



PREVENTING ALCOHOL RELATED TRAUMA IN SALINAS

Dear Coalition Members,

Greetings!
Welcome to PARTS Quarterly Newsletter, April 2013

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Webinar!

Media Campaigns, Social Marketing and Social Norms!

SAMHSA's Center for Substance Abuse Prevention's Center for the Application of Prevention Technologies West Resource Team is pleased to offer:
Media Campaigns, Social Marketing, and Social Norms Campaigns: What is the Difference?

Registration Link: <https://casatunr.wufoo.com/forms/media-campaigns-social-marketing-social-norms/>

Date: April 30, 2013

Time: 2:30-4:00 pm ADT

Session Description

This introductory webinar will provide an overview of the following questions:

- What differentiates a media, social marketing, and social norms campaigns?
- Why and how can we use media strategies as part of a comprehensive prevention plan?
- How can we develop media messages with consideration for target audience needs and desired behavior changes?
- What do we need to consider as we evaluate media, social marketing, and social norms campaigns?

IN THE NEWS:

Suspected Drunk Driver Arrested

After Crash With Salinas Police Car!

SALINAS, Calif. - A 20-year-old man has been arrested after Salinas Police say he crashed with a patrol car while under the influence.

The collision was reported at approximately 12:45 a.m. Saturday at Natividad Road and East Laurel Drive.

According to the police department, an officer was making a left turn from westbound Laurel onto southbound Natividad when he was sideswiped by a Toyota Camry.

Police say the officer conducted a traffic stop on the vehicle, and the driver -- identified as Jose Luis Jimenez -- showed signs of intoxication. They say the DUI investigation revealed Jimenez's level of intoxication to be more than twice the legal limit.

Jimenez was arrested and later booked into the Monterey County Jail on charges of driving under the influence and driving without a license.

<http://www.kionrightnow.com/story/21910874/suspected-drunk-driver-arrested-after-crash-with-salinas-police-car>

Let's move! STEPS Leaders take action!

The Safe Teens Empowerment Project (STEPS) continue to meet Tuesdays and Thursdays at 37 Central Ave. One of the key components of STEPS program is to prevent the spread of alcohol and other drug abuse by educating youth, parents and community members in a variety of ways. STEPS attended the Town Hall Meeting on February 21, 2013 focusing on Youth Violence & Gang Awareness. On March 29, 2013, STEPS coordinated a social host "flyer sweep," and park clean up at Natividad Creek Park and also participated in a DUI checkpoint in collaboration with Salinas Police Department.



STEPS members and Senator Anthony Cannella at Town Hall meeting focusing on Youth Violence & Gang Awareness.



STEPS collected tons of trash during their park clean up at Natividad Creek Park.



STEPS joined members of the community at the Town Hall meeting focusing on Youth Violence & Gang Awareness.



STEPS showed their active support in the community by participating in a DUI Checkpoint.

The Safe Teens Empowerment Project (STEPS) were very active in making the JUNTOS PODEMOS Community Forum a success! Thank you to all community members and STEPS students that participated in the community dialogue about public safety. We especially thank our local law enforcement agencies that help keep our community safe. STEPS students provided information about social host ordinances and about Sun Street Centers' programs.



PARTS members in action

We want to thank the PARTS members for participating in the Juntos Podemos Community Forum and having a booth with great information!



Center for Employment Training (CET) Representative



El Oasis A.A. Group



PARTS member Bob Reyes, from the Probation Department, speaking with STEPS members.



PARENTS CREATING SOLUTIONS

A big thank you to El Sausal Middle School for collaborating with us in facilitating "Cara Y Corazon" one of the trainings of the Cultura Cura groups. Parents were actively engaged in building on strengths, sharing family values, traditions and rites of passage of the Latino Community.

PARTS COALITION MEMBERS BULLETIN BOARD

Save the date!!

Salinas PARTS Coalition meeting :-

Thursday, May 9, 2013, 12pm-1:30pm at
37 Central Ave, Community Room. If you
have any questions please contact Brenda
Corona (831) 753-5150

STEPS

Meetings on Tuesdays and Thurs-
days 3:30m-6pm. Contact Brenda
Corona (831)753-5150 for more
information.

Parents Creating Solutions :

Meetings on Tuesdays
10am-11am
For more information please
contact Brenda Corona (831)753-5150

Illegal Marijuana Grows :

PARTS presents:
A Special Presentation
Lt. John Nores, Jr
CA Department of Fish & Wildlife
Learn how illegal marijuana grows
pose a public safety threat to
residents in Monterey County.
Wednesday, May 22, 2013, 5pm-
7pm at 37 Central Ave. For more
information contact Hanna Quinnell
(831)899-6577 or email
hquinnell@sunstreet.org

Planning Commission Meeting

One for One Alcohol Policy
April 17, 2013 at 3pm
200 Lincoln Ave
Salinas Ca 93901

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.



Reference: The partnership at Drugfree.org