



# KCPC Community Newsletter

Kamiah Community Partners Coalition

Volume 1, Issue 1

## YOUTHFEST 2009—Another Year, Another Hit With Area Youth

**The 3rd annual Youth-fest** was held at River-front Park in Kamiah on June 13th.

Over 400 youth were in attendance along with their families. Youthfest was made possible by a HUGE community effort. The day consisted of games, rides, presentations, and the teen



*The Kamiah City Park was full of life as community youth participated in the many fun events available.*

band NosKoolonFrYday.

There was a free family BBQ. Free Ice cream cones, cotton candy, and popcorn were also available.

A Huge Thank You to all of our Sponsors and Volunteers.

**The following were**

### Volunteers of YouthFest 2009:

Don and Dona Brown  
Ruth Mohr  
Dick and Tracy Yarbrough  
Judy Baird  
Aaron and Hanna Krieger  
Robert West  
Barbara Wood  
Julie Lloyd  
Audrey Ringen  
Steven Kinzer  
Danielle WhiteEagle  
Linda Ctibor  
Johannes Thomas Lee  
Stanley Samuelson  
Denise Henderson  
Debra Bosse  
Guy Jackson  
Chad & Lola Christopher-son  
Charlotte Williams  
Tom Willis  
Cherie Hulsing  
Jaynelle Nowman  
John Strombeck  
Brian Brokop  
Victoria Bailey  
Delia Nassura  
Dale Schneider  
Henrey and Marci Bailey  
Christine McNall  
Amy Wilcox  
Michelle Dohzier  
Trena Schlieper

Justin and Marci Jennings  
Terry Dobson  
Tonya Hellickson  
Bruce Ctibor  
Laura Hampton  
Kailynn Lloyd  
Ted and Tiffany Weeks  
Scott Lloyd  
Yvonne Jones  
Sandra Russo  
Teresa Oatman  
Curtis and JuLee Harper  
Jerimiah Bunch  
Amanda Hrabak  
Lewis County Reserves

### The following were Sponsors of YouthFest 2009 - THANK YOU!

Kamiah True Value  
Sterling Savings Bank  
TNT Works  
McNall's Country Store  
Kamiah Chamber  
Dale Schneider  
Kamiah Kiwanis  
Lewis Clark Resort  
Kamiah Comm. Credit Union  
Malone Counseling  
Upper Clearwater Ministerial Association  
Die Hard Sports Association

Hahn Rental  
King's Thrones  
Simmons Sanitation  
KYRA  
Safe and Drug Free Schools  
Kamiah After School Program  
Nez Perce Tribe  
Kamiah Elementary PTO  
Kamiah community Care Team  
Kamiah comm. Partners Coalition  
Cloningers  
Eggen Signs  
The Life Center  
COLT Program

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## Help Make It A Safe Summer:

### *Don't Serve Alcohol To Teens!*

(NAPS)—A national campaign to reduce underage drinking is helping the nation understand that serving alcohol to teens is unsafe, illegal and irresponsible.

"We Don't Serve Teens" focuses on the "social sources"—parents of other teens, older siblings and friends—from whom most teens who drink get their alcohol.

To teens, the word "summer" means freedom. School is out and teens have more time with friends, often with reduced adult supervision. Unfortunately, summer is a time when teens are at



high risk to start drinking. It also is a time when teen drunk-driving deaths are at their highest. Limiting youth access to alcohol is a proven way to prevent underage drinking and drinking-related problems.

The campaign website—[dontserveteens.gov](http://dontserveteens.gov)—is sponsored by the Federal Trade Commission, the nation's consumer protection agency, and supported by public and private sector organizations.

The campaign has been recognized by the U.S. Senate and officials from 40 states.

"Practical Steps to Take Underage" drinking is not inevitable: "We Don't Serve Teens" offers these practical tips to help you stop teenage drinking:

- Tell your teen the minimum legal drinking age is 21, and that drinking can cause serious health and safety consequences and legal consequences for the person who provides the alcohol.
- Tell your friends that since the legal drinking age was raised to 21 in the 1980s, teen drinking and binge drinking have decreased substantially.
- Keep track of the alcohol in your home. Make sure teens can't get into it without your knowledge.
- Be frank about telling other parents that you don't want them serving alcohol to your teen or condoning teen drinking.
- Talk to adults who host teen parties. Let them know that 86 percent of parents support the legal drinking age and 96 percent of adults agree that it is not okay to serve alcohol to someone else's teen.
- Talk to managers at restaurants, recreation areas, and other places teen parties are held. Tell them that the parents in your community do not want their teens to have access to alcohol.
- Let local law enforcement know that you support active policing of noisy teen parties. A noisy party may signal alcohol use; tell them you will ask them to check it out.

For more information on stopping teens' easy access to alcohol, visit [dontserveteens.gov](http://dontserveteens.gov).



#### **Did you know?**

"Since laws established 21 as the minimum drinking age, the likelihood that a 15- to 20-year-old driver will be involved in a fatal crash has dropped by more than half".

*To teens, the word "summer" means freedom. School is out and teens have more time with friends, often with reduced adult supervision.*

#### **Dangers of Teen Drinking:**

- Car crashes are the leading cause of death among people ages 15 to 20. About 1,900 people under 21 die every year from car crashes involving underage drinking.
- High school students who drink are twice as likely to have seriously considered attempting suicide, as compared to nondrinkers. High school students who binge drink are four times as likely to have attempted suicide, as compared to nondrinkers.
- Teens who drink alcohol are more likely than nondrinkers to smoke marijuana, use inhalants, or carry a weapon. Binge drinking substantially increases the likelihood of these activities.



## Alcopops and Girls Fact Sheet

### General information on alcopops:

Approximately 10 million American youth under the age of 21 drink alcohol. Nearly half of them drink to excess, consuming five or more drinks in a row, one or more times in a two-week period. i

Alcopops, also known as malternatives, “[RTDs” (ready to drink), or “FABs” (flavored alcoholic beverages)], are fruit-flavored, malt-based drinks that come in colorful, child-oriented packaging. The sweetness and flavoring hide the taste of alcohol. ii

The alcohol industry calls them “flavored malt beverages” or “low-alcohol refreshers,” but these drinks typically contain 5-7% alcohol by volume, more than most beers. iii

Some popular brands are Smirnoff Ice, Skyy Blue, Stolichnaya Citrona, Bacardi Silver, Jack Daniel’s Original Hard Cola, Captain Morgan Gold and Mike’s Hard Lemonade.

### Alcopops and teenagers:

Data provided by the alcohol industry shows that a significant minority (41%) of flavored malt beverages are consumed by young people ages 21-27.

A majority of teens 17-18 years old (51%) and many teens 14-16 years old (35%) have tried alcopops, compared to less than a quarter of adults (24%). iv

Teens are much more likely than adults to recall brand names of alcopops. Whereas more than half of adults (52%) who are aware of the existence of alcopops can not even name a single brand, brand awareness among teens is very high: Mike’s Hard Lemonade (41%), Smirnoff Ice (31%), Doc Otis’ Hard Lemonade (23%), Sublime (20%) and others. v

When asked what one type of alcoholic drink they would most prefer to drink, nearly a third of teens (30%) said “alcopops” compared to only 16% for beer and 16% for mixed drinks. vi

### Alcopops advertising to girls:

Teenage girls (33%) were more likely to express a preference for alcopops compared to teenage boys (27%). vii

Girls saw a staggering 95% more magazine advertising for low-alcohol refreshers than legal-age women on a per capita basis in 2002. viii

Women ages 21-34, the age group often identified as the target audience for alcohol advertising, were actually less exposed per capita to magazine advertising for alcopops and beer than girls ages 12-20. ix

Exposure of underage youth to alcohol advertising in magazines declined between 2001 and 2002 in every category except low-alcohol refreshers, for which exposure to girls grew by a staggering 216%. x

### Health effects of alcohol on women and girls:

It is estimated that teenage girls who binge drink are up to 63% more likely to become teen mothers. xi

Heavy alcohol use compromises bone health and increases the risk of osteoporosis by decreasing bone density and weakening the bones. These effects are especially striking in young women, whose bones are still developing. xii

Girls who binge drink are at three times the risk of thinking about or attempting suicide as girls who never drink alcohol. xiii

Heavy alcohol consumption increases risk for menstrual disorders and increases the risk of infertility. xiv

Females are more susceptible to the development of alcohol-related medical disorders, such as liver disease (hepatitis, cirrhosis), cardiac problems and brain impairment than their

male counterparts. xv

### Alcohol industry admissions on alcopops:

“The beauty of this category [alcopops] is that it brings in new drinkers, people who really don’t like the tastes of beer.” xvi

“With younger drinkers, their palates haven’t quite matured yet to drinks like bourbon. Malternatives are a sweeter drink, they’re easier to drink and it takes less time to mature to the taste.” xvii

“This is the perfect ‘bridging beverage’ [between carbonated fruit juices and the new hard lemonades].” xviii

- i) American Medical Association, Office of Alcohol and other Drug Abuse. [Reducing Underage Drinking Through Coalitions: Youth and Adults United for Change. Wasted Youth fact sheet.](#)
- ii) The National Center on Addiction and Substance Abuse (CASA) at Columbia University. [Teen Tipplers: America’s underage Drinking Epidemic.](#) Revised February 2003. 28.
- iii) Center on Alcohol Marketing and Youth (CAMY). [Overexposed: Youth a Target of Alcohol Advertising in Magazines.](#) September 24, 2004. 5.
- iv) Center for Science in the Public Interest (CSPI). [“Alcopops: Main Findings. What Teens and Adults are Saying about Alcopops.”](#) Poll released May 2001. Poll conducted by Penn, Schoen & Berland Associates for CSPI. Center for Science in the Public Interest (CSPI). [“Alcopops: Summary of Findings. What Teens and Adults are Saying about Alcopops.”](#) Poll released May 2001.
- vi) Ibid.

*“Teens are much more likely than adults to recall brand names of alcopops.”*

- vii) Ibid.
- viii) David H. Jernigan; Joshua Ostroff; Craig Ross; James A. O’Hara. (Courtesy of CAMY.) [Sex Differences in Adolescent Exposure to Alcohol Advertising in Magazines.](#) Archives of Pediatric & Adolescent Medicine. July 2004.
- ix) Ibid.
- x) Ibid.
- xi) CAMY. [“Drinking and Risky Sexual Behavior.”](#) Fact sheet.
- xii) National Institute on Alcohol Abuse and Alcoholism (NIAAA), National Institutes of Health, US Department of Health and Human Services. [Alcohol—An Important Women’s Health Issue.](#) Alcohol Alert. July 2004.
- xiii) CASA. [The Formative Years.](#) 30.
- xiv) Ibid.
- xv) Ibid.
- xvi) Marlene Coulis, director of new products, Anheuser-Busch, quoted in [Advertising Age](#), April 22, 2002.
- xvii) Trish Rohrer, brand-development manager, Boston Beer Company, quoted in [Restaurants USA](#), May 2002.
- xviii) Terry Hopper, national sales manager, Sublime Hard Lemonade, quoted in [Washington Post](#), “New Kick on the Block: Will Spike Lemonades Pick Up Where Wine Coolers Left Off?,” September 13, 2000.



## Have a Safe Summer; Youth Activity Schedule

June 13<sup>th</sup> Youthfest Riverfront Park

June 19<sup>th</sup> Family Bus to the Calam Shriners Circus in Lewiston

June 20<sup>th</sup> High School Colorama Bowling Tamarack Lanes 9-Midnight

June 24<sup>th</sup> Youth Swim (Middle School) Kamiah Swimming Pool 8-10 pm

June 27<sup>th</sup> Community Teen Dance 8-11 pm American Legion Hall

July 8<sup>th</sup> Teen Swim (High School) Kamiah Swimming Pool 9-11 pm

July 10<sup>th</sup> Open Gym 5<sup>th</sup>-8<sup>th</sup> Grade Wa ya as 6-9 pm

July 17<sup>th</sup> Open Gym 9<sup>th</sup>-12<sup>th</sup> Grade Wa ya as 8-11 pm

July 22<sup>nd</sup> Youth Swim Kamiah Swimming (Middle School) Pool 8-10 pm

July 24<sup>th</sup> Youth Colorama Bowling Tamarack Lanes 9-Midnight

July 25<sup>th</sup> Community Teen Dance American Legion Hall 8-11pm

July 31<sup>st</sup> Movie Bus to Lewiston (Times TBD)

August 8<sup>th</sup> Teen Swim (High School) Kamiah Swimming Pool 9-11pm

August 14<sup>th</sup> Movie Bus to Lewiston (Times TBD)

August 19<sup>th</sup> Youth Swim (Middle

School) Kamiah Swimming Pool 8-10 pm

August 21<sup>st</sup> High School Colorama Tamarack Lanes 9-Midnight

August 29<sup>th</sup> Community Teen Dance American Legion Hall 8-11 pm

September 4<sup>th</sup> BBQ Days Teen Dance American Legion Hall 8-11 pm

September 5<sup>th</sup> BBQ Days Youth Activities (TBD)

September 7<sup>th</sup> Free Swim Day Kamiah Swimming Pool

INFO: Sharlene Johnson, Drug Free Communities Program Coordinator at 935-2290.

## KCPC at "Community Anti-Drug Coalition of America" National Academy

Three KCPC members recently completed the third week of CADCA's National Coalition Academy.

The National Coalition Academy is a year-long training program combining three-weeks of classroom training, distance learning and Web support to help communities start and/or sustain a highly effective anti-drug coalition.



Angie Massey

Coalitions learn about creating and maintaining partnerships, sustainability, cultural competency, assessment, prevention planning and implementation, and evaluation.

The Academy is conducted by CADCA's National Coalition Insti-

tute through a partnership with the National Guard Bureau.

Angie Massey, Vickie Jackson, and Sharlene Johnson traveled to Fort Indiantown Gap, PA on three separate occasions for a week each time. They were graciously hosted by the National Guard and stayed in Base facilities.



Vickie Jackson



Sharlene Johnson

They will complete their training through on-line sessions over the summer and will graduate in Mid February 2010.



**CADCA's MISSION:** To Strengthen the Capacity of Community Coalitions to Create and Maintain Safe, Healthy and Drug-Free Communities.

Community Anti-Drug Coalitions of America, or CADCA, is a 501(c)(3) non-profit organization that works to strengthen the capacity of community coalitions in their effort to create and maintain safe, healthy and drug-free communities.

CADCA supports its members with training and technical assistance, public policy advocacy, media strategies and marketing programs, conferences and special events.

[www.cadca.org](http://www.cadca.org)





# Kamiah Community Partners Coalition



***"Promoting Positive Change for a Healthy Community!"***

## Staff members:

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Debbie Evans, Fiscal Manager  
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## Board of Directors

We are fortunate to have dedicated and talented folks on our board.

## Current leadership is:

Kelly Lineberry, *President*  
Denise Halliday, *Vice President*  
Angie Massey, *Secretary*  
Cornelius Larson, *Member at Large*  
Brian Brokop, *Member at Large*

## KCPC Groups and Organizations Represented

### KCPC would like to recognize our Partners in Prevention:

Safe and Drug Free Schools  
Upper Clearwater Ministerial Assoc.  
Lewis County Sheriffs Office  
Kamiah School District  
Kamiah Elementary PTO  
Valley Home Educators  
LC Early Childhood Headstart  
Evans Enterprises  
Upper Clearwater Comm. Foundation  
Students For Success  
Save The Pool Committee  
Kub Boosters Club  
American Legion Hall  
The Life Center  
Diehard Sports Association  
EASAP-COLT Program  
Kamiah S.A.D.D.

Kamiah Chamber  
Kamiah Kiwanis  
Valley View Recovery  
Malone Counseling  
Kamiah After School Program

*"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has."*

*Margaret Mead*



### When the board meets:

Kamiah Community Partners Coalition meets the third Wednesday of every month at 12:30 pm at the Kamiah Welcome Center.

These are open meetings and we invite the community to join us. Lunch is provided.

**PLEASE JOIN US!**

**We're on the Web!**  
[www.KCPC.weebly.com](http://www.KCPC.weebly.com)