

**Logic Model Worksheet**  
**Santa Barbara County Alcohol & Drug Programs**

<b>Priority Area #1:</b>		<b>Reduction of Binge Drinking</b>					
<b>Goal A: Reduce binge drinking associated with pre-event drinking.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
<b>What/when/ where/how much?</b>	<b>Who, How or Where?</b>	<b>What we are trying to address</b>	<b>We could do the following Activities/efforts</b>	<b>We will know these changes have occurred if:</b>	<b>We will know these changes have occurred if:</b>	<b>We will know we are reaching our goals if:</b>	
Pre-event binge drinking contributes to high risk drinking, which results in threats to individual health and safety, as well as community impacts, such as DUI, sexual assault, violence, accidental injuries and death.	1. There is a common perception that being drunk is cool and the norm at social events.	1. Decrease perception that being drunk is a. cool and b. the norm for parties	1. Provide online social host training to youth and young adults that includes legal health and safety consequences of binge drinking.	1. Youth and young adults will have increased knowledge about legal health and safety consequences of binge drinking.	1. Decrease in binge drinking through pre-event partying as evidenced by increases in dorm violations and pre-event party busts on campus.	1. Decrease in DUI and alcohol-related sexual assault, violence, accidental injuries and death	Refer to Evaluation Table
	2. Youth are not aware of more healthy ways to party independent of alcohol.	2. Increase the practice of more healthy ways to party independent of alcohol.	2. Provide online social host training (ACT-CA) & other web-based AOD interventions to youth and young adults that includes healthy ways to socialize and have fun.	2. Youth and young adults will have increased knowledge about healthy ways to socialize and have fun.	2. Alternative ways to socialize without alcohol and responsible party hosting will be practiced.	2. Increase in healthy and safe social events, alcohol free or responsibly consumed.	
	3. Students at-risk for AOD abuse in particular do not have effective strategies to party independent of alcohol	3. Intervene with students at-risk for AOD abuse to help them party independent of alcohol and avoid AOD abuse	3. Increase the number of personalized feedback prevention education & counseling to students identified as at risk for AOD abuse.	3. Increased assessments and referrals to AOD services by clinicians @ health and student service sites on UCSB campus.	3. Increased receipt of Screening & Brief Intervention & other AOD services by students.	3. Youth & young adults will have increased knowledge re: the legal health & safety consequences of high risk drinking.	

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<b>Priority Area #1:</b>		<b>The Reduction of Binge Drinking</b>					
<b>Goal B: Reduce binge drinking associated with competitive drinking games.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
Competitive & extreme drinking contributes to high risk drinking, which results in threats to individual health and safety, as well as community impacts, such as DUI, sexual assault, violence, accidental injuries and death.	1. Advertisements promoting competitive drinking are common at retail establishments	1. Decrease the accessibility and advertisement of alcohol at retail establishments and other public places.	1. Merchant education and media advocacy on advertising content, target market, and placement.	1. Improved merchant awareness of alcohol product placement promotions and price.	1. Less advertisements posted targeted to young adults.	1. Decrease in DUI public intoxication, sexual assaults, violence, accidental injuries on and around college campuses and/or other locations where competitive drinking occurs.	Refer to Evaluation Table
	2. There is a common perception that competitive drinking games are cool, fun and the norm at parties and special events.	2. Decrease norm of competitive drinking and increase desirability of other competitions that are healthy and safe.	2. Social marketing to shift perception that extreme drinking games are not cool.	2. Target population is exposed to social marketing messages.	2. Surveys reveal change in perception: Increased awareness of harms and consequences of competitive drinking.	2a. Decrease in underage & young adult competitive & binge drinking.  2b. Decrease in DUI public intoxication, sexual assaults, violence, accidental injuries on and around college campuses and/or other locations where competitive drinking occurs.	
	3. Happy hour and cheap drinks at bars encourage binge drinking and drinking games.	3. Decrease community norms that promote binge drinking by advocating for more socially responsible bar policies and practices.	3. Responsible Beverage Service training.	3. Restaurant and bar servers receive Responsible Beverage Service training.	3. Restaurant and bar servers' practice of socially responsible bar policies and practices increases.	3. Fewer sales of the types and volumes of alcohol used for competitive drinking.	

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<b>Priority Area #1:</b>		<b>The Reduction of Binge Drinking</b>					
<b>Goal C: Reduce binge drinking at private settings</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
1. Binge drinking at private settings (homes, apartments, dorms) results in threats to individual health and safety, as well as community impacts, such as DUIs, sexual assault, violence accidental injuries and death.	1. Adults responsible for residential settings (dorms, homes, rental properties, hotels/ motels) are either unaware, tolerant or unable to prevent binge drinking at their properties.	1. Increase adult accountability and awareness for underage drinking and harms of bingeing at residential settings via increased enforcement of laws, policies and ordinances governing alcohol consumption at private residential settings.	1a. Work w/property managers to reduce alcohol and other drug problems through site management, lease policies, and new tenant orientations. 1b. Work w/ law enforcement to notify property managers of AOD violations and negative incidents at their rental properties. 1c. Distribute Property Manager Tool Kit.  1d. Establish and promote enforcement of new policies (e.g. university policies) and ordinances (e.g. social host liability ordinance) with consequences for students & other adults (managers, young adult tenants, parents, dorm & hotel managers, limo drivers) who commit AOD related violations.  1e. Provide Social Host Ordinance Training	1a. Increase Property Manager established rules and regulations and policy changes affecting drinking on private settings (AOD language in lease present and enforced). 1a. Increase attention to AOD policies in Property Manager new tenant orientations 1b. Increase property manager notifications of AOD violations and negative incidents at their rental properties (percentage of total violations reported increases). 1b. Increase property manager participation in property manager notification program. 1c. Property managers receive toolkits. 1d. Increased number of social host ordinances presented to cities, county and the University.  1e. Social Host Ordinance Training is provided	1a. Property managers enforce lease policies. 1a. Increased number of property manager with moderate to high level of AOD terms and conditions in leases. 1a-e. Number of violations is reduced (underage drinking and binge drinking). 1c. Property managers utilize toolkits. 1d. Increased number of social host ordinances adopted by cities, county & the University. Responsibility is shared between different agencies or University depts. (e.g. Res Life & Judicial Affairs) for enforcement of policies.  1e. Social hosts have increased knowledge of laws, policies, and ordinances governing alcohol consumption	1d-e. Social host ordinances are enforced and sanctions applied to violators. 1a-e. Decrease in alcohol related problems on or around residential settings.  1d. Decrease # of students or young adult tenants who violate AOD policies/ordina nces.	Refer to Evaluation Table

<b>Priority Area #1:</b>		<b>The Reduction of Binge Drinking</b>					
<b>Goal C: Reduce binge drinking at private settings</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
2. Keg parties contribute to binge drinking due to access to large quantities of inexpensive alcohol	2. Keg ordinances are not established or are not enforced.	2. Decrease availability of large quantities of alcohol at private residential settings via kegs.	2. Establish, advertise, and enforce keg ordinances.	2a. Increase number of keg registrations. 2b. Increase number of keg registration violation citations.	2. Decrease number of keg violations.	2a. Decrease number of keg parties. 2b. Decrease in alcohol related problems on or around residential settings.	
3. Easy access to alcohol from <u>retail alcohol outlets</u> contributes to health and safety issues such as violence, DUI, and juvenile delinquency.	3. Some communities within Santa Barbara County have higher concentration rates of outlets, contributing to easy access and availability	3. Reduce the retail availability of alcohol in communities with higher concentrations of retail establishments.	3. Change and/or implement local policies, such as limiting new retail licenses and advocating for conditional use permits and/or deemed approved ordinances.	3. Increased awareness by city and county departments on tools available for reducing alcohol related problems at retail establishments.	3 Adoption of new local policies that regulate availability of alcohol.	3. Increased number and enforcement of local policies that regulate the availability of alcohol.	Refer to Evaluation Table

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<b>Priority Area #2:</b>		<b>The Reduction of Underage Drinking - Environmental</b>					
<b>Goal A: Reduce alcohol related problems associated with underage youth access to alcohol in the home.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
1. Underage youth are obtaining alcohol from <u>home</u> , including at supervised and unsupervised parties, contributing to underage drinking.	<p>1. Some parents and other adults are providing alcohol to minors for consumption in the home; underage drinking is considered normal in the dominant culture and parents may see drinking at home as a safer alternative.</p> <p>1. Some youth or adults are hosting parties in their homes in which underage youth are allowed to drink.</p>	1. Reduce the number of parents and/or other caregivers providing alcohol to youth in the home.	<p>1. Develop and implement “parent pledges” asking parents to not provide alcohol to minors in their home.</p> <p>1. Conduct outreach education and media campaign to discourage adult tolerance of underage drinking.</p> <p>1. Establish social host liability ordinances.</p> <p>1. Media messaging and publicity of Social Host Ordinances</p>	<p>1. Increased dialogue on the issue of underage drinking and social host ordinances.</p> <p>1. Parents participate in the parent pledge campaign.</p> <p>1. The presentation of social host liability ordinances to city councils and county of Santa Barbara BOS</p>	<p>1. Schools and other youth organizations engage in conducting parent pledge campaigns.</p> <p>1. Parents report lower tolerance of underage drinking on surveys of media recall and recognition</p> <p>1. The adoption of social host liability ordinances by city councils and county of Santa Barbara BOS</p>	<p>1. Decrease in youth access to alcohol in home environments.</p> <p>1. Decrease in youth alcohol consumption.</p> <p>1. Decrease in youth alcohol related problems.</p> <p>1. Decreased rates of “minor in possession” and other youth and alcohol related citations.</p> <p>1. Enforcement and sanctions of mandatory social host training</p>	Refer to Evaluation Table

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<b>Priority Area #2: The Reduction of Underage Drinking - Environmental</b>							
<b>Goal B: Reduce alcohol related problems associated with underage youth access to alcohol at schools.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
What/when/where/how much?	Who, How or Where?	What we are trying to address	We could do the following Activities/efforts	We will know these changes have occurred if:	We will know these changes have occurred if:	We will know we are reaching our goals if:	
1. Underage youth are consuming alcohol at <u>schools</u> , contributing to underage drinking and associated problems.	1. Some youth are obtaining alcohol and consuming it at school or on school grounds. Alcohol can be easily smuggled onto school grounds in soda or water bottles, kept in back packs or lockers.	1. Reduce the number of youth who bring alcohol onto school grounds.	1. Train school staff on the signs and symptoms of underage drinking as well as the environments and circumstances in which alcohol is being consumed on campus.  1b. Work with school officials to change policies and strengthen enforcement to reduce underage drinking on campus	1. School staff are aware of alcohol use on campus	1. School staff change policies, increase enforcement or implement new policies to address underage drinking on campus	1. School staff participate in proactive measures to enforce policies to reduce underage drinking 1. Decrease in the practice of students bringing alcohol onto school grounds. 1. Decrease in youth alcohol consumption. 1. Decrease in youth alcohol related problems.	Refer to Evaluation Table
	2. Some youth use alcohol as a means to cope with anxiety and other pressures at school.	2. Increase students' knowledge of risks & harms of alcohol  2. Increase knowledge & practice of healthy & safe anxiety reducing & stress relieving techniques.	2. Conduct outreach education & training comparing outcomes of drinking and other more healthy stress relieving techniques.	2. Outreach plan and/or curricula is developed and offered to school faculty or staff	2. Increase incorporation/ integration / delivery of AOD outreach education and training into school curricula.	2. Decrease in the practice of students bringing alcohol onto school grounds. 2. Decrease in youth alcohol consumption. 2. Decrease in youth alcohol related problems.	

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<b>Priority Area #2: The Reduction of Underage Drinking - Environmental</b>							
<b>Goal C: Reduce alcohol related problems associated with underage youth access to alcohol at retail establishments.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
<b>What/when/ where/how much?</b>	<b>Who, How or Where?</b>	<b>What we are trying to address</b>	<b>We could do the following Activities/efforts</b>	<b>We will know these changes have occurred if:</b>	<b>We will know these changes have occurred if:</b>	<b>We will know we are reaching our goals if:</b>	
Underage youth are obtaining alcohol <b>from retail alcohol outlets</b> , contributing to underage drinking and other health and safety issues such as violence, DUI, and juvenile delinquency.	1. Some stores sell to underage youth	1. Increase merchant compliance with regulations regarding retail alcohol licensing	1. Work with and encourage law enforcement to conduct decoy operations 1b. Merchant education 1c. Make retailers aware of the laws regarding selling and advertising to minors.	1. Decoy operations have been implemented 1b. Merchants are aware of sales to minors and violations 1c. Increase number of retailers in compliance with licensing regulations	1. Minors have decreased access to alcohol at retail establishments 1b. Decrease sales to minors 1c. Post merchant education assessment scores are higher than pre-education scores	1. Alcohol use rates among youth decrease 1b-c. Alcohol related problems among youth decrease	Refer to Evaluation Table
	2. Some adults purchase alcohol for youth at outlets	2. Reduce the number of adults providing alcohol to youth at retail alcohol outlets	2. Shoulder tap operations 2. Social marketing to adults to increase awareness and responsibility for not buying or selling alcohol for minors	2. Adults become aware of the consequences of underage drinking and for buying alcohol for youth  2. Shoulder tap operations have been implemented  2. Retailers are in compliance with licensing regulations	2. Decrease in number of adults who will purchase or provide alcohol for minors.	2. Less youth obtaining alcohol through known and unknown adults.	

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**Priority Area#2: The Reduction of Underage Drinking - Individual**

**Goal D: Reduce alcohol related problems associated with underage youth associated with use of alcohol by minors in public spaces.**

Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short Term Outcomes	Intermediate Outcomes	Long Tem Outcomes	Measurement Indicators
<p>Underage youth are consuming alcohol in <b>public spaces</b>, such as parks, beaches, and shopping malls, contributing to underage drinking and associated problems.</p>	<p>1. There is limited adult supervision and detection of alcohol use in public spaces.</p>	<p>1. Reduce underage drinking in public spaces.</p>	<p>1. Work with those responsible for managing the public space to develop policies and enforcement practices or activities that will reduce the likelihood of underage drinking.</p>	<p>1. Increased awareness of underage drinking in certain public spaces and support for action by those that manage the public space.</p>	<p>1. Establish and implement protocols or policies to reduce underage consumption of alcohol for the public space identified.</p> <p>1. Increase supervision and existing policy enforcement at public spaces.</p>	<p>1. Decrease in the number of youth who report alcohol consumption in public spaces.</p>	<p>Refer to Evaluation Table</p>

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<b>Priority Area #2:</b>		<b>The Reduction of Underage Drinking - Individual</b>					
<b>Goal E: Increase the capacity of youth to be resilient to alcohol consumption and to effectively address and prevent problems associated with underage drinking.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
Some underage youth have <b>fewer internal assets and external resources</b> and therefore are more vulnerable and at risk for alcohol & other drug use.	<p>1. Some parents are unable or unavailable to provide enough opportunities to foster healthy youth development.</p> <p>1. Some youth do not have access to recreational, athletic, or other youth development opportunities in their community.</p>	1. Increase opportunities in the community to promote positive youth development of core assets, competencies, and skills that will enable youth to become resilient to alcohol and drug use.	<p>1. Provide youth-based programs that will enable youth to meet their key developmental needs for competency, achievement, self-definition, creative expression, positive social interactions w/ peers &amp; adults, structure &amp; clear limits, and meaningful participation in creating healthy alcohol and drug free communities.</p> <p>1b Provide youth with caring adult role models &amp; mentors, safe places to learn &amp; grow during non-school hours, marketable skills and opportunities to “accomplish critical developmental tasks that foster cognitive, social, emotional, and moral competencies and build external resources and internal assets.</p>	<p>1. Increased youth participation in programs that increase their internal assets and external resources.</p> <p>Increased number of youth with caring adult role models &amp; mentors, safe places to learn &amp; grow during non-school hours, marketable skills and opportunities to “accomplish critical developmental tasks that foster cognitive, social, emotional, and moral competencies and build external resources and internal assets</p>	1. Increased number of youth with cognitive, social, emotional, and moral competencies and greater internal assets and external resources.	<p>1. Decrease in youth alcohol consumption.</p> <p>1. Decrease in youth alcohol related problems.</p>	Refer to Evaluation Table

Priority Area #2:		The Reduction of Underage Drinking - Individual					
Goal E: Increase the capacity of youth to be resilient to alcohol consumption and to effectively address and prevent problems associated with underage drinking.							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short Term Outcomes	Intermediate Outcomes	Long Tem Outcomes	Measurement Indicators
	2. Some youth use alcohol or other drugs as a means to entertain themselves, or take risks, or cope with depression, anxiety and/or other stresses.	2. Increase youth involvement and participation in creating healthy communities.	<p>2a. Programs should include leadership programs that engage young people’s talents, skills, and interests; and involve them in planning and decision making around alcohol and drug prevention.</p> <p>2b. Provide presentations that support youth participation in leadership programs that address AOD problems in their local community &amp; advocate for solutions such as enrolling in health education courses and AOD prevention activities.</p>	<p>2a. Increased participation in youth leadership programs that focus on community based prevention of alcohol and drug problems.</p> <p>2b. Increased number of students who enroll in health ed. and take part in AOD prevention activities.</p> <p>2c. Increased number of students who report access to health and mental health services.</p>	2. Young people actively involved leadership programs that prevent alcohol and drug problems in their local community and advocate for solutions (i.e., reduction in alcohol promotions and sales to minors by retailers, underage drinking at home parties and social host ordinances)	<p>2. Increase in youth leaders who actively make positive social changes in their local communities to reduce alcohol consumption and problems.</p> <p>2. Decrease in youth alcohol consumption.</p> <p>2. Decrease in youth alcohol related problems.</p>	

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<b>Priority Area #2:</b>		<b>The Reduction of Underage Drinking - Individual</b>					
<b>Goal F: Change the social norm of parents, youth and the broader community that tolerates underage drinking.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
Some community members, underage minors and their parents are <b><u>unaware of the harms and potential risks</u></b> regarding underage youth drinking.	1. Some members of the community believe that underage drinking is an acceptable part of our culture.	1. Increase the knowledge of community members as to the harms associated with underage drinking	1. Work with community members to educate them on the risks and harms associated with underage drinking, including providing brochures, community forums, educational presentations, radio, newspaper, and t.v. spots	1. The community, parents and underage youth become more informed about the harms and risks of underage drinking occurs through community forums  1. Written materials distributed that inform community of harms of underage drinking  1. Radio, newspaper, and t.v. spots implemented to inform community of harms of underage drinking	1. Changes start to occur in behaviors that contribute to underage drinking, such as parents talk with their children about alcohol, parents supervise parties and ensure alcohol is not used by youth at parties.	1. Decrease in youth alcohol consumption.  1. Decrease in youth alcohol related problems.	Refer to Evaluation Table

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<b>Priority Area #3:</b>		<b>The reduction of risks associated with marijuana use, including but not limited to use of higher risk drugs, decreased academic performance, and impaired health.</b>					
<b>Goal A: Increase youth and parents awareness of the risks and harms of marijuana use.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Examples of Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Tem Outcomes</b>	<b>Measurement Indicators</b>
Youth use of marijuana is contributing to risk for use of other drugs, impaired health and brain development and decreased academic performance.	1. Youth don't realize Marijuana is as potent as it is now.	1. Increase youth awareness of the potency, effects, harms and risks of marijuana.	1. Social Marketing Campaign to increase awareness about the marijuana facts.  1. Educational Outreach to parents and youth about the marijuana facts.  1. Media Campaign	1. Increase community presentations, forums, & speak outs about the potency, harms, risks, and consequences of marijuana use.	1. Increased knowledge and perceived harm and risks of marijuana use among youth and parents.	1. Decrease in marijuana use among youth.	Refer to Evaluation Table
	2. Marijuana is easily available.	2. Decrease availability of marijuana.	2. Identify and regulate problems associated with the growing and sales of medical marijuana.	2. Increase in data and information re: prescription & sales of medical marijuana, local production, and distribution.	2. Identification of problems associated with prescription, production and/or sales of medical marijuana.	2. Decrease in access to and use of medical marijuana by youth without a prescription.	
	3. Effects and consequences of Marijuana use are not easily traced back to its use.	3. Track, evaluate and report rate of risks and harms correlated with marijuana use.	3. CHKS data analysis and reporting of factors correlating with Marijuana use.  3. Treatment data analysis  3. Conduct youth treatment patient survey  3. Literature review	3. Increase in identification of the effects and consequences of marijuana use among local youth  3. Identification of risks and protective factors for marijuana use and treatment success	3. Identification of problems associated with marijuana use, risk and protective factors among youth to be used in developing prevention objectives, strategies and outcomes.	3. Develop prevention objectives, strategies, and outcomes based on data analysis	

<b>Priority Area #4:</b>		<b>Reduction of Methamphetamine Use and Related Problems</b>					
<b>Goal A: Increase awareness among community members about the prevalence of Methamphetamine problems and of the risks and harms associated.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Term Outcomes</b>	<b>Measurement Indicators</b>
Lack of community awareness about meth use, signs, & symptoms, resulting in increased levels of negative health consequences, crime, violence, neighborhood disruption, and impacts on County systems.	1. Lack of information disseminated about meth use and its harms.	1. Increase community awareness of the prevalence and impacts of meth use in Santa Barbara County	1. Work with media to: 1) conduct a public awareness campaign to prevent meth use & increase treatment referrals for service;  and 2) conduct media advocacy for policy and environmental changes that reduce access to methamphetamine.  1. Partner with local organizations & businesses and to disseminate information and advocate for changes in policy and practices.	1. Implementation of media campaigns, community forums,	1. Increased community awareness of the risks and impacts of meth use	1. Decreased meth use by youth  1. Decreased meth use by adults  1. Increased demand for meth treatment admissions	Refer to Evaluation Table
	2. Stigma around drug use inhibits communication	2. Increase communication on drug use	2. Community & Parent Education: Educate the community by: 1) promoting social norms that discourage meth use; 2) community forums on meth use, symptoms, and solutions; and 3) conducting English & Spanish outreach campaigns to parents on the effects, harms, signs of meth use and treatment resources.	2. Increased implementation of media coverage, community forums, and speak outs of the risks and impacts associated with meth use	2. Increased community awareness of the risks and impacts of meth use	2. Decreased meth use by youth 2. Decreased meth use by adults 2. Increased demand for meth treatment admissions	

<b>Priority Area #4:</b>		<b>Reduction of Methamphetamine Use and Related Problems</b>					
<b>Goal A: Increase awareness among community members about the prevalence of Methamphetamine problems and of the risks and harms associated.</b>							
<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Term Outcomes</b>	<b>Measurement Indicators</b>
Lack of community awareness about meth use, signs, & symptoms, resulting in increased levels of negative health consequences, crime, violence, neighborhood disruption, and impacts on County systems.	3. Lack of education for Spanish-speaking community	3. Increase community awareness of the prevalence and impacts of meth use in Spanish-speaking communities	3. Create and disseminate presentations designed to target Spanish-speaking community members	3. Implementation of presentations tailored to Spanish-speakers	3. Increased Spanish-speaker awareness of the risks and impacts of meth use	3. Decreased meth use by youth in Spanish-speaking households  3. Decreased meth use by adults in Spanish-speaking households  3. Increased demand for meth treatment admissions by Spanish-speaking community members	Refer to Evaluation Table

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**Priority Area #4:**      **Reduction of Methamphetamine Use and Related Problems**

**Goal B: Increase methamphetamine prevention knowledge and skills among professionals across a wide spectrum of disciplines, particularly teachers, law enforcement, treatment agencies, public health clinics, social service agencies**

Identified Problem	Contributing Factors	Objectives	Strategies	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Measurement Indicators
<p>Professionals have limited information about the meth epidemic, signs, symptoms, risks &amp; consequences of meth use.</p>	<p>1. Schools have limited access and exposure to evidence based meth prevention curriculum</p>	<p>1. Provide schools with training in identifying meth use and implementing evidence-based programs to prevent meth</p>	<p>1. Provide teacher training and support on evidence-based curriculum</p>	<p>1. Increased awareness among teachers and other professionals about the meth epidemic, signs, symptoms, risks &amp; consequences of meth use.</p>	<p>1. Increased student awareness of the risks and impacts of meth use.</p>	<p>1. Decreased meth use by youth 1. Increased identification of Meth users and referrals to treatment and other services. 1. Increased demand for meth treatment admissions</p>	<p>Refer to Evaluation Table</p>
	<p>2. Health and human services professionals have limited information about meth</p>	<p>2. Increase access and delivery of information about the meth epidemic, signs, symptoms, risks &amp; consequences of meth use for health and human service professionals.</p>	<p>2. Train professionals who are likely to come into contact with meth users and parents in the community to identify the signs &amp; symptoms so they will be able to intervene more effectively.  2b Distribute to public and private health and human service agencies relevant information about the Drug Endangered Children Program &amp; the services it offers.</p>	<p>2. Increased knowledge among health and human service about the Drug Endangered Children (DEC) Program &amp; the services it offers.</p>	<p>2. Increased capacity at public and private agencies to identify Meth users and provide referrals to services and to utilize DEC.</p>	<p>2. Increased identification of Meth users and referrals to treatment and other services. 2. Increased referrals for meth treatment admissions</p>	

<b>Priority Area #4:</b>	<b>Reduction of Methamphetamine Use and Related Problems</b>
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<b>Goal B: Increase methamphetamine prevention knowledge and skills among professionals across a wide spectrum of disciplines, particularly teachers, law enforcement, treatment agencies, public health clinics, social service agencies</b>
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<b>Identified Problem</b>	<b>Contributing Factors</b>	<b>Objectives</b>	<b>Strategies</b>	<b>Short Term Outcomes</b>	<b>Intermediate Outcomes</b>	<b>Long Term Outcomes</b>	<b>Measurement Indicators</b>
	3. Lack of coordination, communication, and education among agencies involved with Meth	3. Increase collaboration, coordination, and knowledge about the existing infrastructure, relationships, and respective policies among agencies addressing meth use (law enforcement, courts, treatment, legislature)	3. Establish Methamphetamine Leadership Council and Action Task Forces and a communication mechanism to the broader Meth Prevention Network.	3. Establishment of Meth Leadership Co Council & Task Forces & communication mechanism to the broader Meth Prevention Network (MPN) that is inclusive of a range of private & public agencies.	3. Development of MLC Strategic Plan and communication mechanism to private and public agencies in the MPN	3. Increased identification of Meth users and referrals to treatment and other services. 3. Increased communication and collaboration among private & public agencies represented in MPN	

1. Priority Area: **Reduction of Binge Drinking**

1.A. Goal: **Reduce binge drinking associated with pre-event drinking**

1.A.1 Objective: **Decrease perception that being drunk is cool and the norm for parties**

Strategy: **Provide online social host training to youth and young adults that includes legal health and safety consequences of binge drinking**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Youth and young adults will have increased knowledge about legal health and safety consequences of binge drinking	Decrease in binge drinking through pre-event partying as evidenced by increases in dorm violations and pre-event party busts on campus	Decrease in DUI and alcohol-related sexual assault, violence, accidental injuries and death
<b>Measure</b>	a. CASE Follow-up questions b. Social Host Training: Number of certificates achieved/total that visited the training site	a. College Age Substance abuse Education (CASE) Follow-up questions b. Dorm Violations	a. Law Enforcement Data of Public intoxication and AOD arrests, DUI, sexual assault, violence, accidental injuries/death b. UCSB Student Health Services and Goleta Valley Hospital ER services for AOD related presentations
<b>CalOMS Source</b>	a. UCSB b. Hozho	a. UCSB CCSP b. UCSB	a. IV Foot Patrol b. UCSB ADP
<b>Key Contact</b>	a. Merith Cosden b. Onolee Zwicke	c. Merith Cosden d. TBD	a. Lt. Olmstead b. Ian Kaminsky
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.A. Goal: **Reduce binge drinking associated with pre-event drinking**

1.A.2 Objective: **Increase the practice of more healthy ways to party independent of alcohol.**

Strategy: **Provide online social host training (ACT-CA) & other web-based AOD interventions to youth and young adults that includes healthy ways to socialize and have fun.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Youth and young adults will have increased knowledge about healthy ways to socialize and have fun	Alternative ways to socialize without alcohol and responsible party hosting will be practiced.	Increase in healthy and safe social events, alcohol free or responsibly consumed.
<b>Measure</b>	<ul style="list-style-type: none"> <li>a. Social Host Training: Number of certificates achieved/total that visited the training site</li> <li>b. Number of alcohol free parties advertised on IV After Dark website</li> <li>c. Number of visits to website</li> </ul>	<ul style="list-style-type: none"> <li>a. Party Assessments with PDA &amp; post-property notification survey of tenants?</li> <li>b. Number of tickets to alcohol free parties purchased</li> </ul>	<ul style="list-style-type: none"> <li>a. Party Assessments with PDA &amp; post-property notification survey of tenants?</li> <li>b. UCSB off top 20 party school list</li> <li>c. Decrease in Property Manager Notifications</li> </ul>
<b>CalOMS Source</b>	<ul style="list-style-type: none"> <li>a. Hozho</li> <li>b. Office of Student Life</li> </ul>	<ul style="list-style-type: none"> <li>a. Hozho</li> <li>b. Office of Student Life</li> </ul>	<ul style="list-style-type: none"> <li>a. Hozho</li> <li>b. IV Foot Patrol</li> </ul>
<b>Key Contact</b>	<ul style="list-style-type: none"> <li>a. Onolee Zwicke</li> <li>b. TBD</li> </ul>	<ul style="list-style-type: none"> <li>a. Onolee Zwicke</li> <li>b. TBD</li> </ul>	<ul style="list-style-type: none"> <li>a. Onolee Zwicke</li> <li>b. Jennifer Kitzman</li> </ul>
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.A. Goal: **Reduce binge drinking associated with pre-event drinking**

1.A.3 Objective: **Intervene with students at-risk for AOD abuse to help them party independent of alcohol and avoid AOD abuse**

Strategy: **Increase the number of personalized feedback prevention education & counseling to students identified as at risk for AOD abuse.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased assessments and referrals to AOD services by clinicians @ health and student service sites on UCSB campus.	Increased receipt of Screening & Brief Intervention & other AOD services by students.	Youth & young adults will have increased knowledge re: the legal health & safety consequences of high risk drinking.
<b>Measure</b>	Number of assessments and referrals to AOD services by clinicians at health and student service sites on UCSB campus	Number of Screening & Brief Intervention & other AOD services by students	UCSB's SBIR & CASE data
<b>CalOMS Source</b>	UCSB ADP	UCSB ADP	UCSB GGSE & ADP
<b>Key Contact</b>	Ian Kaminsky	Ian Kaminsky	Merith Cosden & Ian Kaminsky
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.B. Goal: **Reduce binge drinking associated with competitive drinking games**

1.B.1 Objective: **Decrease the accessibility and advertisement of alcohol at retail establishments and other public places**

Strategy: **Merchant education and media advocacy on advertising content, target market, and placement.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Improved merchant awareness of alcohol product placement promotions and price.	Less advertisements posted targeted to young adults.	Decrease in DUI public intoxication, sexual assaults, violence, accidental injuries on and around college campuses and/or other locations where competitive drinking occurs.
<b>Measure</b>	Survey merchant awareness pre- and post-test assessment	Merchant compliance checks & observed ads	a. UCSB SBIR & CASE Environmental question response data (what items?) b. Law Enforcement Data of Public intoxication and AOD arrests, DUI, sexual assault, violence, accidental injuries/death
<b>CalOMS Source</b>	IV Teen Center	IV Teen Center	a. UCSB GGSE & ADP b. IV Foot Patrol
<b>Key Contact</b>	Leonore Reyes	Leonore Reyes	a. Merith Cosden & Ian Kaminsky b. Jennifer Kitzman
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.B. Goal: **Reduce binge drinking associated with competitive drinking games**

1.B.2 Objective: **Decrease norm of competitive drinking and increase desirability of other competitions that are healthy and safe.**

Strategy: **Social marketing to shift perception that extreme drinking games are not cool.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Target population is exposed to social marketing messages.	Surveys reveal change in perception: Increased awareness of harms and consequences of competitive drinking.	Decrease in underage & young adult competitive & binge drinking.  Decrease in DUI public intoxication, sexual assaults, violence, accidental injuries on and around college campuses and/or other locations where competitive drinking occurs.
<b>Measure</b>	Social marketing recall and recognition survey	a. Social marketing knowledge and behavior questions b. College AOD Survey c. Focus Groups with young adults & dorm managers (STAR group?)	a. UCSB SBIR & CASE Environmental question response data (what items?) b. UCSB Student Health Services and Goleta Valley Hospital ER services for AOD related presentations c. Law Enforcement Data of Public intoxication and AOD arrests, DUI, sexual assault, violence, accidental injuries/death
<b>CalOMS Source</b>	The Kearns Group	a. The Kearns Group b. UCB ISSC c. UCSB ADP	a. UCSB GGSE & UCSB ADP b. UCSB ADP c. IV Foot Patrol/UCB ISSC
<b>Key Contact</b>	Sheila Kearns	a. Sheila Kearns b. Fried Wittman c. Ian Kaminsky	a. Merith Cosden & Ian Kaminsky b. Ian Kaminsky c. Lt. Olmstead/Fried Wittman
<b>Baseline Date</b>			
<b>Reporting Schedule</b>	Later in 2008		

1. Priority Area: **Reduction of Binge Drinking**

1.B. Goal: **Reduce binge drinking associated with competitive drinking games**

1.B.3 Objective: **Decrease community norms that promote binge drinking by advocating for more socially responsible bar policies and practices**

Strategy Elements	Strategy Description	Short-Term	Intermediate	Long-Term
<b>Description</b>	Responsible Beverage Service Training	Restaurant and bar servers receive Responsible Beverage Service training	Restaurant and bar servers' practice of socially responsible bar policies and practices increases	Fewer sales of the types and volumes of alcohol used for competitive drinking
<b>Measure</b>		Number of trainings given  % of IV Bars and Restaurants who have received the training	Follow-up survey & observations of policies and practices	ABC Data compliance measures
<b>CalOMS Source</b>		Selected Contractor	Selected Contractor	a. Selected Contractor b. ABC
<b>Key Contact</b>		TBD	TBD	a. TBD b. Chris Albright
<b>Baseline Date</b>				
<b>Reporting Schedule</b>				

1. Priority Area: **Reduction of Binge Drinking**

1.C. Goal: **Reduce binge drinking at private settings**

1.C.1 Objective: **Increase adult accountability and awareness for underage drinking and harms of bingeing at residential settings via increased enforcement of laws, policies and ordinances governing alcohol consumption at private residential settings.**

Strategies:

**1a. Work w/property managers to reduce alcohol and other drug problems through site management, lease policies, and new tenant orientations.**

**1b. Work w/ law enforcement to notify property managers of AOD violations and negative incidents at their rental properties.**

**1c. Distribute Property Manager Tool Kit.**

**1d. Establish and enforce social host or other relevant ordinances with consequences for responsible adults (managers, young adult tenants, parents, dorm & hotel managers, limo drivers).**

**1e. Provide Social Host Ordinance Training**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	1a. Increase Property Manager established rules and regulations and policy changes affecting drinking on private settings (AOD language in lease present and enforced). 1a. Increase attention to AOD policies in Property Manager new tenant orientations 1b. Increase property manager notifications of AOD violations and negative incidents at their rental properties (percentage of total violations reported increases). 1b. Increase property manager participation in property manager notification program. 1c. Property managers receive toolkits. 1d. Increased number of social host ordinances presented to cities and county 1e. Social Host Ordinance Training is provided	1a. Property managers enforce lease policies. 1a. Increased number of property manager with moderate to high level of AOD terms and conditions in leases. 1a-e. Number of violations is reduced (underage drinking and binge drinking). 1c. Property managers utilize toolkits. 1d. Increased number of social host ordinances adopted by cities and county 1e. Social hosts have increased knowledge of laws, policies, and ordinances governing alcohol consumption	1d-e. Social host ordinances are enforced and sanctions applied to violators.  1a-e. Decrease in alcohol related problems on or around residential settings.
<b>Measure</b>	Property manager survey  % of property managers adopting the AOD lease language  % of property managers participating in IVFP property manager notification program  Results of post notification tenant survey  % of property managers participating in ACT  % renting to RHT certificate holders  Focus Groups with young adults & dorm managers  Social Host training pre and post data	Property manager survey  Lease and other AOD violations (i.e. IV Foot Patrol's property manager notification database).  Focus Groups with young adults & dorm managers	Law Enforcement AOD data re: residential settings, AOD citations & arrests.  UCSB's SBIR & CASE data  # dorm violations (CASE)
<b>CalOMS Source</b>	Hozho	Hozho	a. UCSB ADP b. UCSB ADP & UCSB GGSE
<b>Key Contact</b>	Onolee Zwicke	Onolee Zwicke	a. Ian Kaminsky

<b>Strategy Elements</b>	<b>Short-Term</b>	<b>Intermediate</b>	<b>Long-Term</b>
			b. Ian Kaminsky & Merith Cosden
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.C. Goal: **Reduce binge drinking at private settings**

1.C.2 Objective: **Decrease availability of large quantities of alcohol at private residential settings via kegs.**

Strategy: **Establish, advertise, and enforce keg ordinances & other ordinances and policies that affect availability of alcohol at private settings**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increase number of keg registrations.  Increase number of keg registration violation citations.	Decrease number of keg violations	Decrease number of keg parties.  Decrease in alcohol related problems on or around residential settings.
<b>Measure</b>	Keg Registration violations	Keg Registration violations	a. # violations at campus dorms b. # property manager notifications a. # Social Host Ordinance violations d. Law Enforcement AOD data re: residential settings, AOD citations & arrests. c. & d. UCSB's SBIR & CASE data
<b>CalOMS Source</b>	IV Foot Patrol	IV Foot Patrol	a-b. IV Foot Patrol c. UCSB ADP d. UCSB GGSE
<b>Key Contact</b>	Lt. Olmstead	Lt. Olmstead	a. Lt. Olmstead b. Jennifer Kitzman c. Ian Kaminsky d. Merith Cosden
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

1. Priority Area: **Reduction of Binge Drinking**

1.C. Goal: **Reduce binge drinking at private settings**

1.C.3 Objective: **Reduce the retail availability of alcohol in communities with higher concentrations of retail establishments.**

Strategy: **Change and/or implement local policies, such as limiting new retail licenses and advocating for conditional use permits and/or deemed approved ordinances.**

<b>Strategy Elements</b>	<b>Short-Term</b>	<b>Intermediate</b>	<b>Long-Term</b>
<b>Description</b>	Increased awareness by city and county departments on tools available for reducing alcohol related problems at retail establishments.	Adoption of new local policies that regulate availability of alcohol.	Increased number and enforcement of local policies that regulate the availability of alcohol.
<b>Measure</b>	Number of presentations or materials provided to city and county departments	New local policies adopted	Enforcement of local policies that regulate the availability of alcohol
<b>CalOMS Source</b>	Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria) People Helping People (Santa Ynez) and other city agencies?	Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria) People Helping People (Santa Ynez) and other city agencies?	ABC Data
<b>Key Contact</b>	Roberta Payan Patricia Solorio Gabriela ? Dean Palius	Roberta Payan Patricia Solorio Gabriela ? Dean Palius	ABC Contact
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Environmental**

2.A. Goal: **Reduce alcohol related problems associated with underage youth access to alcohol in the home.**

2.A.1 Objective: **Reduce the number of parents and/or other caregivers providing alcohol to youth in the home.**

Strategy: **Develop and implement “parent pledges” asking parents to not provide alcohol to minors in their home.**

**Conduct outreach education and media campaign to discourage adult tolerance of underage drinking.**

**Establish social host liability ordinances.**

**Media messaging and publicity of Social Host Ordinances**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	<p>Increased dialogue on the issue of underage drinking and social host ordinances.</p> <p>Parents participate in the parent pledge campaign.</p> <p>The presentation of social host liability ordinances to city councils and county of Santa Barbara BOS</p>	<p>Schools and other youth organizations engage in conducting parent pledge campaigns.</p> <p>Parents report lower tolerance of underage drinking on surveys of media recall and recognition</p> <p>The adoption of social host liability ordinances by city councils and county of Santa Barbara BOS</p>	<p>Decrease in youth access to alcohol in home environments.</p> <p>Decrease in youth alcohol consumption.</p> <p>Decrease in youth alcohol related problems.</p> <p>Decreased rates of “minor in possession” and other youth and alcohol related citations.</p> <p>Enforcement and sanctions of mandatory social host training</p>
<b>Measure</b>	<p>Number of participants at community forums, number of youth speak outs, and number of media messages and estimated exposure</p> <p>Number of city councils and BOS who have heard and considered the ordinance</p> <p>Number of Parent Pledges</p>	<p>Focus groups with youth and with parents.</p> <p>School involvement in parent pledge campaigns</p> <p>Number of city councils and BOS who have adopted the ordinance</p>	<p>a. CHKS binge drinking source of access ease of availability</p> <p>b. Local police and sheriff data on youth alcohol offenses (SHO violations, MIP and other youth &amp; alcohol citations)</p> <p>Enforcement of social host ordinance laws</p>
<b>CalOMS Source</b>	<p>Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria) People Helping People (Santa Ynez) and other city agencies?</p>	<p>Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria) People Helping People (Santa Ynez) and other city agencies?</p>	<p>a. UCSB Furlong b. Carpinteria City Police and other city police</p>
<b>Key Contact</b>	<p>Roberta Payan Patricia Solorio Gabriela ? Dean Palius</p>	<p>Roberta Payan Patricia Solorio Gabriela ? Dean Palius</p>	<p>a. Jill Sharkey b. Lt. Fotheringham and others TBD (not entered in CalOMS – need to)</p>
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Environmental**

2.B. Goal: **Reduce alcohol related problems associated with underage youth access to alcohol at schools.**

2.B.1 Objective: **Reduce the number of youth who bring alcohol onto school grounds.**

Strategy: **Train school staff on the signs and symptoms of underage drinking as well as the environments and circumstances in which alcohol is being consumed on campus.**

**Work with school officials to change policies and strengthen enforcement to reduce underage drinking on campus**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	School staff are aware of alcohol use on campus	School staff change policies, increase enforcement or implement new policies to address underage drinking on campus	School staff participate in proactive measures to enforce policies to reduce underage drinking  Decrease in the practice of students bringing alcohol onto school grounds.  Decrease in youth alcohol consumption.  Decrease in youth alcohol related problems.
<b>Measure</b>	Key Informant surveys with teachers and staff on campus  # of presentations of student survey results and other research findings to faculty & staff	Focus groups and/or surveys with youth and school staff.  # of documented policies and enforcement practices at high school campuses	a. CHKS <ul style="list-style-type: none"> <li>• 30 day use</li> <li>• binge drinking</li> <li>• source of access</li> <li>• use of alcohol on campus</li> </ul> b. School data (i.e., disciplinary data) on alcohol & drug problems among students c. Post survey of alcohol and drug use
<b>CalOMS Source</b>	CADA Friday night live	CADA Friday night live	a. UCSB Furlong b. SBSD c. CADA Friday night live
<b>Key Contact</b>	Jerry Lawrie	Jerry Lawrie	a. Jill Sharkey b. Davis Hayden (not in CalOMS) c. Jerry Lawrie
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Environmental**

2.B. Goal: **Reduce alcohol related problems associated with underage youth access to alcohol at schools.**

2.B.2 Objective: **Increase students' knowledge of risks & harms of alcohol and knowledge & practice of healthy & safe anxiety reducing & stress relieving techniques.**

Strategy: **Conduct outreach education & training comparing outcomes of drinking and other more healthy stress relieving techniques**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Outreach plan and/or curricula is developed and offered to school faculty or staff	Increase incorporation/ integration / delivery of AOD outreach education and training into school curricula.	Decrease in the practice of students bringing alcohol onto school grounds.  Decrease in youth alcohol consumption.  Decrease in youth alcohol related problems.
<b>Measure</b>	% school staff received outreach plan and/or curricula	Key Informant surveys with teachers and staff on campus  Focus groups with youth and school staff.	CHKS <ul style="list-style-type: none"> <li>• 30 day use</li> <li>• binge drinking</li> <li>• source of access</li> <li>• use of alcohol on campus</li> </ul> School data (i.e., disciplinary data) on alcohol & drug problems by students
<b>CalOMS Source</b>	CADA Friday night live?	CADA Friday night live?	UCSB Furlong
<b>Key Contact</b>	Jerry Lawrie?	Jerry Lawrie?	Jill Sharkey
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Environmental**

2.C. Goal: **Reduce alcohol related problems associated with underage youth access to alcohol at retail establishments.**

2.C.1 Objective: **Increase merchant compliance with regulations regarding retail alcohol licensing**

Strategy: **Work with and encourage law enforcement to conduct decoy operations, Merchant education, Make retailers aware of the laws regarding selling and advertising to minors**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Decoy operations have been implemented  Merchants are aware of sales to minors and violations  Increase number of retailers in compliance with licensing regulations	Minors have decreased access to alcohol at retail establishments  Decrease sales to minors  Post merchant education assessment scores are higher than pre-education scores	Alcohol use rates among youth decrease  Alcohol related problems among youth decrease
<b>Measure</b>	a. ABC compliance and violation data  b. Decoy data – sales to minors violations	ABC Outlet Information  Focus groups with youth  Merchant assessment scores	CHKS: 30-day use, binge drinking, source of access, ease of availability  Local police and sheriff data on youth alcohol offenses
<b>CalOMS Source</b>	a. ABC (not CalOMS) b. County ADP	a. ABC (not CalOMS) b. Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria)	a. UCSB Furlong b. UCB ISSC
<b>Key Contact</b>	a. Chris Albright (or web) b. Lisa Gilbert	a. Chris Albright b. Roberta Payan Patricia Solorio Gabriela ?	a. Jill Sharkey b. Fried Wittman
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Environmental**

2.C. Goal: **Reduce alcohol related problems associated with underage youth access to alcohol at retail establishments.**

2.C.2. Objective: **Reduce the number of adults providing alcohol to youth at retail alcohol outlets**

Strategy: **Shoulder tap operations, Social marketing to adults to increase awareness and responsibility for not buying or selling alcohol for minors**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	<p>Adults become aware of the consequences of underage drinking and for buying alcohol for youth</p> <p>Shoulder tap operations have been implemented</p> <p>Retailers are in compliance with licensing regulations</p>	<p>Decrease in number of adults who will purchase or provide alcohol for minors.</p>	<p>Less youth obtaining alcohol through known and unknown adults.</p>
<b>Measure</b>	<p>a. Recall and recognition evaluation of social marketing campaign</p> <p>b. ABC sales to minors violation data</p> <p>c. Focus groups with youth</p> <p>c. # shoulder tap operations conducted</p> <p>c. % retailers visited violated licensing regulations</p>	<p>Focus groups with youth</p> <p>Decrease in # shoulder tap buys during shoulder tap operations</p>	<p>a. CHKS</p> <ul style="list-style-type: none"> <li>• 30 day use</li> <li>• binge drinking</li> <li>• source of access</li> <li>• ease of availability</li> </ul> <p>b. ABC Sales to minor violations</p> <p>c. Local police and sheriff data on youth alcohol offenses</p> <p>d. Focus groups with youth</p>
<b>CalOMS Source</b>	<p>a. County ADP</p> <p>b. ABC (not CalOMS)</p> <p>c. Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>Santa Barbara City Parks and Recreation</p> <p>Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>a. UCSB Furlong</p> <p>b. ABC</p> <p>c. UCB ISSC</p> <p>d. Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria)</p>
<b>Key Contact</b>	<p>a. Lisa Gilbert</p> <p>b. Chris Albright</p> <p>c. Roberta Payan</p> <p>Patricia Solorio</p> <p>Gabriela ?</p>	<p>Roberta Payan</p> <p>Patricia Solorio</p> <p>Gabriela ?</p>	<p>a. Jill Sharkey</p> <p>b. Chris Albright</p> <p>c. Fried Wittman</p> <p>d. Roberta Payan</p> <p>Patricia Solorio</p> <p>Gabriela ?</p>
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Individual**

2.D. Goal **Reduce alcohol related problems associated with underage youth associated with use of alcohol by minors in public spaces.**

2.D.1. Objective: **Reduce underage drinking in public spaces.**

Strategy: **Work with those responsible for managing the public space to develop policies and enforcement practices or activities that will reduce the likelihood of underage drinking**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased awareness of underage drinking in certain public spaces and support for action by those that manage the public space.	Establish and implement protocols or policies to reduce underage consumption of alcohol for the public space identified.  Increase supervision and existing policy enforcement at public spaces.	Decrease in the number of youth who report alcohol consumption in public spaces.
<b>Measure</b>	Key Informant surveys with park, beach, mall and other staff who manage public spaces	Key Informant surveys with park, beach, mall and other staff who manage public spaces	a. CHKS: source of access b. Focus groups with youth b. Local police or sheriff data on youth alcohol offenses in public spaces
<b>CalOMS Source</b>	Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria)	Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria)	a. UCSB Furlong b. Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria)
<b>Key Contact</b>	Roberta Payan Patricia Solorio Gabriela ?	Roberta Payan Patricia Solorio Gabriela ?	a. Jill Sharkey b. Roberta Payan Patricia Solorio, Gabriela ?
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Individual**

2.E. Goal: **Increase the capacity of youth to be resilient to alcohol consumption and to effectively address and prevent problems associated with underage drinking.**

2.E.2. Objective: **Increase opportunities in the community to promote positive youth development of core assets, competencies, and skills that will enable youth to become resilient to alcohol and drug use**

Strategy: **Provide youth-based programs that will enable youth to meet their key developmental needs for competency, achievement, self-definition, creative expression, positive social interactions w/ peers & adults, structure & clear limits, and meaningful participation in creating healthy alcohol and drug free communities.**

**Provide youth with caring adult role models & mentors, safe places to learn & grow during non-school hours, marketable skills and opportunities to “accomplish critical developmental tasks that foster cognitive, social, emotional, and moral competencies and build external resources and internal assets.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased youth participation in programs that increase their internal assets and external resources. Increased number of youth with caring adult role models & mentors, safe places to learn & grow during non-school hours, marketable skills and opportunities to “accomplish critical developmental tasks that foster cognitive, social, emotional, and moral competencies and build external resources and internal assets	Increased number of youth with cognitive, social, emotional, and moral competencies and greater internal assets and external resources.	Decrease in youth alcohol consumption.  Decrease in youth alcohol related problems.
<b>Measure</b>	Focus groups and assets surveys with youth, parents, and service providers.	a. Focus groups and surveys with youth, parents, and service providers.  b. CHKS internal assets and external resources for self-reported drinkers vs. non-drinkers	CHKS 30 day use
<b>CalOMS Source</b>	Friday Night Live Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria)	a. Friday Night Live Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria & Carpinteria) b. UCSB Furlong	UCSB Furlong
<b>Key Contact</b>	Jerry Lawrie Roberta Payan Patricia Solorio Gabriela ?	a. Jerry Lawrie Roberta Payan Patricia Solorio Gabriela ? b. Jill Sharkey	Jill Sharkey
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Individual**

2.E. Goal: **Increase the capacity of youth to be resilient to alcohol consumption and to effectively address and prevent problems associated with underage drinking.**

2.E.3. Objective. **Increase youth involvement and participation in creating healthy communities**

Strategy: **Programs should include leadership programs that engage young people’s talents, skills, and interests; and involve them in planning and decision making around alcohol and drug prevention & provide presentations that support youth participation in leadership programs that address AOD problems in their local community & advocate for solutions such as enrolling in health education courses and AOD prevention activities.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	<p>a. Increased participation in youth leadership programs that focus on community based prevention of alcohol and drug problems.</p> <p>b. Increased number of students who enroll in health ed. and take part in AOD prevention activities.</p> <p>c. Increased number of students who report access to health and mental health services.</p>	<p>Young people actively involved in the leadership programs that prevent alcohol and drug problems in their local community and advocate for solutions (i.e., reduction in alcohol promotions and sales to minors by retailers, underage drinking at home parties and social host ordinances)</p>	<p>Increase in youth leaders who actively make positive social changes in their local communities to reduce alcohol consumption and problems.</p> <p>Decrease in youth alcohol consumption.</p> <p>Decrease in youth alcohol related problems.</p>
<b>Measure</b>	<p>Focus groups and surveys with youth, parents, and service providers.</p> <p># enrolled in youth development programs</p> <p># enrolled in health ed. And take part in AOD prevention</p> <p># student who report access to health and mental health services</p>	<p>Focus groups and surveys with youth, parents, and service providers.</p>	<p>a. CHKS-30 day use</p> <p>b. Focus groups and surveys with youth, parents, and service providers.</p>
<b>CalOMS Source</b>	<p>Friday Night Live Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>Friday Night Live Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>a. UCSB Furlong</p> <p>b. Friday Night Live Santa Barbara City Parks and Recreation Future Leaders of America (Santa Maria &amp; Carpinteria)</p>
<b>Key Contact</b>	<p>Jerry Lawrie Roberta Payan Patricia Solorio Gabriela ?</p>	<p>Jerry Lawrie Roberta Payan Patricia Solorio Gabriela ?</p>	<p>a. Jill Sharkey</p> <p>b. Jerry Lawrie Roberta Payan Patricia Solorio Gabriela ?</p>
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

2. Priority Area: **The Reduction of Underage Drinking - Individual**

2.F. Goal: **Change the social norm of parents, youth and the broader community that tolerates underage drinking.**

2.F.1. Objective: **Increase the knowledge of community members as to the harms associated with underage drinking.**

Strategy: **Work with community members to educate them on the risks and harms associated with underage drinking, including providing brochures, community forums, educational presentations, radio, newspaper, and t.v. spots**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	<p>The community, parents and underage youth become more informed about the harms and risks of underage drinking occurs through community forums</p> <p>Written materials distributed that inform community of harms of underage drinking</p> <p>Radio, newspaper, and t.v. spots implemented to inform community of harms of underage drinking</p>	<p>Changes start to occur in behaviors that contribute to underage drinking, such as parents talk with their children about alcohol, parents supervise parties and ensure alcohol is not used by youth at parties.</p>	<p>Decrease in youth alcohol consumption.</p> <p>Decrease in youth alcohol related problems.</p>
<b>Measure</b>	<p>a. Number of radio, newspaper and tv spots</p> <p>b. Number of presentations, community forums, and educational materials distributed</p> <p>b. Forum evaluations or post-tests</p>	<p>Focus groups with youth</p> <p>Focus groups with parents</p>	<p>CHKS</p> <p>30 day use</p> <p>binge drinking</p> <p>source of access</p>
<b>CalOMS Source</b>	<p>Friday Night Live</p> <p>a. County ADP</p> <p>b. Santa Barbara City Parks and Recreation</p> <p>Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>Friday Night Live</p> <p>Santa Barbara City Parks and Recreation</p> <p>Future Leaders of America (Santa Maria &amp; Carpinteria)</p>	<p>UCSB Furlong</p>
<b>Key Contact</b>	<p>a. Lisa Gilbert</p> <p>b. Jerry Lawrie, Roberta Payan, Patricia Solorio, Gabriela ?</p>	<p>Jerry Lawrie, Roberta Payan, Patricia Solorio, Gabriela ?</p>	<p>Jill Sharkey</p>
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

3. Priority Area: **The reduction of risks associated with marijuana use, including but not limited to use of higher risk drugs, decreased academic performance, and impaired health.**

3.A. Goal: **Increase youth and parents awareness of the risks and harms of marijuana use.**

3.A.1. Objective: **Increase youth and parent awareness of the potency, effects, harms and risks of marijuana.**

**Strategy:** Social Marketing Campaign to increase awareness about the marijuana facts., Educational Outreach to parents and youth about the marijuana facts, Media Campaign

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increase community presentations, forums, & speak outs about the potency, harms, risks, and consequences of marijuana use.	Increased knowledge and perceived harm and risks of marijuana use among youth and parents.	Decrease in marijuana use among youth.
<b>Measure</b>	Documentation of outreach efforts  Documentation of media campaign  # of community presentations, forums, & speak outs	a. Youth & parent surveys (evaluations and post-tests) and focus groups  b. CHKS Perceived harm of marijuana , ease of availability, use of marijuana, correlation w/other drug use, academic performance, internal assets, external resources	a. Decrease in youth treatment cases  b. CHKS marijuana use
<b>CalOMS Source</b>	Contractor TBD	a. Contractor TBD b. UCSB Furlong	c. County ADP d. UCSB Furlong
<b>Key Contact</b>		b. Jill Sharkey	a. April Howard b. Jill Sharkey
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

3. Priority Area: **The reduction of risks associated with marijuana use, including but not limited to use of higher risk drugs, decreased academic performance, and impaired health.**

3.A. Goal: **Increase youth and parents awareness of the risks and harms of marijuana use.**

3.A.2. Objective: **Decrease availability of marijuana.**

Strategy: **Identify and regulate problems associated with the growing and sales of medical marijuana.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increase in data and information re: prescription & sales of medical marijuana, local production, and distribution.	Identification of problems associated with prescription, production and/or sales of medical marijuana.	Decrease in access to and use of medical marijuana by youth without a prescription.
<b>Measure</b>	Medical marijuana sales info & undercover observations.  # grow permits  # of distributors  # of busts of illegal growing and distribution	a. Youth & parent surveys and focus groups  b. Medical marijuana sales info & undercover observations.	CHKS: Perceived harm of marijuana , ease of availability , use of marijuana, correlation w/other drug use, academic performance, internal assets, external resources  Decrease in youth treatment cases  Medical marijuana sales info & undercover observations.
<b>CalOMS Source</b>	County ADP	a. Jerry Lawrie b. County ADP	a. UCSB Furlong b. County ADP
<b>Key Contact</b>	Lisa Gilbert	a. CADA Friday Night Live b. Lisa Gilbert	a. Jill Sharkey b. Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

3. Priority Area: **The reduction of risks associated with marijuana use, including but not limited to use of higher risk drugs, decreased academic performance, and impaired health.**

3.A. Goal: **Increase youth and parents awareness of the risks and harms of marijuana use.**

3.A.3. Objective: **Track, evaluate and report rate of risks and harms correlated with marijuana use.**

**Strategy:** CHKS data analysis and reporting of factors correlating with Marijuana use, Treatment data analysis, Conduct youth treatment patient survey, Literature review

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increase in identification of the effects and consequences of marijuana use among local youth Identification of risks and protective factors for marijuana use and treatment success	Identification of problems associated with marijuana use, risk and protective factors among youth to be used in developing prevention objectives, strategies and outcomes.	Develop prevention objectives, strategies, and outcomes based on data analysis
<b>Measure</b>	CHKS-Perceived harm of marijuana, ease of availability, use of marijuana, correlation w/other drug use, academic performance, internal assets, external resources  Youth & parent surveys and focus groups	CHKS-Perceived harm of marijuana, ease of availability, use of marijuana, correlation w/other drug use, academic performance, internal assets, external resources Youth & parent surveys and focus groups	CHKS-Perceived harm of marijuana, ease of availability, use of marijuana, correlation w/other drug use, academic performance, internal assets, external resources Youth treatment case chart audit & implementation of survey Youth & parent surveys and focus groups
<b>CalOMS Source</b>	a. UCSB Furlong b. CADA – Friday Night Live	c. UCSB Furlong d. CADA – Friday Night Live	a. UCSB Furlong b. County ADP c. CADA – Friday Night Live
<b>Key Contact</b>	a. Jill Sharkey b. Jerry Lawrie	c. Jill Sharkey d. Jerry Lawrie	a. Jill Sharkey b. Lisa Gilbert c. Jerry Lawrie
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.A. Goal: **Increase awareness among community members about the prevalence of Methamphetamine problems and of the risks and harms associated.**

4.A.1. Objective: **Increase community awareness of the prevalence and impacts of meth use in Santa Barbara County**

Strategy: **Work with media to: 1) conduct a public awareness campaign to prevent meth use & increase treatment referrals for service; and 2) conduct media advocacy for policy and environmental changes that reduce access to methamphetamine.**

**Community & Parent Education: Educate the community by: 1) promoting social norms that discourage meth use; 2) community forums on meth use, symptoms, and solutions; and 3) conducting English & Spanish outreach campaigns to parents on the effects, harms, signs of meth use and treatment resources.**

**Partner with local organizations & businesses and to disseminate information and advocate for changes in policy and practices.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Implementation of media campaigns, community forums,	Increased community awareness of the risks and impacts of meth use	Decreased meth use by youth Decreased meth use by adults Increased demand for meth treatment admissions
<b>Measure</b>	Media Campaign Data  Recall and recognition surveys with community members	Focus Groups Track 211 Calls before, during, and after media campaign www.Dontw8.info and other relevant website hits Treatment referral calls on helpline	CHKS - Meth arrests Number of youth and adults seeking & mandated treatment for meth
<b>CalOMS Source</b>	The Kearns Group	County ADP	a. UCSB Furlong b. Santa Barbara County Sheriff c. County ADP
<b>Key Contact</b>	Sheila Kearns	Lisa Gilbert	a. Jill Sharkey b. TBD c. Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.A. Goal: **Increase awareness among community members about the prevalence of Methamphetamine problems and of the risks and harms associated.**

4.A.2. Objective: **Increase communication on drug use.**

Strategy: **Community & Parent Education: Educate the community by: 1) promoting social norms that discourage meth use; 2) community forums on meth use, symptoms, and solutions; and 3) conducting English & Spanish outreach campaigns to parents on the effects, harms, signs of meth use and treatment resources.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased implementation of media coverage, community forums, and speak outs of the risks and impacts associated with meth use	Increased community awareness of the risks and impacts of meth use	Decreased meth use by youth Decreased meth use by adults Increased demand for meth treatment admissions
<b>Measure</b>	Number of persons reached through implementation efforts	Focus Groups Knowledge and attitude surveys of community members Increased 211 calls	a. Youth meth use reported on CHKS b. Meth arrests b. Number of youth and adults seeking & mandated treatment for meth
<b>CalOMS Source</b>	County ADP	County ADP	a. UCSB Furlong b. County ADP
<b>Key Contact</b>	Lisa Gilbert	Lisa Gilbert	a. Jill Sharkey b. Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.A. Goal: **Increase awareness among community members about the prevalence of Methamphetamine problems and of the risks and harms associated.**

4.A.3. Objective: **Increase community awareness of the prevalence and impacts of meth use in Spanish-speaking communities of Santa Barbara**

Strategy: **Create and disseminate presentations designed to target Spanish-speaking community members**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Implementation of presentations tailored to Spanish-speakers	Increased Spanish-speaker awareness of the risks and impacts of meth use	Decreased meth use by youth in Spanish-speaking households  Decreased meth use by adults in Spanish-speaking households  Increased demand for meth treatment admissions by Spanish-speaking community members
<b>Measure</b>	Number of Spanish-speaking persons reached through implementation efforts	Focus Groups with Spanish-speaking community members  Knowledge and attitude surveys of Spanish-speaking community members	Meth arrests of Spanish-speaking community members  Number of Spanish-speaking youth and adults seeking & mandated treatment for meth  Youth meth use reported on CHKS by students who are Latino (and Spanish-speaking, if item is included in the future)
<b>CalOMS Source</b>	County ADP	County ADP	County ADP
<b>Key Contact</b>	Lisa Gilbert	Lisa Gilbert	Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.B. Goal: **Increase methamphetamine prevention knowledge and skills among professionals across a wide spectrum of disciplines, particularly teachers, law enforcement, treatment agencies, public health clinics, and social service agencies**

4.B.1. Objective: **Provide schools with training in identifying meth use and implementing evidence-based programs to prevent meth**

Strategy: **Provide teacher training and support on evidence-based curriculum**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased awareness among teachers and other professionals about the meth epidemic, signs, symptoms, risks & consequences of meth use.	Increased student awareness of the risks and impacts of meth use.	Decreased meth use by youth  Increased identification of Meth users and referrals to treatment and other services.  Increased demand for meth treatment admissions
<b>Measure</b>	Pre- post-training surveys of teachers and health and human service professionals  Attendance rosters for training and meetings  # of teachers and staff reached	Youth survey of awareness and impacts	CHKS Youth meth use  Meth arrests  Number of youth and adults seeking & mandated treatment for meth
<b>CalOMS Source</b>	County ADP	County ADP	a. UCSB Furlong b. County ADP
<b>Key Contact</b>	Lisa Gilbert	Lisa Gilbert	a. Jill Sharkey b. Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.B. Goal: **Increase methamphetamine prevention knowledge and skills among professionals across a wide spectrum of disciplines, particularly teachers, law enforcement, treatment agencies, public health clinics, and social service agencies**

4.B.2. Objective: **Increase access and delivery of information about the meth epidemic, signs, symptoms, risks & consequences of meth use for health and human service professionals.**

Strategy: **Train professionals who are likely to come into contact with meth users and parents in the community to identify the signs & symptoms so they will be able to intervene more effectively.**

**Distribute to public and private health and human service agencies relevant information about the Drug Endangered Children Program & the services it offers.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Increased knowledge among health and human service about the Drug Endangered Children (DEC) Program & the services it offers.	Increased capacity at public and private agencies to identify Meth users and provide referrals to services and to utilize DEC.	Increased identification of Meth users and referrals to treatment and other services.  Increased referrals for meth treatment admissions
<b>Measure</b>	Pre- post-training surveys of teachers and health and human service professionals  Attendance rosters for training and meetings	Surveys of health and human service professionals to identify Meth users the signs & symptoms so they will be able to intervene more effectively and provide referrals to services and to utilize DEC.	Number of youth and adults referred & mandated for meth treatment  Increased numbers of community members utilizing the DEC Program
<b>CalOMS Source</b>	County ADP	County ADP	County ADP
<b>Key Contact</b>	Lisa Gilbert	Lisa Gilbert	Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			

4. Priority Area: **Reduction of Methamphetamine Use and Related Problems**

4.B. Goal: **Increase methamphetamine prevention knowledge and skills among professionals across a wide spectrum of disciplines, particularly teachers, law enforcement, treatment agencies, public health clinics, and social service agencies**

4.B.3. Objective: **Increase collaboration, coordination, and knowledge about the existing infrastructure, relationships, and respective policies among agencies addressing meth use (law enforcement, courts, treatment, legislature)**

Strategy: **Establish Methamphetamine Leadership Council and Action Task Forces and a communication mechanism to the broader Meth Prevention Network.**

Strategy Elements	Short-Term	Intermediate	Long-Term
<b>Description</b>	Establishment of Meth Leadership Co Council & Task Forces & communication mechanism to the broader Meth Prevention Network (MPN) that is inclusive of a range of private & public agencies.	Development of MLC Strategic Plan and communication mechanism to private and public agencies in the MPN	Increased identification of Meth users and referrals to treatment and other services.  Increased communication and collaboration among private & public agencies represented in MPN
<b>Measure</b>	Documentation of communication to MPN.  Attendance rosters for training and meetings	Completion of strategic plan  MLC member evaluation survey and summary of satisfaction with the MPN, participation, satisfaction, contribution, etc.	Number of youth and adults referred & mandated to treatment for meth # of MPN members # participants in Meth Leadership Taskforces
<b>CalOMS Source</b>	County ADP	County ADP	County ADP
<b>Key Contact</b>	Lisa Gilbert	Lisa Gilbert	Lisa Gilbert
<b>Baseline Date</b>			
<b>Reporting Schedule</b>			