



Alert

METROPOLITAN DRUG COMMISSION
strengthens families. protects lives.

Metropolitan Drug Commission helps business owners comply with underage drinking laws

The Metropolitan Drug Commission, in partnership with TopShelf Responsible Beverage Service, is now offering **free** DVD training toolkits to help local businesses educate their employees about proper alcohol serving laws and procedures.



Photo courtesy of TopShelf Responsible Beverage Service

“Yearly training of alcohol servers can help businesses keep alcohol out of the hands of minors while avoiding costly fines and possible permit revocation,” Karen Pershing, executive director of the Metropolitan Drug Commission, said. “We are excited to be partnering with TopShelf in order to provide this important service to the community.”

continued on page 7

Holiday stress may lead to substance abuse



Halloween, Thanksgiving and Christmas are just around the corner. For many, stress, depression and overwhelming feelings can sometimes take over, leading to unhealthy participation in alcohol and drugs.

The availability of alcoholic beverages increases during this festive season, leading to dangerous situations for both abusers and non-abusers. Here are a few ways to keep the holiday cheer bright while reducing negative alcohol-related consequences for you and your guests when hosting a holiday party:

Reduce or eliminate the serving of alcohol. There are plenty of non-alcoholic beverages that can serve as great alternatives or replacements to the presence of alcohol at your party. Check out the Metropolitan Drug Commission’s “Safe Party Tips” page at www.metrodrug.org for some suggestions

continued on page 7



Mark Littleton (center) attempts to walk while wearing “beer goggles” during a recent Drug-Free Workplace training with the Professional Engineers of Knoxville.

Drug-Free Workplace programs cut costs; promote safety



October 18-24 is National Drug-Free Work Week. To help combat substance abuse within the workforce, the Metropolitan Drug Commission offers on-site Drug-Free Workplace trainings in Knoxville. The Drug-Free Workplace program is designed to educate employers and employees about the dangers of substance abuse and provide them with strategies to help prevent abuse at work.

Substance abuse is a serious health issue that affects businesses throughout Knox County. Many adults turn to drugs and alcohol to help them cope with stress and anxiety, while others use these substances to satisfy their own curiosity or to conform to one’s social group. Drug-Free Workplace trainings can help employers recognize the signs and symptoms of substance abuse early on and encourage employees with substance abuse problems to seek treatment, contributing to a healthier, happier workplace.

According to the U.S. Department of Labor, a staggering 75 percent of illicit drug users are currently employed. In addition, 79 percent of regular heavy drinkers also hold jobs. Such widespread drug and alcohol abuse can negatively impact a company’s bottom line. Substance abusers incur 300 percent higher medical costs, are one-

third less productive and 2.5 times more likely to be absent from work than non-abusers. In addition, substance abusers create hazardous work environments that can leave your employees vulnerable to on-the-job injuries.

Karen Pershing, executive director of the Metropolitan Drug Commission, says Drug-Free Workplace trainings can help businesses curtail revenue loss and encourage healthy lifestyles among its employees. “Investing in a Drug-Free Workplace program can save your business money by reducing its workers’ compensation insurance and health insurance premiums,” Pershing said. “In addition, Drug-Free Workplace participating businesses can rest easy knowing they are contributing to the overall safety and well-being of the community.”

Drug-Free Workplace trainings are available throughout the year to local businesses by request. For more information about the Drug-Free Workplace program or to schedule a Drug-Free Workplace training, visit the “What You Can Do” section of our website at www.metrodrug.org or call (865) 588-5550.

Drug-Free Community Coalition continues to impact Knoxville community

The Metropolitan Drug Commission's Drug-Free Community Coalition has been hard at work over the last few months to reduce adult abuse and youth use of alcohol and other drugs in Knoxville.

In its 10th year, the MDC Coalition is comprised of numerous volunteers and community partners throughout Knoxville, representing law enforcement, youth-serving organizations, treatment programs, healthcare facilities, local businesses, the school

system and others. Coalition members meet bimonthly to discuss current projects, recommend strategies for community change and network with other substance abuse prevention leaders.

Smaller coalition subcommittees also meet bimonthly to plan for upcoming events and engagement opportunities. The Metropolitan Drug Commission would like to recognize three of its subcommittees for their hard work this quarter:

Alternative School Outreach Subcommittee

The Alternative School Outreach subcommittee is coordinating outreach efforts in two schools this year: Richard Yoakley Transition School and Ridgedale Alternative School. This group has committed to send a volunteer to each school at least one afternoon every other week, providing students with reading tutors, outlets for artistic expression and positive alternatives to substance abuse.

Also, the Outreach subcommittee is sponsoring a Fall Festival and a Spring Fling for each school in which they reward kids for good behavior, attending school presentations and participating in the Accelerated Reader Program:

Fall Festival Dates

- Richard Yoakley- Friday, December 17 from 1-3 p.m.
- Ridgedale- Monday, December 20 from 1-3 p.m.

Reducing Access to Alcohol and Prescription Drugs Subcommittee

The Reducing Access to Alcohol and Prescription Drugs subcommittee has been working to distribute pamphlets at various neighborhood association meetings, PTA meetings and other community organization meetings to raise awareness about prescription drug abuse. More than 350 pamphlets were given out during the 27th annual National Night Out on August 3, a day designed to enhance awareness about substance abuse and violent crime in communities nationwide.

In addition, the group will be assisting the Knox County Health Department as they launch their "B Aware B4 U Go There" campaign. This campaign is currently aimed at preventing pregnancy and STDs, however the subcommittee is hoping to introduce a possible drug and alcohol theme beginning as soon as next spring.

Increasing Access to Treatment Subcommittee

The Increasing Access to Treatment subcommittee, in partnership with the Howard Baker Center for Public Policy, is currently planning a roundtable discussion forum to bring awareness to the issues regarding the lack of treatment centers in Tennessee. The forum would bring together local and state policymakers to discuss barriers to treatment and generate ideas for what policies should be addressed. The date for the forum is yet to be determined.

If you would like to become a leader in substance abuse prevention, we invite you to join MDC's Drug-Free Community Coalition. The next full coalition meeting will be held on **November 30** at noon in the Knox County Health Department's second floor classroom. Lunch is provided free of charge.

For more information, click on the "Join Our Efforts" banner at www.metrodrug.org or email Sarah Harder at sharder@metrodrug.org to RSVP. A few hours of your time each month can make a big difference in the well-being of our community!



MDC invites community to tour historic building; view commemorative gallery

Mark your calendars! The Metropolitan Drug Commission will host an open house and ribbon cutting on Thursday, November 4 from 4-6 p.m. to unveil the historic Lyons View School gallery. The gallery is intended to preserve and commemorate the long history of the schoolhouse.

More than 30 years after Lyons View Elementary School closed its doors as an institution of learning, the school continues to teach lessons about Knoxville's past. Founded in the early 1900s, the two-classroom school served as an African-American school until 1965 when the school system became desegregated. The existing structure was built circa 1949/1950 and provided an education for children from the nearby Lyons View and Brickyard communities. The story of this historic building lies within the rich heritage of those African-American students and educators who attended and taught at the small school.

Barbara Rodgers, a former Lyons View School student, remembers her teachers as truly dedicated to their students.

"Many were poor black kids with limited horizons," Rodgers said in a 2009 interview. "But the Lyons View teachers wanted to prepare [the students] for a time when things might change. They taught us how to learn... They taught us how to think."

In late 2009, the Metropolitan Drug Commission relocated to the newly restored former school building. One component of the restoration process included plans for a permanent, museum-style



Lyons View Elementary School students are hard at work in our current conference room while teacher Lillian McKissick (pictured in back at desk) looks on. Photo compliments of Edith Johnson Walker.



Students stand next to the original Lyons View Elementary School, a frame structure built in the early 1900s.

gallery to serve as a dedication to the Lyons View community. The completed gallery will include artifacts, old photographs, news clippings, a short video and other mementos that will help tell the story of the school, its people and the community they called home. This project is funded by a generous donation from The Aslan Foundation, an organization dedicated to the preservation of East Tennessee's heritage.

"It is our hope in restoring this cultural gem that we can pass on the Lyons View community's heritage and history to future generations," Marilyn Roddy, immediate past president of the Metropolitan Drug Commission's board, said. "We hope you will join us in celebrating this great achievement."

For more information regarding the open house or our gallery project, please contact Heather Sutton at (865) 588-5550 or by email at hsutton@metrodrug.org. Additional details will be posted on our website as they become available.

MDC receives new state grant funds

The Metropolitan Drug Commission has been awarded the Partnership for Success (PFS) grant. This five-year grant is designed to reduce statewide substance abuse rates.

The program targets at-risk teens between the ages of 14-17. The overall goal is to reduce the number of teens participating in binge drinking by 4.3 percent in any 30 day period through evidence-based prevention programs, policies and practices. The organization hopes to change social norms surrounding binge drinking, increase perceived risk of using alcohol and decrease retail access.

Over the duration of the grant, MDC staff will work to meet numerous objectives that promote healthy lifestyles among young people. The organization will enlist the help of its coalition volunteers and other partnering organizations to help implement this project.

Tennessee is one of only four states in the nation to receive PFS funding. All grant-funded initiatives follow the public health model and build upon SAMHSA's strategic prevention framework.

MDC welcomes new board members

The Metropolitan Drug Commission is happy to announce its 2010-2011 Board of Directors. We are very excited to have such an outstanding group of individuals working with our organization. Please join us in welcoming the following members (New members appear in **bold**):

2010 - 2011 MDC Board of Directors

Executive Board

Chief Sterling Owen, IV, *President*
 Charles W. Swanson, *Vice President*
 C. Larry Elmore, *Treasurer*
 Donald B. Wake, *Secretary*
 Councilwoman Marilyn Roddy, *Past President*
 Chuck Baine, *At-Large Representative*
 J.E. Henry, *At-Large Representative*

Andy Black
Mike Brown
Martha Buchanan
 Michele Carringer
Dennis Francis
 Hon. Tim Irwin
 Sheriff Jimmy "J.J." Jones
 Mayor Bill Haslam
 Dr. Parinda Khatri
Indya Kinkannon

Dr. Jim McIntyre
 Dick Moran
 Suzan Puhl Murphy
 General Randy Nichols
Mayor Tim Burchett
W. Timothy Rogers
 P.D. Mark Stephens
 Tank Strickland
Loida Velazquez
 Dr. Donna Wright

Anna Rennich (YAC Representative)

Advisory Board

Mary Lou Horner
 Terry Upshaw Morgan
 Jeff Lee
 Tim Wright

To our outgoing members, we thank you for your service and hope you will remain involved with our mission as we move forward.



ANNOUNCEMENTS

- The Metropolitan Drug Commission is now on your favorite social media websites. Connect with us to read the latest news on drugs and alcohol, view student PSAs and more! Follow us on Facebook at www.facebook.com/MetroDrug and on Twitter @MetroDrug!



Do you have old, unused or expired prescriptions in your medicine cabinet? Safeguard your home against substance abuse by participating in the upcoming medicine collection event on **Saturday, October 30** from 10 a.m. – 3 p.m. The event will be held at the Knoxville Police Department’s East District Headquarters in Knoxville Center Mall (second floor next to JC Penney).

Green

- Help us reduce paper waste and conserve our environment! “Go Green” this month and sign

up for MDC’s eNewsletter. You will receive all the information offered in our print newsletter straight to your email inbox. Go to <http://metrodrug.org/register.aspx> to register for the email version.

Seniors can also receive a **free** consultation with a healthcare professional to learn about harmful drug interactions, injury risk and more. For more information about the event or to schedule an appointment, contact the Knox County Health Department at (865) 215-5170.

- Save the Date!

Join us at MDC’s next Drug-Free Community coalition meeting on **Tuesday, November 30** at noon and become a leader in substance abuse prevention!



The meeting will be held in the Knox County Health Department’s second floor classroom, and lunch is provided. For more information, click the “Join Our Efforts” banner on our website or email Sarah Harder at sharder@metrodrug.org.

Take Our Survey For Your Chance To Win!

We want to hear from you, our loyal readers! Go to <http://www.surveymonkey.com/s/MDCnewsletter> or call (865) 588-5550 to take a short, 10 minute reader satisfaction survey.

Eligible participants will be entered into a drawing for a **\$50 restaurant gift card**. Remember, your opinion can go a long way in helping us improve future editions of the ALERT, so call or log on now!



To submit an announcement or article to the Metropolitan Drug Commission’s **ALERT** newsletter, please contact Heather Sutton at (865) 588-5550 or hsutton@metrodrug.org.

Metropolitan Drug Commission
4930 Lyons View Pike • Knoxville, TN 37919
Phone: (865) 588-5550 • Fax: (865) 588-0891 • www.metrodrug.org

Metropolitan Drug Commission helps business owners comply with underage drinking laws – continued from page 1

A \$250 value, the “Minors: Reducing a Major Liability” toolkits are distributed at no charge to local businesses by request. Each DVD kit contains important training materials including ID coders, information on state and local laws, posters, lighted magnifiers and more. Interested merchants can visit www.topshelfrbs.com to preview scenes from the DVD.

Toolkit reservations can be made by emailing Holly Fuquay at bookkeeper@metrodrug.org or by calling (865) 588-5550.

Nineteen Knoxville-area merchants have requested the toolkits since August. The Metropolitan Drug Commission would like to commend the following businesses for their participation in the program and their commitment to responsible alcohol serving practices:

- Buffalo Wild Wings at 1912 Cumberland Avenue on The Strip
- Ruby Tuesdays at 508 E. Emory Road in Powell
- Breadbox at 10904 McBride Lane in West Knoxville
- Mr. Zip at 10248 Kingston Pike in West Knoxville
- Quick Stop Mart at 3040 E. Magnolia Avenue in East Knoxville
- Famous Dave's BBQ at 208 Advantage Place off Cedar Bluff Road
- One Tree Grille at 4429 Kingston Pike in Bearden
- Lee's Food Mart at 5706 Asheville Highway in East Knoxville
- Mellow Mushroom at 2109 Cumberland Avenue on The Strip
- Agave Azul at 4405 Kingston Pike in Bearden
- The Sugar Shack at 5712 Kingston Pike in Bearden
- Food City at 5941 Kingston Pike in West Knoxville
- Ale House at 7125 Kingston Pike in West Knoxville
- Soho Café at 4433 Kingston Pike in Bearden
- The Chop House at 9700 Kingston Pike in West Knoxville
- Hard Knox Pizza at 4437 Kingston Pike in Bearden
- 640 Liquor Store at 4425 Western Avenue
- Raceway at 4418 Western Avenue
- Earth Fare at 140 N. Forest Park Boulevard in Bearden



Photo courtesy of
TopShelf Responsible
Beverage Service

Holiday stress may lead to substance abuse – continued from page 1

Employers throwing office parties should also take care to ensure the safety of employees by not serving alcohol. An alcohol-free party is the only sure way for employers to protect themselves from the potential legal ramifications of their employees driving under the influence.

If you do serve alcoholic beverages, make arrangements to provide intoxicated party-goers a safe ride home. Take keys from everyone at the beginning of the party and make sure to only give them back to sober drivers.

When attending a holiday get-together, you may be tempted to join in merry-making with a few drinks. Here are a few tips if you plan on making the rounds this holiday season:

Plan how many drinks you will have before you start. By designating a stopping point at the beginning, you can better manage your consumption and know when you've had enough.

Going with a group? Choose a designated driver **before** you reach the event so that there is no question of who will be driving. In addition, avoid the roads during the early mornings on holidays like Halloween, Thanksgiving, Christmas Eve and New Years, as the number of impaired drivers on the roadways tends to be much higher between the hours of 10 p.m. and 2 a.m.

If you don't have a designated driver, you always have the option of calling a taxi company or a sober friend or family member to come pick you up and give you a safe ride home.

The costumes, presents, food, family and atmosphere of festivities can mentally exhaust anyone and is a particular challenge to individuals struggling with substance abuse problems. Be good to yourself and get a lot of rest, because sleep can be the most therapeutic way of dealing with anxiety. By being open with friends and family about your struggles and allowing others to share in your sober decisions, you can take some of that emotional stress off of yourself and make the holidays a little easier.

Alert

METROPOLITAN DRUG COMMISSION
strengthens families, protects lives.

4930 Lyons View Pike
Knoxville, TN 37919
Phone: 865.588.5550
Fax: 865.588.0891

Non-Profit Org.
US Postage Paid
Permit #309
Knoxville, TN

VISIT OUR WEBSITE

for information about starting or maintaining a Drug-free Workplace Program; parent resources; treatment options; general drug descriptions, including warning signs and effects; and local and national research about drug use.

www.metrodrug.org

This project is funded under an agreement with The State of Tennessee