



# Prevention Pieces

Quarterly News



Volume 2  
Fall 2011

**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?

**Ann Krier, MPH** has been working with the Prevention Team for five years and has been involved in several areas of prevention, including alcohol and drug prevention and early intervention, coordinated school health, and sexual health/teen pregnancy prevention. As a bilingual health educator contracted with the Woodburn School District, Ann has worked closely with staff, students, parents, and community partners to involve them in promoting health for Woodburn youth. She has been instrumental in organizing a school/community coalition, the Woodburn Student Health Advisory Council (SHAC), that works to prioritize and address health concerns in the school district.

In addition to alcohol and drug early intervention services for referred students, Ann has worked with health teachers in the district to provide technical assistance around health curriculum, standards, and assessments. She has facilitated parent workshops and presentations on various health topics and worked with high school students in addressing issues of healthcare access.

With the newly awarded ¡Cuídate! grant, Ann's role will expand further into sexual health and teen pregnancy prevention around Marion County. Ann sees prevention holistically and loves what she does. Her perspective is that in working with youth around prevention, it's important to realize that youth are complex - by promoting healthy choices in one area of their lives, often youth will make healthy choices in other areas as well.



## A Closer Look: Teen Pregnancy Prevention

Marion County Health Department (MCHD) has recently received a 5-year state grant to implement ¡Cuídate!, an evidence based teen pregnancy prevention curriculum, around Marion County. MCHD is excited to be collaborating with Salem Hospital in this new initiative. This curriculum is tailored to the salient aspects of Latino culture, including the importance of family and gender role expectations and will be offered in both English and Spanish to Latino youth age 13-18. This interactive 7-hour curriculum includes small group discussion, videos, interactive exercises and activities to build skills. In addition, a parent workshop will be offered related to talking to your kids about sexual health topics.



During the coming months, Ann Krier will coordinate with community agencies and schools to facilitate this curriculum with groups of 6 to 10 Latino youth throughout the county. The goal is to reach at least 100 youth in the first year and at least 250 youth in each of the subsequent years. If you would like more information about ¡Cuídate! or are interested in hosting a group, please contact [akrier@co.marion.or.us](mailto:akrier@co.marion.or.us)



# Teen Pregnancy Prevention

## *The Talk: It's More than Just Sex*



In our conversations with young people about sex, pregnancy, and family formation — aka, the dreaded "Talk" — parents too often leave out one of the most important topics of all: healthy relationships. Simply put, young people often get the textbook definitions on how to reduce the risk of pregnancy and STDs — by waiting to have sex or by using contraception — but they're rarely given guidance on how to successfully navigate the minefield of relationships. Remember that the lessons they learn from their relationships as teenagers will be the foundation of the relationships they form as adults. Here are some suggestions we think might be helpful in conversations you should have with your sons and daughters.

**First and foremost — you matter more than you know.** Teens — your sons as well as your daughters — say that parents most influence their decisions about dating and relationships. Despite what you may think, your influence is not lost to peers and popular culture.

**Remember, it matters what you *do*, not just what you *say*.** Actions speak louder than words. If the relationship you have with your spouse or partner is one that is respectful, rich in communication, and filled with trust and love, your sons and daughters will notice.

**Who's in charge?** Remind young people that they are in charge of their own life. Tell them not to let anyone pressure them into being in a relationship until they are absolutely sure they are ready. And remind them that they can always change their minds if they make a choice and realize later that they regret it.

**Am I ready for a relationship?** When your teen meets someone new, the mantra should be: Friends first, dating and relationships later (if at all). Tell your children that if they are friendly with someone and are considering moving up the relationship ladder, they should ask themselves these questions: Do you respect each other? Are you honest with each other? Do you communicate well with each other? Do you have friends in common? Do your trusted friends like and trust this person? Do you have shared interests? Answering honestly can go a long way to helping young people decide whether their potential partner is relationship-worthy.

**Am I in love?** A very common question from teens is: "How can I tell I'm in love?" The key here is to help them understand what they're feeling and make good, responsible decisions. You have a wonderful opportunity to share your knowledge and guide your child — don't put them on the defensive by dismissing their feelings.

Consider starting the conversation by asking your teen these questions: Is the attraction just physical or something more than that? Does he/ she accept you as you are? Is he/she supportive of your interests and the things that are important to you? Do you feel that the relationship is balanced or that one person is doing all the giving and the other person is doing all the taking? Is the emphasis on us more than me? Are you confident that you can stand up for your values & beliefs, even if your partner disagrees?

**The older partner thing.** Caution your teens about being in relationships with older partners. The power differences among teens and those even three years older often can lead to risky and unforeseen situations, like unwanted sex. That means that, although your freshman daughter is thrilled that a senior asked her out, it might be in her best interest if you put the brakes on things.

**How to deal with pressure.** Lots of teens say that they feel pressure in their relationships to have sex. In fact, many think that having sex is the price of entry for a relationship or the thing that will keep a relationship together. As adults, we know that this is untrue and, extremely unhealthy thinking. Your advice should be direct: If sex is the price of a relationship, find someone else.

**The success sequence.** Research makes clear that young people who finish high school are much more likely to achieve their life goals than those who do not follow this sequence. Teach your children about this "success sequence" and make clear to them that education is a priority in your home.

**Be respectful and talk honestly about relationships.** One of teens' consistent gripes is that parents don't take teen relationships seriously. Let them know that you hear them and that you are respectful of the feelings they have. At the same time, don't be shy about telling them what you think and why you think the way you do. Remember, it should be a conversation, not a lecture.

**Remember, it's not just what's safe, it's what's right.** Teen relationships often involve sex. Help young people understand that in addition to the potential physical consequences of sex—you might get pregnant or contract an STD—they should carefully consider the potential emotional consequences of sexual activity. Also reiterate to them that just because they've said 'yes' before, doesn't mean they can't say 'no' now.

**Let them know that you are on call 24/7.** To circle back to where we started—teens really do want to hear from their parents about relationships, even if they do not always act like it. And it's never too late (or too early) to start these conversations - there are appropriate messages and conversation-starters for every age group. Make sure that your sons and daughters know that you are always there for them, that you always have a sympathetic ear, and that no topic is off-limits.



# Chronic Disease Prevention



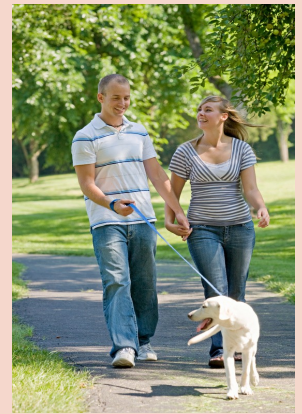
## Healthy Communities Program



### What is Healthy Communities?

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.



Research shows that tobacco use, physical inactivity, and poor nutrition are associated with the development of many chronic diseases

### The overall goals the Marion County Healthy Communities program include:

- Build healthier communities by promoting health policy at the local level such as: tobacco free policies, school wellness policies, comprehensive planning policies, and worksite wellness policies.
- Enhance collaboration between local leaders and stakeholders to prevent chronic disease.
- Improve public health partnerships between health organizations and government agencies, such as parks and recreation departments.
- Transform the patterns of a healthy community

Many think of chronic diseases as adult conditions, but recent research suggests that 1 in 3 first graders will develop diabetes in their lifetime

In Oregon, 89% of adults currently smoke, are overweight/obese, are physically inactive, or don't eat enough fruits and vegetables.

It is estimated that about 61% of Marion County residents currently suffer from at least one chronic disease



### Recent Successes

Staff from Marion Co. Healthy Communities Program collaborated with City of Woodburn in adopting and implementing a healthy food options policy for park vendors. The policy requires vendors that do business with City of Woodburn to offer healthy food options to their customers. Staff continues to work with City of Woodburn in adopting similar policies for other community events such as Woodburn's Fiesta Mexicana.



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

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





# Alcohol & Drug Prevention

## Parents Corner



**The Power of Parenting:** Whether you're cooking a gourmet meal, ordering food from your favorite take-out place or eating on the go, rest assured that what your kids really want during dinnertime is YOU! Family meals are the perfect time to talk to your kids and to listen to what's on their mind. The more often kids eat dinner with their families, the less likely they are to smoke, drink or use drugs.

### Parents Matter!

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

**PARENTS**  
THE ANTI-DRUG

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



[www.drugfreeactionalliance.org/](http://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/>



The National Center on Addiction and Substance Abuse  
at Columbia University

### 2011 Family Dinners Report

finds that compared to teens who have frequent family dinners (five to seven per week), those who have

infrequent family dinners (fewer than three per week) are almost *four times* likelier to use tobacco; more than *twice* as likely to use alcohol; *two-and-a-half times* likelier to use marijuana; and almost *four times* likelier to say they expect to try drugs in the future.

The report also finds that teen perceptions of their sibling(s) substance use is related to their own substance use. Compared to teens who do not believe their older sibling or siblings have ever tried an illegal drug, teens who believe their sibling(s) have are:

- More than five-and-a-half times likelier to use tobacco;
- Almost three times likelier to use alcohol;
- Six-and-a-half times likelier to use marijuana; and
- More than three times likelier to expect to try drugs (including marijuana and prescription drugs without a prescription to get high) in the future.



The Importance of Family Dinners VII

Click [here](#) for a link to the full CASA report

**Providing Resources, Support and Education to Youth and**

**Parents is a priority of Marion County Prevention Team**



## Strengthening Families

**An exciting Program for Youth, ages 10-14, and their Parents**

English and Spanish Strengthening Families Program schedule coming SOON!

Winter classes anticipated to take place in Stayton and Woodburn, Spring Classes in Salem and Silverton (see page 8) Watch our [website](#) for further details.



# Problem Gambling Prevention



## *Problem gambling and our youth*

### One more thing parents need to worry about?

*Recent data suggests a need to recognize youth gambling as an additional risk*

According to a recent report from the Oregon Health Authority, youth who gamble are more likely to smoke, drink alcohol, use marijuana, and skip school than those who do not gamble. Also, (as with alcohol and other drug use), the younger someone starts gambling, the more likely they are to develop a problem with the activity into adulthood.

Most parents take time to talk about the risks of substance abuse and other risky behaviors. Only 42% of youth report their parents have talked to them about the risks of gambling. Studies show that it's time to include gambling on the list of "important conversations" parents have with their teens.

### WHAT CAN YOU DO?

- Talk to kids about the risks/ consequences of gambling.
- Recognize warning signs of problem gambling (such as lying about time or money spent on the activity).
- Encourage youth to find fun alternative activities instead of gambling.
- Become familiar with treatment resources...help is close by.



### WORKPLACE NEWS...

Problem gambling seems like an insignificant issue to employers until it happens in their workplace. According to data from the Oregon Health Authority Problem Gambling Services, over 74,000 people in Oregon suffer from gambling problems. Many problem gamblers are employed, bringing negative effects of problem gambling into the workplace and putting businesses at risk.

2012 Problem Gambling Awareness Calendar coming soon....featuring art from FOUR local middle school students. Contact our prevention team to reserve a copy!

Thanks to the leadership of US Bank regional president, Ryan Allbritton, over 40 local bank managers have been recently learned about the nature of problem gambling, how the problem can affect businesses bottom line, and what type of resources are available for employees who may need referrals. We urge other local businesses to do the same. This information is too important not to share in the workplace, as an employee who is struggling with a gambling problem can devastate a business.

Contact Lisa Miller at 503-981-2461 or [lmiller@co.marion.or.us](mailto:lmiller@co.marion.or.us) to schedule a free on-site employee education workshop.

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](http://www.mylimit.org) for free, confidential treatment options..



# Tobacco Prevention and Education Program

## A Little Help from the Media



### Why show ads that are so shocking?

According to the Oregon Health Authority, ads that are shocking and that evoke powerful emotions are the most effective. In focus group tests among smokers in OR, it was found that these ads were the most likely to inspire tobacco users to quit.

## Oregon Public Health launches anti-tobacco TV ads for fall

*Slate of ads are tagged with information to help smokers quit*

According to the most recent Federal Trade Commission data (from 2006), tobacco companies spend 12.8 billion dollars per year marketing their deadly products, much of it aimed at kids. This means the tobacco companies spend \$25 dollars trying to get people to smoke for every ONE dollar the states spend preventing tobacco use. Tobacco prevention media campaigns are an essential part of countering this aggressive marketing by the tobacco companies.

The Oregon Public Health Division's Tobacco Prevention and Education Program is launching a campaign of anti-tobacco television advertisements this fall to encourage people to quit smoking. The campaign began Sept. 19 and will run through December featuring four TV ads. They include:

- **"Artery,"** which shows graphic imagery of the effects of smoking on the aorta, the main artery leading from the heart.
- **"Ghost,"** which shows a man attempting to embrace his toddler grand child, only to discover he can't because he has died from the effects of smoking.
- **"Heart Attack,"** which displays facts about positive effects of quitting smoking on the heart.
- **"Lung Cancer,"** similar to "Heart Attack," with facts about the positive effect of quitting smoking on the lungs.

Two of the ads, Heart Attack and Lung Cancer, are part of a national campaign that will be running over the next year in conjunction with the Food and Drug Administration's new rule to put shocking images on cigarette packs.

You can see the ads here: <http://www.smokefreeoregon.com/about/press-room>



All the ads end with contact information for the Oregon Tobacco Quit Line 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 by offering confidential, evidence-based coaching. Callers may also be eligible for free nicotine replacement therapy, such as patches or gum.



# Youth Suicide Prevention



## Highlighting Our Community Partners

### Marion County Prevention Team and the Garrett Lee Smith Grant:

We are proud to have been selected as a participating site for a federal grant received by State of Oregon. Beginning in 2010, the grant provides limited funding for three-years to develop local suicide prevention programs. One component of our program is to implement **RESPONSE**: A comprehensive high-school based youth suicide prevention program that was developed in Oregon.

This has led to exciting opportunities to create strong partnerships with local schools to optimize our ability to reach youth, and those who work and live with them. In Year 1, three school districts partnered with our team to participate, including **Gervais HS, Silverton HS and JFK HS** in Mount Angel. Year 2 we added all 8 **Salem High Schools** and the **GED Program** at Chemeketa Community College. To fully Implement the program, school systems agree to work with our program to meet the following steps:

- Review of school policy
- School will identify and train 2 staff in ASIST (A 2-day intervention skills training)
- School will train all staff in intervention skills (2 hour training for all school staff)
- School will obtain active parental consent for youth's participation
- School will implement RESPONSE classroom lessons (four 50-minute lessons)

### In the past year, the grant was able to provide:

- \* ASIST 2-day intervention skills training for **35** Adults working with youth
- \* RESPONSE Inservice 2-hr. training for **633** School staff and administrators
- \* RESPONSE 4-session Student programs for **1507** High school students

As we add schools and continue on with our partners, we look forward to even more staff and students learning how to help prevent suicide.

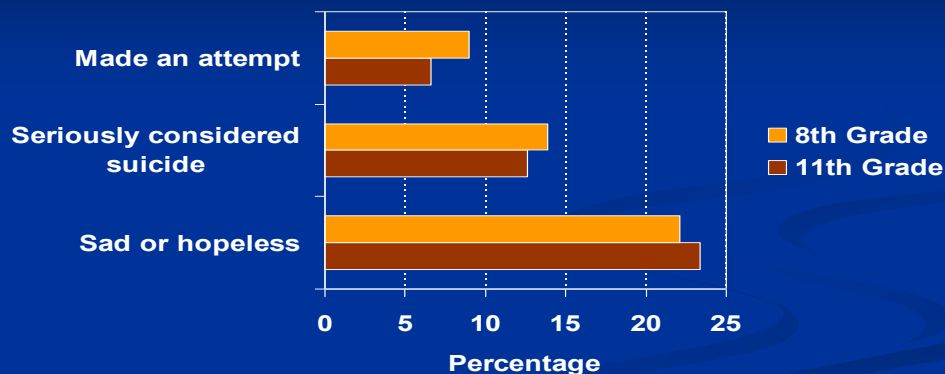
RESPONSE is a comprehensive high school based suicide prevention program designed to increase awareness, heighten sensitivity to depression and suicidal ideation, change attitudes, and offer response procedures to refer a student at risk for suicide.



<http://www.columbiacare.org>

**Welcome** to our third cohort of schools, who will be collaborating with Marion County to implement the RESPONSE Program

### Percentage of Self-reported Risk Behavior Among 8<sup>th</sup> & 11<sup>th</sup> Graders



OR Student Wellness Survey 2010

Regis High School  
 Stayton High School  
 Jefferson High School  
 Cascade High School  
 St Paul High School  
 Woodburn High School





# Other News



## *Tid Bits and Items of Interest*

### COMMITTED ENFORCEMENT RESPONSIBLE VENDER



### FLU SHOTS AVAILABLE

**Marion County CERV Team welcomes the Turner Police Department.** City of Turner voted to participate in the CERV team this Fall. They will begin collaborating with officers from around Marion County, OLCC and Marion County Prevention Team to enforce underage drinking laws in their community and Marion County. Officers will participate in strategic planning, and execution of minor decoy operations and other activities with law enforcement teams from many areas



### Only You Can Stop the flu !

- **GET** a flu shot
- **COVER** your cough
- **WASH** your hands
- **STAY HOME** when you are sick



### Prescription Take-Back Event



A National event set for October 29th. Look for drop off sites in Salem, Turner, and Stayton. It's a great way to help keep unused medications out of the hands of youth, and to protect our environment.

Marion County Health Department encourages **everybody** (6 months and older) to get the flu vaccine **every year**. Call your health care provider, Marion County Health Department immunizations clinic, or a pharmacy to schedule an appointment.

### Marion County Health Department Immunization Clinic

We have flu vaccine for all people 6 months and older. Please call for an appointment.

Salem Office: (503) 588-5342

Silverton Office: (503) 873-1764

Stayton Office: (503) 769-9873

Woodburn Office: (503) 981-5851



## *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).

- Spanish Workshop: Monday, October 24, 2011 from 6:30-9:30 pm @ Wellspring Center, Woodburn. Pre-registration is required, contact Ann Krier @ [akrier@co.marion.or.us](mailto:akrier@co.marion.or.us) or 503-981-2462
- English Workshop: Monday, November 28, 2011 from 6:30pm-9:30pm @ Silverton Hospital Family Birthing Center. Pre-registration is required, contact Lisa Miller @ [lmiller@co.marion.or.us](mailto:lmiller@co.marion.or.us) or 503-981-2461

**Strengthening Families Program! November 1 – December 13, 6:30 - 8:30 pm** at 802 Schlador St. (old high school) - James St. gym entrance (first door to right) For Information or to Register, please contact **Silverton Together** at 503-873-0405