

PAL® Quarterly



PAL® PEER ASSISTANCE LEADERSHIP
ORANGE COUNTY DEPARTMENT OF EDUCATION

December, 2008 Volume 2, Issue 2

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Save The Date

The 22nd Annual PAL Recognition Event will be held on May 27, 2008 at the Disneyland Hotel. Additional information will be sent to schools in February.

PAL & Peer Conflict Mediation Training Dates

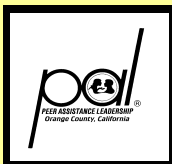
Elementary PAL Advisor
February 10 & 11, 2009

Secondary PAL Advisor
February 5 & 6, 2009

Elementary Peer Conflict Mediation Coordinator
June 2 & 3, 2009

Secondary Peer Conflict Mediation Coordinator
June 9 & 10, 2009

For more information or to register visit:
<http://pal.ocde.us>

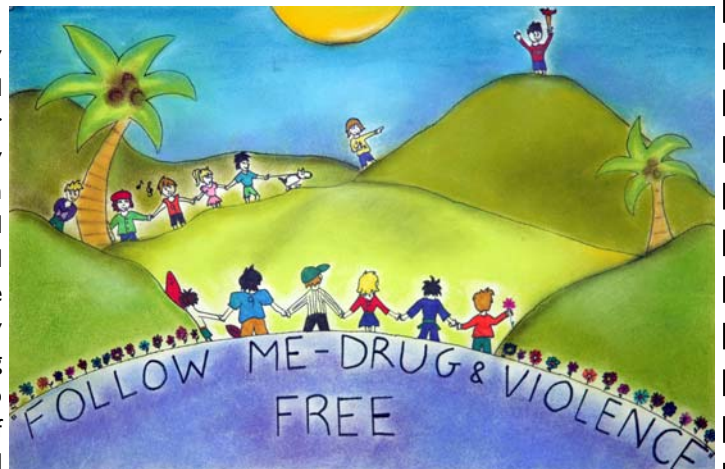


Going Beyond Red Ribbon Week

Many PAL advisors and students take on the huge job of organizing Red Ribbon Week events in the later part of October. Red Ribbon Week is a great way to promote alcohol, tobacco, and other drug (ATOD) free lifestyles, but one week isn't enough. ATOD prevention activities should be implemented throughout the year. This issue of *PAL Quarterly* highlights additional prevention projects, local resources to help with school-based prevention efforts, and a list of additional opportunities to promote ATOD prevention. Let's make Red Ribbon a year-round event!

Poster Contest

This year marks the 27th anniversary of the Alcohol, Tobacco, Drug and Violence Prevention Poster Contest. Each year approximately 800 students from grades 1 through 12 in schools, after-school programs, and community-based organizations submit artwork. The contest fosters students' creativity and analytical skills while presenting them with the opportunity to promote the positive aspects of being alcohol, tobacco, drug and violence free. Entries will be collected from February 16 to February 27, 2009. Complete contest guidelines are available at <http://prevention.ocde.us>. Contact Carolina Gutierrez, Program Manager for more information at (714) 966-4467.



Town Hall Meetings

For the last few years Orange County high schools have been hosting town hall meetings to address alcohol and other drug issues affecting students and schools. Several of these meetings have been organized by student groups such as PAL and the Orange County Friday Night Live Partnership.

A town hall meeting is a community briefing designed to increase awareness on a particular issue. Attendees usually consist of youth, parents, and/or teachers depending on the target audience. Generally there is a panel of speakers who specialize in a particular area, some examples include: a doctor, police officer, school administrator, parent affected by the issue, student in recovery, and/or a student who has avoided alcohol or other drugs. Attendees learn about the problem and are provided with resources.

If your group would like to host a town hall meeting on an issue related to alcohol and other drugs, there are several resources available to help you get started:

- Mary Fabela, Alcohol and Drug Education and Prevention Team, Orange County Health Care Agency, (714) 834-4194, mfabela@ochca.com
- Elke Petras, PAL Program Manager, Orange County Department of Education, (714) 966-4458, epetras@ocde.us
- Take it Back!, <http://www.utakeitback.org>

Social Norms Marketing Campaign

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Social Norms is research-based strategy that takes into account how perceptions influence our own behavior. Research shows that young people (and some adults) think alcohol, tobacco, and other drug (ATOD) use is more widespread than it actually is. The problem with this misperception is that one of the biggest predictors of a young person's behavior is their impression of how members of their social groups think and act. In other words, if students think "Everyone is doing it," they are more likely to do it. The social norms approach is different than the traditional prevention approach of telling students the negative consequences, and rates of ATOD use. Instead, the social norms approach focuses on positive behaviors and healthy majorities. The marketing strategies could include posters, banners, promotional goodies (pencils, key chains, etc.), sidewalk chalk, public address (PA), parent/staff newsletter, presentations, newspaper ads, etc. There are many online resources to help schools develop a campaign. Some key websites are:

- The National Social Norms Resource Center: www.socialnorms.org
- The Report on Social Norms: www.socialnormslink.com
- Most of Us: www.mostofus.org

*According to the 2005-2006 Orange County
California Healthy Kids Survey:*

97% of 7th graders are tobacco-free.

77% of 9th graders choose not to drink alcohol.

86% of 11th graders choose not to use marijuana.

Additional Opportunities for Prevention

December

Drunk and Drugged Driving Prevention Month
Hand Washing Awareness Week

January

Mentoring Month
Healthy Weight Day

February

National Eating Disorder Week
Give Kids a Smile Day

March

Safe Spring Break
Inhalants and Poisons Awareness Week
Kick Butts Day
Nutrition Month
School Breakfast Week
Red Cross Month
National Sleep Awareness Week

April

Alcohol Awareness Month
Public Health Week
World Health Day

May

Children's Mental Health Week
National Suicide Awareness Week
World No Tobacco Day
Better Sleep Month

ORANGE COUNTY RESOURCES

COUNTY OF ORANGE HEALTH CARE AGENCY

ALCOHOL AND DRUG EDUCATION & PREVENTION TEAM: (714) 834-4058
TOBACCO USE PREVENTION PROGRAM: (714) 541-1444
FREE YOUTH & ADULT SMOKING CESSATION SERVICES: (866) NEW-LUNG

COMMUNITY SERVICE PROGRAMS - PROJECT PATH

CENTRAL ORANGE COUNTY: (949) 757-1096
NORTH ORANGE COUNTY: (714) 441-0807

NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE, COMMUNITY ALLIANCE NETWORK

SOUTH ORANGE COUNTY: 949-595-2288 EXT. 314



- Do you want to start a PAL Program at your school?
- Would you like OCDE staff to present PAL to your school or district?
- Are you a PAL Advisor who is retiring this year?
- Need help to improve your program?
- Do you know of a former PAL student that we could feature in future issues of the newsletter?

Call OCDE PAL today! (714) 966-4358

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