

# **Mono County Alcohol and Other Drug Prevention Strategic Plan**

**2006/07 – 2009/10**

## **Part I – Introduction and County Overview**

**Health Promotions Division of the Health and Human Services** provides alcohol and other drug prevention services in collaboration with staff in the Alcohol and Drug Programs.

### **I. Vision Statement**

We envision communities in Mono County where:

- Individuals, communities and their leadership share in the responsibility for promoting personal and community wellness; and
- Risk behaviors (tobacco, alcohol, other drug problems, unsafe sex, safety challenges, etc) are recognized as public health issues that are preventable and treatable.

### **II. Mission Statement**

We partner with organizations, communities, and individuals in ways that:

- Change social, economic, cultural and physical environments to improve health for all Mono County residents and visitors;
- Strengthen the understanding and the skills of individuals in ways that support their health;
- Empower communities and their leadership to organize and initiate healthy changes.

## 1. Values Statement

We believe that:

- Prevention, health promotion, early intervention and treatment work together to create healthy individuals and communities.
- Health is a "state of complete physical, mental [spiritual], and social well-being, not merely the absence of disease or infirmity." (World Health Organization (WHO), 1978)
- Partnerships between agencies, communities and community leadership are essential to improve the health of our communities;
- Our actions assist communities in recognizing and addressing underlying factors that affect good health;
- Scientific knowledge balanced with the wisdom, beliefs and individuality of those we serve improves the health of our communities; and
- Evaluation of outcomes is an essential component to health promotion strategies.

**Mono County community description.** Mono County is a frontier county, bordering the state of Nevada to the west and Sierra Nevada Mountains to the east. Other than Mammoth Lakes, which boasts a year round population of 7000, the remainder of the county consists of small communities ranging in population from less than 500 to about 1200 people. The northern part of the county encompasses the small towns of Topaz, Walker and Coleville. Bridgeport, the county seat, is an hour's drive south of Topaz, Walker and Coleville, and an hour north of Mammoth Lakes. The central part of the county includes the communities of Lee Vining, June Lakes, the Wheeler Crest communities, and, of course, Mammoth Lakes. In the southeast sector lie Benton and Chalfant. Paradise, Swall Meadows, and Sunny Slopes are located south of Mammoth Lakes and north of the Inyo County Line.

The ethnic distribution of Mono County is 78% White, 18% Hispanic, and 4% Native American. At an inhabited altitude of 5,000 to 8,500 feet, winters are long and harsh with occasional road closures and summers are short. Residents earn their livelihood through

agriculture, government service and retail trades related to tourism. Schools are located in Coleville, Bridgeport, Lee Vining, Benton and Mammoth Lakes, each 25-45 miles from the next. Mammoth Unified School District, serving approximately 1400 youth, operates elementary, middle and high schools. Eastern Sierra Unified School District operates four K-8 schools, one high school and two specialized high school academies.

While some Hispanics are second and third generation, most of Mono County's Latino population are new immigrants. Twenty years ago, men came by themselves to work in the tourist service industries and on ranches. Now, half of the Hispanic children attending school are born here and Hispanic children make up one third of students in each grade 7-12. Percentages are even higher in the elementary grades.

Mono County's communities are year-round resorts sporting a number of multimillion dollar homes belonging to absentee homeowners. However, most year round residents struggle to make ends meet, often having more than one job to meet the high cost of living. Mammoth Lakes large investors, such as the ski area, promulgate a resort atmosphere that normalizes partying, and alcohol use. Two or three annual Mammoth Mountain Ski races are sponsored by the alcohol industry. The remainder of the year, there are many other events that are sponsored by the alcohol industry, e.g. Oktoberfest, Motocross, Police and Fireman's Olympics and Bluesapaloosa. The tourist population is oriented toward fishing, water sports, and camping, and, since tourists, by definition, are vacationing here, many engage in drinking during their stay. Marijuana is used by many adults, including parents, in the community. Marijuana is easy to access through older friends for youth and through community sources for adults. In the young adult population, the Mammoth Mountain Employee Housing supervisor reports medical marijuana cards abound and are easily obtained over the Internet. Stimulants such as methamphetamines and cocaine are also readily available. Hallucinogens have seen a resurgence of use among our youth.

### **Mono County Family Risk Factors**

In focus groups with high school students in Coleville and Mammoth (N = 50-60 students) and conversations with youth about why they drink, students say boredom, nothing else to do, social aspects of drinking, and fun all come up. In a recent newspaper interview, the Mammoth Lakes Police Chief was quoted, “We are seeing younger and younger kids doing more and more alcohol and drugs on a regular basis. Ten years ago, it used to be the seventeen and eighteen year olds getting into trouble, now they are in middle school.” A student was quoted as saying, “it’s really no big deal. It’s just a part of life, like how everyone has to eat lunch every day.”

Many parents are still partying in the same way they did as young adults. Police report that parents will host a youth party or rent a motel room so that “at least they know where the kids are.” Use by young adults and older siblings affect younger children. In small towns, people tend to be more affected by and aware of risk behavior of particular individuals. The school district and the law enforcement agencies have a Memorandum of Understanding for zero tolerance of AOD use and a campus officer. However, police report that denial of their own use frequently leads parents to try to protect their children from the consequences spelled out in the Zero Tolerance policy.

The Sheriff’s Office describes the community as appearing to be divided into thirds. Some residents have “old concepts” of drinking. One third believe, “If I want to sit and have a beer with my kid, I will.” There is high acceptance of drinking. They will buy a keg for a party in the woods or rent a motel room for an underage drinking party. They believe that at least youth are not doing drugs, kids will be kids and alcohol is a part of kids’ experimentation. Another third agrees that alcohol use as a normal part of youth development and experimentation, a right of passage, but are troubled by youth drinking in relationship to potential harm and legal ramifications. While they do not condone youth binge drinking, they believe that more policy restrictions will lead to more attempts at rebellion and be seen as hypocrisy by youth. Finally, the last third of residents are opposed to youth drinking and readily support policies to limit youth AOD use. The Mammoth Lakes Police Department agrees with the above assessment, and reports that, fortunately, the old concept of drinking described above represents a very small part of the population in Mammoth Lakes.

The District Attorney strongly enforces the letter of the law in regards to underage use of alcohol, marijuana and tobacco products. He reports that virtually all crimes committed by minors and all domestic violence incidents include alcohol use by the suspect. A social host ordinance to prevent underage drinking and support community education was passed in both the town and county in the Winter of 2006. No citations have been given for the social host ordinance which may indicate that officers need further education about their obligations under the ordinance. This history of collaboration with community leaders and of passing prevention legislation provides a strong environment for further alcohol policy development.

### **Mono County Community Education**

Community education has been conducted by Mono County AOD prevention, the schools, and the Mono County Health Department through parent education nights, articles in the newspaper, presentations in Mountain employee housing, communication of the CHKS in presentations, and development of an MOU with each school district. These have occurred at least several times a year for the past 10 years. Outreach with media other than print, targeting of messages for the young adult resort culture at a housing unit or small group level, consideration of culturally specific rural messages and increasing the prevalence of messages have all enhanced community education. A media campaign targeting the effects of youth alcohol use, and enforcement implications for those who supply alcohol to underage drinkers has been conducted during the past 3 years under a SIG grant.

Through collaborative efforts spear-headed by the Multi-Agency Commission and the Mammoth Unified School District Superintendent, the Clean Sweep policy enforcement model was implemented in September 2006 in Mammoth schools. This juvenile citation program first instructs school staff to identify the elements of some crimes commonly committed on school campuses. For each of the 45 possible offenses, the trained staff member will write the student a Notice to Appear. The juvenile will then appear with their parents before a Juvenile Traffic Court Commissioner or Judge. The judge will impose a disposition such as dismissed, convicted, or convicted with a suspended sentence. If the crime is severe enough, if the juvenile fails to appear in court, or if terms of

the suspended sentence are not met, the juvenile's driver license can be suspended up until the time he or she is 23 or clears his (or her) issues with the court. Examples of citable offenses are: PC374.4, Littering; PC488, Petty Theft; PC594, Vandalism; PC640.6, Graffiti; PC647F, Drunk in Public; BP25662, Minor in Possession of Alcohol; and HS11357E, Minor in Possession of Marijuana.

For years, the Mono County Alcohol and Drug Prevention Program sought to integrate prevention education within the school's existing curriculum. Finally, in the school year 2004/05, the Program introduced Botvin's Life Skills Training into all middle schools in the County. Semi - annual CA Healthy Kids Survey (next implementation to be conducted in Fall 2007) and annual SWOT analyses with teachers and administrators have allowed the program to evolve and grow to meet the needs of each individual school site. The largest middle school in the county has now implemented Life Skills Training with technical assistance from ADP Prevention. Each of the approximately 290 students receive one quarter of Life Skills Training annually. This is a major accomplishment in this era of education standards which tax the academic calendar so profoundly.

Through ADP program efforts, Spring and Fall Responsible Beverage Server Trainings have been implemented for the past 4 years and average up to 200 persons trained annually.

## **Part II - Needs and Resource Assessment**

**Methodology for Needs Assessment.** Data from state and local sources was gathered with the help of Prevention by Design and, through examining local evaluations and surveys conducted in association with the schools and County prevention programs. A limitation in data collection was difficulty in accessing school-based discipline data and data related to youth/law enforcement contacts that did not result in arrest.

### **Key Data Indicators**

Age of first use - alcohol/marijuana: CHKS (grade 5-11), CADDs Summary Report  
Lifetime use of alcohol/marijuana: CHKS (grade 5-11)

30-Day use patterns: CHKS (grade 5-11)  
Perceptions of harm/risk: CHKS (grade 5-11)  
Binge-drinking patterns: CHKS (grade 5-11)  
Drunk on school property – lifetime: CHKS (grade 5-11)  
Very drunk or sick after drinking alcohol – lifetime: CHKS (grade 5-11)  
High from using drugs -lifetime: CHKS (grade 5-11)  
Youth drinking and driving/ever ridden in a car with someone who has been drinking: CHKS (grade 5-11); CHIS

### **Mono County Key Indicator Data**

**Key Findings.** In June 2007 an email PRIDE survey was conducted among high school parents (N=30). Results indicated that parents thought drug and alcohol use were a big community problem (mean 3.21 and 3.25 on a 4 point scale), teachers moderately discussed harmful effects of AOD use (2.06) , most were talking to their students about AOD use (3.17), and schools somewhat worked with parents whose children had problems (2.0). Of note here is the number of responses regarding the schools that were left blank indicating that parents really don't have a good idea of what the schools do in relationship to AOD use. Furthermore, the PRIDE survey found that parents felt their children were not in danger at school with violence indicators below 1.5, this, in spite of the fact that one bullied student was expelled this year for bringing weapons to school with intent to harm his antagonists. Indicators related to child's friend use of ATOD were moderate to strong. Perceived ease of obtaining substances was over 3.5 (fairly easy – very easy) for alcohol, tobacco and drugs. Parents overwhelmingly indicated it was very important for school- and home-based AOD education, that schools keep parents informed of incidents, and have both a school counselor and a resource officer.

The 2005 California Healthy Kids Survey indicated that 7<sup>th</sup> grade use of alcohol and marijuana was well below the state average, but by 9<sup>th</sup> grade, use had equaled or exceeded state average. By 11<sup>th</sup> grade, use had exceeded state average for both alcohol and drugs by 5-15%. Indicators of binge and heavy drinking exceeded state average by over 9% and use at school was in line with the state average. Perceived harm also decreased by grade level with alcohol keeping with the state average, but marijuana use being

perceived as much less harmful than the state average. Confirming their parent's opinion, Mono students perceived themselves as being safe and perceived that it was easy to get alcohol and marijuana. In terms of resiliency, Mono students perceived themselves as having caring adult relationships (61->48) and high expectations (77->63) in the school, home and community which decreased with age. Meaningful participation scores were low, but in line with the state averages.

In the Spring 2007 Mammoth Seasonal Employee Behavioral Risk Survey, of all 111 respondents, 23 have socialized with high school students, 10 of those were binge drinkers and 15 of those were current marijuana users, about half of whom had used other drugs as well. Their average age was 23.2

Some parents feel drug and alcohol abuse are significant community problems and support the proposed SDFSC interventions while others are supported in their drug use by the recreational party environment. High school students are partying at high levels that exceed the state average. The resort atmosphere, coupled with over 2000 young, seasonal employees imported by Mammoth Mountain, supports student interaction with AOD-using young adults and supports adult AOD use. Both youth and parents have few concerns about school violence currently, however, the level of party activity is of great concern. It is clear that parents want help with the problem and it is clear that, though they believe in parent responsibility, they cannot do it alone.

Multiple-Year Comparison of MUSD district Data

	7th Grade %			9th Grade %			11th Grade %		
	Fall 2001	Fall 2003	Fall 2005	Fall 2001	Fall 2003	Fall 2005	Fall 2001	Fall 2003	Fall 2005
<b>Lifetime and Current ATOD Use</b>									
<i>During your life did you ever</i>									
smoke a cigarette(PI)	3	3	6	15	30	19	39	37	29
chew tobacco or snuff?	7	1	1	9	2	7	22	9	8
drink alcohol (glass)?	20	10	8	37	68	46	67	69	70
use inhalants?	10	9	7	9	5	20	14	9	8
smoke marijuana(PI)	8	4	1	19	34	27	48	37	47
<i>During the past 30 days, did you</i>									
smoke a cigarette(PI)	3	3	2	5	18	9	28	24	15
chew tobacco or snuff?	3	0	0	1	0	1	12	0	5
drink alcohol (glass)(PI)	21	10	7	28	42	26	41	44	38
use inhalants?	3	4	2	0	0	5	4	2	5
smoke marijuana(PI)	7	0	0	8	13	17	24	23	29
<b>Level of Involvement (High Risk Patterns)</b>									
<i>During your life have you ever</i>									
been very drunk or sick after drinking?	11	6	2	22	33	27	61	50	48
been high from using drugs?	10	3	1	18	27	27	49	37	41
During the past 30 days, did you drink 5 drinks in a couple hours?	10	1	0	5	20	13	19	28	32

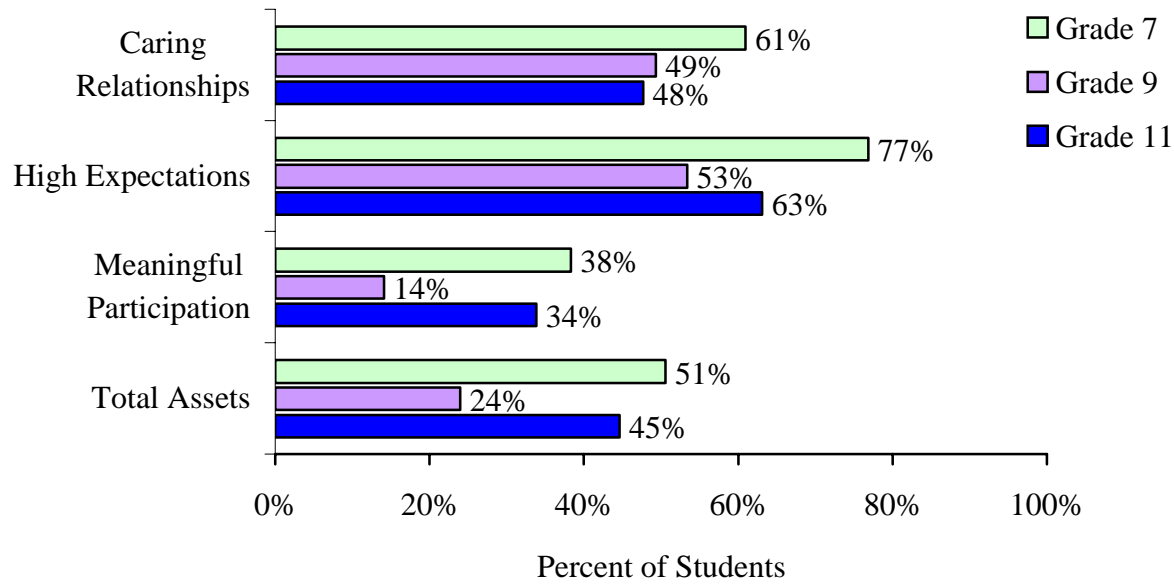
(PI) = SDFSCA/TUPE performance indicator required by CDE for Local Education Agency Plans.

Table 2. Multiple-Year Comparison of District Data – Alcohol, Tobacco and Drug Use (continued)

	7th Grade %			9th Grade %			11th Grade %		
	Fall 2001	Fall 2003	Fall 2005	Fall 2001	Fall 2003	Fall 2005	Fall 2001	Fall 2003	Fall 2005
<b>ATOD Use on School Property</b>									
During your life, have you ever been drunk/high?	5	1	0	3	11	9	14	19	21
During the past 30 days, did you smoke cigarettes?	2	0	0	1	0	3	3	5	5
<b>Perceived Harm *</b>									
<i>Frequent (daily or almost daily) use ofÉ is harmful.</i>									
cigarettes	~	92	99	~	93	93	~	98	94
alcohol	~	89	94	~	87	88	~	91	91
marijuana	~	95	98	~	91	84	~	86	82

(PI) = SDFSCA/TUPE performance indicator required by CDE for Local Education Agency Plans. \* Not directly comparable with version of survey used in 2001, so not reported for that school year.

**Chart 9. School Environment: Percentage of Students Scoring High in Each External Asset and Total Assets – Fall 2005**



**Mono County Risk and Protective Factors**

<p><b>Priority Risk Factors</b>                  Early initiation of alcohol/marijuana                  Availability                  Favorable attitudes toward substance abuse                  Friends who engage in problem behavior                  Community norms</p>	<p><b>Priority Protective Factors</b>                  Close knit communities                  Greater %age of intact family structures                  Safe school campus environments                  Strong family values                  Emphasis on outdoor sports for area youth</p>
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**Step III - Capacity Building**

**Mono County Collaborations which address ATOD prevention.** The Multi-Agency Council works on youth violence and ATOD prevention and policy enforcement issues. Membership includes persons in Department Head positions and has history, political influence and capacity for contribution toward sustainability of youth prevention efforts. The Partners in Community Wellness (non-profit) mission is to bring together representatives of Mono County communities to take a leadership role in identifying and resolving community health and well-being needs through support of organizations that promote health and wellness. Partners identifies funding sources and ensures that agencies work together to cooperatively provide preventions services to youth. Both entities were founded in the early 1990’s and have had continuous effort aimed at ATOD prevention. Training and technical assistance to these groups have included 5-7 workshops by EMT Associates, training on advocacy by the American Lung Association, Clean Sweep workshop by the San Bernardino Sheriff’s Office, and workshops on alcohol and youth issues by local providers.

Participation in Partnership →  Agencies ↓	Partners in Community Wellness for Mono County	Multi-agency Council	
Health &	Health Promotions	Division Manager	Division Manager

	Administration		AOD Administrator Health Department Director HHS Director
	HIV/AIDS, ATOD,	2 Health Educators	
	Social Services		Department Director
	Health Officer		Pediatrician
Office of Education/ School Districts	Safe & Drug Free Schools and Communities	Program Director	AOD Administrator
	Mentor Program	Program Coordinator	
	COE Administration	Prevention coordinator & Admin. Asst. to the Superintendent	Deputy Superintendent MCOE Superintendent – MUSD Superintendent - ESUSD
AOD Office		AOD Advisory Board Members	AOD Administrator
Mammoth Hospital		Community Relations and Funding Specialist	
Wild Iris		Staff	Staff
Law Enforcement Mammoth Lakes Police Dept. Mono Co. Sheriff's Office Mono Co. District Attorney Mono Co. Probation			School Resource Officer Chief of Police Sheriff DA Director
Mammoth Mtn. Ski Area		Eastern Sierra Disabled Sports (non-profit)	Vice President Employee Housing Supervisor
First Five Commission		Executive Director	

### **III. Planning Process**

- The planning process began with training and technical assistance from the Prevention by Design consultant who supplied the County with the necessary framework, data and the problems statement development.
- The following groups were consulted through discussions at regular meetings: the Mental Health/Alcohol/Drug Combined Advisory Board, Multi-Agency Commission and Partners in Community Wellness.
- The SIG grant assessment and evaluation provided strong evidence of a recreational party atmosphere in Mono County which supports and promotes frequent, if not heavy, adult alcohol use.
- Parent support for ATOD prevention was clarified through, a modified Parents' Resource Institute for Drug Education (PRIDE) Questionnaire which was implemented by the Health Promotions Division using an email network sample. The survey was analyzed by the Center for Social Science Research at CSU Fullerton.
- The California Healthy Kids trend data was assessed, the last survey was conducted in Fall 2005 and the next survey will occur during Fall 2007.
- Data from the annual Mammoth Seasonal Employee Behavioral Risk Survey provided information regarding the interaction of high school students with their young adult role models.
- The Mammoth Lakes Police Department arrest records were used to quantify law enforcement actions involving high school students.
- Data collected in the County SPF from state and local resources identified alcohol and marijuana prevention as issues for intervention. Life Skills Training (LST) is being aggressively implemented in the middle schools and Toward No Drugs (TND) is evolving toward complete implementation in Health classes in high schools.

#### **IV. Implementation**

An evidence-based school curriculum, Life Skills Training (LST), will be implemented in the middle and high school classrooms to address alcohol and marijuana use. Lessons will be adapted to ESL and bilingual classroom situations. The program will collaborate with partner agencies to offer 3 AOD educational events, and a database will be created to track risk behavior trends.

<b>1. Title:</b> Age of initiation of alcohol use.				
<b>Problem Statement:</b> Based CADDs, 77% of Mono County persons entering AOD treatment initiated alcohol use before age 17. Based on CHKS, one third to one half of 14 year olds report using alcohol within the past 30 days.				
<b>Goal 1:</b> Increase age of initiation of alcohol use and 30 day current use among youth under 17 years of age by at least 10 percent.				
<b>IOM: Universal &amp; Selected</b>				
<b>Objective</b>	<b>Actions</b>	<b>Persons Responsible</b>	<b>Outcome Measures/Deliverables</b>	<b>Timeframe</b>
1. By 6/30/2010, <b>decrease</b> alcohol use among high school youth as measured by “ever used” grade 9 from baseline of 46% to under 42% and 11 <sup>th</sup> grade baseline of 70% to under 65%; and 30 day current use grade 9 from baseline of 27% to under 25% and 11 <sup>th</sup> grade from 48% to under 45% as measured by the CHKS.	1. Implement Botvin’s Life Skills Training (LST) in Mono County schools, grades 5-10.	Community Health Outreach Specialist (CHOS);	Class and topic implementation schedule for LST for all schools.	7/1/07-6/30/10
	2. Implement an online alcohol education module for grades 9 through 12	CHOS & HP program mgr;		7/1/07-6/30/10
	3. Provide TA to teachers to facilitate independent implement the Life Skills curriculum	CHOS		7/1/07-6/30/10
	4. Address barriers and challenges to curriculum implementation through a SWOT analysis	Evaluator & HP program mgr		7/1/07-6/30/10
	5. Facilitate implementation Clean Sweep with collaborative partners.	HP program mgr & collaborative partners		7/1/07-6/30/10

**Evaluation Plan Goal 1**

Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
Decrease in alcohol use among high school youth	CHKS (grade 5-11), Lifetime use of alcohol: CHKS (grade 5-11) 30-Day use patterns: CHKS (grade 5-11) Perceptions of harm/risk: CHKS (grade 5-11) Binge-drinking patterns: CHKS (grade 5-11) Drunk on school property – lifetime: CHKS (grade 5-11) Very drunk or sick after drinking alcohol – lifetime: CHKS (grade 5-11) High from using drugs -lifetime: CHKS (grade 5-11)	Written survey	CHS survey	Program staff and schools	Fall 2007 and Fall 2009

<b>2. Title: Marijuana</b>				
<b>Problem Statement:</b> Based CADDs, 80% of Mono County persons entering AOD treatment initiated marijuana use before age 17. Based on CHKS, 10-20% of 14 year olds report using alcohol within the past 30 days.				
<b>Goal 2:</b> Decrease marijuana use among youth under 14 years of age <b>IOM: Universal &amp; Selected</b>				
<b>Objective</b>	<b>Actions</b>	<b>Persons Responsible</b>	<b>Outcome Measures/Deliverables</b>	<b>Timeframe</b>
2. By 6/30/2010, <b>decrease</b> marijuana use among high school youth as measured by “ever used” grade 9 from baseline of 27% to under 24% and 11 <sup>th</sup> grade baseline of 47% to under 42%; and 30 day current use grade 9 from baseline of 17% to under 13% and 11 <sup>th</sup> grade from 29% to under 25% as measured by the CHKS.	1. Implement Botvin’s Life Skills Training (LST) in Mono County schools, grades 5-10.	Community Health Outreach Specialist (CHOS);	Class and topic implementation schedule for LST for all schools.	7/1/07-6/30/10
	2. Provide TA to teachers to facilitate independent implement the Life Skills curriculum	CHOS	TA log	7/1/07-6/30/10
	3. Address barriers and challenges to curriculum implementation through a SWOT analysis	Evaluator & HP program mgr	SWOT analysis summary for each site annually	7/1/07-6/30/10
	4. Facilitate implementation Clean Sweep with collaborative partners.	Program director & collaborative partners	Multi-Agency Council minutes	7/1/07-6/30/10

**Evaluation Plan Goal 2**

Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
Decrease in marijuana use among high school youth	Age of first use - marijuana: CHKS (grade 5-11), Lifetime use of marijuana: CHKS (grade 5-11) 30-Day use patterns: CHKS (grade 5-11) Perceptions of harm/risk: CHKS (grade 5-11) High from using drugs -lifetime: CHKS (grade 5-11)	Written survey	CHS survey	Program staff and schools	Fall 2007 and Fall 2009

<b>3. Title: Prevention Program development</b>				
<b>Problem Statement:</b> Due to the resort environment, sustainability of prevention efforts requires constant attention.				
<b>Goal 3:</b> Develop sustainability for AOD prevention efforts <b>IOM: Universal &amp; Selected</b>				
<b>Objective</b>	<b>Actions</b>	<b>Persons Responsible</b>	<b>Outcome Measures/Deliverables</b>	<b>Timeframe</b>
3. By 6/30/2010, demonstrate collaboration with other community agencies, businesses and individuals by implementation of at least 3 joint community projects to reduce AOD use by youth.	1. Maintain collaboration and attention of Partners in Community Wellness and Multi Agency Council aimed at prevention.	Community Health Outreach Specialist (CHOS);	MAC and Partners minutes	7/1/07-6/30/10
	2. Provide TA to teachers and principals to address barriers and challenges to curriculum implementation to ensure long term implementation of LST. Encourage independent adoption and monitor and provide TA to decrease effects of teacher and administrator turnover.	CHOS & HP program mgr; collaborative partners	SWOT analysis summary	7/1/07-6/30/10
	3. Research alternative funding methods to support AOD prevention enhancement	HP program mgr & collaborative partners	MAC and Partners minutes	7/1/07-6/30/10

**Evaluation Plan Goal 3**

<b>Process Outcomes</b>	<b>Indicators</b>	<b>Method of Data Collection</b>	<b>Tools</b>	<b>Who Collects Data</b>	<b>Timeframe</b>
Event brief case study	Event summaries	Collection of minutes, fliers, media and outcome of events	n/a	Program staff	07/1/07-06/30/07

<b>4. Title: Data management</b>					
<b>Problem Statement:</b> Lack of consistent data collection among partner agencies inhibits trend analysis, evaluation of prevention measures and fund development efforts.					
<b>Goal 4:</b> Develop County data system for data collection related to AOD indicators <b>IOM: Universal &amp; Selected</b>					
<b>Objective</b>	<b>Actions</b>	<b>Persons Responsible</b>	<b>Outcome Measures/Deliverables</b>	<b>Timeframe</b>	
4. By 6/30/07, Mono County AOD data management system in place.	1. Identify key data indicators needed to identify priority problems	Collaborative partners, HP program mgr & CHOS	List of key data indicators	06/30/08	
	2. Identify baseline data		CHOS & HP program mgr	Associated baseline data	06/30/08
	3. Identify timelines for updating specific data indicators		CHOS & program director	Associated timelines for data	06/30/08
	4. Create database for data tracking to be housed in Health Promotions office.	Evaluator and CHOS	Sample database page	06/30/09	
	5. Identify person/agency responsible for data management (Timely updates, dissemination of information, etc.)	CHOS & HP program mgr	Person identified – on file	06/30/09	
	6. Communicate data trends periodically to collaborative partners.	HP program mgr	MAC and Partners minutes	06/30/10	
	7. Communicate data through 8-10 school newsletter paragraphs and 3-4 print articles.	CHOS & HP program mgr	Copies of media	06/30/10	

**Evaluation Plan Goal 4**

Process Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
Quality data management system is in place	Data management system with trend data	Log of development system processes	n/a	Program staff	07/1/07-06/30/07