

# LAKEWOOD MUNICIPAL ALLIANCE

FALL 2016

*It doesn't get any more local than this!*



## Lakewood

### Municipal Alliance

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## What is a Municipal Alliance?

Welcome to the new Lakewood Township Municipal Alliance! What is the Lakewood Municipal Alliance? You are! You make it work and you make it move forward. Like The Governor's Council on Alcoholism and Drug Abuse states, "It doesn't get any more local than this."

Municipal Alliances throughout the state are comprised of dedicated and concerned citizens, policymakers and stakeholders who want to prevent alcohol abuse and drug abuse in their communities. The Lakewood Municipal Alliance is working to deliver evidence-based prevention programs that have a proven track record of success throughout New Jersey. We offer innovative prevention programming that is able to be customized to Lakewood's

needs.

With your help and support, and that of the governing body, the faith based community, local businesses and schools, the Municipal Alliance Committee (MAC) can provide sustainable, age-appropriate, educational programs throughout the community.

Last year, Lakewood community members took part in a data-gathering process which identified Underage Drinking as a cause of significant and damaging health and safety issues for our youth. **The MAC committee plans to direct their efforts toward addressing Underage Drinking.**

The Know-It-All Campaign is one of the actions the MAC Committee is targeting this year.

This Campaign is geared toward getting information and education out to the community! Keep an eye out for the Municipal Alliance Newsletter and related newspaper articles.

Interested in having a substance abuse program at your club, group, or school? Contact Saranda Ceka, Lakewood MAC Coordinator, (732)341-9700, ext. 7508

The MAC welcomes your input and participation as we work together to make Lakewood Township a great place to live, work and enjoy.



## Get to know GCADA

The Governor's Council on Alcoholism and Drug Abuse administers the State's \$10 million Alliance to Prevent Alcoholism and Drug Abuse Program which is the largest network of community-based anti-drug coalitions in the nation with thousands of stakeholders serving on nearly 400 Alliances encompassing more than 530 municipalities throughout New Jersey. Municipal Alliances are

established by municipal ordinance and engage residents, local government and law enforcement officials, schools, nonprofit organizations, the faith community, parents, youth and other allies in efforts to prevent alcoholism and drug abuse in communities throughout New Jersey. The Council receives funding to administer the program from the Drug Education Demand Reduction Fund (DEDR)

established to collect fines from individuals who are assessed such when convicted of a drug offense. County and Municipal Alliance award recipients are required to match the Council grants with a cash-match of 25% of the award and 75% in-kind-services. This matching requirement is unique in the country and has the effect of doubling the impact of the Council grants to total nearly \$20 million per year in programs and activities.

## Meet your Municipal Alliance Coordinator



Saranda Ceka, MPH

Public Health Practice Standards  
Partnership Coordinator

Saranda is a public health professional with over 5 years experience in drug prevention education both domestically and internationally. From 2011 – 2015 she traveled annually to Montenegro where she spent her summer months coordinating self-created health and hygiene classes for the local underprivileged population.

Saranda has also worked as a drug prevention educator for middle and high school students in the Newark, New Jersey area where she specialized in alcohol use prevention. By working closely with various teachers, education administrators and students it was made possible that every middle school student in the town of West Orange had been reached through her alcohol prevention lessons.

She attended Monmouth University where she studied pre-medicine as well as public health and received her Bachelor of Science degree in Health Studies upon graduating in 2012. She then went on to receive her Master’s of Public Health degree in 2015 from Montclair State University. She is currently employed by the Ocean County Health Department as a Public Health Practice Standards Partnership Coordinator.

Moving forward, Saranda is excited serve Lakewood Twp in the capacity of Municipal Alliance Coordinator. She currently resides in Jackson, New Jersey.

## Know-It-All Campaign and other initiatives

**FOR MORE  
INFORMATION,  
CONTACT SARANDA  
CEKA AT  
732-341-9700  
x7508**

The goal of the KNOW-IT-ALL Campaign for Lakewood is to increase awareness of the legal consequences of providing alcohol to minors, increase the knowledge and awareness of alcohol related effects underage drinking can cause and what risky behaviors may be increased because of alcohol use. The Lakewood Municipal Alliance is available to come to community events in order to provide and distribute information. The Know-

IT-ALL campaign along with the following other initiatives are programs designed for Lakewood to keep our youth from underage drinking!

TIPS is a responsible beverage serving class for restaurant establishments and liquor stores for staff. **ATTENTION BUSINESSES** — *TIPS certified liquor establishments may qualify for lower liability insurance premiums. Call your carrier.*

Parent’s Who Host, Lose the Most is a public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties.

Unique U is a substance abuse prevention program for 3rd and 4th graders. The primary goal of the program is to develop and nurture each child's sense of uniqueness and self-worth.

Sticker Shock, see below for more information.

The Municipal Alliance is available to you, remember it doesn’t get any more local than this!

## Sticker Shock

The Sticker Shock program is part and parcel of the larger "5X" prevention campaign wherein it is acknowledged that young people who begin consuming alcohol at a young age are five times as likely to become alcohol dependent in later life. To that end, Sticker Shock is an evidence-based program approved by the Governor's Council on Alcohol and Drug Abuse (GCADA) wherein volunteer youth under the supervision of law enforcement representatives place informative stickers on alcoholic



Thank you to everyone involved in Sticker Shock—April 2015 & May 2016

beverages at participating liquor retail outlets. The stickers reiterate the legal ramifications of purchasing alcohol for minors. The retail establishments prominently display the stickers. The Alliance recognizes the retailers who participate in the program.

The program would not be possible without the efforts of the Lakewood Municipal Alliance, the Lakewood Police Department, and the Lakewood Governing Body. Special thanks extends to Police Chief Robert Lawson (Ret.), NAACP President Fred Rush, NAACP Chairmen Dr. Mike Rush, the Omega 13 youth group, Oscar Orellana and the Lakewood High School Wrestling Team.

Thank you to all who volunteered for this fantastic program!