

PREVENTION NEWSLINK

Monthly Newsletter of the South Dakota Prevention Resource Centers

OCTOBER 2021



Red Ribbon Week- October 23- 31

The National Federation of Parents (NFP) provides drug awareness by sponsoring the annual National Red Ribbon Campaign™. Since its beginning in 1985, the Red Ribbon has touched the lives of millions of people around the world. In response to the murder of DEA Agent Enrique Camarena, angered parents and youth in communities across the country began wearing Red Ribbons as a symbol of their commitment to raise awareness of the killing and destruction cause by drugs in America.

In 1988, NFP sponsored the first National Red Ribbon Celebration. Today, the Red Ribbon serves as a catalyst to mobilize communities to educate youth and encourage participation in drug prevention activities.

The 2021 National Red Ribbon Week Theme, Drug Free Looks Like Me™. Created by Marin Wurst, a 7th grader at Solon Middle School in Solon, Ohio, the theme is a reminder that everyday Americans across the country make significant daily contributions to their communities by being the best they can be because they live Drug-Free.

By clicking on the red ribbon below, you will be redirected to the NFP Red Ribbon Week toolkit outline celebration ideas and activities for schools and community organizations.



- from www.redribbon.org

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October Awareness Month

National Medicine Abuse Awareness



Help raise awareness of the dangers of OTC cough medicine and prescription (Rx) drug misuse during National Medicine Abuse Awareness Month (NMAAM) throughout October. Take part in the Dose of Prevention Challenge, which promotes community engagement through a variety of virtual events and activities. Share what you're doing to make a difference in your community by participating in the Dose of Prevention Challenge. The deadline to enter is Friday, November 5. Prizes include a \$1,500 cash award for the winning coalition, a full scholarship to CADCA's 2022 National Leadership Forum and more.

[Click to Enter to Win the Dose of Prevention Challenge](#) ✓

[Click to Access NMAAM Social Media Share Kit](#) ✓



Breast Cancer Awareness Month



Halloween Safety Month



National Bullying Prevention Month



National Emotional Wellness Month



Nearly Useless Trivia:

With origins beginning near the Grand Canyon in 1995, observances for this animal are held each year in the United States?

A: Squirrel

B: Donkey

C: Peregrine Falcon

D: Scorpion

[Click Here to be
Redirected to the
Answer](#)

National Tackle Hunger Month





Prevention News and Upcoming Events



News

The SD Department of Health has expanded funding for additional South Dakota communities to launch Communities that Care (CTC) programs and are now accepting applications. For more information or to apply, visit <https://healthysd.gov/fundingopportunities/>

Events

Oct 21 - Mental Health First Aid - Virtual - Find more information here: <https://www.helplinecenter.org/calendar/>. This includes a 2 hour self-paced online course that is a pre-requisite for participants. The second portion of the course is a 5.5 –hour virtual course.

Nov. 5th - QPR Virtual Training - Please register at: <https://qpr1105.eventbrite.com>.

Nov 16th - Narcan to Mitigate an Opioid Overdose - Muenster University Center, Vermillion. Contact Haley Larson at Haley.Larson@coyotes.usd.edu for more information. A second event is planned for April 26th, 2022 in Sioux Falls.

Nov 19th - Youth Mental Health First Aid - Virtual - Please register at: <https://ymhfa1119.eventbrite.com>. This includes a 2 hour self-paced online course that is a pre-requisite for participants. The second portion of the course is a 4 –hour virtual course.



OCTOBER LEARNING SERIES

ENOUGH CHILD SEXUAL ABUSE
Free Community Training Series

You are invited to attend free training sessions offered via Zoom.

It's up to all of us to help end child sexual abuse.
According to the American Medical Association, it's a silent epidemic. This series provide information to parents, professionals and other concerned adults to prevent people from victimizing children.

PLEASE NOTE: Due to the graphic nature of the topic, it is recommended that children are not present for these training sessions.

For more information, contact:
Cassie Nagel
Education & Public Awareness Specialist
Cassie.Nagel@chssd.org | 605.965.3147

It's Not Just Jenna
Thursday, October 14, 2021
12–1:30 pm MT / 1–2:30 pm CT
[REGISTER HERE](#)

Building Boundaries in Children
Thursday, October 21, 2021
12–1 pm MT / 1–2 pm CT
[REGISTER HERE](#)

What If...?
Discussion/Creating a Conversation
Thursday, October 28, 2021
12–1 pm MT / 1–2 pm CT
[REGISTER HERE](#)

Please RSVP using the links above.
Presented in cooperation by:




CHILDREN'S HOME SOCIETY | PREVENTION, TRAINING AND EDUCATION | CHSSD.ORG



USING A TRAUMA LENS

to support your students

Join us for FREE 5-hour regional trainings to learn about childhood trauma, how it impacts students, and how to respond.

October 14 Aberdeen K.O. Lee Library

October 29 Pierre SD State Library

November 8 Sioux Falls Downtown Library

November 12 Rapid City TIE Office

Register or learn more at
www.sdsfec.org/trauma-lens-training

SOUTH DAKOTA
STATEWIDE FAMILY ENGAGEMENT CENTER

The Lens of Prevention

For those of us working in the field of prevention and in the service of others, I think we tend to view the world through a unique lens. It's one created through an evolving grasp of the present and hope of a better future. A few weeks ago, my family and I attended a college football game and though I had not planned it, I took my professional lens to the game.

During the course of the game, there were several instances the cameras throughout the stadium captured images from the crowd and projected them onto the giant end zone scoreboard screen. Generally, the images of the crowd were of adorable senior couples, fans with face paint and exuberant dancing children. However, there were numerous instances the scoreboard screen showed fans in the designated student section assembling a "beer snake" which was resoundingly met with cheers from throughout the entire stadium.

For the uninitiated, a beer snake is created when fans continuously stack consumed beer cups to form long chain which grows until alcohol sales cease (usually the 6th inning of a baseball game, the end of the third quarter of football and basketball games or the end of the second period of a hockey game). This fan activity was first recorded in Wrigley Field at a 1969 Cubs game and has since been observed at football, basketball, soccer and hockey games across North America, South America and Europe.

Through my professional lens, I observed the images of the beer snake and its effect upon the crowd as it continued to grow throughout the game. Its potential impact upon one five year-old boy has bothered me since that day and is the motivation for me to share this experience.

From a macro perspective, the beer snake I observed that day served as a cultural and institutional monument celebrating binge drinking. It is particularly unsettling when the institution has a primary purpose to prepare its students to prosper and often provide future care providers instruction relating to the irrefutable adverse effects of alcohol and brain development which continues beyond the average age of the stadium's student section.

I was unsuccessful in calculating the approximate costs associated with creating this beer snake. I estimated it took three empty cups to add one inch to its length and I knew each beer cup was sold for \$8. At its full length, the beer snake twisted from the first row of the lowest stadium level, across the second level and reached the middle of the top stadium level. I am confident the profit to the vendors and university was several thousand dollars.

This is certainly not the only university or sports venue to offer on-site alcohol sales. However, it does not appear that alcohol sales are required to have a successful collegiate football program. Perennial football powerhouse programs like Alabama, Michigan, Georgia and Penn State do not permit alcohol sales to the general public. Some stadiums allow "preferred" attendees to bring their own alcohol and restrict its consumption to private club areas which are generally out of easy view.

From this macro view, I hope all institutions will soon evolve from permitting and even advocating for irresponsible use of alcohol and ultimately as a culture, divorce from the idea that alcohol is a requisite for entertainment.

That brings us back to 5 year-old, Trevor. The boy who sat in front of me at the aforementioned game. He was well-mannered and outgoing child who obviously shares an endearing mutual admiration with his father. His outgoing nature engaged with nearly everyone in our immediate and was responsible for dozens of smiles that afternoon.

Like many children his age, Trevor asked countless questions to many of us around him but when he put a question to his father, he seemed to hang on his father's every response with the respect and admiration given to an ultimate authority. When Trevor saw the beer snake on the scoreboard screen, he asked his father what it was. After it was explained, Trevor exclaimed, "That's cool!" His father readily agreed and I died a little inside. The moment was gone and the dangers of binge drinking and effects of alcohol upon a developing brain went unspoken.

To be fair, by every other observable measure, Trevor appears to have a top-shelf father who I only saw drinking bottled water. It just seems to me there seems to be a small window where youth are influenced by parents and others who unflinchingly have the child's best interest at heart. And in this micro event, I worry Trevor's father may have missed an opportunity to take advantage of the fleet period of time when family's opinion holds sway over all other influences and to cast an indelible impression which could forever help to form Trevor's attitude toward alcohol.

Because many do not, I think prevention work in both the macro and micro environments would be well served to continue to raise awareness in the unintentional or unconsidered effects alcohol policy has toward youth and to encourage healthy influencers upon youth to seek and act with a purpose whenever an organic teachable moment presents itself. It's my hope, doing so would encourage these children to develop their own protective lens through which they view potential harm to themselves and others.

Have a happy and safe Halloween.

- Bill Elger, Western Resource Prevention Coordinator



- Photos from Wikipedia Common Source



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MINI GRANT OPPORTUNITY

Missouri Breaks Research and the Čanĭlĭ Coalition of Cheyenne River Sioux Tribe, in partnership with the SD Department of Health Tobacco Control Program, are requesting applications for Tobacco Mini Grants. These mini grants are reserved for: federally recognized tribes in SD, private businesses, schools, or organizations serving American Indian populations in SD, and individuals intending to serve American Indian populations in SD.

Application Deadline: **November 1, 2021**

Anticipated Selection: **November 15, 2021**

Grant Funding Period: **December 1, 2021 to May 31, 2022**

Award Amount: **\$5,000**

For more information or to apply: [CLICK HERE](#)

SUCCESS STORY

The Redfield middle and high school Students Against Drunk Drivers (SADD) group conducted environmental scans and Bag O'Butts tobacco litter collection in downtown Redfield and on the school campus. The student led project was extremely successful and brought about some changes in the community. As a result of the student presenting their findings to the school board, city council, and private businesses, a debris net was purchased by the school to put around the fence to stop tobacco debris from blowing onto the school campus. A private business also purchased a tobacco receptacle. The SADD group has plans to complete this project yearly and hopefully see a decrease in tobacco litter throughout the community!

TRAININGS/EVENTS

- October: Health Lung Month, Children's Health Month, National Dental Hygiene Month
- October 3-9: Fire Prevention Month
- October 5, 7, 13, 14, 20, 27, November 2, 4, 9, 17: Teens Against Tobacco Use (TATU) Training, contact Ashley Heyne to register: aheyne@bhssc.org
- October 10: World Mental Health Day
- October 23-31: Red Ribbon Week
- October 27: Lung Health Day
- November: American Diabetes Month, COPD Awareness Month, National Lung Cancer Month
- November 18: Great American Smokeout



DRIVESAFESD.COM

South Dakota EMS for Children October 2021

Welcome fall! Back to school is in full swing meaning our teen drivers are busy getting to and from school, activities and work.

This week in October is National Teen Driver Safety Week. During this week we look at teen drivers and try to help shape smart behaviors early in their driving career. Things such as no phones while driving, not driving impaired and encouraging no passengers in the vehicle are some topics covered.

Having a single teen passenger increases a teen driver's crash risk by 44%, while a teen driver carrying at least one passenger over the age of 35 cuts the risk of death by 62%¹. Those parents or caregivers having the tough conversations with their teens are helping shape good driving behaviors.

The numbers of young drivers involved in alcohol-related crashes with a positive BAC dropped by 50% between 2003-2012². That's because of the conversations happening between caregivers and teen drivers. When the keys are given over to a new driver, expectations need to be talked about.

In our office, we have had the pleasure to travel around South Dakota to present at Driver's Education classes. SD EMS for Children presents Choices, Chances and Decisions to this group where we talk about how the choices they make behind the wheel can impact the rest of their lives. Topics such as buckling up, drinking and driving, and having a plan are covered with the Driver's Education groups.

Our office will soon be launching the "I Choose" impaired driving educational program, where educators will have access to interactive impaired driving education element.

Have those conversations with your young driver this week. Let's all work together to teach our teen drivers how to be safe on our South Dakota roads.

Sources: 1 & 2, Statistics taken from Responsibility.org



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www.SDEMC.org

Connecticut: Meet Gizmo, the Therapy Dog behind a New, National Mental Health Curriculum for Kids

South Dakota Suicide Prevention



Resources

Statewide Website
sdsuicideprevention.org

The Helpline Center
HelplineCenter.org

An upstream suicide prevention curriculum is expanding across Connecticut schools. Featuring a therapy dog named Gizmo, the curriculum teaches elementary school students about mental health, life skills development, and social connectedness. "Gizmo helps children understand there are things they can do to help themselves when they feel sad, mad, or worried," said Helen Pridgen, vice president of chapter programs for the American Foundation for Suicide Prevention. Currently being used with more than 3,000 students in 100 Connecticut classrooms, [Gizmo's Pawesome Guide to Mental Health](#) will be rolled out more broadly in the new school year.

Gizmo's Pawesome Guide to Mental Health takes an approach to support the mental health and wellness of youth. It is data-driven and evidence-informed. It seeks to introduce mental health and wellness, and how to care for one's mental health in a non-threatening way that encourages the self-identification of warning signs and when to apply the use of internal and external healthy coping strategies to help reduce risk. It introduces that characteristics of trusted adults, who may be one, how to practice talking with a trusted adult, and promotes proactive communication. The book ends with an opportunity for youth to create a personal mental health plan (of action) that they can use daily, and in a time of need that can help them avert crisis. The book also provides a resource section for trusted adults.

The message is child-friendly and is presented by Gizmo, a 7 year-old, 3.5 lb. Miki dog who lives in Manchester, CT. He is a First Responder Therapy Dog who is the mascot for the CT Suicide Prevention Campaign: 1 World, 1 Voice 1 Life...Be the 1 to start the conversation.

Gizmo says "Paws Up for Mental Health."



-[Information from SPRC Spark](#)

Statewide Crisis Line

1-800-273-8255

Answered by the
Helpline Center



Help a loved one, friend or yourself.

Confidential · 24/7

1-800-273-8255

If you or someone you
know needs help with...

- Depression • Grief
- Relationship conflicts
- Drugs • Alcohol
- Suicidal thoughts

For Additional Information Contact:

Sheri Nelson ~ 605-274-1406

Sheri@helplinecenter.org

COMMUNITY ENGAGEMENT

“Bright Spot” Suicide Learning Collaborative

Join partners in suicide prevention to celebrate Bright Spots, successful and impactful work going on right here in South Dakota. This learning collaborative will take place monthly. There will be a brief presentation from a partner in South Dakota followed by discussion and networking. This is a great opportunity to learn from various organizations and take back to the communities that you serve so we encourage you to attend all virtual meetings. Visit the [South Dakota Suicide Prevention](https://www.southdakotasuicideprevention.org/) website to register.

Suicide Prevention Month - September

September was Suicide Prevention Month and providers across the state facilitated a variety of different activities and events. For example, Southern Plains Behavioral Health hosted a local suicide walk in the park passing out promotional and educational materials.



FUNDING AWARDS/OPPORTUNITIES

Mental Health Awareness Training Grant

The Department of Social Services, Division of Behavioral Health was awarded the Mental Health Awareness Training grant from the Substance Abuse Mental Health Service Agency (SAMHSA). This project will support training for school-aged youth (18 and under) and youth-serving adults including school personnel, youth-serving organizations, and parents/guardian of youth. To learn more about the award, please visit:

https://dss.sd.gov/docs/behavioralhealth/grantinfo/Mental_Health_Awareness_Training_Grant.pdf

South Dakota Department of Health Opportunities

WorkWell Mental Health Grant: This is an opportunity for you to become a worksite that values mental wellness and fosters a supportive work culture through organizational, environmental, and individual interventions. Full application, grant information and deadline: <https://healthysd.gov/fundingopportunities/>

Communities That Care: The Communities That Care funding opportunity is a community-based prevention system proven to reduce youth health and behavior problems aimed at preventing, reducing or responding to risk factors like substance abuse, overdose and suicide. Full application, grant information and deadline:

<https://www.communitiesthatcare.net/>

National Suicide Prevention Lifeline/988

The National Suicide Prevention Lifeline, NSPL, (1-800-273-8255) is answered in South Dakota by the Helpline Center. In 2020, 3,811 calls were answered with 81% of the crisis calls able to be supported without additional intervention. Effective July 2022, the Lifeline number transitions to an easy to remember three-digit number, 988. If you are or your loved one is experiencing a behavioral health crisis, please call 1-800-273-8255.

EVENTS

For more information on events, visit the [South Dakota Suicide Prevention Calendar](#).

October

28 – “Bright Spot” Suicide Prevention Learning Collaborative

November

18 – “Bright Spot” Suicide Prevention Learning Collaborative
21 – International of Survivors of Suicide Loss Day

December

16 – “Bright Spot” Suicide Prevention Learning Collaborative

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