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**FMI CONTACT:**

Jo Morrissey, 21 Reasons  
[jmorrissey@mcdph.org](mailto:jmorrissey@mcdph.org) 773-7737  
[www.21reasons.org](http://www.21reasons.org)

Heidi Tucker, Communities Against Substance Abuse (CASA)  
[htucker@midcoasthealth.com](mailto:htucker@midcoasthealth.com) 373-6958  
[www.midcoastcasa.org](http://www.midcoastcasa.org)

Beth Blakeman-Pohl, Casco Bay CAN  
[beth@cascobaycan.org](mailto:beth@cascobaycan.org) 865-3985 x208  
[www.cascobaycan.org](http://www.cascobaycan.org)

Liz Blackwell-Moore, Communities Promoting Health  
[liz.blackwell-moore@opportunityalliance.org](mailto:liz.blackwell-moore@opportunityalliance.org) 553-5867  
[www.communitiespromotinghealth.org](http://www.communitiespromotinghealth.org)

Carol Swicker, SHIFT GNG  
[cswicker@mcdph.org](mailto:cswicker@mcdph.org) 773-7737  
[www.shiftgng.org](http://www.shiftgng.org)

## Back Each Other Up Campaign Launch

**Cumberland County, ME (April 26, 2013)**—Five substance abuse prevention coalitions have developed a campaign centered on one simple goal: to increase parent’s networking. The **Back Each Other Up** campaign aims to increase parents’ understanding of the important role they play, as well as the role *other* parents play, in their child’s life.

It’s a fact: parents are the most influential factor in their child’s decision making. We want parents to know they are not alone, and they are not the only parent who feels the way they do when it comes to preventing substance use.

**The campaign is being unveiled on Monday, April 29, 2013; 9:00 a.m.  
at Opportunity Alliance, Foyer, 50 Lydia Lane, South Portland, ME**

“Our communities will benefit from opening lines of communication among parents and breaking the “code of silence” around teen drug and alcohol use.” states Cynthia Garfield, co-chair for [Healthy Outreach for Prevention and Education or H.O.P.E.](#) and a parent from Cape Elizabeth.

“All parents want to keep their kids safe and healthy. And we know parents are doing the hard work in their homes and within their families to prevent substance use. However, we hear from many of those parents that they feel alone, like they are the only ones.” states Dr. Ellen Popenoe, parent of a Portland High School senior and a 21 Reasons coalition member. “We also know kids brains are still developing, and they don’t always make the best decisions—so we all need to be talking with one another and broaden their safety net.”

Tips for parents include:

**Make the call.** Chances are they were wondering the same thing. **Welcome the call.** Let them know they can call you anytime. **Widen the net.** Go up to the door, wait on the curb, or introduce yourself at the game. **We're all in this together.** Be sure to let your teen know it, too. **Find your supports.** Making allies helps you through the rough times. **Help organize a Table Talk or Parent Meet Up.** Facilitated by coalition staff, this is a great way to get the conversation going in your community.

These five coalitions, located in Cumberland County, have pooled their resources to develop this campaign:

- **21 Reasons** (Portland)
- **Communities Against Substance Abuse or CASA** (Arrowsic, Bowdoin, Bowdoinham, Georgetown, Phippsburg, Richmond, Topsham, West Bath, Woolwich, Bath, Brunswick, and Harpswell)
- **Communities Promoting Health Coalition** (Cape Elizabeth, Gorham, South Portland, Scarborough, Westbrook, Windham, Baldwin, Bridgton, Casco, Harrison, Raymond, Sebago, and Standish)
- **SHIFT GNG** (Gray and New Gloucester)
- **Casco Bay C.A.N.** (Cumberland, Falmouth, Freeport, North Yarmouth, Pownal, and Yarmouth)

These coalitions all work on reducing underage drinking, as well as use of marijuana, prescription drug, and tobacco. Financial support is provided by the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Drug Free Communities (DFC) program. This program focuses on demand reduction through addressing the environmental factors which contribute to teen substance use.

FMI: [www.backeachotherup.org](http://www.backeachotherup.org) or visit the campaign's FB page: [www.facebook.com/BackEachOtherUp](https://www.facebook.com/BackEachOtherUp).

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