



DFC Coalitions Create Community Level Change Success Stories Session!

Monday, December 5, 2016
12:45 pm - 2:45 pm

Meeting Room Assignments and Descriptions

(Please select and attend three of the seven concurrent sessions)

Meeting Room	Topic Area	Coalition Name
Burnham	Strategic and Action Planning	Islip Drug Education Awareness (IDEA) Coalition Islip, NY
Constitution C	Community Level Change	Neighborhoods Against Substance Abuse Greenfield, IN
Cabin John	Partnership Building Strategies	StandUp Polk Coalition Lakeland, FL
LaTrobe	Community Level Change	Steele County Safe and Drug Free Coalition Owatonna, MN
Constitution D	Community Level Change	Union County Safe Communities Coalition La Grande, OR
Constitution E	Partnership Building Strategies	The Vernon Coalition Newton, NJ
Wilson	Partnership Building Strategies	Youth2Youth 4 Change Beloit, WI

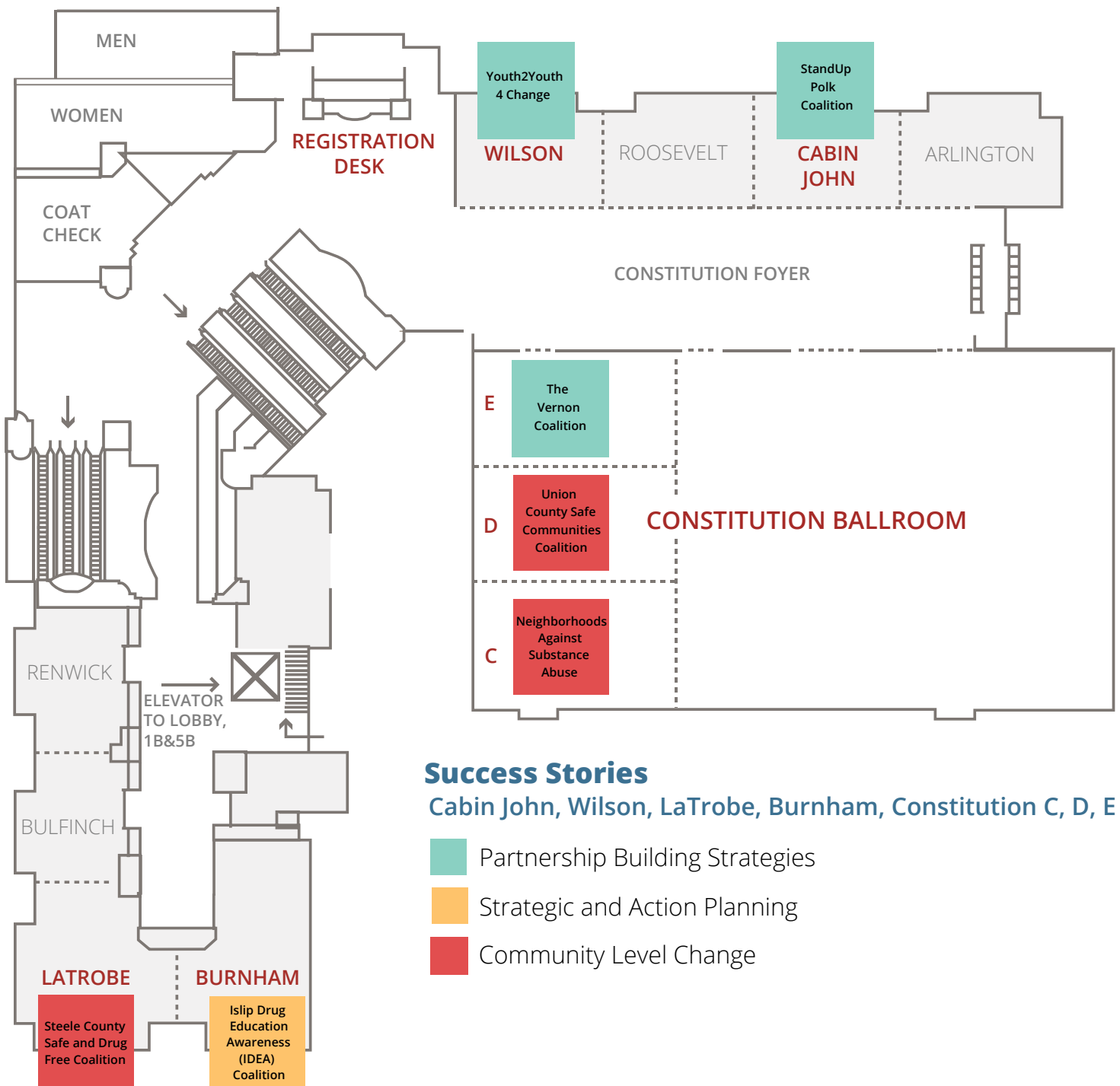


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Constitution Level (3B)



Success Stories

Cabin John, Wilson, LaTrobe, Burnham, Constitution C, D, E

- Partnership Building Strategies
- Strategic and Action Planning
- Community Level Change

MEETING ROOM: BURNHAM

STRATEGIC AND ACTION PLANNING

Coalition Name: Islip Drug Education Awareness (IDEA) Coalition
Address: 215 Main Street, Islip, NY 11751

Presenter: Barbara Vouris
Title: Program Director
Email: bvouris@gmail.com
Phone: 516-982-9272

SUCCESS STORY DESCRIPTION:

IDEA Coalition, established in 1997, evolved using collaborative methods, including stronger community networking, recruiting stakeholders, and DFC support. Data from the PNA survey indicates lifetime use of alcohol has declined from 39.5% to 23.9%. Also, lifetime use of tobacco has declined from 9.6% to 4.3%. Islip has the highest density of alcohol sales, restaurants, and bars in Suffolk County; and 800 town establishments are selling e-cigs and vaping paraphernalia. IDEA Coalition has designed culturally and developmentally appropriate goals to reduce pervasive substance use and abuse affecting all demographics. Some of the economic and literacy challenges in the community are: 1) free/reduced lunch rates have increased from 16% in 2009 to 30% in 2016, 2) limited English speaking population ranges from 9%-12%, and 3) lost funding and services for substance abuse (approximately \$200,000).

OUTCOMES:

1. 12-Month coalition action plan strengthened for increased community collaboration for 2016-2017; increased task/focus sub-committees: Data Committee, School Outreach Committee, Marketing & Media Committee, Policy Change Committee
2. IDEA Coalition saw a reduction in use of alcohol, tobacco, marijuana and narcotic prescription drugs for the past five years (2011,2013, 2014); based on findings from the Bach-Harrison Prevention Needs Assessment of 6th, 8th, and 10th graders. IDEA provided parent workshops/resources, student assemblies, SCPD "The Ugly Truth", and Narcan training opportunities.
3. IDEA Coalition, the community, and Islip School District developed wellness activities through partnerships with Great South Bay YMCA and Suffolk Bus Services, including: free buses from the high school to a free YMCA Safe Place Teen Program; and healthy options such as exercise, sports, swimming, computers, weight training, and tutoring.
4. Environmental strategies: IDEA used community pressure, letter writing campaigns, tip-line, and local police enforcement for closing a Hookah Bar on Islip's Main Street that served alcohol and tobacco to under-age youth near the local middle and high school.
5. IDEA Coalition/Islip School District; Suffolk County Police Department /S.C Legislator Tom Cilmi worked together to strengthen S.C. Social Host Law enforcement and create stricter penalties.
6. The Suffolk County Police Department Commissioner participates in a community roundtable press conference to update local stakeholders about the local alcohol, tobacco and other drugs (ATOD) crime statistics for Islip.
7. The coalition has received media support from Channel 12 TV News. There has been an increased visibility through website, social media, and LI News Circulation Suffolk & Nassau County (approximately 437,000 daily circulation).

MEETING ROOM: CONSTITUTION C

COMMUNITY LEVEL CHANGE

Coalition Name: Neighborhoods Against Substance Abuse
Address: 98 E. North Street, Greenfield, IN 46140

Presenter: Tim Retherford
Title: Executive Director
Email: nasa@myninestar.net
Phone: 317-477-0200

SUCCESS STORY DESCRIPTION:

In 2013, our coalition embarked on a partnership to address underage drinking in our county. After meeting with some key players, a meeting was held inviting all law enforcement, schools, probation, the prosecutor's office, and local judges to meet to discuss the issue. As a result, a decision was made to develop a Task Force that would address underage drinking locally. The group made up of representatives from all partners met monthly to discuss and design a successful initiative. We took input from the initial meeting and began working together to close up gaps in underage drinking enforcement in our schools and in our community. Policies were added and amended at the schools and law enforcement signed an MOU that made the treatment of underage drinking cases universal county wide. Our probation and prosecutor's office are also dealing with the offenses the same way as well. Less than a year later, we saw decreases in 30-day use and binge drinking. Arrests were up, but that has now subsided. The UDTF has created real change in Hancock County.

OUTCOMES:

1. 30-day alcohol usage after 9 months of task force activity (first survey was spring 2013 before the UDTF and second survey was spring 2014):
 - Class of 2014 from 28.5% to 22.3%.
 - Class of 2015 from 21.3% to 18.6%.
2. Binge drinking after 9 months
 - Class of 2014 from 16.5% to 11.5%.
 - Class of 2015 from 12.0% to 10.2%.
3. Current rates (survey from spring 2016 show decreases from previous classes. Senior class comparison: 30-day use; binge drinking.)
 - 2013: 34.1%, 19.2%
 - 2014: 22.3%, 11.5%
 - 2015: 21.1%, 10.7%
 - 2016: 19.7%, 9.8%
4. Arrests:
 - Year 1: 123
 - Year 2: 97
 - Year 3: 52
 - 1st Quarter Year 4: 5

MEETING ROOM: CABIN JOHN

PARTNERSHIP BUILDING STRATEGIES

Coalition Name: StandUp Polk Coalition
Address: 621 South Florida Avenue, Lakeland, FL 33801

Presenter: Angela Padgett Ellison
Title: Project Director
Email: angie.ellison@inneractalliance.org
Phone: 863-802-0777

SUCCESS STORY DESCRIPTION:

The youth side of our coalition (aka UthMpact) is a very pivotal part of our coalition. Our youth have developed their own sub-coalition that has led in developing a leadership development program, social norms marketing campaigns, and events that involve the youth culture in prevention.

The coalition developed the UthMpact Leadership Program. Similar to adult leadership programs often implemented by Chambers of Commerce, UthMpact's Leadership Program includes two youth from each high school in the county. The youth apply after being nominated by their school (or peer, or self), the students from the previous Leadership Class chooses the students who are accepted into the future class. This nomination process created demand to become part of the program. All students who are accepted into the Leadership Program are automatically participants in the coalition for that school year at a minimum. Each year, we receive over 100 applicants for 40 slots.

Graduates of the Leadership Program run for office positions that oversee/implement Leadership Program and Coalition Committees. The officers and the Leadership class members invite friends to coalition events throughout the year which also raises awareness and interest in the program.

OUTCOMES:

1. The capacity for our youth coalition has exploded from 5-11 active members/year to nearly 100 annually.
2. Developing a leadership cadre that moves on to implement the following "class" of leaders is a win-win for both youth and the coalition community.
3. The social norms marketing campaigns have steadily changed perception regarding use circa 30% among high school 9th graders in six high schools annually regarding alcohol, tobacco, marijuana, and prescription drug use.

	2013-2014	2014-2015	2015-2016
Alcohol	69.7 %	61.5 %	63.5 %
Cigarettes	50.9 %	62.4 %	47.6 %
Marijuana	71.1 %	55.7 %	130.8 %
Prescription Drugs	65.9 %	66.7 %	48.8 %

4. Incorporating events such as Project Prom and Teen Tailgates have reinforced the normalization of perceptions regarding substance use.
5. End results are the steady decline of 30-day use among Polk's 6th-12th graders for alcohol, tobacco, prescription drugs, and even marijuana.

	2012			2014			2016		
	Middle School	High School	Total	Middle School	High School	Total	Middle School	High School	Total
Alcohol	14.3	33.8	25.2	11.2	27.3	20.3	7.9	22.9	16.8
Cigarettes	4.1	12.9	9.0	3.7	9.6	7.0	1.6	7.6	5.2
Marijuana or Hashish	5.2	15.8	11.1	5.0	17.6	12.2	5.3	16.5	11.9
Prescription Pain Relievers	1.8	3.7	2.8	1.9	3.8	3.0	1.9	3.5	2.9
Prescription Amphetamines	0.7	0.9	0.8	0.7	0.9	0.9	0.8	2.2	1.6

MEETING ROOM: LATROBE

COMMUNITY LEVEL CHANGE

Coalition Name: Steele County Safe and Drug Free Coalition
Address: 110 N Cedar Avenue, Owatonna, MN 55060

Presenter: Kim Schaufenbuel
Title: Program Director
Email: kschaufenbuel@unitedwaysteelecounty.org
Phone: 507-455-1180

SUCCESS STORY DESCRIPTION:

The presentation will focus on the following successful community change strategies:

- Take it to the Box – Rx Access
- Life of an Athlete – School Policies on Alcohol and Marijuana Use
- Social Host – Reducing Social Access
- Tobacco Retail Policies – Reducing Retail Access

OUTCOMES:

- Amount of prescription drugs collected:
 - 2011= 690 lbs
 - 2012=733 lbs
 - 2013=747 lbs
 - 2014=637 lbs
 - 2015=988 lbs
- Number of suspensions and participation numbers for student athletes:
 - Data still being collected
- Number of social host violations:
 - 2015 data not yet available: anecdotal discussion of large party busted and discursive impact on community
 - 2014: 4 (all adults)
 - 2013: 5 (4 adults, 1 juvenile)
- Number of policies enacted in city and county government (enacted because of concerted effort by our volunteer coalition members to educate citizens about options so they could ask that the policies be changed. Students organized and presented their request to city council and county commission.):
 - Clean Indoor Air Ordinance (2016) – included e-cigs in clean indoor air in Steele County
 - Steele County tobacco/e-cig free grounds (2015)
 - Steele County Free Fair (2015) designated areas
 - Steele County Parks (2015) smoking only allowed in personal vehicles in parking lot
 - Steele County Retailer Ordinances
 - Proximity to youth facilities (must be greater than 1000 ft.)
 - Prohibited in pharmacies
 - Prohibited in vending machines and self service sales (must be behind the counter)
- Student use data trends – according to the Minnesota State Student Survey
 - 9th grade alcohol
 - Decreased from 17.9% in 2010 to 9.3% in 2016
 - 9th grade smoking
 - Decreased from 10.2% in 2010 to 2.3% in 2016
 - 9th grade marijuana
 - Decreased from 6.8% in 2010 to 4.9 in 2016

MEETING ROOM: CONSTITUTION D

COMMUNITY LEVEL CHANGE

Coalition Name: Union County Safe Communities Coalition
Address: 1106 K Avenue, La Grande, OR 97850

Presenter: Robin Wortman
Title: Coalition Coordinator
Email: ucsafecommunities@gmail.com
Phone: 541-963-1068

SUCCESS STORY DESCRIPTION:

Youth tobacco use in Union County was identified in our logic model. One strategy identified was policy change in our local parks. Key stakeholders in support of policy change were identified (Parks director, Public Health, County prevention, parents, and youth). Timing was important, providing information just prior and during the time that the parks commission was to revise policy. Information was provided to the commission by youth members who were supported by Public Health & Prevention. Advocacy efforts focused on educating policy makers, there was no lobbying done by the Coalition. The process was not quick and the change took over two years from initiation to implementation.

OUTCOMES:

In 2016, all La Grande City parks became tobacco and vape free. Due to initial efforts in 2016, Union County Fairgrounds has established designated smoking areas.

MEETING ROOM: CONSTITUTION E

PARTNERSHIP BUILDING STRATEGIES

Coalition Name: **The Vernon Coalition**
Address: 61 Spring Street, Newton, NJ 07860

Presenter: Rebecca Dorney
Title: Coalition Coordinator
Email: rebecca@centerforprevention.org
Phone: 973-764-6619

Presenter 2: Gemma Chalkley
Title: Youth Coordinator
Email: gemma@centerforprevention.org
Phone: 973-764-4276

SUCCESS STORY DESCRIPTION:

The Vernon Coalition's mission is to build a stronger Vernon by preventing and reducing youth substance use. We have worked with all twelve sectors to ensure this mission be met and one of our strongest partners is our young people, grades 5-12. With their support, the Above the Influence (ATI) youth group formed. ATI is geared toward youth empowerment and inspires our teens to take a stand against negative influences and rise above, together. ATI has given our young people the confidence and support they need to become powerful leaders and role models.

OUTCOMES:

- ATI youth worked with the coordinator to create an Environmental Scan presentation, a useful way for community members to observe and document local conditions related to alcohol, tobacco, and other drugs (2013-ongoing).
- Vernon Coalition successes were included in the Surgeon General's report (March 2014). Through a range of activities, the coalition had reached more than 1500 youth and 5000 parents. In addition, coalition partnered with local bars to require alcohol servers to become certified as TIPS Responsible Beverage Servers.
- In 2014, an ATI youth member was chosen for a scholarship for CADCA's National Leadership Forum.
- Since 2012, ATI members have been invited to speak annually at Vernon BOE meetings to further educate those key stakeholders on the ATI youth group.
- Since 2011, a total of 24 ATI members have attended the Lindsey Meyers Teen Institute Summer Leadership Conference for one week, every year, to learn about living healthy lifestyles and using SPF to affect community level change. Two youth were also chosen as part of the Youth Advisory Council (YAC) in 2015.
- Two ATI students are part of the IMPACT NJ Task Force annually since 2015.
- Past 30-day use of alcohol by 6th-12th grade decreased collectively by 113% from 2011 to 2015 (PRIDE).
- Student perception of harm of alcohol as great to moderate in risk by 6th-12th grade increased collectively by 12% from 2011 to 2015 (PRIDE).

MEETING ROOM: WILSON

PARTNERSHIP BUILDING STRATEGIES

Coalition Name: Youth2Youth 4 Change
Address: 416 College Street, Beloit, WI 53511

Presenter: Debbie Fischer
Title: Executive Director
Email: debtfk@aol.com
Phone: 608-751-6018

Presenter 2: Megge Casique
Title: Evaluation Specialist
Phone: 608-313-9220

SUCCESS STORY DESCRIPTION:

Youth/adult partnership has been our success for the past 25 years. The adults in our coalition truly value our over 200 youth advocates and their leadership in helping to reduce youth substance abuse in our community and county.

We plan to share YRBS data from the past five years and the youth substance abuse reduction that has occurred from the strong coalition work. We will share how our strategic plan helps the coalition make sure that all sectors are represented consistently. Sectors we currently have representation from are; youth, business, health, government agencies, schools, youth programs, legislative members, law enforcement, faith-based, and more.

The city of Beloit is the most diverse community in the county and is one of the four most diverse communities in the state. Our cultural background is shifting often and as a coalition we strive to mirror our community with our work.

The DFC grant has allowed us to increase the coalition's knowledge and to assist in developing a coalition that is not run by the staff but by a coalition that is passionate and invested in being a true partner in creating community change. This has been done by: (1) having action-based coalition meetings, not reporting out meetings; (2) taking steps to make coalition members feel valued and needed; (3) providing training opportunities for not just our staff but coalition members, including youth; and (4) having community-wide training opportunities for coalition members, youth, and community members.

We maintain a strong coalition retention by providing opportunities for all coalition members to actively engage in youth substance abuse prevention activities. We are constantly recruiting new members in the community. This is done by staff and coalition members. We recognize members for their involvement in the coalition and also for their professional and personal achievements. We consistently meet with youth every week and adult members monthly. We truly look at our coalition members and work as a community impact group.

OUTCOMES:

- Having all sectors represented and engaged
- Strong youth advocacy membership
- Action orientated coalition meetings
- 25 years of strong coalition movement
- Strong youth/adult partnerships
- Reduction of community youth substance abuse