

KEYS to Prevention

www.locc.info

Volume 4 | Issue 2

May | 2011

Out Of Their Hands Campaign

Helped promote a safe and fun prom season for our young people.



Pelion High School Sticker Shock participants.

Sticker Shock

During the month of April Pelion High School, Gilbert High School and White Knoll High School youth conducted Project Sticker Shock in their community. The project represents a partnership between youth, retailers, prevention professionals and law enforcements with the goal of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.



Stickers and bottle hangers warning about the penalties for furnishing alcohol to minors were placed on all multi-packs of beer, alcopops and other alcohol products that might appeal to underage drinkers. The impact of the stickers is increased by media coverage of the event and by the signs that are displayed by participating retailers.

The April 1st news conference kicked off our month long "Out of Their Hands" Spring Blitz Efforts. Throughout the month of April and May LRADAC, the Alcohol Enforcement Team and Local Drug Free Community Coalitions partnered to promote a safe and fun prom and graduation season for our young people. LOCC Club members and local law enforcement participated in Project Sticker Shock designed to reach adults who might purchase alcohol legally and provide it to minors. A news conference was held in May to highlight the "Out of Their Hands" campaign initiatives. Law enforcement increased the number of compliance checks and prom party patrols, where law enforcement investigated possible underage drinking parties. Officials reported those actions led to more than 900 charges across the state being filed to keep young people safe.



Gilbert High School Sticker Shock participants.

IN THIS Issue

- 1 Out of Their Hands
- 1 Sticker Shock
- 2 Youth Leadership Summit
- 2 Kids Day
- 3 Youth Photo Contest
- 3 Social Norms Marketing
- 4 Community Events
- 4 Key Contributor



Lexington One
Community Coalition
www.locc.info

LOCC Clubs: EXPANDING!

With the school year coming to an end, LOCC has been busy reaching out to Lexington One Middle Schools to promote LOCC Clubs. Currently, there are six clubs within the Lexington One School District. Over the summer months, we will be busy organizing to incorporate more LOCC Clubs within the middle Schools. Be on the lookout for a LOCC Club at your school!

KID'S DAY

On Saturday, April 30, 2011, from 10-2pm the 11th annual KID'S DAY OF LEXINGTON took place at Maiden Lane & Virginia Hylton Park, Downtown Lexington. Kid's Day offered education for families on issues of health, safety and environmental awareness. There were fun activities, stage performances, fire trucks, free health screenings and loads of health and safety information distributed from a variety of organizations.



Youth Leadership Summit *Empower Our Youth!*

Over 150 of our high school youth from the Lexington School Districts One and Two joined together to participate in the second annual Youth Leadership Summit on Friday, March 11th at the Harvest Church in Lexington. The Leadership Summit was sponsored by the Lexington One Community Coalition and the Rise Above It Community Coalition.

The nationally known Leading to Change conducted the training sessions in a high paced, action packed format. The Youth Leadership Summit was an opportunity for select high school students to develop leadership skills, learn about substance use prevention strategies, create broadcasting prevention messages, and participate in the development of the community outreach project entitled "Sticker Shock". "Sticker Shock" is a youth led campaign that spells out a strong reminder: "Know the Law: It is illegal to purchase or provide alcohol for anyone under 21!"

Thanks to all of you who helped with the planning and preparations, and for those who volunteered at the summit!

"We've learned how to take a problem and think of ways to actually solve it – not just talk about it, actually act upon it."
– Dencon Dickerson, High School Senior.



Check us out on

facebook

Get the latest information on what's going on with LOCC by "liking" our Facebook Fan page! Be sure to check out our website too at locc.info!



Youth Photo Contest

Kayla Skipper, 1st place winner in the retail category.

On Wednesday, April 13, 2011 the Lexington One Community Coalition Youth Photography Reception was held at the Lexington Old Mill. A total of 50 photographs were on display and all participants were honored at the reception. The purpose of the photography contest and exhibit was to show the underlying conditions within our communities that either positively or negatively influences our decisions to use alcohol, tobacco and other drugs.

This year the contest had two age divisions; one for middle school students in grades 6-8 and another for high school students in grades 9-12. Entries were submitted in 3 categories: 1) retail/products, 2) consequences of use and 3) factors that contribute to use. Each photo was accompanied by a typed narrative explaining how the image either promotes or prevents youth alcohol and drug use in the community. All winners in each category within each age division were awarded a gold, silver and bronze cash prize.

If you would like to check out the photographs, they'll be on display throughout the month of July in the gallery at the Lexington County Public Library.

"Advertisers try to make their labels visually appealing to try and attract different consumers and how it could be negative for society. By making it visually appealing, people want to buy more of it."
- Kayla Skipper, 1st place winner in the retail category.



CSMS – Social Norms Marketing Campaign

Carolina Springs Middle School (CSMS) has implemented a social norms marketing campaign titled "Our Choice" (OC) to inform students about the truth on alcohol consumption among their peers. Crissy Roddy, Director of Guidance at CSMS, has taken the lead along with students from the oChat (Our Choice Healthy Active Teens) Club at CSMS to initiate a social norms marketing campaign targeting students, faculty, staff and parents.

The media campaign consists of various posters and flyers posted throughout the school. In addition, car line messages have been distributed by oCHAT Club members to parents in the morning car line at CSMS. All messaging tools feature positive statistics about CSMS students which illustrate that most students make low-risk choices with respect to alcohol consumption.

The campaign provides an excellent opportunity for students, faculty, staff and parents to work together to promote healthy and safe behavior among students and to encourage positive changes. Students from the oChat Club have had the opportunity to develop leadership skills, work creatively, benefit from teamwork experience and make positive contributions to their school.

With the use of the social norms marketing campaign, CSMS hopes to see an improved positive atmosphere and learning environment. A survey will be administered at the end of the year to track results and effectiveness of the campaign.

If you are interested and would like more information on social norm marketing campaigns please contact Ashley Wierzbicki @ 726.9318 or email awierzbicki@lradac.org

Upcoming Community Events

May - August

- May 30th, Memorial Day (Holiday)
- June 4th, Lexington One High School Graduations
- July 4th, Fourth of July (Holiday)
- July 12th – LOCC Steering Committee Meeting, Lexington One School District
- August 2nd – LOCC Steering Committee Meeting, Lexington One School District
- August 10th, First Day for Teachers
- August 17th, First Day for Students



LOCC would like to congratulate the graduating class of 2011! Good luck with your future endeavors!

For More Information, or to Join Contact:

Ashley Wierzbicki, 803.726.9318,
locc@lradac.org

LOCC Key Contributor

LOCC's Year-End Celebration was held on May 5th at the Lexington One School District Office. LOCC honored and recognized all our Key Contributors; people and organizations that have been instrumental in helping fulfill LOCC's mission. Listed below are the Key Contributors.

- | | | |
|-----------------------------|---------------------------|---------------------------------|
| • 1. Dr. Woodward | • 24. Christine Rawls | • 47. Leigh Oswald |
| • 2. Jeff Caldwell | • 25. Kyle Monts | • 48. Jessica Hawthorne |
| • 3. Georgia Mason | • 26. Sara Hauptmann | • 49. Jennifer Calabrese |
| • 4. Mary-Beth Hill | • 27. Matthew Bracewell | • 50. Candace Cannon |
| • 5. Heidi Black | • 28. Brittany Gains | • 51. Carless Myers |
| • 6. Jennifer Dixon | • 29. Bailey | • 52. Josh Keiper |
| • 7. Steve Wright | • 30. Tom | • 53. Karen Gladden |
| • 8. Parents Empowered. Org | • 31. Ginger | • 54. Nixi Miller |
| • 9. Victoria Burkett | • 32. Sherrie | • 55. Corporal Timothy J. Wilke |
| • 10. Cecily Watkins | • 33. Christine | • 56. LCSD AET Officers |
| • 11. Ken Jumper | • 34. Amanda | • 57. LPD AET Officers |
| • 12. Keith Jumper | • 35. Icelynn | • 58. Doug Lee |
| • 13. The Harvest | • 36. Shelley | • 59. John Neely |
| • 14. Corey Grant | • 37. Lynn | • 60. Paul Walker |
| • 15. Nicole Deems | • 38. Tomian Geddings | • 61. Ryan Whitlock |
| • 16. Melissa Catoe | • 39. Benji Ricard | • 62. Claudia Weidman |
| • 17. Jennifer Weller-White | • 40. Laura S. McMahan | • 63. Nic Beza |
| • 18. Chief Keith Kirchner | • 41. Elizabeth D. Abbott | • 64. Trey Kerwin |
| • 19. Chief Terrence Green | • 42. Sandy Jowers Ph.D. | • 65. Dennis Meyers |
| • 20. Chief Chris Garner | • 43. Darlene Jackson, | • 66. Cameron Mortenson |
| • 21. Shea McCormack | • 44. Marlene Neal | • 67. Pat Harsey |
| • 22. Crissy Roddy | • 45. Debbie Scott | |
| • 23. Facundo Bue | • 46. Leslie Hamby | |

Congratulations to our Key Contributors! Keep up the good work!!

