



# IN OUR HANDS NEWSLETTER

Summer 2012

[burlingtonpartnership.org](http://burlingtonpartnership.org)

## Working with Local Businesses to Protect Kids from Tobacco and Alcohol Advertising

Research shows that youth are three times more sensitive to alcohol and tobacco advertisements than adults and that greater exposure to alcohol and tobacco advertising contributes to an increase in favorable attitudes towards alcohol and tobacco use in teens.

This past year The Burlington Partnership for a Healthy Community (BPHC) began our work with teens from the BHS Students Taking Action and Risks Together (START) group and other community volunteers to decrease alcohol and tobacco advertising in Burlington stores. This was part of an effort happening statewide in which local community groups are supporting **small changes** in retail environments that have a **big impact** on encouraging healthier food and beverage choices and discouraging youth tobacco and alcohol use.

We would like to thank the owners of Waggy’s Store and Deli, Melissa Short and Scott Wagner, for being the first business to work with us to dramatically change advertising in their convenience store. Student and adult volunteers took down alcohol and tobacco ads inside the store and replaced them with images of VT athletes. We covered up tobacco and alcohol signage and products that could be seen from outside store windows and replaced them with signs promoting the store’s healthier drink and food options. They removed light-up beer advertisements and promotions and replaced them with signs that said “ Shop here. Shop healthy.”

BHS student Sequoia Ponzio-Young says, “I think taking down alcohol and tobacco ads to replace them with ads about being active and eating healthy is really important, especially for youth to do...youth are more likely to believe it’s okay to smoke or drink at a young age when we see these ads. We’re bringing a change for our peers.”



To see more pictures of the changes (and our volunteers!) visit our Facebook page here 

To learn more about the Small Change-Big Impact program targeted at retailers in VT visit: [healthvermont.gov/fitandhealthy](http://healthvermont.gov/fitandhealthy).

We are continuing to work with local businesses to reduce alcohol and tobacco advertising in Burlington and invite participation from community members and convenience stores.



## BHS Students are Above the Influence



Have you seen this mural on the corner of Pine and Pearl Streets? This slogan, "Your future starts now" and image were created by 5 BHS students and was chosen to promote the National Above the Influence drug prevention campaign in Burlington!



## Kick Butts Day March 2012



Teens from the BHS START group and Staff member Ryan Mitofsky helped send a strong anti-smoking message to their peers for National Kick-Butts Day in March. See the news coverage here: 



## Be the Change for a Healthier Burlington April 2012



Thank you to the amazing volunteers who helped us organize a community forum to bring people together to discuss the impact substance use and abuse has on our children, our families, and our communities.

Teens participating in the BHS START Group have been teaming up to support their peers to live life at it's best, substance free. If you are a Burlington High School student and you want to get involved, contact: Jan Shamberger at 864-8581 or [jshamber@bsdvt.org](mailto:jshamber@bsdvt.org)

*If you must dream of the world you want to live in,  
**START dreaming out loud!***

## Project *STICKER SHOCK*

This June BPHC organized participation from BHS START Group students to launch "Project Sticker Shock", to reduce the negative consequences of underage drinking for their peers during the prom and graduation weekends.

Research shows that more teens die from drinking and driving during prom and graduation than at any other time of year. We wanted to remind adults to support our youth to make healthy and legal decisions related to alcohol use during this high risk time. BPHC staff, Ryan Mitofsky, and Burlington teens placed bright yellow stickers on alcoholic beverages and on cooler windows containing alcohol at grocery and convenience stores in Burlington. The stickers and window clings read: "WARNING. It is illegal to provide alcohol to a person under age 21. Fines are up to \$10,000 and/or up to 5 years in jail."

Thank you so much to the stores that participated! Merola's Market, Mobil Short Stop, Champlain Farms on North Avenue, Waggy's Store & Deli, Pearl Street Beverage, Burlington Beverage Center, Price Chopper, JR's Corner Store, and Bessery's Quality Market.



*News cameras from ABC 22/  
Fox 44 News film Burlington  
High School students during  
Project Sticker Shock in June.*

To see pictures and a link ABC 22/Fox 44 News coverage of the event visit us on Facebook.



## “Breathe Easy” Burlington

New research tells us that even being exposed to secondhand smoke for a short period of time has immediate negative health impacts. BPHC wants to help Burlington residents understand the significant health risks of exposure to secondhand smoke and support smoke free zones that limit public exposure to these harmful effects.

As part of our effort to increase community awareness we are using chalk stencils in Burlington that display facts about secondhand smoke exposure and are working with local businesses and residents to increase the number of locations designated as “smoke free zones.”

If you represent a business in Burlington that would like to collaborate to support a healthy community in Burlington, please contact us. We will provide you with a FREE window decal (pictured above left) for your business to display and can come to chalk stencil your location! The chalk can be removed easily and applied on any semi-flat surface.

To see images of the stencils and more information about the impact of secondhand smoke exposure visit our website.



*BPHC Coordinator,  
Mariah Sanderson, takes a break from  
stenciling in Burlington.*

## Got Drugs?



This April 28th, 2012 the Drug Enforcement Administration (DEA) hosted its 4th National Prescription Drug Take-Back Day. This year’s event broke records at the national level, with citizens across America turning in 525,162 pounds (276 tons!) of unwanted or expired medications for safe and proper disposal.

BPHC, in collaboration with the Burlington Police Department, participated in this national effort to decrease the availability of prescription drugs by hosting and promoting a local Take-Back Day location. Over 86 pounds of drugs were returned to the BPD during this 4 hour event.

Two local pharmacists volunteered to help us identify and track what kinds of medications were returned. Of the 86 pounds collected in Burlington, they randomly selected sample they found that approx. 15% of medications returned in Burlington were a controlled substance.

Have unwanted or expired medications  
in your medicine cabinet?

You can return them year round

**Monday-Friday, 9-10am or 4-5pm**

to the Burlington Police Department.

The next DEA National Prescription Drug Take-Back Day  
will be on **Saturday, September 29, 2012.**

Visit [dea.gov](http://dea.gov) for a full list of Take-back locations.

## 4th Annual Roots of Prevention Award Ceremony

On May 15, BPHC hosted its 4th Annual Roots of Prevention Award Ceremony, a special event that brings together community members, school representatives, businesses, service providers, law enforcement, youth and more to publicly acknowledge the outstanding work of quiet leaders within our community. This year, over 75 people joined us in recognizing the following awardees:

### **DG Weaver Award:**

Chaska Richardson, Champlain Elementary School

### **Youth & Families Award:**

Dottie Olio, Boys & Girls Club

### **Business Award:**

Melissa Short, Weaggy’s Store & Deli

### **Individual Award:**

Tim Moran, Howard Center

*Congratulations to our awardees and  
thank you for all you do to make Burlington a  
safer, healthier place for all of us!*

## The Burlington Partnership for a Healthy Community

is a coalition of Burlington residents, businesses, schools and college representatives, parents, youth, medical professionals, students, social service representatives, law enforcement officials, court representatives, and more, who recognize that the damages of drugs, alcohol abuse, and tobacco effect us all. Together, we are working together to create a healthier environment in Burlington by addressing the causes and consequences of substance abuse.

### We welcome anyone interested in our mission to join our partnership!

For more information or to get involved, check us out online at [www.burlingtonpartnership.org](http://www.burlingtonpartnership.org) or contact Mariah Sanderson at 802-324-3867 or [mariah@burlingtonpartnership.org](mailto:mariah@burlingtonpartnership.org)

#### Board of Directors:

Monica Weeber, community volunteer, Chair  
Mitch Barron, Centerpoint Adolescent Services, Vice-Chair  
Julie Cole, FAHC Community Health Improvement Office, Secretary  
Jenny Davis, Vermont CARES  
Meghan O'Rourke, Channel 17, CCTV  
Larry Walters, community volunteer

#### Staff:

Mariah Sanderson, Coalition Coordinator  
[mariah@burlingtonpartnership.org](mailto:mariah@burlingtonpartnership.org)  
Ryan Mitofsky, Project Coordinator  
[ryan@burlingtonpartnership.org](mailto:ryan@burlingtonpartnership.org)  
Helena Van Voorst, Grants Administrator-  
[helena@burlingtonpartnership.org](mailto:helena@burlingtonpartnership.org)

We



Our Volunteers!

We have had so many people volunteer to help with our expanding list of projects this spring and summer it is impossible for us to name them all here, even though we'd like to. A very special thank you goes out to all of them and to the names listed below who volunteer their time regularly to help us improve health and wellness in Burlington:

Shelby Hubbard, Tian Berry, Dan Farren  
Sequoia Ponzio-Young, Jenny Davis, Larry Walters,  
Meghan O'Rourke, Mickey Wiles, Mitch Barron,  
Monica Weeber, Jan Riordan, Julie Cole, Ed Demott

YOU are your child's best resource for healthy decision making and can help your kids live life at it's best, substance free.

Knowing what to say and do to address teen alcohol and drug use can be challenging. Join other Burlington middle school parents to learn effective strategies and get support.

You Parent Burlington will include online support, in-person support, and resources.

When Burlington parents come together through You Parent, we all keep our kids safe and supported. To be the first to know when the program launches, go to [youparent.info](http://youparent.info) to opt-in for email updates.

**You Parent**  
Real. Parenting. Support.



Find us on  
**Facebook**

PO Box 1353, Burlington, VT 05402  
802-324-3867  
[www.burlingtonpartnership.org](http://www.burlingtonpartnership.org)

