

PREVENTION PRESS

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Stop Heroin.
Start Talking.
Say No.

IN THE NEWS

Latest Heroin Statistics: Where Do Howell & Farmingdale Stand?

The latest NJ Department of Human Services, Division of Mental Health and Addiction Services' heroin treatment statistics (reported June, 2014) indicate the heroin epidemic is not just plaguing urban communities.



On the state's list of the top 25 towns reporting the highest numbers of treatment facility admissions for heroin abuse in 2013, Howell placed 20th, with several of Howell's neighboring

communities also making the list: Toms River (7th), Brick (8th), and Jackson (14th). The Monmouth and Ocean County suburbs keep company on the list with urban communities such as Newark, Camden, Trenton, and Paterson that are often associated with drugs and crime.

According to the same report's "2013 Monmouth County Substance Abuse Admissions by Municipality of Residence," Howell placed 4th from the top of Monmouth County's list with 402 admissions. Other municipalities in the top 5 include Asbury Park, Middletown, Neptune, and Long Branch. If Farmingdale's 94 admissions are added to Howell's 402—the two towns are often considered one community—the combined total would place our community 3rd from the top of the list, with 496 total admissions.

In addition to these findings, the Monmouth County Prosecutor's Office reported that last year, 721 residents from the 8 towns that send students to the Freehold Regional High School District went for professional help for heroin addiction.

Life Skills Education: *Empowering Our Kids to Make Positive Choices*

Pre-teens and teens today are confronted with many tough challenges. Assisting them with developing strong life skills empowers them to make positive choices when it comes to crucial decisions about drugs, underage drinking, and properly navigating technology and social media. Life skills education also helps build confidence and resiliency when kids are faced with social issues such as peer pressure and bullying, as well as internal struggles involving self-defeat and a lack of self-worth. In Howell, kids are being offered life skills education both in and out of school.

Continued on next page

Howell's Project Medicine Drop Collects Most Unused Prescriptions to Date in 3rd Quarter, 2014.

Thanks for Your Help!

For the **3rd quarter of 2014**, the Howell Township community properly disposed of over **87 pounds of unwanted prescription drugs** and medications using Project Medicine Drop, the highest amount per quarter collected to date. This increase came after the August launching of the Howell-Farmingdale Alliance's Project Medicine Drop Disposal Bag Initiative. The Howell-Farmingdale Alliance spearheaded the disposal bag initiative with support from Howell Township and assistance from the NJ Department of Consumer Affairs, standing as the first Alliance in the state to implement the disposal bag program.



Thank you for making a difference! Next quarter, let's beat our own record! For more Project Medicine Drop information, see the back cover.

Be Sure to Check Out

"10 Tips for Keeping Your Teenager Safe During the Holiday Season" on the Back Cover

Life Skills Education: *Empowering Our Kids to Make Positive Choices*

By the end of the 2015 school year, all 6th through 8th graders will have participated in Heroes and Cool Kids, a training and mentoring program promoting life skills, sportsmanship, conflict resolution, and positive lifestyle choices. After being trained by current and former professional athletes and sports broadcasting veterans who are part of the Heroes and Cool Kids program, selected Howell High School students are trained to become Heroes and Cool Kids mentors for all 6th graders



at Howell North, Howell South, and Memorial Middle School.

On November 11th, the Howell-Farmingdale Alliance premiered a free life management skills program for any interested

Howell and Farmingdale 5th and 6th graders. During the 6-week course that takes place one evening a week, certified life coach Rob Imperato worked with participants to build self-awareness, self-confidence, self-acceptance, resilience, and enhanced coping life skills so they are prepared to successfully handle life's difficult choices and situations. *"Our goal is to help kids gain a better understanding of their emotions, to build on their natural strengths and empower them to make positive choices based on their core values in a time when negative outside influences are so powerful and drug*

abuse and addiction are at crisis proportions," said Imperato. *"Thanks to Howell Township's determination, we will be planning to offer this 6-session program again in the near future."*



According to the World Health Organization's conclusions from a United Nations Inter-Agency Meeting on life skills education, "Life skills education...contributes to the promotion of personal and social development, the prevention of health and social problems, and the protection of human rights.... Life skills education is aimed at facilitating the development of psychosocial skills that are required to deal with the demands and challenges of everyday life [and includes] the application of life skills in the context of specific risk situations." (World Health Organization, Department of Mental Health, Social Change and Mental Health Cluster, Partners in Life Skills Education: Conclusions from a United Nations Inter-Agency Meeting, Geneva, 1999)



STOP HEROIN. START TALKING. SAY NO. VIDEO MAKES IMPACT AT HOWELL TOWNSHIP MIDDLE SCHOOLS

This September, the Howell-Farmingdale Alliance partnered with the Howell Township Police Department, Howell Township School District, Howell Township governing body, and other participants from the Howell community to deliver a powerful message about the heroin epidemic's impact on our town. In the video, *Stop Heroin. Start Talking. Say NO.*, mayor of Howell, police officers, school guidance staff, people in recovery, a life empowerment coach, and a Howell mother who lost her son to a heroin overdose share multiple perspectives on the painful realities of drug addiction.

The public service announcement debuted to parents at all Howell Township middle school back-to-school nights, having



a visible impact on parents in attendance. It was also shown to 8th grade students. Superintendent of the Howell Township Public School District, Joseph Isola, commented, *"When it comes to such an important message, it is in everyone's best interest when there is a shared vision within our community. The Howell-Farmingdale Alliance did an outstanding job coordinating this project, and I am extremely confident that its message is being heard. We must continue the fight."*

The Stop Heroin, Start Talking. Say No. public service announcement is available for viewing at www.howelltv.org/howellpsahd.wmv. It can also be found on YouTube, where it has had over 9,500 views to date.

IN OUR COMMUNITY

The Howell-Farmingdale Alliance: Who We Are, What We Do



Established in 1989 as part of the statewide Municipal Alliance initiative, the Howell-Farmingdale Alliance brings together volunteer members from the education, law enforcement, civic, private, and business sectors to achieve our mission to prevent substance abuse. Members of the Alliance join forces to eliminate drug addiction, underage drinking, and tobacco use through the following steps:

1. Identify specific, current at-risk communities, populations, and behaviors based on research, statistics, and data generated from community agencies;
2. Present trends identified in step 1 to the town governing body and propose effective prevention education programs and strategies to be implemented in the schools and throughout the community based on the trends identified in step 1;
3. Present the same information noted in step 2 to county, state, and national organizations such as GCADA to earn grant money and funding;
4. Allocate funding for prevention education programs and strategies presented in steps 2 and 3;

5. Organize fundraisers and solicit donations to earn additional money from community, corporate, and private institution sponsors;
6. Implement the prevention education programs and strategies proposed in steps 2 and 3;
7. Provide substance abuse prevention education materials to our town's population at school and community events;
8. Keep our community informed about the trends identified in step 1, as well as the prevention education programs and strategies outlined in steps 2 and 3;
9. Recruit new Alliance members and Alliance support from our community.

For more information on the Howell-Farmingdale Alliance, view our PowerPoint presentation, "*The Howell-Farmingdale Alliance: Who We Are, What We Do*" online at <http://www.twp.howell.nj.us/DocumentCenter/View/408>

This section features a yellow background with the title "Howell Township Municipal Alliance" and a sub-header "Howell's Residents and Businesses". It contains two photographs. The first shows Patrick Kane, a Chicago Blackhawks player, with a caption: "Ice World welcomes Chicago Blackhawks Patrick Kane, Stanley Cup Winner & Olympian". The second shows a group of people holding a large check, with a caption: "Wells Fargo honors HTMA as a community partner award winner". Below the photos is a text box: "Businesses, professionals, and corporations offer support and fund donations to the HTMA. Residents volunteer their time to assist with our prevention strategies and programs."

10 Tips for Keeping Your Teenager Safe During the Holiday Season

Keeping teens safe can be particularly challenging during the holiday season, a time with increased parties, social gatherings, and alcohol exposure. Also, winter break can leave teens bored and unsupervised. Here are 10 tips for keeping your teenager healthy and out of harm's way this holiday season, giving you plenty of reason to celebrate and be thankful:

1. Know who your teen is with, where he/ she will be, and what he/ she will be doing, then make sure the plans stay in place; ask a lot of questions, including if there will be drugs or alcohol around;
2. Reiterate that underage drinking is illegal and unacceptable and go over the consequences of underage drinking and driving under the influence;
3. If your teen is going to a party, know the parents, as well as their opinions on underage drinking and drug use; make sure they will be at home and chaperoning;
4. Before your teen heads out, check his/ her purse or backpack;
5. Go over your rules and curfews and be awake and waiting when your teen arrives home; engage your teen in conversation to see if he/ she shows signs of intoxication;
6. Go over potential situations that can happen at a party so your teen will know what to do ahead of time; for example, remind him/ her to immediately call 9-1-1 if any party-goer becomes sick from drugs or alcohol;
7. Make sure your teen knows to never get into a car with a driver who has been drinking, and remind him/ her that you will provide a ride home, no questions asked, at any time;
8. Keep your teen busy and supervised during winter break; no school means less activities and supervision alongside more idle time, hanging out, and sleepovers, which can encourage risky behaviors;
9. Secure and safe-keep any alcohol and prescription drugs in your home; keep track of alcohol at adult parties when teens are present;
10. Do not relax your rules because it is a special time or occasion.

Save The Date

4-27-15: The Howell-Farmingdale Alliance and Howell Optimist Club will host their 20th anniversary Mayor's Cup Golf Outing at Eagle Oaks Country Club. The Alliance's fundraised money will be used for drug prevention efforts in our community, including our fight against the heroin epidemic. Contact Alliance coordinator Ralph Hoffman to participate (732-938-4500 ext. 4012).



Empty your medicine cabinet and save a life! Drop unwanted prescriptions in the Project Medicine Drop box at the Howell Police Department. Anonymous and available 24-7.



<http://www.njconsumeraffairs.gov/meddrop/>

Thank you to our sponsor, who makes this newsletter possible.

For more information and volunteer opportunities visit: www.twp.howell.nj.us click on Departments, then Municipal Alliance.



Howell Farmingdale
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