

San Benito County Behavioral Health



Substance Abuse Services

**Strategic
Prevention
Framework
Plan**

FY 2008/09

October 2008

I. Introduction and Overview of San Benito County

- *What are the unique demographic and geographic characteristics of the county relative to AOD prevention services?*
 - *Extent of ethnic and cultural diversity; Degree of rural, urban, and suburban communities; Extent of population density or geographic isolation*

San Benito County is located in the Central Coast region of California, at the southern end of the Santa Clara Valley, just south of Silicon Valley. San Benito County covers a total of 1,396 square miles. About 95 miles south of San Francisco, San Benito sits between the Santa Cruz and Diablo Mountain ranges. Figure 1 shows the approximate driving distances, in miles, from Hollister to other California cities.

Figure 1
Distances of Major California Cities from Hollister, CA

Major City	Distance from Hollister, CA
San Francisco	91 miles
Gilroy	22 miles
Monterey	40 miles
San Jose	45 miles
Santa Cruz	46 miles
Fresno	118 miles

San Benito County has a population of 53,234 people (Source: 2000 Census). Hollister, San Benito County's largest city and county seat, is located in the northern part of the county. San Juan Bautista, the only other incorporated city in the county, lies about 8 miles west of Hollister. Much of San Benito County's population growth has taken place in unincorporated areas.

Figure 2 shows the number and percent of San Benito County's population by race/ethnicity. San Benito County has one of the highest proportions of Latinos in the population, relative to other California counties. San Benito County's population is 47.9% Latino, 46% Caucasian, and less than 5% in each of the other race/ethnic groups. This provides important information for our planning process and compels us to ensure that all materials and training components are offered in both English and Spanish.

Figure 2
San Benito County Population
By Race/Ethnicity

Race/Ethnicity	Number	Percent
Latino	25,516	47.9%
Caucasian/ White	24,513	46.0%
Asian	1,173	2.2%
Other	1,210	2.3%
African American/ Black	475	0.9%
American Indian/ Alaskan Native	279	0.5%
Native Hawaiian/ Other Pacific Islander	68	0.1%
Total County Population	53,234	100.0%

Figure 3 shows the number and percent of San Benito County's population by age group. The county population consists of 32.2% children (ages 0-17), 56.9% adults (ages 18-59), and 10.9% older adults.

Figure 3
San Benito County Population
By Age Group

Age	Number	Percent
Ages 0-17	17,143	32.2%
Ages 18-59	30,288	56.9%
Ages 60+	5,803	10.9%
Total	53,234	100.0%

San Benito County, although primarily rural in landscape and agriculture, is situated near several large Bay Area counties. San Benito County's geographic location offers easy access to the metropolitan San Jose area and has become a bedroom community for employees commuting to lucrative jobs in the Silicon Valley. As a result, Latino farm workers and Silicon Valley commuters, who are predominately Caucasian, comprise two disparate populations within this small county.

- *What was the approach taken by the county to integrate the SPF process and to develop the Strategic Prevention Plan? What general steps were taken in developing the plan and who was involved?*

In developing the SPF, the Behavioral Health Director, the Substance Abuse Advisory Board, and the Mental Health Board worked together as the SPF Steering Committee. This group provided ongoing input and expertise in conducting the needs assessment and providing information on best practice models for consideration in developing our Strategic Prevention Plan.

The SPF Steering Committee oversaw data analysis and input into the information provided by a literature review. The Committee participated in focus groups and helped design the prevention program. In addition, they identified the priorities for our prevention activities. We also partnered with our consultant, Nancy Callahan, Ph.D. of I.D.E.A. Consulting, to assist with the planning process and develop the final Strategic Prevention Framework Plan.

San Benito County Behavioral Health (SBCBH) has been actively involved in the SPF planning process for the past year. We have researched substance abuse issues in San Benito County and best practices for prevention programs. Materials were gathered to facilitate the discussion of best practice models and help select the program that best aligns with stakeholder's vision of the needs in this county.

SBCBH utilized available data on prevalence rates and community indicators of alcohol and drug abuse risk. We utilized the report developed by Center for Applied Research Solutions (CARS) to help inform stakeholders of our local data, *Community Indicators of Alcohol and Drug Abuse Risk San Benito County 2004*. This report was extremely valuable in our initial discussions and throughout the planning process.

Utilization of data and discussions of best practice models provided the foundation for stakeholders in making recommendations for our strategic plan. In addition, SBCBH worked with IDEA Consulting to facilitate the planning process and help design an evaluation component for these programs. SBCBH began the process of integrating the planning and design into a comprehensive written Strategic Prevention Plan in spring 2007.

- *What external factors may affect prevention (e.g. social, economic, political, population growth/change, etc.)*

Prevention activities directed toward our two diverse community groups have experienced some barriers to implementation. Prevention activities directed toward our migrant worker population may have some external factors which impact our prevention activities. For example, many Latino individuals employed by San Benito's agricultural industry are undocumented. Undocumented individuals are often extremely wary of interacting with government representatives for any reason. Despite the fact that San Benito County Behavioral Health (SBCBH) employs bilingual and bicultural staff, this wariness creates difficulty in engaging Latino individuals in educational and other prevention activities. In addition, migrant workers are seasonally employed and work long hours. While some workers remain living in the area

throughout the year, others follow the crops and leave the area for weeks or months at a time. This hinders their participation in prevention activities and parenting groups which extend over a number of weeks.

In contrast, the commuter population (which is primarily Caucasian) works outside of the county. As a result, these individuals tend to spend the majority of their time and money in the distant communities where they work. These individuals leave early in the morning and arrive home after business hours. As a result, it is often difficult to engage these individuals in county prevention efforts.

- *What are the county's AOD prevention vision and mission?*

Our vision is to:

Create safe and healthy communities free of alcohol and drug abuse.

Our mission is to:

- To provide leadership and coordination in developing and maintaining a comprehensive alcohol and other drug prevention system in San Benito County.
 - To reduce alcohol and other drug use by youth through family education and empowerment.
 - To train individuals and families to make healthy choices and identify risky behaviors to help prevent substance abuse and its related consequences.
 - To work hand-in-hand with youth so that they can be both problem-free and fully prepared to make healthy choices throughout their lives.
 - To reduce binge drinking among youth by promoting healthy decision-making and increasing awareness regarding harmful consequences.
- *Are there prevention principles that guide overall county prevention planning and implementation?*

We have the following prevention principles:

1. Prevention programs enhance protective factors and reverse or reduce risk factors.
2. Prevention programs address all forms of drug abuse, alone or in combination, including the underage use of legal drugs (e.g., tobacco or alcohol); the use of illegal drugs (e.g., marijuana, Methamphetamine, or heroin); and the inappropriate use of legally obtained substances (e.g., inhalants), prescription medications, or over-the-counter drugs.

3. Prevention programs address the type of drug abuse problems evidenced in this community, target modifiable risk factors, and strengthen identified protective factors.
4. Prevention programs are tailored to address risks specific to our local population, with special focus on Latino families. This also includes a focus on characteristics such as age and gender, to improve program effectiveness.
5. Family-based prevention programs enhance family bonding and relationships and include parenting skills; practice in developing, discussing, and enforcing family policies on substance abuse; training in drug education and information; and helping children make good choices (e.g., alcohol, drugs, gang involvement).
6. Prevention programs are designed to intervene as early as preschool to address risk factors for drug abuse, such as aggressive behavior, poor social skills, and academic difficulties.

II. Step 1 - Needs and Resource Assessment

- *What was the methodology used to conduct the needs assessment for your county?*

In October 2006, we began our SPF planning activities. The Substance Abuse Advisory Board and the Mental Health Board were brought together to provide input into the planning process. These community stakeholders provided the foundation for discussion regarding substance abuse services and prevention activities in San Benito County. These stakeholders included a member of the Board of Supervisors, local substance abuse providers, retired substance abuse counselors, representatives from the League of United Latino Advocates Council (LULAC), school staff, seniors, as well as mental health consumers and family members.

These stakeholders met monthly to provide ongoing input into the needs assessment and planning for our SPF plan. This provided a strong voice from the community in planning and developing the recommendations for the selected target populations as well as selecting the identified programs.

The stakeholders involved in this ongoing process provided excellent information, ideas, and guidance throughout the process. They were extremely knowledgeable about historical trends, existing programs, and best practice models for implementation in a small county.

A number of different prevention programs were researched and presented for discussion. This provided information to the stakeholder group on the different types of programs that are available for community implementation.

To facilitate and inform the discussions for prevention planning, SBCBH researched and analyzed available substance abuse data for San Benito County. One of the most useful documents was the *Community Indicators of Alcohol and Drug Abuse Risk*, by the Center for Applied Research Solutions. This document provided an important overview alcohol and drug use, arrest history, family issues, school dropouts, and juvenile behaviors in San Benito County.

The planning process utilized this data, best practice information, and stakeholder input to create the foundation for developing our Strategic Prevention Plan. This collaborative process will continue to be used for further developing the program design and implementation across the next several months. This strong collaboration also helps to ensure the success of the prevention plan.

The following data is a representation of the information reviewed for the development of our Strategic Prevention Plan.

Figure 4 shows the number of alcohol-involved collisions in San Benito County, as compared to four other counties with similar population sizes, over a period of ten years. This data reflects that San Benito County had a relatively low number of alcohol-involved collisions in comparison to counties with similar sizes. This traffic collision data is collected by the California Highway Patrol's Statewide Integrated Traffic Records System (SWITRS).

Figure 4
Number of Alcohol-Involved COLLISIONS
By Year (1995 through 2001)

Source: SWITRS

	Total Pop.	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Siskiyou	44,301	46	52	51	48	56	51	37	49	49	44	39
San Benito	53,234	46	43	49	41	43	54	51	47	29	48	42
Tuolumne	54,501	72	73	67	78	64	32	62	58	42	81	63
Tehama	56,039	74	68	56	59	49	66	69	80	73	69	65
Lake	58,309	92	71	66	64	76	77	62	73	65	79	78

Figure 5 shows the number of people killed or injured in alcohol-involved collisions. In comparison to Lake, Siskiyou, Tehama, and Tuolumne Counties, San Benito consistently had the lowest number of people involved in these collisions.

Figure 5
Number of PEOPLE in Alcohol-Involved Collisions (Killed and Injured)
By Year (1995 through 2001)

Source: SWITRS

	Total Pop.	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Siskiyou	44,301	71	91	74	73	86	69	67	69	58	75	47
San Benito	53,234	66	62	77	62	71	107	70	69	43	72	58
Tuolumne	54,501	113	111	108	114	95	42	101	77	65	121	105
Tehama	56,039	117	101	70	87	73	97	105	113	100	106	81
Lake	58,309	138	124	94	91	100	35	86	109	93	107	117

Despite the fact that San Benito's number of alcohol-related collisions and people involved in those collisions are relatively low in comparison to similar sized counties, substance abuse problems remain a significant issue for the county. Figure 6 shows the number and percent of drug-related arrests over a five year period (2001 through 2005). As shown below, the total number of arrests has nearly doubled in this four year period (260 to 476). This shows the rate of drug related arrests is becoming an increasing problem in our community.

Figure 6
San Benito County
Number and Percent of Drug-Related Arrests
By Year (2001 through 2005)

Source: Department of Justice

	2001		2002		2003		2004		2005	
	#	%	#	%	#	%	#	%	#	%
Felony Drug-Related Arrests	123	47.3%	103	44.4%	110	37.5%	98	25.9%	145	30.5%
Misdemeanor Drug-Related Arrests	137	52.7%	129	55.6%	183	62.5%	281	74.1%	331	69.5%
Total	260	100.0%	232	100.0%	293	100.0%	379	100.0%	476	100.0%

Figure 7 shows the number and percent of persons arrested for driving under the influence (DUI) by year (2001 through 2005). There are more arrests for DUI than other drug charges, with a growing number occurring each year. This data shows that there were a large number of DUI arrests in 2001, a subsequent decrease in 2002, and then a gradual increase in the following three years.

Figure 7
San Benito County
Number of DUI Arrests
By Year (2001 through 2005)

Source: Department of Justice

	2001		2002		2003		2004		2005	
	#	%	#	%	#	%	#	%	#	%
Felony DUI Arrests	17	4.1%	11	3.2%	7	2.0%	13	3.6%	12	3.2%
Misdemeanor DUI Arrests	393	95.9%	334	96.8%	349	98.0%	348	96.4%	367	96.8%
Total DUI Arrests	410	100.0%	345	100.0%	356	100.0%	361	100.0%	379	100.0%

What were the core questions investigated and addressed by the needs and resource assessment?

During stakeholder discussions, a number of topics and core questions were addressed:

1. What substance abuse prevention activities are currently functioning in SBC?
2. What substance abuse issues in SBC are of concern to you?
3. What prevention activities could address those concerns?
4. Which activities are the highest priorities?

The Steering Committee and focus groups emphasized the importance of early prevention activities; that is, targeting prevention for grade school age children and younger. The group also recommended that the Friday Night Live and Club Live programs receive additional support to encourage more activities for high school and middle school youth.

Stakeholders also discussed prevention activities for older adults, identifying activities to help seniors understand prescription drug use and the dangers of taking multiple prescriptions over time. While this population and topic was viewed as important, the highest priorities were focused on young children and youth.

- *What are the core datasets/indicators collected and analyzed? Note any local data sets.*

Data from a number of different indicators informed our focus groups and the SPF Steering Committee. The most useful data source was *The Community Indicators of Alcohol and Drug Abuse Risk*, developed by the Center for Applied Research Solutions. This document provided an important overview of alcohol and drug use, arrest history, family issues, school dropouts, and juvenile behaviors in San Benito County.

This data provided information on the prevalence of several indicators for San Benito County. It also helped us identify patterns of need for services, project service needs, and establish appropriate program resource levels.

- *Were there any limitations to accessing and analyzing the data? For example, difficulty accessing population and/or community-specific data. If so, describe any efforts or attempts to overcome these obstacles (e.g. developed and conducted local community assessments).*

We have implemented a new management information system (MIS) in the past year. Prior to this new computer system, we were unable to access local data for analyzing penetration rates and service utilization data. While some data has been available through the Department of Drug and Alcohol at the state level, we have only recently begun to use this information. With our new MIS system in place, we anticipate being able to expand our capacity to analyze local data.

- *What are the current prevention services available in your county that address these specific issues for these population and/or community groups? What are the gaps in service?*

The prevention services that are currently available in our community focus on Friday Night Live and Club Live activities. These programs are partially supported through funds from the San Benito County Behavioral Health Department. However, we have had very limited resources to assist these two prevention programs in being fully effective.

During this past year, in conjunction with these prevention planning efforts, we have expanded our staff presence at both Club Live and Friday Night Live activities and have participated in coordinating dances, barbecues, and informational sessions. Staff have also utilized funds to obtain t-shirts for the youth involved in Club Live.

There is a need for additional funding and staff support to these two prevention groups as well as additional leadership to ensure that more youth are involved. In addition, there are limited prevention activities available for school age children, families, foster age youth, and children who have a parent receiving drug and alcohol services.

There are also gaps in prevention activities for other age groups, including older adults. The older adult population is at high risk of using alcohol to treat symptoms of depression as well as abusing prescription medications. At the present time, there are gaps in offering prevention activities for both the adult and older adult populations in San Benito County.

- *Based on the key data findings and current prevention approaches available/not available, what prevention priorities have been identified for the county?*

We have identified three priorities for prevention activities through our stakeholder planning activities:

1. Our highest priority is to enhance existing activities at schools regarding Club Live (middle school youth) and Friday Night Live (high school youth). These are universal prevention programs which have been found to be effective in reducing substance use in school age youth and providing alternative behaviors during high-risk hours (e.g., Friday and Saturday evenings).
2. Our second priority is to implement the evidence-based program “Guiding Good Choices”. This is a selective prevention activity that offers a five-week training course to parents. Parents receive training in teaching their children how to make healthy choices. This program has been found to be effective in helping children make good choices regarding both substance use and gang involvement. Parents of foster children and parents who are currently involved in receiving substance abuse services will be encouraged to participate in this program.
3. Our third priority is to focus on prevention activities to reduce alcohol abuse among high school students. We have successfully collaborated with the San Benito County Office of Education and obtained a federal grant from the Safe and Drug-Free Schools and

Communities National Programs – Grants to Reduce Alcohol Abuse. With this grant, we will implement three strategies:

- a. ***Project Northland/ Class Action*** – a universal, evidence-based program implemented in the classroom. The program’s goal is to delay the age when young people begin drinking and to reduce drinking among those who have already started. The project is based on an approach that helps young people understand and resist social pressures to drink alcohol or use other drugs. This involves addressing both individual behavioral change and environmental change.
- b. ***Leadership and Resiliency Program*** – a universal, school-based program for high school students. The program focuses on enhancing youths’ internal strengths and resiliency while preventing involvement in substance use and violence.
- c. ***Communities Mobilizing for Change*** - a community-organizing program designed to reduce adolescents’ access to alcohol by changing community policies and practices. It seeks both to effectively limit the access to alcohol of people under legal drinking age and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable.

Project Northland/ Class Action and the Leadership and Resiliency Program will both be implemented at five of the local high schools. Communities Mobilizing for Change will be implemented throughout the community.

- *How do these priority areas translate into specific problem statements?*
 - a. School-age youth in San Benito County do not have access to strength-based community activities on Friday and Saturday nights.
 - b. Parents do not have the skills needed to help their children to make healthy choices when confronted with peer pressure to use alcohol, drugs, and/or participate in gang-related activities.
 - c. Alcohol is an age-restricted product and yet it is readily available to local youth, either through youth purchasing it illegally, or youth acquiring it from others, including family members.
 - d. A significant number of local adolescents use multiple substances and participate in underage drinking.

III. Step 2 - Capacity Building

- *What is the current level of capacity to address the identified prevention priorities (problem statements)?*

For our first priority, expanding Club Live and Friday Night Live, we have already refocused one of our staff members to spend more time with these programs. This has already produced positive outcomes, with additional activities being developed and improved incentives being offered to attend.

We have already implemented the Guiding Good Choices program. We will offer a minimum of 10 five-week training sessions beginning in September 2007, with target families including foster care children and parents currently receiving substance abuse services. We have dedicated funds to purchase the program and have identified a staff member to act as a trainer for these training sessions. We have also identified funds to pay for child care and transportation for families while participating in the weekly training.

Prevention activities for reducing alcohol abuse among high school students are also in process. The Substance Abuse Program Manager is working closely with the San Benito COE on a training and implementation plan. We have purchased the curriculum materials for Project Northland/ Class Action and are looking at training options for the Leadership and Resiliency and Communities Mobilizing for Change programs. As soon as we get the County Board of Supervisors to approve of the new four substance abuse counselor positions, we will immediately begin the application and hiring process. These additional staff will implement the prevention programs at the schools.

- *To what extent was capacity built during the initial assessment and planning phase?*

As noted above, we have already directed one of our staff members to spend more time on our highest priority programs – Club Live and Friday Night Live. We have also identified staff who will implement the Guiding Good Choices program and have all of the information necessary to purchase the program. In addition, we have identified a downtown location for holding the training sessions for Guiding Good Choices, which will offer a convenient location for families. For the Grant to Reduce Alcohol Abuse, the Substance Abuse Manager is collaborating with the San Benito COE to implement the selected prevention programs in the local high schools.

- *What is the current and future role in any prevention advisory groups that were already established or will be established to guide county prevention efforts?*

We will continue to use the established SPF Steering Committee to provide ongoing input and feedback as we implement our prevention strategies. This committee has been extremely helpful in guiding our planning process and we are striving to add additional members to the committee. This will offer excellent expertise and best practice strategies for continually improving our prevention efforts. These individuals will also provide important community connections as we identify activities for implementation.

- *What are the plans or efforts to establish county-wide prevention systems and infrastructures to foster sustainability?*

We are optimistic that our prevention activities will be sustained. All of these activities were selected in conjunction with our stakeholders. Evaluation activities will be reported to our stakeholders on a regular basis. We hope that when the stakeholders see positive results, it will motivate support for sustaining these prevention activities.

- *Address the degree to which the county has established agreements and responsibilities with partner agencies and stakeholders. It may also be appropriate to discuss how integration of the SPF process and newly adopted Strategic Prevention Plan will impact future competitive bidding or RFA procedures within the county if applicable.*

We have several key stakeholders on our Steering Committee, including a member of our County Board of Supervisors. These individuals partner with us to integrate the SPF process into the community and implement our Strategic Prevention Plan. These efforts provide an excellent foundation for building a strong prevention program and a strong outcome base for competitively bidding on other funding opportunities.

- *What types of training and technical assistance would be needed to further build capacity?*

We have a comprehensive staff training program planned to improve our prevention activities and further our goals. This includes training staff to implement the strategies and evaluating our programs for effectiveness. We plan to utilize the state's technical assistance to help maximize our outcomes. We will also continue to use our data to better understand current activities and focus our efforts to improve our performance.

IV. Step 3 – Planning Process

- *How were community members engaged in the planning process?*

We held a series of focus groups in conjunction with our Substance Abuse Board and Steering Committee. These activities provided several opportunities for stakeholders to review data relevant to San Benito County and learn about a wide range of prevention activities and programs. Stakeholders were encouraged to help research different planning activities. Individuals participating in this process provided a broad range of information and suggestions.

- *How were members/agencies/organizations engaged in the assessment and interpretation of needs data and identification of prevention priorities?*

We analyzed data from a number of different sources and distributed it to the Steering Committee and stakeholders for review. We had several opportunities to review data and discuss implications for identifying, selecting, and prioritizing our planning activities. Stakeholders had several opportunities to ask questions about the data and receive additional information to help clarify the data.

- *What criteria were used to establish prevention priorities? Describe the process for selecting priority issues, populations and/or communities?*

As we discussed different programs and prevention activities, we used alcohol and drug data and identified key indicators to address with our prevention activities. We also discussed political will and priorities identified by our county Board of Supervisors and other stakeholder groups. We examined the availability of existing local resources for prevention activities, and weighed priorities based upon this information.

Through discussions over a six month period, the Steering Committee identified priorities. For each meeting, additional information was gathered to help inform committee members in making the final priority and decision in selecting our prevention activities.

- *What are the populations and/or community sectors that are being served?*

Our highest priority is to enhance existing activities at the schools regarding Club Live (middle school youth) and Friday Night Live (high school youth). These are universal prevention programs which have been found to be effective in reducing substance use in school-age youth and providing alternative activities during key risk hours (e.g., Friday and Saturday evenings).

Our second priority is to implement the evidence-based practice “Guiding Good Choices”. This is a selective prevention activity which offers a five-week training course to parents. Parents receive training in teaching their children how to make healthy choices. This program has been found to be effective in helping youth make good choices regarding substance use and gang involvement. Parents of foster children and parents who are currently involved in receiving substance abuse services will be encouraged to participate in this program.

Our third priority is to focus on prevention activities to reduce alcohol use among high school students. We plan to implement a broad range of activities in the school and community to reduce alcohol use in school-age youth.

- *What are the specific problem statements, corresponding goals and objectives, and prevention strategies that the county has identified? This can be illustrated by using a logic model and/or other tabular format--please refer to Part III of the document for examples.*

Identified Problem or Need (supported by data) Substance use in adolescents continues to increase in our county.			CONTRIBUTING FACTORS 1. Peer influence to drink and use substances 2. Community cultural acceptance of alcohol use by adolescents			
GOAL (Aim)	RESOURCES (What do we have to help meet our goal?)	STRATEGIES (What methods will we use?)	EXPECTED OUTCOMES/OBJECTIVES (What do we think will happen as a result of our efforts?)			MEASUREMENT INDICATORS (Specifically, how will we know what happened?)
			SHORT TERM	INTERMEDIATE	LONG TERM	
Prevent substance use among adolescents (middle school and high school aged)	Partnership with schools and prevention programs (FNL and CL)	Collaborate with Friday Night Live and Club Live to enhance existing activities	Increase the number of Friday Night Live and Club Live activities offered	Increase the number of youth who participate in Friday Night Live and Club Live events and activities	Increase the number of youth who are involved in planning Friday Night Live and Club Live activities, which will reduce the use of alcohol and substances among youth	Data will be analyzed on a semi-annual basis to reflect the increase in the number of activities, participation and involvement in activities
Train parents to help their children make better choices (staying drug-free and out of gangs)	Substance Abuse Program staff will utilize Guiding Good Choices	Implement Guiding Good Choices	Train staff in the curriculum and identify schedule of training for first 3 months; inform stakeholders/ partner agencies of the program	Deliver Guiding Good Choices curriculum to at least ten (10) families in each of the first 3 months of implementation	Parents will exhibit the skills learned throughout the Guiding Good Choices program at the end of the 5 week training period.	Results of pre- and post surveys
Reduce alcohol abuse among high school students	Partnership with San Benito COE and utilize selected evidence-based/ model programs.	Implement Project Northland/ Class Action, Leadership and Resiliency, and Communities Mobilizing for Change	Reduce the number of high school students who abuse alcohol	Community collaboration to modify policies and reduce availability of alcohol to underage youth	Increase the perception among youth that alcohol abuse is harmful and unacceptable	Data will be analyzed on a semi-annual basis to assess the effectiveness of interventions

- *How was the long-term sustainability of these prevention efforts taken into account during the planning phase? Has the county adopted specific goals, objectives, and approaches that foster or are directly related to sustainability?*

During our planning process, we discussed the long-term sustainability of the identified prevention efforts. We are optimistic that our prevention activities will be sustained. It has been our experience that Club Live and Friday Night Live activities can be sustained by combining school and community efforts with those of Drug and Alcohol staff. Once youth get involved and are empowered to provide a leadership role for other youth, the program can continue to grow. The Guiding Good Choices program requires staff support to maintain the trainings, which will require ongoing funds. However, it is possible to gain community funding when stakeholders see positive results. A prevention activity to reduce alcohol use among high school students has excellent opportunities for sustainability. We plan to focus on changing the perceptions of under-age drinking and enlist many other community supports to a systematic implementation plan. This will help to sustain these efforts over time.

- *How was cultural relevance of services taken into account during the planning phase?*

Ensuring the cultural relevance of our prevention activities is an important component of our planning process for this small, rural county which is predominately Latino (47% of the population). We have bilingual, bicultural drug and alcohol staff and will offer our prevention activities in both English and Spanish. All notices and written materials will also be available in Spanish. As we develop materials and activities, we will ensure that they are relevant to our Latino community. Several members of our Steering Committee are Latino and have provided excellent input into culturally relevant prevention activities.

V. Step 4 - Implementation

- *Describe the specific prevention services that have been selected. How were these approaches selected?*

SBCBH Substance Abuse Services has selected three prevention strategies. Below are descriptions of these strategies.

1. Friday Night Live/ Club Live:

The Friday Night Live (FNL) program promotes a drug-free lifestyle for teenagers. FNL works to foster healthy development for youth through positive partnerships with adults. Youth become leaders and resources in their communities. In collaboration with adult advisors and peers, youth develop and implement community programming and youth activities. Club Live (CL) is an extension of FNL that is designed for middle school students.

This was an existing program in the local schools, but had been poorly attended in the past year. It was a high priority for our program and the schools to provide the needed staff guidance and funding to help promote this excellent prevention program.

Staff have already been assigned to work with the schools to enhance FNL and CL. Work on this objective started Spring 2007.

2. Guiding Good Choices

The Guiding Good Choices program is designed for parents of children in grades 4-8 (ages 9-14). Guiding Good Choices seeks to prevent substance abuse by giving parents skills to reduce their children's risk for using substances. Skills focus on improving family communication and bonding. Each session consists of five two-hour sessions.

According to the Promising Practices Network, Guiding Good Choices is a proven substance abuse prevention program. The Guiding Good Choices Program can be used with several different target populations. This program has been proven to help children and youth make good choices in regards to substance use and gang involvement. Substance use and gang involvement are concerns for our stakeholders, and this program was identified as a high priority because it targets both groups. This program is also relevant for parents of foster children and parents who are currently receiving substance abuse services. We plan to target these groups of parents and children when developing our training groups.

Staff have already been assigned to deliver the Guiding Good Choices program. We plan to have purchased the program in July 2007 and began offering classes to parents in September 2007. A new class will be offered to parents each month.

3. Safe and Drug-Free Schools and Communities National Programs – Grants to Reduce Alcohol Abuse

The Safe and Drug-Free Schools and Communities (SDFSC) Program is the Federal Government's primary vehicle for reducing drug, alcohol and tobacco use, and violence, through education and prevention activities. Through this grant we will implement three strategies in five of our local high schools:

- a. ***Project Northland/ Class Action*** – a universal, evidence based program implemented in the classroom. The program's goal is to delay the age at which young people begin drinking and to reduce drinking among those who have already started. The project is based on an approach that helps young people understand and resist social pressures to drink alcohol or use other drugs. This involves addressing both individual behavioral change and environmental change.
- b. ***Leadership and Resiliency Program*** – a universal, school-based program for high school students. The program focuses on enhancing youths' internal strengths and resiliency while preventing involvement in substance use and violence.
- c. ***Communities Mobilizing for Change*** - a community-organizing program designed to reduce adolescents' access to alcohol by changing community policies and practices. It seeks both to effectively limit the access to alcohol of people under the legal drinking age and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable.

Project Northland/ Class Action and the Leadership and Resiliency Program will both be implemented at five of the local high schools. Communities Mobilizing for Change will be implemented in the community.

All of these programs were selected through our stakeholder groups.

- *How do the prevention services being proposed relate to the Institute of Medicine's (IOM) population categories? Are the interventions chosen considered to be serving/engaging Universal, Selective, or Indicated population groups? Or a combination?*

All of the prevention programs selected relate to the IOM population categories. The Friday Night Live and Club Live programs are universal prevention strategies which address the general population. These programs strive to prevent or delay alcohol and/or substance abuse through education and alternative activities.

The Guiding Good Choices program is a selective prevention program which targets a specific group of the population. This program teaches parents of children in grades 4-8 to help their children make good choices related to healthy behaviors, avoiding substances, and staying away from gang activity. This program is also relevant for parents of foster children and parents who are currently receiving substance abuse services. We plan to target these groups of parents and children when developing our training groups.

Prevention activities selected for Grants to Reduce Alcohol Abuse among high school students are a combination of universal and indicated prevention strategies. Project Northland – Class Action and Communities Mobilizing for Change are universal programs aimed at targeting the general population. Leadership and Resiliency is an indicated program that will target high risk students. This program will be implemented at the alternative high schools, in which alcohol use is high.

IOM LEVEL	SBCBH PROGRAM	TARGET POPULATION
<u>Universal</u> Universal prevention strategies address the general population and aim to prevent or delay alcohol and/or substance abuse.	Friday Night Live and Club Live Grants to Reduce Alcohol Abuse: Project Northland – Class Action Grants to Reduce Alcohol Use: Communities Mobilizing for Change	High school and middle school students High school students Community members, organizations, businesses, leaders
<u>Selective</u> Selective prevention targets particular groups within the general population that are at high risk for substance abuse (e.g., children of alcoholics, school dropouts).	Guiding Good Choices Program	Parents of children in grades 4-8 (ages 9-14), particularly children exhibiting high-risk behavior
<u>Indicated</u> Indicated prevention strategies target individuals who show early danger signs of alcohol and/or substance abuse, but who do not have a diagnosis for addiction. However, early danger signs do not have to include current use of alcohol and/or drugs.	Grants to Reduce Alcohol Use: Leadership and Resiliency	High school-age youth with a history of alcohol use

- *Please address how the chosen prevention strategies are culturally relevant to the intended participants and/or communities being served.*

These three prevention activities are culturally relevant to our community. The cultural relevance of our prevention activities was an important component of our planning process for this small, rural county which is predominately Latino (47% of the population). We have bilingual, bicultural drug and alcohol staff and will offer our prevention activities in both English and Spanish. All notices and written materials will also be available in Spanish. As we develop materials and activities, we will ensure that they are relevant to our Latino community. Several members of our Steering Committee are Latino and have provided excellent input into the development of culturally relevant prevention activities.

- *Given the current resources, describe the feasibility of accomplishing the objectives and describe the extent to which services are expected to be sustained.*

For the Friday Night Live and Club Live programs, we have identified key staff who will be responsible for implementing prevention strategies and anticipate that they will be successful at meeting our goals. We are optimistic that our prevention activities will be sustained. It has been our experience that Club Live and Friday Night Live activities can be sustaining by combining school and community efforts with SBCBH staff.

The Guiding Good Choices program requires staff support to be able to maintain the trainings, which will require ongoing funds. We have identified staff to conduct the trainings and a location in downtown. We look forward to expanding this program.

For the Grants to Reduce Alcohol Abuse activities, we will hire four substance abuse counselors to work with the Substance Abuse Program Manager and the San Benito COE. These prevention activities to reduce alcohol abuse among high school students have excellent opportunities for sustainability. We plan to focus on changing the perceptions of community members regarding underage drinking and enlist many other community supports to develop a systematic implementation plan.

We are optimistic that our prevention activities will be sustained. All of these activities were selected in conjunction with our stakeholders. Evaluation activities will be reported to our stakeholders on a regular basis. We hope that when the stakeholders see positive results, it will motivate support for sustaining these prevention activities.

- *What are the specific tasks and activities to be accomplished in order to achieve the goals and objectives? The time frame for completing specific activities should be identified as well as the person or organization responsible. Please see Part III of the document for sample work plans.*

The time frames for each objective are noted above. Please also refer to the following Implementation Plan.

Implementation Plan

<p><u>Problem Statements:</u></p> <ol style="list-style-type: none"> 1. Youth are drinking and using drugs. 2. Parents do not have the skills to help their children make good choices regarding substance use and gang involvement. 3. Alcohol use among high school students continues to increase in prevalence in our county. 	
<p><u>Corresponding Goal:</u></p> <p>Prevent and reduce alcohol and substance use in youth in San Benito County.</p>	
<p><u>Corresponding Objectives:</u></p> <ol style="list-style-type: none"> 1. Our highest priority is to enhance existing activities at schools regarding Club Live and Friday Night Live programs. These are universal prevention programs which have been found to be effective in reducing substance use in school age youth and providing alternative behaviors during key risk hours (e.g., Friday and Saturday evenings). 2. Our second priority is to implement an evidence-based practice “Guiding Good Choices”. This is a selective prevention activity which offers a five-week training course to parents. Parents receive training in teaching their children how to make healthy choices. This program has been found to be effective in helping children make good choices regarding both substance use and gang involvement. Parents of foster children and parents who are currently involved in receiving substance abuse services will be encouraged to participate in this program. 3. Our third priority is to focus on prevention activities to reduce alcohol use among high school students. We plan to implement a broad range of activities in the local high schools and community to reduce alcohol use among youth and create a cultural shift regarding underage drinking. 	
<p>Strategy(ies)</p>	<ul style="list-style-type: none"> • Collaborate with Friday Night Live and Club Live to enhance existing activities • Train parents to help their children make better choices (staying drug free and out of gangs) • Promote a cultural shift in public acceptance of alcohol use by adolescents
<p>Action Steps</p>	<ul style="list-style-type: none"> • Assign staff to work with FNL and CL to implement our Strategic Plan • Offer Guiding Good Choices classes each month to parents • Implement our strategic plan to reduce alcohol use among high school youth
<p><u>Indicator and Target Levels</u></p> <ul style="list-style-type: none"> • Youth will attend FNL and CL activities which promote alternative behaviors and engage youth during high risk hours (weekends and evenings) • Parents will attend the Guiding Good Choices classes and learn how to teach their children to make healthy choices regarding use of substances and gang involvement • Youth will report that their perception of alcohol use is harmful and unacceptable • Community members will collaborate to reduce alcohol use among youth 	

- *What measurements will be taken during implementation?*

Youth surveys will be used to measure the success of our Club Live and Friday Night Live programs. In addition, we will evaluate the number of youth who attend activities and determine which are well attended. We will routinely obtain input from the youth for ideas for activities and engage them in the planning and implementation of these activities.

The Guiding Good Choices Program has a pre- and post training survey instrument to help measure the effectiveness of the training program and the participants' perception of substance use. We plan to administer this instrument at the beginning and end of each five-week training session.

We also plan to utilize a survey of key stakeholders to determine the effectiveness of our prevention program to reduce alcohol use among the high school students. School officials and youth will be asked to complete a brief survey at the beginning and end of the school year.

VI. SPF Step 5 - Evaluation

- *What is the overall evaluation design and methodology?*

Our overall evaluation design and methodology will include surveys for youth and key stakeholders throughout the year. Friday Night Live and Club Live programs will be evaluated through the use of surveys. We will survey youth at least three times during the school year to obtain input into the effectiveness of the program. Youth will also be asked to suggest strategies for improving the program and attendance at activities. In addition, we will evaluate the number of youth who attend activities and determine which are well attended. We will routinely obtain input from the youth for ideas for activities and engage them in the planning and implementation of these activities.

Participants in the Guiding Good Choices program will be asked to complete pre- and post-treatment substance abuse perception surveys. These surveys are a component of the program and are included in the package of services. These surveys are designed to measure participants' beliefs regarding the effects of using different substances and the impact of certain environmental factors on usage. Pre- and post-treatment surveys will be compared to assess the effectiveness of the Guiding Good Choices program.

We also plan to utilize a survey of key stakeholders to determine the effectiveness of our prevention program to reduce alcohol use among the high school students. School officials and youth will be asked to complete a brief survey at the beginning and end of the school year.

- *What measurable change in the proposed problem/need will result by using the proposed program(s) or strategies? What are the short-term, intermediate, and long-term objectives, measures, and indicators?*

The objectives for Friday Night Live and Club Live include:

- a) Increase the number of Friday Night Live and Club Live activities offered (measured on a semi-annual basis),
- b) Increase the number of youth who participate in Friday Night Live and Club Live events and activities (measured on a semi-annual basis), and
- c) Increase the number of youth who are involved in planning activities for Friday Night Live and Club Live.

The objectives for Guiding Good Choices include:

- a) Train staff in the Guiding Good Choices curriculum and identify the schedule of training for the first 3 months,
- b) Inform stakeholder of the availability of the Guiding Good Choices program by distributing informational materials (in English and Spanish) on training goals, target population, dates and times of first three months of training to partner agencies (Child Welfare Services, Probation, Education, CalWORKs, Mental Health, and Substance Abuse),
- c) Deliver Guiding Good Choice curriculum to at least ten (10) families in each of the first 3 months of implementation,
- d) Parents will exhibit the skills learned throughout the Guiding Good Choices program at the end of the 5 week training period, and
- e) Continue offering the Guiding Good Choices program each month throughout the year.

The objectives for reducing alcohol use in high school students will include:

- a) Promote a cultural shift in understanding and acceptance of alcohol use by youth so that public acceptance of underage drinking is reduced,
- b) Encourage and establish collaboration among systems,
- c) Reduce availability of alcohol to underage youth,
- d) Increase perception among youth that alcohol use is harmful and unacceptable, and
- e) Identify and promote evidence-based practices in addressing alcohol use among youth.

- *Describe how the chosen objectives are measurable and realistic within the proposed time frame given the project resources.*

The Friday Night Live and Club Live objectives are measurable because they collect data on the number of youth who are involved in the Friday Night Live and Club Live activities. These objectives are realistic because these programs are already in existence and our objectives are to expand and strengthen these programs to improve the outreach and informational activities.

The Guiding Good Choices program is a new program in San Benito County, but the curriculum and materials have already been developed and are considered a best practice program. The training materials, parent workbooks, and evaluation components are all part of the purchase package. As a result, we are confident that we will be successful at implementing this excellent program.

The Grants to Reduce Alcohol Abuse utilizes evidence based/ model programs that have been proven to work for rural, diverse communities. Through our strong partnership with the schools, we are confident that the prevention activities will be successful.

- *What are the data collection procedures and timeline?*

For Friday Night Live and Club Live, we will implemented a sign-in sheet for all activities to be able to collect consistent attendance data across time. This will be implemented September 1, 2007.

Data for the Guiding Good Choices program will utilize the materials developed for the program and will be implemented in September 2007.

Data on reducing alcohol abuse among high school students will be collected through a series of surveys administered in the high school regarding student's drinking behavior and frequency of alcohol use. This will provide data on patterns of alcohol usage.

- *Who will be responsible and/or involved with the evaluation process? Will the county be working with an evaluator?*

Nancy Callahan, Ph.D., of IDEA Consulting has provided ongoing evaluation activities for San Benito County over the past 18 years. This consulting group will be responsible for the evaluation of these prevention activities.

- *How will the evaluation data and findings feedback into the planning, resource application, continuous improvement and implementation processes?*

Evaluation data will be analyzed on a semi-annual basis and shared with management staff to provide feedback on the effectiveness of the programs. The management team will utilize the information to plan and allocate resources and improve services across time. The data will be utilized to understand trends and help provide input into the effectiveness of activities and highlight areas needing improvement.

- *How will the evaluation information be disseminated to key stakeholders?*

Evaluation data on all three objectives will be shared with stakeholders through the Substance Abuse Advisory Board Meetings. In addition, Alcohol and Drug staff will receive summary data on a semi-annual basis.

- *Include an evaluation plan—see Part III of the document for a sample plan.*

Please see the next page for the Evaluation Plan.

Outcome-Based Evaluation Plan

Outcomes (Degree of Change— Short-Term, Intermediate, and Long- Term)	Indicators (Performance Measures) How will you track change?	Method of Data Collection (Interviews, surveys, observations, record comparisons)	Tools (CHKS, etc.)	Who Collects Data Staff name, peer leader, outside expert)	Timeframe (E.g. Before and after program)
Increase the number of Friday Night Live and Club Live activities offered	Keep a log of activities	Activity log	Activity Log	Staff, peer leaders	At each activity
Increase the number of youth who participate in Friday Night Live and Club Live events and activities	Participant Sign-In Sheet	Participant Sign-In Sheet	Participant Sign-In Sheet	Staff, peer leaders	At each activities
Increase the number of youth who do not use alcohol or substances	Survey of youth who participate in FNL and CL activities	Survey	Survey	Staff, peer leaders	Semi-annual
Increase in parent’s skills in teaching their children how to make healthy choices	Pre and Post surveys of skills	Survey	Guiding Good Choices Survey	Staff	Beginning and end of five week training session
Reduction in alcohol use among high school students	Key indicator survey of high school students	Survey	Survey	Staff, peer leaders	Semi-annual