



The Valley Prevention News

Volume 1, Issue 3

December, 2009

Deerfield Valley
Community Partnership

Working for a Healthier
Community

IT'S AUDACIOUS!

PERCEPTION VS REALITY

TVHS STUDENTS LAUNCH SOCIAL NORMS CAMPAIGN

The secret is out and its message is AUDACIOUS!

Two out of three Twin Valley High School students don't drink. But the perception of a majority of the students is that "Everybody Does It". A group of students at TVHS have spent the last couple of months planning a campaign to change that perception. They're known as the Audacious Street Team (see picture below) and they're implementing a social norms campaign for their fellow students. A social norms campaign seeks to improve health and safety by dispelling commonly held myths about the behavior of others. The TVHS Street Team's message is focused on changing the perceptions about drinking behaviors of TVHS students. After meeting with the members of Team Fort Collins, a social norms consulting group, the TVHS Street Team got to work planning ways to use the creative Audacious logo to stimulate interest in, and draw attention to, the message.

Things Are Not Always What They Seem

A March, 2009 survey conducted at TVHS showed that although students thought that 67% of their friends drank and believed that

as many as 75% of *all* students drank, the *actual* percent reporting that they drank in the past 30 days was only 34%. Which is why the method is called "ACTUALITY".

Young people's behavior is influenced by what they perceive as the social norm among their peers. By educating them about what the *true* social norm is, the Street Team hopes to influence the behavior of their schoolmates in a positive direction.



*Street Team Members:
Scott Hayford, Dylan Speigel,
Kody Crosier, Alyssa Bartlett &
Amanda Bolduc*

au·da'cious

-adjective

- Daring; adventurous, bold
- Extremely original without restriction of ideas; highly inventive
- Lively; unrestrained; uninhibited
- Spirited and original; unconventional

Street Team Message to peers:

2 out of 3 TVHS student do not drink

PERCEPTION

- 67% OF MY FRIENDS DRINK
- 75% OF THE STUDENTS AT TVHS DRINK

REALITY

34% OF STUDENTS REPORT DRINKING IN LAST 30 DAYS



NEW ADVOCACY GROUP FORMED

PREVENTION WORKS! IS FOCUSING ON KEY ISSUES

Andy Hauty, DVCP'S Project Director for our SPF-SIG grant, has been kept very busy over the last several months. In addition to overseeing the development and implementation of our grant's work plans, he's been a major force in an effort to organize coalitions and others in a statewide advocacy movement.

A small group of prevention staff began meeting last year and has now formed into an organization called Prevention Works!. Vermont has 29 individual coalitions working to reduce substance abuse and promote a safe and healthy life style among our youth. The goal of Prevention Works! is to "[organize] prevention advocates to work collaboratively on issues of policy, practice and attitude related to substance abuse".

The current efforts of Prevention Works! are focused in four areas:

(i) Educating our State Legislature and the public about the dangers of reducing the minimum legal drinking age (MLDA);

(ii) Familiarizing everyone with the phenomenon of Alcopops—those sweet alcoholic drinks that are marketed to teenagers--and

attempting to assist in finding ways to minimize their contribution to underage drinking;

(iii) Organizing Prevention Day (April 14, 2010) in Montpelier; and

(iv) Developing mechanisms to enhance interaction between State Legislators and their local coalitions.

The group has developed legislative briefs detailing the current research on the MLDA as well as the problems associated with Alcopops. They are currently working hard to bring back Prevention Day as a way to focus attention on the many issues related to underage and high risk drinking among young people in Vermont.

Our past newsletters featured articles detailing the issues related to the MLDA and Alcopops. We'll continue to keep you posted on DVCP's individual efforts as well as those of Prevention Works! For more information on Prevention Works! contact Andy Hauty at: akweevt@yahoo.com.

PREVENTION DAY
APRIL 14, 2010
VERMONT STATEHOUSE
MONPELIER, VT

MYTH VS REALITY

Myth: More liberal drinking age laws and attitudes in European countries foster more responsible styles of drinking by young people.

Reality: Young people from nearly all European countries report a greater percentage of drinking in the past 30 days, drinking 5 or more drinks in a row more often and have higher intoxication rates than in the United States. The World Health Organization reports that alcohol-related diseases are twice as common in Europe as in the rest of the world.

Parent Tip

Check out the Parent Toolkit at www.drugfree.org/PARENT/ for powerful tools and practical advice for parents who want to keep their kids healthy and safe.

**DO YOU HAVE OPINIONS
YOU WOULD LIKE TO
SHARE WITH YOUR
LEGISLATORS ?**

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DVCP HOSTS BLUEBERRY BLOCK PARTY August 2009 with over 400 attending!



Tipanga Blues plays at the DVCP Concert for youth and young adults @ Memorial Hall in September 2009



Deerfield Valley Community Partnership

Steering Committee

- Karen Molina
- Bob Edwards
- Arlene Palmiter
- Judith Fellows
- Lynn Redd
- Ronda Lackey
- Amanda Bolduc

DVCP Coordinator

Cindy Hayford

SPF-SIG Grant Project Director

Andy Hauty

Grant Evaluator

Anne O'Sullivan

Grants Fiscal Agent

Windham Southwest

Supervisory Union

Student Assistance Counselors

Dawn Borys-TVHS

Kristen Trudeau-TVMS

Leadership Coordinator

Suzanne Fontas-TVHS

Prevention Curriculum

Jennifer Nilsen



Coalition Meeting Dates

2009-2010
TVHS

November 16

December 21

January 25

February 15

March 15

April 26

May 17

June 21

Dinner is served at 5:30
Meeting at 6:00

COME JOIN US

EVERYONE'S WELCOME!!!

Deerfield Valley Community
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We're on the Web!
www.dvcp.org



From the Coordinator's Desk...

Dear Neighbors,

As you can see from the articles in our last three newsletters, the staff and coalition members at DVCP are working hard on many issues of vital importance to our families and to our community. Nothing is more important to us than protecting our kids from the dangers of substance abuse and we can't do it alone.

We want to be sure that all segments of our community are represented at the coalition so I'm asking that you consider joining us in our efforts. If you decide to work with us, your commitment can range from joining the coalition as a member, volunteering to help with specific events and activities, helping us inform the community about issues, advocating for changes in policies and laws and/or helping us raise resources. If you have a connection to one or more community organization or a local business, your assistance in carrying our message back to those community members is invaluable.

Please note the list of DVCP meeting dates on Page 3 and plan to attend one of our meetings. You'll meet friendly coalition members over a great catered dinner and get a feel for how we operate. No obligation. Just come and spend a couple of hours with us. We want to get to know you whether or not you decide to participate. Check out our newly redesigned website at: www.dvcp.org for more information.

Many good wishes for the upcoming holiday season. I'm looking forward to seeing you at one (or more) of our meetings.

Cindy

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