

**Del Norte 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 Del Norte County.

## Strategic Prevention Framework Five Steps

The Substance Abuse Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework (SPF) provides an organized guide to designing and implementing effective community based prevention strategies. Under the directive of ADP, counties are required to use the 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**

Del Norte County Alcohol and Drug - Prevention Services took the lead on the community process to implement the SPF five steps. During the planning and development phase of the Strategic Prevention Plan, the county requested technical assistance from the Community Prevention Initiative (CPI). Consultation was provided by Danelle Campbell. She contributed to the development and writing of the SPF plan.

**Overview of SPF process:** An overview of the SPF allowed for the opportunity for community partners to understand the SPF process, timeline and outcomes.

**Organizations who have assisted:** Organizations/individuals from critical sectors participated in the SPF planning process. These organizations/individuals represented various critical community sectors, bringing their rich experiences, knowledge and history into the process. They contributed time reviewing data, reviewing draft documents, assessing community strengths and barriers, identifying contributing factors/influences in the community and providing a voice for the unique needs of the community. These organizations/individuals included: Tobacco Use Prevention Program, Local Coordinating Council, Safe and Healthy Families Goal Committee, Jill Fullington – AOD Supervisor, Gary Blatnick – HHS Director, Jeff Napier – VP Del Norte High School and SDFS Coordinator, Rosalie Leaberry, Rural Human Services (non-profit), Missy Blackburn (business person), Del Norte County Friday Night Live Youth Council, Doug Plack – Crescent City Police Chief, Connie Merrill – Chief of Probation, Laura Jewel – therapist for Remi Vista, Juvenile Justice Commission.

**Data Collection and Analysis:** The partners organizations/individuals collected, reviewed and analyzed local, state and national quantitative and qualitative data. Representatives from each sector provided valuable data sets, expertise and experience.

**Prioritize Focus Areas:** As a result of the data review and analysis, as well as an inventory of resource, priority focus areas were identified for Del Norte 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 have been developed. Research supported “best practices” were used to guide the development of the goals.

**Development of Action Plan:** The information collected (as noted above) was flushed out to provide a roadmap for the development of the action plan. Considerations that impacted the final sections of the action plan included

feasibility, resources and community readiness. The action plan includes objectives, timelines and roles/responsibilities for identified goals/objectives.

### **Vision**

Will be developed by the AOD Prevention Coalition in 2007

### **Mission**

Will be developed by the AOD Prevention Coalition in 2007

### **Guiding Principles & Core Values**

Will be developed by the AOD Prevention Coalition in 2007

## **Del Norte County Profile**

Del Norte County is the northernmost county in California, located in the corner of the state bordering Oregon and the Pacific Coast. The county is remote and geographically isolated covering approximately 1,070 square miles. Del Norte is in the coastal redwood area of California, with much of the land and property tax base restricted due to tribal government, federal and state government, and private company ownership. Major road systems through the county are US Highway 101 and Highway 199.

The population of Del Norte County is slightly more than 28,000, with most residents living in the county seat of Crescent City and its surrounding area. Just over 1,800 of this population are children 0-5 years of age. Approximately 310 babies are born to Del Norte families annually. About 20% of the babies are born to teen mothers (ages 15 to 19 years). There are five main population areas in the county: Crescent City, Ft Dick, Hiouchi and Gasquet, Smith River, and Klamath.

Del Norte County has changed from an economy based primarily on the fishing and lumber industries to an economy based on tourism, school and government jobs, including a maximum security prison located at Pelican Bay. The unemployment rate in Del Norte County during 2001 was 7.7%, which was a reduction from the previous year. The median household income averages approximately \$30,000.

The poverty rate in Del Norte County is estimated at 23% or higher. About 27% of children ages 0-18 live below the Federal Poverty Level, compared to 23% for all of California. The childhood poverty rate for children aged 0-5 is approximately 31% with 58% of this age group living in households with incomes under 200% of the federal poverty rate. More than 25% of the 0-5 year olds in Del Norte County live in households headed by single mothers, and 71% of these children live under the federal poverty rate.

**2005 California Healthy Kids Survey**

	5 <sup>th</sup>	7 <sup>th</sup>	7 <sup>th</sup> CA CSS	9 <sup>th</sup>	9 <sup>th</sup> CA CSS	9 <sup>th</sup> YRBS	11 <sup>th</sup>	11 <sup>th</sup> CA CSS	11 <sup>th</sup> YRBS	Non Trad 13- 18
Lifetime Use of Alcohol	3	33	17	57	43	65	73	63	79	84
Lifetime Use of Marijuana	4	16	9	45	23	31	48	39	45	76
30-day use of alcohol	--	12	10	40	25	36	51	37	47	26
30-day use of marijuana	--	7	4	23	12	19	22	20	24	24
Ever been very drunk or sick after drinking	--	13	7	37	21	--	57	41	--	74
Ever been high from using drugs	--	14	7	35	29	--	42	37	--	84
Past 30 days – drink 5 drinks or more in a couple of hours	--	6	3	26	11	20	40	23	32	28
Ever been drunk/high on school property	1	5	3	20	12	--	32	41	--	77
Perceived alcohol as harmful	77	90	94	83	92	--	91	94	--	64
Perceived marijuana as harmful	69	93	96	86	92	--	82	92	--	37
			5 <sup>th</sup> grade	7 <sup>th</sup> grade	9 <sup>th</sup> grade		11 <sup>th</sup> grade		Non traditional	
Ever driven drunk or been a passenger w/ drunk driver							36%			
Peer disapproval of alcohol use							30%			
Peer disapproval of marijuana use							63%		20%	
Been offered drugs on school grounds in last 12 months							42%		68%	

#### School related statistics

- DN schools have a 57% truancy rate, twice the state average
- DN county has a 15.2% drop out rate despite having the largest number of students per capita in alternative education settings
- DN schools had an 9% suspension rate for violence/drug related suspensions, and 17% total suspension rate, compared to state averages of 5% and 11%.
- Principal Dennis Louy at Sunset Continuation HS reports that approximately 80% of his students have parents/guardians/caregivers that are substance abusers, in treatment or are recovering from addiction.
- He also reported that during the school year he received phone calls at least twice a week from parents looking for services to fix their students who are using substances or are “out of control,” but who have not been caught violating the law

#### Community Indicators of Alcohol and Drug Abuse Risk 2005

- DN County ranked 57 out of 58 counties for foster care placement
- We ranked 54 out of 58 for Emergency Response Dispositions for youth under 18 years
- We ranked 58 out of 58 counties for adult arrests for alcohol violations, twice the state percentage
- We ranked 5<sup>th</sup> for youth and 8<sup>th</sup> for adults in sending substance abusers to treatment
- We ranked 46 out of 58 for adult arrests for DUI violations
- 51% of households have children under the age of 18.
- The per capita income is \$17,050 compared to \$21,785 for the Northern/Sierra Region and \$26,800 statewide
- The teen birth rate is 4% compared to 3.3% for the Northern/Sierra Region and 3.7 statewide
- 27% of Del Norte’s children live under the poverty level

### **Problem Indicators**

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Key problems related to underage drinking:

- Alcohol is the leading drug used by Del Norte County youth
- High risk behaviors occur in the association with youth alcohol use

**Alcohol is the leading drug used by Del Norte County youth.**

- 51% of Del Norte County 11<sup>th</sup> grade students report drinking alcohol in the past 30 days. This is significantly higher than the percentage reporting use of marijuana (22%) and tobacco (18%) in the past 30 days. Much higher past 30-day use of alcohol – compared with marijuana and tobacco – is also evident among 7<sup>th</sup> and 9<sup>th</sup> graders. (Table 1)
- Higher percentages of Del Norte County 7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> grade students report using alcohol in the past 30 days than do their counterparts statewide (Table 1)
- A high percentage of high school teens report a pattern of regular alcohol use: 20% of 9<sup>th</sup> graders and 27% of 11<sup>th</sup> graders report drinking alcohol three or more days per month, (CHKS, Fall 2005)

Table 1. Percent Del Norte County Youth Reporting Substance Use in Past 30 Days, 2005								
Grade	Del Norte County			California			Alternative Schools	
	7 <sup>th</sup>	9 <sup>th</sup>	11 <sup>th</sup>	7 <sup>th</sup>	9 <sup>th</sup>	11 <sup>th</sup>	County	State
Alcohol	12	40	51	10	25	37	26	51
Marijuana	7	23	22	4	12	20	24	39
Tobacco	7	17	18	5	10	15	37	39

Source: California healthy Kids Survey, Del Norte County, Fall 2005

**High-risk behaviors occur in association with youth alcohol use.**

**Intoxication**

- Over 56% of Del Norte County 11<sup>th</sup> graders , 37% of 9<sup>th</sup> graders, and 14% of 7<sup>th</sup> graders reported “getting very drunk or sick” from alcohol. (Table 2)

**Binge Drinking<sup>1</sup>**

- 41% of 11<sup>th</sup> graders report binge drinking in the past 30 days (Table 2) and 20% report binge drinking three or more days in the past month, suggesting a pattern of risky drinking.

<sup>1</sup> Binge drinking was defined in this survey as consuming five drinks in a row or within a couple of hours.

- The percent of students reporting alcohol-related high-risk behaviors in 9<sup>th</sup> and 11<sup>th</sup> grades are considerably higher than their counterparts statewide. (Table 2)

<b>Table 2. Percent of Students (7<sup>th</sup>, 9<sup>th</sup>, and 11<sup>th</sup> grade) Who Report Alcohol-Related High Risk Behaviors, Del Norte County and California, 2005</b>						
<i>Grade</i>	<b>Del Norte County</b>			<b>California</b>		
	<i>7<sup>th</sup></i>	<i>9<sup>th</sup></i>	<i>11<sup>th</sup></i>	<i>7<sup>th</sup></i>	<i>9<sup>th</sup></i>	<i>11<sup>th</sup></i>
Drinking alcohol in the past 30 days	12	40	51	10	25	37
Binge drinking in the past 30 days	6	26	41	4	11	23
Binge drinking three or more times in the past 30 days	4	16	20	1	5	12
Ever been very drunk or sick from drinking	13	37	56	7	20	37
Ever been drinking and driving (or being in a car driven by someone who has been drinking)	43	25	36	35	19	27
Source: California healthy Kids Survey, Del Norte County, Fall 2005						

#### **Arrests**

- In 2005, a total of 176 Del Norte County youth under 18 were arrested on various felony and misdemeanor charges.

#### **Driving under the influence**

- Over a third (36%) of 11<sup>th</sup> graders reported driving a car after drinking alcohol or riding in a car driven by a friend who had been drinking. Forty-three percent of 7<sup>th</sup> graders report being in a car driven by someone who has been drinking. (Table 2)

### **Contributing Factors to Underage Alcohol Use**

National research has identified the following community factors that contribute to underage drinking:

- Easy availability of alcohol from both commercial and social sources<sup>2</sup>
- Permissive attitudes, behaviors, and community norms<sup>3</sup>
- Inconsistent merchant compliance with underage drinking laws<sup>4</sup>

<sup>2</sup> US Department of Justice, Office of Juvenile Justice and Delinquency Prevention "Strategies to Reduce Underage Alcohol Use: Typology and Brief Overview" prepared by the Pacific Institute for Research and Evaluation, 1999.

<sup>3</sup> S.A. Hoover, "Environmental Prevention" Technical Research Publication produced by the Community Prevention Institute, 2005, pg 4

<sup>4</sup> A.C. Wagenaar, T.L. Goomey, and D.J. Erickson. Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction* 100:335-345, 2005

**Easy availability of alcohol from both commercial and social sources**

- 80% of Del Norte County 11<sup>th</sup> and 72% of 9<sup>th</sup> graders report that it is “very easy” or “fairly easy” to obtain alcohol. (CHKS 2005)

Based on the findings of the needs assessment, as well as a review of the current prevention program inventory, the Del Norte County SPF Strategic Plan has 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. The needs assessment and prioritization process identified additional significant areas for future consideration (as documented above).

<b>Del Norte County AOD Prevention Strategic Plan</b>				
<b>Priority Area One:</b> 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).				
<b>Identified Problem:</b> Limited organizational capacity and resources for prevention services in Del Norte County				
<b>Contributing Factors:</b>				
<ul style="list-style-type: none"> <li>• Limited staffing/human resources</li> <li>• Limited financial resources</li> <li>• Limited local data and/or tracking systems</li> <li>• Limited collaboration and coordination across prevention service providers</li> </ul>				
<b>Goal:</b> Increase organizational capacity and resources to implement, monitor and sustain prevention efforts.				
<b>Goal Narrative:</b> Establish and strengthen collaboration among individuals, communities, private nonprofit agencies, schools, and, local governments to support the efforts of the Del Norte County AOD prevention services 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. Del Norte County AOD Prevention will implement 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.				
<b>Strategies:</b>				
<ul style="list-style-type: none"> <li>• Assessment</li> <li>• Collaboration</li> <li>• Capacity Building</li> <li>• Resource Development</li> </ul>				
<b>Objective:</b>	<b>Activity</b>	<b>Timeline:</b>	<b>Evaluation Measure</b>	<b>Sector Responsible</b>
Create a 50% increase in prevention coalition membership	<ol style="list-style-type: none"> <li>1. Identify current level of involvement</li> <li>2. Identify potential partners, including volunteers and youth</li> <li>3. Collect information about their</li> </ol>	<ol style="list-style-type: none"> <li>1. Sept. 2007</li> <li>2. Sept. 2007</li> <li>3. Sept. 2007</li> <li>4. Oct. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Sign in sheets</li> <li>2. Develop outreach list for new members</li> <li>3. Resource summary</li> </ol>	Prevention Coordinator, coalition members from all sectors of

	<p>programs, including contact information, populations served, program description, and prevention approach currently used.</p> <ol style="list-style-type: none"> <li>4. Develop mission statement, by-laws, and governance structure.</li> <li>5. Establish communication system for the prevention community (i.e. list serve, meeting schedule, coalition newsletter).</li> </ol>	5. Nov. 2007	<p>of prevention services in the county.</p> <ol style="list-style-type: none"> <li>4. Mission statement, by laws and structure developed and distributed.</li> <li>5. Communication system developed</li> </ol>	the community
Provide one training to coalition members on coalition development and sustainability	<ol style="list-style-type: none"> <li>1. Identify appropriate TA &amp; training resource.</li> <li>2. Provide training to coalition members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Oct. 2007</li> <li>2. Dec. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Trainer identified</li> <li>2. Training completed</li> <li>2. Number of coalition members trained.</li> </ol>	Prevention Coordinator, coalition members
Provide one presentation to local decision makers services providers, community partners and parents on current AOD issues in Del Norte County.	<ol style="list-style-type: none"> <li>1. Identify target audience.</li> <li>2. Develop presentation (based on SPF process).</li> <li>3. Provide presentation.</li> </ol>	<ol style="list-style-type: none"> <li>1. Oct. 2007</li> <li>2. Oct. 2007</li> <li>3. Nov. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. List of target audience members</li> <li>2. Presentation materials</li> <li>3. Sign in sheet</li> </ol>	Prevention Coordinator, coalition members
Provide monthly cross training/information sharing between coalition members & organizations	<ol style="list-style-type: none"> <li>1. Incorporate into monthly coalition meeting agendas.</li> <li>2. Invite coalition partners/organizations to share about their services, impact of AOD, opportunities for collaboration.</li> </ol>	<ol style="list-style-type: none"> <li>1. Oct. 2007</li> <li>2. Monthly</li> </ol>	<ol style="list-style-type: none"> <li>1. Meeting agendas</li> <li>2. Meeting minutes</li> <li>2. Presentations completed</li> </ol>	Prevention Coordinator, coalition members/organizations
Provide one training on Youth Development/Youth Adult Partnerships	<ol style="list-style-type: none"> <li>1. Identify appropriate TA &amp; training resource.</li> <li>2. Provide training to coalition members, other youth organizations, stakeholders.</li> </ol>	<ol style="list-style-type: none"> <li>1. Oct. 2007</li> <li>2. Nov. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Trainer identified</li> <li>2. Training completed</li> <li>2. Number of youth/adults trained</li> <li>2. Training materials</li> <li>2. Sign in sheet</li> <li>2. Training evaluations</li> </ol>	Prevention Coordinator, TA & training provider, coalition members

Provide one training on Environmental Prevention	<ol style="list-style-type: none"> <li>1. Identify appropriate TA &amp; training resource.</li> <li>2. Provide training to coalition members, other youth organizations, stakeholders.</li> </ol>	<ol style="list-style-type: none"> <li>1. Jan. 2008</li> <li>2. March 2008</li> </ol>	<ol style="list-style-type: none"> <li>1. Trainer identified</li> <li>2. Training completed</li> <li>2. Number of people trained.</li> <li>2. Training materials</li> <li>2. Sign in sheet</li> <li>2. Training evaluations</li> </ol>	Prevention Coordinator, TA & training provider, coalition members
Provide young people with meaningful roles within the coalition	<ol style="list-style-type: none"> <li>1. Identify youth co-chair of coalition.</li> <li>2. Identify youth sub-committee members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sept. 2007</li> <li>2. Sept. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Youth identified</li> <li>2. Sub-committee created</li> </ol>	Prevention Coordinator, youth groups, coalition members, school representatives
Implement annual data collection process	<ol style="list-style-type: none"> <li>1. Identify current data needs.</li> <li>2. Implement data collection process</li> </ol>	<ol style="list-style-type: none"> <li>1. March. 2008</li> <li>2. June 2008</li> </ol>	<ol style="list-style-type: none"> <li>1. Needs identified</li> <li>2. Data collected</li> </ol>	Prevention Coordinator, coalition members
Generate 50% increase in AOD prevention funding	<ol style="list-style-type: none"> <li>1. Identify potential grant opportunities (i.e. DFC grant, SDFSC, CFNLP, etc.)</li> <li>2. Sign up for grant list serves and funding announcements.</li> <li>3. Identify grant writers.</li> <li>4. Identify coalition sub committee to review/contribute to grant writing.</li> <li>5. Develop and submit grant proposals</li> </ol>	<ol style="list-style-type: none"> <li>1. As announced</li> <li>2. Aug. 2007</li> <li>3. Aug. 2007</li> <li>4. Aug 2007</li> <li>5. Based on grant due dates</li> </ol>	<ol style="list-style-type: none"> <li>1. Grant opportunities presented to coalition</li> <li>2. Electronic notifications received</li> <li>3. Writers identified</li> <li>4. Sub-committee created</li> <li>5. Proposals submitted</li> </ol>	Prevention Coordinator, coalition members, partner organizations
Develop Del Norte County AOD prevention Logic Model	<ol style="list-style-type: none"> <li>1. Review strategies selected and define outcomes (short, intermediate and long term)</li> <li>2. Review to ensure that each step enables the next step in a clear and logical sequence.</li> <li>3. Complete logic model, and review to ensure that there are no gaps in the logic model.</li> </ol>	<ol style="list-style-type: none"> <li>1. Dec. 2007</li> <li>2. Dec. 2007</li> <li>3. Dec. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Model complete</li> <li>2. Model complete</li> <li>3. Model complete</li> </ol>	Prevention Coordinator, TA provider
Develop Del Norte	<ol style="list-style-type: none"> <li>1. Define methods of data collection</li> </ol>	<ol style="list-style-type: none"> <li>1. March 2008</li> </ol>	<ol style="list-style-type: none"> <li>1. Methods and tools</li> </ol>	Prevention

County AOD prevention evaluation plan	and tools to be used. 2. Review outcomes, indicators, methods, tools, person responsible for collecting data, and timeframe. 3. Evaluation plan template selected and completed	2. March 2008 3. March 2008	identified 2. Evaluation plan complete 3. Evaluation plan complete	Coordinator, TA provider
<b>Priority Area Two:</b> 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).				
<b>Identified Problem:</b> Ease of youth access to alcohol from <b>social</b> and <b>commercial</b> settings and high rates of meth use				
<b>Contributing Factors:</b>				
<ul style="list-style-type: none"> <li>• Ease of youth access to alcohol and other drugs through <b>social</b> sources/settings (parents, siblings, older buyer)</li> <li>• Ease of youth access to alcohol through <b>commercial</b> sources/settings (merchants, retailers)</li> <li>• Youth report early initiation of alcohol use.</li> <li>• Limitations in consistent enforcement of alcohol/drug policies in schools/community.</li> <li>• Adults and youth view violations of underage drinking laws as acceptable.</li> <li>• Parents/adults provide alcohol and others drugs to youth in home/social settings.</li> <li>• Adults are unaware of new/existing research on the impacts of adolescent AOD use.</li> <li>• High rates of methamphetamine use among youth. Most youth have been drinking alcohol at first use of methamphetamine.</li> </ul>				
<b>Goal:</b> Reduce youth access to alcohol and other drugs.				
<b>Goal Narrative:</b> Del Norte County AOD Community Coalition 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 four strategies, access and availability, norms, policy and enforcement. Education and awareness campaigns will be employed to reduce youth methamphetamine use. Del Norte County AOD Prevention Services will implement the SPF 5 step evidence-based planning process for community planning and decision making.				
<b>Strategies:</b>				
<ul style="list-style-type: none"> <li>• <b>Access and Availability</b></li> <li>• <b>Norms</b></li> <li>• <b>Policy and Enforcement</b></li> <li>• <b>Education and Awareness</b></li> </ul>				
<b>Objective:</b>	<b>Activity</b>	<b>Timeline:</b>	<b>Evaluation Measure</b>	<b>Sector Responsible</b>
Create a 20% decrease in youth access to alcohol from	1. FNL youth provide merchant education and training to local retailers.	1. Oct. 2008 2. Dec. 2008 3. Oct. 2008	1. Training delivered 2. Compliance checks completed	Prevention Coordinator, FNL advisors, FNL

<p><b>commercial</b> sources.</p>	<ol style="list-style-type: none"> <li>2. FNL youth work with ABC and local law enforcement to conduct compliance checks of licensed alcohol retailers (after receiving merchant education).</li> <li>3. Provide one environmental prevention training to stakeholders on the importance of environmental approaches to reducing underage drinking).</li> <li>4. Provide retailers with counter advertising on youth purchase laws and local law enforcement intent to cite and prosecute.</li> </ol>	<p>4. Oct. 2008</p>	<ol style="list-style-type: none"> <li>3. Training completed</li> <li>4. Increased retailer awareness</li> </ol>	<p>officers/members, law enforcement/ABC, coalition members, TA provider (i.e. CARS, YLI/CFNLP)</p>
<p>Create a 20% decrease in youth access to alcohol from <b>social</b> sources.</p>	<ol style="list-style-type: none"> <li>1. Research existing laws and social host ordinances holding individuals responsible for providing alcohol to underage youth.</li> <li>2. Establish recommendations for policies at 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</li> </ol>	<ol style="list-style-type: none"> <li>1. Oct. 2008</li> <li>2. June 2009</li> <li>3. See #3, 4, &amp; 5 above</li> </ol>	<ol style="list-style-type: none"> <li>1. Laws/policies identified</li> <li>2. Recommendations developed</li> <li>3. See #3, 4 &amp; 5 above.</li> </ol>	<p>Prevention Coordinator, coalition members, FNL youth</p>

	drinks are provided. 4. See #3, 4 and 5 above.			
Increase awareness & knowledge about impacts of methamphetamine.	1. Research methamphetamine curriculum/tools. 2. Provide one training on the impact of methamphetamine. 3. Provide recommendations to schools/juvenile hall of effective meth prevention curriculum.	1. Dec. 2007 2. June 2008 3. Jan 2008	1. Curriculum identified 2. Training completed 3. Recommendations provided	Prevention Coordinator, FNL, law enforcement, media
<b>Priority Area Three:</b> 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).				
<b>Identified Problem:</b> Community acceptance and norms of underage drinking increase the likelihood/amount of underage drinking and associated harm/risks				
<b>Contributing Factors:</b>				
<ul style="list-style-type: none"> <li>• Community norms accepting early use of alcohol and other drugs</li> <li>• Substance abuse is viewed as a “right of passage”</li> <li>• Perception of harm of substance use if of great concern to community members</li> <li>• Limited public education on and awareness of alcohol and other drug issues</li> <li>• Youth and adults report binge drinking or high risk drinking</li> <li>• Youth live and spend free time in areas with heavy alcohol promotion/availability</li> </ul>				
<b>Goal:</b> Reduce community acceptance and norms of underage and binge drinking.				
<b>Goal Narrative:</b> Del Norte County AOD community coalition 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.				
<b>Strategies:</b>				
<ul style="list-style-type: none"> <li>• Access and Availability</li> <li>• Norms</li> <li>• Policy and Enforcement</li> </ul>				
<b>Objective:</b>	<b>Activity</b>	<b>Timeline:</b>	<b>Evaluation Measure</b>	<b>Sector Responsible</b>
Shift norms/acceptance in the following areas:	1. Educate key opinion leaders (Rotary, BOS, City Council, School Board, youth, etc.) on policy level changes to	1. April 2008 2. June 2008	1. Presentations delivered 2. Civic groups	Prevention Coordinator, FNL, coalition members

1)youth access to alcohol (from social and commercial sources 2)service and sale of alcohol (including retailers, community events) 3)binge drinking among youth	prevent youth access. 2. Engage civic groups, volunteers, partner agencies, and youth to assist with reducing access (monitoring alcohol retailers and parking lots, forming a speakers bureau to educate and gain support, providing signs/ads/posters/newspaper ads about checking ID's and penalties for providing alcohol to minors.		involved	
Increase awareness of alcohol and other drug use and related harm.	Refer to priority areas one and two, presentation to schools, community groups, and public at large concerning alcohol and other drug use and related harm.	See priority areas one and two	See priority areas one and two	See priority areas one and two
<b>Priority Area Four: Leadership, Advocacy and Skill Building Opportunities for youth</b>				
<b>Identified Problem:</b> Limited leadership, advocacy and skill building opportunities for young people.				
<b>Contributing Factors:</b>				
<ul style="list-style-type: none"> <li>• Limited opportunities for youth involvement in leadership activities</li> <li>• Limited opportunities for youth advocacy</li> <li>• Limited skill building opportunities available</li> <li>• Lack of resources to support youth training/conferences</li> <li>• Lack of opportunities for youth to be engaged in environmental prevention initiatives</li> </ul>				
<b>Goal:</b> Increase youth leadership, advocacy and skills				
<b>Goal Narrative:</b> Del Norte County AOD community coalition will work with youth, schools and community partners to increase the leadership, advocacy and skill building opportunities for young people in Del Norte County.				
<b>Strategies:</b>				
<ul style="list-style-type: none"> <li>• Youth Development</li> <li>• Youth Leadership &amp; Advocacy</li> <li>• Environmental Prevention</li> </ul>				
<b>Objective:</b>	<b>Activity</b>	<b>Timeline:</b>	<b>Evaluation Measure</b>	<b>Sector Responsible</b>
Sustain active Friday	1. Identify active/established FNL/CL	1. Oct. 2007	1. Developed roster/list	Prevention

Night Live and Club Live Chapters	<p>Chapters and Advisors</p> <ol style="list-style-type: none"> <li>2. Identify FNL/CL Chapter Advisors and youth leaders.</li> <li>3. Complete necessary CFNLP forms/paperwork</li> </ol>	<ol style="list-style-type: none"> <li>2. Oct. 2007</li> <li>3. Oct. 2007</li> </ol>	<ol style="list-style-type: none"> <li>2. Developed roster/list</li> <li>3. Paperwork submitted</li> </ol>	<p>Coordinator, FNL/CL advisors, schools</p>
Obtain Members In Good Standing Status for Friday Night Live & Club Live Programs.	<ol style="list-style-type: none"> <li>1. Review Members In Good Standing criteria.</li> <li>2. Identify official FNL/CL Chapters &amp; Chapter Advisors.</li> <li>3. Ensure FNL/CL Programs meet the MIGS criteria.</li> <li>4. Submit necessary documents, paperwork and reporting to CFNLP/CFNLC.</li> </ol>	<ol style="list-style-type: none"> <li>1. Aug. 2007</li> <li>2. Aug. 2007</li> <li>3. Aug. 2007</li> <li>4. Sept. 2007</li> </ol>	<ol style="list-style-type: none"> <li>1. Criteria reviewed</li> <li>2. Chapters established.</li> <li>3. Criteria achieved</li> <li>4. Paperwork submitted</li> </ol>	<p>Prevention Coordinator, school representatives, FNL/CL advisors, CFNLP/CFNLC</p>
Increase leadership, advocacy and skill building opportunities for youth	<ol style="list-style-type: none"> <li>1. Identify and provide opportunities for youth to: <ul style="list-style-type: none"> <li>• Build skills</li> <li>• Develop their roles as leaders and advocates</li> <li>• Build relationships with peers and adults</li> <li>• Engage with and contribute to their schools and communities</li> <li>• Experience safe environments</li> <li>• Implement youth led ATOD prevention projects</li> <li>• Implement youth led environmental prevention projects</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. June 2008</li> </ol>	<ol style="list-style-type: none"> <li>1. Chapter meetings, trainings, conferences, and workshops attended</li> <li>2. Projects developed and implemented</li> </ol>	<p>Prevention Coordinator, schools, FNL/CL Chapters</p>
Engage FNL/CL Chapters in environmental prevention projects	<ol style="list-style-type: none"> <li>1. Chapters will receive training on environmental prevention</li> <li>2. Chapters will identify their own projects</li> <li>3. Chapters will implement projects</li> <li>4. Chapter members will have the</li> </ol>	<ol style="list-style-type: none"> <li>1. Jan. 2008</li> <li>2. Feb. 2008</li> <li>3. Feb. – June 2008</li> <li>4. June 2008</li> </ol>	<ol style="list-style-type: none"> <li>1. Training delivered</li> <li>2. Projects identified</li> <li>3. Projects implemented</li> <li>4. Presentation delivered</li> </ol>	<p>Project Lead, FNL/CL Chapters</p>

	opportunity to present their project/experience to coalition			
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