



## Update

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**On July 11, 2011** President Obama released the 2011 National Drug Control Strategy. The Administration's two main drug-control goals are: curtailing drug consumption in America and improving public health and public safety by reducing the consequences of drug use. Exemplifying the strategy, which is a comprehensive, evidence and community based and highly prevention oriented approach, are three main initiatives:

- (1) reducing prescription drug abuse;
- (2) reducing drugged driving; and
- (3) expanding community-based substance abuse prevention; as well as populations with unique challenges and needs in addressing substance abuse issues: active duty military and veterans; women and their families; college and university students; and those in the criminal justice system.

While the budget amounts have not yet been passed, the proposed strategy, with its comprehensive list of agencies and partners, program descriptions and requested funding allocations, is very validating of the comprehensive and collaborative infrastructure Nevada has implemented statewide to address substance abuse issues. Moreover, the documents provide an overall picture of who the partners will be, what the common goals are, what types of funding to look for and where to look for it in the next five years. These documents alert us to the facts that prevention efforts will focus on local community activities, schools will focus on creating an overall climate supportive of safety and wellness, treatment will require partnering with courts and prison systems and will look to healthcare providers for screening and referral.

Downloadable electronic versions of *The 2011 National Drug Control Strategy, Executive Summary, FY 2012 Budget and Performance Summary*, as well as Fact Sheets on *Community-Based Prevention Strategies, Working to Get Drugged Drivers off the Road, and Prescription Drugs: Weighing the Benefits and the Risks* are located in the NPRC ordering system at <https://roar.nevadaprc.org/public/resources/1650>. We hope you will read them and find them useful.

### Nevada RADAR Network Associate Centers

Care Coalition  
(702)228-8520

Churchill Community  
Coalition  
(775)423-7433

Frontier Community Coalition  
(775)623-6382

Foundation for Recovery  
(702)257-8199

NV Statewide Native  
American Coalition  
(775)355-0600

P.A.C.E. Coalition  
(775)777-3451

Partnership of Community  
Resources  
(775)782-8611

Have a safe and peaceful July!

Stephanie Asteriadis  
Marie Tully

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# NPRC Materials Update

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## Bulk Materials

These materials are available for to order by any Nevada resident.

Search for more and order online at <http://roar.nevadaprc.org>

For the most up to date list of new materials, please sign on to our online ordering system.

NPRC #	Title
1642	Mental Well-Being Sticker Set (purple and blue)
1643	Mental Well-Being Sticker Set (Blue and Red)
1644	Recommendations for Reporting on Suicide
1645	Available TIP/TAP sheet
1646	Introduction to Cross-System Data Sources in Child Welfare, Alcohol and Other Drug Services, and Courts
1647	Promoting Emotional Health and Preventing Suicide: A Toolkit for Senior Living Communities
1648	Media Sharp: Analyzing Tobacco & Alcohol Messages



**Find the NPRC on Facebook!**

<http://www.facebook.com/NevadaPRC>

## Local News

The July issue of the Rural Meth Update is just out. This edition features an article about Nevada’s own Rural Meth State Coordinator, Jerry Seevers. Talking about meth issues unique to Nevada and the multi-disciplinary approach being used to address methamphetamine use in our state, Jerry reveals a depth and breadth of knowledge spanning the continuum from prevention through treatment and recovery. Jerry reveals the challenges and successes Nevada has experienced and provides a glimpse of upcoming plans to continue this important initiative through a grant from the Department of Public Safety and the passage of a bill to create a Substance Abuse Working group through the Nevada Attorney General’s Office. Read the full issue at: [http://methpedia.org/uploads/newsletters/RLEMI\\_July\\_2011.pdf](http://methpedia.org/uploads/newsletters/RLEMI_July_2011.pdf).



# So how does someone overcome their addiction to tobacco?

Glenda Suiter

Plain and simple: You have to want to quit. This very candid start is letting any tobacco user reading this article know that the intent of this article is not to try and guilt you, bully you or force you to quit. It has been proven that these methods don't work. It is also designed to reach out to those folks who use these techniques in a desperate attempt to get their loved ones to stop their tobacco use. Nicotine is a drug. The effects of cigarettes only take 7 to 9 seconds to reach the brain when an individual takes a puff. This makes tobacco use more addictive than heroine or cocaine.

Although making the decision to quit using tobacco is important, the reason that so many are ultimately not successful is because the thought process stops there. Your best chance of quitting is to plan ahead. Just as you need to prepare and pack for a vacation, beginning the journey to a tobacco free life requires the same preparation. If you are not fully committed to quitting the chance of relapse is imminent. Moreover, many discover just how much of a hold the addiction has over them when they try quitting with little or no preparation. They find themselves struggling to back paddle by running to the store and buying over the counter medication or going to their doctor and getting a prescription. In the end most end up relapsing back into their addiction. Please remember that although the viewpoint of relapse has been historically associated with words such as wicked, defective and shameful, this attitude is entirely wrong. As previously mentioned, it has been proven that nicotine is so addictive that it is harder to overcome than heroine and cocaine. So while you are preparing to quit, realize that you need to change your way of thinking. Rather than giving up after a relapse, learn from it and move forward towards your goal.

So how does someone overcome their addiction to tobacco? According to the Nevada Tobacco Users Helpline's *Living Tobacco Free*, "Nicotine affects each person differently, depending on how your body Metabolizes." This makes it impossible to create a cookie cutter mold to success for everyone and why it is so important to be prepared. This preparation will also include a lifestyle change. Why is it that when we see the phrase "lifestyle change" we automatically think of a doomful end to life? Why does a lifestyle change have to equate to drab and boring? It simply isn't true. It's not about giving up on life as you know it; it's about the excitement of finding new adventures. Be creative. I'm positive if you've laid the ground work (meaning prepared for the journey) you will have a pretty good idea about what changes you will have to make ; so be resourceful. If you hate to exercise, jump on-line and look for lively activities that you find fun and go do it. If you need something to help you relax or get to sleep at night, read a book, study sporting stats, work a puzzle, learn to crochet or meditate; it doesn't matter what it is, as long as it helps you to get past the craving. The options available are vast and if you're not sure ask people in your support system to make suggestions. They know your interests and will probably be able to come up with some pretty good suggestions. If you're not sure who or what a support system is, it includes family, friends, co-workers, different community organizations and can include resources such as support groups and quitlines like us-The Nevada Tobacco Users Helpline (Helpline).

The treatment the Helpline provides embraces and integrates the disciplines of medicine and counseling. The counselors are licensed by the State of Nevada Board of Examiners for Alcohol, Drug and Gambling. Counseling is done over the telephone and involves two levels

[Continued on next page...](#)

of care. Our highest level of nicotine dependence counseling is long-term and confidential. The first time you speak with a counselor an assessment is done to determine a treatment plan that will benefit you the most. This allows the treatment calls with the counselor to be tailored to meet you where you are at. At this point you're probably wondering how much does something like this cost. Here's the beauty, the Helpline is a grant funded non-profit organization so the services are provided at no cost to you. In addition to counseling the grant has a small provision for limited medication assistance (a co-pay may apply) to those who meet the grants qualifications.

If your desire is to try and quit on your own rather than seek treatment with a counselor the Helpline will mail out a "starter kit." To enhance the chances of a success journey to becoming tobacco free the Helpline provides a "brief intervention" as well. This one-time counseling session prior to mailing the starter kit will allow us to determine what to include in the packet. Either way, treatment or brief intervention, we are here to support you and encourage you through your journey to quit tobacco.

Remember that moving away from old behaviors and beliefs takes time. Be kind to yourself. Be excited about lifestyle changes. Create a support system and remember be creative.

#### NEVADA TOBACCO USERS HELPLINE

1-800-QUIT-NOW

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## National Campaigns

**August 2011** - National Immunization Awareness Month

<http://www.cdc.gov/vaccines/>

**September 2011** - National Alcohol and Drug Addiction Recovery Month

<http://www.recoverymonth.gov/>



Free telephone treatment for all forms of tobacco use (both smoked and smokeless)  
Confidential treatment from board certified Counselors  
[www.livingtobaccofree.com](http://www.livingtobaccofree.com)

## Grants and Submissions

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### **MusiCares and GRAMMY Foundation Teen Substance Abuse Awareness through Music Contest**

the contest asks young musicians, ages 14-18, to compose or create an original song and/or music video that explores, encourages, and celebrates a healthy lifestyle or accurately depicts a story about drug abuse. Winners will be revealed during NIDA's second annual National Drug Facts Week, which begins Oct. 31, 2011.

More information: <http://drugfactsweek.drugabuse.gov/contest.php>

Entries due October 10, 2011



**2011 Reno-Tahoe Open Tickets  
are available from  
Big Brothers Big Sisters of Northern Nevada!**

**To reserve tickets  
please email:  
[mherendeen@bbbsnn.org](mailto:mherendeen@bbbsnn.org)**

**A ticket is \$20.00 per day...  
good for general admission,  
any one day, August 1-7.**

**Big Brothers Big Sisters of Northern Nevada receives  
\$15.00 for each ticket purchased!**

**Don't forget... Littles under 15 are FREE!!**

**And there's more to the RTO than Golf!**

*Wine Walk: featuring four tasting stations each offering a break from the competition and a chance to visit*

*Kids' Tree House: activities for the whole family! Features a bounce house and face painting*

*Soldier for the Day: A huge hit with kids and parents alike in 2010, the Soldier for the Day activity returns in 2011! Featuring geocaching using hand-held GPS devices, simple to understand and specially made for smaller hands, you, and your child will enjoy trekking through Montréux Golf & Country Club while you find treasure stations throughout the course.*

*Fiesta Loco: A returning favorite year after year, the Fiesta Loco party hole is hosted by the Renegades and features Patron margaritas, Bud Light Lime, delicious south-of-the-border fare and some of the best viewing available. This has traditionally been a fantastic place to mix and mingle, but with the Renegades in charge of this wild fiesta this year, this is surely a must-attend event at the 2011 Reno-Tahoe Open!*

**Special Events Coalition; (Wolf) Pack Pavilion;  
Nanny Services and MORE!**



# Events

## July 15, 2011 - Future Fest

NyE Community Coalitions is hosting this event at the Pahrump High School. It will feature a climbing wall, music, information on jobs, colleges, and the military.



## July 15, 2011 - Family Prevention Night

The Las Vegas Indian Center is hosting a family prevention night. It is a free community event with a Fire Safety Presentation with the Las Vegas Fire and Rescue. Contact Vonda Brandon 702-647-5842 ext 227.



## July 15, 2011 - Summer Kick-Off BBQ

Nevada Urban Indians (NUI) will be holding a BBQ from 11-3 for community members to learn about the resources NUI has to offer. We will have free food, a bounce house, and raffle prizes. This event is free and open to the public. It will be held at 1475 Terminal Way Suite B., Reno, NV 89502 Call at (775)788-7600.



## July 17, 2011 - 2011 Ride for Recovery

Join the Ride for recovery to benefit Bristlecone Family Resources. Learn more at

[http://login.npwebsiteservices.com/Bristlecone\\_Family\\_ResourceCWGBX/Rideforrecoverytest.asp](http://login.npwebsiteservices.com/Bristlecone_Family_ResourceCWGBX/Rideforrecoverytest.asp)



# Webinars

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**July 19, 2011 - Mutual support groups/Peer and other recovery support services/ Clinical treatment services: Their differences and relationships in building bridges to recovery.**

better understand the differences and relationships between mutual support groups; peer and other recovery support services and clinical treatment services. Explore how to fit the pieces together to make it possible for people to find and sustain their recovery from addiction to alcohol and other drugs. Register online at <http://www.regonline.com/builder/site/Default.aspx?EventID=989251>

**July 21, 2011 - Translating Research into Action on Alcohol Issues**

This audio-call will help participants understand the key components that are needed to create social and environmental change on alcohol issues. Examples of successful national public health efforts will be highlighted. Participants will be exposed to a presentation that will create a picture of what is needed to successfully address alcohol problems at both local and state levels. Register at <http://www.udetc.org/audioconfregistration.asp>

**July 21, 2011 - Ingenious Ideas**

Throughout the years, we have profiled many people and groups who have had success with simple yet effective ideas. They have found ways to reach parents, collect unused medications, help people multitask and more. They're the kinds of ideas that can make drug prevention a little easier. After each story aired on a program, the coalitions often received emails and phone calls asking about implementing the ideas. Register at <http://www.dlnets.com/MCTFT2nd.htm>

**July 21, 2011 - Serving the Elderly**

Description and registration information to come.

**August 25, 2011 - The Blunt Truth: Communities Dealing with Marijuana**

During this hour-long program, hear how coalitions are getting their prevention message out as laws and attitudes change. Learn the best ways to educate the public about marijuana's harmful effects on the developing brain. Find out how coalitions are working with local and state governments on legislation and ordinances. Register at <http://www.dlnets.com/MCTFT2nd.htm>

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[https://lists.unr.edu/sympa/subscribe/nprc\\_update](https://lists.unr.edu/sympa/subscribe/nprc_update)  
to sign up!**

# Professional Development Opportunities

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For information on any classes provided by SAPTA/CASAT call 1-866-617-2818 or 775-784-4707. Register for SAPTA/CASAT classes online at <http://pctx.casat.org/>

## **2011 Focus on Kids Conference**

Diverse and thought-provoking educational sessions will focus on how to collaboratively address such challenges as engaging fathers, handling cases with a non-offending parent, safety planning, finding permanency for older youth, conflict resolution, mental illness, and addiction, withdrawal and treatment. Additionally, enjoy one of the best opportunities to network with fellow child welfare professionals to share your struggles and accomplishments.

Learn more and register at <http://www.nevadajudiciary.us/index.php/cip-2011-conference> REGISTRATION EXTENDED TO June 23.

July 21-23, 2011—Sparks NV John Ascuaga's Nugget

## **Sexual Violence Prevention, Laws, and Victims' Advocacy Training**

This training will include tools for providing advocacy and connecting with victims, especially those who have experienced sexual violence, facilitated Discussion on Communication Among Schools, Parents, Law Enforcement, JPO, Justice, Mental Health, Advocacy Groups, Health Care, Community Groups, Domestic Violence Prevention/Shelters, ATOD Treatment, Child and Family Services, Human Services, etc., and including community member information on responding to/ preventing drug-facilitated assaults of elders. Contact Kari Ramos of Nevada Coalition Against Sexual Violence at (775) 355-2220 July 29, 2011—Silver Springs Community Center

## **National Conference on Health Communications, Marketing, and Media**

The Fifth Annual National Conference on Health Communications, Marketing, and Media brings together academics, public health researchers, and practitioners from Federal and state government and the private sector, and provides a forum for collegial dialogue within and across these disciplines. The conference provides an excellent opportunity to meet with colleagues and shape the future of health communications, marketing, and media practice. Learn more and register at <http://www.cdc.gov/NCHCMM/> August 9-11, 2011 - Atlanta, GA

## **2011 National HIV Prevention Conference**

"The Urgency of Now: Reduce incidence. Improve access. Promote equity." This theme was chosen to reinforce and reflect the urgent need to quickly and efficiently scale-up proven interventions and improve the coordination of our nation's response at the national, state, and local levels in order to achieve the maximum impact on HIV incidence, the health of people living with HIV, and HIV-related health disparities.

Visit the website for more information: <http://www.2011nhpc.org>

August 14-17, 2011 - Atlanta Georgia

## **Community Response to Drug Endangered Children and Best Practices for Working with Victims of Sexual Assault**

Full-day, multi-disciplinary workshop where participants will dialog with community partners on developing Best Practices for responding to cases of sexual assault as well as aiding drug endangered children. Anyone who might work with victims of sexual assault or become involved with drug-endangered children, including law enforcement, medical staff, youth program teachers, advocates, social services, school nurses and counselors, mental health staff, CPS, social services, JPO, etc. should attend. For more info or for a similar workshop closer to the county where you reside, contact Martie Washington at the Office of the Nevada Attorney General at 684-1110.

August 23, 2011—Lyon County

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