

Community Coalition Alliance – Southeast, FL Regional Action Plan

During a comprehensive Needs Assessment and Resource and Capacity Assessment the CCA members identified alcohol and marijuana issues prevalent in the Southeast Region of Florida among middle and high school students. In order to make effective change and reduce and prevent alcohol and marijuana use in the region, the CCA member coalitions have developed the following Action Plan using environmental strategies and evidence-based Prevention Programs to not only combat alcohol and other drug use itself, but the low school performance rate of youth who report alcohol and other drug use compared to teens who refrain from use. The strategies and programs described throughout the Action Plan will all work together to provide a comprehensive approach and working as a region will assist with the sharing of resources, including expertise, lessons-learned, and project recognition. These strategies will be evaluated by CCA across the Region.

Short-term outcomes: Coalitions will work to implement short-term outcomes in a 3 to 6 month time range.

Long-term outcomes: Coalitions will work to implement long-term outcomes in a 6 to 18 month time range.

GOAL 1: Decrease the amount of Southeast Region middle and high school students who report “Mostly D’s and F’s” who also report past 30-day use by 5% of, measured by the 2014, 2016, and 2018 FYSAS.

OBJECTIVE: Reduce and prevent alcohol and marijuana use by middle and high school aged youth in the Southeast Region of Florida, with a focus on Indian River, Martin, Okeechobee, and St. Lucie Counties.

| Intervening Variable 1: Social Access and Availability of Alcohol and Other Marijuana | | |
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| STRATEGY | SHORT TERM OUTCOMES | LONG TERM OUTCOMES |
| <p>Alcohol Lock Tops- Lock it Up Campaign</p> <p>MEASURE: Decrease in “took it from a family member” as a typical source of alcohol for youth- FYSAS Data</p> | <ol style="list-style-type: none"> 1. Identify places where parents/guardians can be reached. 2. Develop Lock it Up posters to distribute to areas where parents/guardians will see them. 3. Purchase alcohol lock-tops to provide to parents/guardians. 4. Develop handout for parents on the importance of locking up alcohol in the home to give with the lock-tops. | <ol style="list-style-type: none"> 1. Hang posters at 10 locations throughout the county where parents/guardians will see them. 2. Distribute lock-boxes with handouts for 100 residencies in each county where teens live. 3. Develop regional PSA on locking up alcohol and have run in one community location. |
| <p>Survey on Marijuana Access Among Teens.</p> <p>MEASURE: 300 surveys and outcome report.</p> | <ol style="list-style-type: none"> 1. Develop survey on marijuana use and access. 2. Identify classroom setting or something comparable where 50 middle and 50 high school students can be given the survey. | <ol style="list-style-type: none"> 1. Implement the survey to 50 middle and 50 high school students in each county. 2. Enter data in survey monkey for CCA Evaluator to develop report. 3. Review report to identify how youth are gaining access to marijuana and brainstorm strategies for prevention. |

| Intervening Variable 2: Low Perception of Risk of Alcohol and Marijuana | | |
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| STRATEGY | SHORT TERM OUTCOMES | LONG TERM OUTCOMES |
| <p>Know the Law Campaign – education surrounding alcohol and other drug laws, i.e. consequences from breaking the law, rules, regulations, etc.</p> <p>MEASURE: Decrease in amount of youth who report delinquent behaviors- FYSAS Data</p> | <ol style="list-style-type: none"> 1. School participation from enough schools in each county to reach at least 5% of respective county's student population or participation from youth serving organizations, etc. reaching at least 5% of the student population. 2. Trained campaign presenters, whether teachers, coaches, SRO's, youth serving organization staff, etc. who will implement the campaign. | <ol style="list-style-type: none"> 1. 5% of the student body population in the Indian River, Martin, Okeechobee, and St. Lucie Counties will receive the Know the Campaign. 2. 30 pre/post tests will be provided to the CCA evaluator from each county to determine knowledge gained from the campaign. |
| <p>Civil Citation- Youth found with alcohol or other drugs, on their first offense, are diverted to prevention experts who provide mentorship and guidance. Licensed/ Certified Program staff perform a complete psychosocial assessment and develop an individualized plan to identify and address the underlying issues that may have brought the youth to the attention of the SRO. Referral is made to area collaborative partners to provide services to ameliorate the individual's particular set of circumstances including: youth and family counseling; drug screening; substance abuse counseling services; mental health treatment; a letter of apology; restitution; academic progress monitoring; pre-vocational skill development, etc. Upon successful completion of sanctions, the youth avoids an arrest record.</p> | <ol style="list-style-type: none"> 1. Identify available resources for youth diverted. 2. Participation in the program for local schools and SROs. | <ol style="list-style-type: none"> 1. Reach 30% of youth who are found using/possessing alcohol and other drugs. 2. Refer 100% of youth to additional services. |
| <p>Evidence-based Prevention Programs and Talk They Hear You Campaign Applicable Programs: Too good for Drugs/Violence or Life Skills Training</p> <p>MEASURE: Increase in the amount of students who see great risk or harm from</p> | <ol style="list-style-type: none"> 1. Each county will review the resource and capacity assessment of prevention programs in to identify what programs are in place, what schools are participating, how many youth are being provided the program. 2. Work with providers to support their efforts to have at least 1 of the identified programs implemented in | <ol style="list-style-type: none"> 1. Prevention Providers will implement at least one program in the respective member's county. 2. Pre/Post test results will be collected and provided to the CCA Evaluator. 3. Providers will share successes of Talk They Hear You Campaign with coalition members. <p>*Prevention Providers that participate will be included in the</p> |

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| <p>alcohol and marijuana use- FYSAS data.</p> | <p>each county. I.e., help inform schools why the programs are necessary.</p> <ol style="list-style-type: none"> 3. Work with providers to ensure the programs are collecting evaluation data from the programs they are currently implementing from the 2 choices. 4. Work with providers to implement the “Talk They Hear You” Campaign from SAMHSA. | <p>overall evaluation of the Action Plan.</p> |
| <p>Intervening Variable 3: Social Norms Accepting of Alcohol and Marijuana</p> | | |
| <p style="text-align: center;">STRATEGY</p> | <p style="text-align: center;">SHORT TERM OUTCOMES</p> | <p style="text-align: center;">LONG TERM OUTCOMES</p> |
| <p>Friday Night Done Right. No Alcohol. No Dope. Social Norming Campaign to promote the message that most teens do not drink and use drugs in order to have a good time.</p> <p>MEASURE: Decrease in “my home” youth typical source of alcohol. FYASA Data</p> | <ol style="list-style-type: none"> 1. Participate in Social Norming Campaign training. 2. Identify schools/ organizations to participate. If schools will not support the campaign, identify youth serving organizations or other community partners that will partner with the coalition and participate in the campaign. 3. Begin campaign implementation. | <ol style="list-style-type: none"> 1. Work with coalition partners to host at least 2 alcohol and drug free events for youth. 2. Track campaign efforts in your county and make of note of successful implementation strategies to share with CCA members. 3. Collect intercept surveys from at least 50 youth while in the community to identify campaign recognition. |
| <p>Parents Who Host, Lose the Most- A public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties - will be implemented in the Southeast Region</p> <p>OR</p> <p>No Ones House Campaign- a parent to parent campaign that works to ask parents not to provide alcohol to teens in the home.</p> <p>MEASURE: Decrease the amount of youth who believe their parents have favorable attitudes towards alcohol and other drugs- FYSAS data.</p> | <ol style="list-style-type: none"> 1. Based off the selection, identify partners in each of the member counties who can participate in campaign implementation. 2. Develop a plan for implementation in each of the respective counties that best fits the respective community. 3. Work with law enforcement to determine a way to identify if noise disturbance complaints include underage drinking. | <ol style="list-style-type: none"> 1. Implement the Parents who Host, Lose the Most Campaign or the No One’s House Campaign in each of the 3 member counties and track campaign efforts to make of note of successful implementation strategies to share with CCA members. 2. Collect intercept surveys from at least 25 parents while in the community to identify campaign recognition. |
| <p>Kids at Hope- a Resiliency research demonstrates that protective factors must exist in communities to help youth avoid</p> | <ol style="list-style-type: none"> 1. Train adults to connect with children in meaningful, sustainable ways to promote healthy behaviors such as abstaining from drugs and alcohol. | <ol style="list-style-type: none"> 1. Increase the knowledge of the Kids at Hope belief and practice in 85% of adult staff at four St. Lucie County schools as demonstrated by post-training evaluation |

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| <p>problem behaviors such as drugs and alcohol. For youth to avoid substance abuse, communities must (1) strengthen social bonds between youth and positive prosocial adults, (2) provide youth with opportunities to succeed and recognition, (3) develop skills in youth, and (4) have clearly stated healthy beliefs and standards for youth behavior. Kids at Hope is an evidence-based strategic framework that provides resiliency research tools to help entire communities (schools, parents, youth organizations, and community agencies) work together to prevent drug and alcohol use and other problem behaviors in kids. It creates and sustains protective factors to support youth success, without exception.</p> | <p>2. Facilitate youth opportunities for success, recognition and skill development to strengthen protective factors and reduce drug and alcohol use.</p> | <p>data. Baseline: Awareness of adults upon entering the training.</p> <p>2. Facilitate 5 to 10 youth activities or projects that strengthen bonds between youth and positive adults, and provide community opportunities for success, recognition and skill building in youth living in areas of the county with higher risk factors.</p> |
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GOAL 2: Increase the capacity of the Southeast Region’s coalition member partners to participate in strategy implementation.

OBJECTIVE 1: Involve coalitions members with linkage to a specific strategy to foster buy-in to the coalition’s work in the community,

| STRATEGY | SHORT TERM OUTCOMES | LONG TERM OUTCOMES |
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| <p>Provide Trainings for Law Enforcement- Law enforcement participation is key to a successful coalition.</p> | <ol style="list-style-type: none"> 1. Identify 2 law enforcement officers from county Sheriff Offices and Police Departments in the following trainings: <ol style="list-style-type: none"> a. Open House Party Dispersal Training b. Safe Festival Training c. Compliance Check and d. Liquor Law Compliance Checks training 2. Determine if holding Regional Training or County trainings would be more effective. | <ol style="list-style-type: none"> 1. Implement 1 Law Enforcement training for Indian River, Martin, Okeechobee, and St. Lucie Counties. 2. Capture sign in sheets and training evaluation. |
| <p>Involve 12 sectors in strategy implementation</p> | <ol style="list-style-type: none"> 1. Identify one coalition partner from each sector to engage in an action plan strategy. 2. Determine what strategy would best fit their participation and invite them to participate. | <ol style="list-style-type: none"> 1. Have participation from the 12 sectors of the community identified by SAMHSA participating in the Action Plan. |