



Community Engagement

Annual Report

2019-2020

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.

- Recipient of a grant from OASAS (Office of Addiction Services and Supports) specifically to expand the reach of substance use prevention coalitions in ESPRI localities to further build local resources in high risk communities to effectively address substance use disorders (SUD) health disparities, with specific focus on Opioid Use Disorder (OUD), implementing three facets of environmental strategies: policy, enforcement, and media.
- Applied for a federal grant which will allow us to expand our current work in Irondequoit.
- Most of our work in the past year has been based on building community collaboration and providing information through the Hidden in Plain Sight Display to parents about “things to look for” in either your teen’s bedroom or backpack.
- Advocacy committee regularly informs and helps to educate lawmakers about substances and impact on youth.
- Engaged the community through community meetings, Facebook posts, videos on our Youtube channel 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, the Irondequoit Police Department, 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 2020-2021 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. While taking into account all of what is going on in our world, nation and community, we are hoping to continue to provide resources for development of coping skills and mental health support resources for both youth and adults. We continue to post a great deal of information on both our Facebook page and website.



Hidden in Plain Sight from National Night Out

2019-2020 Achievements

Education and Awareness:

We have provided education through a virtual forum of experts pertaining to alcohol and other substance use and effects on youth. Retired Irondequoit Police Chief Rich Tantalio, Youth Pastor Graham Spruill, Dr. Kristen Savage and Founder/CEO of RCOvery Fitness can be found on the Drug Free Irondequoit Youtube Channel. These videos have also been posted to our Facebook page. Or copy and paste the following to see the videos in the Let's Talk About series:

- <https://www.youtube.com/watch?v=tnXoewNQWQQ&t=61s> (Former Chief Rich Tantalio)
- https://www.youtube.com/watch?v=1sdxaa2tF_A&t=35s (Dr. Kristen Savage)
- <https://www.youtube.com/watch?v= zp5tvPOJtc&t=5s> (Graham Spruill)
- <https://www.youtube.com/watch?v=UkV3vqEcuTQ&t=10s> (Yana Khashper)

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



Bridge the Ridge Event in partnership
with Irondequoit Police
Department-held in June 2019

Community Events and Collaboration with Partners:

One of the key partners of the coalition are the school systems. Every other year they administer the Youth Risk Behavior Survey which provides valuable information about what youth's perceptions and behaviors are related to a number of topics. In our case, the information pertaining to substance use and assets is particularly important as it informs us of our work.



Irondequoit Youth and Behavior

The Monroe County Youth Risk Behavior Survey (YRBS) was completed by 1,513 East & West Irondequoit students in grades 9-12 in March of 2019.

Assets

Positive qualities and experiences that help youth thrive.



Family Support



At least one non-parental trusted adult in their life



Received encouragement at school



Believe they matter to people in our community



Volunteer 1+ hours per week



Exercise 60 mins daily 5+ days per week



Sleep 8+ hours on school nights

Despite these “protective factors,” Irondequoit youth are still engaging in dangerous substance use

Percentage of Irondequoit Youth that have Used Substances at least One Time



Alcohol



E-Cigarette



Marijuana



Prescription Pain Meds



Prescription Stimulants



OTC Drugs



Prescription Sedatives

Middle schools and high schools 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 Abuse 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 to Irondequoit Rotary and the Irondequoit Lion's Club.

Youth clubs Reality Check/DFI and D-FI:IHS meet regularly during the school year to specifically address issues pertaining to youth substance use. The Fall DEA Drug Take Back Day collected from 25 participants. Everyone was also given information about the medication drop off box at the Irondequoit Police Department.

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.

Events throughout the year included:

- Family Picnic Day for Irondequoit Little League
- Bridge the Ridge
- McAvoy Park Family Night
- July 4th Tabling event
- Soccer Tournament
- National Night Out
- Scotty Be Overdose Awareness Day at Martin Luther King Park
- Jr. Eagles Football
- Jr. Lancers Football
- St. Paul Fire Department Open House
- Narcan Training in collaboration with Irondequoit Rotary
- Rotary's Fundraising Pasta Dinner
- DEA Drug Take Back Day
- Urban-Suburban Family Meeting- Panel on Vaping

DFI was scheduled to include a variety of other events this spring but then along came COVID-19! We have continued to meet and work on projects as related to the OASAS grant. The three components to that grant include a media campaign, which is being managed and produced by Causewave, the addition of getting a medication drop box in the 14621/Clinton Avenue area, and lastly distribution of Dterra Bags (a medication disposal system to be used in the home since many med drop boxes are closed during COVID). We are also waiting on final approval of previously approved state funds to provide a youth on-line event during this difficult time.



National Night
Out-August
2019

Some of our coalition members as we continue to meet during COVID-19!



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 at the end of November.
- Please consider naming **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

- We are **always in need of volunteers** who can give **one or more hours** for a variety of purposes. We can match your interests, skills and talents to an area most suited for YOU. We provide training! For young people...this is a great resume builder! For retirees ready to give back...we will find what you would most enjoy doing. And for everyone in between...we can work around your schedule to suit you! 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.
- **Here are the committees...but if you don't find something you like here...tell us what you want to do...we will find the right match for you!**
 - Community Outreach and Engagement**-responsible for overseeing community events, engaging the community and bringing new volunteers and coalition members on board.
 - 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. Responsible for assisting with grant writing and fundraising efforts.

-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 officers through the Board of Directors who are responsible for the Governance of the organization.

Who do I contact? CALL TO ACTION!

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

See the Community that Cares video at: https://www.youtube.com/watch?v=y_9kyYmQq6E&t=2s