

A Local Healthy Maine Partnership
and A Drug Free Communities Coalition at

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Choose To Be Healthy is a Healthy Maine Partnership and Drug Free Communities Coalition serving the southern York County towns of Berwick, Eliot, Kittery, North Berwick, Lebanon, Ogunquit, South Berwick, Wells, and York. CTBH is 75 coalition members and partners including 8 police departments and all 5 school districts.

CTBH receives funding and support from the state thru the Fund for Healthy Maine. CTBH receives \$41,000 federal funding through the Maine Substance Abuse and Mental Health Services and a \$125,000/yr, five year federal Drug Free Communities Grant to reduce the incidence of obesity and tobacco use, and prevent youth and adult substance use and abuse. Coalition staff and members use the latest research, local data, environmental strategies and community participation to promote health and prevent substance abuse.

Choose To Be Healthy’s Prevention Work plan includes:

Supporting Law Enforcement

Work with and fund police departments to help enforce underage drinking and drug laws, laws to restrict access to drugs, provide coordination and training for regional Police Enforcement Team, help coordinate Drug Take Back Days

Merchant Education

Provide free training and resources for 200+ restaurants and stores on responsible sales and promotion of alcohol and tobacco

Parent Education

Provide information to help parents raise drug free children through social media, newsletters, printed resources and workshops

Media Campaigns to Promote Healthy Norms

Use traditional media and social networking to promote community assets, positive youth and healthy role modeling

Community and School based Education

Develop community and classroom based education on underage drinking, Rx drug abuse and the harm of marijuana use; Provide training and materials for All Stars Middle School substance abuse prevention model

Youth Advocacy

Provide training and support for youth leaders, scholarships to annual Maine Youth Action Network Conference; youth led community health projects

Access to Support/Treatment

Provide training and support for Making Change teen support group

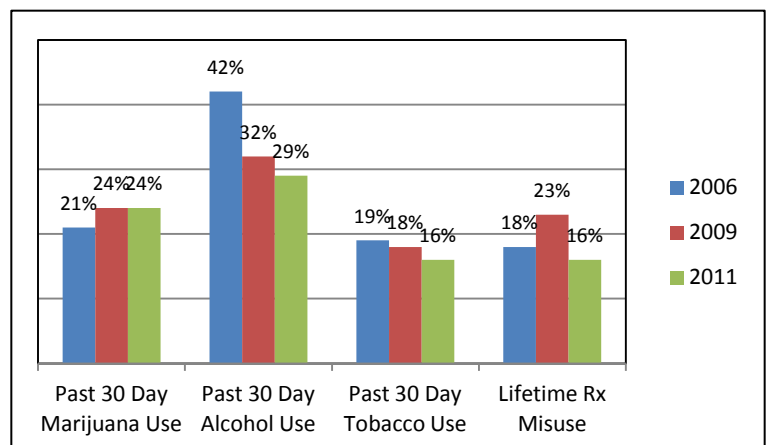
Coalition Capacity Building and Support

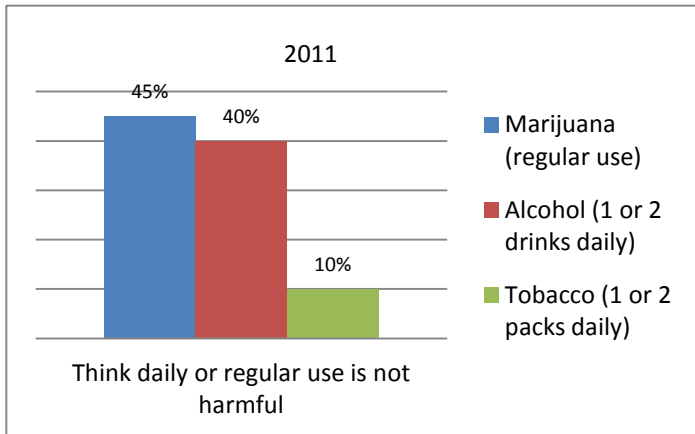
Provide training and resources to improve our communities’ capacity to collaborate and implement sound prevention strategies



York County Data, 9-12th Grades

- While past 30 day alcohol use has decreased significantly, youth marijuana use has remained steady or increased in our communities.
- Prescription drug misuse has decreased dramatically in the past few years, coinciding with increased efforts at the state and local level to restrict access and educate the public.





York County Data, 9-12th Grades

- Our youth do not perceive regular use of unhealthy substances as potentially harmful. This chart shows that while we have educated our youth about the harm of tobacco use, we are behind in changing the beliefs about the harm from alcohol and marijuana use.

Highlights of 2012



- York County Task Force created to reduce prescription drug abuse and coordinate Drug Take Back Day events which prevented over 4000 pounds of unused/unwanted drugs from being abused in 2012.
- An Rx Drug Prevention Unit created and provided to all York County Middle and High Schools. A new unit, *The Truth about Marijuana*, was created and distributed in January 2013.
- Youth Leaders assessed local stores in Kittery, Wells and York for promotion and sales of marijuana products.
- Regional Police Enforcement Team developed education on marijuana laws and will be starting a Text a Tip initiative this spring.
- Six drug drop boxes were purchased for Sheriff's Department, York, South Berwick, Kittery, Ogunquit and Wells police departments.
- Twenty-five youth and adult advisors trained in youth leadership and substance abuse prevention at MYAN conference.
- Youth Leaders developed projects to prevent underage drinking and marijuana use in South Berwick, Wells and Kittery. Youth Leaders created PSAs on harm of marijuana, underage drinking and distracted driving.
- Twenty-one teachers and counselors were trained in Making Change teen support model.



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