

SAFE Spotlight

September/October 2010



THE SAFE COMMUNITY NETWORK IS AN INITIATIVE OF THE IOWA DEPARTMENT OF PUBLIC HEALTH'S BUREAU OF SUBSTANCE ABUSE PREVENTION & TREATMENT IN THE DIVISION OF BEHAVIORAL HEALTH

CDC Finds Annual Cost of Motor Vehicle Crashes Exceeds \$99 Billion

One In a one-year period, the cost of medical care and productivity losses associated with injuries from motor vehicle crashes exceeded \$99 billion – with the cost of direct medical care accounting for \$17 billion, according to a study by the Centers for Disease Control and Prevention. The total annual cost amounts to nearly \$500 for each licensed driver in the United States, said the study in the journal Traffic Injury Prevention. The study also found:

- More men were killed (70 percent) and injured (52 percent) in motor vehicle crashes than women.
- Teens and young adults made up 28 percent of all fatal and nonfatal motor vehicle injuries and 31 percent of the costs (\$31 billion).
- Motorcyclists made up 6 percent of all fatalities and injuries but 12 percent of the costs, likely due to the severity of their injuries.

Motor vehicle crash injuries and deaths and the associated costs are preventable. CDC's Injury Center supports proven, effective strategies for prevention such as:

- Graduated driver licensing (GDL) policies:

- Child safety seat distribution and education programs
- Primary seat belt laws
- Enhanced seat belt enforcement programs
- Motorcycle and bicycle helmet laws
- Sobriety checkpoints

For details on state-specific policies and a state-by-state policy comparison, visit www.iijhs.org/laws/.

CDC has also released [fact sheets](#) to help communities play an important role in reducing the human and economic toll of motor vehicle-related injuries by supporting prevention policies that have been shown to save lives and reduce costs. They provide information about cost-effective policies to:

- Improve child passenger safety.
- Improve teen driver safety.
- Reduce alcohol-impaired driving.
- Increase safety belt use.

Source: U.S. Department of Health and Human Services, CDC Online Newsroom, August 25, 2010

National Prescription Drug Take Back

The DEA is asking for your help. As you know, prescription drugs are being misused and abused at alarming rates throughout the United States. As part of efforts to address this problem, DEA will be collecting potentially dangerous expired, unused, and unwanted prescription drugs for destruction at sites nationwide on Saturday, September 25th from 10 a.m. to 2 p.m. local time, all over the United States. The service is free and anonymous, no questions asked.

Collection sites can be found by going to the link found at www.GetSmartAboutDrugs.com or www.JustThinkTwice.com. This site will be continuously updated with new take-back

locations. You can help make this event a success by sharing information about the program with your membership, partner organizations, and others who are concerned about prescription drug abuse. In addition, anyone interested in helping to have a take back event in their community are encouraged to contact their local police or sheriff's office, or by calling the appropriate [DEA Field office](#).

For additional information about this event, to go www.deadiversion.usdoj.gov/takeback/.

SAFE Recertifications:

- Keokuk County

Funding Availability*:

- **Alliant Energy Foundation**
www.alliantenergy.com
- **Finish Line Youth Foundation**
www.finishline.com/store/youthfoundation/guidelines.jsp
- **Lawrence Foundation**
www.commongrantapplication.com
- **Pay It Forward Foundation**
www.payitforwardfoundation.org
- **Project Ignition**
www.sfprojectignition.com
- **QuikTrip Community Relations**
www.quiktrip.com/community/contributions2.asp
- **Verizon Foundation**
<http://foundation.verizon.com/grant/application.shtml>
- **York Children's Foundation**
<http://yorkproductswest.com/asp/ycf.asp>





Iowa Department of Public Health Promoting and Protecting the Health of Iowans

SAFE Contact Information

Julie Hibben, Prevention Consultant
Iowa Department of Public Health
321 E. 12th Street
Des Moines, Iowa 50319
50319

Phone: 515-725-7895

Fax: 515-281-5354

E-mail: jhibben@idph.state.ia.us

Web site:

[www.idph.state.ia.us/bh/](http://www.idph.state.ia.us/bh/sa_safe_network.asp)

sa_safe_network.asp

History of the SAFE Community Network

In 1989, the Iowa SAFE Community Network was launched in response to needs and concerns expressed about substance abuse issues across the state. Initially, SAFE was an acronym for "Substance Abuse Free Environment" but now the SAFE format can be used to focus on many prevention-related issues. Offered by the Iowa Department of Public Health, this program helps communities collaborate to reduce substance abuse, crime, violence and other related problems. The Iowa SAFE Community Network is designed to enhance, recognize and support existing prevention services and initiatives in the community and to be a resource to its citizens.

Upcoming Training Opportunities

PREVENTION AND TREATMENT

WORKING TOGETHER ON SEPTEMBER 30, 2010 VIA WEBINAR. TO REGISTER, GO TO WWW.DLNETS.COM/MCTFT2ND.HTM

SUNSTANCE ABUSE PREVENTION

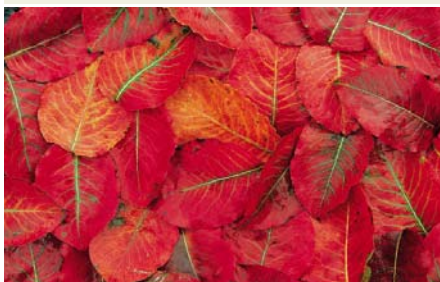
SPECIALIST TRAINING ON OCTOBER 6-7, NOVEMBER 9-10, 2010 IN JOHNSTON. TO REGISTER, GO TO WWW.COUNTERDRUGTRAINING.COM

BUILDING BALANCED YOUTH

EMPOWERMENT CONFERENCE ON OCTOBER 19-20, 2010 IN WEST DES MOINES. TO REGISTER, GO TO WWW.YOUTHPODS.ORG.

PACT360 TRAIN THE TRAINER ON NOVEMBER 3, 2010 IN AMES. TO REGISTER, CONTACT BECKY SWIFT AT 515-725-0301 or becky.swift@iowa.gov

IOWA PREVENTION CONFERENCE ON NOVEMBER 4, 2010 IN AMES. TO REGISTER, GO TO WWW.TRAININGRESOURCES.ORG



Coalition Update & News

Prevention Prepared Communities

Within SAMHSA's newly created Strategic Objectives, the term "prevention prepared communities" is mentioned. Funding is currently being requested for this program at the federal level. If funded, this program will assist communities in developing and implementing effective mental illness and substance abuse prevention practices, strategies, and policies that will promote the wellness of individuals aged 9-25 and the communities in which they live. The program builds on scientific evidence that a common set of risk and protective factors contributes to a range of mental, physical, and behavioral problems, including substance abuse and other unhealthy behaviors. Thus, targeting early risk factors and promoting protective factors can prevent substance abuse as well as other negative outcomes.

The goal of prevention prepared communities is to improve community and individual level wellness, and health promotion outcomes. Performance measures will be collected at both the community and individual level. Measures will include population-based indicators of community wellness and at an individual level will include measures of positive mental health, absence from substance abuse, and improved academic achievement.

Under this program, communities will use the Strategic Prevention Framework to utilize epidemiologically-based needs assessment approaches to identify their predominant substance abuse and related mental health issue(s), and will select and implement evidence-based strategies to target the identified risk and protective factors contributing to these issues. Evidence-based strategies may include individual- and family-focused prevention programs and

practices, environmental strategies, community-wide public education campaigns, school-based curricula, and parenting, social and life skills training. Grantees will collaborate with appropriate service providers to ensure the utilization of best practices for universal, selected and indicated populations. Be watching for additional updates about this program in the upcoming months.

PACT360 Train the Trainer

The Partnership for a Drug-Free America and the Office of Drug Control Policy in coordination with Youth & Shelter Services, Inc. will be delivering a comprehensive Train-the-Trainer presentation of the PACT360 (Police and Communities Together) program, an informative community education program designed to deal with existing drug issues and rapidly respond to emerging drug threats.

The presentation will provide an overview of four different programs designed specifically for parents and teens to provide them with up-to-date information about today's drug and alcohol landscape. Each of the training sessions contains expert tips on how to deliver the individual program proficiently and what tools and resources are needed to bring the PACT360 program to your community. At the conclusion of the training participants will be prepared to present the programs in their communities as well as train others how to use the materials.

This free training will be held on November 3, 2010 from 1:00-5:30 p.m. at Youth & Shelter Services in Ames. For more information about the training, go to www.state.ia.us/government/odcp/

To register, contact Becky Swift at 515-725-0301 or becky.swift@iowa.gov.