

Mission:

With determination and integrity, we, the citizens of Yavapai County, commit to working in partnership to build healthier communities by striving to eliminate substance abuse and its effects.

Inside this issue:

- 370 Attend Conference on Marijuana: The Science and The Experiment 1
- Annual Pizza Box Topper Art Contest Underway - Deadline Dec 12th 1
- Nominate a Game Changer 1
- 2014 AYS Shows Progress Being Made and a Warning 2
- Heroin Symposium Jan 13th 2
- Annual Youth Video and Poster Contests 2
- Calendar 2

Nominate a Game Changer

MATFORCE is now accepting nominees for its Game Changer Award, recognizing those who are creating positive change in our communities. They are going 'above-and-beyond' to make a real difference in the lives of others. Nominations can be made for a youth, an adult, group, business or an organization. The nominee's outstanding effort or project can be in any area, not just related to substance abuse.

To nominate a Game Changer go to matforce.org

Newsletter Dec 2014 - Jan 2015

MATFORCE

Working together to reduce substance abuse

matforce.org



370 Attend Conference on Marijuana: The Science and The Experiment

The November 18, 2014 conference on marijuana brought 370 state leaders, educators, law enforcement and prevention specialists together to learn the scientific facts about how marijuana affects the brain and what is happening with the Colorado legalization 'experiment.'

With the effort underway to legalize marijuana in Arizona, those attending the conference learned why it is so important to take action against legalization and to instead stand on the side of decreasing drug use.

Sheila Polk, Yavapai County Attorney and MATFORCE Co-Chair, opened the conference. Polk said, "From the most recent Arizona Youth Survey we know that in Arizona one out of five 12th grade students is a regular marijuana user. Also, the survey shows that 8th, 10th and 12th grade students are using marijuana more often than cigarettes. Science proves that marijuana is harmful, especially to young people. Yet many people falsely think that marijuana is safe. We need to change that thinking for the

MATFORCE invites area youth to enter the "Say No to Underage Drinking" Youth Art Contest. Winning entries will receive cash prizes. Participating pizza stores will be attaching the winning posters to the top of their pizza boxes helping raise awareness about underage drinking risks.

Creating pizza box toppers gives youth a chance to make a



Participants came from across the state.

good of our state and the future of our children."

Keynote speakers for the conference included Tom Gorman, Executive Director of the Rocky Mountain High Intensity Drug Trafficking Area, who described what is taking place in Colorado with the legalization of



Dr. Dewey explained how young minds are permanently damaged.

marijuana. Neuroscientist Dr. Stephen Dewey described how the brain is permanently damaged by the use of marijuana. Sally

Schindel told the heart-wrenching story of how marijuana destroyed the dreams her son held and how it ultimately led to his loss of life.



Maricopa County Attorney Bill Montgomery called on all to stand up for what is right and best for our children.

Bill Montgomery, Maricopa County Attorney, made the closing statements. Montgomery called on all who are concerned about the future of Arizona and our children to take action. He said, "I know that when people know the true facts they will do the right thing. Legalization of marijuana, which is a harmful and addictive drug, will cause great damage to our future generations."

MarijuanaHarmlessThinkAgain.org

Marijuana Harmless? Think Again

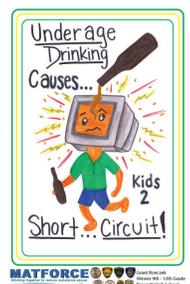
Annual Youth Pizza Box Topper Contest Underway - Deadline Dec 12

healthy choice by speaking out against the harms of underage drinking.

MATFORCE's Underage Drinking Taskforce is sponsoring this annual contest.

Contest entries must measure 8 1/2" x 5 1/2" (half sheet). The contest will be judged in four age categories, ranging from kindergarten to 12th grade. Winners in

each category will receive a \$100 Target gift card. Contest deadline is Friday, December 12, 2014 at 4:00 PM. For contest guidelines visit matforce.org or call 928-708-0100.





Heroin Symposium

An ASU - Produced
Special Investigative
Report on Heroin

“Hooked: Tracking Heroin’s Hold on Arizona”

MATFORCE will host this statewide TV-simulcast along with an interactive panel discussion on heroin problems in Yavapai County.

Art Brooks, President and CEO of the Arizona Broadcasters Association (ABA), developed the TV broadcast idea after learning of the seriousness of the issue.

“The scourge of heroin and opioid addiction is killing hundreds of Arizonans, and the growing problem is reaching epidemic levels,” Brooks said. “Our industry leaders are bonding together on this public danger in order to save lives.”

Watch for more details
January 13, 2015 at 6:00pm
In Prescott at a location to be determined.

In Cottonwood at the Public Safety Building, 199 S. 6th Street in Cottonwood.

Coming in
January

Watch for announcement of annual youth contests.

Poster Contest



2014 AYS Shows Progress Being Made and a Warning

The Arizona Youth Survey is conducted every two years by the Arizona Criminal Justice Commission. The survey assesses a variety of youth issues, including school safety, substance use, antisocial behavior, and the risk and protective factors that correlate to adolescent problem behaviors. Over 2,000 8th, 10th and 12th grade Yavapai County students were surveyed.

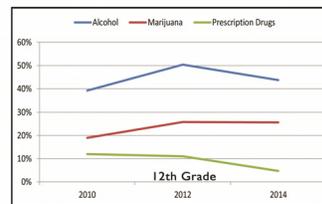
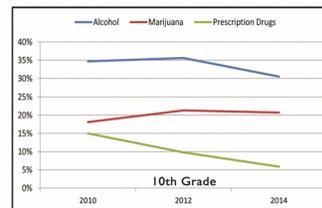
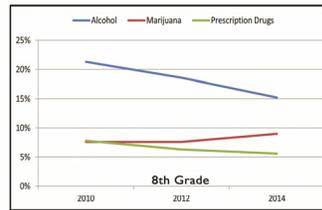
One measurement in the survey looks at 30-day drug use, which is an indicator of current use trends.

Outstanding reduction in prescription drug abuse.

In 2011, MATFORCE launched a pilot project called the Governor’s Prescription Drug Abuse Reduction Initiative. The project included extensive educational programs in schools and a county-wide awareness campaign.

Comparing use from before the prescription drug reduction project to today shows a sharp decline. For the period of 2010 to 2014, 30-day prescription drug abuse declined 28% among 8th graders and 61% among both 10th and 12th grade students.

2014 Arizona Youth Survey 30-Day Use
Yavapai County



Success in reduction of underage drinking.

One of MATFORCE’s many prevention projects includes addressing underage drinking. From 2010 to 2014, the 30-day use declined among 8th graders by 29% and among 10th graders by 12%. Alcohol use among 12th grade students rose from 2010, but is down 13% from 2012. The survey shows that 44% of 12th grade students still report some type of alcohol

abuse in the last 30 days, 30% of 10th graders and 15% of 8th graders.

Rise in marijuana use across the board.

Since the passage of medical marijuana in 2010, there has been a sharp change in young people’s attitudes about the risks of marijuana.

The survey asks students if they think it is harmful to smoke marijuana once or twice a week. Perception that smoking marijuana is not harmful has risen by 23% among 8th graders and by 41% among 10th and 12th grade students.

The false thinking that marijuana is harmless correlates to the rise in use. In the period from 2010 to 2014, 30-day marijuana use has risen 18% among 8th grade students, 14% among 10th grade students and 35% among 12th grade students. One out of four 12th grade students reports regular use of marijuana.

MATFORCE applauds reduction in prescription drug and alcohol abuse and is working to bring that same decline to marijuana use as well.

To view the full survey go to: azcjc.gov.

Calendar of Events

December — No Youth Drug and Alcohol Impact Panel in December

Jan 13 Heroin - Symposium “Hooked: Tracking Heroin’s Hold on Arizona”

Watch for more details - 6:00pm in Prescott at a location to be determined. In Cottonwood at the Public Safety Building, 199 S. 6th Street in Cottonwood.

Jan 22 Lunch 'n Learn - Andy’s Story, ‘Marijuana Killed My Soul + Ruined My Brain’

Sally Schindel is raising awareness about the true risks of marijuana by telling the heart-wrenching story of how marijuana destroyed the dreams her son held and how it ultimately led to his loss of life.
11:30am -1:00pm Board of Supervisors Room Yavapai Co Admin Bldg., 1015 Fair St., Prescott
Teleconferenced to Board of Supervisors Room Cottonwood Annex, 10 S. 6th St., Cottonwood

Jan 27 Youth Drug and Alcohol Impact Panel in Cottonwood

5:30 – 7:30pm Public Safety Building, Multi-Purpose Rm, Side B, 199 S 6th Street, Cottonwood

Feb 24 Youth Drug and Alcohol Impact Panel in Prescott Valley

5:30 – 7:30pm Prescott Valley Library, Crystal Rm, 3rd Floor, 7401 E Civic Circle, Prescott Valley