



Trinity County Strategic Plan for Alcohol and Other Drug Prevention



Using the Strategic Prevention Framework

This plan is a working document which recognizes the ever changing landscape of alcohol and other drug issues in Trinity County and associated risk factors. This plan was made possible due to the hard work of the Local Coordinating Council, the principal community coalition for prevention issues in Trinity County. The plan also incorporates input from the Safe and Drug Free Schools and Community Grant and two other important work groups; the Trinity Meth Task Force and Trinity Meth Action Team and the

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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 Alcohol and Other Drug Division of Trinity County's Behavioral Health Services administer the SAPT funds for alcohol and other drug prevention services in Trinity County.

Strategic Prevention Framework Five Steps

The Substance Abuse and Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework (SPF) provides an organized guide to designing and implementing effective community based prevention strategies. Under the directive of ADP, counties are required to use the 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 rank 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, issue 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.

Strategic Prevention Framework Planning Process

Trinity County Behavioral Health Alcohol and Other Drug Services Division-Prevention Unit are the primary lead on the SPF plan. During the planning and development phase of the Strategic Prevention Plan, the county requested technical assistance from the Community Prevention Initiative (CPI). Consultation was provided by Danelle Campbell. She contributed to the development and writing of the SPF plan.

Overview of the SPF process: The process for SPF included review of available data including the California Healthy Kids Survey, California Leading Indicators of Drug and Alcohol Abuse Risk, school-based youth and parent focus groups, juvenile and adult arrest rates as well as direct community input through town hall meetings (identification of high risk community environments), and input from the Local Coordinating Council (LCC), made up of community stake holders. Also contributing to the process is the Trinity Meth Task Force (TMTF) regarding identification of community issues and environments of risk.

Development of SPF Workgroup: The Local Coordinating Council is the primary work group for this process and is composed of stakeholders from critical sectors and is participating in the ongoing SPF workgroup process. Sectors represented included schools, youth, parents/families, seniors, medical/health, faith-based organizations (churches), civic organizations, merchant/business owners, government, media, law enforcement, human/social services, parks/recreation, Native American tribal representation and community based organizations. The purpose of the LCC group is as follows: The purpose of this council is to advise on the development and progress of school and community programs designed to foster the health, well-being, and responsible citizenship of Trinity County residents.

Data Collection and Analysis: The SPF Workgroup conducted a comprehensive collection, review and analysis of local, state and national quantitative and qualitative data. Representatives from each sector provided valuable data sets, expertise and experience.

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

1. Connectedness of students to school and community with particular emphasis on transition of 8th grade students to high school, successful integration of these students into the high school setting, and better parent connectedness to high school opportunities for involvement outside of traditional avenues such as sports.
2. Identify community “hot spots” for underage drinking, public intoxication or other drug use, and institute appropriate policies to address these problem environments.
3. Develop strategies to address community normalization of underage marijuana use, underage drinking and other problem drug use.
4. Build capacity to provide more social-emotional and cultural/diversity awareness of youth and community through education and trainings, professional development designed to bring about more school and community acceptance of cultural diversity, and provide more trainings on youth development and developmental assets.

5. Build capacity of community, agencies and other collaborative partners to reduce driving under the influence, alcohol and other drug related injury and violence, underage drinking, and community meth and other drug use.

Identification of Contributing Factors, Indicators, Goals and Effective Strategies: The SPF Workgroup developed the contributing factors, indicators, goals 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: The SPF Workgroup developed objectives, timelines and roles/responsibilities for identified goals/objectives.

Vision

Will be developed by the AOD Prevention Workgroup in 2007

Mission

Will be developed by the AOD Prevention Workgroup in 2007

Guiding Principles & Core Values

Will be developed by the AOD Prevention Workgroup in 2007

Trinity County Profile

According to 2006 U.S. Census Bureau data, there are 14,313 residents in Trinity County, or 4.1 people per square mile, with this large, rural county having a total land mass of 3, 178 square miles. Residents live in four primary population centers, Weaverville, Hayfork, Lewiston, and the north-lake communities of Trinity Center and Coffee Creek. At a minimum these communities are 18 miles apart. Driving time between communities is 15 minutes to 2 ½ hours on mountain roads and can be prolonged in the winter due to storms and snow. The county is divided into four geographic areas including North Lake, Down River, Central, and Southern Trinity. Within the area of Southern Trinity are the communities of Hoaglin-Zenia, Mad River, Ruth, Van Duzen, Kettenpom and Zenia. Downriver would include the communities of Junction City, Big Bar, Big Flat, Del Loma, Burnt Ranch, Hawkins Bar, Denny and Salyer. North Lake includes the communities of Coffee Creek and Trinity Center. The Central Area includes Weaverville, Lewiston, Douglas City, Hayfork and Hyampom. The nearest major service area (Redding in Shasta County) is an hour drive from the county seat of Weaverville. Trinity County has been designated as one of the fifteen “frontier counties” of California due to its small population, self-sufficient pioneer attitudes and geographical isolation.

The county population is 90% Caucasian, 4.8% Hispanic/Latino, 4.5% Native American and 1.7 % identified as members of other races. Trinity County’s per capita income in 2005 was \$23,373 or 63% of the state’s average of \$36,936. Due to high rates of seasonal employment

of residents, the 2006 unemployment rate averaged 9.8% (rising as high as 14% in winter months) compared to the state average at 4.9%.

Approximately 14% of the county and 26.8% of its children live in poverty; 16% of households receive food stamps and 40.7% live in low-income households. Of all 11 school districts serving lunch, an average of 68.4% of those served were eligible for 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.

Additional barriers to health services in Trinity County include the fact that approximately one in three children lack health insurance coverage and access to medical services, including dental care. This fact often prevents early health, dental and mental health assessments and screenings for low-income children which also impacts school successes. According to the 2002 California Long Term Care County Databook, one in six people in Trinity County are eligible for Medi-Cal benefits.

Between 2000 and 2002, Trinity County's average total retail liquor outlets rank it 54th in California for the most retail outlets per capita; only four other counties have a higher per capita rate. According to the 2005 California Healthy Kids Survey of Trinity County schools, in grade 7, 20% of the students thought it was fairly easy and 24% very easy to obtain alcohol. Of 11th grade students, 36% thought it fairly easy to obtain alcohol and 50% thought it very easy to obtain alcohol.

Of 7th grade students surveyed, about perceived difficulty in obtaining marijuana, 13% of students felt it was fairly easy and 13% very easy to obtain. For 11th graders this perception increased to 46% who thought it fairly easy and 39% very easy to obtain. In addition, 43% of the grade 11 respondents were offered illegal drugs on school property with 15% of these students stating they were offered these drugs at least four times. For non-traditional schools, these rates are much higher.

The 2004 Community Indicators of Alcohol & Drug Abuse Risk Report shows juvenile arrests for drug and alcohol offenses from 1999-2001 at a rate of 23.56 per 1,000 verses the California rate of 9.1 per 1,000, placing Trinity County's statewide ranking at 54th. It is important to note arrest rates can also be driven by the number of law enforcement personnel in the field. With severe budget cuts to many sectors of county government, and particularly law enforcement with more anticipated for 2007-2008 (11 public safety positions will be cut between probation, sheriff's department and the district attorney's office in 2007-2008), arrest rates may not accurately reflect the problem of juvenile alcohol and other drug use in the county. Certainly fewer youth will experience arrest in the future should this trend continue. According to law enforcement sources, seldom are youth arrested for alcohol or other drug use unless on probation or driving under the influence or involved in other crime. Most often youth are given a warning, ticketed or taken into custody without formal arrest and then released to a parent or guardian.

Community Background and Drug Use History

Trinity County has a long history of alcohol use and abuse dating back to the California gold rush days. Gold mining, timber production and ranching were mainstays of the early economy; hard work and hard drinking were common. In the late 1960s and early 70s, a “back to the country” alternative lifestyle movement made its way to Trinity County. Along with a lifestyle of free living came alcohol and other drug abuse. During this time, marijuana, LSD, speed (amphetamine), heroin and other illegal drug use infused itself into the culture. Illegal drug use brought with it an associated criminal element as these individuals discovered the area’s remote isolation made Trinity County an excellent place to “hide out.”

Once a timber-based economy, with the listing of the Spotted Owl as a threatened species under the Endangered Species Act, this economy collapsed and Trinity County has fallen on hard times. At one time Trinity County had 26 sawmills operating in the area and all but one of these has closed. This remaining sawmill is one of the areas largest employers.

Remoteness and rugged geography also ranks Trinity County among the top marijuana producing areas of the world. Within the Humboldt, Mendocino, and Trinity County “Emerald Triangle” areas, Trinity is well known for its high quality and quantity marijuana production. Along with marijuana production, Trinity County’s isolated roads, home sites and campgrounds have made the area a meth-friendly place to manufacture the drug. In addition, severe budget cuts to the sheriff department have further exacerbated this situation, leaving few deputies to cover vast areas of the county.

Recently the Trinity County Board of Supervisors voted to increase the amounts of medicinal marijuana that can be raised from 6 mature to 12 mature plants and from 12 immature to 24 immature plants. In addition the quantity of processed marijuana in possessions was raised from 8 ounces to three pounds. With local plants averaging between one-half to three pounds of processed marijuana per plant, these plants now have the potential of producing up to 36 pounds per person per growing season. With a street value of \$2500-\$4000 per pound, serious concerns exist about what will happen to excess marijuana being grown. At this recent Board of Supervisor’s meeting the County Sheriff stated that he does not have the staff now to monitor medicinal marijuana growing activities. With additional budget cuts being asked of the Sheriff’s Department, this situation is not expected to improve in coming years, thus creating a “grower friendly” environment for medicinal marijuana growers, much of whose product may find its way to illicit use among both youth and adults in the county.

It also needs to be underlined that methamphetamine use has become a major concern for Trinity County and, in addition to this drug’s human toll, cost county services an estimated \$4.8 million per year. The impacts of this drug have threatened to destroy the very fiber holding our communities together.

Critical to the implementation of this plan will be adequate resources devoted to the process and increased capacity. For example, any future policy change will be difficult to enact due to sever budget cuts at the county level, leaving few staff to create policy or sheriff deputies to enforce. These budget constraints also hold true for our local schools.

Identified Alcohol and Other Drug Issues of Concern Contributing Factors

Trinity County Alcohol and Drug Concerns Listed By Priority (determined on how often the issue surfaced throughout the assessment process)

1. Alcohol

Issues	Contributing Factors	Data Sources
<ul style="list-style-type: none"> • High rate of DUI, DUI crashes and related injuries/deaths • High rate of UA binge drinking and alcohol use • Community events focused on alcohol consumption • High number of alcohol outlets for community size 	<ul style="list-style-type: none"> • Social acceptance of driving under the influence • Lack of adequate public transportation and long distances traveled to isolated homes/communities • Social acceptance of underage drinking as “right of passage” • Social view of alcohol as harmless and lack of understanding of impacts of public intoxication on youth views of alcohol consumptions-poor role modeling by adults • “Good Old Boy” network of community leaders invested in status quo and high levels of alcohol consumption at public venues • Lack of local policies to address areas of greatest risk such as softball tournaments and holiday celebrations 	<ul style="list-style-type: none"> • California Leading Indicators for Trinity County • California Health Kids Survey • Anecdotal data and community feed back

2. Marijuana and Pharmaceuticals (tied as the #2 issue)

Issues	Contributing Factors	Data Sources
<ul style="list-style-type: none"> • High level of marijuana use among adults and youth • High level of prescription and OTC drug use among youth and pain meds among adults 	<ul style="list-style-type: none"> • Large number of Prop. 215 medical marijuana users in county • Youth see marijuana as “medicine and good for you” • Large supply of marijuana and county is known world-wide for its high quality and potent marijuana • Some local doctors over-medicate and provide easy access for patients to pain medications • Parents and others not careful with controlling youth access to prescription meds • Lack of resources and funding for adequate law enforcement and prevention efforts • Rural lifestyle accepting of drug use and marijuana cultivation 	<ul style="list-style-type: none"> • CHKS • Anecdotal data • Focus groups and community meetings • Focus groups with AODS clients

3. Methamphetamines

Issues	Contributing Factors	Data Sources
<ul style="list-style-type: none"> • High supply of meth in community • Major fiscal impacts on county budget/services, emergency services and law enforcement 	<ul style="list-style-type: none"> • High rate poverty • Lack of employment opportunities • Lack of hope in community for prospects of employment • Low community capacity to deal with problems related to meth and understanding of problem • Lack of adequate funding for law enforcement • Low capacity and lack of funding for prevention, intervention, treatment services and recovery support • Lack of affordable housing 	<ul style="list-style-type: none"> • Sheriffs Department • Client focus groups • California Leading Indicators • Community meetings
•	•	•

4. Other Issues and Emerging Trends

Other Issues	Contributing Factors	Data Sources
<ul style="list-style-type: none"> Lack of connectedness of 9th grade students to (high) school during a particularly vulnerable and high-risk time of life 	<ul style="list-style-type: none"> Youth transitioning from K-8 schools in isolated and small communities to larger schools often many miles from home Lack of parental connectedness to high school and lack of opportunities for parent involvement at high school level K-8 schools seen as “community center” but high schools viewed as not part of community and difficult for parents to access Lack of general feeling of parents being “welcome” at high school-very unlike their feeling of involvement in community K-8 school(s) 	<ul style="list-style-type: none"> CHKS Community focus groups Feeder school administrator discussions at Local Coordinating Council Meetings

Based on the findings of the needs assessment, as well as a review of the current prevention program inventory, the Trinity 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).

Trinity County AOD / Community Coalition Strategic Plan
<p>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).</p>
<p>Identified Problem: Limited organizational capacity for oversight and management of the Trinity County SPF process</p>
<p>Contributing Factors:</p> <ul style="list-style-type: none"> Limited staffing/human resources Limited funding Limited local data and/or tracking systems Limited collaboration across prevention service providers Limited capacity for resource development
<p>Goal: Increase organizational capacity to implement, monitor and sustain prevention efforts.</p>
<p>Goal Narrative: Build capacity by strengthening coalition and collaboration among individuals, communities, private nonprofit agencies, schools, and, local governments to support the efforts of the Trinity County AOD Prevention Services, along with other collaborative stakeholders, 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. Trinity County AOD Prevention</p>

Services/coalition will implement the SPF 5 step evidence-based planning process for community planning and decision making. 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
Create a 25% increase in coalition membership	<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 or modify 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. Sept. 2007 2. Sept. 2007 3. Sept. 2007 4. Nov. 2007 5. Complete 6. June 2008 	<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. 4. Mission statement, by laws and structure developed and distributed. 5. Communication system developed 6. Survey developed, implemented and results shared. 	Prevention Coordinator and LCC coalition members
Provide one training to coalition members on coalition development and sustainability	<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. Oct. 2007 2. Jan. 2008 	<ol style="list-style-type: none"> 1. Trainer identified 2. Training completed 2. Number of coalition members trained. 	Prevention Coordinator, coalition members or TA provider
Provide one presentation to local	<ol style="list-style-type: none"> 1. Identify target audience. 2. Develop presentation (based on SPF 	<ol style="list-style-type: none"> 1. Jan. 2008 2. Mar. 2008 	<ol style="list-style-type: none"> 1. List of target audience members 	Prevention Coordinator,

decision makers service providers, community partners and parents on current AOD issues in Trinity County.	process). 3. Provide presentation.	3. April. 2008	2. Presentation materials 3. Sign in sheets	coalition members
Provide quarterly cross-training and information sharing between coalition members and organizations	1. Incorporate into coalition meeting agendas. 2. Invite coalition partners/organizations to share about their services, impact of AOD, opportunities for collaboration.	1. Oct. 2007 2. Quarterly	1. Meeting agendas 2. Meeting minutes 2. Presentations completed	Prevention Coordinator, coalition members/organiza tions
Provide one training on Youth Development/Youth Adult Partnerships	1. Identify appropriate TA & training resource. 2. Provide training to coalition members, other youth organizations, stakeholders.	1. Feb. 2008 2. Mar. 2008	1. Trainer identified 2. Training completed 3. Number of youth/adults trained 4. Training materials 5. Sign in sheet 6. Training evaluations	Prevention Coordinator, TA & training provider, coalition members
Provide one training on Environmental Prevention	1. Identify appropriate TA & training resource. 2. Provide training to coalition members, other youth organizations, stakeholders.	1. Nov. 2007 2. Feb. 2008	1. Trainer identified 2. Training completed 3. Number of people trained. 4. Training materials 5. Sign in sheet 6. Training evaluations	Prevention Coordinator, TA & training provider, coalition members
Provide young people with meaningful roles within the coalition	1. Identify youth co-chair of coalition. 2. Identify youth sub-committee members.	1. Sept. 2007 2. Sept. 2007	1. Youth identified 2. Sub-committee created	Prevention Coordinator, youth groups, coalition members, school representatives
Implement annual data collection system.	1. Identify current data needs. 2. Implement data collection process	1. March. 2008 2. June 2008	1. Needs identified 2. Data collected	Prevention Coordinator, coalition members

<p>Generate 25% increase in AOD prevention funding</p>	<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 6. Identify funding for scholarships for youth conferences 	<ol style="list-style-type: none"> 1. As announced 2. Oct. 2007 3. Nov. 2007 4. Nov. 2007 5. Based on grant due dates 6. Dec. 2007 	<ol style="list-style-type: none"> 1. Grant opportunities presented to coalition 2. Electronic notifications received 3. Writers identified 4. Committee created 5. Proposals submitted 6. # of Scholarships 	<p>Prevention Coordinator, coalition members, partner organizations</p>
<p>Develop AOD prevention Logic Model</p>	<ol style="list-style-type: none"> 1. Review strategies selected and define outcomes (short, intermediate and long term) 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. 	<ol style="list-style-type: none"> 1. Dec. 2007 2. Dec. 2007 3. Dec. 2007 	<ol style="list-style-type: none"> 1. Model complete 2. Model complete 3. Model complete 	<p>Coalition Members w/ assistance from Prevention Coordinator or TA provider</p>
<p>Develop AOD prevention evaluation plan</p>	<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. June 2008 2. June 2008 3. June 2008 	<ol style="list-style-type: none"> 1. Methods and tools identified 2. Evaluation plan complete 3. Evaluation plan complete 	<p>Prevention Coordinator and coalition members</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).				
Identified Problem: Ease of youth access to alcohol from social and commercial settings				
Contributing Factors:				
<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 and tobacco use. • Limitations in consistent enforcement of alcohol/drug policies in schools/community. • Adults and youth view violations of underage drinking laws 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. 				
Goal: Reduce youth access to alcohol and other drugs.				
Goal Narrative: Trinity County 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. Trinity County AOD Prevention will implement the SPF 5 step evidence-based planning process for community planning and decision making.				
Strategies:				
<ul style="list-style-type: none"> • Access and Availability • Norms • Policy and Enforcement 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Decrease 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. Convene one meeting with law enforcement/judges to review and discuss the limitations to enforcement of policies/citations and associated 	<ol style="list-style-type: none"> 1. Oct. 2008 2. Dec. 2008 3. Aug. 2008 4. Sept. 2008 5. Oct. 2008 6. June 2009 7. Oct. 2008 	<ol style="list-style-type: none"> 1. Training delivered 2. Compliance checks implemented 3. Meeting convened 4. Training completed 5. Training completed 6. Training delivered 7. Increased retailer awareness 8. Decrease in number of youth who feel alcohol is easy to 	Prevention Coordinator, FNL advisors, FNL officers/members, law enforcement/ABC, coalition members TA resources (i.e. CARS, CFNLP)

	<p>penalties for providing alcohol to minors.</p> <ol style="list-style-type: none"> 4. Coordinate one training provided by law enforcement informing/educating the coalition/community of the limitations (see #3 above). 5. Provide one environmental prevention training to stakeholders on the importance of environmental approaches to reducing underage drinking. 6. Provide one Responsible Beverage Service Training. 7. Provide retailers with counter advertising on youth purchase laws and local law enforcement intent to cite and prosecute. 		<p>obtain-CHKS</p>	
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<p>Decrease in youth access to alcohol from social sources.</p>	<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. Establish 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. Research model policies regarding effective school campus strategies to reduce access to and use of alcohol on or around campus (i.e. closed campus). 5. See #3, 4, 5, 6 above. 	<ol style="list-style-type: none"> 1. Oct. 2008 2. March 2009 3. June 2009 4. Aug. 2008 5. See #3, 4, 5, 6 above 	<ol style="list-style-type: none"> 1. RBS training provided to community events servers delivered 2. 1-2 new ordinances or policy changes enacted 3. Decrease in % of youth who feel alcohol is easy to obtain 	<p>Prevention Coordinator, coalition members, FNL youth</p>
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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 is low among some 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: Trinity County AOD/community coalition will reduce the acceptance of underage and binge drinking, change adult attitudes 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. 2008 2. Sept. 2008 3. Jan. 2008 4. March. 2008 	<ol style="list-style-type: none"> 1. Campaign developed 2. Expansion plan developed and implemented 3. Presentations delivered 4. Civic groups mobilized 	Prevention Coordinator, FNL, coalition members w/ assistance from TA Provider

	their volunteer efforts in support of SPF (monitoring alcohol retailers and parking lots, forming a speaker's 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 opportunities for leadership, advocacy and skill building 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 				
Goal: Increase youth leadership, advocacy and skill building opportunities				
Goal Narrative: Trinity County AOD Prevention Services/coalition will work with youth, schools and community partners to increase the leadership, advocacy and skill building opportunities for young people in Trinity County.				
Strategies:				
<ul style="list-style-type: none"> • Youth Development & Standards of Practice • Youth Leadership & Advocacy • Environmental Prevention 				
Objective:	Activity	Timeline:	Evaluation Measure	Sector Responsible
Increase leadership, advocacy and skill building opportunities for youth	1. Identify and/or provide opportunities for youth to: <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 	1. June 2008	1. Trainings, conferences, and workshops attended 2. Projects developed and implemented	Prevention Coordinator, schools, FNL Chapters, youth

	<ul style="list-style-type: none"> • their schools and communities • Experience safe environments • Implement youth led ATOD environmental prevention projects • Enhance cultural awareness • Experience “Challenge Day”, and other school culture experiences • Youth philanthropy and grant making opportunities 			
Engage FNL Chapters in environmental prevention projects	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Jan. 2008 2. Feb. 2008 3. Feb. – June 2008 4. June 2008 	<ol style="list-style-type: none"> 1. Training delivered 2. Projects identified 3. Projects implemented 4. Presentation delivered 	Prevention Coordinator, FNL Chapters, TA provider
Transition Club Live Advisor stipends Transition Friday Night Live advisors	<ol style="list-style-type: none"> 1. Work with schools to value CL as an important AOD prevention strategy 2. Transition Club Live to Prop 49 after school program 1. Obtain agreements from schools to fund Friday Night Live/Club Live advisor stipends as they do for sports 	<p>Nov. 2007</p> <p>Jan. 2008</p>	<ol style="list-style-type: none"> 1. 3-4 Club Live programs established at Prop 49 after school program sites 1. 2-3 School sites paying CL/FNL stipends 	Prevention Coordinator
Transition Trinity County Youth Council (TCYC)	<ul style="list-style-type: none"> • Combine activities of TCYC w/TC Meth Action Team as youth coalition 	Oct. 2007	<ol style="list-style-type: none"> 1-2 mini grant funding sources 1 AOD policy change 	

Contributing Factors Across All Issues

- Lack of connection to school/community-particularly during transition from elementary to high school-highest risk years for first use
 - Policy enforcement: cases of alcohol use are not consistently enforced and enforced differently than marijuana or other drug use
 - Lack of meaningful opportunities for youth
 - Limited agency communication/collaboration
 - Lack of caring relationships with adults - they don't care or listen
 - Youth experience isolation
 - More cultural awareness/education is needed
 - Youth have low self esteem
 - Young people do not feel safe at school
 - Parent problems (financial, substance abuse, marital) consume the family, leaving little adult support for kids
 - Norm of "medicating" that starts from birth up
 - Youth start drinking very young.
 - Alcohol is easy to get
 - Drinking alcohol is seen as a "rite of passage"
 - There is community wide acceptance of youth drinking alcohol
 - Lack of opportunities for young people (leadership, advocacy, skill building)
 - Teen depression
 - Early use of alcohol as the beginning of multiple substance abuse and family and community norms accepting it
 - Lack of community connectedness and caring relationships across and between age groups
 - Adults are unaware of the research about the impacts of alcohol of the brain
 - We need more opportunities to build skills in youth – more workshops, training, conferences
 - Lack of resources to adequately address the substance use issues
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- Lack of deputies and Sheriff Department staff due to ongoing county budget cuts and recruitment challenges (loss of deputies to counties with better pay and benefits)
 - Bullying and harassment are issues
 - Substance use on school campus is an issue
 - Young people need relationship-building opportunities
 - High rate of unemployment and lack of job prospects
 - High supply of alcohol, marijuana, meth and other drugs (easy to obtain)
 - Isolated communities and homes make access to services difficult
 - Lack of affordable housing, transitional housing and public transportation