CADY'S YOUTH ADVOCACY AND ADVISORY COUNCIL (YAAC)

PROJECT OUTCOMES

CADY'S 18TH ANNUAL PREVENTION SUMMIT **MAY 26, 2018**

YAAC presentation excerpt: "*According to the National Institute on Drug Abuse, 66% of teens report they believe the only ingredient in their vaping devices is "just the flavoring." Two thirds of teens who vape, believe it is solely water vapor, meaning they aren't aware of what they are putting into their bodies, therefore they believe there is no harm associated.*

On top of exposure to harmful ingredients, there is the concern for addiction. Nicotine is highly addictive. Because the adolescent brain is still developing, nicotine use during adolescence can disrupt the formation of brain circuits that control attention, learning, and susceptibility to addiction.

Data is showing that Teens who use E-cigarettes are more likely to start smoking conventional tobacco products, like cigarettes. In fact, they are 30.7% more likely to begin using tobacco. Middle school students and high schoolers alike are quickly finding themselves addicted and unable to stop their use. We are seeing this firsthand at our school with our friends and peers."

KICK BUTTS DAY – JUUL AWARENESS PROJECT **MARCH/APRIL 2018**

Kick Butts Day Truth Campaign; a national campaign for tobacco-free youth, aimed at educating and bringing awareness to the harms and dangers of cigarettes and tobacco products. This year the YAACs chose to do their project on a new electronic cigarette trend that has escalated nationally, called JUULing. They agreed this was more relevant since they were seeing firsthand the prevalence of the issue. The YAACs created three posters (please see attached PDF) and have hung them in Plymouth Regional High School this past week to spread awareness about the problems JUULs pose to

their peers' health and wellbeing. All photos are original and taken by a local photographer. Since the creation of the posters, they have been hung throughout NH in high schools and other prevention agencies.

LETTER TO STATE LEGISLATORS TO VOTE NO TO MARIJUANA LEGALIZATION **JANUARY 2018**

The YAACs wrote a letter to State Legislators to Vote NO to legalization of marijuana. Letter excerpt: "*Our generation's potential is limitless. We just need sound policy and practice, and we must have clarity around healthy choices not more confusion. We know representing our state must be as serious and sometimes difficult responsibility, and we want to thank you again for your service. When you make decisions on legalizing marijuana, please think about the future of New Hampshire residents, with special consideration given to children and youth. To create lasting and long-term change with NH's drug crisis, we must hold strong and refuse amnesty to any drug that leads to impairment and addiction. Instead we should educate our state on the dangers of use, based on sound science, and protect what we value most - our kids and our communities. Thank you for taking time out of your busy schedule to read our letter*"

RED RIBBON WEEK: YAAC ORIGINAL PREVENTION SKIT **OCTOBER 2017**
PLYMOUTH ELEMENTARY SCHOOL & CAMPTON ELEMENTARY SCHOOL

Continuing the Red Ribbon Week partnership with Plymouth and Campton Elementary afterschool programs, the YAACs presented an Original Drug Awareness Prevention Skit to second and third graders. This interactive play explores the dangers of Alcohol, Tobacco and Prescription Drugs in an interview style concept. Each drug is interviewed and answers questions to the dangers they pose to users.

The YAACs also led a prevention puzzle for Kindergarten and first graders. This is a project helped younger students identify images that pose dangers to them in their home.

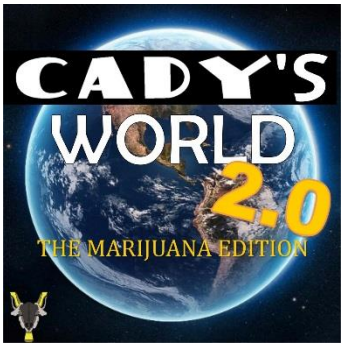
JUNIOR ACTION CLUB MENTORSHIP **OCTOBER 23-31, 2017**

The YAACs mentored the newly formed Junior Action Club (JAC) as the JACs took over the Red Ribbon Week Poster Contest. The YAACs helped the JACs develop flyers and information packets to create a successful contest focusing on Alcohol, Drug and Tobacco prevention for grades Kindergarten through eighth grade. The YAACs also helped judge the poster contest.

MEDIA POWER AND YOU IN ACTION!: BECOMING POSITIVE MESSAGE MAKERS **SUMMER 2017**

YAACs had the opportunity to work with Media Power Youth to delve into critical health-focused media literacy skills and then apply their learning to create their own productions/Public Service Announcement (PSA). All aspects of pre-production, production and post production are included, empowering participants to be both critical media consumers and positive message makers.

CADY'S 17TH ANNUAL PREVENTION SUMMIT **MAY 27, 2017**

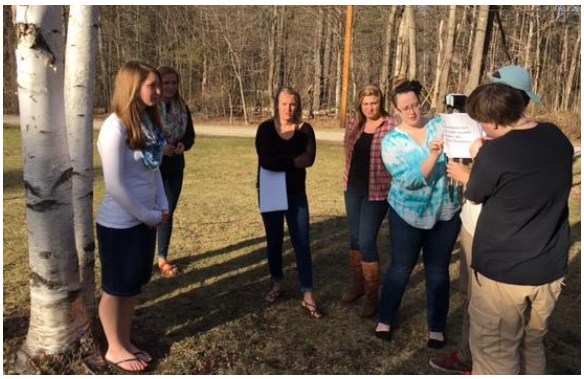


YAAC presentation excerpt: *"We began the second installment of the "CADY's World" PSA in April and have had the opportunity to interview many stakeholders within our community and statewide. We are grateful they were willing to share their expertise, knowledge, and time with us. We also want to extend a thank you to Brandon Daugherty for assisting us with this project.*

What you are about to see is the Prevention Summit Cut – there will also be a full version, with much more content, which you can view on the CADY Website at the end of next week. We hope you enjoy CADY'S WORLD 2.0."

https://www.youtube.com/watch?v=b7VAEz_CbnQ&t=2s

CADY'S WORLD 2.0 **MAY, 2017**



YAAC members begin production of CADY's World 2.0! Get ready for another incredible youth awareness video that will be unveiled at CADY's 17th Annual Prevention Summit. The YAACs have decided to tackle the most widely used, illicit drug of choice: Marijuana. They are in the process of interviews of community members and have begun the editing process.

"CONVERGENCE" OUTREACH AND VOLUNTEER **APRIL, 2017**

YAAC members went out to advertise to local business, community members and interested individuals about the community event "Convergence." "Convergence" was an incredible night of art, live entertainment benefitting two local non-profits: CADY and the Circle Program.

KICK BUTTS DAY – TOBACCO AWARENESS **MARCH 15, 2017**

March 15th was KICK BUTTS DAY -- a National campaign dedicated to raise awareness about the dangers of cigarettes, smokeless tobacco products, hookahs, e-cigarettes and other nicotine/tobacco products.

The YAACs decided to create 10 double sided signs and lined them on Highland Street in front of the CADY office (94 Highland Street). These signs have facts about tobacco, e-cigarettes, vaping and other information.

They encouraged everyone to learn more about the dangers and consequences of this issue.

Did you know?
• 9 out of 10 smokers start before the age of 18. (CDC)
• Tobacco use is the leading preventable cause of disease, disability, and death in the United States. (NIDA)
• A typical hookah session delivers approximately: 125 times the smoke, 25 times the tar, 2.5 times the nicotine, and 10 times the carbon monoxide as smoking a cigarette. (NIDA)

KICK BUTTS DAY – SMOKING AND TOBACCO AWARENESS **MARCH 20, 2017**

"Sam the Skunk: I Love My Oh's"

The YAACs performed Sam Skunk, "I love my O's" at Plymouth Elementary School After school program. The story is of Sam the Skunk trying smoking because he wanted friends, but soon realizes that smoking slows him down, makes him sick and changes his color. The dynamic YAAC leaders teach about the dangers of drug use and how starting any drug use at a young age can be extremely harmful.

LETTER TO GOVERNOR SUNUNU **JANUARY 2017**

January 12, 2017

The Honorable Chris Sununu
Governor of New Hampshire
Office of the Governor
107 North Main Street
Concord, NH 03301

Dear Governor Sununu:

Welcome to your new role as Governor of our amazing state!

We are the Youth Advisory and Advocacy Council (YAAC) of Communities for Alcohol- and Drug-Free Youth (CADY) in Plymouth, New Hampshire. The YAAC program empowers and encourages youth to educate our community and peers by addressing problems and solutions relating to substance misuse.

In 2016 we extended invitations to all presidential candidates and were thrilled when Governor John Kasich and Carly Fiorina visited the CADY office located in Plymouth. We presented "Making the Case for Prevention" to each candidate and our presentation went viral. In 2015 we were honored to receive the New Futures Youth-in-Action award for advocacy projects on the local and statewide level, including legislative testimony at the Statehouse.

When you recently said that the legalization of marijuana is not an urgent need and will not happen this year we applauded you. We admire and strongly support your decision. As YAACs, we advocate good decision making for healthy lifestyles and to us this means living drug free. Above all else, actions speak louder than words, and your commitment to the health of New Hampshire's youth is inspiring leadership. Teenagers feel pressured to try marijuana, but your position on continuing a state law that protects our citizens demonstrates a commitment to healthy youth development and public safety.

We hope you will consider changing your position on decriminalization of marijuana. Decriminalizing marijuana or legalizing this drug would send the message that it is harmless, when in reality, research and data support that it is just the opposite. If adults want the youth of today to grow up healthy, happy and successful, they first need to lead by example: as you have done. Instead of laws that confuse people, we must invest in sound policy, education, and practice in order to empower good decision making.

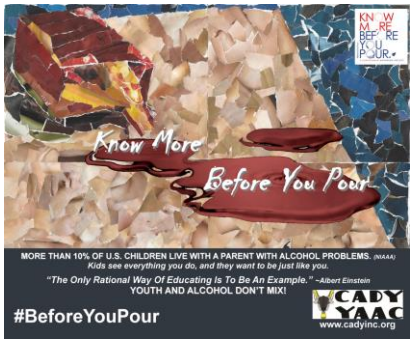
Adolescent substance use is America's number one public health problem. The Center of Substance Abuse and Addiction (CASA) state, 90% of Americans with a substance use disorder started smoking, drinking or using other drugs before

"NH Youth-In-Action Award - 2015"

The YAACs wrote a letter to Governor Chris Sununu to support his view on legalization of marijuana. Governor Sununu stated: "legalization of marijuana is not an urgent need and will not happen this year." The YAACs also asked for Governor Sununu to consider changing his position on decriminalization of marijuana. They wrote: "Decriminalizing marijuana or legalizing this drug would send the message that it is harmless, when in reality, research and data support that it is just the opposite. If adults want the youth of today to grow up healthy, happy and successful, they first need to

lead by example: as you have done. Instead of laws that confuse people, we must invest in sound policy, education, and practice in order to empower good decision making."

#BEFOREYOUPOUR CADCA/NIAAA National Campaign Challenge **NOVEMBER/DECEMBER 2016**



The YAACs took the challenge to submit an entry to the SAMHSA and NIAAA "Know More Before You Pour Campaign." *Know More Before You Pour*, uses the power of social media and CADCA's network of coalitions to increase awareness on critical alcohol issues. The NIAAA fact the YAAC chose was: "More than 10% of U.S. children live with a parent with alcohol problems." They chose this alcohol fact because there are many families in their surrounding community who are deeply involved and struggling with substance use disorders and it is negatively affecting their peers, as well as younger children in their community.

They chose to create a mixed media graphic and created a mosaic using clips from a newspaper and computer images. The image has an alcohol bottle tipped over onto a table spilling liquor and the words "Know More Before You Pour." The fractured graphic of the mosaic represents the broken lives of those who experience addiction: not only the person with the disease, but their family, friends and the children in their lives.

VETERAN APPRECIATION **NOVEMBER 11, 2016**

The YAACs wrote thank you letters and cards to veterans in the New Hampshire Veterans Home, as well as the New Hampshire National Guard and Plymouth Armory.

"Dear US Army National Guard and New Hampshire Veterans,

We are the Youth Advisory and Advocacy Council, also known as the Communities for Alcohol- and Drug-free Youth YAAC. We are a group of Plymouth Regional High School students who are passionate about prevention and educating, engaging and empowering our peers and younger students to lead healthy, empowered, drug-free lifestyles. With deep appreciation, it is our honor to express our gratitude to you for your service to our country. You have preserved the freedom we enjoy today and for generations to come.

We are grateful to you, for your service, your sacrifice, and your patriotism.

Thank you always.

Sincerely,

CADY Youth Advisory and Advocacy Council (YAAC)"

RED RIBBON WEEK – 2016 PREVENTION TRIVIA AND PRHS PREVENTION **OCTOBER 25, 2016**

Every year the YAACs work with Plymouth Regional High School's OSSIPEE and National Honor Society students to bring drug awareness to their peers. This year, the YAACs created a Prevention Trivia Game titled, "Shatter the Myths: the Truth About Drugs." This informative trivia game engaged the youth in understanding how the brain reacts to drugs and *why* addiction happens.

"SAMANTHA SKUNK"– RX PREVENTION & SAY BOO TO DRUGS: GHOSTLY GOURDS **OCTOBER 17 & 19, 2016**
PLYMOUTH ELEMENTARY SCHOOL & CAMPTON ELEMENTARY SCHOOL

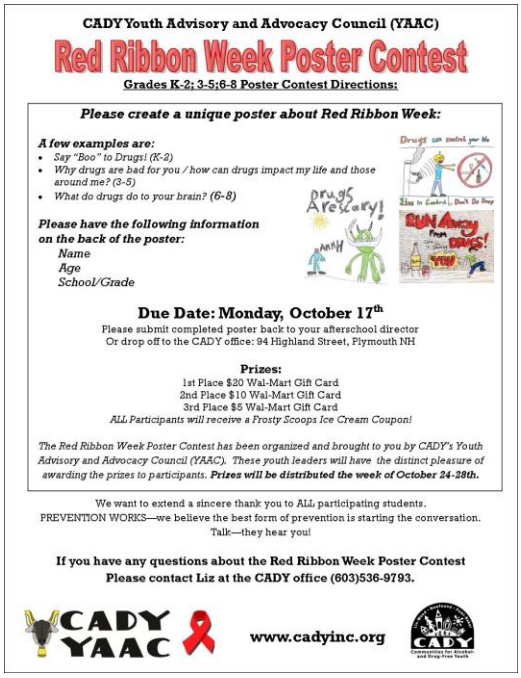
Continuing the Red Ribbon Week partnership with Plymouth and Campton Elementary afterschool programs, the YAACs presented Sam the Skunk: Prescription Drug Awareness Prevention Skit to first and second graders. This interactive play emphasizes that taking someone else's medicine can be harmful and can makes us sick.

The YAACs also led the making of Ghostly Gourds for third through 8th graders. This is a project where the younger students take a pledge to be drug free, share information about the harmful effects drugs have on our bodies and "Say Boo to Drugs!"

RED RIBBON WEEK – 2016 YAAC POSTER **OCTOBER 20, 2016**

The YAACs designed their own informative poster to display at Plymouth Regional High School during Red Ribbon Week. Their theme was "Don't Be A Target." Using CASA's research, "90% of those struggling with addiction began smoking, drinking, and using other drugs before they turned 18," the YAACs were able to bring important information to their peers that addiction is a progressive and preventable disease.

RED RIBBON WEEK 2016: POSTER CONTEST **OCTOBER 26-30, 2016**



CADY Youth Advisory and Advocacy Council (YAAC)

Red Ribbon Week Poster Contest

Grades K-2; 3-5;6-8 Poster Contest Directions:

Please create a unique poster about Red Ribbon Week:

A few examples are:

- *Say "Boo" to Drugs! (K-2)*
- *Why drugs are bad for you / how can drugs impact my life and those around me? (3-5)*
- *What do drugs do to your brain? (6-8)*

Please have the following information on the back of the poster:

Name
Age
School/Grade

Due Date: Monday, October 17th

Please submit completed poster back to your afterschool director
Or drop off to the CADY office: 94 Highland Street, Plymouth NH

Prizes:

1st Place $20 Wal-Mart Gift Card
2nd Place $10 Wal-Mart Gift Card
3rd Place $5 Wal-Mart Gift Card
ALL Participants will receive a Frosty Scoops Ice Cream Coupon!

The Red Ribbon Week Poster Contest has been organized and brought to you by CADY's Youth Advisory and Advocacy Council (YAAC). These youth leaders will have the distinct pleasure of awarding the prizes to participants. ***Prizes will be distributed the week of October 24-28th.***

We want to extend a sincere thank you to ALL participating students.
PREVENTION WORKS—we believe the best form of prevention is starting the conversation.
Talk—they hear you!

If you have any questions about the Red Ribbon Week Poster Contest
Please contact Liz at the CADY office (603)536-9793.

CADY YAAC www.cadyinc.org

To spread awareness and reach younger age students, the YAACs decided to partner with the afterschool programs at Plymouth and Campton Elementary Schools with the first annual Red Ribbon Week Poster Contest. The YAACs designed the flyer, established prompts and expectations, wrote a preliminary letter informing parents about the project and the importance to talk early and often about dangers of underage alcohol and drug use. The YAACs introduced the project to participating students, grades K-8. The project was a great success and the winning posters were displayed on the Plymouth Town Common during the Chamber of Commerce trick-or-treating event.

THANK YOU APPRECIATION **SUMMER 2016**

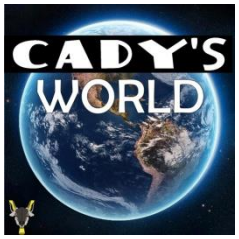
FIRST RESPONDERS, PLYMOUTH FIRE DEPARTMENT AND PLYMOUTH POLICE DEPARTMENT

So much love and support for our local first responders! We appreciate you more than you know! As one of our members from CADY's Youth Advisory and Advocacy said, *"Donuts aren't enough, to show how much we appreciate what you do every day, but we wanted to show, somehow, in some way, how much we appreciate what you do. Thank you."*

CADY'S 16TH ANNUAL PREVENTION SUMMIT **MAY 27, 2016**

"We wanted to accomplish one more initiative and we need your help! Last year, we participated in the Partnership for a Drug-Free NH's #pledge2talk campaign --- this year, we wanted to do a spin off and generate our very own challenge --- the "Answer the Call to Action" Challenge. Everyone in this room is here because you care about Prevention – you care about our generation and leaving this world a better, safer, healthier place. We challenge each and every one of you, to take the information you have learned today and share it with at least three other people, Share it on Facebook, and Take Action. Be part of the solution and help to close the addiction pipeline and reduce the drug epidemic that is stealing the lives of so many in NH --- Prevention works, we are examples of that --- we hope you will help us--- let's answer the call to Action!"

CADY'S WORLD VIDEO **MAY 27, 2016**



The YAACs wanted to do a capstone video project utilizing an interview style approach. In May, they developed questions to ask local community members and PSU college students about their views on the Heroin epidemic and the

contributing factors. They were also asked for their opinions on solutions. The YAACs then explained the science of addiction and other interesting facts about drugs and alcohol with the interviewee.
https://www.youtube.com/watch?v=CRz-qYfD4nc

PROM SAFETY – PLYMOUTH REGIONAL HIGH SCHOOL **MAY 13, 2016**

On Friday, May 13th, Plymouth Regional High School held a Prom Safety assembly for all students attending prom. This past year, the YAACs created a prom safety flyer that brings awareness on how to have a safe and healthy prom. They used the 2016 Prom theme: *Enchanted Forest* while designing the flyer. The most creative image they came up with is: The Fatal Four – Drink & Drugs, Mobile Phones, Speeding, NO seatbelt – Cause and Effect. This flyer also has a prom checklist on the back so the students can use it to be prepared for the night of the prom.

STICKER SHOCK **MAY 3, 2016**

For Plymouth State University's spring fling weekend, the YAACs wanted to do a sticker shock: a project designed to reach adults who might purchase alcohol legally and provide it to minors. The YAACs chose the week of May 2-7th to do the project for not only the PSU students but also community adults. They wanted to bring awareness that providing alcohol to a minor is a criminal offense which fines $2,000 or up to a year in jail. The stickers that say: "Buyers Beware: Providing Alcohol to Minors is a Criminal Offense". The NH Division of Liquor Enforcement also supplied Buyers Beware tee shirts that the youth will wear during this project. Hannaford, The Plymouth Mobil, Tedeschi Food Shop on Tenney Mountain, and Walmart Supercenter, all participated in this project.

ALCOHOL AWARENESS MONTH POSTERS **APRIL 15, 2016**

The YAACs have worked on several initiatives. They have created posters about the dangers of underage drinking as well as a "Fact and Fiction" info graphic citing four facts about underage drinking and three myths/fiction statements, and backing up each statement with evidence.

TEACH OUR CHILDREN WELL: THE TRUTH ABOUT DRUGS **APRIL 7, 2016**

During the "Teach Our Children Well: the truth about drugs" event the YAACs helped pass out agendas and meet and greet guests. They also collected the event survey and passed out the Parent Quiz to guests.

TESTIMONY TO THE SENATE JUDICIARY COMMITTEE IN OPPOSITION TO HB1631 **APRIL 5, 2016**

(Relative to the penalties for possession of marijuana)

On April 5th, Mollie Brown spoke on behalf of the YAACs in oppositional testimony of HB1631, relative to the penalties for possession of marijuana (decriminalizing marijuana in the state of New Hampshire). Mollie used YAAC talking points to clearly articulate how this bill would decrease perception of risk and pose a serious risk to young people. She shared the perspective on the issue from a teenagers point of view; decriminalizing marijuana shows her generation that it is a harmless drug and ultimately confuses youth more. In the testimony, she quotes a Center of Disease Control (CDC): "people addicted to marijuana are 3x more likely to be addicted to heroin." This fact was stated by the senator when giving the reasons why they voted to oppose the bill, four to one.

Excerpt from the testimony:

*"….we believe actions speak louder than words. Decriminalizing marijuana shows our generation that it is a harmless drug, but it's not harmless and it impacts our generation negatively. We are always told "don't' do drugs" and "just say no," but it is insincere when laws are being passed to decriminalize marijuana. Speaking as a teenager, it is confusing – there are a lot of conflicting messages in the media and in school, and now legislatively. Many of our peers are using marijuana because it is normalized and they believe they won't be penalized. NH ranks in the top **10 states** for past month marijuana use among 12 to 20 year olds. Marijuana is already a big problem in our state. We believe if HB 1631 is passed there will be a ripple effect of negative consequences. Perception of risk is a strong prevention strategy. **When Perception of Risk is low, substance use increases.** And, if adult's perception of risk is low, why would a teenager's perception of risk be any different?*

LETTER OF APPRECIATION TO GOVERNOR HASSAN **MARCH 22, 2016**

The YAACs wanted to thank Governor Maggie Hassan on her strong position I vowing to veto any legislation for legalizing recreational use of marijuana. They read several articles the Governor was quoted in, and the quote that resonated with them the most was, "we have some challenges in our state when it comes to substance abuse, we need to be focusing on that, and I just think it's the wrong message to send to young people."
Having invested themselves on several projects regarding the dangers of marijuana on youth, they wanted to extend their thanks and support to the Governor by writing her a letter.

KICK BUTTS DAY "SAM THE SKUNK" PERFORMANCE AND TOBACCO TRIVIA AT PLYMOUTH ELEMENTARY SCHOOL MARCH 17, 2016

Plymouth Elementary School's after school program invited the YAACs to do a live action play about Sam the Skunk. The YAACs used costumes and skit to bring Tobacco prevention and awareness to Kindergarten, First and Second graders. This interactive play helped these young children to understand how cigarettes and tobacco can make them ill and stink "like camel's breath." This preventative play also helps kids understand that smoking is an addiction and if someone smokes (perhaps a family member) that does not make them a bad person, it just means it's really hard to stop once someone starts. For ages third grade and up, the YAACs presented a Tobacco Trivia game. This game covered the "Toll of Tobacco," "Tobacco Marketing," "Youth and tobacco," Smoking effects on the Body," and "Smoking in your State." This initiated a great conversation.

KICK BUTTS DAY: "SMOKING KILLS" POSTERS - PRHS CULTURAL ARTS NIGHT MARCH 16, 2016

The YAACs also created two Kick Buts Day Anti-Smoking posters for Plymouth Regional High School and SAU#48 Cultural Arts night (SAU wide, grades K-12, art night). The youth created the images and designed the powers and facts and hung them to bring awareness of the dangers of smoking and other tobacco products.

KICK BUTTS DAY: GRAFFITI WALL/COMMUNITY AWARENESS PROJECT MARCH 16, 2016

For Kick Butts Day, a national campaign for tobacco-free kids, the YAACs created a Graffiti Wall that they displayed on Highland Street (the main artery of the town). They planned out and built a five foot by eight foot hinged billboard, and stretched white canvas over it. They painted three powerful tobacco facts on each side: one person dies every 6 seconds from a tobacco related disease; smoking causes cancer in a total of eleven areas of the body; nicotine is not only highly addictive but poisonous as well; nine out of ten smokers start smoking before age eighteen; more than sixteen million people have at least one disease from smoking; fifty thousand people die each year from second hand smoke in the U.S.

RX AWARENESS CAMPAIGN – ZOMBIE CARD **FEBRUARY 27, 2016**

To spread awareness of how Prescription drugs are linked to the opiate epidemic, the YAACs thought it would be beneficial to create palm cards to distribute in the schools, to parents and at local pharmacies. Using the hook: "You think Zombies are Scary…Zombies are scary, so are the dangers of prescription drug abuse." By increasing awareness of how teens are getting a hold of prescription drugs and how to dispose of unused prescriptions, this palm card helps parents, guardians and other community adults be aware of who is going into their medicine cabinets.

We made these cards available to Plymouth Rite Aid, CVS Pharmacy, Walmart Pharmacy and Plymouth Hannaford Pharmacy. We wanted to give a big thank you to the participating locations and hope to continue our partnership with them.

YAAC PRESENTATION TO LAUNCH **FEBRUARY 18, 2016**

The YAAC members recruit future YAAC members. Several Launch members come into the LAUNCH program knowing what the YAAC program is, and are already interested in continuing their experience the following year. When the YAAC's coming into a Launch meeting, it solidifies the interest in the program. The YAAC youth's objective is to first discuss what the LAUNCH members have to look forward to in the coming summer (employment at Frosty Scoops) and second recruit new YAAC members. They do an overview of the program and share past projects, as well as upcoming projects.

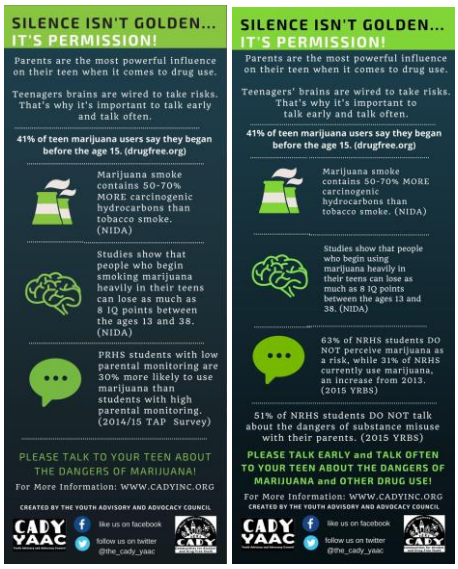
H.O.P.E – SB535 **FEBRUARY 16, 2016**

The YAACs created a testimony in support for HOPE (Heroin and Opiate Prevention Education). This bill was a bipartisan bill formed by Senator Jeanie Forrester, Representative Mary Cooney and many other NH Senators and Representatives to establish a grant for NH high schools to afford opiate prevention education. "Alex's Story," the current project in HOPE, tells the true story of Alex Berry a New Hampshire Teenager who is a recovering heroin addict. An excerpt from the testimony: *"Alex's Story" came to Plymouth Regional High School last May. It is always powerful to hear someone tell their story, but even more powerful to know that person was our age when addiction set in…and thankfully lived to tell his story. During the performance, the actress, portraying Alex, tells his story as if it were her own. This resonated with me, because like Alex, I am from a good home and family --- if it happened to him, it could happen to me. He spoke about how marijuana was the first drug he tried, confirming that marijuana is a gateway drug, not only for him, but for many people in recovery.*

YAAC LOGO AND TEE SHIRT BRANDING **FEBRUARY 2016**

The YAACs have a major role in how and what they want to community to their community; they also know how they want their branding to be. This past year, the youth designed the YAAC logo and new Henley tee shirts to set them apart and wear their brand proudly. They ordered the tee shirts through Custom Ink and participated in a Custom Ink photo / design contest. They completed with groups nationally to see how many likes they could get to win free tee shirts from Custom Ink. They received 58 likes from Twitter and Facebook friends (65 likes short from winning)!

MARIJUANA AWARENESS CAMPAIGN: PRHS MOVE UP NIGHT AND NRHS STEP UP NIGHT **JANUARY 25 & MARCH 16**



The town of Plymouth has an Alternative Treatment Center (ATC) also known as a Medicinal Marijuana Center. When the YAACs created an infographic to spread awareness about the dangers of marijuana on developing adolescent brains, they were extremely concerned on how this new ATC would affect the perception of risk of parents and/or their peers: they believed it would lower perception of risk which would increase use. In order to prevent this from happening, the YAACs created an infographic, titled: "Silence isn't Golden…It's Permission," to hand out to parents at the Plymouth Regional High School Move up night. Using local and the Teen Assessment Project (TAP) Survey data, they were able to create a captivating and powerful parent guide that encourages parents to talk to their kids about the dangers of marijuana and emphasizes that "parents are the most powerful influence on their teen" by sharing that PRHS students with low parental monitoring are 30% more likely to use marijuana than students with high parental monitoring.".

GOV. JOHN KASICH PRESENTATION / C-SPAN **JANUARY 18, 2016**

Presidential candidate, Gov. John Kasich, like previous presidential candidate, visited the CADY office to discuss the current drug crisis and hear from the YAACs on their perceptions on the problems and solutions. The YAACs discussed that the opioid epidemic and compared it to the "Game of Whack-a-Mole," saying that "we as a nation are reactive to problems in our country instead of proactive; we are now reacting to the Heroin Epidemic: the "mole" is up and all attention is directed at fixing that singular problem. What is interesting about this metaphor is that all drug problems are still present, but because they are not seen as a "crisis" or dire threat, they are overlooked or dismissed as less problematic because we are focusing on only one thing at a time."

After the visit, the C-Span stream was picked up by a former intelligence officer with the CIA's Crime and Narcotics Center, Joe A. Gilbertson. The title of his article was "Governor Kasich Learns about Illegal Drugs from New Hampshire Teens – Parents, watch this video." He goes on to say, "Teens belonging to a New Hampshire organization called Communities for Alcohol- and Drug-free Youth (CADY), made one of the best presentations I've seen on the dangers of these substance to miners. John Kasich also speaks, but the teens have the real message." http://punchingbagpost.com/governor-kasich-learns-about-illegal-drugs-from-new-hampshire-teens---parents-watch-this-video/

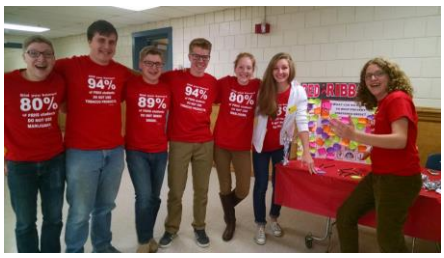
CARLY FIORINA PRESENTATION **NOVEMBER 16, 2015**

Presidential candidate, Carly Fiorina, visited the CADY office to discuss the current drug crisis and hear from the YAACs on their perceptions on the problems and solutions. YAAC and Launch members experienced a national voice and how important it is to advocate for prevention education. The YAACs presented "Making the case for Prevention" to Ms. Fiorina, and discussed that the opioid epidemic was a preventable but because of the lack of prevention money, and the glamorization of alcohol and drugs to young people, this problem got way out of hand. They continued to talk about addiction and how it is a progressive disease and it stems from a larger substance misuse problem. They spoke on marijuana and how it, along with alcohol, is a gateway drug "introducing a young person to a high, which they may want to chance." All youth, Launch and YAACs were able to have a one-on-one conversation with Ms. Fiorina and discuss personal concerns.

COMMON MAN INN FESTIVAL OF TREES 2015: THE POSITIVE THOUGHTS TREE **NOVEMBER/DECEMBER 2015**

The Common Man Inn & Spa invites local non-profits around the Plymouth area to decorate their lobby and inn for the holidays. This year, the YAACs and Launch youth created "The Positive Thoughts" Tree. They found inspirational quotes and made their own card stock ornaments. They also used birch tree ornaments and woodland creature stuffed animals to capture the feeling of simplicity.

RED RIBBON WEEK 2015: SOCIAL NORMS CAMPAIGN **OCTOBER 26-30, 2015**



For Red Ribbon Week, the YAACs carried out their Social Norms Campaign, recruiting other Plymouth Regional High School students to wear the tee shirts. The YAACs also organized collaboration between the PRHS National Honor Society and OSSIPEE Club to spread prevention messaging during lunch: four days of activities and information. Day one, OSSIPEE had information about Red Ribbon Week, red ribbons and take away information. Day two, the National Honor Society facilitated the "Red Ribbon Road" challenge game: 10 interactive questions to get the prevention message out. Day three, the YAACS brought the statewide initiative, "Anyone. Anytime. New Hampshire" campaign – emphasizing that anyone, anytime can experience addiction and that there were 558 drug overdose deaths in NH since January 2014-Ocotober 2015, and at least one person dies from a drug overdose every day in NH.

The YAACs organized what information disseminated, tee shirt distribution, researched and created the "Red Ribbon Road" prevention board game and expedited all activated and what each club would be responsible for. Their three goals for the week was 1. Bring awareness to their peers who are on the fence of using a substance, and that those who do not use alcohol or drugs are in the majority, 2. Reduce use even more making the 2017 PRHS TAP data even more impressive, and 3. Get conversations started to help reduce the belief that "everyone is doing it."

SOCIAL NORMS CAMPAIGN – PRHS SCHOOL BOARD MEETING PRESENTATION **OCTOBER 20, 2015**

The YAACs took their Social Norms Campaign idea to the Plymouth Regional High School School Board to ask for permission and support to use the Teen Assessment Project (TAP) Survey, a local survey administered every other year to sophomores and seniors to weigh perception or risk and substance use. The YAACs wanted the Social Norms campaign to be unveiled during Red Ribbon Week (a week of intolerance toward the use of drugs). The Social Norms Campaign debunked the myth that "everyone is doing it" by using current data from the TAP survey. This data showed that in the past 30 days: 77% of PRHS students did not drink alcohol; 80% of PRHS students did not use marijuana; 94% of PRHS students did not use tobacco products; 89% of PRHS students did not binge drink. The youth continued their presentation explaining how they were going to use this data through the entire week and educate their peers on the dangers of drug use. The school board helped fund the red tee shirts that the kids designed for the social norms campaign which had a "Did you know" fact (above data) on the front, as well as "Educate. Engage. Empower." on the back of the tee shirt.

NEW FUTURES YOUTH-IN-ACTION AWARD **OCTOBER 8, 2015**

On October 8, 2015, the YAACs were awarded the statewide New Futures, 2015 Youth-in-Action Award, at the Grappone Center in Concord, NH. This award acknowledges the important role youth play in reducing and preventing alcohol and other drug problems in New Hampshire. The following is an excerpt from the annual recognition event: *"the Youth Advisory and Advocacy Council received this honor for helping to prevent and reduce youth alcohol and drug problems in NH through outstanding advocacy effort on the local level and statewide. The project that set them apart was the testimony before the NH Senate Finance committee on the importance of funding youth prevention programs. They also carried the message of what it is like to be a youth today facing decisions about substance use in a confusing culture that oftentimes seems to promote high-risk behaviors."*

FROSTY SCOOPS: BUSINESS PROPOSAL **SEPTEMBER 17, 2015**

Through the 2015 summer, the YAACs and the Launch youth worked collectively on a business plan proposal to present to Alex Ray. During the summer, the LAUNCH youth work at Frosty Scoops, an Ice Cream business where they serve homemade Common Man ice cream. Here they are challenged with their first job experience and utilize their skills they were taught through the Launch Youth Entrepreneurship academic year program. The building in which they work is a hard-top camper that has a façade that looks like an actual building. The youth created a business plan, gathering profit analysis, gross sales and the expense/cost of the business. Taking the profit into account, the designed a hopeful prototype for a future Frosty Scoops building. They also created a video to show Alex what it was like to work in Frosty Scoops on a typical day – mostly fun, but several areas that they addressed that needed improvement. Alex loved their tenacity, entrepreneurial spirit and gumption and decided they are in need of a new building. He is working on the plans and how to build a sustainable and functioning building for the summer of 2017.

LEGISLATIVE YOUTH ADVISORY COUNCIL – L-YAC **SEPTEMBER 13, 2015**

The Legislative Young Adult Council asked to meet with the YAACs to discuss their perspective on issues especially Marijuana Legislative Bills – briefing and information meeting

CONNECTIONS CHANGE LIVES – HOUSE PARTY FUNDRAISER **AUGUST 12, 2015**

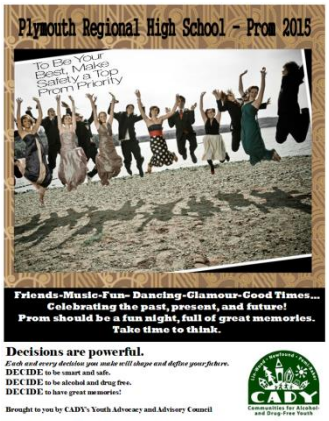
Hosted by: Nancy and Bill Dailey, Lisa Lovett/Sid Lovett, Lisa Mure and Alex Ray

The Connections Change Lives House Party Fundraiser was an event for new community members to learn more about CADY's important work and why community support is needed today more than ever. The YAACs helped in organizing, setting up, directing parking and registering guests. They also were able to meet and greet guests, answering questions and explaining their role as youth advocates and leaders to their peers.

CADY PREVENTION SUMMIT 2015 **MAY 2015**

The YAACs present, every year, at the CADY Regional Prevention Summit in front of community partners, state and local legislators, law enforcement, educators and peers. During their Youth in Action segment, the YAACs present their year in review; their accomplishments and projects. During the 15th Annual Prevention Summit, the YAACs took at 200+ selfie picture with the Drug-free New Hampshire's #Pledge2talk campaign. This campaign encouraged parents to pledge to talk, early and often, to their kids about drugs and alcohol – begin the prevention process early. They were able to bring awareness to everyone in attendance and inspire most to take the pledge.

PRHS PROM SAFETY **MAY 2015**



For Plymouth Regional High School's and Newfound Regional High School's Prom Safety events, the YAACs created an informative flyer to spread awareness to prom participants to stay safe and think before they drink. They aligned the design to the "Great Gatsby" theme and added a prom check list for those to have a great night.

"THE POT TALK" PSA **MAY 2015**

Every year, the youth create a script and video about a prevention topic that they feel is important to draw the community's attention to. This PSA was created by the YAACs based on their concern they had for their peers having a low perception of risk toward marijuana, and the increase of use in their high school. Through their concern, they created an entertaining script with characters they, and their peers, could relate to and language they are hearing on a

daily basis. They used GoAnimate, a video generator to create the cartoon. They were able to insert facts and statistics while keeping humor and characters believable: "…pop culture has created a very confusing message and is sending us really messed up signals about this drug…" The video was unveiled at CADY's 15th Annual Prevention summit and is played during outreach events and other community education events.
https://www.youtube.com/watch?v=z4aQepJ6l8I

YAAC MEDIA CAMPAIGN **APRIL 2015**

For 2015's Alcohol Awareness Month, the YAACs created a Twitter Account (@the_cady_yaac) and posted Alcohol Awareness mini ads, Powerful PowerPoints and the previous YAAC year's "0-1-2-3 Drinking Responsibly" Public Service Announcement. They YAAC continue to post prevention messaging and devised a hash tag for their highlights and accomplishments: #YAACsmash. They currently have 101 followers and have tweeted 88 times.

MAKING THE CASE FOR PREVENTION – PLYMOUTH ROTARY PRESENTATION **MARCH 18, 2015**

The YAACs were invited to be the guests at the Plymouth Rotary Club and present their "Making the Case for Prevention" presentation.

KICKS BUTT DAY **MARCH 18, 2015**

Kick Butts Day, a national campaign for tobacco-free kids, the YAACs participated in the "Airing Out the Dirty Laundry" Campaign. They created several posters which they hung up at Plymouth Regional High School, a Banner along with hanging tee shirts in front of the CADY office that they wrote quotes on that Big Tobacco companies had said in the past targeting the next generation of tobacco users - kids.

MAKING THE CASE FOR PREVENTION: NH SENATE FINANCE COMMITTEE **MARCH 14, 2015**

After finding out about the decline of money being given to prevention in the state of New Hampshire, the YAACs researched the New Hampshire Alcohol Fund: legislation passed by Senator Ned Gordon in 2001, which intended to distribute five percent of the gross profits from State-owned liquor stores to prevention, treatment and recovery initiatives. The YAACs found out that not only has the Alcohol fund not been funding it's full five percent evenly among prevention treatment and recover (treatment receiving the majority of funding), but the Alcohol Fund was only fully funded (5%) in the initial year – 2009. Every year since, the legislature or the Governor has redirected these monies to the general fund. Equipped with this information, the YAACs delivered their powerful testimony, "Making the Case for Prevention" to the NH Senate Finance Committee which resulted in increased funding for prevention across the state of NH.

POSITIVE THINKING CAMPAIGN **FEBRUARY 2015**

CADY Corner Newspaper excerpt *"Our Positive Thinking Campaign began with a quote by Lao Tzu, "The Journey of a thousand miles begins with the first step." – We wanted to take our first project of 2015 by modeling positive thinking and actions. By making healthy choices we will make this year a platform for success. WE hope you enjoy the inspirational quotes in front of the CADY office. We wish you all have a safe, health, and exceptional year and wish only good things in 2015! It's all about the first step, so let's take it together!"*