

D R U G

F R E E

CHARLOTTE COUNTY

your community anti-drug coalition

ANNUAL REPORT

Drug Free Charlotte County

your community anti-drug coalition



Drug Free Charlotte County is Charlotte County’s community anti-drug coalition. Formed in August 2000, Superintendent of Schools Dr. David Gayler convened a group of concerned community leaders and residents after a statewide report indicated that Charlotte County’s youth were experimenting with drugs and alcohol at alarming rates.

Since that time, Drug Free Charlotte County has coordinated a community-wide effort to reduce youth substance abuse through community and school-based programs, special events, marketing, and extensive collaboration among Charlotte County’s youth-serving agencies.

Mission: To strengthen our community’s resolve to eliminate substance abuse in persons of all ages in Charlotte County.

Vision: To prevent and reduce substance abuse in our county through increased education, services and support.

In October 2011, Drug Free Charlotte County was **nationally recognized** by the Community Anti-Drug Coalitions of America as the **Coalition of the Year**, based on five years of outcomes in alcohol and marijuana prevention.

Since its beginning, Drug Free Charlotte County (DFCC) has been a leader, tracking its successes and challenges and stepping up through creativity and innovation to reduce those alarming rates. Important milestones since its beginning can be obtained by contacting coalition staff, including Director Amity Chandler’s invitation to present DFCC’s success throughout the country (see National Trainings & Efforts, later in this report). Over the past year, the following achievements are highlighted and also shared within the pages of this report:

October 2011 – September 2012:

- Rx drop boxes placed in Charlotte County Sheriff’s Office and Punta Gorda Police Department office
- Charlotte High School begins using passive alcohol sensors
- DFCC realizes **profits** from campaigns
- 19 states are implementing/utilizing DFCC campaigns
- Over **800 youth** engaged in DFCC after school or weekend meetings and events
- Over **1,000 youth** were exposed to a classroom presentation by DFCC peer educators
- DFCC designed, trademarked and launched a new social marketing campaign, Verify Truth, in response to an uptick in high school marijuana use. At **the request of a parent**, over 1,000 at home marijuana test kits as part of the Verify Truth campaign
- DFCC communicated directly with 6,000 parents via a direct mail letter that communicated growing risks and concerns surrounding local marijuana use among teens.

Important Milestones	
2000	<ul style="list-style-type: none"> • First Florida Youth Substance Abuse Survey (FYSA2) is implemented
2001	<ul style="list-style-type: none"> • FYSA2 released to counties – Charlotte County use rates were high • David Diggs is appointed by the Statewide Coalition to convene meetings as Charlotte County chair • First staff/office meeting about in Englewood and they continue
2002	<ul style="list-style-type: none"> • FYSA2 sees Charlotte County shaded in red (the worst) • Sun Coast Foundation of Venice and the Charlotte County Board of County Commissioners (BOCC) provide annual funding • Amity Chandler hired first on a contract basis • Articles of Incorporation and BOCC paperwork filed • First newsletter published • Website launched
2003	<ul style="list-style-type: none"> • Coalition attends the first joint National Coalition Academy
2004	<ul style="list-style-type: none"> • Dr. Williams and Amity explore social norms as a strategy • DFCC invited to the Charlotte Assembly on Youth Drug Use emerges as an important issue
2005	<ul style="list-style-type: none"> • Peer campaign launched in Area Middle Schools • First Drug Free Community grant received \$20,000 for 3 years • Peer educators trained on tobacco education, later present to over 100 classrooms in three years
2006	<ul style="list-style-type: none"> • First teen norms survey completed in middle and high school • First Drug Free Obesity Newsweek • BOCC members participate in National Teen in Day for alcohol prevention • Amity named to the Florida Alcohol and Drug Abuse Board of Directors, as the first coalition in the state

Leadership & Key Initiatives



Drug Free Charlotte County was formed in response to startling statistics suggesting Charlotte County's youth were engaging in alcohol, tobacco and other drug use in tragically high numbers.

Sustaining this work is driven by committed and dedicated leadership and community support. The coalition's role in facilitating collaboration, engaging participation, and providing technical assistance and information regarding effective substance abuse prevention is due to many - youth, volunteers, parents, community leaders and partners - from all sectors. Appreciation is extended to the Board of Directors, coalition members and partners and staff:

2011-12 Board Members

Chair: Sheriff William Cameron

Vice Chair: Dr. Donna Widmeyer

Secretary: Steve Cummings

Treasurer: Bill James

Director: Amity Chandler

Key Initiatives of Drug Free Charlotte County

It is important to highlight the work over the last year through this annual report. The key initiatives from October 1, 2011 through September 30, 2012 included the following:

Data Collector and Presenter - Drug Free Charlotte County is one of the few counties in Florida that anonymously surveys all students each year about at-risk behaviors. Reporting on the outcomes derived from the Florida Youth Substance Survey and others are featured through presentations regularly to the community. By surveying Charlotte County teens annually, Drug Free Charlotte is able to have real time data on youth at-risk behavior and allocate resources accordingly to mediate these behaviors.

Community Monitoring – Research indicates the community environment is important to a teen's perception of risk associated to using alcohol, tobacco and other drugs. DFCC monitors aspects in the community that research suggests has a strong correlation to youth substance use. This includes following up with stores that have failed a compliance check and congratulating those that regularly pass checks. DFCC staff and youth leaders also regularly monitor the placement of alcohol and tobacco advertising in stores, the placement and sale of bong, pipes and other paraphernalia known to be associated with drug use, and the sale of products like herbal incense and spice.

Parent Boot Camp – A one hour, FREE presentation to brush up parents on the latest facts about alcohol, marijuana and other illicit drugs. DFCC recognizes that parents in Charlotte County work multiple shifts, as a workplace initiative, DFCC also offers parent boot camps in the work place at any time.

Drug Free Charlotte County, Current Strategies and Funding Sources Summary

Mission: To strengthen our community's resilience to minimize substance abuse in persons of all ages in Charlotte County
Vision: To prevent and reduce substance abuse in our county through increased education, services and support.

Strategy Category	Strategies	Currently Funded By
2. Public Awareness	<ul style="list-style-type: none"> • Newsletter 1-2 x per year • Mailings 2-3 x per year • Social media • Online surveys • Coalition meetings • Events and events • Teacher/Community Training • Community engagement 	<ul style="list-style-type: none"> • Federal Drug Free Communities Grant • Florida DTP Grant
3. Enforcement	<ul style="list-style-type: none"> • Expert Presentations twice per year • Compliance inspections • Professional training and participation in professional meetings • Public reporting on store that - compliance monitoring and design • Public reports - online annual drug reports 	<ul style="list-style-type: none"> • DCCD • Federal Drug Free Communities Grant • Community Funds
4. Public Support	<ul style="list-style-type: none"> • Public reports - online annual drug reports • Youth leadership initiatives • Student youth meetings • Peer educators • Parent team • Youth support groups • Coalitions and coalitions • Coalitions for drug prevention (including law enforcement) 	<ul style="list-style-type: none"> • DCCD • BCCD • United Way • DCCD • Federal Drug Free Communities Grant
5. Enforcement of Public Policies	<ul style="list-style-type: none"> • Increased coordination and referrals • Director participation in DCCD, BCCD, Tobacco partnerships 	<ul style="list-style-type: none"> • Federal Drug Free Communities Grant
6. Public Design	<ul style="list-style-type: none"> • Public design • Full time advertising for posters • Non-traditional areas and outdoor • Displays of educational materials (posters) in schools, stores, clinics • Displays in public places that educate the public about drug use 	<ul style="list-style-type: none"> • Charlotte Tobacco Funding • Federal Drug Free Communities Grant
7. Quality Change Policy	<ul style="list-style-type: none"> • Data Collection • Annual reports • Public reports • Health promotion policies • Policies on public partnerships for alcohol and other drugs • Changes in legislation, community response to an issue 	<ul style="list-style-type: none"> • Professional Fee Funding

DFCC
Drug Free Charlotte County
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Visit us on Facebook or visit www.DrugFreeCharlotteCounty.org

Coalition Work – Regular meetings, with half scheduled in the morning and half at lunch time attracts key leaders to accommodate busy schedules. Please see the highlights provided in **The Coalition** section of this annual report.

Training and Technical Assistance to Other Coalitions in Florida – Drug Free Charlotte County is a leader, especially in empowering youth and offers trainings to other coalitions in Florida and nationwide.

Promote Healthy Norms – Much of DFCC’s work is heavily based in social norms theory. Seven years of data collection shows that most Charlotte County teens do not engage in tobacco, alcohol or other drug use. DFCC believes that if we educate our teens about the healthy norm and let them know that they are more “normal” than they think for choosing not to participate in negative behaviors, then we alleviate the immense social pressure they might feel to fit in and support their decision to steer clear of alcohol and other drugs. DFCC school-based social norms project exposes middle and high school students to 13 messages over a 36-week period that provides the healthy norm. As part of the project, DFCC also distributed over 5,000 sought-after T-shirts that feature a “Friday Night Done Right, No Alcohol, No Dope” message and hosts numerous on-campus and community based events for teens that show they can have a good time without alcohol.

Drug Free Charlotte County’s work is guided not only by a significant number of individuals but a logic model and strategic plan. This plan is available upon request and involves 7 strategies for Community Change:

- Provide Information
- Enhance Skills
- Provide Support
- Enhance access or reduce barriers
- Change consequences – incentives or disincentives
- Physical Design
- Modify Change Policy

The **Seven Strategies for Community Change** is designed by CADCA’s National Coalition Institute. As a reference, the seven strategies can be further reviewed by visiting:
www.cadca.org/files/SevenStrategies4CommunityChange.pdf.

Drug Free Charlotte County is an effective coalition because of its commitment to work within these Strategies for Change.

Websites

Drug Free Charlotte County hosts and manages the following four websites as a tool to mobilize its message and mission:

Drug Free Charlotte County: www.drugfreecharlottecounty.org, an average of 188 visits monthly

Be the Wall Campaign: www.bethewall.org, an average of 639 visits monthly

Stinky Tobacco Campaign: www.stinkytobacco.com, an average of 3 visits monthly

Verify Truth Campaign: www.verifytruth.com, an average of 33 visits monthly

The Coalition

Drug Free Charlotte County meets on a monthly basis with the exception of the summer months when youth meetings are prioritized.



Half of the coalition meetings are held in the morning and the other half is held during the lunch hour to accommodate the number of community partners. On average, 50 attendees representing all sectors of the community attend the coalition meetings. From October 2011 through September 2012 the coalition agendas highlighted:

October 20, 2011:	Bringing Charity Auction to Life (over \$5,000 in items up for auction)
November 17, 2011:	What a Community Should Know about the Medical Marijuana Movement
January 19, 2012:	Review of Alcohol EDU Data and What a Community Should Know about the Medical Marijuana Movement, Part II
February 23, 2012:	Verify Truth Campaign Planning and Social Marketing Planning
March 1, 2012:	Group and Committee Discussion, Updates
April 19, 2012:	Assessment and Planning Meeting, Network Opportunities
May – August 2012:	Youth Meetings (<i>see Youth Engagement</i>)
September 20, 2012:	Introduction of the Verify Truth Campaign (sharing strategies), Review of Be The Wall campaign)

Coalition Members

Area Churches
 Boys & Girls Club
 Centennial Bank
 Chamber of Commerce
 Charlotte County Healthy Start Coalition
 Charlotte County Homeless Coalition
 Charlotte County Medical Examiner's office
 Charlotte County School District
 City Commissioners and Representatives
 Fawcett Hospital
 Friendly Floors

Kohl's (Port Charlotte)
 Parents
 Peace River Distributing
 Private Practitioners
 Punta Gorda City Council
 Punta Gorda Police Department
 Social Services Resource Center
 State Attorney's Office
 Times Realty
 United Way
 Youth

Working with Youth, Reaching Parents & Engaging Our Partners



Over the last decade, Drug Free Charlotte County has been a leader in reaching, empowering, and training youth within the county and throughout the State. **Our Guiding Philosophy:**

DFCC believes that our **youth are our most critical partner** in preserving the health and well-being of our community. We believe **that if we invest, educate and provide pro-social opportunities for our youth, that the majority of them will make positive and healthy decisions** each day. DFCC is not a club for youth. Each time we meet with or see youth, we **empower them by providing them with leadership, public speaking, and advocacy skills and knowledge necessary to support their decisions to refuse tobacco, alcohol, marijuana and other drugs.**

Youth Delegates –All youth are welcome at DFCC events and activities, but youth wanting to assume a leadership role must fill out an application and undergo an interview process. Open to all middle and high school students, applications are open semi-annually to recruit new teens. This year, the number of delegates that have committed to DFCC has grown to 83 youth.

Friday Night Done Right (FNDR) – FNDR is the common mantra among high school teens in Charlotte County. More importantly, it's become a community of teens that know they aren't the only ones who choose to spend their Friday nights without alcohol and marijuana. On the FNDR Facebook page, students can post what they do on Friday without alcohol or other drugs and each Monday, DFCC picks a winning post to receive a prize, donated by the community. The FNDR initiative is just another way DFCC promotes healthy norms and supports our students' decision to stay away from alcohol and other drugs.



Peer Educators – DFCC maintains peer education as a strategy to be used to address changing trends in teen drug use. When herbal incense - or Spice - started showing up on campus, DFCC mobilized peer educators to identify a curriculum, train peer educators on the presentation and get them in front of middle school teens within a four-week period. Other presentations provided by peer educators include:

- Are you the target? Looking at tobacco and alcohol advertising
- The effect of tobacco on the lungs
- Candy flavored tobacco – a puppet presentation
- Myth V. Reality – Most Charlotte County teens really don't drink.

SWAT (Students Working Against Tobacco) - SWAT clubs are made possible by funding from the Charlotte County Health Department. As a national model, SWAT provides a framework for students to engage in tobacco prevention and policy advocacy. Since tobacco is a gateway substance, DFCC hosts SWAT clubs at Punta Gorda Middle and Port Charlotte Middle schools.

Alcohol EDU – AlcoholEdu for High School is an evidence-based, online alcohol prevention program that takes a project-based approach to learning, giving students the opportunity to travel through a community to better understand the risks around drinking alcohol. This interactive format, incorporating multiple evidence-based learning techniques helps drive changes in students’ attitudes and behaviors. All students entering 9th grade in Charlotte County public schools have the opportunity to complete Alcohol EDU in their HOPE class. The number of students that completed Alcohol EDU in this fiscal year total nearly 900 from all three high schools.

Community Service – DFCC provides community service hours to teens needing it for graduation or teens requiring community service as a part of juvenile probation or diversion. This year, DFCC provided community service opportunities to xx youth.

Club Text – DFCC is always on top of the latest marketing trend to connect with teens and parents. Did you know that last year, DFCC sent 6,138 texts to local teens with an anti-drug message or positive norms message? Exposure to a healthy message is KEY to supporting a student’s non-use decisions.

Changing Social Norms – Social norms can be defined as a general rules that govern people, society or a specific population. When community coalitions address the changing of social norms, it means they are taking an environmental approach to impact social and cultural environments as the way to then influence individuals. Drug Free Charlotte County has taken on this task successfully and aggressively through youth-developed marketing strategies. Sharing in their community and emphasizing that the majority of youth do not use alcohol, tobacco, marijuana and other drugs, they are sending the message that NOT participating IS and should be the social norm.

Since its inception in 2009, over 6,000 Charlotte County parents have pledged to **Be the Wall** between teens and alcohol.

Youth Meetings – There were seven youth meetings from October 2011 through October 2012, totaling 352 teens in attendance. The meeting topics:

February 17, 2012	Dangers of Spice
May 25, 2012	Medical Marijuana
June 15, 2012	Dinner and Question and Answer with local deputies; Review of medical marijuana talking points
July 18, 2012	Visit to the Medical Examiner’s Office and Education
September 27, 2012	Youth Leadership Retreat (public speaking, tobacco advocacy)
July 30-August 1, 2012	Summer Boot Camp (your teen brain, the effects of alcohol and marijuana on the teen brain)
October 15, 2012	Drug House Odyssey Preparation and Social Norms Talking Points

Verify Truth Campaign

Designed in response to an uptick in local marijuana use among Charlotte County teens, the Verify Truth Campaign acknowledges the fact that it can be very difficult for a parent to know that their teen is experimenting with marijuana. Once signs and symptoms appear, the teen has likely been using the substance for some time. The campaign also addresses the issue that the growing social pressure teens are facing to experiment with marijuana is immense, even though most teens report they do not approve of experimentation.



Verify Truth encourages parents to utilize an at-home drug test as a way for their teens to have one more reason to say no to marijuana. More information about this campaign can be found on the pages to follow.

In addition to the above campaigns, DFCC offered six **Parent Boot Camps**, reaching 320 parents. The parent boot camp is designed to give parents everything they need to know about alcohol, marijuana and the teen brain in less than an hour. It is specifically structured to be presented in any venue to busy parents. Parents completing the boot camp program also receive a t-shirt, “Raising a Teen. Been there, done that, got the t-shirt”.

Direct mailing has also resulted in a connection to parents. Charlotte County Public Schools has been instrumental in its support to DFCC to reach parents. Over the last fiscal year, four bulk mailings, reaching over 6,000 homes received the following informational topics:

1. Did You Know Most Charlotte County Teens Don't Drink and They Say their Parent is the Number One Reason They Choose Not to
2. Tips for Hosting Safe Teen Parties (to ensure alcohol does not make it past the front door)
3. A candid letter about marijuana use and a request to consider using an at-home test as an additional reason for your teen to say no to marijuana
4. Verify truth – Drug testing your teen doesn't mean you don't trust them, it means they have another reason to say no to marijuana

And finally, Charlotte County is a community of working parents, many of which are employed by institutions that never close (do not have traditional business hours): Fire and EMS, law enforcement, hospitals and retail. As such, Charlotte County actively reaches out to local employers through workplace initiatives to offer and provide direct training and prevention materials for employers and their staff.

Reaching Out, Community Involvement

DFCC is an active community member, involved in other community initiatives. In addition to being a member of the Charlotte County Chamber of Commerce and the Central Florida Behavioral Health Network, DFCC staff also regular attends the following community meetings:

- Department of Health, Tobacco Coalition meetings and sub-committee meetings (bi-monthly)
- School Health Advisory Committee (bi-monthly)
- Third Wednesday Coffee (monthly)
- Networking at Noon (monthly)
- Department of Health Community Meetings (bi-annually)

DFCC Community Event Participation

- A non-perishable food item drive, resulting in over 100 lbs of donated food, in November 2011
- Mental Health Awareness Walk, May 12, 2012.
- Young Life Banquet
- Virginia B Andes Ribbon Cutting
- Charlotte Behavioral Health Care Celebrate Recovery Event and Freedom Fest, Celebrate Recovery event

Data, Findings in Charlotte County



Ask almost anyone who is connected to Drug Free Charlotte County what is one of the greatest strengths of the coalition and the response will be: reporting data. Drug Free Charlotte County tracks available data specific to alcohol, marijuana, tobacco and other drug use among youth and presents updates to its coalition, community and throughout the State. Its' strategic planning is centered on the logic model developed as a result of examining data.

To request the latest survey results and/or a presentation from staff, please contact the office.

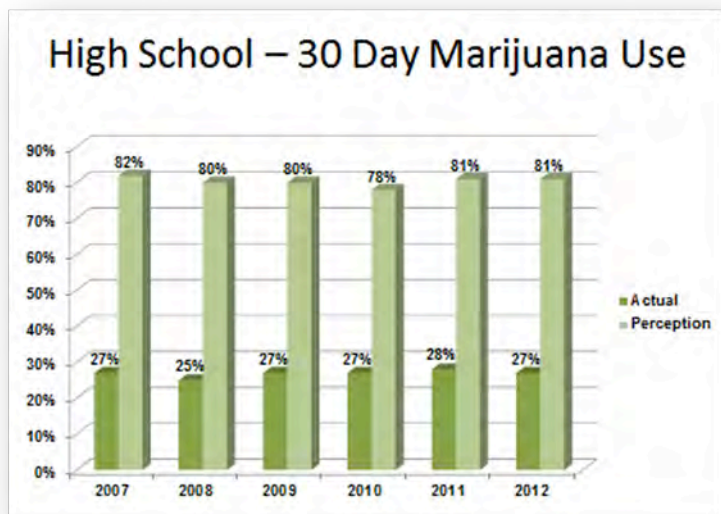
Reported Data

Director Amity Chandler suggested readers place thought into the following:

74	The percent of teens that say they don't approve of an adult giving alcohol to a minor
65	The percent of high school students that say they don't drink alcohol when they hang out with friends
Over Half	The number of Charlotte County teens that will graduate high school having never tried marijuana.
About 3/4	The number of students in Charlotte County not smoking anything, including marijuana
Number 1	The rank students give their parents (each year) as the most reliable and important source for alcohol and other drug interaction.

By featuring the positive – those numbers and/or percentages of youth NOT trying or engaging in alcohol, tobacco, marijuana or other drug use, Drug Free Charlotte County is sending a positive message and from this social norm, has developed successful methods of communication to youth, parents and the general community.

The following pages identify more Actual versus Perception of alcohol and marijuana use (i.e. like table to the right).



Alcohol Use in Charlotte County



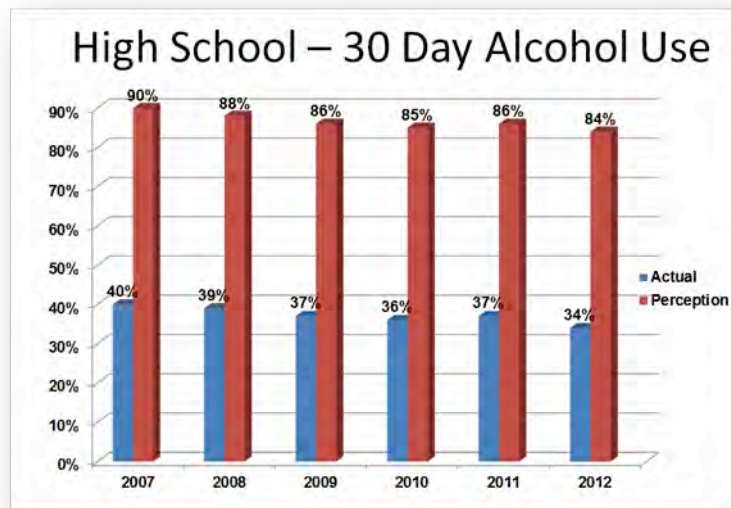
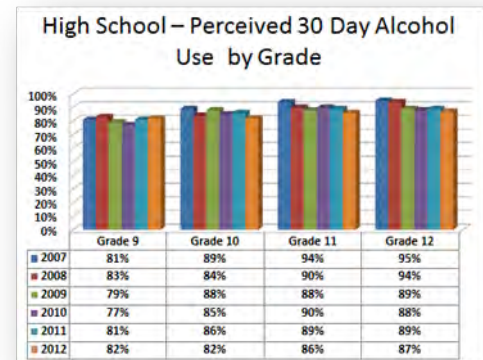
Even though most Charlotte County teens say they don't use alcohol, they perceive that everyone else does. There is a driving force during adolescence to want to fit in with the norm, even if you don't approve of the behavior. Social norms theory suggests that if teens think that everyone is drinking, they will drink if faced with the opportunity, even if they are against the behavior. This is why DFCC insists on making sure teens, parents, and other adults know, most Charlotte County teens don't drink.

Middle School, 30 Day Alcohol Use (Actual vs. Perceived)

	2006	2007	2008	2009	2010	2011	2012
Actual	12%	14%	16%	14%	13%	15%	14%
Perceived	56%	57%	63%	61%	57%	59%	57%

High School, 30 Day Alcohol Use

	2007	2008	2009	2010	2011	2012
Actual	40%	39%	37%	36%	37%	34%
Perceived	90%	88%	86%	85%	86%	84%



Power Point Slides Featuring All Florida Youth Substance Abuse Survey Results for Charlotte County are available by contacting Amity.

Marijuana Use in Charlotte County

The Verify Truth Movement started in response to an uptick in high school marijuana use. Drug Free Charlotte County designed, trademarked and launched this new social marketing campaign to

encourage parents to drug test their teen. Marketing materials and a website, www.verifytruth.org, were developed to help parents talk to their teens.



Top reasons to use drug testing as a part of raising a teen:

- 1) It gives your teen a reason to say no if peer pressure pops up from peers.
- 2) Driving is an incredible responsibility and right of passage that should require more than good grades.
- 3) It tells your teen you're serious about your expectation of them to refuse alcohol and other drugs.
- 4) Drug testing is a part of life from college, to sports, to employment anyway.
- 5) It verifies truth and trust between you and your teen
- 6) It gives you an opportunity to intervene early if your teen begins experimenting with marijuana or other drugs.

verifytruth
Drug test.

Drug Free Charlotte County also launched efforts to tackle Herbal Incense (aka synthetic marijuana). Among its efforts included the August 2012 picketing of a local convenience store by youth in protest of selling these designer drugs.

Previously referencing in the Reaching Parents section of this annual report, DFCC has successfully reached parents through direct mailings. This success is significantly contributed to the partnership and support of Charlotte County School District.

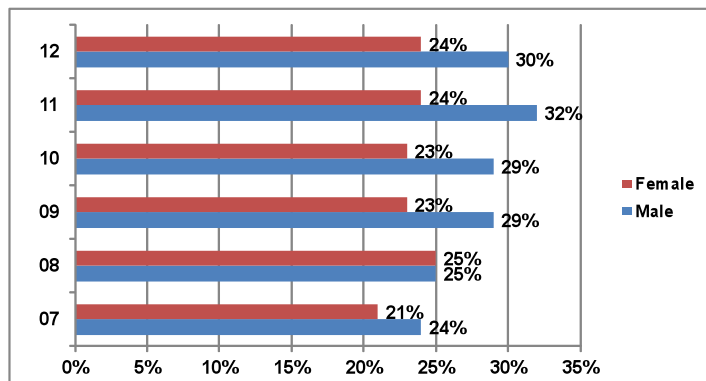
youth on the issue of medical marijuana.

Over the last fiscal year, DFCC also published and distributed **Key Talking Points** for community leaders, parents, and

High School – 30 Day Marijuana Use Male vs. Female

Because DFCC surveys students each year and has become advanced in collecting and analyzing data, we know that locally, marijuana use among our teen boys is significantly more than our teen girls.

A marijuana workgroup was also convened by DFCC over the last year to address the *Decreased Perception of Risk* of marijuana use among Charlotte County teens.



	2012	2011	2010	2009	2008	2007
Male	30%	32%	29%	29%	25%	24%
Female	24%	24%	23%	23%	25%	21%

Tobacco Use in Charlotte County

Drug Free Charlotte County works collaboratively with the Charlotte County Chapter of Students Working Against Tobacco (SWAT) and the Charlotte County Tobacco-Free Partnership. Over the last year, this collaboration has resulted in increased youth involvement as well as notable successes:



- Nine businesses agreed to support local efforts to reduce tobacco use among underage youth and to promote tobacco cessation
- 20 youth were trained (40 hours) in puppeteer training to become peer puppet educators for tobacco prevention
- *Dangers of Candy Flavored Tobacco*, an interactive puppet show, was presented at the community sites:
 - Family Services Center, June 14, 2012
 - South County Park, July 9, 2012
 - Harold Avenue Park, July 12, 2012
 - Port Charlotte Town Center Mall Center, August 4, 2012

Leadership Highlights

Two youth attended the statewide SWAT meeting on August 27, 2012. This opportunity affords SWAT students to enhance their knowledge and leadership skills and bring back to their peers information to further the mission of SWAT. As such, on November 4, 2012, SWAT met with County Commissioners to discuss the potential of banning candy flavored tobacco.

The SWAT meetings also provide the forum for youth to become engaged and more involved. While the below highlights the meetings and respective number of kids involved over the last year, the September 2012 SWAT meetings at Punta Gorda Middle School have already recorded success with an average of 15 students attending for the first two meetings.

SWAT Meetings Over the Last Year, Port Charlotte Middle School (17 meetings, 251 kids in attendance)

- Dangers of candy flavored tobacco
- What is a cigarillo?
- What does tobacco do to your lungs and body, Part 1
- Tobacco & Your Lungs and Body, Part 2
- Where is Candy Flavored Tobacco being Advertised? (*students were given cameras and asked to document in their community*)
- Planning for Kick-Butts day
- What does it mean to be in SWAT?
- Tobacco advertising to teens – a real look
- Decoding tobacco and alcohol advertising
- Dangers of second hand smoke
- Talking to adults about quitting smoking
- Design banners and posters for Kick-Butts Day
- Talking points for Candy Flavored tobacco
- Dangers of Chew Tobacco, Part 1
- Dangers of Chew Tobacco, Part 2
- Enforcing the policy for tobacco-free campuses
- Most teens don't smoke....ever, social norms 101

Nationwide Training & Efforts

Training and other nationwide efforts are provided by Drug Free Charlotte County throughout the year. In 2011-12 the following were held:



National Leadership Conferences

Director Amity Chandler was invited to present on successful Charlotte County initiatives at:

- The National Leadership Conference for the Community Anti-Drug Coalition of America
- The Northwest Conference on Alcohol Use in Boise, Idaho
- The Northwest Prevention Conference in Yakima, Washington

Trainings

Director Amity Chandler was also invited to provide the following trainings during the fiscal year:

- A full day of training for Elkhart County, Indiana
- Train SAMHSA project officers that supervise coalition funding across the country on the topic of positive social norms and social marketing.

Building Coalitions throughout Florida

DFCC also hold contracts in Hendry and Glades County and maintains four contract staff to support the prevention efforts in those counties. By aggressively bidding for contracts, DFCC earns administrative fees that support local efforts.



With the support and encouragement of the Board of Directors, Amity Chandler completed her Doctoral coursework and achieved Doctoral candidacy status after passing her qualifying exam. Dissertation work is in progress.

Big News!

January 24, 2012 – Drug Free Charlotte County Day Proclamation

March 30, 2012 – Drug Free Charlotte County celebrates its 10th year Anniversary in CADCA

In the Media

Twenty-three (23) articles were featured in the area newspapers from September 2011 through October 2012 highlighting DFCC's work. A one-pager featuring all articles and respective topics can be requested by calling the DFCC office.

Marketing

Drug Free Charlotte County has expanded its reach and impact to address youth alcohol and marijuana use through marketing across the country. A map of the United States identifying all the states using one or more of the campaigns developed by DFCC is highlighted below.



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2011-12 Sponsors

- Acline HR
- Ada Hinda Alpern
- Barbara Scott
- Buffalo Graffix
- CBHC
- CCSO
- Centennial Bank
- Charlotte County Healthy Start Coalition
- Charlotte State Bank
- David Young
- DM Construction
- Donna Widmeyer
- Fawcett Memorial Hospital
- Hanley Center
- Hoover Pressure Cleaning
- Imami Family Foundation
- Kiwanis Club
- Maple Leaf Golf
- Nolan Family Insurance
- Panther Hollow Dental Lodge
- Patricia Scott DDS
- Paulson Centre
- Peace River Distributing
- Personal Dental Care
- Pineapple Plaza Group
- Publix Store #1013
- Punta Forda Fitness & Tennis Club
- Rachel Keesling, Punta Gorda City Council
- Representative Ken Roberson
- Robert E. Koldlore
- Signs R Us
- Smiles Magazine
- Steve's Towing
- SW Florida Bible Institute
- SW Florida Spine Institute
- Tom and Carolyn Freeland - PG City Council

We Couldn't Do it Without You...

The work of Drug Free Charlotte County involves many people and funding sources. In fiscal year 2011-12:



Charlotte County Public Schools

The school system provided Drug Free Charlotte County with free office space, technology and equipment to ensure that the overhead expenses for the organization are minimal, and that most funds are able to go directly to prevention efforts. DFCC greatly appreciates the support from the **Middle and High School Principals** who continue to grant us unlimited access to our most important population – the students! We could not do it without you.

Law Enforcement

Charlotte County Sheriff's Office provides Drug Free Charlotte County with free office space, technology and equipment to ensure that the overhead expenses for the organization are minimal, and that most funds are able to go directly to prevention efforts. The Sheriff's Office has been critical in working with School Resource Officers and decreasing the supply of alcohol and tobacco to minors through their aggressive compliance checks. In addition, the **Punta Gorda Police Department** has also been critical in working with School Resource Officers and decreasing the supply of alcohol and tobacco to minors through their aggressive compliance checks.

Our Community Health Partners

Charlotte Behavioral Health Care partnered with Drug Free Charlotte to provide critical programs, including our social norms project and Alcohol EDU. DFCC extends a special thank-you to the **Charlotte County Health Department** for the support and funding of our SWAT initiative. Our local **Medical Examiner's Office** has been critical in reaching hard-to-reach kids. Thank you for opening your doors to us and exhibiting such tremendous efforts to *truly* educate our teens.

Developing Business and Civically-Minded Relationships

The Board of County Commission has graciously approved funding to support the prevention programming on our middle and high school campuses. Drug Free Charlotte County enjoys membership with the **Charlotte County and Punta Gorda Chambers of Commerces** and has found their networking opportunities invaluable in spreading prevention programming and messaging. **The United Way** provides funding that supports our social norms project.

Media

Special thanks to **The Charlotte Sun** for featuring our news and articles over the calendar year. Thank you to all of our local media, but especially **Clear Channel Radio** and **WINK News**, who never fail to respond or show up for our local events or projects.

Thank You for your 2011-12 Support!

Silent Auction (10/11 - 12/11): Raised \$1,500 for underage drinking and drug prevention strategies.

Dirty Brown Productions Presented First Annual DJ Battle (7/3/12): 20% of proceeds to DFCC

To request any fiscal reporting, please contact Diane Ramseyer.

Coalition Contacts

Drug Free Charlotte County
1445 Education Way
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TALK TO YOUR KIDS!

ASK QUESTIONS!

GET THE FACTS!

MAKE THE TIME!

GET INVOLVED!