

DrugFreeAZKids.org Update for AACOP- March 2015

- DrugFreeAZKids.org is an informative website that provides educational opportunities for your Department and communities statewide:
 - ✚ Upcoming webinars <http://drugfreeaz.org/webinars> and workshops <http://drugfreeaz.org/calendar/parent-workshops>
 - ✚ Check out our frequent blogs and one of the TV PSAs on our home page that is being distributed statewide to media and community partners: www.DrugFreeAZKids.org
 - ✚ Website banners! Please place these on your agency's website to connect families with us: <http://drugfreeazkids.org/banner-ads>

The top 10...this past month we had more website visitors from **Phoenix** than any other city in Arizona. This is followed by **Tucson, Scottsdale, Chandler, Tempe, Mesa, Yuma, Glendale, Gilbert, and Peoria**. The most popular web pages: our homepage, Drug Guide and Get Help/I think my child is using drugs.

- DrugFreeAZKids.org, along with Mercy Maricopa Integrated Care, are the fiscal agents behind the Way out West (WOW) Coalition- a group that works to prevent alcohol and drug use among youth in Buckeye. Among its many members, WOW is greatly supported by the Buckeye Police Department. Four members of Buckeye PD regularly attend monthly WOW meetings, including Chief Hall and Assistant Chief Sanders. Chief Hall and his team help make WOW's work known throughout the Valley by cross posts on Facebook, writing newspaper editorials, and by training the community with events like the upcoming heroin awareness and education seminar. Thanks to Buckeye PD providing RICO funds, WOW has continued its membership with DrugFreeAZKids.org's Community Alliance Program (CAP) and will attend the CAP train the trainer session on March 19th. Additionally, Buckeye PD helped the coalition pass a Social Host Ordinance in 2011 to reduce underage drinking. At its peak, the department ran one of the most successful party patrol efforts in the Valley increasing underage enforcement by over 1000%. Buckeye PD continues to be a valuable asset to the community through its innovative and grassroots prevention efforts.
- At DrugFreeAZKids.org we regularly attend trainings to stay informed on the latest substance abuse trends and provide resources for families. In February, we participated in a training at Aurora Behavioral Health: "Typical Police Response: How Police Response Can Help You and Your Clients." This training is helpful as we educate parents to create a plan of action to have in place and consider alternatives to calling the police with issues of defiance and disobedience.
- Also in February, staff attended the Community Anti-Drug Coalitions of America's (CADCA) 25th Annual National Leadership Forum in National Harbor, Maryland. Over 2600 youth and adult leaders representing community coalitions from across the U.S. and 12 countries took part in the nation's largest training event for substance abuse prevention and treatment professionals. Training topics ranged from facts on marijuana concentrates, to incorporating effective infographics in media campaigns, to developing policies to reduce underage drinking.



Upcoming Events:

- We at DrugFreeAZKids.org are gearing up for our annual Progress. Promise. Passion. Breakfast on April 28th. Featured speakers include community leaders who will help us raise awareness about youth substance abuse issues in our community and support our programs and activities. Please visit: <http://www.drugfreeazkids.org/breakfast> for more information.