



2017 ANNUAL MEETING REPORT

Dear fellow community members,

On behalf of the C.A.R.E. coalition, we are pleased to share this report of our accomplishments throughout the past year.

Without your support, none of this would have been possible. Your commitment to reducing substance abuse by valuing youth is evident. Together, we are truly making a difference in Transylvania County.

We are excited to introduce a new campaign that we believe will share the importance of what we do to a broader audience. Our hope is that we will be able to engage the entire community in understanding how our work is vital in creating better todays and brighter futures. As this new campaign states, when we make Transylvania better for our youth, we make it better for everyone.

We look forward to continuing to assist the Coalition in realizing its vision of a healthy, vibrant community.

Sincere thanks,
Karen and Kristen



HIGHLIGHTS

- Hired new Youth and Community Outreach Coordinator, Kristen Gentry.
- Formed youth coalition known as TAFFY (Teens Advocating for Future Youth); members meet weekly, attended leadership training, set up social media, organized events, and presented to community groups.
- Engaged public relations firm to create media messaging that will deepen understanding and support of the community for environmental changes necessary to truly prevent substance abuse among youth
- Received additional grant funding of \$47,000 per year for 4 years from SAMHSA to enhance activities to reduce underage drinking; building on existing partnerships with Brevard College and law enforcement.
- Partnered with SAFE, Inc. and The Family Place to offer "Community Resiliency Model" training to provide shared community awareness, language, and tools for understanding trauma and root causes of substance abuse.
- Retained a new evaluation contractor and established an evaluation committee to improve and document coalition effectiveness.

21
New members
19
New partnerships
2,645
Volunteer hours

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

COMMUNITY COLLABORATION WORKGROUP

- Hosted Overdose Awareness Day activities to remember those lost to overdose and provide support to their family members with 40 attendees.
- Partnered with 45 local churches to distribute “Talk It Out” parent messaging to congregations.
- Presentated information about the coalition to Balsam Grove, Dunn’s Rock, and Little River Community Centers.
- Hosted 2 Responsible Alcohol Server/Seller Trainings, attended by 42 community members.
- Served on Family Support Initiative, a collaboration with other agencies to support families and children.
- Distributed survey to assess community members’ attitudes and behaviors about alcohol, marijuana, and prescription drugs.

95%
of lockbox recipients
are now locking up
their medications
(based on lockbox survey)



Partners at Gordon's Pharmacy display a Naloxone kit and medication lockbox.

- Surveyed previous lockbox recipients to learn about behavior changes associated with receiving lockboxes.
- Held 2 Drug-Take Back events at local pharmacies; collected 155 pounds of medications at these events and from dropboxes at the Brevard Police Department and the Transylvania County Public Safety facility.

LAW ENFORCEMENT WORKGROUP

- Assisted Brevard College Criminal Justice students in developing and hosting town hall meetings on “Compliance Checks to Reduce Youth Access to Alcohol” and “Alcohol and Violence”(90 attendees).
- Conducted 5 compliance check operations of local alcohol retailers to verify if they are following laws that restrict alcohol sales to minors.
- Visited 32 alcohol retailers to support implementation of best practices in preventing sales to minors.
- Environmental change: 3 local retailers posted new signage about checking identification for alcohol sales.
- Trained 28 law enforcement officers on better enforcement of existing underage drinking laws under STOP Act funding.
- Organized college-community task force to prevent underage drinking and increase campus safety through policy change.
- Supported SRO at Blue Ridge Community College in discussing the dangers of drinking and driving.
- Donated \$500 to local Crimestoppers to improve community awareness of using the tip line.

83%
of county retailers
PASSED compliance
checks for properly
restricting alcohol
sales to minors
(compared to 63%
in previous year)



Joe Cohen presents a check to Crimestoppers.

HEALTHCARE WORKGROUP

- Received \$1500 from St. Philip’s Episcopal Church to purchase and distribute lockboxes at pharmacies, senior centers, and other community organizations.
- Provided free Naloxone kits to 4 pharmacies (some including Naloxone) and law enforcement cruisers thanks to Transylvania County Endowment.
- Developed a flyer on proper use, storage, and disposal of prescription medications and what to do in case of an opiate overdose in partnership with Transylvania Regional Hospital and Transylvania Public Health.
- Policy change: hospital now including safe medication use flyer in discharge packets for all patients.
- Presented information to hospital medical staff on opiate laws, use of the Controlled Substances Reporting System, and best practices for prescribing and communication that help prevent overdose.
- Policy change: Transylvania Regional Hospital adopted improved opioid prescribing practices using NC Medical Board recommendations.

EMERGING DRUGS WORKGROUP

- Presented “Health Effects of Marijuana” to community members as background for future policy change.
- Initiated research and advocacy for marijuana moratorium to provide protection during period of adjustment and implementation if marijuana becomes legal in North Carolina.
- Planned community education campaign to counter pro-marijuana advertising and increase perception of harm among community members and youth.

YOUTH WORKGROUP

- Held “Youth Mentoring as a Protective Factor” training for coalition and community members.
- Developed and presented “Hidden in Plain Sight” to educate parents how to recognize signs of teen drug and alcohol use.
- Administered core measures survey to 1600 middle and high school students with a 90% participation rate.
- Supported Red Ribbon Week activities in local schools.
- Created and distributed materials for National Drug and Alcohol Facts Awareness Week, reaching 1000 middle and high school students.
- Collaborated with SAFE and Rise & Shine Freedom School to provide programming for middle-schoolers.
- Developed strategic plan to support and train TAFFY and SADD (Students Against Destructive Decisions).
- Supported and met regularly with SADD groups at Brevard High School and Rosman High School and youth group at Davidson River School.
- Assisted at Transylvania County Sheriff’s Shield Camp for at-risk youth; followed up with 26 attendees.
- Sponsored 8 youth attending 4-day leadership training in Charlotte, NC.

MEDIA WORKGROUP

- Created handouts based on North Carolina ABC Board’s “Talk it Out” campaign to encourage parents to have conversations with their children about drinking alcohol underage; partnered with Transylvania County Schools to distribute materials via PeachJar parent notification system.
- Created poster to discourage adults from buying alcohol for teens in partnership with Brevard ABC Board; distributed to stores throughout the county during prom season.
- Developed materials about coalition efforts to be distributed via credit card-style flash drive for both community members and youth members.
- Contributed 23 articles to local newspaper (about 17,000 impressions) to report on coalition activities, encourage attendance at events, and provide information to parents and community members on preventing substance abuse and underage drinking.

\$3,000
provided by Brevard ABC Board for education efforts focused on preventing underage drinking



Kristen Gentry and General Manager for the Brevard ABC Board, Mark Balding, display a poster to be hung at ABC stores and other businesses throughout the county.

TAFFY YOUTH COALITION

- Sent 2 TAFFY leaders to Washington, DC, to attend CADCA conference for leadership training and legislative advocacy.
- Recorded “How to Be a Caring Adult” on WSQL radio with approximately 1000 listeners.
- Selected to receive materials and free training as part of Cardinal Health’s “pHARMing Effects Collaborative” for prescription drug prevention presentation.
- Implemented Sticker Shock Campaign at 2 gas stations.
- Partnered with Brevard College to host Pokemon-Go Adventure.
- Organized “Snap-stakes” Snapchat competition for National Drug and Alcohol Facts Awareness Week.
- Created partnership with Rockin’ Bowl to provide alternative activities for youth during summer.



TAFFY meeting with Rep. Mark Meadows in Washington, DC.



TAFFY at the BHS vs. RHS football game.



TAFFY conducting Sticker Shock campaign.

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 includes representatives from 12 community sectors supported by paid staff. 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 STOP (Sober Truth on Preventing Underage Drinking) Act. Both grants are administered by the federal Substance Abuse and Mental Health Services Agency. Transylvania Public Health serves as the fiscal agent for the coalition.

GET INVOLVED

- **Attend a C.A.R.E. Coalition meeting**
*Second Wednesday of each month, 1:00pm
Community Services Conference Room
106 East Morgan Street, downtown Brevard*
- **Subscribe to our mailing list**
Email: carecoalition@transylvaniacounty.org
- **Host or sponsor C.A.R.E. events**
- **Join one of C.A.R.E.’s workgroups**

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)
- Arleca Chapman, Transylvania County Schools (education)
- Erin Drew, The Family Place (youth-serving organization)
- Jane Ferguson, Alliance Crisis Services (business)
- John Phillip Harris, Jr., Brevard Police Department (law enforcement)
- Susan Huter, SAFE, Inc. (parent)
- Susan Matthews, Sharing House (civic/volunteer organization)
- Mike Miller, Transylvania Baptist Association (religious organization)
- Lynn Tyler, RN, Transylvania Regional Hospital (healthcare professional)

CONTACT US

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OUR PARTNERS

- Addiction, Recovery & Prevention (ARP)
- Alliance Mental Health
- Brevard ABC Board
- Brevard College
- Blue Ridge Community College
- Blue Ridge Community Health Center
- Brevard Police Department
- Children’s Center of Transylvania County
- Cindy Platt Boys and Girls Club of Transylvania County
- Co-Ed Cinemas
- Community Care of WNC
- CONNECT
- CVS
- El Centro
- The Family Place of Transylvania County
- Gordon Family Pharmacy
- The Haven
- Light and Hope Ministries
- The Mediation Center
- Meridian Behavioral Health
- Metcalf Pharmacy
- MountainWise
- NAACP of Transylvania County
- October Road, Inc.
- REACH
- Rise & Shine Freedom School
- Rosenwald Youth Center
- SAFE, Inc. of Transylvania County
- Sharing House (Transylvania Christian Ministry)
- Schenck Job Corps Center
- TRAIN
- Transylvania Baptist Association
- Transylvania County Commissioners Young Child Task Force
- Transylvania County Department of Social Services
- Transylvania County EMS
- Transylvania County Library
- Transylvania County Schools
- Transylvania County Sheriff’s Office
- Transylvania Public Health
- Transylvania Regional Hospital
- The Transylvania Times
- United Way of Transylvania County
- VAYA Health
- Walgreens
- WSQL Radio