

# Council provides wealth of prevention information

The Alaska Council on Prevention of Alcohol and Drug Abuse, Inc., is the only statewide non-profit agency of its kind. Serving over 222 communities throughout Alaska each year, the Council strives to broaden its reach even further. With state-of-the-art resources and a staff dedicated to preventing alcohol and other drug abuse, the Council supplies information and services to a wide variety of clients. Whether parents, teachers, students, health care professionals or concerned citizens, everyone will find an abundance of resources at the Alaska Council.

## Resource Center

The Alaska Council's Resource Center consists of a state-of-the-art library featuring the latest information of ATOD prevention and issues, as well as a fully-stocked clearinghouse with over 700 videotapes, curricula programs and promotional materials.

The Resource Center is open to the general public and provides services statewide and serves several communities daily. The Alaska Council Resource Center holds the distinction of being among the top facilities of its kind in the nation, with more ATOD-specific information than most larger libraries. All public requests for information are treated with personal attention by the resource staff.

## Library

The Alaska Council Resource Library

is a comprehensive, specialized collection of materials covering over 120 subject areas dealing with drug issues. The library's scope includes books, journals, audio cassettes and a selection of free literature. It is the largest collection of substance abuse resources in the state, and can be accessed free of charge. Resources may be checked out with an Alaska Council library card which costs \$5 per year.

## Radar

The Alaska Council has been appointed by the State Division of Alcoholism and Drug Abuse and the Regional Alcohol and Drug Awareness (RADAR) Network Center. The RADAR network is an interactive communication system that offers its members priority access to information, publications, funding source referrals, and audiovisual materials developed by federal agencies, Network members and organizations. The Network is comprised of state, specialty, associated, and international members, including state clearinghouses, prevention resource centers, information centers of national organizations, and community-based organizations.

Visitors to the Alaska Council may access this free on-line service by enlisting the help of one of the Council's Resource Specialists.

## Clearinghouse

The Alaska Council Clearinghouse is a collection of resource materials that

includes current videotapes, educational kits, and curricula on substance abuse. These materials complement many existing substance abuse projects and continue to address the needs of educational institutions, families, community groups, individuals, prisons, health care providers, trainers and ADA-funded agencies, among others.

## Videotapes for Rental

The Alaska Council has over 770 videotapes available for rental on a variety of drug topics. This represents one of the largest special subject collections in the country. Some subject areas for videos we have are: self-esteem, alcohol, coping with stress, addiction, peer pressure, AIDS, native culture, Fetal Alcohol Syndrome, parenting, 12-step programs (Alcoholics Anonymous, Cocaine Anonymous, etc.)

A viewing room is available, but reservations are recommended.

## Curricula

The clearinghouse provides resources to assist educational institutions, organizations, families and communities in Alaska interested in implementing their own substance abuse prevention strategies or starting their own programs. Part of the Clearinghouse's role is to make the latest in substance abuse prevention curricula available to trainers, schools and organizations within Alaska. Curricula kits from the Council rotate within school districts, reaching hundreds of Alaska students each year.

## Top Ten List of Curricula

Here's just a handful of the most popular curricula the Alaska Council offers:

Here's Looking at You 2000; drug education curriculum for grades K-12, \$275/6 weeks; The Sacred Tree; designed to address alcohol and other drug abuse in Native communities, \$100/2 weeks; Unity and Diversity; Comprehensive multi-cultural education program highlighting minority concerns, \$100/6 weeks; Life Skills for Little People; prevention program for ages 4 through 8 which uses puppets to help children express their feelings on a variety of subjects; Here's Looking at AIDS and You; developed to help students recognize and avoid situations which put them at risk

for getting AIDS and other STDs, \$125/6 weeks; Turnaround Kit; Jr. - Sr. high school instruction and audio cassette regarding the "trap" of addiction, \$10/week; Natural Helpers; designed to help adolescents how friends can help friends before troubles get serious, \$20/week; Understanding Children of Alcoholics; Multi-media approach to issues regarding children of alcoholics, \$10/week; Skillwise; teaches social and refusal skills to youth, \$10/week; Together We Can; community-based program with the goal of reducing the risks of alcohol and other drug abuse among youth, \$10/week and 10 manuals/\$40.

For a complete listing of titles, call the Alaska Council.

## Promotional Materials

The Clearinghouse distributes substance abuse materials statewide for media campaigns and public awareness activities. Posters, buttons, bumper stickers, pens and pencils, key rings, activity/coloring books, parenting brochures and other items are distributed for use throughout Alaska during public health fairs and school/community activities. A total of 11,921 promotional materials were donated in 1994 by the Council to communities and agencies requesting assistance with health fairs and conferences.

## Public Information

The role of the Public Information staff at the Alaska Council has many parts. One goal is to increase awareness of alcohol and other drug abuse throughout the state. This is achieved by the creation of far-reaching media campaigns and print materials, including the Prevention Express newsletter which is published three times a year.

Public Information staff also routinely give presentations to schools, organizations and groups interested in learning more about alcohol and other drug abuse.

The Public Information component provides technical assistance to individuals and communities interested in starting prevention programs of their own. Two Outreach Specialists help in this capacity.

The scope of the Outreach Specialist

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is broad; from providing the consumer with information and education on areas as simple as what the Council has to offer and the best department to call, to trainings, workshops and consultations for how to enhance the consumer's own community prevention efforts. Further, the Outreach Specialist is part of the Council's speaker's bureau and can either present a variety of presentations or connect you with the right speaker for your audience. Again, all Council staff members are happy to give presentations on a wide variety of topics.

Public Information also strives to influence attitudes and behaviors in or-

der to stimulate healthier choices by creating alternative activities for communities. In addition, the staff maintains relationships with legislators in order to influence public policy to effect positive social change.

## **Statewide Prevention Symposium**

The Public Information staff spearheads the Annual Statewide Prevention Symposium which addresses topics such as tobacco prevention, AIDS prevention, FAS/FAE, community empowerment, inhalants, risk and protective factors, parenting as a prevention technique and other alcohol- and drug-related topics.

*What it is:* An exciting 4-day training

conference the Alaska Council has been coordinating every year since 1980. It's a great opportunity for Alaskans to come together to learn more about the latest in substance abuse prevention.

*How it works:* Well-known lecturers from across the nation come to the Symposium to speak to Alaskans on a wide range of topics including self-worth, preventing fetal alcohol syndrome, empowerment of families and schools to prevent substance abuse and others. Youth-led workshops reach out to teens and are a big part of the symposium every year. The Symposium encourages participants to be actively involved.

## **Prevention Express Newsletter**

The Alaska Council provides state-of-

the-art prevention information and resources through publication of the "Prevention Express" newsletter. It is distributed statewide to over 14,000 subscribers three times a year. Copies are distributed to PTA's, local community groups, parents and other interested individuals.

Prevention success stories, events and happenings from around the state are solicited and highlighted in the "Community News" section of the newsletter.

Additional information can be obtained by writing to Alaska Council, 3333 Denali Street, Suite 201, Anchorage, AK. 99503 or by calling (800)478-PREV.