



# 2016 ANNUAL REPORT

The financial and human costs of substance abuse are staggering and, for the most part, preventable. I know that no matter how hard I try to save the life of an overdose victim in the emergency department, that my efforts are in vain if nothing is done to stem the tide of substance abuse in our community through prevention. It takes an entire community, with all its various component services, to work together to effect change.

Seeing the community collaborative model work through C.A.R.E. opens the door wide to similar prevention efforts to affect nutritional habits, smoking, exercise, weight reduction, and other preventative health measures. As we achieve success, we may issue in a new paradigm in our approach to disease management. That's what motivates me to get involved in the work of C.A.R.E.

This Annual Report highlights the efforts by C.A.R.E. Coalition members to create change in our county. In the past year, we have seen advancement in identifying local conditions that allow substance abuse to flourish in our community. We continue to work to determine the best prevention strategies for our community. We



have begun to raise awareness among ourselves and the broader community.

However, it is not enough to just share facts and research. Our friends, family, and colleagues need to hear from someone they know and trust: you. When you leave the coalition meetings, energized and armed with thoughts and ideas, channel that energy onto others. Speak about it with your respective organizations, your social groups, and your family—and encourage them to do the same. This is how we will achieve the type of environmental change that is needed to reverse the negative trends of substance abuse in our community.

Joe Cohen, MD, Chairman,  
C.A.R.E. Executive Board

**“The C.A.R.E. Coalition is gaining a reputation in the community for being an effective leader and resource.”**

*-- A coalition member*

## HIGHLIGHTS

- “Substance Abuse” was identified as one of three top health priorities for Transylvania County during the 2015 Community Health Assessment process, and Transylvania Public Health is using C.A.R.E. members as a resource to develop a county-wide plan to address substance abuse.
- The coalition is growing in size and capacity! More than 10 new members joined in 2015, and the number of volunteer hours more than doubled, from about 25 hours per month in 2014 to an average of 63 hours per month currently.
- C.A.R.E. collaborated with Transylvania County Schools to administer its core measures of substance abuse survey to 1571 middle and high school students throughout the county, for a response rate of almost 80%.

**591**  
Volunteer hours  
completed  
by coalition  
members in  
2015-2016

Promoting a healthy, vibrant Transylvania County,  
free of underage drinking and substance abuse.

## COMMUNITY COLLABORATION WORKGROUP

- Established community engagement plan for receiving local input and providing resources for outreach into local community centers throughout the county.
- Offered two Responsible Alcohol Server/Seller trainings to local alcohol permittees.
- Working to build retailer relationships through follow-up visits after alcohol sales compliance checks.
- Presented information to six community groups to raise awareness of youth substance abuse issues in the county and provide relevant information parents, business owners, and seniors, setting the stage for future community environmental change.



**200+**  
Medication lockboxes  
distributed in  
cooperation with  
local pharmacies

**200 more**  
Lockboxes purchased  
for distribution thanks  
to a grant from the  
Transylvania Endowment

## YOUTH WORKGROUP

- Helped establish two new SADD (Students Against Destructive Decisions) groups at Rosman High School and Brevard High School.
- Awarded scholarships to attend youth leadership training to 8 students.
- Facilitated workshop for 30 leaders of organizations that serve youth to determine barriers to healthy environments for youth. Facilitated a follow-up “playshop” attended by almost 30 youth for them to explore and report what they think caring adults look like.
- Supported national prevention campaigns (Red Ribbon Week and National Drug and Alcohol Awareness Week) and alcohol-free after-prom activities in local schools.
- Assisted youth in “Operation Sticker Shock” to apply warning labels to sweet-tasting beverages with high alcoholic content known as “alcopops” in local retail establishments.



**975**  
Local students saw the  
“Enduring Regret” program  
emphasizing how choices can  
have lifelong consequences

## HEALTHCARE WORKGROUP

- Working to support chronic pain patients and collect data on the number of overdose deaths, hospitalizations due to opioids, number of babies born with neonatal abstinence syndrome, and number of prescriptions written.
- Presented North Carolina Medical Board recommendations for opioid prescribing and use of the Controlled Substances Reporting System to medical staff at Transylvania Regional Hospital; hospital revised opioid prescribing policy
- Expanding partnerships with local pharmacies and mental health agencies for the creation of community environmental change around prescription drug abuse.



## LAW ENFORCEMENT WORKGROUP

- Provided training on Alcohol and the Community Context for coalition and community members, including learning to conduct local environmental scans of retail alcohol establishments to learn about the local environments that contribute to underage drinking.
- Developed a standard retail compliance check policy to reduce underage sales of alcohol due to collaboration by Brevard College Criminal Justice students, Transylvania County Sheriff's Office, Brevard Police Department, and NC ALE; agencies to conduct monthly compliance checks of local businesses to reduce youth access to alcohol.
- Participating on NC Preventing Underage Drinking Initiative Task Force.

**42%**  
of county retail establishments FAILED to follow laws that restrict alcohol sales to minors during initial law enforcement compliance checks in spring 2016



**477**  
Pounds of medications collected by two community drug take-back events and permanent dropboxes

## EMERGING DRUGS WORKGROUP

- Shared information about local drug trends, including 'alcopops,' heroin and other opiates, and ever-changing synthetic drugs.
- Working to change community norms and provide accurate facts about the harms of marijuana, especially for youth.

## MEDIA WORKGROUP

- Worked with Brevard ABC Board to establish library of prevention teaching resources for use by local organizations.
- Provided regular ads in local movie theater with reminders about not providing alcohol to minors and locking up medications.
- Contributed monthly articles to local newspaper to report on coalition activities, encourage attendance at future events, and provide information to parents and other community members on helping to prevent substance abuse and underage drinking.
- Continued ongoing efforts to update website and maintain a presence in social media.

**\$12,000**  
Provided by Brevard ABC Board for education efforts focused on preventing underage drinking

## DO YOU WANT TO GET INVOLVED?

- Attend a C.A.R.E. Coalition meeting  
*Second Wednesday of each month, 1:00pm  
Community Services Building Conference Room  
98 E. Morgan St., downtown Brevard*
- Subscribe to our mailing list  
*Contact [kathleen.mallet@transylvaniacounty.org](mailto:kathleen.mallet@transylvaniacounty.org)*
- Host or sponsor C.A.R.E. events
- Join one of C.A.R.E.'s workgroups

## ABOUT C.A.R.E.

The C.A.R.E. Coalition is committed to reducing underage drinking and the misuse of alcohol and prescription controlled substances in Transylvania County, North Carolina by convening interested community members and facilitating collaboration and coordination between coalition members and existing local resources to create environmental change.

The coalition has three paid staff members and representatives from 12 community sectors. The “real work” of C.A.R.E. is done in its six workgroups, which focus on community collaboration, healthcare, media, law enforcement, youth, and emerging drugs. These workgroups focus on creating environmental changes that affect community norms around alcohol and prescription medication misuse and reduce access and availability to these substances.

C.A.R.E. is funded through the Drug Free Communities Program of the President’s Office of National Drug Control Policy and the Substance Abuse and Mental Health Services Agency. It is administered by Transylvania Public Health.

## OUR EXECUTIVE BOARD

- Chairman: Joe Cohen, MD, Transylvania Regional Hospital (healthcare)
- Vice Chairman: Steve Pulliam, United Way (civic organization)
- Secretary: Tara Rybka, Transylvania Public Health (local government)
- Marilyn Kaylor; Smoky Mountain LME (substance abuse agency)
- John Phillip Harris, Jr., Brevard Police Department (law enforcement)
- Arleca Chapman, Transylvania County Schools (education)
- Erin Drew, The Family Place (youth-serving organization)
- Don Debiase, WSQL Radio (media)
- Jane Ferguson, Alliance Crisis Services (business)
- Lynn Tyler, RN (parent)
- Susan Matthews, Sharing House (religious organization)

## CONTACT US

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## OUR PARTNERS

- Addiction, Recovery & Prevention (ARP)
- Alliance Mental Health
- Brevard ABC Board
- Brevard College
- Brevard Health Center/ Blue Ridge Community Health Center
- Brevard Police Department
- Children’s Center of Transylvania County
- Cindy Platt Boys and Girls Club of Transylvania County
- Community Care of WNC
- CVS
- The Family Place of Transylvania County
- Gordon Family Pharmacy
- The Haven
- Meridian Behavioral Health
- Metcalf Pharmacy
- October Road, Inc.
- Rise & Shine Freedom School
- SAFE, Inc. of Transylvania County
- Sharing House (Transylvania Christian Ministry)
- Smoky Mountain Mental Health LME
- The Transylvania Times
- Transylvania County Department of Social Services
- Transylvania County Schools
- Transylvania County Sheriff’s Office
- Transylvania Public Health
- Transylvania Regional Hospital
- United Way of Transylvania County
- Walgreens
- WSQL Radio