



# 2018-2019 ANNUAL REPORT

## STAFF UPDATES



Anna Robbins, MPH, joined C.A.R.E. in the summer of 2019 as our Coalition Coordinator. In addition to coordinating many of the coalition's programs and facilitating meetings, Anna has been leading underage drinking prevention initiatives at Brevard College, including resident advisor trainings, technical assistance to administrators, and data sharing. She is also serving as the main advisor for our TAFFY youth coalition.

Karen Gorman retired from her position with C.A.R.E. in August, and Kristen Gentry, MA, has assumed the role of Program Director for the coalition's many grant programs.

## FUNDING UPDATES

C.A.R.E. was recently awarded 5 additional years of funding through Drug-Free Communities. This federal grant provides \$125,000 per year to continue work on substance abuse prevention among youth. This cycle, the coalition decided to expand its focus to nicotine use among youth, which has been identified as a growing problem, both locally and nationally.

C.A.R.E. continues its work on underage drinking and prescription drug abuse prevention through its CARA and STOP grants.

Thanks to our members, we are able to demonstrate a significant community match in efforts that support prevention valued at more than \$200,000 annually.

## LOOKING FORWARD

The C.A.R.E. Coalition has positioned itself as a primary local resource on substance abuse issues in Transylvania County. We rely on collaboration among many sectors, as substance abuse affects everyone, and everyone has a stake and a role to play in addressing this issue. It is only through this collaboration that we can create a healthy, vibrant Transylvania County free of substance abuse and underage drinking.

Our focus is on the long-term but necessary work of education, policy, systems, and environment. The work we do today will impact the future of our youth and the health of our community for years to come.

With the renewal of another five years of the Drug-Free Communities grant, C.A.R.E. aims to focus on policies that will help the people of Transylvania County for years to come. The Coalition plans to continue its work in underage drinking prevention through education, policy development, and enforcement of existing laws. The DFC grant renewal will allow C.A.R.E. to expand its work to include nicotine, collaborating with other wellness organizations to establish research-based solutions that address teen vaping and other tobacco use.

This grant funding will allow C.A.R.E.'s dedicated staff to:

- Work on underage drinking prevention with Brevard College and Blue Ridge Community College through 2020.
- Find solutions for opioid prevention among youth through 2021.
- Address rising nicotine use and alcohol use among local youth through 2024.
- Build capacity for harm reduction program and services through June 2020.

C.A.R.E. is committed to expanding its capacity and scope of work in reducing substance abuse along the full spectrum of services, from prevention, to intervention, to harm reduction and supporting recovery-oriented systems of care.

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

## LOOKING BACK: FIVE YEARS IN REVIEW

### YEAR 1—

- Hired dedicated staff, Karen Gorman, Kathleen Mallett, and Kim Hartley to work on substance abuse prevention.
- Created executive board, passed by-laws, and developed media plan.
- Received Transylvania County Endowment grant for medication lockboxes and naloxone in law enforcement vehicles.

### YEAR 2—

- Supported uniform adoption of underage drinking laws by local law enforcement agencies.
- Partnered with Transylvania County Schools to administer yearly core measures survey, providing information on youth use, social norms, and perception of harm.
- Worked with Transylvania Regional Hospital to improve opioid prescribing practices.
- Hired Kristen Gentry as youth and community outreach coordinator.
- Established Teens Advocating for Future Youth (TAFFY) with two student members.

### YEAR 3—

- Received STOP grant funding to enhance underage drinking prevention work.
- Family Dinner Series established.
- Sponsored training for 17 youth professionals in the Community Resiliency Model.
- Presented Hidden in Plain Sight training to schools, churches, and parent groups.
- Worked with Transylvania Regional Hospital modified discharge policy to include “medication safety” education in discharge packets.
- TAFFY presented “How to be a caring adult” radio show and at a mentorship training.
- Staff began providing education on alcohol, tobacco, and other drugs in health classes at Brevard High School.
- Grew TAFFY membership to six students.



### YEAR 4—

- Launched “Transylvania CARES” media campaign to support youth and promote healthy risk-taking.
- Received CARA grant funding to enhance opioid prevention work through strengthening protective factors.
- Selected to receive additional support in opioid prevention through 21st Century Cures grant for prescriber trainings, lockboxes, trauma trainings for educators, and youth outreach.
- Hired Colleen Clark as community outreach coordinator.
- Received funding to expand Family Dinner Series to Rosman.
- Received funding from UNC to develop capacity for Opioid Response Team and expand harm reduction.
- TAFFY reached 20 members and organized WNC youth conference.

### YEAR 5—

- Karen Gorman retired and Kristen Gentry assumed new role as program director.
- Hired Anna Robbins as new coalition coordinator.
- Rallied to gather information and commitment to apply for five more years of DFC funding.
- Administered surveys on behavioral health and alcohol, tobacco, and other drugs to middle and high schoolers.
- Secured new supply of naloxone for law enforcement vehicles.

## 2019 BY THE NUMBERS

- 2,146 volunteer hours spent on coalition activities.
- \$153,876 in cash, in-kind, and volunteer resources generated.
- 2,320 individuals received services through C.A.R.E. activities.
- 1,824,660 estimated media impressions brought attention to coalition issues.
- 50% decrease in reported use of alcohol within past 30 days by middle and high school students.

## REDUCING HARM

The Transylvania Opioid Response Team, funded and supported through UNC School of Government, has grown in size from 3 members to 21 members. This group continues to receive training and technical assistance from UNC to build collaboration for local action, and are seeking to secure more funding to strengthen CARE's harm reduction programs.

- The team partnered with Transylvania Public Library to host a two-part film screening on the opioid crisis, attended by more than 100 people.
- The team secured 80 Naloxone kits to restock law enforcement vehicles and equip four county buildings with staff training and kits in the event of an overdose.
- The team is working to institute an overdose response team that will help connect overdose survivors to resources and treatment.

## PREVENTING PRESCRIPTION DRUG ABUSE

Coalition members and partners worked to reduce the supply of prescription medications available for potential abuse, recover unused and unwanted medications, and provide education about best practices.

- Narcotics Taskforce officers collected over 312 pounds of medication from dropboxes and take-back events.
- Coalition members and RHA Prevention staff distributed 392 lockboxes and Deterra medicine disposal kits.
- C.A.R.E. and RHA promoted "Lock Your Meds" media campaign including billboards with 1,278,828 estimated impressions reminding the public about restricting access to their prescription medications.
- Coalition and TAFFY members staffed two community events to raise awareness about medication safety and give away lockboxes.
- C.A.R.E. staff presented information about medication safety to 20 senior adults at Silvermont Activity Center.
- Transylvania Regional Hospital and the Mountain Area Health Education Center partnered with C.A.R.E. to deliver Safe Prescriber Trainings to local physicians, pharmacists, veterinarians, and other medical professionals.
- Two coalition members attended the National Rx Drug Abuse & Heroin Summit in Atlanta, Ga.

## PREVENTING UNDERAGE DRINKING

Coalition partners work together to implement uniform enforcement of existing laws, educate parents, students and alcohol retailers, and support enforcement of alcohol policies at Brevard College. Underage drinking prevention is funded by STOP and DFC grants.

- Brevard College installed Alcohol Free Zone signage provided by C.A.R.E. to remind students and visitors to comply with the campus alcohol policy.
- The Law Enforcement workgroup promoted the "Parents Who Host Lose the Most" campaign during the prom and graduation seasons to educate parents about the legal consequences of providing alcohol to minors. C.A.R.E. sponsored billboard and newspaper ads resulting in an estimated 330,000 impressions.
- C.A.R.E. partnered with SAFE, Inc. to deliver training on underage drinking and sexual violence to Brevard College students.
- Transylvania County Sheriff and Brevard Police adopted uniform impaired driving policies and procedures to better enforce underage drinking laws.
- C.A.R.E. supported training for 88 Brevard College criminal justice students and law enforcement officers on environmental scan policies and procedures to better enforce underage drinking laws.
- C.A.R.E. provided support to Brevard College criminal justice students in planning and hosting a town hall meeting addressing underage drinking.

## ENHANCING PROTECTIVE FACTORS

C.A.R.E. works to promote "protective factors" that build effective coping skills and reduce substance use.

- C.A.R.E. worked with schools and Meridian Behavioral Health to sponsor five trauma and resiliency trainings attended by 160 school employees.
- GetSet partners expanded the ongoing Family Dinner Series, which provides family support and educational programs, in the Rosman area.
- The Community Collaboration workgroup developed "Quick Resilience" posters with in-the-moment coping strategies that will be posted in bathrooms and public spaces later this year.
- C.A.R.E. staff presented the Hidden in Plain Sight program at Brevard Middle School to help parents learn common signs of teen substance use.
- The Community Collaboration workgroup created a "Resilient Readers" book list for children and adults, displayed at the Transylvania County Library and distributed at rural playgroups.
- Staff taught 64 hours of NC Standard Core curriculum for alcohol and drug education to 9th graders at Brevard High.
- C.A.R.E. administered its inaugural behavioral health survey to measure protective factors among 6th-12th graders at Transylvania County Schools and Brevard Academy.

## ABOUT C.A.R.E.

**OUR MISSION:** *The C.A.R.E. Coalition is committed to the reduction of substance abuse and underage drinking in Transylvania County, North Carolina by convening interested community members in order to facilitate collaboration and coordinate efforts between coalition members and existing local resources.*

C.A.R.E. serves as the primary catalyst and only centralized effort for community collaboration around alcohol and drug use in Transylvania County.

C.A.R.E. works to change community norms, reduce access and availability of drugs and alcohol, promote recovery, and reduce harm. Supported by paid staff, the coalition is made up of representatives from 12 community sectors including healthcare, law enforcement, social services, education, faith, and business, as well as parents, people in recovery, and other concerned citizens.

The “real work” of the coalition is done in workgroups that focus on underage drinking, opiates, prescription drugs, emerging drugs, community collaboration, and youth. These workgroups focus on implementing evidence-based strategies to raise awareness of substance abuse, build protective factors for youth, and change policies and environments in Transylvania County.

C.A.R.E. is funded through three federal grants administered by the Substance Abuse and Mental Health Services Agency (SAMHSA): the Drug Free Communities (DFC) Program of the President’s Office of National Drug Control Policy, the Sober Truth on Preventing Underage Drinking (STOP) Act, and the Comprehensive Addiction and Recovery Act (CARA), as well as the Brevard ABC Board, North Carolina Public Health Association’s Dr. Ann Wolfe mini-grants, and Blue Cross Blue Shield of North Carolina in cooperation with the UNC-Chapel Hill School of Government. Transylvania Public Health serves as the fiscal agent for the coalition.

## OUR EXECUTIVE BOARD

- Chairman: Joe Cohen, MD, Transylvania Regional Hospital (healthcare)
- Vice Chairman: Mike Miller, Transylvania Baptist Assn (faith organization)
- Secretary: Susan Matthews, Sharing House (civic/volunteer organization)
- Arleca Chapman, Transylvania County Schools (education)
- Erin Drew, The Family Place (youth-serving organization, parent)
- Susan Huter, Child Advocacy Center (youth-serving organization, parent)
- John Phillip Harris, Jr., Brevard Police Department (law enforcement)
- Don Killian, MS, LPC, RHA Mobile Crisis (substance abuse agency)
- Steve Pulliam, United Way (civic/volunteer organization)
- Tara Rybka, Transylvania Public Health (local government, media)
- Lynn Tyler, RN, Transylvania Regional Hospital (healthcare, parent)

## GET INVOLVED!

- **Attend a C.A.R.E. Coalition meeting**  
*Second Wednesday of each month, 1:00pm  
Community Services Conference Room  
106 E Morgan St, downtown Brevard, NC*
- **Subscribe to our mailing list**  
*Email: [carecoalition@tconc.org](mailto:carecoalition@tconc.org)*
- **Take the pledge to support our youth**  
*Visit [www.transylvaniacare.org](http://www.transylvaniacare.org)*
- **Join one of C.A.R.E.’s workgroups**  
*Contact us for dates, times, and more info*

## CONTACT US

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## OUR PARTNERS

- Blue Ridge Community College
- Brevard ABC Board
- Brevard City Council
- Brevard College
- Brevard First United Methodist Church
- Brevard High SADD
- Brevard Police Department
- Brevard/Transylvania Chamber of Commerce
- Charlie’s Tire Center
- Children’s Advocacy Center
- The Children’s Center of Transylvania County
- Cindy Platt Boys & Girls Club
- Co-Ed Cinema
- CVS Pharmacy
- El Centro
- The Family Place
- Get Set Transylvania
- Gordon Family Pharmacy
- Harris Ace Hardware
- The Haven of Transylvania County
- Juvenile Crime Prevention Council
- Ktchn
- Land of Sky Regional Council
- Light and Hope Ministries
- Lutheran Church of the Good Shepherd
- The Mediation Center
- Meridian Behavioral Health Services
- Mountain Area Health Education Center
- MountainWise
- RHA Prevention Resource Centers
- Rise & Shine/Neighbors in Ministry
- SAFE, Inc. of Transylvania County
- Sharing House
- Teen Health Connection
- Total Auto
- Town of Rosman
- TRAIN
- Transylvania Baptist Association
- Transylvania County Administration
- Transylvania County Department of Social Services
- Transylvania County EMS
- Transylvania County Library
- Transylvania County NAACP
- Transylvania County Parks and Recreation
- 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
- Youth to Youth