

BECOME A MEMBER

Vernon ROCKS 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.



As a Vernon ROCKS 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

CONTACT US:

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VERNON
ROCKS
COALITION

A substance use
prevention coalition



ABOUT THE VERNON ROCKS COALITION



The function of Vernon ROCKS is to be inclusive of all sectors of the Vernon community to work together to implement strategies that promote protective factors and decrease risk factors that contribute to substance use in young people. Vernon ROCKS supports:

- Prevention strategies for young people at-risk for developing substance abuse issues in hopes of delaying the onset of use and ensuring adequate and timely referral to treatment, for those identified as abusing substances.
- Creation of positive youth development opportunities and a preventive continuum of community supports and services for young people in Vernon.
- Efforts to foster collaborative partnerships among community partners, service providers, educators, faith-based organizations, parents, and youth to ensure that Vernon ROCKS addresses the needs of the entire community.
- An inclusionary process by which youth have input in the discussion on how to plan and implement meaningful and appropriate programs and activities for Vernon youth.
- Development and frequent re-assessment of a comprehensive strategic plan for addressing youth substance use, including a plan to monitor and evaluate its implementation.

MISSION AND GOALS

The mission of the Vernon ROCKS Coalition is to provide **R**esources & **O**utreach for **C**ommunity **K**nowledge & **S**uccess to prevent youth substance abuse.

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COALITION STRATEGIES

PRIMARY SUBSTANCE:

ALCOHOL

TARGET POPULATION:

11-18 YEARS OLD

TARGETED RISK FACTORS:

Low perceived risk of harm

Low perceived parental disapproval of alcohol use

AWARENESS

By participating in and hosting community events, we raise awareness of substance abuse, risk and protective factors, and ways to prevent future abuse in Vernon's youth. Our social norms marketing campaigns are created by young people, targeting their peers and their parents.

EDUCATION

We provide education and resources about substance abuse and prevention to Vernon youth and parents through schools and other local groups and at community events.

HEALTHY ALTERNATIVES

The coalition engages with several community partners to plan drug-free, healthy alternatives for youth in Vernon, such as our Annual Basketball Tournament.

ENFORCEMENT ACTIVITIES

In collaboration with the police department, we implement enforcement activities, such as compliance checks, to ensure that liquor stores are not selling to minors. Additionally, the police department works with Vernon ROCKS to prevent and stop underage parties and in-school drug use.