

# The Exchange

Summer  
2007

A Publication of the  
Chester County  
Department of  
Drug and Alcohol  
Services

Kim P. Bowman

MESSAGE FROM THE DIRECTOR

## Message from the Director

### *Building Positive Futures*

How many of you have read Stephen Covey's book *The 7 Habits of Highly Effective People*? Covey's second habit is "begin with the end in mind".

Building a positive future begins with looking first, as Covey recommends, with what we want the end to look like. In this scenario our "end" would be a thriving, healthy community and since communities are made up of individuals, let's begin by talking about the development of our children.

Take a moment and think about the babies being born in our community. Imagine yourself as a new mother or father, holding your baby for the first time..... now imagine those babies as the adults they will become. They will be the adults with whom we share our community. They will be our neighbors and co-workers, as well as the pharmacists, plumbers, politicians and teachers of tomorrow. They will be our sons- or daughters-in-law. They will stand next to us in the voting booth and they will pay our Social Security benefits. Believing in the concept of "begin with the end in mind" we realize that childhood is not the end we need to focus on. Positive, healthy adulthood is the end we must keep in mind. We are not raising children, we are raising adults and we must keep in mind the kind of adults we want to produce.

So how do we help ensure that our children grow into healthy adults? Scientists have been studying this for over 30 years and have identified risk factors that are predictive of higher levels of adolescent problem behaviors, including substance

abuse, delinquency, teen pregnancy, school drop-out and violence. Research has shown that risk factors are present in all areas of influence in a child's life including families, communities, schools, peer groups and individuals. Remember the saying "It takes a village to raise a child"? It appears that prevention science has proven this saying to be a fact.

It is now time for me to call on you for help. Annually, our Department develops an Alcohol, Tobacco and Other Drug Prevention Plan. The plan is based on several different factors, one of which is a risk factor needs assessment developed by the Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs. The needs assessment is designed to collect information from various community members on what they feel are the most significant risk factors that contribute to substance abuse. Respondents complete the survey based on their own experience either working or living in Chester County. The information collected from the surveys will help identify county and community specific risk factors for substance abuse which will guide us in program planning for the upcoming year.

Please take a few minutes and complete the survey, on-line at [www.chesco.org](http://www.chesco.org) – follow the links to Human Services and click on Drug and Alcohol. Our staff is also available to come to your organization and present a short informational session on alcohol, tobacco and other drug prevention, following which we would ask the audience to complete the survey. Please contact Meg Polvino, Program Specialist at 610-344-6620 or [mpolvino@chesco.org](mailto:mpolvino@chesco.org) to make arrangements.

Thank you.

(Adapted from the Communities That Care Key Leader Orientation – U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration).

*Kim P. Bowman*

Director, Chester County  
Department of Drug and Alcohol Services



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abuse,  
delinquency,  
teen  
pregnancy,  
school drop-  
out and

# National Alcohol & Drug Addiction Recovery Month

The 18th annual **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** is a commemoration that will occur this September - in cities and towns, big and small, nationwide. We celebrate and recognize the valiant efforts of people who are in recovery from substance use disorders, as well as those of their biggest supporters.

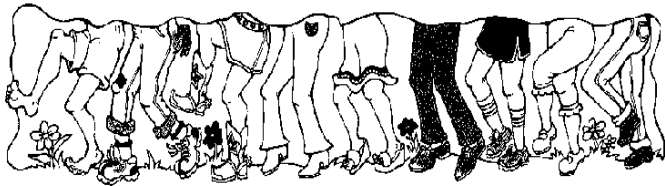
This year's theme, "**Join the Voices for Recovery: Saving Lives, Saving Dollars,**" asks you to take notice of the financial and human costs of substance use disorders, and to understand the benefits that investing in treatment can have on those who enter recovery, their families, and the larger community.

All of us can help ensure that treatment and recovery from substance use disorders is attainable, affordable, and effective. Those who play an integral role in our communities, such as health care providers, employers, and local policymakers, need to continue to expand their knowledge about how deeply substance use disorders can resonate. This comprehensive planning toolkit will provide you with resources so you can help make that happen. To obtain a kit and for additional information go to <http://www.recoverymonth.gov/2007/kit>.

## Local Events

# RECOVERY WALKS!

6th Annual Walk for Recovery from Alcohol & Other Drug Addictions



**SUNDAY, SEPTEMBER 9, 2007**

**New Time!  
New Location!** 8:00 a.m. to 12:00 noon  
**Memorial Hall**

4231 North Concourse Drive, Philadelphia, PA 19131

Registration Begins at 8:00 a.m., \$10 donation requested

3 Mile Walk Begins at 9:00 a.m.

Children's Area, Entertainment, Honor Guard, Speakers, Water & Fruit

Walk Info & Registration: 215-345-6644 or 215-923-1661 or [www.proact.org](http://www.proact.org)

**Recovery Expo 2007**  
**"Learn More—Suffer Less"**  
**Saturday September 29, 2007**  
**Exton, PA**  
**9 AM—4 PM**

This Year's National Theme is  
"Saving Lives - Saving Dollars"

### Workshops:

Experiences of Recovery on the Job  
How to Help the Helpers— Burn Out  
From the Streets to the Office

### Forum:

Panel discussion with input from employers "Recovery Friendly Workplaces" and EAPs

### Career Resources:

Education  
Training

If you would like to participate or assist  
in the planning for this event please contact:  
Wendy Beck at [wbeck101@comcast.net](mailto:wbeck101@comcast.net) 610-620-4141

## ***IN VIEW***

### ***A Public Health Approach to Alcohol and Other Drug Prevention***

- How many of you have changed your eating habits in the last decade to a lower-fat diet?
- How many of you have quit smoking?
- How many of you exercise regularly?

**Why have so many people made lifestyle changes like the ones above?** In part, we were influenced to make these changes because of a comprehensive, nation-wide effort to reduce our risk of developing heart disease. The model used to effect these changes is known as the Public Health Approach. This approach or model uses a four-step process:

- Step One - Define the problem.
- Step Two - Identifying the risk and protective factors related to the problem.
- Step Three - Identify interventions (or programs) that reduce risk factors while enhancing protective factors.
- Step Four – Program implementation and evaluation.

Effective alcohol, tobacco and other drug prevention plans begin with the Public Health Approach. When we focus on the positive, healthy development of our children as the end we desire, we need to understand how problems develop – and how to prevent them from developing.

The public health problem we are combating is substance abuse (Step 1). Step 2 involves identifying our community specific risk and protective factors. In the Communities That Care (CTC) model there are a total of 18 risk factors that are known to be predictors of substance abuse in adolescents. These can include availability of drugs, extreme economic deprivation and lack of commitment to school. Protective factors are also an important piece, as they buffer young people’s exposure to risk. Protective factors occur in the community, family and school settings, and include such things as providing opportunities for meaningful involvement – the goal is to make children feel valuable. Protective factors also include individual characteristics such as a resilient temperament.

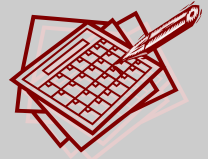
For Step 3, we must match programming to identified risk and protective factors. For example, if we identify “*favorable parental attitudes toward the problem behavior*” as a targeted risk factor, we would want to include parent education programs in our prevention planning.

The last step (Step 4) in the public health approach is program implementation and evaluation. Programs must be implemented with fidelity to the original model then continuously evaluated for effectiveness.

By following this public health approach to alcohol, tobacco and other drug prevention programming we can help ensure quality, effective prevention programming for our communities.

(Adapted from the Communities That Care Key Leader Orientation – U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration)

# Mark Your Calendar



## NATIONAL OBSERVANCES:

**July 23, 2007:** National Parents' Day - [www.parentsday.com](http://www.parentsday.com)

**August 1, 2007:** National Night Out - [www.natw.org](http://www.natw.org)

**September, 2007:** National Alcohol & Drug Addiction Recovery Month - [www.recoverymonth.gov](http://www.recoverymonth.gov)

**October 14 - 20, 2007:** National Collegiate Alcohol Awareness Week - [www.bacchusgamma.org](http://www.bacchusgamma.org)

**October 23 - 31, 2007:** Red Ribbon Week - [www.nfp.org](http://www.nfp.org)

## LOCAL EVENTS and TRAINING OPPORTUNITIES:

**July 31, 2007:** Youth Scene Investigation (YSI) 7:00 p.m. - 8:30 p.m. 930 E. Lancaster Ave., Exton, PA (The Coad Group). Eye opening display designed to provide parents with factual information regarding teenage drug and alcohol use. To register contact Karen Brenneman at [kbrenneman@zoominternet.net](mailto:kbrenneman@zoominternet.net) or 610-783-1788, ext. 223.

**August 11, 2007:** "Foundations of Volunteering" 8:30 a.m. – 3:30 p.m. Bryn Mawr Hospital, Clothier Building Auditorium, 130 S. Bryn Mawr Ave., Bryn Mawr, PA. The Pennsylvania Recovery Organization – Achieving Community Together (PRO-ACT) presents a free program for current or returning volunteers. To register contact Mike McDonnell at 215-345-6644 ext. 4111 or [MMcdonnell@bccadd.org](mailto:MMcdonnell@bccadd.org)

**September 9, 2007:** 6<sup>th</sup> Annual Walk for Recovery from Alcohol & Other Drug Addictions 8:00 a.m. - 12:00 noon. Memorial Hall 4231 N. Concourse Dr., Philadelphia, PA. Walk Information and Registration: (215) 345-6644 or (215) 923-1661 or [www.proact.org](http://www.proact.org)

**September 29, 2007:** 5<sup>th</sup> Annual Recovery Expo 9:00 a.m. - 4:00 p.m. United Way Methodist Church of the Resurrection (UMCR) Exton, PA. Contact Wendy Beck for more information at [wbeck101@comcast.net](mailto:wbeck101@comcast.net)

**September 29, 2007:** Phoenixville's Evening in Black & White "Males Cooking For You" 5:00 p.m. - 11:00 p.m. CAT Pickering Campus, 1580 Charlestown Road, Phoenixville, PA. Come join this exciting evening as one hundred men display their cooking talents. Event also includes live music, silent auction and dancing. Proceeds benefit Phoenixville Area Positive Alternatives (PAPA) and the Phoenixville Communities That Care. For registration and tickets contact Dolores Winston at (610) 917-9675 or [Phxctc@yahoo.com](mailto:Phxctc@yahoo.com)



**PA Department of Health, Bureau of Drug and Alcohol Programs Trainings:** For complete list of courses offered visit <http://bdap.health.state.pa.us/mrtr/Welcome.aspx>

**JOIN** the voices for **RECOVERY**

SEPTEMBER 2007

SAVING LIVES, SAVING DOLLARS

National Alcohol & Drug Addiction *Recovery Month*

**Q.** What is a Risk Factor?

**A.** A risk factor is a condition that increases the likelihood of something happening. For substance abuse, risk factors are found in the four (4) domains of influence in children's lives: community, family, school and, peer and individual.

**Q.** What are the Risk Factors for Substance Abuse?

**A.** In the Communities That Care Model, over 30 years of research has identified 18 risk factors that are predictors of this problem behavior:

### **Community Domain**

#### **Risk Factors for Substance Abuse**

- Availability of Drugs
- Community Laws and Norms Favorable Toward Drug Use
- Transitions and Mobility
- Low Neighborhood Attachment and Community Disorganization
- Extreme Economic Deprivation

### **Family Domain**

#### **Risk Factors for Substance Abuse**

- Family History of Substance Abuse
- Family Management Problems
- Family Conflict
- Favorable Parental Attitudes and Involvement in Substance Abuse

### **School Domain**

#### **Risk Factors for Substance Abuse**

- Academic Failure Beginning in Late Elementary School
- Lack of Commitment to School

### **Peer/Individual Domain**

#### **Risk Factors for Substance Abuse**

- Early and Persistent Antisocial Behavior
- Rebelliousness
- Friends Who Engage In Substance Use
- Gang Involvement
- Favorable Attitudes Toward Substance Use
- Early Initiation of Substance Use
- Constitutional Factors (e.g. lack of impulse control, sensation seeking behaviors)

**Q.** How do we identify what our communities' Risk Factors are?

**A.** Data, from a variety of sources, can be collected on many of the risk factors. For example, lack of commitment to school can be measured by your school districts drop out rate and availability of drugs can be measured by arrests for drug and alcohol related crimes. Additionally, survey instruments such as the countywide Prevention Risk Assessment and the Chester County Youth Survey can help identify community specific risk factors.

**Q.** Once our Risk Factors for Substance Abuse have been identified, what can we do?

**A.** We can implement prevention programming/strategies that have proven track records for addressing specific risk factors. For example, if your community identifies early and persistent antisocial behaviors as a targeted risk factor, prevention strategies could include: after school recreation programs, parent training and mentoring programs.



The Exchange is sponsored by: The Chester County Department of Drug and Alcohol Services, P.O. Box 2747, 601 Westtown Road Suite 325, West Chester, PA 19380-0990.

For more information or to be on the mailing list for this newsletter, contact the Community Prevention staff at: The Coad Group, 930 East Lancaster Avenue, Exton, PA 19341, 610.363.6164 or 1.800.917.1117

*This newsletter is made possible by funding from the Department of Health, Bureau of Drug and Alcohol Programs, Commonwealth of Pennsylvania, and the Chester County Commissioners.*

*The Department of Health and Chester County Commissioners specifically disclaim responsibility for any analyses, interpretations, or conclusions herein.*

The Chester County  
Department of Drug and Alcohol Services  
P.O. Box 2747  
601 Westtown Road, Suite 325  
West Chester, PA 19380-0990

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**Resources**

*Looking for Help in Chester County?*

AA Web Site

[www.aachesco.org](http://www.aachesco.org)

Al-Anon/Ala-Teen

1-888-4AL-ANON

Al-Anon/Ala-Teen Web Site

[www.al-anon-alateen.org](http://www.al-anon-alateen.org)

Alcohol and Drug Information

– Personal & Confidential 1-866-286-3767

Alcoholics Anonymous (AA)

215-923-7900

Crisis Intervention

1-877-918-2100

Domestic Violence

1-888-711-6270

Health and Human Service Agencies

[www.referweb.net/chesco](http://www.referweb.net/chesco)

Narcotics Anonymous (NA)

215-629-6757

NA Web Site

[www.na.org](http://www.na.org)

Welfare Office

610-466-1000

You can view or print this newsletter by visiting Chester County's Website: [www.chesco.org](http://www.chesco.org) and following the links for Human Services to Drug & Alcohol Services.