



Alcohol and Other Drug
Prevention and Treatment Services

**Strategic Prevention Framework
2006 - 2010**

Kings County Behavioral Health Administration
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A Letter from the Director of Behavioral Health Administration

Kings County Behavioral Health is pleased to announce that we, in collaboration with our community and Kings Partnership for Prevention Coalition have completed a primary prevention strategic plan that becomes the building blocks for Alcohol and Other Drug Prevention and Treatment Services throughout our communities for the next four years.

Within the past two years, Behavioral Health transformed primary prevention activities by transitioning from the Prevention Activity Data System-PADS to California Outcomes Measurement System-CalOMS. In addition, significant evaluation components of two evidenced-based prevention programs have completed their three-year evaluation plans with demonstrated performance outcomes that have been very positive for the community and schools in Kings County.

Kings County is located in the geographic center of California – The agriculturally rich San Joaquin Valley. It measures 1,391 square miles with over 70% of its acreage dedicated to agriculture. Kings County is a rural community with a population of 148,729 (as of January 2006 Planning Data), and is projected to be 186,611 by 2020. The incorporated cities are:

The incorporated cities are:

- Hanford population of 49,048 (includes County Jail and in-custody Probation)
 - Lemoore population 23,388 (includes Naval Air Station and Tachi-Yokut Rancheria)
 - Corcoran population 23,448 (includes Corcoran State Prison and Substance Abuse Treatment Facility-SATF)
 - Avenal population 16,349 (includes Avenal State Prison)
- Unincorporated cities and towns include Stratford, Kettleman City, Home Garden, Armona, and small labor encampments (population 35,496).

Kings County has an ethnically diverse population with 45% of the documented population of the county being Latino/Latina/Hispanic, and 37% of the county population reports being Spanish speaking only. Other ethnic reflections are 42% White, Non-Hispanic, 8% Black, 4% Asian and Pacific Islander, and 1% American Indian. Many of our residents are agriculturally linked, which contributes to seasonal unemployment, with industries in dairy and cotton farming. Our per capita income was \$15,492 in 1998, which placed Kings County last among California's 58 counties and in the bottom 10% of counties nationally. The Census Bureau in 2000 estimated 23% of Kings County residents were living below the poverty level in 1997, compared with 16% estimated to be in poverty in California as a whole that year. Additionally, an estimated 31.3% of the county's children under 18 were living in poverty compared with 24.6% in California as a whole. 5% of the county was enrolled in the CalWORKS

program. We have much of our population employed in Corcoran and Avenal in the state prison system. Additionally, city/county governments, school systems, and the Lemoore Naval Air Station employ residents.

The educational levels in Kings County could be an influence on the economic situation. Nine percent of adult residents over the age of 25 were college graduates, compared with 23% statewide. Sixty-six percent of Kings County adults were high school graduates compared with 76% throughout the state.

The County Seat for King's County is Hanford. The county has worked to establish a county-wide prevention network, building on the strengths of the various entities in order to provide comprehensive prevention services addressing unique as well as recurring needs. Each of the incorporated cities noted above has unique strengths and challenges. For instance, in Corcoran the prevention system is strong with united efforts between local law enforcement, health, the school system, the prison, and local citizens.

As a result of the comprehensive needs assessment, community input, and Coalition planning process, the following priorities were determined to be most important for advancing the health and wellbeing of Kings County and its people:

Behavioral Health's priorities are aligned with California's Department of Alcohol and Drug Programs (CADP) and follow the State Strategic Prevention Framework (SPF) that was established to assist counties in this effort. Kings County primary prevention priorities are:

- Community Education and Awareness of Alcohol and Other Drugs and available Prevention and Treatment Services
- Capacity for effective Prevention Services
- Impact of Methamphetamine
- Youth Development and Connectedness to Community

We acknowledge with appreciation, the efforts of each community and Kings Partnership for Prevention Coalition, as well as other community stakeholders for their efforts in the development of this plan. We look forward to continuing our shared energy and joint vision of a healthy and empowered place to raise our children, engage our youth, and support our families.

We also extend our appreciation to CARS; and most specifically, Mike Browling for his guidance and technical assistance during this endeavor. His strength-based approach is reflected in our plan.

In Collaboration,

Mary Anne Ford Sherman, Director of Behavioral Health
Brenda Randle, AOD Program Administrator
Kathleen Murphy, Prevention Services Coordinator

Our Vision

Kings County Behavioral Health, together with our partners, builds programs, which assist individuals and their families to achieve sustained well-being from mental illness and addiction

Our Mission

To promote, support, and invest in the wellness and recovery of individuals living in the communities of Kings County; creating opportunities to contribute, learn and work, and find hope in each day.

Guiding Principles for Prevention

California Department of Alcohol and Drug Programs (CADP), as part of the Prevention Strategic Plan, offer the Guiding Principles for Prevention:

1.) 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, manufactures, distribution, promotion, sales, and use. By prevention providers leveraging resources, prevention programs will achieve the greatest impact.

2.) Individuals, families, organizations, groups and entire communities are empowered through taking shared responsibility for prevention at all levels of the prevention system. All sections, including youth, must challenge their 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, and faith communities.

This includes those who work directly, as well as indirectly, in the prevention system who share a common goal of ATOD prevention (i.e., law enforcement, fire departments, emergency medical technicians, medical professionals, hospitals, teachers, employers, religious organizations, etc.).

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.

3.) Prevention utilizes the full range of cultural and ethnic wealth within communities. By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.

4.) Prevention challenges barriers and discrimination that create special burdens for communities in responding to AOD problems. By acknowledging certain individuals, families, groups, and communities face stigmas, discrimination and

generational poverty, their unique circumstances and needs can be more comprehensively addressed as part of prevention services.

5.) Prevention is part of a larger continuum of care that includes early intervention, harm reduction, treatment, mental health and physical well being.

6.) Effective prevention programs are thoroughly planned and delivered. To create successful prevention programs, one must use data to assess the needs; prioritize and commit to the purpose; establish actions and measurements; use proven prevention actions; evaluate measure results to improve prevention outcomes, and use a competent, culturally proficient and properly training workforce.

EXECUTIVE SUMMARY

Overview of State Prevention Planning

In July 2005, the California Department of Alcohol and Drug Programs (CADP) adopted a new policy directing counties that receive Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds to use the Strategic Prevention Framework (SPF). The framework is a planning and program design process 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 helps counties plan for and build a community-based infrastructure for effective prevention.

Primary Prevention

The use of a strategy or a set of strategies directed at individuals who do not require treatment for substance abuse. Such activities may include education, counseling, information resources and other activities designed to reduce the risk of substance abuse by individuals.

Background on Local Prevention Planning

In Kings County, SAPT funds are administered through Kings County Behavioral Health Administration, which includes Alcohol and Other Drug Prevention and Treatment Services.

In 2004, Kings County Alcohol and Other Drugs (AOD) Administration staff (now known as the Behavioral Health Administration Department) began building a Prevention Coalition. This created a forum for collaborating partners throughout the county to identify alcohol and other drug (AOD) prevention issues and to develop a framework to guide the community toward appropriate prevention strategies. Between 2004 and 2006, the Coalition participated in the following strategies to identify and prioritize the needs of their communities:

- Asset identification
- Data-mapping
- Gap Analysis
- Coalition Vision and Mission Statements
- Priority areas of prevention
- Goals and objectives development

From the planning effort and data analysis of the Prevention Coalition, and with the technical assistance of Prevention by Design (an organization contracted with the State to provide TA using the 5-step outcome-based approach to prevention programs), AOD Administration began developing their own departmental plan.

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In 2005, the Prevention Coalition became independent of the County department with infrastructure of a governing board, By-laws, and a new name; **Kings Partnership for Prevention**. It is currently supported through the Behavioral Health Administration Department (as one of the department's strategic goals) with staff membership, the funding of a coordinator, and on-going event and media sponsorships.

KINGS COUNTY BEHAVIORAL HEALTH STRATEGIC PLAN

Our Guiding Values

- Meet each individual where they are, focusing on the person, not an illness
- Seek to understand and embrace diversity
- Demonstrate ethics, integrity and commitment in all that we do
- Share knowledge and information which fosters authority and empowerment in all
- Create partnerships which are preventative, creative, and positive to our mission

Our Statement of Purpose for Prevention

Reduce and prevent the problems associated with alcohol and other drug use on the physical and mental health of individuals, families and communities in Kings County.

I. KINGS COUNTY'S STRATEGIC PREVENTION FRAMEWORK

The Substance Abuse and Mental Health Administration (SAMHSA) design of the Strategic Prevention Framework (SPF) to assist communities in designing and implementing effective and sustainable prevention programs to reduce substance abuse problems contains five categories. Kings County is utilizing these categories to outline our efforts in prevention planning:

- A. Assessment:** In order to effectively determine the needs recognized by members of Kings County, a consultant was used to begin the process to assess the community. Kings County community needs were assessed as part of the initial asset mapping done in the Prevention Coalition as well as on-going assimilation of information available to the department. Data was examined from: a.) County PADS data, b.) County DATAR data, c.) California Healthy Kids Surveys, d.) focus groups held from an evaluation project in prevention, e.) group forums and networking, i.e. Town Hall Meetings f.) First Five community needs assessments, g.) California Department of Justice, h.) Mental Health Services Act community planning surveys and forums, i.) Pre and post-test questionnaires, and j.) community provider feedback.

The following methods were used:

1. Surveyed county employees, members of the school system, treatment/recovery community, and other individuals familiar with Kings County, its residents, strengths and barriers.

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2. Analyze the data from the California Healthy Kids Survey (CHKS) to identify indicated problem areas, and formulate strategies to address those problem areas.
 - a. Results from the CHKS in various domains can provide information on specific risk factors that need to be reduced, as well as protective factors and developmental assets that need to be increased. Strategies to address contributing factors are the components of the Friday Night Life Program, including Club Live for middle school youth, and Friday Night Live Kids for elementary youth. For example, alienation, loneliness, isolation, and not feeling connected to the neighborhood or school can result in use of substances. The Friday Night Live Components can increase the feeling of belonging, school and community connectedness, as well as provide healthy adults in youth's lives who care and provide high expectations for the youth and provide accountability
3. Analyzed data from the CalOHMS system related to Admissions for Alcohol and Drug Treatment in Kings County.

Results:

 - a. 587 Total treatment admissions for 2003-2004, 54% of those were for Methamphetamine
 - b. 69% started use before age 21
 - c. 47% started use before age 18
4. Reviewed arrest records

Results:

 - a. 80% of arrests were involved with Methamphetamine

Current prevention programs in place in Kings County are:

- 1.) The implementation of the Second Step Program in select Kings County Schools.
- 2.) Kings County contracts with a prevention contractor to provide the P.E.T. project which links youth with pets to build leadership skills, teamwork in identified youth that might otherwise be isolated and alienated, and community connectedness. The Health Department is working on passing an ordinance to require retailers to obtain a license to sell cigarettes in order to reduce the sales of tobacco products to under-age youth. The license would bring closer regulation and scrutiny upon the sales of tobacco.

B. Capacity: Creating a Prevention Coalition was a first strategy to address the capacity of Kings County communities and their readiness to be part of a prevention solution. Behavioral Health supports this Coalition toward independence and autonomy with staff time and participation, the funding of a Coalition Coordinator, prevention events, education and awareness campaigns in order to build capacity within the community and within the Behavioral Health Department. It is a collaborative that assists in the

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overall mission of community prevention and maximizes our strengths by seeking every voice of prevention and dividing the labor of such a daunting challenge in Kings County.

Utilizing all clusters of information for the promotion, support of and investment in prevention programs is a continuous on-going effort. The stakeholders that have evolved from building this capacity are partners, collaborators, and providers. (see Attachment 1).

In order to increase the knowledge in Kings County related to problems caused by Methamphetamine, the Prevention Coalition created Tool Kits available to interested entities in Kings County. These Tool Kits contained information about available services, as well as information and education about Alcohol and Other Drugs, notably including information about methamphetamine.

The creation of specific sub-committees within the Prevention Coalition has expanded the capacity and skills of individuals involved in the prevention effort by streamlining the focus of each component, thereby building abilities and knowledge in needed areas. Efforts have been made to provide opportunities for participation in prevention in all areas of Kings County, so that changes can occur across the county as a whole. Training has been provided to the community, and will continue as an on-going effort to encourage involvement of community members, and expand the pool of those knowledgeable and competent to help with the prevention effort. A speakers' bureau has been created and will continue to be expanded.

- C. Planning:** The development of a strategic plan began with an articulation of a vision and a mission and quickly developed into ensuring that AOD Prevention and Treatment Services were no longer implementing programs "because that was the way it was always done." Currently, each new program that is funded must be best practice, evidence-based, and contain an evaluation component. Planning for effectiveness will continue to drive policies and protocols that ensure that programs address the needs of Kings County.

As mentioned, individuals interested and invested in Kings County were involved in the needs assessment process to determine what effective steps could be taken in order to effect change. The Prevention Coalition evolved into Kings Partnership in Prevention. Town Hall Meetings were

utilized to gain participation of local community members. Upon identification of the use of Methamphetamine as an area for prevention efforts, the following strategies were employed to determine what would engage the citizens of Kings County and facilitate the planning process.

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The process used to contact individuals for their involvement in the planning activities and to gain their information and opinions on needs in Kings County was to invite: a) those on the comprehensive mailing list from the Kings County Behavioral Health Administration, b) individuals involved in prevention activities in the past, c) current alcohol and drug providers of treatment/recovery services, d) educators and other employees with school systems, e) relevant county staff. These people were among those contacted for the Town Hall and other meetings. Participants were asked to rank order issues they saw as important areas of focus for prevention efforts. These were refined and discussed in order to reach a consensus.

Data from the California Healthy Kids Survey was used to determine Contributing Factors to the identified problems in Kings County. Risk and protective factors seen as viable to create change were the feeling of school connectedness, caring relationships with an adult in school, high expectations from an adult in school, meaningful participation in school, a caring relationship with an adult in the community, high expectations from an adult in the community and meaningful participation in the community. All of these measures can be positively influenced through the Friday Night Live Program. Additionally, data that indicates feelings of not being safe on campus, experiencing teasing and bullying further decrease the feelings of connectedness to both the school and community, so programs that address these issues have been, and will continue to be implemented in the schools.

Town hall meetings were held: One in Corcoran on January 18, 2006, a countywide town hall meeting in Hanford on January 19th, followed by a working Session also on January 19th. A speaker from San Diego, Angela Goldberg, provided a presentation for both encouragement and successful strategies. She was involved in the “San Diego Methamphetamine Strike Force” which was successful in mobilizing communities of San Diego in efforts to combat the problems associated with methamphetamine upon a community. The topics included:

- **“What works: stories of success”**
- **“How to be part of the solution for Kings County”**
- **“Community Questions and Answers”**
- **“Public Leaders Panel**

The first Jan. 19th meeting was immediately followed by a working session for those willing to make an on-going commitment to this effort, and to establish a local plan for fighting Methamphetamine use in Kings County. Participants included: Law Enforcement, Schools,

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Treatment Providers, Media/Marketing and Prevention Specialists.
This working session was part of the development process for the
Strategic Prevention Plan and to drive its' activities.

D. Implementation: (Information about what services are monitored)

Program implementation that is evidence driven has begun in Kings County, through the Request for Proposal (RFP) process for a number of programs; some in prevention. Currently, Behavioral Health Administration is directing efforts to ensure program monitoring and performance-outcome driven scopes of work that will prove a strong implementation of the State SPF model for prevention.

Awareness of the availability of services in Kings County has been increased through the creation of a brochure with the numbers and list of services. The brochures have been distributed at health fairs, in local public offices, schools, and treatment/recovery providers, the judges, local law enforcement and libraries. Billboards to advise the community of the availability of help, in English as well as in Spanish, were placed in high-travel areas to increase the awareness of the availability of services. An on-going monthly ad in the local newspaper publishes the availability of services also.

Kings County Partners in Prevention established sub-committees to better accomplish tasks, and Behavioral Health Staff serve on these committees. Each sub-committee has established workplans and continue to accomplish tasks specific to their subject areas, but which also feed into the overall goals. The subcommittees and their accomplishments for FY 2007/2008 are:

Meth Committee

- Meth in your Backyard Sequel in Hanford and Lemoore.
- Discussion about a re-entry program
- Representation on the Regional METH Forum
- Ads run at local movie theatres.

Education and Awareness Work Group

- Meth 101 Presentation (to increase community knowledge of AOD)
- Lemoore Parent Teacher Presentation
- Working Corcoran Meth in your backyard Sequel
- Soroptomist meeting.
- CD's sold, Tool Kits Sold (information for the community)

- Article in the Sentinel (about influence/danger of meth use)
- Planning began for Meth Summit in Fall 2008
- Information Booth in Marketplace, 3 times

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Child Support Safety Training
Gang Awareness Night in Kettleman City

Treatment Work Group

CAR Training on Ethics
Increased Collaboration with Meth Work groups
Soberfest participation
PACK
YMAX- Westcare joined the table
 School referral program
 Corcoran services
 Avenal services
Treatment models reviewed
Celebrating Families conducted
Teen Summit in Corcoran
Hanna's House Opened

Law Enforcement/Policy Work Group

Legislative Forum-West Hills College, March
Kings County Board of Supervisors Resolution no. 08-048, adopted June 17, 2008:

- Law enforcement called upon to pursue prosecution of illegal drugs
- Community and church leaders to make effort to inform and educate citizens of dangers of use of illegal drugs
- Community and church leaders to make effort to inform and educate citizens to assist people to get help and support their recovery
- Institute Drug Courts for juveniles and adult misdemeanor non-violent drug offenders

Drug Court Began

E. Evaluation: As part of the evaluation for effectiveness across programs for Behavioral Health Administration, the action plan is in a logic model framework (see logic model visual displays under “Planning, pages 12 and 13.”) The ability to measure our success and readily identify gaps of service and/or follow-thru is provided within these plans. Once established, sustainability of a strong program, which meets the needs of a targeted population, becomes easier to “prove” to community, grants, and our overall mission in prevention. Sources of data and strategies that will be utilized for evaluation purposes include:

1. CalOMS Prevention data collection and monitoring system
2. CalOMS Treatment data collection and monitoring system

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3. Adapting our program monitoring tool to include the State Substance Abuse Prevention and Treatment Block Grant (SAPT) requirements to comprehensive monitoring
4. Re-visiting priority areas established in our prevention framework as part of our annual monitoring report with the department
5. Scores on the California Health Kids Survey, specifically in the areas of feeling safe in their schools, and external assets
6. Child Welfare Services System Improvement Plan (SIP)
7. Conduct participant forums from Prevention programs and treatment programs for insight regarding access to services, and effectiveness of services
8. Track any correlations between Mental Health Services quarterly reports and annual accountability that would assist this department in identifying gaps of services, areas of potential prevention growth, and engagement of other stakeholders and partners to assist us with our mission
9. Establishing, maintaining, and sharing an information clearinghouse on prevention, in order to educate, foster awareness and improve understanding of prevention challenges and efforts statewide.
10. Utilize the pilot Prevention project evaluation data from Committee for Children in Kings County schools to establish and strengthen our future goals and outcomes with youth.

Kings County Behavioral Health has embraced and committed time, funding, and energy to modify the history of Prevention in Kings County in the following ways:

- Monitoring programs that are well below the mandated threshold established by ADP – Staff are assigned the task of establishing fidelity, periodic and annual accountability to program for providers and internal programs with this department.
- Funding past and future programs with evaluation components “built-in” that were not part of a grant funded requirement.
- Evidenced-based or Best Practice proposals and new programs are the only ones considered for funding by this department since 2006

II. PRIORITY AREAS- GOALS AND OBJECTIVES

The following are the Problem Statements. The logic model visual displays follow the statements.

1. Problem Statement: Only 25 % of Residents of Kings County are aware of availability of services for alcohol and drugs in Kings County
2. Problem Statement: Kings County Residents are unaware of harmful effects of the use of Alcohol and Drugs
3. Problem Statement: Methamphetamine use in Kings County has had a detrimental effect on the local community as a whole. 80% of arrests or contact with local law enforcement involved the use, sale or possession of Methamphetamines.
4. Problem Statement: Youth do not feel Connected to the Community and School.

Fear of bullying and/or teasing is a barrier to feeling connected to the community and school. An evidenced based violence prevention/bullying reduction program "Second Step," has been implemented in the school district in the last year with good results. Thirty percent of school suspensions, dismissals and behavioral referrals for negative behavior were reduced. "Steps to Respect", recognized as best practices, is a follow-up program, and will be introduced FY 2008/2009. Interested school personnel will be trained, psychologist, administrators, school counselors, therapist and parents. These programs were introduced because of the need for intervention: children reported feeling not safe in their schools, feeling fearful of being teased, bullied and/or not safe at school.

Friday Night Live promotes Youth Development through teaching leadership skills, using kids to work with kids. The Youth Development Component also provides a focus on increasing the developmental assets. Involvement in these programs increases feeling connected to the community, as well as to increase the Adult Caring relationships at school and in the community through the Friday Night Live staff, advisors and involved parents. Additionally, a source for high expectations from adults in school and in the community is created through these channels.

1. Problem Statement: Only 25 % of Residents of Kings County are aware of availability of services for alcohol and drugs in Kings County

ACCESS TO SERVICES

GOAL	OBJECTIVE	STRATEGIES/ ACTIVITES	OUTCOMES	MEASUREMENT TOOLS	RESPONSIBLE PARTY	DATA SOURCE
Increase Awareness of the availability of Prevention and Treatment Services in Kings County	To increase the awareness of availability of services by 10% in FY 08/09; by 25 percent in FY 2009/2010	<ol style="list-style-type: none"> 1. Publish and distribute brochure about services 2. Publish newspaper ad with information about treatment availability 3. Be visible in community events to provide information about services available 4. Utilize media to increase awareness of service availability 5. Billboards will advertise the number to call to access services for prevention and treatment services. 	<ol style="list-style-type: none"> a. In FY 2008/2009 awareness of services will be increased to 35% b. Actual services provided will be increased by 10% in FY 08/09 c. In FY 2009/2010 awareness of services will be increased to 50% d. In FY 2009/2010 actual services provided will be increased by 25% 	Actual number of services/ Tracking of increased numbers accessing services	Contracted providers	<p>Admission Data through state CalOMS system.</p> <p>Survey upon entrance</p>

2. Problem Statement: Kings County Residents are unaware of harmful effects of the use of Alcohol and Drugs

INCREASE AWARENESS

GOAL	OBJECTIVE	STRATEGIES/ACTIVITIES	OUTCOMES	MEASUREMENT TOOLS	RESPONSIBLE PARTY	DATA SOURCE
Kings County Residents will become aware of the harmful effects of the Use of Alcohol and Other Drugs	To increase the knowledge of harmful effects of alcohol and other drugs by 10% in FY 08/09; and by another 10% in FY 09/10	<p>a. Media will be used to increase awareness in the community of problems associated with alcohol and other drugs</p> <p>b. Youth will be involved in creating posters about the dangers of the use of alcohol and other drugs</p> <p>c. Community presentations will be delivered to increase the awareness of dangers of drugs</p>	1. Pre-tests and post-tests will show an increase in knowledge after educational activities.	Scores on Pre- and Post Tests will measure increase in knowledge	Treatment Providers, Prevention Service Coordinator	Scores indicating increase in knowledge on evaluation sheets/ feedback

3. Problem Statement: Methamphetamine use in Kings County has had a detrimental effect on the local community as a whole. 80% of arrests or contact with local law enforcement involved the use, sale or possession of Methamphetamines.

IMPACT OF METHAMPHETAMINE

GOAL	OBJECTIVE	STRATEGIES/ACTIVITIES	OUTCOMES	MEASUREMENT TOOLS	RESPONSIBLE PARTY	DATA SOURCE
Reduce the impact of and availability of Methamphetamine in Kings County	The incidence of arrests or involvement with Law enforcement will be reduced by 10% per year	1. Develop legislation and policies that will limit access, availability and use of methamphetamine in Kings Co 2. Use media campaign to educate and increase awareness about dangers of methamphetamine 3. Increase prevention/intervention activities for youth in schools a. County wide poster contest for youth to create visuals about the harm of Methamphetamine. Use older students to provide education to younger students; have older students judge the posters. Display posters in public places throughout county, (placemats in eating places, sides of buses, kiosks in stores, school offices, etc.)	1a. Develop Misdemeanor Court in Kings Co. 1b. Increase collaboration between Courts, Probation and Treatment Provides to reduce gaps in accountability for clients. 2. The scores on the Healthy Kids Surveys will show a decrease in age of first use 3. Data on CalOMS will show a decrease of admissions for Methamphetamine into treatment	Data from State CalOMS system, decrease of admissions into treatment for Meth., Kings County Arrest Statistics, decrease in the number of arrests for Meth, Scores on the California Healthy Kids Survey- decrease in age of first youth	Kings County Prevention Coordinator/ Kings County Office of Education	CalOMS data, Law Enforcement Data on Arrests, California Healthy Kids Survey Results

4. Problem Statement: Youth do not feel Connected to the Community and School.

COMMUNITY CONNECTEDNESS

GOAL	OBJECTIVE	STRATEGIES/ ACTIVITIES	OUTCOMES	MEASUREMENT TOOLS	RESPONSIBLE PARTY	DATA SOURCE
<p>Youth will report feeling connected to the Community and School.</p> <p>Participation in healthy select activities targeting youth development and empowerment will increase</p>	<p>The scores on the California Healthy Kids Survey will show an increase of 10% in the domains of School Environment and Personal School connectedness and feels of Safety at School</p>	<p>1. “Steps to Respect” will be implemented in the schools to increase the feeling of safety in the schools, and decrease the reports of feeling fearful of being teased and bullied.</p> <p>2. Friday Night Live Programs will be continued and encouraged in schools in Kings County.</p>	<p>1. Scores on the CHKS Domain “External and Internal Assets” for the 5th Grade will increase by 10% for Kings County for the FY 09/10</p> <p>2. Scores on the CHKS Domain “Resilience and Youth Development for the High Schools will increase by 10% in the areas of School Environment and Community Environment for Kings County for FY 09/10</p> <p>3. Scores on the CHKS Domain “Feeling Safe at School will increase by 10% for FY 09/10</p>	<p>Scores on the California Healthy Kids Survey: “External Assets” and “Feeling Safe at School”</p> <p>Youth Net feedback sheets, Second Step evaluation sheets</p>	<p>Kings County Prevention Coordinator</p>	<p>California Healthy Kids Survey Results, Youth Net Program Data, Second Step Project Evaluation</p>

III KINGS COUNTY'S STRATEGIES FOR IMPLEMENTATION OF THE PREVENTION PLAN

Kings County has employed the implementation strategies developed by SAMHSA's Center for Substance Abuse Prevention (CSAP) as the foundation for the Behavioral Health Administration's primary prevention programs:

1. **Information Dissemination:** Provides awareness and knowledge of the nature and extent of alcohol, tobacco and other drug use, including addiction and the effects on individuals, families and communities. It increases knowledge and provides awareness of available prevention programs and services. (i.e., printed materials, media releases, webcasts, websites, health fairs, resource directories, etc.)
2. **Education:** Involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities. This strategy aims to improve critical life social skills. (i.e., classroom setting teaching decision-making, parenting, mentoring, peer leadership, etc.)
3. **Alternatives:** Includes providing alternative and re-directing activities that are drug, alcohol and tobacco free. It promotes an active and healthy lifestyle, free from the influence of alcohol and other drugs. (i.e., community drop-in centers, social/recreational events, etc.)
4. **Problem Identification and Referral:** Provides help and service that is educational for behavior change, not therapeutic for AOD abuse or treatment. This strategy generates the most discussion among counties, as it is the "bridge" between primary prevention and intervention. (i.e., student assistant programs, referral services, support groups, school-based prevention programs, etc.)
5. **Community Based Process:** Builds capacity and enhances the ability of the community to more effectively provide prevention and treatment services. (i.e., coalition building, interagency collaboration, volunteer services or training, technical assistance, etc.)
6. **Environmental:** The Environmental Strategy focuses on places and specific problems with an emphasis on public policy, instead of who was served and the services they received. This strategy

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establishes or changes written and unwritten community standards,
codes and attitudes toward alcohol and other drug use. The

Environmental Strategy is two-pronged: activities that center on
legal and regulatory initiatives and activities related to service
initiatives (i.e., advocating for legislative or policy change,
monitoring established policies and ordinances, media campaigns,
etc.)

CONCLUSION

Kings County made a commitment very early in the process of prevention planning (2003) to discover where the department wanted to venture and why planning was needed to go there. It has been a long start-and-stop-and-start again process, and we could not have done it without the encouragement and expertise of Prevention By Design and Randy Davis, Trainer for PBD. For her assistance, we are most grateful.

Kings Partnership for Prevention is a strong and powerful force in collaboration, and we are proud to contribute to the work of this body and to be affiliated with such an active and committed group. Behavioral Health considers them an invaluable partner in the prevention mission.

Most strong strategic plans that fail have done so because they were never revisited for effectiveness, relevance to changing trends in a community or organization, and applicability to any changes that happen throughout the life of the plan. Ensuring that programs are evaluated for effectiveness is only half of Kings County's charge. We are committed to continue our visit of the importance of ongoing planning, implementation of the plan, and the flexibility to see it and utilize it as a living, breathing tool for our department, prevention partners, and above all...our community.

Kings County has many community members and employees as a whole that are dedicated to improving the life outcomes of our citizens. We want to assist our youth in becoming thriving adults, in feeling good about themselves and their community, and feeling a part of a positive community. Our investment is in each of the individuals and systems that make up this County, and assisting the community to become the very best that is possible. We are excited about the future of Kings County and the wonderful things that are ahead.

KINGS COUNTY STAKEHOLDERS LIST

AMERICAN AMBULANCE
ARMONA FAMILY RESOURCE CENTER
ARMONA UNION SCHOOL DISTRICT
AVENAL COMMUNITY HEALTH CLINIC
AVENAL FAMILY RESOURCE CENTER
BIG BROTHER BIG SISTERS
BOARD AND CARE FACILITIES
CALIFORNIA FORENSIC MEDICAL GROUP
CATHOLIC CHURCH DIOCESE
CENTRAL CALIFORNIA C.A.R.E.S
CENTRAL UNION SCHOOL DISTRICT
CENTRAL VALLEY HOSPITAL
CHAMPIONS ADOLESCENT TREATMENT
CHILD ABUSE PREVENTION COUNCIL
CHURCH OF THE SAVIOR
COLLEGE OF SEQUOIAS
COMMUNITY CARE PROVIDERS
CORCORAN DISTRICT HOSPITAL
CORCORAN FAMILY RESOURCE CENTER
CORCORAN POLICE DEPARTMENT
CORCORAN SCHOOL DISTRICT
CORCORAN YOUTH CENTER
CORNERSTONE RESIDENTIAL FACILITY
EMERGENCY MEDICAL SERVICES
EVERETTE COUNSELING SERVICES
FAMILY NETWORKINGS
FAMILY PRESERVATION BOARD
FOSTER PARENT ASSOCIATION
FRIDAY NIGHT LIVE AND CLUB LIVE
HAND IN HAND FAMILY RESOURCE CENTER
HANFORD CITY COUNSEL
HANFORD COMMUNITY MEDICAL CENTER
HANFORD ELEMENTARY SCHOOL DISTRICT
HANFORD FAMILY RESOURCE CENTER
HANFORD UNION JOINT SCHOOL DISTRICT
HANFORD PAROLE OFFICE
HANFORD POLICE DEPARTMENT
ISLAND UNION SCHOOL DISTRICT
KINGS COUNTY ALCOHOL AND OTHER DRUG PROGRAMS
KINGS COUNTY BOARD OF SUPERVISORS
KINGS COUNTY CHILDREN & FAMILIES COMMISSION
KINGS COUNTY COMMISSION ON AGING

KINGS County Alcohol and Other Drug Prevention and Treatment Services
Strategic Prevention Framework

KINGS COUNTY COMMUNITY ACTION ORGANIZATION
KINGS COUNTY COUNTY COUNSEL
KINGS COUNTY COURTS
KINGS COUNTY DISTRICT ATTORNEY
KINGS COUNTY FIRE DEPARTMENT
KINGS COUNTY HEALTH DEPARTMENT
KINGS COUNTY HUMAN SERVICES
KINGS COUNTY IN HOME SUPPORTIVE SERVICES PUBLIC AUTHORITY
KINGS COUNTY MENTAL HEALTH
KINGS COUNTY MENTAL HEALTH AND ALCOHOL AND DRUG ADVISORY BOARD
KINGS COUNTY MINORS ADVOCATE
KINGS COUNTY OFFICE OF EDUCATION
KINGS COUNTY PROBATION
KINGS COUNTY PUBLIC GUARDIAN
KINGS COUNTY SCHOOL DISTRICTS
KINGS COUNTY SHERIFF'S OFFICE
KINGS COUNTY VICTIM WITNESS
KINGS COUNTY WORK FORCE INVESTMENT BOARD
KINGS RIVER-HARDWICK SCHOOL DISTRICT
KINGS/TULARE AMERICAN RED CROSS
KINGS/TULARE AREA ON AGING BOARD
KINGS VIEW COUNSELING SERVICES
KINGS VIEW DROP IN SOCIALIZATION CENTER (DISC) FOR CONSUMERS
KIT CARSON UNION SCHOOL DISTRICT
KOINONIA CHURCH AND COUNSELING SERVICES
LAKESIDE ELEMENTARY SCHOOL DISTRICT
LEMOORE FAMILY RESOURCE CENTER
LEMOORE NAVAL AIR STATION FAMILY SERVICES
LEMOORE NAVAL AIR STATION HOSPITAL
LEMOORE POLICE DEPARTMENT
LEMOORE UNION SCHOOL DISTRICT
MIGRANT EDUCATION SCHOOL
MINISTRY ASSOCIATION
OASIS CHURCH
PATIENT'S RIGHTS ADVOCATE
PIONEER UNION ELEMENTARTY SCHOOL DISTRICT
PREVENTION COALITION
PROTEUS
SAFE AND DRUG FREE SCHOOL COUNSELORS
SALVATION ARMY
SANTA ROSA RANCHERIA
SHELLY BAIRD SPECIAL EDUCATION
STRATFORD COMMUNITY FAMILY RESOURCE CENTER
UNITED CEREBRAL PALSY (UCP)

KINGS County Alcohol and Other Drug Prevention and Treatment Services
Strategic Prevention Framework

UCP FAMILY RESOURCE CENTER
UNITED WAY
VETERAN'S ADMINISTRATION
WEST HILLS COLLEGE
YOKUTS CONTINUATION HIGH SCHOOL
YOUTH COUNCIL
YOUTH NET PREVENTION PROGRAM