From the desk of the Executive Director:

Congratulations to the Manatee County students who have been involved in Florida's Engaging Youth Initiative. Their efforts resulted in the coalition's publication "Safe Festivals: A Community Guide to Best Practices for Festivals and Public Events." In addition to presenting a workshop on their activities at the OJJDP/EUDL National Conference in Orlando, students received the Youth Leadership Honorable Mention Award. EYI
Rock and Run for Recovery 5K Run/Walk
>South Lido Beach

**October 27th**
* A Moment of Leadership Red Ribbon Breakfast
  7:30am-9am
  >Pirate City, Bradenton
* Contact Sharon Kramer

**October 29th**
* Trunk or Treat at McKechnie - Hosted by the Bradenton Marauders
  4:30pm-6:30pm
  >McKechnie Field, Bradenton

**October 31st**
* Annual Halloween Safe Kids Night
  5:30pm-8:30pm
  >Bradenton City Centre

5 Simple Gifts...
...for families

1. **Nurture & Protect**
   Think about your hopes and dreams for your child. BE CLEAR about your commitment to their - and their friends - not using alcohol, tobacco and drugs.

2. **Recognize Right Choices**
   Try to think like a computer game and give your child positive feedback frequently.

member and Lakewood Ranch senior Shelby Sielaff is featured in this month’s newsletter. Others who stood on the stage in Orlando include: Lakewood Ranch student Alyssa Capawana; Palmetto High School students Lakierra Chism, Lillian Chism, and Xanderia Martin; Manatee High School students Katty Pierre Charles, Ruth Pierre Charles and Natasha Amrisma.

Coalition Coordinator Rita Chamberlain and I will present a workshop on "Effective Use of Environmental Scans of Festivals/Public Events Serving Alcohol" at the Statewide Prevention Conference on October 6th in Orlando providing this effective prevention strategy to others across the state. We’ve also done a Social Hosting PSA that’s coming to a TV near you. You can see it air on Bay News 9 this month!

Prescription Drug Chair Ruth Lyerly, MSCO Captain Bartholomew, Media Chair Wendy Nebria and I met with the County's Attorney and the County Commissioners to provide input in Manatee County’s permanent prescription drug ordinance expected to be introduced in October. Please take a moment to read "Monitor-Secure-Dispose" written by Wendy. METV also taped a PSA focused on prescription drugs with Sheriff Brad Steube. The audio from that PSA is running on Clear Channel during the month of October on 106.5FM. A permanent drug drop is located at the Sheriff's Office, 600 Highway US 301, Suite 202. MCSAC will sponsor a community wide drug drop in February.

UPCOMING: The MCSAC Board's Annual Meeting is Wednesday, October 12, 2011 at 2:00 pm and the Coalition will meet at 3:00 pm at the United Way, 1701 Tamiami Trail. If you haven't already made a reservation for Red Ribbon community forum, A Moment of Leadership on October 27th, please call the office (749-3030 Extension 3491) to attend this exciting, board-created Red Ribbon week event at Pirate City.

Sharon Kramer-Executive Director
Rita Chamberlain-Coordinator
Dr. Scott Young-Evaluator
Each week tell them one thing they did BETTER and one thing they were STEADY and consistent at doing.

3. A Good Night’s Rest
Everyone does better with a good night’s sleep. Put cell phones, computer games and other electronics on curfew one hour before bedtime: reduce caffeinated beverages.

4. Provide Brain Food
What we eat affects our brains. Studies show that increasing Omega-3 (eat oily fish) and decreasing Omega-6 (substitute olive oil for corn oil) promotes mental, emotional and behavioral health. Fish oil supplements may be beneficial, but check with your physician first.

5. Share with Other Families
Children grow up surrounded by other children and families. Know your children’s friends’ parents. Create a safety web by knowing how to contact them. Talk to them about these 5 Simple Gifts.

MCSAC BOARD OF DIRECTORS & THEIR ORGANIZATIONS

Lynn Anderson, Chair: Manatee County Gov’t.
Marianne Barnebey: City of Bradenton
Capt. Pat Bartholomew: Manatee Co. Sheriff’s Office
Paul F. Grondahl: Barnes Walker Goethe
Ruth Lyerly: Families Against Addictive Drug Abuse
Rachelle Madrigal: Pittsburgh Pirates
Jessica May: Manatee Co. Health Dept.
Wendy Nebrija: Community Volunteer
Superintendent Tim McGonegal: Manatee Co. School District
Steve Rinder: Manatee Co. School District
Reba C. Rogers, Treasurer: AAA Bookkeeping & Tax Service
Barbara Waiters-White: Youth for Christ/Faith-based Community Network
Catherine Wilson: Manatee Glens

Coordinator’s Corner by Rita Chamberlain

American Medical Association Foundation Healthy Lifestyles Grant

MCSAC was awarded a $5,000 grant from the American Medical Association (AMA) Foundation’s Healthy Living Program that provides mini-grants to grassroots community organizations. MCSAC was one of 37 nonprofits across the country that received such a distinction this year.

The project - SAFER Tools - is a targeted prescription drug education effort for families with children ages 8 to

FYI: Nat’l Drug Facts
18 accessing medical care resulting in opioid treatment through physician offices/clinics associated with subsidized medical facilities such as Manatee County Rural Health programs and Manatee Glens Behavioral Health Hospital. SAFER (Substance Abuse Facts for Education and Resource) Tools for families are single-sheet handouts designed to 1) help patients learn to safely manage their medications, 2) increase dialogue between patients and practitioners, and 3) ensure healthcare providers have the tools necessary to prescribe responsibly and connect patients to needed community resources.

SAFER Tools is an integral element of MCSAC's year-long media/marketing campaign called CHOICES that uses social marketing best practices to disseminate substance abuse information and real-time data to specific audiences - parents, youth, community at large, physicians - using message delivery systems (internet, print, PSAs/TV, radio, billboard) that appeal to that audience demographic.

Choices Marketing Campaign/5 Simple Gifts
The CHOICES Marketing Campaign's primary purpose is to enable MCSAC to reach many more youth and their parents, as well as the community at large, with affordable, doable, strategies which set them up to achieve real breakthroughs in substance abuse prevention. The Coalition believes that clearly messaged prevention education and skill building, communicated through easily accessed and target-specific channels, will help many to have successful, happy lives and careers and to achieve their greatest potential by making good CHOICES.

An excellent example of this strategy is the recent distribution of thousands of rack cards with the singular message of 5 Simple Gifts for Families at the Manatee Children's Summit in August. Based on the Dennis Embry-affiliated Families United program philosophy, the easy to understand-and-do suggestions for keeping children safe and healthy is targeted for parents. Thousands more will be offered this simple guidance through schools, government agencies,
prevention coalitions, even law enforcement as the rack cards are distributed through multiple communication channels.

*see side column

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**Featured Youth Leader: Shelby Sielaff**

With each new generation of youth, one wonders how they deal with the new peer pressures in the world.

Meet Shelby Sielaff.

She's an 18-year old senior at Lakewood Ranch High School. She attributes what she calls "great parents" for not falling for the peer pressure, "they have always told me to stick to what I believe in and don't let others try to influence me".

Shelby has been involved with MCSAC for about a year. She believes the organization can educate teens and help them avoid temptations. Shelby has participated in several environmental scans. That data was used to help compile ‘Safe Festivals and Communities: A Guide to Best Practices for Festivals & Public Events." It describes the environment of local festivals from the vendors to the attendees. Government officials uses the information to help establish new ordinances.

We wish Shelby the best of luck as she moves forward in life. She hopes to attend UCF in Orlando and eventually aspires to be a Political TV Correspondent.
Protect Teens from Prescription Drugs

Each day 2,500 teens abuse prescription drugs for the first time. Sixty percent of teens who abused prescription pain relievers did so before the age of 15. Prescription drugs are the drug of choice for 12- and 13-year-olds.

Teens think prescription drugs are safe because a doctor prescribed them. But abusing prescriptions can lead to very serious problems including addiction, crime and even death.

"I see teens who become addicted to oxycodone by the third time they take it—they get hooked very quickly," says Dr Patricia Schram, Boston Hospital.

Manatee County Sheriff officials say crimes related to prescription pills have reached epidemic proportions. Burglars are looking for prescriptions, jewelry and other valuables.

Prescription drug abuse kills at least seven Floridians every day! The death rate for prescription drugs in Florida increased 84.2% from 2003 to 2009. The greatest increase (265%) was observed for oxycodone.

70% of teens who abuse prescriptions get them from family and friends. Pain meds (e.g., Oxycontin) are the most abused prescriptions. Also commonly abused are depressants (e.g., Xanax), stimulants (e.g., Adderall); and over-the-counter meds for cough (e.g., DXM), allergy, sleep, weight-loss and motion sickness.

Act now to protect your family. Ask grandparents and parents of your teens’ friends to do the same.

Monitor: Count pills, keep track of refills and control access.

Secure: Remove medications from medicine cabinet,
nightstand and purse; secure well, preferably in a locked cabinet.

Dispose of unused or expired prescription and over-the-counter medicines at permanent drug drop locations*.

*Manatee County Sheriff’s Office: 600 US Hwy 301 West, Bradenton. Remove pills from containers and place in a ziplock bag. Liquids not accepted. Open 24/7. No questions asked.

Learn more:

The Anti-Drug
Not in My House

Join us for...
A Moment of Leadership
Celebrating Red Ribbon Week
Presented by:
Manatee County MCSAC Substance Abuse Coalition

Uniting to inspire change and work toward a drug-free community

Thursday, October 27, 2011
7:30 - 9:00 AM
At Pirate City, 1701 27th St. E., Bradenton, FL 34208

For more information: 941-932-5620 or sbramer@drugfreemanatee.org
A recent addition to the coalition, Wendy Nebrija, is making an impression. She joined last December as Board Member & Media Chair, taking on tasks like revising the [website](#) and developing print materials.

"Throughout my life I have been affected by other people's substance abuse; I have seen it ruin lives. As a public health professional I feel compelled to impact this devastating epidemic; MCSAC provides a means to do so," says Nebrija. Since joining MCSAC she attended the CADCA Conference in Washington, D.C. She and others met with the aides of Florida Senators about the prescription drug problem. Nebrija also contributed to making a prescription drug PSA hosted by Manatee County Sheriff Brad Steube.

Nebrija is a mother of two and although she’s been a world traveler, she loves Manatee County for its sun, beach and birds. While living in Saudi Arabia for more than 14 years, she worked in Preventive Medicine. The rest of her resume includes the Louisiana Health Dept. and both LSU & Tulane Medical Schools.

Wendy, we salute you for your spirit of volunteerism!
Reach Out Recovery Rock & Run Festival: October 21-22

A 2-day event next month will celebrate recovery. The festival, called the Rock and Run for Recovery will feature music, an Artisan Fest and a 5K Run/Walk. The kickoff event will be hosted by comedian and TV personality Tim Wilkins, according to organizers.

The event will take place on South Lido Beach in Sarasota. For more information, contact Reach Out Recovery.

*NOW OPEN at MOSI*

TARGET AMERICA: Opening Eyes to the Damage Drugs Cause

For the next year, the Museum of Science & Industry in Tampa will open your eyes to the damage that drugs cause. Target America:, a traveling exhibit through the DEA Foundation, is now on display. Museum-goers will see a re-created Afghan heroin factory and can lay
inside a simulated MRI machine to see brain scans and how drugs take a toll to the body. You can see actual wreckage from a drug-related car crash and take advantage of the Discovery Corner, stocked with literature and resources to keep loved ones away from drugs. Target America: is included in general admission.

MOSI: 4801 E Fowler Ave., Tampa
Open Mon-Fri 9:30am-5pm
Sat-Sun 9am-6pm

TARGET AMERICA: Opening Eyes to the Damage Drugs Cause

Museum of Science and Industry

Hanley Center is offering Prevention Programs: Active Parenting Now and Active Parenting Teens for groups of 12 or more.

**Active Parenting Now** is a video-based education program for parents of children ages 2-12 who want to improve their parenting skills. The program teaches parents how to raise a child by using encouragement, building the child’s self-esteem and creating a relationship with the child based upon active listening, honest communication and problem solving. Parents learn to use natural and logical consequences to reduce irresponsible and unacceptable behaviors.

**Active Parenting Teens** is a program that helps parents
meet the challenges of parenting teens and preteens in today’s turbulent society. Using this program you will provide parents with the skills they need to effectively communicate with their teens, encourage better behavior, use positive discipline techniques and teach responsibility. Each session also helps parents learn how to address sensitive issues that are vital to today’s teens, such as: drug & alcohol use, sexuality and violence.

The program runs once a week, two hours a session, for six consecutive weeks. If you are interested in more information or in setting up a group, please contact: Jennifer Venuto at 941-739-3824.

Sincerely,

Sharon Kramer
Manatee County Substance Abuse Coalition