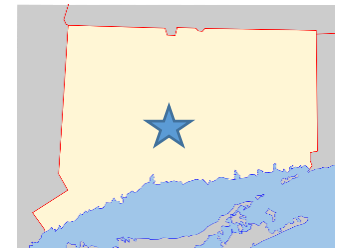


## About The Coalition For New Britain's Youth



Map w/ service area marked

- The Coalition for New Britain's Youth (C4NBY) is a citywide collaborative committed to improving the lives of New Britain's youth, birth to age 24
- The Coalition for New Britain's Youth (formerly the Coalition for New Britain's Children, and also the New Britain Early Childhood Collaborative before that) came together in 2001 as part of William Casper Graustein Memorial Fund's Discovery Initiative.
- In 2011, the Coalition joined the National Campaign for Grade Level Reading, a project of the Annie E. Casey Foundation. In a process that began in 2014, the Coalition joined forces with the New Britain Youth Network and the School Readiness Council, merging officially under one name in 2015: The Coalition for New Britain's Youth. The Coalition now serves to improve the lives of children and youth, birth to age 24; and was recently awarded the Partnership For Success (PFS) grant during the Fall of 2016, aimed at reducing youth substance use communitywide via a more holistic approach to Positive Youth Development (PYD).
- The C4NBY is comprised of 4 distinct sub-committees, with Health & Wellness housing the work of the PFS Grant: Early Learning & School Readiness / Connecting Families / Health and Wellness / Youth and Workforce Development

### Substance(s) of Concern in New Britain:

- 1. Underage Drinking (UAD)
- 2. Non-Medical Use of Prescription Drugs (NMUPD)

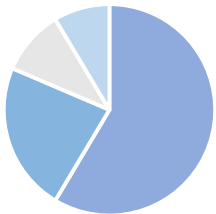


### Root Causes: Why is this problem here?

#### Risk Factor 1

\*Only **81.2%** of middle school & **69.9%** of high school students report Perception of Peer Disapproval for Underage Drinking (UAD)

### Key Community Data & Trends



- 14% of middle school and 19% of high school students report Past 30-Day Use of Alcohol
- 18% of students in gr. 6-12 report Lifetime Suicide Attempts



#### Risk Factor 2

\*Students in grades 6-12 report an average of **3.5** to **4.1** Risk-Taking Behaviors



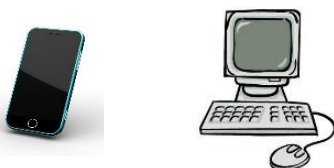
\*Only **43%** of middle school & **41%** of high school students report having **21+(of 40)** Developmental Assets

(Search Institute Survey, 2015)\*

## Main Strategies

### Strategy 1

Social marketing to change Perception of Peer Disapproval of Underage Drinking for middle & high school youth



### Strategy 2

Social Emotional Learning (SEL) Curriculum consistent with an asset-based approach



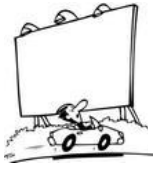
### Strategy 3

Raise awareness & communication: Social marketing to address barriers to treatment and stigma associated with substance abuse & mental health needs



# Efforts & Accomplishments

## Social marketing



NBHS Youth Focus Group produced a Public Service Announcement on Teen Depression & Suicide Prevention for 2018 National Prevention Week; and won 1<sup>st</sup> place in statewide competition!

Informed by our Youth Focus Groups, social marketing efforts to prevent underage drinking (as well as promote positive mental health) have produced the following landing pages with strong social media presence:

[www.hardhittinfacts.org](http://www.hardhittinfacts.org)  
[www.mypath2positive.org](http://www.mypath2positive.org)

## Evidence-Based Curriculum

Aided in providing SEL training & coaching for afterschool program providers to implement evidence-based curriculum throughout the 2017-2018 school year & over summer 2018



Implemented 2<sup>nd</sup> round of Search Institute Surveys in 2018 providing key youth-driven data; with a 3<sup>rd</sup> series of surveys slated for 2020. Data obtained shall continue to guide informed-decisions regarding curriculum selections & design

## Raise Awareness



### Communication

Demonstrated correlations between mental health needs emerging in childhood and later substance abuse & dependency in adults



### De-Stigmatization Efforts

Data collection efforts utilizing an original survey developed for residents ages 18-25 have yielded key insight informing social marketing, de-stigmatization, and outreach efforts for various providers

### Coalition For New Britain's Youth: Building our Capacity

- Engaged 7 of 12 sectors to date in raising awareness & communication, as well as de-stigmatization of mental health and substance abuse treatment efforts
- Initial discussions with First Responders and the Faith sector have begun to engage sector leaders with preliminary planning and follow-ups scheduled

### Our Coalition at a glance

- Engaged Sectors: Youth / Parents / Schools / Youth-Serving Organizations / Healthcare / Law Enforcement / Religious / Other
- Community outreach efforts utilizing the film "Resilience" to educate the community on ACEs and begin discussions on Developmental Assets are currently underway; with several venues already secured throughout the community

### Short-Term Outcomes

- Increase Perception of Peer Disapproval for Underage Drinking among students in grades 6-12 by 10%
- Decrease the average number of Risk-Taking Behaviors reported among students in grades 6-12 by 20%
- Increase the # of students reporting 21+ developmental assets in grades 6-12 by 20%

### Long-Term Outcomes

- Reduce Past 30-Day Use of Alcohol by 20% in grades 6-12
- Reduce Past 30-Day Non-Medical Use of Prescription Drugs (NMUPD) by 20% among students in grades 9-12
- Decrease the number of students reporting Lifetime Suicide Attempts by 10% among students in grades 6-12

## Opportunities and Next Steps

- Join us in building a Resilient New Britain focusing on Positive Youth Development (PYD), reducing trauma, serving our at-risk populations, and helping people to connect with any needed resources and/or treatment options. Ultimately, we hope to poise our community to receive the 10yr. Drug-Free Community Grant.

## Get Involved!

- The Coalition's Health & Wellness committee meets
  - The 3<sup>rd</sup> Thursday of every month 12-2pm\*
  - At Klingberg Family Centers  
(Located at 370 Linwood St. New Britain)

*\*Subject to Change, please contact in advance if attending for the first time*

## Connect with Us!

- PFS Program Coordinator  
Arnaldo A. Perez Jr.  
[Arnaldo.Perez@klingberg.com](mailto:Arnaldo.Perez@klingberg.com)  
(860) 836-2123  
<http://www.coalition4nbyouth.org/>