

# E-Xchange

*"The news source for Florida's Community Coalitions"*



**June 13, 2007**

*"The moment of enlightenment is when a person's dreams of possibilities become images of probabilities."*

**- Vic Braden**

## **SAMHSA: Girls Enter Treatment Younger, Use Different Drugs**

Teenage girls tend to enter addiction treatment at a younger age than boys and are more likely to be primary users of alcohol or inhalants, whereas boys are most likely to report that marijuana is their favorite drug, according to SAMHSA.

Girls also were more likely (23 percent vs. 18 percent) to have a co-occurring psychiatric disorder, noted the report, Adolescent Treatment Admissions by Gender: 2005.

The study found that marijuana was the most common drug of abuse for both male (72 percent) and female (51 percent) teens in treatment, but girls differed from boys in a number of significant ways. "As we continue to work on reducing youth drug use overall, we must pay special attention to the needs of teen girls," said SAMHSA administrator Terry Cline, Ph.D. "Because research shows that girls use alcohol and drugs to boost their confidence, reduce tension and cope with problems, our prevention efforts must address these needs."

The study found that 23 percent of girls were admitted to treatment for alcohol, compared to 16 percent of male teens. Inhalants were the primary substance abused by 12 percent of girls, but only 4 percent of boys.

The full report is available for download at:

<http://oas.samhsa.gov/2k7/youthTX/youthTX.pdf>

## **NEWS**

### **Florida Medical Examiners Report Reveals Drug Use**

**The Associated Press**

**Published: June 12, 2007**

TALLAHASSEE – A report released by the Florida Medical Examiners Commission found that more than 7,700 people who died in Florida in 2006 had drugs or alcohol in their systems, with alcohol, cocaine and tranquilizers the most common. The 7,741 cases in which drugs were found in the systems of people during autopsies was a slight increase from 2005, when drugs were found in 7,573 bodies. The number represents all deaths in which there was an autopsy and in which drugs were found in the person's system.

Alcohol was the most common substance found. It was found in 3,698 bodies. Next was cocaine. It was found in 2,052 bodies, and tranquilizers such as Xanax or Valium were found in 1,987 people who died. Heroin was the drug that was the most common cause of death. The report states that it was blamed for killing the person in 81 percent of cases in which heroin was found in the person's body.

But the study also found that heroin use appears to continue to decline, based on the frequency with which it is found in the bodies of those who die. Heroin's presence in autopsied bodies was down 21.3 percent from 2005, and the number of deaths caused by heroin dropped 28.4 percent.

The annual Report on Drugs Identified in Deceased Persons is compiled by the Florida Medical Examiners Commission and released by the Florida Department of Law Enforcement.

Most of the 170,000 or so deaths in Florida in 2006 did not require autopsies, which are ordered when the cause of death needs to be determined or a death is the result of a crime. The records include cases in which the drug was the cause of death and cases in which someone died of another cause, such as an accident, but drugs were in their systems at the time.

**Florida Medical Examiners Report:**

<http://www.fdle.state.fl.us/publications/Examiners/2006DrugReport.pdf>

**DEA Florida 2007 Drug Fact Sheet:**

<http://www.usdoj.gov/dea/pubs/states/florida.html>.

### **Higher Beer Taxes and Minimum Drinking Age Reduces Traffic Deaths of Young People**

**Underage Drinking Enforcement Training Center**

**Monthly Resource Alert**

**June 2007**

Communities with few alcohol regulations could consider raising taxes on beer as a way to reduce drunken driving fatalities among young people, according to a study conducted by Prevention Research Center in Berkeley, CA. The study published in the May issue of Alcoholism: Clinical & Experimental Research shows that Alcohol control policies such as the minimum legal drinking age and raising beer taxes have helped prevent youth access to alcohol and the problems of underage drinking. However, a recent study found that communities with limited alcohol regulation could expect the greatest benefits from establishing new alcohol-control policies. Researchers examined traffic crash data gathered from 48 U.S. states from 1975 to 2001. Results showed that raising either the drinking age or beer taxes alone led to fewer youth-traffic fatalities.

## MARKETING TIP

### Making Nice to the Media

An organization's image can very often be a product of the way that organization is presented in the media -- print, over-the-air or online. Further, very often organizations find themselves competing for media attention, especially if good news is being reported.

At a recent international conference on nonprofit organizations, Dee Vandeventer, president of ME&V Advertising and Fundraising Advisors, offered several tips for organizations, not just in dealing with the media but in successfully competing for media attention in a good way.

The best ways to compete:

- **Think sight and sound.** Television dominates both the gathering and reporting of news. Television news reporters utilize visual and sound effects, both background noise and easily digested bits of information.
- **Be aware of deadlines.** If you must, think of it this way: The 6 p.m. news goes on the air at 6 p.m., whether you have given them anything or not. The same principle applies to print.
- **Be organized.** You will make a better impression if you appear to know what you're doing.
- **Hand deliver and talk briefly.** Make sure they get your information. Don't get long-winded.
- **Build relationships before you need them.** Establish your organization in their minds as a source they can turn to when they need information in a hurry – a reliable source.

Never let a mistake go unchallenged. Be friendly and positive, but act quickly.

## COOL SPOT!

### I-Count Advisor

[http://www.icountadvisors.com/login\\_ie.htm](http://www.icountadvisors.com/login_ie.htm)

The I-Count Advisors are a group of young people dedicated to helping their peers stay healthy and drug-free. This diverse group of 9-18 year olds voice their opinions on programs developed by the National Youth Anti-Drug Media Campaign. By providing feedback and ideas and assisting with the creation of Web sites, questionnaires, logos, events and other various programs, these Advisors provide instant, real-life feedback from the exact group the Campaign is trying to reach - teens and tweens!

## HOT PLACE!

<http://www.family.samhsa.gov/default.aspx>

**A Family Guide To Keeping Youth Mentally Healthy & Drug Free** is a public education Web site developed by the Substance Abuse and Mental Health Services Administration (SAMHSA) to communicate to parents and other caring adults about how they can help promote their child's mental health and reduce his or her risk for becoming involved with alcohol, tobacco, and illegal drugs.

The site's six main sections relate directly to what researchers and substance abuse prevention professionals term family-related "protective factors."

## TRAINING OPPORTUNITY

### HHS' Administration for Children and Families (ACF) Announces Open Funding for FY 2007 Communities Empowering Youth Grant

Pursuant to this announcement, under the Communities Empowering Youth (CEY) program, ACF will award funds to build the organizational capacity of experienced organizations, their collaborating faith-based and/or community partners, and the resulting community collaborations to better meet the needs of America's disadvantaged youth. The applicant will assist its collaborating faith-based and/or community partners through training, technical assistance, and financial assistance. The applicant will provide training and technical assistance in four CEY critical areas: 1) leadership development, 2) organizational development, 3) program development, and 4) community engagement. Ultimately, CEY monies are to be used by the lead organization and its collaborating faith-based and/or community partners to increase the overall effectiveness of their community collaboration while increasing the organizational sustainability and capacity of the individual collaboration members. Capacity building activities are designed to increase the collaboration's and the individual organizations' sustainability and effectiveness and to enhance their ability to provide social services to better serve those most in need.

More information on who may apply, how to apply, and details regarding CEY grant requirements is contained in the program announcement  
<<http://www.industryemailout.com/Industry/Redirect.aspx?u=55242&q=35696741&lm=3809777&r=50113&qz=3e8a61900a965089a9968e3026e8e60f>> .

The application deadline is July 10, 2007.

### Scholarships Available for CADCA's Mid-Year Training Institute

SAMHSA's Center for Substance Abuse Prevention is offering scholarships to cover the costs associated with CADCA's 2007 Mid-Year Training Institute, held July 30-Aug. 2, 2007 in Tucson, Ariz.

No more than one youth and one adult from each coalition will be considered. A CSAP scholarship covers costs related to the Mid-Year, including the registration fee and up to five nights of lodging at the JW Marriott Starr Pass Resort (incidentals not included). Recipients are responsible for all other expenses, including individual travel and meals.

A selection committee will make recommendations and CADCA has final authority for the selection of the scholarship awardees. Recipients will be notified by July 2, 2007.

Visit  
<http://cadca.org/events/midyearinstitute/2007/scholarship.asp> to download an application and for more information about the CSAP Mid-Year Scholarships. The application deadline is close of business on June 29, 2007.

to educate  
parents about  
the health and  
safety risks of  
serving  
alcohol at

# Calendar of Events

## June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21		23
24	25	26	27	28	29	30

6<sup>th</sup> Annual Conference on Addictive Disorders-Fort Myers

## July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FADAA's Annual Conference-August 22-24, Hyatt Grand Cypress, Orlando, FL

*For additional information call Cindy Grant at the Florida Alcohol and Drug Abuse Association at 850-878-2196 or email:[cgrant@fadaa.org](mailto:cgrant@fadaa.org).*