



THE COMMUNITY ORIENTED OPPORTUNITIES FOR LEARNING (COOL™) COALITION



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In Mississippi, the most frequently reported age of first using alcohol, tobacco, and prescription drugs is **9 YEARS** of age or less and marijuana use is **15 YEARS** of age or less. The prevalence of youth substance use increases as perception of harm from use decreases.

Local problems require local solutions. The COOL Coalition is an inclusive and diverse group of individuals and organizations in the Central Mississippi communities of Jackson, Madison, and Forest dedicated to improving the health and welfare practices for the community.

90%

In 2012, **90% OF OVERDOSE DEATHS** in Mississippi were caused by prescription drugs, most were accidental.

The COOL Coalition works diligently to:

- Provide information regarding substance and drug abuse
- Enhance knowledge and skills to strengthen and sustain a Drug Free Community
- Change the physical design of the community to reduce and prevent youth substance abuse
- Provide support to youth, parents, and the surrounding communities
- Reduce access and enhance barriers
- Advocate for policy change that reduces youth substance abuse

118

In 2010, there were **118 VEHICLE RELATED DEATHS** due to youth substance abuse in Jackson, Madison, and Forest communities.

The COOL Coalition has and seeks support and participation from: youth, parents, businesses, media, schools, youth serving organizations, law enforcement agencies, civic/volunteer organizations, religious/fraternal organizations, healthcare professionals, state/local/tribal agencies, and substance abuse organizations.



The Drug Enforcement Agency deemed Jackson as the crossroads of drug trafficking due to the conversion of Interstates 55 and 20 and other travel methods which causes illicit drugs to be sold in urban, suburban, and rural areas of Mississippi at an alarming rate.

The COOL Coalition will utilize resources from the community to help the public understand the factors that lead to drug and substance abuse and thus to prevent its onset.

CONTACT INFORMATION

SR1 (Scientific Research)

P.O. Box 2839 • Ridgeland, MS 39158 • 601.853.9773
www.sr1tech.org • cooldrugfree@sr1tech.org
facebook.com/SR1info • @SR1info