

**The Beacon Coalition
Accomplishments
Grant Year 3
October 1, 2007-September 30, 2008**

Objective: Decrease current use and delay first use of alcohol, tobacco, and other drugs by youth in grades seven through twelve.

All Stars: The All Stars Core and Booster programs ran at R.A Nock Middle School for grades sixth and eighth with 340 youth. The All Stars end-of-the-year celebration was successful and was held during the school day – parents were invited to attend.

New Funding: Received Mass Youth Against Tobacco Grant for \$8,000. This is the second year of receiving funding from MYAT. This year's grant was written by Rosie Preston, a Newburyport High School student and The Beacon Coalition Youth Chair.

Objective: Increase youth and adult awareness of risk of harm and detrimental effects of substance use and abuse on individuals and the community of Newburyport through parent and community awareness education.

Media Campaign: Several articles ran on underage drinking and there was a series of shows on underage drinking that ran on local access channels 9 & 10.

Prevention Workshops: A series of three workshops on substance prevention ran in the spring. Marilyn Belmonte was the presenter and the average attendance was 16. The feedback was all positive.

National Town Hall Meeting and Teach-In: We had a panel of people including the Marshal, Superintendent, parents, youth, and other community members discuss the impact of underage drinking on families and youth. Youth leaders led a Teach-In for the 5th & 6th graders to talk about the how alcohol affects the brain. The students created media messages – two of which were voted on by their peers to be bumper stickers.

Youth At Risk Conference: Provided the opportunity for 19 coalition and community members to attend the Annual Youth At Risk Conference in Beverly.

Objective: Establish a framework for youth to develop asset building initiatives for youth that connect them with the community.

Mayor's Youth Council: Expanded youth council membership. Provided trainings in leadership and asset building.

Youth Empowerment and Advocacy Training (YEAT Retreat): Provided training on the 40 Developmental Youth Assets to 40 middle and high school students at a full day retreat in Danvers. The youth created and led a community presentation on the assets.

Teens Against Tobacco Use (TATU) created several community presentations to educate youth about the detrimental effects of tobacco use.

Objective: Mobilize community change through environmental change strategies.

Community Alcohol Personality Survey: A group of coalition members worked to identify community issues in order to develop environmental change strategies – availability and access to alcohol were identified.

Sticker Shock Campaign: The sticker shock campaign was collaboration between youth, adults, the police and all of the liquor stores in the community. Warning stickers were placed on multipacks of beer and alcohol to warn against purchasing alcohol for minors.

Score A Store: A group of youth rated local gas stations and convenience stores on the placement and advertisement of tobacco products. Once a score was determined, store owners were notified and suggestions were given as to how to help to make tobacco products and advertisement less accessible to youth.

Newburyport School District Wellness Policy: The coalition participated in the development of the district wellness policy which states “the district will strive to reduce youth risk behaviors and to build youth assets in our youth and community...” – a goal which is shared by the coalition.

Objective: Increase and strengthen coalition membership

Recruiting New Members: We continue to increase the coalition membership by drawing in new members through their participation in community coalition activities and events. Membership has grown approximately 40% from 75 to 135 supporting members. Supporting

members receive the coalition activity updates, quarterly report, and invitations to participate/lead coalition events and activities. Active members are those that are currently involved in an “active” coalition project, event, or activity. Quarterly meetings were in January, March, and July.

Objective: Increase community participation in ATOD-free activities, prevention and intervention resources.

After School Prevention:

School Age Care:

Youth Program Registration:

Substance Free Events: