



# Maine Substance Use *Prevention* Services

2018 ANNUAL REPORT



MAINE  
PREVENTION  
SERVICES

Maine Center for Disease Control & Prevention  
Department of Health and Human Services



UNIVERSITY OF  
NEW ENGLAND

INNOVATION FOR A HEALTHIER PLANET



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# Maine Substance Use Prevention Services (ME SUPS)

The Substance Use Prevention Services program is part of Maine Prevention Services, an initiative of the Maine Center for Disease Control and Prevention.

The goals are to **1) reduce youth and young adult use of alcohol and marijuana**, and **2) reduce youth and adult misuse of prescription drugs**. Each month prevention partners report to UNE what they did (evidence-based strategies) and whom they reached.

There are trained Substance Use Prevention Specialists working with communities in all sixteen counties. Results from this report are from data collected by the University of New England (UNE) across all programs for the Fiscal Year (FY) 2018, unless otherwise noted.

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## THE WHY | OUR PURPOSE

The efforts of the Maine Substance Use Prevention Services program aim to address individual, family, peer group, organizational, and community factors that influence people's substance use choices. This comprehensive approach treats substance use prevention as a community-wide matter—which research has shown is more effective than individually-focused initiatives. These comprehensive efforts impact people's perceptions about how acceptable, normal, and easy it is to use substances.

Attitudes, knowledge, and perceived norms are all very powerful influences on people's substance use behaviors. Research has shown that:

- If young people believe their peers, family, and community are not okay with them using substances, they are less likely to use.
- 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.
- If people have adequate awareness and skills around seeing how substance use can interfere with what is important to them, they are less likely to use.
- If people believe that a substance is hard to get, they are less likely to use that substance at all or will use less.



## WHAT WE DO | PROGRAMMING

### ME SUPS APPROACH TO PREVENTION SERVICES IN MAINE

Maine Substance Use Prevention Services' local prevention partners implement research-supported, state-approved prevention activities in their local areas throughout Maine. These activities aim to reduce young people's substance use and misuse, and the resulting impact on the health, safety, and success of Maine individuals, families, and communities.

Our local prevention partners use available data and conversations with members of their communities to create needs assessments specific to their areas. Based on these needs assessments, the Maine Substance Use Prevention Program and its partners create annual plans that match prevention efforts to the needs of their service area.

**Their plans include activities that fall into these areas:**

#### COMMUNITY EFFORTS

These efforts engage people from many different roles in a community to be part of the solution to substance use.

#### EDUCATION

These efforts include two-way interactive sessions and lessons that aim to increase participants' knowledge and skills for doing something to prevent substance use.

#### POLICY & SYSTEMS

These efforts aim to impact what is happening in the places where people live, learn, work, and play that may be influencing their substance use behaviors.

#### SCREENING & REFERRAL

These efforts help people and/or the people in their lives to recognize and think about how substance use behaviors could negatively impact a person's life, and connect those people with information or support services that support them in making changes to avoid future use or unwanted impacts.

#### SHARING INFORMATION

These efforts include social media, print, and electronic messages, and work to increase awareness, knowledge, and prevention-minded norms around substance use and misuse.

#### YOUTH ACTIVITIES

These efforts engage young people in preventing substance use among themselves and their peers. Young people participate in- and often lead- efforts to improve awareness about substance use as something they are concerned about and want to combat.

## BY THE NUMBERS

OCTOBER 2017 – SEPTEMBER 2018

The Substance Use Prevention Program funded local prevention partners to carry out research informed prevention activities. These activities **reached all 16 Maine counties**. Below is a snapshot of the successes throughout the state.

### Prevention Education for Substance Use

- Taught **120** Prime for Life-Universal Classes, which is a prevention program designed for people who might be making high-risk choices regarding substance use, reaching **1,963** individuals.
- Taught **145** education classes to people who prescribe medications.
- Taught **31** Student Intervention Reintegration Program (SIRP) Courses reaching **164** individuals. SIRP helps youth engaging in at-risk behavior to make healthier choices and reduce their risk for substance use and misuse.

### Efforts to Prevent Underage Drinking

- Implemented **43** compliance checks with local police department support. A compliance check is a procedure to verify that federal, state, and local laws of liquor sales are being met by Off-Premise and On-Premise liquor licensees.
- **147** liquor licensees attended a Responsible Beverage Seller/Service Training. This training is a state approved program designed to educate servers and sellers at alcohol establishments about strategies to avoid illegally selling alcohol to underage youth or intoxicated patrons.
- *Parents Who Host, Lose the Most* materials were disseminated and displayed in **81** different places.

### Efforts to Reduce Prescription Drug Misuse

- **29,610** pounds of medication were collected through medication drop boxes and take-back days.
- **10,417** individuals received Safe Storage tools and materials.

### Sharing Information to Prevent Substance Use

- Delivered **1,918** substance use prevention messages through over **30** different media channels and venues.
- Participated at **136** events throughout the State of Maine to provide substance use prevention information and materials.

## WHO WE ARE | LOCAL PREVENTION PARTNERS

We are **fifty-six** trained Substance Use Prevention Specialists based out of **twenty-one** organizations working with communities in all sixteen counties.

Our local prevention partners use knowledge of their communities to select and deliver proven, evidence-based interventions to Maine's many regions and cultures.

Given Maine's vast geographic area, our partners are spread throughout Maine's rural and urban regions.

Our goal is to provide meaningful, effective, culturally competent programming to protect Maine's youth and their families from the risks of substance use.

### YORK DISTRICT

- Choose To Be Healthy (York Hospital)
- Coastal Healthy Communities Coalition (UNE)
- Partners for Healthier Communities (SMHC)

### CUMBERLAND DISTRICT

- Casco Bay CAN (Create Awareness Now)
- Portland Public Health Division
- The Opportunity Alliance

### WESTERN DISTRICT

- Healthy Androscoggin (Central Maine Healthcare Corp)
- Healthy Community Coalition of Greater Franklin County
- Healthy Oxford Hills

### MIDCOAST DISTRICT

- Access Health (Mid Coast Hospital)
- Healthy Lincoln County
- Knox County Community Health Coalition

### CENTRAL DISTRICT

- Healthy Communities of the Capital Area
- Kennebec Behavioral Health
- Somerset Public Health (Redington-Fairview General Hospital)

### PENQUIS DISTRICT

- Bangor Public Health and Community Services
- Mayo Regional Hospital

### DOWNEAST DISTRICT

- Healthy Acadia, Ellsworth
- Healthy Acadia, Machias

### AROOSTOOK DISTRICT

- Aroostook County Action Program
- Power of Prevention (Cary Medical Center)

### WABANAKI DISTRICT

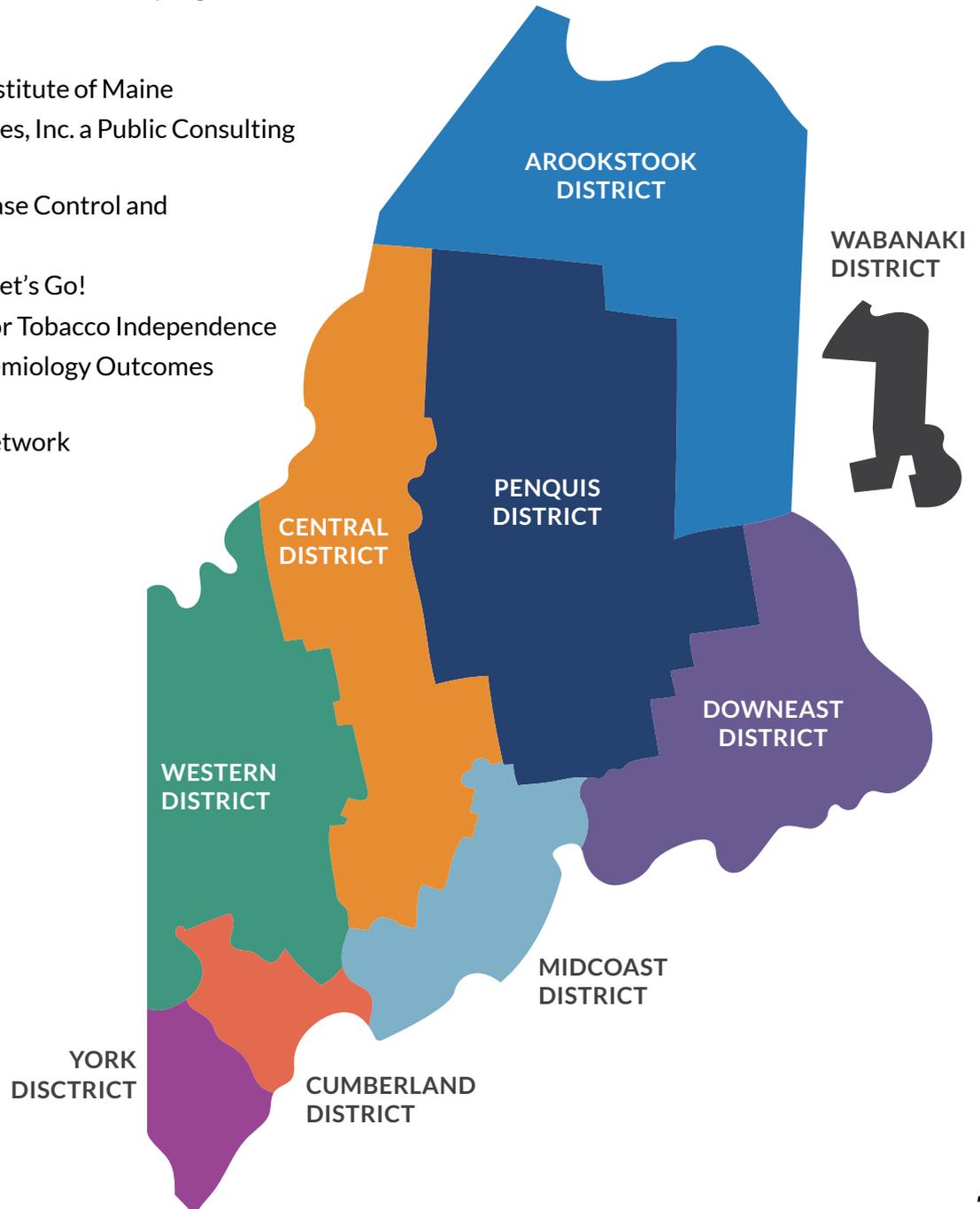
- Wabanaki Public Health



## PROGRAM PARTNERS | AROUND THE STATE

The Maine Substance Use Prevention Services Program works with many partners throughout Maine, including our fellow Prevention Services programs.

- AdCare Educational Institute of Maine
- Hornby Zeller Associates, Inc. a Public Consulting Group company
- 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
- Northern Light Health
- Rinck Advertising



## INNOVATION | FUNDING IDEAS TO MAKE CHANGE

The Innovation Fund is a mini-grant the University of New England awards to selected partners through an application process. Activities address health disparities among youth and young adults at high-risk for using or misusing substances. Healthy Community Coalition of Greater Franklin County and The Opportunity Alliance were mini-grant recipients this year.



**Healthy Community Coalition of Greater Franklin County** collaborated with The Bridging Communities Project educating and empowering families living in generational poverty to make healthy choices around substance use by fostering mentoring relationships through using the Table Talks curriculum. Overall the Table Talks sessions were well received but not well attended. In order to increase attendance, Healthy Community Coalition recommends presentations be held in community settings where parents convene and during times they are in attendance (lunch time, after school practices). This approach takes advantage of natural group settings in which parents talk about their children with each other.





**The Opportunity Alliance** met with New Mainers who live in South Portland to support the development of culturally competent substance use prevention materials and trainings for their community. The initial meeting, the “Think Tank,” was called to review prevention materials and messages and talk about community concerns regarding substance use. Additional meetings were then held to review what was learned. People who attended expressed concern that substance use is still a taboo topic for many New Mainer cultures and language and cultural barriers often exist for immigrant and refugee families. The Opportunity Alliance learned that increasing outreach to immigrant families is needed to help overcome these obstacles.



## MARIJUANA WORLD CAFE | WORKING TOGETHER TO PREVENT UNDERAGE USE

UNE hosted a World Café in July to talk about marijuana now that it is legal to use it recreationally if one is twenty-one years or older.

*“The World Café is built on the assumption that...people already have within them the wisdom and creativity to confront even the most difficult challenges; that the answers we need are available to us; and that we are Wiser Together than we are alone.”*

From *Cafe to Go: A Quick Reference Guide for Hosting World Cafe*, The World Cafe Foundation, [www.theworldcafe.com](http://www.theworldcafe.com)

We brought together over fifty people—including our local community providers and their partners—to talk about what we already have as tools in our communities to prevent underage marijuana use, how can we improve what we are doing, and who may be able to help us. The group came up with recommendations that were shared with the Marijuana Work Group convened by the Maine Center for Disease Control and Prevention. A second World Cafe is planned for the summer of 2019 to build upon what we know and to plan for new regulations that will be instituted.



## HOW YOU CAN HELP

### THERE IS SOMETHING THAT EVERYONE CAN DO TO PREVENT SUBSTANCE USE

Substance use affects many youth, families, and communities. There are things you can do regardless of who you are, how old you are, how much time you have, or where you live in Maine. The time to act is now to keep our communities safe, healthy, and successful.

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Here is a sample of information from [YouArePrevention.org](https://www.YouArePrevention.org):

#### FOR TEENS

##### **Are tobacco, alcohol, and drugs really a big deal?**

Yes, *especially* for teens and young adults because your brain and body are still developing. Using substances as a young person can affect your learning, memory, and cognitive function and you increase your chances of developing a substance use problem later in life. At this age, the decision-making parts of your brain are still developing, and substance use can lead to many other choices or situations that put your body and mind at risk.

#### FOR PARENTS

##### **How do I know if my child is using?**

Teenage behavior can be unpredictable. With that in mind, if your son/daughter demonstrates one or more of the following, it might be an indicator of substance use:

- Withdrawal from activities of previous interest
- Changes in peer groups
- Disassociation from old friends
- Declining grades
- Noticeable behavior or emotional changes
- Un-kept appearance

While it may be scary to think your child is using substances, it is important to remain calm. Speak about your suspicions openly, and *do not accuse*. Ask them. The conversation should occur when you do not suspect your child to be drunk or high.

For *even more* information, including information for Teens, Young Adults, Adults, Parents, Grandparents, and Organizations, visit [www.YouArePrevention.org](https://www.YouArePrevention.org) or download the app on Google Play.



## LOOKING AHEAD TO 2019

The Maine Substance Use Prevention Services program will continue to work to prevent young people from using or misusing substances in the State of Maine. The increasing opioid overdose deaths and legalization of recreational marijuana for those twenty-one and older in Maine means that we need to work together to ensure that our communities have opportunities to live healthy, happy and productive lives.

## CONTACT INFORMATION

**CALL:** (207) 221-4570 **EMAIL:** [unesubstanceuseprevention@une.edu](mailto:unesubstanceuseprevention@une.edu)

To learn more about Maine Prevention Services, please visit: [www.SubstanceUsePrevention.org](http://www.SubstanceUsePrevention.org).