



# VERNON **ROCKS** COALITION

Working together to prevent alcohol and  
prescription drug use among Vernon youth

# What we know

Alcohol use among middle schoolers has declined by more than half since 2000. We can continue this trend until alcohol use is no longer a threat to our youth. Unfortunately, a new challenge is threatening Vernon youth: opioid and prescription drug use is on the rise.

- A higher percentage of students in grades 6-8 reported using prescription drugs than any other core drug category.
- Reported prescription drug use among students in grades 9-12 in 2013 increased from 2009 and was higher than the regional rate.



## The statistics are sobering:

- **90%** of addictions start during the teenage years.
- The average age of first-time alcohol use among Vernon youth is **13**.
- The illicit drug-related death rate for Vernon is higher than the state rate.

# We need your help

We can overcome these challenges by uniting as a community to protect Vernon youth, provide them with healthy alternatives and educate everyone on the dangers and risks of alcohol and prescription drug use.

Join the coalition today! As a member you will:

- Attend meetings to stay up-to-date on current topics and trends affecting Vernon youth.
- Help to make decisions about strategies and activities to implement in the community.
- Volunteer your time and/or resources at community events to raise awareness of the coalition, the program and the drug use concerns that exist in our community.

We are looking for representatives from families (youth and parents), faith-based groups, the business community and other concerned citizens to help us ensure all Vernon youth have the opportunity to lead successful lives.

**With your help, alcohol and substance abuse among teens is preventable.**

People from all over the community – nonprofit agencies, town departments, local businesses, faith groups, parents, students and others – are joining forces to implement evidence-based strategies to keep Vernon youth healthy and safe. Join us!

## CONTACT



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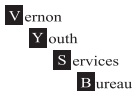
**The Vernon ROCKS Coalition** is a collaboration of community stakeholders, parents, youth and volunteers, whose focus is to prevent the use of drugs and alcohol in Vernon's youth by promoting protective factors and decreasing risk factors that contribute to substance use. Vernon ROCKS is funded in part by The Village for Families & Children and its affiliate, KIDSAFE CT, through a grant from the Department of Mental Health & Addiction Services (DMHAS). The mission of Vernon ROCKS is to provide "Resources & Outreach for Community Knowledge & Success."



# Partners



NORTH CENTRAL DISTRICT  
HEALTH DEPARTMENT



The Village's mission is to build a community of strong, healthy families who protect and nurture children.

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