
“Prevention is a comprehensive approach that
‘weaves’ together different
responses within a community.
This is far more effective than having many groups
work independently.”

-U.S. Department of Health & Human Services

This Town Hall Meeting is a project of the Northeast Community Challenge Coalition, funded by Substance Abuse Mental Health Services Administration (SAMHSA) and the White House Office of Drug Control Policy.

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Northeast Community Challenge Coalition
1983-2010

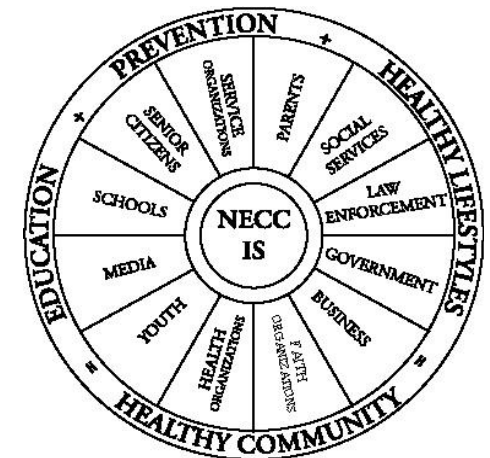
A Response to the U.S. Surgeon General’s Call to Action to Prevent and Reduce Underage Drinking

Town Hall Meeting

April 13, 2010

7-9 p.m.

Blue Ash Municipal Building
4343 Cooper Road
Blue Ash, OH 45242



Healthy Communities ~ Healthy Youth

Town Hall Meeting Goals

- To raise public awareness about the health, social, legal and safety consequences of underage drinking.
- To mobilize our communities to take action to prevent and reduce underage drinking and related risk behaviors.

A Nationwide Call to Action

This Town Hall Meeting is a response to a Nationwide Call to Action by the U.S. Surgeon General to Prevent and Reduce Underage Drinking. Town Hall meetings are being conducted by coalitions across the nation.

Town Hall Meeting Honorary Co-chairs

Philip J. Beck, President, Symmes Township Board of Trustees
Gerri Harbison, Mayor of Montgomery
Mark Weber, Mayor of Blue Ash
Tom Weidman, President, Sycamore Township Board of Trustees

Northeast Community Challenge Youth Coalition Presenters/Support Staff

Missy Gottschlich	Stephen Ioas	Kelly Maloney
Corinne Jenkins	Meghan Garanich	Amy Fredricks
Brian Markgraf	Kati Smith	Matt Russell
Christine Touvelle	Charlotte Harris	Alex Abbate
Drew Gelwicks	Ashley Abbate	Erin Lloyd
Samantha Wolkoff	Lynn Bakes	Chris Wright

Acknowledgements

2010 Town Hall Committee Co-Chairs

Leslie Elrod, PhD
Nancy Rolfert

Town Hall Meeting Committee

Anne Burandt	Angela Radakovich	Larry Bresko
Gene Donatell, PhD	Debbie Miller	Lynn McNay
Mike Tibbetts	Lisa Dockus	Joan Wells
Richard Heyman, MD	Loretta Novince, PhD	Beth Wanat
Beth Wright	Barb Russell	Brenda Fisher
Tim Oldeen	Kathy Takanen	

A Special Thanks to:

Best Buy, Fields Ertel
City of Blue Ash
Cincinnati Enquirer
Community Press
FOX 19 News
Northeast Community Challenge Coalition Board

Recognition and gratitude is extended to all individuals and organizations for your contributions and dedication to promoting Healthy Communities ~ Healthy Youth.

DFC Grant Support

Loretta Novince, PhD, Grant Project Director
Diane L. Slovin, Grant Coordinator
Lauren Weber, NECC Intern

NECC Coalition Goals 2000-2010

Goal I

To engage members from all sectors of the community to work collaboratively in shaping the environment for youth in changing our communities' norms, perceptions and attitudes about underage drinking.

Goal II

To reduce underage drinking among youth by addressing the factors in the community that increase the risk of underage drinking and increasing protective factors that minimize the risk.

Sub Goals:

- To reduce availability and limit access
- To reduce 30-day prevalence of alcohol among youth grades 7-12
- To increase the age of onset
- To increase perception of harm and change perceptions of social acceptance
- To increase disapproval by peers, parents and other adults
- To increase the number of opportunities of individuals who talk with children and teens about underage drinking
- To increase the percentage of students who report their parents talk to them about alcohol use and set clear rules and social consequences
- To increase the percentage of students who report their teachers talk to them about alcohol abuse
- To increase awareness and knowledge about the health and legal consequences
- To increase knowledge about the underage drinking laws
- To increase/engage youth and adult involvement in reducing underage drinking
- To increase community awareness, education and knowledge
- To decrease the percentage of students who are at risk for using alcohol with part-time employment as a risk factor

Goal III

- To institutionalize prevention strategies throughout all community sectors.
 - To engage all community sectors in increasing protective factors (ASSETS) for children and teens
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Schedule

7 p.m. **Welcome/Recognitions** Bruce Besso, NECC President
Mark Weber, Mayor of Blue Ash

7:05 p.m. ***This Place* video**

7:10 p.m. **Purpose/Goals** Leslie Elrod PhD, Co-Chair

7:20 p.m. **Call to Action** NECC Youth Coalition

PANEL MODERATOR Kathy Lehr, CET Focus, Channel 48
Introduced by Nancy Rolfert, Co-Chair

7:30 p.m. **Panelists**

Pathways to Underage Drinking

Chris Tuell, EdD, LPCC, LICDC

Director of Addictions Linder Center of Hope

Dangerous Trends

Sarah Oerther, MSN, MEd, CSPI, RN

Cincinnati Children's Drug and Poison Information Ctr.

Cyber Trends

Det. Robb White, Task Force Officer

FBI's Regional Computer Information Center

Engaging Workplaces as Key Elements of Prevention

Dee Mason, Founder/CEO of Working Partners

8:25 p.m. **Questions/Reactions** Kathy Lehr, CET Focus
Suggestions Channel 48

8:55 p.m. **Evaluation/Closing** Bruce Besso, NECC
President

Northeast Community Challenge Coalition

1983—2010

History

The Northeast Community Challenge Coalition (NECC) was founded in 1983 in response to the “Chemical People” television documentary, which focused on teen substance abuse and related health issues. The documentary was a national initiative promoted by former First Lady Nancy Reagan.

The late Howard Barns, principal of Sycamore High School, served as the town meeting coordinator for a local discussion concerning the “Chemical People” documentary. As a result, the Sycamore Community Task Force on Alcohol and Drug Abuse was formed. Bill Siegel, a Montgomery City Councilman, was elected to serve as its first chair.

The task force evolved into the NECC Coalition, one of the longest-standing prevention coalitions in the state of Ohio, which services the municipalities of Blue Ash, Montgomery, Symmes Township, and Sycamore Township.

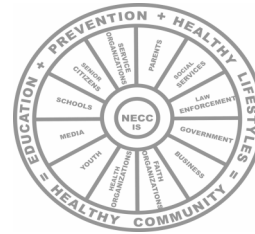
Coalition Outcomes

Since 1983, the Coalition has worked to reduce underage drinking and related risk behaviors through implementing evidence-based and environmental prevention strategies, facilitating change through community-wide education campaigns, implementing and changing policies, instituting youth-driven initiatives, providing sector and community trainings, and institutionalizing strategies through the community sectors.

Through the collaboration and long-term commitment of multiple sectors using multiple strategies, the NECC Coalition has achieved demonstrated success in reducing underage drinking. PRIDE data shows a monthly drop in alcohol usage by grade (7-12) from 2000 to 2008.

The Northeast Community Challenge Coalition is funded by the White House Office of National Drug Control Policy (ONDCP) through a Substance Abuse and Mental Health Services Administration (SAMHSA) Drug-free Communities Grant and through in-kind support from the NECC Community Board.

The **mission** of the NECC Coalition is to mobilize and coordinate all sectors of the community to work collaboratively in identifying and implementing strategies that promote Healthy Communities ~ Healthy Youth. For comprehensive prevention education to be successful, it requires the coordination and collaboration of all members of the community.



The NECC wheel symbolizes the importance of all community sectors working collaboratively toward a vision of fostering the development of Healthy Communities ~ Healthy Youth.

Northeast Community Challenge Coalition

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|-------------------------------------|------------------------------|
| Adolescent Substance Abuse Programs | Faith Organizations |
| Alcoholism Council | Girl Scouts of Western Ohio |
| All Saints School | Jewish Family Service |
| Archbishop Moeller High School | MADD |
| Area Health Professionals | Montgomery, City of |
| Area Law Enforcement Agencies | Montgomery Kiwanis |
| Area Preschools | Montgomery Woman's Club Inc. |
| Area Schools' Parent Associations | NECC Youth Coalition |
| Best Buy, Fields Ertel | Ohio Investigative Unit |
| Blue Ash Air National Guard | Operation Give Back |
| Blue Ash Business Association | Sycamore Community Schools |
| Blue Ash, City of | Sycamore Parent-to-Parent |
| Blue Ash Lions | Sycamore Senior Center |
| Blue Ash / Montgomery Rotary | Sycamore Township |
| Blue Ash Woman's Club | Symmes Township |
| Blue Ash YMCA | TriHealth |
| Catholic Social Services | UA Parent Connection |
| Cincinnati Hills Christian Academy | UC Raymond Walters |
| Community Press Newspapers | Ursuline Academy |
| Dan Beard Council, B.S.A. | Youth Services |
| D.A.R.E. | |

NECC Youth Coalition

- Archbishop Moeller High School
Cincinnati Hills Christian Academy
Sycamore High School
Ursuline Academy