



Deerfield Valley  
Community Partnership

Working for a Healthier  
Community

# The Valley Prevention News

January 2017

## CounterBalance Campaign

Countering the billions spent on tobacco advertising

### Youth Flavored Tobacco Use:

Research shows that at least two-thirds of tobacco-using youth report using products like cigars, e-cigarettes, and chew because “they come in flavors I like.” (\*)

According to the 2015 Vermont Youth Risk Behavior Survey, nearly a quarter (24%) of Vermont and Windham Southwest Supervisory Union high school students have tried a tobacco product flavored to taste like menthol, clove, spice, alcohol (wine or cognac), candy, fruit, chocolate or other sweet flavor. By senior year, that number of Vermont users increases to 32%.

In Vermont, 85% of our tobacco retail stores sell flavored tobacco products. Unlike cigarettes, these products can be sold individually, making them cheaper for youth to buy. (\*\*)

DVCP staff and our TVHS Pride group is working with the Vermont Department of Health’s CounterBalance initiative to raise awareness concerning candy and fruit-flavored little cigars, chew, and e-cigarettes. Federal law (2009 Family Smoking Prevention and Tobacco Control Act) prohibits candy and fruit-flavored cigarettes, but the tobacco industry still sells these products in flavors such as bubblegum and cotton candy, flavors particularly appealing to youth.

According to U.S. Federal Trade Commission, the tobacco industry spends almost \$9.1 billion every year, an average of \$24 million per day, to advertise and promote their products in the retail environment. \$1 million per hour. The CounterBalance campaign focuses on a variety of strategies to counter the \$17.7 million the tobacco industry spends annually in Vermont to market its products. The goal is to help end tobacco’s influence on our youth.

A small group of our TVHS Pride members recently attended a statewide CounterBalance training and are now working to gather information through a survey on what Vermont residents know about flavored tobacco products. During this year they will offer presentations to community groups about what they have learned and how we can all help to sound the alarm about this danger for our youth.

Get more information at:  
[COUNTERBALANCEVT.COM](http://COUNTERBALANCEVT.COM)  
or on Facebook at:  
[COUNTERBALANCEVT](http://COUNTERBALANCEVT).

COUNTER  
BALANCE

IN 2010, THE FDA BANNED THE SALE OF SINGLE & FLAVORED CIGARETTES, BUT OTHER TOBACCO PRODUCTS ARE MARKETED TO YOUTH AS ALTERNATIVES TO TRADITIONAL CIGARETTES.



\*(Ambrose, BK, et al., “Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014,” *Journal of the American Medical Association*, published online October 26, 2015.

\*\*2015 Counter Tools Audit Report

THE FLAVORS YOUR KIDS LOVE.  
AVAILABLE IN TOBACCO.



The tobacco industry uses flavors to make e-cigarettes, little cigars, and chew more appealing. Two-thirds of tobacco-using youth said they use these products because they come in flavors they like.

COUNTER  
BALANCE

JOIN COUNTERBALANCE AND HELP  
END TOBACCO’S INFLUENCE ON  
VERMONT’S YOUTH.  
[COUNTERBALANCEVT.COM](http://COUNTERBALANCEVT.COM)

## Twin Valley Pride Prevention Group

Sponsored by the Deerfield Valley Community Partnership

Our Pride Group came into existence in 2006, at a time when a high percentage of high school students, considered to be leaders in the high school, were involved with drugs and alcohol. The culture of “Everybody is using” was creating an uncomfortable situation for those students who were not. The Pride program was designed to empower drug-free youth to get the message out to their peers and the community about the hazards of alcohol, tobacco and other drug use and other risky behaviors.



Pride members participate in prevention activities such as presenting workshops to middle school students at county-wide trainings; promoting an alcohol-free prom; participating in the Sticker Shock program at retail stores to reduce underage alcohol access; Tie One On Alcohol awareness activities during the holidays; seatbelt awareness; tobacco prevention; and second-hand smoke prevention.

One of the group’s new initiatives is the creation and implementation of an annual Wellness Day at the Twin Valley Middle High School with workshops by students, teachers and community members and features a motivational speaker. Workshops offered included: Positive Mindset, Journaling, Meditation/Mindfulness, Time Management, Marijuana 101-Myths & Misunderstandings, Tai Chi, and Positive Body Image, among others.

Our Pride group has attended state trainings and national conferences and has presented to middle school students at local and state trainings. The group consists of a maximum of twelve-fourteen members. Two-three 9<sup>th</sup> grade students are chosen by current members and invited to complete an application for membership. Criteria for membership includes:

- Strong commitment to being drug and alcohol free and interest in spreading the prevention message to peers, parents and community members
- Ability to be a team player and enthusiasm about being part of the Pride Group
- Confidence to speak in front of a group
- Passing grades in all classes
- Willingness to be involved in DVCP

The TVMHS Pride Group is an important part of our comprehensive drug and alcohol prevention strategy. Pride member Kassidy Walkowiak appreciates the involvement: “It is great to help out our peers who are struggling with alcohol, tobacco and other drugs. Most students will listen to peers as opposed to adults because we are dealing with the same issues. I like the leadership aspect because we are the role models. Now there is a group to represent those who don’t use.” Their work has helped to change the culture among our youth to one where students are now proud to say that they are drug and alcohol free.



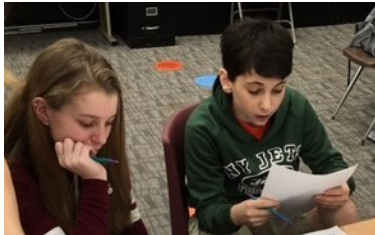
Photo left to right: Caitlin Hunt, Brett Swanson, Casey Sibilica, Logan Park, Owen Grinold, Morgan Wheeler, Gracie Russell, Kendell Howe, Olivia Genella, Kassidy Walkowiak, Chase Spiegel, Willie Queenie. Missing: Hailey Howe

**Interested in meeting other parents to discuss navigating your “Tweens and Teens” through the many challenges and choices they will make on the road to healthy adulthood?  
Have ideas of how DVCP can support parents? Call Cindy @ \*802-464-2202 or email: [info@dvcp.org](mailto:info@dvcp.org)**



## Middle School Students Analyze Local Survey Data

During the fall, six Twin Valley middle school students attended a Getting to the Y training as a “Core Team” to learn how to organize a student retreat to analyze their school’s 2015 Middle School Youth Risk Behavior Survey data. Following the training, sixteen middle school students were invited to attend the GTY student retreat in January to look at data about their peers’ responses to questions on nutrition, alcohol, tobacco and other drug use, physical exercise, seat belt use, injuries, etc.



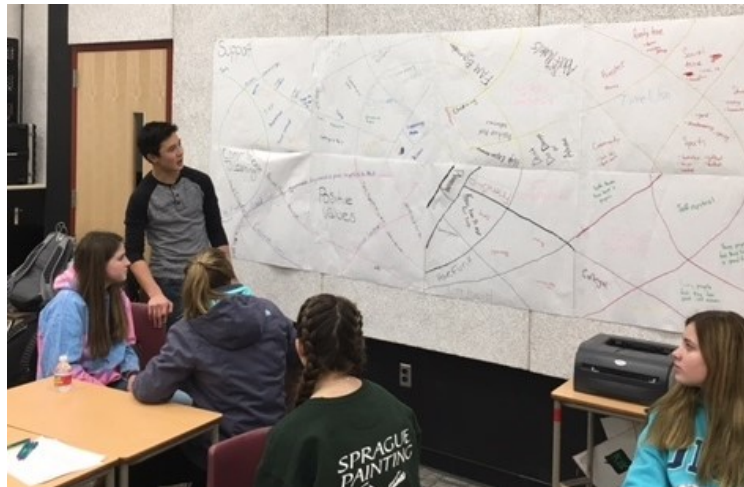
The goal for this retreat day was to analyze the middle school survey data and take the lead in bringing meaning to their own statistics. During a full day, the students reviewed the survey results, identified areas of strength and concern. They then created a plan for action to raise awareness and plan activities to increase healthy student behaviors.

All activities were facilitated by the student Core Team including Izaak Park, Keegan Allembert, Ella Sebby, Aaron Soskin, Tiffany Speigel, and Arianna Lazelle, with assistance from Jen Nilsen and Cindy Hayford.

As a result of this day, students will take steps to strengthen their school and community based on their findings.

**On Monday, February 27, 2017 from 5:30-7:30pm the students will present their findings and action plan to the community during a GTY Community Dialogue.**

We hope you will plan to attend this community event. Dinner will be served, so please RSVP to



chayford@myfairpoint.net

### Surgeon General Issues Landmark Report on Alcohol, Drugs, and Health

The U.S. Surgeon General, Vice Admiral Vivek H. Murthy, recently released a groundbreaking report, *Facing Addiction in America: The Surgeon General’s Report on Alcohol, Drugs, and Health*. This report identifies drug and alcohol addiction as a significant public health concern in the United States. The report reviews what we know about substance misuse and how you can use that knowledge to address substance misuse and related consequences. An Executive Summary, Key Information and Findings related to substance use, misuse, and substance use disorders, and a Vision for the Future can be found at: <https://addiction.surgeongeneral.gov/>



### Steering Committee & Program Staff:

- Carrie Blake
- Dawn Borys
- Courtney Burrows
- Bob Edwards
- Keli Gould
- Cindy Hayford
- Andy Hauty
- Dario Lussardi
- Karen Molina
- Jen Nilsen
- Shelley Park
- Helena Queenie
- Lynn Redd
- Rebecca Sweeney

### Upcoming Meetings:

- February 27, 2017
- March 20, 2017
- April 24, 2017



Dinner is served at 5:30pm

Meeting 6:00-7:30pm

Everyone is Welcome

Please RSVP to:

[info@dvcv.org](mailto:info@dvcv.org)  
or 464-2202



**Ready to quit tobacco? Call 800-QUIT NOW**  
802Quits provides free support to quit tobacco. help and resources include nicotine replacement therapy, and phone, online, and in-person counseling.  
[www.802quits.org](http://www.802quits.org)

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## From the Coordinator's Desk...

On November 9, 2016, the Deerfield Valley Community Partnership sponsored a Strategic Planning Retreat in order to examine outcomes of the 2015 Windham Southwest Supervisory Union Youth Risk Behavior Survey and select areas of concern in light of the results.

In attendance were twenty-four people representing many sectors of the community including police, local mental health specialists, doctors, legislators, parents, teachers, high school students, Vermont Department of Health staff, DVCP prevention staff and other community members.

Following analysis of the data, root causes and local risk factors, the group selected the following priorities for DVCP to work on:

- ◆ Youth using alcohol (26% of high school students drank alcohol, past 30 days)
- ◆ Youth using marijuana (22% of high school students used marijuana, past 30 days)
- ◆ Youth feel sad and hopeless (29% of high school students felt sad or hopeless for two weeks in row, past 1 months)

Thank you to the Mount Snow Grand Summit Resort and their staff for hosting this event. The space served as a wonderful site to spend five hours working together to create goals and strategies for the coming years.

Thank you to all of the retreat participants for your insights and time!

If you are interested in working on any of these issues or attending a DVCP meeting, please contact me at 464-2202 or [chayford@myfairpoint.net](mailto:chayford@myfairpoint.net)

-Cindy

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