

Strategic Plan Substance Free Youth Coalition

A plan to reduce substance abuse among youth by fostering awareness and education, and encouraging participation by individuals, families and the community.



**West Vancouver
Clark County
Washington**

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ABSTRACT

Substance Free Youth (SFY) is a coalition of concerned citizens, organizations, and agencies working to prevent substance abuse among youth in West Vancouver, Washington, by fostering awareness and education, and encouraging participation by individuals, families, and the community. Using the Strategic Prevention Framework of repeated assessments, planning, implementation, and evaluation, SFY will partner with a variety of community organizations and agencies to increase public awareness, enhance school based prevention and intervention services, and provide direct services designed to aid in substance abuse prevention.

Healthy Youth Survey data from 2002 through 2010 indicate that many youth in West Vancouver believe that their friends drink alcohol, many think that regular drinking is not risky, and many feel parents' attitudes towards drug use is favorable. These attitudes and beliefs contribute to underage drinking, which also may contribute to the use of other drugs. Use of drugs and alcohol results in poor school performance, delinquency, and mental health issues detrimental to both the individuals and the community.

To combat these attitudes and beliefs, SFY will recruit membership from all sectors of the community to support and participate in programs and activities that increase awareness that most youth do not drink, that alcohol is damaging both immediately and long term, and that parents are the predominant influence on youth decisions.

Initial programs and activities will include support for existing groups, such as school prevention clubs; presentations at schools and school events for students and parents; social media presence for announcements, schedules, and general information; media programs to promote positive social norms and increase media literacy; and direct services, such as the "Guiding Good Choices" program.

Although most programs and activities are in early planning stages and will not begin to be implemented until fall of 2012, the coalition already has had one major success in partnering with Discovery Middle School for a "Town Hall" event within the introduction of the school to 5th graders and their parents.

Current coalition activities are directed toward the creation and maintenance of relationships with potential partners, the selection and design of specific programs and activities, and the review and revision of coalition structure and methods. From these, we expect a significant decrease in youth alcohol use in West Vancouver as measured by the Healthy Youth Surveys in 2014.

MISSION & PURPOSE

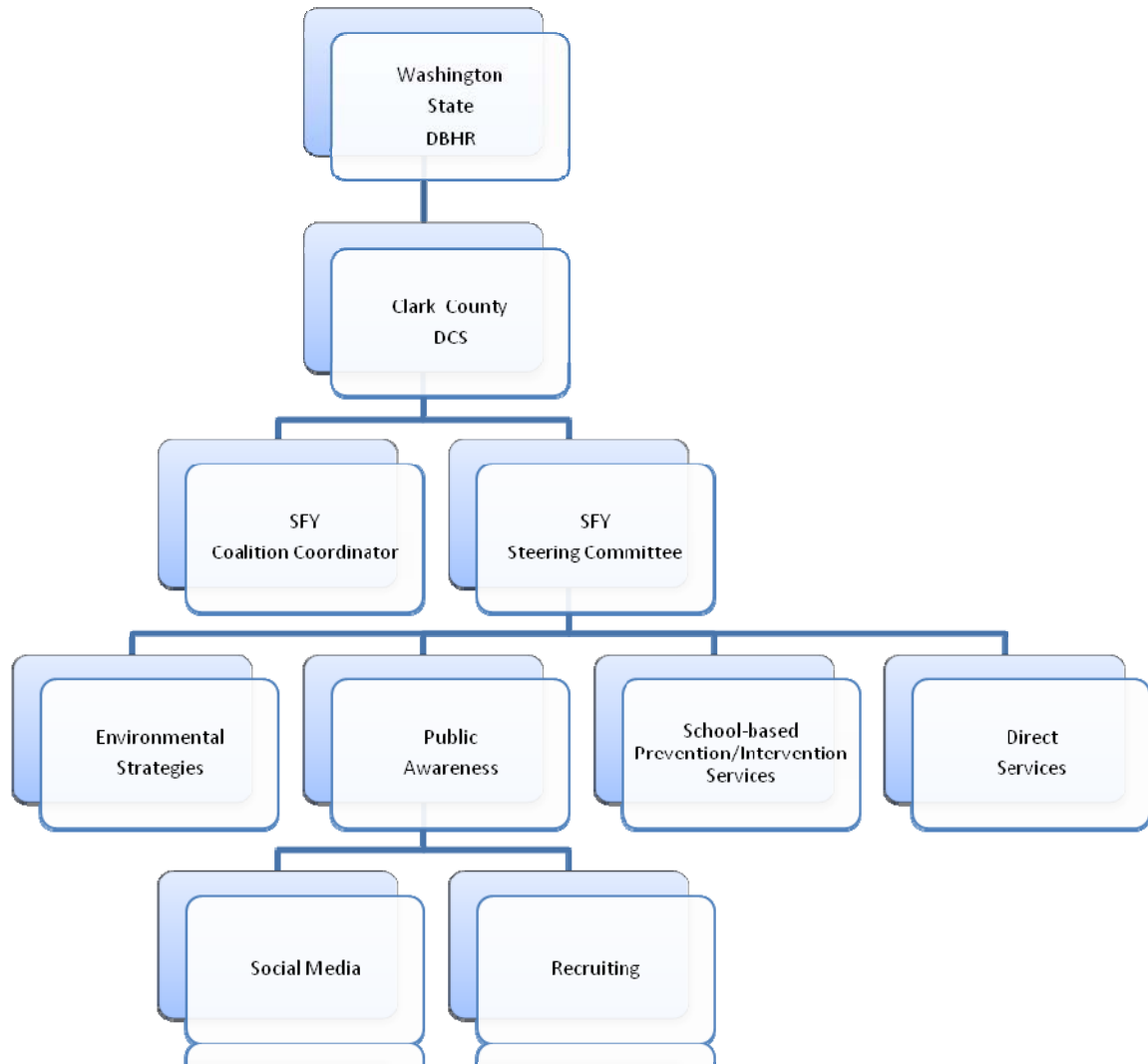
Substance Free Youth (SFY) is a coalition comprised of concerned citizens, organizations and agencies in the pursuit of a community which provides its youth an environment that is free of substance abuse. Its mission is to reduce substance abuse among youth by fostering awareness and education, and encouraging participation by individuals, families, and the community. The current focus of the coalition is to reduce alcohol use among youth in West Vancouver, Washington. The Strategic Prevention Framework will be used to develop the infrastructure needed to effectively and sustainably lead to reductions in alcohol use and abuse. The Strategic Prevention Framework includes the following components: assessment, capacity, planning, implementation, evaluation, sustainability and cultural competence (CADCA, 2010). As the coalition evolves with new members, new strategies, new community leaders, and changing local conditions, the Strategic Prevention Framework will be repeatedly applied on an ongoing basis.



Following a data and resource assessment, SFY will partner with various community organizations and agencies to provide public awareness, environmental strategies, school-based prevention/intervention services and direct services. The programs and strategies selected will be evaluated for their effectiveness to reduce underage drinking in West Vancouver.

Capacity

Coalition Management



Coalition Management

The SFY Coordinator is the Clark County Prevention Specialist and an employee of fiscal agency, Clark County Department of Community Services. The coordinator is also a member of the SFY Steering Committee. In the future, workgroups will be formed to address each program and strategy category in the SFY logic Model.

The coalition members, including the Steering Committee, communicate primarily through email between meetings with the addition of phone conversations when necessary. The SFY Coordinator sends the meeting agendas, meeting minutes, announcements, updates and requests via email. As workgroups are formed, a work group lead is assigned. That person is responsible for organizing communication and meetings related to the topic of focus for that particular work group. Minutes are taken at each work group meeting and are sent to the Steering Committee.

Each month, the full coalition meeting is held on the 2nd Tuesday for 1.5hrs. In addition, the Steering Committee meets monthly on the 3rd Wednesday for 1.5hrs. The meeting agendas and the meeting minutes are posted on our website. As we develop relationships with partners, we will add them to our coalition email list as well as direct them to our website and Facebook page.

The Steering Committee will create talking points to refer to when communicating with media and policymakers. To date, communication with media and policymakers has been informal and the focus has been general awareness around the formation of our coalition.

The SFY Coordinator has a standing monthly meeting with a Prevention Systems Manager from DBHR to discuss the current status, challenges and successes of the coalition. Frequently there are phone conversations and email communication that take place in between the standing monthly meetings.

The SFY coalition is composed of **Members, Community Partners, Work Groups, a Steering Committee**, and **Staff** (the Clark County Prevention Specialist).

Members shall:

- Include the original coalition attendees
- Include attendees that attend two meetings in a quarter
- Be entitled to one vote on each coalition proposal
- Be invited to join work groups as desired

Community Partners may:

- Attend coalition meetings
- Request information
- Make suggestions

Each Work Group shall:

- Meet outside of regular coalition meetings
- Nominate a Lead to be approved by the Steering Committee
- Be time or task limited as designated by the Steering Committee. (e.g., six months, or presentation development)
- Record minutes to be submitted to the Steering Committee within ten business days of each meeting

The Steering Committee shall:

- Include the Clark County Prevention Specialist
- Include diverse sector representation
- Be chosen by the Steering Committee from candidates nominated by the membership
- Be appointed for a term of one year, which may be renewed
- Meet monthly in addition to full membership meetings
- Establish and maintain work groups to study and act on specific issues
- Maintain the Steering Committee through ongoing recruitment
- Promote public awareness of the mission, goals, and responsibilities of the coalition
- Keep the coalition focused on successful implementation of its strategic plan
- Review and revise the coalition goals, organization and operation, as necessary

Staff (Clark County Prevention Specialist) shall:

- Serve as a liaison between the PRI (Prevention Redesign Initiative) coalition and DBHR (Division of Behavioral Health and Recovery)
- Maintain coalition records
- Help recruit and retain membership in the coalition and support from local key stakeholders/leaders
- Provide staff support to the coalition, and coordinate regular meetings to ensure implementation of the strategic plans and work plans
- Coordinate the regular review of coalition budget by the coalition
- Assist coalition members in navigating Strategic Prevention Framework and guide coalition to develop a comprehensive action plan based on needs assessment and strategic planning

- Report to the coalition on progress toward the goals and objectives of the strategic work plan
- Provide or coordinate services, activities and coalition trainings with the guidance of the coalition members
- Work with the coalition on projects to develop and monitor outcomes
- Work with the coalition to coordinate community outreach efforts
- Function as the liaison among the coalition members and with the community

Decisions:

Decisions of the coalition and of each group or committee shall be reached by consensus with agreement by simple majority. When a voting member cannot attend a meeting at which the vote will take place, an email vote is acceptable. When consensus cannot be reached, Robert’s Rules of Order, most recent edition, shall be used.

Meetings:

Full membership meetings, open to the public, shall be held at least nine times a year on the second Tuesday of the month at Discovery Middle School, from 4:00 to 5:30 P.M. If a change is necessary, notice will be sent to all members as soon as possible. Other meetings may be called by the Steering Committee or by 50% of the members.

Minutes & Agenda:

Minutes shall be taken of all full membership meetings by Staff or other appointed designee. Minutes of each membership meeting will be sent out to members within ten business days of the meeting. Meeting agendas will be sent out at least five business days prior to the next meeting.

Quorum:

A quorum shall be at least 40% of the coalition membership. The members present at a meeting without a quorum may elect to proceed with a vote, although the vote is subject to ratification the next time a quorum is present. Members may also choose to hold the vote for the next quorum meeting.

Amendments to the By-Laws:

Proposed amendments to the by-laws shall be distributed to membership at least five business days prior to a meeting where voting will take place.

Ratification:

Amendments shall be considered ratified and in force when adopted by a simple majority of the members.

Compensation:

No member will receive compensation for participation.

Membership Recruitment and Retention

SFY will continue efforts to have the following Drug Free Communities (DFC) sectors represented on the coalition:

- Youth
- Parent
- Law Enforcement
- Civic/Volunteer Groups
- Business
- Healthcare Professionals
- Media
- School
- Youth-Serving Organizations
- Religious/Fraternal Organizations
- State/Local/Tribal Government
- Other Substance Abuse Organizations
- Chemical Dependency Treatment
- Mental Health Services Representative

The Steering Committee is responsible for recruiting new members, partners, agencies, and stakeholders to support the efforts of the coalition. Recruitment efforts will be focused on, but not limited to, the 12 DFC sectors listed above. Our initial goal is to recruit and retain at least 20-25 active members that are diverse in sector, culture, age and income. Our recruitment strategy will include the following: individual meetings with persons and organizations that can further the mission of SFY; group presentations (e.g., local neighborhood associations, civic clubs, and churches); electronic mail; promotions at community and school events; and promotions in print and social media.

Currently, SFY has members in the following sectors: school, religious organization, parent, law enforcement, business, civic/volunteer group, youth-serving, chemical dependency treatment, and mental health representative. Steering Committee members are assigned one or more of the 12 DFC sectors, to recognize and consider their interests and needs, and to recruit within these sectors.

SFY will work to keep the identified sectors engaged by requesting their input and contributions from the perspective of the sector that they represent. SFY meetings are outcome focused and welcome the participation of all who attend. Our goal is for each individual that attends an SFY meeting to feel it was worthy of their time, and that they had opportunities to contribute to coalition efforts.

Social Media Tools, all in the process of development, include:

- Facebook <https://www.facebook.com/SubstanceFreeYouth>
- Twitter [SFY_Vancouver](#)
- LinkedIn http://www.linkedin.com/groups/Substance-Free-Youth-4397034?trk=myg_ugrp_ovr
- Website www.substancefreeyouth.org
- Email substancefreeyouth@gmail.com

Currently we post all meetings, agendas and events that are held by SFY, and we frequently post information about drug and or alcohol statistics or prevention on

Facebook, Twitter and LinkedIn. Our website will be an excellent resource for sharing the story of our coalition, mission, vision, goals, strategies, recruitment and what resources are available in the community.

An additional recruitment strategy will involve working with the Family Community Resource Coordinators to reach out to the diverse parent population in West Vancouver. More information on this topic is provided in the Cultural Competency section of this plan.

The Steering Committee (SC) will strive to achieve ongoing participation of at least eight of the twelve Drug Free Communities sectors. The SC will identify key people in the community that represent each sector, invite these potential participants to meet with a Steering Committee member, to be presented with the following:

- Name of coalition
- Mission and goals
- Recent activities
- Invitation to become a coalition member
- Responsibilities of coalition members
- Benefits of participation (e.g. promotion and acknowledgement of their support in our efforts, cooperation and shared efforts towards the desired results, etc.)

Coalition rules for membership and voting are contained in the by-laws, and include the following:

Members:

- Include the original coalition attendees
- Include members that attend two meetings in a quarter
- Are entitled to one vote on each coalition proposal
- May be invited to join work groups as desired

Community Partners may:

- Attend coalition meetings
- Request information
- Make suggestions

The Coalition Coordinator will keep track of membership and involvement in coalition efforts through sign-in sheets and the PBPS data system. To document the work of the coalition, SFY Coordinator will keep logs for at least the following categories: events, ongoing services, media and resources generated. To evaluate the work of the coalition, the logs will be reviewed monthly by the steering committee and analyzed for the preparation of reports to be posted on our website and presented to the coalition at least quarterly.

As a strategy to maintain involvement and engagement of coalition members, the Steering Committee will use the following 6R's (Minkler, 2004):

- Recognition – Recognize people for their contributions
- Respect – Respect and consider people's values, culture, ideas, and time in the organization's activities.
- Role – Give each person a clearly meaningful role in the coalition through which they can contribute and know they are of value to the group.
- Relationships – Provide opportunities for people to establish relationships and build networks both professionally and personally.
- Reward – Ensure that people benefit from the relationships established and that the rewards of participating in the group outweigh the costs.
- Results – Work to achieve visible results that are clearly linked to important outcomes.

Community Outreach and Sustainability

SFY's goals for substance abuse prevention parallel those of the Clark County Public Health's Partnerships for Healthy Neighborhoods (P4HN) and of Drug Free Communities (DFC) grantee, PREVENT!. To maintain community relevance, SFY will continue ongoing coordination and support with these agencies and will solicit member inputs via steering committee sector responsibilities.

Partnerships for Healthy Neighborhoods (P4HN)

The P4HN Mission is creating sustainable, healthy neighborhoods where everyone can safely live, learn, work, play, do business and grow spiritually through collaborative planning, action, advocacy, and long-term support.

This is a new project with their first coalition meeting taking place in November, 2011. P4HN is focused on Central Vancouver. Two of the elementary schools (Washington Elementary and part of Harney Elementary) that are located within the P4HN focus area, feed into the principal West Vancouver middle school (see area maps on pages 46 and 48). Key informant interviews and focus groups revealed that residents in this area were concerned with safety issues and lack of parenting and supervision for their children. Three areas of focus have been identified:

- building stronger connections between school, family and community
- supporting and expanding efforts around improving access to healthy food
- engaging and working with schools to weave together school/neighborhood activities and events.

PREVENT!

PREVENT! Is a non-profit volunteer coalition of community organizations, groups and individuals working together toward a common goal of building a safe, healthy and drug-free community in Clark County, Washington.

In October of 2007, PREVENT! received the Drug Free Communities grant, providing \$500,000 over the course of five years for community-level prevention work throughout Clark County.

PREVENT! Goals:

- Prevent the onset and reduce the progression of substance abuse (including underage drinking) by identifying and addressing factors that minimize the risk of substance abuse among youth
- Serve as a catalyst for increased citizen participation and greater collaboration among all sectors of and organizations within Clark County to build capacity for conducting prevention strategies

PREVENT! Strategies:

PREVENT! aims to reduce the risk factors known to contribute to substance use and increase the factors that are known to protect youth from using substances, including:

- creating a community culture that promotes healthy choices
- advocating for policies and regulations that protect, empower and nurture youth
- facilitating positive opportunities for youth to be involved in the community

Because alcohol and tobacco are used by youth more than other drugs, PREVENT! is concerned with policies and regulations regarding alcohol and tobacco, the social attitudes regarding these substances, and the ease of access of these substances for youth.

The goals and strategies for these two local coalitions compliment but are not identical to SFY efforts. P4HN is focused in Central Vancouver and on general health and safety. PREVENT! works towards substance abuse prevention among youth throughout Clark County. SFY is focused on reducing substance abuse among youth specifically in West Vancouver. The goals and strategies for SFY are described beginning on pg. 32.

Collaboration and Linkages

SFY Coalition supports and makes use of collaboration and linkages with state, federal and local organizations, such as Division of Behavioral Health & Recovery (DBHR), PREVENT!, Clark County Substance Abuse Advisory Board (SAAB), Clark County Coalition Network (CCCN), and the Washougal Prevention Redesign Initiative Coalition. From participation in these organizations, the SFY Coordinator informs the Steering Committee and the coalition of mutual and related interests and activities for coalition benefit and support. The SFY Coordinator is involved in PREVENT! and SAAB, as both the SFY Coordinator and the Clark County Prevention Specialist, and will encourage SFY Steering Committee members to attend meetings of P4HN, PREVENT!, Safe Communities Task Force, CCCN and Yahoo Group (see Resource Assessment).

DBHR:

SFY receives technical assistance and funding from the Division of Behavioral Health and Recovery (DBHR). SFY coordinator is in frequent communication with a Prevention Systems Manager at DBHR. DBHR provided SFY with a Key Leader Orientation in January of 2012. DBHR also provided a Data Training to the SFY Data Work Group. DBHR provided SFY with materials to assist in the process of completing the Resource & Gaps Assessment. SFY Coordinator has benefited from multiple trainings that DBHR has either provided or coordinated.

PREVENT!:

SFY Coordinator sits on the Steering Committee of the PREVENT! coalition. SFY will have the opportunity to attend trainings provided through PREVENT!'s Drug Free Communities Mentorship grant.

SAAB: The Substance Abuse Advisory Board reviews services, plans, and budgets for publicly funded substance abuse programs in Clark County, and makes recommendations to the Board of Clark County Commissioners regarding program needs and priorities. The SFY Coordinator shares information about the SFY coalition at the monthly SAAB meetings, and provides a prevention report that includes the efforts of SFY for the SAAB presentation to the Board of Clark County Commissioners.

Clark County Coalition Network (CCCN):

SFY Coordinator is a member of the Clark County Coalition Network, which includes the coordinators from PREVENT!, P4HN and Safe Communities Task Force. This provides an opportunity for coordinators to share coalition updates, build partnerships, and avoid duplicating efforts. In 2011, a Yahoo Group was created for coordinators and members of Clark County Coalitions to share meeting agendas, minutes, events and announcements.

Washougal PRI Coalition:

The SFY coordinator meets with the Washougal coordinator on a monthly basis to stay informed about the work of both coalitions.

Available Resources

The resources that SFY has available include the following:

- Substance Abuse Prevention and Treatment (SAPT): The SAPT block grant money is available to fund evidence based programs that the coalition sees necessary as valuable to implement. Descriptions of the proposed evidence based programs can be found in the logic model on pg. 38 and beginning on pg. 34.

- Community Prevention Training System (CPTS): CPTS funding is used solely for training opportunities that will increase capacity to implement evidenced based substance abuse prevention programming. The programming must support the stated goals and objectives as identified through the needs assessment process. Increasing capacity also includes the following activities: grant writing training, board training and community organizing or volunteer recruitment training. The SFY coalition has been accepted to attend the National Coalition Academy in 2013. The CPTS funds will allow the SFY Coordinator and a coalition member to attend this training.
- Division of Behavioral Health & Recovery (DBHR) provides technical assistance and training. SFY has benefited from a Key Leader Orientation, Data Workgroup Training, and Resource Assessment materials provided by DBHR.
- Discovery Middle School provides meeting space for our monthly full coalition meetings. The SFY Steering Committee meets free of charge on a monthly basis in Discovery's Family Community Resource Center.
- Compass church provides free meeting space during the summer months for both the full coalition and the Steering Committee meetings.
- 15-20 SFY members dedicate their time to the coalition by attending full coalition meetings, Steering Committee meetings, sub-committee meetings, recruitment, and eventually by implementation of the Strategic Plan.
- SFY will have the opportunity to participate in trainings that the PREVENT! Coalition provides as a part of their Drug Free Communities Mentorship Grant. A series of trainings are currently being scheduled. SFY members will be invited when details are finalized.

SFY has a strong network of partners in our community. Connecting with them individually and in groups will be critical for strategy implementation. With our May 2012 Town Hall event, we have seen how well it works to partner with an existing event to get the word out about our coalition, and deliver prevention messages. Social media, e-mail and other electronic information sharing is also a tool that the coalition finds useful. Stand alone events and printed material handouts do not seem viable uses of our resources, time and effort.

Our connections are broad in the community, but we can always improve to engage even more people. Coalition members have experienced in the past (in a non-SFY capacity) that if they start some energy going in identified pockets of influence and get some traction on a topic, this can usually create a wave that engulfs a larger number of supporters.

According to one coalition member regarding past non-SFY experience:

It has been difficult to get a good cross section of input on any subject in this community. We have flooded neighborhoods with surveys, listening sessions and restructuring processes. Using events that already exist and draw a crowd to ask some informal questions, would well suit the work of SFY. The key will be to brainstorm 3 or 4 questions we really need answered at this juncture, and then re-evaluate new questions as necessary (S. Boehlke, personal communication, June 12, 2012).

The coalition will consider developing a survey or utilizing an existing reputable survey to seek input from the local neighborhood associations, Parent Teacher Associations, and Family Community Resource Centers. The survey would be used as a tool for an ongoing needs assessment, assessment of local conditions, and to identify the level of community interest and support for the various strategies SFY is considering implementing in the future.

The main strategy SFY will put in place to ensure sustainability of the coalition efforts is applying for a Drug Free Communities Grant in 2017. Until then, SFY will rely on SAPT and CPTS, and will work to establish relationships and partnerships with local businesses that may help to support the work of SFY. Coalition members have generated the following list of possibilities:

- Apply for non-profit status
- Seek donations from businesses
- Seek donations from local clubs/organizations (i.e. Elks, Veterans of Foreign Wars, Rotary, Kiwanis, Chambers)
- Contact churches for local mission money
- Grants: Vancouver Housing Authority, Vancouver Dept. of Justice
- Community based organizations: Kaiser, Peace Health, YWCA, Partners of Non-Profits, financial Institutions
- Philanthropy

Training and Capacity Building

The trainings that have been or will be provided to the Substance Free Youth coalition members and staff include the following:

- January 2012: DBHR provided SFY with a Key Leadership Orientation/training
- February 2012: DBHR provided SFY with a Data Work Group training
- March 2012: SFY Coordinator attended the Substance Abuse Prevention Specialist Training
- April 2012: DBHR provided materials and tools to use to facilitate the SFY Resource Group

- May 2012: SFY Coordinator attended the CADCA's Coaching for Coalition Success trainings: "What's School Got To Do With It: Schools Working With PRI Coalitions" and "We Have a Plan, Now What? Enhancing PRI Coalition Impact"
- May 2012: SFY Coordinator and two Steering Committee members participated in CADCA's Linking Strategies to Outcomes webinar
- June 2012: SFY Coordinator attended Paul Evensen's "Enhancing Community Building" training.
- June 2012: SFY Coordinator and one SFY Steering Committee member attended Paul Evensen's training titled, "Measuring Coalition Success."
- November 2012: A Cultural Competency training event is being planned (by vote of the coalition) for SFY members, local agencies, organizations and businesses, and current or potential SFY community partners. To meet this significant component of the Strategic Prevention Framework and the Prevention Redesign Initiative, the SFY Coordinator has met with Dr. James Mason, Executive Director of Culturally Competent Caregiving at Providence Hospital in Portland, Oregon. Dr. Mason was referred to the SFY Coordinator by the Clark County Diversity Coordinator, approved by the SFY Steering Committee, and has agreed to provide Cultural Competency training for a fee yet to be determined.

The Clark College Addiction Counseling Education Club plans to reserve a space at Clark College when they receive their charter in early October. A member of SFY and owner of a local restaurant as offered to provide a catered lunch to training participants.

When a date has been scheduled with Clark College, a workgroup will be formed to coordinate promotion, registration, and other logistics of the training. The primary goal of this event is cultural competency for the coalition. It also is expected to promote awareness of SFY and its goals, and to aid in recruiting members and community partners.

- 2013: SFY coordinator and at least one coalition member will attend the National Coalition Academy.
- 2013: SFY Coordinator and a member of the Environmental Strategies Workgroup will attend the Positive Community Norms training provided by Montana State University. According to Social Norms Theory, misperceptions lead to a greater adoption of risky behavior than would occur if the true norms of the peer group were understood and believed (Most of Us, 2012). SFY members voted to include a Positive Community Norms Campaign as an initial Environmental Strategy, and agreed that for the schools and community of West Vancouver to gain the most benefit from this campaign, SFY members should receive professional training.

ASSESSMENT

Method

To understand community needs, SFY formed a Data Workgroup to collect and evaluate information, and to report to the coalition for conclusions. The Data Workgroup consisted of the following members: Healthcare Administrator, Discovery Middle School Prevention/Intervention Specialist, Vancouver Public Schools Program Coordinator, Community Member, Clark County Public Health Epidemiologist, Clark County Public Health employee and the SFY Coordinator.

The Data Workgroup met three times and provided one presentation with guidance and technical assistance from Scott Waller at DBHR. The outcomes of each of the four meetings included the following:

1. Data Book Training provided by Scott Waller from DBHR
2. Data Book review, a Data Summary Report, and decision that additional data was needed. Then, a plan to hold a focus group at Daybreak Youth Services, review West Vancouver demographic information, and hold focus groups at Discovery Middle School. All of the data collection plans were accomplished with the exception of the Discovery Middle School focus groups. SFY looks forward to benefiting from data collected from focus groups with Discovery Middle School students in the future.
3. Review of data from the Daybreak focus group, review of the West Vancouver demographic information provided by Melanie Payne, and application of the prioritization tool provided by Scott Waller at DBHR to select and prioritize the results as described below.
4. Presentation of recommended priorities to the full coalition in April 2012, where the coalition voted to move forward with the priorities as selected.

Healthy Youth Survey

The *What's Happening in West Vancouver? A community needs assessment data book* produced by the Washington State Division of Behavioral Health and Recovery was the a-key resource reviewed. The data book provided location specific data from the Healthy Youth Survey and relevant archival data. Topics reviewed related to the following:

- Consequences – behaviors that are known to be associated with substance use
- Consumption – measure of the number of youth using/consuming alcohol and other substances
- Intervening Variables – characteristics that are strongly predictive or protective of underage drinking and substance use
- And additional data from the Healthy Youth Survey and CORE archival measures

Demographic Data

Basic demographic information about the area was also reviewed (see page 53). These data available through the U.S. Census Bureau was helpful to describe the population of the area of focus. Variables reviewed included population density, age, minorities, income and education attainment. West Vancouver has a population of 65,674 that is split relatively equal between males and females. The median age is 35. The average household income is \$36,436.00 with a range between \$30,000.00 and \$43,000.00.

West Vancouver Ethnic Diversity

American Indian/ Alaska Native	1%
Asian/Pacific Islander	1%
Black	2%
Other	4%
Hispanic	8%
White	83%

West Vancouver includes six elementary schools, one middle school, one high school and one magnet school that includes 6th-12th grade students (see map on page 52). Within these schools, there are high rates of students who qualify for free or reduced price meals.

Free or Reduced Price Meal Data

Discovery Middle School	68.8%
Franklin Elementary School	39.7%
Fruit Valley Elementary School	89.3%
Harney Elementary School	69.4%
Hough Elementary School	56.4%
Hudson's Bay High School	59.2%
Lincoln Elementary School	62.9%
Vancouver School of Arts & Academics	20.4%
Washington Elementary School	90.1%

Qualitative Data

To obtain qualitative data to help explain the quantitative data, we held a focus group with youth in substance abuse treatment drawn from the community at large (see data on page 49). The Data Workgroup created a list of questions to ask the focus group participants. The following Data Workgroup members conducted the focus group: Clark County Public Health Epidemiologist, Clark County Public Health employee and a Community Member. Although the participants in the focus groups

were not necessarily from or current residents of West Vancouver, SFY saw the value in learning from young people about the paths they took to being involved in substance abuse treatment. The information derived from the focus group was complementary to the quantitative data and may prove extremely useful when planning prevention strategies.

Obtaining data from focus groups held with Discovery Middle School students would have been ideal. However, due to transition of the SFY member who conducted the focus groups, the data was never received by the SFY Steering Committee. We are confident that successful and informative focus groups will be achieved at Discovery Middle School in the future.

Data Assessment

Healthy Youth Survey

Using the *What's Happening in West Vancouver? A community needs assessment data book*, specific data elements highlight areas of concern either in higher prevalence compared to statewide data, or where local trends were worsening. While much of the statistical findings were among 10th graders, we found evidence that data for 8th graders corroborated the statistical findings among 10th graders.

Data from the focus area show where rates among 10th graders increased over time and were higher than the state rate in 2010 include the following:

- Current drinking
- Marijuana use
- Alcohol is easy to get
- Community doesn't think drinking is wrong
- Friend's use of drugs

Data from the focus area show where rates among 10th graders were higher than the state rate in 2010 include the following:

- School doesn't enforce underage drinking (8th grade)
- Youth don't think drinking is wrong
- Friends drink alcohol
- Parents attitude favorable towards drug use
- Early initiation of drugs

Qualitative Data

The focus group with youth in treatment revealed that many of these youth came from families where alcohol and substance use was prevalent among family members and others. In addition, substance use was not only accessible to these youth but encouraged, often at very young ages (e.g. 5 to 8 years old). Youth felt it was important to start learning about prevention in grade school and it was

important to have other options such as sports or family time, particularly for the low-income, as alternative to substance use.

Based on our review of the available data, the Data Workgroup recommends that the Substance Free Youth coalition focus their efforts on the following categories:

- (1) Parents favorable toward drug use (Risk Factor)
- (2) Regular drinking not risky (Perception of Risk)
- (3) Friends drink (Community Norms)

These priorities are supported by both the quantitative and qualitative findings. Specific findings noted above show areas that may be targeted within the broad categories. According to the Healthy Youth Survey, alcohol is the most prevalent substance used among youth within the target population. Therefore, SFY will focus initial efforts on reducing underage drinking in West Vancouver.

Resources Assessment

It is clear that Clark County values prevention efforts by the multitude of coalitions, boards and task forces within the county. The PREVENT! Coalition and Substance Abuse Advisory Board continue to work hard at identifying the needs and areas of concern in the county and taking action in an attempt to create a safer community where our youth can thrive. While these groups continue to do great work at the county level, Substance Free Youth is focusing on a smaller geographic region. This narrow focus will result in West Vancouver residents and businesses taking initiative on the substance abuse issues in their own neighborhoods. In addition, a narrow focus on West Vancouver will allow for a sense of ownership that community members may not feel on a county level.

There are many resources available to West Vancouver youth and families, and there are two crucial resources that will be at the forefront of consideration for all of SFY's strategic plans. As a part of the Prevention Redesign Initiative, Educational Service District 112 (ESD 112) placed a Prevention/Intervention Specialist (P/I) in Discovery Middle School. The P/I is responsible for administering the Project Success program in the school. Project Success is designed to prevent and reduce substance use among students 12 to 18 years of age. Project Success includes the following four components:

- The Prevention Education Series (PES), an eight-session alcohol, tobacco, and other drug program conducted by Project SUCCESS counselors (local staff trained by the developers) who help students identify and resist pressures to use substances, correct misperceptions about the prevalence and acceptability of substance use, and understand the consequences of substance use.
- School wide activities and promotional materials to increase the perception of the harm of substance use, positively change social norms about substance

use, and increase enforcement of and compliance with school policies and community laws.

- A parent program that includes information meetings, parent education and the formation of a parent advisory committee.
- Individual and group counseling, in which the Project SUCCESS counselors conduct time-limited counseling for youth following their participation in the PES and an individual assessment. Students and parents who require more intensive counseling, treatment, or other services are referred to appropriate agencies or practitioners in the community.

The P/I at Discovery Middle School also coordinates 9 groups of at-risk youth and three prevention clubs for students in 6th-8th grade. The P/I is on the Steering Committee for SFY and will work closely with the Coalition Coordinator to implement the Strategic Plan.

The Vancouver Public School District (VPS) recently established Family Community Resource Centers (FCRC). FCRCs create a strong foundation for student learning by coordinating resources for families. These resources include basic needs such as food, clothing, emergency housing, health care and mental health services. Additionally, FCRCs extended learning opportunities for students are provided along with workshops geared specifically toward parents. Each FCRC has developed an advisory board of local stakeholders and community partners who work together to provide support and services.

Three elementary schools and one middle school within West Vancouver currently have an FCRC. The FCRC Coordinators from Discovery Middle School and Fruit Valley Elementary are both members of SFY. These FCRCs are an incredible a very valuable resource to the coalition because they work directly with both the youth and the parents of West Vancouver. They also work closely with the existing resources in the area and have the potential to serve as a bridge between the coalition and external resources and important stakeholders in the community. The coalition will strive to develop relationships with the other FCRCs in West Vancouver with the guidance of the FCRCs currently on the coalition.

Hudson's Bay High School, also located in West Vancouver, offers a prevention club called S.T.O.P. which stands for "Straight Talk on Prevention." The students plan activities that encourage good decision making. It is their goal to give teenagers information that will encourage them to abstain from the use of tobacco, drugs and alcohol and also behaviors that are harmful to themselves or others. SFY will work to develop relationships with both Hudson's Bay High School and Vancouver School of Arts and Academics to build the youth sector of the coalition.

Using the Resource Assessment tools provided by Scott Waller at DBHR, SFY began resource assessment during a full coalition meeting. Following that meeting a Resource Assessment Workgroup was developed that consisted of the following

members: Linda Hutchins (Discovery P/I), Rose Hagen (Discovery PTSA President), Phil Loyd (Community Member), Catherine MacCallum-Ceballos (Discovery Family Community Resource Coordinator) and Tiffany Schwieterman (SFY Coordinator). The original list of resources that was created at the full coalition meeting, was narrowed down by looking at which of the services directly impact our priorities. After further discussion, we eliminated programs and services that West Vancouver youth and families do not have easy access to. Many families struggle with transportation which is a critical component to accessing programs/services.

Our final list of resource programs/services include:

Area Churches (West Vancouver) – Each church has its own program. Many of the churches in the area have youth groups, AA meetings, NA meetings and support groups for families and married couples.

Boys and Girls Club - BGCSW actively seeks to enrich the lives of Club members by ensuring greater access to quality programs. Members explore a variety of interests and needs based programs in five core areas: Character and Leadership Development, Education and Career Development, Health and Life Skills, The Arts, Sports, Fitness and Recreation

Children's Home Society of Washington (CHSW) – Children's Home Society of Washington helps to provide children with strong families, loving stable homes and their best chance for happiness and success. They provide a comprehensive network of care to 39,000 children and families each year in early learning, family support, out-of-home care, child and family counseling, adoption and advocacy.

Triple Point - A local youth group for gay, lesbian, bisexual, transgender, questioning, and straight ally youth, ages 13-21 years old, currently provides a safe space, support, education and information and referral services through CHSW. Triple Point also provides youth with a meal and structured activities during each meeting.

Clark County Teen Talk - Teen Talk offers support to youth both over the phone and through the Internet. Youth volunteers complete 32 hours of training prior to taking calls, which gives them information about many of the issues facing today's young people.

Community Services NW (CSNW) – Provides treatment for individuals and families struggling with addiction, mental illness, homelessness, and sometimes all three. CSNW is committed to serving low-income adults and families. They offer programs for Addictions, Mental Health, Dialectical Behavior Therapy, Housing, and the Wellness Project.

Columbia River Mental Health (CRMH) - CRMHS offers a variety of services, which include:

Child and Family Services
Employment Services
Outpatient and Medical Services
Supported Housing
Residential Facility - Elahan Place
Treatment Programs at schools
Drug and Alcohol Treatment

Early Childhood Programs:

Early Child Evaluation Center Vancouver School District- The Early Childhood Evaluation Center provides assessment services to help identify children ages three through five who may have developmental delays. They assesses children in the areas of speech and language, motor, adaptive skills, social or cognition to determine the need for early intervention.

Educational Opportunities for Children and Families (EOCF) – The umbrella agency for Early Head Start, Head Start, ECEAP, and ESIT (Early Support for Infants and Toddlers)

Early Childhood Education and Assistance Program (ECEAP) and Head Start - both provide free services and support to eligible children and families.

ESD 112 – ESD 112 offers early intervention services to families in Battle Ground, Evergreen, Hockinson, La Center, Ridgefield, and Washougal. This program is for children birth to three with special needs. Speech therapists, motor therapists, and education specialist work with the families to help the children reach their full potential. When the child is 3 the local school district takes over providing services.

SELF – coalition with three task forces – SELF Ready Families, SELF Ready Schools, and SELF Ready Professionals. Through SELF, Clark County residents work together to build a community that nurtures the full potential of our youngest children.

Graduation, Reality, and Dual-Role Skills (G.R.A.D.S.) - is an in-school Family and Consumer Sciences instructional and intervention program for pregnant and parenting teens, male and female. Objectives focus on graduation and retention, positive health care practices, knowledge of positive parenting practices, setting vocational and career goals, balancing work and family and delaying subsequent pregnancies.

Jim Parsley Center – A community center that offers summer day camps, Saturday Adventure Club (once a month), swimming pool, climbing wall and other activities for children and families.

Nurse Family Partnership - Nurse-Family Partnership helps at-risk, first-time mothers to have healthy pregnancies, improve child health and development, and become more economically self-sufficient. Nurses visit pregnant women during their pregnancy and up until the child is 2 years old.

Parks and Recreation - Recreation and sports programs for residents of all ages and manages nearly 7,000 acres of parkland, over 44 miles of trails, a number of community facilities, including pools, a tennis/racquetball center, and community centers.

Recreation and Community Enrichment:

Marshall Community Center

Luepke Center

Firstenburg Community Center

Vancouver Tennis Center

SW Medical Center - PeaceHealth Southwest Medical Center is committed to serving our community. In addition to providing quality health care, PeaceHealth Southwest contributes to and participates in many ways with community agencies and groups. The major elements of community benefits are:

Community services - These are unreimbursed costs of programs and activities for four categories: community health programs and activities (including parenting classes), health profession education, health research, and cash and in-kind donations.

Charity care designation - necessary hospital care rendered to indigent persons, to the extent that the persons are unable to pay for care.

Medicaid payment shortfall - unreimbursed costs of providing care to Medicaid recipients. Medicaid beneficiaries represent special needs populations with no other means of health insurance.

PREVENT! - PREVENT! is a non-profit volunteer coalition of community organizations, groups and individuals working together toward a common goal of building a safe, healthy and drug-free community in Clark County, Washington.

Safe Communities Task Force - The Safe Communities Task Force unites businesses, government, faith-based organizations, youth agencies, law enforcement, schools, juvenile court and others for the purpose of building a healthy, violence-free and gang-free Clark County.

Family-Community Resource Centers (FCRC) – FCRCs create a strong foundation for student learning by coordinating resources for families. These resources include basic needs such as food, clothing, emergency housing, health care and mental health services.

School Prevention Clubs: Discovery Middle School and Hudson's Bay High school both have clubs that focus on substance abuse prevention.

STASHA Peer Education Program – Clark County youth between the ages of 12-19 who work to prevent substance abuse among their peers and with their community using their own words and in their own way.

Unite 4 Life – A comprehensive depression awareness and suicide prevention program that is designed to be implemented both in the community and on school campuses. National headquarters have been set up in Vancouver, WA and will reach out to all of Clark County.

Youth Commission – Clark County youth who work with the Clark County Board of Commissioners, county departments, and community organizations to: advise and make recommendations about the work these groups do that has an impact on youth, identify issues and concerns of youth and take action, and provide leadership opportunities for youth.

YWCA -YWCA Clark County is one of Clark County’s largest nonprofit organizations serving more than 10,000 community members through various advocacy, education, and outreach programs, services, and events. Programs are offered for sexual assault, domestic violence, independent living skills, Y care, etc. The YWCA runs a domestic violence shelter and housing for women needing a safe, drug-free environment.

Individuals from all of the organizations listed above will be invited to attend SFY's Cultural Competency training. Through the email invitation, and at the training, there will be information that introduces the coalition, and provides contact and meeting information for how these community partners can join SFY and/or partner on specific events, programs or strategies. SFY is confident that these relationships will emerge and develop over time, and that the potential for partnerships will become more clear as we begin to implement our plan.

Gaps Analysis and Prioritizing

For analysis and prioritizing of existing programs, services and gaps, Resources were first arrayed by name, and for convenience assigned ID numbers (see Table 1).

Programs and services then were categorized by area of focus, level of prevention, age group and intervening variable as shown in Table 2, and then concentrations of existing activities were examined as shown in Table 3.

The gaps identified include community based programming/services and environmental strategies.

Community Based Programming/Services:

The formation of Substance Free Youth coalition through the Prevention Redesign Initiative begins to address the need for community based programs and services in West Vancouver. Each public awareness strategy in our logic model has a family and/or community focus. In addition, we have selected "Guiding Good Choices" as a direct service evidence-based program. To implement this program we will partner with a local non-profit who will deliver the program.

Environmental Strategies:

SFY understands that in order to effect long term change around underage drinking in West Vancouver, the coalition needs to implement environmental strategies. It is recognized by the coalition that the ultimate goal of implementing environmental strategies is policy change. As a brand new coalition with members that are new to the field of prevention and new to policy research and review, it has been decided by the Steering Committee that the first place to start is by creating an Environmental Strategy Research Workgroup. This workgroup would take 6-8 months to attend trainings on environmental strategies, research the environmental strategies that other coalitions have implemented, and research what current policies exist within West Vancouver schools and community. The measureable outcome from this workgroup will be the selection of environmental strategies that will move the community toward chosen policy changes.

In addition to the Environmental Strategy Workgroup, the coalition will create and execute a Positive Community Norms Campaign and implement the evidence-based "Media Ready" program. According to the Community Anti-Drug Coalitions of America, "media plays an important role in the implementation of environmental approaches that and good relationships with media representatives and staff are vital to your long-term communication strategy (CADCA 2008, p. 22)." Two Media and Environmental Approaches that CADCA describes are (1) plan and implement a social marketing campaign (2) Teach students to understand messages through media literacy classes.

We will begin the Positive Community Norms campaign by using 2010 Healthy Youth Survey data and research effective school strategies to be implemented at Discovery Middle School. However, it is our belief that in order for SFY to create and execute a fully comprehensive and effective Positive Community Norms campaign, we will need professional training. Therefore, we expect to send two coalition members to Montana State University's Positive Community Norms Training in January, 2013. This training will educate the coalition as to how best to measure the impact of this campaign. The Discovery P/I and FCRC (both coalition members) will assist in researching the feasibility of a school survey and/or focus groups. The Positive Community Norms training will also result in the coalition being able to develop an informed plan that will aim to positively impact the students at Discovery Middle School.

"Media Ready" is an evidenced based program that has also been selected as an environmental strategy by the SFY coalition. According to the Community Anti-Drug Coalitions of America, "Media literacy classes help students better understand the 'language' of images and sounds used throughout today's media -- particularly advertising -- teaching them the tactics used to entice the general public to buy products or use services (CADCA 2008, p. 22)."

An additional benefit to implementing the Positive Community Norms campaign and the "Media Ready" program is the potential for recruiting local media representatives to help with these specific strategies. The media sector is not currently represented on our coalition. These two projects will provide a concrete way for a local media representative to contribute to the coalition. Beyond this initial partnership is the potential for a media representative to join the coalition and/or be a media contact for SFY publications.

Table 1 - Resources

SFY ID	Program/Service	Prevention Levels	Age Groups: A=0-10, B=11-14, C=15-19, D=20 Up, E= All	Focus	Intervening Variable
1	All Area Churches	Universal	E	Individual/Peer, Family, Community	Friends Drink Parents Favor Use
2	Boys & Girls Club	Universal	A B C	Individual/Peer, School, Family, Community	Friends Drink
3	Children's Home Society (including Triple Point)	Selective	A B C	Individual/Peer, Family	All 3
4	Clark County Teen Talk	Universal	B C	Individual/Peer	Friends Drink Regular Drinking Not Risky
5	Community Services NW – Mental Health	Selective	A B C	Individual/Peer, Family	All 3
6	CRMH Options	Selective	B C D	Individual/Peer	Regular Drinking not Risky
7	Early Childhood Programs: ESD 112 / SELF ECEAP / EOCF	Selective	A	Individual/Peer, Family	Parents Favor Use
8	G.R.A.D.S. Program	Selective	A B C	Individual/Peer, Family, School	Parents Favor Use
9	Jim Parsley Center	Universal	E	Individual/Peer, Family, Community	Friends Drink
10	Nurse Family Partnership	Selective	E	Individual/Peer and Family	Parents Favor Use
11	Parks & Recreation	Universal	E	Individual/Peer, Family, Community	Friends Drink
12	P/I Program @ Discovery	Universal	B	Individual/Peer, Family	All 3
13	Project Success	Universal	B	Individual/Peer	All 3
14	South West Medical Center: Peace Health	Universal	D	Individual/Peer, Family	Parents Favor Use
15	PREVENT!	Universal & Environmental	A B C	Community	All 3
16	Safe Communities Task Force	Universal & Environmental	E	Community	All 3
17	School Family Resource Centers	Universal	E	Family, School	All 3
18	School Prevention Clubs	Universal	A B C	Individual/Peer, School	All 3
19	STASHA	Universal & Environmental	B C	Individual/Peer, Community	All 3
20	Unite 4 Life	Selective	E	Individual/Peer, School, Family, Community	All 3
21	Youth Commission	Universal & Environmental	B C	Individual/Peer, Community	Friends Drink
22	YWCA	Selective	E	Individual/Peer	Regular Drinking not Risky

Table 2 - Resources Distribution

<u>Focus</u>	<u>Ages Served</u>					<u>Totals</u>
	<u>All</u>	<u>0-10</u>	<u>11-14</u>	<u>15-19</u>	<u>20 Up</u>	
Community	1, 9, 11, 16, 20	2, 15	2, 15, 19, 21	2, 15, 19, 22		9
Family	1, 9, 10, 11, 17, 20	2, 3, 5, 7, 8	2, 3, 5, 8, 12	2, 3, 5, 8		13
Individuals	1, 9, 10, 11, 20, 22	2, 3, 5, 7, 8, 18	2, 3, 4, 5, 6, 8, 12, 13, 18, 19, 21	2, 3, 4, 5, 6, 8, 18, 19, 21	6	19
School	17, 20	2, 8, 18	2, 8, 18	2, 8, 18	--	5
Totals	8	7	12	10	1	
<u>Level</u>	<u>Variables Addressed</u>					
	<u>Parents</u>	<u>Friends</u>	<u>No Risk</u>			
Environmental	15, 16, 19	15, 16, 19, 21	15, 16, 19			4
Selective	3, 5, 7, 8, 10, 20	3, 5, 20	3, 5, 6, 20, 22			8
Universal	1, 12, 13, 14, 15-19	1, 2, 4, 9, 11, 12, 13, 15-19, 21	4, 12, 13, 15-19			14
Totals	15	16	13			

Table 3 - Resources Concentrations

Prevention Level			Intervening Variable			Focus				Age Group Served				
Universal	Selective	Environmental	Friends	NoRisk	Parents	Community	Family	Individual	Schools	All	0-10	11-14	15-19	20 Up
1	3	15	1	3	1	1	1	1	2	1	2	2	2	6
2	5	16	2	4	3	2	2	2	8	9	3	3	3	
4	6	19	3	5	5	9	3	3	17	10	5	4	4	
9	7	21	4	6	7	11	5	4	18	11	7	5	5	
11	8		5	12	8	15	7	5	20	16	8	6	6	
12	10		9	13	10	16	8	6		17	15	8	8	
13	20		11	15	12	19	9	7		20	18	12	15	
14	22		12	16	13	20	10	8		22		13	18	
15			13	17	14	21	11	9				15	19	
16			15	18	15		12	10				18	21	
17			16	19	16		14	11				19		
18			17	20	17		17	12				21		
19			18	22	18		20	13						
21			19		19			14						
			20		20			18						
			21					19						
								20						
								21						
								22						
14	8	4	16	13	15	9	13	19	5	8	7	12	10	1

In addition to the gaps identified in our resource assessment, SFY will need to consider the cultural and language gaps that can exist within service provision. It is recognized that the Latino and Russian communities need to be represented on the coalition, and that these communities are included in the West Vancouver target population. According to a West Vancouver FCRC, the following considerations and challenges need to be addressed when identifying recruitment and retention plans for the coalition, planning programs, events and activities (C. MacCallum-Ceballos, personal communication, June 19, 2012):

- Many West Vancouver Spanish speaking families are undocumented or are a mixed status family which can often manifest itself in fear of involvement in groups or activities.
- The Catholic Church is very significant in the lives of many West Vancouver Spanish speaking families and is a family and political refuge for help and support.
- Many West Vancouver Russian families come to this country as religious refugees and as such, religion is a central focus in family life.
- Alcohol is seen as a social/cultural practice and not a problem to be addressed.
- Lack of representatives from same cultural or language group to assist families if their child has been or is involved in drugs.
- Transportation is a significant barrier to participation in activities and events in this community.
- Delivery of information in Spanish and Russian is critical.
- Strategies need to be community-wide with cultural considerations for inclusion of specific populations.

The data that was used to prioritize, clarify and articulate the scope and nature of the substance abuse problem in the community include the following: 2010 Healthy Youth Survey, West Vancouver demographic data provided by Clark County Public Health Department and a focus group held at Daybreak Youth Services.

Based on the analysis of this data, the SFY Data Work Group selected the following criteria to prioritize the focus of SFY in 2012/2013: alcohol availability, perception of risk (regular drinking not risky), risk factors (parental attitudes favorable towards drug use), community norms (friends drink), enforcement of alcohol laws (getting caught in the community and at school). The six Data Work Group members (which included an epidemiologist from Clark County Public Health) prioritized these criteria individually using the "Selection Criteria Prioritization" worksheet provided by DBHR. After the group tallied their individual priority rankings, the top three priorities were revealed in the following order 1) Parental attitudes favorable towards drug use (risk factor) 2) Regular drinking isn't risky (perception of risk) 3) Friends drink alcohol (community norms). The rationale for choosing these three priorities is based on the quantitative and qualitative data that supports this selection.

Following the guidance and support of Scott Waller from DBHR, we used CADCA's three step model to determine local conditions. The three step model involves answering the following questions:

1. What is the problem?
2. Why is it a problem?
3. Why is it a problem here?

Once the priorities/intervening variables were identified, the SFY Steering Committee had a discussion about what local conditions exist that contribute to substance abuse in this community. The table below reflects the answers provided by the Steering Committee.

Priority/Intervening Variable	Local Contributing Factor
Parental Attitudes Favorable Toward Drug Use	<ul style="list-style-type: none"> • Regular alcohol use is accepted in the home and in the community • Easy access to alcohol in the home
Regular Drinking Isn't Risky	<ul style="list-style-type: none"> • Lack of education
Friends Drink Alcohol	<ul style="list-style-type: none"> • Opportunities for supervision and prosocial activities are limited • Youth seek social acceptance from their peers

SFY can have the greatest impact on these three priorities by focusing our strategies around the students and families at Discovery Middle School, and the 6 elementary schools that feed into Discovery. In addition, the Family Community Resource Centers provide a unique opportunity to have access to the families and service providers within the community. Success in changing the local conditions initially will be measured by community support for and participation in SFY (membership, time, and donations), and ultimately by changes in the Healthy Youth Survey. SFY believes it is possible to begin to make an impact on each of the local contributing factors through strategies that fall under the following three categories: Public Awareness, Environmental Strategies and Direct Services.

PLANNING

Goals and Objectives

From DBHR needs assessment data (*What's Happening in West Vancouver?*), the findings of the SFY Data Work Group, and the personal and professional experiences of coalition members, the Substance Free Youth coalition has prioritized the following needs to be addressed in West Vancouver:

- 1) Friends Drink Alcohol (Youth Community Norms)
- 2) Regular Drinking Isn't Risky (Youth Perception of Risk)
- 3) Parental Attitudes Favorable Towards Drug Use (Risk Factor)

To select strategies, goals and objectives for the SFY coalition, members of the Steering Committee researched public awareness strategies, environmental strategies and evidenced based programs for direct services. At the June 2012 full coalition meeting, members of the Steering Committee presented the researched options to coalition members. Coalitions voted for strategies, goals, objectives and activities based on relevance to our priorities and local conditions, likelihood of success based on past experiences members have had in the community and what is realistic based on current membership and the time available for coalition efforts. Success initially will be measured by community support for and participation in SFY (membership, time, and donations), and ultimately by positive changes in the Healthy Youth Survey.

Strategies and Activities

Intervening Variable/Priority: Friends Drink Alcohol

Strategy: Public Awareness

- **Goal:** To promote a healthy transition from elementary school to middle school.
 - **Objective:** To partner with Discovery Middle School to provide a Town Hall as an addition to their 5th Grade Parent Orientation Night.
 - **Activities:**
 - Provide a free dinner for all the 5th grade families from the six feeder elementary schools.
 - Provide a program that includes the following:
 - Introduction of the Discovery FCRC, P/I, PTA President, and SFY Coordinator
 - Highlight the Discovery Prevention Clubs and other prosocial activities available at Discovery Middle School
 - Provide information about healthy choices and healthy transitions as 5th graders and their parents prepare for middle school. Include information about substance abuse prevention and parent-child communication.
 - Raffle with items donated by local businesses
 - Provide entrainment for the students while their parents attend the orientation with Discovery administration and staff.
 - **Rationale:** Provide incoming students and parents with information about resources and activities at Discovery that support healthy choices, including reducing the use of alcohol among students.

- **Goal:** To positively change the attitudes of youth and their parents (or other caregivers) in regard to youth drinking.
 - **Objective:** To partner with Discovery Middle School to host the evidence-based program "Alcohol: True Stories Hosted by Matt Damon"
 - **Activities:**
 - Alcohol: True Stories Hosted by Matt Damon
 - Provide a free meal to families who participate in the program.
 - Partner with Discovery Prevention Club students to help facilitate the discussion guide following the program videos.
 - **Rationale:** The outcomes associated with this program include "alcohol-related attitudes," which is a priority of the SFY coalition. In addition, this program includes 5th grade students. Our focus group participants stressed the importance of focusing prevention efforts prior to middle school. This program also compliments our goal of promoting a healthy transition from elementary school to middle school.

SFY understands that DBHR is not familiar with this evidence-based program, but believes it may be effective and should be accepted to test its potential results.

- **Goal:** To increase awareness of the Substance Free Youth Coalition and the programs/services the coalition provides.
 - **Objective:** To inform the community that a coalition exists that focuses on substance abuse prevention in the community as well as provide contact information, resources, and quarterly reports.
 - **Activities:**
 - Further develop and maintain our facebook page, website and twitter account.
 - Spread the word about our social media sites.
 - Include links to other related resources in the area
 - Work with the Vancouver School District to have a link to our website on the West Vancouver schools websites.
 - **Rationale:** Using social media will allow the coalition to reach the maximum number of youth/adults.
- **Goal:** To increase awareness of prosocial activities in West Vancouver.
 - **Objective:** To partner with local neighborhood associations and FCRCs to create a West Vancouver community calendar.

- **Activities:**
 - **Social Media:** The West Vancouver Community Calendar, along with details of the events on the calendar will be available on our website, Facebook page and twitter account.
 - **Resource Fairs:** SFY will partner with existing events to provide a table with information about SFY and include the West Vancouver Community Calendar and supporting material.
- **Rationale:** Focus group participants stated that there is a need for fun activities for youth that are low-cost or free. These activities provide an alternative option to substance use.

Intervening Variable/Priority: Friends Drink Alcohol

Strategy: Environmental

- **Goal:** To increase awareness of the large student population that does not drink alcohol.
 - **Objective:** To implement a Positive Community Norms Campaign at Discovery Middle School.
 - **Activities:**
 - Messaging: Promote the following two messages from Clark County Healthy Youth Survey data:
 - 1) 6 Out Of 7 Eighth Graders Don't Drink Alcohol
 - 2) 3 Out Of 4 Tenth Graders Don't Drink Alcohol
 - Focus groups with students to develop a plan for implementation.
 - School promotion to include but not limited to the following strategies:
 - Mouse pads at Discovery Middle School computers
 - Posters
 - Integrate the message with Prevention/Intervention Specialist curricula
 - Lanyards
 - Training: The SFY coordinator along with a member of the Environmental Strategies Research Workgroup will attend the Positive Community Norms Campaign training provided by Montana State University in January 2013.
 - **Rationale:** According to Social Norms Theory, it is believed that misperceptions lead to a greater adoption of risky behavior than would occur if the true norms of the peer group were understood and believed (Most of Us, 2012). This directly relates to our intervening variable/priority "friends drink alcohol." A further benefit of this strategy is the potential for recruiting a local media

representative to assist with implementation. This could result in media representation on the coalition and media support for SFY publications.

- **Goal:** To increase the media literacy skills of youth at Discovery Middle School.
 - **Objective:** To provide the evidenced based program "Media Ready" as an after school program for Discovery Middle School Students
 - **Activities:**
 - Media Ready
 - Provide after school snacks along with the program
 - Possibly provide bus transportation home from the school
 - **Rationale:** The outcomes associated with this program include intentions to use alcohol and media deconstruction skills for alcohol. This program also complements the Positive Community Norms Campaign as media messages are a large component of the campaign. Recruiting a local media representative to assist with this strategy could result in media representation on the coalition and media support for SFY publications.

- **Goal:** To make an informed decision on the most relevant environmental strategies and activities for West Vancouver that will move the community toward policy change.
 - **Objective:** To develop a Environmental Strategies Research Workgroup.
 - **Activities:**
 - Obtain training on Environmental Strategies
 - Research Environmental Strategies that have been implemented by other coalitions
 - Identify the current policies that exist within West Vancouver schools and community.

Intervening Variable/Priority: Regular Drinking Isn't Risky

Strategy: School-based Prevention/Intervention Services

- **Goal:** To increase awareness of the risks involved with drinking alcohol.
- **Objective:** To partner with the Prevention/Intervention Specialist at Discovery Middle School.
- **Activities:**
 - Project Success
 - Prevention Clubs
 - P/I Groups

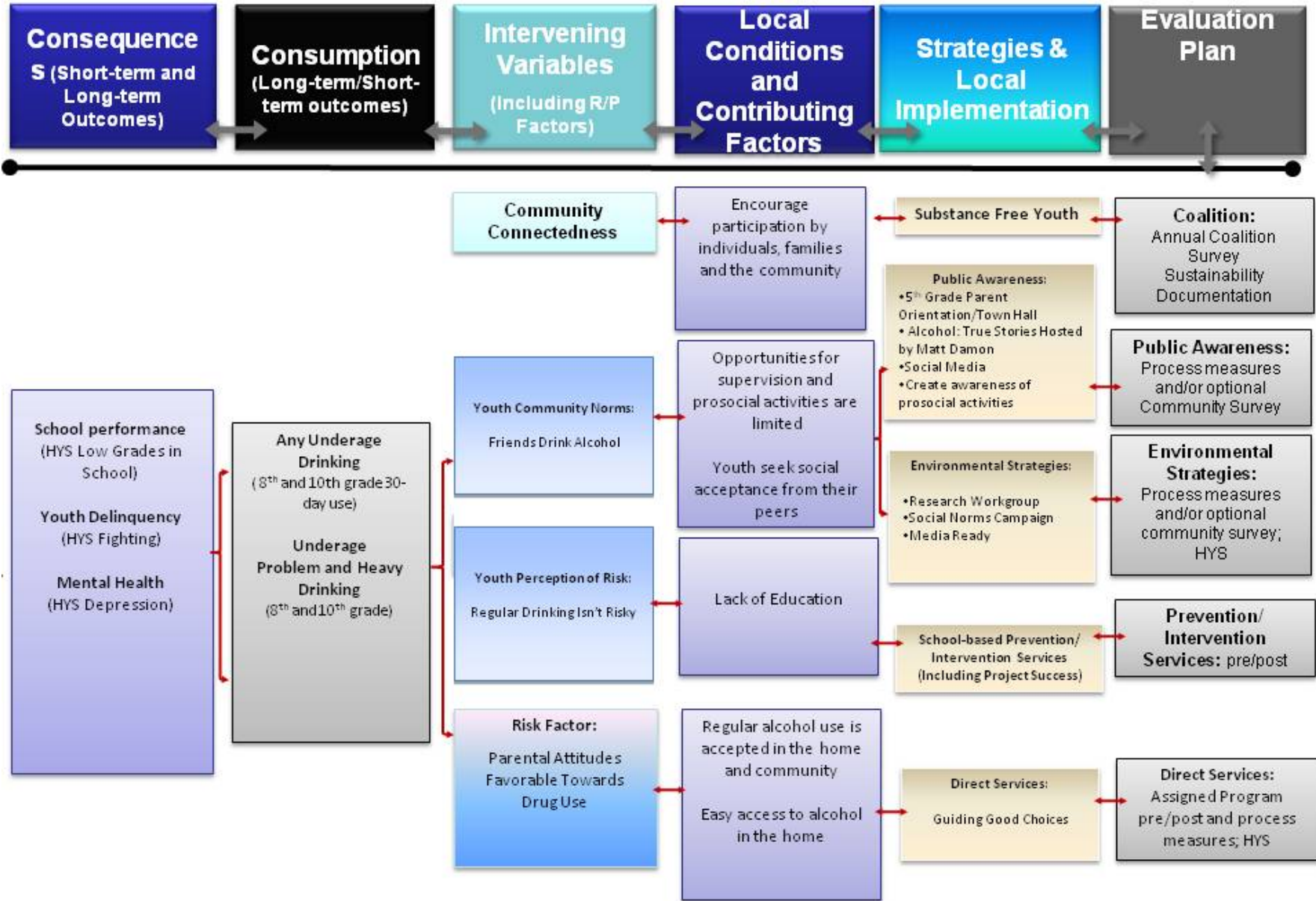
- **Rationale:** The work of the Prevention/Intervention Specialist in Discovery Middle School is critical for substance abuse prevention efforts in the school and in the community.

Intervening Variable/Priority: Parental Attitudes Favorable Towards Drug Use

Strategy: Direct Services

- **Goal:** To decrease youth perception that their parents have favorable attitudes towards drug use
 - **Objective:** To partner with a local non-profit who has demonstrated success in the implementation of evidence-based programming to deliver the "Guiding Good Choices" program.
 - **Activities:**
 - Guiding Good Choices
 - Provide a free meal to the families that participate at each session
 - **Rationale:** The outcomes associated with this program are substance use, parenting behaviors and family interactions, delinquency and symptoms of depression. These program outcomes align with consumption and consequence outcomes on the SFY logic model. In addition this program addresses the focus group participant's message that prevention efforts must begin prior to middle school.

Substance Free Youth Coalition Logic Model



IMPLEMENTATION

Implementation Plan

The goals of the SFY coalition include:

- To promote a healthy transition from elementary school to middle school.
- To positively change the attitudes of youth and their parents (or other caregivers) in regard to youth drinking.
- To increase the awareness of the SFY Coalition and the programs/services the coalition provides.
- To increase awareness of prosocial activities in West Vancouver.
- To increase awareness of the large student population that does not drink alcohol.
- To increase the media literacy skills of youth at Discovery Middle School.
- To increase awareness of the risks involved with drinking alcohol.
- To decrease youth perception that their parents have favorable attitudes towards drug use.
- To make an informed decision on the most relevant environmental strategies and activities for West Vancouver that will move the community toward positive policy changes.

In this section, the implementation plan for each goal will be discussed. In the selection process for SFY goals objectives and strategies, the Discovery Middle School FCRC and P/I Specialist were heavily involved. These two individuals confirmed that the school would be supportive of the SFY Strategic Plan.

To address the cultural needs of the Latino and Russian communities in West Vancouver, SFY will have printed materials in English, Spanish and Russian. In addition, Spanish and Russian interpreters will be provided when necessary. To recruit members of the Spanish and Russian communities to our events and services, we will work with the West Vancouver FCRCs and churches.

Goal: Promote a healthy transition from elementary school to middle school.

Objective: Partner with Discovery Middle School to provide a Town Hall as an addition to their 5th Grade Parent Orientation Night

Activity	Target Population	Duration	Intensity	Scope
Town Hall: Focus on Healthy Choices & Healthy Transitions	Parents and incoming 5th grade students	May 2013	Once a year	300 Participants

A Town Hall Work Group will be developed and will include SFY members who also serve as West Vancouver FCRCs, Discovery Middle School P/I, Discovery Middle School students and Discovery PTA President.

The coalition will work closely with the FCRCs and other staff from the feeder elementary schools to invite families to this event. The P/I will work with Prevention Club students to develop and practice a presentation.

The Town Hall event will include the following:

- A free dinner for all the 5th grade families from the six feeder elementary schools.
- A program that includes the following:
 - Introduction of the Discovery FCRC, P/I, PTA President, and SFY Coordinator
 - Highlight the Discovery Prevention Clubs and other prosocial activities available at Discovery Middle School
 - Provide information about healthy choices and healthy transitions as 5th graders and their parents prepare for middle school. Include information about substance abuse prevention and parent-child communication.
 - A raffle with items donated by local businesses
 - Provide entrainment for the students while their parents attend the orientation with Discovery administration and staff.

SFY volunteers, Discovery Middle School and feeder elementary school staff, local churches and local businesses will be involved with the Town Hall event. The Town Hall Work Group will begin meeting in February of 2013. The event will occur in May of 2013.

Goal: To positively change the attitudes of youth and their parents (or other caregivers) in regard to youth drinking.

Objective: To Partner with Discovery Middle School to host the evidence based program, "Alcohol: True Stories Hosted by Matt Damon."

Activity	Target Population	Duration	Intensity	Scope
Alcohol: True stories Hosted by Matt Damon	5th - 8th grade students and their parents or caregivers	December 2012 March 2013	Twice a Year	At least 50 students and parents each session

Alcohol: True Stories Hosted by Matt Damon is included in Substance Abuse and Mental Health Services Administration (SAMHSA) National Registry of Evidence-Based Programs and Practices. It is a multi-media intervention designed to prevent

or reduce alcohol use among young people by positively changing the attitudes of youth, their parents and other caregivers in regard to youth drinking.

The program features a video which tells the stories of four adolescents' experiences with alcohol; story topics include drinking and driving, lost opportunities, addiction, alcohol-related violence, and the effects of alcohol use on relationships. Through the four stories, the video addresses reasons that motivate young people to drink: to fit in, to ease social interaction, to relieve stress, to have fun, and because they are addicted. The young people profiled describe the consequences of underage drinking and the benefits of waiting to drink alcohol until after reaching legal age, and they offer healthy coping strategies for stressful life events as well as methods to avoid drinking alcohol. The video is accompanied by a discussion guide, which is designed to provoke candid conversation regarding alcohol use and to help young people internalize anti-underage drinking messages and think critically about their own decision making regarding alcohol use (SAMHSA).

SFY volunteers, Discovery Middle School and feeder elementary school staff and the Discovery Prevention Clubs will work together to implement this program.

Goal: To increase awareness of the Substance Free Youth Coalition and the programs/services the coalition provides.

Objective: To inform the community that a coalition exists that focuses on substance abuse prevention in the community as well as provide contact information, resources and quarterly reports.

Activity	Target Population	Duration	Intensity	Scope
Develop and maintain SFY Facebook page, website and Twitter account	West Vancouver Community	Ongoing	Ongoing	To be determined by website counter
Include social media sites on SFY written materials	West Vancouver Community	Ongoing	Ongoing	Variable
Include media links to area resources	West Vancouver	Ongoing	Ongoing	Variable
Work with Vancouver Public Schools	West Vancouver students and	Ongoing	Ongoing	Variable

to include the SFY website link on the West Vancouver school websites	parents			
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SFY will create a Social Media Workgroup to implement the strategies described above. Modern Tribe is the company SFY will use for their website. The following expenses are required to maintain the website:

- Annual web hosting fee of \$29.99
- Annual web calendar fee of \$50.00

Goal: To increase awareness of prosocial activities in West Vancouver.

Objective: Partner with local neighborhood associations and Family Community Resource Centers to create a West Vancouver Community Calendar.

Activity	Target Population	Duration	Intensity	Scope
Create a West Vancouver Community Calendar for our website	West Vancouver Community	Ongoing	Ongoing	Variable
Partner with existing events to provide a resource table	West Vancouver Community	Ongoing	At least three events a year	Variable

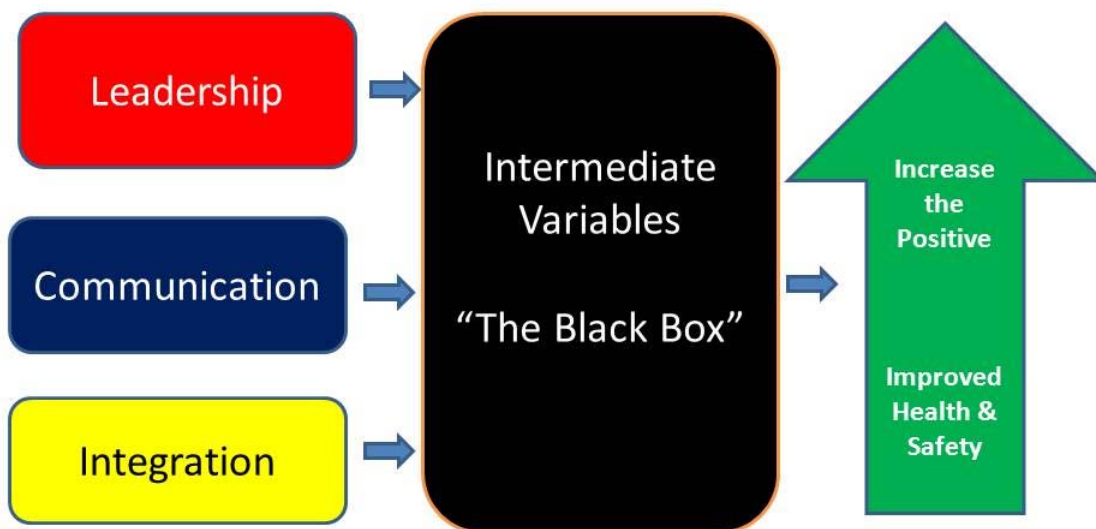
SFY will establish a Public Awareness Workgroup that will work with Family Community Resource Centers, neighborhood associations and other community organizations to keep a current calendar of free or low cost events in West Vancouver. The workgroup will also coordinate with local event planners to have an SFY resource table at local events. SFY volunteers will conduct these activities.

Goal: To increase awareness of the large student population that does not drink alcohol.

Objective: To implement a Positive Community Norms Campaign within Discovery Middle School and the West Vancouver Community.

Activity	Target Population	Duration	Intensity	Scope
Positive Community Norms Campaign	Discovery Middle School & West Vancouver Community	2012/2013	Ongoing	Variable

Positive Community Norms Model



Implemented Across the Social Ecology

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SFY will implement the 7-Step Montana Model on Social Norms Marketing. The Montana Model was developed to expand the application of social normative theory to prevention practice. The Montana Model contains specific protocol for conducting social norms marketing in a variety of settings (Mostofus.org). SFY believes that to be the most effective with a Positive Community Norms Campaign, professionally training is necessary. In 2013, the coalition would like to send the SFY Coordinator and a member of the Environmental Strategy Workgroup to the Positive Community Norms Campaign training provided by Montana State University.

SFY will develop an Environmental Strategies Work Group that will be responsible for the Positive Social Norms Campaign. The campaign will begin by developing and promoting the following messages:

- 6 out of 7 eighth graders don't drink alcohol (2010 Clark County Healthy Youth Survey)
- 3 out of 4 tenth graders don't drink alcohol (2010 Clark County Healthy Youth Survey)

School promotion will include the following strategies:

- Mouse pads at all Discovery Middle School computers
- Posters
- Integrate the messages within the Prevention/Intervention Specialist Curricula

Community promotion will include the following strategies:

- Advertise the message before movies at Kiggins Theatre
- Place posters in the windows at local youth friendly businesses and convenience stores
- Create a flyer for the tops of the take-out pizza boxes at Vancouver Pizza Company

Goal: To increase the media literacy skills of youth at Discovery Middle School.

Objective: To provide the evidence based program "Media Ready" as an after school curriculum for Discovery Middle School students.

Program	Target Population	Duration	Intensity	Scope
Media Ready	Discovery Middle School Students	10 45-minute lessons	Two times a year	15-25 students per session

Media Ready is a program that is on SAMHSA's National Registry of Evidence-Based Programs and Practices. It is a media literacy education program for 6th-8th grade students. the goal of the program is to prevent or delay the onset of underage alcohol and tobacco use by encouraging healthy beliefs and attitudes about abstaining from alcohol and tobacco use and by enhancing the ability to apply critical thinking skills in interpreting media messages, particularly those related to alcohol and tobacco products (SAMHSA).

The Media Ready program will be delivered by Discovery Middle School's P/I as an after school program. The program will be offered twice a year.

Goal: To select relevant environmental strategies and activities for West Vancouver that will move the community toward positive policy changes.

Objective: To develop a Environmental Strategies Research Workgroup.

Program & Activity	Target Population	Duration	Intensity	Scope
Obtain training on Environmental Strategies	At least members of the workgroup if not the full coalition	6-8 months	When available	Variable
Research Environmental Strategies implemented by other coalitions	PRI & DFC coalitions, including Clark County's PREVENT! coalition	6-8 months	Ongoing	Variable
Identify the current policies that exist within Discovery Middle School and West Vancouver	Discovery Middle School and West Vancouver Businesses/Organizations	6-8 months	Ongoing	Variable

Goal: To increase awareness of the risks involved with drinking alcohol.

Objective: To partner with the Prevention/Intervention Specialist at Discovery Middle School.

Program & Activity	Target Population	Duration	Intensity	Scope
School-based Prevention/Intervention Services (Including Project Success)	Discovery Middle School Students	Ongoing	Ongoing	300 Students (all 6th grade students, P/I groups and Prevention Clubs)

The P/I implements Project Success with all Discovery Middle School 6th grade students. In addition, the P/I coordinates nine groups and three prevention clubs.

Goal: To decrease youth perception that their parents have favorable attitudes towards drug use.

Objective: To partner with a local non-profit who has demonstrated success in the implementation of evidence based programming to deliver the "Guiding Good Choices" program.

Program	Target Population	Duration	Intensity	Scope
Guiding Good Choices	West Vancouver Parents of Children in grades 4-8 (9 to 14 years old)	Five Sessions	Three Times a Year	8-12 parents per session

Guiding Good Choices is a program that is on SAMHSA's National Registry of Evidence Based Programs and Practices. It is a drug use prevention program that provides parents of children in grades 4-8 with the knowledge and skills needed to guide their children through early adolescence. It seeks to strengthen and clarify family expectations for behavior, enhance the conditions that promote bonding within the family, and teach skills that allow children to resist drug use successfully. Guiding Good Choices is based on research that shows that consistent, positive parental involvement is important to helping children resist substance use and other antisocial behaviors (SAMHSA).

When the SFY Strategic Plan is approved, SFY will connect with local non-profits who have successfully delivered evidence-based programs in the past. SFY will partner with a local non-profit organization who will deliver this program to West Vancouver parents.

Media Involvement

SFY will involve the media in our efforts through a collaboration between Vancouver Public Schools Public Relations Department and the coalition. In the fall of 2012, SFY Coordinator, Discovery FCRC/SFY Steering Committee member, and the Principal of Discovery Middle School will write a press release and talking points for media involvement. Local newspapers and West Vancouver neighborhood associations will be notified of the press release. The information will also be submitted through an official Clark County press release.

Media will be contacted about the SFY Cultural Competency training for registration and coverage purposes. We will also notify the media of specific Public Awareness, Environmental Strategies, and Direct Service events and opportunities when relevant. The intention of involving media in SFY is to create awareness of the coalition, to highlight the importance of prevention, and to obtain community support for creating optimal communities where young people can learn and grow to their fullest potential.

Confirmed Partners

The infrastructure/support system used to implement this program is derived from the diverse representation that exists on the coalition. In addition, our partnerships with Clark County Department of Community Services, Discovery Middle School, Educational Service District 112 and the Family Community Resource Centers in West Vancouver are paramount in implementing our programs and strategies. Each of these partners will assist SFY with promotion of events and activities (i.e. mass emails, websites) and recruitment (connecting individuals to the SFY Coordinator or a Steering Committee member).

In the Fall of 2012, SFY will confirm a partnership with Children's Home Society of Southwest Washington (CHSSW) to deliver the "Guiding Good Choices" program. CHSSW is focused on family support, early learning, and community linkages. This organization is extremely effective and efficient accessing and utilizing community resources.

Target Population and Cultural Competency

The coalition will be serving West Vancouver, Washington. West Vancouver has a population of 65,674 that is split relatively equal between males and females. The median age is 35. The average household income is \$36,436.00 with a range between \$30,000.00 and \$43,000.00.

West Vancouver Ethnic Diversity

American Indian/ Alaska Native	1%
Asian/Pacific Islander	1%
Black	2%
Other	4%
Hispanic	8%
White	83%

West Vancouver includes six elementary schools, one middle school, one high school and one magnet school that includes 6th-12th grade students. Within these schools, there are high rates of students who qualify for free or reduced price meals.

This is a community with a high rate of poverty and a growing Spanish and Russian speaking population. According to a West Vancouver FCRC, the following considerations need to be addressed in all SFY strategies (C. MacCallum-Ceballos, personal communication, June 19, 2012):

- Many West Vancouver Spanish speaking families are undocumented or are a mixed status family which can often manifest itself in fear of involvement in groups or activities.

- The Catholic Church is very significant in the lives of many Spanish speaking families and is a family and political refuge for help and support.
- Many West Vancouver Russian families come to this country as religious refugees and as such religion is a central focus on family life.
- Alcohol is seen as a social/cultural practice and not as a problem.
- Lack of representatives from same cultural or language group to assist families if their child has been or is involved in drugs.
- Transportation is a significant barrier to participation in activities and events in the West Vancouver community.
- Delivery of information in Spanish and Russian is critical.
- Strategies need to be community-wide with cultural considerations for inclusion of specific populations.

To begin to address the cultural needs of the target population, SFY will provide Spanish and Russian speaking interpreters and materials for our programs, events and activities. In addition, the coalition will strive to develop relationships with the local churches and agencies that serve ethnic minorities and diverse populations. The pursuit of cultural competency will be ongoing. With training and developing and strengthening community relationships, the coalition will become better equipped to assess and address the diverse cultural needs of the target population.

An active recruitment campaign will be done in the fall of 2012 to involve culturally diverse and unique populations in the community. This campaign will reach out to churches, community centers and community groups with strongly identified cultural ties. The coalition will work to have the identified representatives from the culturally diverse populations involved in the coalition as either members or consultants when events, programs as strategies are planned and implemented. SFY aims to retain membership by providing materials in multiple languages and interpreters. While many individuals from the Spanish and Russian communities are bi-lingual, information in their native language may be appreciated. Retention will also hopefully result by SFY creating an environment where individuals feel comfortable expressing their needs and being an active member in the coalition.

The coalition will host a Cultural Competency training in 2012. SFY Coordinator, coalition members and the broader community will all attend this training. The coalition expects that information will be learned regarding the best way to recruit, retain and collaborate with members of diverse populations.

SFY will track the progress being made regarding addressing the cultural needs described above by using the following check list:

- Were SFY materials translated into Spanish and Russian?
- Were interpreters provided at trainings and events?
- Are there members of the Latino and Russian communities on the coalition?

REPORTING AND EVALUATION

PBPS

The SFY Coordinator enters coalition data into the Performance Based Prevention System (PBPS) several times a week. The data includes the SFY Coordinator time, full coalition meetings, Steering Committee meetings, work group meetings, and events. All SFY members that participate in a meeting, event or activity are added into the PBPS system. When programs are implemented in the future, all program participants will be entered into the PBPS system as well as the pre and post tests from each evidence-based program.

Use of Evaluation Information

The Coalition Coordinator will keep track of membership and involvement in coalition efforts through sign-in sheets and the PBPS data system. To document the work of the coalition, SFY Coordinator will keep logs for at least the following categories: events, ongoing services, media and resources generated. To evaluate the work of the coalition, the logs will be reviewed monthly by the steering committee and analyzed for the preparation of reports to be posted on our website and presented to the coalition at least quarterly.

Local Evaluation

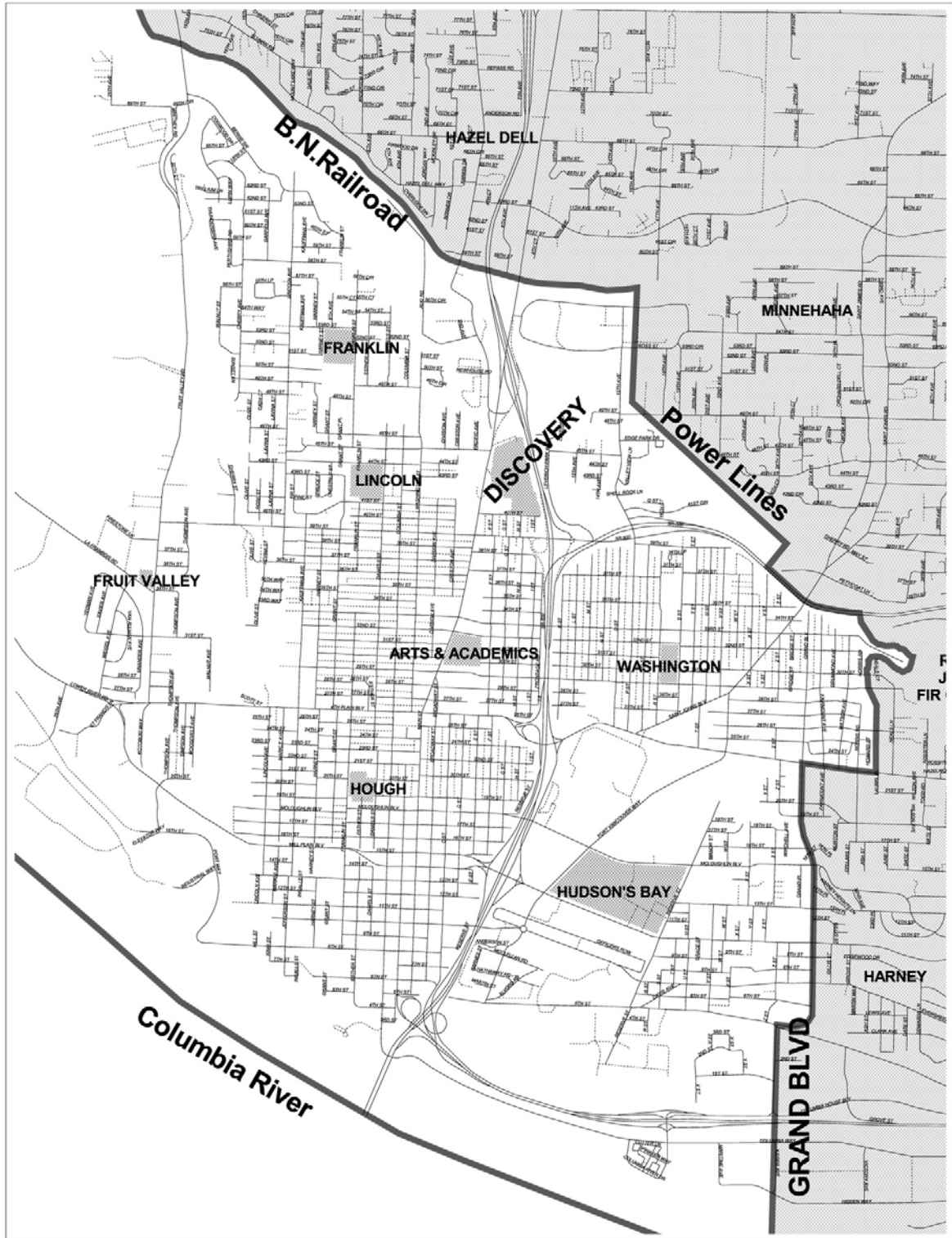
Evaluation results will be used to ensure that the coalition is meeting all goals and objectives in our logic model. Once a year, an Evaluation Workgroup will form that will consist of SFY coalition members. The workgroup will review the evaluation results to determine what is working and/or not working to revise the Strategic Plan and Logic Model as needed. The workgroup will consider the following short-term outcomes: attendance (sign-in sheets), participation (workgroups), partnerships (with community groups and organizations), demographic representation (age, ethnicity, income) and effectiveness (self-report evaluations following programs, services and events). The most significant and long-term outcome that the coalition expects is a reduction in underage drinking reports by Discovery Middle School and Hudson's Bay High School students. This will be measured by the Washington State Healthy Youth Survey.

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APPENDIX

West Vancouver - Area and Schools



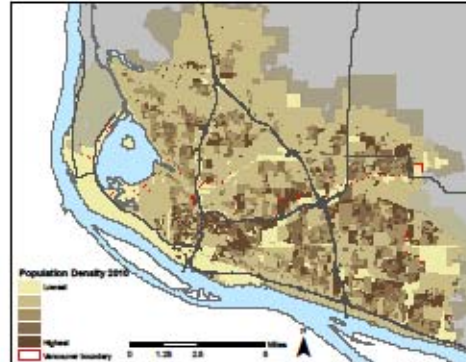
Demographic Information

Substance Free Youth: Data Work Group Demographic Information for West Vancouver

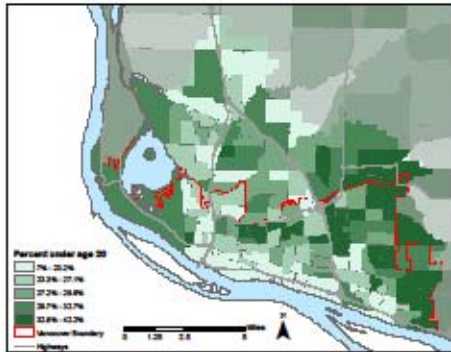
Areas of City of Vancouver



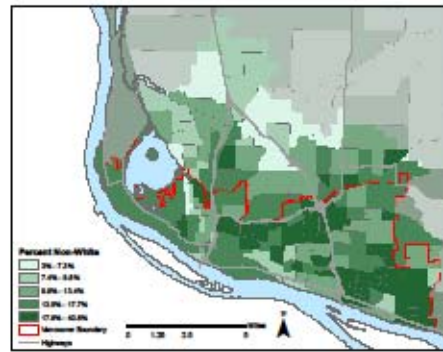
Population Density



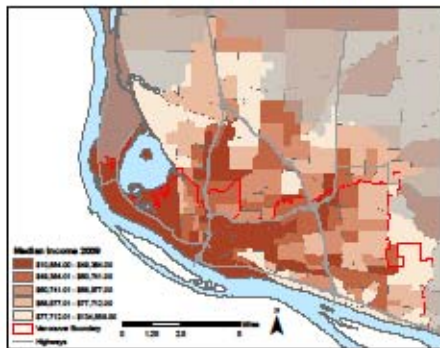
Youth Under Age 20 Years



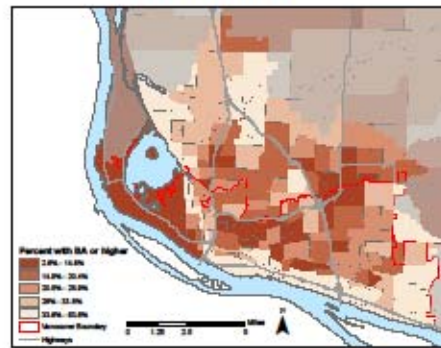
Non-White Population



Median Household Income

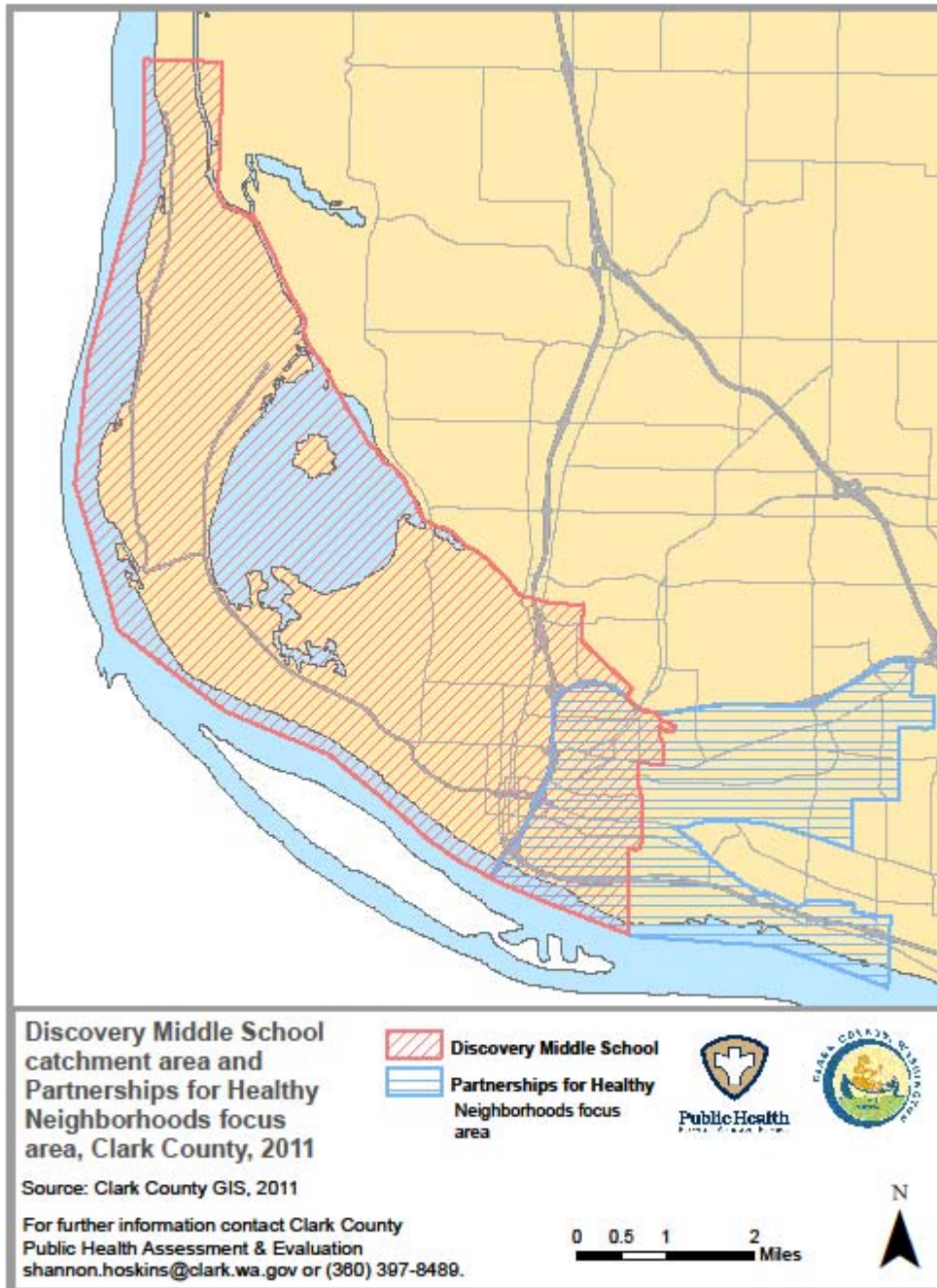


Education Level



Prepared 3/16/12 by M. Payne, CCPH

P4HN Overlap



Focus Group Data

Focus Group – Recovering Youth Substance Users

West Vancouver Substance Abuse Prevention Coalition

Facilitator: Karen Schwartz Note takers: Melanie Payne and Phil Loyd (Data Work Group)

On March 7, 2012, a focus group was held at Daybreak Youth Services, a residential drug treatment facility for youth. There were 12 youth attendees aged 12-17 years old. Three Daybreak staff members were present, and 3 project staff conducted the focus group.

To support work of the West Vancouver Substance Abuse Prevention Coalition, the focus group was held to hear experiences among recovering youth and advice they may have in support of prevention efforts. Most youth attendees were from single-parent families and a lot of them had parents that were also substance users. Some were in treatment voluntarily; however, most were in court-ordered treatment. Although most began using alcohol and marijuana, most had moved on to using other substances.

The results are summarized here and will be considered as part of the larger effort around youth substance abuse prevention. Following the summary are detailed responses to the focus group questions.

Summary of Responses

Early substance use

Alcohol and marijuana were often the first substances used and often at a very young age (5 & 6 years old at youngest). Many had family members who were not only users but gave youth the drugs/substances. Substances were very available, and it was easy to get either substance or money for substance.

Media and other messages

Youth don't listen to and/or don't believe the messages about dangers of substance use and abuse. Some felt is made them want to do it and know what it was like. School assemblies got the biggest laughs.

Advice to youth

Be careful or it will become your life. Stay away from heroin, meth, and crack. Some would let youth experiment since they are going to anyway.

Reaching youth for prevention

Youth are too immature to understand dangers. Middle School is too late for prevention. Need to start learning about prevention in grade school. Felt having activities (e.g. sports, family) were important to give youth other options, particularly low-income.

Other observations

Pot is not a gateway drug – it's a lifestyle. Don't feel can reduce the number of youth using. Having more police won't necessarily help. Most had plans for the future including school and jobs.

Focus Group Questions

What was your first drug or alcohol substance? And why this drug?

How old were you when you first started using?

Alcohol (8 yrs old) family would drink at holiday; it was around

Alcohol (12 yrs old)

Alcohol (7 yrs old) dad was drinking and gave some; became regular

Weed (7 yrs old) mom showed how

Weed (9 yrs old)

Weed (5 yrs old) Mom would give

Cigarette (6 yrs old) picked up used ones at stores

Why did you start using? (prompt if needed: something going on in their life, pressure from friends, problems with parents, etc.)

Alcohol felt good; would get drunk off one shot

Dad showed

Friends doing (alcohol and weed)

Thought it was cool

Uncle smoked and loved it; felt good (helped family situation)

Escape emotions

Want the drug/substance; it's not social – could be social in other ways

How did you get the alcohol/drugs? (prompt if needed: how did you pay for them, if money was needed, etc.)

Weed grown out in country

Alcohol – give bum a beer and he'll go get it for you

Got money from parents – steal, allowance, just ask for it, lie (e.g. “going to movies with friends”, “need money to go out to dinner”)

Sell food stamps

Take drug dealer to store and get him what he wanted (drugs in exchange)

move on to other drugs – meth, prescription (oxycotin), cocaine

When you were younger did you have a person you could talk to or ask for help from? And if you did what was it about this person that made them approachable/safe to talk to?

Mom was approachable
Daybreak staff are awesome

There are lots of messages in the media about the dangers of underage drinking and drug use. What did these messages mean to you? (prompt if needed: ask what other things influences their use, i.e. parents using, parents acceptance of drug use, friends using, etc.)

Don't care – I'm getting high
Made me want to know what it's like
I want to do it – it's something different
Don't believe messages
Got way more messed up on alcohol than marijuana
Least dangerous: marijuana
Most dangerous: crack, meth, heroin
Heroin too easy to get – users are getting younger (early teenage)

What advice would you give a young person who is considering experimenting with drugs and alcohol?

Be careful – becomes your life
Pot is not a gateway drug, that's a joke – it's a lifestyle
Let them drink alcohol so they'll puke (at 10 yrs old)
Meth – wouldn't recommend to anyone; your choice; hard to tell them not too since you are a hypocrite

[To reduce # of kids using]
not going to, always going to be treatment centers, drug dealers, kid are too immature to understand

Didn't want family to look at you like they don't know who you are. Mom said don't come home. Only one in family that used (other than sibling that lived far away)

Most have family members that use; most are fine with youth use

Mom told not to be stupid. If came home stoned, she had me stay home so I wouldn't get in trouble.

Some in treatment voluntary, some court-ordered (for missing school, theft, drug paraphernalia, parole violation)
My thinking is so much clearer now – not fuzzy

Good Luck!!!
Middle school is too late in many cases

[what also influenced]

Friends and family may influence; God
Going against rules
Some people would change based on hearing a story
Youth don't comprehend danger
Some think it's cool
AA and NA are saving people from drugs and alcohol
Know I'm going to need support – NA and alco after get out

[what to you want to do when you are done with treatment]
want to go back to high school then college and job corps
stay clean and sober for 2 years then join military
go to college, be successful, have a job

Assemblies about drug prevention – got the biggest laughs
People with money succeed in life (can go play traveling sports, vacations, etc.)

[view of police]
some have power trip
different between city and small town
some cops are bad – lot that don't
cops treat snitches good

some gang members – families are a part of it
stick together

What are some ways you can suggest for reaching youth about substance abuse prevention? What prevention efforts do you think would be most effective?

Going to be hard – they have to want to
More cops won't help – just lock more people up
Start learning in grade school
Easy to stay clean if you're constantly doing stuff like sports, family activities, etc.
Hard if in ghetto with no money – drugs all around and easy to get
Need more activities in poor areas
Poor people need things to do
4/5th grade may not be too young