

GASPS Quarterly Newsletter - December 2015



**Keeping the Change Alive:
Sustaining Positive Outcomes**

**Welcome to the Georgia Strategic Prevention System
Newsletter!**

Travis Fretwell

Director, Office of Behavioral Health Prevention

Division of Behavioral Health

Department of Behavioral Health and Developmental Disabilities



We anticipate that this newsletter will keep you informed of the current GASPS initiatives, provide information about upcoming events, and furnish the most current prevention information. By utilizing one of the six CSAP strategies, information dissemination, we hope that this newsletter will supply our partners with valuable information and assist us in moving forward to meet our goals. We thank you for your dedication to prevention and look forward to continuing our work with you.

Prevention in Georgia - It Works!

Incorporating Community into Media

Tiffany B. Davis

Dawson County Family Connection

Region 1



Community members from Dawson County and the City of Dawsonville love this time of year. The North Georgia leaves are displaying their autumn colors, fall festivals are up and bumping, agritourism is at its' peak, and the North Georgia Premium Outlet Mall is ready for the holidays. Dawson County's APP media campaign, "Be the Key", has rolled

out a new, engaging media item to use at these community events and gatherings. Mr./Mrs. Tiger is an interactive, life-size standing cutout poster developed by “Be the Key” and our Dawson County CPAW. The tiger was an easy choice for the poster with this being the mascot for our one and only high school in Dawson County. It has already been used at several local events and from the positive reaction received, we know that Mr./Mrs. Tiger will be used often over the following years. Having youth choose their favorite Velcro attachment portraying their way of staying alcohol-free is a fun way to gain publicity for our underage drinking prevention campaign and compliments our Positive Social Norms campaign declaring most of our youth are alcohol free.

Georgia Youth Create Sustainable Change

Molly Vance

GUIDE, Inc.

Region 3



Youth throughout Georgia keep change alive by participating in [Georgia Teen Institute](#) (GTI), a summer leadership and prevention program offered by [Gwinnett United In Drug Education, Inc.](#) (GUIDE). At GTI, youth are supported and empowered to create an action plan for a prevention project using the [Strategic Prevention Framework](#). They implement their plan during the upcoming school year, and it's incredible to see what positive community change takes place as a result! Youth come back to GTI year after year in order to

continue to grow as community change agents, reignite their prevention spirit and develop their ability to sustain community outcomes.

After attending GTI in 2014, 43 Youth Action Teams planned and implemented 156 prevention projects and 54 community service projects that involved over 30,000 youth around Georgia. This past summer, we enjoyed having 45 [Youth Action Teams](#) at GTI and are so excited about the [work that's already taking place](#) throughout the state as a result of the dedication of these teams! Their projects address topics such as self-esteem building and prevention of underage drinking, prescription drug abuse, other drug use, teen pregnancy and bullying.

In order to help these youth get the most out of their GTI experience, programming is peer-led by high school and college age volunteers, many of which are former GTI participants. Prior to the summer program, GTI Staff grow as leaders through Staff Development Weekends where they become familiar with the Strategic Prevention Framework, [Community Level Change Strategies](#), facilitation best practices, team building activities and more.

Additionally, GTI Staff learn that they have the ability to positively impact others and empower youth to make a difference in their communities. "GTI taught me that I had a voice. [After] a lot of coaching, I was able to use my voice to let people know that there are other ways to have fun besides going to parties, drinking and doing drugs. GTI taught me that my voice can be heard, not only with my peers but with adults as well," said Elliott Walker, one of our seasoned staff members who started coming to GTI as a participant in 2003.

You, too, can help keep the change alive and develop the next generation of leaders in prevention by applying to be on Georgia Teen Institute Staff in 2016! [Applications](#) are due January 8, 2015.

Super Hero Retreat

Lynne Sroczyński

HEARTS

Region 5



The STEP Up Ware Workgroup proudly celebrated its 2nd annual Retreat where Waycross' greatest super heroes attended. The super heroes were educated on the risks and dangers of alcohol. Megan Montgomery-Pope from Rome, GA spoke to the group about her life experiences regarding high school and college. She had the dream life with a college scholarship, popularity and excellent grades; then began drinking which turned into drugs and other negative choices. It took many challenges and support networks for Megan to find her road to recovery. She shared many of those challenges, successes, setbacks and family heartbreaks.

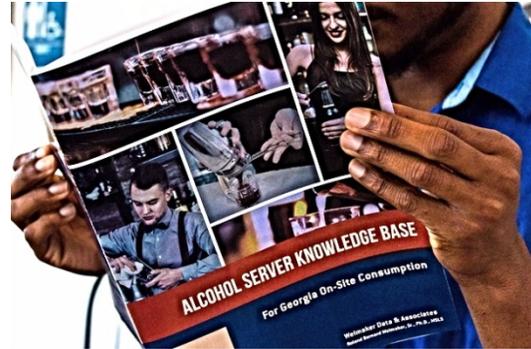
Another feature of the Retreat was the recap of the community Focus Groups which the Workgroup members had completed over the last six months. There was a panel of super heroes from different sectors of the community who answered questions about whether they thought underage drinking was a serious problem in Waycross and ways to overcome the challenges this issue brings. The challenge to all super heroes is to keep the mission alive. The retreat participants were challenged to decide how they would define sanctions for minors with alcohol violations and when these sanctions should be applied. Super heroes (STEP Up Ware Workgroup) meet on the 3rd Thursday of each month at 10:00 a.m. at the Coastal Pines Technical College in Room 210. Come help us fight the villains and win our youth a life of success!

Ordinance Education

Antonio Reed

Camden Community Alliance & Resources

Region 5



Our program staff is currently working to increase off and on premise alcohol retailer's perceptions of risk for non-compliance to state MIP laws. The law seeks to reduce the available alcohol sources to underage youth, which often leads to other serious crimes. We implement a two component prevention strategy; Compliance Checks to show that the law is being enforced and Seller Server Guides to educate outlets on the law and how to follow it. Both parts of the strategy are being publicized to the general public in an effort to inform the entire community of the risks in participating and condoning underage drinking. The Seller Server guides will also be made accessible online with an accompanying quiz to maximize its availability both locally and across the state. The guides were developed in partnership with Georgia Department of Behavioral Health, the Georgia Department of Revenue and the Camden County Sheriff's Department. For more information about this initiative contact the office, at (912)882-7295 or email office@camdenfamilies.org

Compliance Rates Increase in Gwinnett County

Molly Vance

GUIDE, Inc.

Region 3



When it comes to reducing retail access of alcohol among 9-20 year olds, there have been notable successes in the South Gwinnett County community between October 2014 and September 2015.

[Gwinnett United In Drug Education, Inc.](#) (GUIDE), one of the Alcohol Prevention Providers in Region 3, serves the South Gwinnett area and is very fortunate to have strong, collaborative relationships with local police departments. These partnerships allow us to work closely with police officers in order to conduct compliance checks on a regular basis, enforce safe alcohol sales and collect important data. From October 2014 to September 2015, the Gwinnett County Police Department conducted compliance checks in the City of Grayson and in Unincorporated Gwinnett County on a monthly basis. During that time, the City of Lilburn Police Department conducted one round of compliance checks that included all of the alcohol licensees within their city limits. Additionally, the City of Snellville Police Department conducted three rounds of compliance checks and one [DUI check](#). Through these efforts, there were 178 alcohol retailers checked by police officers in the South Gwinnett area. We are pleased to announce that there has been a significant improvement in compliance rates, or the percentage of stores that check IDs and do not sell alcohol to an underage decoy.

Specifically for the City of Grayson and Unincorporated Gwinnett County, the compliance rate steadily improved each quarter, starting at 73%, improving to 83% in the second quarter, 91% in the third quarter and 100% during the fourth quarter. Overall, 74 alcohol retailers were visited during the year, 11 of which sold alcohol to an underage decoy. This resulted in an overall compliance rate of 87% for 2014-2015, an increase from 83% in 2013-2014.

During the City of Lilburn Police Department's compliance checks in March 2015, only two alcohol retailers out of 40 sold to an underage decoy, for a compliance rate of 95%. This is an increase from 92% in June 2014. Finally, a total of 64 alcohol retailers were checked by officers from the City of Snellville Police Department, with eight selling to a decoy. In 2014-2015, the compliance rate increased from 70% during the first quarter to 95% in the fourth quarter. Snellville's overall annual compliance rate improved from 68% in 2013-2014 to 83% in 2014-2015. We are very appreciative of the dedication of these officers and their work to prevent and reduce retail and social access of alcohol to teens and underage young adults. They are major contributors to these positive community outcomes! In order to recognize their efforts, we were honored to recently hold a few [officer appreciation events](#) and provide a community recognition award at a local [City Council meeting](#). We are looking forward to keeping the change alive this year by continuing to collaborate with local police departments in order to make our communities healthier and safer!

Respect Yourself. Be Drug Free.

Tricia Mills

Department of Behavioral Health

Office of Behavioral Health

SYNAR/Special Projects Administrator



RESPECT YOURSELF. BE DRUG FREE was the theme of the Governor's Red Ribbon Campaign kickoff on October 21, 2015 at the Mable House Barnes Amphitheatre in Mableton, GA. A colorful, lively event took place featuring an array of speeches, presentations, school performances, and poster art walks from schools across the state, incorporating this message and demonstrating successfully that remaining drug and alcohol free impacts personal success and high achievement.

Guest stars included Miss Georgia, the Braves pitcher, and a very special entertainment guest, SILENTO. Community participation was astounding, without an empty seat in the amphitheater. In addition, more than 33 schools, 17 community Prevention exhibitors, a video message from the Governor himself, and presentations from the Department's Commissioner, Frank W. Berry, as well as the Director of the Office of Behavioral Health Prevention, Travis Fretwell.

The Georgia Department of Behavioral Health and Developmental Disabilities' (DBHDD) Office of Behavioral Health Prevention is proud to manage Georgia's Red Ribbon Campaign on behalf of Governor Nathan Deal. Georgia's Red Ribbon Campaign has grown steadily over the last decade thanks to our partners and Georgia's young people.

Please join us for the Red Ribbon Week Competition where schools and community organizations have an opportunity to showcase their individuality and commitment to a drug free message in their community. We encourage you to complete the application and submit by December 11, 2015. The winners of this competition will be able to participate

in the Award Ceremony, which will be held in April 2016.

Copyright © 2015 Prospectus Group, All rights reserved.

You are receiving this email because of your connection with the Alcohol Prevention Project in Georgia.

Our mailing address is:

Prospectus Group
390 17th Street NW
#5054
Atlanta, GA 30363

[Add us to your address book](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

MailChimp