



Prevention Pieces

Quarterly News



Volume 1
Winter 2012

Welcome to Our Newsletter The Marion County Prevention Team welcomes you to our newsletter. Our goal is to increase communication with our partners within the health department and out in the community. Each quarter we will highlight selected activities, share information about events & resources, and let you know how you can be involved activities around Marion County. Whether you are a parent, educator, provider or just interested in your community, we hope you will find something here to inspire you.



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Who Are We?

Marion County Prevention Team consists of the following programs :

Substance Abuse Prevention	Chronic Disease Prevention
Tobacco Prevention & Education	Problem Gambling Prevention
Teen Pregnancy Prevention	Youth Suicide Prevention

All of our programs utilize best practices and the science of prevention to help our communities be as healthy as possible.

A Closer Look: Chronic Disease Prevention



Welcome to **Kelly Martin**, our newest member of the team, who is joining the Healthy Communities program. Kelly received her Masters in Public Health from Oregon State University. She has worked at the Marion County Health Department for 10 years, spending the past 8 years in the Immunization program. Kelly is married and has two children.

The **Healthy Communities Project** is a chronic disease prevention project that aims to reduce the burden of chronic disease in our community by putting systems in place that:

- Increase opportunities for physical activity.
- Increase access to healthy food choices.
- Increase access to chronic disease self management programs.
- Decrease access to tobacco.





Chronic Disease Prevention



Healthy Communities Program



Celebrating Success!

The Marion County Healthy Department (MCHD) and Canteen Vending worked together to provide healthier choices in vending and beverage machines at health department locations. The goal was to stock the 25% of the machine's inventory with healthy choices. Healthy food and beverage options are those items which met the guidelines set by the Institute of Medicine and the American Dietetics Association. It has been nearly a year since the policy has been instituted and the great news is that sales of healthy choices have increased by 10%!

Canteen Vending has been around since 1929. The local branch serves parts of Oregon and Washington. Glen Boreth, who has been with Canteen for 14 years, worked closely with MCHD to define what would be a healthy option and identify these items in the machines.

When asked what the most challenging part about instituting a new policy is, Glen replied, "Everyone's definition of 'healthy' is different. Once that is defined we are able to custom design a healthy menu for the business." When asked about the best part of the new policy, his reply was, "The ability to give the general public a clearly marked choice of healthier options."

Interested in instituting a healthy vending policy at your worksite? Contact Kelly Martin for assistance.
kmartin@co.marion.or.us



Looking into
a healthy
vending
policy at
your place of
work

Wellness at Work

We all know that obesity has become a huge problem in the United States. According to the Oregon Behavioral Risk Factor Surveillance System, over 60% of Oregonians are overweight or obese. Obesity is a major risk factor for cardiovascular disease and increases the potential for high blood cholesterol, high blood pressure and type 2 diabetes.

The good news is that research has shown that small things can impact health. It is believed that small steps such as eating healthier foods and increasing physical activity will help reduce obesity. Check out the surrounding boxes for ideas about what you can do even at work, or visit:

<http://dwp1.dhs.oregon.gov/WellnessAtWork/>

Consider a
healthy
meeting
policy

Fuel a
healthy
activity
challenge

Put together
a walking
groups for
breaks or
lunch

Please Visit our Website to learn more about the Healthy Communities:

<http://www.co.marion.or.us/HLT/PS/chronic+disease/>



Chronic Disease Prevention

Healthy Communities Program



Marion County Receives a Kaiser Permanente grant for Healthy Corner Store Initiative (HCSI).

The Kaiser Permanente grant will be used to implement environmental change through establishing policies that ensure that healthy foods and beverages are available in corner stores. In collaboration with the health department, policies that use standards to increase the amount of healthy food/beverages offered at the stores will be developed and implemented by each participating corner store.



These standards will include the expectation that healthy corner stores will stock fresh produce and other healthy products (e.g., foods/beverages low in fat, sugar, sodium, and calories), will display healthy corner store marketing material, and will participate in social marketing opportunities to help shift community norms toward healthier eating. Putting these systems in place will change the environment by ensuring easy access to healthy food options.

This initiative will aim to establish healthy corner stores in Northern Marion County (Gervais, Hubbard, Mt Angel, and Woodburn) in the next three years. Many of these towns have a high percentage of families living in poverty and many are predominantly Hispanic. According to the Center for Disease Control, people living in poverty and people of Hispanic descent are more likely to be overweight/obese than people with higher incomes and/or are non-Hispanic. Thus with the help of the Kaiser Permanente grant we plan to target these communities to help increase access to healthy food options and thereby reduce these health disparities.

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.



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

- Produce handling and display
- Assistance with applying for WIC and EBT
- Energy efficiency (refrigeration, lighting, etc.)
- 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 store

If you would like to learn more or be a part of the Healthy Corner Store Initiative feel free to contact Gerardo Trejo at (503) 981-2460 or gmartinez@co.marion.or.us



Chronic Disease Prevention



Meet CHIP: working to improve community health

The Marion County Community Health Improvement Partnership (CHIP) plan 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. The Community Health Improvement Partnership Steering Committee reviewed the priorities identified by the community and partner surveys selecting 10 health indicators needing improvement that could be impacted locally, and presented these at the first CHIP workgroup meetings in July and August.

At these initial meeting the survey results were presented to community members, and they in turn prioritized which indicators they thought were most important to be addressed in their community. Starting in September workgroups in each community met regularly to develop community strategies to impact the prioritized indicators. Members of the workgroups include: Healthcare providers, educators from preschool through university, local transit, social service providers,



health educators, community based organizations, local government, federally qualified health centers, local business, private gyms, YMCA, OSU Extension, faith community, service clubs, food banks, seniors and other community members.

The four regions have chosen to address similar health priorities, but the strategies vary by community.

Each community has developed their own goals and objectives and participants should now be beginning to implement their strategies. In February the first All County meeting will be held, and initial reports on progress will be presented. It's hoped that the sum of these community-driven activities will impact the chosen health issues in a positive way. For more information on the CHIP workgroups and join in their efforts please visit: www.co.marion.or.us/HLT/chip.htm

Check out CHIP's Plans: Helping Your Community Reach It's Goals

Silverton Area Top Indicators:

Adult Physical Activity * Teen Fruit and Vegetable Consumption * Teen Physical Activity

Goal: To develop a comprehensive plan to increase awareness and accessibility of our existing and new activities and resources that will increase physical activity and fruit and vegetable consumption.

- *Organize and implement a community 'Get Moving' Campaign that focuses on increasing awareness and action in becoming more physically active.

Salem-Keizer Top Indicators:

Teen Pregnancy * Adult Obesity * Prenatal Care

Goal: Reduce Adult obesity through community-wide efforts in the Salem Keizer Community

- * Establish a Health Champions/Awards system across the community and increase the number of agencies participating in the I Love ME: Move Right, Eat Healthier program to 25
- * Have 25 agencies in Salem-Keizer utilize the "MyPlate" dietary tool for community wide nutrition education by January, 2013.

Santiam Canyon Top Indicators:

Teen Pregnancy * Adult Physical Activity * Teen Marijuana Use

Goals: To develop a comprehensive plan that builds on our existing activities to reduce the prevalence of teen pregnancy and marijuana use

To develop a comprehensive plan that builds on our existing activities to increase the prevalence of adults participating in regular physical activity.

Woodburn and Northern Marion Co Top Indicators:

Adult Obesity * Teen Pregnancy * Teen Fruit and Vegetable consumption and physical activity

Goal: Strengthen, raise awareness, and increase accessibility of community wide efforts and supports for families in N. Marion Co. in order to strengthen families and positively influence the four key indicators.

- * Provide skill building opportunities for parents and youth.
- * Expand 5-2-1-0 program and other healthy living programs



Tobacco Prevention and Education Program

Community Partnerships that Work



Ready to **Quit Tobacco?**
Learn more

Quit Line Contact:

1-800-QUIT-NOW – English
1-877-2NO-FUME – Spanish

www.quitnow.net/oregon/

For more information about an automatic referral system in your organization, or for information and Quit Line cards to hand out, please contact Marion County Tobacco Prevention and Education Program at 503-981-2472.

Marion County's Tobacco Prevention Staff have been partnering with local health systems organizations to implement automatic referral systems for tobacco users to the Oregon Quit Line. In reality, quitting tobacco can be one of the biggest challenges an individual will face in their lifetime. Tobacco use is the leading cause of preventable deaths in the United States, so quitting has never been more important to the health of an individual.

Fortunately, there are resources that already exist in the community that can assist an individual in their quit attempts. Better yet, there are trained professionals that can help identify the need to quit and refer people to the appropriate services. Currently the Marion County Health Department is working with Lancaster Family Health Center and Northwest Senior and Disability Services to implement an automatic referral system in which their clients and patients are identified as a tobacco user, and is immediately referred to the Oregon Tobacco Quit Line.

The Oregon Tobacco Quit Line is a free service, and is available to all Oregonians. Callers of the Quit Line will talk to trained professionals, many who have also quit tobacco, set a quit date, and create an individual quit plan. Those eligible will also be given two weeks of free nicotine replacement therapy (NRT), such as the gum or the patch. In 2011, the Quit Line also unveiled their online version, which is also free and participants have unlimited access to resources on the website. Check out helpful hints, online messaging with a quit coach, and other resources at www.quitnow.net/oregon/

Lancaster Family Health Center and NWSDS are both in process of organizing the automatic referral system for clients who self-identify, or are identified by their care provider that they are tobacco users. In many cases, clients and patients need help in accessing resources such as the Quit Line. These health care facilities will be able to use electronic medical records (EMR) to identify tobacco users and refer them to the Quit Line. Additionally, staff can fax a client's information to the Quit Line, and the Quit Line will then be responsible for getting into contact with that client. This works for some tobacco users who are hesitant or nervous about calling to initiate help.

An automatic referral system is beneficial in that it is consistent in referring to a successful quit resource that has been proven successful in helping people quit tobacco. We look forward to implementing these referral systems in 2012 and assisting Lancaster Family Health Center and Northwest Senior and Disability Services in helping their clients quit tobacco.



It's Not Too Late to Make Good on Your New Year's Resolution to Quit Smoking

The American Lung Association reports that millions of Americans like you or someone you love resolve to quit smoking in the New Year and are often unsuccessful, leaving them feeling frustrated and often discouraged. What they may not know is that six out of 10 smokers require multiple quit attempts to stop smoking. Do not give up! For ideas and help to stop smoking, visit www.QuitterInYou.org

for a number of proven resources that have helped more than a million Americans quit smoking.



Alcohol & Drug Prevention

Parents Corner : Resources



THE PARTNERSHIP
AT DRUGFREE.ORG

Parents Matter!

Teens consistently say that fear of losing a parents' trust is a reason to avoid drinking alcohol

PARENTS
THE ANTI-DRUG

<http://www.myantidrug.org/>



www.drugfreeactionalliance.org/

Parents Matter!

Research shows that youth whose parents set clear and consistent rules about alcohol and drug use are less likely to try them.



<http://parentingforprevention.org/>

Partnership at Drugfree.org is an excellent resource for parents. You can browse their site as well as sign up for parenting newsletters. This article about helping your children create healthy friendships is an example.

8 ways to encourage healthy friendships:

1. Regularly talk about what true friendship means - and the qualities that are important in a friend.
2. Help your child recognize behaviors that do not make a good friend.
3. Let your child know if you disapprove of one of his or her friends (or a group of friends) and explain why.
4. Try to be a good role model and use your own relationships to show how healthy friendships look and feel.
5. Get to know the parents of your children's friends.
6. Talk to your child frequently — about everything from events of the day to his hope and dreams to dealing with peer pressure.
7. Know who your kids are hanging out with. (I don't make my girls feel like I am being nosy but I do let them know that I have the right to check their phones, email and text messages should I feel the need to.)
8. Remind your child that that you are always there to lend an ear.

To me, a good friend is someone you can always count on. Someone who is there in the good times and bad. A true friend loves you for who you are and does not change how she feels based on what other people think.

Teri Christensen

Senior Vice President & Director of Field Operations at The Partnership at Drugfree.org

Providing Resources, Support and Education to Youth and Parents is a priority of Marion County Prevention Team



Parent Further: A Search Institute Resource for Parents and Families

ParentFurtherSM

From time to time, all parents need a little help. Sometimes, a piece of solid, encouraging advice can help you have an "a-ha" moment that changes the way you think and act. Based on the [40 Developmental Assets](#), ParentFurther's positive, strength-based approach to parenting focuses on what's right with kids (and parents), and the small, everyday steps you can take to help kids be successful now and in the future.

Go to ParentFurther.com now



Alcohol & Drug Prevention



Parents Corner: Classes



Strengthening Families

**An Exciting Program for Youth (Ages 10-14)
and Their Parents**



- ◇ Sessions for Parents, Teens and Families
- ◇ Fun and Interactive Activities
- ◇ Meals provided for the Whole Family
- ◇ Free Childcare Available for Children Under Age 10
- ◇ Incentives for Participation



The Marion County Health Department collaborates with local partners to provide proven effective programming designed to support our families. An example of one such program is the nationally recognized research based program, "Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14)" currently being offered throughout Marion County.

SFP 10-14 is a parent, youth, and family skills-building curriculum aimed at increasing family communication skills, preventing problem behaviors and improving relationships with teens. The seven session program has been proven to be effective in the following areas: delaying the onset of adolescent substance use; lowering levels of aggression; increasing the resistance to peer pressure in youth; and increasing the ability of parents/caregivers to set appropriate limits and show affection to and support of their children.

This program (recognized by the National Institute on Drug Abuse, the Office of Juvenile Justice and Delinquency Prevention, and the U.S. Department of Education), continues to be a community favorite. Classes are offered through community partners including Silverton Together, Friends of the Family (Stayton), City of Salem, Mano a Mano, Woodburn Together, South Salem Connectors, and our newest partner...Salem Leadership Foundation. Look for classes coming to your area soon!

Stayton Middle School

Tuesday Evenings

Feb. 7th- Mar. 20th

6:00-8:30p.m.

To Register, Contact Friends of the Family at 503-769-2309 or fof@wvi.com.

North Salem Location

COMING SOON!

For Information

Contact Carrie Maheu at Salem Leadership Foundation: 503-559-5677 or carrie@salem1f.org

Leslie Middle School

Thursday Evenings

April 12 - May 24

5:30-8:00pm

To Register, Contact South Salem Connectors at southsalemconnect@gmail.com

Silverton Area

Thursday Evenings

Feb 9 - Mar 29

6:30-8:30pm

To Register, Contact Silverton Together at 503-873-0405



Teen Pregnancy Prevention

MTV's *16 and Pregnant* and Teen Viewers' Attitudes about Teen Pregnancy



Teens age 15-18 spend nearly 8 hours with media every day.

Of that, 4 hours and 22 minutes are spent watching television

Concerns exist about the sexual content in popular media and the influence these images and messages might have on young people's sexual behavior. Sexual content in the media has increased over the past several decades, and research has found that the sexual content in media can influence teens' *attitudes* about sex and contraception and may also influence their sexual *behavior*. In fact, research has documented an association between exposure to sexual content on television and teen pregnancy. Little research, however, has been conducted to better understand how media might also have *positive* effects by, for example, decreasing risky sexual behavior and promoting healthier decisions among teens.

Here are the results from an evaluation study designed to learn more about how watching and discussing episodes of the popular MTV documentary-style reality show *16 and Pregnant* influences teens' perceptions of getting pregnant and becoming a parent at a young age.

Key Findings

16 and Pregnant got teens talking and thinking about teen pregnancy. The majority of teens who watched and discussed the show in a group also later talked to a friend about the show. More than one-third—40%—talked to a *parent* afterward and about one-third spoke to a sibling or girlfriend/boyfriend. Clearly, this show is an excellent conversation-starter for teens.

The more teens talked about the show, the less likely they were to think that teen pregnancy and teen parenthood are commonplace, or to agree with the statement, "most teens want to get pregnant". Parents and practitioners should be encouraged to talk about this show (and others like it) to the teens in their lives to help ensure that these young people know what the adults in their lives think about these shows and their messages.

The teens in this study enjoyed watching and discussing the *16 and Pregnant* episodes and thought that the show was realistic. Neither the boys nor girls who watched the episodes wanted to imitate the teens in the episodes they watched. In fact, nearly all teens (93%) who watched the show agreed (53% *strongly* agreed) with the statement: "I learned that teen parenthood is harder than I imagined from these episodes." Although some have claimed that the show "glamorizes" teen pregnancy, the findings from this evaluation and the polling data noted above show that teens do not share that view.

Cautionary Note

A few findings from the evaluation suggest that viewing *16 and Pregnant* could have an undesirable effect on some viewers.

Teens who watched and discussed the episodes were more likely to believe that teens do want to get pregnant compared to those in the group who did not watch or discuss the episodes. Note that discussing the episodes later with a friend seemed to moderate this finding somewhat.

Among teens who had never had sex, those who viewed and discussed the episodes were more likely than those who had not to believe that most teens want to get pregnant, and that if they were to get pregnant or cause a pregnancy, that they "will be with the baby's mother/father forever."

Regardless of whether they watched and discussed the episodes or not, sexually experienced teens were more likely than those teens who had not had sex to think that if they became a teen parent, their parents would help them raise the baby. Sexually experienced teens were also more likely to believe that people would view them as more mature if they had a child as a teen.

TELEVISION SHOWS VS. PREVENTION PROGRAMS

Television and other media alone do not cause—and cannot prevent—teen pregnancy. However, entertainment media can reach millions of teens with important messages about teen pregnancy. While evidence-based teen pregnancy prevention programs are guided by specific behavioral theories and have the explicit goal of changing behavior to reduce risk of teen pregnancy, television shows such as *16 and Pregnant* are created for entertainment with the goal of attracting viewers and keeping them engaged. If you, or your organization, is interested in hosting an evidence-based teen pregnancy prevention program called ¡Cuídate! with a small group of Latino high school-aged youth, please contact Ann Krier at akrier@co.marion.or.us or 503-982-2462.

American children ages 11-14 spend approximately 8 hours and 40 minutes with media every day—more than 5 hours are spent watching television.

What It All Means

These types of shows reach a large number of teens and can be used in a positive way.

Parents should use these shows to help them talk to their teens about sex, love, and relationships.

If teens express positive views about teen pregnancy, talk to them about the benefits of waiting to start a family.

For more about the evaluation and results, see <http://www.thenationalcampaign.org/resources/pdf/SS/>





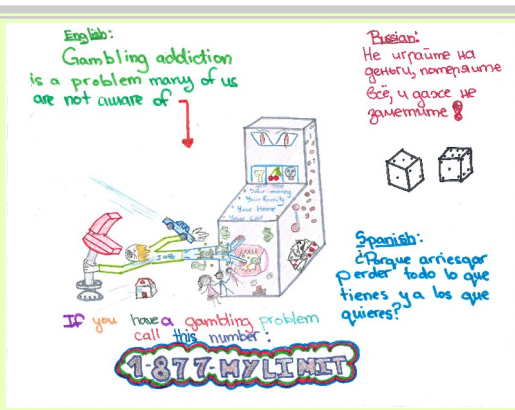
Problem Gambling Prevention



Reaching Youth Through Art



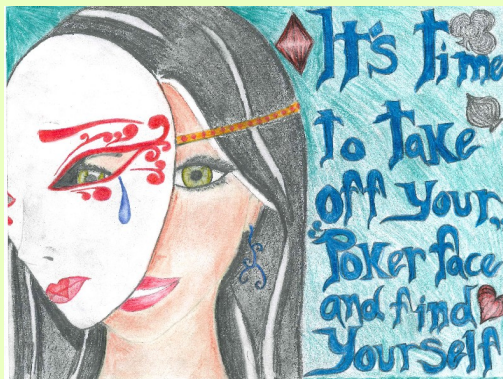
Bessie Little—Mark Twain MS



Daniel Safarov—Valor MS



Kira Brock—Jefferson MS



Ava Krueger—Mark Twain MS

Meet Marion County Art Contest Winners!

Each Year, the State Problem Gambling Prevention Program sponsors a state-wide art search for middle school youth. Teachers and students collaborate to create art that is used to create a Problem Gambling Awareness Calendar. Each month features young people's views on problem gambling. To the left are winners from Marion County, chosen from hundreds of entries to be used in the 2012 Calendar. Great Job!



Reaching Adults Through Workplace Programs

After a recent presentation on problem gambling and the workplace, City of Salem Human Resources Director Connie Munnell decided the information was too important not to share. Thanks to her initiative, "Gambling away your bottom line, what's a business to do?" became the lead presentation at the City of Salem expanded department head meeting last December, reaching over 30 division directors, managers, and department heads throughout the organization.

Attendees received resources and tools to take back individual departments to distribute. The toolkits include break room posters, payroll stuffers, employee education materials, and sample policies and procedures....all designed to help recognize and protect the workplace from negative effects of problem gambling and encourage those who may have a gambling problem to reach out for help.

Thank you to Connie Munnell, Director of Human Resources, and Linda Norris, City Manager, for recognizing the importance of this topic and providing this opportunity. **Is your business ready?** Contact Lisa Miller at 503-981-2461 or lmiller@co.marion.or.us to schedule a free on-site workshop or toolkit.

Over 74,000 Oregonians suffer from problem or pathological gambling.
Help is available for those who need it.
 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..





Other News



Strategies to Reduce Underage Drinking

UPDATE on the EUDL Underage Drinking PSA:

"You Have Taught Us So Much..."

There is truth to the common saying, you can't rush a good thing. The release of the underage drinking video PSA, "You have taught us so much..." has been pushed to early Spring. Although delayed, the initial feedback from the first video shoot is extremely promising. The project continues...and it will be worth the wait.

Surveys show 45% of the youth who drank alcohol in the last month report getting it for free from their family or at home*. This underage drinking PSA is the first in a series to increase adult awareness of laws and consequences of providing of alcohol to minors. The project is designed to support local efforts of the multi-jurisdictional C.E.R.V. team, working to reduce access of alcohol to minors.

Remember, family members and other adults play a direct and important role. Help prevent underage drinking. Do your part to keep alcohol out of kids hands.

Check back in early Spring to get a glimpse of the final project!

**Combined data from the 2010 National Survey on Drug Use and Health*



Chris Bangs sets up the scene for the video shoot (above).

The youth participating in the filming of the PSA (below left).

Photo credits: Lorri Harris



Enforcing Underage Drinking Laws is a Best Practice



October 28, 2011 OLCC, together with officers from Marion County Sheriff, Hubbard PD, Keizer PD, Mt Angel PD, Stayton PD, and Turner PD conducted compliance checks at 67 businesses throughout the County. Officers accompanied minor decoys into establishments, attempting to purchase alcohol. An alarming 28% of business failed the check, as employees would have sold alcohol to the underage youth. Thanks to all the participating agencies who are working hard to change that statistic by participating in CERV.



Upcoming Events

"Teens & Drugs: What's the Story?" A three-hour family workshop on adolescent alcohol, tobacco and other drug trends in Oregon and prevention/early intervention resources. Parents & Teens attend workshop together, \$30 fee per family (scholarships available).

English workshops:

January 23, 2012 6:30-9:30 pm @ Regis High School, Stayton
February 27, 2012 6:30-9:30 pm @ Salem Hospital, Salem

*Preregistration is required; contact Lisa Miller @ 503-981-2461

Spanish workshops:

March 19, 2012 6:30-9:30 pm @ Wellspring Center, Woodburn

*Preregistration is required; contact Ann Krier 503-981-2462

If you have questions or comments, please contact any member of the prevention team, or Susan McLaughlin at 503-981-5851.

To remove your name from our mailing list, please email smclaughlin@co.marion.or.us