



**Butte County Strategic Plan for
Alcohol and Other Drug Prevention**

Using the Strategic Prevention Framework



June 2007

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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 Butte County.

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.

Butte County Department of Behavioral Health Prevention Unit took the lead on the SPF planning process. The SPF planning process consisted of the following:

Coalition Presentation of SPF process: The Butte Youth Now Coalition was provided an overview of the SPF process along with a question/answer session. This coalition consists of members from critical sectors as well as surrounding coalition members.

Data Collection and Analysis: Staff participated in a comprehensive collection, review and analysis of local, state and national quantitative and qualitative data. Representatives from each sector provided valuable data sets, expertise and experience. In addition, a local assessment tool and process was developed to enhance the assessment process and findings. Data findings and recommendations were developed with young people – then presented to over 50 community stakeholders to feedback and support of initiatives to address key focus areas.

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

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

Development of Action Plan: The workgroup developed objectives, timelines and roles/responsibilities for identified goals/objectives across all focus areas and strategies.

Finalize Strategic Prevention Plan: Development of the final plan was achieved after sufficient review and feedback had been obtained by coalition members, stakeholders, youth, parents and community members. Butte County Department of Behavioral Health Prevention Unit will assume oversight and responsibility of the SPF plan implementation and evaluation.

Review and Refinement of Strategic Prevention Plan: The SPF plan will be reviewed and refined based on evaluation findings and recommendations. In addition, staffing, resources and community factors may contribute to the need for refinement and changes.

Butte County Behavioral Health Prevention Unit Vision: Individuals live and thrive in a healthy community free of substance abuse issues.

Butte County Behavioral Health Prevention Unit Mission: Butte County Department of Behavioral Health Prevention Unit provides opportunities for community members to be leaders, advocates and resources in creating healthy community environments – free of substance abuse.

Butte County Profile

Butte County is a rural community in Northern California approximately 65 miles north of Sacramento. The county extends across a portion of the Sacramento Valley and the foothills of the northern Sierra Nevada. The population is approximately 200,000 persons and is expected to grow by 50 percent in the next 20 years. California State University, Chico and Butte Community College are both located in Butte County and bring over 20,000 students to the area. Oroville is the county seat.

Approximately 200,000 residents live in Butte County, with 46% of children being under eighteen years old. Of this population, 75.1% are White, 13.8% are Latino, 7.5% are Asian/Pacific Islander, 1.8% are African American, and 1.7% are Native American (www.childrennow.org).

Butte County is economically depressed. According to the California Employment Development Department, in 2006 Butte County average unemployment rate was 7.0 percent compared to the state's rate of 5.3 percent. Butte County has one of the highest numbers of welfare recipients per capita and is ranked 18th out of the 58 counties in the state with approximately 13,000 people receiving public assistance. The median household income in Butte County, as documented by the 2004 census was \$36,000, which is substantially lower than the state's median income, \$50,000. Students from families receiving Cal WORKS are higher than the state average at 19.3% with the state average being 11%. In Oroville the number of students enrolled in Cal WORKS is as high as 49.4%. According to Children Now, "a child's academic achievement is shaped by her family's economic circumstances and the community resources available to her".

In the 2007 Children's Now Report nearly, 50% of the Butte County children in grades K-12 lived in poverty. Due to the high number of welfare recipients and unemployment rates, 44% of the 34,153 students enrolled in Butte County are on a free or reduced lunch (California Department of Education Demographics Unit).

In Butte County, 17.9% of children with a substantiated allegation of child abuse had another substantiated allegation within six months, compared to a statewide average of 11.2% during 2002.

(<http://cssr.berkeley.edu/CWS/CMSreports/referrals/recurrence.asp>). In addition to the substantiated rate of child abuse Butte County has the highest rate in the state for reported allegation of child abuse.

There are five characteristically different cities in Butte County:

- **Oroville:** This is the county seat of Butte County, located in the southern part of the county, having an area population of 55,000. Oroville almost one in two children live below poverty, far above the poverty rate in other areas of the county. Oroville is characterized by being the methamphetamine capitol of the state.
- **Chico:** This college community has a population of over 100,000 people. Although citizens may work in other areas of the county the tend

to live and make their home in Chico. For over 20 years this city has been trying to overcome its stigma of the party school USA, and over the past 5 years has suffered from multiple alcohol poisoning deaths.

- **Gridley:** Located in the southern part of the county, Gridley is a farming community with a population of 5,100. Gridley is home to a farm labor camp, and portions of its population are migrant farm workers whose primary language is Spanish. Over the past two years Gridley has been combating a serious gang problem plaguing their community.
- **Biggs:** This is primarily a farming community with a population of 1,793. This community has a large disparity of income levels with wealthy farmers as well as migrant farm workers. This is a tight nit community with the middle school and high school located on the same campus.
- **Paradise:** Located in the northern part of the county, Paradise was historically primarily a retirement community with a population of 2,400 with a rising population influx from the bay area. This has drastically changed the demographic make up in recent years – creating a growing adolescent and ethnic culture.

The following data has been used as part of the community assessment. The 2006 Butte County Healthy Kids data 30% of 11th graders report having 5 drinks or more in a couple of hours in the past 30 days. 50% of 11th graders Butte County youth report being very drunk or sick after drinking during their life, 44% of 11th graders report using alcohol in the last 30 days the state average is 37%. According to the Healthy Kids Data young people experience a decrease in protective factors and an increase of violence or related behaviors from 7th grade to 9th grade. 25% of 7th graders report feeling safe at school while only 17% of 9th graders feel safe. The protective factor caring relationships with teachers or other adults drops by 10% from 7th to 9th grade. Only 16% of 11th graders report that there are high levels of opportunities for meaningful participation at school.

In addition to the County Healthy Kids Data the City of Gridley, located in Butte County, is demonstrating use rates that is higher then the State and Federal Levels. In the area of past 30 day use 40% Gridley 9th graders are reporting they have drank alcohol, 25% is the state level. 35% (state level 21%) are reporting being drunk or sick after drinking in their life, 26% (11% state level) report in the past 30 days they have had 5 drinks in a couple of hours. For this reason Gridley has been identified as a community that needs additional services.

In addition to personal risk factors youth in Butte County are exposed to high levels of risk factors in their family, home, community and social environments, which often lead to dropping out of school, involvement in juvenile delinquency, gang activity, drug and alcohol use, and teenage pregnancy. In 2000, the school dropout rate for Butte County was 3.8 percent, compared to the state average of 2.8 percent. BYNC reviews community data to establish the need for environmental prevention projects. Through their analysis BYNC has found that youth in Butte County live in communities where alcohol is part of the community

environment. A three year comparison average from 1997 to 1999 showed 234 liquor outlets per 100,000 people compared to the state average of 198 per 100,000 people (California Alcoholic Beverage Control, Community Indicators of Alcohol and Drug Abuse Risk) – elevating the risks of underage drinking.

There were 3.9 adolescent suicides per 100,000 population under 18, compared to only .9 per 100,000 in all of California. Butte has nearly twice as many adult alcohol and drug treatment admissions than the California average. Youth who live with substance abusing parents are at high risk of alcohol and drug abuse or dependence, delinquency, and depression. They are almost three times more likely to be physically abused or sexually assaulted and four times more likely to be neglected compared to children of non-substance abusing parents. There are almost twice as many TANF recipients as a percentage of the county population as in the rest of California. (6.2% of the population receives this aid.) In Butte County there were 160 emergency response dispositions per 1,000 population under 18 years of age. The California average is only 70 per 1,000. Butte had 9.3 school expulsions per 1,000 enrolled students, compared to 3.6 in California. The rate of Butte juvenile arrests for alcohol and drug offenses is twice the state average. In Butte County, 17.9% of children with a substantiated allegation of child abuse had another substantiated allegation within six months, compared to a statewide average of 11.2% during 2002. Neglected or abused children are more likely to use drugs vs. non-neglected and abused children.

In Butte 15 children per 1000 population under 18 are living in foster care as compared to only 9.7 children in all of California – making them a vulnerable population removed from their families, unprepared to function outside the “system”, and many will struggle to complete high school, find a job, or not become homeless.

Below are the six main focus areas based on the analysis, the environmental prevention assessment data, the policy recommendations and highlights from the GPRA measures.

Location of Use: Butte County Youth identified house parties as places where young people most often saw other young people using ATOD. 1 in 4 young people reported seeing their peers use drugs and alcohol in their own home. 1 in 10 youth reported that they most often see young people drink at college-age parties.

- ◆ Increase social host compliance and enforcement.
- ◆ Increase parental awareness of the responsibility of hosting gatherings for young people in their home through media campaigns, parent forums and tool kits.
- ◆ Increase parental awareness of monitoring alcohol stored in the home.
- ◆ Increase parental commitments to not make alcohol the center of family/social celebrations in the home.
- ◆ Increase collaborations with local university/college initiatives to reduce underage youth access to alcohol at college parties.

Access: Youth reported that they access ATOD through members of the community. Nearly 5 in 10 youth report that friends are most often the source of ATOD. Only 1 in 4 youth reported that sales clerks consistently check youth ID's when they attempt to purchase tobacco products.

- ◆ Stores selling alcohol and tobacco in Butte County must implement a mandatory staff training on checking ID for alcohol/tobacco purchases.
- ◆ Enforce a zero tolerance message around purchasing alcohol & tobacco to minors. Focus increased awareness to include older siblings of minors.
- ◆ Provide increased merchant education.
- ◆ Implement county wide merchant compliance checks and/or decoy operations.
- ◆ Provide merchant awards/media recognition for compliant merchants.
- ◆ Provide student education.

Families: Youth identified their families as important points of access for ATOD. 20% of young people reported that parents/guardians/caretakers are most often the source for alcohol.

- ◆ Develop prevention programs and campaigns that focus on families use and adult role modeling of ATOD.
- ◆ Increase parental awareness about the laws on furnishing alcohol to minors.

Pressure: Young people reported that they use ATOD to deal with stress or to relax.

- ◆ Increase fact finding about the source of young peoples stress.
- ◆ Support and increase positive school and community programs that provide relationship building with peers and adults.
- ◆ Increase positive alternative opportunities for young people to relax.
- ◆ Increase educational opportunities for young people to build coping skills.

Schools: School campuses were identified as a significant place where young people use tobacco and drugs. Over half of youth reported that school is where the most often see young people use violence.

- ◆ Expand smoking zone to include the perimeter off school campuses and increase signage in school zone areas.
- ◆ Continue efforts to enforce alcohol, tobacco, drug use and violence policies on school campuses and increase punishment for breaking those policies.
- ◆ Provide tobacco education to students.

Bullying and Harassment: 61% of young people reported that they most often tease or harass youth that are different from them to be cool or popular. 57% of young people did not feel that adults react to such situation will and 11% of young people responded that adults usually do not do anything.

- ◆ Set up anonymous tip lines for young people to report harassment and bullying.

- ◆ Provide opportunities for young people to be part of changing school climate.
- ◆ Increase adult involvement in addressing violence on the school campus.

When looking at Butte County as a community, there are a number of factors that indicate youth are more in need of services than in other California counties.

These include:

- There were 3.9 adolescent suicides per 100,000 population under 18, compared to only .9 per 100,000 in all of California.
- Butte has nearly twice as many adult alcohol and drug treatment admissions than the California average.
- There are almost twice as many TANF recipients as a percentage of the county population as in the rest of California. (6.2% of the population receives this aid.)
- In Butte County there were 160 emergency response dispositions per 1,000 population under 18 years of age. The California average is only 70 per 1,000.
- In Butte 15 children per 1000 population under 18 are living in foster care as compared to only 9.7 children in all of California.
- Butte had 9.3 school expulsions per 1,000 enrolled students, compared to 3.6 in the California average.
- Rate of Butte juvenile arrests for alcohol and drug offenses is twice the state average. (Source for above 7 points: Community Indicators of Alcohol and Drug Abuse Risk-Butte County 2004, prepared by Center for Applied Research Solutions)
- Butte County is home to 225 retail alcohol outlets, about 15 percent higher than the state average – elevating risks of underage drinking.(2004 Community Indicators Report).
- In Butte County, 17.9% of children with a substantiated allegation of child abuse had another substantiated allegation within six months, compared to a statewide average of 11.2% during 2002.
(<http://cssr.berkeley.edu/CWS/CMSreports/referrals/recurrence.asp>)
- There were 17.1 juvenile arrests for alcohol and drug offenses per 1,000 population ages 10-17 in Butte County in 2001. The California average was 8.5 juvenile arrests. However, there were only .1 adolescent treatment admissions per 1,000 population under 18 years old, compared to California's' average of 2 per 1,000. This does not speak to a low need for these services, but rather to the dismal lack of such services.

BCDBH Prevention Unit implements an effective community assessment process with multiple approaches and considerations including 1) creating and maintaining coalition partnerships 2) assessing community needs and resources 3) analyzing problems and goals 4) developing a framework or model of change. The process for implementation of this step involves analyzing information about the problem, goals, and factors affecting them and establishing vision and mission. BCDBH Prevention Unit initially focused on building the membership of coalition partners and establishing strong relationships. After convening with partners, BCDBH Prevention Unit reviewed and analyzed quantitative and

qualitative data to assess needs and prioritize problems. In addition, BCDBH Prevention Unit assessed current resources and determined gaps. The comprehensive community assessment included archival as well as newly developed assessment sources.

The BCDBH Prevention Unit needs assessment process is truly cutting edge in the way it involves young people in all steps of the assessment, planning and evaluation process. BCDBH Prevention Unit uses four strategies to define the need for the programs/strategies as well as to define the needs of the young people in the County. Those strategies include: (1) Local profiling of population needs and identifying community readiness analysis; (2) Archival local data used to help identify needs and establish prevention program design; (3.) Analysis of research and identification of science based programs; and 4.) A youth evaluation team or a participatory evaluation model. Capacity building and community mobilization take place during all steps of the process. Please refer to the program logic model for a detailed description of program goals and short-term, intermediate, and long-term outcomes as determined by this process. After review of the local archival data BCDBH Prevention Unit acknowledged a gap in local data and implemented an additional data gathering tool. For the past three years BCDBH Prevention Unit has conducted an Environmental Prevention (EP) assessment with over 1,000 young people in Butte County. The tool is implemented to help support the identification of the environmental factors that impact use and perception of ATOD and violence as well as seen as an opportunity to involve the community in a planning process to help identify needs and community readiness. The EP assessment tool, designed by the Youth Leadership Institute (YLI), assesses young people's attitude, access and perception of alcohol, tobacco, drugs and violence. The key findings are reviewed by the youth evaluation team with inclusion of other stakeholders/participants, during the review process the youth team categorize the data and provide a framework for a larger community involvement process. Over 150 young people and key stakeholders that include program participants, parents, teachers, principals, police officers, city officials and many others then review the results at the annual Youth Development Summit. During this process young people and key stakeholders are facilitated through a focus group process by the youth evaluation team. The end result of the process is an action paper that contains environmental prevention policy recommendations and a discussion on youth organizing and community support on the readiness to put the policies into action.

The problems identified are high youth exposure to alcohol, tobacco, and other drugs, media messages and social norms that promote alcohol use, youth have fairly easy access to alcohol and other drugs and young people have limited opportunities for leadership, advocacy and skill building.

Contributing factors include: 1) Youth live and spend free time in areas with heavy alcohol outlet density 2) Community sends a pro-use message 3) Youth

access alcohol through parents and older friends 4) Media support pro use message and actively promote drinking 5) Youth and adults report binge drinking and/or high risk drinking.

The activities that address the problems include a comprehensive approach including strategic planning that will identify ATOD and tolerance curriculum for the schools and prevention services, environmental prevention strategies defined in four primary focus areas (media messages, norms, policy/enforcement, and access/availability, as well conference and training opportunities to build the capacity of the coalition, community and young people.

BYNC embraces youth development principles across all strategies and understands that meaningful youth engagement is a process. To demonstrate this process, identified strategies include immediate, intermediate, and long-term outcomes. The impact is based on youth development research that correlates long-term involvement in program activities to decreased high-risk behaviors.

Based on the findings of the needs assessment, as well as a review of the current prevention program inventory, the Butte County SPF Workgroup identified and prioritized the following areas of focus for the primary prevention efforts for the next two years.

Butte County 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 time, staffing and data for oversight and management of the Butte County SPF process				
Contributing Factors:				
<ul style="list-style-type: none"> • Limited funding • Limited local data and/or tracking systems • Limited collaboration across prevention service providers • Limited time for grant writing/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 Butte County DBH Prevention Unit and Butte Youth Now Coalition 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. Butte County DBH Prevention Unit utilizes the SPF 5 step evidence-based planning process for community planning and decision making. 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 an increase in BYN coalition membership	<ol style="list-style-type: none"> 1. Identify 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 	<ol style="list-style-type: none"> 1. Sept. 2007 2. Sept. 2007 3. Sept. 2007 4. Oct. 2007 5. Nov. 2007 6. June 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. 	DBH, coalition members

	<p>prevention approach currently used.</p> <ol style="list-style-type: none"> 4. Develop mission statement, by-laws, and governance structure. 5. Establish communication system for the prevention community (i.e. list serve, meeting schedule, coalition newsletter). 6. Administer annual survey to coalition members to assess coordination and cohesion and identify areas for improving coordination and cohesion of group. 		<ol style="list-style-type: none"> 4. Mission statement, by laws and structure developed and distributed. 5. Communication system developed 6. Survey developed, implemented and results shared. 	
Provide one presentation to local decision makers services providers, community partners and parents on current AOD issues in Butte County.	<ol style="list-style-type: none"> 1. Identify target audience. 2. Develop presentation (based on SPF process). 3. Provide presentation at YD Summit. 	<ol style="list-style-type: none"> 1. Oct. 2007 2. Oct. 2007 3. Oct. 2007 	<ol style="list-style-type: none"> 1. List of target audience members 2. Presentation materials 3. Sign in sheet 	DBH, coalition members
Provide monthly cross training/information sharing between coalition members & organizations	<ol style="list-style-type: none"> 1. Incorporate into monthly coalition meeting agendas. 2. Invite coalition partners/organizations to share about their services, impact of AOD, opportunities for collaboration. 	<ol style="list-style-type: none"> 1. Monthly 2. Monthly 	<ol style="list-style-type: none"> 1. Meeting agendas 2. Meeting minutes 2. Presentations completed 	DBH, coalition members/organizations
Provide one training on Youth Development/Youth Adult Partnerships	<ol style="list-style-type: none"> 1. Provide training to coalition members, other youth organizations, stakeholders. 	<ol style="list-style-type: none"> 1. Nov. 2007 	<ol style="list-style-type: none"> 1. Training completed 1. Number of youth/adults trained 1. Training materials 1. Sign in sheet 1. Training evaluations 	DBH, coalition members
Provide one training on Environmental	<ol style="list-style-type: none"> 1. Provide training to coalition members, other youth organizations, 	<ol style="list-style-type: none"> 1. Jan. 2008 	<ol style="list-style-type: none"> 1. Trainer identified 1. Training completed 	DBH, coalition members

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Prevention	stakeholders.		<ol style="list-style-type: none"> 1. Number of people trained. 1. Training materials 1. Sign in sheet 1. Training evaluations 	
Provide young people with meaningful roles within the coalition	<ol style="list-style-type: none"> 1. Identify youth co-chair of coalition. 2. Identify youth sub-committee members. 	<ol style="list-style-type: none"> 1. Sept. 2007 2. Sept. 2007 	<ol style="list-style-type: none"> 1. Youth identified 2. Sub-committee created 	DBH, youth groups, coalition members, school representatives
Implement annual data collection system.	<ol style="list-style-type: none"> 1. Identify current data needs. 2. Implement data collection process 	<ol style="list-style-type: none"> 1. March. 2008 2. June 2008 	<ol style="list-style-type: none"> 1. Needs identified 2. Data collected 	DBH, coalition members
Generate 25% increase in Prevention Unit funding	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. As announced 2. Aug. 2007 3. Aug. 2007 4. Aug 2007 5. Based on grant due dates 	<ol style="list-style-type: none"> 1. Grant opportunities presented to coalition 2. Electronic notifications received 3. Writers identified 4. Sub-committee created 5. Proposals submitted 	DBH, coalition members, partner organizations
Develop Unit Logic Model	<ol style="list-style-type: none"> 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. 	<ol style="list-style-type: none"> 1. Dec. 2007 2. Dec. 2007 3. Dec. 2007 	<ol style="list-style-type: none"> 1. Model complete 2. Model complete 3. Model complete 	DBH
Develop Unit Evaluation Plan	<ol style="list-style-type: none"> 1. Define methods of data collection and tools to be used. 2. Review outcomes, indicators, methods, tools, person responsible for collecting data, and timeframe. 3. Evaluation plan template selected 	<ol style="list-style-type: none"> 1. March 2008 2. March 2008 3. March 2008 	<ol style="list-style-type: none"> 1. Methods and tools identified 2. Evaluation plan complete 3. Evaluation plan complete 	DBH

	and completed			
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: Butte County Prevention Unit 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. Butte County Prevention Unit 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 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. Convene one meeting with law enforcement/judges to review and discuss the limitations to enforcement of policies/citations and associated penalties for 	<ol style="list-style-type: none"> 1. Oct. 2008 2. Dec. 2008 3. Aug. 2008 4. Sept. 2008 5. Oct. 2008 6. June 2009 7. Oct. 2008 	<ol style="list-style-type: none"> 1. Training delivered 2. Compliance checks implemented 3. Meeting convened 4. Training completed 5. Training completed 6. Training delivered 7. Increased retailer awareness 	DBH, FNL advisors, FNL officers/members, law enf./ABC, coalition members TA resources (i.e. CARS, CFNLP)

	<p>providing alcohol to minors.</p> <ol style="list-style-type: none"> 4. Coordinate one training provided by law enforcement informing/educating the coalition/community of the limitations (see #3 above). 5. Provide one environmental prevention training to stakeholders on the importance of environmental approaches to reducing underage drinking). 6. Provide on Responsible Beverage Service Training. 7. Provide retailers with counter advertising on youth purchase laws and local law enforcement intent to cite and prosecute. 			
<p>Create a decrease in youth access to alcohol from social sources.</p>	<ol style="list-style-type: none"> 1. Research existing laws and social host ordinances holding individuals responsible for providing alcohol to underage youth. 2. Create a mechanism to notify law enforcement (i.e. tip line for both private citizens and merchants) about parties where underage drinking is suspected, or suspiciously high sales of alcohol. 3. Establish policies 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. 4. Research model policies regarding effective school campus strategies to reduce access to and use of 	<ol style="list-style-type: none"> 1. Oct. 2008 2. March 2009 3. June 2009 4. Aug. 2008 5. See #3, 4, 5, 6 above 		<p>DBH, coalition members, FNL youth</p>

	alcohol on or around campus (i.e. closed campus). 5. See #3, 4, 5, 6 above in “commercial”			
Priority Area Three: Norms and Awareness of Alcohol and Others Drugs (the unwritten rules concerning acceptable behavior in a given setting have the power to encourage or discourage high-risk drinking and other alcohol problems).				
Identified Problem: Community acceptance and norms of underage drinking increase the likelihood/amount of underage drinking and associated harm/risks				
Contributing Factors:				
<ul style="list-style-type: none"> • Community norms accepting early use of alcohol and other drugs • Substance abuse is viewed as a “right of passage” • Youth and adults report binge drinking or high risk drinking • Youth live and spend free time in areas with heavy alcohol promotion/availability 				
Goal: Reduce community acceptance and norms of underage and binge drinking.				
Goal Narrative: Butte County Prevention Unit will reduce the acceptance of underage and binge drinking, change adult attitude around supplying alcohol to underage drinking. The objectives under this section are divided into three strategies, access and availability, norms, policy and enforcement.				
Strategies:				
<ul style="list-style-type: none"> • Access and Availability • Norms • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Convene four workgroups from the larger coalition 1)access/availability 2)media messages 3)norms 4)policy and enforcement	<ol style="list-style-type: none"> 1. Develop and implement Social Marketing/Awareness Campaign in support of all strategies to increase public education and awareness on alcohol and drug issues. 2. Educate key opinion leaders (Rotary, BOS, City Council, School Board, youth, etc.) on policy level changes to prevent youth access. 3. Develop and implement parent outreach materials designed to shift norms and acceptance of underage drinking. 4. Develop and implement marketing/outreach materials 	<ol style="list-style-type: none"> 1. June 2008 2. Feb. 2008 3. June 2008 4. June 2008 	<ol style="list-style-type: none"> 1. Campaign developed & implemented 2. Presentation developed and delivered 3. Materials developed and distributed 4. Materials developed and distributed 	DBH, FNL/CL, coalition members

	designed to shift college age norms/acceptance of underage drinking.			
Priority Area Four: 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 • Limited opportunities for young people to experience a Youth Development framework/standards of practice • Limited opportunities for youth to be involved in community change efforts. 				
Goal: Increase youth leadership, advocacy and skills				
Goal Narrative: Butte County Prevention Unit will work with youth, schools and community partners to increase the leadership, advocacy and skill building, and youth development opportunities for young people in Butte County. The objectives in this section are divided into three strategies, youth development, youth leadership & advocacy, and environmental prevention.				
Strategies:				
<ul style="list-style-type: none"> • Youth Development • Youth Leadership & Advocacy • Skill Development • Environmental Prevention 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Increase/maintain active Friday Night 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. 2007 2. Oct. 2007 3. Oct. 2007 4. Oct. 2007 	<ol style="list-style-type: none"> 1. Developed roster/list 2. Sites identified 3. Developed roster/list 4. Paperwork submitted 	DBH, schools
Maintain 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. 	<ol style="list-style-type: none"> 1. Aug. 2007 2. Aug. 2007 3. Aug. 2007 4. Sept. 2007 	<ol style="list-style-type: none"> 1. Criteria reviewed 2. County Coordinator identified and submitted to CFNLP. 	DBH, school representatives,

	4. Submit necessary paperwork/reporting to CFNLP/CFNLC.		3. Chapters established. 4. Paperwork submitted	
Engage FNL/CL Chapters in environmental prevention projects	<ol style="list-style-type: none"> 1. FNL & CL will receive training on environmental prevention 2. Chapters will identify their own projects (a list will be provided in support of the SPF plan) 3. Chapters will implement projects 4. Chapter members will have the opportunity to present their project/experience to coalition and/or community leaders 	<ol style="list-style-type: none"> 1. Nov. 2007 2. Nov. 2007 3. Dec. 2007 – April 2008 4. June 2008 	<ol style="list-style-type: none"> 1. Training delivered 2. Projects identified 3. Projects implemented 4. Presentation delivered 	FNL Chapters, DBH staff, school representatives
Maintain active FNL & Impact Mentoring Programs	<ol style="list-style-type: none"> 1. Identify site advisors 2. Present to school faculty/staff 3. Recruit a minimum of ten high school mentors at each site. 4. Train high school mentors 5. Recruit a minimum of ten protégés at each jr. high site (using protégé risk assessment profile). 6. Implement group mentor sessions 7. Match high school mentors with jr. high protégés. 8. All mentor sessions implemented 9. All mentors and protégés participate in evaluation process 	<ol style="list-style-type: none"> 1. Sept. 2007 2. Sept. 2007 3. Oct. 2007 4. Oct. 2007 5. Oct. 2007 6. Oct. 2007 7. Nov. 2007 8. May 2008 9. Sept. 2007, March 2008 & May 2008 	<ol style="list-style-type: none"> 1. Site advisors identified 2. Presentation completed 3. Ten mentors recruited at each site 4. Mentors trained, training agenda, sign in sheets, evaluations 5. Protégé risk assessments received, protégés recruited 6. Mentor sessions implemented, session guides (agenda, etc.), rap session completed with mentors 7. Number of mentor/protégé matches. 	FNL Mentor staff, school representatives, advisors, mentors, protégés and evaluators

			8. Number of mentor sessions implemented, feedback forms 9. YD Survey, Pre-Post Survey, Interviews and Focus Groups	
Priority Area Five: Pro-Alcohol Messages, Marketing and Promotion Influences				
Identified Problem: Advertising, promotional products, entertainment and other media messages often glamorize excessive drinking, especially among youth, and tend to solely blame individuals for alcohol problems. Alcohol advertising is widespread – at community events, sponsored activities, fairs, rodeos, etc.				
Contributing Factors:				
<ul style="list-style-type: none"> • Youth live and spend free time in areas with heavy alcohol promotion/availability • Community sends a pro-use message. • Media support pro use message and actively promote drinking. • Community events promote/sponsored by alcohol industry 				
Goal: Reduce pro-alcohol messages, marketing and event promotion/sponsorship				
Goal Narrative: Butte County Prevention Unit will reduce the pro-alcohol messages, marketing and event promotion/sponsorship. The objectives in this section are divided into three strategies, education, media, and policy and enforcement.				
Strategies:				
<ul style="list-style-type: none"> • Education • Media • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Reduce media that supports a pro-use message and Increase media messages that support parent, adult, and merchant responsibility	<ol style="list-style-type: none"> 1. Develop and implement media plan. 2. Train ten media spokespersons. 3. Increase the number of media activities/outputs. 4. Increase solution focused alcohol/drug prevention news coverage. 	<ol style="list-style-type: none"> 1. Dec. 2007 2. Dec. 2007 3. June 2008 4. June 2008 	<ol style="list-style-type: none"> 1. Media plan developed and implemented. 2. Media spokespeople trained 3. Number of media activities/outputs 4. Number of solution focused news stories 	DBH, coalition members, FNL/CL, media partners

*Butte County Strategic Plan for
Alcohol and Other Drug Prevention*

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