



# Prevention Pieces



Quarterly News

**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 highlight selected activities, share information about events & resources, and let you know how you can be involved in activities around Marion County. Whether you are a parent, educator, provider or just interested in your community, we hope you will find something to inspire you. Have a wonderful and Healthy Spring!

Volume 3  
Spring 2013



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## Who Are We ?

### The Marion County Prevention Team

Alcohol and Drug 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.

**Help Us Improve!** Please take a short survey about our Newsletter to let us know how we're doing, and how we can better meet your needs:

<https://www.surveymonkey.com/s/preventionpieces>

## A Closer Look: Leia Francini

Leia Franchini graduated from Pacific University in 2011 with a bachelor's degree in anthropology/sociology and began working with Marion County Health Department in August 2011 as a fellow in the Centers for Disease Control and Prevention Public Health Associate Program (PHAP).

Leia first worked in Emergency Preparedness with underserved populations conducting outreach to assist populations living in poverty or with functional needs. Now in her second year, she works with the prevention team facilitating the Community Health Improvement Partnership, implementing the 5210 program with medical clinics, expanding Marion County's Healthy Corner Store Initiative to South Marion County, and facilitating the regional network meeting for Living Well programs (a chronic disease self-management program).

After her CDC Associate Program is completed, Leia plans to attend medical school this fall at Pacific Northwestern University in Washington.





# Chronic Disease Prevention

**5** FRUITS & VEGGIES  
**2** HOURS OR LESS  
 OF SCREEN TIME  
**1** HOUR OF VIGOROUS  
 ACTIVITY  
**0** SUGARED  
 BEVERAGES



## Staying 5-2-1-0 Healthy During Spring

Welcome to spring! Here are some ideas for keeping your kids 5210 healthy during spring break.



### 5 – Eat five servings of fruit and vegetables a day

March begins the gardening season for the Willamette Valley and spring break is a great time to get your kids involved in growing fruits and vegetables. Kids are more likely to eat fruits and vegetables if they help grow them and gardening is a great way to instill healthy eating habits in your kids. You can grow a garden in your own yard, sign-up for a community plot, or even grow a “potted garden.” Check-out Oregon State University Extension’s gardening webpage for information on how to begin your garden:

<http://extension.oregonstate.edu/gardening/>



### 2 – Limit recreational screen-time to two hours or less

Here are some things you can do with your children that are TV free!

1. Volunteer! Soup kitchens, humane society, and nursing homes are great places to look for opportunities
2. Let your kids help out with dinner. Spend time together while teaching your child healthy eating habits.
3. Have a scavenger hunt in the house, outside, or visit the local recreation center for spring break camps!



### 1 – Be physically active for one hour a day

If your kids are going to be home alone during spring break, work together to plan physical activities that they can do while your away to keep them physically active. Here are some ideas: ride a bike, sidewalk chalk art, scavenger hunt, hoola hoop, or have a dance party.



### 0 – Drink zero sugar sweetened beverages

Did you know that non-diet sodas, sweetened teas, sports and energy drinks, sweetened waters and juices, and blended coffee drinks contain a lot of sugar. A person can get 16 teaspoons of sugar in a single 20-ounce serving. Encourage your child to be healthy by keeping these beverages out of the refrigerator and out of the house.

Great alternative drinks are water, seltzer, or sugar-free flavored water. And if your kid is involved in sports, a great alternative to a sports drink is a banana and water!





# Chronic Disease Prevention



## Healthy Corner Stores : expanding our reach

Healthy Corner Stores Initiative will be expanding to include businesses in South Marion County.

### What is a Food Desert?

Simply put, *food deserts* are found in low-income communities, where high-quality healthy foods are either not available or not accessible within 1-5 miles

Healthy Corner Stores is a project taken on by Marion County Health Dept. to improve access to healthy foods in identified *food deserts*, and work to reduce obesity rates within Marion County. The project is funded by Kaiser Permanente's Access to Healthy Foods Grant and covers both North and South Marion County. The project allows Marion County Health Dept. to partner with convenience/corner stores in target areas. The objective is to help the store owners develop and implement policies which intend to increase a greater percentage of healthy foods for sale, implement marketing strategies that will improve the sales of healthy foods, and replace easy to grab junk food with healthier alternatives.

The Healthy Corner Stores team utilizes data from the USDA (United States Department of Agriculture) to identify food deserts. Once the area identified, staff then surveys the region to locate convenience/corner stores that are privately owned. We focus on privately owned stores because it is much easier to implement policy level changes than it would be with large regionally or nationally operated convenience/corner stores. Privately owned stores are surveyed for multiple factors including percent of healthy food options, what refrigeration is available for healthy foods, is there space for healthy food advertising, and whether they are WIC or SNAP certified. (SNAP stands for supplemental nutrition assistance program, which is the food stamp program.) The convenience/corner store owners are then invited to participate in the initiative.

Participating store owners enter into an agreement with the health department where we will help them develop a plan to either begin to sell, or increase current stock of healthy food options. Such changes can include committing to 20% of their retail being healthy or replacing unhealthy advertisements with healthy marketing. In some of the stores that have already partnered, we have purchased incentives such as shelving units for healthy products or display cases. The stores receive marketing tools to promote the increase of healthy foods or other store changes. Each store that participates is also helped with labeling the healthy options with the Marion Co. Healthy Corner Stores logo so customers can quickly see which stock is a healthy option

Any small market, corner store, produce store, etc. that is independently owned may participate. We have already partnered with two stores in Woodburn, Los Paniaguas Produce and Young St. Market, and have had great success. In the Salem area, we are currently identifying convenience/corner stores that could be potential partners.

Transforming corner stores that are within walking distance for community members not only encourages people to shop locally and where they live, but also may contribute to public health efforts in reducing obesity and chronic disease rates. If you are interested in participating, please get in touch with Emily DeHayr at 503-981-2472 or [EdeHayr@co.marion.or.us](mailto:EdeHayr@co.marion.or.us)

Marion County has three food deserts identified by the USDA. One is in Woodburn, another in the Mt. Angel area, and a third in Salem



## Community Health Improvement Partnership Spring Regional Meetings



Silverton/Mt. Angel Region: March 19th, 9:30-11:00, Silverton Hosp. Conference Room D

Woodburn Region: March 20th, 1:30-3:00, Woodburn Wellness Center (formerly Wellspring)

Salem/Keizer Region: March 28th, 10:00-11:30, Salem Health CHEC

Santiam Region: TBA

**All-County: June 4th, 9:00-11:00, Salem Health Room TBA**



C.H.I.P 2013

People interested in learning more about C.H.I.P. or in attending a meeting can contact Leia Francini at [lfranchi@co.marion.or.us](mailto:lfranchi@co.marion.or.us) or 503-373-3783 for more information





# Problem Gambling Prevention



## NATIONAL PROBLEM GAMBLERS AWARENESS WEEK MARCH 3<sup>th</sup>-9<sup>th</sup>, 2013

### ***“Problem Gambling—A New Understanding of a Community Concern”***

The first week of March kicked off the eleventh annual National Problem Gamblers Awareness Week, designed to increase awareness of problem gambling in our community. This year's event highlights a deeper understanding of the addiction with recent changes to the classification of Problem Gambling in the soon to be released Diagnostic Statistical Manual, Fifth Edition (DSM-5). Previously classified as an impulse control disorder, **Problem Gambling is now being recognized as a behavioral addiction** and will be clustered with other addictions such as substance use. Continuing research on common pathways of addiction has assisted in this significant change of classification. For more information, visit the [National Problem Gamblers Awareness website](http://www.problemgamblersawareness.org).



### ***Problem Gambling and the Workplace***



#### **Tobacco, Liquor, and Lottery Sales**

#### ***Understanding State Laws & Local Ordinances***

The Problem Gambling Prevention Program is in the process of surveying employees, managers, and owners of businesses licensed to serve and/or sell tobacco, liquor, and state lottery games on their knowledge and experience around state laws and available community resources.

To participate in this survey, please contact Lisa Miller at 503-981-2461 or [lmiller@co.marion.or.us](mailto:lmiller@co.marion.or.us).

### **DID YOU KNOW?**

The Oregon Council on Problem Gambling estimates the economic cost to Oregonians at approximately \$508.4 million annually. *(Cost is based on available research on the social costs associated with problem and pathological gambling).* Visit [ProblemGamblingPrevention.org](http://ProblemGamblingPrevention.org) for more fast facts.

If you or someone you know thinks they may have a gambling problem, call 1-877-mylimit or visit [www.mylimit.org](http://www.mylimit.org) for free, confidential treatment options.

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





# Tobacco Prevention and Education Program

## New and Emerging Tobacco Products



Tobacco companies are developing new products to maintain current users as well as attract new users to tobacco. It has been stated by the tobacco companies that their new products are not targeting youth. Check out the products, packaging, and marketing photos below and decide for yourself – would youth be able to distinguish the difference???



or



or



or



or



or



The next time you are in your local corner store or mini market, take a look and see if any of these products are on the shelves. Most of these products are not regulated by the FDA. As you can see, much of the packing is brightly colored, the products come in a variety of flavors, and may be difficult to distinguish from popular candy products.

Ready to quit? Contact the Oregon Tobacco Quit Line at 1-800-QUIT-NOW (800-784-8669); 1-877-2NO-FUME (877-266-3863, Spanish version); [www.quitnow.net/oregon/](http://www.quitnow.net/oregon/). The **Quit Line** is a free program offered over the phone and on the Web that helps Oregonians quit tobacco. It is confidential, evidence-based and callers may be eligible for free nicotine replacement patches or gum.





# Alcohol and Drug Prevention



## Parents Corner : Family Workshops

NEW SITES!

### Strengthening Families

FREE

An Exciting Program for Families (Youth Ages 10-14)



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



The Marion Co Health Dept. 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 "Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14)" currently being offered throughout Marion County.

*In English and In Spanish hosted by City of Salem*

#### Grant Community School

725 Market St NE, Salem

Thursday Evenings

April 11– May 23

To Register or inquire about classes,

Terra Naught@ [grant@skeducationfoundation.org](mailto:grant@skeducationfoundation.org)

*In English hosted by South Salem Connect*

#### Leslie Middle School

3850 Pringle Rd S, Salem

Thursday Evenings

April 11– May 23

To Register or inquire about classes,

Lindsey Walker @ [lindsey@salem1f.org](mailto:lindsey@salem1f.org) 506-615-8924

*In English hosted by Friends of the Family*

#### Stayton Middle School

1021 Shaff Rd, Stayton

Evenings TBD

Beginning mid April

To Register or inquire about classes,

JuliAnn Olson @ [fof@wvi.com](mailto:fof@wvi.com) 503-769-2309

*In Spanish hosted by Woodburn Together*

#### Valor Middle School

450 Parr Rd, Woodburn

Thursday Evenings

April 4 – May 16

To Register or inquire about classes,

Victor Vergara @ [vvergara@woodburnsd.org](mailto:vvergara@woodburnsd.org)

Additional classes may be scheduled. Please feel free to contact Susan McLaughlin for updated lists, 503-981-2464

or check our webpage at <http://www.co.marion.or.us/HLT/PS/prevention/classes.htm>



# Alcohol & Drug Prevention

## Parents Corner : Resources



Research has shown that kids who learn about the risks of substance abuse at home are significantly less likely to use

**PARENTS**  
THE ANTI-DRUG

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



<http://parentingforprevention.org/>



THE PARTNERSHIP  
AT DRUGFREE.ORG



### Monitoring: It Matters, Even On-Line

# OnGuardOnline.gov



Kids spend time online: chatting with friends, sharing photos, doing homework. The internet offers a world of opportunities, but there are risks, too. As Parents, we know that good communication and monitoring a child's activities are effective ways to help get our kids safely through the teen years, but many of us are unsure what to do when it comes to technology and on-line safety.

The best way to protect your kids online? Talk to them. Kids rely on their parents for important information – like how to be safe and responsible online. Here are some tips from OnGuardOnline.

Social networking sites, chat rooms, virtual worlds, and blogs are how teens and tweens socialize online; it's important to help your child learn how to navigate these spaces safely. Among the pitfalls that come with online socializing are sharing too much information or posting comments, photos, or videos that can damage a reputation or hurt someone's feelings.

Applying real-world judgment can help minimize those risks.

- ⇒ Remind Kids That Online Actions Have Consequences
- ⇒ Tell Kids to Limit What They Share
- ⇒ Encourage Online Manners
- ⇒ Limit Access to Your Kids' Profiles
- ⇒ Talk to Kids About What They're Doing Online



Follow this link to the  
Video: Share With Care

For specific tips visit: <http://www.onguardonline.gov/articles/0012-kids-and-socializing-online>

### Providing Resources, Support and Education to Youth and Parents

The Net Cetera Community Outreach Toolkit helps you provide the people in your community with information about protecting kids online. Regardless of your experience as a speaker — or your expertise in online safety — this kit has the resources and information you need to convey key points about protecting kids online. Order a free copy of the kit.

**NET CETERA**  
Chatting With Kids About  
Being Online





# Alcohol and Drug Prevention



## Hot Topics : DrugSafe Info and Workshops

# DRUGSAFE

[www.DrxugSafe.org](http://www.DrxugSafe.org)

Working to increase community awareness about prescription drug and heroin abuse

## National RX Take-Back Event

**Check Your Medicine Cabinet:** How are prescription drugs stored in your home? Always lock up prescription drugs. **Do not share your prescription drugs with anyone! Ever!** We know that 70% of all prescription drugs that end up in the blood streams of our children come from family or friends. **Keep prescription drugs out of reach of children and teens.** This will help reduce easy access.



**Dispose of Old Drugs:** Many people are surprised to discover the amount of unused prescription drugs that have accumulated in their own home over time. Through a "Drug Take Back Program", you can **properly dispose of expired or unwanted prescription medications**, unknown tablets or capsules, unwanted over-the-counter medications and veterinary medications.

**Mark your calendar for the National Drug Take Back Event on Saturday, April 27, 2013**

Prescription drug take back events will be located at various sites throughout Marion County. Community members can turn in expired or unused prescription drugs FREE and ANONYMOUSLY! Check the DrxugSafe Webpage for more information



## Watch for the Oregon Silver Tsunami:

A Day-long event addressing the Hidden Epidemic of Older Adults/Boomers with Addiction Disorders

### TOPICS TO BE ADDRESSED INCLUDE:

- ❑ Underdiagnosed and Misunderstood: An Overview of substance abuse in older adults.
- ❑ Substance Abuse in Older Oregonians: What are we seeing?
- ❑ Medical and Behavioral Aspects of Older Adults: Why is it different?
- ❑ Psychiatric/Psychological Aspects: How is it different?
- ❑ Treating Older Substance Abusers: What Works!
- ❑ Prescription and OTC Drug Abuse: Understanding drug abuse in older adults.
- ❑ Gambling and Older Adults: Overlooked and undertreated?
- ❑ Recovering Older Adults Panel Discussion



**FREE Registration includes box lunch, all materials and CEU credits. (Limited to the First 200 Attendees to register)**



**Friday, April 5, 2013**

**8:15 am – 4:30 pm**

**Keizer Community Center**

**930 Chemawa Rd. NE, Keizer, OR**

**For information or a registration form, contact:**

**Scott Smith**

**Marion County Health Department**

**2421 Lancaster Dr. NE, Salem**

**email: [swsmith@co.marion.or.us](mailto:swsmith@co.marion.or.us)**

**503- 588-5352**





# Alcohol & Drug Prevention



## Partnerships at work to Reduce Underage Drinking

COMMITTED ENFORCEMENT RESPONSIBLE VENDER

**“Sales are  
Down” is  
Good News...**

In early February, OLCC Inspectors, in conjunction with the CERV enforcement of underage drinking laws task force, conducted a minor decoy compliance check of licensed premises in Marion County. A total of 36 premises were checked, with only one sale and 35 no sales. This compliance rate of 97% is a significant improvement, and shows that the MAJORITY of Marion County Businesses DO NOT sell alcohol to underage drinkers.

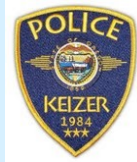
**Enforcing Underage  
Drinking Laws is a  
Best Practice**



VISIT [WWW.OPOA.INFO](http://WWW.OPOA.INFO)  
FOR OTHER TRAINING  
OPPORTUNITIES

*Thank You to Oregon Peace Officers Association (OPOA) & the Keizer Police Department for partnering with Marion County Substance Abuse Prevention Program and our C.E.R.V. Team to bring an exciting and dynamic presentation to our area!*

**“You Can’t Stop What You Don’t Know”** facilitated by renowned speaker Officer Jermaine Galloway, attracted over 60 community members from around the region, including law enforcement officers, school administrators and teachers, and community partners who serve youth.



The training showcased photos, videos and detailed descriptions of current substance abuse trends taking place in our community. After attending participants are better able to recognize, identify, and stop drug abuse in the community.



<http://www.tallcopsaysstop.com/>



Thank You to all our local C.E.R.V law enforcement Agencies who are committing time and resources to reduce Underage Drinking in our county by enforcing Underage Drinking Laws:



Marion County Sheriffs Department

Stayton Police Department

Turner Police Department

Mt Angel Police Department

Keizer Police Department

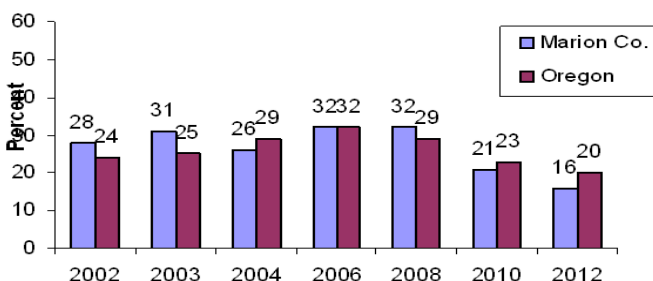
Woodburn Police Department

Hubbard Police Department

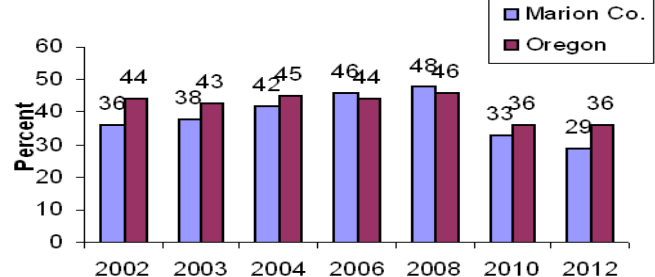
Oregon Liquor Control Commission

Law Enforcement for Youth

**Percent of 8th Grade Youth who Drank Alcohol in Past 30 Days**



**Percent of 11th Grade Youth Who Drank Alcohol in Past 30 Days**





# Teen Pregnancy Prevention



**¡Cuídate! “Take Care of Yourself”**

## *¡Cuídate! Moving Forward With Success*

*A culturally-based comprehensive sexual health education program to reduce HIV and teen pregnancy among Latino youth*



Between July 1, 2012 and January 31, 2013, the ¡Cuídate! Teen Pregnancy Prevention Program has reached a total of 222 youth in Woodburn and Salem!\* The evaluation data from these participants shows some positive results! The youth participants have been about evenly split between males and females and 72% of these youth participants were 13-15 years old.

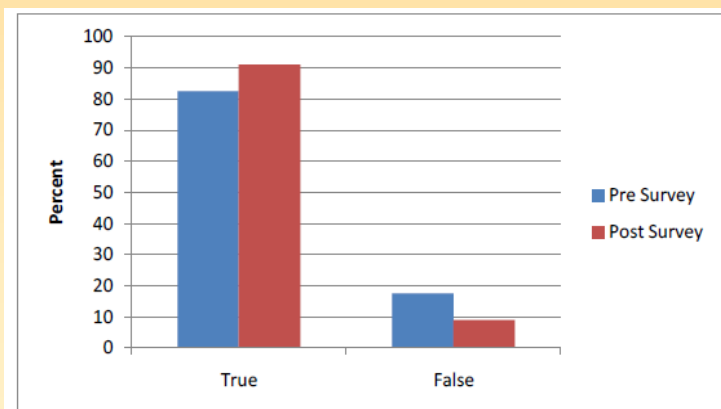


\* Jan 2012– Jan 2013 a total of 358 Marion County youth.



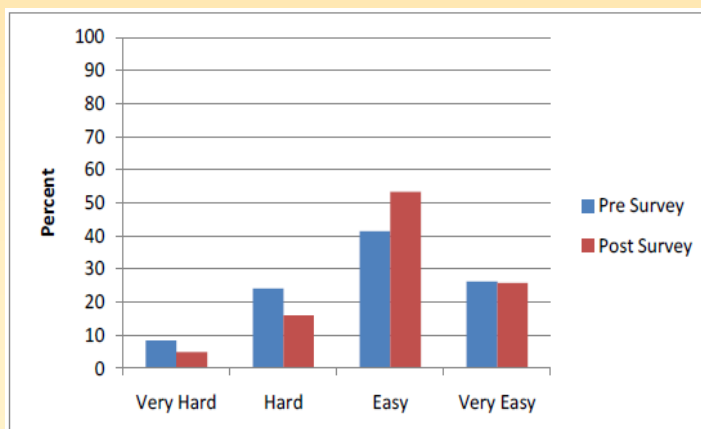
After the program:

- 91% of participant reported that abstinence is the surest way to prevent unintended pregnancies, STDs and HIV infection
- 98% of participants reported knowing where to get condoms
- 96% of participants reported knowing how to put on a condom correctly
- 79% of participants reported that it would be easy or very easy for them to get a partner to use a condom even if that partner did not want to



T/F: Abstinence (not engaging in anal, oral or vaginal sex) is the surest way to prevent unintended pregnancies, STDs and HIV infection.

How easy or hard would it be for you to get your partner to use a condom, even if your partner did not want to?



**To register, or to bring ¡Cuídate! to your community contact Ann Krier**

**at 503-982-2462 or [akrier@co.marion.or.us](mailto:akrier@co.marion.or.us)**



# Youth Suicide Prevention

## A Mural in The Evolving “Art of Life Project”



*In one student's words, the mural represents “The Canvas of Hope”*

Students were the driving force in the creation of the mural from start to finish with guidance of Tina Uber, an art health teacher from (WAAST) Woodburn Academy of Arts and Technology. Students collaborated and sketched out ideas that were then painted. There were 17 students that volunteered their free time after school for 2 hours each day for 5 days to be part of this project.

There will be an unveiling of the mural in April. It will be displayed in one of Marion County's facilities.

Marion County Health Department Children's Behavioral Health is very excited to have had the opportunity to partner with Woodburn High School to promote “The Art of Life Project”. Youth learned about preventing suicide by completing the QPR gatekeeper training, and gained Information about what to do in a crisis situation as well as getting national and local resources/ hotlines.

This forum gave many students the ability to be open and discuss this taboo topic. Some students had personal experiences that led them to participate in the project and shared their stories with staff.

One side of mural depicts the sadness and more depressing aspects of someone dealing with difficult issues. As the art progresses, the canvas gets brighter, featuring a colored tree with activities and interests that bring joy to this group of students.

## Learning Opportunities:



**Q**PR teaches how to recognize the warning signs of a suicide crisis. The workshop covers how to Question, how to Persuade and offer hope and how to Refer someone to get help and save a life. Adult and youth participants receive local and national resources and skills to save a life.

For more information about free QPR gatekeeper trainings in Spanish or English please contact Erica Alonso at Marion County Health Department: Office (503) 981-5851 Direct (503) 981-2463 or [ecalonso@co.marion.or.us](mailto:ecalonso@co.marion.or.us)

Are you or a friend  
at risk of suicide?

Check Lifeline's  
Suicide Warning Signs.



Click or call National Suicide Prevention Lifeline [1-800-273-TALK](tel:1-800-273-TALK) for help





# Other Health Department News



Join Us in Celebrating National Public Health Week, April 1-7

Public health has a role in all of our lives; similarly, we each have a role in bringing the lessons of public health and prevention to life. Even the smallest steps can make a big difference. We hope you'll join us in raising awareness of the value of public health and prevention in your community during NPHW 2013 (April 1-7) by observing this year's daily themes:

## Follow these links to find ways to participate in Daily Themes

- **Monday, April 1: Ensuring a Safe, Healthy Home for Your Family:** Health and safety begin at home. Make prevention a fun family tradition.
- **Tuesday, April 2: Providing a Safe Environment for Children at School:** Schools are the perfect setting for improving child health. Plus, children's health is a rallying point few can ignore.
- **Wednesday, April 3: Creating a Healthy Workplace:** Wellness and safety in the workplace are good for health and for business. Let's make prevention work for us.
- **Thursday, April 4: Protecting You While You're on the Move:** Safety on the go is often in our own hands, but it's also tied to community design. Together, we can turn our streets into roads to better health.
- **Friday, April 5: Empowering a Healthy Community:** Support public health efforts that create healthy opportunities for all. Good health is a community affair.



**Public Health is ROI**  
**Save Lives, Save Money**  
**National Public Health Week**  
 April 1-7, 2013 • [www.nphw.org](http://www.nphw.org)



Marion County Public Health and the Prevention Team will be participating in events related to National Public Health Week. Since 1995, when the first full week of April was declared National Public Health Week (NPHW), communities across the United States have observed NPHW as a time to recognize the contributions of public health and highlight issues that are important to improving our nation.

Each year, NPHW focuses its effort on a different theme, and this year's theme is "Public Health is ROI: Save Lives, Save Money." The 2013 NPHW theme was developed to highlight the value of prevention and the importance of well-supported public health systems in preventing disease, saving lives and curbing health care spending.

This year, we hope you'll join us in championing the work of public health and its significant **return on investment (ROI)**.

**Join us on Facebook and Twitter April 1-5 for National Public Health Week activities, including a trivia contest with a chance to win prizes!**

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

[www.facebook.com/MarionCountyHealth](http://www.facebook.com/MarionCountyHealth)



@MarionCo\_Health

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](mailto:smclaughlin@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