

VERNON ROCKS COALITION

Your monthly news & updates

Exciting things are happening with the Vernon ROCKS Coalition as we work towards making the community a healthier, safer and drug free town!



"The way to change the world is through individual responsibility and taking local action in your own community" - Jeff Bridges

"Drinksgiving"

Thanksgiving is a time of being with family and friends, and celebrating the things you are most grateful for, but a popular trend is emerging that comes with risk!

The day before Thanksgiving, commonly referred to as "**Blackout Wednesday**" or "**Drinksgiving**" is a day where people are consuming large quantities of alcohol. While it is no surprise that the holiday seasons see a spike in alcohol consumption, in some areas Blackout Wednesday is being considered **one of the biggest drinking days of the year**, passing St. Patrick's Day and New Years Eve alcohol consumption rates!

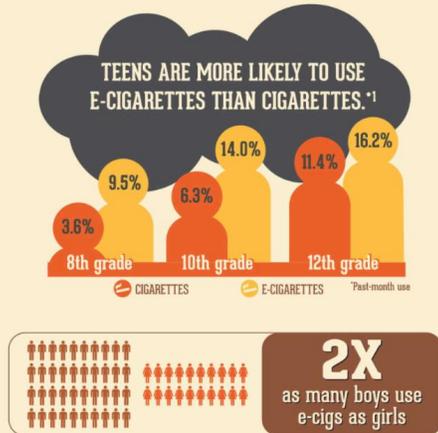
Upserve, a restaurant management company, reported beer sales increased by **270 percent**, liquor sales grew by **114 percent** and food orders went up by **28 percent** on this night alone! Not only that but the Alcohol Monitoring System reports that alcohol violations are **37% higher** on Thanksgiving Eve!



During this time it is important to talk to your loved ones and set expectations in the household about the dangers of drinking and driving and underage drinking to ensure they do not partake in this risky behavior! We hope you all have a safe and happy Thanksgiving!

The Truth About Vaping

Teens and E-cigarettes



National Institute on Drug Abuse

With the potential of nicotine addiction for new users and so many uncertainties associated with vaping it is best to avoid it all together! Read more about vaping [here!](#)

Vaping & using E-Cigarettes are becoming extremely popular across multiple generations. But there are a lot of misconceptions about the health effects from them, and research is still continuing.

98.7% of E-cigs contain nicotine. JUUL's cartridges, the most popular e-cig device, contain the same amount of nicotine as a pack of cigarettes! However, studies have shown that many you are **unaware that JUULs contain nicotine.**

Another major concern with vaping is the **flavors** they come in, which are the main appeal for users - especially teenagers and young adults. On a positive note, Juul just announced that in an effort to combat underage use of their product they will be **removing certain flavors from stores**, and making them available online only.

What the Coalition Has Been Up To In Vernon!



2nd Annual Community Basketball Tournament

On November 16th the Coalition hosted the **2nd Annual Community Basketball Tournament.**

The event consisted of **3 on 3** double elimination, half court games, where 9th-12th graders played against the Vernon P.D. and RHS staff.

The tournament was an effort to show kids



Semi Annual National DEA Drug Take Back Day

On October 27th the Vernon ROCKS Coalition, in partnership with Walgreen's and the Vernon Police Department partook in the **National DEA Drug Take Back Day.**

This event promotes safe disposal of unused, expired or unwanted prescription medication in an effort to reduce the amount of opioids accessible to the

that there are safe and **healthy alternatives** to substance use and that the police and adults are people who they can confide in.

It was a great turn out, **39 students** played and many more watched from the bleachers! There was food and the top three teams received prizes. Overall it was a huge success and we cannot wait for next year's tournament!!

community.

Across the United States this one event collected **900,000 pounds** of unwanted prescription medications with Vernon Rockville contributing to that!

If you missed the event but still have prescription medication you need to dispose of you can safely do it at the Drug Dropbox located inside the Vernon P.D. lobby!

Real Talk Vernon!



Our youth developed social marketing campaign, **Real Talk Vernon**, is coming together and soon you'll be able to see it all over town!

The youth members of the coalition spearheaded this campaign in an effort to educate parents and youth about the conversations that need to go on in families in order to prevent underage drinking. They have been extremely committed to the project, working to make sure that the campaign has a smooth introduction!

Look out for our first billboard that goes up on Monday 11/26 at the corner of Loveland Hill Road and Route 83! Real Talk messages will be up through the holidays and campaign material displayed throughout the town! Be sure to be on the lookout for Real Talk, check out our Real Talk page on our website and most importantly "Start the Conversation"!

If you are aware of an underage party or illegal activity follow the link and submit the anonymous form below, and the Vernon ROCKS Coalition will work with the Vernon Police Department to prevent or stop the activity.

[Report it Here](#)

If you are interested in becoming more involved with the Vernon ROCKS Coalition we are always looking for more members. You can join by visiting our website!

Visit our Website

