

New Castle United for Youth

DFC Grant Year 1 Annual Report

December 2017

Year One Goals

Increase Community Collaboration

- Strengthen capacity
- Increase involvement of the youth sector
- Strengthen awareness of Coalition

Reduce Youth Substance Use

- Reduce availability of alcohol
- Change culture and context within which decisions are made
- Raise awareness and perception of risk

Year One Strategies to Strengthen Capacity & Coalition Awareness

- Created Coalition website
- Created social media presence
 - Facebook
 - Instagram
 - Twitter
 - Pinterest
- Participated in town wide community events
 - Community Day
 - Chappaqua Children's Book Festival
 - Millwood 200
- Outreach to local organizations including Rotary, Northern Westchester Hospital, Chappaqua library
- Participation in National Coalition Academy training

Year One Strategies for Increased Youth Involvement

- Created summer youth internship program for 9 participants;
- Sent students to monthly Westchester Youth to Youth meetings
- Sent 4 students to Youth to Youth summer leadership conference
- Partnered with SADD for high school Leo McCarthy program
- Conducted youth focus groups
- Received approval for part-time grant-funded middle school prevention coordinator

Year One Strategies for Reducing Availability of Alcohol

- Partnered with New Castle Police to conduct TIPS training for alcohol serving establishments
 - 3 establishments sent servers to training
- Funded overtime for New Castle Police to increase weekend patrols during times of potential high alcohol consumption
- Funded New Castle Police alcohol compliance checks
 - 17 establishments checked, all passed

Year One Strategies for Changing Culture

- Co-sponsored youth volunteer fair to provide youth with opportunities for involvement which is a protective factor for alcohol and other drug use
- Partnered with Chappaqua School to bring Ty Sells to speak with all high school and eighth grade students about making positive choices and introducing concept of positive social norms
- Brought Ty Sells to speak to parents about effective communication and connections
- Partnered with high school SADD club to bring Leo McCarthy and teacher Brian O'Connor to talk about increasing visibility of individuals who make positive choices

Year One Strategies for Awareness and Increasing Perception of Risk

- Brought Mega Brain to Community Day with substance labelling and a scavenger hunt
- Partnered with SAS counselor to hold an information session about marijuana for parents
- Partnered with SADD club and Greeley PTA to distribute information on 4/20 day including marijuana information bookmarks with graphic art
- Partnered with high school to hold mandatory pre-prom meeting to discuss dangers of alcohol and other drug use
- Partnered with middle school to bring Leo McCarthy to talk to Seven Bridges students about the dangers of drinking and driving
- Youth Intern meme campaign on Instagram about substance use
- Website blogs and Facebook posts

Future Areas of Focus

- Continued data collection
- Vaping and juuling
- Science of brain development and substance use
- Alternative activities for youth