

ANNUAL REPORT  
FY 2009

**DanversCARES**

*"Healthier decisions, healthier, lives, healthier futures."*

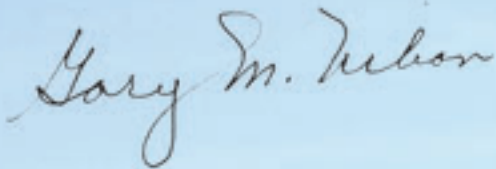
Dear Community Member:

As a local coalition, DanversCARES seeks to foster a community environment in which youth and families make healthy decisions.

Our leadership board consists of twelve representative organizations and entities within the community, ranging from education, police, local government, and faith based organizations to youth, parents, local businesses and more. As a group, we build on our collective strengths to address issues of concern for youth in Danvers.

In 2009, we were happy to receive two grants that allowed us to expand our substance abuse prevention programming and our membership, while continuing to meet local youth priorities. Thanks to our funders, we implemented a Parent Enrichment Series, hired a youth program coordinator, and built on existing partnerships to enhance policy and enforcement of important underage drinking laws.

Many community partners have helped make our year a success. We invite you to learn more about our activities and join us in our future community prevention activities. Visit our Facebook page or call us at 978-777-8932.



Gary Nihan  
DanversCARES Project Director



**DanversCARES**

*"Healthier decisions, healthier lives, healthier futures."*

# Who is DanversCARES?

DanversCARES is a community prevention coalition of the Town of Danvers, managed through the School Department. Our focus is preventing substance abuse and related risks that face Danvers youth.

## What do we do?

Our mission is to bring together the community to assist youth and families in making healthy decisions.

Together, our partners seek to support a community environment that discourages substance use and to enhance factors that protect youth.

## Why are we doing it?

Youth ages 12 through 18 in Danvers, MA are using alcohol early, frequently, heavily and at rates higher than their peers across the state.

- 79% of Danvers High School Students have tried alcohol at least once.
- 55% of Danvers High School Students drank alcohol within the past month.
- 39% of Danvers High School Students binge drink, drink to get drunk within a two-hour period within the past month.

*(This data is based on the 2006 standardized Youth Risk Behavior Survey available when our work began. More recent data from a 2008 survey shows a **positive trend**. There is a **decrease** of **10%** in the first two measures, and a decrease of **9%** in binge drinking rates. **Our work is making a difference!**)*

# Our Solution: A 3-Point Plan

## *Reduce Access to Alcohol*

- Parents do not provide
- Older siblings and friends do not provide
- Adults monitor or lock up alcohol at home

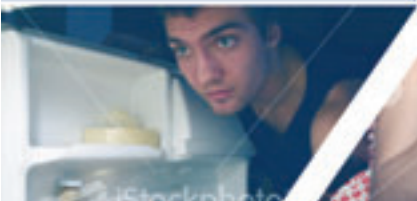
## *Change Norms*

- Students perceive that alcohol is harmful
- Parents disapprove of use
- Students, parents, and community members make alcohol consumption at social events less acceptable

## *Maintain Visible Enforcement*

- Law enforcement conducts checks on liquor sales
- Police implement Party Patrols, Cops in Shops and Shoulder TAP
- Businesses serve and sell alcohol responsibly

Reduce  
Access



Change  
Norms

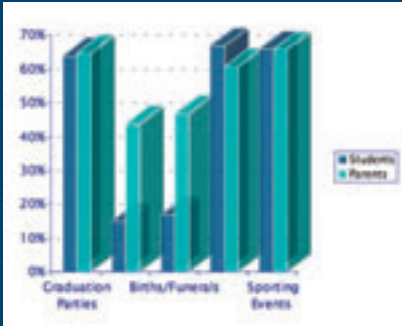


Maintain  
Enforcement



# Opinion Survey

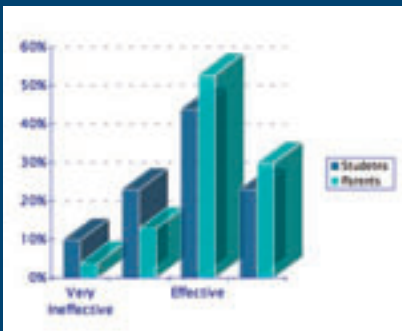
How acceptable is it to drink at these events?



How easy is it to get alcohol from home without parents' knowledge?



How effective is DHS at enforcing school alcohol and drug policy?



The community survey conducted by DanversCARES includes opinions from 264 adults and 273 youth regarding alcohol use in Danvers.

# 2009 A Great Beginning A Busy Year

Community coalitions work best when everyone is involved, and DanversCARES thanks all the individuals and organizations that helped to make 2009 a busy and successful year.

Our work is researched and designed to create long-term change. We use a planning model and employ strategies which have been proven effective in other, comparable community coalitions. We are a voluntary group that recognizes the unique value individuals contribute to our work.

# Milestones

## Youth

- Holten Richmond Middle School forms a first-ever Middle School Youth Leadership Board (MSYLB) to provide positive opportunities for youth ages 11-13.
- Students Against Destructive Decisions (SADD) sponsor junior and senior prom prevention campaigns, Red Ribbon Week, and participate in a community alcohol advertising survey and sticker shock campaign.
- Danvers youth Chris Demirdogen, Tori Ganley, Katie Sezela, Matt Shalkoski, and Jamie Tarricone participate in the Northeast Regional Youth Leadership Conference.
- Youth from Danvers, Lynn, and Peabody team up to create a regional public service announcement to be launched soon.

## Parents

- Over 650 parents attend DanversCARES Parent Enrichment Series events:
  - “Turning Off the Tap,” by Marilyn Belmonte
  - “Underage Drinking Prevention: What Parents Need to Know,” by the Office of the Essex County District Attorney
  - “Adolescent Psychology: The Parent Version,” by Joani Geltman, MSW
  - “Bullies, Targets and Bystanders,” by Families First
  - “Social Host Liability,” by Attorney Richard P. Campbell and District Attorney Jonathan Blodgett
- Parent Advisory Council in Education (PACE) and Parent Advisory Councils (PACS) host DanversCARES as guest speakers.
- Parent group coordinates Project Graduation, a parent-run, substance-free event for graduating seniors.



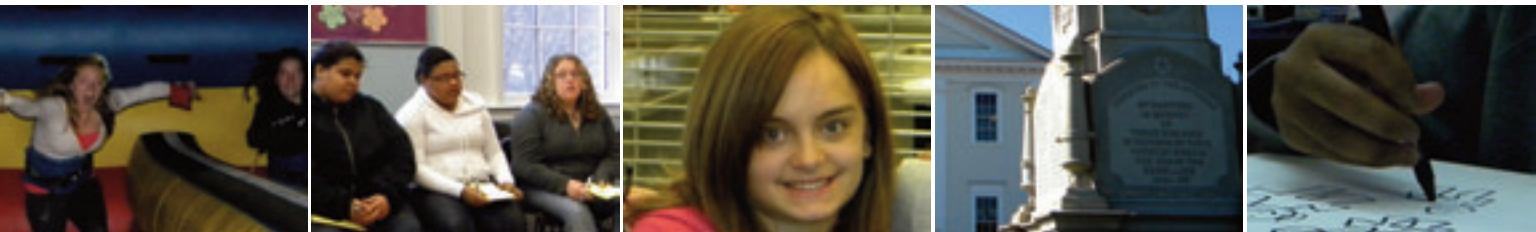
# Milestones

## *Danvers Police Department*

- Conducts liquor sale compliance checks in September and November.
- Hosts a regional training for police officers and coalition staff on MA liquor laws and compliance check procedures.
- Provides training for liquor licensees (restaurants, package stores) on MA state laws regarding the sale of alcohol.
- Provides security at Project Graduation and other coalition youth events.
- Provides escorts for alcohol survey and sticker shock campaign.
- Implements innovative prescription drug disposal program in partnership with Danvers Triad, Northeast Health System and DanversCARES.
- Provides valuable law enforcement data related to substance abuse violations.
- Conducts Party Patrols and Cops in Shops surveillance programs.

## *Danvers School Department*

- Passes new chemical health policy in fall 2009 to deter student use.
- Is the host organization to DanversCARES.
- Conducts bi-annual Massachusetts Youth Risk Behavior Survey.
- Requires mandatory pre-prom presentation, “The Liability of Providing Alcohol to Minors” for 500 parents.
- Sponsors Freshmen Student/Parent Orientation.
- Holds parent meeting for student athletes, parents, and coaches reviewing the Massachusetts Interscholastic Athletic Association (MIAA) and school chemical health policy.



# Milestones *continued*

## Youth-Serving Organizations

- Danvers YMCA hosts three substance-free Youth Night events.

## Local Organizations

- The Rotary Club of Danvers, the Danvers Health Department, The Kiwanis Club of Danvers, the Town of Danvers School Department and the Danvers YMCA judge our Healthy Community Calendar pictures. The pictures were developed by elementary youth in the YMCA after-school-program.
- The Kiwanis Club of Danvers hosts DanversCARES as a guest speaker.

## Government Officials

- Danvers Board of Selectman passes new ordinance making public use of marijuana punishable by fine.
- Town of Danvers Liquor Licensing Board recognizes businesses for not selling alcohol to minors via the Community Pledge to Prevent Underage Alcohol Sales.

## Faith-Based Organizations

- Maple Street Congregational and Holy Trinity Churches host special youth teams in the “Our Community, Our View” video journal project.

## Health Care

- Beverly Hospital sponsors marketing for the Prescription Drug Disposal program, opens a 24-hour sharps disposal program, provides local health assessment data, and disseminates a DanversCARES Family Resource Directory to pediatric practioners.



# Milestones *continued*

## Businesses

- Allow students to conduct a survey of the volume of alcohol advertisement and promotional items on premises.
- Community Pledge: 18 businesses pledge not to sell alcohol to minors and post notices to customers.
- MADD Junior Prom Sticker Shock Campaign: stickers on over 8,000 multi-packs of beer during prom week reminding consumers not to purchase for underage youth.
- Local Senior Prom Sticker Shock Campaign: messages on pizza boxes reminding students that soda is a better choice than alcohol.
- Provide incentives such as refreshments, coupons and discounts for our youth leaders.

## Media

- “The Danvers Herald” and “The Salem News” showcase DanversCARES. Each publication features an average of two monthly articles on our work in the community.
- Danvers Cable Access Television (DCAT) hosts DanversCARES in three feature shows: “Community Connections,” “On the Beat,” and “Education Today.” In addition, DCAT airs our social host liability forum, airs two PSA’s, “Access” and “Early Onset,” and advertises our Parent Enrichment Series.

## Town Departments

- Members of the Danvers Recreation Department summer camp staff participate in training on substance abuse risk, prevention, and referral.
- Danvers Health Department hosts DanversCARES at local flu clinics to survey community members on prescription drug disposal habits.



# FY '09 Capacity Building



Capacity building means assisting member organizations and individual volunteers with the knowledge, skills, resources, and leadership opportunities needed to comfortably and effectively participate in community prevention.

Capacity building is a cornerstone of DanversCARES' prevention approach.

In 2009, our coalition members and member organizations participated in the following regional and national events:

- Essex County Youth at Risk Conference.
- Three National Drug Free Communities Conferences (as required by our funders).
- Community Anti-Drug Coalitions of America (CADCA) National Leadership Conference.
- MA Partnership for Healthy Communities: nine daylong community-building sessions for a team of six DanversCARES coalition members.
- Monthly conference calls and webinars by the Northeast Center for Healthy Communities, our state technical assistance provider.
- “21 Proof:” A symposium on responsible beverage service and selling.
- “Recognizing Signs and Symptoms of Substance Abuse,” professional development training for school nurses.
- Collaborative grant writing with town departments.
- Host location for MADD/SADD Compliance Check training for regional youth leaders.

## *In the News*

Raising community awareness about the reality of substance use among Danvers teens is paramount to coalition work and community involvement. It's important to teach the community that the issue is real, harmful, and can be prevented. Thank you to our media partners, “The Danvers Herald,” “The Salem News,” “The Boston Globe North,” and Danvers Cable Access Television for getting the word out.

# Advocacy

Individual coalition members have a choice to advocate for policy issues in line with our mission. In FY `09, some individuals chose to support and advocate for the following issues, funding or legislation:

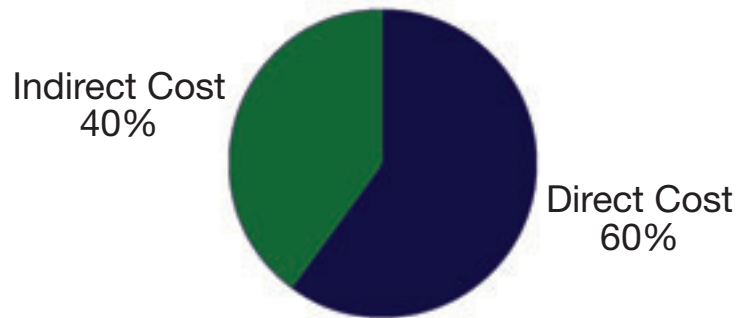
- Federal funding of Safe and Drug Free Schools programs.
- Reversal of the exemption on state beverage tax (adding a tax to alcoholic beverages).
- The state bill to ban smoking on public walkways.
- Advocacy against the university-based movement to lower the drinking age to 18

# Community Sponsorship

DanversCARES sponsors the following community groups and events:

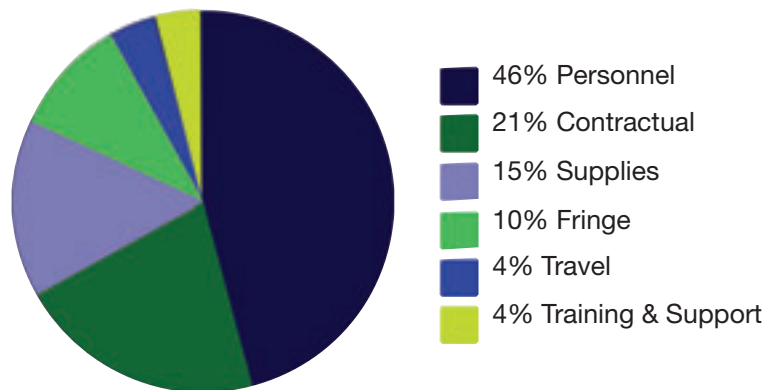
- Danvers Family Festival
- Danvers Boosters
- Project Graduation

# FY `09 Operating Budget Total Program Budget



DanversCARES is funded by the Massachusetts Department of Public Health Underage Drinking Prevention Grant, and the Office of National Drug Control Policy’s Drug Free Communities Grant. DanversCARES has a total program budget of \$374,936.00. This budget reflects both grants as well as in-kind funding through the Town of Danvers.

# Expenses



The DanversCARES Coalition welcomes contributions in support of our work in the Danvers Community. To make a donation, please make checks payable to DanversCARES c/o Danvers Public Schools. Checks may be sent to the address on the back cover. All funds are used to directly support our programs.

# Thank You

## Youth Night Donor List

- Goodies Ice Cream
- Supreme Roast Beef
- The Daily Harvest Café
- Rocco's Pizza
- Ma Dukes Pizza

## MADD Sticker Shock Participants

- Kappy's Liquors
- Endicott Liquors
- Merchants Liquor Mart
- BJ's Wholesale/RWJ Beverage
- Costco/Atlantic Liquors
- New Bridge Variety & Deli
- Highland Variety
- ARCK Enterprises, Inc.
- Country Store & Wine Shoppe
- Danvers Mobil
- The Butchery, Inc.
- Top Shelf Liquors

## Community Service Learning Project

### Pizza Sticker Shock Participants

- Ma Dukes Pizza
- Domino's Pizza of Danvers
- Sam & Joes
- New Danvers House of Pizza
- Rocco's
- The 466
- Petes-A-Place

## Community Pledge to Prevent Underage Drinking

- Merchant's Liquor Mart
- Courtyard by Marriott
- Danversport Yacht Club
- Hardcover Restaurant
- Jimmy's Allenhurst
- New Bridge Variety and Deli
- Major Liquors/Kappy's
- Nick & Tony's
- Chili's Grill & Bar
- Polish Club
- The Village Green
- Sam & Joe's Café
- Supio's Restaurant
- T.G.I. Friday's
- Texas Roadhouse
- The Butchery
- Vinny T's of Boston

FIRST-CLASS MAIL

U.S. Postage

PAID

Danvers, MA

Permit No. 52

# DanversCARES

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facebook

[www.facebook.com/DanversCARES](http://www.facebook.com/DanversCARES)

**DanversCARES** is a volunteer group. We need your help. To contribute your opinion, expertise, or to volunteer your time, contact one of our staff and learn how you can participate.