MODEL PREVENTION PLAN 1

14. ASSESSMENT. Assessment involves the systematic gathering and examination of data related to substance abuse and related problems, as well as related conditions and consequences in the community. Assessing the problems means pinpointing where the problems are in the community, as well as the populations that are affected. It also means examining the conditions within the community that put it at risk for problems, and identifying conditions that now or in the future could protect against the problems. Based on the assessment of need, resources, and readiness, this will help you identify the priority(ies) on which to focus prevention efforts.

List the Supporting Data next to the Data Source that supports Assessment of Need.

AEOW Epidemiological: Dallas County is wet, and has Sunday sales after 12:00 p.m. Alabama Data: Cirrhosis Deaths: 156 (2207) Alcohol related deaths in 2009: 29,291. DUI :48.6%, Public Drunkness:32.8%, Liquor Law Violations: 18.6%. Arrest rate per 100,000 in 2009 by region: DUI: 250,000, Public Drunkenness: 125,000, Liquor Law Violation: 75,000. 2010 population Dallas County:43,820. Region Three total population: 832,601. Total admission into treatment 2009 51.2% Alabama, of those 35% report alcohol as the drug of choice. Reported for 2009: 12 year olds with a need for alcohol treatment but not receiving it in region 3 is 5.9%, reported alcohol dependence in region 3 is 6.5%. Age of initial use was a range of 10-13. Reported use in youth age 12-20 was 27.8%. In 2009-2010 data alcohol use in the past month of 6th -12th graders range from 6-34%, reported drunk driving 4-17%, and reported riding with a drunk or drinking driver 21-24%.

Profile

AYP: The following schools did not make AYP:

AYP (Did Not Make)	School Improvement
Selma High School System 10 of 13	2 Years
Dallas County School System 15 of 21	1 Year
Selma High School 10 of 13	1 Year
Dallas County High School 14 of 17	Year 7
Five Point 9 of 13	Year 1
Keith Middle School 10 of 13	No School Improvement
Salem 9 of 13, South	Year 1
Southside 6 of 13	Year 3
Valley Grande 19 of 21	No School Improvement
Martin Middle 19 of 21	No School Improvement

Selma City School System has been taken over by the State Board of Education.

Census Data: 2010 population Dallas County: 43,820. Region Three total population: 832,601

Data	Dallas County	Selma City
Persons Below Poverty	36.5%	43.5%
High School Graduate	75.5%	74%
Bachelor or Higher	13.3%	17.2%
Population	42,864	20,251

Community Mapping In an effort to define the need for legislation in the attempt to alter the use of portable coolers, it was found that out of nineteen (19) convenience stores, fifteen (15) had at least one portable cooler, that is 79% of the stores surveyed. There were a total of twenty-seven (27) portable coolers, and fifteen (15) contained some type of alcoholic beverage, this is 55% containing alcohol. It is known that the products are rotated out frequently in these coolers.

Compliance Data (ABC) Dallas County Sunday Sales passed in November 2012. According to Richard Holston, ABC Law Enforcement Division; from October 2011 until present there have not been any compliance statistics in Dallas County related to Alcohol.

Department of Justice N/A

Free and Reduced Lunch Data
Dallas County Schools 2013-2014

School	Enrollment	Free/Reduced Lunch #	Free/ Reduced Lunch %
Dallas County Schools	3480	2866	82.36%
Brantley Elementary	225	188	83.56%
Dallas County High	609	438	71.92%
J E Terry Elementary	120	99	82.50%
Keith Middle High	329	294	89.36%
Salem Elementary	200	181	90.50%
Southside High	406	371	91.38%
Tipton Durant Middle	289	267	92.39%
Valley Grande Elementary	465	304	65.38%
William R Martin Middle	298	217	72.82%

Southside Primary	286	271	94.76%
Bruce K Craig Elementary	253	236	93.28%

Selma City School 2013-2014

School	Enrollment	Free/Reduced Lunch #	Free/Reduced Lunch %
Selma City Schools	3809	2412	89.58%
Byrd Elementary	120	118	98.33%
Cedar Park Elementary	163	154	94.48%
Clark Elementary	434	405	93.32%
Sophia P Kingston Elementary	224	209	93.30%
School Of Discovery	288	266	92.36%
Edgewood Elementary	312	291	93.27%
Knox Elementary	232	210	90.52%
Meadowview Elementary	252	177	70.24%
Payne Elementary	288	282	97.92%
Selma High	980	837	85.41%
R B Hudson Middle	516	463	89.73%

Juvenile Arrests N/A

Kids Count: Dallas County 2012 County Ranking 66 of 67. Graduation Rate:71.8%, Selma City Board of Education Graduation rate: 78.4%, Dallas County Schools Graduation rate: 65.9%. Dallas County ranks in the lowest one-third of the overall rankings and has dropped since the 2009 data count. Number of Dallas county children living in poverty in 2012 was 6,441 (56.5%). Dallas County ranked in the lowest third in all but one indicator, that one being: Low Birth rates, and it was in the middle third on this.

Local CPC Assessment: First Priority=Lack of continuity of services (Resources Needed but Unavailable=Family Resource Center), Second Priority=Lack of parental involvement (Resources Needed but Unavailable=Single Parent Support Groups, More Parenting Classes, Fatherhood Initiative, Mentoring Program for Young Parents, Third Priority=High Rate of Gang Influence and Teen Pregnancies (Resources Needed but Unavailable=alternative school, The Vision Network, abstinence programs, single parent support groups, credit recovery-teen pregnancy prevention and re-entry programs.

Police Incidence Report: N/A

PRIDE: Age of first use of alcohol: 0-10= 15.9%, 11=7.5%, 12=7%, 13=4.8%, Frequency of use of alcohol: Daily= 3.2%, Weekly=9.3%, Monthly 15.2%. Annually=35.6%

Student Incident Reports: Selma City only, no data for Dallas County Schools.
See Table:

School	Total # Incidents	Tobacco Use	Tobacco Possession	Alcohol Use	Alcohol Possession	Drug Use	Drug Possession	Possession
Byrd	25	-	-	-	-	-	-	-
Cedar Park	4	-	-	-	-	-	-	-
Clark	1	-	-	-	-	-	-	-
Edgewood	10	-	-	-	-	-	-	-
Meadowview	12	-	-	-	-	-	-	-
Payne	2	-	-	-	-	-	-	-
RBHudson	509	-	1	-	-	3	-	13
School Of Discovery	57	-	-	-	-	-	-	1
Selma High	624	1	3	1	2	2	-	3

Vendor Density (ABC) In 2012 there were 57 alcohol vendors within the Selma City limits

Other, specify N/A

15. CAPACITY. Communities must have the capacity—that is, the resources and readiness—to support the prevention programs, policies, and strategies they choose to address identified substance abuse problems. Capacity will not only improve the effectiveness of prevention activities in the short term, but also help to ensure the sustainability of prevention efforts. Capacity building involves mobilizing human, organizational, and financial resources to meet project goals.

List the Community Partner/Stakeholder and the Service(s) they provide.

Community Partner/Stakeholder: Selma Dallas Prevention Collaborative

Service Provided: Continued support with prevention services

Community Partner/Stakeholder: Dallas County Board of Education

Service Provided: Assist to raise juvenile and parental involvement

Community Partner/Stakeholder: Selma City Board of Education

Service Provided: Assist to raise Juvenile and parental involvement

Community Partner/Stakeholder: Selma Times Journal

Service Provided: Advertisement

Community Partner/Stakeholder; Local Radio Stations

Service Provided: Advertisement
Community Partner/Stakeholder: Selma Lions Club
Service Provided: Access to fairgrounds for booth

INFORMATION DISSEMINATION

1. Focus of efforts for this strategy.

X High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

2. Select the priority(ies) of focus for this strategy.

X Reduce and/or prevent underage drinking.

☐ Reduce and/or prevent tobacco use.

☐ Reduce and/or prevent prescription drug misuse, use, and abuse.

☐ Address prevention across the lifespan (emphasis on high risk youth and/or baby boomers).

☐ Prevent suicides and attempted suicides (emphasis on populations at high risk, especially military families, LGBTQ youth, and American Indians and Alaska Natives).

☐ Build emotional health through utilization of mental health wellness and promotion, preventing or delaying the onset of, and mitigating symptoms and complications from substance abuse and mental illness.

3. Select the Risk Factor(s) that are applicable to the target priority for this strategy.

☐ Availability of Drugs

☐ Availability of Firearms

X Community Laws and Norms Favorable Toward Drug Use, Firearms and Crime

☐ Media Portrayals of Violence

X Transitions and Mobility

X Low Neighborhood Attachment and Community Disorganization

☐ Extreme Economic Deprivation

X Family History of the Problem Behavior

☐ Family Management Problems

☐ Family Conflict

X Favorable Parental Attitudes and Involvement in the Problem Behavior

☐ Early and Persistent Antisocial Behavior

☐ Academic Failure Beginning in Late Elementary School

☐ Lack of Commitment to School

☐ Alienation and Rebelliousness

X Friends Who Engage in the Problem Behavior

☐ Favorable Attitudes Toward the Problem Behavior

☐ Early Initiation of the Problem Behavior

☐ Constitutional Factors

4. PLANNING. Planning is pivotal to prevention success. Planning will increase the effectiveness of prevention efforts—by focusing energy, ensuring that staff and other stakeholders are working toward the same goals, and providing the means for assessing and adjusting programmatic direction, as needed. If done carefully, planning will also make future evaluation tasks much easier. Planning involves the creation of a comprehensive plan with goals, objectives, and strategies aimed at meeting the substance abuse prevention needs of the community.

Select the Target Population(s) that are applicable to the target priority for this strategy.

X Caucasian

X African American

☐ Native Hawaiian/Other Pacific Islander

☐ Asian

☐ American Indian/Alaska Native

X More than one race

X Race not known or other

5. Identify the most appropriate IOM group identifier for the selected target population. Universal (General Population), Selected (Population with Higher Risk), Indicated (High Risk Individual).

X Universal

☐ Selected

☐ Indicated

6. PLANNING. Briefly detail the plan for the target priority for this strategy: (to include the Evidence-Based Program/Practices as applicable). Please note that you will outline your goal(s), objective(s), and activities in questions that follow.

Cahaba Center for Mental Health and Mental Retardation will host Town Hall meetings

to discuss the issues involved with underage drinking. Conduct PSA's to inform

community of the risk factors involved in underage drinking and participate in the Selma

Central Alabama Fair to distribute brochures in an attempt to further educate our

community about issues surrounding underage drinking.

7. IMPLEMENTATION. Implementation is where the rubber hits the road—it's where you do what you've said you're going to do. The focus in on carrying out the various components of the prevention plan, as well as identifying and overcoming any potential barriers. Identify your goal for the target priority for this strategy.

Goal 1: Host a minimum of four (4) Town Hall meetings by September, 2016

Goal 2: Develop and implement two (2) PSA's each quarter through September 2016.

8. Identify your objective(s) for the target priority for this strategy based on the goal listed above.

Objective 1: Contact at least five community agencies and invite them to attend informative events.

Objective 2: Develop a schedule to include topics to be presented at each Town Hall meeting until September 2016.

Objective 3: Provide information to at least 150 people on town hall meetings and underage drinking at the Central Alabama Fair.

9. Identify the activities that will address the objective you listed earlier for the target priority for this strategy.
Activities:

X Brochures, pamphlets, posters, & flyers

☐ Clearinghouse/information resource centers

☐ Community resource directories

X Health fairs and other health promotion

☐ information lines/Hot lines

☐ Information through websites

X information based

☐ media campaign

☐ Media Campaigns

☐ Newspaper and newsletter articles

☐ Radio and TV public service announcements

X Speaking engagements

☐ Other (please specify)

10. Identify the community size for the target priority for this strategy.
Community Size:

☐ 0 - 5,000
☐ 5,001 - 10,000
☐ 10,001 - 20,000
X 20,001 - 30,000
☐ 30,001 - 40,000
☐ 40,001 - 50,000
☐ 50,001 or more

11. Identify the community type for the target priority for this strategy.
Community Type:

X Rural: of, relating to, or characteristic of the country or country life.
☐ Urban: of, pertaining to, or designating a city or town.
☐ Suburban: pertaining to, inhabiting, or being in a suburb or the suburbs of a city or town.

12. Identify the city and county for the target priority for this strategy.
City and County:

Selma City
Dallas County

13. EVALUATION. Evaluation is the systematic collection and analysis of information about program activities, characteristics, and outcomes to reduce uncertainty, improve effectiveness, and make decisions. Evaluation helps organizations recognize what they have done well and what areas need improvement.

Identify specific performance indicators in a bulleted format that will be used to determine if the stated goals are achieved.

Examples: Increase in the number of underage drinking PSAs in Montgomery County; Develop & disseminate community resource directory for Houston county; Host an information-based media campaign on Fox 32 in Jefferson county about the nature and extent of prescription drug misuse across the lifespan.

Performance Indicator 1: Provide PSA's to Dallas County twice a quarter.

Performance Indicator 2: Increase town hall meeting to 2 annually.

Performance Indicator 3: Provide the public with information on underage drinking.

14. EVALUATION. Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.

Examples: Establish a baseline of the number of underage drinking PSAs in Montgomery county during FY12; Increase the number of underage drinking PSAs in Montgomery county by 20%. By March 1, 2013 agency X will develop a community resource directory for Houston county; By March 30, 2013 agency X will disseminate the community resource directory to 50% of churches in Houston county; By Nov. 1, 2013 an information-based media campaign will air on Fox 32 in Jefferson county about the nature and extent of prescription drug misuse across the lifespan.

Description of Collecting and Measuring Changes in Performance Indicator: Develop and establish 8 PSA's regarding underage drinking to be performed twice quarterly on Dallas County Radio stations, to begin in October 2014 and be completed by September 2016. - Host four Town Hall meetings by September 2016. - Partner with Central Alabama Fair to obtain an outlet for providing the public with information on underage drinking.

EDUCATION

1. Focus of efforts for this strategy.

X High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

2. Select the priority(ies) of focus for this strategy.

X Reduce and/or prevent underage drinking.

☐ Reduce and/or prevent prescription drug misuse, use, and abuse.

☐ Address prevention across the lifespan (emphasis on high risk youth and/or baby boomers).

☐ Prevent suicides and attempted suicides (emphasis on populations at high risk, especially military families, LGBTQ youth, and American Indians and Alaska Natives).

☐ Build emotional health through utilization of mental health wellness and promotion, preventing or delaying the onset of, and mitigating symptoms and complications from substance abuse and mental illness.

3. Select the Risk Factor(s) that are applicable to the target priority for this strategy.

X Availability of Drugs

☐ Availability of Firearms

X Community Laws and Norms Favorable Toward Drug Use, Firearms and Crime

X Media Portrayals of Violence

☐ Transitions and Mobility

X Low Neighborhood Attachment and Community Disorganization

X Extreme Economic Deprivation

☐ Family History of the Problem Behavior

☐ Family Management Problems

☐ Family Conflict

☐ Favorable Parental Attitudes and Involvement in the Problem Behavior

X Early and Persistent Antisocial Behavior

X Academic Failure Beginning in Late Elementary School

X Lack of Commitment to School

☐ Alienation and Rebelliousness

X Friends Who Engage in the Problem Behavior

X Favorable Attitudes Toward the Problem Behavior

X Early Initiation of the Problem Behavior

☐ Constitutional Factors

X Caucasian

X African American

☐ Native Hawaiian/Other Pacific Islander

☐ Asian

☐ American Indian/Alaska Native

X More than one race

X Race not known or other

X Universal

☐ Selected

☐ Indicated

Implement Mendez: Too Good For Drugs to the 5th and 6th graders in Selma City and

Dallas County Schools that have been documented to have higher risk factors. The

program will be done throughout the school day and will include the topics of : Goal

Setting, Decision Making, Communication, Peer Pressure, Tobacco, Alcohol, Marijuana

Gateway Drugs and Being Healthy.

Goal 1: Provide a minimum of 10 lessons to a minimum of 15 classes of 5th and 6th grade students in the Selma City and Dallas County School Systems for each fiscal year (FY15 & FY16).

8. Identify your objective(s) for the target priority for this strategy based on the goal listed above.

Objective 1: Administer Pre Test to all participating students by November 2014, and again by November 2015.

Objective 2: Administer the Posttest to all participating students by May 2015 and again by May 2016.

Objective 3: Meet with school administrators to schedule the Too Good For Drugs lessons by October 2014 and again by October 2015.

9. Identify the activities that will address the objective listed previously for the target priority for this strategy.
Activities:

☐ Community service activities

☐ Interactive technologies

☐ Community and volunteer workshops

☐ Parenting and family management classes

X Ongoing classroom and/or small group sessions

☐ Peer leader/peer helper programs

X Education programs for youth groups

☐ Children of substance abusers groups

X Life skills

☐ Other (please specify)

10. Identify the evidence based curriculum(s) that will be utilized for this strategy.

Mendez: Too Good For Drugs

11. Identify the community size for the target priority for this strategy.
Community Size:

☐ 0 - 5,000
☐ 5,001 - 10,000
☐ 10,001 - 20,000
☐ 20,001 - 30,000
☐ 30,001 - 40,000
X 40,001 - 50,000
☐ 50,001 or more

12. Identify the community type for the target priority for this strategy.
Community Type:

X Rural: of, relating to, or characteristic of the country or country life.
☐ Urban: of, pertaining to, or designating a city or town.
☐ Suburban: pertaining to, inhabiting, or being in a suburb or the suburbs of a city or town.

13. Identify the city and county for the target priority for this strategy.
City and County:

Selma City

Dallas County

14. EVALUATION. Evaluation is the systematic collection and analysis of information about program activities, characteristics, and outcomes to reduce uncertainty, improve effectiveness, and make decisions. Evaluation helps organizations recognize what they have done well and what areas need improvement.

Identify specific performance indicators in a bulleted format that will be used to determine if the stated goals are achieved.

Examples:
Increase in the number of education programs for UAD for youth in Montgomery county; and Increase in peer education on UAD in city of Pike Road.

Performance Indicator 1: Show an increase in knowledge about the dangers of drinking alcohol by 15%.

Performance Indicator 2: Show an increase in knowledge on the effects of using tobacco by 15%.

Performance Indicator 3: Show an increase in knowledge about THC by 15%.

15. EVALUATION. Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.

Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.
Examples:
Establish a baseline of the number of UAD programs for youth in Montgomery county during FY12;
Increase the number of UAD programs for youth in Montgomery county by 20%.
Establish a baseline of the number of UAD peer education programs for youth in Pike Road during FY12;
Increase the number of UAD peer education programs for youth in Pike Road during FY12.

Description of Collecting and Measuring Changes in Performance Indicator: Establish a baseline percentage through the use of surveys by December 2014. - Show a 15% increase in knowledge in the subject of alcohol, tobacco and THC through education by June 2015 and again by June 2016.

ALTERNATIVE ACTIVITIES

1. Focus of efforts for this strategy.

X High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

2. Select the priority(ies) of focus for this strategy.

X Reduce and/or prevent underage drinking.

☐ Reduce and/or prevent prescription drug misuse, use, and abuse.

☐ Address prevention across the lifespan (emphasis on high risk youth and/or baby boomers).

☐ Prevent suicides and attempted suicides (emphasis on populations at high risk, especially military families, LGBTQ youth, and American Indians and Alaska Natives).

☐ Build emotional health through utilization of mental health wellness and promotion, preventing or delaying the onset of, and mitigating symptoms and complications from substance abuse and mental illness.

3. Select the Risk Factor(s) that are applicable to the target priority for this strategy.

X Availability of Drugs

☐ Availability of Firearms

X Community Laws and Norms Favorable Toward Drug Use, Firearms and Crime

X Media Portrayals of Violence

☐ Transitions and Mobility

X Low Neighborhood Attachment and Community Disorganization

X Extreme Economic Deprivation

☐ Family History of the Problem Behavior

☐ Family Management Problems

☐ Family Conflict

☐ Favorable Parental Attitudes and Involvement in the Problem Behavior

X Early and Persistent Antisocial Behavior

X Academic Failure Beginning in Late Elementary School

X Lack of Commitment to School

☐ Alienation and Rebelliousness

X Friends Who Engage in the Problem Behavior

X Favorable Attitudes Toward the Problem Behavior

X Early Initiation of the Problem Behavior

☐ Constitutional Factors

4. PLANNING. Planning is pivotal to prevention success. Planning will increase the effectiveness of prevention efforts—by focusing energy, ensuring that staff and other stakeholders are working toward the same goals, and providing the means for assessing and adjusting programmatic direction, as needed. If done carefully, planning will also make future evaluation tasks much easier. Planning involves the creation of a comprehensive plan with goals, objectives, and strategies aimed at meeting the substance abuse prevention needs of the community.

Select the Target Population(s) that are applicable to the target priority for this strategy.

X Caucasian

X African American

☐ Native Hawaiian/Other Pacific Islander

☐ Asian

☐ American Indian/Alaska Native

X More than one race

X Race not known or other

5. Identify the most appropriate IOM group identifier for the selected target population. Universal (General Population), Selected (Population with Higher Risk), Indicated (High Risk Individual).

X Universal

☐ Selected

☐ Indicated

6. PLANNING. Briefly detail the plan for the target priority for this strategy: (to include the Evidence-Based Program/Practices as applicable). Please note that you will outline your goal(s), objective(s), and activities in questions that follow.

Cahaba Mental Health will partner with the PAL's Summer Program as well as local summer feeding programs to follow up with alternative underage drinking prevention activities throughout the summer months to include arts and crafts, leadership building games as well team building activities. These programs are open to local City of Selma children of varying ages. We will primarily target those children that are 5th thru 7th grades.

7. IMPLEMENTATION. Implementation is where the rubber hits the road—it's where you do what you've said you're going to do. The focus in on carrying out the various components of the prevention plan, as well as identifying and overcoming any potential barriers. Identify your goal for the target priority for this strategy.

Goal 1: Provide a minimum of six alternative activities each program throughout the summer or FY15 and FY16.

_____

_____

_____

8. Identify your objective(s) for the target priority for this strategy based on the goal listed above.

Objective 1: Administer Post-Evaluation survey by August 2015 and again by August 2016.

Objective 2: Meet with PAL's and Feeding programs administrators to develop a timeline for the summer programs by May 2015 and again in May 2016.

9. Identify the activities that will address the objective listed in item 23 for the target priority for this strategy.
Activities:

☐ Community service activities

☐ Culturally-based activities

☐ Drug free dances and parties

☐ Intergenerational events and celebrations

☐ Job shadowing, internships, work place experiences

X Leadership activities

X Mentoring programs

☐ Outward Bound

☐ Recognition events that celebrate individual or group accomplishments

X Social & recreation activities

☐ Youth centers & community drop-in centers

☐ Other (please specify)

_____

_____

10. Identify the community size for the target priority for this strategy. Community Size:

☐ 0 - 5,000
☐ 5,001 - 10,000
☐ 10,001 - 20,000
☐ 20,001 - 30,000
☐ 30,001 - 40,000
 X 40,001 - 50,000
☐ 50,001 or more

11. Identify the community type for the target priority for this strategy. Community Type:

X Rural: of, relating to, or characteristic of the country or country life.
☐ Urban: of, pertaining to, or designating a city or town.
☐ Suburban: pertaining to, inhabiting, or being in a suburb or the suburbs of a city or town.

12. Identify the city and county for the target priority for this strategy. City and County:

Selma City, Dallas County

13. EVALUATION. Evaluation is the systematic collection and analysis of information about program activities, characteristics, and outcomes to reduce uncertainty, improve effectiveness, and make decisions. Evaluation helps organizations recognize what they have done well and what areas need improvement.

Identify specific performance indicators in a bulleted format that will be used to determine if the stated goals are achieved.
Examples:
Increase in the number of community service activities to engage community on risks of UAD in Montgomery county;
Increase in the number of intergenerational events in Jefferson county around prescription drug misuse across the lifespan.

Performance Indicator 1: Show sustained knowledge of the dangers of underage drinking.

Performance Indicator 2: Show sustained knowledge of the dangers of tobacco use.

Performance Indicator 3: Show sustained knowledge of THC.

14. EVALUATION. Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.

Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.
Examples:
Community service activities engaging community on risks of UAD will increase by 40% by the end of FY14.
Intergenerational events in Jefferson county on prescription drug misuse across the lifespan will increase by 30% by the end of FY13.

Description of Collecting and Measuring Changes in Performance Indicator: Establish a baseline percentage through the use of surveys done by students during the education strategy. - Show a sustained knowledge in the subject of alcohol, tobacco and THC through the use of surveys used during the education program by August 2015 and again by August 2016.

ENVIRONMENTAL ACTIVITIES

1. Focus of efforts for this strategy.

X High-risk youth

☐ Youth in tribal communities

☐ Military families

X Other: Community Members

2. Select the priority(ies) of focus for this strategy.

X Reduce and/or prevent underage drinking.

☐ Reduce and/or prevent prescription drug misuse, use, and abuse.

☐ Address prevention across the lifespan (emphasis on high risk youth and/or baby boomers).

☐ Prevent suicides and attempted suicides (emphasis on populations at high risk, especially military families, LGBTQ youth, and American Indians and Alaska Natives).

☐ Build emotional health through utilization of mental health wellness and promotion, preventing or delaying the onset of, and mitigating symptoms and complications from substance abuse and mental illness.

3. Select the Risk Factor(s) that are applicable to the target priority for this strategy.

X Availability of Drugs

☐ Availability of Firearms

X Community Laws and Norms Favorable Toward Drug Use, Firearms and Crime

☐ Media Portrayals of Violence

☐ Transitions and Mobility

X Low Neighborhood Attachment and Community Disorganization

☐ Extreme Economic Deprivation

☐ Family History of the Problem Behavior

☐ Family Management Problems

☐ Family Conflict

X Favorable Parental Attitudes and Involvement in the Problem Behavior

☐ Early and Persistent Antisocial Behavior

☐ Academic Failure Beginning in Late Elementary School

X Lack of Commitment to School

☐ Alienation and Rebelliousness

X Friends Who Engage in the Problem Behavior

X Favorable Attitudes Toward the Problem Behavior

X Early Initiation of the Problem Behavior

☐ Constitutional Factors

4. PLANNING. Planning is pivotal to prevention success. Planning will increase the effectiveness of prevention efforts—by focusing energy, ensuring that staff and other stakeholders are working toward the same goals, and providing the means for assessing and adjusting programmatic direction, as needed. If done carefully, planning will also make future evaluation tasks much easier. Planning involves the creation of a comprehensive plan with goals, objectives, and strategies aimed at meeting the substance abuse prevention needs of the community.

Select the Target Population(s) that are applicable to the target priority for this strategy.

X Caucasian

X African American

☐ Native Hawaiian/Other Pacific Islander

☐ Asian

☐ American Indian/Alaska Native

X More than one race

X Race not known or other

5. Identify the most appropriate IOM group identifier for the selected target population. Universal (General Population), Selected (Population with Higher Risk), Indicated (High Risk Individual).

X Universal

☐ Selected

☐ Indicated

6. PLANNING. Briefly detail the plan for the target priority for this strategy: (to include the Evidence-Based Program/Practices as applicable). Please note that you will outline your goal(s), objective(s), and activities in questions that follow.

Cahaba Mental Health will work to build an ordinance to be passed by the Selma City

Council that will ban any alcoholic beverages from being placed in the portable coolers

found in local stores. The coolers may contain any product other than alcohol.

7. IMPLEMENTATION. Implementation is where the rubber hits the road—it's where you do what you've said you're going to do. The focus in on carrying out the various components of the prevention plan, as well as identifying and overcoming any potential barriers. Identify your goal for the target priority for this strategy.

Goal 1: Decrease the easy access of alcoholic beverages to minors by passing a city

Ordinance to ban alcoholic beverages from all portable coolers by September 2016.

8. Identify your objective(s) for the target priority for this strategy based on the goal listed above.

Objective 1: Meet with local council members to raise awareness regarding the ordinance and seek their approval by July 2015.

Objective 2: In collaboration with the community and stakeholders, formally present the ordinance to city council by February 2016.

Objective 3: Work to inform the local vendors of the new ordinance by March 2016.

9. Identify the activities that will address the objective listed above for the target priority for this strategy.
Activities:

X Changing norms or attitudes about ATOD

X Changing public perceptions and norms about youth and their capabilities

☐ Changing school norms and attitudes to increase a positive school climate

X Media strategies to assure balanced responsible reporting about you

X Vendor education or business practices that promote health

☐ Promoting the establishments or review of alcohol, tobacco, and drug use policies in schools.

☐ Guidance and technical assistance on monitoring enforcement governing availability and distribution of alcohol, tobacco and other drugs.

☐ Modifying alcohol and tobacco advertising practices

☐ Product pricing strategies

☐ Other (please specify)

10. Identify the community size for the target priority for this strategy.
Community Size:

☐ 0 - 5,000
☐ 5,001 - 10,000
☐ 10,001 - 20,000
☐ 20,001 - 30,000
☐ 30,001 - 40,000
X 40,001 - 50,000
☐ 50,001 or more

11. Identify the community type for the target priority for this strategy.
Community Type:

X Rural: of, relating to, or characteristic of the country or country life.
☐ Urban: of, pertaining to, or designating a city or town.
☐ Suburban: pertaining to, inhabiting, or being in a suburb or the suburbs of a city or town.

12. Identify the city and county for the target priority for this strategy.
City and County:

Selma city

Dallas County

13. EVALUATION. Evaluation is the systematic collection and analysis of information about program activities, characteristics, and outcomes to reduce uncertainty, improve effectiveness, and make decisions. Evaluation helps organizations recognize what they have done well and what areas need improvement.

Identify specific performance indicators in a bulleted format that will be used to determine if the stated goals are achieved.

Examples:

Recruitment of female and minority participation in ABC Board minor operative checks.
Performance Indicator:

Performance Indicator 1: Develop an ordinance to ban alcoholic beverages in portable coolers by September 2015.

Performance Indicator 2: Bring the ordinance to the Selma City Council for a vote by February 2016.

Performance Indicator 3:   Develop and place a minimum of one billboard informing the public of the ordinance as well as the dangers of underage drinking by August 2016.

14. EVALUATION. Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.

Identify how you will collect and measure change(s) in each performance indicator in a bulleted format.

Examples:

Increase in the number of female and minority participation in ABC Board minor operative checks.

Description of Collecting and Measuring Changes in Performance Indicator:
- Collaborate with coalition members to develop a completed ordinance by September 2015.
- Present the ordinance to the Selma City Council for vote by February 2016.
- Pass the ordinance into law by March 2016.
- Have a billboard placed by August 2016.
- Continue community mapping to report any noted changes of the products placed in portable coolers by March 2016.