



AC 4C

“A substance abuse free Iowa.”

The Alliance of Coalitions for Change is a state wide network seeking to increase the synergy of substance abuse prevention efforts in Iowa.

December 2008



HOLIDAY GREETINGS...

in a season of generosity, gladness and gratitude.

Hot links

Sign up link for Iowa ABD e-newsletter
www.iowaabd.com/alcohol/misc/enews_request_form.jsp

The Fresh Story is a FREE online newsletter produced by FACE®. It is designed to provide you with a quick snapshot of unique current events and research on alcohol issues that you won't find anywhere else.

<http://freshstory.org/blog/freshstory.php>

Retreat

November 19 & 20, 44 people representing 26 community coalitions/partnering agencies; 2 state agencies, 3 youth represented met for the final 2008 AC4C Retreat in Des Moines

AC4C minutes, archive newsletters, past presentations, and more resources are accessible at the online resource link

<https://www.box.net/shared/e4144u84ks>.

Contribute items by sending to Kelly Wooden at kwooden@co.boone.ia.us

AC4C Evaluation Technical Assistance Survey Summary

Summary Report from Amy Simpson

18 coalitions have completed the survey, as of 11/24/08.

EVALUATION – What? When?

Which types of PROJECTS do you currently evaluate? Mark all that apply.

Please tell us how often you conduct these evaluations by marking the appropriate column.

Ongoing communication projects (newsletters, etc)

23.5% want assistance with this

What type of information are you gathering to evaluate your COALITION?

How often do you gather information and analyze it? Mark all that apply.

Skills and capabilities of coalition volunteers

23.5% want assistance with this

Volunteer satisfaction / synergy

23.5% want assistance with this

EVALUATION – How?

What indicators are you using to measure your PROJECT success and how are you collecting the information? Mark all that apply.

Change in beliefs or perceptions

31.3% want assistance with this

Change in skills of abilities

20% want assistance with this

Change in actions

25% want assistance with this.

Events

AC4C Retreats-MCTC

February 4-5, 2009

June 17-18, 2009

www.counterdrugtraining.com

AC4C Youth Day on the Hill on Underage Drinking

Monday, February 16, 10 – 11:30 a.m.
in the Rotunda.

Contact coordinator or members of the Legislative Work Group for more information.

National Coalition Academy – Iowa

Midwest Counterdrug Training Center

Classroom Sessions:

Feb 23–27, 2009

April 27–May 1, 2009

August 3-7, 2009.

www.coalitioninstitute.org to sign up.

32nd Annual Governor's Conference on Substance Abuse

April 7-8, 2009

Polk County Convention Complex

501 Grand Avenue

Des Moines, Iowa

Call to reserve your hotel room today! A block of rooms is being held at the discounted rate of \$74/night for April 6-8, 2009, at the Quality Inn & Suites, 929 3rd Street, Des Moines IA, 515-282-5251. Additional rooms are being held at the Embassy Suites on the River, 101 E. Locust Street, Des Moines, IA, 515-244-1700, at a rate of \$95/night. Embassy Suites will provide free shuttle service to and from the conference. Hotel rooms are on a first come/first served basis.

Registration will open mid February at www.trainingresources.org.



FEB 9-12, 2009
National Harbor, MD

Questions or comments? To contribute or to remove your name from the newsletter list please contact us at smithshellevr@gmail.com or call 515-707-5372.



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Join Together

MillerCoors is getting a lump of coal in its Christmas stocking this year. The beer producer is sponsoring binge drinking events in Boston, Denver, Philadelphia, San Diego, Chicago, and several other cities.

Billed as the "world's naughtiest pub crawl," the event website is splashed with images of Santa, hawks an official Santa suit, and features a YouTube video of people in Santa costumes running through the streets, partying.

But the beer industry's own voluntary advertising and marketing code bans Santa from promoting beer. And though the events are aimed at adults, many of them start in daylight or early evening hours -- when children may well spot St. Nick dashing through the snow....getting drunk.

Santa is far too busy right now to get dragged into this. Click here to file a complaint with the Beer Institute and the Federal Trade Commission:

<http://members.jointogether.org/campaign/santa?rk=CdfcoudaY7iCW>



December 2008

Have a tip, story, form or link to share?

Join the E-List. Share your

Expertise,
Evidence,
Experiences.

Working smarter not harder!

contact us at smithshelleyr@gmail.com

AC4C Work Group Requests/Updates

- **Communication & Marketing**-Watch for a *Got A Minute* Usage Survey to be sent out soon.
- **Legislative & Advocacy**-Complete IYS value survey, inform representatives, and provide copies of local ordinances to Dean Nelson and Jill Streich.
- **Technical Assistance & Training**-Share knowledge of trainings in the state and register for **National Coalition Academy** www.coalitioninstitute.org. Arrangements are being made with CADCA for an evaluation training.
- **Resources and Technology**-Explore the online resource <https://www.box.net/shared/e4144u84ks>, forward relevant materials to kwooden@co.boone.ia.us
- **Coordinator**-Participate in and track youth involvement for Day on the Hill, February 16. Send to smithshelleyr@gmail.com

Marketing

A media release shortcut is available on the AAUW web site
<http://capwiz.com/aauw/dbq/media/>

AC4C Population Reach Profile

IOWA		2,988,046
AC4C by county classification		
AC4C (8) Urban County Total	15%	1,306,520
AC4C (24) Small Urban County Total	45%	638,344
AC4C (21) Rural County Total	40%	241,339
AC4C (53) County TOTALS	100%	2,186,203

53 counties participating in AC4C reach an estimated 73% of Iowa's total population and 587,630 youth (age 0-19).

National Survey on Drug Use and Health

New Data Shows Underage Youth Purchasing Most of Their Own Alcohol
The report, "Underage Alcohol Use: Where Do Young People Get Alcohol?" found that nearly one-third of underage drinkers paid for the last alcoholic drink they consumed, whereas one in four got alcohol free from a nonrelative of legal drinking age, 14.6 percent got their drink free from another underage person, 5.9 percent got alcohol from a parent or guardian, and 8.5 percent got their drink from another relative aged 21 or older.

Underage male alcohol users were more likely than females to have paid for the last alcohol they consumed, whereas more than three-fourths of female underage drinkers got their last drink free from a nonrelative of legal drinking age. The report was based on data gathered in 2006-2007 from the annual National Survey on Drug Use and Health, sponsored by the Substance Abuse and Mental Health Services Administration. The full survey can be found at <http://oas.samhsa.gov/2k8/underageGetAlc/underageGetAlc.htm>.

Recession in Illegal Drug Market Signaled by Falling Youth Use, With Higher Prices and Decreased Purity for Cocaine Nationwide

New Data Indicate Nearly 1 Million Fewer Teen Drug Users 2001-2008, Major Declines in Positive Drug Tests Among U.S. Workforce, and Disruptions in Cocaine Market
<http://www.whitehousedrugpolicy.gov/news/press08/121108.html> for full article, data summaries and related resources.

[Making the Drug Problem Smaller, 2001-2008](#) and [Reducing Drug Use in America December 2008 fact sheet](#)

