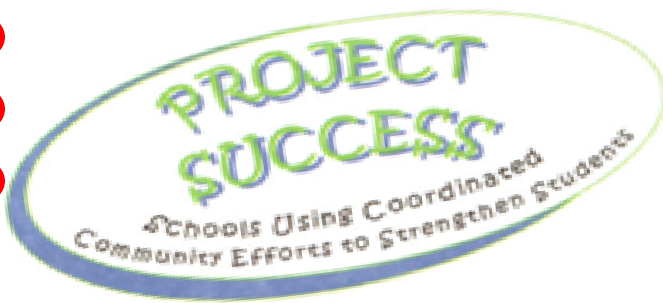




Promoting safe & healthy lifestyles in Spink County.

Annual Report of Activities

2021-22 School Year And 2022 Updates



Supporting healthy lifestyle choices through education, collaborative planning, and community involvement.

What is the Spink County Coalition?

The Spink County Coalition is a non-profit organization that operates under many different grants. Recognizing that local problems require local solutions, the Coalition mobilizes communities to prevent youth substance use by implementing evidence based, data-driven strategies. Some of the activities this past year included, hosting substance-free youth activities, teaching Prevention Education classes to 7th & 9th grade students at the Redfield School, implementing school and community awareness events, presenting safe driving events cosponsored by the Sherriff's Office and Highway Patrol, and many more. Our goal is to make our community safe and healthy for all.



Steering Committee

Marsha Solheim— Chairperson

Kendra Becker

Lana Greenfield

Jeannine Jilek

Deputy Josh Lee

Marcie Robertson (liaison)

Melissa Rowenhorst



Faces of the Spink County Coalition



Andy's title is Youth Prevention Director and primarily works with SADD, teaching Prevention Education Classes, and coordinating monthly awareness activities in the school and community. Andy's favorite part of the day is making students laugh!



Heidi will mainly be working with the administrative day-to-day activities, overseeing grant requirements and the fiscal management of the Coalition. You will also see her assisting with student activities and taking pictures!

Jan is a part-time staff person who primarily works with the SADD students.



Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students) is a national evidence-based prevention program implemented in the Redfield School to provide a full range of substance abuse prevention services for students.

SADD is another component implemented into the Redfield School through Project SUCCESS. SADD's mission is: "to provide students with the best prevention and intervention tools possible to deal with the issues of underage drinking, other drug use, impaired driving, and other destructive decisions." SADD is an inclusive, not exclusive, organization. SADD recognizes that the pressures on young people to drink, use drugs, and engage in other unhealthy behaviors are strong and, on occasion, may be difficult to resist. SADD informs, educates, supports, and empowers young people to make positive decisions in their lives.

SADD hosts monthly meetings and fun, educational activities that are planned out by SADD students. Attendance at leadership trainings and conferences is also encouraged, as they learn important leadership skills to help them excel.



YOUTH CANNABIS USE

“I want you to know you were right. You told me marijuana would hurt my brain. It’s ruined my mind and my life, and I’m sorry. I love you.” - Johnny Stack to his mother, three days before he died by suicide.

As policy and legalization efforts evolve and availability of legal marijuana increases, communities and families need guidance to support the prevention of marijuana use among youth.

Marijuana use among youth and adolescents is a major public health concern. In 2019, about 1 in 8 adolescents aged 12 to 17 (13 percent) used marijuana in the past year, about 3.3 million people. Marijuana use during adolescence, a period when the brain is still developing, is associated with: negative impacts on brain development; poor school performance; increases in drop-out rates; increased risk for psychotic disorders and depression in adulthood; and suicidal ideation or behavior.

Several factors impact the growing use of marijuana. For example:

- Widespread availability of marijuana via illegal market sources and state-regulated retail sales
- Increasing legalization of medical and nonmedical adult use of marijuana across the country, despite remaining illegal at the federal level.
- Mass commercialization of higher potency marijuana, and the availability of an array of consumer-friendly products that often appeal to youth (e.g., candy and baked goods infused with marijuana)
- High and frequent rates of youth use, with increases in the number of people initiating marijuana use each year. National estimates indicate more than 3 million youth aged 12 to 17 used marijuana in the past year and 1.9 million in the past month; more youth reported using marijuana than any other illicit drug.

In 2006 and in 2010 South Dakotans soundly defeated adult cannabis use initiatives. In 2020, 1.6 million dollars was funded from out-of-state to mislead voters on the “merits” of legalizing adult cannabis use. Big commercial marijuana interest and money from radicals dumped millions into our state.

THE FACTS

- In Colorado for ages 12 and older, marijuana usage increased 26% and is 61% higher than the national average, currently ranked 3rd in the nation.
- Marijuana and child abuse and death, the #1 drug associated with a child’s death is marijuana.
- In Colorado marijuana is found in 34% of the teens that die by suicide age 15-19.
- Traffic death increase: drivers tested positive for marijuana increased 138%.
- Adolescent marijuana use is associated with increased depression, suicide, and psychosis.
- With Initiated Measure 27, which out-of-state marijuana corporations wrote, violators will only be fined \$100 for distributing to our kids.
- Since passage, 66% of local jurisdictions in Colorado have banned medical and recreational marijuana businesses.

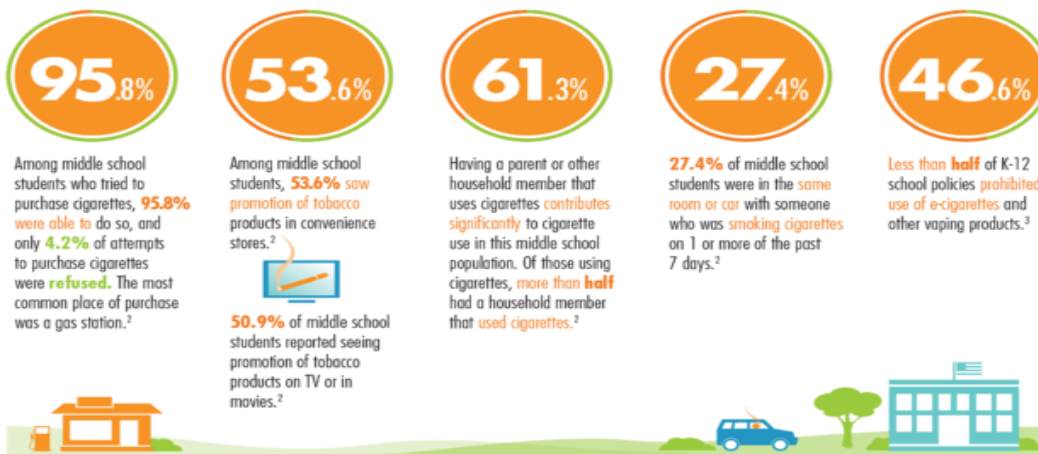
“If every voting member could see what I see, the end point of legislation, you would not be able to vote to pass any cannabis laws. I promise that your state does not have enough addiction treatment facilities or adolescent psychiatric inpatient facilities (the number one adolescent diagnosis in treatment facilities is cannabis addiction).” – **Dr. Karen Randall, FAAEM, Emergency Medicine Physician in Pueblo, Colorado**

Substance Abuse and Mental Health Services Administration (SAMHSA). Preventing Marijuana Use Among Youth. SAMHSA Publication No. PEP21-06-01-001. Rockville, MD: National Mental Health and Substance Use Policy Laboratory. Substance Abuse and Mental Health Services Administration, 2021.

TOBACCO & VAPE USE AMONG TEENAGERS IN SOUTH DAKOTA IS A PROBLEM



HERE'S WHY...



1 - SD Youth Risk Behavior Survey 2019 • 2 - SD Youth Tobacco Survey 2019 • 3 - Evaluation of Tobacco-Free Policies in South Dakota Schools, 2019 • Revised September 2021

Smoking is the most preventable cause of death in the US, as tobacco leaves 1,300 shoes empty EVERY DAY. It is never too late to quit, and it is never too late to talk to a loved one. South Dakota has a state specific quit line and website to provide South Dakota residents materials and information to help them quit. It is free to call, and you can qualify for FREE materials to help you quit tobacco use. This includes cigarettes, chewing tobacco, and e-cigarettes, and anyone 13 years or older is eligible to apply.

This is Quitting gives youth and young adults the motivation and support they need to ditch JUUL and other e-cigarettes. To enroll, text **DITCHJUUL to 88709**. You'll receive one message per day. You can also text **COPE, STRESS, SLIP or MORE** to receive instant support.



Highway Safety

The Spink County Coalition chose the grant objective to reduce youth fatalities on roads and highways. We intended to provide youth programming of safe driving instruction presentations and events to a minimum of 40% of students in Redfield by September 30, 2021. We far exceeded the 40% mark of exposure of youth safe driving to Redfield students. There were 560 students total in Redfield in 2020-2021.

Furthermore, we've successfully attained our grant outcomes by celebrating 4D Month in December with Spink County schools and communities. We ran a social media campaign with many posts, webinars, and information for youth and parents alike. We also hosted a week long trivia contest, poster display, and ask students to sign pledge cards to drive safe. We exposed 320 students to safe driving trivia and had approximately 50 student signing the pledge cards. We had excellent engagement at Redfield school among the middle and high schoolers.



Next, with the purchase of another driving simulator, totaling 2, we were able to offer all driver's education instructors in Spink County the opportunity to host an event with presentations from the Coalition, the Highway Patrol, and Spink County Sheriff and experience the driving simulators. We were able to host events in Redfield, Tulare, and Doland to approximately 40 students in driver's education classes. All of the events were a complete success as our evaluations showed that the students felt they learned more about safe driving from the presentations, resources, driving simulators, and simulated games. Overall we had an 85% approval rating that our event increased safe driving knowledge and skill. We can't be more happy with

the results. Also, the partnership with the Highway Patrol and the Spink County Sheriff's Office was incredible. It was so effective for students to get first hand accounts from the Sheriff of the importance of safe driving and the consequences of driving impaired, distracted, drowsy, not wearing a seat belt, and speeding.

We also hosted two community events, youth safe driving event in Redfield and 4th of July event (parade and event in the park). Each event was a success and was promoted through community outreach with PSA's from local students playing on our local radio station about the 100 deadliest days of summer. We promoted safe driving through posters, flyers, resource table, driving simulators, and a float in the parade. We feel the 4th of July event reached hundreds of people with the message of youth safe driving.



The Spink County Coalition stayed consistent with our message of youth safe driving throughout the grant year through strong community engagement, social media campaigns, marketing, and by hosting events. It was great to be a part of so many students this year with the graduated license system that will hit the road with more safe driving tools and knowledge.

2021-2022 Redfield SADD Chapter and Project SUCCESS update!

SADD

We started the school year off with approximately 25 middle school students and 15 high school students that have turned in contracts and been involved in activities. As the school year continued we were able to gain several more members !

Here are some the highlights for the year!

- Back to school Bash held at the Pheasant City Drive In the last week of August.
- Redfield School Pride Day-Helped clean the Redfield Carnegie Library in September.
- Red Ribbon Week, Halloween Safety Event, and Adopt-A-Highway ditch cleaning (assisting Lions Club), and a fundraiser where students sold Halloween Suckers.
- SADD Christmas parties, SADD Christmas Tree at the Courthouse, and the 4-D Safe Driving Event in December.
- In January and February SADD students worked the Concession stands many times for fundraising. We appreciate the Redfield School for allowing us to do this!
- SADD students attended the Regional SADD conference in Watertown at the end of March. It was a great learning experience and the highlight of the year for many of them!
- Redfield middle and high school students participated in the "Kick It" poster and video contest throughout the month of April. This contest was sponsored by the SD Department of Public health through a grant. Amazing cash prizes were given away to the winners and pictures were published in the Redfield Press!
- School ended on May 19th but it was busy nonetheless! SADD awarded 4 academic scholarships to seniors. SADD students hosted a graduation party for seniors that are leaving the SADD program to pursue higher education. A recruitment party was held for incoming 6th grade students at the Redfield park to bolster membership next year!

Project Success

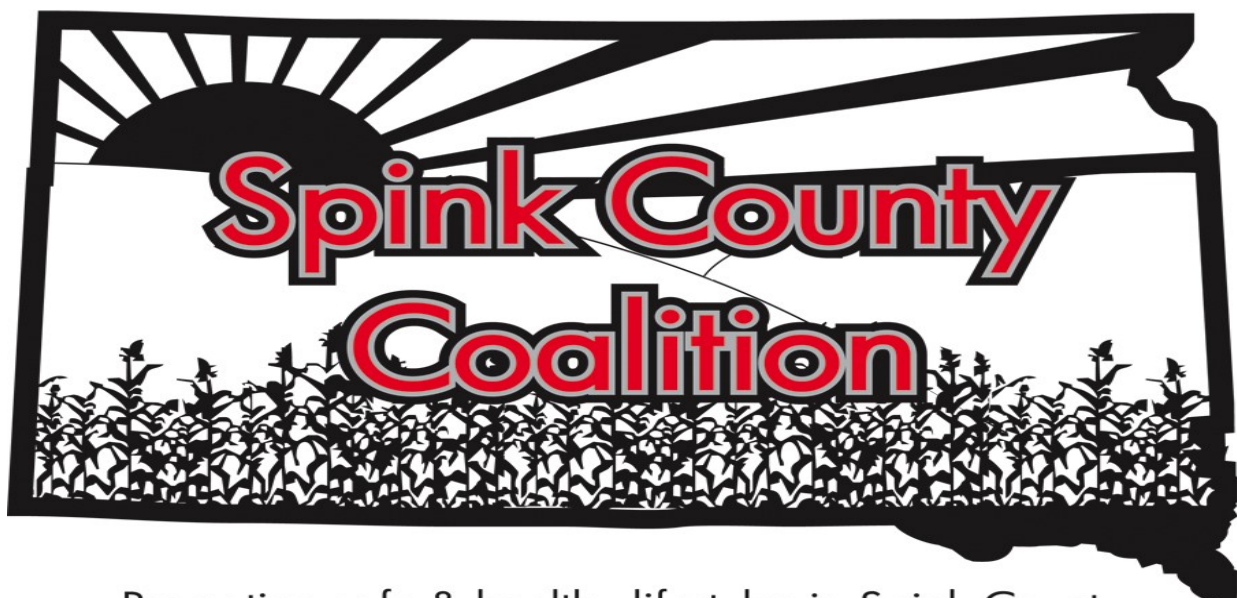
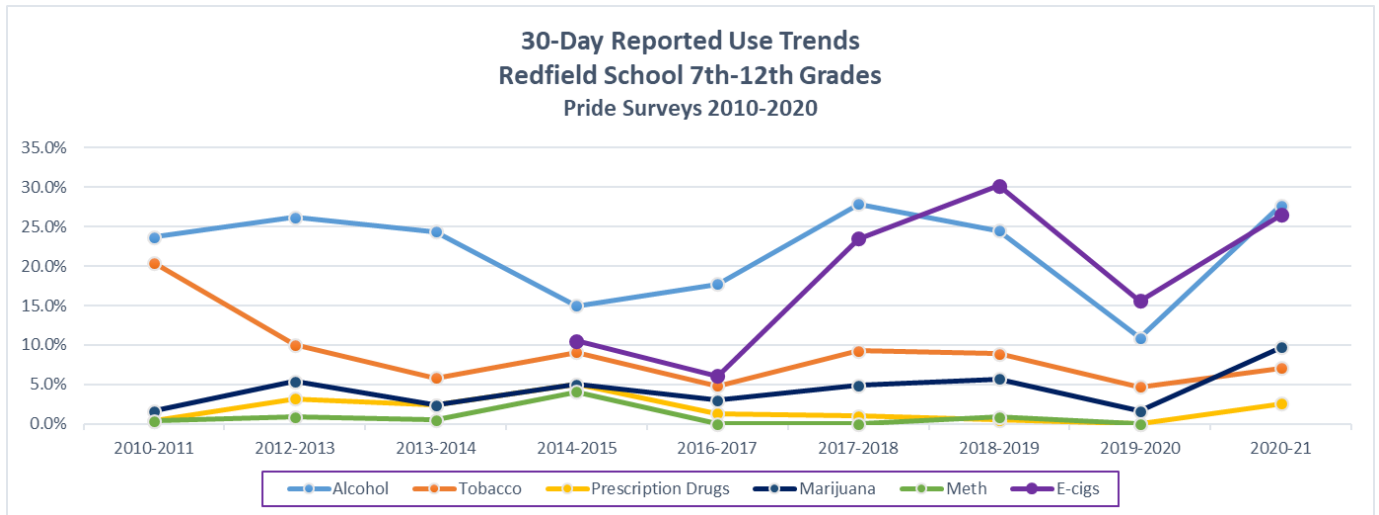
The Redfield Public School worked with the Spink County Coalition staff to teach Project Success in the classrooms. These classes contain information, games, and videos in a format that promotes healthy and positive choices. A total of 32 classes were held from September until March and included topics like drugs and alcohol abuse, making safe choices, and student /teen issues. These classes were held for 7th and 9th grade students. Project Success staff also taught "Catch my Breath" an anti-vaping curriculum to 5th grade elementary students. 8th grade health class invited us to speak about the Opioid epidemic and tobacco use .

Pride Surveys were completed in early February. Lots of great information is gathered from these surveys each and every year.



What's Trending at the Redfield Public School?

2020-2021 Pride Surveys



Promoting safe & healthy lifestyles in Spink County.

We started off the school year early on August 23rd and had the “Back to School Bash” at the Pheasant City Drive-In. Thank you to the generosity of the Marlowe’s and Ace Hardware. We were able to watch a movie and have a bouncy house. The kids had a great time!



The Redfield SADD chapter participated in the Redfield School Pride Day during Homecoming Week. The Students went to the Carnegie Library and helped clean and organize!

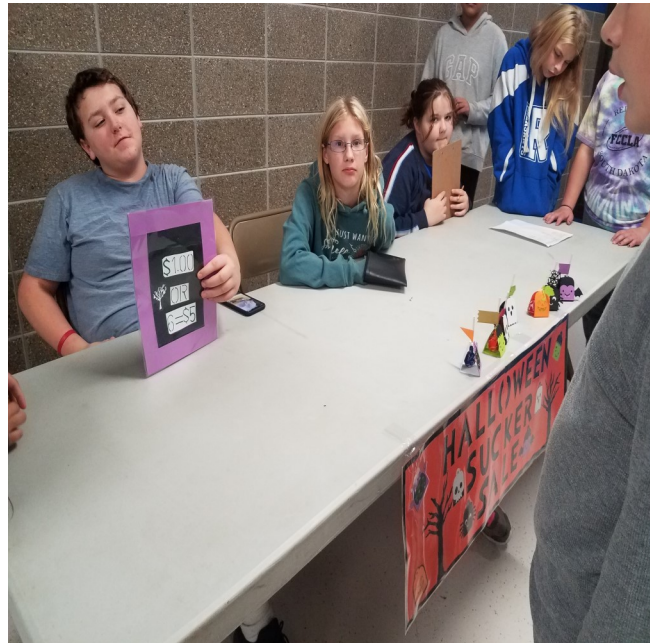


In October the Redfield SADD chapter and the Lions Club teamed up to clean up! The crews cleaned the ditches on Highway 281 north of Redfield and Highway 212 west of Redfield. Many hands made light work!

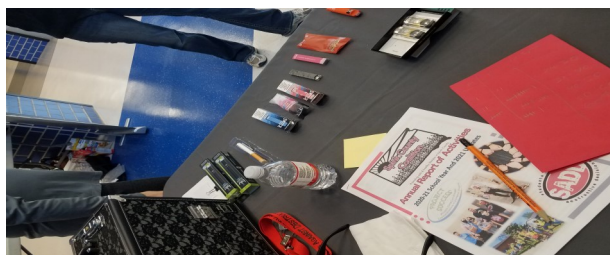
October was a busy month for the Redfield SADD chapter! Students did a fundraiser at school where they sold Halloween themed suckers. They had a fun time assembling the craft portion of the treats and taking orders.

We also participated in the nation wide Red Ribbon Campaign! SADD students hid large red ribbons in the front windows of local businesses. Students were then able to go on a scavenger hunt and find the locations. They also hid small ribbons all around the school. A candy reward was given to students who located them!

SADD also assisted Project Success staff in a Elementary safety day that talked about Halloween safety! The elementary students participated in a coloring contest as well!



At the end of October the Spink County Coalition hosted a program designed to educate parents on the dangers of vaping and drug use. It was titled "Hidden in Plain Sight". The Redfield School allowed us to set up a mock bedroom on the day of parent teacher conferences! Thank you to Mikes for donating furniture for the day!! We had a great turnout and lots of valuable information was shared!



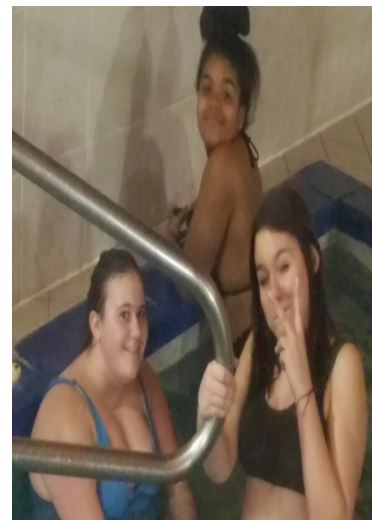
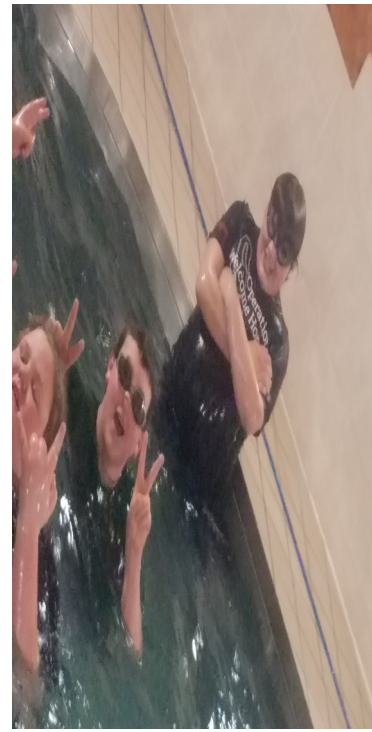
SADD Christmas Parties were held during the month of December! SADD students brought friends and family to enjoy great food and participate in games and activities. Thank you to Leo's Good Food for the great service and accommodations!



SADD students participated in the Spink County Courthouse's festival of trees. They had a great time decorating and getting in the Christmas Spirit!

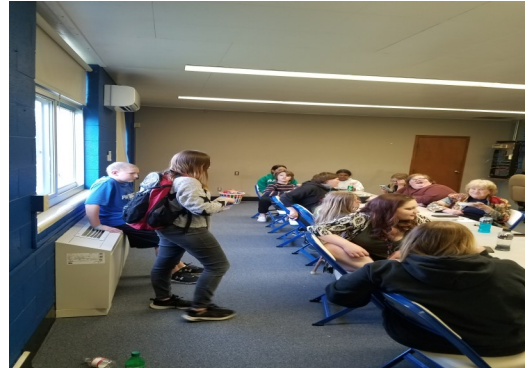


Redfield SADD student attended the NESD Region SADD conference in March. Students got to stay overnight at a hotel and attend the conference the following day! Everyone involved had an awesome time. The conference had team building activities and amazing speakers from all across the country. It was an very memorable event!!!





There were lots of activities in May! SADD Scholarship Awards, a Recruitment Party, and a Graduation Party for Seniors!!!



A huge Thank You to both James and Traci at KQKD Radio!!!! KQKD and the Redfield SADD Chapter recorded many Public Service Announcements on various topics . KQKD was awesome to work with this year and the kids loved going to the station!!

KQKD ★
FULL SERVICE
1380 AM
FM 99.9



SD Office of Highway Safety-Grant Activities



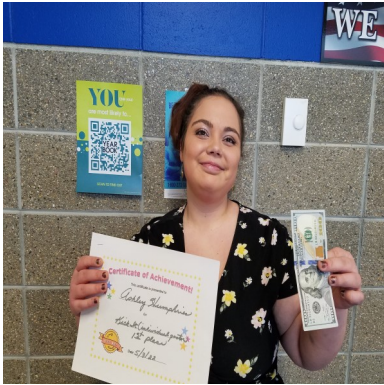
During the month of December we had the 4-D challenge (Drunk, Distracted, and Drugged Driving) at the Redfield school. Students were asked to create a safe driving poster or a video. The entries were judged by the Highway Patrol and the winners got to have lunch with the Officers at Leo's. There was also driving trivia announced throughout the month with the winners earning gift cards to local establishments!



On May 19th, we had a safe driving event for middle school and high school students at the Armory in Redfield. They got to come and visit with the local Highway Patrol officer, use the "drunk goggles" and drive some simulators! A new billboard was placed on the south side of Redfield as well!



South Dakota Department of Public Health- Grant Activities



During the Month of April Students Participated in the “Kick it” anti-tobacco campaign. Middle and High School students were asked to create a poster or video showing the dangers of youth tobacco use. Winners had their picture in the Redfield Press and won cash prizes!!!!

Spink County Coalition Staff also hosted a prevention day for 3rd and 4th Grade elementary students. They had a fun time!





The Lens of Prevention

For those of us working in the field of prevention and in the service of others, I think we tend to view the world through a unique lens. It's one created through an evolving grasp of the present and hope of a better future.

A few weeks ago, my family and I attended a college football game and though I had not planned it, I took my professional lens to the game. During the course of the game, there were several instances the cameras throughout the stadium captured images from the crowd and projected them onto the giant end zone scoreboard screen. Generally, the images of the crowd were of adorable senior couples, fans with face paint and exuberant dancing children. However, there were numerous instances the scoreboard screen showed fans in the designated student section assembling a "beer snake" which was resoundingly met with cheers from throughout the entire stadium. For the uninitiated, a beer snake is created when fans continuously stack consumed beer cups to form long chain which grows until alcohol sales cease (usually the 6th inning of a baseball game, the end of the third quarter of football and basketball games or the end of the second period of a hockey game). This fan activity was first recorded in Wrigley Field at a 1969 Cubs game and has since been observed at football, basketball, soccer and hockey games across North America, South America and Europe. Through my professional lens, I observed the images of the beer snake and its effect upon the crowd as it continued to grow throughout the game. Its potential impact upon one five year-old boy has bothered me since that day and is the motivation for me to share this experience.

From a macro perspective, the beer snake I observed that day served as a cultural and institutional monument celebrating binge drinking. It is particularly unsettling when the institution has a primary purpose to prepare its students to prosper and often provide future care providers instruction relating to the irrefutable adverse effects of alcohol and brain development which continues beyond the average age of the stadium's student section. I was unsuccessful in calculating the approximate costs associated with creating this beer snake. I estimated it took three empty cups to add one inch to its length and I knew each beer cup was sold for \$8. At its full length, the beer snake twisted from the first row of the lowest stadium level, across the second level and reached the middle of the top stadium level. I am confident the profit to the vendors and university was several thousand dollars. This is certainly not the only university or sports venue to offer on-site alcohol sales. However, it does not appear that alcohol sales are required to have a successful collegiate football program.



- Photo from Wikipedia Com-

Perennial football powerhouse programs like Alabama, Michigan, Georgia and Penn State do not permit alcohol sales to the general public. Some stadiums allow "preferred" attendees to bring their own alcohol and restrict its consumption to private club areas which are generally out of easy view. From this macro view, I hope all institutions will soon evolve from permitting and even advocating for irresponsible use of alcohol and ultimately as a culture, divorce from the idea that alcohol is a requisite for entertainment.

That brings us back to 5 year-old, Trevor. The boy who sat in front of me at the aforementioned game. He was a well-mannered and outgoing child who obviously shares an endearing mutual admiration with his father. His outgoing nature engaged with nearly everyone in our immediate and was responsible for dozens of smiles that afternoon. Like many children his age, Trevor asked countless questions to many of us around him but when he put a question to his father, he seemed to hang on his father's every response with the respect and admiration given to an ultimate authority. When Trevor saw the beer snake on the scoreboard screen, he asked his father what it was. After it was explained, Trevor exclaimed, "That's cool!" His father readily agreed and I died a little inside.

The moment was gone and the dangers of binge drinking and effects of alcohol upon a developing brain went unspoken. To be fair, by every other observable measure, Trevor appears to have a top-shelf father who I only saw drinking bottled water. It just seems to me there seems to be a small window where youth are influenced by parents and others who unfailingly have the child's best interest at heart. And in this micro event, I worry Trevor's father may have missed an opportunity to take advantage of the fleet period of time when family's opinion holds sway over all other influences and to cast an indelible impression which could forever help to form Trevor's attitude toward alcohol. Because many do not, I think prevention work in both the macro and micro environments would be well served to continue to raise awareness in the unintentional or unconsidered effects alcohol policy has toward youth and to encourage healthy influencers upon youth to seek and act with a purpose whenever an organic teachable moment presents itself. It's my hope, doing so would encourage these children to develop their own protective lens through which they view potential harm to themselves and others own protective lens through which they view potential harm to themselves and others. - **Bill Elger, Western Resource Prevention Coordinator**