Manatee County Substance Abuse Coalition Newsletter
First Edition

MCSAC Messenger
July 2011

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Calendar
July 6th:
Coalition Board Meeting
3pm
July 13th:
Coalition Meeting
3pm
*Both meetings will take place at the United Way of Manatee County
1701 Tamiami Trail, Bradenton

Legislative Update
Pictured above is U.S. Congressman Vern Buchanan (R-FL13) with members of MCSAC. Legislation that Rep. Buchanan is proposing, along with bills

From the Office of the Executive Director...

Welcome to the first issue of MCSAC Messenger, a strategy to improve communication with our partners. We hope this newsletter will entice you to learn what we are accomplishing, provide information to share within your spheres of influences and identify opportunities for your involvement.

Our Editor, Melissa Parker, will write, assemble and email our newsletter to our 200+ members.

In it we'll share coalition efforts to:

1) Introduce a strict Pill Mill Ordinance for Manatee County
2) Support Congressman Vern Buchanan's Pill Mill Crackdown Act of 2011
3) Create awareness about the new Social Host law
4) Partner with Pittsburgh Marauders and Manatee County Health Department to sponsor a Tobacco Free Day at McKechnie Field June 3rd, and much more.

Check out Coalition Coordinator Rita Chamberlain's column. She is presenting Logic Models and Comprehensive Community Action Plans to the Board of Directors on July 6th. These plans identify the priorities and environmental strategies we will measure. Also,
signed into law by Florida Governor Rick Scott have made for a successful Legislative session in 2011. See all the details in our "Legislative Update". 

read Barbara Gentry's column about the Youth Leadership Academy's presentation at the OJJDP/EUDL Conference on August 10th. We have an opportunity to showcase what our coalition youth have been accomplishing.

So much is happening that we want to share with you! Please come to our July 13th coalition meeting where you'll hear highlights from the Prevention Summit by nationally recognized expert Dr. Dennis Embry including Kernels of Prevention and Families United. Research indicates that there are simple, low-cost, environmental strategies that will make a difference in creating safe, healthy communities.

Stop by our office in the Manatee County Government Administrative Center, 1112 Manatee Avenue West, and Room 504 to check out our resources, like the recently published Community Snapshot 2011. See you July 13th...

Sharon Kramer, Executive Director

Coordinator's Corner by Rita Chamberlain

MCSAC recently submitted a Phase 1 application to CADCA's* "Got Outcomes! Coalition of Excellence Awards" in the Coalition in Focus category. This category is for coalitions like MCSAC that have successfully implemented comprehensive strategies/initiatives toward the community-level reduction (measurable changes in long-term outcomes) of a single substance abuse or substance abuse-related problem. MCSAC's application highlighted community success in addressing underage alcohol use based on four years (2006-2010) of trend data from the Florida Youth Substance Abuse Survey data for consistent measurement.
Concerned About A Possible Pill Mill?

Call the Manatee County Sheriff's Office Special Investigative Unit:
(941) 747-3011, Ext 2560

In 2006, working collaboratively with law enforcement, school, health, business and government leaders, MCSAC launched community environmental strategies (e.g. media campaigns, leadership training, expanded compliance checks, vendor training & festival monitoring initiatives to address underage drinking), with the 5-year goal of reducing overall 30-day use by 5% from 2006 FYSAS levels. The 2010 FYSAS results are worth celebrating: the combined MS/HS alcohol use rate dropped from 33.1% in 2006 to 27.8% in 2010, a 5.3% reduction! That translates into almost 1,000 fewer students reporting drinking in the last 30 days. Not surprisingly, this also translated into reduced drug-related delinquent behaviors in school (see graph above).

Congratulations Manatee! What a great Team Effort!

Youth Leadership Academy by Barb Gentry

We're pleased that Manatee County Substance Abuse Coalition was one of five counties to receive state funding from a EUDL grant addressing underage drinking. The program title is Florida Engaging Youth Initiative. Combining a group of youth trained at the national CADCA Youth Leadership conference and newly recruited Manatee County youth, MCSAC began their EUDL Florida Engaging Youth Initiative.

The selected project-based training is performing environmental scans at festivals and other public events that serve alcohol. The Community Fairs & Festivals manual provides Best Practice guidelines and an instrument designed to collect information regarding practices utilized by festival promoters. Rita Chamberlain, MCSAC Coordinator and professional trainer provided the initial Community Fairs & Festival training for staff and the youth.
Following the collection of information, the MCSAC Youth Leadership Academy developed reports on findings and recommendations for each festival or event. The youth that conducted five scans so far at local festivals and events received specific training on the collection methods, data collection and reporting, prior to the release of the formal reports. Throughout the program the youth are given opportunities for public presentations to the coalition, public meetings, and media outlets.

Along with the Florida Engaging Youth Initiative project, the leadership training in Manatee County was expanded to form a Youth Leadership Academy. The MCSAC Youth Leadership Academy will be participating in a presentation at the national EUDL conference in Orlando, FL. We will share the details of the presentation in next month's issue. This exciting opportunity will allow our youth to have speaking experience on the national level.

Throughout the year, there have been discussions among the academy youth regarding situations for social settings. Each discussion centered on choices. Too often a decision is made in a short time frame that can have a life-changing ending. Parental, school, and religious influences affect choices. The MCSAC Youth Leadership Academy is developing activities that will emulate the sometimes difficult decisions that have to be made in regards to social pressure, underage drinking and drug use. Our activities are labeled CHOICES. This youth-led effort is in the beginning stages, a kernel or seed that will be enriched with the help of experts on the coalition and has the potential to save lives.

MCSAC Youth Leadership Academy is now taking applications from high school students in Manatee County. If you know a teen that would like to join our team, please call Barb Gentry at (941) 400-8992 or email bgentry@drugfreemanatee.org. All applicants will be required to have good recommendations from teachers and administrators at their school. All new members will be able to participate in our opening of school year program at the Children's Summit, August 27, 2011.

Featured Youth Leader of the Month: Katty Pierre-Charles

Katty Pierre-Charles, daughter of Enock and Marie Pierre-Charles, will be a Junior at Manatee High School in the Fall. As a Sophomore, Katty attended the national CADCA Youth Leadership conference and participated in the EUDL Florida Engaging Youth Initiative training. Katty is an active member
in the MCSAC Youth Leadership Academy and is a member of the academy Executive Committee.

Participating in multiple radio talk shows on the topic of underage drinking, she has developed the ability to share data, talk on the topic of underage drinking and address questions and comments from the public. A portion of the radio shows in which she participated were broadcast to the Haitian community in English and Creole.

Katty participated in a virtual Town Hall conference with State Representative Darryl Rouson (D-District 55), directing questions specifically around the issues of K-2 Spice and social hosting. She also participated in a Town Hall meeting filmed by Tampa-based WEDU television. Katty has spoken at the Haitian Community Cultural Fair, Neighborhood Service public meeting, North Manatee Kiwanis and MCSAC meetings.

Her leadership role among the YLA is defined in her endeavors and ability to utilize opportunities at events such as the Winter Fest and the Marauders baseball game to communicate with youth and parents regarding the EUDL Florida Engaging Youth Initiative on underage drinking. Along with the YLA, she is developing the CHOICES game for use in educating youth and adults.

Katty, for all your dedication and hard work, a heartfelt THANK YOU!

**Spirit of Volunteerism: Lynn Anderson**

Almost 9 years. That's how long Chairperson Lynn Anderson has dedicated a portion of her life to the Manatee County Substance Abuse Coalition. She remembers when the non-profit only had $6 in its local funds account, a much different story than today with both Federal and State funds helping spread its mission. How did this former owner of the Rod & Reel Pier on Anna Maria Island come to join MCSAC? Passion. Born to parents with substance abuse problems, Lynn was interested in the coalition's focus to make a change within the community. "MCSAC is an organization
that has brought together people from all sectors of our community with the same passion and spirit of volunteerism that want people to live long lives, free of substance abuse of any kind," says Anderson.

A mother of three and grandmother to six, Lynn does her '9-to-5' at Manatee County Government. In fact, it was her current supervisor that made her aware of MCSAC. As chairperson, she does her fair share attending leadership training sessions, volunteering in projects to make the public aware of the issues and traveling places like our Nation's Capitol to speak out on policy change. That, her most rewarding moment with MCSAC. In February, Lynn went along with other local members and talked about much needed legislation, the implementation of the PDMP. "The most rewarding experience was the CADCA conference and talking with Representatives that can help us change policy and laws," Anderson explains. "Especially sharing the story of my grandson who was born addicted to Methadone...that reflects the need for prescription drug monitoring, now!"

A hard-working soul who also loves to enjoy the quiet moments of life...Lynn Anderson, we salute you and your "Spirit of Volunteerism".

MCSAC Out & About: McKechnie Field

Batter Up, Butts Down!

On Friday, June 3rd about 2,000 kids were amongst baseball fans in the stands at McKechnie Field in Bradenton. It wasn't just the Cracker Jacks or the Pittsburgh Pirates Minor League team that drew the youngsters to the game...all Manatee County Middle Schoolers were invited to the Tobacco-Free Night event. But not so fast...the kids had to sign on the dotted line. Students watched a video of Marauders players explaining why they are tobacco-free. Afterwards, those who signed a pledge to stay tobacco-free got two free tickets to the game.
In between innings, the Marauders Announcer read PSA's about tobacco or MCSAC. There was also a booth offering information on prescription drugs, underage drinking and the campaign all parents should join, "Be The Wall". The state campaign urges parents to take a stand against underage drinking. Students belonging to SWAT also asked game-goers to sign their petition asking that candy-flavored tobacco be banned in Manatee County.

The Tobacco-Free themed game night was the brainchild of MCSAC member and Pirates' Coordinator of Sales & Business Operations, Rachelle Madrigal. The Manatee County Health Department also jumped on board of the MCSAC-sponsored event.

If you need help saying a final "You're Out" to tobacco, call the Quitline at 1-877-U-CAN-NOW.

**Governor Scott Signs Open House Party Bill; Supported By All Manatee County Law Enforcement & MCSAC**

Recently Governor Scott signed HB 105, which increases penalties for a person in control of a home who knowingly allows a minor to possess or consume alcohol or drugs at an open house party.

The law went into effect July 1st and parents should be warned of the increased penalties they may face if they choose to host underage drinking parties. In Florida, it is always illegal for parents
or other adults to provide alcohol to persons under the age of 21. Some states allow minors to possess alcohol if accompanied by their parent/guardian or with parental consent. Not in Florida. On July 1st, adults who host open house parties will face tougher penalties.

Senate Bill 746 sponsored by Senator Thad Altman (R-Rockledge) and House Bill 105 sponsored by Representative Tom Goodson (R-Rockledge) stiffen criminal penalties for party hosts that allow underage drinking parties for a second time, or if the minor who consumed alcohol is killed or seriously injured or if the minor causes or contributes to causing injury or death to another person. The legislation increases the penalty from a second degree misdemeanor to a first degree misdemeanor, which carries a fine not to exceed $1,000 and a term of imprisonment not to exceed one year.

MCSAC advocated this law because it will help reduce youth access to alcohol and prevent underage drinking-related injuries and deaths. Florida has a higher rate of underage drinking than the National average (Monitoring the Future survey-2009). 70% of Florida high school Seniors admitted to drinking alcohol in their lifetime (Florida Youth Substance Abuse survey-2010). The total cost of underage drinking to the state of Florida four years ago was $3.1 billion or $167 per resident (Economic Costs of Underage Drinking in Florida-2009).

Legislative Update

Sen. Mike Fasano (R-District 11) & Attorney General Pam Bondi led the fight for the most-watched legislation by MCSAC. HB 7095-Prescription Drugs is also known to many as the "Pill Mill Bill".

HB 7095:
· Creates a prescription-drug monitoring database but bars pharmaceutical companies from funding it. Bondi last month announced that a group of local law enforcement agencies had agreed to pay for the database out of their forfeiture funds. It should be up and running by Aug. 28.
· Makes clinics keep track of which patients they prescribe drugs to and if any of them develop drug-abuse problems.
· Makes it a first-degree misdemeanor if a pharmacist "knowingly fails" to tell local police if someone tried to fraudulently get drugs.
· Tells drug wholesalers to police themselves and alert state police if clinics appear to buy more than they need.
· Tightens rules for the writing of prescriptions, medical records and pain-treatment plans.
· Tightens rules to get a permit to open and run a pharmacy and
pharmacy record-keeping rules.
· Requires certain pain-management clinics to register with the state and orders doctors to tell the state when they begin and stop working at such a clinic.
· Creates signage rules and other requirements, including that the clinics must have restrooms and waiting areas, be "structurally sound" and have at least one employee on duty trained in basic life support.
· Allows law enforcement to look at or copy clinic records without a search warrant.
(Tampa Tribune)

Legislative Update: After previously opposing a PDMP, Gov. Rick Scott signed the bill into law on June 3rd. The law went into effect on July 1st.

In March, Congressman Vern Buchanan (R-FL13) introduced H.R. 1065, "The Pill Mill Crackdown Act of 2011" to the House.
It was co-sponsored by 25 House members.
H.R. 1065:
· Toughens federal penalties for pill mill operators by doubling the prison sentence from 10 to 20 years and tripling the fine from $1 million to $3 million.
· Stipulates that assets seized from violators be used to: fund drug monitoring databases in the states; fund DEA enforcement actions against Pill Mills; and, support drug treatment programs within the Substance Abuse and Mental Health Services Administration. The DEA last month seized an estimated $2.5 million in illicit assets owned by pill mill owners in South Florida.
· Reclassifies Hydrocodone combination drugs (one of the most addictive and dangerous drug mixtures) to make them a Schedule II drug that is more difficult to prescribe and obtain.
(http://buchanan.house.gov)

Legislative Update:
The bill is in the first step in the Legislative process and has been referred to a committee.

City Extends Moratorium On Pain Clinics

The City of Bradenton last month extended a moratorium on new pain management clinics. City Commissioners unanimously approved the
11-month extension while they assess the effectiveness of the new state law. The moratorium prevents new pain clinics from opening and writing prescriptions for medications. Manatee County has passed similar moratoriums since last year.

**Coming Soon**
Contact Rita Chamberlain, MCSAC Coalition Coordinator, at rchamberlain@drugfreemanatee.org in order to:
- Partner on Festival or Event Planning using Best Practices
- Request information about - or request MCSAC to conduct a Festival Scan
- Schedule a Responsible Server (PREP) training
- Secure the loan of ID scanning equipment for your event

Sincerely,

Sharon Kramer
Manatee County Substance Abuse Coalition