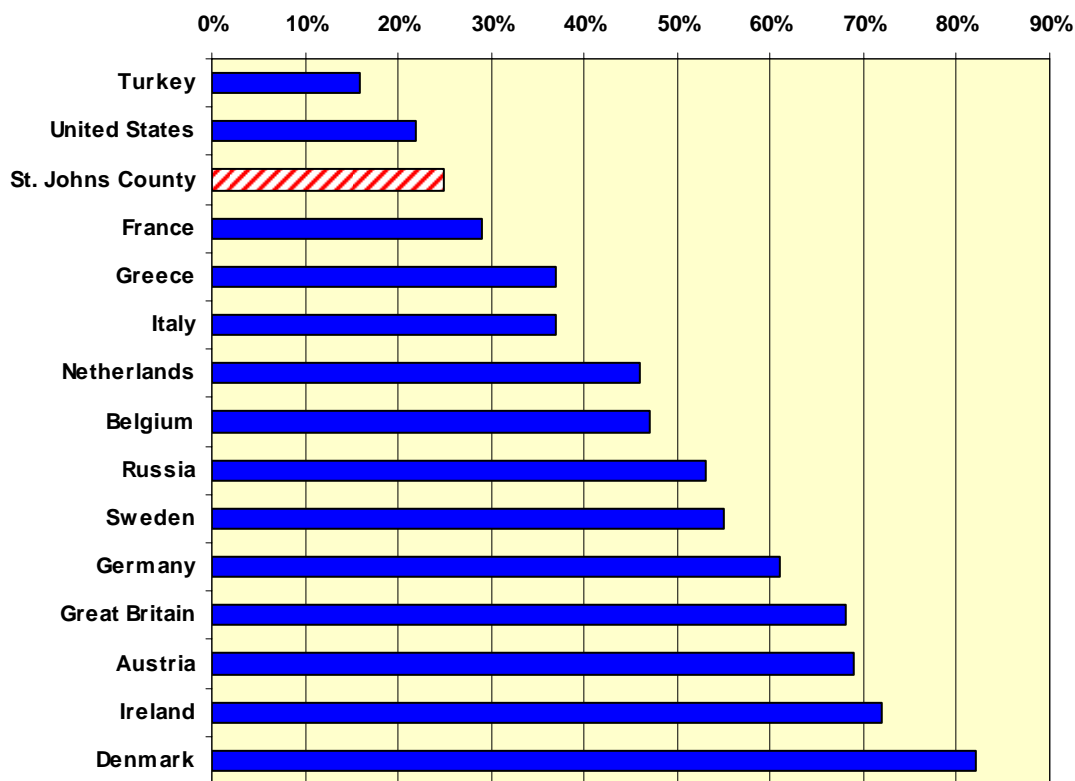
Kat Loveday and Rachel Hackney brainstorm ideas for a new name.

The young do not know how to be prudent, and therefore they attempt the impossible, and achieve it generation after generation.

Pearl S. Buck

Teen Binge Drinking: United States vs. Europe

What is the truth about teen alcohol consumption in Europe? There are many misconceptions that continue to plague American culture. The lower drinking age in Europe is mistakenly cited by the proponents of lowering the drinking age as evidence that drinking before age 21 is safe.



The drinking rates and related consequences tell a different story.

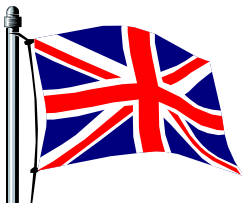
Out of sixty-three European countries surveyed, only Turkey had a lower level of teen binge drinking than the United States. Binge drinking is defined as five or more drinks in a row in one setting, for females it is four drinks. While St. Johns County's rate is higher than that of the United States, it is still not higher than any country other than Turkey.

Source: European School Survey Project on Alcohol and Other Drugs (ESPAD) (www.espad.org)

More than 60% of 6th-12th grade students in St. Johns County choose not to drink.
2006 FYSAS

Two Countries Take a Stand

In July two European nations, Great Britain and France, took action to combat underage binge drinking in their countries. The consequences of this high-risk behavior have become disruptive to the community and are endangering the health of teens. Seeing the consequences of binge drinking, officials stepped in.



Great Britain

London officials are backing a call requesting that off-premise retailers refrain from selling to

customers under age 21.

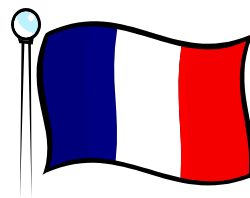
The Daily Mail reported July 17 that the voluntary program was developed by officials in the London's Croydon Borough and endorsed by London Mayor Boris Johnson. "I do think that we have got a huge problem with binge drinking, underage drinking and general abuse of alcohol in this city, and I certainly think this idea is a very interesting one," said Johnson. "Where we have got particular problems in particular areas, off-licenses and supermarkets should stop the sale of alcohol to under-21's."

A pilot program in the town of Armadale in Scotland, where alcohol sales to teens were banned on weekends, cut the rate of assaults and vandalism. In Croydon, bars and clubs have also voluntarily stopped selling to customers under age 21. The legal drinking age in

Great Britain is generally 18, although it is legal for youth under 18 to drink in some settings.

There are skeptics to these efforts to limit teens' access to alcohol. Frank Sodeen of the Alcohol Concern warned that, "There is a risk that this would alienate people, and it is also difficult to see how it would work unless every shop agreed to take part. Otherwise 20-year-olds will find it pretty easy to find the places where they can still buy alcohol."

Alcohol Concern is the national (British) agency on alcohol misuse. They work to reduce the incidence and costs of alcohol-related harm and to increase the range and quality of services available to people with alcohol-related problems.



France

There is a common misconception in the United States that French youth leisurely sip wine (in moderation) in Paris cafés: on the contrary experts say. French youth are drinking more than their U.S. counterparts and like American teens, binge drinking with the intention of getting drunk.

Reuters reported July 13 that the French government has launched a crackdown on underage binge drinking, including banning open bars, drinking

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National Coalition Academy

Week 2: Plans & Evaluation



During the second week of the National Coalition Academy, PACT representatives, Nancy Birchall and Julia Kelly learned how to develop plans intended to help coalitions reach their goals through sustainable means.

The community assessments and logic models developed during the months since the Week One training were the basis for choosing interventions, creating a strategic plan and developing a plan for evaluating the coalition. The products developed in Pennsylvania were only exercises intended to prepare the students for the actual work to be done in the coalition's home community.

The Strategic Plan is vital to the health of the Coalition because it defines what role we play in the community. It offers members a means to talk about what the Coalition can accomplish in a way that is relevant to the whole community. The Action Plan gives the Coalition the

instructions for implementation of the Strategic Plan. Put simply: *Strategic planning is all about what should be done. Action planning is about how it gets done.* Once the Strategic Plan is developed, the Action Plan can take shape.

Coalition members are encouraged to participate in the Cohort 9 On-Line Session 2 training scheduled for Wednesday, August 27 from 3-4:30 in the PACT office. The training will help prepare participants for Week 3.

The PACT Board of Directors is holding its annual planning meeting this month to begin using the processes brought back from the Academy to forge a strong vision and clarify the mission of PACT. At the August General Membership meeting, the membership will be updated on the status of Strategic Plan development and where the Coalition is heading in the upcoming year.

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near schools, and the sale of alcohol to youth under age 18. Under current French law, it is technically legal to sell alcohol to youth as young as age 16.

Recent studies show that while the rates of French teens drinking has decreased overall, drunkenness has increased. Also, the number of French

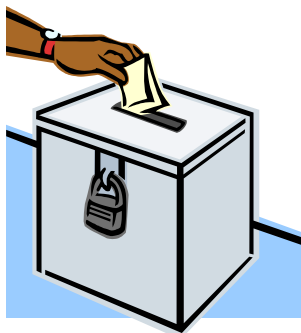
youths under age 25 hospitalized for excessive drunkenness doubled between 2004 and 2007. "Almost half of youths said they had had five glasses of alcohol on a single night on at least one occasion in the previous 30 days, which is the definition of binge drinking," said French health minister Roselyne Bachelot.

From jointogether.org

GM Officer Nominations start August 19th

If you have never thought about being an officer before, you are strongly encouraged to consider the opportunity to contribute to the leadership of the Coalition in an even more meaningful way.

The two positions which are available are Chair and Vice Chair. Nominations for the positions will be accepted from August 19-September 16. The



key to both positions is being a team player committed to keeping our community safe and healthy.

Please do not nominate someone who is ineligible or unwilling to run. Self-nominations are accepted. If you have any questions, please contact Julia Kelly for more information.

Calendar of Events



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|----------------------------|---|
| August 15: 10:00-12:00pm | Youth Advisory Board (PACT Office)
(Last mtg.) |
| August 19: 4:15-5:15 pm | General Membership Mtg.
(St. Augustine Record) |
| August 19-September 16: | GM Elections Nominations Accepted |
| August 22: | Students report back to school |
| August 27: 2-3:30 pm | CADCA Online Session #2 (PACT Office) |
| August 28: 4-5:00 pm | Ancient City Kids Day planning meeting
(PACT Office) |
| September 12: 11:30-1:00pm | PACT Board of Directors Meeting |
| September 16: 3:30-5:00 pm | General Membership Mt.
(St. Augustine Record) |