

# SUN STREET CENTERS



PARTS Coalition Newsletter

February 2015

*Preventing Alcohol Related Trauma in Salinas*

## Tobacco Ordinance Approved

Salinas City Council approved an ordinance that will require retailers to obtain a license in order to sell tobacco products within city limits. The new program is designed to limit tobacco sales to minors and would impact 135 retailers in the city, who will now have to pay an annual \$286 license fee to sell tobacco. Some council members felt that having the Tobacco license on the municipal books will directly slow incidents of retailers illegally selling cigarettes and other tobacco products to minors.

The Tobacco ordinance includes a \$1,000 fine for the first violation and a \$2,000 fine for the second. Elsewhere, some 110 local jurisdictions across California, including the cities of Carmel, Monterey and Pacific Grove, have similar adopted tobacco ordinances.

Read more about this story at: <http://www.thecalifornian.com/story/news/2015/01/06/salinas-council-approves-tobacco-seller-licensing/21373335/>

*"Tobacco products have long-term harmful side effects, and minors should not be exposed!"*

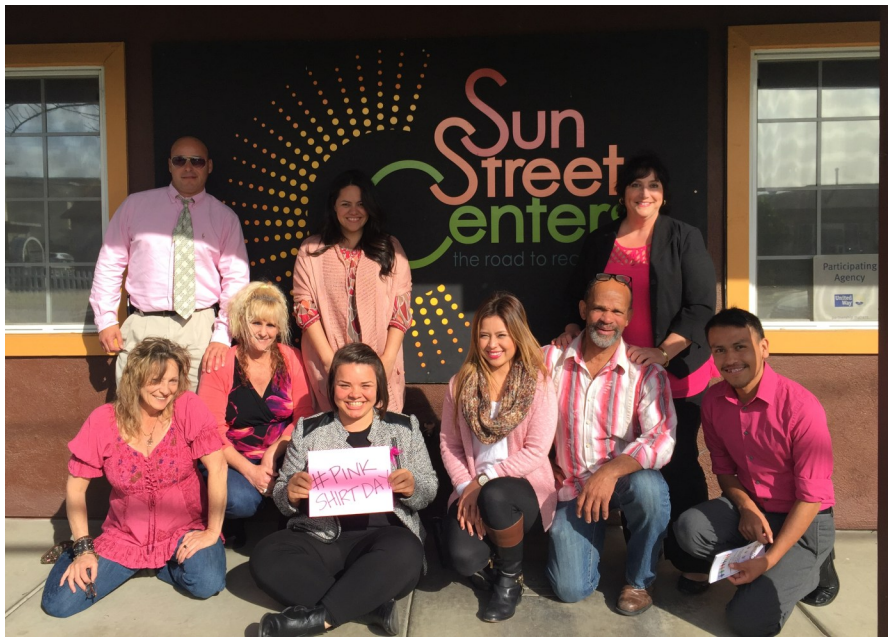
- Salinas PARTS Coalition  
Member



"The Road to Recovery"

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- Eddie Hathcock—New Prevention Manager
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## Anti-Bullying Pink Shirt Day

Why pink? Isn't the color pink used for Breast Cancer Awareness? Actually, no it is not. In 2007, Pink Shirt Day originated in Nova Scotia, Canada, after a group of students decided to defend someone who was being picked on for wearing pink. As a result, the group of students who defended the one individual and their peers showed up to school wearing a pink shirt symbolizing they were an ally against bullying. The pink shirt is a way to show those being bullied that there are many people around who care. Sun Street Centers staff and volunteers took a stand against bullying on Pink Shirt Day 2015.



## Eddie Hathcock Recognition

I grew up in Salinas going to Sanborn grade school, El Sausal Middle School, then Alisal High School Class of 1978. However, I did not complete high school as I dropped out early my freshman year. In 1991, I was trying to get my life back together but fell right back into heavy substance abuse; snorting, smoking and injecting every day. As a result, I spent over 3 years in county jail.

I began working for SSC in 2003 at Men's Residential as the Assistant Program Director, and then I was promoted to Program Director early 2007. After years spent at Men's Residential, I was offered a position at Prevention where I have found a new purpose and desire to help others in the recovery process. I absolutely love Sun Street Centers, what we stand for, and our purpose driven mission.



**Eddie Hathcock (Seaside Prevention Manager)**



## Alicia Ruiz-Rivera Recognition

My name is Alicia Ruiz-Rivera and I was born in New York City, New York. After graduating High School, I attended a Business School and received an Executive Secretarial Diploma. In 2004, I moved to Florida and worked for the county for over 7 years.

In November 2013, I moved to California and started to volunteer with Sun Street Centers' Prevention Department. It was different but the outcome of helping others and educating them to be aware of drugs and alcohol was rewarding. Growing up surrounded by alcohol, I understood but at the same time I wanted more knowledge. As a Prevention Coordinator, I hope to be part of a bigger picture to youth and to parents.



Alicia Ruiz-Rivera (Seaside Prevention Coordinator)



Salinas STEPS at Parade of Lights

## Putting a Spotlight on Driving Under the Influence During the Holidays

Salinas STEPS showed off their holiday spirit at the Salinas Parade of Lights along with Men's Residential in an effort to create an awareness to not drink and drive during the holidays. To follow the spirit of not drinking and driving, STEPS and PARTS members attended a DUI Checkpoint on North Main Street in Salinas and

showed the community statistics on DUI accidents and warm messages like, "Honk if you're sober" and "Don't Drink and Drive during the holidays." Picture on the right shows Sergeant Ross with two STEPS.



# PARTS Coalition Member's Bulletin Board

**Save the date!!!**

Want to make a difference?  
Sun Street Coalitions are  
looking for new members.  
New members welcome!

**Salinas STEPS:**

Meetings on Tuesdays, Thursdays  
and Fridays 3:30pm-5:30pm.  
Contact Jorge Rubio

**Salinas Parents Creating Solutions :**

Meetings on Wednesday  
10am-11am  
For more information please  
contact Tania Alvarez

**Kick-Butts Day**

March 18, 2015

Help create a world of  
tobacco-free kids.

**Volunteer - Help Survivors of  
Sexual Assault**

Monterey County Rape Crisis  
Center is seeking applicants to  
become sexual assault  
counselors.

Contact Kim at 831-373-3955  
or Martamaria at 831-771-0411

## Contact Us

Give us a call for more information about our services and products

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Visit us on the web at  
[www.sunstreetcenters.org](http://www.sunstreetcenters.org)

Like us on Facebook  
[facebook.com/sunstreetcenters](https://facebook.com/sunstreetcenters)



## PARTS Coalition Mission

Our mission is to prevent alcohol-related injuries and fatalities, prevent youth access to alcohol and drugs and the initiated use of alcohol, tobacco and other drugs in the city of Salinas.



*Nancy Buck Ransom Foundation*

