



CMCHC

Bulletin Board



central massachusetts center for
healthycommunities

A program of LUK, Inc

44 Front Street, Suite 280
Worcester, MA 01608

Funded by the MA Dept. of Public Health

508-438-0515

www.cmchc.org

Letter from the Director

What a wonderful first year this has been for the Central MA Center for Healthy Communities, and how quickly it has flown by! Just over a year ago, October 1, 2002, LUK, Inc was awarded the contract for the regional center from the MA Department of Public Health.

LUK's management team (Lois Barry, Tom Hall, Mike Roberts and Gordon Benson) and with wonderful support from their administrative staff (Danielle Coleman, Pat Velardo, Mariah Dudley and Lynn Nystrom) set to work to find an appropriate space, order all the office furniture and equipment and hire staff for the new center. José Rivera, our substance abuse specialist was the first to be hired. I came on board in early November, and found José doing business out of a temporary space (our new suite was being built out) surrounded by boxes and boxes of resource materials inherited from the MA Prevention Center. Our first task was to hire the rest of the staff and begin to introduce ourselves and the new center to our colleagues throughout Central MA. We were very fortunate to hire a

Anniversary Celebration
January 13th, 2004 3-5:30 p.m.
 @ CMCHC
 44 Front St, Suite 280
 Worcester, MA 01608
 Please Register by Jan 2nd by contacting
 508-438-0515 Or lmartinez@cmchc.org

wonderful team who jumped right on board. Please see the staff information to learn more about each of us.

We have developed partnerships with many agencies and providers from Fitchburg, Leominster and Gardner to Southbridge and Milford. We have provided many training opportunities for our communities including using science-based practices, coalition development, youth development and environmental strategies. We have collaborated with youth groups and youth serving agencies to promote positive youth development, and supported youth's engagement in building healthier communities. It's been a busy, and very productive year!

If you haven't had a chance to come and visit our new center, please do! We are always seeking feedback from our community partners to improve our services and resources, so please let us know how we can serve you better! One thing I have always said is this work is all about relationships, and we appreciate each of you.



Dodi Swope, *Director*
A licensed child and family therapist with a background in teaching and counseling Dodi is an asset to CMCHC. Formerly Assistant Director of the Mass Prevention Center she brings innovative and motivational approaches to community health. As a professional potter, Dodi enjoys working in her home studio.

Winter 2003

Our Goals

- Promote partnership among regional and local public health leaders and providers
- Collaborate with communities to reduce the use of alcohol, tobacco, and other drugs, particularly among youth and young adults
- Mobilize youth and young adults for leadership and civic action

As a group we take pride in promoting healthy lifestyles and advocating for health initiatives. We look forward to meeting and working with all the coalitions, health providers, health advocates, legislators, and private citizens of our region while bringing forth the best trainings possible and sharing new ideas. Our goals will be continually revisited and amended to correspond with the needs of the communities in our region.

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Influencing Communities & Improving Lives

By José Rafael Rivera

¡Hola! I have the fortune of working in a field I love with people who continuously elate, challenge, awe, influence, and inspire me. Consequently, I thought it would be fitting to devote my first article to some of these wonderfully gifted and giving collaborations: Great Brook Valley (GBV) who is working with the Healthy Options for Prevention & Education (HOPE) Coalition in Worcester and LUK (Let Us Know), Inc. who is working with the North Central Coalition for Healthy Living (NCCHL) in North Worcester County. Both groups have for many years demonstrated a tireless commitment to youth work, which they approach with knowledge, experience, ease, and contagious passion and humor.

Deservingly, both groups were recently awarded grants from the Massachusetts Department of Public Health (MDPH). The grants are aimed at helping reduce alcohol and other drug use in the community, particularly focusing on underage drinking. In using methods that have been scientifically proven to be

effective, the coalitions are influencing policies, procedures and social norms in order to create and enhance environments that support and celebrate drug-free lifestyles, particularly among our youths. In the Worcester area, Paul Hernández and Ramón Medina from GBV are part of a group involved in the implementation of the “All Stars” curriculum. This curriculum, developed by William B. Hansen, PhD, president of Tanglewood Research inc., can be implemented in both schools and community settings and is “designed to delay and prevent high-risk behaviors in middle school-age adolescents (11 to 14 years old), including substance use, violence, and premature sexual activity, by fostering development of positive personal characteristics.”¹

“It is not enough to prepare our children for the world; we also must prepare the world for our children”.
Luis J. Rodriguez

Similarly, in North Worcester County, Kenton Jacobs and Bud Tackett from LUK, Inc. are mem-

bers of a group implementing the “Communities Mobilizing for Change on Alcohol” (CMCA) model. Developed by Alexander Wagenaar, PhD of the University of Minnesota’s Alcohol Epidemiology Program and initiated in 1991, CMCA “employs a range of social organizing techniques to address legal, institutional, social, and health issues in order to reduce youth alcohol use.”² These champions and their endeavors are integral parts of the development of sustainable, healthy communities in our region. I am grateful for the opportunity to be working with them and to be a part of this process and these communities, responsibilities I embrace eagerly, humbly and joyfully.

You can find more info about both of these models at the Substance Abuse and Mental Health Association website, www.samhsa.gov^{1 & 2}. Retrieved on Oct. 11, 2003 from http://modelprograms.samhsa.gov/matrix_all.cfm

Positive Youth Development By Laura Martinez

There is no question that young people are crucial for the successful future of our society and our communities. Therefore, it is up to every individual, government official and organization to devote their energy and resources towards promoting positive approaches to Youth Development. Accordingly, the Executive Office of Health and Human Services has developed a *Shared Vision for Massachusetts Youth and Young Adults*. This approach is a different more positive way of thinking of young people by focusing on their capacities, strengths and development needs. The main aspects of

“All Massachusetts youth grow up to be healthy, caring and economically self-sufficient adults”
~State of Massachusetts

this Youth Development approach are the following:

- Youth centered
- Founded in meaningful youth participation in ways that impact their development
- Asset-based, versus deficit-focused
- Focus on positive youth results
- Emphasize and value caring relationships between youth and adults as a key mechanism for building success in youth and communities
- Involve the whole community

By allowing youth to be involved in the decision-making process in their lives and their communities they can become better equipped to succeed. Here are some key elements for positive youth development:

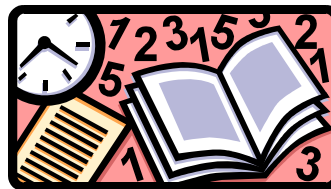


- Providing youth with safe and supportive environments.
- Providing youth with opportunities to pursue their interests and focus on their strengths.
- Promoting healthy lifestyles and teaching positive patterns of social interaction.

For more info about positive youth development visit the MDPH and DHHS websites.

A quick view of our Resource Center

By Faye Fulone Sweeney



Welcome! Join us as we tell you what the Central MA Center for Healthy Communities Resource Center has to offer. The focus of the Center's resources is on Substance Abuse, Youth Development, Community Building/Training and Science-Based and Environmental Strategies Curricula with materials available in both video and print form. The Center also covers relevant topics such as, *Special Needs, Diversity, Parenting, Sexuality/Teen Pregnancy Prevention, Violence Prevention, School Health, GLBT* and other health related issues. Our hands-on materials are useful for demonstrations in a classroom setting and/or workshop, providing participants with an interactive learning experience. The visual aids include *The Kids on the Block* (physical disabilities); *Mr. Dip Lip, Mr. Gross Mouth, Death of a Lung* (tobacco); *Breast Cancer Detection Model, Clogged Artery, Glob of Fat* (general health) as

well as various health charts.

That's not all. In fact, we have been updating our video library so it now carries MTV's Teen Files "Flipped" videos, "The Laramie Project", "Lorenzo's Oil", "Clean and Sober", "When A Man Loves A Woman" and "The Children of Rockdale County"

Resource Center Hours	
Mon, Wed, Fri	8-5 p.m.
Tues & Thurs	8-6 p.m.

just to name a few. Something to look forward to on our list of video purchases is the award winning documentary, "Bowling for Columbine".

In hopes of accommodating all of our patrons we have extended our hours. The Center's new hours are 8a.m. to 5p.m., Monday, Wednesday, Friday; and 8a.m. to 6p.m. Tuesday/Thursday. The borrowing of Resource Center materials are made more convenient where materials can be returned at two locations outside

of Worcester. The drop-off sites are at LUK, Inc., 99 Day Street in Fitchburg and

at Southbridge Community Connections, 61 Pine St., Southbridge. We ask that you please remember to call CMCHC when you use our alternate drop-off locations. Please feel free to call with any questions you may have concerning the Resource Center. Come on in for your own personal tour.



Our family * nuestra familia

Faye Fulone Sweeney, Resource & Youth Coordinator

Prior to working at CMCHC Faye was the program director for the MA Tobacco Control Program, Southbridge & Webster Against Tobacco (S.W.A.T). She is an avid volunteer in her community and has successfully initiated positive programs in Southbridge schools. As an anti-tobacco advocate she is very involved in the American Cancer Society's *Relay For Life Southbridge* having co-chaired the event along with being a team captain. At home Faye enjoys spending time with her daughter, reading, listening to music and working out.



José Rafael Rivera, Substance Abuse Specialist

Born In Puerto Rico and a Worcester resident for most of his adult life José has worked in the substance abuse field since 1975 and at LUK, Inc. for over 22 years. Today he continues his commitment to his field through his work at CMCHC. When not at work, he happily shares his life with his partner of 13 years, their dog, their garden, and music.



Laura Martínez, Youth Outreach & Media Specialist

A new member of the CMCHC family Laura brings new and exciting skills to our organization. As a return Peace Corps Volunteer (Belize, Central America 1998-2000) and a masters degree in Communication & Development she is able to incorporate her knowledge and experience to our organization. A native of California, Laura has a passion for traveling around the world and learning about new places and cultures.





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Address Update:

In order to serve you better we would like to keep our list serve/database up to date. Please e-mail: lmartinez@cmchc.org or fax 508-438-0516 with your current contact info.
Thank You!

Calendar Of Events

Nov.

17 Community Breakfast (South County)

20 *Great American Smokeout* www.cancer.org
Video Screening

27 **Thanksgiving Day Office Closed**

Dec.

National Drunk & Drugged Driving (3D) Prevention Month

3 Central MA Youth Development Forum

4 Planning for Outcomes Workshop

10 Working w/Faith Based Communities

25 **Christmas Day Office Closed**

Jan.

National Volunteer Blood Donor Month
www.aabb.org

1 **New Year's Day Office Closed**

6 Video Screening

12 Grant Writing Training

13 **Anniversary Celebration**

Feb.

18-14 National Children of Alcoholics Week
www.nacoa.org

Youth Dev. Training
Date **TBA**

12 Video Screening