

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

| MEETING DATE | AGENDA ITEM NUMBER |
|---------------------|---------------------------|
| June 7, 2016 | |

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

THROUGH: Rodger Craddock, City Manager

ISSUE **Youth Alcohol, Tobacco, and Substance Free Proclamation**

BACKGROUND

Oregon Research Institute Project Manager Kathy Forrester is working with Marshfield High School on a grant-funded research project to reduce youth alcohol and substance use in selected communities. It is a Youth Access Project rallying community members' support for ensuring that youth live alcohol and substance free.

A letter will introduce a school activity where students will be asked to quiz their parent (or another adult) on facts and their opinions about youth alcohol, tobacco and substance use. Their research has shown that this is an effective method of encouraging a non-confrontational parent-child conversation about alcohol and substance use. Their project will also be working with the school, community youth organizations, and businesses to bring more substance-free youth activities to Coos Bay.

People can make a difference in their community by working to provide substance-free community and youth activities, encouraging parents to communicate with their kids about not using alcohol, marijuana, tobacco, and drugs, working with local law enforcement to enforce laws about not providing alcohol and substances to youth, and connecting directly with youth to inspire them to live up to their full potential.

RECOMMENDATION

If it pleases the Council, staff requests the proclamation be approved.



Proclamation

WHEREAS, each year, more than 190,000 young people go to an emergency room for alcohol-related injuries, and

WHEREAS, 480,000 people die each year in the US due to smoking-related illness, and

WHEREAS teens who use marijuana are twice as likely as other teens NOT to graduate from high school, and

WHEREAS, teen use of tobacco, alcohol, and other drugs leads to addiction and early death, and

WHEREAS, communities that work together to prevent youth substance use can reduce its use significantly,

We therefore proclaim that Coos Bay seeks to Create recreational and community building activities that are safe and effective alternatives to substance use; Provide a rich set of rewards for young people's participation in substance-free activities; Prevent young people under legal age from obtaining alcohol, tobacco, vaping devices, marijuana, and other drugs; Communicate parental attitudes and norms for preventing youth substance use to young people and the rest of the community.

We are particularly concerned that Coos Bay not allow young people to obtain addictive substances and thus call on Law enforcement professionals to enforce laws against Illegal sales of alcohol and marijuana to those under 21; Illegal sales of tobacco to those under 18; Providing alcohol, tobacco, and marijuana to minors; Minors being in possession of alcohol, tobacco, and marijuana; Driving under the influence of alcohol or marijuana, regardless of the age of the driver.

NOW, THEREFORE, I, Crystal Shoji, Mayor of the City of Coos Bay do hereby proclaim our youth from this time forward to be observed as

Alcohol, Tobacco, & Substance Free

in Coos Bay, Oregon. I urge all citizens to support the efforts by educating our youth and creating recreational activities. In witness thereof, I hereunto set my hand and cause the seal of the City of Coos Bay to be affixed on this 7th day of June 2016.



Crystal Shoji, Mayor

MARSHFIELD HIGH SCHOOL

TRAVIS W. HOWARD, PRINCIPAL

TENTH & INGERSOLL
COOS BAY, OR 97420
PHONE (541) 267-1401
FAX (541) 269-0161

Dear Parent:

Next week families at your student's school can help make sure that their student's progress through life doesn't get derailed by drug use. Teens that use tobacco, alcohol, or other drugs face lifelong problems. A third of teens who start smoking will eventually die due to their smoking. Each year, more than 190,000 young people end up in an emergency room because of alcohol-related violence or injury. And teen use of marijuana makes addiction much more likely.

Oregon Research Institute has developed a tested and effective way to help you talk to your teen about this important topic. Their research shows that when teens bring home a quiz about tobacco, alcohol, and marijuana use, it gives families a brief, fun way for parents to let their kids know that they don't want them to use drugs. All students at Marshfield High School will bring home a parent quiz assignment next week.

The quiz is anonymous—you won't put your name on it. But we will collect parents' responses so that we can let you know just how many parents agree with you about the importance of your child not getting involved in substance use.

The quiz has two parts:

- Part 1 covers some important facts. The answers are on the back of this letter!
- Part 2 gives you a chance to tell your teen how you feel about them and about their using tobacco, alcohol, or other drugs.

We hope this gives you an easy way to let your teen know that you care about them and want to be sure that they are not harmed by substance use. Of course, if for any reason you don't want to do the quiz, just tell your student. They can still get credit for doing the activity if you simply check the anonymous note saying you don't want to participate.

We are also asking parents if they are willing to support a proclamation encouraging the community to work to reduce youth alcohol, tobacco and marijuana use. If you are willing to support this proclamation, please fill out the enclosed card and drop it in the mail.

If you have any questions or concerns contact Kathy Forrester at 541-484-2123, ext. 2242.

Names of supporting individuals or organizations:

Oregon Research Institute Travis Howard, Principal Mike Vaughn, City Councillor

• MHS teachers Jennifer Bunnell • Wesley Ferrin • Mark Lorincz • Brooke Toy • Kayla Crook • Doug Landrum • James Johnson • Jeff VanWinkle • Anita McHaney • Laura Olson • Chelsey Seedborg • Cathy Danielson • Lynda Sanders • Jonathan Hill • Dave Kroensteiner, President of West Coast Contractors • John and Ruth Forrester • Dave Qualman



Answers to Quiz Questions



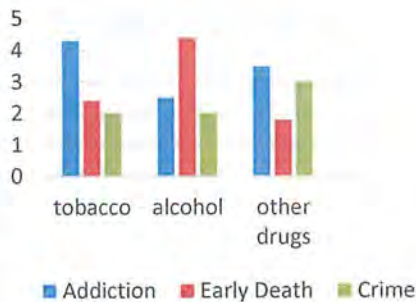
1. How many people die per year due to drunk driving crashes? **Answer: 10,000**

2. How many people die each year in the U.S. smoking-related illness? **Answer: 480,000**

3. Each year, how many U.S. youth under age 21 have to visit an emergency room for alcohol-related injuries? **Answer: More than 190,000**



4. Alcohol or marijuana use can harm brain development, reduce memory capacity and attention, and harm academic performance. **Answer: True**



5. Teen use of tobacco, alcohol, and other drugs leads to addiction and early death. **Answer: True**

6. What percentage of violent crimes in the U.S. involve alcohol? **Answer: Nearly 40%**



7. How much do tobacco companies spend each year to promote tobacco use? **Answer: \$10 billion**

8. Teens who use marijuana are twice as likely to NOT graduate from high school as other teens. **Answer: True**

