

SPECIAL
POINTS OF
INTEREST:

- The Partnership numbers over 50 active members!
- The Partnership is now hosting a monthly cable access show on CAT TV entitled Southshire Matters!
- In April we began to partner with local law enforcement to conduct "Party patrols" to reduce underage drinking.

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Southshire Prevention Works!

VOLUME 1 ISSUE 2

SPRING 2010

Sober is Sexy at Southern Vermont College

Southern Vermont College has kicked off its Social Norming campaign with a clear message – “Sober is Sexy”!

According to the CORE Alcohol and Drug Survey administered on campus last fall, 82.7% of students think that others are not sexier when they drink. SVC is using these findings to kick off its new Social Norming Campaign.

Using the tagline “Sexy is Sober”, the campus is covered with colorful, stylized posters and flyers with messages like “Expand your possibilities – play it sober” and “Just think of all the fun you’ll remember”.

After two months of constructive dialogue, the Coalition voted to change its name from the Southshire Substance Abuse Coalition to the **Southshire Partnership for a Healthy Community**.

The reasons behind this change were multi-faceted but the common theme was that

“What I hope students will piece together is that we tend to lose positive aspects of ourselves as we become more intoxicated.” shares Mike



Goodwin, Director of Counseling Services at SVC.

This percentage was consistent for men and women. It was even higher when asked “DO you think you are sexier

when you drink?” with 85% of students responding with a resounding “No”.

“The whole concept of “social norming” aims to wake students up to the fact that the myth of the campus social life revolving around alcohol is not the reality” says Dr. Andrea Grayson, a behavioral change specialist from Burlington, VT who is consulting on the project. “This often surprises students, because they *perceive* their peers to be taking part in much more negative behavior than they actually are.”

But are students buying it?

(Continues on pg 3)

Southshire Votes to Change Name

group desired a name that would help set a more positive and inviting tone to the community. There was also a desire to sound less formal and restrictive in what our emphasis and mission encompasses. “Yes, we are against substance abuse but we are also FOR supporting parents and youth to make healthy

choices, particularly in regard to substance use and abuse” noted Coordinator, Glen Gross.

The conversation also stimulated a broader conversation on our overall mission and purpose which will continue to evolve in future discussions.



State-wide conference for young Vermonters on May 7th in Bolton Valley!

Placemat ad can be found at The Lucky Dragon and Papa Pete's.

Local Teen Leadership Opportunities

The Southshire Partnership has been busy, busy, busy trying to keep up with all of the amazing opportunities for teens throughout our region and the state.

Coming up on May 7th, the Youth In Transition Grant team is putting on the Young Adult Voice Movement Conference in Bolton Valley, VT. The day-long conference is open to young people ages 15-21. It will in-

clude workshops and a chance to challenge their ropes course! The Southshire Partnership is teaming up with the Teens of Bennington group to take over 15 Bennington County youth to the conference! For more information email Courtney Bridges at cbridges@vffcmh.org. Another excellent leadership opportunity for teens is coming up May 14 & 15 at The Collaborative's

annual Middle School Peer Leadership Training. These trainings have been in existence for ten years and are a phenomenal opportunity for youth to get together to learn about substance prevention, communication and leadership skills, and just plain old have a ball! If you know a teen who is interested in staffing, please have them call Maryann at (802) 824-4200.

Town Hall Meeting Scheduled

As part of a nationwide effort sponsored by SAMHSA, we will be hosting a Town Hall meeting entitled Adolescents Drugs and Alcohol: Then and Now. The program will examine the changing cultural landscape for youth in regard to substance use and abuse. The event will be held on Monday, May 3 at Mount Anthony Union Middle School

at 6:30 pm. A panel of experts will explore questions on how our community and culture have or have not changed in terms of youth substance use over the last 20 years. Additionally, the event will share with parents the many community resources available to help them in supporting their children's efforts to stay substance free.

The event will also offer a free dinner and child care.

The event is open to the public but participants are encouraged to call Southshire Partnership to give us an accurate count for child-care purposes. 442-5491 x 251

Parents Matter! Campaign Kicks Off

Why do parents matter? Oh jee, I don't know. Maybe just because they raised you?! That and they are the most influential person when it comes to their child's decision to not use alcohol.

The Parents Matter! campaign kicked off in

March with the taping of the first episode of Southshire Matters!, to be aired throughout April, the Partnership's local access television program on Catamount Access' channel 15.

Here and there you will start to see our campaign

materials popping up. Take a trip down to The Lucky Dragon or Papa Pete's to check out our first placemat ad encouraging parents to lock up their liquor supply.

Our first-ever "Liquor Shock" kicks off on April 30th to (Cont. P4)



Partnership Meets With Senator Leahy



This past February, Coalition Coordinator, Glen Gross and Program Manager, Kerri MacLaury had the opportunity to attend the annual Community Anti-Drug Coalitions of America Conference (CADCA)

Vermont Coalitions and Mackenzie Gross meet Senator Leahy

in Washington D.C. Unfortunately, much of the conference's workshops were snowed out due to the "Storm of the Century" that hit Washington (twice) during the five day conference. On the positive side of things, one good thing that was not snowed out was the opportunity for Vermont coalitions to meet with Senator Patrick Leahy. This meeting gave us the opportunity to discuss our work with the Senator and his staff and to make him aware of some of the challenges we face in

regard to future funding for prevention efforts. Much to our surprise and gratitude two weeks after our meeting the Senator proposed new legislation to supplement Drug Free Community funding in order to combat emerging substance abuse issues at the local level.

His press release on the new legislation cited the positive efforts of community coalitions in Vermont. We thank the Senator for his support and willingness to meet with us despite the fact that the government was officially closed. The experience proves that a little snow does not scare off a true Vermonter like Senator Leahy.

SVC Social Norms Campaign cont.

"I believe it." reports Tyler Morton, a sophomore communications major. "People certainly change a little when they drink. I would rather have a conversation with a rational person than have to put up with a drunk friend trying to impress other people."

Goodwin hopes the campaign

will initiate self-contemplation for students. "The more students question these messages, whether they agree or not, hopefully they are thinking about their drinking behaviors. That's always a good thing."

The Social Norming campaign at Southern Vermont College is funded by a SPIF-SIG grant

obtained by the Southshire Partnership for a Healthy Community. The project will run with a variety of different messages through May 2011.

-Mike Goodwin

"I would rather have a conversation with a rational person than have to put up with a drunk."
-Tyler Morton

Youth: They Got What It Takes!

The Southshire Partnership currently supports the Students Against Destructive Decisions chapter at Arlington Memorial High School and a mentor-based prevention group at Mount Anthony Union High School. Arlington SADD has been in existence for a couple of months now.

Though the group is in its infancy, there are eight loyal students encouraging the group's growth. The SADD chapter is actively working on recruitment and event planning! The MAUHS prevention group continues to develop its mentor-based prevention program. Their collective nose is to the grind stone devel-

oping a curriculum that the high school students can take into local middle schools to promote substance abuse prevention to the younger youth. The MAUHS group hopes to receive a grant from the Catamount Partnership to help fund its mentor-based prevention effort!

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Opening Minds Changing Behaviors

The Southshire Partnership for a Healthy Community was first established under a different name in 1997. The groups' original goals were to serve as a clearinghouse for information on substance use and abuse and to serve as an advocate for prevention, enforcement, treatment and recovery. The current organization has over 50 members representing a broad constituency of the Southshire community. Membership is open to individuals and organizations. The Partnership meets at 8:15 am the second Thursday of every month at the Career Development Center located adjacent to Mt. Anthony Union High School.



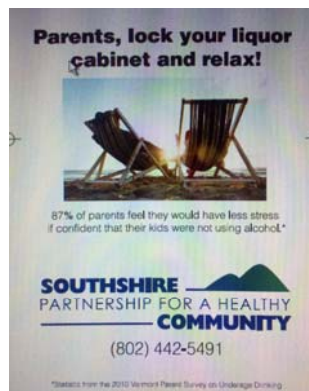
Parents Matter! In The Southshire

(Cont. from P2) conclude April as Alcohol Awareness Month. Think back to our fall Sticker Shock campaign, Liquor Shock is similar, but instead of using stickers, liquor bottles will have one of our 2,500 bottle neck hangers around them. Take a trip to Bennington Beverage Outlet here in Bennington or Paulin's in Arlington to experience Liquor Shock 2010!

The Parents Matter! campaign takes a positive approach to encouraging parents to take responsibility for monitoring their home liquor supplies. After all, 44% of students who drank last month drank liquor. Parents are the first line of defense when it comes to preventing their children from accessing liquor in their

homes.

The campaign doesn't stop there! Stay tuned because more ads rolling out in restaurants



Message on the Partnership's Liquor Shock bottle neck hangers.

and on newsprint throughout the Southshire. We'll also be creating a series of t-shirts to help promote the campaign that will spoof the "I 'heart' NY" shirts. Think of fantastic Bennington and seeing the occasional community member cruise by with a "I 'heart' Southshire Youth" or "I 'heart' Southshire Parents" shirt on!

The fun never stops!