



Groton, CT is a large town of 40,000+ residents with a large military population, industry, and seasonal tourist attractions.

Comprised of members from various community sectors, GASP was founded in 1999 by concerned citizens and local agencies. Membership is open to anyone who lives/works in Groton.

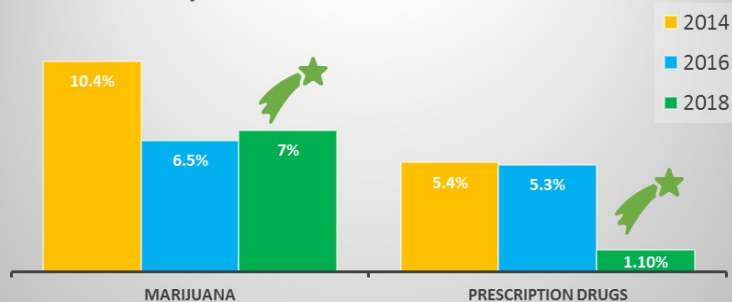
GASP is a DMHAS-funded Strategic Prevention Framework Coalition (CSC), guided by the SPF framework.

**Our mission is to build a healthy, safe and drug-free community through advocacy and education.**

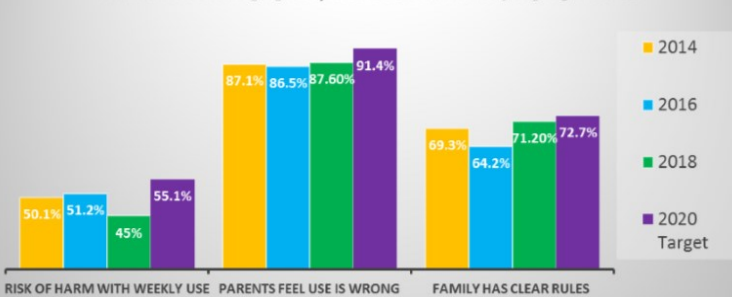
**Our vision is to build community strength through prevention.**

## Reported Use of Substances in the Past 30 Days

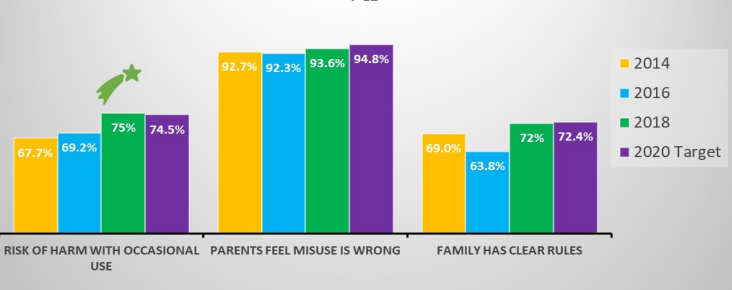
2018 Groton Youth Survey, avg of grades 7-12



## Youth Perceptions of Marijuana (Harm/Risk, Parental Disapproval of, and Rules Discouraging Use)



## Youth Perceptions of Prescription Drug Misuse (Harm/Risk, Parental Disapproval of, and Rules Discouraging Use)



## Who We Are

Youth • Parents • Business • Media • Schools • Youth-serving organizations • Law enforcement • Religious/ fraternal organizations • Civic and volunteer groups • Healthcare professionals • State, local or tribal agencies with substance abuse expertise • Others involved in reducing substance abuse

**We are currently seeking local businesses to join us!**

## The Problem:



**More than half** of Groton youth **don't** think marijuana use is harmful.



**25%** of Groton youth **don't** think prescription drug misuse is harmful.



## We are making great progress!



- Youth reported less marijuana use in 2018 (7%), surpassing our target of 9.4%.
- 1.1% of youth reported recent prescription drug abuse, surpassing our 2020 target of 4.9%.
- We surpassed our target (74.5%) for increasing perception of harm of prescription drug misuse.

## Together We Can Reach Our Goals



Set clear rules for your teens about drug and alcohol use. When they know your rules and where you stand—they'll listen!



Education leads to better choices!

When youth don't think drug and alcohol use is harmful or risky, they are more likely to use.



When it comes to prevention:

Their friends matter, but you matter more!

**#GrotonParents4Prevention**

# How We Are Reaching Our Goals: Accomplishments & Initiatives

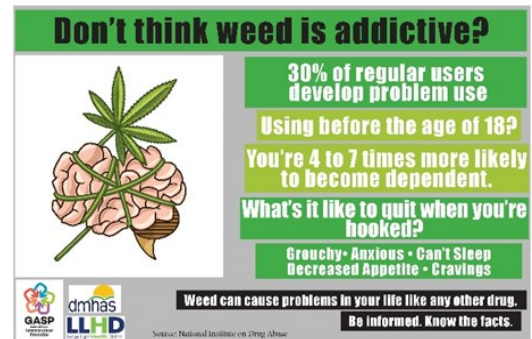
## Improving Family Norms- Increasing Youth Perception of Clear Rules, Parent Disapproval



- Parent campaign on setting clear rules for teens about drugs through a mailing, lawn signs and radio ads
- Hosted “Parenting for Prevention” event with Alicia Farrell, taped for TV and YouTube viewing
- Dr. Peacock shared his story “Unconventional Recovery” to the community during prevention week. Taped for TV and YouTube viewing
- Worked with police to reduce underage drinking/drug parties through surveillance and monitoring; educated parents on Social Host Law through a press release and social media

## Increasing Youth Perception of Risk and Harm of Marijuana and Prescription Drugs

- 96 posters hung at Fitch High School and in the community about marijuana and prescription drug harms
- Creation of GASP education libraries in English and Spanish; Educational prevention and recovery books purchased for libraries
- Botvin LifeSkills curriculum in 7th grade health classes for third year



## 2017-2018 GASP By the Numbers

- Party Patrol Hotline (860) 445-5291
- 1065 Facebook Likes (up 31% from last yr)
- 596 Instagram Followers (up 35% from last yr)
- 382 Twitter Followers (up 21% from last year)
- 115 people on the GASP e-mail list
- Over 5000 homes reached by parent campaign
- 2 active coalition subcommittees
- Co-hosted 2 community Drug Take Back days
- Collected over 2 tons of prescription medications
- 2000 #TakeItToTheBox rack cards distributed
- 695 people received a National Prevention Week e-blast from the Greater Mystic Chamber of Commerce

## Coming Soon...

- Focus groups/Key informant interviews
- Emerald Ball Fundraising Event
- Prevention Project with Local Physician
- Continued #TakeItToTheBox Promotion
- 2019 National Prevention Week activities
- Refreshed Youth & Parent Campaigns

## Partners in Prevention



## Get in Touch!

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JOIN US! We meet monthly, 3rd Monday at noon at GTPD or Fitch HS.

Stay connected by joining our e-mail list!