

INYO COUNTY AOD PREVENTION STRATEGIC PLAN OUTLINE, 2006 THROUGH 2009

I. VISION STATEMENT:

All residents of Inyo County are empowered to sustain healthy communities free from the negative affects caused by tobacco, alcohol and other drug abuse.

MISSION STATEMENT:

To proactively engage all Inyo County communities, families and individuals to work together to ensure long-term prevention of substance abuse and its related problems by supporting, educating and creating opportunities for healthy life decisions.

II. BACKGROUND/CONTEXT *(Purpose for the strategic plan, context for plan- -Needs assessment summary, demographics, economic trends, political climate, growth projections, operation considerations such as staff and budget restraints [SWOT analysis], priority risk and protective factors, target populations [universal, selective, indicated]- -targets of change and agents of change.)*

Inyo County is a very diverse county; it is the second largest county in terms of mass in the State of California with 10,140 square miles but also only has a population of 17,945, which is the 52nd lowest in the state. Inyo County encompasses the lowest point in the United States, Death Valley and the highest mountain in California, Mt. Whitney. Also unique to Inyo County is that 92.0% of the land is in Federal ownership, 3.9% is owned by the City of Los Angeles, 2.4% is owned by the State, and 1.7% is in private ownership. The availability and ownership of land is a significant issue in underage drinking in Inyo County.

The County needs assessment, completed in 2005, documents the significant drug and alcohol problems for Inyo County youth. The data clearly indicate that underage alcohol use and methamphetamine are priority concerns for the County. The Children's Services Council at the strategic planning workshops held in July 2006 confirmed these findings. (The Children's Services Council is a multi-agency organization convened to address child abuse prevention, family health issues and other critical health and safety issues in the County. The Council provides a forum for agencies and interested parties to prioritize County needs and to enhance collaboration on these issues; this also serves to decrease the likelihood of duplicated services.)

KEY DATA INDICATORS:

Age of first use for alcohol, marijuana and methamphetamine (CHKS 5th through 11th grades, and CADDs Summary Data)
Lifetime use of alcohol and methamphetamine (CHKS, CADDs)

30-day use patterns (CHKS)
 Binge drinking patterns (CHKS)
 Perceptions of harm/risk (CHKS)
 Drugs of choice- -Treatment Admissions Report (CADDs, alcohol, marijuana and methamphetamine), and by age per drug
 Availability (The number of retail licenses as reported by ABC, current local policies in place, existing restrictions for one-day/special licenses to sell at public events, results of “decoy” sales to be conducted by ABC and/or Sheriff’s Dept.
 Sources of alcohol for youth (Youth Tobacco Coalition Alcohol Survey; recommend expanding survey and implementing annually)
 Places youth most likely to drink (Tobacco Youth Survey)
 Number of parents or adults who provide youth with alcohol (Tobacco Youth Survey)
 Youth perceptions of “how easy” it is to obtain alcohol (Tobacco Youth Survey)
 Drunk or high on school property- -lifetime (CHKS)
 High from using drugs- -lifetime (CHKS)
 Child abuse/neglect reports linked to alcohol and/or drug abuse (CPS, Marilyn?), parental AOD use (CPS)
 Domestic Violence linked to AOD, (separate law enforcement calls and CPS reports)
 Juvenile probation (Local probation agency)
 Methamphetamine-related crimes and arrests (Local law enforcement)

PRIORITY RISK FACTORS:

Availability of alcohol and methamphetamine
 Community laws and norms favorable toward alcohol abuse
 Family history of substance abuse
 Favorable parental attitudes and involvement in alcohol abuse and methamphetamine use
 Family management problems
 Friends who engage in substance abuse
 Early initiation of alcohol use and methamphetamine use

PRIORITY PROTECTIVE FACTORS:

Consistent healthy beliefs and clear standards for behavior
 Development of strong bonds to those who hold healthy beliefs and clear standards in families, schools and communities

SWOT ANALYSIS (Strengths, Weaknesses, Opportunities, Threats)

STRENGTHS:

Broad agreement among professionals that underage drinking is a problem
 Small population makes it easier to bring community stakeholders to the table to be involved and engaged in addressing AOD issues
 Support from local law enforcement and courts to reduce methamphetamine and related conditions
 Methamphetamine is acknowledged as a serious health risk

WEAKNESSES:

Too few resources (Funding and staff)

Community norms regarding acceptance of alcohol use; civic clubs use alcohol as fundraisers/no host bar events; community events promote alcohol

Parent acceptance of and involvement in substance abuse; generational use of methamphetamine and alcohol; these factors contribute to low family involvement in providing clear and consistent values and standards for youth behavior

Public land available for parties; large open, public spaces for youth parties; limited law enforcement resources, with too few officers stretched thin due to large geographic areas and multiple law enforcement jurisdictions,

High levels of alcohol availability due to purchase of alcohol by young adults, parents, friends and other adults for underage youth; underage sales by retail outlets

OPPORTUNITIES:

Prevention efforts have created an atmosphere to support prevention; awareness and acceptance of prevention; willingness to participate

Service clubs, alumni associations and civic organizations have expressed interest in participating in prevention efforts; willingness of faith community and “recovery community” to be engaged in alcohol and methamphetamine prevention issues

Youth tobacco coalition is interested in expanding prevention efforts to include alcohol
Existing cross-messages: HIV, tobacco and safe sex - -have prevention related messages and resources

Unexplored Resources:

Opportunities to tap into BLM, Dept. of Los Angeles Water and Power, Forest Service, Cal Trans- -cross jurisdiction resources because of public land oversight in Inyo County

THREATS:

Population striation- -segments of the population don't identify as part of the County as a “whole;” large geographic distances between main population centers; limited interaction between communities due to limited resources

Low levels of cultural competence for certain ethnic groups and service provider groups
Agency “turf” issues; agencies have their own agendas, which can threaten collaborative work

Schools can provide access to youth data, but prevention has had difficulty in accessing this information; improved communication with schools; improve schools ability to acknowledge problems

Few alcohol policies in place

III. Problem Statement I, Goals and Objectives

A. PROBLEM STATEMENT 1:

Title: Underage Drinking

Statement: Based on the 2003 Healthy Kids Survey Reports and treatment admissions data, 81 to 83 percent of Inyo County youth initiate alcohol use before age 18. 40 to 41 percent of eleventh grade students responding to the Healthy Kids Survey reported binge drinking.

B. GOALS, OBJECTIVES, AND STRATEGIES:

Goal: By June 2011, the Inyo County AOD Prevention Program will influence a 3-5% decrease in underage drinking by the community's youth under 21.

Objective 1: The Inyo County AOD Prevention Program will increase policy maker awareness of the underage drinking issues by 40% by June 2009. Awareness increase will be measured with key opinion leader surveys and by analyzing public comments and Board of Supervisors/City Council votes.

Strategies/Key Activities:

1. Inyo County AOD Prevention will have recruited youth at one local high school to participate in a Youth Coalition to educate community members and their peers on the dangers of underage drinking. The Youth Coalition will be fully functioning body with a youth chair by December 2007.
2. Inyo County AOD Prevention will recruit at least one civic group in each end of the county, by June 2008, to work in collaboration with the county, the Youth Coalition, and the Parent Advocacy Group to address issues related to underage drinking
3. With help from the Youth Coalition, and the civic clubs, develop and put on the First Annual Inyo County Youth Summit in the Summer of 2008. Topics will include alcohol education, youth leadership, 40 asset development, and refusal skills.
4. Develop culturally competent youth development methods and establish additional Youth Coalitions, by October 2008, in at least 2 new communities and high schools in Inyo County.
5. By January 2009, Work with local organizations and governmental entities to survey party areas; targeting known hot spots to collect numbers of frequency of parties, numbers of beer bottles and other litter, and any other drug paraphernalia.
6. By December 2010, conduct extensive education to a wide variety of communities and cultural groups within Inyo County and employ a varied assortment of prevention strategies to impact a large segment of the population.

Objective 2: The Inyo County AOD Prevention Program will decrease parental acceptance of teen drinking by 20% by October 2009. Decrease in parental acceptance will be measured by support for underage drinking prevention efforts, increased numbers of parents participating in Parent Advocacy Group, and in public intercept survey conducted at local events.

Strategies/Key Activities:

1. By October 2006, conduct 1-2 parent support/educational summit to begin a dialogue with parents of teens around the issue of underage drinking.
2. By September 2007, develop and create a Parent Advocacy Group, with parents from different ethnic groups, who meet quarterly to discuss underage drinking, the problems associated with it, and who work with the community and other parents to educate and advocacy for a change in acceptance by youth and adults.
3. Inyo County AOD Prevention will recruit at least one civic group in each end of the county, by June 2008, to work in collaboration with the county, the Youth Coalition, and the Parent Advocacy Group to address issues related to underage drinking.

4. Inyo County Youth Coalition and graduates from the Youth Summit will conduct yearly parent education to parents of pre-school and kindergarten aged youth, families, and teachers to emphasize the importance of the 40 assets and to start early to effect community norm change regarding acceptance of underage drinking by September 2009
5. By December 2010, conduct extensive education to a wide variety of communities and cultural groups within Inyo County and employ a varied assortment of prevention strategies to impact a large segment of the population.
6. Continue to coordinate the existing Inyo County Mentoring Program to work with high risk youth by June 2011.

Objective 3: The Inyo County AOD Prevention Program will enact 2-4 underage drinking policies in place by January 2011. Adoption and implementation of underage drinking policies will show the success of the objective.

Strategies/Key Activities:

1. Inyo County AOD Prevention will have recruited youth at one local high school to participate in a Youth Coalition to educate community members and their peers on the dangers of underage drinking. The Youth Coalition will be fully functioning body with a youth chair by December 2007.
2. With help from the Youth Coalition, and the civic clubs, develop and put on the First Annual Inyo County Youth Summit in the Summer of 2008. Topics will include alcohol education, youth leadership, 40 asset development, and refusal skills.
3. Develop culturally competent youth development methods and establish additional Youth Coalitions, by October 2008, in at least 2 added communities and high schools in Inyo County.
4. By March 2009, engage organizations with jurisdiction over public/private lands within Inyo County around the issue of underage drinking. Work with the organizations to develop strategies to deal with underage drinking located on their lands.
5. Work with local organizations and governmental entities to survey party areas; targeting known hot spots to collect numbers of frequency of parties, numbers of beer bottles and other little, and any other drug paraphernalia.
6. By June 2010, Inyo County AOD Prevention will have conducted a comprehensive media campaign regarding issues surrounding underage drinking. Campaign will include twice a year articles in local papers, and quarterly radio PSA's.
7. By December 2010, conduct broad education to a wide variety of communities and cultural groups within Inyo County and employ a varied assortment of prevention strategies to impact a large segment of the population.

IV. Problem Statement II, Goals and Objectives

A. PROBLEM STATEMENT 2:

Title: Methamphetamine

Statement: In Inyo County, use of methamphetamine is increasing at a significant rate throughout all segments of the populations, with a high percentage of first use occurring during the critical brain development periods of adolescence and young adulthood, ages 15 to 25. The County treatment data from 2003 indicates that 83 percent of persons seeking treatment for Meth abuse initiated use younger than 15

years of age through 25 years of age. Up to 30 percent of students responding to the Healthy Kids Survey reported initiating use by the eleventh grade.

B. GOALS, OBJECTIVES, AND STRATEGIES:

Goal: By June 2011, the Inyo County AOD Prevention Program will affect a 3-5% reduction in the demand for methamphetamine.

Objective 1: By December 2006, Inyo County AOD Prevention, law enforcement, probation, and the courts will have conversations regarding methamphetamine use and will begin working to develop a plan to address meth use within Inyo County.

Objective 2: By January 2008, Inyo County AOD Prevention will contract with a Technical Assistance consultant to help formulate the county's Action Plan including strategies, goals, and objectives.

Objective 3: The Inyo County AOD Prevention Program will coordinate with all local high schools, the Inyo County Office of Education, and West Ed to create questions regarding meth use and add it to each Healthy Kids Survey for local 9th and 11th graders in order collect baseline data regarding meth use in youth by June 2008.

V. INFRASTRUCTURE DEVELOPMENT GOALS:

Goal 1: By June 1, 2010, the Inyo County AOD Prevention Program will create and maintain a countywide data management system.

Objective 1: Inyo County AOD Prevention program will create a data management system by December 1, 2007.

Strategies/Key Activities:

1. The AOD Prevention Program will identify a member of Inyo County Health and Human Services management team as the responsible party for the data management system by August 31, 2007.
2. By October 15, 2007, identify key data indicators for evaluation and provide baseline data
3. Researching existing resources, identify a location and/or method to store data by May 10, 2007.
4. By November 28, 2007, identify the means for updating the data on a quarterly basis.

Goal 2: By June 30, 2010, the Inyo County AOD Prevention Program will finalize plans for sustainable prevention activities.

Objective 1: Inyo County AOD Prevention Program will collaborate with local agencies and CBO's to create a plan for continued AOD Prevention efforts.

Strategies/Key Activities:

1. Utilize Inyo County's diverse councils and committees to solicit input into the planning and policy making process to be incorporated into county wide sustainable AOD Prevention by June 30, 2009.

2. By January 12, 2010, Inyo County AOD Prevention program will institutionalize high school and middle school youth coalitions, by assisting to build and sustain leadership through continued recruitment and training of subsequent entering freshman students.
3. By March 5, 2010, AOD prevention program staff will research and apply for alternate funding to expand and sustain youth coalitions.

VI. LOGIC MODEL