



Community Engagement

Annual Report

2018-2019

Vision: To create systemic change to beliefs, attitudes, perceptions and practices associated with the use of alcohol, nicotine, and other drugs among youth, their families and the community at large, in order to build a safe and healthy community.

Mission: D-FI: Together will establish and strengthen collaboration among multiple community sectors to develop and support the implementation of programs and activities related to prevention, education and reduction of youth substance use by:

- Acting as a channel for programs and information relating to healthy non-addictive lifestyles,
- Assessing and reporting the needs of our community through evidence based effective practices, and
- Addressing gaps revealed by these reports

“Drug-Free Irondequoit: Together” is the PRIMARY community advocate for prevention and reduction of youth substance use in Irondequoit.

Executive Summary

Drug Free Irondequoit: Together (DFI: Together) is a 501 c3 not-for-profit organization. We are a community coalition funded through the generosity of Irondequoit residents through private donations and smaller organizations within Irondequoit. The coalition is currently in the process of applying for a federal grant which will allow us to expand our current work. Most of our work in the past year has been based on building community collaboration and providing educational forums and information through the Hidden in Plain Sight Display to parents about “things to look for” in either your teen’s bedroom or backpack.

We have engaged the community through educational forums, community meetings, Facebook posts and collaborations with many partner agencies and individuals.

Our partners include superintendents, staff and youth from East and West Irondequoit School Districts and Bishop Kearney, Town Supervisor, David Seeley, Irondequoit Police Chief Richard Tantalo, members of Irondequoit Rotary, business partners, members from the faith community, media partners, members from Irondequoit youth sports, healthcare professionals and a number of other agencies related to substance use reduction.

Our focus in 2019-2020 will be to expand current work with the Hidden in Plain Sight Display and move towards more information about talking with your child early on about substance use. We will be focusing on early use of nicotine and marijuana, often though not exclusively through “electronic nicotine delivery systems” (ENDS). Media campaigns targeted to youth (12-18 year olds) to increase perception of risk and harm as well as a media campaign for parents to help educate, inform and enhance skills will be created for both nicotine and marijuana. In addition, the coalition will be supporting policies and advocating for increasing the age to 21 for youth to obtain nicotine products (including delivery systems).



Hidden in Plain Sight Display from Summer Movie Event July 2018

2018-2019 Achievements

Education and Awareness:

We have provided education through a forum held in October specific to opioid use and brain development, a winter forum specific to youth in sports and their coaches, and a spring panel discussion specific to early use targeting families with children in middle schools. Video clips of this forum were also shared on Facebook.

In addition, part of building education and awareness has been getting out into the community with events. These events usually included some form of the Hidden in Plain Sight Display in its entirety as a teen's bedroom or as the "backpack version". These are listed in the next section.

A website has been created to provide information and educational materials. These can be found at www.dfitogether.org



National Night Out-Hidden in Plain Sight Display-August 2018

Community Events and Collaboration with Partners:

Summer 2018 events included tabling event at the Fourth of July Celebration at the Town Hall, Rec Fest for Soccer, two movie nights at Town Hall and National Night Out at Durand Eastman Park.

In addition to the community forum, middle schools and high school in East and West Irondequoit held events which allowed us to set up one of the Hidden in Plain Sight Displays either at Open Houses, or another parent night. The Substance Prevention Specialist at Irondequoit High School and member of DFI: Together, provided a number of staff and parent trainings regarding the devices currently being used by youth.

DFI: Together was also invited to present at the Knights of Columbus this past fall as well as Summerville Church and Harris Funeral Home Education Series in the spring of 2019.

We also spoke at a town board meeting in support of the new town ordinance regarding being a smoke free/vape free community on all town properties including town parks.

Youth focus groups were held in both East and West Irondequoit High Schools, providing DFI: Together with valuable information about current substance use and input on improving communication with teens within the Town of Irondequoit.

The spring DEA Drug Take Back Day netted over 100 lbs of medication collected from 85 participants. Everyone was also given information about the medication drop off box at the Irondequoit Police Department.

Our presence at the Sr. Expo Health Fair held at Bishop Kearney in the spring of 2019 was the second year we were able to connect with senior citizens about safe disposal of medications and promotion of the Monitor Secure and Dispose campaign through distribution of magnets.

A number of marketing achievements were made including development of branding and marketing strategies and supporting content. A variety of materials were ordered to improve communications at community events. The Prom Safety Card distributed first in the spring of 2018 was revamped after receiving input from youth and then distributed to a number of businesses to include with prom orders of flowers, food, and attire.

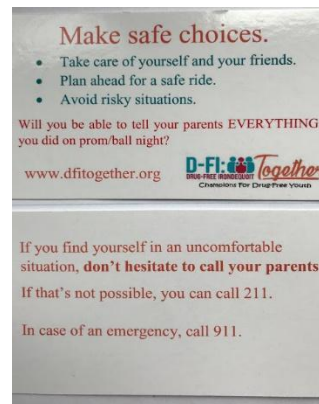
Many thanks to: Vittorio Tuxedo Shop, Tuxedo Corner, Genrich Florist, Red Rose Florist, Personal Design Florist, Fiorvanti Florist, Cooper Deli, Two Ton Tony's, Bella You, I-Square, Cam's Pizza, Tangles, ROC Salon, DIVA, Hair Extraordinaire, OK Barber and the Irondequoit Public Library-Teen Room.

The Month of May was Prevention Month. We held our first Prevention Champions Award on May 21, 2019. Congratulations to Azalia Lugo and Christian Lewis who were our first recipients! Both of these young people were responsible for a "No Juul January" Campaign held at Eastridge High School with a number of PSAs, posters and media attention to the problems of juuling.

Irondequoit Police Department also distributed Talk, They Hear You tent cards on behalf of DFI: Together to some of our area restaurants to help parents key into some tips on how to talk to your child about alcohol and other substances.



Youth Hike with
ROcovery Fitness in
Durand Eastman
Park-August 2018



Prom Safety
Cards-2019

Meetings and Known Events 2019-2020

June 21-McAvoy Park Opening Night 5:15-8:15-tabling event

July 4th 12:30-5 PM at Town Hall-Tabling Event

July 13-Rec Fest-Soccer 8:30 am-12:30 PM tabling event and HIPS backpack version

August 7-National Night Out 4-8:30-tabling and Hidden in Plain Sight display

August 9th-Movie Night under the stars-Ralph Breaks the Internet 6:30-8:30PM

August 20th (Tuesday) 8:30-10 AM Coalition Meeting-

September 17, 2019 Tuesday 8:30-10 AM-Coalition Meeting

October 18, 2019-8:30-10 AM Coalition Meeting

Also: DEA Drug Take Back Day, Hidden in Plain Sight tabling events-schools and possible Health forum are held in Oct.

November 19 Tuesday 8:30-10 AM Coalition Meeting

December-13 Friday 8:30-10 AM Coalition Meeting

2020-all meetings are at 8:30 in the Broderick Room unless otherwise indicated.

January 17 Friday Coalition Meeting

February-11 Tuesday Coalition Meeting

March 20 Friday Coalition Meeting

April 21 Tuesday Coalition Meeting

May 19 Tuesday Coalition Meeting

June-Annual Community Evening meeting-June 10 (Wednesday) 6:30-8:00 PM



DEA Drug Take Back Day-April
2019

Development and Sustainability

- An Annual Appeal begins every year to coincide with International Overdose Awareness Day on August 31 and will run until the end of the calendar year.
- We are a designated United Way organization for ROC the Day, to be held on November 27, 2019.
- ***DFI Drug Free Irondequoit: Together*** as your designated charity on Amazonsmile.com

- We are on Facebook and promote our events such as Ice cream fundraisers at Two Ton Tony's and Netsin's as well as Chipolte in October.

Volunteering

- Committees requiring additional volunteers:
 - Marketing and Communication-responsible for developing brand recognition, getting communications out to the community as well as media links.
 - Development and Sustainability-reviews all sustainability needs of the coalition specifically pertaining to financial needs but also human resources as needed.
 - Advocacy and Legislation-makes recommendations for policy revisions, position papers to local, state and federal government and works to inform the rest of the coalition on other legislation which may affect our work.
 - Substance Education-develops the strategies found in our Action Plan to educate, inform and enhance skills of the community-both adults and youth
 - Youth Committee-works together to help coordinate events to actively engage youth in the coalition
 - Assessment Team-designs a methodology and implementation for data collection, review and recommendations to the coalition based on these findings.
 - Executive Committee is made up of appointed individuals who are responsible for the Governance of the organization.
- We are also **always in need of volunteers** who can give **one or more hours** to man a table and provide information to the community. We provide training! You will be armed with enough information about the organization, our goals and the materials we distribute as well the items we use for demonstration purposes. YOU will help us provide a valuable service to the community to help inform, educate and provide support to families helping to create a healthier community for all.

Who do I contact?

Contact Ginny Nancy at dfitgether@gmail.com for more information about the organization or to request a volunteer training.