

Sutter and Yuba Bi-County
Mental Health Services

Strategic Prevention
Framework

2007-2008

Sutter and Yuba Bi-County Mental Health Services

Strategic Plan: 2007-2008

I Introduction

The Sutter and Yuba Bi-County Mental Health Services organization serves the communities of both Sutter and Yuba counties, including Marysville and Yuba City. Relative to Alcohol and Other Drug prevention services, Sutter and Yuba counties are unique in their geographic and demographic characteristics. Sutter and Yuba counties include more than 1200 square miles of rural, agricultural land, about forty miles north of Sacramento's metropolitan area. Most of the population is at the center of the bi-county area, where the two largest cities, Marysville and Yuba City, face each other on the opposite banks of the Feather River. The community is culturally diverse, and includes people of several different backgrounds that reside in the area including Chinese, African-American, Latino, Laotian (Hmong), and Asian Indian. Yuba County is also the location of Beale Air Force Base, which is a large employer in the area.

Sutter and Yuba Counties have several risk factors which have taken a tremendous toll on the community as a whole. Alcohol, tobacco, and other drug abuse, in addition to increasing gang affiliations, have prompted even further the need to integrate prevention services and to mobilize the community to take action.

In order to get a sense of the impact substance abuse was having in our bi-county area, the Prevention Services Specialist began to gather people together to begin the process of analyzing available data as well as to look at the scope of the problem. There are three existing coalitions within the counties that have worked collaboratively over the years.

They became involved in the SPF process, and the Prevention Services Specialist also went to the community for participation. Overall the Prevention Service team has a strong working relationship on many levels within the two counties. It is an ongoing collaborative with a unique setup and long history that has made for a successful relationship. Since the process would necessitate a large amount of time, however, it was decided to have a Strategic Prevention Plan Work group outside of these coalitions, whose task would be to do the bulk of the work, and then present that to the coalitions. Once the data were compiled, the Prevention Services Specialist (PSS) met with the SPF workgroup and prioritized the data that needed attention. The PSS then reviewed the data more thoroughly and summarized it for the workgroup. For the SPF workgroup, the PSS invited as many members of the community as possible for input including coalition members, subcontractor members, school personnel, law enforcement, and youth. Finally, the work would then be presented to the Substance Abuse Advisory board for final approval of the entire process.

The following is a list of members who participated in and/or contributed to the Strategic Prevention Framework work group. We would like to thank them for their input and efforts in the development of this plan. In addition, a special note of thanks needs to be given to the members of the SAAB, as well as the members of the Substance Abuse Steering Coalition for providing further assistance and ideas during this process. The workgroup also received support in the form of technical assistance from Danelle Campbell from Prevention by Design and Christina Borbely from the Center for Applied Research Solutions, and we are grateful for their support as well.

Name	Organization
Dulia Aguilar	Sutter Yuba Mental Health Services, Prevention Services Specialist
SFC Joe Barker	California National Guard
Marsha Krouse-Taylor	Casa De Esperanza
Tina Lavy	Sutter County Health Department-Tobacco Prevention
Betty Nelson	Casa De Esperanza
Jeff Olson	Yuba County Health Department- Tobacco Prevention
Helen Silva	Yuba County Health Department
Tom Metcalf	Sutter Yuba Mental Health Services
Paulo Perez	Sutter County Schools-IPP Programs
Mike Esparza	Sutter County Schools-IPP Programs
Rodolfo Rodriguez	Sutter Yuba Mental Health Services-Drug and Alcohol Program
Susie Armstrong	Sutter Yuba Mental Health Services-Drug Court
Betty Cropper	Sutter Yuba Mental Health Services-Yuba County CPS
Linda Summers	Sutter Yuba Mental Health Services
Judy Guthrie	Sutter Yuba Mental Health Services-Drug and Alcohol Program
Kelly Scott	Sutter Yuba Mental Health Services-Start Program
Deborah Twombly	YSR resources
Cindi Lee	Sutter Yuba Friday Night Live
Bud Rhodes	Pathways
Melissa Danielson	Yuba County Office of Education
Lara Plaia	Parent/community member
Jolie Carreon	Marysville Joint Unified School District
Beth Esposito	Sutter Yuba Mental Health Services-Start Program
John Osbourn	Marysville Police Department
Janet Sillar	Sutter Yuba Friday Night Live- Coordinator
John Nicoletti	Yuba County Supervisor
Grace Espindola	Sutter County Superintendent of Schools Office
Danelle Campbell	Prevention by Design
Robert Shelby	California National Guard
Nancy Henderson	Sutter Yuba Friday Night Live
Amy Molina Jones	Yuba County Office of Education
Barbara Jones	Pathways

During the initial strategic planning workgroup meetings as well as the SAAB meetings, the members participated in a process to develop and refine the mission statement and goals of the strategic prevention plan. The following was agreed upon as the mission statement for Sutter and Yuba Bi-County Mental Health Services:

“Sutter County and Yuba County value and support the well-being and health of our communities. It is our commitment to educate and prevent substance abuse in our communities.”

The vision for Sutter and Yuba counties would be to have a healthy community for everyone. As such, our communities value collaboration, leadership, community action, and education. In addition, some of the prevention principles that our workgroup based our interventions upon were:

- ❖ Community prevention programs reaching populations in multiple settings—for example, schools, clubs, faith-based organizations, and the media—are most effective when they present consistent, community-wide messages in each setting.
- ❖ Community prevention programs that combine two or more effective programs, such as family-based and school-based programs, can be more effective than a single program alone.

We had these principles, based upon the National Institute on Drug Abuse’s brief, in mind when developing the strategies and interventions to be implemented in the SPF process.

II SPF Step 1- Needs and Resource Assessment

A Sutter and Yuba county-wide assessment was conducted to determine the priorities and resources of our community. For the SPF process Sutter-Yuba Counties accessed an array of data from many sources. Some of the types of data gathered include the following:

▪ California Healthy Kids Survey (local data)
▪ County admission data (CADS, CALOMS—any type of substance abuse admission)
▪ WestEd surveys
▪ Youth surveys—team went into local parks and surveyed youth during the Park Prevention program
▪ Adolescent treatment program data
▪ Law enforcement data (CHP, police departments)
▪ County Community indicators report
▪ Monitoring the Future Survey
▪ CASA National Survey

For the SPF workgroup, the PSS invited as many members of the community as possible for input including coalition members, subcontractor members, school personnel, law enforcement, and youth. The PSS also requested that members bring data to the table for discussion at the meetings. Once the data were compiled, the PSS met with the SPF workgroup and prioritized the data that needed attention. The PSS then reviewed the data more thoroughly and summarized it for the workgroup to present during the meetings. Two entire meetings were dedicated entirely to reviewing, prioritizing, and developing goals and principles based on the needs assessment data. This fostered good community representation, and the input was important to identify relevant assessment data as well as gaps in the data. Despite considerable attempts, some

data was not available at the community level, and the PSS will continue to maintain current the data as up to date as possible.

For the purpose of a needs assessment, we wanted to review the current trends in our community and look at the priorities and resources that are available to determine prevention priorities and to guide our development of problem statements, goals and objectives based on these trends. Prevalence rates as well as trends in or community as compared with other communities was discussed. Some of the questions addressed were:

- What specific age groups are impacted the most?
- What drugs are we seeing most commonly used?
- What are the community risk and protective factors associated with the problem of substance use/abuse?
- Where are the gaps in current prevention services?
- What are the prevention efforts that are in place already?
- What approaches are needed to address the gaps and problem statements?

The following summarizes some of our key findings based on the available data:

Sutter & Yuba Key Findings

- The most common age of first use of substances for youth is 15-17, followed closely by 12-14 year olds (County Admission Data).
- 22% of 7th graders in Yuba City and 27% of 7th graders in Marysville have ever used alcohol. (CHKS). 25.6% of youth in the U.S. drank alcohol before age 13 (Youth Risk Behavior Survey)
- 10% of 7th graders in Yuba City and 11% in Marysville have used Marijuana.(CHKS)
- In Yuba City, 94% of students believe using cigarettes in harmful, and 81% think Marijuana is harmful. (CHKS)

- 56% of youth are referred for Marijuana abuse, 24% for Methamphetamine abuse, and 15% for Alcohol. (Start Program statistics).
- Youth believe that frequent use of Marijuana and Alcohol are less harmful than cigarettes (CHKS 88%, 90% vs. 94%).
- 6% of youth in California have used inhalants, whereas 10% of youth in Yuba City and Marysville have used inhalants (CHKS).
- 55% of youth believe it would be very easy to get alcohol, drugs, and/or tobacco. (Park Prevention)
- 77% of youth think most of the people their age drink or use drugs (Park Prevention).
- 10% of all cases involving drug and alcohol offenses involve youth (YCPD).
- 3 youth so far have been arrested for DUI in Yuba Sutter for 2006. Data is not kept unless there was a crash with other parties involved. (CHP DATA).
- 53% of youth surveyed in the parks have never used drugs.
- Perception of where most student users get alcohol: parties, friends, and home. (WestEd's 10th biennial California student survey Cal AG office.)
- In 5th grade, alcohol (31%) is most widely used, followed by inhalants due to their ready availability, followed by experimentation with cigarettes, and much less commonly, marijuana.
- Main Problems across all age groups (youth and adults):
 1. Marijuana
 2. Alcohol
 3. Methamphetamine
 - *For youth in the CHKS marijuana and alcohol were reversed. Youth in START, are referred for Marijuana, Methamphetamine, and then alcohol respectively.

The Sutter and Yuba community currently has some prevention services in place to address these issues, for example:

- Alcohol Beverage Control- Shoulder tap and decoys, and the Trace Program
- Employee Trainings (Merchant Code of Conducts)

- Law Enforcement- COPS and SHOPS (Century Council in Marysville)
- Insights Program- Intermediate and High Schools
- Media- Support merchants who have seals in the windows stating they are compliant and do not sell to minors
- Environmental Prevention- Youth community service hours and work with Friday Night Live
- Net 5
- No tolerance policies
- Schools who use model prevention programs
- Sutter Yuba Mental Health Prevention Specialist working with the Second Step program in the community.
- Substance Abuse Steering Coalition providing trainings, as well as prevention programs.
- Red Ribbon Week activities.
- Both County Health Department's Tobacco Prevention programs

Despite the fact that we have programs in place, we did find gaps in services, some of which we are proposing to address with the SPF. These priorities and gaps were considered in order to help to identify specific problem statements. Some of the priorities we found were:

- Alcohol is not a substance for which youth are routinely referred for treatment, even though it is commonly used.
- Lack of resources (Law Enforcement) to charge youth or parents for violations.
- Parents-Lack of Social Host Laws

- Parents lack information and education, and display poor modeling.
- “Party Patrol” is needed, as other counties have already begun
- Law enforcement support
- Retailers selling alcohol to youth (youth are known in the community)
- Yuba and Sutter known as the places to go to get substances.
- Easy access to alcohol.
- Older youth (siblings/cousins) providing alcohol and other substances
- Media- BLITZ to let the community know what is happening
 - Series of articles, posters, billboards, and/ or postcards to parents/families
- Physicians and providers addressing substance use (in addition to media).
- Schools not able to use prevention curricula.

These priority areas, which the workgroup developed, then translated into the problem statements we will address. Recognizing that Sutter and Yuba Bi-County Mental Health Services has limited resources and personnel, the top two problem statements and supporting statements were chosen. The problem statements, based on available local data and priorities developed by the group are as follows:

<i>1. Youth who use substances at a young age are more at risk for serious substance abuse problems as adults, therefore:</i>
❖ Of those adults who develop serious substance abuse problems, 55% report first use between 12-14 years of age and 65% report first use between the ages 15-17.
❖ Youth state that drugs, alcohol, and tobacco are easy to obtain and most student users get substances from house parties, friends, or their home (West Ed Survey and Park Prevention).
❖ According to the California Healthy Kids Survey (CHKS) youth believe that frequent use of Marijuana and Alcohol is less harmful than frequent use of cigarettes (81% believe use of Marijuana and alcohol is harmful, versus 94% believing cigarettes are harmful).
<i>2. Lack of information and modeling by some adults exacerbate substance use problems for our youth.</i>

III SPF Step 2 - Capacity Building

Sutter and Yuba Bi-County Mental Health Services Agency is already engaged in a variety of collaborations, partnerships, and coalitions. In addition to those mentioned previously, other stakeholders include the Yuba County Children's Council and the Family Intervention Team of Sutter County. For the development of the SPF, we also had technical assistance from Danelle Campbell, who attended two of the meetings, and provided some education and information about the process and available strategies. The Bi-County Mental Health program has different partners, and has been productive and successful overall in mobilizing the community in the past. Although there are some factions of community members who are tied to long term strategies and/or initiatives this is changing slowly. Overall, the agency has been able to move forward and show members the value of the SPF process.

There is a noted desire for more community members to be involved in the SPF workgroup in order to create a more diverse group that reflects the community as a whole. We are particularly interested in getting more input from parents and members of the business community. Additionally, there is also expressed interest in bringing in members from both the medical community as well as representatives from media to provide more support for our efforts. In working with technical assistance from CARS, the plan is to also to provide training to coalition and work group participants as to the SPF process and prevention strategies to help engage people in the process and sustain activities.

IV SPF Step 3 – Planning Process

The development of the strategic plan for our community has been ongoing for some time. The SPF workgroup began officially meeting in August of 2006, and started the process by working on analyzing the data, then creating the problem and mission statements. Initially our SPF workgroup met twice a month, and once the data had been considered, we began to meet a monthly. The process continued when the SAAB reviewed the data and problem statements, gave input and ideas, and then their information was taken back to the SPF workgroup for revision. The Prevention Services Specialist served as the liaison in this process.

Next, the SPF workgroup worked on the goals and objectives. The workgroup brainstormed ideas for and defined what they could realistically and reasonably accomplish. Culturally relevant services were taken into account as they looked at the population they serve, as well as those services for which they could report change over time. The following details the problem statements again, along with corresponding goals and objectives:

Sutter and Yuba Counties' Goals and Objectives

1. Youth who use substances at a young age are more at risk for serious substance abuse problems as adults, therefore:

- ❖ Of those adults who develop serious substance abuse problems, 55% report first use between 12-14 years of age and 65% report first use between the ages 15-17.
- ❖ Youth state that drugs, alcohol, and tobacco are easy to obtain and most student users get substances from house parties, friends, or their home (West Ed Survey and Park Prevention).

- ❖ According to the California Healthy Kids Survey (CHKS) youth believe that frequent use of Marijuana and Alcohol is less harmful than frequent use of cigarettes (81% believe use of Marijuana and alcohol is harmful, versus 94% believing cigarettes are harmful).

- Goal: Delay the onset of substance abuse in our youth

Objectives:

- Recognize in the media those schools that are supporting prevention programs (i.e. Second Step, Too Good for Drugs, Project Alert, and Project TNT). Find out which schools are using the programs and support that.
- Research the delivery system that the schools and other organizations (faith based organizations) are using for prevention. What are barriers to the use, what can be done to encourage the use?

2. Lack of information and modeling by some adults exacerbate substance use problems for our youth.

- Goal: To create an attitude shift in the way adults view youth substance use/abuse.

Objectives:

- Media campaign-: Montana Methamphetamine Project model, Postcards to parents, billboards with local youth, Family Dinner Nights, cost of D.U.I.'s, etc.
- Community forum- Have a night where community comes together to discuss the issue and consequences of adults providing to minors, providing information on the 40 Developmental Assets. Dinner provided, and then, we will follow this presentation up by doing a brief presentation to parents at Back to School nights, music nights, school orientations, etc. Incentives for parents to go might be to provide credits for youth whom parents attend. Also, provide presentations to 4H, Little League, Soccer, Scouts,
- Create a Social Host ordinance in our counties (in collaboration with ABC and Law Enforcement).

In considering long-term sustainability of these services, the group decided to begin working specifically on some environmental strategies which would coincide with what other coalitions, groups, community members and also prevention personnel could provide assistance. Please see the attached the logic models based upon the strategies.

V SPF Step 4 – Implementation

As outlined in our planning process, we have selected prevention services which will help address directly our problem statements. The Institute of Medicine's IOM model was considered in choosing the strategies. As a result, a combination of both Universal groups, such as the community forums and the media campaign, as well as Selective groups, such as the parents in the community will be served in this plan. We believe that the strategies will meet the identified needs because we looked at strategies that would impact the community more directly and be the most effective. At this time, people in our counties are doing prevention in different arenas and we believe that the chosen SPF strategies will link all the work that is being done. One of the strategies, for example, is the implementation of a social host ordinance, which is an environmental strategy that has proven to be effective in other communities. Also, we looked at researching and supporting model programs that are in use in the community, such as *Project Alert*, *Second Step*, and *Too Good for Drugs*.

Please see the attached work plan as to the tasks and activities to be accomplished.

VI Step 5- Evaluation

For the Strategic Prevention Framework, we will include both process and impact evaluation. Since we will have a number of different strategies for our SPF, we will need to do both. As stated in our goals, we would like to delay the onset of substance abuse in our youth as well as to create an attitude shift in the way adults view youth substance use/abuse. Therefore, we will document our progress and use the feedback to refine our programs and evaluate them. For evaluation, we will also be looking at technical assistance for guidance.

In order to evaluate our outcomes, will collect program activities and outputs as programs are implemented. Included in that will be program records review, such as attendance sheets, staff logs, event logs, etc. We will develop these as we implement the programs. We also intend to use pre/post surveys of participants, particularly those attending the community forum nights. Our intention is also to include focus groups for our activities, especially when we begin to look at implementing a social host ordinance as well as beginning the Montana Meth. Project. We will be collecting the data throughout the year as we run our programs. The PSS will be involved with the evaluation process, and if possible, we will seek the assistance of an evaluator. As we collect data, we will report that quarterly to the various coalitions, not only to disseminate this information to our key stakeholders, but also to use that feedback for continuous improvement and refinement of the programs.

*Please see the attached evaluation plan.

Logic Model-Sutter and Yuba Counties

Problem Statement	But Why? (general factors)	But Why Here? (Local Community Factors)	Prevention Strategies
<p>Youth who use substances at a young age are more at risk for serious substance abuse problems as adults.</p> <ul style="list-style-type: none"> ❖ Of those adults who develop serious substance abuse problems, 55% report first use between 12-14 years of age and 65% report first use between the ages 15-17. ❖ Youth state that drugs, alcohol, and tobacco are easy to obtain and most student users get substances from house parties, friends, or their home (West Ed Survey and Park Prevention). ❖ According to the California Healthy Kids Survey (CHKS) youth believe that frequent use of Marijuana and Alcohol is less harmful than frequent use of cigarettes (81% believe use of Marijuana and alcohol is harmful, versus 94% believing cigarettes are harmful). 	<p>Ease of Access</p> <p>Social Norms</p> <p>Peer Pressure</p>	<p>Too many sales to minors.</p> <p>Parents (not supervising parties, denial of use).</p> <p>Older friends/siblings.</p> <p>Lack of consequences.</p> <p>No immediate OD or death from use, so youth think it is ok.</p> <p>Lack of education about substance use (youth and adults)</p> <p>Perception of Fun- youth use in the parks.</p> <p>Community denial of problem</p> <p>Perceived lack of things to do in the community.</p>	<p>Recognize in the media those schools that are supporting prevention programs (i.e. Second Step, Too Good for Drugs, Project Alert, and Project TNT). Find out which schools are using the programs and support that.</p> <p>Research the delivery system that the schools and other organizations (faith based organizations) are or using for prevention. What are barriers to the use, what can be done to encourage the use?</p>

Sutter Yuba Counties Strategic Prevention Framework Work Plan

SPF Goal #1: Delay the onset of substance abuse in our youth.

Objective #1: Research the delivery system that schools and other organizations are using for prevention. (i.e. Second Step, Too Good For Drugs, Project Alert, Project TNT)					
Major Tasks Series of activities needed to achieve objective	Feasibility 1 = Immediately Feasible 2 = Challenging but possible 3 = Major investment required to implement	Resources Needed Yes No Specify: Resources? Time? Field?	Responsible Party Identify responsible party; may need to assign lead and support roles	Timeframe	Evaluation Measure or Document
1. Determine/ Research which schools are actively using prevention programs	1	Yes Involvement of community personnel to determine what is being used. a. Time is needed to call schools, faith based, service organizations, law enforcement, sports teams, Parks and Rec., to ask for information.	PSS, After school personnel. Barbara Jones Paulo/Marissa/ FNL YCOE	6 months	School survey
2. Analyze where are the gaps in services	1	b. Database needs to be created to keep information received. Yes. Time to review info	PSS	6 months	Creation of data map.

SPF Goal #1: Delay the onset of substance abuse in our youth.

Objective #2: Recognize in the media those schools that are supporting prevention programs (i.e. Second Step, Too Good For Drugs, Project Alert, Project TNT)					
Major Tasks Series of activities needed to achieve objective	Feasibility 1 = Immediately Feasible 2 = Challenging but possible 3 = Major investment required to implement	Resources Needed Yes No Specify: Resources? Time?	Responsible Party Identify responsible party; may need to assign lead and support roles	Timeframe	Evaluation Measure or Document
1. Contact the Appeal Democrat's Thursday Education section.	2	Yes PSS, School personnel, appeal democrat, and funds	PSS, School personnel.	ongoing	Newspaper article PSA's Ads in the paper



SPF Goal #2: To create an attitude shift in the way adults view youth substance use/abuse.

Objective #1: Create a media campaign using the Montana Meth. Project model.

Major Tasks Series of activities needed to achieve objective	Feasibility 1 = Immediately Feasible 2 = Challenging but possible 3 = Major investment required to implement	Resources Needed Yes No Specify: Resources? Time?	Responsible Party Identify responsible party; may need to assign lead and support roles	Timeframe	Evaluation measure or document
1. Create billboards with local youth focus modeling the Montana Meth. Project. 2. Family Dinner Night- Focus on 40 Developmental Assets	3 3	Yes Involvement of PSS, SASC, youth, CYO, FNL, CPS, Juvenile Justice Commission Yes, Time FNL-Celebrating Families, 40 Developmental assets brochures	PSS SASC	1 year ongoing	Billboards, PSA's, Surveys Focus Groups PSA's on radio Article in paper

Objective #2: Community Forum night.

<p>Major Tasks Series of activities needed to achieve objective</p>	<p>Feasibility 1 = Immediately Feasible 2 = Challenging but possible 3 = Major investment required to implement</p>	<p>Resources Needed Yes No Specify: Resources? Time?</p>	<p>Responsible Party Identify responsible party; may need to assign lead and support roles</p>	<p>Timeframe</p>	<p>Evaluation Measure or Document</p>
<ol style="list-style-type: none"> 1. Determine date and location of community forum. 2. Invite speakers- 3. Seek food donations for event. 4. Determine format for event to and to focus on the Search Institute's 40 developmental assets (i.e. Fishbowl, presenters, video, etc.) 5. Determine sites for follow up presentations (Back to school nights, school orientations, music nights, 4H little league, Soccer, Scouts). 	<p>2</p> <p>2</p> <p>2</p> <p>2</p> <p>3</p>	<p>Yes, need time, volunteers to help.</p> <p>National Guard presentation</p> <p>Locations: Vet.Hall Allyn Scott Center YC Gov. Center Red Cross</p>	<p>PSS, SASC</p>	<p>1 year</p>	<p>Pre/Post surveys of participants</p>

Objective #3: Create a social host ordinance in Yuba city and Marysville.

Major Tasks Series of activities needed to achieve objective	Feasibility 1 = Immediately Feasible 2 = Challenging but possible 3 = Major investment required to implement	Resources Needed Yes No Specify: Resources? Time?	Responsible Party Identify responsible party; may need to assign lead and support roles	Timeframe	Evaluation Measure or Document
1. Research existing laws/policies 2. Bring in Social Host trainings to the group/coalition (CARS). 3. Survey community as to perceptions of ordinance and get feedback as to where to begin. 4. Create policy to bring to boards.	3	Yes Involvement of law enforcement, D.A. offices, key leaders, youth groups, faith based organizations EUDL grant FNL	PSS	ongoing	Survey perception of enforcement & risk of getting caught Ordinance created. Measure impact of ordinance.

Evaluation Plan

Goal: To Delay the onset of substance use/abuse in our youth

Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Measurement Indicators
1. Research the delivery system that organizations are using for prevention	School Surveys Analyze where there might be gaps in the services.	Creation of a data map	Increased community use of prevention programs.	Decreased rates of youth substance use and abuse. Increased community awareness of the use of effective prevention programs.	CHKS Youth DUI arrests
2. Recognize in the Media those schools supporting prevention programs	Contact Appeal Democrat Thursday Education Section for inclusion.	Recognition of schools for using the programs.	Increased community use of programs and community dialogue.		Articles, PSA's

Goal: To create an attitude shift in the way adults view youth substance use/abuse

Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Measurement Indicators
1. Create a media campaign to focus on Meth.	PSA, billboards, media displayed at the movie theaters during previews.	<p>Increased community exposure to dangers of meth. use.</p> <p>Community will take notice of the media campaign.</p>	<p>Increased community awareness about meth. use.</p> <p>Increased dialogue within the community about the problems.</p>	<p>Decreased rates of youth Methamphetamine use.</p> <p>Decreased rates of meth. related problems.</p>	<p>CHKS</p> <p>Youth Admissions</p> <p>Youth surveys</p> <p>Focus Groups</p>
2. Hold a Community Forum night to increase awareness of the nature and extend of youth substance abuse.	<p>Use the 40 developmental assets as a model.</p> <p>Promote “Family Dinner Night”</p>	<p>Increased protective factors for youth as they spend time with their family.</p> <p>Large community turn-out for the forum, including community stakeholders.</p>		Decreased rates of underage substance use and abuse.	<p>Pre/Post Surveys</p> <p>CHKS</p> <p>Decreased numbers of “MIP”</p> <p>Decreased adolescent admissions to programs.</p>

Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Measurement Indicators
3. Creation of a social host ordinance	Establish social host liability ordinances in the cities of Yuba City and Marysville.	<p>Increased community dialogue of youth drinking.</p> <p>Increased community awareness of the laws pertaining to adult provision of alcohol.</p> <p>Increase parental awareness of the nature and extent of youth alcohol use and associated risks, including the new research impacting youth who drink.</p>	<p>Established protocols with law enforcement for party dispersals.</p> <p>Decreased police calls for teen parties.</p> <p>Decreased youth alcohol-related parties.</p>	<p>Decreased rates of underage alcohol use.</p> <p>Decreased youth alcohol related problems.</p> <p>Reduction in the adult provision of alcohol to youth in homes.</p>	<p>Survey of perception of enforcement and risk of getting caught.</p> <p>Ordinance Created.</p> <p>Measure of impact of the ordinance.</p> <p>Youth alcohol past use, and youth binge drinking (CHKS).</p> <p>Youth DUI arrests (CDOJ and CHP)</p>