



Cape Fear Coalition for A Drug-Free Community

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A Little History

Coalition History

- The Cape Fear Coalition *for a Drug-Free Community* came together in May of 2008 as a result of the US Surgeon General's call to action for addressing underage alcohol use.
- The Coalition is comprised of:
 - community based organizations
 - businesses
 - schools
 - youth
 - family members
 - anyone who is concerned about preventing underage alcohol use and substance abuse.

Mission Statement

Cape Fear Coalition for A Drug-Free Community supports the community's commitment to reduce underage drinking, impaired driving and substance abuse through education and advocacy that encourages action, mobilizes stakeholders and shapes policy.

How are we funded?

- Recipient of North Carolina Preventing Underage Drinking Grant (NC PUD)
- Recipient of Drugs Free Community Grant
- Local fundraisers
- In-kind contributions

Partnerships

- Elks Lodge
- Sunrise Broadcasting
- Coastal Horizons Center, Inc.
- New Hanover Regional Medical Center
- New Hanover County Schools
- Wilmington Police Department
- Mako Medical
- Blue Ribbon Commission Voyage Youth Leadership
- New Hanover County Health Department
- Wilmington Treatment Center
- Warner Temple AME Zion Church
- New Hanover County DSS
- Parents

Community Sectors

- Law Enforcement
- Religious or Fraternal Organization
- Civic or Volunteer Group
- Healthcare Professional
- State, Local or Tribal Government Agency
- Other Organizations
- Youth Sector
- Parent Sector
- Business Sector
- Media
- School
- Youth-serving

What puts New Hanover County at a higher risk for underage alcohol use?

- Availability
 - Parents/Adults providing alcohol for proms & graduation celebrations
 - Off-premise outlets that sell alcohol to underage purchasers
 - Community events with alcohol
- Parent/Adult Tolerance
 - Greater acceptance than other drugs

What puts New Hanover County at a higher risk for youth prescription drug abuse?

- Perceived as less harmful than “other drugs”
- Parents/adults are unaware of prescription misuse as a problem
- Prescription drugs are legal
- It’s okay to use prescription medications if they are prescribed by a doctor



How Does Underage Drinking Affect Our Community

How Does Underage Alcohol Use Affect Our Community?

- In the 2007 Youth Risk Behavior Survey:
 - 47% of New Hanover County youth reported drinking alcohol in the past 30 days
 - 30% had five or more drinks in a row (i.e. binge drinking) in the past 30 days
 - 28% rode in a car or other vehicle with someone who had been drinking alcohol in the past 30 days

(2007 New Hanover County Youth Risk Behavior Survey)

How Does Underage Drinking Affect Our Community?

- Youth who drink before the age of 15 are 4 times more likely to develop alcohol dependency than those who wait until the age of 21 or older.
- Underage drinking cost the citizens of North Carolina \$1.4 billion in 2007.
- During 2007, an estimated 65 traffic fatalities and 2,700 nonfatal traffic injuries involved an underage drinking driver.

(Pacific Institute for Research and Evaluation (PIRE) Underage Drinking in North Carolina, The Facts, November 2009)

Did You Know?


- Approximately 351,000 underage youth in North Carolina drink each year
- In 2007, underage drinkers consumed 10.4% of all alcohol sold in North Carolina
- In the United States alone, alcohol kills more kids than all illegal drugs combined.

(Pacific Institute for Research and Evaluation (PIRE) Underage Drinking in North Carolina, The Facts, November 2009)

(Gruenebaum, J.A. Morbidity and Mortality Weekly Report 2002)

Attitudes & Perceptions of Harm/ Risk Regarding Marijuana Use

- Marijuana use is perceived as the “norm”
- The most-cited risk associated with marijuana use are those related to getting caught, getting arrested and going to jail
- Marijuana use is reported as presenting low or no risk of harm by focus groups
- College-age participants identified job or employment concerns and employment-related drug screens as the primary fear they and their peers share with respect to marijuana use.
 - They also said that when marijuana is made legal, those fears/threats to employment will go away
- Among the benefits of marijuana use mentioned by focus group participants of all ages was its relaxing effects and its positive effects as a means of stress relief



How Does the Coalition Address
these issues?

How Does the Coalition Address these issues?

- Alcohol Purchase Surveys
- Face to Face Survey Follow-ups
- Environmental Scans
- *Talk It Up. Lock It Up! Campaign*
- Safe Home Pledges
- Community Awareness Events (Town Hall Meetings, Health Fairs, Lunch/Learns, etc)
- Policies
- Medication Drop-offs
- Distribute Home Medication Lock Boxes
- Media Advocacy
- Youth Leadership
- Promote Permanent Drop Box Locations