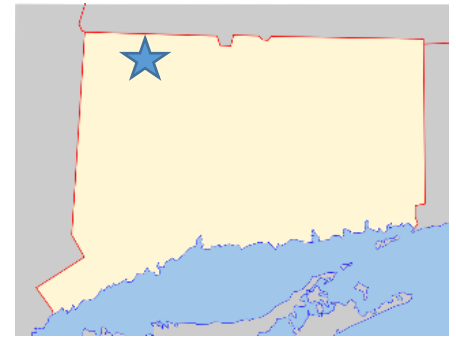


About Northwest Hills Prevention Connection

The Northwest Hills Prevention Connection (NHPC) coalition exists to create a healthy Region 7 and Winchester community by eliminating the negative impact of substance misuse, and increase our community's quality of life. We work to prevent use of illicit substances by implementing strategies and activities specifically targeting teen's access to substances, and family norms surrounding substance use.



Substance(s) of Concern in Region 7 and Winchester

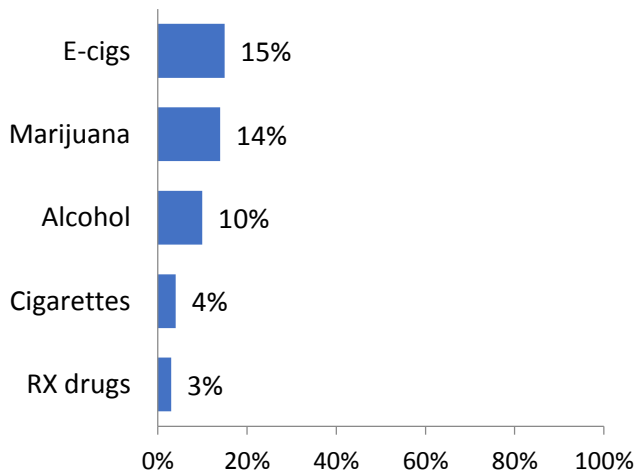
Underage Alcohol Use



Key Community Data & Trends

Based on 2018 Youth Survey Results

Recent use rates among 9th to 12th graders.



Root Causes: Why is this problem here?

Family Norms:

32% of students claim they don't disapprove of alcohol or substance use. *

29% of youth claim that family members **do not** set clear rules discouraging use of e-cigs, drinking alcohol, using marijuana, abusing prescription drugs and smoking cigarettes. *

Social Access:

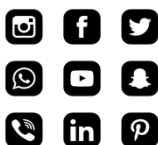
42% of students claim that access to alcohol is easy. *

59% of youth report getting alcohol from friends and **58%** of them have obtained alcohol from parents without permission. *

**NHPC Youth Survey, 2018*

Main Strategies

Strategy 1: Social Marketing



Strategy 2: Professional Training at Schools



Strategy 3: Working with Law Enforcement

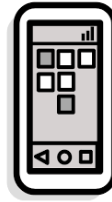


Efforts & Accomplishments

Social Marketing



Decrease the percentage of underage drinking, by sharing facts about the health, academic and social consequences to the community.



- *Promoted Safe Summer Campaign; a student lead marketing campaign encouraging students to make healthy choices during Summer 2019.*
- *Encouraged healthy behaviors through weekly messaging on Facebook and Instagram.*

Professional Training at School



Offer free training to staff and students, and implement evidence-based programs in schools to improve family norms and social access.



- *Implemented Botvin Life Skills Program to seventh grade students at Gilbert School. Implemented Insight Groups to Gilbert and Northwestern Regional high schools.*
- *Increased the voice of high school students through NHPC's youth coalition groups RISE and WAMH.*
- *Provided two Suicide Prevention (QPR) Train the Trainer opportunities to all school personnel in NHPC's communities.*

Working with Law Enforcement



Partnering with state police to prevent underage drinking, and planning activities with the community.



- *Conducted DUI Check Points, Party Patrols, and increase law enforcement presence at key events throughout the year.*

NHPC: Building our Capacity

- Increased partnership with youth and staff at Northwestern Regional 7 High School, Gilbert School, and Explorations Charter School.
- Collaborate with state police in the community by creating Safe Prom and DUI checkpoints.
- Partnership with the youth service bureau and student clubs in the region including NHPC Youth Coalition groups RISE and WAMH.

Our Coalition at a Glance

- *Gilbert School, Northwestern Regional 7 High School, and Explorations Charter School.*
- *Winsted YMCA*
- *Winchester Police & CT State Police Troop L*
- *Religious Organizations*
- *Parks and Recreation*
- *Youth*

Short-Term Outcomes

- **10% decrease in the percentage of youth** who report getting alcohol (sometimes or often) from their friends as reported on the 2018 student survey.
- **5% increase among youth** who report that their families have clear rules discouraging underage drinking.
- **Expand recruitment** and reach of NHPC coalition.

Long-Term Outcomes

- **Reduce 30-day alcohol use among youth by 2 percentage points in 2020.**
- **Increase the capacity of NHPC** by providing professional development opportunities.
- **Encourage more families** to set rules to discourage underage drinking.

Opportunities and Next Steps

- NHPC has plans to conduct student surveys at Explorations Charter School in Fall 2019.
- Collaborate with school youth groups and organizations in the community.
- Increase educational opportunities and programs for parents.

Get Involved!

- *NHPC Region 7 Coalition meeting meets the last Tuesday of the month at Northwestern Regional 7 High School!*

Connect with Us!

- *Mai Kader: mai.kader@mccallcenterct.org*
- *Northwesthillspc.org*
- *Instagram: [@northwest_hills_pc](https://www.instagram.com/northwest_hills_pc)*
- *Facebook: [@NorthWestHillsPC](https://www.facebook.com/NorthWestHillsPC)*