



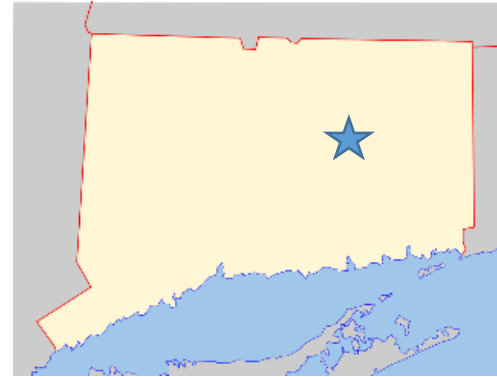
2019 Info Brief

About the Change Collaborative of Manchester

The Change Collaborative of Manchester (CCM) works toward building a vibrant, safe and healthy community for youth through substance abuse prevention.

Since 2014, CCM has worked closely with 12 community sectors to combine our communities' talents and resources to address local substance abuse and other related issues. Our primary focus is the work we do with 12 to 18-year olds.

CCM is funded under a Partnership for Success grant and Local Prevention Council grant from the Department of Mental Health and Addiction Services.

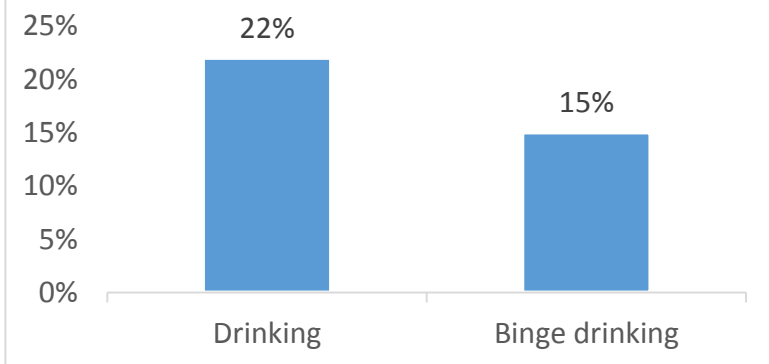


Alcohol is the primary substance of concern in Manchester



Key Community Data & Trends

Too many Manchester High School seniors report underage drinking.



Source: Manchester 2017 Youth Survey, ERASE

Root Causes: Why is this problem here?

Peer Norms

35% of high school students report that their friends feel it is not wrong or only a little bit wrong to drink alcohol nearly every day.



Youth who feel their peers disapproved of drinking were **3 times less likely to drink alcohol** than youth who felt their peers did not disapprove.

Social Access

70% of high school student report that it is easy to get alcohol.



46% of youth report getting alcohol beverages from their home.

Main Strategies

Social Marketing



Raising Awareness



Efforts & Accomplishments

Social Marketing Campaign

'Don't be the One' Campaign

In Fall 2018, launched our peer-to-peer campaign during Manchester High School's 2018 homecoming football game.



Raising Awareness



Dangers of Underage Drinking and Distracted Driving

Co-sponsored and organized the event with Manchester Police Department and Manchester Youth Services, during National Prevention Week.

Youth Survey Data Highlights

Hung posters throughout Manchester with 2017 youth survey data highlights to raise awareness and current norms and behaviors of Manchester youth.

Prom Promise at Manchester High School

Facilitated first Prom Promise at Manchester High school with the 2018 senior class. Students signed contracts promising not to participate in risky behaviors.

CCM: Building our Capacity

- Providing opportunities for members to attend professional development trainings throughout the year including out-of-state conferences and in-state trainings.
- CCM meetings have included presentations by MADD, SmokeStoppers (vaping), Manchester Police Department (HOPE Initiative and current drug trends), TTASC (sustainability planning), and the MHS Drug and Alcohol Counselor (high school trends and new SMART Recovery program).
- CCM is looking to strengthen its reach among Manchester parents and businesses.

Short-Term Outcomes

- Increase peer disapproval of alcohol use among Manchester youth in grades 7 to 12.
- Decrease the number of Manchester youth in grades 7 to 12 who access alcohol from home.

Opportunities and Next Steps

- CCM will continue to build relationships with the students at both the middle school and high school & will look into the development of a youth group at Illing Middle School.
- CCM will collaborate with the Office of Student Activities and Office of Disabilities at Manchester Community College in an effort to re-start the Drug and Alcohol Recovery Counselor program.
- Broad based efforts around marketing CCM and our peer-to-peer campaign throughout Manchester will continue.

Get Involved!

- Please join us at our meetings (which are open to the public) on the first Wednesday of the month at 10am, East Side Neighborhood Resource Center, 153 Spruce Street, Manchester.
- AND contact CCM for other opportunities on how to become involved.

CCM at a Glance



Long-Term Outcome

- Decrease the number of Manchester youth in grades 7 to 12 who report alcohol use in the past 30 days.

Connect with Us!

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- www.changecollaborative.org
- Like us on Facebook and Instagram.