



CHESAPEAKE INTEGRATED BEHAVIORAL HEALTHCARE

PREVENTION SERVICES NEWSLETTER

Welcome to May! We hope everyone is staying safe and healthy!

We have many celebrations this month including: May Day (5/1), National Brothers and Sisters Day (5/2), Star Wars Day (5/4), Cinco de Mayo (5/5/), National Teacher Day (5/5), National Nurses Day (5/6), National Tourism Day (5/7), Mothers Day (5/10), National Apple Pie Day (5/13), National Receptionists Day (5/13), International Day of Families (5/15), National Armed Forces Day (5/16), National No Dirty Dishes Day (5/18), National Endangered Species Day (5/19), National Maritime Day (5/22), National Taffy Day (5/23), National Scavenger Hunt Day (5/24), Memorial Day (5/25), National Sunscreen Day (5/27), National Hamburger Day (5/28), National Macaroon Day (5/31),

Weekly and monthly celebrations include: National Barbeque Month, National Blood Pressure Month, National Salad Month, National Teen Self-Esteem Month, National Pet Week (May 1-7), and National Women's Health Week (May 10-16),

This month we will focus on several different topics. Our first focus will be May as Mental Health Awareness Month. More than ever, mental health needs to be prioritized during our current unprecedented crisis. We are facing challenges we have never had before and we have to stay mentally strong as well as ensuring our physical health.

We will also discuss World Tobacco Day which is on May 31st every year. The World Health Organization released it's key messages for 2020 which

we will highlight in this newsletter.

Finally, we will discuss information about SAMSHA National Prevention Week 2020 and why it is so vital to our work here at CIBH Prevention Services.

Have a great month of May, Chesapeake! Stay safe and healthy. We will get through this together.



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POSITIVITY RULES!

"However difficult life may seem, there is always something you can do and succeed at." - Stephen Hawking

"Persistence and resilience only come from having been given the chance to work through difficult problems." - Gever Tulley

"I can be changed by what happens to me. But I refuse

to be reduced by it." - Maya Angelou

"A hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles." - Christopher Reeve

"Hang on to your hat. Hang on to your hope. And wind the block, for tomorrow is another day." - E.B. White

"Alone we can do so little; together we can do so much." - Helen Keller

"If you want to lift yourself up, lift up someone else." - Booker T. Washington

"If everyone is moving forward together, then success takes care of itself." - Henry Ford



We are here for you! For our daily blog, resources for kids and adults, positive quotes, and more...

Visit our website at

cibhprevention.com

MAY IS MENTAL HEALTH MONTH! #TOOLS2THRIVE

May is Mental Health Month, and it has never been more important than this year.

Until now, there were still some people who believed that mental health wasn't everyone's concern. They thought that our annual mental health resources - even though they were shared with millions - were aimed at just a small group of people - the one in five who have a mental health concern in any given year.

That isn't the case today.

Just weeks ago, we had no idea that all our worlds were going to be turned upside down by the coronavirus. Or that the associated worry, isolation, loneliness, and anxiety would be something that literally everyone - all five in five - would experience.

We always intended to focus MHA's Mental Health Month toolkit this year on resiliency, offering tools to thrive at any time. We now believe that these tools - even those that we all may have to adapt for the short term because of social distancing - will be more useful than ever.

While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health. The good news is there are practical tools that everyone can use to improve their mental health and increase resiliency - and there are ways that everyone can be supportive of friends, family, and co-workers who are struggling with life's challenges or their mental health.

This May is Mental Health Month Chesapeake is highlighting #Tools2Thrive - what individuals can do daily to prioritize their mental health, build resiliency in the face of trauma and obstacles, support those who are struggling, and work towards a path of recovery.

One of the easiest tools anyone can use is taking a mental health screen at mhascreening.org when they need answers. It's a quick, free, and private way for people to assess their mental health and recognize signs of mental health problems.

This May, we are also exploring topics that can help you build your own set of #Tools2Thrive - recognizing and owning your feelings; finding the positive after loss; connecting with others; eliminating toxic influences; creating healthy routines; and supporting others - all as ways to boost the mental health and general wellness of you and your loved ones.



- ⇒ Mental health is essential to everyone's overall health and wellbeing, and mental illnesses are common and treatable.
- ⇒ While 1 in 5 people will experience a mental illness during their lifetime, everyone faces challenges in life that can impact their mental health.
- ⇒ There are practical tools that everyone can use to improve their mental health and increase resiliency regardless of the situations they are dealing with.
- ⇒ It's important to recognize your emotions and own your feelings, work to find the positive even when facing adversity or loss, reach out and try to connect with others, remove those people in your life who are bringing you down, and create healthy routines to take care of yourself.
- ⇒ There are ways that everyone can be supportive of friends, family, and co-workers who are struggling with life's challenges or their mental health.
- ⇒ One way to check in on yourself is to take a mental health screen at mhascreening.org. It's a quick, free, and private way for someone to assess their mental health and recognize signs of mental health problems.
- ⇒ Mental Health America is encouraging everyone to take a mental health screen at mhascreening.org. Help us reach our goal of a million screens during the month of May. #millionmay
- ⇒ Living a healthy lifestyle and incorporating mental health tools to thrive may not be easy but can be achieved by gradually making small changes and building on those successes.
- ⇒ Recognizing your feelings, finding the routines that lift you up, remov-

ing toxic influences and connecting with others can all help you on your path to recovery as you develop your own mental health #tools2thrive.



Green is the official color of Mental Health Awareness Month so we are asking you to GO GREEN!

- ⇒ Add a photo frame to your Facebook profile picture to show your support
- ⇒ Change your phone's wallpaper or theme
- ⇒ Wear a green ribbon pin on your apparel for the month
- ⇒ Change your porch light to a green light bulb or green ribbon on a tree in your front yard
- ⇒ Download the toolkit and share the worksheets with others
- ⇒ Create your own! There are so many ways to go green for this important month. The end goal is mental health awareness and reducing the stigma!



DOWNLOAD THE 2020 MENTAL HEALTH MONTH TOOLKIT AT [MHANATIONAL.ORG/MAY](https://mhanational.org/may)



WORLD NO TOBACCO DAY—MAY 31ST

Every year, on 31 May, the World Health Organization (WHO) and global partners celebrate World No Tobacco Day (WNTD). The annual campaign is an opportunity to raise awareness on the harmful and deadly effects of tobacco use and second-hand smoke exposure, and to discourage the use of tobacco in any form.

The focus of World No Tobacco Day 2020 is on "protecting youth from industry manipulation and preventing them from tobacco and nicotine use."

Key messages in 2020:

- ⇒ Tobacco products kill more than 8 million people every year. Tobacco and related industries must continuously find new consumers to replace the ones that their products are killing to maintain revenue.
- ⇒ Tobacco companies spent over 8 billion in marketing and advertising and the world lost 8 million lives from causes related to tobacco use and exposure to second-hand smoke.
- ⇒ Tobacco and related industries' tactics to market to children and adolescents include:
- ⇒ Over 15,000 flavors, most of which attract children and adolescents
- ⇒ Social media influencers and marketing

- ⇒ Sponsored events and parties
- ⇒ Product placement in entertainment media
- ⇒ Free product samples
- ⇒ Single stick cigarettes make addiction more affordable
- ⇒ Selling products at eye level for children
- ⇒ Product placement and advertising near schools
- ⇒ We want to create a generation that is free from tobacco and second-hand smoke and the death and disease that they cause.
- ⇒ Break free from the tobacco and related industries' manipulation by becoming educated on their tactics and the harm caused by their products.
- ⇒ Tobacco use is responsible for 25% of all cancer deaths globally. Use of nicotine and tobacco products increases the risk of cancer, cardiovascular and pulmonary disease.
- ⇒ Over 1 million people die from second-hand smoke exposure every year.
- ⇒ Children and adolescents who use e-cigarettes at least double their chance of smoking cigarettes later in life.
- ⇒ E-cigarette use increases your risk

of heart disease and lung disorders.

- ⇒ Nicotine in e-cigarettes is a highly addictive drug and can damage children's developing brains.
- ⇒ Smoking shisha is just as harmful as other forms of tobacco use.
- ⇒ Smokeless doesn't mean that it's harmless.
- ⇒ Smoking is expensive, and you pay for it with your looks and your health. It causes bad breath, yellow teeth, wrinkly skin, unhealthy lungs and a poor immune system.
- ⇒ Shisha smoke is toxic. It contains substances that cause cancer.
- ⇒ Chewing tobacco can cause mouth cancer, tooth loss, brown teeth, white patches and gum disease.
- ⇒ We encourage everyone to become educated, spread awareness and create a tobacco-free generation.

<https://www.who.int/news-room/campaigns/world-no-tobacco-day/world-no-tobacco-day-2020/>



MENTAL HEALTH WEBINAR SERIES

COPING SKILLS FOR STUDENTS

Tuesday, May 5 at 12:30pm

https://us02web.zoom.us/webinar/register/WN_3664iwMmTVORbxEib8M58g

ARE YOU OKAY? HOW TO START A DIFFICULT CONVERSATION WITH A CO-WORKER

Thursday, May 7 at 12:00pm

https://us02web.zoom.us/webinar/register/WN_ehtFV8VT_mpyhtnM27shg

BE SMART, BE AWARE: DANGERS OF DRUGS FOR KIDS

Tuesday, May 12 at 10:00am

https://us02web.zoom.us/webinar/register/WN_t1bgyLIkSDyKrvnxbq8c2A

FIREARM OWNERS AND SUICIDE PREVENTION

Thursday, May 14 at 11:00am

https://us02web.zoom.us/webinar/register/WN_KejMJzSKT5WeIrj3CN8R0w

LET'S TALK ABOUT 3 S'S - STRESS, SUBSTANCES, & SOCIAL MEDIA

Tuesday, May 19 at 10:30am

https://us02web.zoom.us/webinar/register/WN_UuLvozJCRsC6psopHIb2Hg

TEEN SUICIDE

Thursday, May 21 at 11:00am

https://us02web.zoom.us/webinar/register/WN_J_cF4czbSkG1roa_ujT5uQ

STRATEGIES TO SUPPORT ANXIOUS CHILDREN

Tuesday, May 26 at 11:00am

https://us02web.zoom.us/webinar/register/WN_Fgb0DhK_TImV11Ssf9LIGA

BULLYING AND COMMUNICATION

Thursday, May 28th at 10:00am

https://us02web.zoom.us/webinar/register/WN_q6bK-H5BSyyj8H0u-YK5_w

SAMHSA NATIONAL PREVENTION WEEK 2020

National Prevention Week (NPW) is a public education platform that promotes prevention year-round through providing ideas, capacity building, tools, and resources to help individuals and communities make substance use prevention happen every day.

NPW culminates in May recognizing the important work that has been done in communities throughout the year to inspire action and prevent substance use and mental disorders.

SAMHSA's next NPW is May 10 through 16, 2020. Each year around this observance, communities and organizations across the country come together to raise awareness about the importance of substance use prevention and positive mental health.

The three primary goals of National Prevention Week are to:

- ⇒ Involve communities in raising awareness of substance use and mental health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs;
- ⇒ Foster partnerships and collaborations with federal agencies and national organizations dedicated to improving public health; and
- ⇒ Promote and disseminate quality substance use prevention and mental health promotion resources and publications.

Each year, National Prevention Week includes daily themes to focus on major substance use and mental health topics. The 2020 daily themes are:

- ⇒ Monday, May 11: Preventing Prescription Drug and Opioid Misuse

- ⇒ Tuesday, May 12: Preventing Underage Drinking and Alcohol Misuse
- ⇒ Wednesday, May 13: Preventing Illicit Drug Use and Youth Marijuana Use
- ⇒ Thursday, May 14: Preventing Youth Tobacco Use (E-Cigarettes and Vaping)
- ⇒ Friday, May 15: Preventing Suicide

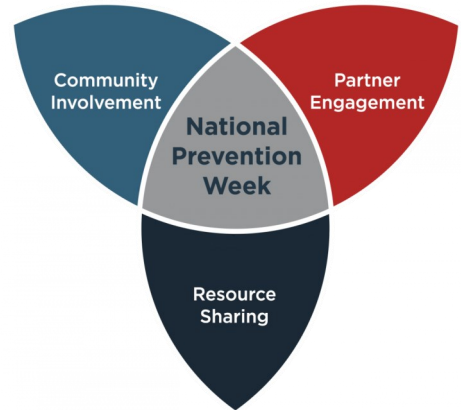
Why Does National Prevention Week Occur in May?

National Prevention Week (NPW) is held each year during May. Originally, SAMHSA chose this timing because it is near the start of summer, an important time for school, communities, and prevention professionals to re-focus on prevention. Adolescents and full-time college students most often use substances for the first time during June or July, according to SAMHSA's National Survey on Drug Use and Health (NSDUH) data on adolescents - 2012 (and NSDUH data on full-time college students - 2015).

As national participation in NPW has increased over the years, this week now serves as a week-long observance created by SAMHSA to celebrate prevention efforts in organizations and communities across the nation, and across all ages. We know communities make prevention happen every day - not just during NPW - and NPW is the perfect time to promote and celebrate a year's worth of prevention efforts, as well as get news, ideas, and resources to strengthen daily, weekly, and monthly prevention activities.

Plus, the timing of National Prevention Week still provides a timely opportunity for schools and organizations to host prevention-themed events and activities before the school year ends,

raising awareness about this important issue among students and their families. These are key periods of social transitions, a risk factor for youth substance use, and an opportunity to develop or strengthen the community, school, and family bonds that protect young people from substance use and strengthen community health overall. More information can be found in The Surgeon General's Report on Alcohol, Drugs, and Health.



Send questions and requests to SAMHSA's NPW coordinator David Wilson at david.wilson@samhsa.hhs.gov.

To learn more about National Prevention Week, visit:

<https://www.samhsa.gov/prevention-week>



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FOLLOW US!

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**CHESAPEAKE
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HELPING YOUTH SUCCEED

WHAT HAS YOUR PREVENTION STAFF BEEN UP TO?

While our schedules and activities have changed, COVID-19 has not stopped your CIBH Prevention Services Team from making the best out of this unprecedented situation and continuing to serve our city!

- ⇒ April 23rd — hosted our first ever virtual REVIVE! Training on Zoom
- ⇒ We have been taking this opportunity to become more trained in a wide array of topics to help us better serve you through webinars and training modules.
- ⇒ On cibhprevention.com, we have started a daily blog to help our Chesapeake citizens cope with COVID-19 and the

ways it has changed our lives. We also have a tab with positive quotes, general resources, and a kids corner.

- ⇒ City Hall will be lit up in green lighting for the first week of May in honor of Mental Health Awareness Month!
- ⇒ The Mayor has also signed a proclamation declaring the importance of Mental Health Awareness Month

Stay healthy, Chesapeake!

