



# Building Community Partnerships, Saving Young Lives

A CALL TO ACTION FROM THE RIVERSIDE PREVENTION TASK FORCE

## Who We Are

Four years ago, a few concerned prevention and health practitioners won a state grant to address Riverside's prescription drug problem. This small team has since grown into the **Riverside Prevention Task Force**. We are service providers, civic leaders, parents, and students dedicated to reducing rates and preventing the negative consequences of prescription drug misuse among local youth.



When we first gathered as a task force, **1 in 4** local teens misused prescription drugs. Since we started working on this problem, the number has **dropped to 1 in 5**. But **1 in 5** is still **too many**, and we need **your help** to continue our work.

## The Problem

Riverside has the highest rate of youth (ages 12-17) prescription drug misuse in the state.

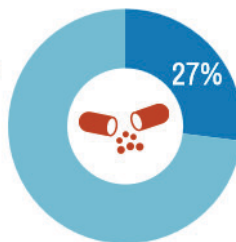
**1 in 5**

local youth report having taken prescription drugs that were not prescribed to them.



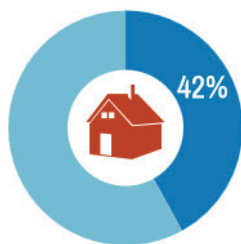
**27%**

of local youth mistakenly believe that prescription drugs are safer than other drugs.



**42%**

of local youth report easy access to prescription drugs at home.



**3**

local youth unintentionally overdosed on prescription drugs in the past year; **1** died.



"The Riverside Prevention Task Force helped me understand that prescription drug misuse is not just a pressing problem for our nation—but also for our community. Thanks to the task force's leadership and resolve, we are united in our approach and have the strength to make a difference."

—Nancy Sanders, mayor of Riverside

## Our Members

- Riverside Central School District
- Riverside Mayor's Office
- Riverside Mental Health Center
- Riverside Parent-Teacher Association
- Riverside Police Department
- Riverside Regional Medical Center
- Riverside Regional Prevention Center
- Student Action Council of Riverside
- Wallingford County Department of Public Health
- Wallingford County Interfaith Council
- Wallingford County Prescribers' Association
- WGRA Community Radio
- Your Brand is Our Specialty Marketing Associates
- Youth Services of Wallingford County



Add your name to our growing list of community partners dedicated to saving young lives.

# Accomplishments to Date

- **Coordinated Response:** Forged cross-sector partnerships to become Riverside's central source of prevention expertise and strategic action. *Members represent health, education, government, law enforcement, faith, and media sectors.*
- **Prescriber Education:** Partnered with regional medical center and Department of Public Health to deliver the safe prescribing practices training *SafeRx*, now mandatory for local prescribers. *Trained more than 500 physicians, nurses, and pharmacists.*
- **Prevention Curriculum:** Partnered with school district to implement the evidence-based curriculum *TeenRx* in all four middle schools. *Perceived harm associated with prescription drug misuse nearly doubled, from 36% to 70%, among participants.*
- **Mass-Media Campaign:** Launched community-wide *KID-SAFE* campaign to raise awareness and promote safe storage and disposal practices among parents. *Received more than 10,000 hits on Facebook.*



"We need to keep this prevention curriculum in our schools. Not because the kids love it—which they do. Not because the teachers love it—which we do. But because it's working."

—Cynthia Stevens, curriculum facilitator

**Who's reaching into your medicine cabinet?**

Call KID-SAFE and learn how to help stop youth prescription drug misuse.

[www.kidsafe.org](http://www.kidsafe.org)

"I saw that billboard while driving home from work. It really made me think. But more than that, it made me talk—to other parents and to my own kids."

—Steve Zanen, parent of two Riverside teens

## Secrets to Our Success

- **Diverse Membership:** To ensure broad community representation and access to essential insights and expertise, we engage people across ages and settings.
- **Best Practices:** Guided by the science of prevention and social change, we use proven strategies for improving health and well-being.
- **Action Orientation:** Committed to producing tangible results, we consistently move from thoughtful conversation to strategic action.
- **Continual Improvement:** Through ongoing evaluation of our prevention work, we learn from each decision we make and each action we take.

## We Need Your Help!

As our initial funding comes to an end, our progress and positive results in the community also run the risk of disappearing. The Department of Public Health has assumed responsibility for delivering our **safe prescribing practices training**—but we need to engage new supporters to ensure the continuation of our effective **prevention curriculum**, far-reaching **media campaign**, and dynamic **task force**. Please consider becoming a:

- **Prevention Partner:** Join the Riverside Prevention Task Force and help us move our prevention work forward.
- **Prevention Patron:** Donate money, supplies, or specialized services (e.g., fundraising, media, evaluation).
- **Prevention Proponent:** Spread the word about our prevention work and how people can connect with us.

For more information about our work, our impact, and opportunities to get involved, please visit us at: [www.rptf.org](http://www.rptf.org).

Have any questions? Ready to help? Please contact Jack Bishop, task force coordinator, at [jbishop@rptf.org](mailto:jbishop@rptf.org) or Ellen Park, development coordinator, at [epark@rptf.org](mailto:epark@rptf.org). You can also call task force headquarters at 555-555-7783.