



Drug-Free Action Alliance October 2011 E-Newsletter

Welcome to the October edition of the Drug-Free Action Alliance E-Newsletter. You are receiving this monthly email due to your dedication to the prevention of underage drinking and other substance abuse as well as your commitment to the improvement of your community. Please feel free to pass this along to others you feel would benefit from the information.



Malaika Stubbs-Wilson Joins the Drug-Free Action Alliance Team

Please join us in welcoming Malaika Stubbs-Wilson in her role as Program Director for Drug-Free Action Alliance's SOLACE initiative.

Malaika's experience in the field of prevention is extensive. She received her Masters Degree in Sociology from the University of North Carolina at Greensboro and is currently working on her PHD through The Ohio State University.

Malaika served as the Program Coordinator for OSU's College of Public Health, where she managed a multi-project Tobacco Treatment Center Evaluation involving five Ohio Tobacco Treatment Centers.

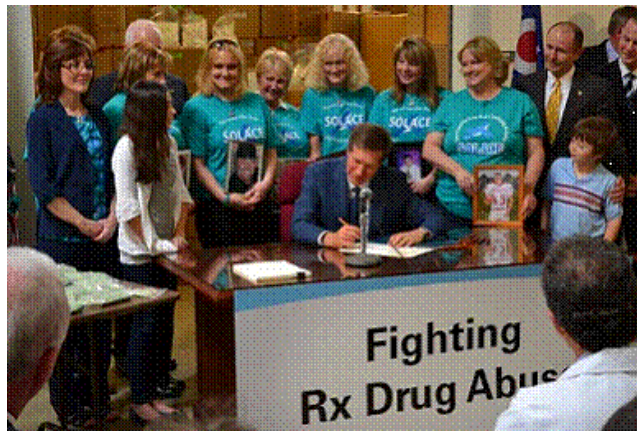
Prior to that, Malaika served as Program Coordinator for the Guilford County Department of Public Health in Greensboro, NC, where she coordinated efforts for the Guilford County Campus Tobacco Use Prevention Program.

Malaika is affiliated faculty at Wright State University's Boonshoft School of Medicine in Dayton, Ohio. Among other honors, Malaika received an award of excellence in Teen Tobacco Prevention from North Carolina's Health and Wellness Trust Fund.

Marcie Seidel, DFAA Executive Director shared her excitement on Malaika joining the team, "We are so pleased to have Malaika managing the statewide SOLACE program. Her public health experience along with her ability to encourage individuals and build community networks makes her the perfect individual to help expand the SOLACE network throughout Ohio."

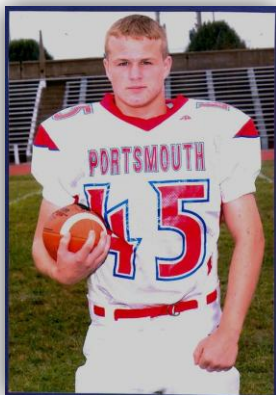
Please read on to learn more about DFAA's newest initiative; [SOLACE](#).

Surrounded by SOLACE mothers holding pictures of the children they lost to prescription drug abuse, Gov. John Kasich signs House Bill 93 into law.



Drug-Free Action Alliance Introduces SOLACE

SOLACE is an acronym for Surviving Our Losses and Continuing Everyday... The mission of this group is *to reach people who have lost loved ones to drugs, to help the addicted make changes to their lives and to prevent future pain in the addict and family members.* This initiative is one of tragic loss and wings of hope, arising out of a mother's grief over her beloved son's death.



In April of 2008, Jo Anna Krohn lost her son Wesley to an accidental gun shot while he was under the influence of alcohol and opiates.

Wes Workman (pictured left) of Portsmouth, Ohio was an 18-year-old football star who was very popular in his school and community. He was looking forward to attending his senior prom that was less than a week away, as well as accepting his high school diploma the following month. But tragedy struck, and his family was devastated. Wes's family joined over a hundred other families in Portsmouth,

Ohio in their grief of loved ones lost to the epidemic of prescription opiate abuse that has escalated in extreme over the past ten years.

Out of her grief, Jo Anna formed the support group SOLACE, and has since united dozens of members who have become the catalyst to the mobilization of a community to change legislation and rid themselves of nine pill mills that distributed millions of prescription opiate pills in a single year.

Motivated by their losses, *SOLACE Portsmouth* members seek to end the crisis of prescription drug addiction in their community by providing support to individuals and families affected by addiction, advocating for policy changes, and mobilizing other communities to affect their own change.

The goals of *SOLACE Portsmouth* are to: contribute to a recovery-oriented system of care within the community by collaborating efforts to build support for individuals recovering from their own or a loved ones' battle with addiction; raise awareness about addiction and recovery in local communities; provide assistance and consultation to communities in order to develop support systems for recovering addicts and their loved ones; and to provide prevention services with a special focus on the needs of teenagers and adolescents.

For more information on SOLACE, please visit: DrugFreeActionalliance.org/SOLACE.

In another measure to address prescription drug abuse, Drug-Free Action Alliance has teamed up with The Cardinal Health Foundation. Learn more about the **Generation Rx Initiative** by visiting: <http://www.pharmacy.ohio-state.edu/outreach/generation-rx/>.



***Join Drug-Free Action Alliance for a Two-Day National Training
Beyond Billboards & Brochures: Using Parents Who Host, Lose the Most:
Don't be a party to teenage drinking to MOBILIZE your community!***

**November 9 & 10, 2011 Columbus, Ohio
Day One: 10:00 a.m. - 6:00 p.m. Day Two: 8:30 a.m. - 12:30 p.m.**

Conference Fee:

\$55/Person (exclusive to those living or working within Ohio)

\$250/Person or \$850/Team of 4 (living or working outside of Ohio)

Includes 10.5 RCH/CEUs, Manual with Planning Tools Disk, Day 1 Lunch & Day 2 Breakfast

While Parents Who Host, Lose the Most: Don't be a party to teenage drinking is a nationally recognized initiative that has been implemented in all 50 states, many use the message as a public awareness campaign, and do not fully maximize the initiative's benefits.

Join Drug-Free Action Alliance director of programs, Allison Sharer and Enforcing Underage Drinking Laws program manager, Derek Longmeier in this two-day training that will combine the Strategic Prevention Framework with the 7 Community Change Strategies. While the topic area is underage drinking prevention through *Parents Who Host, Lose the Most: Don't be a party to teenage drinking*, the model is designed so *Parents Who Host, Lose the Most: Don't be a party to teenage drinking* can be replaced with other prevention topics to reach a different target audience, further meeting community needs.

[Visit DrugFreeActionAlliance.org to Register Now!](http://DrugFreeActionAlliance.org)



**December Drug Free 24/7 *the way to go!*
Prevention Opportunities:**

December provides terrific opportunities for communicating the Drug Free 24/7 message within your organizations, schools, workplaces, and broad community. The last month of the year includes several cultural holidays which are sometimes celebrated with alcohol, and New Year's Eve, the last day of the month, is often linked strongly with alcohol use.

Because of these celebrations and recognitions, the prevalence of parents hosting underage drinking parties also increases in December.

Your community can develop social marketing strategies to both counter the connections between alcohol and the holidays and address the risks of hosting underage drinking parties.

Sharing the Drug Free Holiday Message

Bringing in the New Year

Other December observances you can use to create a Drug Free 24/7 campaign:

National Drunk and Drugged Driving Prevention Month

National Highway Traffic Safety Administration

www.stopimpaireddriving.org

World AIDS Day - World AIDS Campaign

www.worldaidscampaign.org/en

The time to plan for December implementation is now!

For consistent messaging which lends to larger media impact, tie all activities together with the Drug Free 24/7 theme name "*Drug Free 24/7, The Way To Go!*"

Drug-Free Action Alliance offers high-quality promotional materials to assist in your substance abuse prevention efforts.

[Click here to view our storefront of Drug Free 24/7 campaign materials.](#)

Please note: Proceeds from sales benefits substance abuse prevention programming.

KNOW! empowers parents to raise their children to be substance-free with twice monthly alcohol, tobacco and other drug-related information tips designed to get conversations between parent and child started and to keep them going.



Know! To Talk About Heroin

Do parents of the average tween/teen really need to be talking to their child about such a hard-core, street drug? The unfortunate reality is, "yes," because heroin, black tar

heroin specifically, has become much more mainstream, with some youth reportedly experimenting with this drug even before alcohol.

Why the surge in popularity? Black tar heroin is cheap, easy for kids to obtain and provides a powerful high.

Today's heroin is said to be 15 times more pure than heroin of the '70's. It is also viewed by today's youth quite differently than in the past. The typical heroin user these days could easily be the girl next door (the one your child has grown up with), the popular boy at school (the one your child possibly looks up to), or the academically-driven student (the one you may least expect to ever try such a thing). Our children look around and see regular peers in their everyday world using this incredibly dangerous, highly addictive drug. In reality, these are the new faces of heroin.

Click here for the full Know! Parent Tip.

Click here to sign up for FREE Know! Parent Tips.

EVENTS/TRAININGS/OPPORTUNITIES

FREE Online Audio Teleconference *Alcohol and Crime*

Thursday, November 17, 2011

3:00 p.m. to 4:15 p.m.

This teleconference will examine crimes committed in the U.S. where alcohol is a factor. The Wyoming Association of Sheriffs and Chiefs of Police, beginning in the spring of 2005, received funding support to collect and evaluate alcohol-related arrest data to more accurately determine the scope and impact of alcohol on crime, with the purpose of formulating effective enforcement strategies to reduce the number of alcohol-related crimes and traffic crashes in Wyoming. The data collection has been refined and expanded since then, and the overall conclusions will be shared by a well-respected researcher in the field of criminal justice, including what local communities can do to reduce alcohol-related crime in their areas.

To register online visit: <http://www.udetc.org/audioconfregistration.asp>

ON THE CALENDAR

Red Ribbon Week (October 23-31): www.nfp.org

National Drug Facts Week (October 31-November 6): www.drugfactsweek.drugabuse.gov

Lung Cancer Awareness Month (November): www.lungcanceralliance.org

Chronic Obstructive Pulmonary Disease (COPD) Awareness Month (November):
www.uscopdcoalition.org

Great American Smokeout (November 17):
<http://www.cancer.org/Healthy/StayAwayfromTobacco/GreatAmericanSmokeout/index>

National Family Week (November 20 – 26): www.nationalfamilyweek.org

We Invite You To Please Join Us!

Follow us on [Twitter](#).

Fan us on [Facebook](#).

Let us be your resource for
the latest updates on alcohol, tobacco
and other drug-related information

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Should you have any questions about the Drug-Free Action Alliance Newsletter, you can email the editor. If you have any questions about the programs and services of Drug-Free Action Alliance, please direct inquiries to (614) 540-9985 or Contact@DrugFreeActionAlliance.org.