

CUMBERLAND-PERRY

Drug & Alcohol

COMMISSION

HUMAN SERVICES
BUILDING
16 WEST HIGH STREET
SUITE 302
CARLISLE, PA
17013-2964

CARLISLE
717-240-6300

ALL OTHER AREAS
1-866-240-6300

FAX
717-240-6488

January 24, 2018

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Rachel Bryson, Communications Director
717.706.0001

Grassroots Effort Promotes “Solution” for Substance Abuse

Carlisle, Pa. – Today, the Cumberland and Perry County Commissioners, along with members of the Cumberland-Perry Substance Abuse Prevention Coalition, announced the kickoff of the “I Am the Solution” campaign. This campaign, developed by the volunteer members of the Coalition, is a grassroots effort aimed at empowering adults to make positive impacts in the lives of youth.

Opioids, alcohol, marijuana and various other drugs all contribute to the substances area youth face on a daily basis. Overdose deaths from various substances have increased in Pennsylvania by 83% from 2016 – 2017. Additionally, almost 70% of high school seniors in Cumberland County and 75% in Perry County have reported trying alcohol at least once, according to the most recent PA Youth Survey (PAYS).

The “I Am the Solution” campaign hopes to change these substance use reports. The campaign has been developed around data collected through the PAYS, where young people reported using fewer substances when they experienced positive adult interactions from parents, teachers, neighbors, etc.

Using this data and based on the Cumberland-Perry Drug & Alcohol Commission’s Core Beliefs, “I Am the Solution” will explain how any adult, using small and manageable steps, can help youth in our communities. Campaign volunteers will educate adults on how to make these positive impacts by being Informed, Involved and Invested.

For more information on the “I Am the Solution” campaign, including details on how to become involved, visit www.iamthesolution.net.

###