

Amador County Strategic Plan for Alcohol and Other Drug Prevention



Using the Strategic Prevention Framework



January 2008

Table of Contents

Introduction	3
Strategic Prevention Framework Five Steps	3
Strategic Prevention Framework Planning Process	4
Vision	5
Mission	5
Guiding Principles & Core Values	5
Amador County Profile	5
Data Assessment Priority Issues/Concerns	9
Priority Area One: Organizational Capacity for Prevention	10
Problem Overview	
Contributing Factors	
Goal	
Strategies	
Objectives	
Priority Area Two: Youth Access to Alcohol and Other Drugs	13
Problem Overview	
Contributing Factors	
Goal	
Strategies	
Objectives	
Priority Area Three: Leadership, Advocacy and Skill Building	14
Problem Overview	
Contributing Factors	
Goal	
Strategies	
Objectives	

Introduction

Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds are awarded to counties by the California Department of Alcohol and Other Drug Programs (ADP). Twenty percent of the State's SAPT Block Grant funds are dedicated to primary prevention. Primary Prevention is defined as *a strategy, or set of strategies, employing principles that have produced evidence of effectiveness in preventing community-level alcohol, tobacco or other drug problems among those not in need of treatment.* The Department of Alcohol and Drug Services administers the SAPT funds for alcohol and other drug prevention services in Amador County.

Strategic Prevention Framework Five Steps

Under the directive of ADP, counties are required to use the Strategic Prevention Framework (SPF) for all SAPT funded primary prevention services. This planning process utilizes the following five steps:

Assessment: Identify areas of concern for community AOD problems, collect and analyze relevant data to define the local magnitude and locations of problems, identify target populations and environments, and assess resources. Rank AOD problems according to community need and health/safety criteria; share data and ranked concerns with stakeholders and community.

Capacity: Assess readiness, capacity and stakeholder/community resources to implement and sustain prevention initiatives. Engage and mobilize local resources (financial and organizations) to address assessed needs. Build capacity of coalition/stakeholder group to address needs. Build readiness, cultural competence and leadership among prevention partners.

Planning: Set priorities for action on AOD focus areas, Identify research based "best practice" strategies for use with target populations and/or high risk settings. Identify goals, objectives, and measurements (logic models, action plans, etc.).

Implementation: Carry out the plan(s) developed. As appropriate, issues RFP's/RFA's to carry out the work of the plan. Document the plan's process, activities and progress. Modify and document any changes to the plan.

Evaluation: Activate the evaluation plan. Collect, analyze and report evaluation data to determine processes and outcomes for programs, practices and strategies implemented. Review and share evaluation data with stakeholders/community. Use evaluation findings to refine and improve prevention services.

Strategic Prevention Framework Planning Process

Amador County Alcohol and Drug Services elicited the consultation and technical assistance of Danelle Campbell from the Center for Applied Research Solutions. Amador County was guided through a process to create a comprehensive prevention plan for Alcohol and Other Drug Prevention Services in Amador County. The SPF planning process consisted of the following:

AOD Overview of SPF process: The Amador County Alcohol and Other Drug Prevention Staff were provided an overview of the SPF process.

Input from Partner Agencies: Stakeholders from critical sectors will be asked to participate in the ongoing workgroup process. Sectors represented will include schools, youth, parents/families, seniors, medical/health, faith, civic organizations, merchant/business owners, government, media, law enforcement, human/social services, parks, and community based organizations. See work plan for additional detail.

Data Collection and Analysis: A preliminary workgroup conducted a brief review and analysis of local and state quantitative and qualitative data. Representatives from Amador County Alcohol and Drug Services, Amador County Recreation Agency (ACRA), UC Cooperative Extension, Amador County First 5, Tobacco Reduction of Amador County (TRAC) and Amador County Public Health sector provided valuable information, data sets, and experience.

Prioritize Focus Areas: As a result of the data review and analysis, focus areas were identified and prioritized for prevention services over the next two years.

Identification of Contributing Factors, Indicators, Goals and Effective Strategies: Contributing factors, indicators, goals and effective strategies for addressing each of the identified focus areas were developed. Research supported “best practices” were used to guide the development of the goals.

Development of Action Plan: Amador County Alcohol and Drug Services worked with CARS consultant on the development of objectives, timelines and roles/responsibilities for identified goals/objectives. The workgroup will provide the ongoing consultation and review.

Additional Community Input: Additional community input will be incorporated as needed. The SPF plan will be reviewed by individuals from additional sectors of the community. This will provide the opportunity for any additional input, feedback or modifications.

Finalize Strategic Prevention Plan: Amador County AOD Prevention Services will assume oversight and responsibility for finalizing the SPF plan, implementation and evaluation.

Community Presentation of Strategic Prevention Framework Plan: The finalized SPF plan for Amador County will be presented at a key partner/stakeholder meeting.

Special acknowledgement and appreciation to the representatives from Amador County Alcohol and Drug Services, Amador County Recreation Agency (ACRA), Tobacco Reduction of Amador County (TRAC), UC Cooperative Extension, Amador County First 5, and Amador County Public Health for their contributions to the development of the SPF plan.

Vision

Will be developed by the AOD Prevention Coalition in April 2008

Mission

Will be developed by the AOD Prevention Coalition in April 2008

Guiding Principles

Will be developed by the AOD Prevention Coalition in April 2008

Core Values

Will be developed by the AOD Prevention Coalition in April 2008

Amador County Profile

Amador County is located in the western foothills of the Sierra Nevada Mountains and covers 593 square miles ranging from gently rolling slopes in the west to rugged mountain terrain in the east. Elevations range from 200 to 9,000 feet. Nearly half of the land area of Amador County is farmland, and approximately one quarter is timberland. Industries in the county include lumber, mining, livestock, wine and agriculture.

The total 2005 population estimate for Amador County was 38,471. Nearly 41 percent of the county's population lived outside of the incorporated cities of Lone, Plymouth, Jackson and Sutter Creek, each of which experienced steady growth ranging from seven percent in Lone to more than 19 percent in Sutter Creek over the past five years. The most rapid population growth in recent years has been in the unincorporated areas of Amador County, particularly in the "upcountry" region in and around the communities of Pine Grove and Pioneer.

Amador County is one of nine counties that make up the "Nine County Region". Other counties include Colusa, El Dorado, Nevada, Placer, Sacramento, Sutter, Yolo, and Yuba.

Amador County ranked 18th in population growth among California counties with a 6.2 percent increase between 2000 and 2003. However, in the ten years

between 1990 and 2000, Amador County's population increased by nearly 17 percent. Between 1990 and 2005 the population increase was estimated to be more than 28 percent overall, and from 2000 to 2004, more than 1,770 new housing building permits were issued across the county.

More than one third of the residents, nearly 13,000 were age 55 and older. That number is projected to reach more than 14,000 by 2010, and in 2020 is expected to reach 17,000 – an increase of more than 34 percent between 2005 and 2020. In 2020, the 55 and older age group is expected to account for nearly 40 percent of the County's total population.

The 18 to 54 age group was estimated at 18,160 in 2005 and is projected to remain steady through 2020. Nearly 19 percent of Amador County residents were under age 18 in 2005, and by 2020 that population group is projected to increase 3.1 percent.

In 2000 Amador County had 3,339 families with children under the age of 18. Of those, 956 or 28.6 percent were single-parent households.

In 2005 more than 80 percent of Amador County residents were White, and 9.3 percent of residents were Hispanic. Slightly more than 5 percent of students enrolled in school were English Language Learners (ELL). The number of ELL students increase from 40 students in the 1995-1996 school year to 285 in the 2005-2006 school year. Ninety-one percent of all ELL students Amador County spoke Spanish as a primary language.

The median family income for Amador County in 2000 was \$51,226 compared with \$53,025 for the state as a whole. In 2000, there were an estimated 2,307 married-couple families with children under 18 in Amador County. Eighteen percent earned less than \$35,000 annually. There were 1,047 single-parent families with children under 18. Of these, 65.1 percent earned less than \$35,000 annually.

Amador County reported an unemployment rate of 5.2 percent for 2005. Unemployment in Amador County has remained steady from 1998 through 2005.

Of Amador County students, Six percent of 11th graders, six percent of 9th graders and 11 percent of 7th graders said they felt "unsafe" or "very unsafe" in school. More than one third (37%) of 11th grade respondents said they had been offered drugs on school property in the past 12 months. Nearly one third (32%) of 9th grade respondents said they had been offered drugs on school property in the past 12 months. This rate is about the same or slightly higher than most counties in the region and California as a whole (31%).

On fifth (20%) of 7th graders said they had been offered drugs at least one time on school property in the past 12 months. This rate is more than double the rate

for some counties in the region and by far, the highest rate in the Nine County Region. California as a whole reported 13 percent for the same grade level. All grade levels reported rates above state averages for alcohol use in lifetime, and reported some of the highest percentages of alcohol and drug use in the Nine County Region. 74 percent of 11th graders reported some use of alcohol and/or drugs in their lifetime, compared to the 67% state average. More than half (57%) of 9th grade respondents reported some use of alcohol and/or drugs in their lifetime, compared to the state average of 52%. One third of 7th graders reported some use of alcohol and/or other drugs in their lifetime.

Of young people who reported having at least one drink, 16% of 11th graders, 13% of 9th graders, and 3% of 7th graders reported they drink enough to “feel it a lot”. Seven percent of 11th graders, 13% of 9th graders, and three percent of 7th graders said they drink “until really drunk”.

11th graders reported the highest rate in the Nine County Region of students who had been very drunk or sick after drinking. More than half (52%) said they had been very drunk or sick one of more times after consuming alcohol, and 17% of those respondents had been sick seven or more times after drinking.

One third (33%) of 9th grade respondents reported being very drunk or sick at least once after drinking alcohol, the highest rate in the Nine County Region. Of the 33% who reported being very drunk or sick after drinking, 13% had been so seven or more times. 14% of 7th graders reported having been very drunk or sick after drinking at least one time.

Cigarette use among Amador County youth is a concern. Eighteen percent of 11th graders reported smoking cigarettes in the past 30 days; one of the highest rates in the Nine County Region. 12 percent of 9th graders reported smoking in the past 30 days and nine percent of 7th graders reported smoking in the past 30 days.

More than one third (38%) of 11th grade respondents in Amador County reported being “high from using drugs” at least once, with the majority (22%) reporting they have been high seven times or more from using drugs.

28% of 9th graders reported being high from using drugs at least once, with the majority (16%) reporting they have been high seven or more times. This is the highest rate among the Nine County Region and is higher than the state average overall (20%) for the same grade level.

Seventh graders reported the highest rate of “being high” among the Nine County Region. 13% of 7th graders responded that they had been high from using drugs at least once, with seven percent reporting they had been high seven or more times from drug use.

Contributing Factors Across All Issues –

- Limited childcare or organized/supervised activities for teens – left on their own
- Lack of structured supervised teen activities
- School policy: school cases of alcohol, tobacco or drug use are not consistently handled and/or referred to law enforcement
- Parent problems (financial, substance abuse, marital) consume the family, leaving little adult support for kids
- Youth start drinking very young.
- Alcohol is easy to get
- There is community wide acceptance of youth drinking alcohol
- Lack of opportunities for young people (leadership, advocacy, skill building)
- Economy and lack of good income for families
- Adults/parents are allowing youth to drink alcohol in their homes
- Early use of alcohol as the beginning of multiple substance abuse and family and community norms accepting it
- Not enough local data and appropriate coordinated efforts to address systemic problems
- Lack of community connectedness and caring relationships across and between age groups
- Sexual activity, violence and abuse in the mix with AOD use and availability to minors from adults
- Adults are unaware of the research about the impacts of alcohol of the brain
- Education is critical – our schools lack resources to address the multifaceted issues that are barriers to learning. Students cannot learn if they are not physically and mentally able or present to learn.
- We need more opportunities to build skills in youth – more workshops, training, conferences
- Drug related arrests have increased in past several years.
- Accessibility is an ongoing issue in Amador County. Transportation system is minimal, towns far apart.
- The county has an over 65% rate of under the median self sufficiency income for single parent families with children under age 18 and an over 25% rate of under median self sufficiency income for married families with children under age of 18.

Based on the findings of the needs assessment, as well as a review of the current prevention program inventory, the Amador County identified and prioritized the following areas of focus for the primary prevention efforts for the next two years. It should be noted that the lack of significant resources and current capacity of the prevention services infrastructure and organization has limited the focus areas.

Amador County AOD Strategic Plan				
Priority Area One: Organizational Capacity for Prevention (the internal capacity of the organization and individuals responsible for the implementation, monitoring and sustainability of prevention services critical to the success of the strategic plan).				
Identified Problem: Limited organizational capacity for oversight and management of the Amador County SPF process				
Contributing Factors:				
<ul style="list-style-type: none"> • Limited staffing/human resources • Limited funding • Limited local data and/or tracking systems • Limited collaboration across prevention service providers • Limited capacity for resource development 				
Goal: Increase organizational capacity to implement, monitor and sustain prevention efforts.				
Goal Narrative: Establish and strengthen collaboration among individuals, communities, private nonprofit agencies, schools, and local governments to support the efforts of the Amador County AOD community coalition/workgroup to prevent and reduce substance abuse among youth. The objectives under this section are divided into four strategies, assessment, collaboration, capacity building and resource development. Amador County AOD community coalition/workgroup will implement the SPF 5 step evidence-based planning process for community planning and decision making. Amador AOD will take a leadership role to ensure that the coalition/workgroup provides collaboration between groups in Amador County and is representative of multiple sectors. This focus area will build the capacity of the organization and its partners and sustain the AOD prevention efforts in the community.				
Strategies:				
<ul style="list-style-type: none"> • Assessment • Collaboration • Capacity Building • Resource Development 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Create a 50% increase in coalition/workgroup membership	<ol style="list-style-type: none"> 1. Identify and document current level of involvement 2. Identify potential partners, including volunteers and youth 3. Collect information about their programs, including contact information, populations served, program description, and prevention approach currently used. 4. Develop mission statement, by-laws, 	<ol style="list-style-type: none"> 1. March 2008 2. March 2008 3. March 2008 4. April 2008 5. April 2008 	<ol style="list-style-type: none"> 1. Sign in sheets 2. Develop outreach list for new members 3. Resource summary of prevention services in the county. 4. Mission statement, by laws and structure developed 	County AOD, coalition members, Amador County First 5, Tobacco Reduction of Amador County, UC-Extension Program, Amador County Public Health, FNL

	and governance structure. 5. Establish communication system for the prevention community (i.e. list serve, meeting schedule, coalition newsletter).		and distributed. 5. Communication system developed	members and other youth leaders, Amador County DATE Coordinators, Amador Tuolumne Community Action Agency
Provide one training to coalition members on coalition development and sustainability	1. Identify appropriate TA & training resource/provider. 2. Provide training to coalition members.	1. March 2008 2. April 2008	1. Trainer identified 2. Training completed 2. Number of coalition members trained.	County AOD, coalition members
Provide one presentation to local decision makers services providers, community partners and parents on current AOD issues in Amador County.	1. Identify target audience. 2. Develop presentation (based on SPF process). 3. Provide presentation.	1. May 2008 2. May 2008 3. May 2008	1. List of target audience members 2. Presentation materials 3. Sign in sheet	County AOD, coalition members
Provide monthly cross training/information sharing between coalition members & organizations	1. Incorporate into monthly coalition meeting agendas. 2. Invite coalition partners/organizations to share about their services, impact of AOD, opportunities for collaboration.	1. April 2008 2. Monthly	1. Meeting agendas 2. Meeting minutes 2. Presentations completed	County AOD, coalition members/ organizations
Provide one training on Youth Development/Youth Adult Partnerships	1. Identify appropriate TA & training resource. 2. Provide training to coalition members, other youth organizations, stakeholders.	1. Oct. 2008 2. Nov. 2008	1. Trainer identified 2. Training completed 2. Number of youth/adults trained 2. Training materials 2. Sign in sheet 2. Training evaluations	County AOD, TA & training provider, coalition members
Provide one training on Environmental	1. Identify appropriate TA & training resource.	1. Nov. 2008 2. Jan. 2009	1. Trainer identified 2. Training completed	County AOD, TA & training provider,

Prevention	2. Provide training to coalition members, other youth organizations, stakeholders.		2. Number of people trained. 2. Training materials 2. Sign in sheet 2. Training evaluations	coalition members
Provide young people with meaningful roles within the coalition	1. Identify youth co-chair of coalition. 2. Identify youth sub-committee members.	1. April 2008 2. May 2008	1. Youth identified 2. Sub-committee created	County AOD, youth groups, coalition members, school representatives
Implement annual data collection system	1. Identify current data needs. 2. Implement data collection process	1. July 2008 2. July 2008	1. Needs identified 2. Data collected	County AOD, coalition members
Generate 50% increase in AOD prevention funding	1. Identify potential grant opportunities 2. Sign up for grant list serves and funding announcements. 3. Identify grant writers. 4. Identify coalition sub committee to review/contribute to grant writing. 5. Develop and submit grant proposals	1. As announced 2. Aug. 2008 3. Aug. 2008 4. Aug 2008 5. Based on grant due dates	1. Grant opportunities presented to coalition 2. Electronic notifications received 3. Writers identified 4. Sub-committee created 5. Proposals submitted	County AOD, coalition members, partner organizations
Develop AOD prevention Logic Model	1. Review strategies selected and define outcomes (short, intermediate and long term) 2. Review to ensure that each step enables the next step in a clear and logical sequence. 3. Complete logic model, and review to ensure that there are no gaps in the logic model.	1. June 2008 2. June 2008 3. June 2008	1. Model complete 2. Model complete 3. Model complete	County AOD
Develop AOD prevention evaluation plan	1. Define methods of data collection and tools to be used. 2. Review outcomes, indicators, methods, tools, person responsible	1. Sept. 2009 2. Sept. 2009 3. Sept. 2009	1. Methods and tools identified 2. Evaluation plan complete	County AOD Technical Assistance provider

	for collecting data, and timeframe. 3. Evaluation plan template selected and completed		3. Evaluation plan complete	
Priority Area Two: Youth Access to Alcohol and Other Drugs (Alcohol problems such as underage drinking, drinking and driving, violence, safety problems, and health problems are linked to easy access/availability of alcohol).				
Identified Problem: Ease of youth access to alcohol from social and commercial settings				
Contributing Factors:				
<ul style="list-style-type: none"> • Ease of youth access to alcohol and other drugs through social sources/settings (parents, siblings, older buyer) • Ease of youth access to alcohol through commercial sources/settings (merchants, retailers) • Youth report early initiation of alcohol and tobacco use. • Limitations in consistent enforcement of alcohol/drug policies in schools/community. • Adults and youth view violations of underage drinking laws as acceptable. • Parents/adults provide alcohol and others drugs to youth in home/social settings. • Adults are unaware of new/existing research on the impacts of adolescent AOD use. 				
Goal: Reduce youth access to alcohol and other drugs.				
Goal Narrative: Amador County AOD will reduce alcohol use among youth by addressing the points of access and availability of alcohol and creating a zero tolerance for hosting parties where alcohol is provided to minors. The objectives under this section are divided into three strategies, access and availability, norms, policy and enforcement. Amador County AOD will implement the SPF 5 step evidence-based planning process for community planning and decision making.				
Strategies:				
<ul style="list-style-type: none"> • Access and Availability • Norms • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Create a 20% decrease in youth access to alcohol from commercial sources.	<ol style="list-style-type: none"> 1. FNL youth provide merchant education and training to local retailers. 2. FNL youth work with ABC and local law enforcement to conduct compliance checks of licensed alcohol retailers (after receiving merchant education). 3. Provide one environmental prevention training to stakeholders on 	<ol style="list-style-type: none"> 1. June 2009 2. June 2009 3. March 2009 	<ol style="list-style-type: none"> 1. Training delivered 2. Compliance checks implemented 3. Training delivered 	<p>County AOD, FNL advisors, FNL officers/members, law enforcement/ABC, coalition members</p> <p>TA resources (i.e. CARS, CFNLP)</p>

	the importance of environmental approaches to reducing underage drinking).			
Create a 20% decrease in youth access to alcohol from social sources.	<ol style="list-style-type: none"> 1. Research existing laws and social host ordinances holding individuals responsible for providing alcohol to underage youth. 2. Establish policy for local community events/fairgrounds to restrict alcohol sales to designated areas, train staff selling alcohol, limit hours of sale, limit volume per sale, warning signs posted, and making sure alcohol-free drinks are provided. 3. Research model policies regarding effective school campus strategies to reduce access to and use of alcohol on or around campus (i.e. closed campus). 4. Provide one environmental prevention training to stakeholders on the importance of environmental approaches to reducing underage drinking). 	<ol style="list-style-type: none"> 1. Oct. 2008 2. June 2009 3. June 2009 4. Aug. 2008 		County AOD, coalition members, FNL youth Technical Assistance and Training provider (CARS, etc.)
Priority Area Three: Leadership, Advocacy and Skill Building Opportunities for youth				
Identified Problem: Limited leadership, advocacy and skill building opportunities for young people.				
Contributing Factors:				
<ul style="list-style-type: none"> • Limited opportunities for youth involvement in leadership activities • Limited opportunities for youth advocacy • Limited skill building opportunities available • Lack of resources to support youth training/conferences • Lack of opportunities for youth to be involved in environmental prevention initiatives 				
Goal: Increase youth leadership, advocacy and skills				
Goal Narrative: Amador County AOD will work with youth, schools and community partners to increase the leadership, advocacy				

and skill building opportunities for young people in Amador County.				
Strategies:				
<ul style="list-style-type: none"> • Youth Development • Youth Leadership & Advocacy • Environmental Prevention 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Increase active Friday Night Live/Club Live Chapters	<ol style="list-style-type: none"> 1. Identify active/established FNL/CL Chapters and Advisors. 2. Identify potential sites for expansion 3. Identify FNL/CL Chapter Advisors and youth leaders. 4. Complete necessary CFNLP forms/paperwork. 	<ol style="list-style-type: none"> 1. Oct. 2008 2. Oct. 2008 3. Oct 2008 4. Oct. 2008 	<ol style="list-style-type: none"> 1. Developed roster/list 2. Sites identified 3. Developed roster/list 4. Paperwork submitted 	County AOD, schools, Parks and Rec. dept., FNL/CL, CFNLP
Obtain Members In Good Standing Status for Friday Night Live & Club Live Programs.	<ol style="list-style-type: none"> 1. Review Members In Good Standing criteria. 2. Establish FNL County Coordinator. 3. Establish official FNL/CL Chapters & Chapter Advisors. 4. Submit necessary paperwork/reporting to CFNLP/CFNLC. 	<ol style="list-style-type: none"> 1. Sept. 2008 2. Sept. 2008 3. Oct. 2008 4. Oct. 2008 	<ol style="list-style-type: none"> 1. Criteria reviewed 2. County Coordinator identified and submitted to CFNLP. 3. Chapters established. 4. Paperwork submitted 	County AOD, school representatives, Parks and Rec. dept., FNL/CL
Increase leadership, advocacy and skill building opportunities for youth	<ol style="list-style-type: none"> 1. Identify and/or provide opportunities for youth to: <ul style="list-style-type: none"> • Build skills • Develop their roles as leaders and advocates • Build relationships with peers and adults • Engage with and contribute to their schools and communities • Experience safe environments • Implement youth led ATOD prevention projects. 	<ol style="list-style-type: none"> 1. June 2009 	<ol style="list-style-type: none"> 1. Trainings, conferences, and workshops attended 2. Projects developed and implemented 	County AOD, schools, FNL/CL Chapters, youth, Parks and Rec. dept.
Engage FNL/CL	1. FNL/CL members will receive	1. Dec. 2008	1. Training delivered	County AOD,

<p>Chapters in environmental prevention projects</p>	<p>training on environmental prevention 2. Chapter Members will be trained in Merchant Education. 3. Chapter Members will implement Merchant Education. 4. Chapter members will have the opportunity to present their project/experience to AOD coalition/workgroup.</p>	<p>2. Dec. 2008 3. June 2009 4. June 2009</p>	<p>2. Projects identified 3. Projects implemented 4. Presentation delivered</p>	<p>FNL/CL Chapters, youth, Parks and Rec. dept., TA & Training providers</p>
--	---	---	---	--