



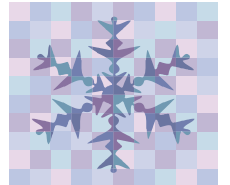
Prevention Pieces



Quarterly News

Welcome to Our Improved Newsletter The Marion County Prevention Team welcomes you to our newsletter. We heard your feedback and are working to meet your needs. Our goal is to increase communication with our partners within the health department and in the community. Each quarter we highlight selected programs, share information about events & resources, and let you know how you can be involved in healthy local activities. Whether you are a parent, educator, advocate, provider or just interested in your community, we hope you will find something to inspire you. Enjoy the Season!

Volume 3
Winter 2013



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The Marion County Prevention Team...



...Wishes You a Happy & Healthy Holiday Season!





Chronic Disease Prevention

Marion County Community Health Improvement Partnership



Many thanks to our community partners who helped make our 2013 Community Health Improvement Partnership a success!

Salem Health

Lancaster Family Health

YMCA of Marion and Polk Counties

Rural/Metro Ambulance

OSU Extension Services

Silverton Health

Silverton School District

Silverton Senior Center

Woodburn School District

Woodburn Afterschool Program

Woodburn Pediatric Clinic

NSDS Woodburn

Stayton YMCA

Satnam Hospital

WVP Health Authority

I Love Me/5210

Marion County Programs:
WIC

Healthy Corner Stores
Cuidate

Women's Health Clinic
Alcohol / Drug Prevention

Marion County Employee
Wellness



Did you know??? Whether working toward worksite wellness goals or offering healthy options and resources for clients or the general public, **many organizations already have programs in place that fit into current CHIP goals!**

CHIP partners have an opportunity to collaborate with on communitywide priority health goals, get recognized for their participation, and receive support from Health Department staff to identify a project and offer technical assistance throughout the year to help ensure project success.

Marion County CHIP partners are currently planning for their 2014 projects to make a difference in the health of our community. If you are not already a partner, it's not too late to be included in the 2014 plan!

For more information about CHIP or to learn about becoming a CHIP partner, contact Diana Dickey, ddickey@co.marion.or.us or call 503-981-2460



Marion County CHIP

The Community Health Improvement Partnership (CHIP) is a county-wide collaborative effort that combines the goals and objectives of four regional workgroups. The four workgroups, are based on hospital service areas, and include Salem-Keizer, Santiam Canyon, Silverton Area, and Woodburn and Northern Marion County. Partners participate in assessment, planning, prioritization of health issues, & implementing strategies to improve the health of Marion County residents.



To see the current CHIP Plan and explore interactive community data go to:

co.marion.or.us/HLT/chip/chip.htm



Chronic Disease Prevention

Healthy Corner Stores



The Marion County Healthy Corner Store Initiative (HCSI) has been working hard to improve access to food that helps them feel better and live longer! In line with this mission, a handful of the participating corner stores showcased their new healthy options with one hour events on National Food Day on October 24th, 2014.

At these events, customers learned about the initiative, what items they should reach for in their local corner stores, sampled some healthy snacks, and took home some free prizes and educational material related to HCSI and healthy eating. It is estimated that over 200 people were reached by these in-store events throughout the County. As a result of the Food Day events, Marion County and the HCSI made the front page News section in the Statesman Journal with one store being prominently featured along with mention of Food Day events!

This article helped propagate the awareness of Marion County Healthy Corner Stores Initiative to spread to 12 other states including but not limited to California, Washington, Texas, New Jersey, and more! To view the HCSI article, HCSI news, and participating stores, visit www.co.marion.or.us/HLT/PS/HCSI.htm. We want to thank all participating corner stores and congratulate them for a successful Food Day event!



Nadege offers a prize for trying a healthy snack, available at A & J Market in Woodburn

Emily Demonstrates some of the many healthy items now for sale at Mt Angel Market & Deli



Through the Healthy Corner Store Initiative, Marion County Health Department is offering store owners assistance and incentives to stock, sell and promote **healthy** food items.



Partners at Young Street Market in Woodburn

Assistance for store owners may be provided in the following areas:

- Produce handling and display
- Assistance with applying for WIC and EBT
- Marketing and promotion
- Building improvement (i.e. painting)
- Assistance in improving store layout for storage and display
- Market research (i.e. customer surveys)
- Yearly evaluations of store progress to determine how HCSI can further assist

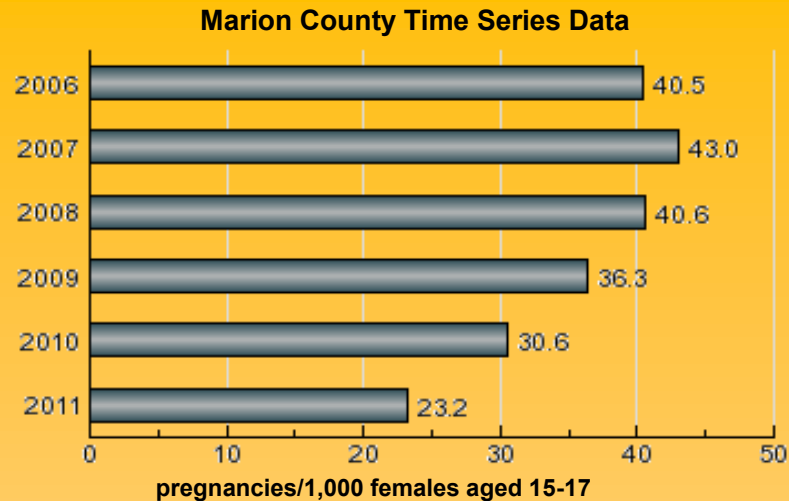


The HCSI is recruiting two more stores in 2014. If your local corner store is located in a USDA designated food desert {link to: <http://www.ers.usda.gov/data/fooddesert>}, encourage them to apply and partner with the Marion County Healthy Corner Stores Initiative today! For more details about the process of becoming a Marion County Healthy Corner Store, please contact the Marion County Health Department Woodburn office at 503-566- 2901 or mchdprevention@co.marion.or.us



Teen Pregnancy Prevention

Teen Pregnancy & ¡Cuidate! *Moving in the Right Direction*



Data from the Salem Health Data Dashboard. Click [here](#) to access the complete Community Assessment

Grant Update: We are about half way through Year 3 of a 5 year grant, and very excited to report that the program continues to grow. As of Nov 31, we have reached 144 youth through our Cuidate Programs. With 9 additional workshops scheduled in December, we are well on our way to exceeding the yearly goal of 250 youth.



This is due in great part, to community partners and school district personnel who have joined with us to offer Cuidate Programs in their facilities and classrooms. Thank you to the following community partners for committing time and resources towards this important program:

Gervais School District and High School Staff; Woodburn School District, including Staff from Valor, AIS, WAAST and Success; Salud Medical Clinic; Mano a Mano Community Agency, Lancaster Family Health Clinic, Marion County Juvenile Staff at GAP; Salem Keizer Teachers and Staff from Teen Parent Program and afterschool programs at Houck.

Grant Year	Goal	Number of Cuidate Programs	Actual Youth Reached
Year 1	100 Youth	13	164
Year 2	250 Youth	24	378
Year 3 (7/13 to present)	250 Youth	11	209

Look for some exciting new partnerships and opportunities in Salem and Silverton, coming in January.

To bring ¡Cuidate! to your classroom, group or community contact Susan McLaughlin at 503-982-2464 or smclaughlin@co.marion.or.us



Tobacco Prevention and Education Program

New Oregon Law Bans Smoking in Cars with Kids



January 1, 2014 a new Oregon law takes effect that prohibits smoking in a motor vehicle when a person under age 18 is also in the vehicle. The new law was designed to decrease children's exposure to secondhand smoke in the enclosed space of a car and to educate adults about the dangers of smoking in a car with children. The Oregon Health Authority estimates that 50,000 Oregon families are currently exposed to secondhand smoke in motor vehicles. Individuals can be fined up to \$250 for the first offense, and up to \$500 for second or subsequent offenses.

The U.S. Department of Health and Human Services reports that secondhand smoke can cause serious health problems in children, including:

- **Frequent lower respiratory illness**
- **Wheezing and coughing**
- **More frequent and severe asthma attacks**
- **Ear infections**



"Smoking" under the new law, means to inhale, exhale, burn or carry a lighted cigarette, pipe, marijuana, plant, regulated narcotic or other combustible substance.

Oregon joins five other states who have already passed legislation to reduce minors' exposure to secondhand smoke in vehicles.



HAVE A HAPPY SMOKEFREE NEW YEAR!



Ready to quit? Contact the Oregon Tobacco Quit Line:
1-800-QUIT-NOW (800-784-8669) English and languages except Spanish
1-877-2NO-FUME (877-266-3863) Spanish
or www.quitnow.net/oregon/





Problem Gambling Prevention



Youth Gambling

It's more than just a game...

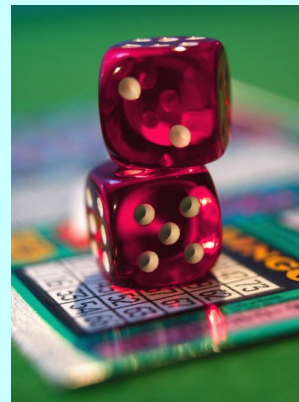
FREE 2014 PG Calendars are available NOW!

Email MCHDPrevention@co.marion.or.us to get yours today!

Research shows gambling is often associated with other concerning youth behaviors such as *underage drinking, delinquency, and suicidal thoughts*. Teens need to understand the risk of gambling, particularly because they have increased risk of addiction.



Not sure how to start? Watch this oldie but goodie, [Youth Gambling is Not a Game](#), and try the talk myth busters style!



Whether this video is used in middle school classrooms, youth settings, or at home, rest assured it will start the conversation in a fun way.

Gambling and the Workplace

Why should your businesses care?

Gambling problems often spill over into the workplace and can result great loss for employers. If not recognized and addressed, issues including loss of time, low production level, and even theft can occur.

How can a business protect its bottom line and support its employees at the same time? Take half an hour and watch this on-demand [webinar](#), *Gambling Away Your Bottom Line...What's a Business to Do?* Thank you to Cascade Employers Association for hosting this webinar and helping spread the word.

Lawmakers begin work on responsible-gambling plan

This article is just one of several included in a recent special series on problem gambling featured in *The Oregonian*.



This series includes real stories of local people who have suffered negative effects from gambling. Visit *The Oregonian* online to read the [entire series](#).

If you or someone you know thinks they may have a gambling problem, call 1-877-mylimit or visit www.mylimit.org for free, confidential treatment options.

Bridgeway Recovery Services
Problem Gambling Treatment Program
Salem, OR 503-363-2021





Alcohol & Drug Prevention

Parents! A few Resources and Good Reminders...



Click to go directly to some of our favorite parenting resources:



Discover our 9 Parenting Strategies for raising successful kids!



Tips to “Teen-Proof Your Home” from our prevention partners in Lane County

“When they were little, you baby proofed. They need your guidance now more than ever before.”

We found another great resource for parents, filled with tips on how to prevent prescription drug abuse in teens. Read about this new strategy (as well as and many other great ideas) on the Lane County Prevention website at <http://www.preventionlane.org/parents-teenproof.htm>.

Holidays, Parenting & Prevention

As parents take part in holiday festivities, it's important to remember to make healthy choices around foods as well as the use of alcohol. According to a [report](#) from the National Center on Addiction and Substance Abuse (CASA) at Columbia University, “teens that have seen their parent(s) drunk are likelier to drink and get drunk than teens that have not seen their parent(s) drunk. They are also likelier to try cigarettes and marijuana”.

But it's not all negative! In the 2012 Paper “[The Importance of Family Dinners VIII](#)”, research from CASA continues to show that “teens who have frequent family dinners are more likely to say their parents know a lot about what's really going on in their lives, and such parental knowledge is associated with decreased incidence of teen marijuana, alcohol and tobacco use”.

Research has shown time and again that active parents, demonstrating healthy attitudes and voicing their disapproval of alcohol and other drug use, have proven to be the most effective preventative method for keeping children substance-free. Families with parents who model healthy decision making can make all the difference in helping young people to avoid risky behaviors.

Here are a few holiday party tips for parents from CASA. Set clear rules: Tell your child, prior to the party, that he or she is absolutely prohibited from drinking and using illegal substances. Be a model for healthy behavior: Have a plan for those who drink too much and make sure your guests do not drink and drive. If you are hosting the party, offer an ample amount of non-alcoholic drinks, foods, and games to all.

Finally, be sure to enjoy a few holiday meals together as a family. Sit down and have some fun as you find your families unique Holiday Cheer!



The National Center on Addiction and Substance Abuse
at Columbia University



Alcohol & Drug Prevention



Focusing on Youth and Prevention



Teen Drugged Driving:

Parent, Coalition and Community Group Activity Guide

Identify, Educate, and Prevent Youth Drugged Driving

Americans are well aware of the terrible consequences of driving drunk and are familiar with the many successful drinking and driving awareness campaigns. With the dramatic increase of handheld phones and personal devices, campaigns and laws targeting talking or texting while driving have also gained prominence. Yet an often overlooked issue, especially among teens and young adults, is drugged driving.

A nationally representative survey by the National Highway Traffic Safety Administration (NHTSA), found that in 2007, approximately one in eight weekend, nighttime drivers tested positive for illicit drugs. According to the 2010 National Survey on Drug Use and Health (NSDUH), an estimated 10.6 million people aged 12 or older reported driving under the influence of illicit drugs in the past year. Further, one in three drivers killed in motor vehicle crashes in 2009 who were tested and the test results reported, tested positive for drugs. Among high school seniors in 2008, one in 10 (10.4%) reported that in the two weeks prior to their interview, they had driven a vehicle after smoking marijuana.

Drugged driving is a public health concern because it puts not only the driver at risk, but also passengers and others who share the road. Drugs can impair drivers' ability to operate a motor vehicle just as substantially as alcohol and can prove just as deadly. This is true of drugs such as marijuana and cocaine, as well as psycho-active prescription and over-the-counter medications.

This drugged driving toolkit will serve to provide coalitions, prevention groups, and parent organizations with:

- Facts on the danger and extent of teen and young adult drugged driving.
- Parent and community activities for effective prevention.
- Resources to further assist in prevention activities.

[Follow this link to the toolkit and activity guide](#)



"Giving alcohol to me and my friends not only puts our health at risk, but it's against the law."



"You have taught me so many valuable things, why stop now?"



Visit the [LEYOregon](#) YouTube channel and watch the story unfold online...



← Check out the newest video PSA featuring students from schools around the county, including South Salem HS, McNary HS, Mark Twain MS and Salem Academy. Thanks to all the partners who helped make this project a success! [Click here](#) to watch it now!



Other Health Department News

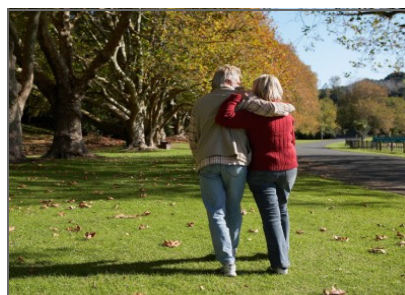
Connecting With the Community...



WALK WITH EASE
a program for better living



Walk With Ease is a six-week walking program conducted in groups by a trained leader. Participants receive health education tips, learn how to exercise safely and create a personal walking plan to fit their personal fitness goals.



Sessions include lecturette, warm up, 10-30 minute walk and cool down, a personal fitness diary — and of course, FUN!

Sign up Now for the Walk with Ease Program and meet our own Jamila Freightman!!

Cost: FREE!!!

Classes begin: Jan. 8, 2014 at 10AM

Location: Community Health Education Center, Salem Hospital Campus, Building D, 939 Oak St.

Registration: Go online to salemhealth.org/chec or call 503-814-CHEC (2432)



In line with the Marion County Health Department vision of commitment to customer service, each health department program is preparing to survey clients and community partners through a customer service survey. Every two years since 2010, the health department has surveyed between 450-600 clients and community partners about the quality and timeliness of service they have received from the health department as well as the courtesy, respectfulness, and knowledge of our clerical and professional staff. The 2014 survey launch date is February 3rd. The results of this survey will be used to make changes within the health department so we can continue to provide clients and community partners with high quality services which promote individual and community health.



Connect With Us!

The Marion County Health Department is now on **Facebook** and **Twitter**!



www.facebook.com/MarionCountyHealth



@MarionCo_Health



If you have questions or comments, please contact any member of the prevention team at MCHDPrevention@co.marion.or.us

This material is available in alternative formats upon request. Please contact Health Administration at 503-588-5357, 3180 Center St NE Salem, OR 97301