

Hood River Prevents

Hood River County Prevention Department

New Car Seat Law Takes Effect

By Guest Contributor Joella Dethman, Safe Kids Columbia Gorge, safekidscg@gmail.com

Governor Brown just signed a new law (House Bill 3404) that mandates children remain rear facing until age two.

The old law required children to remain rear facing until age one AND reach a weight of 20 pounds. The new law reflects safety concerns that children are safer riding rear facing. There are many seats with higher rear facing seat limits to keep kids safe. Children between ages one and two who were already forward facing before the law was passed are exempt.



Infant and toddler in rear-facing car seats

Approximately 85% of seats are NOT installed correctly. Safe Kids Columbia Gorge provides FREE monthly car seat classes in Hood River and The Dalles, teaching parents how to properly install children in their car seats. 16 local volunteer Certified Car Seat Technicians oversee instruction at the classes.

Low cost seats are also available for WIC (Women Infants & Children) eligible families at the classes. Registration is required by calling the local WIC office, either at the Hood River County Health Department (541-387-6882) or North Central Public Health District (541-506-2610), serving Wasco, Sherman, and Gilliam Counties.

Car seat checks are also available by appointment with certified technicians by emailing safekidscg@gmail.com to set up the appointment. Remember, the new law is in effect now. Children under 2 must be rear facing.

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Some of our favorite links.



PARENTS.
THE ANTI-DRUG

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, Wyeast, HRVHS)

When: HRMS: Mondays
Wyeast: 1st & 3rd Tuesdays
HRVHS: 1st & 3rd Thursdays
Where: HRMS: Conference Rm
Wyeast: Lunch Room
HRVHS: Mr. Judah's Room
Contact: Belinda Ballah,
541-387-6890

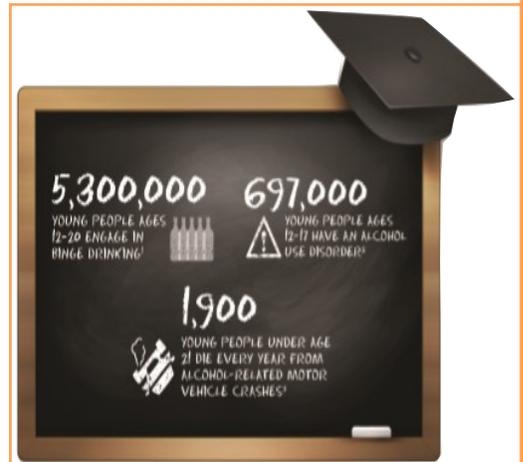
Stay Safe — Talk to Your Graduates About Alcohol

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

June is National Safety Month, which seems like a perfect opportunity to bring up the topic of underage drinking with your Graduates. “According to Injury Facts 2016, the National Safety Council’s annual report on unintentional injuries, the three biggest causes of fatalities on the road are **alcohol**, speeding and distracted driving.” (www.nsc.org/)

June is Graduation month, and young people are celebrating this big change in their lives. “The party atmosphere is infectious, and frequently, people under 21 experiment with alcohol.” (<http://novarecoverycenter.com/>)

Your new Graduate has a brain that is still developing and they are prone to poor judgment. Talk to them about celebrating without alcohol. Explain to them how alcohol effects the body and the brain. Create a plan in case they end up at a party where alcohol was served. Host your own alcohol-free celebrations.



FYI

Is this any way to celebrate?

Drinking can result in:

- ⊗ Loss of Freedom
- ⊗ Arrests
- ⊗ Loss of Self-control
- ⊗ Sexual Assaults
- ⊗ Trips to the Emergency Room
- ⊗ Car Crashes
- ⊗ Injuries
- ⊗ Death

*National Institute on Alcohol Abuse and Alcoholism

“Tell your graduate to play it safe and party right— and alcohol-free— at graduation. Because a well-deserved celebration shouldn’t end in tragedy”

**NIAAA*

You may not believe it but studies show kids listen to what adults say about alcohol. You are key in keeping your new graduate safe during the celebration phase, and into their new life away from home. The HR Prevents FaceBook page has two short videos that will give you tips on how to talk to your kids about alcohol.

The Substance Abuse and Mental Health Administration (SAMHSA) published a flyer called “Talking with your College-bound Young Adult About Alcohol”. Let me know if you would like a copy, it is excellent! It provides information on what your new graduate will face when they go to college, how to start the conversation, and how to keep the conversation going after they move on to College or their next chapter in life.

For more ideas on how to keep your graduate safe, call Ilea Bouse at the Hood River County Prevention Department 541-387-2030.

Some Sweets Are Not So Sweet For Kids

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

Maple Pancakes, Vanilla Cupcake, Cotton Candy, Pink Berry, Strawberry, Wild Apple, Chocolate, Cinnamon Toast Crunch, and Watermelon all are flavors kids find yummy, and they are also the popular new flavors for tobacco.

According to the Centers for Disease Control, 70% of middle and high school students who currently use tobacco have used a flavored product. And the Journal of the American Medical Association states that 73.8% of current youth cigar smokers said they smoked cigars “because they come in flavors I like.”

The Food and Drug Administration (FDA) already banned the sales of candy flavored cigarettes, but the Tobacco industry moved the flavors into cigars and electronic cigarette/vapor products. The FDA ban does not apply to cigars or new smoking devices. Among flavored cigars sold in 2015, the popular flavors were fruit (38.8%), sweet or candy (21.2%) and wine (17%), according to the website tobaccofreekids.org.

There is a growing trend around the country to save the health of kids by banning the sales of flavored tobacco products. New Jersey; Maine; New York City; Providence, RI; Hayward, CA; Santa Clara County; CA; Chicago, IL; Minneapolis, MN; St Paul, MN; Boston MA; and Berkeley, CA all passed some type of ordinance banning or restricting the sales of flavored products, according to Tobaccofreekids.org.

This is a Tobacco retail strategy the Hood River Prevention Department is exploring. We are looking for community input and partners who are interested in this subject.

For more information contact the Hood River County Prevention Department’s Tobacco Education Program and Prevention Coordinator, Ilea Bouse at 541-387-7030.



Tobacco disguised as candy!

FYI

8 reasons to ban flavored tobacco products

1. Save Lives!
2. Protect Young Brains.
3. Reduce Addictions which often start before age 21.
4. Improve health for low-income and communities of color.
5. Reduce health care costs and save money
6. Not hurt those already addicted
7. Reduce the pull on kids to get tobacco.
8. Be a Leader in protecting our kids!

Hood River County Participates in National Prevention Week

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

- ⊗ Cigarette smoking results in more than 480,000 premature deaths in the US each year.
- ⊗ Alcohol use by teenagers can affect normal brain development and change the brain and negative effects in learning as well as an increased risk of becoming addicted to alcohol later in life.
- ⊗ More than half of the drug overdose deaths in the US each year are caused by prescription drug misuse.
- ⊗ Marijuana can be addicting. 1 in 6 kids will become addicted and 1 in 11 adults will become addicted.
- ⊗ Suicide is the 10th leading cause of death in the United States. If you are feeling depressed and/or having suicidal thoughts or know someone who does, seek help.
- ⊗ Relieving stress and talking about your feelings is a great way to promote mental health. Try these five steps the next time you are stressed: get support, take walks, don't take it out on yourself, try to solve the problem, and be positive – most stress is temporary

Talk about the power in numbers. Prevention cannot take place in a vacuum. It is community-based and without the support of our community members our goals to reduce drug use and abuse cannot be achieved. Several times a year, we implement or participate in events that with the purpose of raising the community's awareness around the effects of substance use and abuse among our youth and the general population. One of these events is National Prevention Week. This year it took place from May 14th through May 20th. SAMHSA (Substance Abuse and Mental Health Services Administration) supports National Prevention Week as an annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. Each day of National Prevention Week focuses on a specific health theme. The themes for National Prevention Week 2017 were:

- ⊗ Prevention of Youth Tobacco Use: Monday, May 15
- ⊗ Prevention of Underage Drinking & Alcohol Misuse: Tuesday, May 16
- ⊗ Prevention of Prescription & Opioid Drug Misuse: Wednesday, May 17
- ⊗ Prevention of Illicit Drug Use & Youth Marijuana Use: Thursday, May 18
- ⊗ Prevention of Suicide: Friday, May 19
- ⊗ Promotion of Mental Health & Wellness: Saturday, May 20

This year we involved several community partners to help spread the word about this event. Students from our Health Media



Clubs posted posters around the schools, and students and staff participated in the "I Choose . . ." activity. We distributed signs with the heading "I Choose . . .", and people completed the sentence with their favorite activity by either drawing a picture or using text. Through this activity we promoted healthy drug-free behaviors and increased awareness that there are numerous ways to have fun without the need of alcohol and drugs.

We also created buttons and distributed them all over the community, including the Health Department, the School Board, several County Departments, both middle schools and at HRVHS. In addition, there was an article that was submitted to the Hood River News as well as letters to the editor. To reach out to even a larger audience, students from the middle school recorded a PSA and interviews on the radio took place. We are hoping that next year, we can make the event even bigger and get more people on board with our mission, which is protecting the most vulnerable—our youth.

Looking Backward and Moving Forward

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

As the fiscal year draws to a close, we have an opportunity to look at the many accomplishments that have occurred through the Prevention Department.

The H.E.A.L.T.H. Media clubs were extremely busy this year producing 6 Theater ads, 7 Public Service Announcements in both Spanish and English that aired on 7 different radio stations, 2 Sticker Shock events with over 7,000 stickers distributed, multiple letters to the Editor, program inserts at the middle schools and 3 unique designs for club shirts. The middle schools participated in “Kick Butts Day” by creating sidewalk art and playing dead to portray what nicotine can do to the body. They know how to get things done!



We were able to bring 2 highly sought after speakers to our community this year-Nigel Wrangham and Jermaine Galloway. They presented to numerous groups both within in the schools and also the community and across the region on substance use prevention and engaging youth participation.

We partnered with The Next Door, Inc. to bring the Incredible Years parenting series to Parkdale. The Strengthening Families series occurred in Hood River. Both were a huge success with community members asking for when the next series will begin.

With community wide collaboration we held our first Sexual Assault Awareness Week campaign as a result of the “It’s On Us

“The middle schools participated in “Kick Butts Day” by creating sidewalk art and playing dead to portray what nicotine can do to the body. They know how to get things done!”

Hood River Valley” taskforce that has been meeting for the last year. Presentations were made to multiple venues to raise awareness and start the conversation on sexual assault. These presentations were augmented by amazing video creations from students at the high school. Both the city of Hood River and the county declared the week of April 2-8th as Sexual Assault Awareness Week.

The Marijuana Taskforce worked closely with John Roberts, County Planning Director, to create and move forward ordinances to regulate marijuana time, place and manner. Through this months long process that was well thought out we were successful in limiting the amount of marijuana production in the county and keeping our schools, parks, day cares and neighborhoods where children reside protected.

We secured a Tier III Knight Cancer Research grant to continue regional work on implementation of work flow plans to increase tobacco cessation efforts in medical, behavioral health and dental clinics.

We secured a Federal grant to address underage drinking. We are working with downtown business owners and alcohol retailers to address the multi-pronged issues that we are seeing with underage and young adult drinking.

Trainings and conferences have strengthened the work that has been done this last year. Coalition members along with staff attending multiple events throughout the state and nation to increase knowledge of substance use prevention and community collaboration.

Moving Forward:

- ⊗ Continue conversation around banning flavored tobacco products
- ⊗ Expand the reach of Health Media club students
- ⊗ Continue to work with Mayor Blackburn, City Council and downtown business owners to address alcohol issues
- ⊗ Sustain our suicide prevention outreach and build on the work of our volunteer prevention coordinator, Susan Gabay.

Youth Voice Elevated For National Prevention Week

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

Prevention coalitions around the world have always emphasized the importance of the youth voice. There is nothing more powerful than listening to youths advocate for their health and safety. May has been quite the month for our Health Media Clubs. National Prevention Week took place this month, therefore we spent a lot of our time preparing for it. The Health Media Clubs played a big role in its implementation.

This was our second year participating in National Prevention Week. We were very proud to see the enthusiasm from our Health Media Club students this year. The Hood River Middle School Health Media Club recorded PSAs for the radio and used sidewalk chalk to write the daily prevention theme right outside of the school. Wy'east middle school's Health Media Club created posters and placed them around the school's cafeteria. The whole school participated in the "Choose..." activity.



Through this activity we promoted healthy drug-free behaviors and increased awareness that there are numerous ways to have fun without the need of alcohol and drugs. Then we taped the signs up on the cafeteria wall for display. Pictures were taken of the wall as well as of everybody who participated in the activity around the community and were posted on the HR Prevents facebook page.

In addition, the Health Media clubs submitted letters to the editor at the conclusion of National Prevention Week. They made it clear that we need to include more community members in our prevention efforts. Alcohol, tobacco, and marijuana availability is harming our youth in several different ways and it is crucial that we all take a stance against the use of these substances by minors.

It truly speaks to me when I hear an adolescent talk about his / her disappointment around the increase in drug use and availability. I would hope that that would speak to you too. I encourage you to talk to your county leaders and government officials about your disapproval around substance use and abuse and its availability in our community. The future of our kids is in our hands, why not give them a community where they can thrive and become successful adults?

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 Monday

6, 7, 8th Lunch Periods

Wy'east 2nd & 4th Tuesday

3:45—5:00pm

Where: HRMS Conference 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

12—1:30 pm

Where: Place to be determined

Contact: Luz Oropeza,
541-387-7031



This newsletter was compiled
by Hood River County
Prevention Department