

February 2019

VERNON ROCKS COALITION

Read about the exciting things happening with the Vernon ROCKS Coalition, including Real Talk Interviews, opioid awareness PSAs, the 2019 CADCA Leadership Conference, and the Developmental Assets!

Happy Valentines Day from Vernon ROCKS



Visit our Website

Real Talk Interviews



By now you have probably seen the Real Talk campaign throughout the town of Vernon, either at your favorite restaurant or passing the billboards on route 83. The latest thing we rolled out for this social marketing campaign is Real Talk Interviews. The Community Voice Channel in Bolton invited us to film monthly interviews to spread

awareness and substance use prevention strategies by having the youth interview community members who are vital to substance abuse prevention in the Vernon community.

The first episode was done entirely by the youth of the Vernon ROCKS Coalition! Filmed from start to finish with no editing, it featured RHS Senior and Real Talk member, Skylar, interviewing the coalition's Chairperson and Vernon Youth Service Bureau Director, Michelle Hill. You can check out that interview [HERE!](#)

Be sure to tune in to next month's interview where we will be talking with Chris Luginbuhl, coalition member and founder of Become Part of the Solution, a non-profit aimed at getting people into recovery.

Change the Script on Opioids

The coalition was awarded a

State Targeted Response grant to educate the community on opioids.

One of the ways we are doing this is by having radio public service announcements. They will be broadcast from mid February through March on 93.7FM and 98.3FM. Each station reaches approximately 40,000 listeners weekly. The coalition is optimistic that the PSAs will expand the reach of the resources provided by the Department of Mental Health and Addiction Services to better help those addicted to opioids.



Be sure to be listening to catch our customized PSA, or check it out on our [WEBSITE!](#)

CADCA's 29th Annual National Leadership Forum



The week of February 4th-8th was CADCA's 29th Annual National Leadership Forum.

Two of our coalition members attended, Kaitlin Carafa, the Program Coordinator and Cassie Zwarycz, the Youth Advocate. The conference featured more than 90

training sessions from various change agents and leaders in the prevention field.

Attending the conference provided the coalition with the incredible opportunity to learn new strategies, ask questions and connect with fellow attendees on the topics most important in our community.

In addition to incredible training sessions they were able to listen to an impressive line up of speakers including Dr. Jerome M. Adams, the 20th Surgeon General of the United States, and Jim Carroll, Director of the Office of National Drug Control Policy (ONDCP).

Attending conferences, such as this one, are crucial for the coalition. Hearing from other coalitions that are using techniques that have had success, provides a fresh perspective especially when we are in the middle of the Real Talk campaign. We need to be sure our methods are the most effective and staying up to date on trends of substance use across the nation to ensure we are providing the right tools and outcomes.

Developmental Assets

The Coalition relies heavily on Developmental Assets.

The **Developmental Assets** are 40 research-based, positive experiences and qualities that influence young peoples development, helping them become caring, responsible, and

productive adults.

They are categorized into two categories External or Internal. External assets are comprised of support; empowerment; boundaries and expectations; and constructive use of time. Internal can be divided into commitment to learning; positive values; social competencies; and positive identity.

EXTERNAL ASSETS

-  Support
-  Empowerment
-  Boundaries & Expectations
-  Constructive Use of Time

INTERNAL ASSETS

-  Commitment to Learning
-  Positive Values
-  Social Competencies
-  Positive Identity

Over time, studies of more than 5 million young people consistently show that the more assets that young people have, the less likely they are to engage in a wide range of high-risk behaviors and the more likely they are to thrive (The Search Institute). We focus on these assets in an attempt to decrease the risky behavior of substance use.

Vernon ROCKS is devoted to ensuring that every child in Vernon is provided with the chance to excel via the developmental assets, promoting them as protective factors to prevent youth from using substances and giving them alternatives such as staying engaged in their community.

If you or a loved one is having trouble with substance abuse check out the available resources in the area

[Get Help](#)

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](#)

Are 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!

[Get Involved](#)