

Success Storybook

success stories from florida's coalitions

May 2010



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Coalition Success Story

United Way of Broward County Commission on Substance Abuse

Coalition Name: United Way of Broward County Commission on Substance Abuse

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Summary: Promoting Retailers Education Program (PREP), Developing a Community Response to Underage Drinking

Underage alcohol use accounts for about 20% of all the alcohol consumed in the United States each year. United Way's Broward County Commission on Substance Abuse took the lead in forming a collaborative effort between community activists, law enforcement, and local politicians to provide a coordinated response to address this increasing problem.

The approach, which has proven to have a positive impact, was to enhance prevention efforts at the vendor/server level. With the support of the City Mayor, the backing of both local law enforcement and the State's Alcohol, Beverages and Tobacco agency, the Commission was successful in promoting the passage of an Ordinance which requires that all vendors licensed to sell alcohol and tobacco products after midnight within the City of Oakland Park, Florida, complete the Promoting Retailers Education Program (PREP).

The program, which originated in South Carolina and has been adapted for the State of Florida, provides a community based response to the growing concern of underage drinking and use of tobacco products. The program encourages a sense of community responsibility while stressing the legal penalties inherent in selling tobacco and alcohol to underage customers.

The success of this comprehensive response, which closely followed the five elements of the Strategic Prevention Framework, has been driven by the vision, diversity, and commitment of the highly involved partners, and the quality of the data provided.

The intervention included the "Seven Strategies for Community Change." The individual strategies (providing information, enhancing skills, and providing support) were crucial in raising awareness and enhancing the elements of the program. The environmental strategies (reducing barriers, changing consequences, physical design, and modifying policies) were the natural consequence of the passion and creativity of the individuals involved.

Currently, Promoting Retailers Education Program (PREP) is available across Florida. Coalitions and communities facing challenges regarding retail access can become providers offering the program as mandatory (after passing an ordinance) or voluntary (strong marketing). Legitimate compliance checks provide sufficient information about the impact of the program. Recognition activities for vendors that are in compliance increases community involvement and support.

Coalition Success Story

Drug Free Charlotte County

Coalition Name: Drug Free Charlotte County

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Summary: Since 2002, Charlotte County has utilized a series of environmental strategies to address youth alcohol and marijuana use to include social norming, social marketing, and compliance. Data from the FYSAS and the Student social norms survey indicates that current cohort use of 30 day alcohol use has either stagnated or decreased: This year's senior class reports a 40% 30 day use rate, down 4% from the class of 2008. The current Junior class has use rate 5% lower than the 2008 cohort, the tenth grade is 3% lower than the 2008 cohort and the 9th grade class has stagnated, leveling off with past cohorts. The FYSAS reports that since 2002, Charlotte County has realized over 50% reduction in 30 day alcohol use at the MS level (32% to 15%), over a 50% reduction in marijuana use (10% to 4.5%) and over a 50% reduction in tobacco use (16% to 6.9%). At the HS level, gains in reducing 30 day alcohol use are slower, but still significant, (54% to 43%) with the most significant gains occurring in binge drinking (31.6% to 23.8%), tobacco use ((27.8% to 14.7%) and marijuana use (30% to 21.4%).

Assessment: Charlotte County utilizes the FYSAS as well as the Student Social Norms Survey, NIU. The additional survey is utilized every year and taken by every student and provides information pertaining to perception of use, grade level and gender data, as well as consequence and perception data. Charlotte County also has tracked risk indicator data for five years, and utilizes a host of data sources to make decisions about strategies and interventions. A strong relationship with the school district allows the coalition to target students and parents directly on school campus, by mail and all-call. This relationship has been critical to the reductions in use.

Located on the west coast of Florida, Charlotte County Florida was known until last year, as the "oldest" county in the state of Florida, based on the mean age of the average resident. Now labeled the second oldest county, the average age of Charlotte County residents is 55. As a retirement community, only 23,000 of the county's 152,000 residents are school-aged children. Though not a rural county, Charlotte County students experience a rural-county up bringing, attending one of only four middle schools and three high schools. Facilities available for recreation to students also mirror those of a rural setting, as most public facilities and resources are dedicated to the county's large retirement population. This large retirement population drives the county's demographics with a 96% Caucasian and no other ethnic group making up the majority of the remaining population. The average household income is \$47,000, almost \$5,000 below the National average. Nearly 10% of all Charlotte County families live below poverty level; this is reflective in 48% free and reduced lunch program rates within the student population.

Like a rural community, the largest employers in Charlotte County are the county government, school district, hospitals, fire and police. As a result, nearly 60% of the working population participates in some form of shift-work, including nights, midnights and weekends, resulting in a large population of latchkey families.

Unlike neighboring Lee and Sarasota Counties, which boast populations exceeding 350,000, major universities and art facilities, Charlotte County's primary claim to fame is the ground-zero location for Hurricane Charley in 2004. As a Category five hurricane, Hurricane Charley devastated over 40% residential homes and over 50% of school facilities. Hurricane recovery, coupled with the falling housing

market has resulted in some of the highest unemployment and foreclosure rates in the state of Florida and an increase in family transiency.

Despite these challenges, Charlotte County is a community of tremendous spirit. Longstanding leaders within the School District, County Government and Police force have led the county through some of its toughest times. The City of Punta Gorda, which sits in the Southern Portion of the County, was ranked as one of the top places in the United States to retire by Money magazine. The Robert Wood Johnson Foundation recently ranked Charlotte County as the nineteenth healthiest county in Florida and the Rays Baseball team just settled in Charlotte County for Spring Training, attracting new tourism and industry to the Charlotte County area.

The Florida Youth Substance Abuse Survey, (FYSAS) (2008) places Charlotte County in the first statewide quartile for **30-day alcohol use among high school students**. 43.3% of high school students and 15.7% of **middle school students report 30-day alcohol use**. With use rates almost 5% above the state average, alcohol is the primary substance of choice for Charlotte County teens. Of the 44.2% of 30-day drinkers, 24.3% of students also report **binge drinking** on a monthly basis. Though survey data has historically shown boys out drink girls, the 2008 survey indicates this gap is narrowing, with only a four percent difference between the genders in 30-day use rates and binge drinking. Charlotte County students report the **age of onset** for first use of alcohol at ninth month of age 13 with 5% of students drinking on a regular thirty-day basis by this age.

In Charlotte County, even students who choose not to drink do not report a full understanding of the harm associated with drinking regularly. The FYSAS reports only 34% of students report a **perceived “risk of harm”** from drinking every day. Fortunately, **disapproval** is somewhat higher, with 54% of students believing it is wrong to drink alcohol regularly. The Student Social Norms Survey (2009) designed by Northern Illinois University, is taken by Charlotte County students each year provides additional insight into the consumption behaviors of Charlotte County teens. 14% of high school students report **driving a car after drinking alcohol** within the past 30 days and 19% report **riding with another student** that had been drinking in the past 30 days.

As a result of drinking:

- 8% report **injury to themselves**
- 6% report **injury to others**
- 6% report trouble with police
- 18% report **sickness**
- 5% report school **absence**

Correlated data of thirty-day drinkers in Charlotte County show that 42% report **not liking school**, 37% report getting **grades less than average**, 51% report **skipping school**, and 15% report having at least one friend that has **dropped out of school**.

Youth Access to Alcohol: The Student Social Norms Survey (2009), attributes teen **access to alcohol** primarily from social or family sources. 11% of 30-day drinkers report getting alcohol from their parent or friend’s parent and another 6% report getting it from a relative. 12% report getting access from a friend who is of legal drinking age and 8% report getting alcohol from a friend who is under 21 years of age. Only 3% of students report being able to get alcohol from a retail source, with or without a fake ID. This is likely attributed to extensive compliance operations implemented by local law enforcement agencies.

In Charlotte County, arrest rates for juveniles begin to exceed the state average at age 13, which corresponds to the age of onset for alcohol and marijuana for Charlotte County teens. Sixteen year olds have the highest offense rate among all age groups in Charlotte County with one fourth of all sixteen

year olds involved in the juvenile justice system. 12% of all juvenile offenders are involved in assault and battery, 6% in disorderly conduct and 22% in theft, the most common offense and 6% above the state average (Florida Dept. of Juvenile Justice). For crimes associate directly with drug use, 8% of students involved in the Juvenile Justice system in Charlotte County were arrested for marijuana and 2% for drug paraphernalia. Like the rate of marijuana use, this figure has also increased since 2004. Possession of alcohol continues to drop in Charlotte County, with 3% arrested for possession in 2002/03 to only 1% in 2006/07. Though the number of youth misdemeanors and felonies have increased since 2004, the number of youth committed to institutions for delinquency has decreased 28% since 2004, due in large part to extensive diversion programs provided to Charlotte County youth. This has also been helpful in ensuring that youth receive adequate treatment for substance use issues; For the 2006/07 school year, 170 youth were able to receive substance use treatment on school campus as part of their diversion programs.

Academic performance and truancy in Charlotte County are also reflective of at-risk behavior among Charlotte County teens. In 2008, 11% of 8th and 30% of tenth graders scored the lowest possible level (level 1) on the statewide Florida Comprehensive Skills Test (FCAT). Required for graduation, low scores in the 8th and 10th grade are indicative of potential drop out rates by 12th grade. Not coincidentally, 8th and 10th grade is also the age of onset and regular 30-day use for alcohol and marijuana. Truancy levels increase significantly at the middle and high school level with 9% of middle school students and 13% of high school students missing more than 21 days of school in the 2007/06 school year. Though still high, it should be noted these figures are half of what they were in 2004/04, when Hurricane Charley struck during the first week of school. In terms of school suspensions, the 2006/07 school year was the first year that middle school students were suspended at a higher rate than their high school counterparts, 13% v. 10% respectively. In total, approximately 4,000 students are suspended from school each year.

Undeniably, family dysfunction is at the root of many at-risk behaviors for Charlotte County teens. Four percent of all Charlotte County children are directly involved with a Department of Children and Families Investigation for child abuse and neglect each year. With rates of unemployment rising each year, services provided for domestic violence have also increased. The Center for Abuse and Rape Emergencies serviced 49 families last year in their domestic violence shelter and the Florida Department of Law Enforcement reports 501 arrests for domestic violence in 2007.

Utilizing the community coalition model, Charlotte County has been working collaboratively in the community since 2005. As such, critical collaborations exist in such a way to cover three critical components to a community's response to substance use: prevention, enforcement and treatment.

Effective Collaborations/partners and systems supportive of youth development/youth and adult volunteers/financial resources: Charlotte County Public Schools– Drug Free Charlotte County's staff are located in free office space at the Charlotte County School Board and within the Charlotte County Sheriff's Office community policing office. With this strategic placement, the coalition is able to be located at two ends of the community while having access to school district and Sheriff's Office resources. Of particular importance is the access to Charlotte County School's students, staff and parents. This high level of access facilitates the implementation of prevention programs, outreach to parents and access to students. As a result of this partnership, Drug Free Charlotte County has been able to track substance use trends through the use of two critical student surveys and implement student social norms projects that are beginning to show small changes in perception and use. This relationship has also been critical in the systemic recruitment and development of a youth empowerment model that is teaching students to advocate for change on their school campuses and within their community. As a direct result of this partnership, **Drug Free Charlotte works regularly with 82 youth volunteers and 18 parent volunteers that accumulate over a combined 1,000 volunteer hours each year.**

Support Departments within the School District are also valuable to the coalition's role. The transportation department provides bus transport for youth during street advocacy days and the school social work program provides referral support to families seeking drug treatment services. The District print shop prints many of the parent information mailings as well as other coalition support materials such as newsletters and flyers. **In total, it is estimated Charlotte County that Public Schools provides the coalition with approximately \$32,000 in in-kind services.**

Charlotte County Sheriff's Office and Punta Gorda Police Department – The relationship with the Sheriff's Office and Police Department are critical in reducing youth access to alcohol and other illicit drugs. These agencies also assist in providing teacher and parent training as well as assisting with classroom education through their School Resource Officers. In partnership with these agencies, compliance has increased from 35% to as high as 100% on four occasions (no less than 14 stores are checking during an operation). **In addition to space and resources, the Sheriff's Office also provides up to \$45,000 per year from drug forfeiture liquidations that Drug Free Charlotte County is able to use as match funding.**

The Children's Services Council is a Governor's appointed council that is mandated by state statute to leverage funds and coordinate services for children in Charlotte County. The coalition has been working with the Council since its inception in 2008 to integrate the Developmental Assets model into all youth services in Charlotte County, beginning with the school district. Developmental Assets is a **positive youth development model** that encourages communities to build upon 40 assets that are proven to build resiliency and success in children and teens.

Other critical relationships include a partnership with the School Health and Advisory Council, which oversees health and well-being of students and includes members from the Department of Health, Healthy Start, local hospitals, pediatricians and school nurses. This partnership is critical in the response to at-risk student behaviors such as substance use and sexual activity.

Policies, practices, programs and services/training: Charlotte Behavioral Health Care, **the community's primary mental health provider utilizes its \$24K of state prevention dollars with Drug Free Charlotte County to cost-share one full time position for the coalition.** This position is responsible for working with the schools and coordinating all prevention programming for the District's middle and high schools.

Current science-based programs are provided by Hanley Center. Though Hanley Center does not have offices in Charlotte County, their contract staff works with the coalition to coordinate the programs Alcohol EDU for the high school and Second Step for the middle school. For the 2008/09 school-year, the school district mandated that all incoming freshmen would take Alcohol EDU. **In total, these programs provide over \$50K in resources to the community.** Hanley Center staff also coordinate parenting programs – Roots and Wings and Bounce – at local employers during staff break times and inside the Charlotte County jail. Most recently, Roots and Wings is being offered to our teen mothers during the course of the school day.

With a presence on campus, the Hanley Center and Charlotte Behavioral Health Care are able to **provide mental health and substance use counseling to students during the course of the school day.** This service is critical to families and students, as Charlotte County lacks a public transportation system to assist families in traveling up to 45 miles across town to obtain services.

Capacity Building:

Brief Coalition History. In 2002, the Florida Youth Substance Abuse Survey reported that Charlotte County led the state in youth substance use rates. Local residents were in shock – it was difficult to believe that sleepy Charlotte County, then the oldest county in the state based on average age, could have youth substance use rates higher than a metropolitan area such as Miami. Yet it was true – over half of Charlotte County students were drinking and almost a third were using marijuana. Community leaders were contacted by leaders at the Florida Office of Drug Control and asked to explore the possibility of forming a community anti-drug coalition to respond to these issues. Faced with the option of ignoring survey data or embracing the issue, the Superintendent of Schools and a local business leader accepted technical assistance from the Office of Drug Control and CADCA to begin a community coalition.

Mission and Vision/How and when youth substance use prevention was adopted: **From its inception**, the coalition’s mission has been “to prevent and reduce substance use among Charlotte county youth, and eventually adults, through increased education and collaboration”, its vision simple: “to strengthen the community’s resolve to eliminate substance use”.

Coalition evolution and maturation: In 2003, the coalition was able to hire one full time staff member to begin directing the day-to-day activity of what seemed like a paramount task – reduce rates of youth substance use. The coalition Director and two board members attended and graduated from the first CADCA coalition Academy and took advantage of assistance from the Drug Demand Reduction Program of the National Guard. The first year of activity focused primarily on building the capacity of the organization as well as inspecting causes of youth substance use rates.

By 2004 the FYSAS indicated use rates had not changed. An additional two staff were added to the coalition and a strategic plan had been crafted. Straightforward, the plan focused primarily on increasing the education and awareness of educators and parents, increasing law enforcement presence through compliance checks, DUI checkpoints, and party patrols, and placing science-based prevention curriculums in the schools. Basic social marketing initiatives included messages to parents to talk to their teens and monitor their behavior. By 2005, anticipating changes in the 2006 survey, coalition staff and stakeholders began to anticipate decreases in use and began to plan for a social norms strategy at the middle and high school level. It was at this time also that the coalition realized that waiting every two years for survey data from the state kept the community in a reactive as opposed to proactive position and as such, the decision was made to survey students every year utilizing the Student Social Norms Survey.

In 2006, use rates began to decrease and the majority, over 50%, were reporting not using alcohol, tobacco and marijuana. At this time the coalition shifted from a reactive to proactive approach and became heavily invested in the science of the positive and social norms theory. In a joint effort, the school district, coalition, and law enforcement agencies abandoned all scare tactic approaches and rid classrooms, offices, and public spaces of all literature and events that portrayed negative norms. Key leaders, including school Principals, received training in positive messaging and social norms theory and Public Information Officers of key agencies (hospitals, law enforcement, etc) agreed to use the same positive and accurate talking points when speaking publicly about youth substance use. In 2006, the coalition also began to develop youth leaders and actively, as opposed to passively, involving youth in reduction strategies. At the beginning of the 2006/06 school year, the coalition launched its first year of social norms campaigns and has been heavily invested in social norming and social marketing strategies since this time.

The 2008 FYSAS showed Charlotte County had some of the most significant reductions in youth substance use, with middle school and high school marijuana use rates cut in half, binge drinking at the high school level reduced by 10% and nearly 5% increases in perception of risk among high school students. The 2009 Student Social Norms survey shows the current senior, Junior and sophomore classes have the lowest alcohol and marijuana use rates since 2005, when we first started tracking cohort data.

Drug Free Charlotte County currently employs five regular full time staff and two contract staff. Growing in scope and influence, the coalition mentors three neighboring coalitions in bordering counties and holds contracts for capacity building and social marketing projects in two additional counties. There are over 80 coalition youth and 18 adult volunteers that log over 1,000 hours of volunteer time each calendar year. As a respected source of youth development and peer education, Charlotte County youth have presented and facilitated at youth leadership summits throughout the state.

In a few short years, Drug Free Charlotte County has become the conduit and umbrella for Charlotte County’s substance abuse prevention initiatives. Drug Free Charlotte has a large membership (75 adults and over 80 youth) with an average intake of three new members each quarter so committees are used to lead most projects. We ask all Board members to chair one committee per year and as a requirement for membership. Members, including youth, must participate in at least one committee or project per year. This accomplishes two things. First, ownership is shared among all members. This has been key to avoiding conflict and building momentum during the past years. Second, no single member is overburdened and overextended and everyone has an opportunity to lead. It is important to the coalition philosophy that all participants do something and do it well and then make room for others to do the same. The sectors of the community are typically engaged in a way that also benefits the nature of the agency’s mission and vision or the individual’s priority or interest area. Naturally, school based, enforcement based, social services, and faith based organizations are going to have a vested interest in achieving their agency’s agendas. The coalition engages them in such a way to maximize collaboration and resources while respecting the needs of each individual or agency. Business members, parents, and youth also often participate based on a personal preference or agenda. We meet with these individuals to categorize their interests and priorities and then engage them at this level. In order to retain and sustain volunteers, it is important that members understand their roles and responsibilities as well as what they stand to get as a result of membership. Each member is provided with a basic volunteer job description and a volunteer manual that outlines these details. The below chart reflects an example of the various interests of leadership of each of the sectors.

Sector contributions

| Sector | Name/Organization | Summary of Contribution | Leadership Focus |
|-----------------|---|--|--|
| Youth | Chase Russell | Develops agenda and leads meetings for youth delegation | Youth and community activism |
| Parent | Gina Hemp | Provides parent leadership for committees and school events. Provides chaperone duties and communicates with other parents | School liaison activities and youth safety – underage drinking and marijuana use |
| Business | Bill Weller, Ambitran Ambulance Service | Liaisons with the business community and Chamber of Commerce. Provides trend data on ambulatory services | Business Community liaison – primary concern is illicit substance use |

| | | | |
|-----------------------------------|---|---|---|
| Media | Ken Lovejoy, Clear Channel Radio | Works with youth to create and produce PSA's. Brokers radio time on behalf of the coalition. Works with advertisers to secure sponsorships for PSA's | Underage Drinking/Youth empowerment. Cause marketing. |
| School | Dr. Donna Widmeyer, Assistant Superintendent, Charlotte County Public Schools | Serves a coalition Vice-Chair. Coordinates safe and drug free schools program with coalition strategic plan | Student well-being |
| Youth-Serving Organization | Sue Sifrit, Chair Children's Services Council | Partners with coalition for the delivery of the Developmental Asset approach | Primarily Developmental Assets but also youth empowerment |
| Law Enforcement | Sheriff Bill Cameron, Charlotte County Sheriff's Office | Serves as Chair and assured compliance checks and DUI checkpoints. Provides access to School Resource Officers | Law Enforcement – compliance and community policing |
| Religious/Fraternal | Peter Burnett, Port Charlotte International Church | Provides leadership for cultural competency, liaisons with minority community | Youth empowerment – developing youth leaders |
| Civic or Volunteer | Cece Glen, United Way | Provides technical assistance for not for profit management and networking with other agencies. Provides opportunities for youth development. Serves as Developmental Assets committee member | Not for Profit Sustainability |
| Healthcare Professional | Dr. Jeremiah | Participates in meetings, promotes coalition activity in Englewood Community. Keeps coalition apprised of medical issues. Provides speaking and training | Training – youth well being |
| State/local Govt. | Emily Lewis, Charlotte County Health and Human Services | Provides meeting space and acts as county govt. liaison. Promotes coalition activity in one-stop social service building. Participates in community awareness events | Government Liaison. Community awareness events |
| Family/Service Agency | Kay Tvaroch, Center for Abuse and Rape Emergencies | Provides domestic violence and sexual assault data, provides training and competencies on this topic. Participate and collaborates in prevention curriculums and community awareness projects | At-risk families, family substance use and child welfare |

As a 96% Caucasian community, it is important for the coalition to seek out and engage diverse populations. The coalition has engaged minority populations by building relationships with the official and unofficial leaders within their communities. The Jamaican community has been engaged by building

a relationship with their head Pastor of Port Charlotte International Church. Their youth now participate in coalition youth events and the coalition participates in their soccer federation activities. The housing authority has provided for some of the most dynamic and passionate minority youth and adult members of the coalition, allowing the coalition to provide education and awareness to this community. Haitian youth were recruited from the Seventh Day Adventist Church. While their parents are not as active, they are diligent in getting their youth to coalition events. Conversely, coalition schedules are modified to respect their religious beliefs, thus avoiding Friday night and Saturday events whenever possible or providing an alternative date for meetings that require Saturdays. Through a relationship with the at-risk high school, three teen moms also participate in youth activities within the community and on their school campuses. For weeknight events, our adult volunteers provide supervision of their children so that the teen moms may participate. These teen moms also work as peer educators, educating elementary students about the dangers of alcohol and tobacco. As part of the coalition strategic planning process, the coalition has hosted to “Generations Together” workshops from the Search Institute. Based on the developmental asset approach, these full day workshops bring together three generations of the community to work on the issue of youth substance abuse prevention from an asset approach. The overarching purpose of these workshops has been to build the community attachment protective factor and engage senior citizens and youth together in a meaningful manner.

Planning: The decision to focus on alcohol and marijuana as the coalition’s primary focus comes as a result of the inspection of data. Data clearly points to alcohol and marijuana as the primary substances of choice for Charlotte County teens, with marijuana use currently at a higher rate than tobacco use among high school teens. The coalition recognizes that if it is to make any progress in controlling illicit drug use, then it must first control the gateway by which it starts – and this is alcohol. The Florida Youth Substance Abuse Survey, (FYSAS) (2008) places Charlotte County in the first statewide quartile for **30-day alcohol use among high school students**. 43.3% of high school students and 15.7% of **middle school students report 30-day alcohol use**. With use rates almost 5% above the state average, alcohol is the primary substance of choice for Charlotte County teens. Of the 44.2% of 30-day drinkers, 24.3% of students also report **binge drinking** on a monthly basis. Marijuana is the second substance of choice among Charlotte County teens – outranking regular tobacco use by 7%. Marijuana is also the **only substance that is increasing**, as opposed to decreasing for 30-day use rates.

Implementation: *Connection between identified problems and strategies/Evidence of impact:* The coalition will utilize a combination of environmental strategies to change the perceptions and norms surrounding alcohol and marijuana use within the community while increasing the education and awareness about the risks associated with the use of these substances, particularly by minors. **Strategy 1 – Provide Information/Enhance Skills:** includes use of the statewide social marketing campaign *Be the Wall*. As a campaign designed for parents, *Be the Wall* educates parents about the developing teen brain, asking them to be clear, firm and consistent when it comes to teens and alcohol. **Evidence of impact:** This strategy is critical, as 17% of all teen access to alcohol comes from a family source. The campaign has a component for retailers, asking them to keep alcohol out of the hands of minors by consistently checking I.D.s, while only 2% of teen drinkers report access from a retail source or fake I.D., it is critical that the coalition sustains this figure. There is also a campaign component for coaches and for the parents of teenage girls. Both of these target populations are showing increases in use rates in Charlotte County as well as Florida. Because half of marijuana smokers in Charlotte County also report thirty-day alcohol use, the decrease in the supply of alcohol to minors stands to decrease the social access to marijuana. **Strategy 2/Provide Information/Enhance Skills:** involves the use of a social norms approach to correct the misperceptions among teens and adults that most teens drink and use marijuana. This strategy involves the use of commercial marketing strategies, posters, bulk mail, media advocacy and public events to make teens and parents aware about the normative behaviors among teens. **Evidence of Impact:** Currently, differences between actual use rates and perceptions of use

among students are as high as 80%. By educating parents and teens on the actual non-use rates and correcting misperceptions with healthy norms, approval of use as well as the onset of use should decrease. Current evaluation of this project indicates that as exposure to the normative message increases, approval of use and 30-day use are decreasing among Charlotte County teens. **Strategy 3** involves the continued engagement of the community by utilizing the coalition model and the seven CADCA building blocks of coalition building: provide information, enhance skills, provide pro-social support, change consequences, modify and change policies, change the physical design of the community to limit access and improve access to substance use services. Activities under this strategy include sector engagement, training for stakeholders, special events to support prevention of substance use, youth and parent empowerment, continued monitoring of compliance, alcohol advertising and sales, and increased awareness of services available within the community. **Evidence of Impact:** Over the past years, Drug Free Charlotte has become a highly functioning and effective coalition that serves as the conduit by which all prevention information, activity and service flows. Increases in partnerships and collaborations have redirected over \$500K of existing funds to prevention in Charlotte County over the past five years. The 2008 Florida Youth Substance Abuse Survey has shown a 17% total reduction in alcohol use at the middle school since 2000 and an 11% reduction at the high school. Despite spikes reflected in 2008, marijuana use at the middle and high school level has been cut in half since 2000.

Policies and Practices to be changed: Increased parental monitoring and communication and decreased parental supply of alcohol is addressed through strategies 1 and 2. Decreased peer and parent approval of alcohol and marijuana use, sustained retail compliance and decreased retail advertising within the community is addressed through strategies 1, 2 and 3. This issue of open container ordinances for public parks and alcohol sales at family events will be addressed through strategy 3. The coalition logic model approved by the state's Strategic Prevention Framework Coordinator focuses on the consequences of alcohol and marijuana use within the community and identifies strategies to address them.

Evaluation: This year's senior class reports a 40% 30-day use rate, down 4% from the class of 2008. The current Junior class has use rate 5% lower than the 2008 cohort, the tenth grade is 3% lower than the 2008 cohort and the 9th grade class has stagnated, leveling off with past cohorts. The FYSAS reports that since 2002, Charlotte County has realized over 50% reduction in 30-day alcohol use at the MS level (32% to 15%), over a 50% reduction in marijuana use (10% to 4.5%) and over a 50% reduction in tobacco use (16% to 6.9%). At the HS level, gains in reducing 30 day alcohol use are slower, but still significant, (54% to 43%) with the most significant gains occurring in binge drinking (31.6% to 23.8%), tobacco use ((27.8% to 14.7%) and marijuana use (30% to 21.4%).

Coalition Success Story

Partners for a Substance-Free Citrus, Inc.

Coalition Name: Partners for a Substance-Free Citrus, Inc. (PSFC)

Coalition Contact: Renna S. Jablonskis, Executive Director

Coalition Phone and Email: 352-389-0472, 352-302-3701, substancefree.citrus@yahoo.com

Summary: Tommy Tucker, Super Hero—Know the Law Comic Book for 5th Graders. Partners for a Substance-Free Citrus, Inc. (PSFC) identified a need to address a risk factor for the transition from elementary to middle school. Community agencies joined together in a highly synergistic approach to create a comic book based upon two concepts from Know the Law –underage alcohol and tobacco use. A local artist offered to use his cartoon character as the vehicle. SADD clubs at the middle school created a mentoring plan for the students to visit the 5th grades at the end of the year to teach the concepts through the comic book. The community-based project caught fire as other businesses supported the effort. A local student portrays Tommy Tucker as the SUPER HERO—BTW man! Everyone needs a super hero to fight the pressures of underage alcohol and tobacco!

Assessment: Based upon the Florida Youth Substance Abuse Survey, local surveys and Key Informant Interviews, it was revealed that risk levels are also elevated among younger students. The average risk factor scale score reported by Florida middle school students is higher than the national middle school average of 50. The community identified the transition from 5th to 6th grade as a target. With a total population of approximately 140,000, Citrus County is a rural area that sits on the west-central coast of Florida. The county has 11 elementary schools, 4 middle schools, 3 high schools, and 2 special population schools. According to the 2000 census, the racial makeup of the county was 95.0% White, 2.4% African American, 0.4% Native American, 0.8% Asian, 0.4% from other races, and 0.4% from two or more races.

The Citrus County Sheriff's Office (SSCO), the CC Health Department (CCHD), CC School Board (CCSB), local business partners, and PSFC identified the resources and gaps to synergistically create the project.

Capacity Building: In 2003 a group of concerned community members founded Partners for a Substance Free Citrus (PSFC), previously known as the Drug Coalition of Citrus County, to address the emerging drug abuse situation among Citrus County youth. Since its inception, the PSFC has recruited numerous key community organizations in Citrus County, allowing the PSFC to participate in activities that can have a real impact on youth alcohol use. Today, the coalition has over 40 active members representing every sector of the community and has expanded its capacity to establish environmental strategies such as periodic compliance checks, responsible server/vendor mini-trainings and symposiums, and medication returns of unwanted/expired medications, each targeted at reducing accessibility to alcohol, tobacco and other drugs. The coalition's work continues to prove to be an essential component to reducing substance use and abuse in Citrus County through prevention efforts such as community and family education, enacting environmental strategies, coalition partner trainings, student programs, special events, and advocacy. PSFC encourages active participation from all areas of the community.

The Tommy Tucker project provided an opportunity to increase the involvement of our local business community and our youth. The excitement that has been generated has created a spark. The local newspaper covered the story as a FRONT page news feature. Opportunities for creativity and involvement increased- our chairperson created a special costume for BTW Man. The SADD students

were excited to be mentors and enjoyed the training processes. The Sheriff became directly involved when he donated his “ten gallon hat” for Tommy to wear. Tommy Tucker increased the visibility, mission, and vision of the coalition.

Planning: The following processes were utilized for the Tommy Tucker Super Hero Project

- Planning Sessions with CCSO, CCHD, CCSB, PSFC Assessment Team, middle school SADD advisors and local business partners-Graphic Elite Printing and B & W Rexall Drugs to identify strategies to address the risk factors for alcohol and tobacco use among the younger students. The concepts that were identified were mentoring 5th graders, using the Know the Law-which is being taught by the SRO’s in 7th grade, and creating a comic book “Super Hero”. The owner of Graphic Elite Printing offered to use his character. Decision to pilot the program in one fifth grade classroom in four elementary schools that are feeder schools to the middle schools.
- Development of product and implementation plan: PSFC, CCSB Director of Elementary Education, middle school principals, pilot elementary principals, middle school SADD clubs. Creation processes with CCHD, CCSO, and Graphic Elite Printing.
- Local businesses, agencies, and PSFC members donated funds to cover the costs as a matching for the Drug Free Community Grant.
- An Evaluation Plan was developed.

Implementation:

Providing Information:

- In December 2009 the character of Tommy Tucker and his horse Tumbleweed was introduced through the local Christmas parades. A local teen who was an excellent horseman portrayed the character.
- In April 2010 the Kick Off for Tommy Tucker was at the CCSO Safety Expo. Over 500 comic books were distributed and autographed by “Tommy Tucker” “BTW Man”, the cartoonist. The horse also attended the event. Tommy Tucker was featured on a local television show. B & W sponsored a Tommy Tucker Coloring Contest. Local restaurants began using Tommy Tucker on placemats. Production of a Tommy Tucker commercial for the local theatres was initiated by B & W Rexall.

Enhancing Skills:

- In May the concept of “Three Person Teaching” was initiated. All middle school SADD clubs were trained for Tommy Tucker mentoring. Each training packet contained a Trainer Guide, an “I’m a Tommy Tucker Trainer”, markers, a BTW bracelet, and a pencil. The middle school students visited the four feeder elementary schools to teach the students (2 elementary students matched with one SADD club member). The 5th graders also received training packets so that they could teach one other 5th grader in a neighboring classroom. After the training a letter from the SADD Advisors will be written to the parents of the students who participated in the pilot. The parents will receive a copy of the Know the Law book.
- In June there will be a Signing Party at a local restaurant for the author, Tommy Tucker, and BTW Man to autograph copies. Tommy Tucker will also be featured at a Meet and Greet Agency symposium.

Changing Consequences (Incentives):

- The Mayor of Inverness has invited PSFC to join him for his “Walk About Inverness” to connect this project to the Safe City Award- Know the Law and Tommy Tucker Comic Books will be distributed to all businesses in Inverness.

Modifying/Changing Policies:

- Based upon the results of the on-line survey and evaluation, a presentation will be made to the Citrus County School Board seeking approval for middle school mentoring using Tommy

Tucker/Know the Law for all fifth grade students. This will be proposed to be implemented through the SRO Elementary/Middle School curriculum in coordination with the Middle School SADD Clubs.

Evaluation: An on-line survey was available for the administrators, SADD Advisors, SADD members and 5th grade students. The results will be analyzed and a report will be presented to the school system for consideration of expanded implementation during the 2010-2011 school year.

The following is a excerpt from the cover of the Tommy Tucker Comic Book: Everyone Needs a Super Hero:

Are super heroes important? Can you remember when you were a kid and read comic books about your favorite superhero? Why did that hero's adventures and powers grab your attention?

These are some of the questions that Partners for a Substance Free Citrus thought about when they began the process of creating a SUPER HERO from a comic book character. In today's world with all of the pressures of life hitting us smack in the face, it may be a good thing to have a super hero to offer advice.

Tommy Tucker is our new Super Hero who will have powers and advice of how to fight the temptations of tobacco and underage alcohol. Our students face many pressures, especially students moving into middle school. Just like Kent Clark who morphed into Superman, Tommy Tucker will turn into a secret super hero who will help fight these temptations.

*Tommy Tucker is an original creation of Tom Rogers, owner **Graphic Elite Printing**. Mr. Rogers was excited to join the team of the **Citrus County Sheriff's Office, Citrus County Health Department, Citrus County School Board, and the Partners for a Substance-Free Citrus, Inc.** to create a comic book that will be used by the students of Citrus County to teach some important lessons about tobacco and alcohol. Tina and Ken Heimann of **B & W Rexall Drugs** joined the team, and their son, **Zachary Heimann**, brought the character to life when he became Tommy Tucker in the 2009 Christmas Parades.*

Coalition Success Story

Clay Action Coalition, Inc.

Coalition Name: Clay Action Coalition, Inc.

Coalition Contact: Stephanie Geoghagan

Coalition Phone and Email: (904) 291-5561 ext.2127, stephanie.geoghagan@ccbhc.org

Summary: One of Clay Action Coalition's most difficult challenges was the engagement of youth in our prevention efforts. This was of great concern since our county's youth are the reason the coalition exists. After attempting different recruitment and sustainability strategies, CAC changed its focus from developing its own Youth Task Force to identifying and building collaborative relationships with existing youth groups in the county. Currently, some of the most effective prevention strategies such as Operation Medicine Cabinet, Sticker Shock Campaign, Compliance Checks and Town Hall Meetings are being implemented by the youth. CAC has been very successful in partnering with various youth groups and providing them with the guidance, skills and/or resources needed to effectively implement community-wide prevention strategies.

1. Creating Community Change through the Strategic Prevention Framework

Capacity Building and Implementation:

Clay Action Coalition's first attempts to involve the youth sector of the community in the implementation of environmental strategies proved to be a challenge. Focus was placed on the creation of a Youth Task Force. In order to recruit members into the Task Force, meetings were scheduled at youth friendly locations, incentives such as free food and community service hours were offered to increase attendance, participants were encouraged to bring friends, expenses were covered for youth to participate in National Youth Conferences, etc. Though these strategies temporarily increased youth participation, momentum would be difficult to sustain. In trying to identify the reasons for such a challenge, one important factor became apparent: youth are already involved in many after-school activities and, once home, it's difficult to leave for another meeting.

CAC changed its focus and, instead of trying to create a new youth group, decided to identify those groups already active at the schools, and currently working towards implementing community activities. The Coalition would then select two groups to collaborate with and mentor in the implementation of community-wide projects (Strategy #3 **Provide Support**). After much networking and sharing our vision and goals with as many school and community members as possible, two very active youth groups contacted the Coalition requesting our partnering with them in their efforts.

The Fleming Island Beta Interact Club wanted to sponsor a training for parents and youth on Substance Abuse Prevention (Strategy #1 **Providing Information** & Strategy #2 **Enhancing Skills**). The youth expressed interest in taking action after an overwhelming increase in substance abuse issues among their peers, and their concern for parents' lack of knowledge. This project evolved into a Town Hall Meeting organized and promoted by the youth. A certified prevention professional served as keynote speaker and facilitated the Q& A section between the adults in the audience and a youth panel. This was very successful. Adults were very engaged in wanting to learn what the youth had to share, and the youth were very open and honest with their answers. This event will now be conducted once a year during the Fall.

The Clay High School Academy of Law and Emergency Services Seniors contacted CAC in order to partner up for their first Operation Medicine Cabinet event (Strategy #4 **Enhancing Access/Reducing Barriers**). Walgreens, the Green Cove Springs Police Department, and Advance Disposal collaborated in making this event possible. A second Operation Medicine Cabinet event was coordinated, this time, at three different “at risk” locations simultaneously. The number of event sponsors tripled. Orange Park Medical Center (the main county hospital), the Sheriff’s Office and the county’s two police departments played active roles. More than 200 pounds of medicine were collected and disposed of. The youth have not only done an excellent job coordinating these events, but they have also created a website: <http://www.clayomc.com/>. Due to increased interest from the community, the youth will continue coordinating Operation Medicine Cabinet twice a year.

The Clay High School Academy of Law and Emergency Services Sophomores expressed interest in implementing a community-wide prevention strategy as well. CAC is currently working with them in developing a strategic plan for the implementation of a Sticker Shock Campaign (Strategy #6 **Physical Design**). The youth have taken ownership of the project and have begun designing their own sticker. This event will be scheduled for the Fall of 2010.

CAC has been instrumental in facilitating collaboration between the youth, ABT, Clay County Sheriff’s Office, Green Cove Springs Police Department and Orange Park Police Department in order to conduct effective and periodic compliance checks in the county (Strategy #5 **Changing Consequences**). Compliance checks were not being periodically scheduled, there was a lack of youth confidential informants (CI’s), and non-compliant retailers were not being followed up with for administrative sanctions. CAC facilitated a meeting where all law-enforcement agencies working in Clay were brought to the table to discuss current challenges and share ideas on how to overcome these. The youth involved in organizing the previously mentioned activities expressed interest in becoming involved in additional prevention activities. Some have now become CI’s for both the Sheriff’s Office and ABT. The Sheriff’s Office began conducting compliance checks with ABT officers. Immediate administrative sanctions began to be implemented. Currently, CAC is coordinating additional compliance checks to be conducted by ABT with the two local PD’s.

Currently, youth participation in the coordination and implementation of environmental strategies has been very successful. The activities have been well received by the community members, who have expressed interest in their continuity and sustainability. This is very rewarding to our youth, who now feel their efforts to improve the well-being of our community are valued.

Coalition Success Story

Drug Free Collier

Coalition Name: Drug Free Collier

Coalition Contact: Ken Baginski, Maribel DeArmas

Coalition Phone and Email: k.baginski@yahoo.com, mdearmas.drugfreecollier@yahoo.com

Summary: *Solidifying Partnerships for Operation Medicine Cabinet and Community-wide Permanent Drop-off Sites.* Since its inception, Drug Free Collier has recognized the importance of reducing the availability and abuse of non-medical prescription drugs by youth. This led to a close collaboration with the Collier County Sheriff's Office to enhance an existing local pharmaceutical take-back program called Operation Medicine Cabinet™. Through the efforts of coalition champions and the development of important partnerships within the 12 sectors of the community, Drug Free Collier has experienced major success that has led to regional, State and national recognition of this pharmaceutical take-back initiative.

Assessment: Through interviews with key informants and census data, it is known that Collier County contains an adult population that regularly uses both alcohol and prescription drugs. The use of these substances is found to cross all geographical, generational, income and cultural borders, resulting in large quantities of legally obtained substances stored within the home. This is believed to be a major contributing factor to the continuing high rates of alcohol and non-medical prescription drug use by teens in Collier County in relation to State levels.

The 2008 Florida Youth Substance Abuse Survey shows that 12% of responding high school teens acknowledge using prescription drugs in the past 30 days. National studies, as well as surveys administered locally, indicate that a significant source of prescription drugs is found in the home and in the homes of family members and friends. Coupled with the problem of availability, there is a misperception by youth that the use of prescription drugs for non-medical purpose is safer and more socially acceptable than the use of illicit drugs. The importance of developing an initiative to remove unused and unwanted prescription and over-the-counter drugs from the home that was both convenient and provided a disposal process that was environmentally sound was immediately apparent. However, to be successful, the initiative would require the development of strong partnerships and participation with law enforcement, schools, businesses, as well as community leaders and activists, to aid in all aspects of planning, capacity building, implementation and evaluation. Further, methods should be addressed to sustain the program by providing permanent locations where drugs and other controlled substances could be collected on a daily basis and not just during community-wide take-back collection events.

Capacity: The Substance Abuse Coalition of Collier County (a.k.a. Drug Free Collier) was established in 2005 with the merging of several existing prevention committees, including the Collier County Sheriff's Office and the Collier County Courts that were aimed at reducing juvenile substance abuse. It was at this time that Drug Free Collier began a close collaboration with the Collier County Sheriff's Office to enhance the existing take-back program that would become the nucleus of what is Operation Medicine Cabinet™ today.

While the value of an effective take-back program has always been recognized, the program lacked the necessary manpower and leadership to expand its usefulness to and impact on the community. The existing take-back program was implemented sporadically and within limited areas, utilizing existing manpower of the Sheriff's Office and existing resources. With the creation of Drug Free Collier,

leadership for the initiative was taken over jointly by the Sheriff's Office and the coalition and an immediate concerted effort began to expand the effectiveness of the program. There was an increase in the amount and quality of information to the community and a focus on the development of new partnerships that would expand the capacity of the coalition to reduce the availability of drugs in the home. The challenge became the recruitment of volunteers and creating active partnerships within all areas of the community (12 sectors) that could expand program effectiveness and achieve program sustainability. During 2009 alone, Operation Medicine Cabinet™ had 45 volunteer participants and 14 deputies and officers that contributed their time and expertise to create an effective collection system. Noteworthy to establishing partnerships and building capacity was the win-win arrangement that Collier County Waste Management has with Drug Free Collier and the Collier County's Sheriff's Office. This exceptional partnership allows for free disposal of all prescription drugs. In 2009, Waste Management won a national award for special projects as a result of its collaboration with Drug Free Collier and the Collier County's Sheriff's office.

Planning: To expand the effectiveness of Operation Medicine Cabinet™ and thereby achieve the desired results of reducing youth access to prescription drugs, the coalition took into account that many Collier County adults legally used prescription drugs that were usually stored in medicine cabinets and drawers within the home. The community, for the most part, did not understand that this afforded youth with easy access and is a significant source of their prescription drugs. The community believed this to be a problem within other communities, but did not understand that it had serious local impacts as well. It would be necessary to develop a two pronged approach that would include the education of the community, targeting both adults and youth, to the dangers that result from the storage of prescription drugs in the home; and, developing improved methods to gather and dispose of collected drugs in a manner that is both environmentally sound and convenient enough to increase public participation.

Planning included a review of existing take-back programs throughout the country in an effort to determine aspects that could be tailored for use within Collier County. A simple, yet complete, protocol was developed and adopted to provide a unified method for drug take-back operations at each existing and future collection sites. Guidelines were established relating to drug collection, chain of possession and disposal. Additional partnerships were cultivated with representatives of some of the major outlets for prescription drugs sales within the community such as Costco, SweetBay Supermarkets and CVS Pharmacies, among others. These active partners contribute both space and resources to the program. Additional planning was given to develop methods to expand Operation Medicine Cabinet™ to other communities in the State and around the nation. Finally, Drug Free Collier and its partners researched the best method and locations to establish permanent prescription drug and other controlled substance collection points throughout Collier County's 2,024 sq.mile community.

Implementation: Through its assessment of existing data sources and information provided by key informants, Drug Free Collier has implemented a pharmaceutical take-back program specifically targeting existing behaviors and attitudes toward the use and disposal of prescription drugs. Program activities have and will continue to affect youth within the community considered to be at risk to substance abuse.

Operation Medicine Cabinet™ provides the community with educational materials that examine drug use, as well as the environmental effects to wild life and potable water supplies. This approach has been successful in appealing to those individuals interested in the primary purpose of take-back events, reducing the availability of drugs, as well as to individuals that are especially concerned with the effects of chemical pollutants on the environment.

Community-wide pharmaceutical take-back days are conducted bi-annually at an average of 10 locations throughout the community, as well as several additional counties and communities throughout the State of Florida. Take-back days average a collection of between 4,000 and 7,000 bottles with pills.

Permanent drop off locations have been established at the local recycling center and at the Collier County Medical Examiner's Office, where citizens can drop off their unused or unwanted medication to available staff. For further convenience, Drug Free Collier has collaborated with the three law enforcement agencies in the community to install drop-off lock-boxes at their facilities throughout the County. As of May 2010, permanent lock-boxes have been installed and are in use at the Collier County Sheriff's Office Administration Building and at the Marco Island Police Department lobby. The Naples Police Department has purchased a lock-box for their facility and is pending delivery and installation.

Evaluation: In a relatively short time span, Operation Medicine Cabinet™ has grown from a local initiative to one that has been recognized by the Drug Enforcement Agency, has gained endorsement by the Florida Crime Prevention Association and is actively organizing and contributing its expertise and protocol to coalitions and other community organizations within the region, State and nation.

Operation Medicine Cabinet™ leadership has and continues to be called upon to make educational presentations at law enforcement conferences and workshops whose objectives include the reduction of substance abuse. These presentations have provided participants with a clear understanding of collection methods that work and can be implemented within their own communities. Information requests to aid in the development of similar programs have been received from as far away as Texas and California. At a local level, standardized protocol and operating standards have increased volunteer participation, as well as improved the partnerships with local businesses and stakeholders important to the program's sustainability.

While the enforcement of drug laws continues to be their number one priority, local law enforcement agencies have seen the benefit in providing additional methods to reduce the availability of prescription drugs and other controlled substances. Consequently, the addition of permanent drug drop off locations that are operated by law enforcement represents a positive change to law enforcement policies and procedures.

The current operating protocol requires that all volunteers and participants in Operation Medicine Cabinet™ are trained in approved procedures to accept, categorize and transport collected drugs for disposal. Additionally, post collection de-briefings are held to determine and discuss possible changes in procedures.

Coalition Success Story

Safe and Healthy Duval Coalition

Coalition Name: Safe and Healthy Duval Coalition

Coalition Contact: Susan Pitman

Coalition Phone and Email: 838-7390, susan@safeandhealthyduval.org

Summary: Safe and Healthy Duval Coalition has had success working with the Duval County Public Schools and the Duval County Dept. of Health. Data was gathered through the Youth Risk Behavior Survey by clustered zip codes that correlate to health zones. This has enabled SHDC to have more relevant data for specific communities in our 800+ square mile county.

Assessment: Safe and Healthy Duval Coalition, Inc serves Duval County which covers 800+ square miles making us one of the largest city/counties in the US. All data available was at the county level (ex. FYSAS) and we found that after creating a county logic model in conjunction with meeting with various communities that there were gaps between data available and the relevance of that data in each community. This illustrated the need for more segmented data based on health zones, zip codes or some other relevant division. However, the coalition had no funding for another data source or survey.

Capacity: Gaps in the county level data were made known to various coalition partners. Duval County Public Schools and the Duval County Department of Health were in the process of securing a grant from the CDC to implement the Youth Risk Behavior Survey to middle schools and high schools in our county. The DCPS and the DDOH negotiated with the CDC to expand the grant to include the collection of data by zip code and to ask specific questions as discussed by the planning committee. The answers to these questions as well as how the data was collected have resulted in a much greater understanding of what the problems and consequences are in Duval County.

Planning: We were able to meet regularly with the planning committee of the YRBS grant which included DCPS, DDOH, and multiple other community partners. Working together we recommended particular questions as well as wording for those questions that applied to our community. The CDC and their survey partner helped us understand how the survey would be implemented. The plan was to penetrate 100% of the middle and high schools in Duval County to ensure a broad sampling. Because of our participation the CDC agreed to gather the data by zip code; however due to HIPAA compliance the data was sorted by health zone. This made great sense as we can now overlay a variety of health data linked to substance abuse that is already collected by health zone in Duval County.

Implementation: CDC implemented this survey as planned in 100% of the middle and high schools in the fall of 2009. The Coalition continued to be involved as the results were made available to the planning committee in the spring of 2010. After several meetings where the results were discussed, the Coalition participated with other community partners in the planning of the roll out of the data to the community at large.

A media event highlighting the data was held on February 22, 2010. The Coalition was featured as a vehicle to address the problems and consequences from which a community action plan with solutions can be developed.

Evaluation: We are now in the early stages of meeting with citizens in various Health Zones in Duval County to share the data from the YRBS and to garner community support and action by its members.

Coalition Success Story

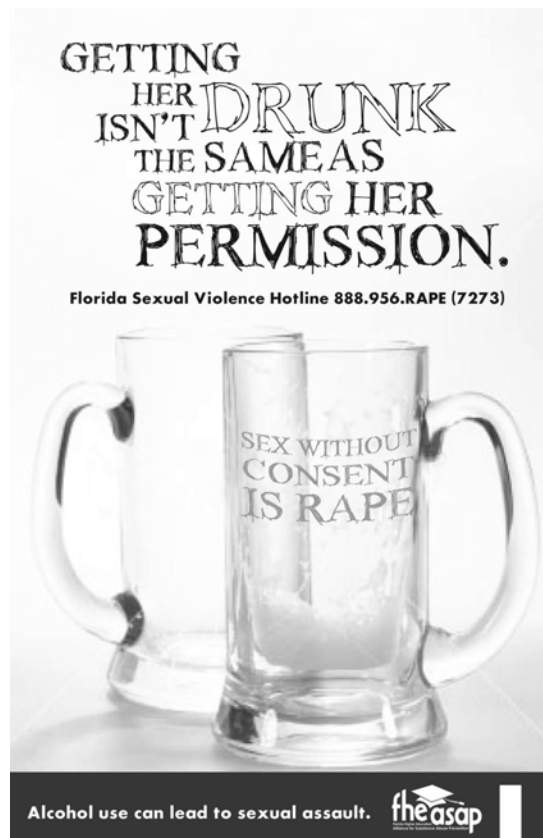
Florida Higher Education Alliance for Substance Abuse Prevention (FHE-ASAP)

Coalition Name: Florida Higher Education Alliance for Substance Abuse Prevention (FHE-ASAP)

Coalition Contact: Jessica Carter Vitolo

Coalition Phone and Email: 813-952-3686, jcarter_fheasap@yahoo.com

Summary: FHE-ASAP serves as an organization that strives to unite the private and public higher education system in the State of Florida. FHE-ASAP through the SARG project was able to create and implement a statewide Sexual Assault Awareness Poster Campaign during the spring of 2010. This campaign addressed the issue of intoxication and the ability to give consent. As the campaign is coming to a close – the overall feedback has been positive and a desire for additional campaign materials has been expressed by our membership as well as local coalitions. We hope to continue this project in the upcoming year.



Coalition Success Story

Hamilton County Alcohol and Other Drug Prevention Coalition

Coalition Name: Hamilton County Alcohol and Other Drug Prevention Coalition

Coalition Contact: Grace McDonald

Coalition Phone and Email: 386-938-4911; mcdonaldg1@windstream.net

Summary: Hamilton County chose to pursue the Community Policing Program in our community to reduce underage drinking and violent/criminal behavior. We began our program in May of 2009. We are continuing the program. We have seen a reduction in underage drinking in public places. Also, we have had adults arrested for contributing to the delinquency of a minor (providing alcohol to a minor). Our law enforcement officers have had several trainings and they are becoming very capable in this effort. They are breaking up house parties, giving notices to appear to youth that are found in the possession of alcohol and are also working with the schools to provide more patrols during special events (prom, graduation, games, etc.) We have expanded the program to address the adults also, by conducting saturation DUI patrols on weekends. We are a small rural county but we still have the same problems that large cities have. Youth drinking, binge drinking and adults providing house parties are a problem in this community. We are combating the "Good Ole Boy Syndrome". We are working with the court system to assure that the arrests hold and are not dropped because of insufficient evidence. In a small community, politics and influence of politicians and leaders of the community sometimes hinder the justice system following through after arrests are made. Our officers have expressed an interest in pursuing the Shoulder Tap program. We plan to initiate this program also in the near future. The training of Sgt Rhonda Sanderson and Coach Susan Woodford has been extremely helpful to our success. Our officers needed to hear from another experienced officer in the North Florida Area that is dealing with similar unconcerned attitudes of the community and law enforcement leadership. We believe we are beginning to awaken our community and law enforcement and the court system to our goal and program.

Assessment: As we began our assessment, we first looked at the Florida Youth Substance Abuse Survey; school discipline, academic, attendance and drop out records; and social indicators from local and state data that was available to us. We found that the only local data that was of any significance was the school data. We then conducted key informant interviews. We are a small rural county which includes 3 small townships and we have only one middle/high school. Therefore we included the entire county in our intervention area. The identified community problems discovered were: poor family management, parents' attitudes favorable to ATOD, high poverty levels, high unemployment, low graduation rate, high dropout rate, and antisocial behavior. The resources identified were: a school social worker; red ribbon week activities; school attendance officer; GED courses provided by the school system; school and county recreational sports programs; youth programs provided by local churches; one mental health care agency with limited staff and resources. Challenges to the assessment process were: very little local data and very difficult to substantiate the problems that FYSAS and expert interviews found. Most data had to be gathered from state resources. The only local data was school data. Even the listing of local arrests did not reflect the seriousness of the alcohol problem. Juvenile data was unavailable also. There is not a computerized program for court cases (by category or result). Individual files had to be reviewed for any information. All data was gathered for all identified groups of people.

Capacity: Our coalition has been in existence for 7 years. Before that it served as the Safe and Drug Free Schools Advisory Council for approximately 10 years. We have By-Laws and Executive Board. The Executive Board is comprised of the President, Vice President, Secretary, Treasurer and 3 Sub Committee Chairpersons. The Standing Sub Committees are: Long Term Planning, Fiscal; Program; and Public Relations, Media. The Executive Board meets monthly to attend to business matters. The

Regular Coalition Meetings are held Bi-Monthly. All volunteer members attend these meetings. We continue to recruit members through personal invitation, town meetings, and other events. All members are encouraged to volunteer and get involved at the level they are comfortable. In order to sustain us financially we sponsor one annual signature fund raising event. We also involve leaders from all sectors to take ownership of the coalition. We are in the process of becoming incorporated and applying for 501c3 status also. Our biggest challenge is to get our schools to take ownership. The administrative leadership supports us but do not get involved in the actual meetings. We continue to work with them to build by building relationships with the school board members and principals. We also have been able to get involvement of the social worker and some teachers. We have involved law enforcement through the programs we have begun. We continue to reach all to all groups of people in our community.

Planning: The data available told us that the priority areas of concern in our community were underage youth drinking alcohol and binge drinking. Automobile crashes involving alcohol also told us that DUI's are a problem with the adult population. Youth underage drinking was our first priority. DUI's by youth and adults was our second priority problem.

In order to address the problems we chose to begin a Community Policing Program. We also determined that quarterly compliance checks (buys) and retail training were needed. Parents needed to be reached with the message in order to change the social norms of our community also. We chose to implement "Be the Wall" social marketing campaign and the Guiding Good Choices Curriculum workshops. The trainings were offered to people of every sector and culture.

Implementation: All of the programs that we planned to implement have been implemented. The programs that have been effective are the community policing program, retail training, and compliance checks (buys). "Be the Wall" has had a slow start but the momentum is picking up and we expect it to be effective also. The Guiding Good Choices training of facilitators was excellent. We have had one class in the community. It was very successful. However, we have tried repeatedly to get the Guiding Good Choices Workshop taught in the other communities but we have not had enough parents or churches interested. We will continue to try to encourage participation. The programs are reaching all cultures and sectors of our county.

"Seven Strategies for Community Change"

- 1. Providing Information:** Be The Wall Social marketing Campaign
- 2. Enhancing Skills:** Guiding Good Choices Workshop , Retail Training
- 5. Changing Consequences (Incentives/Disincentives):** Compliance Checks (Buys)
- 7. Modifying/Changing Policies:** Community Policing Program

Evaluation: The data we are looking at to determine the impact of the coalition's work are: The FYSAS, interviews, and indicators/archival data. Compliance Checks (Buys) are being done quarterly and less businesses are found to be selling to a minor. Previously compliance checks were done every six months. This was the first training offered to the alcohol retailers. Since community policing is a new program we are now seeing arrests and notices to appear being processed where this was not happening very often as the parole force was very limited and other crimes were the priority. Law Enforcement is becoming more vigilant and active in addressing the underage drinking and adults contributing to a minor's delinquency. Short term outcomes are being measured at this time. We are developing a way to collect and look at the data we have collected in a format that will be meaningful. Results of school discipline and FYSAS will not be available until later this year.

Coalition Success Story

Tampa Alcohol Coalition

Coalition Name: Tampa Alcohol Coalition

Coalition Contact: Ellen Snelling

Coalition Phone and Email: 813-731-2696 er.snelling@verizon.net

Summary: Tampa Alcohol Coalition is working to reduce alcohol-related motor vehicle crashes, injuries and fatalities in Hillsborough County. This year, one of the greatest successes to that end was the changes made surrounding the Gasparilla parade, the largest event in Tampa held each year. TAC members and other community agencies/organizations worked together this year to make the parade safer for all members of the community by reducing the amount of binge drinking and underage drinking at the parade.

Implementation: Concerns about underage drinking and alcohol-related fatalities led the Hillsborough County Anti-Drug Alliance (HCADA) to create an Alcohol Task Force in September 2001. The Task Force was renamed Tampa Alcohol Coalition (TAC) in 2004. TAC is a subcommittee of the HCADA. TAC's primary mission is to prevent underage and high-risk drinking, and reduce alcohol-related consequences in Hillsborough County.

Describe how the coalition has ensured a truly comprehensive response to the community's identified problems.

Through the Strategic Prevention Framework and the SARG grant, the coalition was able to use data to identify trends in the community where the highest consequences related to alcohol and drug abuse are. Through the needs assessment workgroup, the coalition identified that alcohol-related motor vehicle crashes, injuries and fatalities in youth and young adults were a major issue in the community. In 2008, the underage population in Hillsborough County made up 72,721 or 7.8% of licensed drivers. This population accounted for 9.5% of all driving drivers in alcohol crashes and 17.0% of drinking drivers in fatal crashes. In 2008, the young adult population in Hillsborough County made up 173,420 or 18.5% of licensed drivers. This population accounted for 37.2% of all driving drivers in alcohol crashes and 39.0% of drinking drivers in fatal crashes.

What specific programs, policies, practices, mobilization efforts, or additional actions have been taken to address the priority issues?

In Hillsborough County, one of the major barriers faced is that Tampa is known as a place to drink. From numerous entertainment districts to festivals, parades, etc. there are many platforms for underage drinking and young adult binge drinking. One of the largest is the Gasparilla Parade, an event which has occurred for over a 100 years in the City of Tampa. In recent years, underage drinking, fights, public urination, and injuries have increased. In an effort to combat alcohol-related issues surrounding the parade, TAC in partnership with numerous community agencies and members, advocated for stricter policies and enforcement in regards to underage alcohol consumption and binge drinking behaviors.

TAC and community partners placed much effort this year in making the event a safer place for families and community members. The following organizations working together helped make strategies more effective: Tampa Alcohol Coalition, Ye Mystic Krewe of Gasparilla, City of Tampa, Pepin Distributing Company, Hillsborough County School District, University of Tampa, University of South Florida, Tampa

Preparatory School as the liaison for independent schools, The Mendez Foundation, MacDill Air Force Base and EventFest.

Strategies included:

Providing Information – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).

- TAC and the University of Tampa attended neighborhood meetings regarding Gasparilla Parade policy in March and May 2009 and presented testimony and possible solutions.
- **2010 Gasparilla Responsibility and Education Initiative:** Throughout the month of January, the Tampa Police Department conducted community outreach programs to ensure the Gasparilla Parade was a family friendly and safe event. Tampa Police officers held approximately 20 safety presentations to educate students planning to attend the Gasparilla parade about the new zero-tolerance policy.
- Hillsborough County Schools sent over 50,000 telephone messages recorded by Tampa’s Mayor and the Hillsborough County School Superintendent informing parents about underage drinking concerns and zero tolerance enforcement at the Parade.
- Throughout the week leading up to Gasparilla, UT hosted events in partnership with TPD educating students on changes to the parade.
- "Responsibility Is the Key," was developed by Pepin Distributing. Pepin provided Responsibility is the Key posters to convenience stores and universities, and 9 electronic billboard signs along major roadways. Pepin also designed a text messaging program where people could text “pirate” to 333222 to hear the zero tolerance policy for Gasparilla
- Public Service Announcements (PSA’s) were created and developed for Gasparilla by EventFest with event sponsors Anheuser Busch/Pepin Distributing and Clear Channel Radio of Tampa Bay. Over 1,400 PSA’s were aired utilizing all the Clear Channel stations in the Tampa Bay market during the three weeks leading up to the event, reminding listeners that Responsibility is the Key to a safe and enjoyable experience for all. The City of Tampa cable television additionally ran similar PSA’s in support of the program.

Enhancing Skills – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).

- UT, Mendez Foundation TPD and TAC participated on the Gasparilla Education Committee in November and December 2009.
- On January 6th TAC held an advocacy training for youth where they learned skills and gathered ideas on how they could affect the parade in a positive way.

Providing Support: Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).

- TAC decided to bring underage youth to the Gasparilla parade and participate in the **Be the Wall** Campaign to help spread the message to alcohol vendors and individuals over 21 not to provide alcohol to youth.



Community Coalition Alliance

- From 9:30 to noon, TAC youth and adult members hung **Be the Wall** Posters (provided by DACCO), in the portalets, and handed out buttons, t-shirts and hats to parade goers and vendors.



Enhancing Access/Reducing Barriers: Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).

- In January 2010, UT attended a press conference in which the Gasparilla rules were rolled out to the community. TAC is mentioned as one of the organizations that contributed to the underage drinking prevention campaign on a City of Tampa press release. Many media stories and ads were implemented in the month of January.

Changing Consequences (Incentives/Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).

- This year it was made clear by law enforcement that if you were drinking underage or provided alcohol minors, or participated in a behavior that was illegal due to excessive drinking, such as public urination, you would be arrested.
- The Tampa Police Department released information stating they will uphold the law and enforce the following (not permitted):
 - Underage alcohol consumption
 - Public urination
 - Flashing for beads
 - Lewd and lascivious activity
 - Open container out of designated drinking area
 - Kegs or large vessels of alcohol
 - Glass containers

Physical Design – Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).

- To thin out crowds, the waterside reserved seating area was limited to Bayshore Boulevard between Bay to Bay Boulevard and Howard Avenue and the parade route will extend downtown to Curtis Hixon Waterfront Park. These changes were put in place to help keep parade goers safe.

Modifying/Changing Policies – Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

Efforts by TAC and partners resulted in the following policy changes at Gasparilla which all revolve around the excessive drinking at the parade:

- The number of police officers patrolling neighborhoods increased to 275, up from 225 last year
- The number of portable toilets has been doubled. There was 1,600 of them, up from 800 last year
- New zero tolerance approach to underage drinking,
- Open containers of alcohol were not be permitted outside designated areas
- Coolers filled with alcohol were not permitted along parade route

Why are these actions likely to be effective, or are been effective?

This year, Tampa saw the calmest Gasparilla parade in years. Many newspaper articles and testimonials from attendees reported that they did not see the same extreme behaviors related to alcohol use as they have in the past. And although the city still has a long way to go to get the parade back to the safe-family fun event it used to, major improvements were made.

Due to the effectiveness of the changes made in the parade, the TAC organized an appreciation event held on February 6th, 2010 at the University of Tampa. Director Bruce Grant from the Governor's Office of Drug Control presented certificates of appreciation to the key leaders/ organizations that worked together to improve the safety of the parade, especially those who helped reduce underage drinking and alcohol-related incidents. During this year's Gasparilla, 413 people were arrested before, during and after the parade, nearly three times the volume of arrests in prior years. Only 9 juveniles were arrested at the event which is markedly reduced than from prior years, and 0 students who received the TPD Gasparilla educational program were arrested. This outcome resulted from the effective Gasparilla educational campaign in the schools.

How has cultural competence been addressed?

The educational campaign and enforcement efforts were public to all and flyers were distributed in English and Spanish on the policy changes surrounding the parade.

Coalition Success Story

Jackson and Madison County Alcohol and Other Drug Prevention Coalitions

Coalition Name(s): Jackson and Madison County Alcohol and Other Drug Prevention Coalitions

Coalition Contact: Gregory J. Harris, Ph.D. or Mr. Bruce A. Smith, MSW

Coalition Phone and Email: 850-321-0162 | gjharris06@gmail.com for Dr. Harris and 850-510-7512 | b_town_00@hotmail.com for Mr. Smith.

Summary: The Jackson County Alcohol and Other Drug Prevention Partnership (JCAODPP) was established in 1991 as an outgrowth of several health and human service organizations and persons representing the faith sectors of the community concerned with community safety, drugs, youth success, and intergenerational factors. The JCAODPP's motto is: "Protecting the Future." Since that time, the JCAODPP has continued to work with all sectors of the community to "protect the future" by working to reduce substance use and abuse among youth and to further strengthen community collaboration and coordinated efforts that sustain a healthy and safe community and at the same time promote policy change and encourage behavioral changes that are long lasting.

The Madison County Alcohol and Other Drug Prevention Coalition (MCAODPC) was established in 2000 as an outgrowth of the Safe and Drug Free Schools Counsel in an effort to work more closely and affect change within the heart of the community. The MCAODPC's motto is: "Changing One Child, One Family, and One Community at a Time." The primary mission of the MCAODPC is to promote healthy lifestyles among youth and adults and to foster true collaboration among key sectors in the community to promote policy change and to sustain prevention efforts in the community. The MCAODPC has worked widely within the community to engage key stakeholders and community individuals to take ownership in their futures, their children, and in their communities.

Our Strategy: Both Coalitions chose to implement a system of tracking, documenting, and reporting of incidents related to substance abuse that often go unreported or underreported by community citizens an even law enforcement. Throughout the data collection and planning process members of each coalition noted that it was difficult to document certain problems through the traditional data collection efforts. While FYSAS was a primary source for a lot information about youth substance use or abuse; it didn't give a specific enough picture of the larger community that created the environment for underage drinking and other related issues. Through the planning process we noted several gaps in the data and in a lot of cases key informant and focus group data had to be used to authenticate current data sources. Through this process, the members realized there was currently no mechanism in place to collect local data that would help with planning or to fill gaps in services. Therefore, each coalition implemented a "**County-Wide Database System**" for collecting, tracking, and identifying incidents that are substance abuse related that would otherwise not be collected using traditional methods.

Assessment: Both the Jackson and Madison Coalitions created "Data Resource Notebooks" for all the members that contained a variety of data sources from: The Florida Youth Substance Abuse Survey, Florida Department of Law Enforcements Data Sources, Florida Department of Juvenile Justice Data Sources, Health Statistics, Tobacco Data, Local School Data and Florida Department of Education Data, Statewide Epidemiology Workgroup Data, and various other local and statewide sources. Coalition members spent meeting time as well as did Subcommittee 1 which deals with Assessment and Evaluation combing through the data sources and discussing how this data reflected upon the issues of the county. In determining the consequences for underage drinking, the group noted that some of the data didn't reflect the issues as members and key stakeholders in the community experienced it. To get a better understanding of what was missing, we conducted key informant surveys, focus group surveys;

and invited key sector representatives to the meeting to share their experiences. Through this assessment and data sharing process, we learned that a lot of things were going on in the community such as social host parties, field parties, and other like events where adults in many cases were supporting underage efforts but there was no reporting of these incidents nor did they seem to be community aware about the legality of such practices. Further, it was noted that in many cases, law enforcement was not even reporting incidents that involved youth and as a result some groups in the community had come to see law enforcement as preferentially enforcing the law, inconsistent in enforcement or unwilling to enforce the law. We quickly learned that complex situation would require a multipronged solution that would involve all sectors of the community but needed to be spearheaded by law enforcement in the respective counties.

Challenges faced during this process was all sectors admitting they selectively played a role in turning their heads the other way at some point in time as they saw youth or supported youth indulging in negative or at-risk behavior. Cultural competence was addressed in various ways, first we noted that we were all concerned community citizens who have come to the problem differently but we also acknowledge that each sector has not done enough to address the problem. Ultimately through respect, inclusiveness, and open dialogue we were able to arrive at solutions to addressing the problem as a community and not as individuals.

Planning: The assessment process led us directly into the planning process. While capacity was discussed; we knew that law enforcement was willing to support this effort, take the lead, and to sustain it after the funding. Law enforcement saw this is vital to their success and it also strengthen their relationships with other law enforcement agencies around youth substance use and underage drinking. Since the local data was sparse at best, the coalition determined that it needed to collect more local data from various sources to get a better picture of youth behaviors and the impact of adult behavior on youth outcomes. While several implementation issues came up like building awareness, promoting knowledge, and parental support via “Be the Wall Campaign”, we knew that beyond that, the respective counties would still be at a deficit if it could not demonstrate or show it had a problem with underage drinking locally and could document it. Further, once they could document the issues, they could identify resources and support community change.

The local Sheriff took the lead in working with the other law enforcement agencies via discussion about the gaps in information and who would “man” the system after staff training was completed. This process included key stakeholders in law enforcement using the Coalition meeting forum for the exchange of issues, problems, ideas, and solutions to the problems associated with underage drinking. To our knowledge, this process of engaging all of the law enforcement agencies on the issues of youth substance use or abuse historically had not taken place. Previous efforts have convened them to do town hall meetings and things of that nature but not to plan and implement a system of collecting, tracking, and reporting local substance data and incidents among its citizenry. The planning process aligned very well with our assessment and the respective gaps in information. Additionally, cultural competence issues were addressed mainly through long term relationships, respect, and continued open dialogue.

Implementation: The Coalitions are both in the early stages of implementation of this strategy. Law enforcement (Sheriff) would take the lead on this initiative. In terms of conditions that have set forth this strategy, the early assessment and planning processes informed us that a need existed to capture missing or unreported incidents in the community involving youth substance use and abuse as well as adults who supported social hosting and other arrangements in their homes, fields, or elsewhere that violated the law. Due to the nature of rural community and a sense of closeness and privacy often seen among rural citizens; it was imperative that this dialogue took place in a safe place or forum like that created by the Coalition. As a result of this dialogue and data assessment process, a major issue

emerged about “Do we even have a problem?” and “How do we know we have a problem?” These type of questions emerged early in the process and therefore the Coalition members began to look at whether or not we even had local data to support what they were seeing taking place in the community or had knowledge of in reference to underage drinking and adults who supported that risky behavior.

As a result of the on-going assessment and planning process, the Coalition knew that this strategy of creating a County-Wide Database and Tracking System” would change how law enforcement and local citizens report issues and whether or not law enforcement would enforce the law. We also discovered that they were already certain laws on the books regarding alcohol consumption and underage purchases but in many cases these were not enforced or reported due to community norms and limited resources and manpower of law enforcements agencies. Also learned was that in most cases, other law enforcement agencies in the county were not working together to enforce the law or sustain any collaborative efforts around youth substance abuse or use.

To date, law enforcement agencies have agreed to be trained, man the system, and sustain the system after the funding period. Separate Memorandums of Understanding are in the process of being drafted between the Coalitions and law enforcement and between law enforcement and each of the local police department in the county. Law enforcement has been very excited about this system and will be able to produce its own reports and would support our annual community meeting in the future to share community wide this effort and how it works and its purpose. This strategy has enhanced the work of the Coalition by maintaining the support of law enforcement as a key player in youth substance abuse use and underage drinking. Additionally, this system will aid law enforcement with the ability to have enough data to support other initiatives, write grants, better coordinate limited resources, and produce specialized reports to their stakeholders and to the community.

This process required that the coalitions provided needed information, shared gaps, and plans to provide training to law enforcement by staff and others to create a database that can be shared and utilized by all interested parties.

Seven Strategies for Community Change

Providing Information: Law enforcement and other stakeholders had the opportunity to share various data sources and assessments to understand the scope of the problem in the community and make decisions based upon needs and gaps. Additionally, the Tracking system was shared with law enforcement and all of the possibilities and ways this system would benefit law enforcement, the coalition, and the community.

Enhancing Skills: This system would allow law enforcement to be trained using the new system and how to tracking data and incidents, but also how to provide meaningful reports to the community, the coalition and to other key stakeholders of the conditions in the county around substance abuse and youth and adult involvement. Training will allow law enforcement to become more equipped and versatile in a changing technological society.

Providing Support: This strategy would allow the coalitions and law enforcement to better intervene, provide support, and create alternative activities for youth or families who are having issues but are not aware of what help is available. This tracking system would support the provision of protective resources being provided to families and youth and for other to be referred to other services if needed.

Changing Consequences (Incentives/Disincentives): This system would be published in the paper and a local media campaign blitz would announce to the community that law enforcement and the citizens of the respective counties are asked to contact law enforcement about any problems or incidents where

adults are engaging underage youth in drugs or alcohol and are hosting parties or other events where alcohol is served to minors. This process will change behaviors and increase awareness around the laws and liabilities of social hosting. Additionally, this strategy will increase community involvement and reporting about such incidents to law enforcement. Ultimately, we will see a decrease in underage drinking and adult social hosting to minors.

Modifying/Changing Policies: Formal Memorandums of Understanding and a Training Program will be implemented to support this new process. Additionally, the local media would advertise this new initiative along with the proclamation of a “Prevention Day” in each receptive county. This strategy would also require that policies be changed about how and what types of information is disseminated to the public, the Coalition members, and between those participating law enforcement agencies. Therefore, this is truly a reflection of modifying/changing policies, as this system has been agreed upon in concept and law enforcement officials are heading toward actual implementation in the coming weeks.

In sum, this is the first time that all law enforcement agencies have worked together on an initiative of this kind related to substance abuse prevention in either county. Respect and openness was displayed during all discussions by community members, coalition members, and the law enforcement community. This system would also allow law enforcement to import and export data and modify elements in order to achieve specific data and report outcomes and eventually provide these reports to the coalition periodically to sustain prevention related efforts in the community.

Coalition Success Story

Safe Climate Coalition of Lake County, Inc.

Coalition Name: Safe Climate Coalition of Lake County, Inc.

Coalition Contact: Debi MacIntyre

Coalition Phone and Email: 352.408.2009, debi@scclake.org

Summary: SADD Advisor Boot Camp is used by the Safe Climate Coalition in Lake County to successfully maintain 14 active SADD Chapters in our middle and high schools and Boys and Girls Club. Their expertise is based on collaborative training efforts of community partners that provide knowledge, tools and technical assistance for an advisor to manage a successful SADD Club. Advisors are provided with innovative strategies to engage their community and youth to work towards environmental change.

Assessment: “Youth” are identified as one of the 12 sectors needed to implement community-wide change in Lake County using the Strategic Prevention Framework. Until the Safe Climate Coalition established the SADD Chapters, we found that our youth had not been involved in the assessment process. The Coalition did know that youth were very involved with the existing conditions in Lake County: 1st and 2nd in the 5th Judicial Circuit for youth felony arrests and 6th in the state for underage alcohol use.

Capacity: By targeting the areas for the highest delinquency rates in Lake County, the Coalition focused on building SADD Chapters in those two zip code areas as a way of getting youth involved. For the highest crime area, one of the Coalition’s Steering Committee members was the Chief Professional Officer of the Boys and Girls Club and so offered her Club and one of her youth leaders as a starting point. That SADD Chapter started strong and has continued, 5 years later, with over 40 members. The second highest crime area was in the southern part of the county where the largest High School existed. (Unfortunately, the two areas have now flipped flopped in statistics.) The East Ridge High School started our second SADD Chapter and continues to this day also. Having increased the number of clubs yearly, Lake County now has 14 active SADD Chapters with youth participating in everything from our Be the Wall Campaign to the Sticker Shock Project. SADD advisors are trained at the beginning of every school year and provided assistance as needed by Coalition staff.

Planning: The Coalition collaborated with community partners to establish training and a notebook for the advisors. The notebook provides actual tools, lessons, and materials to walk an advisor through a year with a SADD Club. Technical assistance is available from the Coalition and any community partner: Health Department. Tobacco Program and Safe Schools of Lake County Schools. Additionally, guest speakers are planned for the year and information provided about how to access, etc. Materials are reviewed during training so that an opportunity for input is provided along with a chance to “personalize” any materials. Additionally, the Coalition understands the importance of cultural competency in order to effectively work within our community. Therefore, all materials, activities, products and training offered were gender/age/culturally appropriate for the target population and community of Lake County.

Implementation: The SADD notebook and training provide the advisor with ideas for meetings and events to fill the entire school calendar. However, SADD members are encouraged to determine to develop their own ideas too as long as they are in keeping with the goals and ideals of the Coalition and SADD. The following strategies are applicable:

1. **Providing Information** – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).

2. **Enhancing Skills** – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).

3. **Providing Support** – Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).

Training is provided in a one-day, 6-hour session by the Coalition’s Coordinator including segments taught by community partners.

Evaluation: The SADD Advisor’s activities along with the Club’s activities are included in all Coalition reports. The SADD Advisor is evaluated by timely documented deliverables that include:

Deliverable 1: September 2009 – November 2009

- Five meetings with students including sign-in sheets and meeting minutes. (SADD and SWAT)
- Officers nominated and selected **included** in the 1st meeting minutes.
- Pictures of monthly bulletin board.
- Script for monthly 30 second PSA.
- Monthly awareness activity on campus completed by the students (alcohol, drugs, suicide) – provided in SADD notebook.
- Tobacco Awareness Activity per materials provided in SADD manual. Please include pictures.
- One community activity per quarter (homecoming parades, Leesburg Trick or Treat etc...)
- Basic activities and announcements as communicated through Debi MacIntyre.
- Send a report to Lou Ann Stubbs on SADD activities for monthly coalition meeting by 12 noon on Monday prior to mtg.
- Attendance at ALL monthly Coalition meetings to give update on SADD Chapter activities and successes.
- SADD and SWAT membership forms returned with deliverables.
- Original Video/Media release form sent to Safe Climate Coalition with deliverables.
- Be the Wall Awareness activity. (Sporting events, parent night etc...)

Deliverable 2: December 2008 - February 2010

- Six meetings with students including sign-in sheets and meeting minutes. (SADD and SWAT)
- Pictures of monthly bulletin board.
- Script for monthly 30 second PSA.
- Monthly awareness activity on campus completed by the students (alcohol, drugs, suicide) – provided in SADD notebook.
- Tobacco Awareness Activity per materials provided in SADD manual. Please include pictures.
- One community activity per quarter (homecoming parades, Leesburg Trick or Treat etc...)
- Basic activities and announcements as communicated through Debi MacIntyre.
- Send a report to Lou Ann Stubbs on SADD activities for monthly coalition meeting by 12 noon on Monday prior to mtg.
- Attendance at ALL monthly Coalition meetings to give update on SADD Chapter activities and successes.
- SADD and SWAT membership forms returned with deliverables for new members only.
- Original Video/Media release form sent to Safe Climate Coalition with deliverables for new members only.
- Be the Wall Awareness activity. (Sporting events, parent night etc...)

Deliverable 3: March 2009 – June 2010

- Six meetings with students including sign-in sheets and meeting minutes. (SADD and SWAT)
- Pictures of monthly bulletin board.
- Script for monthly 30 second PSA.
- Monthly awareness activity on campus completed by the students (alcohol, drugs, suicide) – provided in SADD notebook.
- Tobacco Awareness Activity per materials provided in SADD manual. Please include pictures.
- One community activity per quarter (homecoming parades, Leesburg Trick or Treat etc...)
- Basic activities and announcements as communicated through Debi MacIntyre. – Sticker Shock
- Send a report to Lou Ann Stubbs on SADD activities for monthly coalition meeting by 12 noon on Monday prior to mtg.
- Attendance at ALL monthly Coalition meetings to give update on SADD Chapter activities and successes.
- SADD and SWAT membership forms returned with deliverables for new members only.
- Original Video/Media release form sent to Safe Climate Coalition with deliverables for new members.
- Be the Wall Awareness activity. (Sporting events, parent night etc...)
- Register SADD Chapter with Florida SADD and SADD for 2010-2011 school year by May 15.

Should the SADD Advisor fail any portion of the deliverables, one opportunity is given to correct the situation. If not corrected, \$25 is charged against the stipend for every deliverable missed. At any time, the SADD Advisor contract may be revoked.

Coalition Success Story

Safe Climate Coalition of Lake County, Inc.

Coalition Name: Safe Climate Coalition of Lake County, Inc.

Coalition Contact: Debi MacIntyre

Coalition Phone and Email: 352.408.2009, debi@scclake.org

Summary: The “Know the Law” Project came about as a result of the highest juvenile felony statistics in Lake County within the 5th Judicial Circuit over a number of years. The “Know the Law” Booklet was originally written as a guide for youth and parents by nine collaborating agencies of Lake County: Assistant State Attorneys of the 5th Judicial Circuit, Juvenile Division, Court Administration, Teen Court, Lake County Shared Services Network, Lake County School Board, Lake County Sheriff’s Office, LifeStream Behavioral Center, Department of Juvenile Justice and the Safe Climate Coalition of Lake County. The purpose of the booklet is to enable and encourage youth to make good decisions – taking the time to know and understand the laws and weigh the consequences before acting.

The “Know the Law” DVD is a teaching tool which was developed after the first year to ensure teaching consistency. The booklet, “Know the Law,” that accompanies this DVD also has three additional teaching tools: Lessons Plans, Writing Prompts, and Pre-and-Post Test Questions. They can be found at www.safeclimatecoalition.org. Our recommendation for using the DVD and accompany materials is to pre-test your subject group, show them the DVD and then administer the post-test. The adults and youth in the video are residents of Lake County, Florida and represent the organizations that collaborated with the Coalition to make this DVD. This project was funded by the State of Florida, Department of Children and Families, CSAP/SPFSIG and the Florida State University.

Assessment: The Safe Climate Coalition covers all of Lake County, Florida including 12 municipalities and unincorporated areas. An assessment was completed using the following data sources: 2008 FYSAS, Key informant interviews with police chiefs, probation supervisors and director of Teen Court, SESIR Data and other Safe Schools Data, PACT Data –DJJ data for Lake County, SCC (Community Alcohol) Survey, and Life Stream Behavioral Center/Teen Choice Program Data. From this data, a community problem was identified: “34% of Lake County youth use alcohol because of social norms that support underage drinking and easy social availability.” The following table summarizes the correlation between Lake County risk factors (2008 FYSAS) and problem behaviors (Hawkins and Catalano – *Communities that Care Model*).

| Domains | Risk Factor | Substance Abuse | Delinquency | Teen Pregnancy | School Drop Out | Violence |
|------------|---|-----------------|-------------|----------------|-----------------|----------|
| Community | Transitions & Mobility | X | X | | X | |
| School | Lack of Commitment to School | X | X | X | X | X |
| Individual | Favorable Attitudes Towards Problem/Antisocial Behavior | X | X | X | X | X |
| Family | Family History of Antisocial Behavior | X | X | X | X | X |

Lake County has a very limited number of resources to deal with this problem. The quality and availability of substance abuse services is an issue. The coalition found that there is no uniform quality of service, narrow geographic boundaries, service is to a limited number of students/clients and there is a lack of consistency with reports for the courts. Based on the Prevention Resource Assessment Inventory, it is our assessment there are no strategies currently in place in Lake County that would bring about the type of change needed to make a difference in Lake County. The coalition recognizes that these gaps in services contribute to the county's substance abuse problems and is attempting to address them through a collaborative approach.

Implementation: During the assessment process, the Coalition discovered through key informant interviews that many of the youth charged with felonies were ignorant of the law in regards to their actions. While that is never an excuse, the Coalition and others recognized the need for education. The "Know the Law Project" is the result. The KTL Project stresses the importance that when you are making decisions about behavior, it is important to take time to consider the law and weigh the consequences before you act. As a member of society it is important for every person to know their rights, privileges, and responsibilities. Knowing the law helps you to understand your rights and privileges as you meet your responsibilities. You must accept responsibility for your actions because it is you alone who commits those actions. This mentality points to the effectiveness of the project. Additionally, the **Coalition** understands the importance of culturally competency in order to effectively work within our community. Therefore, all materials, activities, products and training offered were gender/age/culturally appropriate for the target population and community of Lake County. For example, the booklets are offered in Spanish in addition to English.

"Know the Law: Project would fall under the following initiatives/interventions under the "Seven Strategies for Community Change:" 1. **Providing Information** – Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication). 2. **Enhancing Skills** – Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).

Evaluation: This is the second year for implementation of the KTL Project. As such, there have not yet been any measurable changes in the community, policies or practices. However, we will gauge the impact of the KTL Project by looking at SESIR Data and PACT (DJJ) Data as our primary sources of information.

For Short Term Outcome: All middle & high school youth will receive a copy of "Know the Law." In the 2008-09 school year, 15,000 middle and high school students received a copy of "Know the Law" Book.

For Intermediate Outcome: Increased awareness of danger & consequences of under-age alcohol use. Measured by pre-and-post test results of "know the law" curriculum. For the 2008-09 school year, results of pre-and-post tests have not yet been compiled.

For Long-Term Outcome: Not yet completed as only one year of results gathered. The biggest challenge the Coalition has encountered with evaluating the KTL Project is the data from the teachers in the school district. The Coalition has had to rely on school district teachers to teach KTL as part of language arts curriculum and administer the pre-and-post tests, and then return the data to us. Despite strong encouragement to do this at the beginning of the school year, the majority of teachers are waiting until the end of the school year to teach the curriculum which defeats one of the purposes of the project. School Administration has been unwilling to dictate the timing of the class as a result this challenge has

not yet been overcome. One positive outcome is noted for this school year (2009-10): DJJ Probation Supervisors for Lake County report that the number of youth on probation is half of the previous number of youth on probation for the 2008-09 school year. Supporting that number is the number of empty beds at our JAC (Juvenile Assessment Center) serving Lake County. That facility is also at 50% capacity compared to 100% a year ago. While these numbers cannot be substantiated on PACT Data until next year, this positive measure can possibly be attributed to the KTL Project.

Coalition Success Story

Manatee County Substance Abuse Coalition

Coalition Name: Manatee County Substance Abuse Coalition

Coalition Contact: Sharon Kramer, M.Ed., CPP

Coalition Phone and Email: 941-749-3030 Extension 3491; skramer@drugfreemanatee.org

Summary: Manatee County Substance Abuse Coalition's success story is its increase in capacity and resources to address the county's priority #1 problem – underage drinking. Data reflected past 30-day use rates for alcohol and binge drinking doubling from middle to high school, county rates exceeding statewide measures, a high rate of ATOD related acts of crime and violence, and ATOD use contributing significantly to the county's high absentee and failure to graduate rates. Participation in last year's Alcohol Environmental Scan helped the coalition understand location of retail outlets that correlated to the adolescent crime and violence. Using the logic model which identified an ease of access, the coalition established formal arrangements with city and county law enforcement to increase compliance checks in targeted areas and sent four members to be trained in Promoting Retail Education Program in Florida (PREP), a new resource. This initiative included: 1) gaining the support of Manatee County Law Enforcement Council, 2) a mass mailing (signed by the sheriff, school district superintendent, and coalition) to all alcohol vendors through the Sheriff's office which brilliantly launched the first PREP class of 34 participants held at the Sheriff's office, 3) retooling the coalition's new website with an interactive PREP registration that promoted the coalition as a community resource: and 4) flooding the community and agencies with the coalition's new branding (brochures, rack cards, bus ads) that created awareness of our #1 problem and also made the coalition a more visible resource.

We made a difference! The comprehensive saturation compliance checks showed improvement from 50% to 88% in identified problem neighbors. A second PREP training is scheduled for May 15th at Applebee's, including all 36 employees. Coalition membership increased from 29 to over 100+ members and capacity continues to grow as coalition members are scheduled to participate in a June Community Volunteer Festival Training. This additional coalition resource will provide community festival planners the use of ID scanners as an aid in reducing access as well as volunteer training. Additionally, the coalition is now working with city council to revise regulations for new and renewing alcohol vendors mandating PREP training.

Assessment: The Manatee County Substance Abuse Coalition (MCSAC) conducted a comprehensive assessment in order to understand the community's needs related to alcohol and drugs. Information came from focus groups, interviews, and the following data sources: traffic crash statistics, crime data, adult household survey data, school survey data, school incident reports, Medical Examiner data, substance abuse treatment data, and prescription drug distribution data. MCSAC focuses its efforts within Manatee County, an area with a population of over 300,000 residents that includes six cities as well as unincorporated areas. Manatee's population as of the 2006 census was 89% white, 9% black, and 1% Asian, with relatively small numbers of residents identifying themselves as American Indians, Pacific Islanders, or multiracial individuals; Latino origin was reported by 12% of residents. The white population tends to be significantly older, with a median age of 48, compared to a median age of 25 for the black population and 24 for those of Latino origin. Those under the age of 18 make up 21.2% of the population. English is a second language for 12.3% of residents. The County's eastern portion has a large population of migrant farm workers.

MCSAC's most recent needs assessment indicated that underage drinking and prescription drug misuse are the County's leading problems which are largely fueled by youth's ease of access to these

substances. Local resources identified to address these problems included grant funding and developing a working relationship with law enforcement and the Division of Alcoholic Beverages and Tobacco. The challenges that MCSAC encountered when conducting the needs assessment included identifying and gathering input from the full range of relevant stakeholders across the County. The needs assessment addressed cultural competence by ensuring that input was obtained from a diverse group of individuals comprised of different backgrounds and demographics.

Capacity/Resource Building: Implementing a successful underage drinking initiative has increased the coalition's capacity to provide additional resources in the community – Promoting Retail Education Program in Florida and an upcoming Community Volunteer Training. The coalition increased its membership from 29 members to 100+, over 20 young people joined after Town Hall, Courage to Speak: Consequence of Silence. Additionally, a new and important relationship was established with the Division of Alcohol and Tobacco, Captain Sabrina Maxwell, who attended and certified Manatee's PREP training. She is also attending the Community Volunteer Festival Training for the same purpose.

Planning: The coalition is data driven and used the logic model and its comprehensive action plan to create this initiative.

Implementation: Implementation of this successful initiative involved several strategies for community change: providing information, enhancing skills; changing consequences; and modifying policy.

Evaluation: MCSAC is gauging the impact of its efforts through routine and ongoing monitoring of compliance check data, community surveys, participation in trainings and events, and local ordinance developments. As a result of these efforts, a number of changes are being seen; these changes include short-term and intermediate accomplishments. Examples of short-term accomplishments are increased underage alcohol sales compliance checks and increased availability of vendor training. Intermediate outcome achievements include improved underage alcohol sales compliance rates; long-term accomplishments include decreased self-reported past-month alcohol use among high school students from 47% in 2006 to 43% in 2008. As with the needs assessment, challenges to the evaluation included identifying and acquiring the full range of relevant local data; these challenges were addressed by hiring experienced evaluators familiar with extracting and compiling relevant data from diverse community stakeholders. Cultural competence was addressed by ensuring that input was obtained from a diverse group of individuals comprised of different backgrounds and demographics.

Coalition Success Story

Monroe County Coalition

Coalition Name: Monroe County Coalition

Coalition Contact: Susan Moore

Coalition Phone and Email: 305.849.5929, prevspec@aol.com

Summary: Monroe County has been a model community to introduce the SPF SIG Strategic Prevention Framework State Incentive Grant since there has been limited evidence based prevention planning and programs over the years. Monroe is a community which benefited greatly from this opportunity.

Assessment: Evidence based planning was introduced in Monroe for substance abuse prevention. FYSAS Florida Youth Substance Abuse Survey grade cohort analysis was used to specifically identify population of substance abuse behaviors among youth. This was the first time trend data was used for assessing substance abuse behaviors and or consequence in Monroe County.

Capacity: Monroe County was one of three counties in Florida which did not have a substance abuse coalition during inception of Florida's SPF SIG. Monroe County Coalition was developed August 2007. Development includes Incorporation, 501c3, board development and coalition development to current inclusion of eight (8) of the twelve (12) sectors. SPF SIG funding allowed for our community to mobilize and build capacity to address substance abuse problems. Coalition membership includes the only substance abuse minority vendor in Monroe County.

Planning: Evidence based planning was implemented to identify measureable evidence based strategies which directly aligned with local community conditions based on needs assessment data. Community members were excited on how indicator data aligned with strategies.

Implementation: Monroe County Coalition used a multiple strategies across multiple sectors approach. Strategies included law enforcement training, DUI saturation patrols, ID inspections in alcohol licensed establishments and partnering with alcohol licensed vendors to support strategies. Alcohol and Drug Polices were revised and formal policies were developed to include alcohol and drug testing on school property. School support included increased law enforcement on school property, dances, games and Homecoming to support new policies. Parents were engaged through school SAC School Advisory Council and other parent school events, Boys & Girls Club, community level event participation and through parent to parent engagement. Youth were engaged to develop prevention messages which were aired on Comcast cable and DCF licensed providers work collaboratively to provide evidence based programming. Business owners were engaged and civic groups such as Rotary.

Evaluation: DUI saturation patrols, ID inspections in alcohol licensed establishments and partnering with alcohol licensed vendors. Monroe County Coalition worked directly with schools to develop formalized polices including alcohol and drug testing devices. Increased efforts resulted in the following:

DUI & Crashes and Injury: Reduced DUI's and crashes among 18-20 year olds

| | | |
|--------------------------|------|--|
| <u>DUI Baseline 2006</u> | n=45 | Crash-Personal injury and or property damage youth 18-20 (n=8) |
| <u>DUI Post 2009</u> | n=21 | Crash Personal injury and or property damage youth 18-20 (n=4) |

Schools: Homecoming Incidents reduced from 16 during previous year to zero (0) this current year.

- 2006-2007 6 Students suspected of being under the influence/incidents
- 2007-2008 8 Students suspected of being under the influence/incidents
- 2008-2009 16 Students suspected of being under the influence/incidents
- 2009-2010 0 Students suspected of being under the influence/incidents

Coalition Success Story

Nassau Alcohol, Crime and Drug Abatement Coalition (NACDAC)

Coalition Name: *Nassau Alcohol, Crime and Drug Abatement Coalition (NACDAC)*

Coalition Contact: *Susan Woodford*

Coalition Phone and Email: *904-261-5713 x2616; elwoodford@yahoo.com*

Summary: In 2007, the Nassau Alcohol, Crime and Drug Abatement Coalition (NACDAC) started a partnership with the Fernandina Beach Police Department (FBPD). Together, NACDAC and FBPD have worked on strategies funded by our SPF-SIG grant, with a common goal to impact underage drinking in our community.

One of our strategies, which we like to call a success story, is our Community Policing Program. In this program, off-duty police officers patrol at times and in locations where youth tend to congregate and drink. This program has been very successful as we work to decrease delinquency/crime and truancy that are associated with underage drinking. It has also resulted in the important perception amongst youth that underage drinking laws are being enforced.

Our Community Policing Program has been highlighted throughout the state and even in Washington, D.C., and has been set as an example for other coalitions to follow.

Implementation:

1. *What specific programs, policies, practices, mobilization efforts, or additional actions have been taken to address the priority issues?*

One of the contributing factors of our priority issue of underage drinking, as identified in our logic model, was lack of enforcement. It was determined that a much stronger law enforcement presence was needed in the community. This presence would identify kids who were drinking, while serving as a preventive measure, as youth would perceive that the underage drinking laws were being enforced.

In a collaborative effort, NACDAC and FBPD worked on procedure, funding and reporting format. Off-duty police officers were trained in what was expected of them as they patrolled the community during times and in locations where underage drinking typically occurred. An evaluation plan was developed, and monthly reports of the progress and effectiveness of the strategies have been presented to our coalition.

2. *Why are these actions likely to be effective, or are been effective?*

These actions are likely to be effective because of the importance of prevention and the perception of enforcement. An identified gap in our needs assessment showed that many local youth do not feel there are strong consequences if they drink; CPP has made youth aware that there are consequences.

3. *How has cultural competence been addressed?*

In our needs assessment, a barrier was identified that demonstrated a need for surveillance and enforcement in a high crime area of our community, specifically zip code 32034. Our coalition and

police department have worked to establish better communications and improved relationships with members of this low-income, African-American section of our community. This work has helped us reach across cultural barriers to some extent, and these efforts are ongoing.

“Seven Strategies for Community Change”

1. **Providing Information:** Sergeant Rhonda Sanderson is the data coordinator for the CPP. As such, she reports on the results of each month’s CPP patrols at our coalition meetings. The trends that are uncovered during the patrols are part of a monthly report that is reviewed and assessed by the coalition. In addition, the Chief of Police uses data and trends from CPP when he talks to his officers and when he gives presentations at agency/club meetings such as Rotary.
2. **Enhancing Skills :** Two law enforcement officers attended the UDETC Leadership Conference in 2009, gaining in-depth knowledge through real-life experience, skills and tools to enforce underage drinking laws in the community. Sergeant Sanderson has also attended the Prevention Conference and Prevention Systems meetings. In addition, the effectiveness of CPP and the trends uncovered through this program are discussed by law enforcement during the retail training we provide to our local retail establishments that sell and serve alcohol. And finally, Sergeant Sanderson has provided training to other coalitions on CPP with members of other coalitions traveling to Nassau County to ride along on our CPP patrols.
3. **Providing Support:** We have provided support and training on CPP to other coalitions considering starting a similar program in their own counties, including meeting with coalition members and sheriff’s department stakeholders. Coalition members from Flagler County joined our police officers on a ride-along during CPP patrols. In addition, our law enforcement has participated in state webinars to discuss CPP.
4. **Enhancing Access/Reducing Barriers:** When law enforcement officers are conducting CPP, they have the opportunity to meet the youth in our high risk areas, talk to them one-on-one and establish relationships with them. During their patrols, they are also meeting other members of the community in these high risk areas and are able to communicate and establish relationships with them. CPP officers are asked to complete Field Interview Cards when talking with our youth, and information from these cards has helped solve crimes in our community.
5. **Changing Consequences (Incentives/Disincentives):** As stated above, the probability of underage drinking is decreased when youth perceive that they may get caught because the underage drinking laws are being enforced. In addition, our research showed a link between underage drinking and delinquency and between underage drinking and truancy. Addressing and reducing underage drinking is expected to lead to a decrease in delinquency and in truancy.
7. **Modifying/Changing Policies:** As a result of CPP and our following up with youth who have been apprehended, we have become more aware of the need for stronger and more consistent prosecution in our county. Our coalition has met with the State Attorney’s Office to discuss more effective and consistent ways to deal with prosecution of our youth. Dialogue has been initiated, and we are currently waiting to see what actions the State Attorney’s Office will be taking.

Coalition Success Story

Orange County Drug Free Coalition

Coalition Name: Orange County Drug Free Coalition

Coalition Contact: Carol Burkett

Coalition Phone and Email: 407-836-7319, carol.burkett@ocfl.net

Summary: In February 2008, Orange County Mayor Richard Crotty and University of Central Florida President John Hitt formed the first countywide Underage Drinking Task Force due to two eighteen year old underage drinking related deaths (both students had just begun their college education) that occurred in East Orange County. The 25 member task force led by Rich Morrison, Vice President of Florida Hospital and Chief Mike McCoy, Orange County Public Safety Director met for seven months hearing from local, state and national experts and formulated 41 recommendations covering prevention and education(secondary and higher ed), access and availability to alcohol, data collection, enforcement and retailer responsibility. The data collection and committee(s) work aligned with the SARG process addressing the magnitude of underage drinking among young adults in East Orange County.

At the conclusion of the task force, the “One Voice” Implementation Committee was formed to begin implementing the objectives. The first recommendation implemented was the passage of two alcohol-related ordinances in the City of Winter Park. The Winter Park Police Department worked closely with the task force’s enforcement committee and utilized the data collected by the task force on the magnitude of underage drinking and model environmental policies to develop the first alcohol-related ordinance pertaining to retailers who repeatedly sold alcohol to underage persons (extended use of permit) and illegal open house parties. The task force members spoke at two public hearings convened by the City of Winter Park and both ordinances passed in January of 2009. The extended use of permit ordinance makes it a privilege to sell alcohol in Winter Park and all retailers must comply by obtaining a permit which allows them to sell alcohol from 11:00 p.m. – 2:00 a.m. If three underage drinking violations occur within 90 days, the extended use of permit can be suspended by the City Commission for up to 30 days. This violation increases on second and third occurrences ultimately revoking the extended use of permit. Note: City and County governments can only regulate the hours of operation and the location of the business; all license issues pertain to the Florida Division of Alcoholic Beverages & Tobacco. The illegal open house party ordinance allows the city to assess a fine (\$1,000 on the first violation) to the absentee owner of the property when an illegal open house party occurs. Far too often, the person holding the party is the renter/student and is arrested and the next weekend the party happens again. This ordinance places the responsibility on the absentee owner or landlord by charging them with a \$1,000 fine and places a lien on their property until the fine is paid. After the ordinance was passed, landlords and property owners were given six months to amend lease agreements to include the new city ordinance language. The task force also worked closely with Rollins College Vice President, Dr. Roger Casey to amend orientation materials and campus literature to include the new city ordinances.

After a year of passage, the ordinances have already attributed to an increase in compliance by local retailers and a reduction in illegal open house parties. The same ordinance pertaining to retailers who repeatedly sell to underage persons was also passed by the City of Titusville and the Orange County Board of County Commissioners is also considering both ordinances countywide.

Strategic Prevention Framework:

Assessment: Countywide data sources included but not limited to OCYSAS and CORE surveys, survey of high-risk drink specials, medical examiner's reports, emergency response data, AB&T compliance checks and adjudication of cases, state attorney processed cases, law enforcement traffic violations and fatalities, student alcohol environmental scans and we began conversations to collect quarterly hospital ED alcohol-related admissions data. Data was mapped by Orange County GIS to further depict the geographical areas of concern.

Capacity: The Coalition began its work in 1999 with the Orange County Mayor chairing the effort and 14 key community leaders providing their time, expertise and resources to combat the drug problem. These efforts were increased with the creation of the Orange County Underage Drinking Task Force and participation with additional key community stakeholders from hospitals, area businesses, distributors, retailers, enforcement, parents, students and neighborhood associations. These key leaders have continued to lend their participation through their direct involvement and/or appointment of key decision makers on the One Voice Implementation Committee. The Coalition and the committee members meet on a regular basis and provide quarterly reports to the task force as well as annual reports to the Orange County Board of County Commissioners and University of Central Florida Presidential Staff.

Planning, Implementation and Evaluation: The most significant demonstration of these principles are through the passage of the City of Winter Park Ordinances (see narrative).

Orange County Underage Drinking Task Force Report, Ordinances and Presentations to the Orange County Board of County Commissioners can be found at www.drugfreecoalition.org

Coalition Success Story

Pasco County Alliance for Substance Abuse Prevention

Coalition Name: Pasco County Alliance for Substance Abuse Prevention

Coalition Contact: Chrissie Parris

Coalition Phone and Email: cparris@pascoasap.com 727-597-2284

Summary: The Alliance for Substance Abuse Prevention of Pasco County has been working to implement strategies that focus on the drinking and driving, underage drinking, binge drinking and prescription drug abuse over the past year. The coalition has been partnering with law enforcement agencies, colleges, middle and high schools, and numerous other community organizations and agencies to make a positive difference in our community and create population level-change. For instance, in Pasco County, Open House Parties where adults provide alcohol to underage youth has been a long time issue. Over the past year, the coalition has developed radio spots, ran an ad in a local paper that went throughout all of Pasco County, and developed educational promotional items such as a bookmark that warn adults on the dangers of providing alcohol to minors. This accompanied by law enforcement trainings on party dispersal techniques helps us provide a comprehensive approach to the issue. ASAP, using the Strategic Prevention Framework had been able to identify more strategic ways to meet our goals.

Describe how the coalition has ensured a truly comprehensive response to the community's identified problems.

The ASAP coalition has been working to implement environmental strategies in the community based off areas of concern identified in the coalition's needs assessment and the Comprehensive Community Action Plan developed through the SARG grant. ASAP is comprised of all 12 sectors identified by SAMHSA which has helped the coalition gain access to data and gain a holistic understanding of the community's alcohol and drug use and abuse issues. The coalition identified a need to focus implementation on reducing alcohol-related motor vehicle crashes, injuries and fatalities in the underage population and young adult population. In 2008 there were 544 alcohol related crashes in Pasco County, the second highest in the state of medium population counties (100,000-500,000 persons) and 422 alcohol related injury crashes in Pasco County, the second highest in the state of medium population counties (DHSMV). The needs assessment also identified that prescription drug misuse and abuse are an increasing concern in Pasco County. According to the 2008 Medical Examiners Commission Drug Report, in District 6 which consists of Pinellas and Pasco Counties, Alprazolam, a Benzodiazepine, was the cause of 62 deaths and present in 250 cases. Oxycodone, a prescription pain killer, caused 209 deaths in District 6 and was present in 99 cases.

To address underage drinking and binge drinking, the substance abuse behaviors related to the consequence of alcohol-related motor vehicle crashes, injuries and fatalities in youth and young adults and prescription drug misuse and abuse over the past year the coalition has been implementing the following approaches and environmental strategies:

Providing Information

- 2 Town Hall Meetings- one for young adults and one for youth and parents on drug and alcohol issues
- 3 billboards on the dangers associated with drinking and driving
- Brochure with tips community members can do to help prevention underage drinking
- Monthly coalition meetings

- Monthly newsletters with current events, safety tips, coalition progress, etc.
- Email blasts to coalition members with new information, reports, events, etc.
- Annual Profile of Alcohol and Drug Indicators Report with local, state and national trends
- Posters for college campuses reminding students to use a designated driver

Enhancing Skills

- Participating in National Coalition Academy provided by Community Anti-Drug Coalition of America (CADCA) and Regional Counterdrug Training Academy (RCTA) held at the Naval Air Station in Meridian, Mississippi
- Receives technical assistance from Community Coach
- Provided Safe Festival Training before large festival in community
- Received Open House Party Training from Sheriff's Office
- Developed Prescription Drug Task Force which is charged with identifying strategies to reduce use

Providing Support:

- Sponsored alcohol and drug free college events at St. Leos University and Pasco/Hernando Community College
- Partners with SADD clubs at local Pasco County Schools
- Provided BAC cards which will be used in Watch Your BAC campaign at local colleges
- Participated in Operation Medicine Cabinet

Enhancing Access/Reducing Barriers:

- Provides resources on coalition website homepage
- Developing Newspaper in Education with St. Pete Times which will reach all Pasco County Schools with community resources
- Provides tip lines and community access information in newsletter
- Links community resources together by Board and coalition participation

Changing Consequences (Incentives/Disincentives):

- Uses Positive messaging in coalition materials (e.g.) 60% of Pasco high school students chose not to drink in the past 30 days
- Providing funding for Compliance Checks
- Providing funding for Open House Party Dispersals
- Providing Responsible Beverage Server Training for alcohol vendors
- Provided signage for vendors stating We ID and signage for break rooms reminding employees that selling alcohol to minors is illegal
- Placing compliance check results in coalition announcements

Physical Design:

- Providing funding for increased DUI Checkpoints
- Providing funding for increased DUI saturations

Modifying/Changing Policies:

- Members of the coalition were part of the Hillsborough Counties Regional Task Force which strongly supported the Prescription Drug monitoring Bill.

ASAP believes that strategies over the past year have helped raise awareness on alcohol and drug issues in Pasco County. For instance at our recent Town Hall Meeting 100% of youth given a posttest (55)

reported an increase in knowledge on drinking and driving and binge drinking issues. The coalition has helped law enforcement enforce underage drinking laws, DUI enforcement, sales to minors, etc. Development of the Prescription Drug Task Committee has generated more coalition members and is helping to educate the community on the issues we are facing. ASAP activities over the past year, since the 5 steps of the Strategic Prevention Framework begun have made or contributions to the community stronger.

Coalition Success Story

LiveFree! Substance Abuse Prevention Coalition of Pinellas County

Coalition Name: LiveFree! Substance Abuse Prevention Coalition of Pinellas County

Coalition Contact: Jackie Griffin-Doherty

Coalition Phone and Email: (813) 503-5658, jdoherthy@operpar.org

Coalition Website: www.pinellascoalition.com

Summary: LiveFree! builds capacity with positive solution-oriented leadership, community responsiveness, reliable data and impressive outcomes. Its message of shared accountability motivates membership to move toward solutions. LiveFree! expanded the reach and alignment of the Pinellas prevention system contributing 2,613 hours of planning, training, technical assistance and environmental strategies during the year. Membership has increased 66.8%. There were 196 members in 2009 and there are 327 members in 2010. **16,200** adults and **2,607** youth were reached at health fairs, community events and presentations. Members gave out **50,853** pieces of prevention material. The Be the Wall social marketing campaign secured **5,800** pledges, distributed **16,000** promotional items and recruited 11 new businesses. The Be the Wall campaign was featured at 23 community events, 21 school-related events, 7 faith-based initiatives and 52 community forums. LiveFree! capacity building strategies sustain at least **\$168,000** of in-kind annually.

Capacity Building: LiveFree! began seven years ago when data demonstrated that Pinellas was among the highest-ranking counties for underage drinking and drug use in Florida. LiveFree!'s **Vision is a strengthened substance abuse prevention and treatment effort that leads to improved health and safety for our community.** Our **mission is to create safe, healthy and substance abuse-free community through public and private collaborations that link youth, adults, families and neighborhoods to public awareness, advocacy, education and healthy solutions.**

Governance includes a Key Leader Council (17 leaders), Key Leader Sustainability Workgroups and a Key Leader Collaborative. There are 327 adult members and 121 youth members. LiveFree! has 5 youth-led high school clubs, one middle club and one club at the Boys and Girls Clubs of the Suncoast, North Greenwood community. LiveFree! staff includes 45% of an Executive Director, 20% of a Community Coordinator, 50% of a contract employee with Pinellas County Schools, Safe and Drug Free Schools, a SARG Coordinator via contract employee, and 5% of an Evaluator. Stewards, AARP field placements, youth and adults donate volunteer hours valued at \$22,200.00.

Building a collective voice within local, regional, state and national communities is top priority. Strategies that are used to recruit leadership and membership are based on the best practices of Florida's Sustainability Plan and the Substance Abuse Response Guide. With the assistance of consultants Community Systems III, LiveFree! revised its by-laws and membership levels based on feedback from the community. Membership categories now offer multiple levels of community involvement, yielding great outcomes. Membership has increased 66.8% within the past year. The revised coalition involvement levels are below.

- ❖ Be **AWARE (1-2 hours monthly)**: Join the coalition mailing list to receive prevention updates, eNews, flyers, Be the Wall activities, etc.
- ❖ Be **PARTICIPATORY (5 hours monthly)**: Join a LiveFree! workgroup, participate in events or donate your skills
- ❖ Be **INVOLVED (10 hours monthly)**: Join the LiveFree! Key Leader Council, Workgroups and any of the following activities: Be the Wall, Community events, Speakers Bureau

LiveFree! Sustainability Workgroups represent each Strategic Prevention Framework step and its function. Workgroup Chairs use the Demographics Attitudes Behaviors (DAB) tool to research and strategically align key champions to appropriate skill sets and expertise. Cultural intuitiveness and diversity are shared values among its membership. As relationships are fostered, trust and credibility grows and engagement is secured. A Speaker's Bureau, high visibility at community events and effective communication are used to brand the LiveFree! value in Pinellas County. Email blasts, a website, newsletters, a Facebook and a Twitter account communicate with the public and membership. Clear Channel aired Be the Wall public service announcements radio spots and produced a web-based banner advertisement with a website link of www.pinellascoalition.com As a part of the campaign, Clear Channel donated 46 free PSAs, valued at \$1,476.

WEDU Public Broadcast Station and LiveFree! produce a town hall meeting that is televised every year. Other agencies are involved in panel discussion that addresses underage alcohol issues, prescription drug misuse and other drugs. WEDU has contributed more than \$280,000 of in-kind contributions toward this effort during the past five years. Other LiveFree! Key Leader forums feature two prescription drug take back events each year, known as Operation Medicine Cabinet. The LiveFree! Excellence Award applauds Pinellas prevention champions while celebrating and branding the name of positive invested community leaders. LiveFree! integrates technology to sustain the coalition, expand resources and capacity and gain greater efficiencies within the prevention system. Leadership is developing a social networking strategy and platform with BallyWho a local social networking and media firm. The product will feature policies and procedures, operational manuals and a revised communication strategy.

Coalition Success Story

Putnam County Anti-Drug Coalition, Inc.

Coalition Name: Putnam County Anti-Drug Coalition, Inc.

Coalition Contact: Dietrich J. Champagnie

Coalition Phone and Email: 386-326-9502, putnamcountyanti@bellsouth.net

Summary: Putnam County Anti-Drug Coalition has had phenomenal success in including the Faith Community in our coalition by convincing the various faith Alliances that “the doors of the churches are closed, and we need to open them for the sake of our children” - and they have!!!

Assessment: As one of the 12 Sectors needed to implement community-wide change in our community using the Strategic Prevention Framework, we found that our Faith-Based Organizations, especially the churches, had not been involved in the process. It was believed by many of our steering committee participants, that in assessing the problems related to substance abuse in our community, the feedback and input from the Faith Community had played a minor role. Yet, we felt that the Faith Community is really the only “Service Agency” that encompasses the totality of all human experiences, particularly those involving our children. The critical hurdle to overcome was how to get the Faith-Based Organizations (FBO’s) to become aware, own, and get involved with the shared missions of the developing Putnam County Anti-Drug Coalition and the Faith Community network.

Capacity: The advantage the steering committee had at the table was an ordained Minister who would eventually become a member of the Board of Directors of the coalition, and who would serve in that capacity for two years, thereby providing the continuity that was helpful in pushing the importance of the Faith Community in the development of the Coalition. Her ability to “tell the story” about the need for a county-wide approach to reducing and eliminating substance abuse in our community, as well as her charisma in helping recruit people who did not fully understand the concepts of collaboration and partnerships, helped the new, and growing coalition bring to the table all the sectors necessary to really plan for change.

Planning: The planning process for the coalition included the necessity for representation of the Faith Community from each of the three areas of the county. The fledgling coalition included in its by-laws, the need for up to 19 persons to be on the board of Directors, three of whom would represent the Faith Community. The five-year plan, introduced and modified each year to account for any unforeseen changes, had a component that highlighted the activities the Faith Community would be responsible for implementing as a part of building the capacity of not only the coalition to meet its annual objectives, but a means by which the Faith Community outreach programs could meet and evaluate their own individual goals and objectives. This was accomplished by the Faith-based board members becoming actively involved in helping the three Ministerial Alliances across the county define their own goals and begin the process of planning, implementing and evaluating their growth and development on an annual basis. (Thereby consciously or unconsciously, using the Strategic Prevention Framework process in their problem-solving, decision-making procedures). We demonstrated to the Alliances the Coalition’s ability to enhance the quality and efficacy of their own organizations by providing relevant, needed and desired support to them. Our leadership role with these Alliances showed that the Coalition was able to provide avenues by which FBO’s could define their purpose which involved the educating of our youth.

Implementation: Our implementation plan involved the application of our strategies involving these three Alliances as well as other faith organizations that wanted to participate in these activities. Our strategy was to provide a service to these groups **before** we asked them to be a part of the coalition. This approach made the different Alliances understand that Coalition building was about forming

partnerships that would strengthen each one of their individual efforts to impact the lives of our youth population, by providing a platform where their collective voices could be heard more successfully than if each one of them was trying to achieve their own goals and objectives. This involved such ecumenical events as “The Night of Faith,” “The Putnam County Prayer Council,” the “Volunteer Chaplains Basic Training,” “Dr. Martin Luther King Jr. Celebrations”, as well as individual activities and trainings held in the different parts of the county. As the Coalition grew, each of the Ministerial Alliances grew to increase their capacity in their own communities to implement projects and events that were beneficial to the Alliance getting the message out that all groups and organizations, especially the Faith Community, are responsible for helping us to create a safer, healthier, drug-free community.

Evaluation: After the Coalition completed the first year of activities to increase the participation of the Faith Community on the Board of Directors and in the events planned throughout the year, we had the Faith Community meet in a “Faith Summit” to review the implementation of the plan and to begin the process of assessing the coalitions ability to move us towards the overall goal of reduction/eliminating substance abuse in our county. Each year we have an evaluation session that allows the Faith Community, as well as the other sectors of the coalition, to determine whether we are going in the direction we need to go, and what changes we need to make if necessary. Since 2004, our coalition has moved from an idea to a fully functioning entity in the community. We have advanced from an organization with no faith representation, to one that has the ears of the majority of the churches and faith organizations in the community who believe that through collaboration and partnerships we are better able to serve our community and to “keep the doors of our churches open”. AMEN!!!!

Coalition Success Story

Behavioral Health Stakeholders' Consortium (Sarasota County)

Coalition Name: Behavioral Health Stakeholders' Consortium

Coalition Contact: Brooke Baker

Coalition Phone and Email: 941-893-7322; brooke_baker@doh.state.fl.us

Planning: Our Success Story relates to Planning. The Behavioral Health Strategic Planning Work Group, a subgroup of the larger community Behavioral Health Stakeholders' Consortium, was instrumental in pooling data and brainstorming over the primary issue of Prescription Drug Misuse identified in Sarasota County. After we received extensive data sources it took several meetings to let the data tell the story. Initially, we were trying to tell the story based on our own personal experiences and background; however, after digging further into the data we began to understand the core of prescription drug misuse in our community. Allowing the data to drive the planning, we were then able to develop a powerful Community Action Plan built around strategies targeted at prescription drug misuse in Sarasota County. It was important for us to address the problem as it was being experienced in our county, specifically because prescription drug misuse looks different county to county and community to community. As the planning process unfolded we were able to create a united front as a Work Group throughout the community to share our concern, while also providing specific strategy information to enable our community to understand we were empowered to make a change and impact the problem. We developed a Talking Points Summary sheet grounded in data that clearly explained the prescription drug misuse problem in Sarasota, as well as what our community was working on to take action. This summary became instrumental throughout Sarasota and Florida at various meetings, fundraisers, substance abuse events, meetings with elected officials, media coverage, and day to day conversations.

By developing the prescription drug misuse story for Sarasota County we ensured our community understood the issue and was able to feel confident in the county-wide efforts that were being discussed. Due to the awareness being generated about this issue, when we began strategizing and developing implementation plans, our County had great success initiating the implementation process. For example, as we began to research establishing a County Moratorium for pain clinics, it was amazing how quickly our efforts took off. The research had been done, the data had been collected, the story had been written, and it was not difficult to ensure the right people throughout our community heard our message loud and clear. As a result, in a matter of one week we were able to not only brainstorm with various counties throughout the state, but draft our own County Moratorium, get initial approval from various county officials, get on the agenda for five community meetings to establish endorsement, and ultimately get on the agenda for both a first and second reading at the next Sarasota County Board of County Commissioners meetings. In addition, we have other counties seeking us now for guidance in drafting their own moratoria. For a community that essentially began this process in November of 2009, we have moved forward rapidly and strategically to ensure we are impacting the right issues in our community, and ultimately making effective changes to begin saving lives.

Coalition Success Story

One Voice for Volusia

Coalition Name: One Voice for Volusia

Coalition Contact: Carrie Baird, Executive Director

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Summary: One Voice for Volusia has definitely developed a knack for facilitating an organized and productive meeting. Just how important is a smoothly run meeting? It makes a big difference, especially when attracting and maintaining its 140+ list of coalition member agencies with an average attendance of 75 at each monthly coalition meeting. Staff ability and personal attention to detail has truly “raised the bar” within the social services sector in Volusia County. Each meeting is strategically orchestrated – from the monthly coalition meetings and committee work to facilitating community meetings. Attendees walk away from the scheduled agenda clearly understanding the meeting objectives, receiving valuable information via handouts and presentations as well as providing critical feedback aimed to evaluate each and every time!

Assessment: In this case, One Voice for Volusia staff and coalition co-chairs diligently work to understand the wants and needs of its members. Monthly meeting critiques, annual membership surveys and one-on-one conversations in addition to strategic networking exercises timely scheduled with committee work in mind all identify the strengths and weaknesses of the meetings and related resources provided by One Voice for Volusia. In that membership is largely diverse and represents more than 230 representatives of 140 community agencies covering all 12 sectors, the intent to “please everyone” can sometimes seem daunting. Staff and leadership have discovered that consistency both to detail and successful strategies and resources provided by the coalition keep the members coming back for more information and result in increased attendance, support and eventually a greater number of “ambassadors” for One Voice for Volusia and its role in the community.

Capacity: One Voice for Volusia has been in existence for 10 years. At the coalition level, member-feedback drives the coalition co-chairs, working with staff, to determine the monthly meeting agendas several months in advance.

Over the years there have been several strategies to recruit members:

- One-to-one personal invitation;
- Brainstorming with coalition co-chairs and committee members to identify “who should be here” and implementing a month by month member recruitment timeline; and,
- Creation of business cards for members to have and give to others who might be interested in attending a meeting and/or joining.

One Voice for Volusia is in the fortunate position to not necessarily recruit new members in spite of the approximate 6 new members joining each month. Since the 12 community sectors are diversely represented, efforts are now in place through the Membership Development Committee to maintain its 140+ agency membership comprised of nearly all of the community organizations in the social services sector. Focusing on the strengths of individual coalition members has proven to be successful in developing leadership and having the members feel empowered within roles they personally establish within the coalition. Cultural competence is continually addressed through the active efforts to engage all members, keeping all interests in mind while developing agendas and recruiting speakers to address timely presentations.

Efforts have also included regular visioning exercises – from the committee level, to the coalition to the Board of Directors. These visioning exercises identify the successful roles One Voice for Volusia has established and the sustainability of those roles (versus the organization which delivers).

One challenge would definitely address the large membership. It’s hard to please everyone. It’s also challenging to ensure that the “big picture” is presented but not shared so big that members lose sight of why an issue is being presented.

Planning: Planning, planning, planning! For this example of a success story, our local data comes from the feedback of our members through meeting critiques, membership surveys and one-on-one conversations. One Voice for Volusia staff is definitely driven by strategic planning and that strategic planning has changed its face over the ten years it’s been in existence. Initially the focus of 30+ individuals gave way to small group strategic planning but today – with nearly 90 individuals regularly attending each coalition meeting, the focus had to adapt in some areas while ensuring that the strategic planning – our foundation and strength – continues.

Implementation/Evaluation:

Facilitating meetings, ensuring an effective meeting takes place with all objectives met successfully sometimes can be overlooked. The value of this process can also sometimes be overlooked. However, this aspect of One Voice for Volusia’s work has been deemed important and valuable enough to actually be incorporated into our overall strategic planning! Below are excerpts from our federal grant that address the implementation and evaluation of our community and capacity-building strategies.

| Objective A. Infrastructure for Ongoing Community Education and Awareness: to develop the infrastructure to support ongoing data-driven and prevention-oriented awareness campaigns through the coordination of education and marketing techniques/tools for health and human services within Volusia County. | | | | |
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| Strategies | Activities | Outcomes | Responsibility | Resources |
| Provide Pro-Social Support | Continue to update and market Speakers Resource Directory and expand list of area civic groups for distribution | Tracking of the more than 100 topics featured in Directory | Community Education Committee, | Cost to publish the Speakers Resource Directory |
| | Host Annual Health and Human Services Summit; Explore resources to coordinate trainings to benefit local agencies unable to travel due to budget restrictions/limitations | Attracting 500 attendees to the Summit | Ad Hoc Summit Committee, Volunteers, Staff | Summit Costs (space, supplies, trainings, etc.) |
| | Implement steps identified through community meetings between social services and the faith-based community to better connect the two sectors | Convene at least one community meeting with the faith sector annually to maintain and enhance communications and efforts identified between the two sectors | Ad Hoc Faith-Based Efforts Committee, Volunteers, Staff | Meeting Costs, supplies and related resources |

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| Provide Information | Expand Community Connector e-communications system mail list 5/10: 1,100 subscribers! | Community Connector will grow in recipients by 10% (currently 700 subscribers) | Staff, Community Members | Email marketing campaign costs |
| | Expand coalition websites for utmost efficiency and user-friendly | Simplify One Voice website for ease and efficiency | Coalition Leadership & Membership, Staff | Maintenance and updates to website(s) |
| | Coordinate Timely Month Topics for Coalition Meeting & Recruit New Members | Maintain attendance at monthly meetings (attracting 75-90 per meeting). Enhance recruitment efforts to area law enforcement, businesses and media sectors. | Coalition Leadership & Membership, Staff, Community Members | Monthly Coalition Meeting Resources |
| | Implement and Evaluate Strategic Plan at Membership Level; Provide semi-annual progress report to Board of Directors and Coalition Membership | Timely reporting and tracking of strategic plan | Coalition Leadership & Membership, Board of Directors, Staff | Monthly Coalition Meeting Review |
| Enhance Skills | Conduct Annual Membership Survey | Surveys will be completed by 10% increase from prior year | Coalition membership, Coalition leadership, Staff | Electronic, paper, and hand held (clickers) member survey tool |
| | Offer Technical Assistance to Membership & Other Multi-Agency Community Groups As Needed | Technical service requests will be tracked and evaluated | Coalition membership, Coalition leadership, Staff | Staff time and expertise, related meeting preparation resources |
| How we will measure progress: 10% annual increase in number of citizens reached through a collaborative community education and awareness campaign (s), achievement of milestones in the plan via monthly progress review. | | | | |

| Objective C. Data and Resource Sharing Initiative: to develop a user-friendly vehicle to enable and encourage the use of a data and the sharing of resources among systems and agencies in Volusia County. | | | | |
|---|--|------------------------------------|-----------------------------|-----------------------------------|
| Strategies | Activities | Outcomes | Responsibility | Resources |
| Provide Information | Update data warehouse online | Updated data identified and needed | Community Agenda Staff | Updates/maintenance to website(s) |
| | Develop and release surveys twice annually for changes, new data | Updated data identified and needed | Coalition Staff, Membership | Updates/maintenance to website(s) |

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| Altering Access to Substance Abuse Systems or Services | Identify systems to research and determine levels of interest from agencies to collaborate where needed; coalition identify 3 or 4 as the priorities | 3 to 4 sub systems being improved, working collaboratively | Systems Committee members, Community groups, Coalition membership | Mapping of subsystems to work collaboratively Related planning and organizational materials developed |
| Modifying/Changing Policies | Facilitation of community issues and serve as community resource for position papers, community needs assessments | Updated Web Page Enhanced connection to legislative, business and other related agencies | Community leaders, Staff, Coalition Members, Systems Committee members | Updates & maintenance of website(s). Relationship-building with appropriate contacts |
| How we will measure progress: Achievement of milestones in the plan via monthly progress review, additional position statements added to website as resource, collaboration of smaller subsystems for efficient planning, increase of 10 agencies per year that access and use data or a resource from the warehouse to improve or direct their work. | | | | |

Objective D. Continue to Build on the Community Agenda Snapshot initiative: Publish an annual report detailing key data indicator trends regarding the health and human service system and further study key social problems to create a blueprint for community-level solutions.

| Strategies | Activities | Outcomes | Responsibility | Resources |
|--|---|---|--|---|
| Provide Pro-Social Support | Continue to support the Community Agenda Steering Committee as Oversight Body and hold quarterly Steering Committee meetings and/or as needed | Open communication and direction | Staff, Community Agenda Steering Committee | Support for staff, meeting space and related supplies |
| Provide Information AND Modifying/Changing Policies | Publish 5 ^h Annual Snapshot Report | Updated & improved report published | Community Agenda Steering Committee, Annual Review Committee, Staff | Volunteer assistance Printing costs (in-kind will be pursued in part) |
| | Explore viability of working with other community coalitions in developing county-specific data indicator report, using the Community Agenda as the model | Updated and improved report(s) published Community-wide distribution | Community Agenda Staff and Steering Committee, Other Coalition(s) Leadership | Time and expertise resource in producing report(s) Marketing report(s) |
| Enhance Skills | Snapshot Community Distribution (share widely via presentations, mailings, distribution lists, community events/meetings) | At least 2,000 community members will receive report # of visits to website for download | Community Agenda Steering Committee, Staff | Postage/mailing, staff and volunteer time |

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| Provide Information | Indicators that exceed a 10% difference from the state benchmark will be targeted to analyze | Gaps in services, needs identified | Community Agenda Steering Committee, Data Review Committee, Staff, Volunteer facilitators, subject experts | Key experts' time and authority Staff time |
| | Continue to present Mini-Study, "Thrive by Five: Ensuring hope, health and happiness in early childhood" during formal and informal platforms | Key issue studies # of visits to website for download | Community Agenda Steering Committee, Data Review Committee, Staff, Volunteer facilitators, subject experts | Key experts' time and authority Printing Staff time |
| Altering Access to Substance Abuse Systems or Services | Utilize information to change systems and work with policy makers to change policy/practice based on report and studies | Improvements to policy/practice | Community Agenda Steering Committee, key leaders, staff assistance | Key leader commitment |
| Modifying/Changing Policies | Explore process to prioritize outcomes of "red flags" and "gold stars" process from previous year for possible identification and development of community champion | Key issue studies Prioritized community focus | Community members, Community Agenda Staff and Steering Committee | Time and expertise Key leader commitment and volunteer recruitment |
| How we will measure progress: Achievement of milestones in the plan via monthly progress review, report and studies completed, number of policy/practice changes, analyzing data from benchmark figures, the Snapshot is published annually. | | | | |

Coalition Success Story

One Voice for Volusia

Coalition Name: One Voice for Volusia

Coalition Contact: Carrie Baird, Executive Director

Coalition Phone and Email: 386-947-8301, carrie@ovfv.org

Summary: During the 2004 One Voice for Volusia Coalition strategic planning process, the Coalition identified the need to connect existing coalitions, committees and initiatives in the area. After taking an inventory of approximately 26 area groups, a meeting was convened with key representatives to explore collaborative efforts. A formal meeting was held in 2005 attracting 75 community leaders. The consensus was to improve local health and human services through the creation of a **Community Agenda**. The goal of the **Community Agenda** initiative is to engage the community by examining data and establishing priorities to improve local health and human services. Toward achieving this goal, a Steering Committee of key community leaders was formed and the first annual **Community Agenda Snapshot** data report was published in May 2006. The **Community Agenda Snapshot** reports on over 40 community data indicators with five-year trend charts, one-year data tables and an in-depth exploration of four specific topics and three over-arching subjects of Information and Referral, Transportation and Poverty.

The Steering Committee works independently of the Coalition and the initiative has its own website and community engagement process which include the Coalition among other community groups. The Community Agenda initiative has generated a Funders Council to establish a collaborative of significant funders of health and human services to explore strategies to work together more efficiently and effectively and work toward group planning and decision-making regarding the award of local discretionary funds. The initiative has also spawned the **thrive by five** collaborative which has set goals and outcomes to encourage a holistic service delivery system for the early childhood development.

Assessment:

Describe the process your coalition undertook to understand your community. What data sources did you use to complete the assessment (i.e., school surveys, focus groups, key informant interviews, social indicators, etc.)?

In the first year, the Community Agenda used workgroups and town hall meetings to engage the community. During the ensuing years, various techniques have been utilized including meeting with community experts in their fields, meeting with existing community groups that serve a target population, meeting with elected officials and community leaders to learn their passions and concerns, and annually collecting data from public, reliable sources for social indicators.

Give a brief description of your intervention area (i.e., relevant geographic, demographic and historical information).

The Community Agenda serves a two-county area – Volusia and Flagler. One Voice for Volusia serves primarily Volusia County and the Executive Director of Flagler County’s coalition serves on the Community Agenda Steering Committee. These two counties have a history of being combined for service delivery and many of the provider organizations serve both counties as do the state agencies. Demographic data is collected separately for each county in the Community Agenda Snapshot and

counties are encouraged to gauge their progress to their past performance rather than county-to-county comparisons.

What are the identified community problems discovered as part of the community assessment (i.e., local conditions, risk/protective factors affecting the identified problem)

Community problems can be identified by trend data in the Community Agenda Snapshot. The Community Agenda does not take action on community issues but rather brings those issues to the attention of community leaders and service providers to better focus efforts for improvement.

The Community Agenda Snapshot provides data to examine local conditions and seek the risk/protective factors affecting many community problems. Although there is not a specific indicator for each issue there are often proxy indicators that when combined with other data can create a broader understanding of the problem issue.

What did the community assessment identified as your community resources available to address the problem (i.e., expertise, funding, technology, etc.)?

The Community Agenda initiative itself does not identify community resources. However, the Steering Committee and, by extension, the Funders Council bring together the community's leaders and leading funders to examine the data provided by the Snapshot data report and look for new ways to deploy existing resources to address issues.

What challenges did the coalition face while organizing and/or conducting the assessment, and how were these overcome?

The concept of gathering data on which decisions could be based was welcomed by the community. The challenges were identifying the most reliable data and selecting indicators that would represent the problems facing our community. These challenges were overcome by engaging as many community members as manageable into the process and performing diligent research into the reliability and validity of data and data sources. Finally, bringing the data and community members together in town hall meetings allowed for a consensus on what to include in the data report. Each year a faction of the community is engaged to review portions of the Snapshot and a large-scale community involvement is planned again for the sixth year review.