

Hood River Prevents

Hood River County Prevention Department

Tobacco Cessation In The Gorge Moves Forward

By Jane Palmer, Smoking Cessation in the Gorge, 541-386-3335 / jane.palmer@co.hood-river.or.us

Hood River County Prevention Department and North Central Public Health District collaborated on a Tier II OHSU Knight Cancer Institute Community Partnership Program Grant in 2016. The goal of the regional project was to reduce the number of Oregon Health Plan (OHP) members in Hood River and Wasco counties who use tobacco. Tobacco use was identified as a health concern in the 2013 Regional Health Assessment. It is estimated that 74 people in the two counties have died from lung and oral cancers since 2010. The rate of tobacco use is higher in the Medicaid population, with approximately 4,300 adults reporting they use tobacco. Tobacco use is linked to many chronic health conditions facing local residents and the use of tobacco is one of the most significant preventable causes of early death and chronic health problems today.

For this grant project, local medical practice groups engaged in assessing their work flow and increasing their knowledge and understanding of evidence-based smoking cessation practices. Over 185 individuals participated in this project.

One of the greatest indicators of project success was the increase in the rate of Quit Line referrals. This evidence-based intervention increased 79% in Wasco County and more than tripled in Hood River County.

Key stakeholder interest and involvement with this undertaking has been amazing. Supporting people as they make healthier lifestyle choices is an important goal for the health care community.

We are pleased to announce that the Hood River County Prevention De-

partment in partnership with North Central Public Health District has been awarded a Tier III OHSU Knight Cancer Institute Community Partnership grant for 2017. The initial Tier II grant work will be continued and built upon. Our plan is to engage additional medical provider groups in this important work. Additionally, patient satisfaction with smoking cessation support will be assessed. The American Lung Association's "Freedom From Smoking" program will be added to the local cadre of evidence-based strategies offered in the communities.

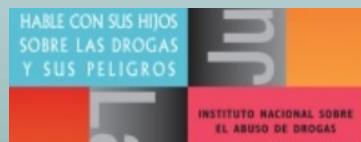
The Community Partnership Program is designed to build sustainable collaborations with Oregon communities by providing grants and other resources to foster development of community-identified cancer prevention, early detection, treatment and survivorship projects. The OHSU Knight Cancer Institute has committed to a decade-long investment to develop robust, sustainable programs that benefit the health of all Oregonians. Additional information about the program is available on the OHSU Knight Cancer Institute's website.



Table of Contents

1. Tobacco Cessation In The Gorge Moves Forward
2. Hood River Tobacco January Update
3. The Costs of Alcohol Addiction: Protect Oregon Youth
4. Odell Coalition Members Increase Leadership Roles
5. Hood River County Prevention Department Works to Reduce Risk For Youth
6. HEALTH Media Club Youth Advocate For Prevention

Some of our favorite links.



GET INVOLVED

ATOD Prevention Coalition:

When: First Wednesday of the month

3:30–5:00pm

Where: China Gorge Restaurant
(2680 Old Columbia River Dr.)

Contact: Belinda Ballah,
541-387-6890

Health Media Clubs (HRMS, Wy'east, HRVHS)—After School

When: HRMS: 1st & 3rd Mondays
Wy'east: 1st & 3rd Tuesdays

HRVHS: 1st & 3rd Thursdays

Where: HRMS: Mrs. Norton's Rm
Wy'east: Lunch Room
HRVHS: Mr. Judah's Room
Contact: Belinda Ballah,
541-387-6890

Hood River Tobacco Prevention January Update

By Ilea Bouse, staff, Prevention & Education Specialist, 541-387-7030 / ilea.bouse@co.hood-river.or.us

We are starting the New Year out with being thankful for cool crisp clean air, while also braving the snow, ice, and slush. Tobacco prevention efforts have not been hindered by the elements, as conversations continue about how to protect youth from being drawn into buying and/or using flavored tobacco products. We are currently circulating a sheet with seven reasons to consider why it would be beneficial to ban flavored tobacco products in Hood River. The Tobacco Companies know they need kids to start smoking and using flavored tobacco products, to remain viable, so we need to do what we can to protect our kids and community.

The seven reasons for banning flavored tobacco products include:

1) Save Lives!

2) Protect young brains. (Brains are not finished growing until the mid twenties. To become a healthy adult, a young brain needs protection and time to learn control and to make good choices.)

3) Reduce addictions which often start before age 21.

4) Improve health for low-income and communities of color (Tobacco causes problems for low-income and communities of color at a far greater rate than other groups, and these changes



FYI

80% of Kids who ever used tobacco started with a flavored product (Santa Clara Public Health Department)

Names for Flavored Tobacco Products:

Pineapple
Maple Pancakes
Vanilla Cupcake
Pink Berry
White Grape
Strawberry
Wild Apple
Watermelon

80% of Kids who ever used tobacco started with a flavored product (Santa Clara Public Health Department)

"If a man has never smoked by age 18, the odds are three-to-one he never will. By age 24, the odds are twenty-to-one." R.J. Reynolds

would help these people.)

5) **Reduce health care costs and save money** (Tobacco costs Oregon \$3 billion a year in health care costs because illnesses linked to tobacco are often really expensive.)

6) **Not hurt those already addicted, especially low-income people.** (We are not seeking to ban all tobacco products, just flavored products aimed at kids, such as candy flavors, chocolate flavors, and fruit flavors.)

7) **Reduce the pull on kids to get tobacco** (High School students, who are the primary source of tobacco for younger kids, are less likely to purchase tobacco products that are not flavored.).

We are likely to come up with more than 7 reasons as the year unfolds because this is just the beginning. Hood River is a wonderful, livable community, and a State leader in Tobacco Prevention, yet this could be easily undermined by advertising to a generation with little exposure to the dangers of Tobacco use and addiction. The threat is real, the time is now, and the campaign has begun, to protect our kids from the influence of Big Tobacco by banning candy, chocolate and fruit flavored tobacco products.

For more information contact, Ilea Bouse 541-387-7030.

The Costs of Alcohol Addiction: Protect Oregon Youth

By Ilea Bouse, staff, Prevention & Education Specialist, 541-387-7030 / ilea.bouse@co.hood-river.or.us

As the new Prevention and Education Specialist working on the STOP Grant, (A grant focused on stopping the use of alcohol by minors), part of my time has been spent getting to know more about the Oregon Liquor Control Commission (OLCC), their purpose, mission, and assistance as a resource to prevention efforts.

My journey led me to a fact sheet that describes "Where Your Liquor Dollars Go". You can find this sheet for yourself on the OLCC website, but let me give you some highlights that stood out for me.

The OLCC receives tax money from alcohol sales, and some of that money goes back to the government. In just two years, 2014-2016, the OLCC shared \$445.8 million with Oregon programs, cities, and counties. To get these taxes Oregonians spent **\$1.16 Billion** dollars on alcohol in two years. Most of that money went into the State General Fund (\$253.4 million), but \$17.7

million went to fund Mental Health, Alcohol & Drug Treatment Service.

You might think that \$17.7 million for Mental Health, and Alcohol & Drug treatment is a good thing, yet when you consider for every dollar collected in this manner, another \$8.95 must be spent to deal with the side effects of substance abuse and addiction, it doesn't seem so good. If we do the

math ($\$8.95 \times \17.7 million), we see that it will cost our State \$158.4 million to cope with those who are addicted to alcohol.

What do all these numbers mean, there is a lot of alcohol being bought in the State of Oregon, and all of this drinking is costly to our community. It also means our young people are being exposed to a culture that spends a lot on drinking alcohol, but little on those who get addicted to it, and have difficulty coping with its negative effects.

You can do your part to help stop the tide of alcohol addiction, by spreading the word. "Underage drinking starts with an excuse", and most alcohol addiction and abuse starts with underage use.

For more information contact, Ilea Bouse 541-387-7030.

FYI

\$1.16 Billion was spent in Oregon from 2014-2016 on alcohol. (OLCC)

Young people who start drinking alcohol before age 15 are 5 times more likely to develop alcohol abuse or dependence than people who first used alcohol at age 21 or older.

(www.NCADD.org)



math ($\$8.95 \times \17.7 million), we see that it will cost our State \$158.4 million to cope with those who are addicted to alcohol.

What do all these numbers mean, there is a lot of alcohol being bought in the State of Oregon, and all of this drinking is costly to our community. It also means our young people are being exposed to a culture that spends a lot on drinking alcohol, but little on those who get addicted to it, and have difficulty coping with its negative effects.

You can do your part to help stop the tide of alcohol addiction, by spreading the word. "Underage drinking starts with an excuse", and most alcohol addiction and abuse starts with underage use.

Odell Coalition Members Increase Leadership Roles

By Luz Oropeza, staff, Odell Hispanic Drug Prevention & Health Promotion Coalition, 541-387-7031 / luz.oropeza@co.hood-river.or.us

Key Points:

- In prevention work, it is critical to involve all sectors of the community, including youth.
- “Our job is to reinforce [kids’] decision not to use any drug” - Dr. Robert L. DuPont
- When talking to youth, express compassion and understanding.
- Show that you care about their health and future.

January and February have been very busy and productive months for the Odell Hispanic Coalition. In January we worked numerous hours on our Action Plan and Budget which were to be submitted to our funder by the end of last month. This year we engaged various coalition members and established both a strategic planning sub-committee and a budget sub-committee to help with the development of our action plan and our coalition budget.

I am very proud to say that over the last couple of months, there has been a shift from coalition staff doing most of the work to engaging more coalition members and letting them take the lead. Coalition members are feeling more and more comfortable taking leadership roles and making decisions for the coalition. One of those decisions was to increase training money so more coalition members have the opportunity to increase their leadership skills and to learn more about the prevention field and coalition capacity.

Aside from the establishment of the strategic planning sub-committee and budget sub-committee, two new co-chairs were voted in (Patty Lara and Juan Reyes) while Yesenia Castro and myself stepped out of the co-chair positions.

This month, three coalition members; Adelina Lopez, Patty Lara, and Gladys Rivera and Prevention Department staff attended the CADCA National Leadership Forum at the Gaylord National Resort and Convention Center in National Harbor, Maryland. I have nothing but good things to say about CADCA (Community Anti-Drug Coalitions of America) and its conferences. They always have over 70 workshops that cover a wide variety of topics. In addition, they have the National Youth Leadership Initiative, a specific track for youth that teaches them the basics of prevention work such as how to do a needs assessment and how to create a logic model.

CADCA devotes a whole day of the Forum for Capitol Hill Day which allows attendees to visit their congressmen and senators and talk to them about the issues they’re having in their communities. The next conference will be in July in Atlanta, Georgia. We are hoping to take more coalition members.



CADCA attendees visit with Senator Ron Wyden

Hood River County Prevention Department Works to Reduce Risk For Youth

By Belinda Ballah, Director Hood River County Prevention Department, 541-387-6890 / belinda.ballah@co.hood-river.or.us

We are ranked high in cities that are desirable to live in and yet there are many among us who struggle with the use of drugs and alcohol. For many of these people, their use is a way of escape. For others, it is a way to fit in. What can we do to improve the community that we live so that needs are met and people choose healthy behaviors?

The science of Prevention looks at risk and protective factors. Research shows that the more risk factors can be reduced in a child's life, the less vulnerable the child will be to health and social problems. (Hawkins, Catalano, & Miller, 1992). However many children and youth growing up in presumably high-risk families and environments emerge relatively free of problems. The reason for this is the presence of protective factors in these young peoples lives. Protective factors balance and buffer risk factors (Hawkins et al., 1992).



Protective factors come from many areas: the individual, family, peers, school, community and society. A few factors include:

- Positive bonding among family members
- Peers that are involved in school, recreation, service, religion or other organized activities
- Clear standards and rules for appropriate behavior.

"Research shows that the more risk factors can be reduced in a child's life, the less vulnerable the child will be to health and social problems."

- Opportunities for youth participation in community activities
- Caring and supportive communities
- Raised purchasing age and enforcement
- Decreased accessibility

Risk factors also come from these same areas: the individual, family, peers, school, community and society. A few risk factors include:

- Lack of cultural pride
- Ready availability of substances
- Community attitudes are favorable to drug use.
- Family conflict and domestic violence
- Lack of school bonding
- Pro-drug use messages in the media

We at the Prevention department work hard to increase protective factors and decrease the risk factors. As a community, we do a good job of this also, however there is always room for improvement.

If you are interested in being a part of these efforts, we welcome you to stop in at the office, send an email, call or attend our monthly coalition meetings.

Interested in becoming involved?

Give us a call
541.386.2500

Email me:
Belinda.ballah@co.hood-river.or.us

Stop in the office:
309 State Street
Lower level of the County Courthouse

Attend our coalition meeting:
1st Wednesday of each month, 3:30-5:00pm
Grace Su's China Gorge Restaurant
In Hood River

HEALTH Media Club Youth Advocate For Prevention

By Luz Oropeza, staff, HEALTH Media Club Co-facilitator, 541-387-7031 / luz.oropeza@co.hood-river.or.us

It always brings me great joy to see youth involved in prevention. It is one thing to have adults advocate for prevention, but it's much more effective when youth advocate for a drug-free community.

Recently we conducted a Sticker Shock campaign, a project where we place stickers with a prevention message designed by the HRVHS H.E.A.L.T.H. Media Club on beer cartons . This year, HOSA (Health Occupation Services of America) Club members joined HRVHS H.E.A.L.T.H Media Club members to place almost 4,000 stickers on beer cartons throughout the county. The message on the sticker read, "Play it Safe / Juega Limpio y Sin Falta, Penalty for giving alcohol to minors / Es penado darle alcohol a menores, HRVHS HEALTH MEDIA CLUB (541) 387-6890".

The Sticker Shock activity was the Thursday before Super Bowl Sunday. The stores that we visited were Windmaster Market, Walgreens,

Safeway, Rite Aid, Rosauers, Mercado Guadalajara, Mid Valley Market, Carniceria y Verdureria la Mexicana, and Boys Pine Grove Market.

Two weeks ago, the Wy'east Middle School's H.E.A.L.T.H Media Club recorded two PSAs (public service announcements) with Radio Tierra around underage drinking. One of the PSAs was from "Talk. They Hear You", an underage drinking prevention campaign from SAMHSA (Substance Abuse & Mental Health Services Administration). Kids really do hear their parents, even when it doesn't seem like it. In fact, parents are the number one reason why youth choose not to drink or use drugs.

SAMHSA's website has a lot of information about the "Talk. They Hear You" campaign. You can download the app and handouts with tips on how to have a conversation with your kids about the dangers of underage drinking. Here are five conversation goals when talking to your kids about underage drinking:

1. Show you disapprove of underage drinking
2. Show you care about your child's happiness and well-being
3. Show you're a good source of information about alcohol
4. Show you're paying attention and you'll notice if your child drinks
5. Build your child's skills and strategies for avoiding underage drinking

Visit <https://www.samhsa.gov/underage-drinking> for more information and tips on how to keep your kids away from alcohol.



HRVHS Health Media Club add a prevention message to beer cartons for Super Bowl Sunday

GET INVOLVED

High School Health Media Club:

When: 2nd & 4th Thursday
3:30–5:00pm
Where: Hood River Valley High School
Mr. Judah Room (1220 Indian Creek)
Contact: Belinda Ballah, 541-387-6890

Middle School Health Media Clubs:

When: HRMS 2nd & 4th Monday
Wy'east 2nd & 4th Tuesday
3:45–5:00pm
Where: HRMS Mrs. Norton Room
Wy'east Middle School Cafeteria
Contact: Belinda Ballah, 541-387-6890

Odell Hispanic Drug Prevention Coalition

When: 3rd Monday of each odd numbered month
5:00-6:00 pm
Where: Mid Valley Elementary School Cafeteria.
Contact: Luz Oropeza, 541-387-7031



This newsletter was compiled by Hood River County Prevention Department