

WINTER 2020 | ISSUE 3

THE ALLIANCE

THE OFFICIAL NEWSLETTER OF FREEHOLD MUNICIPAL ALLIANCE

MISSION STATEMENT

The Freehold Municipal Alliance exists to meet the need for comprehensive, coordinated substance abuse awareness planning and programming for the residents of Freehold Township and Freehold Borough. The Alliance conducts needs assessments, produces an annual prevention plan, and advocates for enhanced prevention services based on community needs and priorities.

FUNDING

Alliance sponsored programs and activities are primarily funded by the Governor's Council on Alcoholism and Drug Abuse (GCADA) through the Drug Enforcement Demand Reduction Fund. Additional funding is supplied by private donations and our annual golf outing fundraiser.

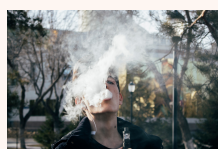
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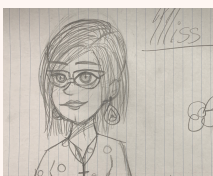
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www.twp.freehold.nj.us/alliance-to-prevent-substance-abuse_



THE VALUE OF PARTNERSHIPS

Sharon Shutzer

Freehold Borough Councilwoman

There are few families who are not affected by the scourge of substance abuse and addiction. Unfortunately, the problem has reached epidemic proportions in our society. Too often, however, we seem to think that if we ignore the problem, it will go away. The NIMBY, (not in my backyard) attitude has become so prevalent that many consider it part of the problem. Without the support of folks who are willing to recognize the need for intervention and to work toward solutions, our society would be doomed.

For many years, Freehold Borough and Freehold Township have supported a partnership that works to combat the epidemic. The Freehold Alliance to Prevent Substance Abuse works tirelessly to provide programs aimed at education and prevention. Without valuable partnerships, The Alliance would not exist. Functioning in concert with the Governor's Council on Alcohol and Drug Abuse and as a member of Monmouth County's Alliance, we provide, present and support programs in our intermediate and high schools and in our communities.

Sharing their invaluable knowledge and experience as partners in the Alliance, members of the Freehold Regional, Freehold Borough, and Freehold Township Boards of Education and staff, police departments, and CentraState Medical Center guide and enlighten us with news of current trends, along with suggestions for treatment and prevention programs. Their input allows us to plan, present and support effective programming. Freehold Raceway Mall partners with us by allowing us to use the mall for displays and exhibits. The Mall also sponsors programs aimed at substance abuse education and prevention.

Rounding out our partnerships are the Greater Freehold Clergy Association, High Focus, and the Freehold Township High School PTO. Downtown Freehold supports our endeavors by its ongoing involvement in our meetings and by donating to the Alliance the profits from the fall Flavor of Freehold nights.

Without our partnerships, the Freehold Alliance to Prevent Substance Abuse could not function. We raise funds through grants and fundraisers. Every person who supports our fundraisers is a partner because every dollar raised is a dollar more that we can spend in helping save people from substance abuse.

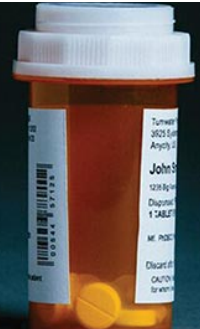
Sharon Shutzer

Opioid Drugs: The Basics

Opioids are a class of drugs used to reduce pain.

Source: Centers for Disease and Control Prevention (CDC)

Prescription opioids can be
addictive and **dangerous**.
It only takes a little to lose a lot.



Prescription Opioids

Prescription opioids can be prescribed by doctors to treat moderate to severe pain, but can also have serious risks and side effects.

Common types are oxycodone (OxyContin), hydrocodone (Vicodin), morphine, and methadone.

Fentanyl

Fentanyl is a synthetic opioid pain reliever. It is many times more powerful than other opioids and is approved for treating severe pain, typically advanced cancer pain.

Illegally made and distributed fentanyl has been on the rise in several states.

Heroin

Heroin is an illegal opioid. Heroin use has increased across the U.S. among men and women, most age groups, and all income levels.

More information:
www.cdc.gov/drugoverdose/opioids/index.html

Real Stories



Ann Marie's son, Christopher, was a great student and a gifted baseball player, and he was very close to his mother and sister. When he was 20 years old, Christopher was in a minor car crash and was prescribed opioids for back pain following the crash. Christopher's tolerance grew quickly, and he sought out doctors who would prescribe him more opioids. He increased his intake from one pill a day to 25 pills a day. Ann Marie described how these pills and his addiction completely changed her son: everything he had worked for no longer mattered to him, he had trouble sleeping, often did not come home at night, and became defensive and combative toward the people he loved.

Ann Marie tried admitting him to various treatment facilities, but he was either rejected or kicked out for poor behavior. Without help, his addiction persisted and intensified. Within roughly two years of beginning to use prescription opioids, Christopher overdosed and died at just 22 years old. Ann Marie has been passionate about sharing her loss in the hopes of saving others from this tragedy. She started Christopher's Reason, a place where people suffering from opioid addiction can be directed to the treatment they need.

Video Link:

[www.youtube.com/watch?
time_continue=23&v=IZ9CGi-9J50&feature=emb_title](https://www.youtube.com/watch?time_continue=23&v=IZ9CGi-9J50&feature=emb_title)

[www.youtube.com/watch?
time_continue=23&v=IZ9CGi-
9J50&feature=emb_title](https://www.youtube.com/watch?time_continue=23&v=IZ9CGi-9J50&feature=emb_title)



2020 ONGOING FUNDRAISING EVENTS – GOLF OUTING

Save The Date!

Tee Off Against Opioid Abuse!

Monday, May 18, 2020

Battleground Country Club

Lunch Dinner Golf



For Immediate Release

Contact:

Antoinette Ceciarelli

Coordinator

Freehold Alliance to Prevent Substance Abuse

1 Municipal Plaza Freehold, NJ 07728

732-294-5103 ACeciarelli@twp.freehold.nj.us

Freehold Municipal Alliance celebrates the 22nd Ray Kershaw Memorial Golf Tournament fundraiser, "Tee off Against Opioid Abuse."

Freehold: The Freehold Municipal Alliance for Substance Abuse Prevention will host its annual golf outing on **Monday, May 18th. at Battleground Country Club Manalapan.** The outing is a major fundraiser the Freehold Municipal Alliance to Prevent Substance Abuse, which funds programs on prevention to combat substance abuse, with an emphasis on Freeholds youth.

The tournament includes a full day of activities – lunch, 18-hole scramble, dinner, awards, and raffles.

"Over the past 22 years, the outing has become a Freehold tradition. I know, that it will once again be a wonderful day, said Jeff Friedman, Alliance Co-Chair. "As the Alliance's major fundraiser, sponsorship support provides much needed funding that allows the Alliance to offer programs within our community on issues surrounding substance abuse."

Ray Kershaw served as Vice Chair of the Municipal Alliance prior to his passing in 2009.

Sponsorships are available and range from the Mayors Event sponsor, \$5000. to Tee sponsorships at \$325. Golfers are welcome. If you are not a golfer but wish to support the outing, dinner only tickets are available.

For additional information, to sign up for the tournament, or to become a sponsor, please reach out to the Freehold Municipal Alliance, Antoinette Ceciarelli at 732-294-5103, ACeciarelli@twp.freehold.nj.us.

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NUMBER OF YOUTH WHO START VAPING AT 14 OR BEFORE HAS TRIPLED



December 19, 2019

ANN ARBOR—The number of e-cigarette users who began vaping at age 14 or younger has more than tripled in the last five years, say University of Michigan researchers.

Last year, 28% of e-cigarette users said they started no later than age 14, compared to about 9% in 2014. The findings are scheduled to appear online Dec. 19 in the American Journal of Public Health.

While the researchers did not look specifically at what caused the increase, study author Rebecca Evans-Polce, assistant research scientist at the U-M School of Nursing, said the perception that e-cigarettes aren't as harmful or addictive as smoking cigarettes could be partly to blame.

This is alarming because research shows that early e-cigarette use is linked to later risk for cigarette smoking, she said. Also, nicotine exposure while the brain is developing may confer particular risk, and vaping has been linked to serious respiratory illnesses.

The big increase in kids who vape at younger ages makes sense, even while other products—cigarettes, cigars, smokeless tobacco—remained significantly unchanged during that time period, Evans-Polce said.

"I'm not sure you would expect big changes in such a short period for those other products," she said. "On the other hand, use of e-cigarettes has skyrocketed in the past five years. Also, it's important to note that for cigarettes especially, kids are still using early. Over half of kids who reported ever using cigarettes by age 16 or 17 reported starting by age 14."

Evans-Polce and her colleagues used data from 26,662 participants, ages 16 and 17, from the National Youth Tobacco Survey.

The research was supported by the National Cancer Institute and the National Institute on Drug Abuse. Co-authors include Philip Veliz, Carol Boyd and Sean McCabe of the U-M School of Nursing and Center for the Study of Drugs, Alcohol, Smoking and Health; and Vita McCabe of the Lung Care and Smoking Cessation Program at St. Joseph Mercy Ann Arbor.

More information

Study:

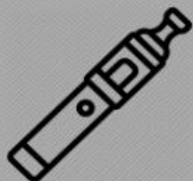
<https://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.2019.305421>

Rebecca Evans-Polce: <https://nursing.umich.edu/faculty-staff/faculty/rebecca-evans-polce>

U-M Study: More kids start vaping at younger ages than five years ago



U-Michigan researchers found that the number of **lifetime e-cigarette users who started at age 14 or younger** more than **tripled** over five years.



In 2014, 8.8% of lifetime e-cigarette users started at age 14 or younger, compared to **28% in 2018**.

This is alarming because research shows that the **earlier kids start vaping, the more at risk they are for later cigarette smoking**.



Starting age for cigarettes, cigars and chewing tobacco didn't change significantly.

2020

SPONSORED ALLIANCE EVENTS WORKING TOGETHER WITH OUR COMMUNITY PARTNERS

Save the Date

CREATING CONNECTIONS THAT COUNT

PRESENTATION FOR PARENTS/GUARDIANS

MARCH 24, 2020 @ 7:00PM

BARKALOW MIDDLE SCHOOL

(**POWER OF ACCEPTANCE** is a presentation for middle and high school students to be held in their respective schools during school hours)

MEET TY SELLS - Recognized as an individual who cares deeply for the well being of youth, Ty is known for his charisma and leadership. Not just a speaker, he brings over twenty two years of experience in drug prevention and community service, and youth development. Ty is an Ohio Certified Prevention Specialist II. In 2012, he was awarded the "Prevention Innovator of the Year" Award by the Ohio Department of Mental Health and Addiction Services (formerly ODADAS) for his development of creative prevention trainings and consultation with schools and organizations across the state.



2019 HIGHLIGHTS



Dr. Mykee Fowlin spoke to Freehold students and parents/guardians about respect, overcoming adversity, and accepting differences, in a comedic and role-playing presentation on November 5, 2019.

Presentation was transmitted live on facebook. Check out the Alliance videos at : www.facebook.com/FreeholdAllianceToPreventSubstanceAbuse/videos



As part of the Freehold Municipal Alliance for the Prevention of Substance Abuse, the Alliance partnered with the Freehold Intermediate School for an educational forum in December. The faculty attended an informative presentation given by Trish Caldwell from Recovery Centers of America. Ms. Caldwell talked about the importance of educators understanding how to effectively work with adolescents, especially those who have experienced trauma. She also talked about the effects that trauma has on the developing brain and how student's past experiences impact their behavior in later life, while providing real life examples to teachers on how to implement trauma informed strategies in their own classrooms.

For more information about the program:

<https://recoverycentersofamerica.com/about/leadership/trish-caldwell-director-of-family-services-rca/>

SPONSORED ALLIANCE ACTIVITIES - BOTVIN LIFESKILLS TRAINING

Botvin LifeSkills Training (LST) is a research-validated substance abuse program proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. This comprehensive and exciting program provides adolescents and young teens with the confidence and skills necessary to successfully handle challenging situations.

WINTER 2020

IMPACT

#270

**STUDENTS TRAINED FREEHOLD
INTERMEDIATE SCHOOL
6TH, 7TH & 8TH GRADERS**

15.5% Increase in knowledge
& behavior change

A CONVERSATION WITH THE STUDENTS



By Antoinette Ceciarelli,
LifeSkills Instructor

As the Freehold Municipal Alliance Coordinator, I wear many hats. However, the one hat that I enjoy the most is teaching Lifeskills to the 6th grade students at Freehold Intermediate School. After completing the second marking period, I simply asked my students what was the best part of Lifeskills for them. Their first response was "our Lifeskills teacher." I was honored by this response and thanked them from my heart. I continued, now referring to the lessons learned in our 10 weeks together, what was the best part of Lifeskills? So the first answer was "the giveaways." I asked if it was because they like to receive gifts and they said: "no, because each giveaways was part of a lesson and had a meaning." One of the major giveaways are stress balls that I give students when we complete the lessons of coping with anxiety and coping with anger. One student responded: "simply learning about what is good and what is bad."

Students are happy to learn how your self-image can be changed from a negative to a positive perception. They also enjoyed how body language is a great part of your Communication Skills. Another student expressed how much they learned from the role playing activity for the assertiveness lesson. Here is an example of a role-play scenario - You are at a party where marijuana is being smoked. You do not want to smoke. Someone passes you a joint. Students have to be assertive to do what is right. This always goes over well and is a great lesson to show how assertiveness is not always rude or hostile. Then, I asked if they shared any lesson that they learned with family or friends. The most common answer was vaping. I was so happy to hear this. One student said she shared the vaping lesson with her parents, who had no idea how harmful vaping is to your health. I can go on and on about the Lifeskills program. As I said, Lifeskills is a hat I enjoy wearing.

GIVING BACK TO THE COMMUNITY

LifeSkills students keep using their learned skills to engage and lead activities at community events. A group of 21 students (see image) from Mr. Mirault's health class participated in the Neighborhood Connections Coalition* meeting in December as part of the Student Ambassadors/Intergenerational program run by this coalition.



*About Neighborhood Connections to Health

Visit www.ncthnj.org and www.facebook.com/HealthyFreehold/ for more information. Are you a student or parent interested in the Student Ambassador/Intergenerational program? Contact Carly Trill at Carly.Trill@nashg.org or call/text 908-692-7338



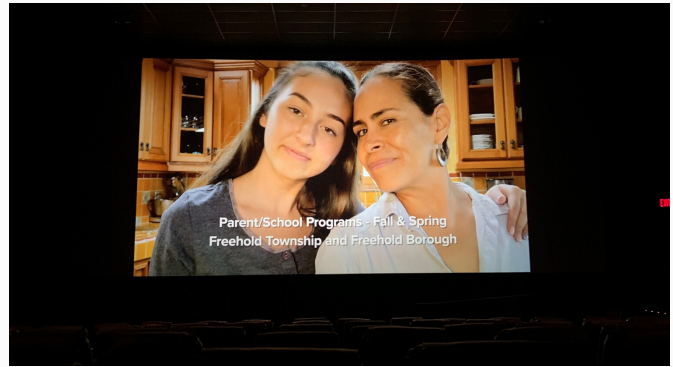
This year's Multicultural/Multigenerational Luncheon will be on **April 7th, 2020 at 11:00-1:30pm at YMCA 41 Center St. Freehold**

2019 & 2020

ALLIANCE PARTNERSHIPS SNAPSHOT



Recognition to Barbara McMorow, Former Township Mayor
December 2019



The Freehold AMC theater had **112,567 impressions** of this **Noovie Movie** delivered on-screen and **30,472 impressions** delivered in the lobby. Next segment is scheduled for the **week of March 13th**. To watch it, please go to:

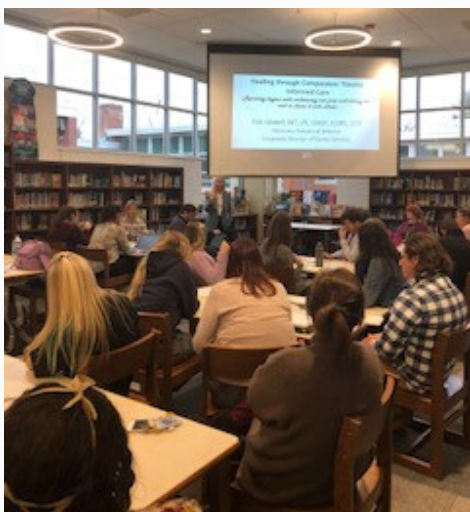
www.youtube.com/watch?v=bCx2Br4EWPA&feature=youtu.be
or click on the **PLAY** button:



Flavor of Freehold
October 2019



Golf Outing
May 2019

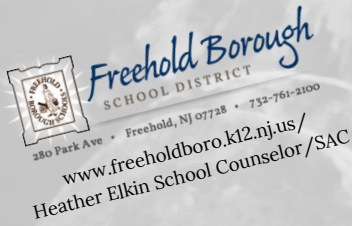


Presentation on Recognizing Trauma in Students
January 2020



LifeSkills class
November 2019

WORKING TOGETHER WITH OUR COMMUNITY PARTNERS



www.freeholdtp.k12.nj.us/
Courtney Colford School Counselor/SAC



www.frhsd.com/freeholdtpw
Kristin Clyne SAC



Antoinette Ceciarelli at 732-294-5103
Acceciarelli@Twp.Freehold.nj.us



www.freeholdracewaymall.com



<http://highfocuscenters.pyramidhealthcarepa.com/locations/freehold/>



www.gcada.nj.gov/home/



www.frhsd.com/Freehold
Eva Carella SAC



<http://twp.freehold.nj.us/police>



www.freeholdboroughnj.gov/
www.facebook.com/Freeholdpolicedepartment/?tn-str=k*F



<https://downtownfreehold.com/>



www.facebook.com/Freehold-Clergy-Association-148997381810652/

Additional Community Partners
Freehold Township School PTO

2020 MEETING SCHEDULE

DATE		TIME	LOCATION
January	8th	12:00 PM	Freehold Township Municipal Bldg
February	12th	12:00 PM	Freehold Borough Municipal Bldg
March	11th	12:00 PM	Freehold Twp. Board of Ed Bldg.
April	22nd	12:00 PM	Freehold Intermediate School
May	13th	12:00 PM	Five Star Café – Freehold HS
June	10th	12:00 PM	Freehold Raceway Mall
July	-	12:00 PM	-No Meeting-
August	-	12:00 PM	-No Meeting-
September	9th	12:00 PM	CentraState Health Awareness Ctr
October	14th	12:00 PM	St. Robert's Church
November	18th	12:00 PM	Barkalow Middle School
December	9th	12:00 PM	High Focus Group
January	13th	12:00 PM	TBD - Reorganization 2021

Note: Meetings are conducted in accordance with NJAC 17-40-1 et. seq. – “Sunshine Open Meetings”.

Alliance Key Members

Antoinette Ceciarelli, Coordinator
Jeff Friedman, Co-Chairperson
Jay Robinson, Co-Chairperson
Lester Preston, Township Mayor
Sharon Shutzer, Boro Councilwoman

Newsletter Editor

Angelica Espinal-Garcia
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