



Newsletter

FALL 2014

This quarterly Newsletter from the National Institute on Drug Abuse will give you information and ideas for planning local events to help teens shatter the myths about drugs and drug abuse.

FEATURES

National Drug Facts Week 2015 is January 26 to February 1. Registration is now open! Plan and register your educational event or activity now!

[Visit our new mobile-friendly website](#) to find registration details and event ideas. Optimized for your tablet or smartphone, the new easy-to-navigate site is your one-stop shop for activity ideas, resources, and tools to plan your National Drug Facts Week event.

A National Drug Facts Week Success Story From the Field

Partnering Up: How a Connecticut Wellness Coalition Leveraged Community Relationships To Empower Local Youth

For the second year in a row, the [Durham Middlefield Local Wellness Coalition](#) and the E.D.G.E. Clubs (Excellent Decisions Guiding Everyday) from the Regional 13 School District participated in [National Drug Facts Week](#). They expanded their involvement even further for National Drug Facts Week 2014 thanks to interested and resourceful partners from the Department of Youth and Family Services.

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BLOG

NIDA is applying the science of drug abuse to real life through weekly blog posts on our Drugs and Health blog for teens. And for Fall 2014, don't miss our special series on marijuana posted most Monday's in September through November. From medical marijuana to drugged driving to how changes in legislation impact teens across the country, this blog series focuses on the science of marijuana and its effects on the body to help teens understand and navigate the complex issues around this controversial topic.

Read the latest posts:

- [Award-Winning Teens Hope](#)

Durham Middlefield Local Wellness Coalition is one of the nationwide [Drug-Free Communities grantees](#). Its mission is to reduce the harm of alcohol, tobacco, marijuana, and other drugs through community action, education, support, and collaboration. The high level of interest in National Drug Facts Week within the Region 13 School District began with the E.D.G.E. advisors at Strong Middle School and Coginchaug Regional High School, who then received the support of the superintendent, school administrators, and other departments.

The partners began planning weeks before National Drug Facts Week by ordering NIDA resource materials, aligning efforts in both schools, brainstorming, developing a timeline, internally publicizing the event, obtaining approvals where needed, and registering their event on the [National Drug Facts Week](#) website. Students at both schools came up with announcements and researched topics they wanted to learn more about, using NIDA resources such as the [Drugs: Shatter the Myths booklet](#) and the [Drugs & Health blog](#).

How They Did It

Go digital:



- The E.D.G.E. student members created a [public service announcement \(PSA\)](#), which involved over 30 students highlighting their opinions on drug abuse and how using drugs would affect their future. The PSA was shown during National Drug Facts Week over the school-wide television system to 334 students.
- During National Drug Facts Week, eight E.D.G.E. students participated in NIDA's [Drug Facts Chat Day](#) and had the opportunity to ask NIDA experts questions about drugs and alcohol.

Include other school departments and community prevention programs:

- The high school Guidance Department assisted the students with facilitating wreckED, a 30-minute presentation from the

[To Improve Lives Through Research](#)

- [Colorado Uses Humor To Highlight Drugged Driving Laws](#)
- [Good Samaritan Laws Save Lives](#)
- [Medicines or Poisons? – Why Cannabinoids Can Both Help and Hurt You](#)

RESOURCES

[The Real Cost](#). Sponsored by the U.S. Food and Drug Administration's Center for Tobacco Products, The Real Cost offers science-based information and educational tools to help teens learn that experimenting with cigarettes is not cost free. The campaign includes interactive quizzes, videos, and fact sheets to supplement your smoking and tobacco prevention efforts.

[NIDA for Teens is also NIDA for Educators](#). Don't miss our fantastic new resources that put the latest teaching guides and lesson plans in your hands and engaging multimedia activities at your students' fingertips. We've updated for 2014 all of our NIDA Drug Facts and added new resources to help you use the latest stats and infographics in the classroom and brush up on your drug abuse science.



[NIDA and Scholastic's Drugs + Your Body. NOW an Interactive Poster](#). This popular poster for teachers to use in the classroom has

Partnership for Drug-Free Kids on the facts about drugs and alcohol. The video program was delivered as part of an advisory session to students during National Drug Facts Week and was shown to 41 classes of 9th to 12th grade students. After the presentation, students completed surveys and wrote down any questions they had. Teachers also received a lesson plan about drugs and alcohol. The Durham Middlefield Local Wellness Coalition compiled survey data and questions and sent them to the Partnership for Drug-Free Kids.

- E.D.G.E. students worked with the school art teacher to design a banner where students wrote on cloud shapes about activities that are good alternatives to drug and alcohol use. The banner hung in the hallway during National Drug Facts Week.



Visit the [Durham Middlefield Wellness Coalition's website](#) to get more information about local partnerships for National Drug Facts Week, or contact Stephanie Moran, prevention coordinator, at Stephanie@dmlwc.org.

been updated online with the latest scientific information. *Drugs + Your Body* is a science-based, web interactive for grades 6 to 12 that reveals the harmful health effects of drugs on the body. These resources are part of the *Heads Up: Real News About Drugs and Your Body* series, a collaboration between NIDA and Scholastic.

[Learn the Link. October 15 is National Latino AIDS Awareness Day.](#) Although injection drug use and its link to HIV/AIDS is well known, the role that non-injection drug abuse plays in the spread of HIV is less recognized. Newly updated, NIDA's Learn the Link campaign offers science-based information and videos to help you understand the connection between drug abuse and spread of HIV infection in the United States.

[PEERx Flash Drives.](#) Want to teach teens about prescription drug abuse but have slow or inconsistent web access? NIDA is pleased to offer, for a limited time, the PEERx flash drives to teachers, community educators, and others interested in joining the effort to prevent teen prescription drug abuse by sharing the facts. PEERx provides science-based resources to encourage open discussions with teens about this important issue. To learn how to get your PEERx flash drive, email peerx@iqsolutions.com.

SPOTLIGHT

Welcome Partners

Chris Herren and The Herren Project

Former NBA player Chris Herren of the Boston Celtics battled addiction and used his experience to help others. Responding to thousands of desperate calls for help from others facing addiction, Chris formed [The Herren Project](#) in 2011 to increase education and public awareness of the dangers of substance abuse and to assist

one person and one family at a time through a combination of treatment navigation, educational initiatives, mentoring, and public awareness.



The Herren Project's Project Purple initiative invites everyone to "Go Purple" and stand together against substance abuse by wearing Project Purple shirts and awareness bands or to organize a local event in your community. In 2015, National Drug Facts Week and The Herren Project have joined together to kick off Project Purple during the week of January 26. For more information and to participate, visit the [Project Purple website](#).



SADD (STUDENTS AGAINST DESTRUCTIVE DECISIONS)

Once again, SADD and its many chapters around the country have signed on to shatter the myths about drug abuse during National Drug Facts Week. Through its peer-to-peer approach to prevention and activism, SADD members are committed to bringing teens the facts about the consequences of substance use on the brain, body, and behavior. SADD and NIDA will co-develop an educational resource specifically for SADD chapters to use during their National Drug Facts Week activities.



4-H

For National Drug Facts Week 2015, 4-H National Headquarters at the U.S. Department of Agriculture and National 4-H Council's Healthy Living participants will build on the success of their National Drug Facts Week kickoff event held at National 4-H Council in 2014. Through the [Health Rocks!® curricula](#), participants will organize educational events and activities around the country for middle and high school students about making healthy lifestyle choices with a special emphasis on drug, tobacco, and alcohol use prevention.



The National Institute on Drug Abuse (NIDA) is part of the National Institutes of Health (NIH), the principal biomedical and behavioral research agency of the United States Government. NIH is a component of the U.S. Department of Health and Human Services.

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