



Upper Bucks HCHY Coalition

Palisades • Penridge • Quakertown

Fall 2006 Newsletter

The Upper Bucks Healthy Communities Healthy Youth Coalition is focused on increasing the number of 40 Developmental Assets® in all youth. Developed by Search Institute of Minneapolis, MN, Developmental Assets® are concrete, common sense, positive experiences and qualities essential to raising successful young people. These assets have the power during critical adolescent years to influence choices young people make and help them become caring, responsible adults. The Developmental Assets® represent everyday wisdom about positive experiences and opportunities for young people. Search Institute's research indicates that these assets powerfully influence adolescent behavior—both by protecting young people from risky, problem behaviors and by promoting positive attitudes and choices. This power reaches across all cultural and socioeconomic groups of youth and young children.

The Featured Asset for this Month is Asset #16: High Expectations

Parents and Teachers encourage kids to do well

47% of youth in Upper Bucks County have this asset

At Home

- Expect the best from your kids—each according to his or her unique abilities. Educate yourself on child development so you know what's realistic. When expectations are high but still within reach, children will stretch to achieve them.
- Allow your child to make mistakes and learn from them.
- Notice when your children do well. Let them know that you admire their talents, abilities, manners, friendship skills, intelligence, kindness, or whatever you happen to observe.
- Hold kids accountable for their actions at the same time you affirm their abilities.
- Be on the lookout for new and creative ways to challenge and stimulate your children—without pushing too hard. Ask your children what they expect of themselves, listen to what they say
- Model high expectations by challenging yourself.

In the Faith Communities

- Tell youth what you expect of them.
- Hold high expectations for all youth in your congregation, not just the stars.
- Give young people opportunities to try new activities or build new skills. Let them know that you expect them to succeed.
- Make religious education challenging and interesting.
- Educate parents about how to set realistic yet encouraging expectations for their children.

At School

- Tell students what you expect from them.
- Talk with parents about expectations. Tell them what you expect from their children; ask them to share their expectations with you. Support each other.
- Hold high expectations for all students, not just the stars. (Remember that high for one student may be low for another.)
- Encourage students to take positive risks, and to act on their ideas and dreams. Teach the difference between positive risks and foolish risks.
- Give students the tools they need to develop their talents and abilities.
- Give kids opportunities to sink or swim. They'll often rise to the occasion. *Example:* Don't always assume that an adult needs to direct an activity. Invite kids to lead and see what happens.

In the Community

- Encourage adult leaders (coaches, choir directors, group leaders, volunteer coordinators, etc.) to hold high expectations for *all* young people they work with, not just the stars.
- Challenge local media (TV, radio, newspapers) to spot light the positive accomplishments of many young people, as opposed to the negative actions of a few.
- Regularly recognize children and teens who excel in various areas—academics, sports, performance, service, leadership, creativity, courage, etc.
- Reassure young people you come into contact with that they can do great things.
- Sponsor classes and workshops on child development so parents can learn how to set reasonable expectations

*Go to www.justcommunity.com to view local survey results

US Restaurants Surpasses \$3,000,000 Raised for Project CARE

When five-year-old Charlie Malandro, of Collegetown, asked his mother to take him to the Whitpain Burger King on May 11th, he had no idea what awaited him there. In addition to the expected burgers and French fries, Charlie, his mother and sister were greeted with a serving of balloons, flowers, toys and cake!

The surprised Malandros had been identified as the customers who purchased a Burger King fund-raising coupon sheet that represented the three millionth dollar (\$3,000,000!) raised by US Restaurants, the area Burger King franchisee for Bucks and Montgomery counties for the benefit of Project CARE. A UBHCHY Coalition founding member, Project CARE is an education and training program for adults working with young people in schools and communities. US Restaurants is now in its 21st year of fund-raising for Project CARE, which is based in Quakertown, PA. Project CARE was founded in 1985 after a rash of drug-related teen suicides in Upper Bucks. The parent company for Project CARE is the local nonprofit organization, justCommunity Inc.

As soon as Charlie's mother, Jackie, contributed one dollar and received the Burger King coupon sheet supporting Project CARE in its efforts to promote healthy youth development and prevent substance abuse, the Malandros were presented with a congratulatory card and gift certificate in addition to the other gifts. Jackie joked that Charlie and his sister, 2-year-old Cassie, will be expecting the royal treatment now every time they visit Burger King. Kidding aside, Jackie, who is a special education teacher, said of US Restaurants' efforts to support young people, "This is something that is close to my heart."

US Restaurants became involved with Project CARE after learning that youth were selling drugs outside of the Quakertown Burger King in the mid-1980s. Steven Lewis, President of US Restaurants, recently recalled how he first learned of the seriousness of the substance abuse problem in and around some of his stores. "It was a Friday night and I was at the restaurant watching some of the things that were going on," he said. "There was drug dealing in the vicinity of our restaurant, and there was actually a drug bust on our lot. Cocaine was being sold to 15-year-olds." Lewis said seeing this, on the heels of adolescent suicides in the Quakertown area, was a wake-up call for him. "I knew this was something we really needed to get behind to help the community," he said, adding that within his own family he's seen what drugs can do. "It's terrible what it can do to a family. It can tear the fabric of the family apart."

US Restaurants has always been committed to community and to youth, Lewis said. "We have a lot of youth working in our restaurants," he said. "We see the pressures, tugs and pulls they are up against. This is the driving force behind what we try to do in our communities." As far as Lewis is concerned, it's the little successes that make it all worthwhile. "If we can save just one child, it's worth every dollar that we raise," he said. In addition to the yearly coupon sale that runs from March to May, US Restaurants, in cooperation with the local senior services nonprofit company LifeQuest, holds the annual Project CARE Golf benefit. This year, the golf outing was held June 12 at the Plymouth Country Club in Plymouth Meeting and raised over \$30,000.

Thanks to US Restaurants, Project CARE is also able to award higher education scholarships to students formerly in crisis because of alcohol and other drug or mental health issues. These young people must have been referred to their high school's Student Assistance Program (SAP) and are now headed toward successful college careers. Since the student scholarship program began in 1996, a total of \$230,000 has been awarded to 57 young people.

Project CARE has trained more than 20,000 individuals involved in topics such as Cyber Bullying, Adolescent Female Relational Aggression, Self Mutilation/Self Injury, Eating Disorders and other topics on adolescent health. Project Care is also a state approved provider of Student Assistance Program (SAP) training. SAP training prepares school and community agency staff to serve on Student Assistance teams that identify students at risk and intervene, enabling them to get on the right track and complete successful school careers. More information on Project CARE can be obtained by visiting www.projectcare.org or by calling 215-538-4787.



(l to r): Alesia Gully, General Manager, Whitpain Burger King; Lee Rush, Executive Director, justCommunity, Jackie Malandro and her two children, Charlie and Cassie, Greg Winans, Vice President of Operations, US Restaurants, Lana Rosiek, Marketing Manager, US Restaurants; and Marlene Ruby, Director, Project CARE.

Quakertown Freshman Center to Include Asset Building Activities

The Freshman Center of the Quakertown Community School District will be including fifteen asset building activities in the curriculum this year. On August 11th, staff and administrators participated in a workshop on the 40 Developmental Assets[®]. The workshop was presented by Ray Fox, Chair of the Quakertown Healthy Communities Healthy Youth Coalition, a UBHCHY Coalition member. The morning session included an introduction to the assets and a presentation of the most recent results from the bi-annual survey given to over 3,000 teenagers in Upper Bucks. Emphasis was placed on the fact that the greater number of assets a young person possesses, the more likely they will avoid risk taking behaviors such as underage drinking and other drug use. Also noted was the fact, the greater number of assets a young person possesses, the more likely they will engage in positive behaviors such as success in school and positive decision making. The workshop also afforded the opportunity for the staff to participate in asset building activities.

The afternoon session enabled the participants to choose which of the 40 assets will be the focus of student advisement time during the year. After the fifteen assets were chosen, specific activities were chosen to help with the development of each of these assets during the fifteen advisement days during the school year. Principal Suzanne Vincent and the Freshman Center staff are proud to be on the “cutting edge” of such a new endeavor. Each student and teacher in the building will be using an Asset Building Kit which was created by the staff as part of this workshop. This workshop is available to any school interested in becoming more involved in asset building. For more information call 215-538-4796.

Pennridge Coalition Sponsors Third Positive Coaching Alliance Workshop

On July 24th, the Pennridge Healthy Communities Healthy Youth Coalition (PHCHY), a UBHCHY Coalition member, sponsored its third Positive Coaching Alliance (PCA) workshop. This workshop, called Double Goal Coach I, was presented by Amy Nakamoto, Associate Director of Sports Challenge Leadership and Education Alliance in Washington, D.C. and Mike Kelly, Professor of Sport Management from Drexel University in Philadelphia. Their expertise and examples served quite well in providing a positive and rewarding opportunity for everyone in attendance. The UBHCHY Coalition will continue with partnership with PCA during the upcoming year and will schedule workshops called Double Goal Coach I, I, III and a parent workshop. After educational institutions, youth sports organizations are the next largest sector of a community that can impact youth development. The philosophy of PCA is perfectly aligned with the mission of the UBHCHY Coalition and the Developmental Assets[®]. For more information contact Ray Fox at 215-536-6649.

Palisades Promise Welcomes Two New Leaders

All healthy organizations know the value of the concept of “shared leadership”. In that spirit, Palisades Promise, (a UBHCHY member), recently announced two new leaders will be chairing their local initiative. Ann Wong, Palisades Promise’s first chair and founding member, recently stepped down after years of leading the effort. Beth Hall and Mary Miller, two strong child advocates in the Palisades community, stepped up to serve as Co-Chairs at the September meeting. When a role is filled by two individuals, it speaks volumes for the amount of time and energy contributed by their predecessor.

Another major news item announced at the meeting, was the recent awarding of a \$1,000 grant to Palisades Promise by the Pennsylvania Attorney General’s Office. The grant funds will be used to fund the publication of a “Parents Guide For the Prevention of Alcohol, Tobacco, and Other Drug Use”. These guides will be distributed to each family in the Palisades School District with an secondary student. The guides will be a catalyst for communication among parents and children and to provide information and support to promote safe behavior and healthy youth throughout the community.

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UPPER BUCKS HEALTHY COMMUNITIES HEALTHY YOUTH COALITION

Mission Statement: “To promote positive youth development by providing information, supporting programs and strengthening community relationships that build assets to help youth stay healthy, safe and drug-free.”

The Upper Bucks HCHY Coalition is funded in part by a federal grant through the White House Office of National Drug Control Policy, (ONDCP) and the Substance Abuse and Mental Health Services Administration, (SAMHSA).

Steering Committee: Lois Dodson, Ray Fox, Beth Hall, Donna Holmes, Mary Miller, Lee Rush, Cheryl Swartley, Alice Zander.

UBHCHY Coalition Launches Social Norms Marketing Campaign

After one year of planning that began in the fall of 2005, the UBHCHY Coalition launched its first ever Social Norms Marketing Campaign on September 8th in all three Upper Bucks high schools. A Social Norms Marketing Campaign is often referred to as an “environmental change strategy” in the field of prevention. The primary goal of the campaign is to inform the targeted population, (in this case all high school students), that **the majority of teenagers living in Upper Bucks choose not to drink**. This fact was derived from over 3,000 responses to an anonymous survey that asked the question, “Have you used alcohol in the last 30 days?” This question is a nationally recognized standard of regular use of alcohol in the substance abuse prevention field. A total of 65% of area 8th, 10th and 12th graders responded “no” to this question. Generally speaking, the majority of youth over-estimate how many of their peers engage in underage drinking. Their false perceptions often lead to greater levels of use in order to “fit-in”. This effect of not knowing the actual percentages of a particular behavior also affects adult behavior. Many adults underestimate the levels of underage drinking and therefore do not discuss it with their children or assume it is always somebody else’s children who must be using.

The UBHCHY Coalition’s campaign consists of three phases: 1) Phase One: “Getting People’s Attention”, 2) Phase Two: “Sharing the Message” and 3) Phase Three: “Reinforcing the News”. Each high school has in place a group of students called a “Street Team”, to help implement the project. Each team consists of 15-20 students representing various groups within the school community such as student government, extra-curricular activities or athletics. Phase One was launched during the opening weeks of the current school year. The item used to get people’s attention during this phase were thousands of small green buttons with the letters “OMG”. OMG is commonly used by youth in electronic text messaging to each other and it often expresses surprise, joy or pay attention. The intent of using OMG was to attract the attention of youth who are often bombarded with hundreds of distractions. Using a business marketing term, the OMG buttons generated a great degree of “buzz”. People asking questions such as: “What is this all about?” or “Where can I get an OMG button?” resulted in students anxiously awaiting the next phase.

Phase Two: “Sharing the Message”, involved the distribution of 300 t-shirts and 5000 static cling decals with the phrase “2outta3” on each item. After these items began appearing throughout the schools in October, responses heard were: “Two out of three do what?” or “What does ‘2outta3’ have to do with anything?”. The primary purpose of Phase Two is keep the conversation going until the launching of the next phase.

Slated for beginning on October 23rd, Phase Three: “Reinforcing the News” will include the distribution of 1150 t-shirts and 5000 silicone wrist-bands. The following message, “2outta3 Don’t Drink” will be on the wristbands and the front of the t-shirts. On the back of the t-shirts will be the slogan, “I’m Bringing Sober Back. Yeah!”. Also a component of Phase Three will be a community-wide sharing of the message through press releases, newspaper articles, newsletters, etc. This strategy of using a social norms marketing message has been shown to effective in reducing the rate of underage drinking and in changing the perceptions of youth and adults which contribute to such use. For more information on social norms projects and the research on the effectiveness of this approach go to: <http://www.mostofus.org/> or <http://www.socialnorm.org/>

Federal Official Visits Upper Bucks



(l to r): Jack Claypoole, DFC Administrator, Lois Dodson, Coalition Chair and Lee Rush

On July 7th, Mr. Jack Claypoole, the newly appointed Administrator of the Drug Free Communities Support Program, (DFC) sponsored by the White House Office of National Drug Control Policy (ONDCP) paid a visit to Upper Bucks County to visit with UBHCHY Coalition officials. The meeting was held at the newly renovated Quakertown Train Station and was attended by 25 key leaders in youth development in Upper Bucks. Lee Rush, Community Mobilizer for the UBHCHY Coalition presented an overview of recently collected data from over 3,000 youth on their perceptions of life in Upper Bucks. Recent data suggest positive trends are occurring in the level of Developmental Assets[®] possessed by area youth. Data was also shared on substance use rates and other risk behaviors engaged in by teenagers. While substance abuse rates are still higher than national averages, Rush pointed out that they are also trending downward, mirroring national statistics declines over the past five years.

Claypoole also gave an overview of the federal DFC Support Program, which the UBHCHY Coalition is partially funded through. Claypoole said he was pleased to see our coalition’s recent embarking on its first social norms marketing campaign. He shared that his background included involvement in similar campaigns when he lived and worked in South Carolina communities. An outcome of the July 7th meeting was an opportunity for the UBHCHY Coalition to extend an invitation to the nation’s drug czar, Mr. John P. Walters, to visit Upper Bucks during our annual community briefing in late 2006.