Model Prevention Plan 3

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

Profile-

AYP- According the Alabama Accountability Act 2013 Section 4(3) I a total of 9 Huntsville City Schools failed to meet the accountability goals. Out of the total; Ed White Middle, Davis Hills Middle, Westlawn Middle, J.O.Johnson, and Butler High were identified.

Census Data -According to the 2010 U.S. Census Bureau, the following information defines Madison County data: Population: 334,811, Population under age 18: 23.7%,White persons: 68.2%, African-American persons: 24%, Asian persons: 2.5%, American Indian persons: 0.8%, Native Hawaiian and Other Pacific Islander persons: 0.1%, Hispanic or Latino persons: 4.6%

Community Mapping- Community Mapping – Cost of living Index Zip Code 35805: 83.9 (Less than National Average of 100); Residents With Income Below 50% of the Poverty Level in 2011: 17.6%; Population of 25 Years and Over Unemployed: 12.1%; Population: 22,388 in 2011; White Population: 9,391 Black Population: 7,220; American Indian Population: 145; Asian Population: 327; Native Hawaiian and Other Pacific Islanders Population: 32; Some Other Race Population: 34; Two or More Races Population: 545; Hispanic or Latino Population: 4,804; Families: 15,211; Married Couples with Children: 1,646; Single Parent Households: 2,602 (460 Men; 2,142 Women)

Cost of Living Index Zip Code 35810: 84 (Less than the National Average of 100); Residents With Income Below 50% of the Poverty Level in 2011: 8.9%; Population of 25 Years and Over Unemployed: 16.5%; Population in 2011: 31,131 Urban Population: 28,464 Rural Population: 2,666 White Population: 5,816; Black Population: 22,743; American Indian Population: 104 Asian Population: 142; Native Hawaiian and Other Pacific Islanders: 32; Some Other Race Population: 34; Two or More Races Population: 572 Hispanic or Latino Population: 1,174; Families: 25,043; Married Couples with Children: 2,453; Single Parent Households: 3,260 (276 Men; 2,984 Women) Reference: www.city-data.com

Compliance Data (ABC)

Department of Justice

Free and Reduced Lunch Data- In June 2013 academic school year, Johnson High School, Butler High, Ed White Middle, Davis Hills Middle, and Weslawn Middle School combined; 1, 931 students received free and or reduced lunch.

Juvenile Arrests-According to Madison County Juvenile Court in 2013; 126 youth arrested for possession of Marijuana 2nd; 26 youth arrested for possession of marijuana 1st, 21 youth minor in possession of alcohol, 35 youth arrested for possession of controlled substance 8 youth arrested for driving under the influence.

Kids Count-Children age 12-17 reported dependence on or abused illicit drugs or alcohol in the past year According to data, 7% of youth ages 12-17 reported binge drinking

Local CPC Assessment- The 2013 Needs Assessment for Madison County identified the primary need as resources needed but unavailable to meet the needs of children in the county. Also, the CPC Review indicated that the project to continue Juvenile Conference Committee would remain active.

Police Incidence Report – According to the Neaves-Davis Center for Children 255 youth were arrested for drug related complaints.

PRIDE- No current data last updated 2009-2010

Student Incident Reports-   Student Incident Reports - According to Huntsville City School Pupil Services, the SIRS indicates during the 2012-2013 school year there were a total 1,553 incidents; which included 1,020 suspensions, 60 alternative placements, 18 expulsions, and 576 in-school suspensions for JO. Johnson and Butler High School combined. The listed infractions ranged from arson to other incidents.
According to J.O. Johnson High School and Butler High School, for the 2012-2013 school year, the following data addresses suspensions and incidents:
Breakdown of various incidents:
Defiance: 364
Drug Paraphernalia: 7

Drug possession: 21
Drug use: 4
Threat/ Intimidation: 59

Student Incident Reports - According to Huntsville City School Pupil Services, the SIRS indicates during the 2012-2013 school year there were a total 2,070 incidents; which included 1,357 suspensions, 66 alternative placements, 27 expulsions, and 991 in-school suspensions for Davis Hills Middle, Ed White Middle, and Westlawn Middle School combined. The listed infractions ranged from arson to other incidents
Breakdown of various incidents:
Defiance: 719
Drug possession: 9
Drug use: 2
Threat/ Intimidation: 57

Vendor Density (ABC) - In Madison County, data shows that the total of 975 licenses for vendors is located in this area. Within a file mile radius from J.O. Johnson High and Butler High School there is a total of 40 vendors located in that school district. In addition, within a five mile radius from Ed White Middle, Davis Hills Middle and Westlawn Middle School, there are a total of 45 vendors within that school district.

Other, specify

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- Madison County Commission

Service Provided- Policy/ Resources

Community Partner/Stakeholder- Huntsville City School

Service Provided- Educators, Space and support to conduct activities as needed

Community Partner/Stakeholder- Huntsville Police Department

Service Provided- Law Enforcement

Community Partner/Stakeholder- ABC Board

Service Provided- Responsible Vendor Program

Community Partner/Stakeholder- Huntsville Housing Authority

Service Provided- Low income housing, support to outreach to participants in neighborhoods in poverty

Community Partner/Stakeholder- Neaves- Davis Detention Center for Children

Service Provided- Managing unlawful behaviors of juveniles

Community Partner/stakeholder- Boys and Girls Club Teen Center; Richard Showers Recreation Center

Service Provided1 After school and summer activities for youth in high- poverty and high risk neighborhoods

INFORMATION DISSEMINATION

1. Focus of efforts for this strategy.

☒ High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

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

☒ 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

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

☒ Media Portrayals of Violence

☒ Transitions and Mobility

☒ Low Neighborhood Attachment and Community Disorganization

☒ Extreme Economic Deprivation

☒ Family History of the Problem Behavior

☒ Family Management Problems

☒ Family Conflict

☒ 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

☒ 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.

☒ Caucasian

☒ African American

☒ Native Hawaiian/Other Pacific Islander

☒ Asian

☒ American Indian/Alaska Native

☒ More than one race

☒ 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).

☒ 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.

The target priority population is underage drinking and other risky behaviors such as drug use and penalties for non- adaptive behaviors in Madison County. Information will be dispersed in six identified sites to increase as well as educate the community about the target priority. The material will be given in the following settings; local schools/ universities, Community Churches, Town Hall Meetings; Collaborating Agencies, Public Events, and Health Fairs.

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: By October 1, 2015 information will be disseminated in six venues in order to increase the awareness about underage drinking and other risky behaviors that Madison County youth are engaged.

Goal 2:

Goal 3:

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

Objective 1:Obtain a MOU with Fredrick Woodlow for media coverage in the community by December 31, 2014

Objective 2: Identify a new advertising company to highlight the concerns of risky behaviors by March 31, 2015

Objective 3: Contact various collaborating agencies to schedule six speaking engagement in an effort of educating community residents about the target priority by January 1, 2015

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

☒ Brochures, pamphlets, posters, & flyers

☒ Clearinghouse/information resource centers

☒ Community resource directories

☒ Health fairs and other health promotion

☐ information lines/Hot lines

☒ Information through websites

☒ information based

☒media campaign

☒ Media Campaigns

☒ Newspaper and newsletter articles

☒ Radio and TV public service announcements

☒ Speaking engagements

☒ Other (please specify) Billboard

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
☐ 40,001 - 50,000
☒ 50,001 or more

11. Identify the community type for the target priority for this strategy.

Community Type:

☐ 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:

Huntsville City

Madison 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: Distribute information to the six identified locations

Performance Indicator 2: A viewed broadcast for community awareness of underage drinking and risky behaviors by the youth in the community

Performance Indicator 3:Design and display a new billboard

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: MOU signed and collected by October 30, 2015; Sign-in- sheets to capture attendance to events by October 30, 2015; Increase the amount of information circulated in Huntsville City and Madison County to 60% by October 30, 2015

EDUCATION

1. Focus of efforts for this strategy.

☒ High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

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

☒ 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.

☒ Availability of Drugs

☒ Availability of Firearms

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

☒ Media Portrayals of Violence

☒ Transitions and Mobility

☒ Low Neighborhood Attachment and Community Disorganization

☒ Extreme Economic Deprivation

☒ Family History of the Problem Behavior

☒ Family Management Problems

☒ Family Conflict

☒ 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

☒ 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.

☒ Caucasian

☒ African American

☒ Native Hawaiian/Other Pacific Islander

☒ Asian

☒ American Indian/Alaska Native

☒ More than one race

☒ 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).

☒ 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.

The target priority for this education strategy is students that attend Ed White Middle, Davis Hills Middle, and Westlawn Middle School. Also, J.O. Johnson High and Butler High School students will be included in the educational strategy. Based on data collected, it was evident that the students attending the identified schools are likely to be exposed to or engage in risky behaviors during their pre-teen and teen years. Students in grades 7-8 will be administered the evidenced-based curriculum The Project ALERT. Project ALERT addresses the pro-drug mindset of today's teens and effectively increase their likelihood to remain drug-free. Through a series of comprehensive lessons, Project ALERT motivates students against drug use, cultivates new drug-free attitudes and beliefs, and equips teens with skills and strategies they'll use to resist drugs. The evidenced-based curriculum is organized in four parts and each lesson reinforces the previous lessons addressed. Also, the curriculum will be covered in elective classes.

   Positive Action is another evidenced -based curriculum that will be administered to students in grades 9-12. Positive Action is an integrated and comprehensive program that targets the importance of school attendance and academic achievement; and emphasizes the consequences of negative behavior such as substance use and violence. Positive Action is based on a broad theory of self-concept. For example, if you feel good about

yourself then you will do well and have positive thoughts. The sessions will be offered through two classes: Physical Education and Health Education.

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:By May 1, 2015 Ed White Middle School, Davis Hills Middle School and Westlawn Middle School students grades 7-8 will increase their knowledge and awareness about making good choices as wells as the consequences for engaging in risky maladaptive behaviors such as the use of alcohol and other drugs as indicated by a 25% increase in post- test results as compared to the pre-test scores

Goal 2: May 1, 2015 J.O. Johnson H.S. and Butler H.S. students grades 9-12 will increase their knowledge and awareness about making good choices as wells as the consequences for engaging in risky maladaptive behaviors such as the use of alcohol and other drugs as indicated by a 25% increase in post- test results as compared to the pre-test scores

Goal 3:

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

Objective 1: By October 31, 2014 the first six weeks; lessons will be implemented at Ed White Middle, Davis Hill Middle, and Westlawn Middle School.

Objective 2: By October 31, 2014 J.OJ H.S., Butler High School lessons will be implemented by the first semesters.

Objective 3:

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

☒ Ongoing classroom and/or small group sessions

☐ Peer leader/peer helper programs

☒ Education programs for youth groups

☐ Children of substance abusers groups

☒ Life skills

☒ Other (please specify) Obtain MOU's from the principals confirming permission to implement the curriculum. Meet with school counselors to coordinate the student's class schedules.

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

The evidenced based curriculums that will be used are Project ALERT and Positive Action

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
☐ 40,001 - 50,000
☐ 50,001 or more

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

☐ 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:

Huntsville City

Madison 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: A 25% increase in post- test outcome as compared to the baseline of the pre-test outcome

Performance Indicator 2: Increase student presence and interaction in the group discussions

Performance Indicator 3: At least 150 students participate in the program.

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 baseline for pre-test instrument and scores as well as post test scores, obtain student sign in sheet log, comply with set schedule for the educational groups, and increase the number of students attending the sessions.

ALTERNATIVE ACTIVITIES

1. Focus of efforts for this strategy.

☒ High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

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

☒ 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.

☒ Availability of Drugs

☒ Availability of Firearms

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

☒ Media Portrayals of Violence

☒ Transitions and Mobility

☒ Low Neighborhood Attachment and Community Disorganization

☒ Extreme Economic Deprivation

☒ Family History of the Problem Behavior

☒ Family Management Problems

☒ Family Conflict

☒ 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

☒ 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.

☒ Caucasian

☒ African American

☒ Native Hawaiian/Other Pacific Islander

☒ Asian

☒ American Indian/Alaska Native

☒ More than one race

☒ 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).

☒ 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.

The target priority for this strategy is youth participating in activities at the Richard Showers Recreation Center, and at the Boys and Girls Club Teen Center. The majority of the youth receiving the services are from the identified schools (Ed White Middle, Davis Hills Middle, Westlawn Middle School, J.O. Johnson High, and Butler High School. The youth are from high- risk neighborhoods often affected by the availability of alcohol and other drugs. The youth will participate in various recreational activities as well as the Life Skills curriculum. The alternative activities will include but not limit to an annual "Spring Fling", alcohol-free dance at the Boys and Girls Club Teen Center, ice cream social, and other age appropriate activities. Furthermore, parents and volunteers will be recruited to assist with the planning and coordinating of community events for the youth.

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: By October 1, 2015, at least 4 recreational activities will be provided in; addition to the Life Skills Curriculum to assist with the communities perspective of positive interaction and healthy decision making skills.

Goal 2:

Goal 3:

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

Objective 1: By April 1, 2015 the first alternative activity (Spring Fling) will be held

Objective 2: By May 1, 2015 summer schedule will be developed and finalized for activities at the Richard Shower's Recreational Center and the Boys and Girls Club Teen Center

Objective 3:

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

☐ Leadership activities

☐ Mentoring programs

☐ Outward Bound

☐ Recognition events that celebrate individual or group accomplishments

☒ 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
☐ 40,001 - 50,000
☐ 50,001 or more

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

☐ 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:

Huntsville City

Madison 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: Increase youth participation and attendance

Performance Indicator 2: At least 15% of parents and volunteers coordinate/ participate in community activities identified

Performance Indicator 3: Implement alternative activities as well as execute the Life Skills curriculum

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: Obtain sign-in- logs at the scheduled events, administer the prevention performance feedback survey, and maintain daily billing

ENVIRONMENTAL ACTIVITIES

1. Focus of efforts for this strategy.

☒ High-risk youth

☐ Youth in tribal communities

☐ Military families

☐ Other:

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

☒ 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.

☒ Availability of Drugs

☒ Availability of Firearms

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

☒ Media Portrayals of Violence

☒ Transitions and Mobility

☒ Low Neighborhood Attachment and Community Disorganization

☒ Extreme Economic Deprivation

☒ Family History of the Problem Behavior

☒ Family Management Problems

☒ Family Conflict

☒ 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

☒ 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.

☒ Caucasian

☒ African American

☒ Native Hawaiian/Other Pacific Islander

☒ Asian

☒ American Indian/Alaska Native

☒ More than one race

☒ 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).

☒ 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.

There is a growing concern in Huntsville, Alabama regarding the risks of youth having access to obtaining alcoholic beverages. According to Donna Solway from the SBI Alcohol and Tobacco Division; there are an estimate of 975 Retail Alcohol Licenses in Madison County that ranges from lounges to special retail. Hence, it would be in the best interest of the City of Huntsville if participation in the Responsible Vendor Program was a requirement for all licensed vendors in an effort to hold the vendors accountable for the possible sell of alcohol to youth. The Responsible Vendor Program requires the training of all employees involved in the management, sale, or services of alcoholic beverages. Therefore, the Prevention Specialists will continue to work closely with the current Task Force to recruit additional supporters to help with the passing of a City Ordinance for vendors to participate in the Responsible Vendor Program. The Prevention Team will continue to spearhead the efforts to have the City Ordinance passed.

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:The Prevention Program will work in collaboration with community agencies and advocates to assist with the passing of a city ordinance that will require mandatory vendor participation with the Responsible Vendor Program in Huntsville, Alabama by October 1, 2016

Goal 2:

Goal 3:

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

Objective 1: By March 2, 2015 at least five additional community advocates will be recruited as part of the taskforce

Objective 2: By December 1, 2014, the Prevention Specialists will identify specific community leaders and city council that would be influential in assisting with the passing of the Responsible Vendor Program

Objective 3: Present the proposal for the city ordinance pertaining to the Responsible Vendor Ordinance to Huntsville City Council by October 1, 2016

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

☒ Changing norms or attitudes about ATOD

☒ Changing public perceptions and norms about youth and their capabilities

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

☒ Media strategies to assure balanced responsible reporting about you

☒ 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); Recruit volunteers, attain petition signature, and schedule speaking engagements and events in the community

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
☐ 40,001 - 50,000
☒ 50,001 or more

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

☐ 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:

Huntsville City

Madison 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: Increase number of vendors volunteering to enroll in the Responsible Vendor Program

Performance Indicator 2: Obtain a goal of 10,000 signatures on the petitions

Performance Indicator 3: The Responsible Vendor Program city ordinance is approved by the Huntsville City Councilmen.

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:
Events documented to reflect efforts to attain support from community members, recorded number of vendors receiving informational materials about the Responsible Vendor Program, and copies of petitions to verify community involvement