



A MATTER OF SUBSTANCE: AT-A-GLANCE

JUNE 2013

A PUBLICATION OF IDPH
DIVISION OF BEHAVIORAL HEALTH

DIVISION QUICK FACTS

A Message from Mark Vander Linden: It's with a mix of emotions that I announce that I'm leaving IDPH. Over the past 7 years I've had the great opportunity to oversee problem gambling services in Iowa. I've always been proud to say I work in Public Health and this is largely for the amazing work I saw you all do to address problem gambling and other health problems. Thank you for the support and inspiration over the years. My last day will be June 7. Shortly after that my family and I will be moving to Massachusetts where I will work for the Massachusetts Gaming Commission as Director of Research and Problem Gambling. I will certainly take with me lessons I've learned here and seek to expand on this in the Commonwealth. I wish you all the best.

New SAMHSA Media Campaign: "Talk. They Hear You.", a new national public service announcement (PSA) campaign that empowers parents to talk to children as young as nine years old about the dangers of underage drinking was launched this month by the Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHSA's latest report on underage drinking shows that more than a quarter of American youth engage in underage drinking. Although there has been progress in reducing the extent of underage drinking in recent years, particularly among those aged 17 and younger, the rates of underage drinking are still unacceptably high. "Talk. They Hear You." features a series of TV, radio, and print PSAs in English and Spanish. The PSAs show parents "seizing the moment" to talk with their children about alcohol use, such as while preparing dinner or doing chores together. By modeling behaviors seen in the PSAs, parents can better identify the many natural opportunities for initiating a conversation about alcohol use with their children. Visit www.underagedrinking.samhsa.gov to learn more about the campaign.

Day or Night, Click It or Ticket!: The Iowa Governor's Traffic Safety Bureau and the Iowa Alcoholic Beverages Division would like to invite you to join us in promoting traffic safety. Nearly 23 percent of traffic fatalities last year in Iowa were attributed to drivers impaired by alcohol or other drugs. Impaired driving crashes are preventable. Great concepts such as the Designated Drivers and Call a Cab programs are innovative approaches to solving this nationwide tragedy. Remember, too, that it is illegal to text while driving. Please help protect all Iowans from impaired drivers during upcoming summer festivities. Don't forget: **drive sober or get pulled over** and **buzzed driving is drunk driving**. More information and printed materials and DVDs are available at www.iowagtsb.org or these other impaired driving resource websites: www.nhtsa.gov, www.trafficsafetymarketing.gov and www.stopdruggeddriving.org.

Prevention Workforce Survey: Division of Behavioral Health prevention staff recently launched a substance abuse prevention workforce survey. Information gathered through the survey will be instrumental in creating a plan to effectively support prevention professional development in Iowa. The survey was distributed to a broad range of potential respondents, including coalition leaders and prevention providers. The survey takes about 20 minutes to complete and the Iowa Board of Certification has authorized .5 hours of continuing education for completion of the survey. Responses are submitted anonymously and will be combined with all other responses received, with compiled information planned for release to the Iowa prevention community by the end of June. The deadline for participating in the survey is June 7. To take the survey, go to <https://www.surveymonkey.com/s/2TTPVRR>.

UPCOMING EVENTS

Recruiting and Retaining Diverse and Underserved Clients and Families *Part I* Webinar

June 13 from 9:00-10:30 a.m. To register, go to www.trainingresources.org.

Latino Families and Addiction

June 14, Marina Inn Hotel & Conference Center, South Sioux City. To register, contact Christy Stinger at 712-234-2308 or go to www.jacksonrecovery.com.

Engaging and Treating Adolescent Substance Abuse in Rural Settings Webinar

June 19 from 9:00-10:30 a.m.

To register, go to www.trainingresources.org.

Recruiting and Retaining Diverse and Underserved Clients and Families *Part II* Webinar

June 20 from 9:00-10:30 a.m. To register, go to www.trainingresources.org.

Training Without Travel Check out the online training courses available at www.trainingresources.org.

For more information about the Division of Behavioral Health, visit www.idph.state.ia.us/bh

For questions related to "A Matter of Substance," contact the editors:

Kevin Gabbert kevin.gabbert@idph.iowa.gov or Julie Hibben julie.hibben@idph.iowa.gov