

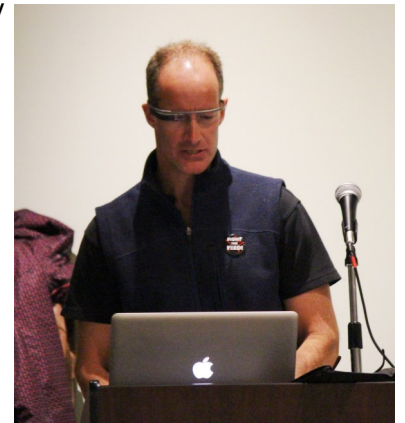


Always On? Raising Media Savvy Kids in Our Digital Age

Do you sometimes feel overwhelmed in the ever-changing, ever-growing worlds of technology and media? Many parents today struggle to keep up and stay ahead of the kids. With gadgets like cell phones that can access the Internet, video game consoles as powerful as yesterday's home computers, and constant exposure to media in our communities, how can you make sure that your child is only being exposed to appropriate content?

This March we continued our efforts to connect parents and guardians to our YouParent program, which uses community supports and evidence-based research to help parents navigate the challenges of raising healthy successful kids. Community members joined longtime media educator Dr. Rob Williams and Burlington High School counselor Margo Austin at the Fletcher Free Library on March 18th for an evening workshop on changing technology and media and its impact on kid's developing brains. Since we know not everyone who wants to attend can always make it, here are a few highlights from their presentation:

- We are part of an “emergent media culture”. There is new, emerging and rapidly changing media all the time. It will be impossible as a parent to keep up with all of it. This is okay.
- The goal of new media is to keep people “connected to the feed all the time” “to be on *all* the time.” This can limit the best kind of creative learning and healthy brain development for kids. Make sure they still have lots of time for creative play and “quiet time.”
- Parents should MODEL good media behavior for our kids.
- Parent should MONITOR our kid's “media diet.”
- BE PRESENT when they are watching TV/on the computer/playing video games. Ask them “why do you like this?” Experience it with them and then:
- HAVE CONVERSATIONS with our kids early and often about media. Help PROVIDE CONTEXT to what they are seeing, hearing and experiencing.



Rob Williams wearing Google Glass



It's hard to know what to say and do during the challenging years of middle and high school...

**youparent.info
can help!**



You Parent
BURLINGTON
Real. Parenting. Support.

Empowering Youth to Engage & Lead

Engaging young people in school and community wellness initiatives and building a culture supportive of a substance free life is a strong component of our mission. Below are some of our recent collaborative activities with local school prevention groups. Join us in supporting and empowering one of our most valuable community assets - our youth.



Living Above the Influence in BTV

"A negative community could bring you down. Or you could help raise it up." On January 24th and 25th we worked with four other coalitions in Chittenden County and pooled funding and resources to provide a conference for middle school kids in our area. Our goal was to provide an opportunity to connect with other kids choosing healthy lifestyles and learn more about how to "Be the influence, to rise above the influence of drugs and alcohol."

We used messaging, images, and activities created by the National Above the Influence campaign, a well-respected and recognized media campaign that encourages youth to stay true to who they are and live life substance free. At the conference students learned about leadership and promoting healthy lifestyles from leaders in the local high school prevention groups. They heard from media consultant Dr. Rob Williams about the influence of tobacco and alcohol advertising on youth. They practiced public speaking and techniques for stress management. Kids spent time planning projects for improving health and wellness in their school and local community.

Our Director Mariah Sanderson, summed up the event to the media with these words; *"Youth are one of our most valuable resources for preventing substance abuse. Providing opportunities and support for youth to take leadership in community issues is proven to reduce negative outcomes for youth related to substance use, truancy, criminal behavior, and more. When we empower our youth to lead, we all benefit."*

Kids in Burlington are Kicking Butts!

On March 20th, 18 students and staff from Edmunds and Hunt Middle Schools Vermont Kids Against Tobacco (VKAT) Groups worked with Burlington Partnership to raise awareness of the harmful effects of tobacco use and exposure to secondhand smoke for National Kick Butt's Day. Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against the big tobacco companies marketing to them. Over 1,000 events went on around the country. Our local VKAT students decorated the lamp posts on Church Street with blue ribbons that shared messages the students wrote about why they choose not to smoke and the effects of smoking on others. For more information about the health and community consequences of tobacco use and exposure, and resources to help reduce secondhand smoke exposure check out our website!



BHS Students are Taking Actions and Risks Together

Burlington High School students involved in the school's prevention group Students Taking Action and Risks Together (START), supported an evening Dialogue Night this January 15th. This is an annual event for youth and adults to come together to learn more about the trends related to drug and alcohol use and other risky behaviors in our community. Students led small group discussions of results from the 2013 BHS Youth Risk Behavior Survey to encourage the continuation of open and educational dialogue on these community issues.

START group members and other BHS students attended an overnight prevention retreat at the Bishop Booth Center on March 20th and 21st. The students spent the time brainstorming, filming and editing Public Service Announcements on a variety of topics including: diversity, harassment and drug use that they can use to educate their community.

Burlington Alcohol Licenses Practice Responsible Hospitality

On February 7th we teamed up with the Burlington Police Department, the Church Street Marketplace Association and Nectar's to host a training for Burlington bars and restaurants to encourage responsible, thoughtful alcohol sales and support a safe environment in Burlington. The training focused on: recognizing fake or forged IDs, over service, de-escalation skills and other issues of liability and security.

While the training was optional, 37 owners, managers, security and wait-staff representing 15 different Burlington establishments attended. For all establishments sending staff our coalition provided a free Toolkit to support utilization of the training. The toolkit includes: a U.S. & Canada ID verification guide, a black light flash light for ID verification, tally counter for tracking patrons and posters and handouts encouraging patrons to monitor their drinking and use local transportation services to get home.



Working Together to Support Healthy Communities



This February, Burlington Partnership staff, Dan and Evan, and board member, Megan Peek, headed to DC! There they joined over 5,000 representatives from community coalitions for the 2014 Community Anti-Drug Coalitions of America (CADCA) National Leadership Forum to build the movement to create safe, healthy and drug free communities.

They heard from world renowned researcher and scientist Dr. Nora Volkow on the effects of marijuana on the adolescent brain. They learned how to talk about the changing culture around marijuana in a way that is smart, factual and supported by science. If you want to know more about what they learned and how you can bring your passion and dedication to improving our community's health, the CADCA attendees will be doing a mini-presentation at our next open coalition meeting. Check the calendar on our website for meeting details or connect with our staff to learn more. All are welcome!

Do All Burlington Residents Have Access to Healthy Food?

This past fall and winter we contracted UVM Center for Rural Studies to assess the accessibility and availability of healthy food in Burlington and the results are in! The assessment was conducted using the USDA Community Food Assessment Toolkit and focused on five components of access to healthy food and food security: 1. Consumer Make-Up, 2. Logistics, 3. Economics, 4. Retail availability/Supply, and 5. Institutional and Other Availability/Supply. The toolkit assesses community socioeconomic and demographic characteristics, community food resources, household food security, food resource accessibility, food availability and community food production resources. You can find the full assessment report on our website.

"We found that that healthy food is available in almost every part of Burlington, but it is not accessible to everyone. The report highlights the need to address individual barriers to healthy eating while continuing to make sure that it is available. The assessment also identified the large network of organizations working in Burlington to increase access to healthy food." ~Florence Becot, Research Specialist at the UVM Center for Rural Studies.

A few assessment highlights:

- **12%-18% of Burlington residents are food insecure. Causes of food insecurity include high cost of living, lack of jobs with livable wages, access to housing and transportation and lack of time or knowledge to cook.**
- **Over 47% of Burlington residences are located within 0.5 to 1 mile of a supermarket or food coop and 33.8% are located within 1 to 5 miles.**

OPEN HOUSE

Come See our New Space!

Date: May 21st
Time: 3-6 pm
***Light**
Refreshments

Office Location:
236 Riverside Ave
Burlington, VT

Board of Directors:

Chair: Michael Casarico, Burlington Labs

Vice-Chair: Ed DeMott, Vermont Department of Health

Secretary: Monica Weeber

Mitch Barron, Centerpoint Adolescent Services

Meghan O'Rourke, Channel 17, CCTV

Megan Peek, Blue Cross/Blue Shield of Vermont

Staff:

Mariah Sanderson, Director
mariah@burlingtonpartnership.org

Helena Van Voorst, Grants Administrator
helena@burlingtonpartnership.org

Daniel Mulligan, Project Coordinator
daniel@burlingtonpartnership.org

Evan Cassidy, Admin-Marketing Assistant
evan@burlingtonpartnership.org

Tian Berry, Student Position



YOU CAN QUIT.
WE CAN HELP.

Our coalition is excited to help promote Vermont's 802Quits!
802Quits offers proven resources to help smokers quit:

FREE smoking cessation support and resources to all Vermont residents, including students in residence at Vermont colleges.

- Online at 802Quits.org
- By phone at 1-800-QUIT-NOW
- In person with **Vermont Quit Partners** around the state

802Quits.org also offers tips, free tools to try at home and support to help people quit on their own.



We rely on the community's generous donations of time, ideas, creativity and money. To get involved, contact us, or make a donation:

