



**Siskiyou County Strategic Plan for
Alcohol and Other Drug Prevention**

Using the Strategic Prevention Framework

February 2008



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Introduction

Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds are awarded to counties by the California Department of Alcohol and Other Drug Programs (ADP). Twenty percent of the State's SAPT Block Grant funds are dedicated to primary prevention. Primary Prevention is defined as *a strategy, or set of strategies, employing principles that have produced evidence of effectiveness in preventing community-level alcohol, tobacco or other drug problems among those not in need of treatment.* The Department of Alcohol and Drug Services administers the SAPT funds for alcohol and other drug prevention services in Siskiyou County.

Under the directive of ADP, counties are required to use the Strategic Prevention Framework (SPF) for all SAPT funded primary prevention services. This planning process utilizes the following five steps:

Assessment: Identify areas of concern for community AOD problems, collect and analyze relevant data to define the local magnitude and locations of problems, identify target populations and environments, and assess resources. Rank AOD problems according to community need and health/safety criteria; share data and ranked concerns with stakeholders and community.

Capacity: Assess readiness, capacity and stakeholder/community resources to implement and sustain prevention initiatives. Engage and mobilize local resources (financial and organizations) to address assessed needs. Build capacity of coalition/stakeholder group to address needs. Build readiness, cultural competence and leadership among prevention partners.

Planning: Set priorities for action on AOD focus areas, Identify research based "best practice" strategies for use with target populations and/or high risk settings. Identify goals, objectives, and measurements (logic models, action plans, etc.).

Implementation: Carry out the plan(s) developed. As appropriate, issues RFP's/RFA's to carry out the work of the plan. Document the plan's process, activities and progress. Modify (and document) any changes to the plan.

Evaluation: Activate the evaluation plan. Collect, analyze and report evaluation data to determine processes and outcomes for programs, practices and strategies implemented. Review and share evaluation data with stakeholders/community. Use evaluation findings to refine and improve prevention services.

Siskiyou County Alcohol and Drug Services coordinated the SPF process. With the assistance of Danelle Campbell, a consultant with CPI/CARS, Siskiyou County AOD staff was facilitated through a two month process to create a comprehensive prevention plan for Alcohol and Other Drug Prevention Services

in Siskiyou County. The SPF planning process was initiated in December 2007 and finalized in February 2008. The SPF planning process consisted of the following:

Strategic Prevention Planning Framework Presentation: The Siskiyou County Alcohol and Other Drug Services staff provided an overview of the SPF process along with a question/answer session to agency staff and community members – referred to as the SPF Workgroup.

Development of SPF Workgroup: Stakeholders from critical sectors participated in the initial process. Additional representatives will be asked to participate in the ongoing SPF workgroup process on the Siskiyou County AOD Community Coalition. Sectors represented will include schools, youth, parents/families, seniors, medical/health, faith, civic organizations, merchant/business owners, government, media, law enforcement, human/social services, parks, and community based organizations.

Data Collection and Analysis: The SPF Workgroup conducted a brief review and analysis of quantitative and qualitative data. Representatives provided valuable data sets, expertise and experience. In addition, representatives developed a survey – distributed to community partners, stakeholders, and representatives from diverse sectors of the community. The survey provided additional feedback on primary substance issues, current prevention services provided, gaps in current services, potential strategies/programs/services desired, and relevant data to support the above.

Prioritize Focus Areas: As a result of the data review and analysis, the SPF Workgroup identified and prioritized the areas of focus for prevention services over the next two years.

Identification of Contributing Factors, Indicators, Goals and Effective Strategies: The SPF Workgroup developed the contributing factors, indicators, goals and effective strategies for addressing each of the identified focus areas. Research supported “best practices” were used to guide the development of the goals.

Development of Action Plan: Objectives, timelines and roles/responsibilities have been identified for all goals/priority areas.

Additional Community Input: The SPF plan will be shared with numerous other community members and groups providing the opportunity for additional future input and feedback.

Finalize Strategic Prevention Plan: Development of the final plan was achieved after review and feedback had been obtained. Siskiyou County AOD

Prevention Services will assume oversight and responsibility of the SPF plan implementation and evaluation.

Special acknowledgement and appreciation to the SPF Workgroup members. These individuals represented various critical community sectors, bringing their experiences, knowledge and history into the process. They volunteered to review data, review documents, assess community strengths and barriers, identify contributing factors/influences in the community - providing a voice for the unique needs of the community. Workgroup membership consisted of Rochelle Arfsten, Ben Grotting, John Villani, Kathy Casey, Karen Pautz, Jill Phillips-McLane, Roxanne Strangfeld, Pamela McCorkle, Lauri Hunner, Aimee Stott, and Suanne Thurman.

Siskiyou County Profile

Siskiyou County is located in inland northern California, adjacent to the Oregon border. Greater than 60% of the land within the County is currently managed by agencies of the Federal and State governments. These include: The U.S.D.A. Forest Service; Bureau of Land Management; U.S. Fish and Wildlife Service; and California Department of Fish and Game. These lands are maintained in various National Forests; Parks; Wilderness Areas; National Grasslands; National Wildlife Refuges; and State Wildlife Areas.

Next to the Appalachian region, Siskiyou County is one of the most ecologically diverse regions in the world. It sites the "meeting" of several western mountain ranges and the transitional mixing of various habitat types. Geographically, it has considerable vertical variance in elevation, hydrological and soil conditions. Portions of the County are heavily influenced by volcanic forces. Siskiyou County also has several areas that were unaffected by ancient glacial flooding. Siskiyou County is the fifth largest county by area and the population as of 1998 was 44,700 which is roughly a 10,000 population increase since 1970.

Yreka is the Siskiyou County seat which was created March 22, 1852, and named after the mountain range. The origin of the word Siskiyou is not known. One version is that it is the Chinook Indian word for "bob-tailed horse." Another version, given in an argument before the state Senate in 1852, is that the French name Six Cailloux, meaning "six-stone," was given to a ford on the Umpqua River by Michel La Frambeau and a party of Hudson's Bay company trappers in 1832, because six large stones or rocks lay in the river where they crossed. Still others attribute the name to a local tribe of Indians.

Siskiyou County was created on March 22, 1852 from parts of Shasta and Klamath Counties, and named after the Siskiyou mountain range. Parts of the county's territory were given to Modoc County in 1855.

The county is the site of the central section of the Siskiyou Trail, which ran between California's Central Valley and the Pacific Northwest. The Siskiyou Trail was based on Native American footpaths, was expanded by Hudson's Bay Company trappers in the 1830s, and was expanded still further by "Forty-Niners" during the California Gold Rush.

In 1851, after the discovery of an important gold strike near today's Yreka, California, thousands of prospectors flooded the area. This era and setting was described in detail in the semi-autobiographical novel, *Life Amongst the Modocs*, written by poet and novelist Joaquin Miller.

The construction of the Central Pacific railroad along the path of the Siskiyou Trail in the mid-1880s led to a first wave of tourism, as visitors came to "take the waters" at the county's many summer resorts, and to enjoy the hunting, fishing and other outdoor recreation activities. The Southern Pacific railroad (successor to the Central Pacific) promoted the scenic beauty of the area by calling its rail line through the area "The Road of A Thousand Wonders."

In the early 1940s, Siskiyou County was home to the semi-serious State of Jefferson movement, which sought to create a new state from several counties of northern California, and several counties of southern Oregon.



Mossbrae Falls, near Dunsmuir, California

Siskiyou County is geographically widely diverse. From towering Mount Shasta (elev. 14,179 ft/4,322 m) near the center of the county, to lakes and dense forests, as well as desert, chaparral, and memorable waterfalls, the county is home to world-famous trout-fishing rivers and streams, such as the Sacramento and McCloud Rivers. Mount Shasta itself has a winter sports center. Pastoral Scott Valley in the western part of the county has many wide, tree-lined meadows, supporting large cattle ranches. Much of the county is densely forested with pine, fir, incense-cedar, and oak; these natural resources are most often used these days for hiking, mountain biking, camping, and wilderness recreation, as historic logging practices have been largely discontinued. The county's water is viewed as sufficiently pure and abundant that the county is a source of significant amounts of bottled water, distributed throughout the country.

While it ranks fifth in area among California counties, with some 6,347 square miles (16,440 km²), it only ranked 44th in population among California's 58 counties; as of 2006 there are 45,091 residents in Siskiyou County, or 1.8 people per square mile. Residents live in several small communities and eight cities (Dorris, Dunsmuir, Etna, Fort Jones, Montague, Mount Shasta, Tulelake, Weed). Driving time between communities can take between 30 minutes to 2 hours on mountain roads and can be prolonged in the winter due to storms.

The county population is 81.7% Caucasian, 9% Hispanic/Latino, 4.2% Native American, 1.3% Asian, and 1.3 % African American and 3.2% identified as members of two or more races. In 2002, the per capita personal income in Siskiyou County was \$23,874. This was an increase of 20.5% from 1997. The 2002 figure was 77% of the national per capita income, which was \$30,906. The median household income is \$29,530. The 2006 unemployment rate averaged 5.2% compared to the state at 6.2%.

Siskiyou County rates 55 out of 58 counties in California with children in low-income households. The Children Now Education Data Partnership reports 54.9% of the children in Siskiyou County access the free or reduced lunch program. High rates of poverty, winter weather conditions, seasonal employment, limited public transportation, and elevated levels of drug and alcohol abuse often translate into insufficient or delayed access to health care, education and other services, and ultimately student and family isolation.

The problems of substance abuse and violence show that SUSD students have higher rates of substance use than the state. Results of the California Healthy Kids Survey administered in the 2004-2005 school year in grades 7, 9, and 11 indicate nearly 40% of 9th graders and 51% of 11th graders reported drinking in the past 30 days with 20% of 9th graders and 42% of 11th graders **report binge drinking** in the past 30 days. Nearly 40% of 9th graders and 60% of 11th graders report being very drunk or sick from drinking alcohol. Only 57% of 7th graders, 27% of 9th graders and 17% of 11th graders disapprove "a lot" of their peers drinking alcohol.

In grade 7, approximately 34% of the students thought it was fairly or very easy to obtain alcohol as compared to 75% (more than double increase) in grade 11. This statistic is more dramatic for marijuana. Students in grade 11 were over four times more likely to perceive that it was easy or fairly easy to obtain marijuana (67%) than students in grade 7 (14%).

The 2004 Community Indicators of Alcohol & Drug Abuse Risk Report shows the DUI arrest rate average of 13.3 (per 1,000 residents) compared to the statewide average of 8.4 ranking Siskiyou County 40th in the state.

Between 2000 and 2002, Siskiyou County's average total retail liquor outlets per 100,000 (462) was over twice the state average (191.6), ranking Siskiyou County one of the highest in the state.

Adult arrests for drug and alcohol offenses from 1999-2001 are reported at a rate of 13.2 per 1,000 verses the state rate of 5.9, placing Siskiyou County's statewide ranking at 48th. Juvenile arrests for drug and alcohol offenses from 1999-2001 at a rate of 15.7 per 1,000 verses the California rate of 9.1 per 1,000, placing Siskiyou County's statewide ranking at 41st.

Foster care placements are extremely high in Siskiyou County at a rate of 18.9 per 1,000 verses the state rate of 10.3, placing Siskiyou County 56th in the statewide ranking.

Siskiyou County Alcohol and Other Drug Prevention Vision

Will be developed by the AOD Prevention Workgroup in April 2008

Siskiyou County Alcohol and Other Drug Prevention Mission

Will be developed by the AOD Prevention Workgroup in April 2008

Guiding Principles

Will be developed by the AOD Prevention Workgroup in April 2008

Core Values

Will be developed by the AOD Prevention Workgroup in April 2008

Implementation Plan

Will be visited ongoing with the AOD Prevention Workgroup. Modifications will be made if needed. Relevant data will be entered into Cal OMS.

Evaluation Plan

The AOD Prevention Workgroup will seek technical assistance in the development of the evaluation design and plan.

Contributing Factors Across All Issues

- Children with emotional problems do not have enough support
- School attendance problems
- Lack of caring relationships with adults - they don't care or listen.
- Parent problems (financial, substance abuse, marital) consume the family, leaving little adult support for kids
- High levels of child abuse reported
- Prisons are over populated, but not working as a deterrent
- Youth start drinking very young
- Drinking alcohol is seen as a "rite of passage"
- There is community wide acceptance – norm of youth drinking alcohol
- Lack of safe places for youth to go – things to do
- Adults/parents are allowing youth to drink alcohol in their homes
- Not enough understanding of effective prevention approaches/strategies
- Lack of community connectedness and caring relationships across and between age groups
- Sexual activity, violence and abuse in the mix with AOD use and availability to minors from adults
- Cycle of use and abuse – family structure, fetal alcohol syndrome
- Adults are unaware about the impacts of alcohol on the brain
- Education is key – our schools lack resources
- We need more opportunities to build skills in youth – more workshops, training, conferences, leadership and advocacy
- Establishments need consistent effective policies
- Bartenders need server training
- Residual effects on the family – causing other family issues and problems
- Lack of safe places to get support
- Youth do not feel empowered
- Medical problems – 70-80% of McCloud patient treatments are AOD related problems.
- Lack of prison reentry programs to promote/support sobriety
- Alcohol is easy for youth to get
- High school students are partying with college students
- Meth labs are easy to cover up
- Extremely high number of retail liquor outlets
- Marijuana & Medical marijuana use on the rise
- Meth, alcohol, tobacco, ecstasy, prescription drugs and heroin availability
- There is not enough communication between individual schools and Behavioral Health

Current Assets in the Community

- Friday Night Live
- Friday Night Live Mentoring Program (cross age youth mentoring)
- PALS Program (adults mentoring youth)
- School based education and information
- School based panel presentations
- Health Units at school
- Red Ribbon activities
- Great American Smoke Out
- Too Good For Drugs and Alcohol
- Health Fairs – disseminating information
- Alcohol & Drug Court
- Relapse Prevention
- Educational Groups (provided after suspension from school)
- School Nurse Intervention Services
- School based “peer to peer” educators
- Girls Circle
- DARE
- SCOE – tobacco cessation, marijuana/alcohol education
- Peer Educators
- Sheriff Office mentoring program
- DUI road checks – “check points”
- Every 15 minutes
- Domestic violence programs/services
- Individual Counseling – Family work
- Family Resource Centers
- Happy Camp
- Brief Intervention individual counseling program for recreational drug/alcohol users
- Connection to Family Resource Centers and College campuses
- Drug and Alcohol Peer Educator group (in ROP Health Careers program)

Based on the findings of the needs assessment, as well as a review of the current prevention program inventory, the Siskiyou County SPF Workgroup identified and prioritized the following areas of focus for the primary prevention efforts for the next two years. It should be noted that the lack of significant resources and current capacity of the prevention services infrastructure and organization has limited the focus areas. The needs assessment and prioritization process identified additional significant areas for future consideration (as documented above).

Siskiyou County AOD Strategic Plan				
Priority Area One: Organizational Capacity for Prevention (the internal capacity of the organization and individuals responsible for the implementation, monitoring and sustainability of prevention services critical to the success of the strategic plan).				
Identified Problem: Limited organizational capacity for oversight and management of the Siskiyou County SPF process				
Contributing Factors:				
<ul style="list-style-type: none"> • Limited staffing/human resources • Limited funding • Limited local data and/or tracking systems • Limited collaboration/communication across prevention service providers • Lack of information about existing services/programs • Limited capacity for resource development 				
Goal: Increase organizational capacity to implement, monitor and sustain prevention efforts.				
Goal Narrative: Establish and strengthen collaboration among individuals, communities, private nonprofit agencies, schools, and, local governments to support the efforts of the Siskiyou County AOD community coalition to prevent and reduce substance abuse among youth. The objectives under this section are divided into four strategies, assessment, collaboration, capacity building and resource development. Siskiyou County AOD community coalition will implement the SPF 5 step evidence-based planning process for community planning and decision making. Siskiyou County AOD Prevention Services will take a leadership role to ensure that the coalition is a formal arrangement for cooperation and collaboration between groups in Siskiyou County and is representative of multiple sectors. This focus area will build the capacity of the organization and its partners and sustain the AOD prevention efforts in the community.				
Strategies:				
<ul style="list-style-type: none"> • Assessment • Collaboration • Capacity Building • Resource Development 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible

<p>Create a 50% increase in coalition membership</p>	<ol style="list-style-type: none"> 1. Identify current level of involvement 2. Identify potential partners, including volunteers and youth 3. Collect information about their programs, including contact information, populations served, program description, and prevention approach currently used 4. Develop mission statement, by-laws, and governance structure 5. Establish communication system for the prevention community (i.e. list serve, meeting schedule, coalition newsletter) 6. Administer annual survey to coalition members to assess coordination and cohesion and identify areas for improving coordination and cohesion of group 	<ol style="list-style-type: none"> 1. April 2008 2. April 2008 3. April 2008 4. April 2008 5. May 2008 6. April 2008 – pre survey, June 2009 post survey 	<ol style="list-style-type: none"> 1. Sign in sheets 2. Develop outreach list for new members 3. Resource summary of prevention services in the county developed and disseminated 4. Mission statement, by laws and structure developed and distributed. 5. Communication system developed 6. Survey developed, implemented and results shared. 	<p>AOD staff, coalition members</p>
<p>Provide one training to coalition members on coalition development and sustainability</p>	<ol style="list-style-type: none"> 1. Identify appropriate TA & training resource 2. Provide training to coalition members 	<ol style="list-style-type: none"> 1. March 2008 2. June 2008 	<ol style="list-style-type: none"> 1. Trainer identified 2. Training completed 2. Number of coalition members trained. 	<p>AOD staff, coalition members</p>
<p>Provide one presentation to local decision makers services providers, community partners and parents on current AOD issues in Siskiyou County.</p>	<ol style="list-style-type: none"> 1. Identify target audience 2. Develop presentation (based on SPF process) 3. Provide presentation 	<ol style="list-style-type: none"> 1. Oct. 2008 2. Oct. 2008 3. Nov. 2008 	<ol style="list-style-type: none"> 1. List of target audience members 2. Presentation materials 3. Sign in sheet 	<p>AOD staff, coalition members</p>
<p>Provide monthly cross training/information sharing between coalition members &</p>	<ol style="list-style-type: none"> 1. Incorporate into monthly coalition meeting agendas 2. Invite coalition partners/organizations to share about their services, impact 	<ol style="list-style-type: none"> 1. April 2008 2. Monthly 	<ol style="list-style-type: none"> 1. Meeting agendas 2. Meeting minutes 2. Presentations completed 	<p>AOD staff, coalition members/organizations</p>

organizations	of AOD, opportunities for collaboration			
Provide one training on Youth Development/Youth Adult Partnerships	<ol style="list-style-type: none"> 1. Identify appropriate TA & training resource 2. Provide training to coalition members, other youth organizations, stakeholders 	<ol style="list-style-type: none"> 1. July 2008 2. Oct. 2008 	<ol style="list-style-type: none"> 1. Trainer identified 2. Training completed 2. Number of youth/adults trained 2. Training materials 2. Sign in sheet 2. Training evaluations 	AOD staff, TA & training provider, coalition members
Provide one training on Environmental Prevention	<ol style="list-style-type: none"> 1. Identify appropriate TA & training resource 2. Provide training to coalition members, other youth organizations, stakeholders 	<ol style="list-style-type: none"> 1. July 2008 2. Oct. 2008 	<ol style="list-style-type: none"> 1. Trainer identified 2. Training completed 2. Number of people trained. 2. Training materials 2. Sign in sheet 2. Training evaluations 	AOD staff, TA & training provider, coalition members
Provide young people with meaningful roles within the coalition	<ol style="list-style-type: none"> 1. Identify youth co-chair of coalition 2. Identify youth sub-committee members 	<ol style="list-style-type: none"> 1. June 2008 2. June 2008 	<ol style="list-style-type: none"> 1. Youth identified 2. Sub-committee created 	AOD staff, youth groups, coalition members, school representatives
Implement annual data collection system	<ol style="list-style-type: none"> 1. Identify current data needs 2. Implement data collection process 	<ol style="list-style-type: none"> 1. Aug. 2008 2. June 2009 	<ol style="list-style-type: none"> 1. Needs identified 2. Data collected 	AOD staff, coalition members
Generate 50% increase in AOD prevention funding	<ol style="list-style-type: none"> 1. Identify potential grant opportunities 2. Sign up for grant list serves and funding announcements 3. Identify grant writers 4. Identify coalition sub committee to review/contribute to grant writing. 5. Develop and submit grant proposals 	<ol style="list-style-type: none"> 1. As announced 2. Aug. 2008 3. Aug. 2008 4. Aug 2008 5. Based on grant due dates 	<ol style="list-style-type: none"> 1. Grant opportunities presented to coalition 2. Electronic notifications received 3. Writers identified 4. Sub-committee created 5. Proposals submitted 	AOD staff, coalition members, partner organizations
Develop AOD prevention Logic Model	<ol style="list-style-type: none"> 1. Review strategies selected and define outcomes (short, intermediate and long term) 	<ol style="list-style-type: none"> 1. Oct. 2008 2. Oct. 2008 3. Oct. 2008 	<ol style="list-style-type: none"> 1. Model complete 2. Model complete 3. Model complete 	AOD staff, TA provider

	<ol style="list-style-type: none"> 2. Review to ensure that each step enables the next step in a clear and logical sequence 3. Complete logic model, and review to ensure that there are no gaps in the logic model 			
Develop AOD prevention evaluation plan	<ol style="list-style-type: none"> 1. Define methods of data collection and tools to be used 2. Review outcomes, indicators, methods, tools, person responsible for collecting data, and timeframe 3. Evaluation plan template selected and completed 	<ol style="list-style-type: none"> 1. Dec. 2008 2. Dec. 2008 3. Dec. 2008 	<ol style="list-style-type: none"> 1. Methods and tools identified 2. Evaluation plan complete 3. Evaluation plan complete 	AOD staff, TA provider
<p>Priority Area Two: Youth Access to Alcohol and Other Drugs (Alcohol problems such as underage drinking, drinking and driving, violence, safety problems, and health problems are linked to easy access/availability of alcohol).</p>				
<p>Identified Problem: Ease of youth access to alcohol from social and commercial settings</p>				
<p>Contributing Factors:</p> <ul style="list-style-type: none"> • Ease of youth access to alcohol and other drugs through social sources/settings (parents, siblings, older buyer) • Ease of youth access to alcohol through commercial sources/settings (merchants, retailers) • Youth report early initiation of alcohol use. • Limitations in consistent enforcement of alcohol/drug policies in schools/community. • Adults and youth view underage drinking as acceptable. • Parents/adults provide alcohol and others drugs to youth in home/social settings. • Adults are unaware of new/existing research on the impacts of adolescent AOD use. 				
<p>Goal: Reduce youth access to alcohol and other drugs.</p>				
<p>Goal Narrative: Siskiyou County AOD community coalition will reduce alcohol use among youth by addressing the points of access and availability of alcohol and creating a zero tolerance for hosting parties where alcohol is provided to minors. The objectives under this section are divided into three strategies, access and availability, norms, policy and enforcement. Siskiyou County AOD community coalition will implement the SPF 5 step evidence-based planning process for community planning and decision making.</p>				
<p>Strategies:</p> <ul style="list-style-type: none"> • Access and Availability • Norms • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector

				Responsible
Create a 20% decrease in youth access to alcohol from commercial sources.	<ol style="list-style-type: none"> 1. FNL youth provide merchant education and training to local retailers 2. FNL youth work with ABC and local law enforcement to conduct compliance checks of licensed alcohol retailers (after receiving merchant education) 3. Provide one environmental prevention training to stakeholders on the importance of environmental approaches to reducing underage drinking) 4. Provide one Responsible Beverage Service Training 	<ol style="list-style-type: none"> 1. Dec. 2008 2. Dec. 2008 3. Oct. 2008 4. Jan. 2009 	<ol style="list-style-type: none"> 1. Training delivered 2. Compliance checks implemented 3. Training completed 4. Training delivered 	<p>AOD staff, FNL advisors, FNL officers/members, law enforcement/ABC, coalition members</p> <p>TA resources (i.e. CARS, CFNLP)</p>
Create a 20% decrease in youth access to alcohol from social sources.	<ol style="list-style-type: none"> 1. Research existing laws and social host ordinances holding individuals responsible for providing alcohol to underage youth 2. Create a mechanism to notify law enforcement (i.e. tip line for both private citizens and merchants) about parties where underage drinking is suspected, or suspiciously high sales of alcohol 3. Research policies for local community events/fairgrounds to restrict alcohol sales to designated areas, train staff selling alcohol, limit hours of sale, limit volume per sale, warning signs posted, and making sure alcohol-free drinks are provided 4. See #3 & 4 above 	<ol style="list-style-type: none"> 1. Dec. 2008 2. June 2009 3. June 2009 4. See #3 & 4 above 		<p>AOD staff, coalition members, FNL youth, TA providers</p>

Priority Area Three: Norms and Awareness of Alcohol and Others Drugs (the unwritten rules concerning acceptable behavior in a given setting have the power to encourage or discourage high-risk drinking and other alcohol problems).				
Identified Problem: Community acceptance and norms of underage drinking increase the likelihood/amount of underage drinking and associated harm/risks				
Contributing Factors:				
<ul style="list-style-type: none"> • Community norms accepting early use of alcohol and other drugs • Substance abuse is viewed as a “right of passage” • Perception of harm of substance use if of great concern to community members • Limited public education on and awareness of alcohol and other drug issues • Youth and adults report binge drinking or high risk drinking • Youth live and spend free time in areas with heavy alcohol promotion/availability 				
Goal: Reduce community acceptance and norms of underage and binge drinking.				
Goal Narrative: Siskiyou County AOD community coalition will reduce the acceptance of underage and binge drinking, change adult attitude around supplying alcohol to underage drinking. The objectives under this section are divided into three strategies, access and availability, norms, policy and enforcement.				
Strategies:				
<ul style="list-style-type: none"> • Access and Availability • Norms • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Convene three workgroups (from the larger coalition) to focus on shifting norms/acceptance in the following areas: 1)youth access to alcohol 2)service and sale of alcohol 3)binge drinking among youth	<ol style="list-style-type: none"> 1. Develop Social Marketing Campaign in support of all strategies to increase public education and awareness on alcohol and drug issues 2. Expand Sober Grad night and/or Every 15 Minutes activities to ensure consistent message is delivered and sustained throughout the year 3. Educate key opinion leaders (Rotary, BOS, City Council, School Board, youth, etc.) on policy level changes to prevent youth access 4. Engage civic groups to organize 	<ol style="list-style-type: none"> 1. Aug. 2009 2. Sept. 2009 3. Jan. 2009 4. March 2009 	<ol style="list-style-type: none"> 1. Campaign developed 2. Expansion plan developed and implemented 3. Presentations delivered 4. Civic groups mobilized 	AOD staff, FNL, coalition members

	their volunteer efforts in support of SPF (monitoring alcohol retailers and parking lots, forming a speakers bureau to educate and gain community support for SPF strategies			
Increase awareness of alcohol and other drug use and related harm.	Refer to priority areas one and two above.	See priority areas one and two	See priority areas one and two	See priority areas one and two
Priority Area Four: Leadership, Advocacy and Skill Building Opportunities for youth				
Identified Problem: Limited leadership, advocacy and skill building opportunities for young people.				
Contributing Factors:				
<ul style="list-style-type: none"> • Limited opportunities for youth involvement in leadership activities • Limited opportunities for youth advocacy • Limited skill building opportunities available • Lack of resources to support youth training/conferences • Lack of caring, supportive relationships for/with youth 				
Goal: Increase youth leadership, advocacy and skills				
Goal Narrative: Siskiyou County AOD community coalition will work with youth, schools and community partners to increase the leadership, advocacy and skill building opportunities for young people in Siskiyou County.				
Strategies:				
<ul style="list-style-type: none"> • Youth Development • Youth Leadership & Advocacy • Environmental Prevention 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Increase active Friday Night Live Chapters	<ol style="list-style-type: none"> 1. Identify active/established FNL/CL Chapters and Advisors 2. Identify potential sites for expansion 3. Identify FNL/CL Chapter Advisors and youth leaders 4. Complete necessary CFNLP/Cal OMS data entry for FNL/CL Chapters 	<ol style="list-style-type: none"> 1. March 2008 2. April 2008 3. April 2008 4. April 2008 	<ol style="list-style-type: none"> 1. Developed roster/list 2. Sites identified 3. Developed roster/list 4. Data entered 	AOD staff, schools
Obtain Members In	1. Review Members In Good Standing	1. April 2008	1. Criteria reviewed	AOD staff, school

<p>Good Standing Status for Friday Night Live & Club Live Programs.</p>	<p>criteria 2. Submit necessary paperwork/reporting to CFNLP/CFNLC for Members in Good Standing</p>	<p>2. June 2008</p>	<p>2. Paperwork/data submitted</p>	<p>representatives,</p>
<p>Increase leadership, advocacy and skill building opportunities for youth</p>	<p>1. Identify and/or provide opportunities for youth to:</p> <ul style="list-style-type: none"> • Build skills • Develop their roles as leaders and advocates • Build relationships with peers and adults • Engage with and contribute to their schools and communities • Experience safe environments • Implement youth led ATOD prevention projects • Implement youth led environmental prevention projects 	<p>1. June 2008</p>	<p>1. Trainings, conferences, and workshops attended 2. Projects developed and implemented</p>	<p>AOD staff, schools, FNL Chapters, youth</p>
<p>Engage FNL Chapters in environmental prevention projects</p>	<p>1. FNL will receive training on environmental prevention 2. Chapters will identify their own projects (a list will be provided in support of the SPF plan) 3. Chapters will implement projects 4. Chapter members will have the opportunity to present their project/experience to coalition</p>	<p>1. Dec. 2008 2. Dec. 2008 3. Jan. – June 2009 4. June 2009</p>	<p>1. Training delivered 2. Projects identified 3. Projects implemented 4. Presentation delivered</p>	<p>AOD staff, FNL Chapters</p>
<p>Increase/Maintain FNL Mentoring Programs</p>	<p>1. Identify site advisors at Yreka and Mt. Shasta 2. Present to school faculty/staff 3. Recruit a minimum of ten high school mentors at each site 4. Train high school mentors</p>	<p>1. Sept. 2007 2. Sept. 2007 3. Oct. 2007 4. Oct. 2007 5. Oct. 2007 6. Oct. 2007</p>	<p>1. Site advisors identified 2. Presentation completed 3. Ten mentors recruited at each site</p>	<p>FNL Mentor staff, school representatives, advisors, mentors, protégés and evaluators</p>

	<ol style="list-style-type: none"> 5. Recruit a minimum of ten protégés at each jr. high site (using protégé risk assessment profile) 6. Implement group mentor sessions 7. Match high school mentors with jr. high protégés. 8. All mentor sessions implemented 9. All mentors and protégés participate in evaluation process 	<ol style="list-style-type: none"> 7. Nov. 2007 8. May 2008 9. May 2008 	<ol style="list-style-type: none"> 4. Mentors trained, training agenda, sign in sheets, evaluations 5. Protégé risk assessments received, protégés recruited 6. Mentor sessions implemented, session guides (agenda, etc.), rap session completed with mentors 7. Number of mentor/protégé matches. 8. Number of mentor sessions implemented 9. YD Survey 	
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