

COMMUNITY COALITION ALLIANCE

A collective voice of community coalitions in Florida

Implementation of the CCA Northeast Regional Action Plan- Outcomes to Date

The Community Coalition Alliance Northeast represents a 23 county area of Northeast Florida. Counties participating in CCA strategies include: Alachua, Baker, Citrus, Clay, Dixie, Duval, Flagler, Hamilton, Hernando, Lake, Lafayette, Levy, Marion, Nassau, Putnam, St. Johns, Sumter and Volusia Counties with 16 active countywide coalitions. Coalitions are comprised of 12 sectors of a community including: Youth; Parents; Law Enforcement; Schools; Youth-Serving Organizations; the Business Community; Healthcare Professionals; Civic/Volunteer Organizations; Government Agencies; Media; Religious/Fraternal Organizations, and Other Organizations who work to reduce substance use.

The CCA Northeast was awarded a 3-year contract with Lutheran Services Florida in July of 2013 to serve as the coalition structure representing the Northeast Region of Florida. CCA Coalitions utilize SAMHSA's Strategic Prevention Framework to address the 7 strategies for community change by providing prevention education to the community and implementing environmental strategies to create population level change. The CCA spent the first year of award researching the region's alcohol and other drugs issues and developing a comprehensive plan that could be implemented regionally to reduce and prevent alcohol and other drug use among the communities. Upon review of the data collected, the CCA Northeast developed a comprehensive regional action plan to address middle and high school aged students' use of alcohol, marijuana, and synthetic drug use, with implementation through December 31, 2016. A series of environmental strategies were chosen for the CCA coalitions and their respective partners on the local level to implement region-wide.

The overarching goal of the action plan is to increase school performance among middle and high school students in the southeast region by decreasing the amount of students reporting alcohol, marijuana, and synthetic drug use. Research indicated that teens who reported substance use also were reporting lower levels of A's and B's and higher rates of skipping school, as well as a series of other negative consequences from use. The strategies and programs outlined in the action plan work to impact the contributing factors in the Northeast Region that make alcohol and other drug use among are youth possible.

This report highlights implementation successes to date from start of the project period. Upon close of the project, the CCA will evaluate the effectiveness of the strategies and programs by using both process measures and outcomes data. The Florida Youth Substance Abuse Survey (FYSAS) will serve as the main outcome level data tool, as well as surveys implemented by the CCA on synthetic drug use as the FYSAS does not collect all required information for the substance.

INTERVENING VARIABLE 1: Low Perception of Risk of Alcohol and Other Drugs

Through data collected in the needs assessment process, it was determined that youth in the Northeast Region of Florida do not fully understand the dangers and consequences associated with alcohol and other drug use. Research indicated that only 56.1% of middle and 63.3% of high school students perceived a great risk or harm in daily use of alcohol, (2012, Florida Youth Substance Abuse Survey). To increase the number of students who understand the risk associated with alcohol and other drug use, the CCA has chosen to implement the Know the Law Campaign and Town Hall Meetings. Along with process measures, the CCA will utilize the results of the 2016 Florida Youth Substance Abuse Survey to identify change and measure outcomes.

Know the Law

The Know the Law campaign works to teach youth and parents a better understanding of the law to avert youth from unlawful behavior. It offers a onetime educational course taught by School Resource Officers and an informational booklet for reference. Along with alcohol and other drug information, it includes laws surrounding bullying, weapons, and other important topics. The course includes a pre and posttest to show knowledge gained.

14 counties are implementing the course

15,710 middle and high school students have taken the course

970 parents have taken the course



Sergeant R. Downing teaches "Know the Law" to 80 students at Dixie County High School in October 2014

Town Hall Meetings

Town Hall Meetings are public forums where community youth and adults meet to learn about issues facing their community. The Substance Abuse and Mental Health Services Administration support Town Hall Meetings as an effective strategy for community coalitions to employ to help educate the community on alcohol and other drugs issues. Town Halls work to:

- Educate community members about the consequences of underage drinking and other drugs;
- Empower communities to make environmental changes to prevent underage drinking and other drug use; and
- Mobilize communities around underage drinking and other drug prevention initiatives at the local, state, and national levels.

From 2014 to 2015 to date:

17 *Town Hall Meetings have been held in the Northeast Region*

1,609 *youth have attended*

892 *adults have attended*



Lake County Town Hall Meeting



The Alachua County Health Promotion and Wellness Coalition hosted "Having the Intoxication Conversation".



Teen Town Hall in Citrus County

INTERVENING VARIABLE 2: Social Norms Accepting of Alcohol and Other Drugs

Through data collected in the needs assessment process, it was determined that social norms surrounding alcohol and other drug use are favorable. For instance, in 2012 in the Northeast Region, almost one out of every four high school students did not think it was wrong if their peers used alcohol daily. To assist in changing mistaken beliefs and perceptions of what is acceptable when it comes to alcohol and other drug use, the CCA has chosen to implement evidenced-based social norming campaigns. Additionally, Prevention Program Providers in the Northeast Region are implementing evidenced-based prevention programs that work to change the norms in a community including Project Success, Strengthening Families, and Too Good For Drugs. The CCA will use the results of the 2016 Florida Youth Substance Abuse Survey to identify changes in the following measures: Parental Approval of alcohol and other drug use, students approval of alcohol and other drugs, perceived peer approval of alcohol and other drugs.

Social Norming Campaigns

CCA countywide coalitions are implementing 2 social norming campaigns throughout the region- Friday Night Done Right, No Alcohol. No Dope. and Natural High. Social norms marketing is based on the central concept of social norms theory – that much of people’s behavior is influenced by their perceptions of what is “normal” or “typical.” Social norming campaigns “aim for the target audience to correct an existing misperception about a ‘norm.’ Correcting the misperception then leads to a behavior change, (2010, The NSMC). The Friday Night Done Right campaign focuses on things teens would prefer to do on a Friday night rather than drink or do drugs. Natural High inspires youth to find their natural high, and say no to alcohol and other drugs.

14 *Counties in the Northeast Region are implementing*

71 *Schools participating*

139 *Organizations participating*

132 *Alcohol and drug free events for teens have been hosted*

Thousands of community members- teens and adults- have been reached!



**NATURAL
HIGH**



The Hernando County Sheriff's Office wrapped a School Resource Officer's car with the Friday Night Done Right message.



Friday Night Recovery's Got Talent Showcase In Volusia County



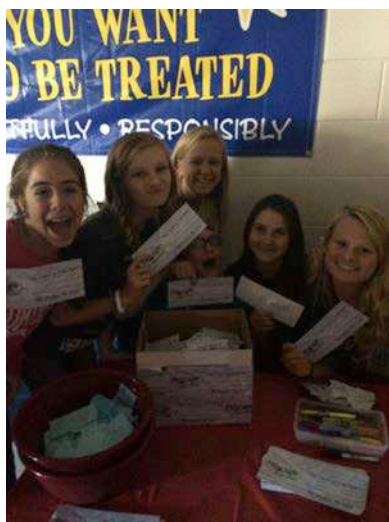
Hamilton County Friday Night Done Right event



Duval County teens sharing their Natural High



Volusia- Jackie Robinson baseball stadium in Daytona Beach, FL.



Teens sign pledges in Citrus County



Hernando County Bubble Soccer Friday Night Done Right Tournament

Evidenced-Based Prevention Programs

Evidenced-Based Prevention Programs included in the Regional Action Plan are all listed on SAMHSA's National Registry of Evidenced-bases Programs and Practices, thereby all proven effective in communities reducing alcohol and other drugs use. The programs included were determined by Prevention Providers in the region who assisted in the action planning process.

PROJECT SUCCESS

(Schools Using Coordinated Community Efforts to Strengthen Students) is designed to prevent and reduce substance use among students 12 to 18 years of age. In the Northeast Region, the following agencies provided outcomes on implementation: **Clay Behavioral Health Center, Gateway, CDC Family and Behavioral Health Services, and EPIC Behavioral Healthcare.**

4 *counties providing services*

16 *schools participating*

4 *community locations participating*

1,109 *youth served*

588 *parents served*

STRENGTHENING FAMILIES

Strengthen Families is a family skills training program designed to increase resilience and reduce risk factors for behavioral, emotional, academic, and social problems in children 3-16 years old. In the Northeast Region, the following agencies provided outcomes on implementation: River Region and One Voice for Volusia.

2 *counties providing services*

2 *schools participating*

26 *community organizations participating*

171 *youth served, 104* **104** *parents served*

TOO GOOD FOR DRUGS

Too Good for Drugs is a school-based prevention program for kindergarten through 12th grade that builds on students' resiliency by teaching them how to be socially competent and autonomous problem solvers. The program is designed to benefit everyone in the school by providing needed education in social and emotional competencies and by reducing risk factors and building protective factors that affect students in these age groups. In the Northeast Region, the following agencies provided outcomes on implementation: **Baker County Schools and Baker Prevention Coalition, Inc., Clay Behavioral Health Center, CDC Family and Behavioral Health Services, River Region, and Eckerd Community Alternatives (Citrus and Hernando).**

6 *counties providing services*

19 *schools participating*

17 *community locations participating*

7,884 *youth served*

INTERVENING VARIABLE 3: Social Access and Availability of Alcohol and Other Drugs

Through data collected in the needs assessment process, the CCA determined that social access of alcohol and other drugs were an issue in the Northeast Region. For instance, the most common way high school students obtained alcohol in 2012 was: "someone gave it to me". To reduce social access to alcohol, marijuana, and synthetic drugs, the CCA identified the following strategies: The Parents that Host, Lose the Most public awareness campaign, Synthetic Drug Ordinances, and We ID Ordinances to help reduce the amount of teens who are gaining access to alcohol and other drugs from parents and friends. Retail access was also identified as an issue as the go hand-in-hand. The CCA determined they would begin capacity building activities surrounding retail access to substances. The CCA will use the results of the 2016 Florida Youth Substance Abuse Survey and the CCA Synthetic Drug Survey to identify changes in the following measures: Usual Source of Alcohol, Usual Drinking Location, Substance Use Before or After School, and Past Year Source of Synthetic Drugs.

Parents that Host, Lose the Most

Parents that Host, Lose the Most is a public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties. The program takes place at state and local levels, concentrating on celebratory times for youth, such as homecoming, holidays, prom, graduation and other times when underage drinking parties are prevalent. The program encourages parents and the ENTIRE community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.

11 *counties participating*

229 *schools participating*

74 *organizations participating*



Teens stuff information bags and hand out to parents at parent pickup in Nassau County



Baker County hosts informational booth at Movie in the Park

Synthetic Drug Ordinance

Banning the sale of synthetic drugs from retail locations is an effective way to reduce the amount of residents accessing the deadly substances.

8 *counties have passed ordinances banning the sale of synthetic drugs and* **2** *have ordinances drafted*

We I.D. and Notice Posters

For the past 2 years, the CCA has conducted environmental scans in 16 counties to determine warning signs for teens and those individuals who need determent from purchasing alcohol for teens. **704 stores have been scanned.** This fall, coalitions will be distributing clings to alcohol vendors in their respective counties to hang on store doors and windows.

Along with signage, the CCA is working to pass a We ID Ordinance in the counties stating that all alcohol vendors much have signage posted. In July of 2015 the draft ordinance for counties to use was completed. To date, 1 county has passed a We ID ordinance.

We I.D.

**You must be 21
years of age to
purchase alcohol
products.**

NOTICE

**It is unlawful for anyone
(including parents)
to sell, give, or serve
alcoholic beverages to
a person under 21
years of age.**

Diversion Programs for Vendors

The CCA is working to build the capacity of counties throughout the Northeast Region to develop a comprehensive diversion program for vendors, based off the Responsible Vendor Training model. The program includes law enforcement officers conducting compliance checks and those vendors who sell alcohol to minors are referred to a class in lieu of arrest. Compliance checks are operations where youth attempt to purchase alcohol from stores and restaurants to ensure vendors are not providing alcohol to youth.

RESPONSIBLE BEVERAGE TRAINING

4 counties implementing trainings

25 trainings held

248 merchants trained

5 additional counties completed trainings of the trainers of the Responsible Vendor Training in summer of 2015



COMPLIANCE CHECKS

9 counties implementing

1,475 stores checked

1,196 (81%) did not sell



Vendors trained in Alachua County

Additional Accomplishments

- Monthly CCA Member calls
- Quarterly Prevention Trainings
- Quarterly Newsletters
- Website hosted at www.ccafl.org

Reports/Documents:

- Synthetic Drug Survey
- Environmental Scan Report
- Needs Assessment of Northeast Region
- Resource and Capacity Assessment of Northeast Region
- Logic Model for Northeast Region
- Northeast Region Action Plan
- Northeast Region Evaluation Plan

Trainings provided:

- Social Media in Coalitions
- Social Norms and Marketing
- Coalition Organization and Fiscal Management
- Selecting and Identifying Evidenced Based Strategies
- Working with law enforcement and retail access
- Policy/Advocacy
- Mental Health First Aid

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For more information on the report contact:
CCA Evaluator Lisa Hilko at lmhilko@gmail.com