

# CCFW

## Grant Year 8



October 2020—September 2021

Community Coalition for Family Wellness

Authored by: Kelly Stevens



**Our Vision:**

*A substance abuse-free community in which all individuals are involved in prevention and education.*



**Our Mission:**

*CCFW is an organization of caring community members working proactively to reduce youth substance use and risky behavior, while providing families with resources, education, and activities that promote safety, health and wellness.*

**Map of South Glens Falls School District Service Area**



## Events

### Trunk or Treat

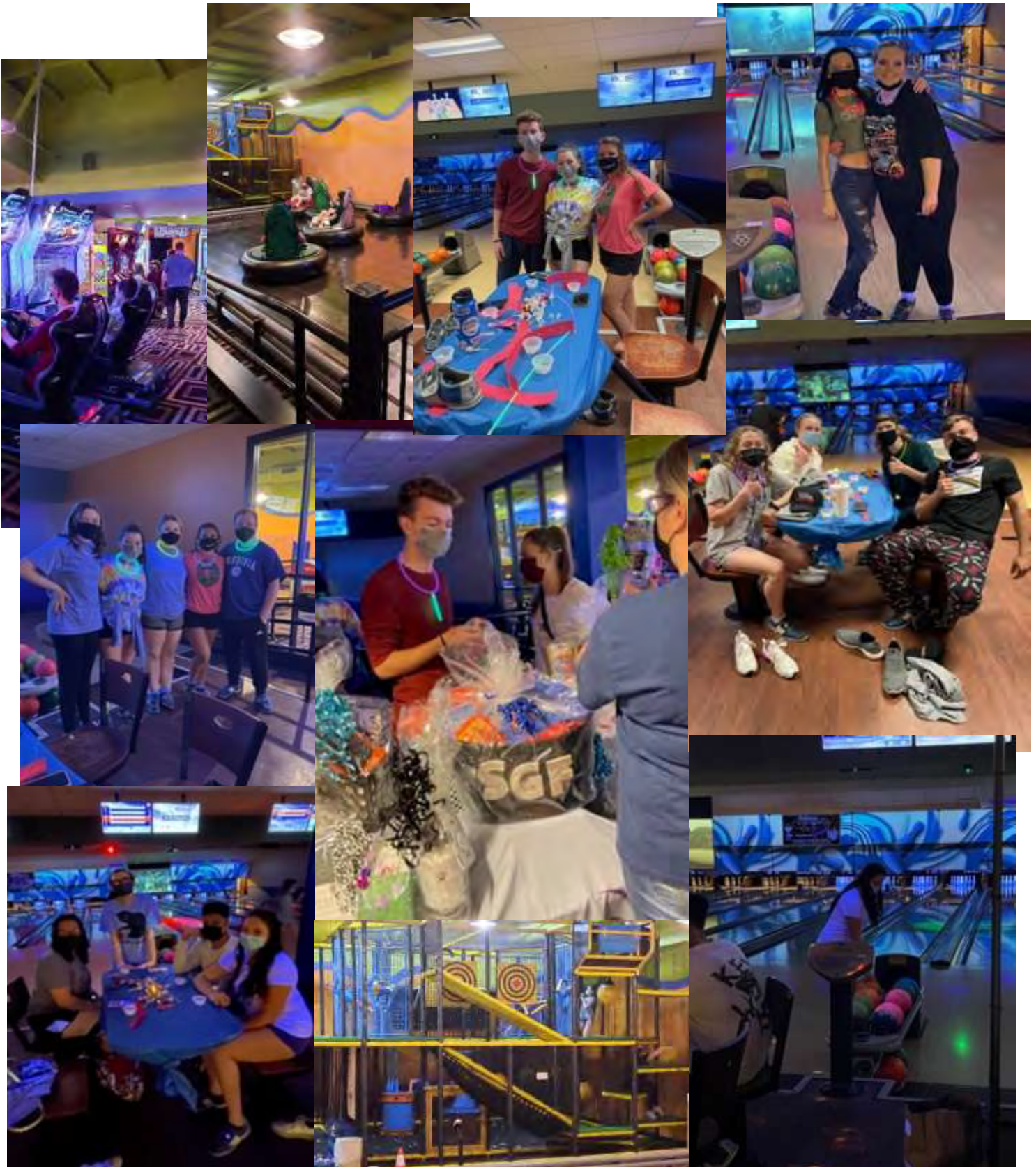
Held on October 31<sup>st</sup> our Drive Thru Trunk or Treat event was co-hosted by Pine Knolls Alliance Church and held in their parking lot off Route 32 in South Glens Falls. 300+ cars drove through the event and nearly 1,000 kids received candy and other promotional items. Adults also received a package with a CCFW info card, promo item and Lock Your Liquor Stickers.





## After Prom Party

The CCFW hosted an After Prom Party on May 22nd at Strike Zone in Saratoga. South High Prom-goers were treated to free bowling, bumper cars, ballocity, arcade games, giveaways, pizza, prizes and more! 23 students attended this safe, drug-free post prom event.







Our chaperones had fun too!





## Rx Take Back

CCFW partnered with Moreau Emergency Squad and the Saratoga County Sheriff's Office in October and May to remove unwanted, unused and expired medications from local households. Nearly 200 pounds of medications were collected from 100+ households. Community members were provided with free Detera drug disposal kits, Lock Your Liquor Stickers, a CCFW info card and promo items to take home.



**DRUG TAKE BACK EVENT**



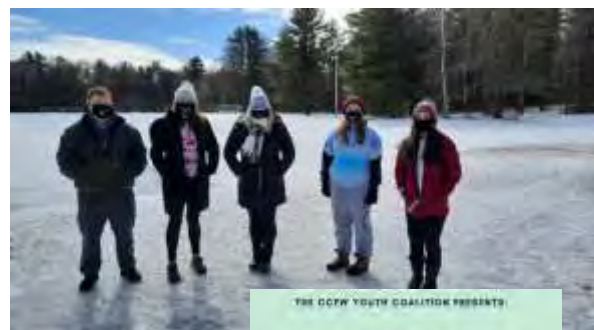
**Saturday May 1<sup>st</sup> 10:30 am – 2:30 pm**  
**Moreau Emergency Squad**  
**1563 U.S. Route 9 Moreau**

Bring all your unused, unwanted medications and prevent them from falling into the wrong hands. Please no liquids, needles or radioactive materials. This event is brought to you by:



## Sledding & Hot Cocoa

On March 6<sup>th</sup> our Youth Coalition held an event at “the Bowl” at Moreau Recreation Park for youth & families to enjoy sledding & free hot cocoa while learning more about CCFW. Four youth members engaged with approx. 50 attendees who received Coalition swag.



THE CCFW YOUTH COALITION PRESENTS

**SLEDDING AND HOT COCOA**

Hot Cocoa will be provided while supplies last!

**SATURDAY, MARCH 6, 2021**  
**10 AM TO 12 PM**  
**HARVEY BEYAR REC PARK JAN AVE MOREAU**  
[WWW.SARATOGACOUNTYNY.GOV/REC\\_PARKS.aspx](http://WWW.SARATOGACOUNTYNY.GOV/REC_PARKS.aspx)

Come Join Us!  
This event is FREE!

For updates and questions, please visit our Facebook page:  
<https://www.facebook.com/CCFWny/>  
or email [ccfw@ccfw.org](mailto:ccfw@ccfw.org) or call 518-582-1111



### **MCC Food Distribution Event**

CCFW Youth Coalition members Becca & Meara along with Coalition Coordinator, Kelly participated in Moreau Community Center's Food Distribution event on April 9th. The CCFW team gave out Detera drug deactivation kits, Lock Your Liquor Stickers and promotional items to community members attending the event.



### **Pine Knolls Graduation Drive-Thru Event**

Amber & Kelly participated in the Pine Knolls Alliance Church Graduation Drive Thru Event on June 22nd. Graduates and their families stopped at a variety of tents set up in the Pine Knolls parking lot to collect goodies celebrating their achievement. CCFW gave out promotional items and Coalition info cards to the graduates as well as Lock Your Liquor Stickers to the adults.





## Addiction Recovery Resource Fair

CCFW joined the Moreau Community Center, Healing Springs and Hope & Healing Recovery Centers to bring some much needed resources to our community. 18 agencies were on-site providing resources to individuals and families affected by substance misuse. Around 60 people attended the event and approximately 40 NARCAN trainings were performed.



## Prevention Education at Camp Moreau

CCFW Youth Outreach Coordinator Amber Danaher partnered with Moreau Community Center's Youth Director Jenn Rich to bring weekly prevention messaging and activities to youth ages 5-12 attending Camp Moreau.





## Annual Retreat & Picnic

On August 11th we held our Annual Retreat & Picnic at Moreau Rec. where 21 community members and partner organizations met to discuss future plans for the Coalition including a new Youth Drop In Center at the Moreau Community Center, our upcoming Trunk or Treat & Fall Festival as well as the recently conducted Prevention Needs Assessment and Community Scans that assess youth substance use in our community.

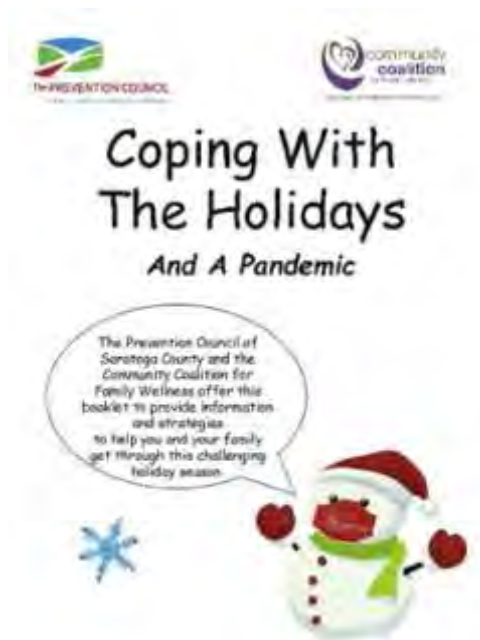


## Professional Development

Coalition staff and members expanded their knowledge by participating in various training webinars and conferences in Year 8. Among them were CADCA's National Leadership Forum & Mid-Year Training Institute, The National Prevention Network Conference, The Alcohol and Substance Abuse Providers of New York State Conference, NYCPG Gambling Conference, Tall Cop Says Stop webinars, and many more.



## Print Media



### Holiday Coping Guide

In December we produced a 10 page Holiday Coping Guide that was shared on our website and on social media. 1,000 printed copies were distributed to the South Glens Falls School District.

### Super Bowl Ad

A media campaign was conducted to discourage adults from providing alcohol to minors. This ad appeared in the Chronicle the week leading up to the Super Bowl.



### MCC Pulse Ad

The above is our ad block in The Pulse newsletter for Moreau Community Center. Over 2,000 copies of the newsletter are mailed out monthly in addition to a vast on-line audience.

### South High Yearbook Ad





## Billboards

The CCFW combined resources with The Prevention Council and The Council for Prevention to install 4 billboards within Wilton, South Glens Falls and Glens Falls with the Parents Who Host Lose the Most message. These billboards and a published letter to the editor were created in response to an underage drinking party held with parent knowledge in the Town of Wilton.



2 CCFW branded billboards

located on

Rt. 9 in South Glens Falls

October & November 2020 to  
address underage drinking and  
vaping.



## Radio

Several radio ads were produced with Adirondack Broadcasting and aired on Froggy 100.3, Classic Hits 101.7 and The Point 107.1

2 Drug Take Back Event ads narrated by Saratoga County Sheriff Zurlo (October & April)

1 PSA narrated by Saratoga County Sheriff Zurlo asking parents not to provide alcohol to minors (May - June)

1 PSA written and recorded by our Youth Coalition regarding the dangers associated with underage drinking (July)



## Video

The CCFW Youth Coalition created and produced a video to help reduce youth vaping. Students were filmed stating the reasons why they choose not to vape. The video played on televisions in South High and was submitted to 2 prevention video contests.





## Virtual Presentations

### SEL Days at South High

In January & February, two Social Emotional Learning Day presentations were created and facilitated by Youth Coordinator, Amber Danaher and Prevention Council Educator, Amalia Currier.

#### SEL and Prevention

##### Risk Factors that we want address:

- The belief that alcohol, tobacco and other drugs (ATOD) are safe to use
- Poor communication skills
- Lack of coping skills
- Poor ability to make healthy decisions



##### Skills we want you to gain:

- Accurate knowledge about the effects of ATOD
- Behavioral and cognitive coping skills
- Stopped or reduced use of ATOD
- Personal commitment to not use ATOD
- Increase in healthy friendships

#### SEL and Prevention

Social & Emotional Learning Core Competencies



Being actively involved in your community will enhance your relationship skills, social awareness, and responsible decision making as a whole.



### Family Wellness Forum

CCFW teamed up with the South Glens Falls School District to host a live stream Family Wellness Forum to address adult substance misuse. The presentation featured 6 guest speakers including 4 specialists in the field of addiction

**hope.**

Join the South Glens Falls CSD & the Community Coalition for Family Wellness for a Family Wellness Forum: Mental Health Matters & Substance Misuse

*Wednesday, March 31*  
*6:30 p.m.*  
*View live online at [www.sgfcsl.org](http://www.sgfcsl.org)*  
*Forum content is designed for adults.*

**FAMILY WELLNESS FORUM**



## Prevention Campaigns

### Lock Your Liquor

The Coalition developed a Lock Your Liquor Sticker that can be placed on liquor bottles to deter youth from raiding the liquor cabinet.



6,000 stickers were printed and distributed at outreach events throughout the year.

### Sticker Shock

On July 29th Vanessa, Amber & Kelly placed stickers and bottle neck hangers on alcohol for sale at 4 local retailers. This campaign is a reminder to adults not to buy alcohol for minors.





## FDA Digital Calendars

17 digital calendars were hand delivered to all convenience stores and smoke shops within our catchment area. These calendars assist cashiers in determining the birth day and year required for someone to purchase tobacco products. When displayed prominently near the cash register, the calendars serve as a deterrent to underage buyers.



TOBACCO  
~~eighteen~~ twenty-one

## Deterra Drug Deactivation System

Deterra pouches deactivate medications and provide an environmentally friendly method of disposal. In addition to providing free pouches at outreach events, CCFW has maintained a supply of pouches at Hannaford Pharmacy, Moreau Community Center, SGF Village Hall, the Town of Moreau offices, Moreau Health, the SGF Kindness Closet and Moreau EMS.



## Data Collection

### Prevention Needs Assessment

The PNA survey was conducted among 7th -12th grade students in South Glens Falls in the Spring of 2021. The PNA assists the School District and the Coalition in identifying areas of opportunity in which to focus prevention efforts. The survey not only reports on substance use, it also analyzes anti-social behavior as well as community risk and protective factors.



### Community Scan

On July 13th—14th the New York National Guard Counterdrug Task Force completed a Community Scan of South Glens Falls, Gansevoort and Moreau. The Task Force looked at areas identified as potential hot spots for underage substance use and provided recommendations to deter future use in these locations.



## Law Enforcement Collaboration

### Compliance Checks

In April the Saratoga County Sheriff's Office and the State Liquor Authority conducted alcohol sale compliance checks at 50 locations county-wide. A list of businesses in our catchment area was provided to the Sheriff's Office prior to the checks. 6 businesses in our area were non-compliant and sold alcohol to a minor.





## Protecting Youth

The CCFW Youth Coalition met with Moreau Community Center Executive Director and founding CCFW member, Donna Nichols in early summer 2021 to propose a new youth space at the Center. The proposal was met with high enthusiasm and was approved by the MCC Board of Directors that same day. Coalition staff, youth members and MCC staff spent the summer renovating a room at the Community Center and purchasing furniture & supplies for the new space.

The Bulldog Zone drop-in youth center opened on September 21st 2021.



The Bulldog Zone is open to middle & high school students on Tuesdays after school through 7pm. An average of 20 youth have been coming to the Bulldog Zone each week where they enjoy a relaxing, inclusive atmosphere with a light dinner and snacks, free personal hygiene items and numerous social-emotional wellness activities.

## CCFW Staff

Kelly Stevens – Coalition Coordinator & Community Outreach Manager

The Alcohol & Substance Abuse Prevention Council of Saratoga County

Amber Danaher – Youth Outreach Coordinator

The Alcohol & Substance Abuse Prevention Council of Saratoga County

## CCFW Executive Committee

Donna Nichols – Executive Director

Moreau Community Center

Donald “Bill” Moon – Chief Executive Officer

Big Brothers Big Sisters of the Southern Adirondacks

Kathy Schnackenberg – Guidance Counselor

South Glens Falls Senior High School

Tim Cooper – President

G&S Printing

Ray Ruby - Community Schools Liaison

South Glens Falls Central School District



# CCFW Members

Adirondack Broadcasting  
Adirondack Health Institute (AHI)  
Big Brothers Big Sisters of the Southern Adirondacks  
Clear the Air in the Southern Adirondacks (CASA)  
G&S Printing  
Healing Springs Recovery Community and Outreach Center  
Hudson Headwaters Health Network  
Hudson Mohawk Area Health Education Center  
Moreau Community Center  
Moreau Emergency Squad  
Moreau Health  
NY National Guard Counterdrug Demand Reduction Outreach  
Parents  
Pine Knolls Alliance Church  
Planned Parenthood of Greater New York  
Reality Check  
Saratoga County Sheriff's Office  
Saratoga County Youth Bureau  
South Glens Falls Central School District  
The Alcohol & Substance Abuse Prevention Council of Saratoga County  
Wellspring  
Youth

