

Lassen County Strategic Prevention Plan

Years 2007-2012



Plan prepared by Kathy Oberst, Prevention Coordinator
Reviewed by Lyle Dornon, County Alcohol and Drug Administrator
Approved by Kevin Mannel, Deputy CAO

Vision: To increase the health and well being in Lassen County through reduced alcohol and drug problems.

Mission: To provide a comprehensive approach of culturally relevant prevention, intervention and treatment through a collaborative community process to improve the lives of individuals and families in our community who are affected by alcohol and other drugs.

Core Principles: The guiding principles of our alcohol and other drug prevention program focus on:

- The highest quality of prevention and treatment services
- Collaboration and coordination with available community partners to accomplish our mission
- Utilizing best and/or promising practices
- Responding to community needs in an ethical, professional and culturally relevant manner
- Assisting the community in gaining a more comprehensive understanding of alcohol and drugs to reduce stigma and provide prevention services and long-term recovery.

Lassen County Board of Supervisors

- Brian Dahle
- Jim Chapman
- Lloyd Keefer
- Robert Pyle
- Jack Hanson

Technical Assistance for Reviewing Plan

- Annette Padilla, Consultant, Center for Applied Research Solutions
- Kevin Mannel, Lassen County Deputy County Administrative Officer

Contacts

Kathy Oberst, Prevention Coordinator, Lassen County Alcohol and Drug
1410 Chestnut Street, Susanville, CA 96130
530-251-8172, koberst@co.lassen.ca.us

Lyle Dornon, Alcohol and Drug Director, Lassen County Alcohol and Drug
1410 Chestnut Street, Susanville, CA 96130
530-251-8310, ldornon@co.lassen.ca.us

I. Introduction and County Overview

Lassen County is a frontier county located in the northeast corner of the state with a population of less than 40,000. The major economic influences are two large prisons, ranching and timber. According to the Community Indicators for Alcohol and Drug

Abuse Risk (CARS 2004), Lassen County demonstrates a high rate of alcohol and drug use among adults and teens. One employee coordinates and provides services in the prevention program at Lassen County Alcohol and Drug (AOD) program health education, jail education services, HIV testing services and administrative assistance to the Alcohol and Drug Advisory Board.

Many residents of Lassen County retain a mindset that could be considered conservative and provincial. It is a minimally culturally diverse county, as the majority residents are Caucasian, with a small Native American population, about 5% Hispanic and a small minority of Pacific Islanders. About 45% of residents live in isolated, remote areas or in rural farming communities.

The most aggressive factor for change has been the expanding prison system. The remainder of the residents in the county live in or around Susanville, which is located 84 miles northwest of Reno, Nevada. Lassen County's political and social norms are typically conservative.

After several alcohol and drug related incidents with local teens, the NOPE (Narcotics Overdose and Prevention) Program gained momentum and support in the community. This private, non-profit organization brings parents of teens who have died of overdoses to speak about the losses they have endured and how it affects their families. They do this in collaboration with local law enforcement agencies which enhances the strength of our prevention efforts.

Prevention efforts will also focus on developing a media advocacy campaign utilizing the local newspaper and radio stations. Since the county is small, road signs or billboards are less costly and feasible as a strategy to combine with media outreach. It is our aim to design and install one or more signs on major roads to educate the public about the dangers of providing alcohol to minors. "Parents Who Host, Lose the Most," will be the slogan for our campaign.

Partnering with law enforcement to assist in enforcing the current laws regarding contributing to minors will help advertise the consequences to both adults and retail owners and managers of failing to comply. To balance our efforts to minimize the availability of alcohol to minors, we will contact retail outlets selling alcohol and stores that supply alcohol advertising to teens to discourage them from selling or glamorizing alcohol to those who are underage. Parents in the community appear to be ready to accept information that will help them make better decisions with their teens relating to alcohol consumption.

The main factors that may present barriers to implementation of a new approach to prevention in Lassen are limited resources in funding and staff. The prevalence of local adult drinking norms influences the way some people interpret media messages against the use of alcohol. Other social barriers against providing education and prevention may lie in parental consent or willingness for their children to receive instruction.

The development of the prevention plan began in the Fall of 2006 with stakeholder meetings providing ideas and feedback from many members of the community. Work proceeded throughout the year with input from members of the Lassen County Office of Education and Lassen County Alcohol and Drug Advisory Board. The Strategic Prevention Plan Resource Document was a valuable asset in writing the plan. We received technical support from Annette Padilla, a consultant from the Center for Applied Research Solutions, who has direct experience working with environmental prevention projects in San Diego County.

II. Needs and Resource Assessment

Methodology and Core Data Sets

The methods used to conduct the needs assessment in Lassen County were from data gathered from the California Healthy Kids Survey, local agency statistics, state statistics and information secured as a result of the community meetings. The most influential of these was the community meetings and results from Healthy Kids Survey. Stakeholders provided many areas of concern and suggestions for AOD staff to address. The core data sets that were reviewed indicated that there was a significant increase in alcohol and drug use between fifth grades and eleventh grades.

The nature and extent of the current types of alcohol and drug problems in Lassen County were examined by county staff prior to stakeholder meetings. In the previous year (2005), Lassen County Sheriff's Department had 103 arrests for DUI, Susanville Police had 132 arrests and the local office of the California Highway Patrol had 101. Of these arrests, only 8% were minors. In 2006, the California Highway Patrol cited 144 offenders for DUI. Of these numbers, 8 were minors. Although statistics for DUIs in the county are high for adults, law enforcement and other agencies are currently addressing this issue.

During 2007 to date, 55 people have been issued DUI citations by the Susanville Office of the California Highway Patrol, one of these was a minor. Kristin Schwagerl, Public Affairs Officer of the California Highway Patrol, stated that most of the arrests were local Lassen County residents and not people from out of the area.

There was one sobriety checkpoint held in 2005 in Lassen County, and two checkpoints were held in 2006. Of these sobriety checkpoints, very few arrests were made for driving under the influence. Ms. Schwagerl stated that DUI arrests for last year were up compared to past years, and that the summer months and holiday season traditionally show an increase in DUI arrests. She was not surprised due the rural nature of the area and because she said that Lassen County is economically depressed.

Lassen County Probation reported 103 minors on probation in 2005. One-fourth of these had alcohol and drug related citations, however, many of the minors with identified alcohol and drug issues were referred for adolescent treatment at Lassen

County AOD. As of September of 2006, there proved to be more minors on probation than the previous year and more referrals for alcohol and drug treatment.

The results of the Healthy Kids' Survey from 2005 were reviewed from grades five and seven. From the fifth grade results, 95% of students held the perception that cigarettes were bad for a person's health, 50% felt that alcohol was bad for a person's health and 78% thought marijuana was bad for a person's health. Countywide responses for marijuana use on school property was equal to or below the state average with 2% of 7th graders reported having used, 2% of 9th graders having used and 7% of 11th graders having used at school.

California Healthy Kids Survey
Lassen County Schools - Spring 2006
Overview of Alcohol, Drug and School Violence Component

Alcohol, Drug & Tobacco Use	5th Grade Sample size 147	7th Grade Sample size 148	9th Grade Sample size 183	11th Grade Sample size 139
Alcohol (full glass) (4 or more times) (use in last 30 days) (very/fairly difficult to obtain) (very/fairly easy to obtain)	2% not tested not tested not tested not tested	10% 6% 14% 40% 25%	12% 23% 27% 15% 61%	13% 51% 40% 12% 80%
Inhalants (once) (4 or more times) (use in last 30 days)	5% not tested not tested	3% 3% 14%	4% 3% 27%	4% 3% 40%
Marijuana (once) (4 or more times) (use in last 30 days) (very/fairly difficult to obtain) (very/fairly easy to obtain)	1% not tested not tested not tested not tested	2% 6% 7% 49% 15%	7% 11% 6% 19% 51%	6% 33% 18% 11% 72%
Cocaine (once) (4 or more times) (use in last 30 days)	not tested not tested not tested	not tested not tested not tested	1% 0% 1%	1% 1% 1%
Methamphetamines (once) (4 ore more times) (use in last 30 days)	not tested not tested not tested	not tested not tested not tested	1% 0% 0%	2% 1% 1%
Ecstasy (once) (4 or more times)	not tested not tested	not tested not tested	1% 0%	1% 1%
Heroin (once) (4 or more times)	not tested not tested	not tested not tested	1% 0%	0% 1%
Other illegal drugs (once) (4 or more times)	not tested not tested	1% 2%	4% 1%	5% 5%
Binge drinking (past 30 days)	not tested	2%	11%	25%

The attitude toward drug abuse among elementary aged students is usually negative, although these negative attitudes are not being transferred to anti-drug using behavior later on. However, cigarette and smokeless tobacco use results among 5th through 11th graders was much higher than the state average.

Alcohol is by far the most widely used substance across grades. Among fifth graders, 40% reported having ever used alcohol, in contrast to 1% having ever used marijuana and 3% having ever used inhalants. In samples taken from alternative schools in Lassen County, student use was much higher than the state average for cigarettes and smokeless tobacco. Tobacco is a significant gateway drug indicating that adolescents may be looking toward more diversified drug experimentation.

The results from the Healthy Kids Survey showed that 28% of seventh graders had consumed a (whole) drink during the past 30 days. The percent of seventh graders who reported using marijuana at home was 14% and with peers was 12%. In addition, the overall median score for those seventh graders who felt a connection with school was 37%. This group scored low on self-efficacy (29%), self-awareness (29%), empathy (30%), and goals (21%). Only 30% reported having caring relationships with adults at home and 24% reported having caring relationships with adults in the community.

The heavy drug use indicators of 2003/04 from ninth grade students who took the Healthy Kids Survey demonstrated that 50% reported having been high seven or more times, 40% of students like to get high on drugs, and 40% reported having used marijuana weekly (at least three out of the past 30 days). These behaviors by adolescents will hopefully be changed by our prevention efforts.

Juvenile arrests for Alcohol and Drug offenses in Lassen County in 2001 at 21.7% were higher than the California average of 8.5%. Lassen County showed a higher rate of juvenile arrests for the years 1996 through 2001. Lassen County ranks 45th in the state for juvenile arrests of alcohol and drug offenses according to the California Department of Justice, Criminal Statistics Center. From the same source, Lassen is much higher (16.7%) than the California average (2.0%) for admitting adolescents to alcohol and drug treatment, a statistic that we are proud of.

The stakeholder meetings held locally were well attended and a multitude of ideas were put forth. Many community agencies have demonstrated an interest in making suggestions for prevention. It was difficult to narrow the selection to meet the expectations of the stakeholders. Representatives from the CHP, Tobacco Cessation Program, County Office of Education, violence prevention groups, local law enforcement, juvenile hall, parents, teens, school officials and teachers participated in and provided input in the three stakeholder meetings that were held in Lassen County.

2008 Addition – *In October of 2006 two teen boys died from Opiate overdose (Methadone). At the time it seemed like an isolated incident that was extremely sad and tragic for our community. The impact on the community seemed to be so devastating*

that we did not expect a recurrence of an event like this. In 2008 another female teen overdosed but did not die, then yet another teen boy overdosed, was pronounced dead but revived while on his way for organ harvesting at UC Davis. Having four teens overdose and three actually die within a two year period of time in a community as small as ours has been extremely difficult and has prompted us into action.

2008 Addition - Adolescent and adult inmates from the Lassen County Juvenile Hall and Adult Detention Facility often recidivate because of alcohol and/or drug use.

Current Prevention Services

The unmet prevention needs in the community are many. There are few trained individuals and no independent contractors who provide effective education and information regarding alcohol and other drug material, risks or refusal skill development. Although AOD education is provided in three alternative high school sites on a weekly basis and additional classes in middle and high schools, there are not enough providers available to meet with all students in a designated program. Classroom teachers are taxed with a multitude of state requirements to teach in various subject areas. Their enthusiasm for instituting an additional alcohol and drug prevention program is minimal. The overall Alcohol and Drug allocation for next year was cut, further limiting available prevention funds.

The current and past prevention services are limited to providing weekly presentations to alternative high school students in Susanville and outlying areas, teen activities, community events, limited prevention media information throughout the community and presentations to local agencies. The Alcohol and Drug prevention coordinator organizes adult activities and events, provides HIV and health education to treatment groups and in schools, orders prevention materials and provides education and prevention presentations at the jail and prison.

Lassen County's prevention efforts in past years have been far-reaching and spread too thin to be effective. In school classes where presentations are provided on a weekly basis, the program appears to have been much more successful. A bonding process between students and the AOD prevention staff promotes the development of a trusting relationship. Lassen County AOD has previously provided education to many teens that already have a history of alcohol and drug abuse or have been routed to alternative schools.

Selection of priorities began with the ideas presented at the stakeholder meetings. There appeared to be unanimous enthusiasm for addressing the prevention needs of young adolescents. Educating parents was another area that garnered much support from stakeholders at meetings and other people in the community. As a result, prevention staff met with county administrators to determine which suggestions were most important and which of those were feasible with our county's resources. This selection took place early in the planning process in order to proceed with the plan.

Alcohol and Drug counselors have reviewed the data collected and concur with our objectives. Their comments included providing prevention to kids, the younger the better, as many of the AOD employees have children and are aware of the consequences of early drug abuse. Counselors suggested that parents don't always monitor their children's behavior, how much alcohol the kids drink, if their kids are in danger of passing out from using alcohol, or if they are taking other drugs. Employees felt that the parents are ultimately responsible and should become more knowledgeable about the risks and consequences of teen AOD use and directly involved with their children. Other suggestions included a new focus of prevention towards merchants and store advertising to attempt to prevent marketing and sales to minors.

Core Questions

The core questions that were asked of stakeholders in community meetings were:

1. What does the data from our community suggest?
2. From your experiences and statistics, what are the issues that have not been addressed?
3. What are our most pressing problems?
4. In which ways can we afford to use our resources?

A county-wide needs assessment was conducted to determine the AOD prevention priorities regarding alcohol use. For the purposes of the current assessment, data were collected to answer the following questions:

- What is the nature and extent of alcohol and drug use in the county? What specific age groups and communities are impacted the most? What drugs are we seeing increased use rates for?
- What are the harmful consequences of drug use in our county? Which drugs are having the greatest impact?
- What are the community risk and protective factors?
- What are the existing prevention efforts? What are the most critical gaps in prevention services?

The key findings that were taken from community stakeholder meetings are listed and prioritized as to importance by those stakeholders who contributed.

Kids

- Focus prevention efforts on younger kids
- Provide prevention before they reach teen years
- Ask kids what type of activities adolescents want
- Provide more education for parents
- Provide a place for teens to recreate
- Get teens to provide peer support

Treatment collaboration

- Develop better strategies for client referrals

- More information regarding agencies
- Utilize services that are in place

Capacity

- Use plain language—keep it simple
- Demonstrate the importance of prevention to the community
- Get everyone in the community involved
- Set up an educational news event
- Involve private sectors like businesses

Parents

- Target parents at PTA meetings
- Drug test teens at school and at home
- Bring Parents into the process
- Explain the parents' role
- More parenting classes
- Vigorous prosecution of parents/adults who buy alcohol for teens
- Parents have rights in guiding their kids
- Limit accessibility of drugs in home and community
- The first offense should include kids and parents

Several stakeholders asked how far the county was willing to proceed with these ideas, and although there were no new offers of partnering at that time, agencies have been more receptive to acknowledging more of these issues. The Office of Education staff has adopted a very cooperative attitude in developing a more comprehensive program and requested our assistance. They have adopted evidence-based prevention programming. The meetings were instrumental in defining local problems and began the process of contemplation in the minds of many residents.

Several common threads prevailed throughout the meetings that would enable our agency to prioritize local issues of the greatest concern. It is clear that the community envisions AOD prevention to be instrumental in benefiting adolescents. Foremost was the concept of reaching children at an earlier age. By the time adolescents reach high school they have either used alcohol or drugs or have made a mindset as to whether they will use. County staff developed a plan that would provide better prevention and education to younger children. We are partnering with other agencies such as the Office of Education to achieve this goal.

The second area of concern was increasing education to parents and the community to encourage people to take a stronger stand against adolescent alcohol and substance abuse. Stakeholders suggested that we provide increased public information to target those parents who are providing alcohol to adolescents or continuing to accept the idea that alcohol use is a “rite of passage” or just “part of teens growing up.” It is our hope to change attitudes and in this method of approach to the problems of drug abuse.

Some of the barriers for participation at meetings were in accessing information from outlying areas of the county, although all representatives from Family Resource Centers were invited to attend and weather was good, only one representative attended. All of our meetings were held in Susanville. Fewer people are served with prevention and education in outlying areas of the county due to transportation problems and inclement winter weather. During the last ten years, classroom prevention and education programs were delivered in Westwood schools, Herlong High School and Big Valley (Bieber) alternative schools.

III. Capacity Building

Since the Lassen County Alcohol and Drug Department is in the process of improving their prevention focus, the new and promising prevention principles will drive implementation of the plan. Lassen County Alcohol and Drug intends to provide a specialized program of education and prevention services and media advocacy campaign to the residents of the county to reduce the incidence of alcohol and drug problems. The Alcohol and Drug program will focus on addressing the risks for adolescents, present portions of the Substance Abuse and Mental Health Services Administration (SAMHSA) Model Program, "Too Good for Drugs," that enables children to adopt a positive sense of self-efficacy and provide education to encourage parents to advocate against alcohol and drug use.

In providing prevention activities and education, The NOPE program and Lassen-In-Action have expressed a desire to work with AOD to increase the number of youth activities in the community. The Lassen County Office of Education recently adopted the SAMHSA approved "Too Good for Drugs" program which will be presented to students in kindergarten through 12th grades throughout the next school year. Since county staff has successfully worked with them in the past ten years with programs such as Red Ribbon Week, it was a natural transition to continue this valuable partnership.

Lassen County Alcohol and Drug has developed working coalitions with various agencies. AOD prevention workers are active in attending the Office of Education, Title 4 meetings and have been involved in recommending professionals for teacher trainings in bullying and other areas of concern such as their focus on the "100% Me" program. AOD staff has participated in the annual Children's Fair, sponsored by the Office of Education, where information and activities on alcohol and drug prevention are coordinated.

Lassen County Office of Education sponsors the Title 4 program and conducts meetings and resources which provide the structure for a coalition. Lassen County AOD staff has actively participated in this group and utilized the diverse agency membership as a coalition to give feedback and criticism of our prevention efforts in the past. Our full participation has enabled the prevention program to expand into different locations, develop new methods of service delivery and become more aware of the needs of adolescents. In this full involvement with Title 4, we have progressed with our agency

peers within Lassen County to enhance our understanding of the county's prevention needs.

Within the SAMHSA approved "Too Good for Drugs" program that the Lassen County Office of Education has organized to be provided in grades kindergarten through 12th, we can assist by providing the prevention education component in grade five then provide booster sessions with the established curriculum in grade seven throughout the county in schools that were willing to participate in our plan. In this way, teachers would be relieved of the burden of providing the sessions; alcohol and drug professionals would have an inroad to the classroom and an opportunity to develop a relationship with the students.

Lassen County AOD staff has maintained a working partnership with the local office of California Highway Patrol officers in various arenas, particularly Red Ribbon Week, Sober Graduation, classroom education, DUI education and fund raising activities. In addition, AOD works closely with the Tobacco Project in assisting with their community activities and serves on the board of the Tobacco Coalition.

Lassen County AOD staff has worked with the local Narcotics Task Force, Sheriff's Department and Susanville Police education programs at local middle schools. It is our intent to develop a working partnership with these agencies to promote the message about the dangers of contributing alcohol to minors and increase the citations with penalties to those who violate the laws. The prevention coordinator went on police alcohol decoy operations and provided teen recruits to serve as decoys for these stings.

Lassen-In-Action is a local group that provides musical venues and concerts for and with the help of teens. We have collaborated with this new organization in organizing teen musical activities and will continue our relationship with Lassen-In-Action in the future. AOD counselors provide health and drug prevention and education at the juvenile hall, and juvenile hall administrators attended the stakeholder meetings to give insight in the planning process.

Lassen Family Services is the domestic violence group who also manages a shelter (home) for battered women. The prevention coordinator has kept close ties with Lassen Family Services to include them in the planning process, provide drug education services to their staff and collaborate on housing and treatment for clients. Many of these women and their children find treatment options at our perinatal program called "Promises" or access codependency classes.

There are two youth foster homes in Susanville, Diamond Peak Boys Home and Sable Arbor Group Home. The owners of these two facilities have worked with AOD for many years to include their adolescents in activities, dances and outings and to render recommendations for prevention planning. Since AOD remains within the Lassen County Health and Social Services Department, the prevention coordinator continues to work closely with Public Health and Mental Health staff and juvenile hall staff to provide alcohol and drug prevention and education to the community.

In connecting with potential stakeholders affiliated with the alcohol and drug community, the plan to provide education and prevention was presented to the Lassen County Alcohol and Drug Advisory Board at the March 29, 2007 meeting. Members favorably approved the plan. In addition, members encouraged staff to continue to partner with agencies such as the Susanville Indian Rancheria Education Center to provide additional prevention and education.

Working on the Susanville Indian Rancheria is an area where we have not worked extensively in previous years, but where we are in the process of offering services and education at their site in the near future. An effort to develop curriculum with the substance abuse counselor there is continuing. After school tutoring and activities are offered to Native American children at the local Indian Education Center. It is our intent to partner with them to offer alcohol and drug prevention services, education and life skills at that location most likely on a monthly basis.

Strategies in prevention and education programs shall include cultural relevancy by meeting the special needs of at least one ethnic group within the county. The Native American population will be better served in the future by the AOD prevention coordinator through a series of after school presentations and counseling with adolescents at the Susanville Indian Rancheria.

Training and technical assistance will be provided by the county for the prevention coordinator to provide education on resources and prevention trends. Initially, prevention staff will attend the CARS training in Colusa on August 13th by Annette Padilla focusing on environmental prevention and the California Prevention Collaborative in Orange County, October 28 through 30. These trainings will help enlighten the prevention staff toward a better understanding of how to proceed with media advocacy, working to get youth involved and effective evaluation methods. The prevention coordinator attended the training for "Too Good for Drugs" on June 27th.

Friday Night Live Program

Tulare County Office of Education (a political subdivision of the State of California) contracts with the state to fund small counties in delivering Friday Night Live (FNL) programs. As of October 1, 2006, Lassen County has subcontracted with Tulare County to provide FNL services in Susanville and outlying areas of Lassen County. The Friday Night Live program guidelines will continue to exist under the provisions of the contract and comply with the "Principles of Effectiveness," priorities of the programs and activities that prevent illegal drug use and violence, and other provisions and guidelines specified in the agreement. The contract amount will not exceed \$33,500.

The program for the 2007-08 fiscal year shall meet or exceed the capacity as specified in the previous years' agreement. The FNL program shall focus on four project sites in Lassen County which are the major population centers (Westwood, Susanville, Bieber and Herlong). Programs shall take place at a combination of both middle schools and

high schools. The FNL project coordinator will appoint and assist volunteer advisors to identify, screen, orient and train mentors at two sites, Westwood and Susanville. Advisors shall organize activities that comply with the Friday Night Live guidelines for protégés within their jurisdiction.

The FNL project coordinator will recruit mentoring and advisory staff, attend trainings, participate in conference calls, organize advisory meetings, oversee the evaluation process for program purpose and improvement, conduct and perform data submission to Cal OMS, youth surveys and compliance with requirements of the “No Child Left Behind” Act. In addition, the project coordinator will submit quarterly reports and activity logs and provide expense reports for reimbursement. Refreshments may be offered at advisory meetings, and the project coordinator will arrange for them.

Lassen County will provide Friday Night Live, Club Live and/or mentoring activities at or in conjunction with the local Family Resource Centers in the areas specified. The Family Resource Centers will assist the project coordinator in organizing and delivering youth services, assist in locating appropriate advisors, update the coordinator on the progress of their local programs and submit a listing of supplies or expenses to be reimbursed by the county. The county Health and Social Services Department will assist in providing funding for the Family Resource Centers to pay the costs of operation and use their facilities to provide other county services. The FNL coordinator is currently a half-time position and shall be responsible to the Director of Alcohol and Drug.

IV. Planning Process

Problem statement:

1. Youth are using alcohol and drugs at a younger age; by the time they reach high school, they have already made the dangerous decision to use alcohol and/or drugs.

Problem statement:

2. Youth are obtaining and consuming alcohol and drugs in social settings, often with the acceptance of parents, and resulting in costly problems with health, school attendance and injuries.

The Office of Education administrators have designated the “Too Good for Drugs” program to be used in all county schools. This program would be more effective if it were delivered by knowledgeable prevention staff. Our focus will be toward fifth grade classes with booster sessions in the seventh grade. It is the intention of the alcohol and drug prevention staff to provide education and skill development to all fifth grades in the county, providing we obtain access to those classrooms. Alcohol and drug prevention staff would also participate with schools in several school activities that accompany the program.

In addition, many teens in the community are drinking and taking drugs in social situations often with the consent of parents. Not only are some parents advising teens that it is acceptable to drink or use in their home, they have provided alcohol or drugs to them in order for them to “party.” The mindset is that if teens are at home, then they are safe. However, from their permissive attitudes, parents are actually validating the use of alcohol and drugs and not adhering to established laws.

In an effort to educate the community and change some perceptions about the risks and dangers of underage alcohol use, our plan will focus on providing information through media and local news publications to encourage a greater understanding of the laws and good parenting principles. We will explore the feasibility and costs of designing, painting and establishing signs at several major roadways in the county to advertise prevention messages. Primary among those messages will be “Parents Who Host, Lose the Most,” to engage the community and parents in keeping teens alcohol and drug free.

As a result of two teen deaths last year, the NOPE program has gained momentum in the community with parents and others. Partnering with NOPE will help support all of our efforts to provide education and prevention to youth and give our agency a route to address parents. County staff attends NOPE meetings and provides input at community events. Our participation will help to give the county’s prevention program ongoing support and join with them to facilitate prevention projects.

Logic Models

Changing Community Attitudes of Teen Alcohol/Drug Use

Problem: Underage alcohol consumption causes major health and safety problems in the community and individuals

Goals	Objectives	Strategies	Outcomes
Reduce underage drinking and raise awareness to related problems to the community and individuals.	By 11/30/07 and on-going until 6/30/12, lower the number of youth parties where reported underage drinking occurs using media advocacy and policy enforcement. By 6/30/08 and on-going, increase collaboration with police agencies for sharing information	Establish working partnership with local law enforcement to share data from citations of parents or teens at parties and calls for service. Research and prepare media messages and story ideas about teen alcohol abuse and the solutions. Provide training for the prevention staff to attend the California Prevention Collaborative in October	<u>Short Term Outcomes</u> Increase collaboration with community members, youth, parents and local sheriff, CHP and police agencies. <u>Intermediate Outcomes</u> Increase community knowledge that teen drinking is not acceptable behavior. <u>Media output products</u> Increase community knowledge that teens

	and training.	<p>and training in Colusa on Alcohol Policy on 8/13/07.</p> <p>Direct media messages to adults who provide alcohol to minors.</p> <p>Develop and deliver surveys that will screen individuals about the media messages for evaluation.</p> <p>Enlist teen support and participation in media campaign by providing technical assistance and training for them.</p> <p>Maintain a working relationship to continue the efforts of public education in NOPE.</p> <p>Explore costs and establish highway signs/billboards about adults contributing to minors.</p> <p>Install highway signs about the risks of underage drinking and the dangers for parents in contributing to minors.</p>	<p>drinking at home is not safe behavior, using an adult opinion poll.</p> <p>Increase the visibility of the message that it is not legal for teens to use alcohol or drugs.</p> <p>Adults will learn legal, financial and moral consequences of supplying alcohol to minors.</p> <p><u>Long Term Outcomes</u> Decrease the number of teen drinking parties with consent of parents by reviewing police logs and service calls.</p> <p>Increase understanding of Issue by public and journalists.</p> <p>Decrease the number of “minors in possession” citations.</p> <p>Increase community understanding that teen drinking is a danger to health and society.</p>
--	---------------	--	---

“Too Good for Drugs” Program Targeting Students

Problem: Teens are engaging in alcohol and other drug use at a younger age which results in current and future problems.

Goals	Objectives	Strategies	Outcomes
Prepare adolescents with the appropriate skills and knowledge to	Provide “Too Good for Drugs” Program to students during the academic years, beginning	<p>Work with school administrators and teachers for access to 5th and 7th grade classrooms.</p> <p>Deliver “Too Good for</p>	<p><u>Short Term Outcomes</u> Prevention coordinator will receive training for the “Too Good for Drugs” Program on 6/27/07.</p>

<p>adopt healthy values, make responsible decisions and refuse drugs.</p>	<p>9/01/07 and ongoing until 6/30/12.</p>	<p>Drugs” curriculum in 5th grade classes in county.</p> <p>Help adolescents develop strategies in refusing drugs and alcohol when offered.</p> <p>Assist adolescents in developing better communication skills.</p> <p>Encourage adolescents to develop leadership skills to make healthy choices.</p> <p>Follow up in the 7th grade with “Too Good for Drugs” program.</p> <p>Engage students in taking pre and post exams in each grade.</p>	<p>Increase student’s knowledge of alcohol and drug affects, and increase individual personal power and responsibility.</p> <p><u>Intermediate Outcomes</u> Adolescents will learn alternatives to drug using behaviors.</p> <p>Students will gain an understanding of consequences of alcohol and drug abuse.</p> <p><u>Long Term Outcomes</u> A decrease in underage alcohol consumption and drug abuse will be demonstrated in fewer juvenile arrests and probationary status for youth.</p> <p>The Healthy Kids Survey will show a decrease in adolescent drug and alcohol use.</p> <p>Students will gain greater decision making and leadership skills.</p>
---	---	---	--

We will present information to the Susanville City Council to keep them aware of our new plan and enlist their support of our efforts to secure the assistance of city law enforcement personnel to focus on the issues that we have chosen to support. County staff needs local police and the sheriff to more vigorously enforce the laws that are in existence in citing parents and adults who allow teen drinking, contribute to minors or purchase alcohol for kids. We will work with local radio stations and the *Lassen County Times* (newspaper) to cover AOD plans and events as we have done in past years.

V. Implementation

Goal: Raise awareness that underage drinking is unacceptable and detrimental to the community and to individuals.

Action Step 1: Compose six media messages per year targeting parents to discourage adults in providing alcohol to minors beginning January, 2008 and ongoing.

Action Step 2: Research and secure prepared media messages that follow the concept of our campaign slogan, "Parents Who Host, Lose the Most," by December, 2007 and ongoing.

Action Step 3: Research the design and implementation of a road sign using the slogan and install it near a major road in the county.

Action Step 4: Meet with local merchants and alcohol retailers to discuss decreasing alcohol advertising in stores that is targeted towards teens, by September, 2008 and ongoing.

Action Step 5: Develop a working partnership with law enforcement agencies to encourage more citations to adults who provide alcohol to minors and merchants who sell to minors by June, 2008 and ongoing.

Action Step 6: Partner with the NOPE Program to provide prevention awareness to the community by July, 2007 and ongoing.

Action Step 7: Develop a viable survey that will adequately screen adult individuals as to the effectiveness of any media messages they have heard and changes in attitudes toward underage alcohol or drugs by June, 2008 and ongoing.

Goal: Prepare adolescents with the appropriate skills and knowledge to adopt healthy values, make responsible decisions and refuse drugs.

Action Step 1: Train the prevention coordinator in the "Too Good for Drugs" Program guidelines by 6/27/07.

Action Step 2: Work with school administrators and teachers for approval for access to fifth grade classrooms for designed task by September, 2007.

Action Step 3: Serve as facilitator for the "Too Good for Drugs" curriculum in fifth grade classrooms throughout the county. This includes a ten-session program that will focus on development of refusal skills, good decision making, communication skills and drug information by September, 2007 and ongoing.

Action Step 4: Provide follow-up education and prevention from the "Too Good for Drugs" program in the seventh grade to those students who

received the program two years previously by September 2009 and ongoing.

Action Step 5: Develop adolescent strategies in refusing drugs and alcohol when offered by June 2008 and ongoing.

Action Step 6: Develop better communication skills for adolescents to express and articulate their feelings by June 2008 and ongoing.

2008 Addition

Problem Statement #3: *Local teens have died and many have been hospitalized due to opiate overdose since 2006.*

Goal: To eliminate the death of teens by opiate overdose.

Action Step 1: Acquire information on free Public Service Announcements in Lassen County Times and determine costs of ads by October 30, 2008.

Action Step 2: Contact local radio stations to determine cost of free air time by November 30, 2008.

Action Step 3: Contact local cable TV provider for free air time using handout as message by November 30, 2008.

Action Step 4: Provide handouts (bookmark) at all bookstores, pharmacies, medical clinics, and distribute follow-up handouts to same locations by November 30, 2008.

Action Step 5: Provide handout at all pharmacies with explanation letter by November 30, 2008.

Action Step 6: Make public service announcements by radio for opiate overdose reduction using Friday Night Live participants in verbal skits to air on at least two local radio stations for three to six months by November 30, 2009.

Action Step 7: Prepare opiate overdose prevention billboard signs to be posted in strategic locations throughout the county by August 2009.

Problem Statement #4: *Inmates from the Lassen County Adult Detention Facility and Lassen County Juvenile Hall often recidivate because of drug and/or alcohol abuse.*

Goal: Provide education, prevention and life skills development programs to inmates at the Lassen County Juvenile Hall and Lassen County Adult Detention Facility with designated non-SAPT funding.

Action Step 1: Meet with inmates at the Lassen County Juvenile Hall approximately five times per week to provide education and prevention information to adolescents to promote understanding of peer pressure and encourage adolescents to develop refusal skills to assist them in refusing alcohol and drugs when they are released, enhance life skills, define personal boundaries, encourage the importance of school performance and compliance with local, state and federal laws and family guidelines.

Action Step 2: Provide education, prevention information and guidance to inmates at the Adult Detention Facility to increase understanding of addiction and drug education, reinforce personal values, encourage development of good relationships, conflict resolution, communication skills increased self esteem and integrity.

Too Good for Drugs Prevention

In providing prevention and education to fifth and seventh grade classes, it is the intent of AOD to achieve a reduction in adolescent alcohol and drug use as shown in results from the Healthy Kids Survey and the post tests from students involved in the designated program. The media campaign will serve to generate additional awareness among parents to become more concerned and inquisitive about their children's behaviors, offer them better parenting skills and create parental support for the program delivered in the schools.

We hope to show that increased ability to make sound decisions, learning to make goals, understanding the consequences of drugs and tobacco use and increased knowledge about how to express feelings will help guide adolescents away from using illicit substances and towards positive goals. In providing education in this manner, the focus remains on the core issues that lead to substance use.

Adolescents incarcerated at the Lassen County Juvenile Detention Facility are a high risk group, many of whom have experimented with substances but have not been identified as needing treatment. By providing education and prevention presentations to this group, many negative behaviors can be reversed and new positive goals developed by the time they exit the facility. Adolescents will have the opportunity to examine their previous choices and learn how to apply new tools they have acquired to make better decisions to improve their lives and chances for success.

Those who profit from selling alcohol, manufacturers, distributors and retailers of alcoholic beverages, bear the largest share of the burden for promoting consumption to underage drinkers. We will meet with local merchants to limit the availability of alcohol advertising that is directed to teens. Prevention staff will partner with local police and task force members to assist in sting operations where minors attempt to purchase alcohol from merchants to reduce alcohol sales to minors. Prevention staff will speak at community stakeholder meetings such as the city council to enlist community support for law enforcement to cite merchants who sell alcohol to minors.

VI. Evaluation

The objectives noted will help adolescents delay the onset of experimentation and/or consumption of alcohol and drugs. The follow-up sessions will enable seventh graders to re-examine their decisions to engage in substance use, delay experimentation, or put it off altogether. In utilizing the school system to provide education, we are able to make contact with nearly every student in our county.

The short term outcomes will be enhanced by the activities, parental participation and community involvement of NOPE so that people will become more aware of the dangers of drugs, and there will be a concerted force exerted to limit drug use at least for the time that the deaths of teens remain in the minds of those who were affected. Time has a negative impact on situations because people forget. As long as the emphasis to keep the community aware of the consequences of illicit drug use within the public scope, then it will serve as an impetus to curb substance use among teens.

Placing a gauge on how much less teens use is difficult as a large portion of high school aged teens did not participate in the Healthy Kids Survey. We are working to change this and request their participation through the efforts of the local Office of Education. Nevertheless, our attempts to sustain NOPE and keep the awareness of consequences in the minds of kids and parents will continue.

Lassen County AOD will be able to involve stakeholders in the process of prevention by partnering with the Lassen County Office of Education in the school system. In continuing to work and confer with the agencies of community concern and mutual assistance in the past, we will garner suggestions and recommendations that will improve our plan and program.

Long-term outcomes from the media campaign will result in decreasing adolescent substance use patterns reflected in the Healthy Kids Survey, teen arrests and incarcerations and referrals into treatment. The concentration will be to educate parents and members of the community regarding the extent of drug use among teens and others, change public attitudes about the acceptability of using drugs and alcohol, describe some of the consequences that parents might experience in parenting substance abusing teens, and advocate for alternative activities that can take the place of drug using behavior.

To evaluate problem statement #1, a survey will be developed querying citizens whether they have heard the media messages regarding the risks of underage alcohol and drug use. If citizens heard the messages, what was their reaction, and did it enable them to consider a different posture on the information. In effect, were the messages responsible for changing their attitudes in any way. Keeping the evaluation process simple can ensure feasibility, enthusiasm in the program and flexibility in that more detailed information can be included when it becomes available.

Lassen County Alcohol and Drug will be connecting initially with the Narcotics Task Force which is composed of three members, one from the Sheriff's Department, one from city police and one from the California Highway Patrol to increase enforcement of

teen alcohol use at home and cite parents who contribute to the delinquency of minors. Alcohol and Drug will develop a good working relationship with these agencies to determine a role that would benefit families and teens in the community. When issues are identified and consequences administered at an early stage in development, it is more likely that behavior can be modified.

Alcohol and Drug staff will develop messages that attract the attention of parents and serve to expel some of the existing local social norms regarding teen alcohol and drug use. Surveys will query and compare responses from different areas of the county. The surveys will initially be conducted in three markets in Susanville and markets in other areas of the county, then annually thereafter, to get responses and determine the degree of effectiveness of the campaign.

The evaluation process will be completed by the AOD prevention coordinator not by an outside evaluator. Results will be disseminated to partners through the Title 4 collaboration, AOD Advisory Board meetings and e-mail correspondence with representatives of partnering agencies. Data collection procedures with Cal OMS will be performed by the prevention coordinator on a regular basis in complying with Cal OMS requirements. Populations targeted will be selective for elementary school classes and universal in directing media messages to the entire community.

Sample questions for statement #1 evaluation:

1. Do you believe that hosting teen parties where liquor is served and parents are present demonstrates a danger to teens?
2. Does law enforcement deliver a message that providing alcohol or drugs to teens will not be tolerated?
3. Do parents know where to get help if teens are using alcohol or drugs?
4. Have you heard any media messages that discourage parents who are willing to provide alcohol to teens?
5. Do you think that merchants should display alcohol related ads in stores that target underage teens?
6. Would you be willing to voice your objections to management regarding alcohol related ads in retail stores?
7. Do you believe it is necessary to lock up prescription medications to keep teens and children from accessing them?

To evaluate problem statement 2, staff will utilize the pre-test and post-tests that are included in the "Too Good for Drugs" program to measure the effectiveness of the program in scores earned by students. Pre and post tests have been included in the workbooks that will be provided by the Office of Education for each student. Alcohol and drug staff will follow the curriculum and administer the tests.

2008 Addition – To evaluate problem statement #3, no more teen deaths should occur in Lassen County due to opiate overdose, and the public should understand the need to

lock up prescription medications and one additional question will be added to the teen alcohol survey.

To evaluate problem statement #4, to reduce the recidivism rate of inmates from the Juvenile Hall and Adult Detention Center, staff will track those inmates released from incarceration to determine the number that become engaged in alcohol and drug education or treatment at Lassen County AOD.

To make the evaluation plan flexible and meaningful, we reserve the option to adjust or modify the evaluation instruments if they prove to be insufficient in demonstrating the truthful level of competence achieved by each participant. The Healthy Kids Survey and tests will serve as an indicator that shows whether our program is achieving an increase in the students' knowledge, ability and skill levels. Results from both programs will be distributed to the community from articles in the local newspaper.

The primary evaluation focus for the "Too Good for Drugs" program is on measuring the student's ability to identify and formulate refusal skills at the end of the education program. In addition, students should be able to articulate a reasonable goal. Less able to measure progress, but an area of development, will result in an increase in their ability to communicate with others. Students should be able to identify a "best" decision from a variety of choices and gain knowledge in how to overcome mistakes.

The "Too Good for Drugs" program sessions shall be delivered by Lassen County prevention staff to those students who participated in the program when they attended fifth grade. Surveys shall include information asking whether students used alcohol or drugs since their fifth grade educational program, why, and if so, at what rate, in order to determine if program principles have affected behavioral changes. Students will also be queried about how much the sessions were of value to them.

Lassen County AOD staff is enthusiastic about the new prevention plan and ready for a change. Our continued commitment to prevention will encourage our stakeholders, advocates and local officials to work together to address the range of alcohol and drug related problems in the county and provide education that will help set the climate for additional environmental prevention projects in the future. The plan will be updated on an annual basis to ensure success with our designated goals.