

DAET COALITION NEWSLETTER

A community resource to help prevent youth substance use in Ashland



SPRING 2019

A LETTER FROM THE COALITION



Dear Ashland Community Members~

Thank you to the DAET coalition for inviting us to address the community about our current concerns about vaping trends among teenagers. As you probably know, the use of e-cigarettes and vaporizers has become popular, especially among teens, across the country. Intended to be an “alternative” to smoking, vapes have become widely available to teens and are highly addictive.

At the high school level, we use education as a tool to try to prevent teenagers from using and becoming addicted to vaping. All students learn about the harmful effects in their Wellness classes, and when a student is found using or carrying a vape on school property, we engage them in further education as they serve their consequence. We share videos and articles with the student and have them meet with our school resource officer and/or nurse to continue the conversation about the harmful effects of vaping. We hope that increased education about vaping and its adverse effects will better inform teenagers before they make poor decisions that could have lasting effects.

Last Fall all students at the high school completed the MetroWest Adolescent Health Survey. We asked several questions on the survey about vaping and the use of e-cigarettes. We are waiting on the results of the survey, and plan to use the data and statistics to help make decisions on education and programming that we can bring in for students. What concerns us the most is that the majority of students who we speak to about vaping are not concerned about the addictiveness of it or the unknown health concerns they could have in the future because of it. We are also concerned at the lack of knowledge parents have about the danger of vaping when we reach out to them. Most parents assume it will smell like tobacco or marijuana, and do not realize that the fruity or candy smell on their child or in their house is from vaping.

Smoking was at an all-time low, and new research is showing that young people who otherwise would not have smoked who start vaping are up to four times more likely to then go on and use a regular cigarette. We are hopeful that as more research and data comes out that students will realize the dangers before it is too late. We are also hopeful that changes to state and federal regulations will make it harder for students to even begin vaping.

This issue provides helpful information about the health risks of vaping, including the potential for addiction, and offers parent resources for talking with your teen.



Thank you,
Lauren Carreiro & Erin Lachapelle
Dean of Students at Ashland High School

NEW DAET RESOURCES!



DAET is launching a series of prevention PSAs. Our first video, “How to Talk to Your Child at Any Age about Alcohol, Other Drugs, & Making Good Decisions” is [trending](#) on our website.

NEW Parenting for Prevention Tip Sheets

- ~ Anxiety
- ~ Depression
- ~ E-cigarettes, Vaping & JUULing (revised)
- ~ Prevention 101
- ~ Substance Use & Misuse: Boys
- ~ Substance Use & Misuse: Girls

Our *Parenting for Prevention* library can be found at <https://www.ashlanddecisions.org/resources/tip-sheets/>

IMPROVING COMMUNITY HEALTH & SAFETY THROUGH THE POSITIVE CULTURAL FRAMEWORK

The Positive Cultural Framework (PCF) is an approach that seeks to *cultivate health and safety* in organizations and communities. PCF is based on research from the Montana Institute's Center for Health & Safety Culture, widely known for its groundbreaking work on social norms theory - the influence of perception on attitudes and behavior.

The cultivation of community health and safety is vital in supporting efforts to prevent and reduce youth substance use. PCF aligns itself with strategies that DAET already uses to increase the protective factors and decrease the risk factors that may be present and contribute to youth use. By recognizing the many layers which exist within a community that influence culture (individual, peer, family, school, workplace), PCF can help us better understand the beliefs and attitudes that contribute to Ashland's health and safety and their impact on youth substance use.

You will be hearing more about the integration of PCF into our efforts and our plans to work with parents and town leaders on a community-wide prevention campaign.

TEEN VAPING: WHAT DO WE KNOW AND WHAT SHOULD WE DO ABOUT IT?



As most people already know, in December 2018, the U.S. Surgeon General issued an Advisory, declaring teen vaping a national epidemic. Please review DAET's updated "[E-cigarettes, Vaping & JUULing](#)" Parenting for Prevention Tip Sheet to learn more about what vaping is and how these devices work. As mentioned in "A Letter from the Coalition" by Ms. Carreiro and Ms. Lachapelle, we are anxiously awaiting the results of the 2018 Ashland Adolescent Health Survey to gain a better understanding of current "vaping" trends among Ashland Youth; however, according to a 2018 study, 15 - 17-year-olds in the U.S. have over 16 times greater odds of being current JUUL users compared to those aged 25-34.

Data from the 2018 National Youth Tobacco Survey show the following:

- There were 3.6M e-cigarette users under the age of 18
- 51.2% of high school students who currently use e-cigarettes use menthol- or mint-flavored products

Scientific Studies Show:

- There is substantial evidence that e-cigarette use increases the risk of ever using combustible tobacco cigarettes among youth and young adults.
- According to the CDC, cigarette smoking is responsible for more than 480,000 deaths per year in the United States.
- The chemicals contained in the e-liquid (nicotine, propylene glycol, glycerin, flavorings and water) and/or those produced through the process of "atomizing" (heating) the e-liquid (volatile organic compounds, cancer-causing chemicals, and heavy metals such as nickel, tin and lead), to produce the aerosol, are likely to cause damage to the lungs.
- Nicotine is highly addictive and can prime the adolescent brain for addiction to other drugs.
- Nicotine changes the way synapses (connections between nerve cells) are formed, which can harm the parts of the brain that control attention and learning.

The tobacco industry has a long-standing history of targeting youth with their marketing and advertising, to develop a life-long customer base. The e-cigarette/vaping (including JUUL) industry has followed this playbook using masterful online marketing tactics and making their devices "sweet, cheap, and easy-to-get". The Assistant Vice President for National Advocacy at the American Lung Association recently said: "The tobacco industry knows that mint and menthol help the poison go down," ... "And they have been using menthol cigarettes to addict millions of people for decades, and that trend has tragically continued with e-cigarettes." The Massachusetts Department of Public Health Tobacco Cessation and Prevention Program, has developed educational materials and a campaign titled "[GET OUTRAGED!](#)".



In 2018, Big Tobacco leader Altria (the parent company of Philip Morris) invested more than \$13 billion in JUUL, the market leader in vaping products, as well as more than \$4 billion in Cronos, a marijuana company. This is reason for concern, given that a recent study showed that in 2016 nearly 2.1 Million middle and high school students in the United States reported that they had used concentrated THC (the psychoactive chemical in marijuana) in an e-cigarette/"vape device". States with legal "medical" and/or "recreational" marijuana dispensaries sell prefilled pods containing concentrated THC oils; these are also available online and can be used with vape devices. This is concerning because of the risks to the adolescent brain from the use of THC products.

As a community, we have a shared responsibility to reduce youth substance use and ensure that a new generation does not become addicted to nicotine or other drugs. We thank our MANY partners for their continued contributions toward strategies outlined in our *Strategic Plan* to reduce youth nicotine use, most notably the Board of Health and Ashland Public Schools. If you are interested in helping to reduce youth substance use in Ashland, please contact us at CoalitionInfo@AshlandDecisions.org to learn more about our efforts and how you can be involved.

COALITION REWIND

December

- Published ‘Tips for Celebrating Safely’ in Ashland Town Pages
- Held one focus group with K-5 parents at the YMCA playgroup
- DAET youth members (Breaking the Barriers) helped plan a regional MYTT coffee house event for youth
- Conducted one Vaping & E-Cigarette Q&A lunchtime activity at Ashland High School
- Hosted two “Opioid Overdose Prevention & Education” presentations for town staff and DAET members
- Launched the first PSA video based on the *Parenting for Prevention* tip sheet “How to Talk to Your Child at Any Age about Alcohol, other Drugs, and Making Good Decisions”
- Superintendent Adams began tweeting STAND Positive Community Norms messaging district-wide
- Co-hosted the POWER program “Just Talk About It” featuring John Mattleman

January

- Published “A New Year with New Resources from Decisions at Every Turn (DAET) Coalition in Ashland Town Pages
- Presented “An Introduction to Developmental Relationships” at two APS Professional Development sessions
- Launched the new DAET website
- Participated in an assessment of the Ashland Board of Health tobacco relations resulting in the adoption of new regulations to restrict menthol/mint flavored tobacco & e-cigarette products to 21+ shops and retire tobacco licenses as they are not renewed

February

- Published 5 new *Parenting for Prevention* tip sheets available at www.AshlandDecisions.org in English, Spanish, Portuguese and Russian
- Two DAET staff, one adult member, and five youth members attended the Community Anti-Drug Coalitions of America (CADCA) National Leadership Forum
- Supported the AMS/AHS administration of SBIRT by providing *Parenting for Prevention* tip sheets in English, Spanish, Portuguese, and Russian to parents
- Partnered with the YMCA’s Project ABC for a parent discussion on resiliency, prevention, and risk & protective factors

March

- Co-hosted Courageous Conversations: Conversation vs. Confrontation featuring Jamele Adams
- Hosted a community-wide Positive Cultural Framework training for Coalition members and stakeholders in preparation for a wide-scale prevention campaign in Ashland

ICYMI

If you haven’t been following Superintendent Adams’ tweets, you should! [@AshlandClockers](https://twitter.com/AshlandClockers) has been sharing interesting data points from the 2017 DAET Parent Survey and the 2018 Positive Community Norms Survey reinforcing some of the healthy choices that Ashland youth and parents are making to support substance-free kids and teens.

Most* AHS students strongly agree or agree that
“Parents should not let their teens and their teens’ friends drink alcohol at home”



*65% - 2018 Ashland High School Positive Community Norms

93% of AHS students report their parents do not allow them and their friends to drink alcohol at home



*2018 Ashland High School Positive Community Norms Survey

91% of parents would never allow their child to attend a party where underage drinking occurs.



Decisions at Every Turn 2017 Parent Survey

97% of Ashland parents would be concerned or very concerned if they learned their child was using alcohol.



Decisions at Every Turn 2017 Parent Survey

DAET VISITS WASHINGTON DC TO DISCUSS PREVENTION

In February, representatives of the DAET coalition were excited to attend the Community Anti-Drug Coalitions of America (CADCA) Forum for the fourth consecutive year. The Forum is a conference that gathers nationwide substance use prevention professionals for three days of training and the opportunity to advocate for prevention directly through meetings with congressional representatives.

This year, five Ashland High School students from the Breaking the Barriers club attended the conference with DAET staff to learn more about prevention and how to make youth-led prevention sustainable at the local level. The students participated in the youth training Key Essentials track and learned about the Strategic Prevention Framework (SPF), the foundation for the Coalition's work. They also learned how to create a logic model to describe issues that they see in the community and how they want to change those issues.

Most excitingly, the students participated in Capitol Hill Day during which they had a chance to visit the congressional offices of Representative Katherine Clark, Senator Elizabeth Warren, and Senator Edward Markey. The students spoke to the congressional aides on their concerns around vaping in the community and got a chance to meet Senator Markey and speak to him during his meeting!

Ashland students had the opportunity to meet other Massachusetts teens during the conference and to work with them to prepare and present concerns about local issue at the congressional meetings.

We look forward to using the knowledge gained at the Forum for our work in Ashland and are already thinking about our visit next year!



COME TO A COALITION MEETING

Coalition meetings are open to everyone in the community. Come learn about the Coalition, our current initiatives, and take part in planning activities. New members are welcome! An orientation meeting can be arranged by prior scheduling.

April 9	5:30 – 7:00 PM	May 14	5:30 – 7:00 PM	June 11	5:30 – 7:00 PM
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The Coalition meets monthly on Tuesdays in the Ashland Middle School Library



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Decisions at Every Turn



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AshlandDecisions.org