

# SCSL Digital Collections

## The big issue

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## GOVERNOR ADDRESSES STATE AOD DIRECTORS

The 2015 Annual Meeting the National Association of State Alcohol and Drug Abuse Directors (NASADAD) was held June 1-3 in Charleston, with Bob Toomey, Lee Dutton, Frankie Long and Michelle Nienhius representing DAODAS as hosts.

A highlight of the event was an appearance by Gov. Nikki R. Haley, during which she updated the more than 220 attendees from across the nation on South Carolina's commitment to preventing prescription drug abuse. She also highlighted her Cabinet-wide focus on preventing domestic violence and the resulting trauma for our state's families. According to NASADAD officials, Gov. Haley's visit was the first time the governor of a host state has attended the association's Annual Meeting.

"DAODAS was proud that South Carolina was selected as the site of this year's Annual Meeting," said Toomey, "and I would like to express our gratitude to Dr. Chanda Brown, Director of Charleston Center, and two members of her staff – Jeannette Drayton and Alfredia Horry – who gave generously of their time and talents to help with the task of hosting the conferees. Additionally, I wish to thank Beth Powell, Executive Director of the Cherokee County Commission on Alcohol and Drug Abuse, who attended all three days of the meeting and, with Dr. Brown, represented the state's county alcohol and drug abuse authorities."



*(l-r) Lee Dutton, DAODAS Assistant Director; Gov. Nikki R. Haley; and Bob Toomey, DAODAS Director, before Haley's appearance at the 2015 NASADAD Annual Meeting*

## DAODAS RECEIVES \$8 MILLION PREVENTION GRANT

On June 18, DAODAS was named a recipient of a five-year "Partnership for Success" grant worth \$1.6 million per year from the federal Substance Abuse and Mental Health Services Administration (SAMHSA).

The grant will be used to fund a new project – Empowering Communities for Healthy Outcomes (ECHO) – which will be a multi-layered approach to bolstering prevention infrastructure for data-driven decision-making. While ECHO will specifically address prescription drug abuse/misuse and impaired driving, the resulting increase in capacity will benefit communities' ability to address a wide range of local concerns.

ECHO will address the two priorities mentioned above by funding nine high-need counties in order to reduce their rates of prescription drug abuse/misuse and impaired driving.

ECHO is built upon the foundation of past and present SAMHSA grants, including the Substance Abuse Prevention and Treatment Block Grant, State Incentive Grant (SIG), and the Community Action for a Safer Tomorrow (CAST) project, which was funded through a Strategic Prevention Framework (SPF)-SIG. Under CAST, the state's prevention infrastructure took giant steps forward by working through the SPF steps, enabling grantees to make decisions based on evidence and measurable outcomes.

*(Continued on page 4)*



(l-r) David L. Forrester Sr. accepts a copy of the proclamation renaming Spartanburg County's alcohol and drug abuse authority from Jeffrey A. Horton, Chairman of the Spartanburg County Council - Photo by Phillip Hudson

## COUNTY COUNCIL RENAMES SPARTANBURG AOD AGENCY

On April 23, the Spartanburg County Council issued a proclamation officially renaming the Spartanburg Alcohol and Drug Abuse Commission as the Forrester Center for Behavioral Health in honor of David L. Forrester Sr., former director of the agency.

Forrester took the helm of SADAC in 1979 and led the agency for more than three decades.

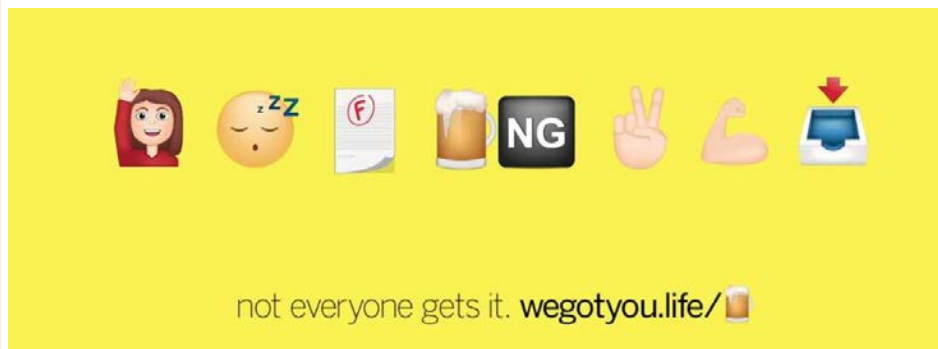
Spartanburg County's alcohol and drug abuse authority, established in 1971 by the Spartanburg County and City Councils, is nationally accredited by CARF.

## PARTNERSHIP FOR DRUG-FREE KIDS UNVEILS NEW MULTIMEDIA YOUTH CAMPAIGN USING EMOJIS TO LET TEENS KNOW #WEGOTYOU

Source: [www.drugfree.org](http://www.drugfree.org)

The Partnership for Drug-Free Kids (founded in 1987 as the Partnership for a Drug-Free America) has launched a new multimedia campaign for teens that uses emojis to communicate the challenges of negative influences. The campaign was created pro-bono for the Partnership by Boston-based advertising agency Hill Holliday as part of the Partnership's Above the Influence (ATI) teen program.

The initiative, titled #WeGotYou, consists of an integrated campaign written in emojis and anchored in a mobile experience. Teens are driven to a mobile website through digital out-of-home, cinema, mobile, social, pre-roll and print advertising. Individual emoji sentences in each of the ads act as cryptic messages, encouraging teens to "crack the code" via the unique URL featured at the end of each ad.



"The entire campaign was born out of a very simple idea: speak to teens in their language. It just so happened that language was emojis. Linguistically, they were the perfect fit for our audience – emojis are today's teen slang. The fact that our emoji messages effectively act as codes allowed us to target our communication to a very specific audience, while engaging them in an ongoing conversation," said

Amanda Roberts, copywriter for Hill Holliday. "We named this effort '#WeGotYou' to help reinforce the simple, but powerful sentiment that ATI understands what today's teens are going through, and that they've got their back with resources and a community if they ever need help."

Gamifying the experience, the mobile site allows teens to "get emojiinal" by cracking a series of codes that tackle various challenges teens face, including alcohol and other drugs, relationships, body image and bullying. Teens are provided thought-provoking facts, empowering messages, as well as the ability to submit their own emoji sentences to be posted to the site. Shareable assets embedded within the site (GIFs) allow teens to share the experiences with friends in a very natural way, making use of a native medium of communication. The mobile site also links to [abovetheinfluence.com](http://abovetheinfluence.com) for more support.

Horizon Media is supporting the #WeGotYou campaign with an estimated \$8 million of pro-bono digital out-of-home media support for the campaign.

# REPORT FINDS GAPS IN TREATMENT FOR SOME BEHAVIORAL HEALTH CONDITIONS AMONG RACIAL/ETHNIC MINORITY POPULATIONS AND PEOPLE WITHOUT HEALTH INSURANCE

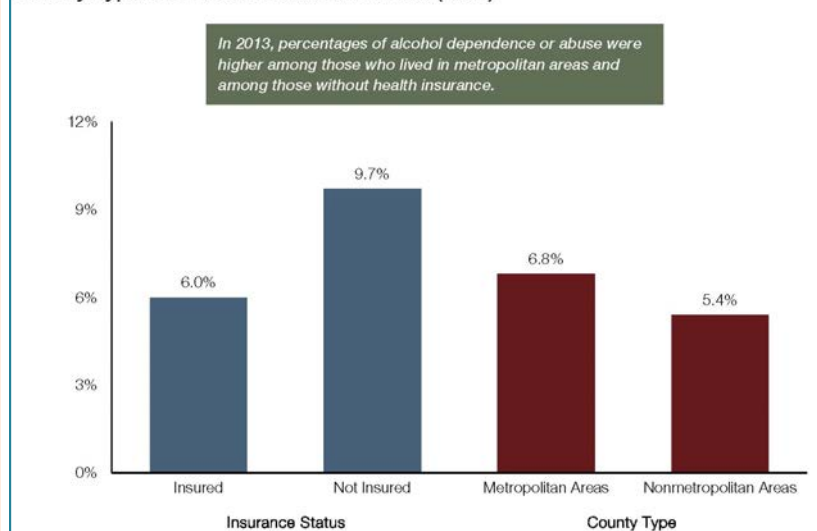
Source: *Substance Abuse and Mental Health Services Administration*

The “Behavioral Health Equity Barometer” report (the Barometer) by the federal Substance Abuse and Mental Health Services Administration (SAMHSA) is a one-year snapshot of the state of behavioral health of youth and adults by demographics and insurance status. Behavioral health issues include the prevention and treatment of mental and substance use disorders. While gaps in treatment exist for the population as a whole, this Barometer identifies gaps that exist by health insurance status and for specific ethnic and racial populations.

While the differences are not statistically significant, which means the rates are technically the same, among adolescents ages 12 to 17 who are experiencing a major depressive episode, approximately 4 in 10 (41.6%) of White adolescents received treatment for depression in the past year prior to being surveyed, while only 36.9% of Hispanic or Latino adolescents, and 28.6% of Black adolescents received treatment.

The report also found that adults age 18 and older without health insurance were significantly more likely to have experienced a serious mental illness in the past year than adults who had health insurance (5.9% versus 3.9%).

Past-Year Alcohol Dependence or Abuse Among Individuals Aged 12 or Older, by County Type and Health Insurance Status (2013)



than adults who had health insurance (5.9% versus 3.9%). Among people experiencing a serious mental illness, adults who were not insured were less likely to receive mental health treatment/counseling in the past year (50.6%) than adults who had health insurance (73.5%). The Barometer also found that illicit drug treatment levels did not vary significantly by health insurance status or poverty status.

The Barometer is based on data collected from SAMHSA’s 2013 National Survey on Drug Use and Health (NSDUH). The NSDUH is an annual survey of 67,500 people age 12 and older across the nation. A copy of the Barometer is available at: [www.samhsa.gov/data/sites/default/files/Health\\_Equity\\_National\\_BHB/Health\\_Equity\\_National\\_BHB.pdf](http://www.samhsa.gov/data/sites/default/files/Health_Equity_National_BHB/Health_Equity_National_BHB.pdf)

## STATE FARM SUPPORTS MADD “POWER OF YOUTH” PROGRAM IN SC

Source: *Mothers Against Drunk Driving (MADD)*

In July, State Farm provided MADD South Carolina with a \$6,000 grant to expand its “Power of Youth” program in South Carolina. This will allow MADD staff and volunteers to present the *Power to Take a Stand* program in high schools all over the state. The program, which is always provided at no cost, brings an interactive format to the topic of underage drinking, combining powerful victim stories, state-of-the-art information on how alcohol affects young people, and a positive focus on the benefits of waiting until age 21 to drink alcohol.

Youth attendees receive copies of MADD’s *411 on Teen Drinking* booklet, which was created through MADD’s National Teen Influencer Group so the messages are *from youth to youth*. (The booklet is also available for download at [www.madd.org/underage-drinking/power-of-youth/](http://www.madd.org/underage-drinking/power-of-youth/))

If you are interested in working with your local schools to host a *Power to Take a Stand* presentation, contact MADD SC’s Steven Burrirt at [steven.burrirt@madd.org](mailto:steven.burrirt@madd.org) or 803-748-7333, ext. 5251.



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## LEGISLATURE PASSES OVERDOSE PREVENTION ACT

In June, the South Carolina General Assembly passed H.3083, a bill introduced by Rep. Chip Huggins to allow healthcare professionals to administer an opioid antidote to individuals at risk of an overdose of morphine, methadone, buprenorphine, hydrocodone, oxycodone and other opioids.



Similar laws are already on the books in other states.

The law allows physicians to issue prescriptions for opioid antidotes to patients who are at risk of an overdose or to those patients' caregivers. It also allows first responders to administer opioid antidotes to people they believe are experiencing an opioid-related overdose.

Local law enforcement officials, who see firsthand the very real dangers of overdoses, supported the law.

Passage of the South Carolina Overdose Prevention Act was a unanimous, bipartisan effort.

### KUDOS TO...

DAODAS Program Coordinator **Sara Goldsby**, who on May 7 received the Jeffrey Keith Mattison Outstanding Student Achievement Award from USC's Arnold School of Public Health and on May 8 received the USC College of Social Work Graduate Student of the Year Award for "Recognition of Excellence and Exemplary Performance in the Classroom and Community."

### TRAINING EVENTS

**DSS Liaison Motivational Interviewing Booster Training** – August 31 – LRADAC Education Center, Columbia, S.C.

**South Carolina HIV, STD and Viral Hepatitis Conference** – October 28-29 – Columbia Metropolitan Convention Center, Columbia, S.C.

### S.C. DEPARTMENT OF ALCOHOL AND OTHER DRUG ABUSE SERVICES

*location:* 2414 Bull Street  
Columbia, SC 29201  
*mailing:* PO Box 8268  
Columbia, SC 29202

Tel: 803 896 5555  
Fax: 803 896 5557

**South Carolina  
DAODAS**  
Department of Alcohol and Other Drug Abuse Services

### RALLY FOR ADDICTION SOLUTIONS ON OCT. 4

On October 4, the non-profit UNITE to Face Addiction will host a rally on the National Mall in Washington, D.C., to "break the silence" around addiction.

UNITE hopes to have tens of thousands of citizens standing up in the nation's capital to speak with one voice about the public health crisis impacting more than 85 million Americans. These individuals will join in a show of solidarity and collective force to help the 22 million Americans with addiction, support prevention for those not yet affected, stand up for the 23 million more in recovery, and urgently act to save the 350 lives lost each day.

DAODAS is joining with hundreds of organizations across the country to support the UNITE to Face Addiction rally, which will build on work already happening in communities across the country where citizens are organizing and speaking out about criminal justice reform, addiction recovery, health equity, and deadly overdoses.

For more information on UNITE to Face Addiction, contact Julie Cole of DAODAS at [jcole@daodas.sc.gov](mailto:jcole@daodas.sc.gov).



**10.04.15 UNITE to  
Face Addiction**

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The Governor's Council on Substance Abuse Prevention and Treatment, led by DAODAS and including all key state agencies, will serve as a strong advisory group to ECHO, providing guidance and assistance. DAODAS will also engage the State Epidemiological Outcomes Workgroup to provide direction on matters related to data analysis, collection, and evaluation methodologies for the grant.

"We now propose to proceed from cooperation to collaboration," said DAODAS Director Bob Toomey, "and to achieve a fully integrated, comprehensive, and cost-effective statewide prevention system that has one overarching aim – to greatly improve South Carolinians' quality of life by reducing the consumption and consequences of alcohol, tobacco, and other drugs."