

2017 COALITION REPORT



www.PBCSAC.org

MESSAGE FROM...

The Palm Beach County Substance Awareness Coalition is proud to provide you with this information as it represents a good part of the work we do every day to help keep Palm Beach County a Healthy, Happy Drug free community.

We say it all the time, this is a true community organization. The planning, development, and implementation of the strategies and programs we engage in are only possible with the support of the people and organizations in this community. Without the combined efforts of so many, we would not have been able to make the impact we have and certainly won't be able to do all of the great things we have planned for the future. So if for some strange reason you haven't heard me say it "THANK YOU"

We have made some big strides, youth use of illicit and prescription drugs is down and underage drinking is at the lowest point it has been in twelve years. However, we need to stay vigilant as new threats are showing up all the time and trends could easily reverse if we rest on what we have done. This is why continued efforts and community involvement remains critical. We have learned much in the last seven years. We are more effective and more efficient but community wide issues can only be addressed by community wide efforts. That is why we have created new taskforces and action committees, stepped up our data collection efforts and continue to update our strategies. We look forward to our continued work with all of our current supporters, partners and volunteers and welcome new ideas and passion.

Palm Beach County is a great place to live and we want to keep it that way. Please take a look at some of the activities, projects and programs highlighted in this report and consider how you can join our efforts.

Thank you,

Jeff Kadel

Executive Director

Palm Beach County Substance Awareness Coalition

561-374-7627

jeffkadel@pbcsac.org

www.pbcsac.org

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“Uniting Palm Beach County by strengthening children, families and neighborhoods in their resolve to reduce and prevent alcohol and drug use, creating a drug free community”.

The Palm Beach County Substance Awareness Coalition’s vision statement is as follows:

The Palm Beach County Substance Awareness Coalition is the premier substance awareness coalition in Palm Beach County comprised of members from private and public organizations and concerned citizens who work together to lead the community in reducing the use and abuse of alcohol and other drugs. Through the attainment of our goals, the Palm Beach County Substance Awareness Coalition has become and shall remain a financially viable partnership. The members work collaboratively to educate the community and raise awareness while preventing substance abuse and deviant behaviors in an effort to ensure children, families and whole communities live drug free.

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BOARD MEMBERS



Jan Cairnes
Chair



Sharon Greene
Secretary



Christopher Finley, Esq.
Treasurer



Javaro Sims
Law Enforcement
Liaison



Carrol Fiddis
Community Liaison



Mitch Thompson
Faith Based Liaison

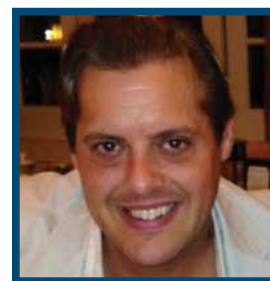
STAFF



Jeff Kadel
Executive Director



Alexa Lee, M.S.
Director of Programs



Micah Robbins
Director of Special Projects

PARTNERS

211 Palm Beach Treasure Coast
Access Recovery Solutions
Accurate Hospitality Services
Acme Ranches
Adobe Systems
Advanced Recovery Systems
Atlantis Police Department
Behavioral Health of the Palm Beaches
Bethel Evangelical Baptist Church
Big Brother Big Sisters of Palm Beach and Martin Counties
Boca Raton Police Department
Boys Town
Boy Scouts of America South Fl Council
CARE
Catholic Diocese of Palm Beach
Children's Home Society of Florida
Children's Service Council of Palm Beach County
Clear Channel Communications
Comprehensive AIDS Program of Palm Beach County
Cottage
Crime Stoppers
Department of Children and Families
Delray Beach Police Department
Delray Beach Drug Task Force
Division of Alcoholic Beverages and Tobacco
Drug Abuse Foundation
Drug Abuse Treatment Association
Families First of Palm Beach County
Family Behavior Services LLC
Family Center for Recovery
Fathering Forum
Federation of Family
Florida Association of Recovery Residences (FARR)
Florida Department of Health
FoundCare
Futures of Palm Beach
G-star School of Arts
Gang Alternatives
Grandparents Raising Grandchildren
Hanley Center Foundation
Health Care District of Palm Beach County
Healthier Delray Beach
Hip Hop, Inc.
Hope's Gate
Ian Mautner Foundation
Into Action
Internet Marketing and Management Group
JBIZ
Jerome Golden Center for Behavioral Health
Jewish Community Relations Council
Kain & Associates, LLC
Lake Clarke Shore Police Department
Lawrence of Florida
Law Enforcement Planning Council
Lifeskills Of Delray
Lighthouse Institute

Marcus Coaching
Magellan Health
Manalapan Police Department
Melissa Institute
Mental Health Association
Mothers Against Drunk Drivers (MADD)
National Guard
Non Violence Project
NOPE Task Force
North Palm Beach Police Department
Nova Southeastern University
Ocean Ridge Police Department
Palm Beach Atlantic University
Palm Beach Board of County Commissioners
Palm Beach County Board of Realty
Palm Beach County Health Department
Palm Beach County League of Cities
Palm Beach County Library
Palm Beach County School District
Palm Beach County Sheriff Office
Palm Beach Gardens Police Department
Palm Beach Police Department
Palm Beach State College
Palm Springs Police Department
Parent Teacher Association of PBCSD
PATH: Preserving, Archiving & Teaching Hip hop, Inc.
Rebel Recovery
Recovery Association of the Palm Beaches
Rehab After Work
Rotary Club of Wellington
SADD Florida
Save our Society
School District of Palm Beach County
Solid Waste Authority
Southeast Florida Behavioral Health Network (SEFBHN)
Southeast Florida Recovery Advocates
South Florida Fair
South Palm Beach Police Department
Student Aces, Inc.
The Addict's Mom
The Avenue Church
The Law Office of Christopher Finely
Urban League of Palm Beach County
Village of Tequesta Police Department
West Palm Beach Police Department
Young People in Recovery (YPR)

UNDERAGE DRINKING PREVENTION

877 Means 21



One of the issues with underage drinking is that stores selling to minors and house parties with underage drinking often go unreported. The Coalition's answer was to establish the 877 MEANS21 tip line, where community members can do just that. In addition, the Coalition was able to pass a county ordinance, which has been adopted by many municipalities, (most recently, Delray Beach and Boca Raton) requiring signage at alcohol outlets. The signs act as a reminder of the law. The signs require the displaying of the current legal age to purchase alcohol, a consequence of selling to or buying for those under 21, and a number to call and report those who do. The signs were distributed to over 2,900 alcohol outlets in Palm Beach County, which of course had our 877 MEANS21 tip line as the number to call. The results have been outstanding so far, with community members reporting parties and stores selling minors. If your community hasn't adopted this ordinance yet, please work with us to make it happen. This has been a valuable tool.

85 x 18

We launched our 80x18 campaign in 2015 with hopes that by 2018, 80% of PBC teens would report not drinking. Well thanks to everyone's prevention efforts we reached our goal two years early. That's right, 80% of teens reported not drinking on the last Florida Youth Substance Abuse survey.

So we have upped the game and are now going for 85%.

It will take all of us to reach this goal.

85x18 will succeed because of you!

See how you can help by visiting 85by18.org



UNDERAGE DRINKING PREVENTION

School Bus Poster Contest

“Your Future is Bright With Alcohol Out of Sight” marked last year’s theme for the Annual Alcohol Prevention Poster Contest. This project started from two middle school students who wanted to get their message out to a wider audience. Without any prior ads on the inside of school buses, they knew this was the way to go!

Today, after receiving nearly 7,000 entries over the years, this positive prevention campaign has become part of the fabric of the Palm Beach County community. Students from elementary through high school are eligible to enter. Each year, our guest artist judges select the top nominees from all entries received and approximately 5,000 community members vote online for their favorite to be reprinted and posted inside all School District of Palm Beach school buses. Generous contributions from Hanley Foundation and the Judy Carreras Foundation has allowed the project to award two students each year with \$1,000.

Thanks to the commitment of the South Florida Fair, we feature the top 100 entries from the campaign at a booth each year where over 1,500 patrons view the prevention messages. After the winning posters are printed, 100 volunteers post over 2,000 prevention posters inside approximately 1,000 school buses.

With our continued sponsorships, including Palm Beach Sheriff’s Office, Wellington Rotary, partnerships such as Florida SADD and Florida MADD, volunteers and others, this campaign touches over 66,000 students daily who ride the school bus.



OPIOID PREVENTION

Throughout the year the Coalition has partnered with various organizations to provide trainings and bring awareness to the opioid epidemic. This includes creating a Drug Trends report which can be found on our main web page as well as our DontBeAGuineaPig.org site

Working with Bethesda Hospital and Jupiter Medical Center, we trained over 100 doctors, nurses and medical staff on proper prescribing methods and alternatives to opioids.



Using an evidenced base Over the Counter Medicine Safety program. Our Teen Coalition in Action members educated over 50 elementary and middle school students on medicine safety and Rx Drop box program.



The Coalition staff provided community trainings and disseminated information all over the county. Providing community members valuable information about opioid use prevention, intervention and treatment options.

RX DRUG PREVENTION

Drop Box Program

By continuously working with our law enforcement partners and Solid Waste Authority, we were able to increase the number of prescription drop boxes in Palm Beach County to 30 locations.

Partnering with Publix, Walgreens and the PBC Board of Pharmacists, we continued to display signage at a number of pharmacies and community locations throughout the county.

Special thanks goes to Walgreens for purchasing 5,000 flyers for distribution in their stores and the community. More importantly, setting up drop boxes in some of their stores.

Our efforts are paying off and the results are outstanding:

- **Over 8,000 lbs. of prescription drugs collected each year**
- **Over 6,000 unique visitors to the www.pbcdrop.org website annually where thousands are educated on proper storage and disposal of prescription drugs**

You can also find Drop Box locations on the Children's Services Council's new SafeMap app, available in your app store



PILL DROP

DROP OFF YOUR UNWANTED PRESCRIPTION DRUGS!

Keep prescription medicine away from our children and out of our water supply!

The two most important things you can do to help are:

- **Lock up** your medication
- **Properly dispose** of unused or unwanted drugs

Drop Box Locations

Sheriff Office: District 1 3228 Gun Club Road West Palm Beach, FL 33406 (561) 688-3600	Delray Beach Police Dept. 300 West Atlantic Avenue Delray Beach, FL 33444 (561) 243-7800
Sheriff Office: District 3 8130 Jog Road West Palm, FL 33412 (561) 776-2000	Palm Springs Police Dept. 230 Cypress Lane Palm Springs, FL 33461 (561) 968-8243
Sheriff Office: District 4 345 S. Congress Ave 2nd Floor Delray Beach, FL 33445 (561) 274-1075	Palm Beach Police Dept. 345 South County Road Palm Beach, FL 33480 (561) 838-5454
Sheriff Office: District 5 38840 State Road 80 Belle Glade, FL 33430 (561) 996-1670	Lake Clarke Shore Police Dept. 1701 Barbados Road West Palm Beach, FL 33406 (561) 964-1515
Sheriff Office: District 6 7894 South Jog Road Lake worth, FL 333467 (561) 357-7000	Ocean Ridge Police Dept. 6450 N. Ocean Blvd Ocean Ridge, FL 33435 (561) 732-8331
Sheriff Office: District 7 17901 State Road 7 Boca Raton, FL 33498 (561) 558-2700	North Palm Beach Police Dept. 560 US Highway 1 North Palm Beach, FL 33408 (561) 882-1142
Sheriff Office: District 8 14000 Greenbrier Blvd. Wellington, FL 33414 (561) 688-5447	South Palm Beach Police Dept. 3577 South Ocean Blvd South Palm Beach, FL 33480 (561) 588-8889
Sheriff Office: District 9 11498 Okeechobee Blvd Royal Palm Beach, 33411 (561) 790-5180	Manalapan Police Dept. 600 S. Ocean Blvd Manalapan, FL 33462 (561) 585-9477
Sheriff Office: District 10 700 6th Street Lake Park, FL 33403 (561) 881-3326	Palm Beach Gardens Police Dept. 10500 N Military Trail West Palm Beach, FL 33410 (561) 799-4406
Sheriff Office: District 14 120 North G Street Lake Worth, FL 33460 (561) 586-1611	West Palm Beach Police Dept. 600 Banyan Blvd., West Palm Beach, FL 33401 (561) 822-1852
Boca Raton Police Dept. 100 NW 2nd Ave. (Boca Raton Blvd) Boca Raton, FL 33432 (561) 338-1234	Atlantis Police Dept. 260 Orange Tree Dr. Atlantis, FL 33462. (561) 965-1700
	Village of Tequesta Police Dept. 345 Tequesta Dr. Tequesta, FL 33469 (561) 768-0700

www.PBCDrop.org

OTHER PREVENTION ACTIVITIES

C.O.W.

#CatchtheCOW

The Coalition on Wheels (better known as the COW), is our mobile prevention truck and trailer that can be seen out and about at numerous local community festivals and trainings. This is our time to meet and greet our awesome community members where they live, and it allows us to reach the underserved areas of our county. Staff and volunteers put our strategies into action by bringing drug prevention to life with interactive information and hands on activities at COW events. Try your hand at the "Spin the Wheel" or decorate your own #85x18 button.

With our volunteers, whom we like to call our COW crew, and the support of Palm Beach Sherriff's Office, we talk to hundreds of community members each year and disseminate thousands of prevention materials. Next time you #CatchtheCow, make sure you stop by to say hello.



OTHER PREVENTION ACTIVITIES

Youth Summits

Part of our mission is to provide drug prevention education and advocacy skills to the young people in our community. Hosting Youth Summits is one way we address the topics of alcohol, marijuana, prescription drugs and others.

Impacting over 500 middle and high school students yearly, our Teen Coalition in Action (TCIA) members are actively engaged in the design and implementation of many of our county youth summits. For our Fall Youth Summit, #NotMyBrain, youth from 6th - 12th grade were invited to build their skills in leadership, team building, advocacy and media message development. Led by TCIA, they took their peers on a day adventure where teens met other teens from around the county, they taught peer to peer workshops on the "Truth About Alcohol and Marijuana", learned how to market a prevention message and finished the day off with the creation and viewing of their own PSA.

Jointly during our youth summits, we offer a Parent Café so parents of the participating teens can learn drug prevention and communication skills too. Thank you to our partners, MADD and Hanley Foundation for offering these crucial workshops with us.

With collaboration from partners like PBSO, Urban League, Palm Beach County School District, Choice to Change, Planned Parenthood, West Palm Beach Police Department and Southeast Behavioral Health Network and many others, we are able to reach a broad spectrum of the community.



OTHER PREVENTION ACTIVITIES

Graduation Hats off to the Class of 2017!

This once in a life time event for the 2017 Seniors of Palm Beach County School District (PBCSD) draws over 20,000 people to celebrate their achievement. With support from PBCSD, the Coalition shared prevention messaging with the seniors, encouraging them to maintain a healthy, alcohol and other drug free life. We also, reminded parents to steer clear of providing alcohol to those under 21.



Prom

The Drug Abuse Treatment Association (DATA), took the lead with the Coalition on our Prom Promise campaign.

This unique environmental strategy has middle school students sending their high school prom going cohorts a self-made, hand written message and drawing that tells them the importance of staying safe and sober. Cards are given to prom goers when they receive their prom ticket and displayed in prominent hallways for all to see. High school students tell us how special it is to receive this personal message because it reminds them that their choices matter and can influence those younger than them for the better or worse.



SBIRT

Screening, Brief Intervention, and Referral to Treatment (SBIRT) is an evidence-based practice used to identify, reduce, and prevent problematic use, abuse, and dependence on alcohol and illicit drugs.



SBIRT is an approach to the delivery of early intervention and treatment to people with substance use disorders and those at risk of developing these disorders. Working with community partners such as DATA, we have screened hundreds of youth and based on their risk assessment, connected them with the proper services.

OTHER PREVENTION ACTIVITIES

Strengthening Families Dinner

"America's drug problem is not going to be solved in courtrooms or legislative hearing rooms by judges and politicians. It will be solved in living rooms and dining rooms and across kitchen tables – by parents and families."
- Joseph A. Califano, Jr., CASAColumbia Founder and Chairman Emeritus.

Family Day is a national movement to celebrate parental engagement as an effective tool to help keep America's kids substance free. The Palm Beach County Substance Awareness Coalition is supporting this effort by engaging our community partners such as the Bethel Evangelical Baptist Church, Propel, Healthy Delray Beach and so many more to participate in our Annual Strengthening Family Dinners.

This year we had 5 Strengthening Dinners

- Over 60 Families Attended
- Over 300 Individuals
- Which is more families than ever.

Attendees took a pledge to show the importance of family dinners and took home some great conversation starters.

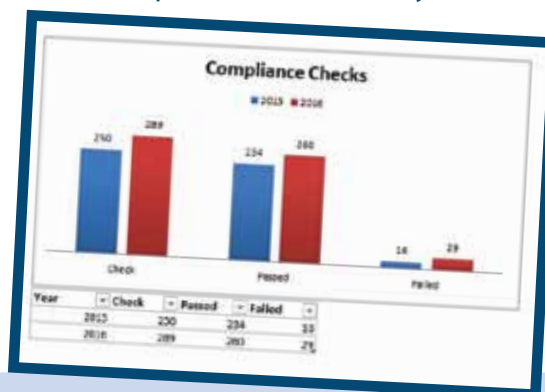
For more information please visit www.PBCDinners.org

Overall, 90% of businesses were in compliance compared to the 47% of businesses in 2014. The Coalitions efforts to increase compliance checks, provide Responsible Beverage Server trainings and implementing point of purchase signage ordinances has played a large role in the decrease of stores and other outlets selling alcohol to those under 21, these efforts led to improvements in our local compliance rate.



Compliance Checks

In partnership with the North Palm Beach PD, West Palm Beach PD, and Palm Beach Sheriff's Office, 289 alcohol compliance checks were conducted in Fiscal Year 2016. These checks were conducted by law enforcement personnel trained by PBCSAC.



TCIA

This group has grown in numbers and strength over the last few years. Currently, membership spans across 12 middle and high schools. Keeping with their mission to inspire and empower 100% of Palm Beach County teens to be alcohol and other drug free, they utilize a strategic plan to address several areas of concern, such as the prevention of marijuana, underage drinking, and prescription drug misuse.

They have designed and implemented a Town Hall, Youth Summits, and alternative events to engage teens in substance free fun, such as their inaugural Spring Break Bright Night. They have been invited to share their message on a iHeart Radio broadcast and can be seen spreading their message at community events.

Led by Jonah Fisher, they passed the Point of Purchase Ordinance for the cities of Boca Raton and Delray Beach. This ordinance is aimed at the preventing the buying, giving and selling of alcohol to anyone underage.

Teens are trained to deliver workshops on the Truth About Marijuana and Alcohol and Over the Counter Medication Safety to their peers or other community groups. Last year, they delivered programs to over 350 local students.

TCIA Attends National Youth Leadership Institute

With the generous support of members like you, Domonique Lee and Chloe Calderon, had the privilege of attending CADCA's National Youth Leadership Institute in Las Vegas. Not only did they receive intensive training on proven strategies to address drug prevention in our community, but also to be instructors of the evidenced based curriculum, Over the Counter Medication Safety. This program is now being offered to 5 – 8th graders in our community.



Awards Luncheon 2016

PBCSAC was privileged to celebrate the incredible work our community partners and volunteers do every day at the fourth annual Awards Luncheon. The work of the coalition depends on the commitment of these leaders.

Thank you to all of our award winners: Carolina Leyva - Youth Champion, Gaynelle Gosselin - Civic Leader Champion, Susan Klarich, PhD - PBSO - Law Enforcement Champion, Solid Waste Authority - Business Champion, Michelle Quesada-WPTV - Media Champion, nominees, and everyone who makes a difference for the people of Palm Beach County.



Recovery Awareness Partnership

The Recovery Awareness Partnership (RAP) brings the very best assets from the treatment and recovery environment including professionals, advocates, families and individuals in recovery, public safety, medical and governmental representation to explore, discuss, plan and implement solutions to support those in need during this ongoing healthcare crisis.

RAP engages in three key areas of support: Positive Messaging in Treatment and Recovery, Prevention and Education Initiatives, and Building Better Bridges to Access to Services. RAP has produced and partnered on a number of initiatives to support these goals, from ongoing educational series, to working with industry and community leaders to affect change on the local, regional and state level in the area of substance use disorders, RAP continues to play a leadership role

RAP is an open community forum that meets weekly. Feel free to come and be a part of the solution in our community.



In The News

In addition to the prevention campaigns we run, the Coalition has received a lot of media coverage. These news outlets; including TV, Print, Radio, online and others have led to an increased awareness of the Coalition and our prevention messages. In the past year we have had over 100 million media impressions, 1 million Social media impressions and 50,000 unique visitors to our various web sites.

- | | |
|------------------------|------------------------|
| ABC | Sentinel Boynton Forum |
| Beachcomber | Shiny Sheet |
| Boynton Forum | South Florida Times |
| CBS | Sun Sentinel |
| CityandShore.com | The Palm Beach Post |
| Comcast Cable | The Neighborhood Post |
| CW 34 | 88.1 WAY-FM |
| Delray Beach Pineapple | WBZT_Talk Radio |
| Delray Forum | Wellington Town-Crier |
| FOX | WFLX |
| Huffington Post | WJNO |
| New Times | WLRN-Radio |
| NBC | WPBF |
| iHeart Media | WPEC |
| Palm Beach Daily News | WPTV |
| Palm Beach Post.Com | WRMF/WIRK- Radio |
| School District | |



EMERGING ISSUES

In an effort to stay ahead of the continued influx of new drugs, the Coalition created an informational web site and corresponding messaging campaign called "Don't Be A Guinea Pig". The message is simply, you don't know what's in these drugs and you don't know what they will do to you. The web site informs and educates the community about the various synthetic and illegal drugs currently popping up in South Florida. DontBeAGuineaPig.com

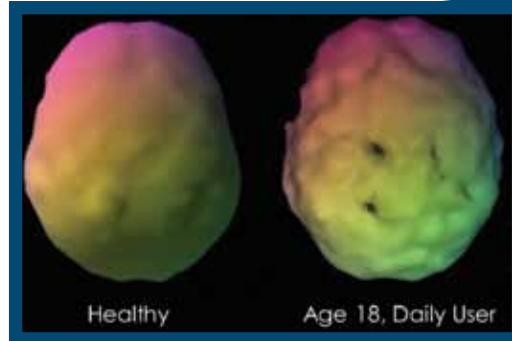
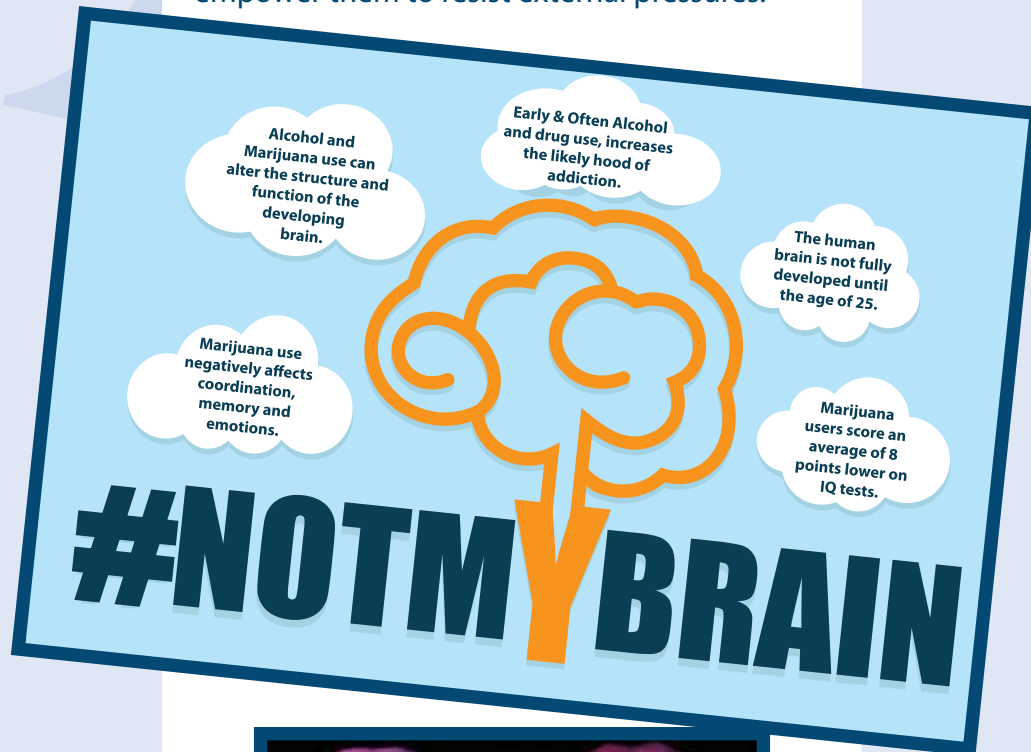


As with everything we do, community involvement will be critical to our success. If you are already a member, please continue your support. If not, now is time to plug in and help us keep Palm Beach County Happy, Healthy and Drug Free!

For more information on how you can support, volunteer or become a member of the Coalition. Please call 561-374-7627 or e-mail us at info@pbcsac.org

NOT MY BRAIN

A new messaging campaign, Not My Brain empowers teens and young adults by educating them about the short and long term damage, early drug and alcohol use can have on their brains. #NotMyBrain and the NotMyBrain.com web site have been set up to inform community youth about the effects of certain drugs and alcohol on the developing brain and empower them to resist external pressures.



Use the hash tag #NotMyBrain and share your good choices, so others can see that kids all over the county are defending their brains. For information about the effects of drugs and alcohol on the developing brain, go to NotMyBrain.com

NOT MY HOUSE

Some parents have the attitude, that letting teens drink under their roof is “safe drinking”, but when it comes to teens, there is no safe drinking.

In fact, studies have proven that allowing your teen to drink under your roof has the reverse effect. Teens who are allowed to drink at home are more likely to drink outside their home. Also, if you think all teens drink, you’d be wrong again. In fact, 80% of Palm Beach County teens reported NOT drinking on a recent survey.

In addition, assuming you are willing to take the legal risks, providing alcohol to other teens without their parents’ permission is not only against the law, is also against the beliefs of the majority of parents.



Teen drinking is the cause of a series of adverse effects including: motor vehicle crashes, risky sexual behaviors; accidental deaths; decreased school performance; brain impairment; economic costs to communities, and more.

The Not My House campaign was set up to inform and educate parents about underage drinking and provide a platform for parents to feel safe about allowing their teen to attend a party, knowing that the host parent has taken the pledge to not allow underage drinking in their home.

For more information and to pledge not to allow underage drinking in your home, go to NotMyHouse.org



Coalition Snapshot 2016



8,074 lbs.
of unused and unwanted drugs collected



5,000+
community members receive our monthly newsletter

52 million
media impressions



244,000+

youth and adults reached through trainings and information dissemination for a total of **1,300 hours of prevention services** provided to the community.



\$195,527

in resources generated through cash and in-kind donations and volunteer hours

These efforts plus valuable community partnerships helped create the results below.



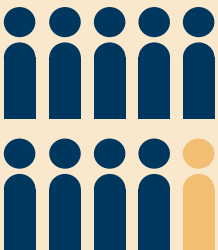
Fewer Palm Beach County youth drink alcohol, smoke marijuana or smoke cigarettes today than at any point in the last decade. 2006–2016



Palm Beach County youth are delaying the use of alcohol, cigarettes and marijuana.



80% of Palm Beach County youth are alcohol-free



90% of Palm Beach County youth did not use marijuana in 2016



Past 30-day alcohol use **declined 20 points**, a **44% reduction** among Palm Beach County youth 2006–2016 FYSAS

Binge drinking **decreased by 61%** between 2006 and 2016

**Coordinating Palm Beach County's
efforts to keep our communities
healthy, safe and drug-free.**

www.PBCSAC.org

