



September 2011

Coalition Connection



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The official newsletter of the Cape May County Healthy Community Coalition

Upcoming Events:

Annual Girl Power Conference
October 1st

New and Improved Drugs of
Abuse
October 18th

HCC Community Advisory Panel
Meeting
November 15

Annual Peer Leadership
Conference
November 18th

Fall Networking Breakfast
(Tentative Date—More to come)
December 6

Cape May County
Healthy Community Coalition
3819 New Jersey Avenue
Wildwood, NJ 08260
609.522.5960
609.522.3459 (fax)



The Cape May County Healthy Community Coalition, a community initiative of Cape Assist, is funded by the Department of Human Services, Division of Addiction Services.

The Healthy Community Coalition gets a National Spotlight

Coalitions Online is a national newsletter that CADCA (Community Anti-Drug Coalitions of America) puts out weekly. This weekly e-newsletter reaches nearly 25,000 subscribers. It provides real life examples of coalitions in the fight against substance abuse and on September 1, 2011 the HCC was spotlighted. The article below is a reprint of the article that appeared on Coalitions Online.

Coalitions in Action: New Jersey Coalition Help Prevent Underage Drinking in Heavy Tourist Community

While the popular tourist destination of Wildwood, N.J. is known for its beaches and fun, carnival-like atmosphere, locals say this party-like scene can create a number of alcohol-related problems. Thankfully, the Cape Assist coalition is there to help prevent and reduce these types of problems.

Serving the communities of Cape May County since 1982, Cape Assist, a CADCA member and former Drug Free Communities Support Program grantee, has worked for many years on a variety of public health projects; the most notable is its underage drinking programs.

Kim Mounce, Department Head of Community Initiatives, said Cape Assist is dedicated to preventing substance abuse and related issues in Cape May County through education, advocacy and community collaboration. Cape Assist, part of The New Jersey Prevention Network, where each county in the state of New Jersey is represented, collaborates to provide effective, research-based prevention programming and the latest materials and publications.

One strategy Cape Assist launched this past season was creating and disseminating a magnet aimed for tourists, reminding them of the state's alcohol laws. The coalition even held a youth contest on Facebook for the best magnet design.

A year or so ago, Mounce also helped to work on statewide New Lifeline Legislation, otherwise known as the "911 Lifeline Legislation" that encourages young people to call for help in the event of an alcohol medical emergency. Before such legislation was passed, minors faced with a medical emergency as a result of excessive drinking often hesitated to call for help, either because of uncertainty of the signs of alcohol poisoning or fear of facing legal charges related to alcohol possession and use.

The Lifeline Legislation is a health and safety approach to an existing problem. It is meant to do one thing, promote health and safety for minors by ensuring they receive medical attention if they need it. By no means does this legislation condone underage drinking, Mounce said.

Rather, it responds to cases of excessive drinking by minors when medical attention is needed and creates the opportunity for their peers to save lives that are in danger due to severe intoxication. Providing immunity under these circumstances has proven to be an effective means to encourage young people to call for help. "Although we don't condone underage drinking, if youth find themselves in this situation, they can get out of it," Mounce said.

Mounce said the coalition has trained servers on responsible beverage service for years, also reducing underage drinking.

"The livelihood of our town is tourism, and on Wildwood Beach alone, there 54 bars," she said. "You don't shut the city down, of course, so we want to work with the businesses towards making our environment better, not work against them."

As seasoned of a coalition as they are, Cape Assist is still up to date on trends, disseminating information out to the business owners on emerging products and problematic ones such as Spice, alcoholic energy drinks and alcopops.

"Our goal with the business community has always been for them to think of us if they need an answer to something substance related," Mounce said. "We want to set an example for the kids who live here year-round, too."

The coalition also uses the media to educate the community about the dangers of underage and excessive drinking. For last season's Sunday night football game, Cape Assist bought some time before and after some of game pre-shows on their NBC affiliate station with a special message from Philadelphia Eagles punter Sean Landeta. It was so effective that the coalition purchased time for this season.

On the Horizon



New Smartphone App Estimates Blood Alcohol Concentration

A new smartphone application estimates a person's blood-alcohol concentration (BAC). The app is designed to help a person decide if they should avoid driving because they've had too much to drink. A person using the app, called "Show Me My Buzz," enters information including how many drinks they've had, their weight and their gender, [KMOX](#) reports. The app, launched by the Missouri Department of Transportation, then estimates the person's BAC. If the app indicates the person has exceeded Missouri's legal BAC limit of .08, it will provide the phone number of a local taxi company. The state Department of Transportation points out that the app only provides an estimate of a person's BAC, which also can be influenced by how much food he or she has in their stomach, the medications they are taking, as well as other health and psychological factors. "Many establishments that serve alcohol, serve portions larger than the standard drink size," notes the [website](#) for the app.



(Article reprinted from Join Together—<http://www.drugfree.org/join-together/alcohol/new-smartphone-app-estimates-blood-alcohol-concentration>)



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Save the Date

**Cape Assist's
Annual
Peer Leadership
Conference**

November 18, 2011

Contact
kim@capeassist.org
for more information

The Coalition is looking for YOU!

The coalition is currently looking for new members to join its Community Advisory Panel. The focus is reducing the harmful effects of alcohol that our children, teens and young adults face. Panel members will be asked to serve on the board for at least one year. Responsibilities will include attending Community Advisory Panel meetings (bi-monthly) and providing input to the panel on decisions regarding the coalition's activities.

The HCC is going paperless!

Hope you enjoyed reading *The Coalition Connection* online because the Coalition has gone paperless! This was the first edition to be sent via email and we are very excited. If you would like to continue to receive the newsletter in the mail please email us at kim@capeassist.org and you will be removed from the email mailing list.

It's Survey Time

The Coalition is conducting a satisfaction survey to ensure that coalition's programs are valuable and effective in reducing substance abuse in Cape May County. You will shortly be receiving an e-mail with a link to Survey Monkey. The survey is only 10 multiple choice questions and will only take a minute to complete. The results will help determine if Coalition's activities are on track.

Cape May County 19th Annual We Check for 21

The 19th annual "We Check for 21" program was held June 23rd at the Wildwood Convention Center. The event was the kick off for the annual underage drinking awareness campaign promoted every summer through Cape May County. This year there was a record turn out of nearly 500 people from 75 county businesses. The "We Check for 21" program is a collaborative effort bringing together public and private sectors in the fight against underage drinking.

The training sessions are for owner and employees of liquor license establishments and local police. The focus is on fraudulent identification of documents, such as altered New Jersey and out-of-state driver's licenses. This year a major topic of concern was a company called ID Chief. ID Chief is a China based company that is making very good fake IDs for a cheap price.

The program was sponsored by Cape May County Board of Chosen Freeholders, the Cape May County Department of Human Services and the coalition. Others involved in this effort include the Cape May County Licensed Beverage Association, the Prosecutor's Office, the Sheriff's Office and the Cape May County Chiefs of Police Association.

