

In 2011, The Governor's Prevention Partnership advanced its goal to create a strong and healthy future workforce, with initiatives to stop underage drinking, drug abuse, and bullying through youth mentoring and positive youth development programs. Raising awareness through the media and reaching adults and parents with critical prevention information remained an important focus, and these milestones were reached last year:

- **13,176** adults who impacted the lives of over **67,000** young people participated in prevention initiatives
- More than **\$100,000** in grants was awarded to other prevention organizations
- **\$346,362** in private, corporate support was secured to match the state's investment in prevention
- **280** media and public service messages were disseminated through television, radio, print and on-line outlets, with a total circulation of over 8 million

One Step Closer To a Healthy Future Workforce

No Place for Bullying

As the leading statewide resource for school-based bullying prevention and positive school climate efforts, The Partnership deepened its relationships with schools through the launch of a three-part training series on positive school climate and the Olweus program, an internationally acclaimed, research-based bullying prevention program. Further, The Partnership remained the State's lead ambassador for Operation Respect-CT, a national character building and bullying prevention program founded and led by famed singer Peter Dinklage. Over 30,000 youth were impacted by bullying prevention and positive school climate efforts. In addition:

- 1,500 school staff participated in training and follow up support
- 1,300 parents and other adults attended leadership, awareness and training events
- 700 youth attended leadership events
- 21 advisory group members supported statewide prevention efforts

Drugs and Alcohol: Toxic for Kids

From underage drinking to illegal and prescription drug abuse, The Partnership maintained its leadership position as a first responder to the latest issues threatening our young people, providing information, training and resources to parents, educators, community leaders and law enforcement officials, as well as youth themselves. Two special initiatives were hosted last year: the American Medicine Chest Challenge, a national prescription drug "take back" campaign and the Regional Law Enforcement Conference attended by over 150 enforcement officers from across the state and northeast region to learn about evidence-based, enforcement tactics for reducing underage drinking. Our work resulted in:

- 23,000 youth impacted by community coalition prevention activities
- 1,300 youth impacted by chapters of Students Against Destructive Decisions
- 400 community coalition members received guidance and support in evidence-based practices
- 275 parents presented with critical prevention information in corporate presentations and school meetings
- 135 Students Against Destructive Decisions (SADD) adult advisors reached with resources or training
- 150 members of law enforcement received assistance and resources
- 35 community-based substance abuse prevention staff received direct training to strengthen their efforts

Mentoring Has Impact

A primary strategy that addresses youth substance abuse and bullying is clear, impactful and focused: youth mentoring. Through The Partnership's Connecticut Mentoring Partnership, 7 mentoring programs were supported with funding and resources in order to serve 275 youth who have been impacted by incarceration. Intensive work in Lower Fairfield County resulted in the creation of a mentoring hub in Stamford, serving 10 programs with resources. The Connecticut Mentoring Partnership also began to formulate a plan for a statewide quality-based membership process to support positive youth outcomes through mentoring. Additional highlights included:

- 12,000 young people and 9,000 adult mentors impacted by youth mentoring in 150 mentoring programs supported by The Partnership
- 170 program coordinators participated in quality-based services and support
- 123 corporate partners recognized for their hands-on participation in youth mentoring
- 47 program coordinators participated in one-on-one technical assistance to enhance their mentoring programs
- 45 program coordinators participated in training to strengthen their mentoring services

Awareness is the First Step

The media continued to be an effective outlet for spreading the word about the issues that threaten our young people. From in-depth interviews, to promotions and serving as the lead resource on bullying for a variety of news stories and coverage, The Partnership and its issues remained "in the news." The constant flow of news in the form of tip sheets, warning signs, and healthy living guides for parents and school officials, as well as updates on current statistics, trends and studies put The Partnership and its initiatives at the forefront of youth prevention. More specifically, The Partnership:

- Worked with nearly 100 TV and radio outlets, as well as hundreds of on-line and print media outlets, to disseminate public service announcements and other media messages
- Leveraged over \$640,000 in in-kind media value
- Placed 280 articles, with total impressions of 8,147,000

National Affiliations

MENTOR/National Mentoring Partnership

The Partnership at Drugfree.org

Students Against Destructive Decisions (SADD)

National Partners

Office of Juvenile Justice and Delinquency Prevention

Public/Private Ventures

State Agency Partners

Connecticut Department of Consumer Protection

Connecticut Department of Justice – Court Support Services Division

Connecticut Department of Mental Health and Addiction Services

Connecticut State Department of Education

Office of Policy and Management