

## WHAT YOU NEED TO KNOW:



### Demolition Derby-Drive Drunk Get Nailed Campaign

The Anderson County Fair is just around the corner which means the Demolition Derby – Drive Drunk Get Nailed Campaign is back! ASAP is sponsoring the demolition derby at the Anderson County fair to raise awareness for drunk driving prevention. This is the second year in a row that ASAP will partner with the Governor’s Highway Safety Office to promote the message “Drive Drunk, Get Nailed.”

According to the National Highway Traffic Safety Administration one out of three people will be involved in an alcohol-related crash in their lifetime and almost every 90 seconds a person is injured in a drunk driving accident. In Anderson County there were 303 alcohol related crashes between 2008 and 2012 according to Tennessee Department of Safety and Homeland Security. It is an important message to convey that if you drink and drive in Tennessee you will get nailed by the law.

Last year’s event was a huge success with over 2,500 people in attendance for the derby. We hope to have an even better turn-out this year. As part of this year derby ASAP will shoot 500 Drive Drunk, Get Nailed t-shirts into the crowd and TWRA will be on hand with their BUI simulator. ASAP is currently looking for a title sponsor and t-shirt sponsors for the event. If you are interested in promoting your business in Anderson County while supporting a great cause, please contact ASAP at 865-457-3007 or ASAPofAnderson@gmail.com.

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# ASAP QUARTERLY: Prevention Matters

## Newsletter

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### FROM THE DIRECTOR

By Stephanie A. Strutner, MPH, Executive Director

#### ADVOCACY WORKS! Nice job.

I’ve often stressed to our volunteers the importance of advocacy. People frequently respond by saying, “how can little me make a difference?” Well, here is your answer.

On May 1, 2013, I shared information with you about products the retailer, Urban Outfitters, was selling online and in their stores. Coincidentally, this came to my attention the day before the Knoxville store was set to open on May 2. I was hopeful the East Tennessee addition to the retail chain would not stock these products glorifying the abuse of prescription drugs; however, upon perusing their shelves on opening day, I came to realize they were ever-present and prominently displayed.

The products were visual representations of prescription pill bottles in the form of shot glasses, coffee mugs, can koozies, and shirts. They contained messages which promoted and glorified prescription drug abuse. As a coalition, we advocated to the Urban Outfitters CEO, including the local store (ASAP letter posted at [www.ASAPofAnderson.org](http://www.ASAPofAnderson.org)) to stop selling these products for the safety of our community. Citing local conditions and identifying data illustrating the significant negative effect prescription drug abuse has had on our society, economy, and families in East Tennessee, we obviously made our point. Other coalitions across the state and nation joined in a similar effort.

On June 6, I decided to visit Urban Outfitters again to see if our advocacy had made a difference. To my excitement, the products were no longer available on their shelves! I spoke with the store manager who was not able to comment. Later, I checked online to find the products were no longer available for purchase. On June 14, Urban Outfitters announced through CNN that they would discontinue offering the products.

This change by the retailer is a step in the right direction as coalitions work tirelessly to engage in environmental change to increase awareness that the abuse of prescription drugs is not safe simply because the medication originated from a doctor. Our effort is already a monumental task and images such as these undetermine positive efforts made across the country.

I believe this product repeal is an excellent illustration of how the 20 minutes you took to respond in your own way to the CEO and Chairman of this company made a difference in East Tennessee. To each of you who took time to share this message, I would like to say thank you!

Our apathy is our own worst enemy. As Holocaust survivor Elie Wiesel once said, “The opposite of love is not hate, it's indifference. The opposite of art is not ugliness, it's indifference. The opposite of faith is not heresy, it's indifference. And the opposite of life is not death, it's indifference.” Share your voice—be heard!

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## ASAP UPDATES:



- Operation Medicine Cabinet, held on April 28, 2013, netted 314 pounds of medicine
- The Operation Rx permanent medicine disposal bin installed at CPD collected 56 pounds during March, 53 pounds during April, and 54 pounds in May
- ASAP's summer Coalition Meetings will be combined on July 1, 2013 at First Baptist in Clinton at noon in room 104 (the August meeting will resume on the regularly scheduled fourth Monday rotation)

## ALLY ACCOUNT:



Submitted by: **Tim Isbel, County Commissioner**



It is with great revelation as the Chairman of the Anderson County Beer Board to report the success of the alliance between Anderson County Commission, Anderson County Beer Board and ASAP. We have several awareness programs we are working on together, most notably the Responsible Vendor program. Resolution No. 12-433 was passed by the Anderson County Beer Board and Commission in March of 2012 requiring mandatory training requirements for all employees of beer permit holders. The measured success we have seen in such a short implementation time is remarkable. Since the resolution passed we have had 48 participants from 11 establishments complete the training with a 100 percent passing rate and average score of 96.6 percent. Of the times I have taught the class myself the awareness of the students to learning tolerance levels and legal implications are real "eye openers." Another outstanding success to report is in our compliance rate by beer outlets. Since September 2011, the county compliance rate has increased 17.7 percent to 86.7 percent compliant and clerks trained by ASAP, to date, remain 100 percent compliant with underage drinking laws. In speaking with Stephanie Strutner, Executive Director of ASAP, she said "we are thrilled with the noteworthy outcomes of the training ordinance. It goes to show you how effective we can be at reducing underage drinking when we work collaboratively." Going forward with ASAP in educating our county students of the effects of alcohol is another area I am sure we can have measured success. In addition, partnering with the Anderson County Alternatives to Incarceration program is another way that ASAP can be both successful and beneficial to the great people of Anderson County.

## NOTES:

### Resources Available to Local Businesses

Through a partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA), ASAP is able to provide resources to businesses that sell alcohol. Available are:

- Age-verification calendars
- ID magnifying glasses
- ID coders (Tennessee)
- ID checking guides (all states and U.S. Territories)
- Manager reference guides
- Window decals

These resources are available free to any business in Anderson County.

To obtain any of these items, please contact ASAP at 457-3007 or visit our online store at <http://www.asapofanderson.org/resources/store/>.

### Thanks to our donors!

**Bob and Joleen Dewald**  
**David A. Vudragovich**  
**Wendy Williams**  
**Nancy Foster**  
**John Kelsey**  
**Brenda Thornburgh**  
**Richard Gruber**

### Thanks to our in-kind sponsors!

**The Pit Stop**  
**Smokey Mountain Biker Gear**  
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**McAlister's Deli**  
**Just Imagine Salon**  
**Double Dog's**  
**Salsarita's**  
**Smokey Mountain Harley Davidson**  
**Law Enforcement Innovation Center**

## RECENT HAPPENINGS:



### ASAP is Growing

ASAP is excited to announce the development of a youth coalition. Prevention Coordinator, Michael Foster, is championing the initiative. The coalition, in partnership with local high schools, will have its kick-off as students attend the Tennessee Teen Institute (TTI) June 23rd – 28th. TTI is a five-day camp to provide education and training in youth development, leadership and prevention. TTI offers various formats of training including workshops, seminars and activities that help young people grow to be strong, healthy individuals who will have the skills needed to make a difference in the community in which they live. This is the second year that students from Anderson County will participate in TTI. According to Michael Foster, ASAP Prevention Coordinator, there are eleven outstanding students from both Anderson County and Clinton High schools going to TTI. "We are excited about the group of students attending TTI," said Foster. "The students are well-respected and are outstanding leaders in their schools. We believe the training they receive at TTI will make a huge impact on their school and community and will be an excellent building block for the youth coalition." According to their website, TTI 2012 hosted approximately 400 teen leaders, adult advisors, and TTI staff. They are expecting even a larger turnout for the TTI 2013.

## SUBSTANCE ABUSE BYTES:



### 2013 Drug Control Strategy Touts DFC Coalitions as Effective Vehicle for Prevention

From CADCA's Coalitions Online (April 25, 2013)

The White House Office of National Drug Control Policy (ONDCP) released the 2013 National Drug Control Strategy in April, which includes a focus on substance abuse prevention. The Strategy highlights the Drug-Free Communities Support Program, noting that community coalitions are an effective vehicle to prevent drug abuse before it starts.

"We know that preventing drug abuse before it begins, particularly with young people, is absolutely the most cost effective way to reduce crime and drug use and its consequences. Recent research has concluded that every dollar invested in research-based substance use prevention programs, strategies, and activities has the potential to save up to \$7 in areas such as substance abuse treatment and criminal justice system costs," said ONDCP Director Gil Kerlikowske when he released the Strategy in Baltimore on Wednesday. "That is why the Strategy lays out expanding our national and community-based programs – including the Drug-Free Communities Support Program."

In addition, the plan acknowledges the growth of community coalitions internationally, in which CADCA has played a central role. Since 2005, through a contract with the Department of State Bureau of International Narcotics and Law Enforcement Affairs, CADCA has helped build and train community coalitions in 18 countries.

"We're very pleased to see that the National Drug Control Strategy is a balanced and public health-based approach that includes prevention, treatment, recovery and alternatives to incarceration. As the membership organization of more than 5,000 community-based coalitions around the world, CADCA was also thrilled to see that the Strategy acknowledged the effectiveness of the community-based coalition approach through the Drug-Free Communities program, which is touted as one of the major pillars of the Strategy," said CADCA Chairman and CEO Gen. Arthur Dean.

Visit <http://www.whitehouse.gov/ondcp/drugpolicyreform> to download the 2013 National Drug Control Strategy.