

**THE DRUG-FREE
COMMUNITIES
ACT OF 1997**

On June 27, 1997, the Drug Free Communities Act became law. This Act serves a catalyst for increased citizen participation in efforts to reduce substance use among youth, and awards grantees and community anti-drug coalition funds to carry out their important missions.

The White House Office of National Drug Policy (ONDCP) directs the Drug-Free Communities Support Program in partnership with the Substance Abuse and Mental Health Services Administration.

The Drug-Free Communities Support Program enables coalitions to strengthen coordination and encourage citizen participation in substance abuse reduction and prevention efforts. Grant funds awarded in Yuma County help to address problems related to:

- ★ Underage drinking
- ★ Border Binge-drinking
- ★ Methamphetamine Abuse
- ★ Early identification & Referral
- ★ Prevention education & Outreach
- ★ Public Information & Social Marketing

**DRUG FREE
COMMUNITIES SUPPORT
GRANTEE**

The Regional Center for Border Health, Inc. is one of three Arizona FY2004 grantees receiving support from the Drug-Free Communities Program. The Regional Center for Border HEALTH, Inc., provides administrative oversight of Project H.E.R.O. goals and objectives and also serves as the project's fiscal agent. The Regional Center for Border Health, Inc., also serves as the lead agency in partnership with Community Intervention Associates, a licensed behavioral health provider agency. Project H.E.R.O. staff and coalition leaders and members prioritize prevention goals and objectives which promote and advocate for the integration of health and behavioral health services which can address the needs of children, youth and families most affected by substance abuse and related problems.

FOR MORE INFORMATION CONTACT:



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**HELPING TO EMPOWER
AND
REACH OUT TO
YOUTH & COMMUNITY
TO PREVENT DRUG ABUSE**

**A Drug-Free
Communities Support Program**

Sponsored by
The White House Office of National Drug Policy,
The Substance Abuse and Mental Health
Services Administration and the
Regional Center for Border Health, Inc.
No. 6H79SP11586-01-1



THE CHALLENGE

Effective prevention of alcohol, drug use, violence and related problems requires communities to become organized and strongly motivated to meet this challenge. Project H.E.R.O. will continue to build local commitment to prevention strategies supported by Yuma County Citizens, businesses and organizations.

THE VISION

Project H.E.R.O.'s community mobilization efforts recruit Coalition structure and process and encourages a variety of community members to cooperate effectively in building capacity through advocacy, health promotion and community-based prevention initiatives.

THE MISSION

Project H.E.R.O. supports the Yuma Community Action Coalition structure and process and encourages a variety of community members to cooperate effectively in building capacity through advocacy, health promotion and community-based prevention initiatives.

THE STRUCTURE

Project H.E.R.O.'s community mobilization team of paid staff, volunteers and agency representatives help organize the Coalition and implement local prevention initiatives to raise awareness of youth drug abuse and related problems. Coalition leaders and members take charge of facilitating and promoting collaboration, cooperation, communication, commitment, and cultural competency.

GOALS & OBJECTIVES

1. Promote community and school based prevention models which address the needs of youth at-risk of substance abuse, violence and other emotional health problems.
2. Advocate for the needs of at-risk youth and families to reduce problems associated with drug and alcohol use including behavioral health disorders, family and domestic violence, child abuse and neglect, and other criminal offenses.
3. Disseminate prevention education information through Coalition meetings, prevention campaigns and other social marketing activities with local media.
4. Provide public access to free drug abuse prevention information and resources through an established Drug Abuse Prevention Resource Center.
5. Promote early problem identification and access to care through community outreach efforts, which connect at-risk youth and families with health and behavioral health professionals and agencies.
6. Promote and recognize culturally competent and effective substance abuse prevention services and programs.
7. Demonstrate collaboration, coordination and cooperation among Coalition members, health and behavioral health professionals, community agencies, local schools and youth-serving organizations, business leaders, media, faith-based groups, and citizens, to leverage funding to support local programs and services through federal, state, public and private sources.
8. Evaluate the effectiveness of Project H.E.R.O. efforts to reduce youth drug and alcohol use and related problems.

GET INVOLVED

BECOME A MEMBER OF

PROJECT H.E.R.O. YUMA COMMUNITY ACTION COALITION

Coalition membership is spread throughout Yuma County, therefore only one regular strategic planning meeting is held in July to prepare for General Coalition meetings, prevention initiatives and activities.

Members are encouraged to attend regular Coalition meetings on the first Wednesday of the month in September, October, November, January, February, March and May.

There is no fee to become a member of the Coalition. The only requirement is a willingness to help change community conditions which place youth and their families at risk of drug and alcohol use, violence and related problems.

To join, simply fax or e-mail your contact information including your name, your place of business or title, your mailing address including e-mail address, and your phone number to:

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Members receive regular notices about Coalition meetings and Project H.E.R.O. sponsored events and sponsored activities.