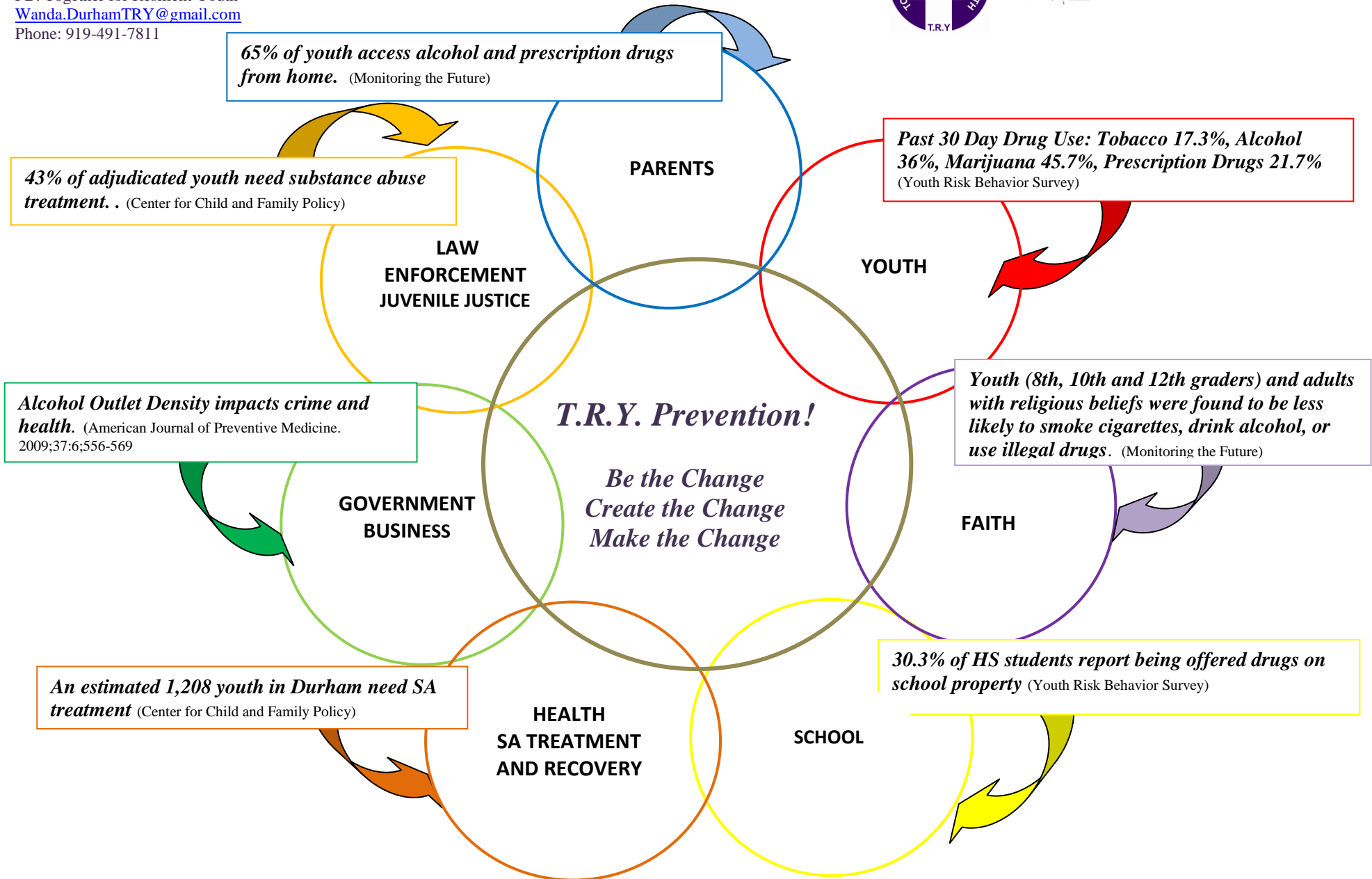


**MORE INFORMATION AT
DURHAMTRY.ORG**

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TOGETHER FOR RESILIENT YOUTH





Mission: TRY prevents substance abuse among youth and adults by reducing community risk factors through advocacy, education, mobilization and action

SUCCESS: 2,500 signatures obtained. Lock it! Drop it! – Provided information on Prescription Drug misuse, proper storage and disposal. Distributed home use medicine lock boxes. Media Coverage on Molly and prescription drugs was covered on WRAL TV reaching Greensboro: 40,000, Charlotte: 176,000, Raleigh Durham Fayetteville: 1.9 Million, Greenville: 90,500 Wilmington: 35,000 Through Talk It Up. Lock It Up!™ encouraged adults to lock up or monitor alcohol in the home (1,000+)

Champions: Parents and Youth; Mina Forte Ferguson, Durham Public Schools, PBIS and Michelle Lynn, Director of Duke Division of Community Health and Cindy Haynes, Duke Division of Community Health, Shade' Shakur, Partnership for a Drug Free North Carolina

SUCCESS: 93 youth trained in Health Rocks! & Fetal Alcohol Spectrum Disorder; Social Media 110,000 daily reach; 2,392 youth ages 10 - 17 pledged to be alcohol/drug free. Strategies include: (Drugs 101, National and International Leadership Conferences, Healthy Decision Making; Hip Hop affect, Media Literacy, and Decision Making and Leadership. 5 PSAs and 4 Movie Ads created.

Champions: Community Leaders, Youth Team Leaders, Parents

SUCCESS: 35 cases have been diverted since July 2014. Communicated Operation Medicine Drop to over 18,000 citizens; 2 permanent drop boxes were purchased. Over 2,000 pieces of information distributed

Champions: All District Partners Against Crime, Sheriff Mike Andrews, Chief Court Counselor Tasha Jones, Roger Echols, Assistant DA and Judge Marcia Morey, Durham County Crime Cabinet

SUCCESS: Over 300 businesses have signed up to be part of Good Neighbor Business Network(GNBN). Partners include 100% the Family Fare chain of convenience stores in Durham and NC. GNBN Action: 4loko with caffeine, K2, Bath Salts and Stout “one shot” containers banned. Smoking banned at bus stops. 3,000+ stickers placed on alcohol containers warning adults not to provide alcohol to minors. This initiative “Sticker Shock” was covered by WRAL, WTVD, WNCN TV reaching 6 million viewers and through The Durham News reaching 250,000

Champions: Nancy Kneepkens, District 2 Community, Katrina McCoy, Media, Mindy Solie District 3 Community, Fresh Produce in Convenience stores Kelly Wornack, Erin Sullivan, B.A.D.D. youth Coalition, College TRY Coalition, Michael Scott, Health Department Tobacco Outreach

SUCCESS: 300 reached during Recovery Month Celebration; 800 reached during El Centro Hispano Health Fair, 1,000 FASD provided to Duke OBGYN Clinics. Youth completed a Convenience Store HealthOver moving healthy items to top shelves.

Champions: Youth and parents, Dr. Rhonda Karg RTI, Dr. Ty Ridenour RTI, Dr. Aaron White, NIH (Training), Dr. Kathy Sulik, Professor of Cell and Developmental Biology (Training)

SUCCESS: 8 School Based Coalitions have been installed. 180 students trained through Driver Education classes (Drunk, Drugged, Distracted Driving). School suspension for tobacco use changed to “refer to counseling”. SAMHSA Town Halls, Above the Influence, Kick Butts, National Drug Facts Week - Over 3,000 reached through various strategies. Enhanced decision making skills through media literacy and Search Institute Developmental Assets training (322); Organized North Carolina Central University Campus Community Coalition. 625 freshman students trained on the college and community, SPF and Environmental Strategies.

Champions: Mina Forte Ferguson, PBIS, PBIS Leaders, Social Workers, Elementary, Middle, High School Youth Dr. Meredith Weinstein, NCCU Associate Director Juvenile Justice Institute

