

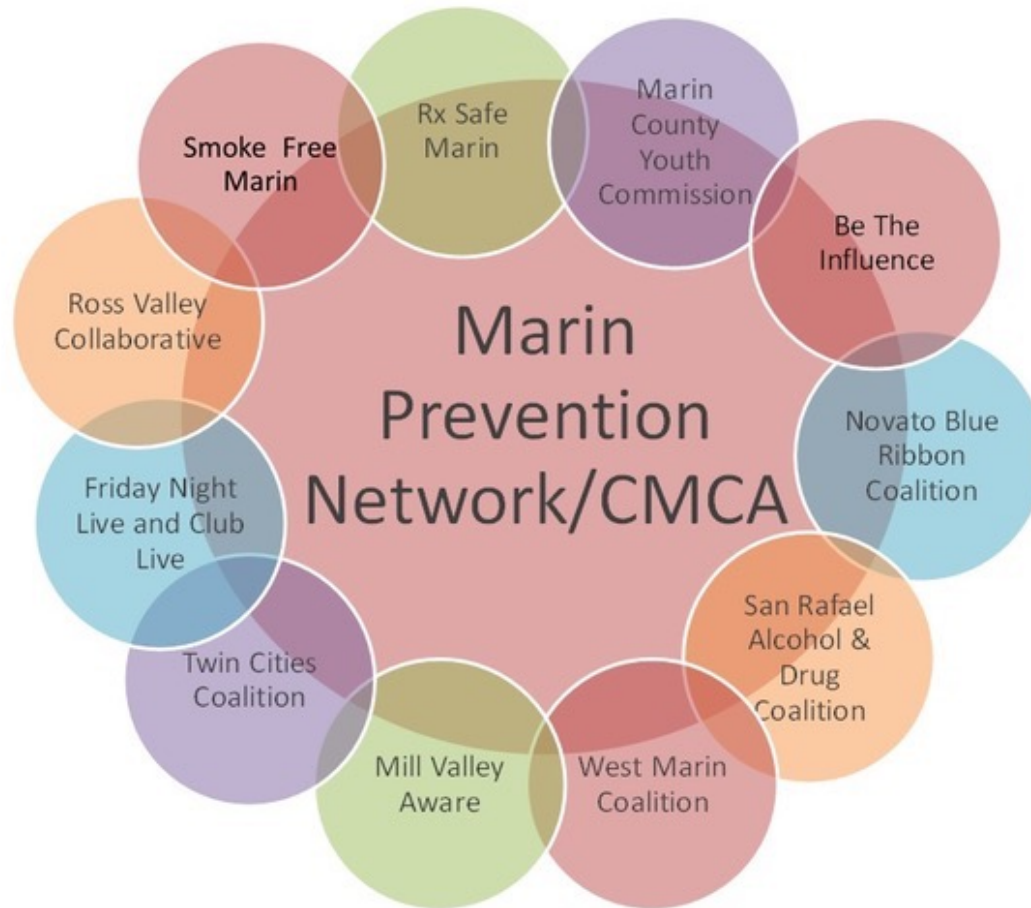


The **Raising the Bar** campaign asks organizations and individuals to adjust their norms in relation to alcohol use at youth events.

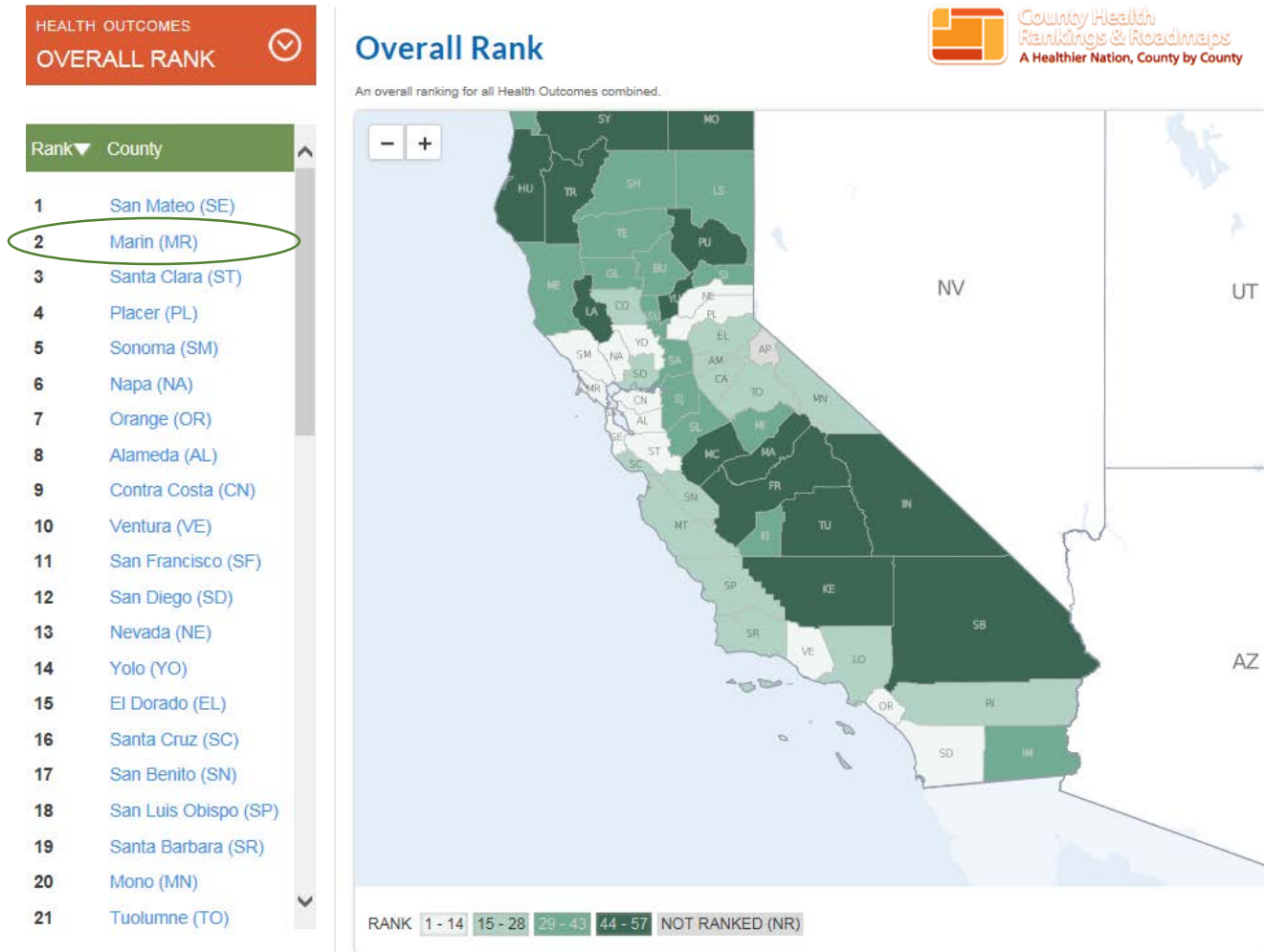


Ross Valley Healthy Community Collaborative
is a group of concerned community members, working
together with all sectors of our community
to improve the health and wellness of San Anselmo and
Fairfax adults and youth.

Marin Prevention Network



Marin County is ranked the second healthiest county in the State



Life Expectancy by County: United States

Rank (top)	Name	Life Expectancy	Lower	Upper
Females				
1	Marin, California	85.02	84.46	85.56
2	Montgomery, Maryland	84.87	84.53	85.19
3	Collier, Florida	84.62	84.09	85.1
4	Santa Clara, California	84.54	84.29	84.8
5	Fairfax County, Virginia	84.52	84.19	84.84
6	San Francisco, California	84.38	84.02	84.73
7	Gunnison, Colorado	Rank (top)	Name	Life Expectancy
8	Pitkin, Colorado	Males		
9	San Mateo, California	1	Fairfax County, Virginia	81.7
10	Bergen, New Jersey	2	Gunnison, Colorado	81.65
		3	Pitkin, Colorado	81.65
		4	Montgomery, Maryland	81.57
		5	Marin, California	81.44
		6	Douglas, Colorado	81.41
		7	Eagle Colorado	81.01
		8	Loudon, Virginia	81
		9	Santa Clara, California	80.98
		10	Teton, Wyoming	80.93
				80.77
				79.83
				80.37
				81.65
				81.25
				81.84

America's 50 Healthiest Counties for Kids (2014)

Rank	County	Score (0-100)	Low Birthweight (under 5.5 lbs)	Infant Death Rate (per 100,000)	Teen Birth Rate (per 1,000)	Children in Poverty	Injury Death Rate Ages 1-19 (per 100,000)
U.S. Median			8.1%	7.1	44.0	24.0%	20
1	Marin County, CA	100.0	6.2%	3.1	13	10%	9
2	Norfolk County, MA	93.1	7.3%	3.8	7	8%	9
3	Hunterdon County, NJ	92.4	7.1%	2.6	4	5%	9
4	Chittenden County, VT	91.7	6.6%	4.4	10	11%	8
5	Nassau County, NY	91.7	8.0%	4.5	12	9%	9



2017 Health Rankings for Marin County

Ranked in the **TOP 5%** for:

- Low Premature Death Rate
- Low Adult Obesity
- Low Teen Birth Rate
- Low Uninsured adults
- High Primary Care Physicians per Capita
- Low Unemployment
- Low Children in Poverty
- High Physical Activity
- Low Violent Crime
- Low Percentage of Adults Reporting Fair or Poor Health
- High Mental Health Providers per Capita

Ranked in the **TOP 10%** for:

- High School Graduation Rates
- High Dentists per Capita
- High Percentage of Residents with Some College Education
- Low number of Physically Unhealthy Days
- Low Frequent Mental Distress
- Low Percentage of Driving Alone to Work



**County Health
Rankings & Roadmaps**
A Healthier Nation, County by County

Ranked in the **TOP 15%** for:

- Low Mentally Unhealthy Days
- Low Rate of Preventable Hospital Stays
- Low percentage of Adults who Smoke
- Low percent of Children in Single-Parent Households
- High Food Environment Index

Ranked in the **TOP 25%** for:

- High Accessibility to Exercise Opportunities

2017 Health Rankings for Marin County



Ranked in the **BOTTOM 10%** for:

- Excessive Drinking
- Income Inequality

Ranked the **BOTTOM 30%** for:

- Alcohol Impaired Driving



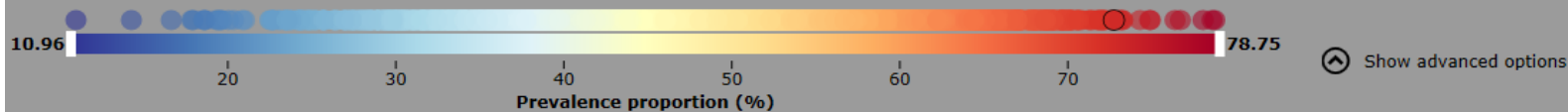
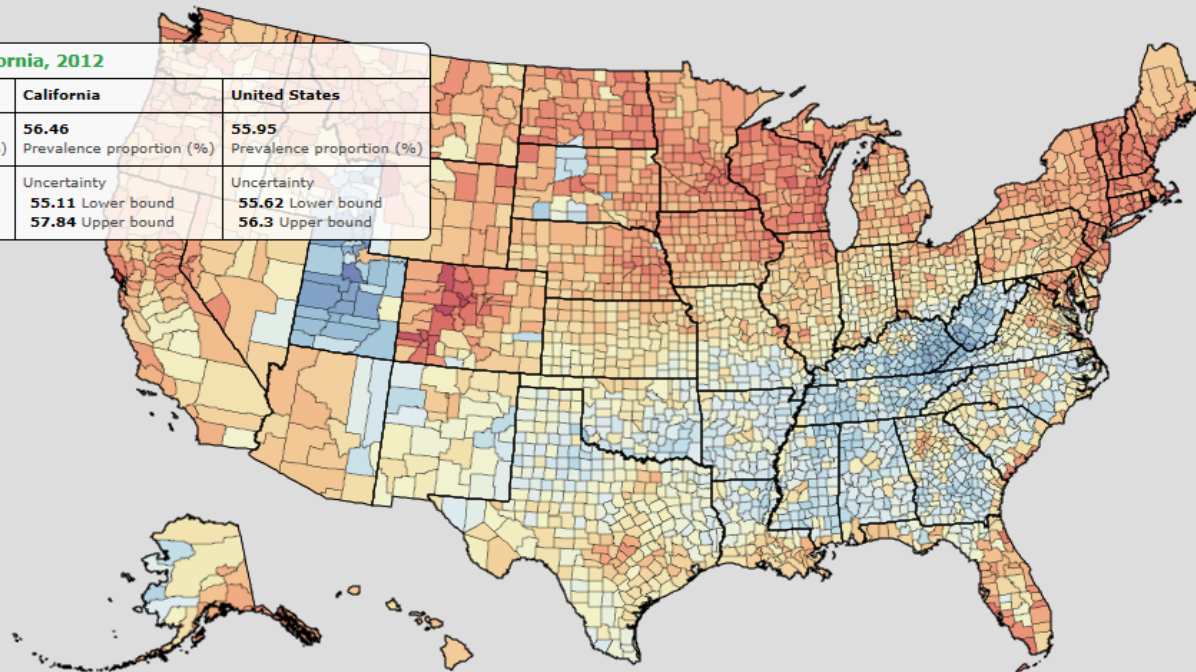
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California has a higher average alcohol consumption than the rest of the country and Marin has a higher average than California.

Prevalence of any drinking, both sexes, age-standardized, 2012

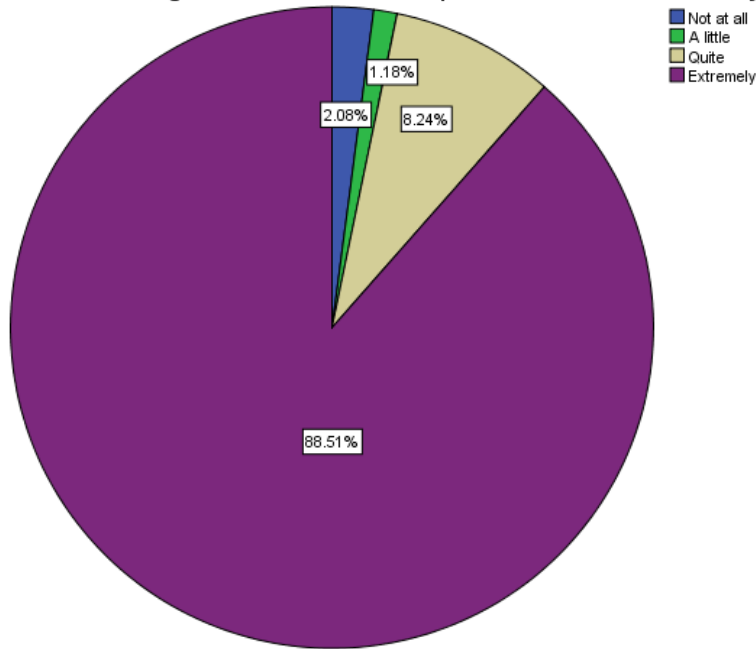
Marin County, California, 2012

Marin County	California	United States
72.74 Prevalence proportion (%)	56.46 Prevalence proportion (%)	55.95 Prevalence proportion (%)
Uncertainty 69.53 Lower bound 75.77 Upper bound	Uncertainty 55.11 Lower bound 57.84 Upper bound	Uncertainty 55.62 Lower bound 56.3 Upper bound

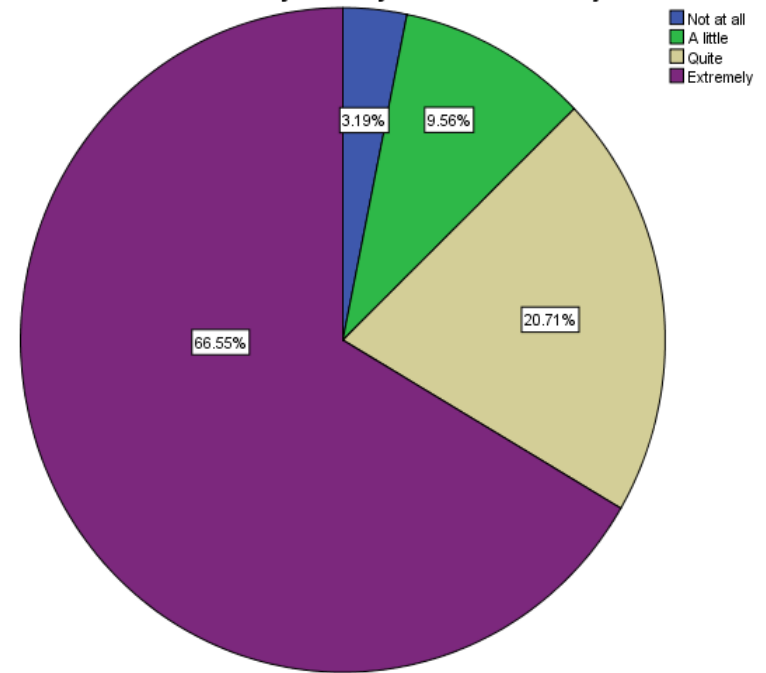


Marin County Parent Concerns: Alcohol and Marijuana

How concerned would you be if your child consumed 4 or more alcoholic beverages in a row within a couple of hours in the last 30 days?



How concerned would you be if your child used marijuana in the last 30 days?



Ross Valley Youth Age Of Onset Data

First full drink of alcohol:

12 years old and younger	11%
13-14 years old	28%

First use of marijuana:

12 years old and younger	5%
13-14 years old	22%

(Drake CHKS 2015/16)

Percent of U.S. Adults Dependent on Alcohol & Age They Began Drinking

- At 14 > 45% became Alcoholics
- At 15 > 38% became Alcoholics
- At 16 > 32% became Alcoholics
- At 17 > 28% became Alcoholics
- At 18 > 15% became Alcoholics

This analysis suggests that interventions that delay drinking onset may not only reduce the acute consequences of drinking among youth, but may help reduce alcohol dependence among adolescents and adults.

Dr. Hingson, National Institute of Health

Ross Valley Youth Data

Alcohol

- Binge Drinking* increases from 11% for Freshmen to 35% for Juniors in the past 30 days

* Binge drinking is defined as 4 or more drinks for women and 5 or more for men, within 2 hours

Marijuana

- 27% of Freshmen at Drake High School report smoking pot in the past 30 days
- 40% of Juniors at Drake High School report smoking pot in the past 30 days
- 37% of Freshmen and 50% of Juniors believe there is slight to no harm in smoking marijuana once or twice a week

(CHKS DATA 2015/2016)

* Binge drinking is defined as 4 or more drinks for women and 5 or more for men, within 2 hours

An Emerging Epidemic



In Marin, between 2006 and 2013:

- Accidental drug overdose deaths more than doubled
- Opioid related emergency room visits doubled
- Prescriptions for narcotic pain medicine doubled

One in five Marin high school juniors report misusing pain killers

American Academy of Pediatrics released a study in August 2015 that determined:

- Having the "booze talk" with kids before they take their first sip of alcohol is crucial.
- Children start to think positively about alcohol between ages 9 and 13 years.
- Increased exposure to alcohol advertising and marketing, increases the likelihood of youth consumption.
- If they are already consuming alcohol, increased alcohol advertising and marketing will increase the amount consumed.



What we are asking of you!

Will you consider helping us by adjusting the norms within your organization with regard to how alcohol or other substances are served and consumed at youth oriented events?

Will you consider serving only non-alcoholic beverages at events to support the kids at youth oriented events/gatherings?

We hope you join us in Raising the Bar and committing to keep youth events substance free!

