

Past 30day high school alcohol use: Source YRBS
 2011 40%, 2013 32%, 2015 25% (NC 29%)
 Prescription Drug Overdose 1999-2015
 NC 745 Durham 9 Source NC Injury Prevention
 Alcohol Outlet Non Compliance
 2009 60% 2012 45% 2014 22% 2016 14%
 Source NCABC Compliance Records

More to do but we are on our way!

SUCCESS! **PARENT:** Safe Homes - Parents agree to a non-legally binding pledge to monitor, properly store and/or dispose of prescription drugs (Lock it! Drop it!), to monitor or lock up alcohol (Talk It Up. Lock It Up!™) and not provide or purchase alcohol, tobacco or other drugs for minors. Durham parents have signed by over 2,500 residents. Home medication lock boxes were given free of charge to 100+ residents. TRY provided monthly Tips for the Talk (16) Topics **TRY Champions: TRY Member Parents and Youth Districts, Durham Public Schools, Cindy Haynes, Duke Division of Community Health, Jude Johnson-Hostler, NCDHHS**

T.R.Y. PREVENTION!

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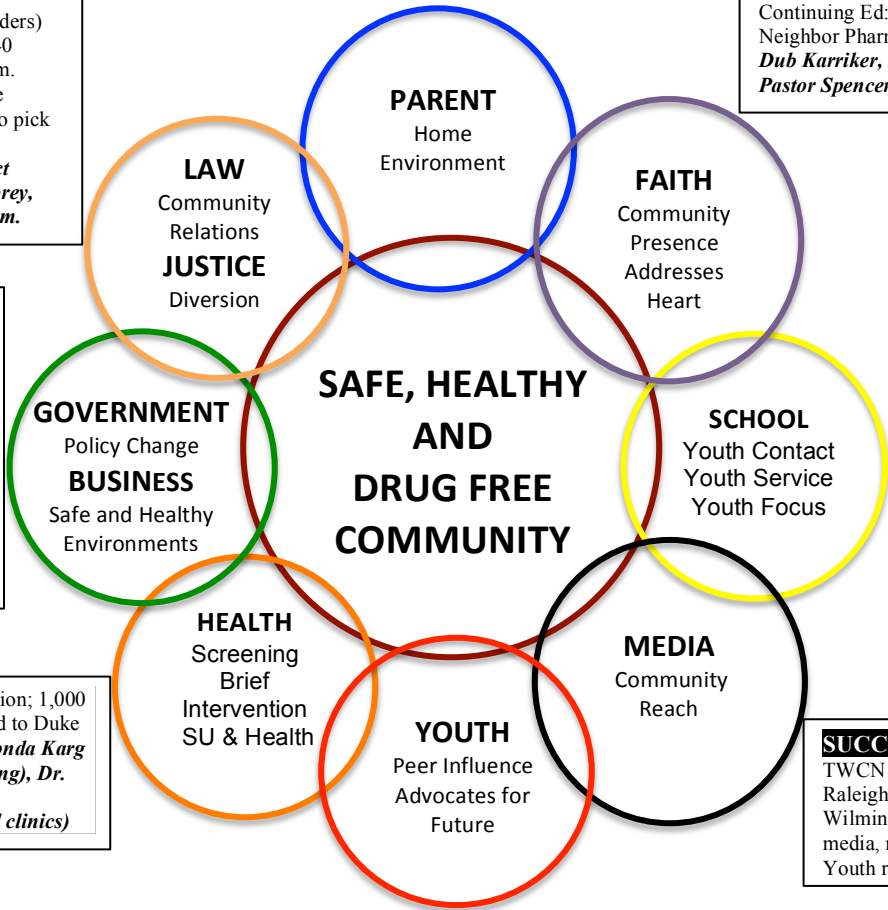
Get involved. Join a TRY Campaign. Receive TIPs
 Learn more:
 Achieving Health Hand in Hand –AHHH (ACEs)
 Visit DurhamTRY.org

SUCCESS! Over 200 cases (16-17 year olds) have been diverted. Communicated Operation Medicine Drop to over 18,000 citizens; 5 permanent drop boxes were purchased. Engaged Durham Congregations in Action as advocates (trained 45 church leaders) Over 2,000 pieces of information distributed. Trained over 40 parents through the Sheriff's Department CHOICES program. Purchased 5 permanent drop boxes. Distributed 72 home use medication lock boxes. Worked with Sheriff's Department to pick up meds at churches and community events NEW: 18-21 Diversion program **Champions: Mayor Bill Bell, All District Partners Against Crime, Superior Court Judge Marcia Morey, Durham County Crime Cabinet and Captain Raheem Aleem.**

SUCCESS! **FAITH** - Faith focused summits and meetings (12). Strategies: Provide Monthly Bulletin inserts and materials about substance use; participated in community outreach (300) Offered Continuing Ed: Core Competencies for Faith Communities; Good Neighbor Pharmacy initiative. **Champions: Pastor Earl Boone, Pastor Dub Karriker, Pastor Jerome Washington, Pastor William Lucus, Pastor Spencer Bradford**

SUCCESS! Over 430 businesses have signed up to be part of the Good Neighbor Business Network (GNBN). Partners include 100% the Family Fares in Durham and NC. GNBN Action: Chairman Gardner banned Vape and Powdered Alcohol in NC. GBNs now include Pharmacies Taxi Companies and Health Hub Barbershop and Salons. First annual Jump into Spring held promoting health at FF convenience stores. The Durham News ads (2) reached over 750,000 citizens. **Champions: Nancy Kneepkens, District 2 Community, Katrina McCoy, Media, Mindy Solie District 3 Community, BADD Youth Coalition, CollegeTRY Coalition**

SUCCESS! 500+ reached during Recovery Month Celebration; 1,000 FASD, Tobacco and Drug use prevention materials provided to Duke OBGYN Clinics. **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), Dr. Geeta Swamy, Director OB/GYN Duke (all clinics)**



SUCCESS! **SCHOOL** - 580 students trained through Driver Education classes (TRex - Drunk, Drugged, Distracted Driving). School suspension policy changed for Tobacco "refer to counseling". Conducted SAMHSA Town Halls, Above the Influence and Kick Butts events. BADD trademarked and adopted by NIDA for National Drug Facts Week as spotlight partner. Over 3,000 students reached through various strategies. Students placed over 7,500 stickers on alcohol products warning adults not to provide to minors. Students spoke about dangers of Energy Drinks to Department of Public Health. Homeless Students - Participate in clothes, school supply and hygiene supply drives. Provided over \$1,000 in gap funds. College TRY - North Carolina Central University Coalition - 1,5000+ students trained on the college and community, SPF and Environmental Strategies. Provided monthly TIPs. Launched tobacco surveillance with team of 10. **Champions: DPS Elementary, Middle, High School Staff, Youth and NCCU Students, Nancy Kneepkens, TRY Dreaming of Home Members (Durham Ministers in Prayer, AHF**

SUCCESS! **MEDIA** covered (6 times) on WRAL, WNCN, TWCN TV reaching Greensboro: 40,000, Charlotte: 176,000, Raleigh Durham Fayetteville: 1.9 Million, Greenville: 90,500 Wilmington: 35,000 Over 2,000,000 reached through social media, news and TV. Adult TIP messages reach over 10,000/mo Youth reach over 600/mo and College reach 2,500/yr

SUCCESS! 1,600 youth trained in Health Rocks! & Fetal Alcohol Spectrum Disorder; Social Media 110,000 daily reach; 1,523 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, FASD and Decision Making and Leadership. 5 PSAs and 2 Movie Ads placed. Youth reach over 600/month and College reach 2,500/year **TRY Champions: TRY Members Community Leaders, Youth Team Leaders, CollegeTRY Leaders, Parents**