



**Mayor's Task Force on Youth Alcohol & Drug Use  
May 2010  
Submitted by Joan Janusz & Susan Sanderson, Co-Chairs**

**Highlights of May Activities:**

- The Mayor's Task Force is concluding a year-long Positive Community Norms campaign at the Northfield Middle School. Titled "MOST Northfield students," the campaign seeks to correct misperceptions held by many youth at the school that the majority of their peers engage in risky behaviors, like drinking alcohol. It also seeks to support the positive, healthy choices that most students make. The campaign has been very well-received by Northfield Middle School partners. The Mayor's Task Force is leading year-end evaluation efforts to assess future directions of this initiative.
- The Mayor's Task Force continues work on its parent education initiative, titled "Talk, Listen, Connect (TLC)." The group has created a display board that has been set up at numerous middle school and high school family events this spring and will be circulated throughout the community this summer. In addition to the trifold display, there are also packets of resources for parents that are distributed at these events.
- As a part of the TLC initiative, the Mayor's Task Force is planning a series of postcards to parents on important topics related to keeping their children safe and avoiding risk-taking behaviors like alcohol and drug use. The first postcard will be sent out to parents of middle school and high school students in June. It will highlight the importance of parents talking with their children about their views on drug and alcohol use.
- The Mayor's Task Force is again partnering with the Northfield High School Activities Office on the Fall Activity Night. This is a mandatory event for all high school students who participate in fall activities (plus their parents). This year, the keynote speaker will be a Northfield community member who received training on the Pure Performance initiative sponsored by the American Athletic Institute. This presentation will build off the presentation that Dr. John Underwood from the American Athletic Institute gave in Northfield last fall. Pure Performance stresses the negative impact that substance use can have on athletic and school results. The Mayor's Task Force recognizes the wide and diverse audience that the Fall Activity Night reaches and, thus, is excited about this continued partnership and the sustained interest in these topics.
- The Mayor's Task Force partnered with the Northfield Police Department and the Northfield Public Schools on a letter that was sent to all parents of graduating seniors at Northfield High School, the Northfield Area Learning Center, and ARTech. The letter congratulated the families on their child's graduation and reminded them of the importance of assuring

that graduation celebrations did not involve young people drinking alcohol. This marks the fourth year of collaborating with these partners on this graduation mailing.

- Ellen Unruh from Rice County Public Health and the Four Corners Partnership presented at the Mayor's Task Force's May meeting. Ellen shared information on the work underway in Rice County to reduce tobacco use, particularly among young people.
- Dr. Charles Reznikoff (addiction medicine specialist at Northfield Hospital) will attend the June 7<sup>th</sup> Mayor's Task Force meeting. Dr. Reznikoff will discuss his work at the Northfield Hospital's Opiate Agonist Therapy Clinic and his perspective on substances use issues in the community.

For more information on the Mayor's Task Force, visit [www.mayorstaskforcenorthfield.org](http://www.mayorstaskforcenorthfield.org)