



THE NEWBURG INFORMATIONAL GUIDEBOOK

BE THE FORCE OF CHANGE IN YOUR COMMUNITY

The Newburg Strong Coalition Mission: To empower youth to make positive choices involving risk factors, such as drug abuse and violence, during challenging times.

Newburg Strong Coalition:

Our coalition is driven to educate and decrease youth use/misuse of alcohol and marijuana in the Newburg Community.

Newburg Strong Coalition

✉ jbroadus@sevencounties.org

☎ (502) 589-8600

📍 10401 Linn Station Rd. Suite 100
Louisville, KY 40223



Newburg Strong Coalition Information Guidebook



Newburg Strong Coalition
914 W Broadway St. Louisville Ky, 40204
jbroadus@sevencounties.org
Newburg Strong - Home | Facebook

Dear Newburg Community Schools,

It is our sincere pleasure to introduce ourselves as the Newburg Strong Coalition. Our mission is to empower youth to make positive choices involving risk factors, such as drug abuse and violence, during challenging times. Our coalition is driven to educate and decrease youth use/misuse of alcohol and marijuana in the Newburg Community. Our efforts against alcohol and marijuana are being funded by the 5-year, Partnerships for Success Grant offered by the Substance Abuse and Mental Health Service Administration (SAMHSA). This year, 2021 has been our second year of the grant. This grant is being administered by Seven Counties Services which has partnered up with several different local county organizations who have joined us in our efforts and adopted our mission. Some of these organizations include, the University of Louisville, Louisville Metro Resilience, Community Council, ACLU, and NAMI Louisville. The Project Director of the grant is Mr. John Broadus who is currently employed by Seven Counties Services.

As you are aware, schools have a significant impact in creating a supportive environment for student's overall health by implementing policies and practices that support healthy activities. These implementations provide students an opportunity to both be educated and incorporate these practices into their daily lives. We as the Newburg Strong Coalition are seeking more opportunities to make an impact in Newburg schools with our mission and would love partner with your school by offering various prevention opportunities such as in school informational tabling and online virtual events for your

students to learn more about our coalition and to partner with us by joining us in our mission. Please read below to learn more about both our current and past prevention efforts which have taken place.



Current and Past Newburg Strong Coalition Prevention Efforts

Our Current Prevention Efforts Include:

1. Positive Social Norms Campaign Targeting Both Alcohol and Marijuana Use.
2. ABC Alcohol Compliance Checks.
3. Coalition Development.
4. Social Media Presence (Through Facebook, and Instagram).
5. Providing Evidence-Based School Curriculum.
6. Coalition Name Recognition and Awareness Through Events.
7. Serving Over 1,000 Families.
8. SBIRT Trainings.
9. Newburg Strong Member Recruitment for Both Youth & Adults.

Our Past Prevention Efforts Include:

1. Photovoice Project with Newburg BGC Youth.
2. Youth Surveys.
3. Virtual RRW Poster Contest.
4. Newburg Strong Virtual Talent Show.
5. Minority Youth Focus Group for KIP.
6. Red Ribbon Week Participation.
7. Focus Groups.

Please view our PowerPoint displaying our Newburg Strong 2020 Year Activities [HERE](#).

In Person & Virtual Recruitment Events



*Lunch
Time*

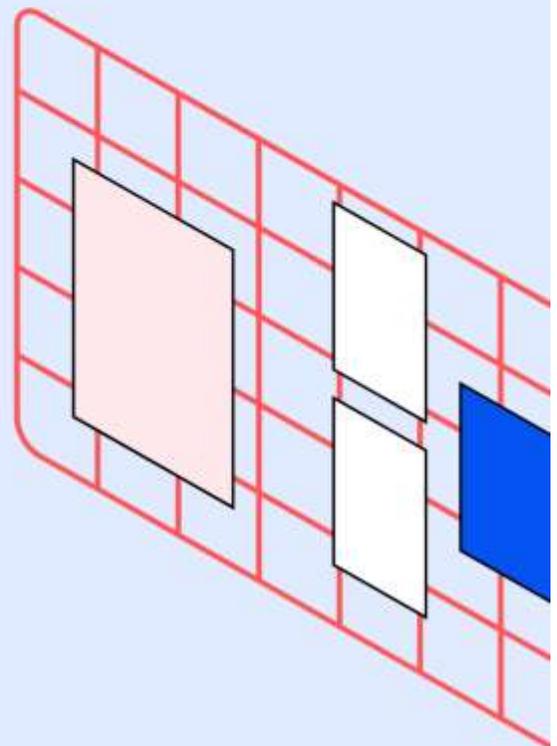
Tabling Opportunities



Virtual Recruitment Events

—
Access to virtual youth and adult
recruitment events

For inquiries and recruitment
requests, please contact:
Prevention Program Specialist-
Rebecca Onagoruwa at:
Ronagoruwa@sevencounties.org
Cell:(502) 689-4921





Strategies for Impact

In order to increase the positive impact of our efforts, we have compiled a list of protective and risk factors as well as evidence-based programs to assist with your school's prevention planning efforts that focus on young adults. The evidence-based programs listed in this guidebook target both substance misuse as well as marijuana use. The listed protective and risk factors spread abroad multiple levels across the socio-ecological model and include, individual, family, school and community factors. Social determinants of health are also considered within these individualized factors. These factors are helpful in considering strategies in which schools/organizations can implement to engage the youth. We appreciate your involvement in the fight against substance abuse among the youth and are thrilled to see the impact in prevention that your school/organization will make toward this effort. We are available to answer any questions or concerns you may have regarding the information provided in this guidebook. If you have any questions, kindly contact us at: (502) 689-4921.

Thank you for your participation and support!

Best regards,
Newburg Strong Coalition

Young Adult Protective/Risk Factors

 <p>SCHOOL</p>	<p>PROTECTIVE FACTORS</p> <ul style="list-style-type: none"> ■ School belonging ■ School involvement ■ Authoritative school environment ■ School connectedness ■ Remedial approach to marijuana policy violations 	<p>RISK FACTORS</p> <ul style="list-style-type: none"> ■ Low policy enforcement ■ Out of school suspension ■ High absenteeism
 <p>INDIVIDUAL/ PEER</p>	<p>PROTECTIVE FACTORS</p> <ul style="list-style-type: none"> ■ Self-efficacy to say no to substance use ■ Future college aspirations ■ Peer disapproval of marijuana use ■ Involvement in sports and physical activity 	<p>RISK FACTORS</p> <ul style="list-style-type: none"> ■ Antisocial behavior ■ High sensation seeking ■ Aggression ■ Use of marijuana may lead to using other substances ■ Use of other substances is associated with higher risk of using marijuana ■ Perceptions of peer marijuana use ■ Low perceived harm of marijuana use ■ Genetics
 <p>COMMUNITY</p>	<p>PROTECTIVE FACTORS</p> <ul style="list-style-type: none"> ■ Prosocial opportunities (community sports, youth programs, etc.) ■ Community norms that discourage youth use 	<p>RISK FACTORS</p> <ul style="list-style-type: none"> ■ Widespread availability of marijuana ■ Greater marijuana outlet density ■ More days and hours of marijuana sales ■ Exposure to marijuana marketing ■ Youth liking or following marijuana businesses on social media ■ Owning cannabis-branded merchandise or having favorite cannabis brand ■ New marijuana products that attract youth
 <p>FAMILY</p>	<p>PROTECTIVE FACTORS</p> <ul style="list-style-type: none"> ■ Parental identification* ■ Maternal affection ■ Higher parental monitoring of child behavior ■ Restrictive marijuana specific parental rules ■ Perceived parental trust 	<p>RISK FACTORS</p> <ul style="list-style-type: none"> ■ Parental acceptance of substance use ■ Parental or sibling substance use ■ Family conflict ■ Poor parent-youth relationships ■ Parents who did not graduate high school

*Parental identification refers to a youth's desire to emulate his or her parent.

Evidenced-Based Programs List

1. Cognitive Restructuring



Provides an opportunity for individuals to identify, challenge, and alter their thought patterns, and beliefs which support their own substance misuse behaviors (SAMHSA, 2019). This practice is drawn from cognitive therapy.

Examples include:

- a. Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA).
- b. Offering Athletes Training and Learning to Avoid Steroids (ATLAS).

2. Community Mobilization



Multiple sectors are brought together with this approach by assembling necessary resources, disseminating information, generating support, fostering cooperation, and developing a plan of action (SAMHSA, 2019).

Examples include:

- a. Communities that Care.
- b. Photovoice.
- c. PROMoting School-Community-University Partnerships to Enhance Resilience (PROSPER).
- d. Project Northland.
- e. Project Star (Midwestern Prevention Project).
- f. Project Sticker Shock.
- g. Sources of Strength.

Evidenced-Based Programs List Cont'd

3. Social Norms campaign or Education



Focuses on disseminating positive messages about a specific issue to promote healthy behaviors and attitudes about it which are common to most people within that given group. These messages are designed to correct misconceptions (SAMHSA, 2019).

Examples include:

- a. Positive Social Norms Campaign Targeting both Alcohol and Marijuana Use.
- b. Social Norms Marketing: “Just the Facts” Campaign.
- c. Social Norms Marketing: Normative Group Intervention.

4. Environmental Changes



Focuses on altering social, legal, or physical context to help individuals to select healthier choices. This factor combines multiple practices such as campaigns, screenings, brief intervention, policy, and enforcement practices (SAMHSA, 2019).

Examples include:

- a. Communities Mobilizing Change on Alcohol.
- b. Reducing Underage Drinking Through State Coalitions.
- c. Saving Lives.
- d. (SNAPP) Sacramento Neighborhood Alcohol Prevention Project.
- e. Study to Prevent Alcohol Related Consequences (SPARC).

Evidenced-Based Programs List Cont'd

5. Policy Enforcement



Includes effective implantation of laws and regulations designed to reduce access to alcohol and other substances by holding adults accountable (SAMHSA, 2019). This practice provides a deterrent for substance use, restricts their use, sales, and the advertisement of them as well (SAMHSA, 2019).

Examples include:

- a. Alcohol advertising Restrictions.
- b. Bans on price-related promotions (e.g., happy hours).
- c. Blood Alcohol Concentration Limits for Minors (Zero Tolerance) Laws.
- d. Compliance Checks.
- e. Dram Shop (Commercial Host) Liability.
- f. Regulations on wholesale and retail distribution.
- g. Targeted minimum-pricing policies.

Evidenced-Based Programs List Cont'd

6. Screening and Brief Intervention



Includes validated screening tools which are sensitive to a substance use problem. This practice is followed by a brief intervention based on the results of the screening process. It includes feedback that are tailored based on the results, advice based on medical related concerns and support for individualized goals (SAMHSA, 2019).

Examples include:

- a. Bicultural Competence Skills Program.
- b. LifeSkills Training.
- c. Positive Action.
- d. Positive Family Support (Family Check Up).
- e. Project Venture.
- f. Screening, Brief Intervention, and Referral to Treatment (SBIRT).
- g. SPORT Prevention Plus Wellness.

Evidenced-Based Programs List Cont'd

7. Wraparound Services



For young adults who face serious mental health or behavioral challenges, wraparound services provide comprehensive, holistic and tailored youth-and family-driven responses (SAMHSA, 2019)

Examples include:

- a. Free referrals to treatment through SAMSHA’s helpline- 1800-662-HELP (Available 24 hours a day/7days a week. They offer free drug information or treatment in their area. Good for both youth and parents.
- b. Crisis Text Line for the youth to speak with a trained Crisis Counselor anonymously and for free. Text ABOVE to 741-741 (Support available 24/7). Good for those coping with peer-pressure etc.
- c. Home Visiting Services- Nurse Family Partnership.
- d. Kentucky Department of Public Health- “My Life, My Quit.” The service allows teens who want to quit vaping and smoking to text or call a toll-free number, 1-800-891-9989, and be connected with a “quit coach” who will provide up to five confidential, free sessions to help the teen create a personalized quit plan.
- e. Parent Education-
 - i. Guiding Good Choices Parent Handbook.
 - ii. Parents Who Host Lose the Most.
 - iii. Strengthening Families Program: For Parents and Youth 10-14.
 - iv. Strong African American Families (SAAF).

- 
- f. Parent and Youth Education/Emotional Skills Education-
 - i. Adults in the Making (AIM).
 - ii. Coping Power Program (CPP).
 - iii. Keep Safe Linking the Interest of Families and Teachers (LIFT).
 - iv. Staying Connected With Your Teen.
 - v. Too Good for Drugs.
 - g. Truth Initiative- Inspiring Lives Free from Smoking, Vaping & Nicotine.
Teens and young adults can join for free by texting DITCHVAPE to 88709.



References

Substance Abuse and Mental Health Services Administration (SAMHSA). (2021). *Preventing Marijuana Use Among Youth*. Retrieved from Rockville, MD, Publication No. PEP21-06-01-001. Retrieved from https://store.samhsa.gov/sites/default/files/SAMHSA_Digital_Download/PEP21-06-01-001.pdf.

Substance Abuse and Mental Health Services Administration (SAMHSA). (2019). *Substance Misuse Prevention for Young Adults*. Rockville, MD, Publication No. PEP19-PL-Guide-1. Retrieved from <https://store.samhsa.gov/sites/default/files/d7/priv/pep19-pl-guide-1.pdf>.



References for Evidenced-Based Programs List

1. Cognitive Restructuring

- h. Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA):
<https://cdc.thehcn.net/promiseppractice/index/view?pid=3425>
- i. Offering Athletes Training and Learning to Avoid Steroids (ATLAS):
<https://cdc.thehcn.net/promiseppractice/index/view?pid=657>

2. Community Mobilization

- j. Communities that Care:
<https://youth.gov/content/communities-care>
- k. Photovoice:
<http://www.photovoiceworldwide.com/wpsite/what-is-photovoice/>
- l. PROmoting School-Community-University Partnerships to Enhance Resilience (PROSPER):
<https://extension.psu.edu/promoting-school-community-university-partnerships-to-enhance-resilience>
- m. Project Northland:
<https://youth.gov/content/project-northland>
- n. Project Star (Midwestern Prevention Project):
[Midwestern Prevention Project \(edc.org\)](http://www.midwesternpreventionproject.org/)
- o. Project Sticker Shock:
<https://www.abc.virginia.gov/education/programs/project-sticker-shock>
- p. Sources of Strength:
<https://sourcesofstrength.org/>



3. Social Norms Campaign

- a. Positive Social Norms Campaign Targeting both Alcohol and Marijuana
Use: [Social Norms Campaign | Prevention Solutions@EDC](mailto:SocialNormsCampaign@EDC)
- b. Social Norms Marketing: “Just the Facts” Campaign:
[Home \(edc.org\)](http://edc.org)
- c. Social Norms Marketing: Normative Group Intervention.
<https://doi.org/10.1186/1747-597X-8-15>

4. Environmental Changes

- a. Communities Mobilizing Change on Alcohol:
<https://youth.gov/content/communities-mobilizing-change-alcohol>
- b. Reducing Underage Drinking Through State Coalitions:
<https://folio.iupui.edu/bitstream/handle/10244/541/BuildingSuccessfulCoalitions.pdf?sequence=2>
- c. Saving Lives:
<https://preventionsolutions.edc.org/services/resources/massachusetts-saving-lives>
- d. (SNAPP) Sacramento Neighborhood Alcohol Prevention Project:
<https://pubmed.ncbi.nlm.nih.gov/17286338/>
- e. Study to Prevent Alcohol Related Consequences (SPARC):
<https://preventionsolutions.edc.org/services/resources/study-prevent-alcohol-related-consequences-sparc>

5. Policy Enforcement

- a. Alcohol advertising Restrictions:
[Alcohol Advertising Restrictions \(prevention.org\)](http://prevention.org)
- b. Bans on price-related promotions (e.g., happy hours):
[Drink Specials: About This Policy | APIS - Alcohol Policy Information System \(nih.gov\)](http://nih.gov)

- 
- c. Blood Alcohol Concentration Limits for Minors (Zero Tolerance) Law:
[Blood Alcohol Concentration \(BAC\) Limits for Minors | Prevention Solutions@EDC](#)
 - d. Compliance Checks:
[Alcohol Compliance Checks | Prevention First](#)
 - e. Dram Shop (Commercial Host) Liability:
[Introduction to Commercial Host \(Dram Shop\) Liability – Alcohol-Related Harms: Prevention Status Reports \(changelabsolutions.org\)](#)
 - f. Regulations on wholesale and retail distribution:
[Retail Distribution Systems for Spirits: Policies on a Specific Date | APIS - Alcohol Policy Information System \(nih.gov\)](#)
 - g. Targeted minimum-pricing policies:
[Prospective Analysis of Minimum Pricing Policies to Reduce Excessive Alcohol Use and Related Harms in U.S. States - PubMed \(nih.gov\)](#)

6. Screening and Brief Intervention

- a. Bicultural Competence Skills Program:
<https://youth.gov/content/bicultural-competence-skills-approach>
- b. LifeSkills Training:
<https://www.lifeskillstraining.com/>
- c. Positive Action:
<https://www.positiveaction.net/>
- d. Positive Family Support (Family Check Up):
<https://reachinstitute.asu.edu/sites/default/files/PDF/PFSTrainingOptions.pdf>
- e. Project Venture:
<https://projectventure.org/>
- f. Screening, Brief Intervention, and Referral to Treatment (SBIRT):
<https://www.samhsa.gov/sbirt>
- g. SPORT Prevention Plus Wellness:
<https://cdc.thehcn.net/promiseppractice/index/view?pid=3193>



7. Wrap Around Services

- a. Crisis Text Line for the youth to speak with a trained Crisis Counselor anonymously and for free. Text ABOVE to 741-741 (Support available 24/7). Good for those coping with peer-pressure etc.
- b. Free referrals to treatment through SAMSHA's helpline- 1800-662-HELP (Available 24 hours a day/7days a week. They offer free drug information or treatment in their area. Good for both youth and parents.
- c. Home Visiting Services- Nurse Family Partnership:
<https://www.nursefamilypartnership.org/>
- d. Kentucky Department of Public Health- "My Life, My Quit." The service allows teens who want to quit vaping and smoking to text or call a toll-free number, 1-800-891-9989, and be connected with a "quit coach" who will provide up to five confidential, free sessions to help the teen create a personalized quit plan:
<https://ky.mylifemyquit.org/index>
- e. Parent Education-
 - i. Guiding Good Choices Parent Handbook:
<https://youth.gov/content/guiding-good-choices>
 - ii. Parents Who Host Lose the Most:
<https://preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/> Strengthening Families Program: For Parents and Youth 10-14: <https://strengtheningfamiliesprogram.org/>
 - iii. Strong African American Families (SAAF):
<https://cfr.uga.edu/saaf-programs/saaf/>

- 
- f. Parent and Youth Education/Emotional Skills Education-
 - i. Adults in the Making (AIM):
<https://crimesolutions.ojp.gov/ratedprograms/365>
 - ii. Coping Power Program (CPP):
<https://youth.gov/content/coping-power-program>
 - iii. Keep Safe Linking the Interest of Families and Teachers (LIFT):
<https://youth.gov/content/linking-interests-families-and-teachers-lift>
 - iv. Staying Connected With Your Teen:
<https://youth.gov/content/staying-connected-your-teen>
 - v. Too Good for Drugs:
<https://toogoodprograms.org/collections/too-good-for-drugs>
 - g. Truth Initiative- Inspiring Lives Free from Smoking, Vaping & Nicotine.
Teens and young adults can join for free by texting DITCHVAPE to 88709:
Truthinitiative.org/thisisquitting

Newburg Strong Information Guidebook Compiled By:



Rebecca Onagoruwa B.Sc, MA, MPH

Seven Counties Services/ Bellewood & Brooklawn

Newburg Strong Coalition

Prevention Program Specialist

914 E. Broadway St.

Louisville, KY 40204

Cell:(502) 689-4921

sevencounties.org

<https://www.facebook.com/Newburg-Strong>

