



PRESS RELEASE:

White House Drug Policy Office Awards Grant to Local Coalition to Prevent Youth Substance Use in Pequannock Township, NJ

September 2, 2016

Rockaway, NJ – Morris County Prevention is Key (MCPiK) has been awarded a Drug Free Communities (DFC) grant from the White House’s Office of National Drug Control Policy (ONDCP) and the federal Substance Abuse and Mental Health Services Administration (SAMHSA) to continue funding of the **Pequannock Township Coalition** (PTC) for the next five years. The grant will provide funding to PTC for preventing youth substance use, including prescription drugs, marijuana, and alcohol.

The DFC program provides grants of up to \$625,000 over 5 years to community coalitions that facilitate citizen participation in local drug prevention efforts. Coalitions are composed of community leaders, parents, youth, teachers, religious and fraternal organizations, healthcare and business professionals, law enforcement, the media, and others working together at the local level. The Pequannock Township Coalition was founded in 2010 and received initial DFC funding in 2011. This grant provides an additional 5 years of funding.

“Our mission is to prevent and reduce youth substance use through communication, education, and community wide change,” states Phyllis Minicuci, Project Coordinator. “Evidence-based environmental prevention is a powerful tool to counteract prescription drug misuse and other youth substance use in our community. We will use this funding to help youth in Pequannock make healthy choices about substance use, and to advocate for policy changes that reduce youth access to, and availability of, alcohol, marijuana and other drugs.”

The Coalition has collaborated on policy changes such as placement of a permanent 24x7 medication disposal drop box at the Pequannock Twp. Police Department, and more recently a 2nd mobile collection unit, prevention initiatives such as the local Parents Who Host Lose the Most and Prevention Pinwheels campaigns, and has developed other community awareness campaigns to shift the community norm away from the inevitability of underage substance use or underage substance use as a “rite of passage” for youth.

Any Pequannock Twp. community member who wishes to be involved is welcome. The Pequannock Twp. Coalition meets once a month at the Pequannock Twp. High School. For more information, please call 973-625-1998 or email pminicuci@mcpik.org.

Morris County Prevention is Key is dedicated to the promotion of health and wellbeing of our community, prevention substance abuse, addiction, violence and related issues through heightened awareness, advocacy, education, programs, services, information and referrals.

Media Contact: Phyllis Minicuci, Project Coordinator, pminicuci@mcpik.org, 973-625-1009