



Prevention Newslink

JULY 2023

SOUTH DAKOTA PREVENTION RESOURCE CENTERS

WPRC

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SEPRC

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2021 SD YOUTH RISK BEHAVIOR SURVEY RESULTS AVAILABLE NOW

South Dakota began using the Youth Risk Behavior Survey (YRBS) in 1991. YRBS is a component of the Centers for Disease Control and Prevention's (CDC's) Youth



Risk Behavior Surveillance System (YRBSS), which measures the prevalence of six priority health risk behavior categories that contribute markedly to the leading causes of death, disability, and social problems among youths and adults in the United States.

These behaviors often become established in childhood and adolescence and include:

- Behaviors that contribute to unintentional injuries and violence
- Tobacco use
- Alcohol and other drug use
- Sexual behaviors that contribute to unintended pregnancy and sexually transmitted diseases, including HIV infection
- Dietary behaviors
- Physical activity

The YRBS provides data relevant to youth-serving organizations and schools working to identify concerns, set priorities and create plans to improve student wellbeing. According to a 2016 Surgeon General's Report, evidence-based intervention can have a benefit of \$58 for each dollar spent.

A summary of South Dakota High School data from 2011 until 2021 can be found on the [SD Department of Health website](#).

YRBS is completed every other year. The next scheduled YRBS will be Fall 2023.

UPCOMING TRAININGS & EVENTS



We Need to Talk 2023 Suicide Prevention Conference

August 10 | 8:00 am - 5:00 pm
August 11 | 8:00 am - 12:00 pm
Sioux Falls Convention Center
Register [HERE](#)

Natural Helpers of SD Training of Trainers

Click [HERE](#) for more information

July 26-27, 8:00-3:30pm (CST)

Capitol Visitor Center, Pierre

Stephaniek@humanserviceagency.org

September 20-21, 8:00-3:30pm (CST)

Boys and Girls Club, Watertown

Stephaniek@humanserviceagency.org

September 27-28, 8:00-3:30pm (MT)

Youth & Family Services, Rapid City,

cadkins@youthandfamilyservices.org

Community Response to Child Abuse Conference: 2023

October 5 | 8:00 am - 5:00 pm

October 6 | 8:00 am - 12:30 pm

Sioux Falls Convention Center

Register [HERE](#)

SEPRC Spotlight

Introducing the new SEPRC Coordinator

Kerri Cox joined the Southeastern Prevention Resource Center as Prevention Coordinator in late May. Cox recently retired from education after serving as a school counselor in several Sioux Falls-area schools for 27 years.



"I started graduate school envisioning an agency setting working with youth, but soon added the school counseling program track after learning about the unique role school counselors have to reach ALL students," Cox said. "I enjoyed individual and group counseling, but found so much value in teaching students the skills, mindsets and behavior needed to *prevent* problems too."

Cox's interest in prevention was sparked by trainings offered by the PRC her first year as a HS counselor in Lennox. She joined a group of her co-workers for a week-long Coordinated School Health Conference in Spearfish.

"That conference experience was a defining moment in my career as I first met Melinda Olson (SEPRC Coordinator) and Darcy Jensen (Prairie View Prevention). Both women mentored and assisted me as I created community coalitions to address the ATOD and bullying issues in my school/community."

Cox has learned to write grants to fund programs and activities to improve school climate, started a TATU group, Improv Troupe and a Natural Helpers/Conflict Mediator program/class for HS credit. She also worked with a group of students to create the state's first and only SADD Chapter in the 90's.

"Throughout my career, I've been thankful for the free training, curriculum and technical assistance offered by PRC staff to build a proactive counseling program," Cox said. "If Melinda Olson and later Michelle Majeres didn't have what I was looking for in the PRC, they helped me find an evidence-based program as well as grants to apply for to fund bullying prevention, social emotional learning and ATOD prevention curriculum and resources. My hope is to provide that same support to all of you. My top priority is to help everyone working in prevention to access what is needed to provide direct services to our community and schools."

Please contact Kerri at (605) 444-6333 or email k.cox@voa-dakotas.org to learn more about her or her role at the SEPRC.

UPCOMING TRAININGS & EVENTS



The [National Institute of Alcohol Abuse and Alcoholism](#) recently released an exciting new resource: the Alcohol & Your Brain Virtual Reality Experience.

This VR experience is an immersive rollercoaster ride through brain regions affected by alcohol. This activity is for youth ages 13 and older and shares age-appropriate messages through engaging visuals, informative billboards, and narration.

For anyone age 13+ with Quest, Quest 2, or Meta Quest Pro VR headsets, the free NIAAA app is available through [Oculus App Lab](#).

Parents and Educators can also share the NON-VR version with students through [YouTube](#).



International Overdose Awareness Candlelight Vigil

August 31 | 7:30 pm- 9:00 pm
Greenway Amphitheater, Sioux Falls

TIME TO RECERTIFY?

Anyone applying for an initial or renewal certificate as a teacher, administrator, or other education professional is required to participate in a minimum of one clock hour of suicide awareness and prevention training. [South Dakota Codified Law 13-42-71](#)

Schools and organizations can request suicide awareness and prevention training from a South Dakota Prevention Network Provider, staff at one of the state's Prevention Resource Centers or from the [South Dakota Suicide Prevention website](#). In addition to training, prevention staff are able to provide presentations, technical assistance, and resources to students, parents and community groups using an approved evidence-based program.

Each PRC has a resource library with videos, DVDs, books, brochures, and curriculum for public use. The PRC's also maintain a free online library through the Libby App. You can sign up for that resource [HERE](#).

To request a free in-person or virtual training, contact:

- Western PRC - (605) 342-1593
- Northeastern PRC - (605) 884-3516
- Southeastern PRC - (605) 444-6333

You can also request trainings by visiting the [South Dakota Suicide Prevention website](#).



International Overdose Awareness Day spreads the message about the tragedy of drug overdose death and that drug overdose is preventable.

The goals of International Overdose Awareness Day are to:

- Give community members information about the issue and risk of fatal and non-fatal overdose.
- Stimulate discussion about overdose prevention and drug policy.
- Provide basic information about support services that are available.

If you or your organization would like to participate check out [International Overdose Awareness Day](#).

SOUTH DAKOTA SUICIDE PREVENTION



RESOURCES

STATEWIDE WEBSITE
SDSUICIDEPREVENTION.ORG

THE HELPLINE CENTER
HELPLINECENTER.ORG

If you or someone you know needs help with:

- Depression
- Grief
- Relationship Conflicts
- Drugs
- Alcohol
- Suicidal Thoughts

Call/text 988 or [chat online](#)



Addressing Suicide Risk Among College Athletes: Supporting Mental Health and Well-being

The world of college athletics often brings to mind images of physical strength, competitiveness, and triumph. However, behind the scenes, many student-athletes face immense pressure, rigorous schedules, and overwhelming expectations, which can significantly impact their mental health. Suicide risk among college athletes is a pressing concern that requires our attention.

Understanding the Risk Factors

- **Competitive Pressure:** College athletes often face high levels of stress due to demanding training schedules, intense competition, and the pressure to perform. The scrutiny from coaches, peers, and fans can take a toll on their mental health and self-esteem.
- **Identity and Transition:** For many student-athletes, their sport is a significant part of their identity. The transition to college can be challenging, as they navigate new environments, academic pressures, and a different level of competition. When their athletic performance suffers or ends, it can lead to a loss of identity and a sense of purpose.
- **Injury and Physical Pain:** Sports-related injuries are common among college athletes. The physical pain, rehabilitation process, and fear of re-injury can contribute to feelings of frustration, helplessness, and depression, which can further exacerbate the risk of suicide.
- **Stigma and Barriers to Seeking Help:** Athletes may have a perception of needing to be strong and self-reliant which can prevent them from reaching out for support, exacerbating their feelings of isolation.

Supporting College Athletes

1. **Mental Health Education:** Institutions should prioritize mental health education and awareness campaigns specifically tailored to college athletes. It is crucial to normalize discussions around mental health, reduce stigma, and encourage help-seeking behavior.
2. **Cultivate a Supportive Environment:** Coaches, athletic staff, and teammates play a crucial role in creating a supportive environment. Encouraging open communication, providing resources for mental health support, and fostering a sense of belonging can go a long way in preventing and addressing mental health concerns.
3. **Comprehensive Mental Health Services:** Universities should invest in comprehensive mental health services that are easily accessible and specifically tailored to the needs of college athletes. This may include individual counseling, group therapy, psychiatric support, and crisis intervention resources.
4. **Athlete Assistance Programs:** Establishing athlete assistance programs that provide confidential counseling and support can be beneficial. These programs can address the unique challenges faced by student-athletes and offer resources for mental health, career transitions, academic support, and life skills development.
5. **Training and Education for Coaches and Staff:** Coaches and athletic staff should receive training on recognizing signs of distress, promoting mental health, and connecting student-athletes with appropriate resources to help create a proactive and empathetic support system.
6. **Holistic Well-being Approach:** Emphasize the importance of holistic well-being by promoting self-care, stress management techniques, and healthy coping strategies. Integrating these practices into athletic programs can contribute to a more balanced and mentally healthy athlete population.

Addressing suicide risk among college athletes requires a multifaceted approach that prioritizes mental health and well-being. By fostering a supportive environment, providing accessible resources, and reducing stigma, universities can play a vital role in safeguarding the mental health of their student-athletes. Through education, awareness, and comprehensive support, we can create an environment that empowers college athletes to thrive.



DRIVESAFESD.COM



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www.SDEMSC.org
Facebook:
[@SDEMSforChildren](https://www.facebook.com/SDEMSforChildren)



Contact me today for I Choose classroom materials!

Hello Summer!

With Summer in full swing, safety should be too. Summer activities like biking and walking mean we should take the extra time to make sure we are safe while participating in those activities. Biking safety includes wearing a helmet, the right colored clothing, and following the rules of the road. When teaching your communities how to be bike safely, simply [visit our website](#) to order helmets and gather safety materials. The SDEMSC office is happy to assist you with bike rodeo materials as well.

Walking to your summer fun activities also means wearing bright colored clothing, crossing at appropriate crosswalks, and obeying traffic signals as to when it is safe to cross. Obeying those signals even as an adult, shows children that obeying the signals means it's safer for both pedestrians and motorists. Check out our website for [Pedestrian educational materials](#).

Our city streets become very busy during our summer months. We want you to be safe every trip, every time.



DID YOU KNOW?
Wearing a helmet can reduce bicycle-related head injuries by up to **85%**.

By your side,[®] for bicycle safety.

ALWAYS WEAR A BICYCLE HELMET with a safety approved label. Remember, different helmets are designed for different activities. Be sure to wear a helmet designed for use when riding a bicycle.

Check your bicycle for a good fit by standing over it. **THERE SHOULD BE 1-2 INCHES BETWEEN YOUR BODY AND THE TOP BAR.**

ALWAYS ride in the same direction as traffic. Follow all traffic signs to stay safe around cars. **STAY VISIBLE** to drivers by wearing bright, reflective clothing and by installing a reflector on your bicycle.

ALWAYS cross at a crosswalk and never between parked cars. **BEFORE** crossing:

Look **LEFT**

then **RIGHT**

then **LEFT** again

Regional Contacts

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The Rise of E-cigarette Sales

A study from Truth Initiative released on June 22, 2023, found that overall e-cigarette monthly unit sales have increased by 46.6%. From 15.5 million units in January of 2020 to 22.7 million units in December of 2022. Also, during this period, the number of brands has increased by 46.2%, from 184 to 269 brands.

The study also reported the top-selling brands of disposable e-cigarettes. The 5 top selling brands are Vuse, JUUL, Elf Bar, NJOY and Breeze Smoke. The study also showed that menthol flavored e-cigarette sales have remained stable, while the sales of youth-appealing flavors such as candy, dessert, and fruit have increased from 29.2% to 41.3%.

To read more about the increase of sales visit: [U.S. E-cigarette Sales Climbed during 2020-2022 \(truthinitiative.org\)](https://truthinitiative.org)

Esco Bars and Breeze Smoke

On May 25, 2023, the FDA issued warning letters to the firms that are responsible for the two most popular flavored e-cigarette disposables - Esco Bars and Breeze Smoke products. These two firms have been manufacturing, distributing, and importing unauthorized tobacco products in the United States. These actions undermine FDA's commitment to protecting our youth against illegal flavored, disposable e-cigarette products. On May 12, the FDA also issued an import alert for Esco Bars products. This means the products are placed on a red list, which then allows the FDA to refuse or detain the product at the time of entry. This prevents illegal products from being distributed in the United States.

To date, the FDA has only authorized 23 tobacco flavored e-cigarette products and devices that may be lawfully sold in the U.S. From January 2021 through May 2023, the FDA has issued more than 560 warning letters, filed ten civil money penalties, and filed six injunctions to firms marketing illegal e-cigarettes.

To read more visit: [FDA Puts Firms Responsible for Esco Bars and Breeze — Two Popular Disposable E-cigarette Brands — on Notice | FDA](#)

EVENTS/TRAININGS

- September: National Alcohol and Drug Addiction Recovery Month
- Healthy Lung Month
- Children's Health Month
- October 8-14: Fire Prevention Week
- October 9: Fire Prevention Day (Annually)
- October 23-31: Red Ribbon Week (Last week of October)

SUICIDE PREVENTION PLAN

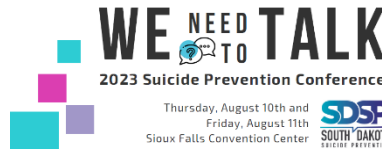


July – September 2023 Newsletter

SUICIDE PREVENTION CONFERENCE

Second Annual Suicide Prevention Conference

The Department of Social Services, Division of Behavioral Health, along with their state partners, are excited to announce that the 2nd Annual Suicide Prevention Conference is happening on August 10 and August 11, 2023, at the Sioux Falls Convention Center. This no-cost, 2-day conference is a great opportunity to continue the conversation that was started last year around suicide prevention in South Dakota. Featuring key speakers Kevin Hines, a suicide attempt survivor, Dr. Craig Bryan, a board-certified clinical psychologist and Veteran, and Dr. Kari Oyen, Program Director and Associate Professor of the School of Psychology at the University of South Dakota. As capacity is nearing full, it is encouraged to register as soon as possible, if interested. Registration will close when capacity is reached for the conference. Click [here](#) to register for the event. Please note that next year's conference dates have been reserved for August 1 and August 2, 2024, at the Sioux Falls Convention Center.



EVENTS

For more information on events, or to add an event, visit the South Dakota Suicide Prevention [Calendar](#).

July

17 – Helpline Center Open Golf Tournament, Sioux Falls. More information [here](#).

August

5 | 12th Annual Helpline Center's [Step Forward to Prevent Suicide](#), Riverside Park Amphitheater, Yankton

10 & 11 | South Dakota Suicide Prevention Conference “We Need to Talk”, Sioux Falls Convention Center, Sioux Falls – More information [here](#)

September

Suicide Prevention Awareness Month

Remember, free training is available! To find the [list of trainings](#), and to request a training for your community, [click here](#).

SUICIDE PREVENTION MONTH

September is Suicide Prevention Month

Suicide Prevention Month is a time to raise awareness and shift public perception, as well as spreading hope and vital information to people affected by suicide. All month, mental health advocates, prevention organizations, survivors, allies, and community members unite to promote suicide prevention awareness. This month, challenge yourself to get involved. Attend a training or event or choose a different activity to help promote Suicide Prevention Month. For ideas on ways, to get involved, there are some upcoming events listed to the right. Suicide prevention [materials](#) can be ordered through the SDSP website and can be disseminated in the community. Interested in hosting a suicide prevention training? Request a free [training](#) through the South Dakota Suicide Prevention [website](#)!

SOUTH DAKOTA EPIDEMIOLOGICAL OUTCOMES

Behavioral Health Indicators Executive Summary

The Department of Social Services, Division of Behavioral Health - Epidemiologist, has completed the state [Epidemiological Outcomes Executive Summary](#). See how South Dakota trends historically against substance use and mental health as compared to our nation for both youth and adults. The goal of this document is to inform, educate, and shine a light on the different areas that impact South Dakotans, both professionally and personally. This document is a tremendous resource of knowledge that can be utilized to gain a greater understanding of the needs communities may have.

