

Prevention Newslink

May 2010

A mini-newsletter for Prevention Professionals from the South Dakota Prevention Resource Centers: NEPRC, Dodi Haug, 884-3516; NWPRC, 374-3862; SEPRC, Melinda Olson, 335-6474; WPRC, Vonnie Ackerman & Burke Eilers, 342-1593.



Parents Matter Underage Drinking Campaign - 2010

Over 100 schools participated in this year's campaign including six colleges and universities.

Campaign Kick-Off News Conferences were held April 9th in Sioux Falls and Rapid City.

The statewide TV and Radio Parents Matter media buy began on April 8th with over 2,000 TV and over 2,000 Radio spots airing through May 22nd.

Prairie View Prevention Services again asked the SD Prevention Network, independent schools and school cooperatives as well as six colleges and universities to partner with PVPS by distributing materials to schools.

This year, the campaign expanded to focus on life-altering injuries as well as deaths due to underage drinking crashes. The new DVD produced by HenkinSchultz featured two such stories.

32,500 of the new brochures produced by HenkinSchultz were distributed to schools along with letters for parents explaining the campaign.

Other elements of the campaign included a print ad available to local newspapers and to schools for newsletters and a "Talking Points" handout for parents.

The official Parents Matter website, www.safesouthdakota.com was completely updated this year, and Facebook and You Tube elements were included as well.

Highlights from 2009 SD Youth Risk Behavior Survey

The 2009 South Dakota Youth Risk Behavior Survey Report has been released. Students in grades 9-12 at randomly selected public, private and Bureau of Indian Education schools participated in the survey.

Here are a few highlights:

Percentage of respondents who had at least one drink of alcohol on one or more of the past 30 days = 40% (compared to 44.5% in 2007)

Of respondents who had 5 or more drinks of alcohol in a row, that is, within a couple of hours, on one or more of the past 30 days = 26% (compared to 30% in 2007)

Percentage of respondents who during the past 30 days rode one or more times in a car or other vehicle driven by someone who had been drinking alcohol - 22% (compared to 24% in 2007)

Percentage of respondents who ever tried cigarette smoking, even one or two puffs = 49% (compared to 54.5% in 2007)

Percentage of respondents who ever smoked cigarettes daily, that is, at least one cigarette every day for 30 days = 14% (compared to 17% in 2007)

Percentage of respondents who used marijuana one or more times during their life = 30% (compared to 34% in 2007)

Percentage of respondents who used marijuana one or more times during the past 30 days = 15% (compared to 17.5% in 2007)

Percentage of respondents who were ever bullied = 52% (first year question was asked)

Percentage of respondents who ever seriously considered attempting suicide during the past 12 months = 17% (compared to 18% in 2007)

To view a complete copy of the report, go to <http://healthyschools.sd.gov>

Prevention Events

May 19, 2010 – “Ecological System Therapy – Helping Clients Heal Old Wounds & Move into Adulthood.”
One day professional workshop by John Friel. – Sioux Falls. Contact Michelle m.majeres@voa-dakotas.org

May 19, 2010 – “You Can’t Get Married Unless You’re Old Enough to Date” (free community event), Sioux Falls.
Contact Michelle m.majeres@voa-dakotas.org

June 7-9, 2010 – Improvisational Theater Camp – Lake Poinsett. Contact Michelle m.majeres@voa-dakotas.org

June 8-9, 2010 - Life Skills Curriculum Training, 8:00-4:45, Country Inn & Suites, Watertown.
Contact Shari, shariw@humanserviceagency.org

June 10-11, 2010 - SD Public Health Conference, Holiday Inn City Center, Sioux Falls,
Contact alandeen@sdpublichealth.org

June 17-18, 2010 – SD Character Ed Conference – Sioux Falls. Contact Karelyn Karelyn.farrand@sdsdstate.edu

July 13-16, 2010 – Science Based Drug Education Class – Rapid City. Contact Kristi Kristi.palmer@us.army.mil or Vonnie vackerman@youthandfamilyservices.org

National Training Events

June 27-30 SADD National Conference, Orlando, FL
www.sadd.org or call 877-SADD-INC

July 14-16 2010 Montana Summer Institute for Positive Community Norms, Big Sky,
www.mostofus.org/institute

Aug. 31-Sept. 3 23rd Annual National Prevention Network Prevention Research Conference, Denver, Hyatt Regency, <http://swprc.ou.edu/npn>

“There is nothing wrong with change, if it is in the right direction.”

~Winston Churchill

From the desk of Shawnie Rechtenbaugh

Prevention funding in South Dakota has taken a few hits this year. Safe and Drug Free Schools & Communities dollars were eliminated in the Federal budget and therefore our state will no longer receive Title IV dollars for prevention. The SD Tobacco Control Program funding was reduced and therefore the community tobacco coalition grants were eliminated. DOH will provide a tobacco prevention grant to 6 communities who submit a school/community application. Please contact Jim McCord (jim.mccord@state.sd.us) at DOH for more information.

On the up side we were very fortunate to have been awarded a SPF SIG (Strategic Prevention Framework State Incentive Grant) by the Center for Substance Abuse Prevention (CSAP). Currently we are awaiting approval of our State Strategic Plan from CSAP. When approved we will finalize the Request for Proposals (RFP) and then seek applications for funding. We hope to release the RFP in the next 30 days.

Please watch the Division website <http://dhs.sd.gov/ada/> for information and updates on the SPF SIG or contact George Summerside (george.summerside@state.sd.us or 773-3123) at the Division with questions.

Thank you,

Shawnie Rechtenbaugh, CPS

State Prevention/SPF SIG Coordinator

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