

# National Council on Alcoholism and Drug Dependence

## — Rochester Area

Newsletter

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## What Do Emojis & Counterfeits Have to Do With It?

by Bridget DeRollo, B.S., CPP-G

As the year continues, there is concern about the rising rate of overdoses. Drug Enforcement Administration (DEA) Divisions across the U.S. are seeing overdose deaths climb at an alarming rate, especially those caused by the synthetic opioid, fentanyl. The Centers for Disease Control – National Center for Health Statistics found overdose deaths in the U.S. are at an all-time high of 100,306 for the first time over a 12-month period ending in April 2021 (78,056 deaths in 2020). This includes deaths from methamphetamine, cocaine and prescription pain medications.

According to the DEA, there are several reasons behind the increase in overdose deaths. Mexican cartels are sourcing raw, dangerous chemicals from China to cheaply and quickly produce fentanyl. These 'bad batches' of fentanyl-laced drugs are trafficked and sold on the streets in the U.S., causing an extraordinary spike in overdose deaths. This is coupled with the ability for drug dealers to market and sell to children online with ease through social media. The DEA has handled a number of large investigations of criminal drug networks marketing to unsuspecting children, young adults, and members of the public who think they are getting legitimate prescription drugs.

### Facts about counterfeit pills:

- Due to its cheap production cost and high potency, fentanyl is being added to almost every purchasable street drug, according to seizures and drug trafficking data from the DEA's Washington Division.
- Criminal drug networks are mass-producing fake pills and falsely marketing them as legitimate prescription pills to deceive the American public. Counterfeit pills often contain fentanyl or methamphetamine and can be deadly. They are easily accessible and often sold on social media and e-commerce platforms, making them available to anyone with a smartphone, including minors.
- Many counterfeit pills are made to look like prescription opioids such as oxycodone (Oxycontin®, Percocet®), hydrocodone (Vicodin®), and alprazolam (Xanax®), or stimulants like amphetamines (Adderall®).

### DEA Quick Reference Guide: Emojis and Counterfeit Pills

As social media platforms evolve into an internet street corner for drug dealers, the use of emojis has evolved over the past few years into a form of communication between dealers and buyers. People looking for drugs online don't even need to ask for a certain type of drug. They can send an emoji and drug dealers know exactly what they're talking about, and can pay and arrange for delivery, all online.

The DEA provides valuable information at [www.dea.gov/onepill](http://www.dea.gov/onepill) and shows counterfeit pill examples at [www.getsmartaboutdrugs.gov/family/counterfeit-pills-what-you-need-know](http://www.getsmartaboutdrugs.gov/family/counterfeit-pills-what-you-need-know). Parents can find assistance in deciphering the meanings of certain emojis at [www.getsmartaboutdrugs.gov/family/drug-use-internet-social-media](http://www.getsmartaboutdrugs.gov/family/drug-use-internet-social-media), as they relate to potential online drug deals to staying informed, and speaking with your kids. The DEA also provides information about counterfeit pills made with professional pill presses, making it impossible to distinguish a counterfeit from an authentic painkiller sold in a pharmacy by prescription.

For more information, contact Total Approach Family Program (TAFP) Coordinator Bridget DeRollo at (585) 719-3483 or [bderollo@depaul.org](mailto:bderollo@depaul.org).

Sources: *Fentanyl Deaths Climbing, DEA Washington Continues the Fight*, February 16, 2022, DEA Washington Division, Public Information Office; US DEA "One Pill Can Kill"

ONE  
PILL CAN  
KILL

# Mobile Sports Betting: Increasing the Risks

by Jennifer Faringer, MS.Ed, CPP-G

**O**n January 8, 2022, New York State unleashed Mobile Sports Betting (MSB), exponentially increasing the risks of problem gambling for New Yorkers. Estimates suggest there was \$1.62 billion wagered and \$113 million of revenue during the first two weeks alone. What is NOT discussed however is the other side of the story. The cost of the potential impact that gambling has on the life of the individual placing the bet, as well as the subsequent impact on their families, is hard to calculate. If this trend continues, issues related to problem gambling could result in an estimated \$4.9 million lost daily, a figure that may well reach \$1.8 billion in one year!

Gambling can lead to loss of income and an increase for domestic violence and suicide, as well as other mental and physical health risks. One in five suicide attempts is associated with problem gambling. With the legalization and expansion of sports betting we can expect to see increasing numbers of individuals developing risky or problem gambling behaviors, some of which may evolve into a serious gambling disorder. Young people will also be more easily drawn into sports betting, with iGambling and eSports.

The industry, as well as lawmakers, have



described the launch of MSB as one that exceeded all expectations – not only in revenue generated but also in breaking records for the sheer numbers of bets placed and new accounts opened (nearly 88 percent of which were new accounts). The gambling industry has begun an unprecedented surge in marketing of online gambling through all forms of media, including enticing imagery and often offering start-up dollars to gamble, and other messages that can be characterized as predatory in nature.

It's time to have the conversation, consider the risks, and know the trends. Gambling is the silent addiction, often lacking in the visible signs and symptoms associated with alcohol and drug misuse. For more resources on identifying and preventing problem gambling among adults and youth, visit the NCADD-RA's website at [ncadd-ra.org/resources/awareness-campaigns/underage-gambling/](https://ncadd-ra.org/resources/awareness-campaigns/underage-gambling/) or join the conversation on Facebook at [www.facebook.com/NCADDRA/](https://www.facebook.com/NCADDRA/).

## NCADD-RA Services:

- Addictions Counselor Credential Training
- Community Education and Advocacy
- Finger Lakes Addiction Resource Center
- Finger Lakes Prevention Resource Center
- Hispanic Prevention Education Program
- Individualized Alcohol/Other Drug Education
- Resources and Referrals
- Team Awareness Workplace Wellness
- Total Approach Family Program

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# La Avenida and Latinos in Recovery

by Erin Egloff, B.A.

**A**s a result of conversations within Common Ground Health's Latino Health Coalition in early 2019 and ongoing discussion among its members, a heroin/opioid work group was established as a committee of the coalition. North Clinton Avenue neighborhood leaders and health advocates Rudy Rivera and Carlos Santana led this group of healthcare providers, academics, researchers, analysts and community program organizers in a conscious effort to understand the specific barriers to treatment and challenges to sustained recovery experienced by the people of La Avenida.

**“Ethnography is the anchor of advocacy.” Rudy Rivera, the Father Tracy Advocacy Center**

The social and economic havoc resulting from interpersonal, institutional and structural racism in the United States is directly linked to poor health outcomes in communities of color. Current and historical regulations, legislation, policies and practices have resulted in irreversible damage. With a foundation rooted in that context, it quickly became clear to the group that targeted resources and efforts would be necessary to address the community's needs. To determine those specific needs and honor the perspectives of those in the neighborhood battling substance use disorders, the work group decided to gather stories and data to demonstrate why a “one-size-fits-all” approach has been insufficient for this population.

Two projects were identified as the cornerstones of the work group's commitment to bringing information and advocacy to a broader audience to initiate positive changes in the area. The first, a quantitative survey of local people struggling with addiction who have taken part in area treatment programs, would establish a baseline of the current population's experiences and shed light

on why relapses after treatment are so frequent. This data is currently being reviewed and analyzed.

The second, a report outlining recommendations to address specific population requirements for successful recovery, was already in the works. A beacon of warmth and hope in the heart of North Clinton, the Father Tracy Advocacy Center and its founding director, Rudy Rivera, had been working with Dr. Nancy Chin, an anthropologist at the University of Rochester, and her undergraduate students on a project that included in-depth qualitative interviews with nearly 30 men and women in the area who had lived with and/or continue to live with addiction. The transcriptions and interview analyses were shared with the work group, which then collaborated to make important structural and editorial contributions to the resulting white paper, *La Avenida and Latinos in Recovery: Programmatic Requirements for Success, in the Words of La Gente*.

**The white paper's themes are clear and unsurprising: opioid use in this population is largely in the form of heroin and fentanyl; pathways to substance use are overwhelmingly caused by trauma and poverty; and Latina women suffering from addiction have specific ongoing challenges that traditional treatment programs largely do not address.** The recommendations included are intended to provide new options to lead to a higher rate of sustained recovery for Latinos in our area. A holistic approach is no longer optional after hundreds of years of systemic oppression and 150 years of public systems being designed and operated for those with privilege.

The paper was released in April 2022, after three years of steadfast dedication while the project was threatened to be derailed by gun violence, the COVID-19 pandemic, and other life-and-death priorities. In those three years, reminders of the work's importance were shared regularly as group members informed one another of local overdose fatalities in and



around the neighborhood; lives lost, and family and friends shattered.

In times like these, wise people accept blessings when and how they come, and one has surely been the love and respect that has emerged within this tight-knit work group. In the last three years, their work and camaraderie has transformed from a sincere collaborative effort into a committed and capable family. This white paper and the upcoming quantitative survey report are the culmination of the original projects, but this family's work to improve the conditions for the people of La Avenida is just beginning.

**Read *La Avenida and Latinos in Recovery: Programmatic Requirements for Success, in the Words of La Gente* at [www.fathertracycenter.org/whitepaper22](http://www.fathertracycenter.org/whitepaper22).**

Further reading/referenced resources:

*The Color of Health: The Devastating Toll of Racism on Black Lives*, Common Ground Health - [media.cmsmax.com/ravk3pgz5ktlujs1r08ci/37712-common-ground-health-book-reader-spreads-fix.pdf](http://media.cmsmax.com/ravk3pgz5ktlujs1r08ci/37712-common-ground-health-book-reader-spreads-fix.pdf)

*Hard Facts Update: Race and Ethnicity in the Nine-County Greater Rochester Area, August 2020*, ACT Rochester and The Community Foundation - [www.actrochester.org/tinymce/source/2020HardFactsUpdate/2020HardFacts.pdf](http://www.actrochester.org/tinymce/source/2020HardFactsUpdate/2020HardFacts.pdf)

*Benchmarking Rochester's Poverty: A 2015 Update and Deeper Analysis of Poverty in the City of Rochester*, ACT Rochester and The Community Foundation - [www.racf.org/wp-content/uploads/2019/10/RACF-Poverty-Report-Update-2015.pdf](http://www.racf.org/wp-content/uploads/2019/10/RACF-Poverty-Report-Update-2015.pdf)

*A Profile of the Hispanic/Latino Community in Monroe County: A Demographic and Socioeconomic Analysis of Trends, March 2019*, prepared for the Ibero-American Action League and La Cumbre by the Center for Governmental Research (CGR) - [www.actrochester.org/tinymce/source/19\\_R-1875\\_ProfileoftheHispanic-LatinoCommunityMarchUpdate.pdf](http://www.actrochester.org/tinymce/source/19_R-1875_ProfileoftheHispanic-LatinoCommunityMarchUpdate.pdf)



# Just the Facts, Know the Risks!

## Legalization of Marijuana and Implications for Health

by Jennifer Faringer, MS.Ed, CPP-G

New York State enacted the Marijuana Regulation and Taxation Act (MRTA) at the end of March 2021, legalizing and regulating the use and possession of cannabis for adults ages 21 and older and paving the way for an influx of marijuana dispensaries and marijuana lounges throughout New York State. While this is being promoted as an opportunity for new businesses, it's important to recognize the potential risks and impact on our communities, families and youth.

### Just the facts, know the risks!

**Legal does not equal safe. Marijuana remains an addictive drug.**

While we continue to focus on the devastating opioid epidemic with needed and ongoing efforts to address barriers and turn the tide around tragic overdoses, opioids are rarely a teen's first experience with drug use. Alcohol, nicotine (in the form of vaping) and marijuana are the top three drugs that most significantly place young people at risk. Marijuana is often the first drug teens try, but it is not the last! Data has shown that as the perception of risk of marijuana has declined, marijuana use has increased. Legalization has increased access and further decreased the perception of risk.

One of the primary issues of concern for youth and young adults is marijuana's impact on cognitive abilities. Marijuana use has been shown to decrease IQ by as much as six to seven points with early, regular use. Early use has also been shown to alter the structure of the developing brain, increasing or exacerbating vulnerabilities to mental health conditions. Teens sometimes use marijuana to cope with anxiety and depression, but studies have found that using marijuana makes coping with both that much more difficult. Smoking or vaping marijuana damages lung tissue just as tobacco does. During this time of COVID-19 and our increased understanding of the value of a healthy immune system,

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**Just the facts, know the risks...**

Using marijuana while driving is illegal in NYS for the driver and passenger(s).  
Impaired or drugged driving jeopardizes the safety of all who travel on NYS roads and highways!  
After alcohol, marijuana is the most commonly identified drugs in deadly crashes.

**Legal does not equal safe. Marijuana is an addictive drug.**

- Marijuana is only legal in NYS for those 21 and older.
- Did you know marijuana is often first drug teens try, but not the last?
- Did you know marijuana is often the #1 reason teens seek treatment?

The potency of marijuana has increased dramatically in the last several decades. THC, the cannabinoid producing the high, is at 20 percent or more in many states where it has been legalized. With concentrates, THC potency often exceeds 75-85 percent or more! As the potency of marijuana increases, the potential for addiction also increases.

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we know that marijuana decreases the body's ability to fight infection, thus weakening the immune system.

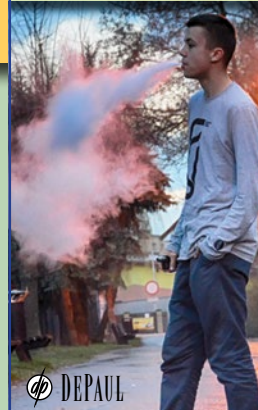
Despite legalization or medicalization, marijuana remains an addictive drug! The Tetrahydrocannabinol (THC) potency in marijuana has increased over the last several decades from one to four percent in the 1960s to 20 percent currently in several states. With upwards of 75 to 85 percent THC in concentrates, edibles have become a particular concern.

Increasing incidences of pediatric poisonings have been cited by the Upstate Poison Control Center due to children ingesting edible products. Available in a wide variety of forms, from candies and chips to ice cream and soda, edibles are packaged in such a way to make them not only tempting for children but often indistinguishable from actual food products. With marijuana products being purposefully bred for higher and higher THC content, it is not a surprise that the risk of becoming addicted has also increased. Nor is it a surprise that marijuana is often the number one reason teens seek treatment.

The risk lies in the fact that when edibles are ingested, the effects are not

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Did you know marijuana is often the #1 reason teens seek treatment?



- Coping with depression and anxiety as a teen is already tough. Use of marijuana makes it that much harder.
- Early use is shown to alter brain structure and increase vulnerabilities to mental health conditions.
- Shown to decrease IQ with early, regular use.
- No smoking zones apply not only to tobacco products but also to marijuana smoking or vaping!
- Marijuana, like tobacco and vaping, damages lung tissue.
- Marijuana decreases the body's ability to fight infection, weakening the immune system.

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felt as quickly as when THC is smoked or vaped. This delayed reaction or response time, more often than not, leads to an individual ingesting more in order to feel the expected effect. Effects range from drowsiness or lethargy, loss of muscle coordination, agitation or irritability, and confusion. More critically, children under three are prone to comas, respiratory depression, and single or multiple seizures because of accidental ingestion of THC edible products.

The use of marijuana during pregnancy is an additional cause for concern. A growing number of women are being ill-advised to treat their morning sickness with marijuana. Marijuana use during pregnancy poses serious risks to the unborn child. Similar to advice around the risks of drinking alcohol during pregnancy, there is no amount of marijuana that has been proven to be safe to consume during pregnancy. The American Academy of Pediatrics advises women who are both pregnant and nursing to avoid marijuana use. THC as well as the hundreds of other chemicals found in marijuana may be transmitted to the baby through breast milk which may increase the baby's risk for impaired cognitive development.

Studies have found that marijuana use during pregnancy may be harmful to the health of the baby. Marijuana use during pregnancy increases the chances of stillbirth and pre-term birth and has

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**“You don’t lift up a community by making it high.”** Aaron Weiner, Ph.D.

***Just the Facts, Know the Risks!***  
(continued)

been linked to lower birth weights. Most significantly, there are mounting studies that show there may be long-lasting effects to the cognitive development of the child including effects on memory, learning and behavior, as well as a potential increase in vulnerability to substance use and misuse in their adolescent years.

Another concern is the predictable increase in drugged driving rates, which have been noted in prior Monroe County STOP DWI Reports. Driving while impaired is illegal no matter what substance is being consumed. The NYS Cannabis Control Board has made it clear that driving while intoxicated from marijuana is illegal. It is also illegal for any passengers in the vehicle to be using cannabis. The individual using marijuana is often unaware of their level of intoxication. They feel they are in control and focused. Instead they have a ‘fixation of focus,’ a decrease in peripheral vision, and a slower reaction time, all which contribute to marijuana being one of the most identified drugs in deadly crashes, second only to alcohol. Impaired or drugged driving jeopardizes the safety of all who travel on NYS roads and highways.

For more information, a wide range of resources for parents and teachers, or to request a presentation on this and related topics, visit our website at: [ncadd-ra.org/resources/awareness-campaigns/marijuana/](https://ncadd-ra.org/resources/awareness-campaigns/marijuana/) or contact Jennifer Faringer at [jfaringer@depaul.org](mailto:jfaringer@depaul.org) or call (585) 719-3480.

## Raising Awareness and Reducing Barriers

by Irene Lawrence, B.S.W., CPP

**L**ocal coalitions in the Finger Lakes are working to reduce the number of unused medications in homes across the region through partnership, education and Drug Enforcement Administration (DEA) National Prescription Drug Take Back Days. The Finger Lakes Prevention Resource Center (FL PRC) is joining forces with local coalitions and supporting their efforts through awareness about medication safety, and by providing valuable resources that reduce barriers to medication take back.

The FL PRC recently launched its Monitor, Secure, Dispose campaign aimed at educating communities on how to keep track of, lock up and get rid of medications properly to reduce the likelihood of misuse. In addition, the PRC has been supporting communities by providing thousands of Deterra Medication Disposal Bags and hundreds of Medication Lock Boxes to coalitions who participate in the DEA National Prescription Drug Take Back events which are held twice a year, once in spring and again in fall.

During these take back days, communities and coalitions team up with law enforcement to collect everything from prescription medication to over-the-counter medications, and vapes, as of October 2019 (DEA, 2019). In October 2021, the DEA collected a total of 744,082 pounds of medications (372 tons) with New York State collecting the seventh highest total in the nation at 28,947 pounds (DEA, 2021), of which 3,408.10 came from eight collection sites hosted by coalitions in the Finger Lakes Region.

In April of 2021, a total of 839,543 pounds (420 tons) of medications were collected nationally with New York having the fifth highest amount collected in the country at 32,336 pounds of which 4,060.40 (DEA, 2021) came from collection sites hosted by 10 coalitions and their partners in the Finger Lakes Region.

In another exciting development, the community coalitions in the Finger Lakes Region were able to identify the barriers to disposing of sharps, a topic of concern for more than half of the 23 active Drug-Free Communities Coalitions in the Finger Lakes Region. People came to the take back collection site in hopes of disposing of sharps and quickly realized that the collection site was not able to take them due to not having adequate sharps disposal containers available on site.

Through funding and collaboration, the FL PRC was able to reduce this barrier by providing transportable sharps disposal containers to coalitions, who then distributed them to their local law enforcement partners. Due to the FL PRC’s support, 120 police officers and sheriffs in six counties across the Finger Lakes Region are now equipped with one-quart transportable sharps containers in the trunks of their vehicles and five-quart sharps containers are now available for events like DEA take back events.

New York is one of the top contenders for successful medication take back in the country and the Finger Lakes Region is a huge part of the state’s overall success. The FL PRC looks forward to continuing to partner with and support the Drug Free Coalitions in their efforts to raise awareness and reduce barriers for medication safety.



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DEA. (2019). [www.dea.gov/press-releases/2019/10/18/dea-accept-electronic-vaping-devices-and-cartridges-part-national](https://www.dea.gov/press-releases/2019/10/18/dea-accept-electronic-vaping-devices-and-cartridges-part-national)  
DEA. (2021). [www.dea.gov/takebackday#results](https://www.dea.gov/takebackday#results)  
DEA. (2022, March 26) [www.dea.gov/takebackday](https://www.dea.gov/takebackday)  
SAMHSA. (2021, August 09). [www.samhsa.gov/homelessness-programs-resources/hpr-resources/rise-prescription-drug-misuse-abuse-impacting-teens](https://www.samhsa.gov/homelessness-programs-resources/hpr-resources/rise-prescription-drug-misuse-abuse-impacting-teens)

# Challenges to Mental Health, Substance Misuse, and Well-Being

by Juliana Mullen, B.S.



Data collected from the recent **Monitoring the Future Survey** regarding substance use among 12th graders and undergrads has shown the following:

- Full-time college students have shown a decline in binge drinking in 2020 (possibly an effect of the pandemic) down 7.8 percent from the previous year. This is an all-time low in the past four decades. Unfortunately, 12th grade binge drinking has increased steadily since 2017.
- Full-time college students have had a 7.9 percent increase in daily marijuana use from 2019 to 2020.
- The perceived risk of marijuana use is at an all-time low in the last 40 years.
- The use of hallucinogens for 12th graders and young adults has increased dramatically since 2017.
- There's been a halt in the rapid increase in vaping nicotine and vaping marijuana.

**A**s the COVID-19 era continues to evolve, we often find ourselves needing to be versatile and adapt to our environment. This constant state of unknown and varying circumstances has left our community vulnerable to additional hardships both mentally and physically. However, studies have shown that even leading up to the pandemic in 2020, our mental health was exhibiting a concerning decline.

It is important to remember that while youth and young adults are trying to adapt to these changes, their brains are still developing. Studies have shown that the prefrontal cortex, which includes the frontal lobe, is not fully developed until the age of 25. The prefrontal cortex is responsible for reasoning, problem solving, comprehension, impulse-control, creativity and perseverance. It's important for our loved ones under the age of 25 to have additional support and guidance through these uncertain times. Often parents feel that once their child reaches the age of 18 or goes off to college that it is too late to talk about prevention and education, but it is never too late!

According to the American College Health Association, from Fall 2020 to Fall 2021, more than 31 percent of college students surveyed felt anxiety affected their academic performance, 36.5 percent felt things were hopeless, 25 percent felt worthless, and more than two percent have attempted suicide.

It is noted by the Drug Enforcement Agency that the general population most commonly misuses opioids followed by sedatives and stimulants whereas the collegiate population most commonly misuses stimulants followed by sedatives and opioids. This is likely due to the collegiate population using the drugs as a tool to increase focus and academic performance.

It is extremely important to continue the education surrounding the misperception of the academic benefits of using prescription medication that is not prescribed by a medical professional and obtained by a reputable pharmacy due to the dangers of possibly taking a counterfeit pill. Counterfeit pills are largely contributing to the drug overdose crisis. Just this last year, more than 100,000 overdose deaths occurred; 64 percent were found to contain synthetic fentanyl and 20 percent contained psychostimulants such as methamphetamine.

Increasing prosocial and healthy substance-free activities provides children and young adults with the tools and resources for increasing their protective

factors and reducing their likelihood of using alcohol and other drugs as a coping mechanism to conquer the stresses and uncertainties that come with growing up. Using alcohol and other drugs as a method of stress relief or a way to escape reality results in a bidirectional influence. Individuals are depressed and anxious, so they use drugs and alcohol and then in turn begin feeling depressed and anxious. It's a vicious cycle.

A recent National Collegiate Athletic Association (NCAA) study looked at marijuana use and grades and found that those who had used in the last 30 days reported failing grades at three times the rate of those who had not used. A healthy, substance-free activity that has been found helpful for young adults was yoga. A study of 74 mildly depressed college students who participated in yoga for two months found that they were significantly less depressed and anxious. Promoting healthy activities such as meditation, yoga, EFT tapping, acupuncture and physical activity will provide youth and young adults with techniques that can release stress and increase endorphins.

Some area colleges have adopted a policy for their athletes to have a dry season to increase cognitive function and athletic performance, an initiative that has been well-received by their athletic teams. The NCAA has reported that 84 percent of student-athletes who reported never drinking in the last 12 months had better performance during practice or a game. Encouraging prosocial involvement in groups, activities or hobbies is a multifaceted protective factor. Risk and protective factors can positively influence a person's life. Providing youth and young adults with credible knowledge surrounding alcohol and other drugs and community activities, such as being involved in coalition work, provides purpose and allows the opportunity to make a difference in their community. As youth engagement grows, positive impact grows.

For further information regarding community coalitions in the Finger Lakes Region, please visit [ncadd-ra.org/services/finger-lakes-prevention-resource-center/](https://ncadd-ra.org/services/finger-lakes-prevention-resource-center/).





## Workplace Wellness

by Valerie Way, LCSW-R

**O**ver the last few years, Americans have had their lives disrupted by the pandemic, economic instability and social unrest. Alongside that has come increased rates of depression, anxiety, post-traumatic stress symptoms and substance use nationwide. Studies

tell us that COVID-19, work-related stress, economic uncertainty, and family/relationship issues are the primary causes. We are also seeing major shifts in the workforce as employees are burnt out, are reexamining their values/priorities, leaving their place of employment, and choosing alternatives for a greater work-life balance. As a result, employers are recognizing that mental health challenges impact the workforce and the need to prioritize opportunities for workforce well-being.

With support from the Office of Addiction Services and Supports (OASAS) through the Strategic Opioid Response (SOR) grant funding, NCADD-RA, in collaboration with prevention providers across a five-county region (Monroe, Livingston, Steuben, Chemung and Tioga) along with Organizational Wellness and Learning Systems (OWLS), have begun implementation of the Promising Prevention Program (PPP) Team Awareness for Workplace Wellness (TAWW) model. With the TAWW model, the intention of the project will be to develop an infrastructure for workplace substance misuse prevention that is integrated within the context of overall health promotion, well-being and resilience.

To date, the project has engaged hundreds of individuals through key informant interviews, discovery groups and a business leader survey. Business leaders and direct care staff from various workforce industries have provided insight about what causes employee stress, how people are coping, and what employees want from their employers. Similar to national trends, employees are burning out, mental well-being and substance use are impacting business performance, and employers are at a loss for how to best support their workforce. Employee assistance programs and behavioral health practitioners are seeing increased demand for services, some of whom have difficulty meeting the demand.

The next phase of the grant will be to develop and deliver workplace wellness modules that create an ongoing conversation of care and support across, within, and between various stakeholder groups including small business owners and leaders, workplace leaders and managers, employee groups and community associations/networks. Training will include a core set of practices that promote resilience and well-being, while promoting positive, socially connected means of mutual support to bring the best out in others as a collective. More in-depth training will also be available for businesses that wish to have employee ambassadors trained.

For more information, please contact TAWW Project Coordinator Valerie Way at [vway@depaul.org](mailto:vway@depaul.org) or NCADD-RA Director Jennifer Faringer at [jfaringer@depaul.org](mailto:jfaringer@depaul.org) or call (585) 719-3480. More information can also be found at [ncadd-ra.org/services/team-awareness-workplace-wellness/](https://ncadd-ra.org/services/team-awareness-workplace-wellness/).

## 40 Ways to Build Strong Bodies, Minds and Spirits

by Jerry Bennett, B.A., CPP

**D**oes this sound like an old advertisement for Wonder Bread? You might be half right! Let's take a look.

The Search Institute promotes positive youth development through research and practical solutions. As a nonprofit organization with a sixty-year history of collaboration with partners to conduct and apply research, their tools build communities that help young people learning to grow.

To quote the Search Institute, "We believe in positive youth development, and that understanding systems of access, opportunity, justice, and power is necessary to eliminate barriers. We strive to embrace diverse perspectives, experiences, ways of learning, and forms of wisdom."

Their research, gleaned from surveying thousands of middle and high school-age youth, is broken down into eight categories which make up the building blocks of healthy development that occur incrementally. The building blocks (like the old bread commercial) are defined as External Assets and Internal Assets.

The 40 Assets are presented differently at pre-school, elementary, middle and high school levels.

### External assets include:

- Support (family, communication, relationships, caring neighborhood)
- Empowerment (valuing youth, service, safety)
- Boundaries and expectations (family, school, neighborhood, adult role models)
- Constructive use of time (creativity, programming, religious involvement)

### Internal assets include:

- Commitment to learning (achievement motivation, homework, school bonding, reading)
- Positive values (caring, social justice, integrity, honesty, responsibility, healthy lifestyle)
- Social competencies (planning and decision making, interpersonal and cultural competence, resistance skills, peaceful conflict resolution)
- Positive identity (personal power, self-esteem, sense of purpose, positive view of future)

The Search Institute's research has demonstrated that 'the more assets a young person possesses, the less likely he/she will be involved in high-risk behaviors.' This intersects well with our community prevention efforts. It's never too late to start caring, reading, creating, bonding, planning, supporting, serving, resisting, etc. Now's the time to start!



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National Council on Alcoholism and Drug Dependence – Rochester Area

## Community Presentations Available Upon Request...

NCADD-RA provides community presentations on a wide variety of substance use disorder related topics upon request. We customize presentations to fit the need, interest, and available timeframe of your school/university faculty, PTA/PTSA or other school groups including classroom presentations, outreach and clinical staff, faith groups, or workplace organizations.

**For further information or to schedule a presentation with one of our staff, please contact Jennifer Faringer at [jfaringer@depaul.org](mailto:jfaringer@depaul.org) or (585) 719-3480.**

### Topics include the following sampling (as well as others):

- Impact of Addiction on the Family
- Impact of Legalization of Marijuana on Youth and Communities
- Marijuana, Concentrates, Vaping: What is the Connection?
- Opioid Epidemic and Community Response/Resources
- Overview of Fetal Alcohol Spectrum Disorders
- Problem Gambling: Impact on Families and Communities
- Risks of Vaping
- Signs, Symptoms and Current Trends
- Underage and Binge Drinking