



Coalition sub-committee was formed to create a **smoke-free parks ordinance** in Middletown.



New partnership was created with Vinal Technical High School, the Board of Education school nurses and our local library.



1,000+ students were surveyed on Core Measures and current substance use.



SURVEY

Short term outcome:

New **Youth Peer Advocate** was designated.

New **Program Coordinator** was hired.

2018

Two **marijuana PSAs** were created by students and aired over **1,000** times on radio station KC101, Middletown High School Blue Tube TV, Hartford Health Care Podcast and local gas station radio.



"Know the facts" - an informational marijuana brochure was created by students and Rushford staff. **500** copies were distributed to schools and throughout the community.



50 youth participated in a Teen Summit to address Developmental Assets & Healthy Relationships among Middletown youth.

2017

1,339 students were surveyed using the Search Institute Survey on developmental assets and current substance use.



SURVEY

Survey results show a **7.5 % decrease** in reported past 30-day use of marijuana from 2011 data.



New coalition **partnership** with **Middletown YMCA**.



2016

Coalition strategies identified: Smoke-free parks ordinance & social marketing created by youth.

Risk factors:

Perception of risk and peer norms.

3 Youth Leadership Programs lead several school-wide prevention campaigns reaching over **2,000** students.

Middletown Substance Abuse Prevention Council has representation from **12 community sectors**.



CT Strategic Prevention Framework Coalition Initiative grant **funded by**



2015

For more information contact, Erica Skoutas at Erica.Skoutas@hhchealth.org or 860-852-1080

Priority Substance :
Marijuana



Goals by 2020:

Reduce the number of students who report using marijuana in the past 30 days by 5%.

Reduce the number of students who report using marijuana regularly (3x month or more) by 10%.

Future Concerns:

54.5% of students perceive smoking marijuana 1-2 x per week as little to no risk.

11% of students report vaping. The most common substance is flavored liquids and 2nd is marijuana.

We Know The Risk, a new **Social Marketing Campaign** is being developed in collaboration with 6 other cities/towns to address risk factors for youth substance use.

Long term outcome:

Student survey results show a **decrease** in reported past 30-day use of marijuana from 14.8% (2016) to **9.2%** (2019).



2019

Increase in coalition membership to **35** active members.



Significant increase in Youth Prevention Program participants from the **LGBTQ+** population.