



What is a Municipal Alliance?

A Municipal Alliance is a municipal level grassroots organization comprised of parents, community members, teachers, police, school staff, counselors, agency representatives, youth and others interested in the prevention of drug and alcohol abuse. Created in 1989, The Governor's Council on Alcoholism and Drug Abuse (GCADA) oversees the Alliances on the State level. GCADA receives money from the Drug Enforcement Demand Reduction Fund (DEDR), derived from fines that are levied upon people convicted of drug offenses. The money is granted to each county and then awarded to each municipality with a Municipal Alliance.

The Alliances support and contribute to the community's substance abuse prevention efforts through collaboration, programs, and activities which are based on the needs of their individual communities.

Statewide, the Municipal Alliances exist in over 500 of New Jersey's municipalities offering over 2000 drug and alcohol prevention programs, serving thousands of residents young and old! Locally, Cape May County has 7 Municipal Alliances encompassing 14 municipalities. Our Alliances proudly offer over 70 prevention programs serving Cape May County residents of all ages.

Municipal Alliances locally: A Highlight of programs.

County—We ✓ for 21: The award winning collaborative effort of businesses, law enforcement, and The County Board of Chosen Freeholders, to reduce underage drinking by training liquor establishment personnel to recognize false identification. This program has been replicated across New Jersey. Look for the We ✓ for 21 program in June!

Dennis Township- Youth Healthy Choices: Educate and support youth to increase healthy decision making and to resist peer influence via the following programs: *Drug Free/Healthy Me:* Expose youth to healthy fitness-oriented after-school activities which promote health/wellness and present information about the risks of underage drinking. A community health night will be organized to share information with parents and other community members. *School Health Fair* and *Project Pride* provide information about the risks of underage drinking. *8th Grade Scholarship Essay-* awards for essay regarding alcohol/addiction topic.

Greater Wildwood-All Star Program-high school seniors are selected based on grades, extra-curricular involvement, and drug free commitment. Elementary school children earn credits based on homework completion and appropriate behavior. When a specific number of credits are earned they receive an All Star card with a picture and information on the mentor of their choice. The child, mentor and a police officer enjoy a lunch at Pizza Hut.. **Mentor Buddy:** Provide "at risk" students with positive role models to demonstrate positive decision making and to enhance coping skills.

Lower Township-Mentoring - Provide "at risk" youth an opportunity to increase their academic success and interact with positive adult role models and learn healthy decision making skills. **Life Skills:** Provide "Life Skills" program to high risk 4th grade students. Focus on health information, general life skills, and resistance skills. **Youth Activities Program:** Provide art alternative activities to youth. **LEAD:** Encourage youth in healthy decision making through use of the LEAD curriculum.

Middle Township-Lives Drug Free: Middle School students participate and fall/spring presentations/activities directly related to the consequences of alcohol/drug use and reducing peer pressure. **High School Healthy Choices:** High School students participate and fall/spring presentations directly related to the consequences of alcohol/drug use and reducing peer pressure. Presentations included follow-up in class instruction. **After Prom:** Parents, teachers & students provide an alternative program of activities after the prom for high schools to decrease underage drinking at this time of high usage..

Sea Isle City– Community Awareness: Provide information to the community on misuse of prescription drugs and disposal methods. **National Night Out:** Reduce barriers for prescription drug disposal by providing information about proper disposal methods, such as 'Take Back Days', etc. **Web Page:** Information: 1) prescription drug misuse and disposal and 2) info/links for alternate activities in the community.

Upper Township/ Ocean City-Strengthening Youth Educate and support youth in healthy decision making, beginning in lower grades and continuing through high school, to strengthen and condition youth to alter the social norm via the following programs: Red Ribbon Week; Alcohol Awareness Week; 5th Grade education program on ATOD issues and refusal skills; Peer to Peer Middle School program; SADD and SCAT clubs for high school students.

Woodbine-School Based Drug and Alcohol Initiative: Create awareness of risks of underage drinking through school and community participation in Red Ribbon Week. Provide parent alcohol awareness workshop facilitated by WES students during Alcohol Prevention Month. **Lincoln Park Project:** Provide additional signage prohibiting alcohol for park and coordinate a community park clean up day.

To volunteer in your
community please call:

Cape May County Coordinator
465-1055

Dennis Township
861-9700

Greater Wildwood
(North Wildwood, West Wildwood,
Wildwood, Wildwood Crest)
522-2030

Lower Cape
(Cape May, Cape May Point,
Lower Township, West Cape May)
886-2005

Middle Township
465-8732

Sea Isle City
263-4461

Upper Township/Ocean City
628-2011

Woodbine
861-2153

In Cooperation with



Cape May County Division of Community
and Behavioral Health Services
Patricia Devaney, Director

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DN 907 4 Moore Road
Cape May Court House, NJ 08210

And

The Cape May County
Board of Chosen Freeholders

Gerald M. Thornton, Director
Leonard C. Desiderio, Vice-Director
Jeffrey Pierson
Will Morey
E. Marie Hayes



Municipal Alliances

OF
CAPE MAY COUNTY

*Prevention
at the
Heart of the Community*

The Municipal Alliances are funded by the
Governor's Council
on Alcoholism and
Drug Abuse

