Dear friends

The Maine Substance Use Prevention Services (SUPS) team at the University of New England (UNE) would like to thank our local prevention partners working across the state that provide quality substance use prevention programs.

Great work has been accomplished across the state, though there remain opportunities for continued prevention efforts with the opioid epidemic, the legalization of marijuana, and the increase in teen vaping rates. We are fortunate to work with our partners at the Maine Center for Disease Control (Maine CDC) and MaineHealth Center for Tobacco Independence (CTI) to combat the recent increase in vaping prevalence in our communities. Rinck Advertising, who maintains the Good to Know Maine marijuana prevention campaign (goodtoknowmaine.com) among other campaigns, has also provided helpful resources for substance use prevention efforts.

We look forward to the coming year with an increased emphasis on 18-25 year-olds due to new funding from the Maine Center for Disease Control. We are excited to see what inroads we can make with this population, which has the highest substance usage rates among all ages in Maine. UNE SUPS will continue to collaborate across the state to provide resources, support, and training to help make all communities safer, healthier, and happier.

Warmest Regards,

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Data in this report were collected by the University of New England across programs in FY19, unless otherwise noted.
WHO WE ARE
LOCAL PREVENTION PARTNERS

1. Choose to Be Healthy at York Hospital
2. Coastal Healthy Communities Coalition at UNE
3. Partners for Healthier Communities at Southern Maine Health Care
4. The Opportunity Alliance
5. City of Portland Public Health Division
6. Casco Bay CAN
7. Healthy Androscoggin at Central Maine Health Care
8. Healthy Oxford Hills at Steven’s Memorial Hospital
9. Healthy Community Coalition of Greater Franklin County
10. Access Health at Midcoast Hospital
11. Healthy Lincoln County
12. Healthy Communities of the Capital Area
13. Kennebec Behavioral Health
14. Knox County Community Health Coalition at PenBay YMCA
15. Somerset Public Health at Redington Fairview General Hospital
16. Mayo Regional Hospital
17. Bangor Public Health and Community Services
18. Healthy Acadia
19. Power of Prevention at Cary Medical Center
20. Wabanaki Public Health*

*Houlton Band of Maliseet Indians, The Aroostook Band of Micmacs, the Passamaquoddy at Indian Township and Sipayik, and the Penobscot Nation.

20 Partners Statewide covering the 16 Counties and 9 Public Health Districts
You can find contact information for each partner at:
https://www.youareprevention.org/local-prevention-partners
The Maine Substance Use Prevention Services (ME SUPS) program is part of the Maine Prevention Services, an initiative of the Maine Center for Disease Control and Prevention.

**Goals of ME SUPS:**

- Reduce youth and young adult use of alcohol and marijuana
- Reduce youth and adult use of prescription drugs

ME SUPS works with many different stakeholders that influence people’s substance use choices:

- Schools
- Businesses
- Peers
- Families
- Organizations
- Media
- Youth

**Services**

- Community Efforts
- Education
- Policy Work
- Screening and Referrals
- Sharing Information
- Youth Activities

Substance use prevention is a community matter.

*Research Shows*

*If people have adequate awareness and skills to see how substance use can interfere with what is important to them, they are less likely to use.*
BY THE NUMBERS
October 2018 - September 2019

Education
Taught 174 distinct education classes, including Prime For Life © - Universal courses. *Prime for Life ©- Universal is a prevention program designed for people who might consider making high-risk choices regarding substance use or misuse.*

Taught 152 students in the Student Intervention Reintegration Program (SIRP). *SIRP helps youth engaging in at-risk behavior to make healthier choices.*

Getting the Word Out
Delivered over 1,000 substance use prevention social media messages that were seen more than 950,000 times.

Participated in 92 events across Maine to provide substance use prevention information and materials, reaching more than 26,000 people with prevention messaging.

Efforts to Reduce Prescription Drug Misuse
Collected 29,495 pounds of medication at take-back days and in medication drop boxes statewide.

Provided information on how to safely store medications which was viewed more than 440,180 times.

Efforts to Prevent Underage Drinking
Implemented 167 compliance checks with local law enforcement support to ensure those who sell alcohol are following the law at the point of sale, helping to limit underage access to alcohol for 24,029 Maine youth.

Trained 156 liquor licensees how to avoid selling alcohol to underage youth or intoxicated people, helping to reduce how easily 14,640 Maine youth and young adults could illegally gain access to alcohol.
INNOVATION FUNDING IDEAS TO MAKE CHANGE

The Innovation Fund is a mini-grant awarded to selected partners each year. The 2019 recipients were Choose to be Healthy at York Hospital and Healthy Community Coalition of Greater Franklin County.

Choose to Be Healthy (CTBH) worked with York Adult Education to bring Prime for Life ® classes to the York Adult Education ‘Life Success Class.’ Attendees ranged from 17-24 years old and were taught life skills including:

- College readiness
- Study strategies
- Time management
- Collaboration skills
- Technology for college
- Soft skills

CTBH worked collaboratively with the York Adult Education staff. These staff recognized that adding a wellness component to their life skills class would address youth and young adults who were at risk, already engaging in risky substance use behaviors, or were in the beginning stages of recovery. CTBH is hoping to expand the offering to other adult education programs in their area.

Healthy Community Coalition of Greater Franklin County (HCC) created a family educational program called “PREP: Parent Resilience Education Program” to increase parent and caregiver knowledge of substance use trends among youth, and offer resources for families to help prevent substance use in their homes. The PREP program addressed the most pressing concerns parents and caregivers had about youth substance use. The PREP program provided education about opioids, marijuana and e-cigarettes by introducing the program into activities and places parents go such as the work place or local agencies such as WIC. HCC plans to bring the program to health providers in the future.

Research Shows

If young people believe their peers, family, and community are not okay with them using substances, they are less likely to use.
On May 1st, 2019, UNE hosted Michael Haines, MS, retired professor from Northern Illinois University.

What is Social Norms Marketing?
The social norms marketing approach is based on the idea that people often think unhealthy behaviors are far more common than they actually are, and this over-perception may make it more likely people will engage in the unhealthy behavior. The social norms marketing approach presents the reality that the majority of people are engaging in health-promoting behaviors, rather than unhealthy behaviors. Correcting misperceived norms around substance use has been shown to reduce use, reduce negative consequences of use, and increase health-protecting behaviors that align with the positive norm.

9 out of 10 Maine High School Students have never used a prescription drug that was not their own.

If people believe there are many others who do not use substances, it can help them to not use or use less, and to see that they are not alone in doing so.
THE MAINE SUBSTANCE USE PREVENTION SERVICES PROGRAM WOULD LIKE TO THANK STATE AND COMMUNITY PARTNERS THAT WORK WITH US TO HELP ADDRESS SUBSTANCE USE IN MAINE.

PROGRAM PARTNERS | AROUND THE STATE

AdCare Educational Institute of Maine
Lunder Dineen: Time to Ask
Maine Center for Disease Control and Prevention
MaineHealth 5-2-1-0 Let’s Go!
MaineHealth Center for Tobacco Independence
Maine Statewide Epidemiology Outcomes Workgroup
Maine Youth Action Network
New England Prevention Training Technology Center
Public Consulting Group
Rinck Advertising

CONTACT INFORMATION

CALL: (207) 221-4570
EMAIL: unesubstanceuseprevention@une.edu
Learn more about ME SUPS at www.substanceuseprevention.org/
Additional resources for teens, adults, and parents can be found at https://www.youareprevention.org/