

HUMBOLDT COUNTY STRATEGIC PREVENTION PLAN

June, 2007

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I. INTRODUCTION AND COUNTY OVERVIEW

Overview of Prevention Planning

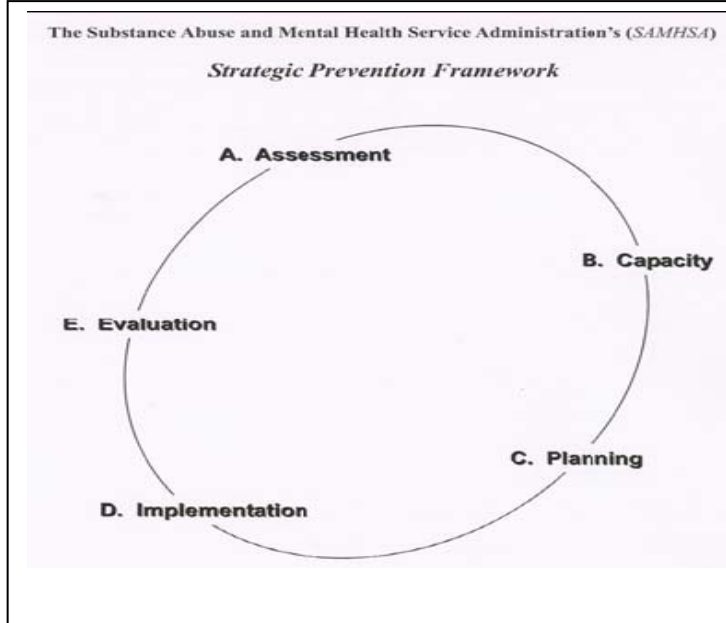
Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds are awarded to counties by the California Department of Alcohol and Drug Programs (CADP) to plan, implement, and evaluate activities to prevent and treat substance abuse. Twenty percent (20%) of the State's SAPT Block Grant funds must be spent on primary prevention. The Department of Health and Human Services (DHHS) administers SAPT funds for alcohol and other drug (AOD) primary prevention services in Humboldt County.

In July 2005, CADP adopted a new policy direction regarding SAPT-funded primary prevention services. This direction requires that counties use the Strategic Prevention Framework (SPF), a planning and program design tool developed by the federal Substance Abuse and Mental Health Services Administration (SAMHSA). The SPF consists of five steps (assessment, capacity building, planning, implementation, and evaluation) and aims to enable counties to build the infrastructure necessary for effective and sustainable prevention through a community-based approach.

Toward implementation of the SPF in Humboldt County, the ATODP Program Staff has reviewed local data and integrated community input provided through collaborative groups over the past several years. (Groups include the ATODPC, Satellite Groups, ADAB, and ADAPT.) The Priority Areas and related Goals and Objectives in this Strategic Plan will be revisited by staff, key stakeholders and collaborative groups during FY 07-08. Humboldt County's ATODP Program will continue to enlist community participation in identifying factors that contribute to these problems. The collaborative nature of this process is intended to develop a common understanding of needs and resources with respect to ATOD-related problems, and to set the stage for selecting appropriate and evidence-based prevention strategies.

The Strategic Prevention Framework

The Strategic Prevention Framework (SPF), developed by the Substance Abuse and Mental Health Administration (SAMHSA), was designed to assist coalitions in developing the infrastructure needed for community-based, public health approaches leading to effective and sustainable reductions in AOD problems. The following five steps of the SPF (Figure 1) provide a systematic approach to evidence based outcome oriented prevention planning:



1. **Assessment:** Profile population needs, resources, and readiness to address problems and gaps in service delivery.
2. **Capacity:** Mobilize and/or build financial and organizational resource capacity to address need; convene partnerships/coalitions; assess readiness; and improve cultural competency.
3. **Planning:** Develop a comprehensive strategic plan.
4. **Implementation:** Implement evidence-based programs and infrastructure activities.
5. **Evaluation:** Monitor and measure process and outcome data of implemented programs, policies, and practices for effectiveness and sustainability to continuously refine and improve prevention services, effectively apply resources, and appropriately develop the work force.

The SPF creates a significant change in the way counties do prevention planning by requiring counties to develop specific countywide goals and objectives based on findings from the assessment process, and by using selected goals and objectives in planning prevention programs that use SAPT block grant primary prevention funds.

Characteristics of Humboldt County

Humboldt County is a rural remote area with a population of 128,330 and a density of about 35 habitants per square mile. The county encompasses 3,536 square miles, 80 percent of which is forestlands, protected redwoods and recreational areas. About 50 percent of the population is concentrated in the Humboldt Bay area within a 20-mile radius of Eureka, the county seat. The remaining residents are clustered in some 40 rural communities, mostly in the river valleys and remote mountain areas. Some of these rural communities are a two-hour drive from Eureka.

The population is 84.4 percent white, 4.4 percent American Indian, 7.6 percent Latino (Humboldt's fastest growing and largest minority group), 2.2 percent Asian/Pacific Islander, and 0.3 percent African American. There are three Indian Reservations, Hoopa, Yurok, and Table Bluff and five Native American Rancherias located throughout the county. The median age for Humboldt

County is 36, with more than 33 percent of Humboldt County residents under the age of 25. The number of families and individuals below the poverty level is 15.8 percent, with more than 16 percent of children living below the poverty level. The median income is \$33,093. A significant factor that contributes to the poverty rate has been the decline in the timber and fishing industries, once the community's economic base. The establishment of marijuana production in the late 1960s has also played a key role in shaping the community. Marijuana production was accompanied by an increase in the availability and use of other drugs, especially methamphetamine.

Humboldt County has eight comprehensive high schools and ten continuation and alternative high schools, a community college, and a State University. Humboldt State University is a residential campus located in the City of Arcata, part of the Humboldt Bay area. 69 percent of the student population at Humboldt State University in 2006 was under the age of 25. 85 percent of Humboldt County residents over the age of 25 are high school graduates, and 23 percents hold a bachelor, or higher degree.

(Footnotes: Humboldt County Demographics – U.S. Census Bureau / H.S.U. STATS - H.S.U. Records Office, 2006 enrollment demographics / Latinos being fastest growing.... – Hablamosjuntos.org)

Vision

Humboldt County is home to healthy individuals and communities free of alcohol, tobacco and other drug, and violence problems.

Mission

Humboldt County Alcohol, Tobacco and Other Drug Prevention Program is committed to supporting healthy communities to be free of alcohol, tobacco and other drug and violence problems by:

- Raising public awareness of the negative impact of alcohol, tobacco and other drug use and violence and provide positive public recognition for healthy behaviors around alcohol, tobacco and other drug use and violence.
- Identifying and implementing prevention solutions that can be used in the communities to impact alcohol, tobacco and other drug use and violence.
- Empowering communities who wish to define and implement their own unique vision to be free of alcohol, tobacco and other drug and violence problems.

- Identifying and implementing environmental strategies that are proven to reduce alcohol, tobacco and other drug and violence problems.

Guiding Principles

The following principles were adopted from the California Department of Alcohol and Drug Program's Prevention Strategic Plan. These principles served as a guide in the development of this *AOD Prevention Framework* for Humboldt County. They are also intended as a guide to those involved in both in the development and implementation of prevention strategies at all levels of the community.

Prevention fosters safe and healthy environments for individuals, families and communities. To create safe and healthy environments, prevention must reduce adverse personal, social, health, and economic consequences by addressing problematic alcohol, tobacco and other drug (ATOD) availability, manufacture, distribution, promotions, sales, and use. By prevention providers leveraging resources, prevention programs will achieve maximum impact.

The entire community shares responsibility for prevention. All sectors, including youth, must challenge ATOD standards, norms, and values to continually improve the quality of life within the community. "Community" includes organizations, institutions, ethnic and racial communities, tribal communities and governments, residents and faith communities. Community also includes associations/affinity groups based on age, social status and occupation, professional affiliation, political or social interest, sexual orientation, and affiliations determined by geographic boundaries.

Prevention engages individuals, organizations and groups at all levels of the prevention system. This includes those who work directly or indirectly in the prevention system who share a common goal of ATOD prevention (e.g., law enforcement, fire departments, emergency medical technicians, health professionals, hospitals, teachers, employers, community members).

Prevention utilizes the full range of a community's strengths and resources. It is recognized that a community's strengths are resources and the foundation of a healthy community. By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.

Effective prevention programs are thoughtfully planned and delivered. To create successful prevention programs, one must utilize data to assess needs, prioritize and commit to the purpose, establish actions and

measurements, use proven prevention action, evaluate measured results to improve prevention outcomes, and use a competent, culturally proficient and properly trained workforce.

II. SPF STEP 1- NEEDS AND RESOURCE ASSESSMENT

Overview

Humboldt County ranks high in severity of most AOD factors when compared to other counties in California and to the State as a whole. Humboldt County reports high rates of overdose deaths, ATOD-related hospital admissions, adult arrests for ATOD-related behaviors, and high rates of use of alcohol and other drugs by youth.

Humboldt County residents have a permissive attitude toward alcohol use by youth and young adults. Not surprisingly, alcohol is the most widely used drug by teens in Humboldt County. While there is a perception of problems associated with adult binge drinking, community members, responding to a recent survey indicated that alcohol use by kids is “okay” or “no big deal.” Survey results, when compared to those communities that have demonstrated a high readiness for prevention efforts, show that Humboldt residents have a low level of readiness to address alcohol use by youth. The results indicate that residents think it is acceptable for “18-21 year olds to drink,” “teens to drink if they don’t get drunk,” “teens to drink if they don’t drive,” and for “parents to offer teens alcohol in their homes.” Community members rate the role of law enforcement as less important than other prevention activities and do not support law enforcement spending more time enforcing the minimum drinking age. Community members do, however, perceive alcohol use as a serious problem, report they often see adults drunk in public, and agree that the community has a responsibility to set up prevention programs to help people avoid the problems related to alcohol use.

The establishment of marijuana production in the late ‘60s has played a key role in shaping the community. Humboldt County has become known as part of the “Emerald Triangle” because of its large-scale production of high-potency, high-priced marijuana. Due to this long standing culture of marijuana production and use, many young people come from families with intergenerational marijuana use. Youth have described smoking marijuana with their parents a “bonding experience.” Marijuana production was accompanied by an increase in the availability and use of other drugs, especially methamphetamine.

Adolescents report access to ATOD is fairly easy. Due to a severe lack of resources, there is a minimum of enforcement of tobacco and alcohol sales-to-

minors laws. Most minors report obtaining alcohol through social sources rather than retail outlets.

Humboldt County residents also display protective factors including caring and supportive families with clear rules and expectations, strong faith-based communities, and enthusiastic and motivated individuals who participate at various levels in programs that strive to increase individual life skills and change community norms around the issue of substance abuse.

Methodology

Staff conducted interviews, utilized local focus groups and reporting from a variety of sources. Staff was able to review pre-existing quantitative and qualitative data utilizing statewide data, state reports, and other sources.

Core Questions

- What does the data say about the problem of AOD use/abuse in Humboldt County?
- What are the resources, formal and informal, available to address these problems?
- What gaps are there in addressing these problems?

Core Data Sets/Indicators

Paths To Prevention and Recovery: Alcohol and Drugs in Humboldt County, June 22, 2004

- In 2001, the last year for which we have complete data, there were 121 AOD-linked deaths.
- Overdose deaths in Humboldt County, 1996-2003: 10 in 1996, 21 in 1997, 19 in 1998, 20 in 1999, 39 in 2000, 37 in 2002, 50 in 2003.
- With 50 overdose cases in 2003, the Humboldt County overdose rate was 18 times the national average of 2.2 per 100,000 population.
- About 200 Humboldt County residents are hospitalized each year with a primary alcohol or drug diagnosis.
- Secondary alcohol and drug diagnoses are involved in four times as many hospital discharges as the number of discharges for which alcohol or drug diagnosis was primary.

- In 2000, almost one percent of the population was discharged from a hospital with an alcohol or drug-related diagnosis.

Recommendations in this report include:

1. Implement strategies for AOD evidence-based practices geared toward the problems described in the first part of this report whenever fiscally and logistically possible.
2. Engage in an ongoing search for evidence-based practices that target ATOD prevention.
3. Assist communities in developing their own vision of alcohol, drug and tobacco prevention.
4. Encourage all public agencies and private organizations to adopt policies prohibiting the acceptance of funds or support from any entity whose principle business is tobacco products or alcohol.
5. Strive to improve AOD-related data collection to facilitate county planning for prevention.
6. Provide training for the medical community, family support agencies and family resource centers on perinatal alcohol and other drug use and work with appropriate groups to develop a continuum of EBP treatment resources.

County Health Status Profiles 2006

- Humboldt is 58 out of 58 counties in drug-induced deaths

Community Indicators of Alcohol and Drug Abuse Risk, Humboldt County 2004

- Adult arrests for drug violations—31 out of 58 counties
- Adult arrests for DUI—47 out of 58 counties
- Adult arrests for alcohol violations—52 out of 58
- Alcohol involved motor vehicle accidents—39 out of 58
- Hospital discharge for AOD related issues—47 out of 58
- Deaths due to AOD—56 out of 58

- Child abuse—50 out of 58
- School expulsions—48 out of 58
- Alternative education—55 out of 58
- Juvenile arrests AOD violations—43 out of 58
- Juvenile criminal justice involvement—44 out of 58
- Youth runaways—57 out of 58

California Health Interview Survey, 2005

- Nearly 20 percent of teens surveyed reported binge drinking in the past month.
- Nearly 17 percent of teens surveyed reported using marijuana in the past year.
- Nearly 32 percent of teens surveyed reported having ever tried marijuana, cocaine, or other illicit drugs.

Healthy Kids Survey Humboldt County Technical Report 2004 -2005 & 2005-2006

- Alcohol is the leading drug used by teens on a regular basis in Humboldt County.
- Fourteen percent of 7th graders report having ridden in a car driven by someone who had been drinking alcohol 7 or more times in their lives.
- Thirteen percent of traditional 11th graders and 15 percent of non-traditional students report driving after drinking alcohol or riding in a car driven by a friend who had been drinking alcohol 7 or more times in their lives.
- Twenty-two percent of 11th graders report being very drunk or sick from drinking 7 or more times in their lives.
- Twenty-one percent of 11th graders report binge drinking 3 or more days in the last 30 days.
- Fifty-nine percent of 11th graders report having a full drink of alcohol 4 or more times in their lives.

- Forty-one percent of 11th graders report using marijuana 4 or more times in their lives.
- Eighteen percent of 8th graders and 23 percent of 11th graders report they have forgotten what happened or passed out after using drugs.
- Twenty-seven percent of 11th graders report having used a whole cigarette 4 or more times in their lives and 13 percent of 11th grader report having used smokeless tobacco 4 or more times.
- Thirty-four percent of 7th graders, 68 percent of 9th graders and 81 percent of 11th graders report it is "fairly easy" or "very easy" for students in their grade to get cigarettes.
- Sixty-seven percent of 11th graders report their friends would disapprove of their using alcohol "not much" or "not at all."
- Fifty-three percent of 11th graders report their friends would disapprove of their using marijuana "not much" or "not at all."

Minnesota Public Health Institute

Conclusion of survey: Humboldt County is showing high readiness in the area of Perception of an ATOD Problem and is within the mean of high readiness communities. The areas of greatest challenge in terms of readiness are Permissiveness of Attitudes toward ATOD Use, Support for ATOD Policy and Prevention, Adolescent Access to Alcohol and Tobacco, and Perception of Community Commitment. This profile suggests focusing prevention efforts on increasing overall community commitment, addressing norms and attitudes about ATOD use, generating community support for prevention, and increasing perception of youth access to alcohol and tobacco products.

SPAN (Speed Prevention & Awareness Network): Methamphetamine Fact Book, A Community Handbook and Resource Guide, 2006

- In 2004 Humboldt County experienced 8 deaths directly related to methamphetamine.
- Thirty-two percent of those entering treatment in Humboldt County listed methamphetamine as the drug of choice, second only to alcohol (44 percent). Marijuana accounted for 19 percent.

- Over a ten year period there has been a dramatic rise in drug arrests (from approximately 150 to 250) for dangerous drugs with 95 percent of those arrests identified as methamphetamine related.
- Excluding marijuana, methamphetamine constituted between 75 percent and 96 percent of the value of all drugs seized by the Drug Task Force in the last seven years, indicating its importance in drug trafficking.
- The number of drug treatment admissions in Humboldt County with amphetamines as the primary drug skyrocketed from 64 in 1991 to 414 in 1997.

Community Readiness survey—local data set.

In 2005, Humboldt County communities surveyed were at readiness level of “vague awareness” --most felt that there was a local problem with binge drinking among youth ages 12 to 25, but there was not immediate motivation to do anything about it. In the 2006 survey, level of readiness rose to “preplanning”-- there was clear recognition that something must be done about binge drinking among youth 12 to 25, but efforts were not focused or detailed.

Strategic Plan for At-Risk Youth, September, 2003—local data set.

Focus groups held with teens and adults, and a written survey of teens and adults.

A focus group with teen girls held in the process of developing the Family Violence Strategic Plan gave a perspective on alcohol consumption. To paraphrase their comments, “Girls start drinking in sophomore year, get drunk and find guys. Boys take advantage of drunk girls. Drinking gives an excuse for your behavior. It’s cool to drink from some people. Drinking can be a relief from the stereotypes that people put you in. Girls are in trouble who keep drinking after their sophomore year – they should be over it by then.”

Eureka Youth Forum Nov. 8, 2004—local data set.

Youth say alcohol, marijuana, cigarettes and prescription drugs are easy to obtain; there’s not much for teenagers to do; people use ATOD to fit in.

Targeting Responsibility for Alcohol Related Emergencies (TRACE) 2007 survey results—local data set.

- Sixty-three percent of respondent community members and 77.7 percent of key stakeholder respondents “agree” or “strongly agree” that social hosting is a big problem in Humboldt County.

- Sixty-seven percent of respondent community members and 100 percent of key stakeholder respondents “agree” or “strongly agree” that it is important for communities in Humboldt County to consider social host laws and/or ordinances.

2004/05 and 2005/06 Safe and Drug Free Schools (SDFS) pre and post surveys measure youth attitudes about ATOD and use; violence measures, etc. Local data set:

- Alcohol use in the past 30 days 2005/06 SDFS pretests: only 15.9% had NOT used in the past 30 days; 7.2% had used 20-30 days; 17.4% had used 10-19 times; 36.2% had used 3-9 times; 23.2% had used 1-2 times. Posttests 30.4% had not used in the past 30 days, 3.6% had used 20-30 times, 14.3% had used 10-19 times, 23.2% had used 3-9 times, 28.6% had used 1-2 times.
- Zoe Barnum 30 day SDFS participants alcohol use rates 2004/05: pretest 12.0% had used 20-30 days, 4% used 10-19 times, 44% used 3-9 times, 24% used 1-2 times, 16.0% had not used at all; posttest 0% used 20-30 times, 25% used 10-19 times, 33.3% used 3-9 times and 1-2 times, 8.3% reported no use in the past 30 days.
- Marijuana use in past 30 days 2005/06 SDFS participants pretests: 50% had used 20-30 days within the past 30 days; 24.6% had not used at all in the past 30 days; posttests: 26.8% had used 20-30 days in the past 30 days and 32.1% had not used at all in the past 30 days.
- Zoe Barnum 30 day SDFS participants marijuana use rates 2004/05 48% had used 20-30 days, 28% had not used in the past 30 days; posttests 33.3% reported using 20-30 days and 25% reported no use in the past 30 days

Limitations to Accessing and Analyzing Data

Population base is too small to pull out data on rural communities outside of the incorporated cities. Thus it is hard to determine “hot spots” outside of areas that might have local data (i.e., a city with police logs.) The Community Readiness survey, however, was conducted in various unincorporated communities as well as cities, so we have information about community readiness to address binge drinking among youth. In addition, interviews conducted with satellite groups for this process included those from at least one unincorporated community.

Sample size for CHIS data was small so that data results may be statistically unstable.

Key Findings

- Community norms are favorable to AOD use—especially permissive attitudes around alcohol and marijuana.
- Adolescent access to AOD reportedly fairly easy.
- Community readiness to deal with binge drinking among youth is low.
- Methamphetamine seriously impacts Humboldt County communities.
- Humboldt County ranks high in severity of most AOD factors.

Current Prevention Services

The Humboldt County Department of Health and Human Services Public Health Branch; Alcohol, Tobacco and Other Drugs Prevention Programs include Project Alert, Project SUCCESS, Friday Night Live, and Tobacco-Free Humboldt. There are various community agencies/organizations that also deal with these issues, including Speed Prevention & Awareness Network (SPAN), The Raven Project, 4-H, Future Farmers of America, Boys and Girls Clubs, Mothers Against Drunk Driving, Dads Against Meth, AmeriCorps Programs, local Parks and Recreation programs, Big Brothers/Big Sisters, Boy and Girl Scouts, Discovery Museum Programs, Family and Community Resource Centers, Redwood Community Action Agency, The Coffee OP, Youth Services Bureau, College of the Redwoods and Humboldt State University classes and programs, and Humboldt Family Service Center.

There are several limitations for these agencies/organizations to achieve their highest potentials. Communication is limited and activities are not coordinated between groups, funding is limited and restrictive, and agencies are overburdened. Many of the unincorporated areas of the County are geographically isolated and are lacking services that deal with drug prevention and education.

Prevention Priorities

- Reduction of High Risk Drinking and Related Problems
- Reduction of Other Drug Use and Related Problems
- Enhance System Capacity for ATOD Prevention

Problem Statements

1. Too many youth in Humboldt County have access to alcohol.

Indicators:

- The California Healthy Kids Survey Humboldt County Technical Report 2004 -2005 & 2005-2006 shows twenty-one percent of 11th graders

report binge drinking 3 or more days in the last 30 days; and eighteen percent of 8th graders and 23 percent of 11th graders report they have forgotten what happened or passed out after using drugs.

2. **Schools and community organizations lack sufficient capacity to promote healthy development of youth and to prevent problems associated with youth alcohol and other drug use as recommended by Paths to Prevention & Recovery: Alcohol and Drugs in Humboldt County.**
3. **Humboldt County has many problems associated with drug use.**

Indicators:

- According to the 2006 County Health Status Profiles Humboldt is 58 out of 58 counties in drug-induced deaths.
 - SPAN (Speed Prevention & Awareness Network): Methamphetamine Fact Book, A Community Handbook and Resource Guide, 2006 reports that thirty-two percent of those entering treatment in Humboldt County listed methamphetamine as the drug of choice, second only to alcohol (44 percent). Marijuana accounted for 19 percent.
4. **Community groups and organizations focused on ATOD Prevention lack sufficient opportunities for training, networking, collaboration, interagency planning and evaluation to improve their work.**

III. SPF STEP 2 - CAPACITY BUILDING

The Humboldt County Alcohol, Tobacco and Other Drug Prevention Coalition (ATODPC) was formed to create a strategic plan for the entire Humboldt County community. A Strategic Plan for At-risk Youth was developed in 2003 and has served as a resource document for the current strategic planning process. Those involved in the 2003 plan provided data, feedback, and suggestions in the development of this strategic plan. They include:

Rebecca Atidegewe, Exchange Club Parenting Center; Lois Beachy, Prevention Coordinator, Eureka City Schools; Susan Buckley, Humboldt Healthy Families Collaborative; Clyde Connelly, Northcoast Children's Services; Bill Damiano, Humboldt County Probation Department; John Delodder, Northcoast Veterans and the Humboldt County Alcohol and Drug Advisory Board; Peggy Falk, Senior Program Manager, Humboldt County Public Health Branch; Roxanne Fereydouni, The Raven Project; Jacque Granstra, Prevention Coordinator, Humboldt County Office of Education; Lin Glen, Tobacco Education, Humboldt County Public Health Branch; Willie Green, Humboldt County DHHS, Child Youth and Family Services; Dan Heinen, St. Vincent de Paul; Christina Huff, South Fork Healthy Start; Tamara Jenkinson, Willow Creek Family Resource Center; Bryce Kyburz, Humboldt State University, Health Education Department; Darla Marshall, K'ima:w Medical Center; Ted Ostrow, Rio Dell Police Department and the Humboldt County Alcohol and Drug Advisory Board; John Packer, Arcata Police Department; Sandy Vogel, Northcoast Children's Services; andCarolynn Walden, The United Way.

Since 2003, many more community members and agencies have contributed to the ongoing planning process They include, but are not limited to:

Paul Hewitt, Chairperson Alcohol and Drug Advisory Board, Bill Damiano and Verna McGaughey, Probation Department, Anna Theileman, Youth Services Bureau's RAVEN project, Debbie Frazier, Redway Family Resource Center, Suzie Owsley, Eureka Police Department, Kathleen Krohn, community member, Rebecca Stauffer and Vincent Feliz, Humboldt State University Student Health Center, John Packer, Humboldt State University Campus Police, Randy Mendosa, Arcata Police Chief, Paul Dahlen, California Highway Patrol, Dawn Arlege, Maternal Child and Adolescent Health, Childhood Injury Prevention, Linda Thompson, North Coast Circle of Change, Beth Chaton, TAPESTRY, Sandy Sathrum, 4-H, Chris Evans, Student Assistance Counselor, McKinleyville High School, Dennis Sutton, Dads Against Methamphetamine, Marilyn Foote and Roy Davidson, Redwood Rural Health Center, Dotti Russell, community member, Dr. Anne Lindsay, Health Officer, Jackie Parks,

Eureka City Schools, Lynn Langdon, Teen Court, Simona Keat, Humboldt County Office of Education, Gang Risk Intervention Program, Connie Sundberg, Humboldt Child Care Council, Nicole Gans, Public Health Family Violence Prevention Program, Helen L'Annunziata, First Five Humboldt, Dr. Jay McCubbery, Tobacco Free Humboldt, Linda Jackson and Tom Nash, Humboldt State University students, and a special thanks to Cathy Rigby and Kim Puckett, consultants/evaluators.

Building capacity through formation and support of satellite groups from different regions in Humboldt County. The role of these groups is to empower community members to plan and implement Communities Mobilizing for Change on Alcohol strategies in their regions and activities which support these strategies, as well as addressing other drug-related concerns.

Active satellite groups:

- EQUALS – mobilizing for change in Eureka
- SAFE/SPAN – mobilizing for change in Southern Humboldt (Redway and Garberville)
- Youth For Positive Change (youth leadership team) – mobilizing for change in McKinleyville, Arcata and Eureka.
- Humboldt State University. – mobilizing for change on the H.S.U. campus and the city of Arcata

Active collaboration with and support other community advisory groups focusing on alcohol and other drug prevention:

- Alcohol Drug and Advisory Board (ADAB) – This board reports to the Humboldt County Board of Supervisors.
- Alcohol, Tobacco and Other Drug Prevention Coalition (ATODPC) – This group serves as the Prevention Subcommittee of the ADAB. The coalition meets quarterly and also has a workgroup which meets weekly. The workgroup has been overseeing the State Incentive Grant to Reduce Binge Drinking Among Youth and the Safe and Drug Free Schools Grant.
- A Recovery Month Planning Committee meets bi-weekly during the months of May through October to plan several alcohol and other drug free activities for Recovery Month in September
- A countywide group Speed Prevention & Awareness Network (SPAN) meets regularly to address methamphetamine issues throughout the

county. SPAN has taken its meetings "on the road" to many outlying areas and small communities. SPAN published a Methamphetamine Fact Book, Community Handbook and Resource Guide.

Multiple A.O.D. prevention strategies in place to address the youth of our county:

- The Humboldt County Friday Night Live Partnership currently has four Friday Night Live high school chapters and five middle school chapters.
- Our county staff includes two substance abuse counselors who provide the evidence-based programs Project ALERT, SUCCESS and Reconnecting Youth in a total of 25 middle and high schools.
- 26 Challenge Day events have taken place in nine Humboldt County middles and high schools.
- Many local schools celebrate Red Ribbon Week and county ATODP staff provides guest speakers, support and red ribbons or wristbands.
- Local college staff and ATOD counselors were trained in BASICS (Brief Alcohol Screening for College Students) HSU is working on implementation.
- Randy Haveson spoke to both local college communities about his Party with a Plan Know the Code alcohol harm reduction strategy Humboldt State University has also held Alcohol, Tobacco and Other Drug Free dances, held a coaster contest, art contest and partnered with the local bars to develop a Designated Driver wristband campaign.

Efforts to raise awareness and educate service providers and the community at large:

- From Risk to Resiliency by Bonnie Bernard and Carol Burgoa, Fall 2003
- Youth Development Summit, October 2004
- Youth Violence Forum "Power of One Voice", May 2005
- Michael Nerney Substance Abuse in Adolescents, January 2006
- Charlie Applestein "Strength Based Approaches in Reshaping the Lives of Troubled Youth", October 2006.

- Three separate strings of media campaigns were aired locally to raise awareness on the risks of underage drinking and providing alcohol to minors
- ATODP sponsored several Prevention Series workshops including two workshops titled "Prescription Drugs and Over the Counter Medications" which featured a panel of local doctors and pharmacists and "Tobacco Health Effects and Cessation Strategies for Clients."
- Health Fairs and other outreach opportunities

Future prevention capacity building

By continuing to support the Satellite groups, ATODPC, Friday Night Live and Club Live, Speed Prevention and Awareness Network, Recovery Month Planning Youth For Positive Change, offer evidence based programs such as Project ALERT and Reconnecting Youth, provide direct education and prevention services in five to eight schools with a focus on high risk youth including Court and Community School population. The ATODP staff will offer trainings and technical assistance to agencies and community members and develop more environmental prevention strategies and collaborate with existing groups and coalition to increase community awareness. A media campaign will be developed and conducted and a prevention newsletter will be developed and published.

Establishing county-wide prevention systems and infrastructures to foster sustainability

The satellite group model implemented under the State Incentive Grant and Communities Mobilizing has been successful in establishing county-wide prevention efforts in outlying geographic area and it is anticipated that the Southern Humboldt alternatives to alcohol and drugs For Everyone plans to continue meeting and developing prevention strategies in the community to address issues of other drugs The Humboldt State University satellite group plans to continue meeting as does the Eureka satellite group One current gap in services is in outreach to the Hoopa/Willow Creek area. To encourage youth participation in a Youth Council/Coalition or subcommittee, community service hours will be offered and EAST/Service Learning classes will be contacted.

IV. Step 3: Planning

SPF Step 3 involves developing a strategic plan that includes policies, programs, and practices that create a logical, data-driven approach to addressing the problems identified in SPF Step 1.

The Humboldt County Alcohol, Tobacco and Other Drug Prevention Program (ATODP) facilitated a strategic plan process focusing on at-risk youth (2003) and has been working with community coalitions focused on the prevention of binge drinking in underage youth (2004 to the present). ATODP staff reviewed key problem areas and identified localized contributing factors to underage alcohol use, adult high-risk alcohol use, and other substance mis-use, with a focus on the settings, environments, attitudes, and behaviors that contribute to these problems. These problems and contributing factors were translated into specific goals and objectives for Fiscal Year 2007-2008 based on the data collected and analyzed during the assessment and capacity building steps.

ATODP staff reviewed the program priority areas, goals and objectives to verify that they reflected the contributing factors identified in Step 1. In addition to the two problem-related priority areas (high risk drinking and other drug use), goals and objectives were developed in a third priority area to enhance the capacity of the ATOD prevention system in Humboldt County.

After considerable periods of staff vacancies, one program coordinator and two management positions related to ATOD have been filled. The program also physically moved to a new site called the Community Wellness Center. With these transitions behind us, ATODP staff plans to continue and refine the Strategic Planning process. A comprehensive effort will be made to get community input on ATOD Prevention and further develop planning for years 2008-2012.

This document, Humboldt County Alcohol, Tobacco and Other Drug Prevention Framework, is the result of a preliminary planning process and will continue to serve as a comprehensive prevention plan that will systematically reduce the problems identified in Step 1: Assessment.

ATOD Prevention Goals Identified During Planning Process

Priority Area 1: High-Risk Drinking and Related Problems

Goal 1: Reduce alcohol-related problems associated with access to alcohol in underage youth.

Objectives

- A. Reduce adult provision of alcohol to youth in homes.***
- B. Reduce illegal sales of alcohol to underage youth.***
- C. Increase community awareness about the risks associated with access to alcohol in underage youth through social marketing.***
- D. Increase community awareness about the risks associated with access to alcohol in underage youth through community outreach and education.***
- E. Continue to engage and support 2-4 satellite groups' efforts for improving public policy and community norms regarding access to alcohol in underage youth.***

Goal 2: Increase capacity of schools and community organizations to promote healthy development of youth and to prevent problems associated with youth alcohol use.

Objectives

- A. Provide direct education and prevention services in 5-8 schools. Focus on high-risk youth including Court and Community School populations and school populations with relatively limited resources and/or in geographically remote locations.***
- B. Expand and enhance the ability of 3-5 Humboldt County schools to provide prevention activities. Focus on high-risk youth including Court and Community School populations and school populations with relatively limited resources and/or in geographically remote locations.***

Priority Area 2: Other Drug Use and Related Problems (to include tobacco, prescription drugs, methamphetamine, heroin, marijuana and other drugs)

Goal 1: Reduce problems associated with drug use.

Objectives

A. Increase community awareness about the risks associated with substance mis-use through social marketing.

B. Increase community awareness about the risks associated with substance mis-use through community outreach and education.

Goal 2: Increase capacity of schools and community organizations to promote healthy development of youth and to prevent problems associated with drug use.

Objectives

A. Provide direct education and prevention services in 5-8 schools. Focus on high-risk youth including Court and Community School populations and school populations with relatively limited resources and/or in geographically remote locations.

Goal 3: Engage and support community groups' efforts for improving public policy and other prevention efforts focused on other drugs.

Objectives

A. Continue participation with collaborative group SPAN (Speed Prevention and Awareness Network) to mobilize prevention efforts related to Methamphetamine use.

Priority Area 3: Enhance System Capacity for ATOD Prevention

Goal 1: Increase networking and collaboration opportunities among community organizations and individuals in preventing ATOD-related problems.

Objectives

A. Establish and maintain regular multi-agency, quarterly meetings for providers of youth related services to plan and facilitate ATOD prevention activities.

B. Maintain regular Alcohol, Tobacco and Other Drug Prevention Coalition meetings.

C. Help organize and participate in activities for "Recovery Month." These events have been successful at involving the

recovery community in prevention activities. They also, provide alternative activities and allow networking opportunities for service providers.

Goal 2: Increase the skills of prevention service providers and enhance their capacity to implement effective prevention practices.

Objectives

- A. Reestablish, develop and publish the “Humboldt Prevention Network Newsletter” to be distributed to local service providers and focus on prevention best practices and updates on latest research.***
- B. Develop and implement a series of workshops and/or a regional conference focused on prevention program best practices and systems capacity building.***

Goal 3: Improve planning and evaluation of ATOD Prevention Programs.

Objectives

- A. Establish and maintain regular manager meetings with program leads to review program progress and share planning resources.***
- B. Utilize regular community meetings to review program progress and identify community needs from the perspective of key stake holders and service consumers.***

V. SPF STEP 4 - IMPLEMENTATION

The following section describes the specific prevention services that have been selected in relation to the Goals and Objectives under each Priority Area. Rationale for selecting specific activities is also described.

ATOD Prevention Goals Identified During Planning Process

Priority Area 1: High-Risk Drinking and Related Problems

Goal 1: Reduce alcohol-related problems associated with access to alcohol in underage youth.

Objectives

A. Reduce adult provision of alcohol to youth in homes.

Activities

1. By June 30, 2008, 2 - 4 parent forums will be held to encourage a positive shift in social norms regarding provision of alcohol to youth in homes. Staff will recruit parent participants, facilitate a strengths-based approach for work with parents to:
 2. Network and provide peer support
 3. Define and describe the problem
 4. Identify specific strategies to help solve the problem
 5. Provide educational and other resources to maintain communication and implement the strategies

Rationale: This selective prevention approach is viewed by staff as the best way to target the subgroup of youth and parents of youth.

B. Reduce illegal sales of alcohol to underage youth.

Activities: This objective is an important part of the long term strategy but there are no immediate plans to implement activities.

C. Increase community awareness about the risks associated with access to alcohol in underage youth through social marketing.

Activities

1. By January 31, 2007, ATODP program staff will identify existing or create new materials for media campaign (Newspaper, radio and/or TV) addressing these issues.
2. By June 30, 2008, ATODP program staff will conduct at least one media campaign.

Rationale: This universal prevention approach was selected as the best, cost effective way to influence community norms

D. Increase community awareness about the risks associated with access to alcohol in underage youth through community outreach and education.

Activities

1. By June 30, 2008, ATODP program staff will participate in 4-6 health fairs with information addressing these issues.
2. By June 30, 2008, ATODP program staff will make 4 presentations at appropriate venues addressing these issues.

Rationale: These universal prevention activities are used because they are a cost effective way to increase visibility to a large number of people.

E. Continue to engage and support 2-4 satellite groups' efforts for improving public policy and community norms regarding access to alcohol in underage youth.

Activities

1. Help facilitate 2-4 community organizing projects based on Communities Mobilizing for Change on Alcohol (CMCA). Projects may include local support for "TRACE", efforts to reduce binge drinking and related risks, and support for the provision of Next Step and Challenge Days experiences in local communities and schools.

Rationale: CMCA was chosen because it is an Evidence Based Program and has shown promise in other communities.

Goal 2: Increase capacity of schools and community organizations to promote healthy development of youth and to prevent problems associated with youth alcohol use.

Objectives

A. Provide direct education and prevention services in 5-8 schools. Focus on high-risk youth including Court and Community School populations and school populations with relatively limited resources and/or in geographically remote locations.

Activities

1. By June 30 2008, ATODP Substance Abuse Counselor will implement Project ALERT (evidence-based alcohol, tobacco, and other drug prevention education program for seventh- and eighth-grade students) in 5-8 school sites. These sites may include:

Blue Lake School
Whitethorn School
Redway School
Sunny Brae Middle School
Orleans Elementary
Hoopa Elementary
Bridgeville School
Trinity Valley Elementary School
Freshwater School
Jack Norton School
South Fork High School
Fortuna Middle
Cuddebach School

2. Staff will provide youth leadership development activities by supporting 7-10 Friday Night Live and Club Live chapters during the year.

Using the Spring 2007 Youth Development Survey, FNL Coordinator will support chapters to implement the Standards of Practice - Community Engagement, Leadership and Advocacy, Relationship Building, Safety and Skill building and High school chapters will receive training in environmental prevention and be encouraged to implement environmental prevention strategies in their activities.

Sites may include: Orick School, Orick Community Resource Center, McKinleyville Middle School, Jacoby Creek School, Eureka High School, Transitional Opportunity School, Ferndale High School, Bridgeville School, Bridgeville Community Resource Center and Mattole School.

3. By June 2008, The Humboldt County Friday Night Live Partnership will collaborate with the local 4-H leader to organize and conduct a one day North Coast Youth Summit.
4. The Humboldt County Friday Night Partnership will provide the opportunity for 2-6 high school students to attend a statewide teen leadership training.
5. By June 30 2008, ATODP Substance Abuse Counselor will implement Reconnecting Youth in 1-3 school sites. (Reconnecting Youth (RY) is an indicated school-based program for youth in grades 9 to 12 at risk for school dropout and who exhibit multiple behavior problems. It uses a partnership model involving peers, school personnel, and parents to deliver interventions that address decreased drug involvement, increased school performance, and decreased emotional distress.) Sites may include: Juvenile Hall, Pacific Coast School, and American Indian Academy.

Rationale: Project Alert was chosen because it is an Evidence Based Program. The selective prevention approaches of Friday Night Live were selected because they have shown promise in other communities and are recognized as viable by the State Alcohol and Drug Program.

Priority Area 2: Other Drug Use and Related Problems (to include tobacco, prescription drugs, methamphetamine, heroin, marijuana and other drugs)

Goal 1: Reduce problems associated with drug use.

Objectives

A. Increase community awareness about the risks associated with substance mis-use through social marketing.

Activities

1. By January 31, 2007, ATODP program staff will identify existing or create new materials for media campaign (Newspaper, radio and/or TV) addressing these issues.
2. By June 30, 2008, ATODP program staff will conduct at least one media campaign.

Rationale: These universal prevention approaches were selected as a cost effective way of influencing community norms.

B. Increase community awareness about the risks associated with substance mis-use through community outreach and education.

Activities

1. By June 30, 2008, ATODP program staff will participate in 4-6 health fairs with information addressing these issues.
2. By June 30, 2008, ATODP program staff will make 4 presentations at appropriate venues addressing these issues.

Rationale: These universal prevention activities are used because they are a cost effective way to increase visibility to a large number of people.

Goal 2: Increase capacity of schools and community organizations to promote healthy development of youth and to prevent problems associated with drug use.

Objectives

A. Provide direct education and prevention services in 5-8 schools. Focus on high-risk youth including Community School populations and school populations with relatively limited resources and/or in geographically remote locations.

Activities

1. By June 30 2008, ATODP Substance Abuse Counselor will implement Project ALERT (evidence-based alcohol, tobacco, and other drug prevention education program for seventh- and eighth-grade students) in 5-8 school sites. These sites may include:

Blue Lake School
Whitethorn School
Redway School
Sunny Brae Middle School
Orleans Elementary
Hoopla Elementary
Bridgeville School
Trinity Valley Elementary School
Freshwater School
Jack Norton School
South Fork High School
Fortuna Middle
Cuddebach School

2. Staff will provide youth leadership development activities by supporting 7-10 Friday Night Live and Club Live chapters during the year.

Using the Spring 2007 Youth Development Survey, FNL Coordinator will support chapters to implement the Standards of Practice - Community Engagement, Leadership and Advocacy, Relationship Building, Safety and Skill building and High school chapters will receive training in environmental prevention and be encouraged to implement environmental prevention strategies in their activities.

Sites may include: Orick School, Orick Community Resource Center, McKinleyville Middle School, Jacoby Creek School, Eureka High School, Transitional Opportunity School, Ferndale High School, Bridgeville School, Bridgeville Community Resource Center and Mattole School.

3. By June 2008, The Humboldt County Friday Night Live Partnership will collaborate with the local 4-H leader to organize and conduct a one day North Coast Youth Summit.
4. The Humboldt County Friday Night Partnership will provide the opportunity for 2-6 high school students to attend a statewide teen leadership training.
5. By June 30 2008, ATODP Substance Abuse Counselor will implement Reconnecting Youth in 1-3 school sites.
(Reconnecting Youth (RY) is an indicated school-based program

for youth in grades 9 to 12 at risk for school dropout and who exhibit multiple behavior problems. It uses a partnership model involving peers, school personnel, and parents to deliver interventions that address decreased drug involvement, increased school performance, and decreased emotional distress.) Sites may include: Juvenile Hall, Pacific Coast School, and American Indian Academy.

Rationale: Project Alert was chosen because it is an Evidence Based Program. The selective prevention approaches of Friday Night Live were selected because they have shown promise in other communities and are recognized as viable by the State Alcohol and Drug Program. Strategic planning has identified a gap in current prevention activities, with the absence of Indicated prevention services. Additional funding will be sought to fill this gap.

Goal 3: Engage and support community groups' efforts for improving public policy and other prevention efforts focused on other drugs.

Objectives

A. Continue participation with collaborative group SPAN (Speed Prevention and Awareness Network) to mobilize prevention efforts related to Methamphetamine use.

Activities

1. Participate in at least 6 SPAN meetings by June 30, 2008.
2. Provide staff time and technical assistance toward the following SPAN activities:
 - Reinvigorate speakers' bureau by recruiting, training, and setting up speaking engagements at appropriate venues.
 - Develop 2-4 posters or pamphlets for awareness regarding risks associated with methamphetamine use and/or awareness regarding problem-solving and prevention strategies.
 - Help promote environmental strategies including neighborhood watches and nuisance abatement efforts.

Rationale: This universal and selective prevention effort receives considerable community support and political support, due in large part to increased public awareness of

the problems related to methamphetamine. Staff continue to seek out promising approaches or model programs.

Priority Area 3: Enhance System Capacity for ATOD Prevention

Goal 1: Increase networking and collaboration opportunities among community organizations and individuals in preventing ATOD-related problems.

Objectives

- A. Establish and maintain regular multi-agency, quarterly meetings for providers of youth related services to plan and facilitate ATOD prevention activities.***
- B. Maintain regular Alcohol, Tobacco and Other Drug Prevention Coalition meetings.***
- C. Help organize and participate in activities for "Recovery Month." These events have been successful at involving the recovery community in prevention activities. They also, provide alternative activities and allow networking opportunities for service providers.***

Goal 2: Increase the skills of prevention service providers and enhance their capacity to implement effective prevention practices.

- A. Reestablish, develop and publish the "Humboldt Prevention Network Newsletter" to be distributed to local service providers and focus on prevention best practices and updates on latest research.***

Activities

1. By October 31, 2007, ATODP staff will seek input from community collaborators about content and process for re-establishing The Prevention Newsletter.
2. By January 31, 2008, ATODP staff will publish and distribute one edition of The Prevention Newsletter.
3. By June 30, 2008, ATODP staff will publish and distribute one more edition of The Prevention Newsletter.

Rationale: This universal prevention effort is selected as a cost effective way to reinforce sound prevention planning and services in services related to youth.

B. Develop and implement a series of workshops and/or a regional conference focused on prevention program best practices and systems capacity building.

Activities

1. By October 31, 2007, ATODP staff will seek input from community collaborators about content and process for organizing a training series or large conference offered to providers in the region.
2. By January 31, 2008, ATODP staff will have an action plan for implementation of training series or large conference.
3. By June 30, 2008, ATODP staff will have helped organize and implemented a training series or large conference.

Rationale: These trainings help educate key publics on the importance of prevention.

Goal 3: Improve planning and evaluation of ATOD Prevention Programs.

Objectives

A. Establish and maintain regular manager meetings with program leads to review program progress and share planning resources.

Activities

1. Conduct ongoing needs assessment.
 - Track progress on identified goals, objectives, and other key indicators.
 - Disseminate annual surveillance report to key stakeholder groups
 - Review data to identify emerging needs and priorities. Revise goals and objectives, as needed.

2. Resource development
 - Research additional funding opportunities.
 - Organize interdepartmental collaboration for proposal development.

B. Utilize regular community meetings to review program progress and identify community needs from the perspective of key stake holders and service consumers.

Activities

1. Conduct ongoing needs assessment.
 - Track progress on identified goals, objectives, and other key indicators.
 - Disseminate annual surveillance report.
 - Collect and review data to identify emerging needs and priorities.

VI. SPF STEP 5 - EVALUATION

Evaluation plan is currently under development by staff. See below Outcomes-Based Evaluation Plan for Objectives under Priority Area 1, Goal 1.

Preliminary Evaluation Plan

Priority Area 1

Goal #1: Reduce alcohol-related problems associated with access to alcohol in underage youth.

OBJECTIVE	Outcomes (Degree of Change— Short-Term, Intermediate, and Long- Term)	Indicators (Performance Measures) How will you track change?	Method of Data Collection (Interviews, surveys, observations, record comparisons)	Tools (CHKS, etc.)	Who Collects Data Staff name, peer leader, outside expert)	Timeframe (E.g. Before and after program)
Reduce adult provision of alcohol to youth in homes.	Decrease approximately 5%.	Shift in social norms - perception of easy access to alcohol by 11 th graders.	Survey and Record comparisons over time.	California Healthy Kids Survey	Office of Education	Every other year.
Increase community awareness about the risks associated with access to alcohol in underage youth through social marketing.	Increase from 50-60%.	Level of community readiness	Survey and Record comparisons over time	Community Readiness Survey.	ATODP Program Staff.	Annual.
Increase community awareness	Increase from 50-60%.	Level of community	Survey and Record	Community Readiness	ATODP Program Staff.	Annual.

about the risks associated with access to alcohol in underage youth through community outreach and education.		readiness	comparisons over time	Survey.		
Continue to engage and support 2-4 satellite groups' efforts for improving public policy and community norms regarding access to alcohol in underage youth.	Increase total number from 0-3.	Local policy change efforts implemented.	Survey.	ATOD Needs Assessment Survey.	ATODP Program Staff.	Annual.