

ALPINE COUNTY AOD PREVENTION STRATEGIC PLAN TEMPLATE

I. Vision Statement:

Alpine County is a community of spiritual, physical, emotional and social wellness, free of alcohol and drug abuse.

Mission Statement:

Alpine County is committed to reducing alcohol and other drug abuse by supporting healthy lifestyle choices through education, collaborative planning and community involvement.

- Empowered Youth
- Individual responsibility
- Strong and healthy families
- Engaged Community

II. Background/Context

Demographics. Alpine County is the eighth smallest and least populated county in the State of California. The state of Nevada borders the county to the east; Mono and Tuolumne counties lie to the south; Amador and Calaveras counties border to the west; and El Dorado County meets Alpine's northern boundary. The main routes in Alpine County are state highways 88, 89, and 4.

Alpine County was created in 1864 during the Silver Boom. At one time the population was as much as 11,000 and as few as 200. Today the county hosts the smallest population of California's 58 counties, with approximately 1,280 residents in 2004, as estimated by the California Department of Finance. Approximately 25% of the population in Alpine County is Native American, of the Washoe Tribe of Nevada and California. The remaining 75% of the population is Caucasian.

Alpine County is comprised of approximately 743 square miles, with less than 2 residents per square mile. Most of the population is concentrated around a few remote mountain communities: Markleeville, Woodfords, Bear Valley, and Kirkwood. Each community has distinctly different profiles and needs. Residents enjoy a rural lifestyle, with the convenience of several city areas in the neighboring counties. Markleeville is the county seat, and home to many of the county's offices. Since Alpine County has no incorporated cities, most public services are provided by county departments/agencies. The political environment is generally considered rural conservative.

Today, most of the County's income is derived from visitors, who seek out the County for its rich year-round outdoor recreation opportunities. Fishing, camping, hiking, rafting, skiing and winter snow sports all contribute to an economy solely dependent on tourism. There are no fast food restaurants, banks, professional medical providers or hospitals, manufacturing or other industry. However, the County's population can increase to as many as 6,000 people during peak recreational periods. The low population and highly transient nature of visitors to the County makes data collection and analysis tentative at best.

Planning Process. The Alpine County Prevention staff consists of one part time health educator. Additional prevention activities are carried out by clinical staff through ENKI, the County's alcohol and drug and mental health services provider. The Alpine County Strategic Planning Committee formed in early 2005. Randy Davis, consultant through "Prevention by Design", oversaw the committee. This committee was an offshoot of the Family Support Plan committee. Two existing community-based councils formed the *ad hoc* Alpine County Alcohol and Drug Prevention Committee. Membership includes representation from Caucasian, Latino and Native American ethnic groups. Over the course of the two-year planning process, the composition of the committee changed. A core group of participating agency representatives and prevention providers remained constant throughout the planning period.

Membership includes representation from the following entities:

- Alpine County Unified School District
- Alpine County Behavioral health Services
- Alpine County Health and Human Services
- Alpine County Local Childcare Planning Council
- Alpine County Family Support Council
- Woodfords Indian Education Center
- Washoe Tribe Social Services – TANF, CAPRI

III. Needs Assessment Summary

In conducting the Assessment component of the SPF, data was examined from many sources:

- California Department of Education
- Community Indicators of Alcohol and Drug Abuse Risk (CARS)
- Criminal Justice Statistics
- Youth Leadership Institute Access Surveys
- Healthy Kids Surveys
- Community focus groups

Alpine county is an extremely small county, making accurate measurement of data regarding drug and alcohol incidents difficult. Many arrests within Alpine County are tourists and transient residents from other counties or states. Some are seasonal employees. Therefore, use of prevalence statistics, such as DUI's or alcohol related arrests, are a poor measurement of program impact. A census sample would not be large enough to provide valid results. In the planning process, the input of key community leaders and local youth was crucial to the needs and resources assessment since data provided by traditional methods did not accurately reflect community indicators and trends. Over the course of planning efforts, the Prevention Committee and general prevention efforts were felt to be compromised by lack of a funded prevention coordinator for AOD and coalition maintenance.

Alcohol and Drug Indictors and Trends

- Alpine County has a high risk factor related to the number of retail liquor establishments in the County compared to the low population

- Alpine County has a relatively high rate of drug arrest violations and alcohol-related crime including alcohol-related motor vehicle accidents and DUI arrests compared to the low population, most involving non-residents

Alcohol and other Drug Use Past 30 Days and other California Healthy Kids Survey Results

- By 7th grade 4% of Alpine County youth have used alcohol or drugs within the past 30 days. AOD prevention stakeholders believe this number is higher, but due to sensitivity of the information requested and the relatively low number of youth surveyed, fear of exposure or identification may skew reliability of answers.
- By 7th grade, up to 12% of Alpine County youth have experimented with tobacco, alcohol and/or other drugs
- 84% to 100% of the students surveyed feel frequent use of alcohol, tobacco or other drugs is harmful
- Up to 8% of Alpine County youth have participate in high risk behaviors despite recognizing the harm
- 38% of Alpine County youth are Native American illustrating the need for culturally competent program design

A key informant interview was conducted in October of 2005 with the Alpine County Mental Health Board. The results indicated first that social acceptance of alcohol and marijuana use and the use of these caused by boredom and lack of other activities were the most critical AOD problems. Secondly, community denial of AOD use by family members causes strain and division in the family and community. Impacts of life in Alpine County were listed as: necessity for increased law enforcement; temper and anger issues, child abuse, psychological impacts on youth, domestic violence, family issues, and work related issues such as tardiness, unexcused absence and performance issues. Solutions were indicated as alternative activities, broader use of existing membership recreational facilities, and transportation to areas with more activities.

A 2005 discussion group of participating agencies listed above listed critical AOD issues as Alcohol (access and availability to youth, social acceptance), Methamphetamine (concern for increasing use), tobacco (addressed in other health dept. programs), Marijuana (availability and social acceptance), and finally to a lesser extent, cocaine and peyote use. Issues related to these were the same as others listed by key informants. Solutions were seen as community education, community and youth alternative activities, RBS training, increased community participation in prevention, mentoring and support groups for priority populations. Special problems related to implementation of the above were: border (CA/NV) issues, lack of law enforcement resources, need to increase community involvement, generational alcoholism, negative adult role models in the community. Priority populations were the Native America Community, families, youth, law enforcement (tribal and local), and business owners/managers.

Existing Community Resources and Assets –

- Alpine County Public Health Education Programs
- Alpine Family Support Council

- Alpine County Board of Supervisors
- Woodfords Indian Education Services
- Alpine County Afterschool Program
- Bear Valley Safe and Stable Families
- Alpine County Tobacco Prevention

Priority Risk Factors	Priority Protective factors
Early initiation of alcohol use Favorable attitudes toward substance abuse Friends who engage in the problem behavior Academic failure Lack of commitment to school Family management problems Family history of the problem behavior Community laws and norms favorable toward substance abuse	Healthy beliefs and clear standards for behavior Development of strong bonds to those who hold healthy beliefs and clear standards in families, schools and communities

The planning group conducted a SWOT analysis.

Strengths:

- Opportunities for healthy activities, outdoor recreation
- Cohesive/continuity with schools
- A RFP process is in place

Weaknesses:

- Lack of local community data on which to base prevention plan due to small numbers, transient population and aggregation of data into regions
- The Prevention Committee is not formalized; lack of credibility with County Board of Supervisors not engaged with prevention efforts
- No resident champion; lack of leadership
- Lack of media outlets makes information dissemination difficult
- Lack of culturally competent prevention services for Native Americans

Opportunities:

- Opportunities to increase partnerships with interested/involved parties
- Opportunities to engage and educate Board of Supervisors
- Opportunities to increase involvement by Washoe Tribal members
- Opportunities to increase community awareness education regarding AOD use among priority populations
- Opportunities to increase alternate activities for recreation.

Threats:

Community norms/acceptance of issues

Low community support

Lack of information about relationship of problems to disability

Priority populations

Community members of Alpine County, Washoe Tribal members, families with history of substance abuse, individuals with history of substance abuse, seasonal employees, guests in county campgrounds, youth ages 9-18.

III. Problems, Statements, Goals and Objectives, Strategies, Evaluations

Title: Lack of Local Data				
Problem Statement I: Due to the small population in Alpine County and external factors that skew statistical information, local data is unreliable or non-existent.				
Goal I: To establish ongoing quantitative and qualitative data collection procedures that provide more accurate data to measure of alcohol and drug prevention indicators IOM: Universal & Selected				
Objective	Actions	Persons Responsible	Outcome Measures/Deliverables	Timeframe
1. By June 2008, conduct a community needs assessment of Alpine County residents to inform AOD prevention efforts and gather baseline data.	1. Identify key data indicators needed to measure priority problems	Collaborative partners, prevention prgm mgr & health educator Collaborative partners, prevention prgm mgr & health educator Evaluator and CHOS Prevention prgm mgr & health educator	List of key data indicators	06/30/08
	2. Identify methodology for obtaining specific data indicators		Statement of planned methodology in final needs assessment report.	06/30/08
	3. Conduct data gathering according to planned methodology.		Prevention mtg minutes	06/30/10
	4. Analyze data and prepare a report of the needs assessment.		Copies of media	06/30/10
	5. Identify person/agency responsible for data management (timely updates, dissemination of information, etc.)			
	6. Communicate data trends at least annually X 3 to collaborative partners.			
	5. Communicate data through 8-10 school newsletter paragraphs and 3-4 print articles.			

Evaluation Plan Objective I

Process Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
Needs Assessment Final Report	Key data indicators have been identified in report.	Methodology delineated in final report	Survey tools submitted in final report	Program staff, evaluator	07/07-6/08

Title: Early Age of initiation of alcohol use.
Problem Statement II: Based on the California Healthy Kids Survey report, Alpine County youth initiate alcohol use as young as 9 and 10 years of age.
Goal II: Short term goal: Develop a comprehensive youth prevention plan
Long term goal: Increase age of initiation of alcohol use and 30 day current use among youth under 17 years of age by at least 10 %.
IOM: Universal & Selected

Objective	Actions	Persons Responsible	Outcome Measures/Deliverables	Timeframe
2. By July 1, 2009 will develop a comprehensive youth prevention plan to include feasibility of a local Friday Night Live- like local youth prevention group.	1. Assess implementation of current curriculum used in school prevention programs. (Botvin's Life Skills Training (LST) has been used in the past.)	Collaborative partners, prevention prgm mgr & health educator	Class and topic implementation schedule for LST for all schools.	7/1/07-6/30/08
	2. Assess current local prevention programs that provide youth with positive, healthy and creative alternate activities (FNL and the Bear Valley Save and Active Family Experiences, Native American youth groups)	Collaborative partners, prevention prgm mgr & health educator	Chart with description of existing clubs and prevention programs	7/1/07-6/30/08
	3. Research possible prevention programs which support values identified by the planning group: opportunities for skill-building, increased social connectedness, opportunities to learn leadership skills and recognition, improved decision-making skills.	Collaborative partners, prevention prgm mgr & health educator	Chart of possible prevention group programs with pros and cons	7/1/07-6/30/08
	4. Through the Prevention Committee, create a plan for implementation of a youth prevention program.	Collaborative partners, prevention prgm mgr & health educator	Final report of plan	7/1/07-6/30/09

Evaluation Plan Objective II

Process Outcomes	Indicators	Method	Tools	Who Collects Data	Timeframe
Final report of comprehensive youth prevention plan	Action plan for implementation of youth prevention	Meeting minutes, chart of current prevention programs	Process evaluation	Program staff, prevention committee, evaluator	07/07-6/08

Title: Lack of community awareness regarding alcohol use and alcohol related effects				
Problem Statement III: Based on feedback from local community forum groups and social service investigations, alcohol use and abuse has been identified as a major community issue.				
Goal III: Increase the perception of harmful consequences of alcohol abuse on identified priority groups: community members of Alpine County, Washoe Tribal members, families with history of substance abuse, individuals with history of substance abuse, seasonal employees, youth ages 9-18.				
Objective	Actions	Persons Responsible	Outcome Measures/Deliverables	Timeframe
3. By June 2010, implement a media and health education campaign to include, but not limited to, FASD, youth alcohol use, perinatal use, and effects of alcohol abuse on families.	1. Identify culturally appropriate media message for FASD, youth alcohol use, and the effects of alcohol abuse on families.	Collaborative partners, prevention prgm mgr	Presentation messages will be on file.	7/1/07-6/30/08
	2. Create 1-3 presentations on these topics.	Collaborative partners, prevention prgm mgr	Copy of powerpoint presentations.	7/1/07-6/30/08
	3. Provide 2-3 education classes to families and service groups regarding consequences of alcohol abuse, FASD and effects of alcohol on the adolescent brain.	Collaborative partners, prevention prgm mgr	Agenda of meetings and fliers of programs	7/1/08-6/30/10
	4. Collaboratively support 1-2 community-based health-focused alcohol and drug free events for families and youth by collaborative organization of healthy events as designed by the prevention committee.	Collaborative partners, prevention prgm mgr & health educator	Event summary reports	7/1/07-6/30/10
	5. Create 3 newsletter articles annually for the Alpine Threads.	Prevention prgm mgr	Copy of Alpine Threads	7/1/07-6/30/10

Evaluation Plan Objective III

Process Outcomes	Indicators	Method	Tools	Who Collects Data	Timeframe
Final report of comprehensive media campaign	Increase in media message countering alcohol use.	Anecdotal reports, media records and meeting attendance will be tracked and recorded into a summary report.	Process evaluation	Program staff, prevention committee, evaluator	7/1/09-6/30/10

Title: Methamphetamine use				
Problem Statement IV: Community concerns about the extent of methamphetamine use among Alpine County residents based on nation-wide trends, treatment trends and youth exposure to outside influences.				
Goal IV: Increase the perception of harmful consequences of methamphetamine on identified priority groups: community members of Alpine County, Washoe Tribal members, families with history of substance abuse, individuals with history of substance abuse, seasonal employees, and youth ages 9-18.				
Objective	Actions	Persons Responsible	Outcome Measures/Deliverables	Timeframe
4. By June 2010, implement a media and health education campaign regarding methamphetamine use.	1. Identify culturally appropriate media message for meth use in priority populations.	Collaborative partners, prevention prgm mgr	Presentation messages will be on file.	7/1/07-6/30/08
	2. Create 1-3 presentations on these topics.	Collaborative partners, prevention prgm mgr	Copy of powerpoint presentations.	7/1/07-6/30/08
	3. Provide 2-3 education classes to families and service groups regarding consequences of meth use using a variety of media.	Collaborative partners, prevention prgm mgr	Agenda of meetings and fliers of programs	7/1/08-6/30/10
	4. Collaboratively support 1-2 community-based health-focused alcohol and drug free events for families and youth by collaborative organization of healthy events as designed by the prevention committee.	Collaborative partners, prevention prgm mgr & health educator	Event summary reports	7/1/07-6/30/10
	5. Create 3 newsletter articles annually for the Alpine Threads.	Prevention prgm mgr	Copy of Alpine Threads	7/1/07-6/30/10

Evaluation Plan Objective IV

Process Outcomes	Indicators	Method	Tools	Who Collects Data	Timeframe
Final report of comprehensive media campaign	Increase in media message countering alcohol use.	Anecdotal reports, media records and meeting attendance will be tracked and recorded into a summary report.	Process evaluation	Program staff, prevention committee, evaluator	7/1/09-6/30/10

Title: Sustainability Of Prevention Efforts				
Problem Statement V: Lack of community awareness, support and funding for alcohol and drug prevention efforts				
Goal V: To establish systems which ensure continuation and stability of local AOD prevention efforts.				
IOM: Universal & Selected				
Objective	Actions	Persons Responsible	Outcome Measures/Deliverables	Timeframe
5. By December 31, 2007, recruit and hire a AOD prevention coordinator.	<ol style="list-style-type: none"> 1. Create job description for AOD prevention coordinator. 2. Recruit and hire a prevention coordinator according to County human resources protocol. 3. Orient prevention coordinator. 4. Facilitate implementation of SPF in collaboration with the prevention coordinator and prevention coalition. 	HHS administrator and collaborative partners	Completion of hiring process and prevention coordinator in place.	12/31/07
6. By June 2008, re-establish an active prevention coalition.	<ol style="list-style-type: none"> 1. Review membership and meeting schedule, by-laws. 2. Identify partners desired for prevention coalition and invite them to coalition meeting. 3. Establish scope of prevention coalition with review of mission and vision. 4. Conduct meetings at least quarterly. 5. Present prevention coalition to Board of Supervisors for recognition. 	HHS Director, Prevention prgm mgr & health educator	Prevention agenda and mtg minutes Board of Sups agenda and minutes, recognition document	06/30/08 12/31/07 - 06/30/10

Evaluation Plan Objective V.

Process Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
1. Prevention coordinator is in place. 2. Coalition is active, and satisfied with activity record.	<ol style="list-style-type: none"> 1. Prevention coordinator hired. 2. Coalition meeting at least quarterly, coalition satisfaction documented by survey. 	<ol style="list-style-type: none"> 1. Employment status on file. 2. Coalition meeting minutes, coalition survey of members. 	<ol style="list-style-type: none"> 1. Not applicable 2. Coalition satisfaction survey 	Prevention coordinator	12/31/07 12/31/08, 12/31/09