

Prevention Plan Model 4

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 (September 2012): Region 1 > highest arrest rate for public drunkenness and liquor law violations, and second highest for DUI; *Limestone County* is one of the top counties in Alabama with highest percent of youth who reported riding in a car with a driver who had been drinking; Alabama ranks in the top 5 states for the distribution of two prescription pain relievers (meperidine and hydrocodone); non-medical use of prescription pain relievers during the past year among individuals 12 years and older in Alabama was higher than the national average; percent of adults reporting non-medical use of prescription pain relievers in the past year is higher than national estimates; Region 1 is second highest in Alabama for 12th graders who reported marijuana use in the past month; Region 1 is highest in Alabama for 10th and 12th graders who reported non-medical use of prescription drugs;

AYP (2012-2013): Systems/Schools that did not make AYP > *Limestone County* (East Limestone, Ardmore, Elkmont, Tanner, West Limestone); *Morgan County* (Brewer); *Decatur City* (Austin, Brookhaven, Decatur High Developmental, Oak Park)

Census Data: 2012-2013 population estimates > *Morgan County* = 119,787; 23.7% under 18; 15.1% below poverty level; *Limestone County* = 88,845; 23.7% under 18; 13.3% below poverty level; *Lawrence County* = 33,777; 22.7% under 18; 16.1% below poverty level; *Decatur* = 55,996; 24.1% under 18; 19.3% below poverty level; *Athens* = 23,469; 22.8% under 18; 13.3% below poverty level

Compliance Data (ABC): *Morgan County* > Non-compliance rate of alcohol sales to minors 10/01/10 through 09/30/11 = 17.07%
Non-compliance rate of alcohol sales to minors 10/01/11 through 09/30/12 = 14.29%
Non-compliance rate of alcohol sales to minors 10/01/12 through 09/30/13 = 12.80%
Compliance Checks completed 10/01/10 through 09/30/11 = 41
Compliance Checks completed 10/01/11 through 09/30/12 = 40
Compliance Checks completed 10/01/12 through 09/30/13 = 47
Limestone County > Non-compliance rate of alcohol sales to minors 10/01/12 through 09/30/13 = 5%
Compliance Checks completed 10/01/12 through 09/30/13 = 40
Lawrence County > last reported compliance checks were in November, 2012 = 10, with no sales to minors

Department of Justice: via "Special Report Excerpted from Crime in Alabama - 2012" >

Arrests for Adult Sale of Illegal Drugs: *Limestone County* = 55 (Opium/Cocaine = 7; Marijuana = 12; Synthetic = 4);
Morgan County = 65 (Opium/Cocaine = 32; Marijuana = 1; Synthetic = 2);
Lawrence County = 41 (Opium/Cocaine = 4; Marijuana = 7; Synthetic = 4)

Arrests of Adult Possession of Illegal Drugs:

Limestone County = 129 (Opium/Cocaine = 23; Marijuana = 39; Synthetic = 7);
Morgan County = 88 (Opium/Cocaine = 2; Marijuana = 30; Synthetic = 48)
Lawrence County = 56 (Opium/Cocaine = 12; Marijuana = 5; Synthetic = 16)

"ONDCP – Alabama Drug Control Update" > Alabama was one of the top ten states for rates in past month use of illicit drugs other than marijuana for ages 12-17; rate of drug-induced deaths in Alabama exceeded the national average; marijuana is the most commonly cited drug among primary drug treatment admissions; Alabama is one of the top states in average past year prevalence of non-medical use of pain relievers;

Morgan County is a designated High Intensity Drug Trafficking Area County in the Gulf Coast area. GC HIDTA 2013 Drug Threat Assessment: "Pharmaceuticals: High availability; emerging initial drug of abuse. Other dangerous drugs: continued increase in synthetic drug abuse. Law enforcement is concerned that pharmaceuticals may be replacing MJ as the first drug of choice among young adults. According to law enforcement, the major sources of diverted pharmaceuticals are DTO's, internet pharmacies, home medicine cabinets, pain management clinics, and thefts. 90% of treatment/prevention facility professionals report a high level of abuse of pharmaceuticals."

Free and Reduced Lunch Data (2012-2013): State Average = 54.5%

Morgan County = 50.907% (West Morgan M.S. = 56.58%, West Morgan H.S. = 43.01%, Sparkman Jr = 75.95%, Danville H.S. = 40.91%); *Hartselle City* = 29.359%; *Decatur City* = 64.36%; *Limestone County* = 47.358%; *Athens City* = 52.469%

Juvenile Arrests (*Morgan County* 2013): 1606 total referrals (68 felonies, 1052 other, 444 misdemeanors); 198 Complaints for 158 Juveniles; 27 complaints for commitment to DYS, 17 juveniles committed; 23 complaints for adults contributing to minors; 47 juveniles place in detention; 8 alcohol offenses; 146 disorderly conducts, 29 domestic violence; 7 DUI's; 47 possessions of marijuana; 7 controlled substances; 6 public intoxications; 10 drug paraphernalia
Juvenile Arrest data for Limestone and Lawrence County was requested but officials declined to give us that information.

Kids Count: *Morgan County* has higher percentage of "Vulnerable Families" than state average; *Morgan County* has a higher

percentage of births to unmarried teens than the state average; *Limestone and Morgan County* have a higher per capita rate of “preventable teen death rates” than the state rate; Alabama has a higher per capita “teen death rate from all causes” than the national rate.³⁶

Police Incidence Report: *Morgan County Sheriff’s Office:* 2009 Narcotics division = seized 3,241 grams of MJ, 37 MJ plants, 740 grams of crack cocaine, 72 meth labs, 10 vehicle seizures, 17 weapon seizures, 170 subjects arrested on felony drug charges.

PRIDE: *Morgan County Pride Survey Highlights* – comparing 2008 to 2009 – this data is used by the Morgan County Substance Abuse Network Coalition to establish Goals/Objectives and measure performance:
Higher 30 day use of alcohol in 12th (39%), 9th (23%), 8th (16%), 7th (9%), 6th (6%) grades
Higher 30 day use of tobacco in 9th (21%), 8th (14%), 7th (9%)
Higher 30 day use of marijuana in 12th (22%), 9th (14%), 8th (7%), 7th (5%)
Higher 30 day use of any illicit drug in 12th (24%), 9th (17%)
Higher 30 day use of OTC to “get high” in 12th (11%), 9th (8%) – 13% in 11th grade in 2008
Higher lifetime use of Rx drugs w/o Rx in 9th (17%) – 24% in 12th grade in 2008
Most students report using alcohol on weekends at a friend’s house
Percentage of students who report using liquor is 2.0 times higher for students who report engaging in threatening/harmful behaviors as compared to those who did not
Percentage of students who reported liquor use is 2.4 times higher for students who reported thinking about suicide compared to those who did not
Percentage of students who reported liquor use is 3 times higher for students who reported getting in trouble with police compared to those who did not

Student Incident Reports: (2012-2013) >
Priceville Jr. High – 211 Incidents: Behavior-related = 199; ATOD-related = 2
Priceville H.S. – 37 Incidents: Behavior-related = 24; ATOD-related = 13
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Lacey Springs Jr - 80 Incidents: Behavior-related = 80; ATOD-related = 0;
Eva Jr - 6 Incidents: Behavior-related = 6; ATOD-related = 0;
Cotaco Jr - 22 Incidents: Behavior-related = 17; ATOD-related = 5;

Vendor Density (ABC): There are 243 alcoholic beverage vendors in the city of *Decatur* – one for every 230 people (per capita). 100% of vendors are in compliance with the City of Decatur Alcoholic Beverage Ordinance. According to the ABC Board, in 2010 - Decatur had second highest concentration of convenience stores in the nation.

Other, specify:

NSDUH, 2012 > Alabama is one of the lowest ten states for percentage of past month underage alcohol use among 12 – 20 year olds but one of the highest six states for percentage of past month underage drinkers who purchased their own alcohol the last time they drank; past year nonmedical prescription drug use among persons aged 40 and older is highest in 40-44 age group, followed by 50-54, 45-49, 55-59, 60-64

County Health Rankings, 2014 > *Morgan County* is higher than state average for: adult smoking, teen births, inadequate social support, drug poisoning deaths, and could not see a doctor due to cost.

MMWR, 2010 > 16.8% of Alabama high school students reported experiencing dating violence (national median = 12%); 11% of Alabama high school students reported being forced to have sexual intercourse (national median = 7.9%)

“**Understanding Alabama’s Prescription Drug Monitoring Program**” by Sirote & Permutt, January 8, 2014 via Al.com >

“A recent study by Express Scripts, a health care company that manages pharmacy benefits, found that Alabama has the highest narcotic utilization rate in the nation and the fifth highest per capita spending on narcotics. In 2011, the CDC identified Alabama among the top 20 states in the number of drug overdose deaths.”

Louis Zook, Alabama Office of the Attorney General, 2013 > In October, 2013, 5,299.26 pounds of unused, expired, or unwanted prescription drugs were collected for a total of 24,739.50 pounds collected since the beginning of the Take-Back Initiative.

MCSAN (Morgan County Substance Abuse Network), 2013 > 338 pounds of medication were collected at three locations in *Morgan County* in the April, 2013 Prescription Drug Take Back Day. Decatur and Hartselle Utilities sent out statements announcing Take-Back Day to over 63,000 customers.

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: MCSAN (Morgan County Substance Abuse Network)

Service Provided: Coalition collaboration, planning, organizing, partnership, co-sponsorship, Child Safety Conference

Community Partner/Stakeholder: Local, state, and federal law enforcement

Service Provided: distributing awareness and educational materials, coalition collaboration

Community Partner/Stakeholder: Morgan County Commission on Aging, Area Agency of Aging, Morgan County Senior Centers

Service Provided: distributing materials

Community Partner/Stakeholder: Utility Companies – Decatur Utilities, Hartselle Utilities

Service Provided: printing and distributing campaign messages on Utility Bills

Community Partner/Stakeholder: Decatur Daily

Service Provided: article/ad printings

Community Partner/Stakeholder: WAAY-TV, WYAM-TV

Service Provided: coverage of events, running PSA's, appearances to promote activities

Community Partner/Stakeholder: local pharmacies and medical offices

Service Provided: printing and distributing campaign messages on medication bags and store displays, distributing/posting materials

Community Partner/Stakeholder: florists, dress/tuxedo shops, limo drivers, motels/hotels

Service Provided: distributing materials

Community Partner/Stakeholder: Morgan County schools

Service Provided: locations and participants

Community Partner/Stakeholder: St. Paul's aftercare/summer program

Service Provided: location and participants

Community Partner/Stakeholder: Morgan County and Limestone County Boys and Girls Clubs

Service Provided: location and participants

Community Partner/Stakeholder: Decatur Youth Services

Service Provided: location and participants

Community Partner/Stakeholder: Calhoun Community College

Service Provided: location, participants, planning, organizing, distributing materials

Community Partner/Stakeholder: ABC Board

Service Provided: compliance checks, data reports

Community Partner/Stakeholder: Decatur City Government

Service Provided: Ordinance compliance reports

Community Partner/Stakeholder: Morgan County alcoholic beverage merchants/vendors

Service Provided: UAD prevention activities, display and distribute campaign materials, partnership activities

INFORMATION DISSEMINATION

1. Focus of efforts for this strategy.

- High-risk youth
- Youth in tribal communities
- Military families
- Other: Senior Citizens, college students

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 plan for Information Dissemination is to have targeted media campaigns to educate the communities about underage drinking and prescription drug misuse, use, and abuse. The target priorities for information dissemination are: A) prescription drugs, and B) underage drinking. Eight (8) primary venues may include: Heath Fairs, Child Safety Conference, Calhoun Community College, school events, media (media campaigns and media outlets and social media websites, newspaper articles), speaking engagements, businesses (pharmacy “take home bags”, 20,000 – 25,000 utilities customers, florists, dress/tuxedo shops, “limo” drivers, alcohol vendors/merchants), and community agencies/organizations (medical offices, Advisory Committee, MHC Board of Directors, MCSAN Coalition, senior citizen centers, Area Agency on Aging, Community Action, Commission on Aging, and law enforcement personnel, etc.) The media campaigns include information about prescription and over the counter drug misuse, “Prescription Drug Take-Back Day” and “Lock Your Meds” campaigns, and information about other substance abuse and unhealthy behaviors. Underage drinking campaigns will include materials from “Parents Who Host Lose the Most” and information to support compliance with the Decatur City Alcoholic Beverage Ordinance including the Responsible Vendor Program.

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 is on carrying out the various components of the prevention plan, as well as identifying and overcoming any potential barriers. Identify your goals for the target priority for this strategy.

Goal 1: By September 30, 2016 (over the course of two fiscal years), a total of at least 60 hours will be spent disseminating information relative to two (2) priority topics: prescription drugs and underage drinking, through at least eight (8) venues each year to raise awareness about laws and norms, available prevention programs and services, and to increase the community's knowledge of the nature and extent of substance misuse and its effects on individuals, families, and communities in Morgan, Lawrence and Limestone County.

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

Objective 1: In the first fiscal year, both the prescription drugs and underage drinking campaigns will commence by December 31, 2014

Objective 2: At least 30 hours of service will be delivered through 8 venues by September 30, 2015

Objective 3: By December 31, 2015 of the second fiscal year, both the prescription drugs and underage drinking campaigns will commence

Objective 4: Between December 1, 2015 and September 30, 2016 at least 30 hours of service will be delivered through 8 venues.

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)

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:

Morgan County: Decatur, Hartselle, Priceville, Lacey Springs; Limestone County: Athens, Tanner, Ardmore

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: Three (3) campaigns implemented as planned: "Prescription Drug Take-Back Day"; "Lock Your Meds"; and, "Parents Who Host Lose the Most"; and information disseminated (pamphlets, utility bill messages, news articles published, TV PSA's and appearances, pharmacy take-home bags, speaking engagements, vendor displays)

Performance Indicator 2: Eight (8) venues were utilized in each campaign: Health Fairs, Child Safety Conference, Calhoun Community College, medical offices, school events, media (media campaigns and media outlets and social media websites, TV stations, newspaper articles), speaking engagements, businesses (pharmacy "take home bags: 20,000 – 25,000 utilities customers, florists, dress/tuxedo shops, "limo" drivers, alcohol vendors/merchants), and community agencies/organizations (Advisory Committee, MHC Board of Directors, MCSAN coalition, senior citizen centers, Area Agency on Aging, Community Action, Commission on Aging, and law enforcement personnel, etc.)

Performance Indicator 3: A total of at least 30 hours of service will be delivered in the first fiscal year by September 30, 2015

Performance Indicator 4: A total of at least 30 hours of service will be delivered in the second fiscal year by September 30, 2016

Performance Indicator 5: Community Partners fulfilled all obligations

Performance Indicator 6: Expenses did not exceed the budget

Performance Indicator 7: Positive responses from the community

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:

- Minutes and/or summaries of all meetings on file
- Schedules and calendars of events reviewed/maintained
- Record of media activities documented
- Sign-in sheets from events and programs
- budget
- number of utilities customers receiving information
- senior citizen groups receiving information
- number of messages printed on Pharmacy take-home bags
- number of Child Safety Conference attendees receiving materials
- Prevention Activity Sheets
- Community Satisfaction Surveys

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.

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- Media Portrayals of Violence
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Select the Target Population(s) that are applicable to the target priority for this strategy.

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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 plan for the Education Strategy is to implement Evidence-Based Prevention Education programs in Morgan and Limestone Counties targeting youth ages 5 – 17. Prevention education will be provided during school, after school and during summer at different sites throughout Morgan and Limestone Counties; grades 1 – 12. The 5 schools served during traditional school hours/days include: Priceville Junior High & High School, Sparkman Elementary, West Morgan High School and Danville High School. The 4 after school/daycare/summer sites are: PAWS After School/summer program; Boys & Girls Clubs (St. Paul's, Ardmore, Limestone County/Athens) – year-round. The summer-only program site is "Camp Safe Haven" in Morgan County.

Data to support the location selections include:

AYP (2012-2013): Systems/Schools that did not make AYP > Limestone County (East Limestone, Ardmore, Elkmont, Tanner, West Limestone); Morgan County (Brewer); Decatur City (Austin, Brookhaven, Decatur High Developmental, Oak Park)

Free and Reduced Lunch Data (2012-2013): State Average = 54.5%

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PRIDE: Morgan County Pride Survey Highlights – comparing 2008 to 2009:

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Higher 30 day use of tobacco in 9th (21%), 8th (14%), 7th (9%)

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County Health Rankings, 2014 > Morgan County is higher than state average for: adult smoking, teen births, inadequate social support, drug poisoning deaths, and could not see a doctor due to cost.

MMWR, 2010 > 16.8% of Alabama high school students reported experiencing dating violence (national median = 12%); 11% of Alabama high school students reported being forced to have sexual intercourse (national median = 7.9%)

The evidence-based curricular at the 5 schools include: Too Good for Drugs, Too Good for Violence; Too Good for Drugs & Violence - H.S, Safe Dates, Girls Circle, and PATHS. The after school/summer education programs at the 4 alternative sites and 1 summer program are Too Good for Drugs, Too Good for Violence, Too Good for Drugs & Violence – after school, Safe Dates, Girls Circle, and PATHS. Curriculum that will focus on "building 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" include Too Good for Violence, Too Good for Drugs and Violence, Safe Dates, and Girls Circle.

The programs at the five schools will provide at least 284 hours of education per year of the two-year Plan. The after school and summer programs will provide at least 392 hours of education per year of the two-year Plan. The program is comprehensive in that approximately 80% of the students served by the education strategy are also served by the alternative activities strategy.

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 is 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 September 30, 2016 (over the course of two fiscal years), at least 1,352 hours of evidence-based education will be administered to at least 120 students (per year) in Morgan and Limestone counties to students in grades 1 – 12 in three (3) different venues (at schools, after school, and summer programs) and as a result students will increase knowledge and awareness about the consequences of alcohol, tobacco, and other drug use, and the risks of unhealthy lifestyle choices as measured by at least a 2 ½% increase in post-test scores.

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

Objective 1: Between October 1, 2014 and June 1, 2015, and August 1, 2015 and June 1, 2016 we will have administered 568 hours of in-school prevention education programming at five school locations.

Objective 2: By September 30, 2016, we will have provided at least 784 hours of after school and summer prevention education programming at the five after school and summer locations.

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)

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

Too Good for Drugs, Too Good for Violence, Too Good for Drugs & Violence - H.S, Safe Dates, Girls Circle, PATHS, and Too Good for Drugs & Violence – after school.

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:

Morgan County: Priceville, Decatur, Somerville, Danville; Limestone County: Ardmore, Athens

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.

Performance Indicator 1: Post-test scores for all curriculums at every site increased by at least 2.5% as compared to the baseline pre-test scores.

Performance Indicator 2: At least 120 students were served each year.

Performance Indicator 3: Programs, participants, and locations receiving the programs as documented by prevention activity sheets

Performance Indicator 4: A total of at least 676 hours of education will be administered in 3 different venues (at school, after school and summer programs) between October 1, 2014 and September 30, 2015

Performance Indicator 5: A total of at least 676 hours of education will be administered in 3 different venues (at school, after school and summer programs) between October 1, 2015 and September 30, 2016

Performance Indicator 6: Expenses did not exceed the budget

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.

Description of Collecting and Measuring Changes in Performance Indicator:

- pre/post test scores which measure increases in knowledge and/or attitude of perceived risk of AOD use;
- activity sheets for each program conducted;
- calendars and schedules monitored regularly;
- ASAIS reports
- budget
- Evidence-based curriculums

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.

At least 50 hours of community service, social and recreation alternative activities will be provided in Morgan and Limestone Counties beginning October 1, 2014. The activities will be provided during school, after school, and in the summer at each location where prevention education is administered: (Priceville Junior High & High School, Sparkman Elementary, West Morgan Jr High and High School, Danville High School, After schools/summer/daycares: PAWS After School/summer program; Boys & Girls Clubs: St. Paul's, Tanner, Limestone County/Athens. Summer programs: and Camp Safe Haven).

The evidence-based curriculums (such as Too Good for Drugs and Violence – afterschool, Safe Dates, and Girls Circle) contain suggestions for alternative activities that can be utilized at school sites such as games, arts & crafts, poster contests, and recreational activities conducted during school periods usually for 1 -2 hour blocks of time. Activities are scheduled in consultation with school staff.

The alternative activities after-school and in the summer at community sites include activities such as: community service activities – planting a garden at the Boys and Girls Club location(s); Nursing Home and military families “goodie boxes”; community “clean up” activities; exercise programs; physical education activities; games; arts & crafts projects. Participants are referred by schools, Boys & Girls Clubs, after school programs, summer programs, and daycare programs.

Data to support the location selections include:

AYP (2012-2013): Systems/Schools that did not make AYP > Limestone County (East Limestone, Ardmore, Elkmont, Tanner, West Limestone); Morgan County (Brewer); Decatur City (Austin, Brookhaven, Decatur High Developmental, Oak Park)

Free and Reduced Lunch Data (2012-2013): State Average = 54.5%

Morgan County = 50.907% (West Morgan M.S. = 56.58%, West Morgan H.S. = 43.01%, Sparkman Jr = 75.95%, Danville H.S. = 40.91%); Hartselle City = 29.359%; Decatur City = 64.36%; Limestone County = 47.358%; Athens City = 52.469%

Juvenile Arrests (Morgan County 2013): 1606 total referrals (68 felonies, 1052 other, 444 misdemeanors); 198 Complaints for 158 Juveniles; 27 complaints for commitment to DYS, 17 juveniles committed; 23 complaints for adults contributing to minors; 47 juveniles place in detention; 8 alcohol offenses; 146 disorderly conducts, 29 domestic violence; 7 DUI's; 47 possessions of marijuana; 7 controlled substances; 6 public intoxications; 10 drug paraphernalia

Juvenile Arrest data for Limestone and Lawrence County was requested but officials declined to give us that information.

Kids Count: Morgan County has higher percentage of “Vulnerable Families” than state average; Morgan County has a higher percentage of births to unmarried teens than the state average; Limestone and Morgan County have a higher per capita rate of “preventable teen death rates” than the state rate; Alabama has a higher per capita “teen death rate from all causes” than the national rate.³⁶

PRIDE: Morgan County Pride Survey Highlights – comparing 2008 to 2009:

Higher 30 day use of alcohol in 12th (39%), 9th (23%), 8th (16%), 7th (9%), 6th (6%) grades

Higher 30 day use of tobacco in 9th (21%), 8th (14%), 7th (9%)

Higher 30 day use of marijuana in 12th (22%), 9th (14%), 8th (7%), 7th (5%)

Higher 30 day use of any illicit drug in 12th (24%), 9th (17%)

Higher 30 day use of OTC to “get high” in 12th (11%), 9th (8%) – 13% in 11th grade in 2008
 Higher lifetime use of Rx drugs w/o Rx in 9th (17%) – 24% in 12th grade in 2008
 Most students report using alcohol on weekends at a friend’s house
 Percentage of students who report using liquor is 2.0 times higher for students who report engaging in threatening/harmful behaviors as compared to those who did not
 Percentage of students who reported liquor use is 2.4 times higher for students who reported thinking about suicide compared to those who did not
 Percentage of students who reported liquor use is 3 times higher for students who reported getting in trouble with police compared to those who did not
 Student Incident Reports: (2012-2013) >
 Priceville Jr. High – 211 Incidents: Behavior-related = 199; ATOD-related = 2
 Priceville H.S. – 37 Incidents: Behavior-related = 24; ATOD-related = 13
 Sparkman Jr – 34 Incidents; Behavior-related = 25; ATOD-related = 1
 Danville H.S. – 69 Incidents: Behavior-related = 58; ATOD-related = 11
 West Morgan M.S. – 206 Incidents: Behavior-related = 151; ATOD-related = 3;
 West Morgan H.S. – 119 Incidents: Behavior-related = 77; ATOD-related = 1;
 Brewer H.S. – 67 Incidents: Behavior-related = 31; ATOD-related = 35;
 Falkville H.S. – 24 Incidents: Behavior-related = 21; ATOD-related = 3;
 Lacey Springs Jr - 80 Incidents: Behavior-related = 80; ATOD-related = 0;
 Eva Jr - 6 Incidents: Behavior-related = 6; ATOD-related = 0;
 Cotaco Jr - 22 Incidents: Behavior-related = 17; ATOD-related = 5;
 County Health Rankings, 2014 > Morgan County is higher than state average for: adult smoking, teen births, inadequate social support, drug poisoning deaths, and could not see a doctor due to cost.
 MMWR, 2010 > 16.8% of Alabama high school students reported experiencing dating violence (national median = 12%); 11% of Alabama high school students reported being forced to have sexual intercourse (national median = 7.9%)

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 is 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: Between October 1, 2014 and September 30, 2016 (over the course of 2 fiscal years) at least 100 hours of alternative activities will be provided to approximately 96 youth (each fiscal year) at 5 school sites and 5 after school and summer locations.

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

Objective 1: Between October 1, 2014 and June 1, 2015, and August 1, 2015 and June 1, 2016 we will have administered at least 20 hours of alternative activities at 5 school sites

Objective 2: Between October 1, 2014 and September 30, 2016, we will have provided at least 80 hours of alternative activities at 5 after school and summer program sites.

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 - exercise programs; physical education activities; games; arts & crafts projects

Youth centers & community drop-in centers

• Other (please specify)

Community service activities – planting a garden at the Boys and Girls Club locations; Nursing Home and military families “goodies boxes”; community “clean up” activities; Poster contests; facilitating School Plays

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:

Morgan County: Priceville, Decatur, Danville, Trinity; Limestone County: Ardmore, Athens

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.

Performance Indicator 1: provided 100 hours of alternative activities to at least 96 youth (per fiscal year) at 3 venues (schools, community centers, summer camp) as planned;

Performance Indicator 2: youth participation and attendance in age appropriate activities ;

Performance Indicator 3: The youth reported at least 80% satisfaction with activities as demonstrated by the Participant Satisfaction Survey.

Performance Indicator 4: Expenses did not exceed budget

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.

Description of Collecting and Measuring Changes in Performance Indicator:

-
- Participant activity and sign-in sheets
 - at least 80% participant satisfaction via Satisfaction Survey.
 - budget
-

COMMUNITY-BASED PROCESS STRATEGY

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 to increase participation in the Morgan County Substance Abuse Network (MCSAN) coalition activities and events. The Morgan County Substance Abuse Network (MCSAN) is a community anti-drug coalition administered by the Mental Health Association of Morgan County. MCSAN has more than twenty active members representing numerous community sectors. At least one Quest Recovery Center prevention staff is a member of MCSAN. Additional community members support the coalition as volunteers and committee members. The MCSAN coalition implements a variety of activities and strategies targeted at raising community awareness, reducing access to alcohol and other drugs, and ultimately reducing youth alcohol, over the counter, and prescription drug use. The coalition's mission is to reduce and prevent all forms of substance use and abuse among Morgan County youth through long-term comprehensive strategies that coordinate the energies and resources of multiple agencies in Morgan County, Alabama. MCSAN performance measures and goals/objectives are reviewed, revised, and approved by the MCSAN membership group. The MHA Director presents the MCSAN goals, objectives and activities reports to the MHA Board of Directors for review and approval.

Current MCSAN Goals and Objectives: Goal 1 > Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, State, local, and tribal governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth. Objective 1.1 > Increase youth participation by establishing a youth advisory committee selecting from Youth Focus Group participants and others recommended by their schools. Objective 1.2 > Develop a long-term sustainability plan to maintain the coalition's strategies and activities. Goal 2 > Reduce substance abuse among youth and, over time, among adults by addressing factors in the community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse. Objective 2.1a > reduce alcohol use among middle school students in Morgan County by 5% as measured by the PRIDE Survey. Objective 2.1b > reduce alcohol use among high school students in Morgan County by 5% as measured by the PRIDE Survey. Objective 2.2a > reduce over the counter and prescription drug use among middle school students in Morgan County by 5% as measured by the PRIDE Survey. Objective 2.2b > reduce over the counter and prescription drug use among high school students in Morgan County by 5% as measured by the PRIDE Survey.

The vision and mission of MCSAN aligns with the purpose and function of the substance abuse prevention program of Quest Recovery Center. As an active member of MCSAN, Quest will take a leadership role in enhancing cultural competency, data collection and the assessment of community needs to direct strategic planning for prevention strategies. Quest will be represented at all MCSAN meetings and participate on sub-committees that directly support the initiatives of the Quest prevention program.

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 is 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: Quest will continue to take a leadership role in the MCSAN Coalition by delivering no less than 48 hours of service by September 30, 2016 (over the course of two fiscal years) dedicated to strengthening the structure and function of the Coalition and insuring the sustainability of prevention efforts in Morgan County through active participation

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

Objective 1: Between October 1, 2014 and September 30, 2015 Quest will deliver at least 24 hours of service to MCSAN and attend and participate in at least 80% of the MCSAN meetings (as scheduled)

Objective 2: Between October 1, 2015 and September 30, 2016 Quest will deliver at least 24 hours of service to MCSAN and attend and participate in at least 80% of the MCSAN meetings (as scheduled)

Objective 3: By September 30, 2016 Quest will be represented on at least one sub-committee related to prescription drug misuse, underage drinking, and/or The Child Safety Conference

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

Activities:

- Efforts to decrease barriers to services
 - Youth-Adult partnerships addressing community issues
 - Needs assessments & community readiness surveys
 - Community and volunteer training
 - Cross-systems planning
 - Multi-agency coordination and collaboration / coalition
 - Community team building activities
 - Accessing services and funding
 - Coalitions, collaborations and/or wellness teams
 - 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:

Morgan County: Decatur

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.

Performance Indicator 1: Representation at 80% of the MCSAN meetings and meetings of at least one subcommittee

Performance Indicator 2: Enhance community capacity through collaborative efforts with local coalition.

Performance Indicator 3: Delivered 24 hours of service to MCSAN between October 1, 2014 and September 30, 2015

Performance Indicator 4: Delivered 24 hours of service to MCSAN between October 1, 2015 and September 30, 2016

Performance Indicator 5: Expenses did not exceed the budget

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.

Description of Collecting and Measuring Changes in Performance Indicator:

- Meeting agendas, minutes, and sign in sheets of MCSAN coalition meetings;
 - Quest CBPS Activity reports and summaries
 - Summary Evaluation Reports
 - MCSAN Feedback Surveys
-

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.

The target priorities for this strategy are: 1) to conduct activities in Morgan County designed to reduce access and availability of alcohol to minors and to raise community awareness of the dangers of underage drinking (UAD); 2) to conduct activities in Morgan County designed to reduce and/or prevent prescription and over the counter drug misuse and abuse and to raise community awareness of the dangers of diverting medication for unintended use. The intent is to: 1) promote the enforcement of Underage Drinking (UAD) and prescription drug laws and regulations; 2) conduct activities that will raise awareness of youth, parents and the community about the importance of the enforcement of the Decatur City Alcohol Ordinance, the need to comply with social hosting laws, and encourage the responsible storage and disposal of prescription and over the counter medication. Focus efforts include reduction of the non-compliance rate of alcohol sales to minors in the city of Decatur to 12% or lower, increasing the amount of medications collected at Prescription Drug Take-Back Days from 338 pounds in 2013, and conducting media campaigns via "Lock Your Meds" materials.

Data to support the activities in this strategy include:

AEOW Epidemiological Profile (September 2012): Region 1 > highest arrest rate for public drunkenness and liquor law violations, and second highest for DUI; Limestone County is one of the top counties in Alabama with highest percent of youth who reported riding in a car with a driver who had been drinking; Alabama ranks in the top 5 states for the distribution of two prescription pain relievers (meperidine and hydrocodone); non-medical use of prescription pain relievers during the past year among individuals 12 years and older in Alabama was higher than the national average; percent of adults reporting non-medical use of prescription pain relievers in the past year is higher than national estimates; Region 1 is second highest in Alabama for 12th graders who reported marijuana use in the past month; Region 1 is highest in Alabama for 10th and 12th graders who reported non-medical use of prescription drugs;

Compliance Data (ABC):

Morgan County > Non-compliance rate of alcohol sales to minors 10/01/10 through 09/30/11 = 17.07%
Non-compliance rate of alcohol sales to minors 10/01/11 through 09/30/12 = 14.29%
Non-compliance rate of alcohol sales to minors 10/01/12 through 09/30/13 = 12.80%
Compliance Checks completed 10/01/10 through 09/30/11 = 41
Compliance Checks completed 10/01/11 through 09/30/12 = 40
Compliance Checks completed 10/01/12 through 09/30/13 = 47
Limestone County > Non-compliance rate of alcohol sales to minors 10/01/12 through 09/30/13 = 5%
Compliance Checks completed 10/01/12 through 09/30/13 = 40
Lawrence County > last reported compliance checks were in November, 2012 = 10, with no sales to

minors

Department of Justice: via "Special Report Excerpted from Crime in Alabama - 2012" >

Arrests for Adult Sale of Illegal Drugs: Limestone County = 55 (Opium/Cocaine = 7; Marijuana = 12; Synthetic = 4);
Morgan County = 65 (Opium/Cocaine = 32; Marijuana = 1; Synthetic = 2);
Lawrence County = 41 (Opium/Cocaine = 4; Marijuana = 7; Synthetic =4)

Arrests of Adult Possession of Illegal Drugs:

Limestone County = 129 (Opium/Cocaine = 23; Marijuana = 39; Synthetic = 7);
Morgan County = 88 (Opium/Cocaine = 2; Marijuana = 30; Synthetic = 48)
Lawrence County = 56 (Opium/Cocaine = 12; Marijuana = 5; Synthetic = 16)

“**ONDCP – Alabama Drug Control Update**” > Alabama was one of the top ten states for rates in past month use of illicit drugs other than marijuana for ages 12-17; rate of drug-induced deaths in Alabama exceeded the national average; marijuana is the most commonly cited drug among primary drug treatment admissions; Alabama is one of the top states in average past year prevalence of non-medical use of pain relievers;

Morgan County is a designated High Intensity Drug Trafficking Area County in the Gulf Coast area. GC HIDTA 2013 Drug Threat Assessment: "Pharmaceuticals: High availability; emerging initial drug of abuse. Other dangerous drugs: continued increase in synthetic drug abuse. Law enforcement is concerned that pharmaceuticals may be replacing MJ as the first drug of choice among young adults. According to law enforcement, the major sources of diverted pharmaceuticals are DTO's, internet pharmacies, home medicine cabinets, pain management clinics, and thefts. 90% of treatment/prevention facility professionals report a high level of abuse of pharmaceuticals."

Police Incidence Report: Morgan County Sheriff's Office: 2009 Narcotics division = seized 3,241 grams of MJ, 37 MJ plants, 740 grams of crack cocaine, 72 meth labs, 10 vehicle seizures, 17 weapon seizures, 170 subjects arrested on felony drug charges

Vendor Density (ABC): There are 243 alcoholic beverage vendors in the city of Decatur – one for every 230 people (per capita). 100% of vendors are in compliance with the City of Decatur Alcoholic Beverage Ordinance. According to the ABC Board, in 2010 - Decatur had second highest concentration of convenience stores in the nation.

Other, specify:

NSDUH, 2012 > Alabama is one of the lowest ten states for percentage of past month underage alcohol use among 12 – 20 year olds but one of the highest six states for percentage of past month underage drinkers who purchased their own alcohol the last time they drank; past year nonmedical prescription drug use among persons aged 40 and older is highest in 40-44 age group, followed by 50-54, 45-49, 55-59, 60-64

County Health Rankings, 2014 > Morgan County is higher than state average for: adult smoking, teen births, inadequate social support, drug poisoning deaths, and could not see a doctor due to cost.

MMWR, 2010 > 16.8% of Alabama high school students reported experiencing dating violence (national median = 12%); 11% of Alabama high school students reported being forced to have sexual intercourse (national median = 7.9%)

“**Understanding Alabama's Prescription Drug Monitoring Program**” by Sirote & Permutt, January 8, 2014 via AI.com >

“A recent study by Express Scripts, a health care company that manages pharmacy benefits, found that Alabama has the highest narcotic utilization rate in the nation and the fifth highest per capita spending on narcotics. In 2011, the CDC identified Alabama among the top 20 states in the number of drug overdose deaths.”

Louis Zook, Alabama Office of the Attorney General, 2013 > In October, 2013, 5,299.26 pounds of unused, expired, or unwanted prescription drugs were collected for a total of 24,739.50 pounds collected since the beginning of the Take-Back Initiative.

MCSAN (Morgan County Substance Abuse Network), 2013 > 338 pounds of medication were collected at three locations in Morgan County in the April, 2013 Prescription Drug Take Back Day. Decatur and Hartselle Utilities sent out statements announcing Take-Back Day to over 63,000 customers.

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 is 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: To decrease the non-compliance rate of alcohol sales to minors to 12% or lower in the city of Decatur by September 30, 2016 by sustaining at least 98% compliance with the mandatory RVP training among alcohol licensees which will meet the requirements of the City of Decatur alcohol ordinance.

Goal 2: By September 30, 2016, to decrease prescription drug misuse and abuse by reducing "unintended" access and availability through increasing the number of pounds of prescription and over-the-counter drugs collected in Morgan County by 5% (from 2013 amounts of 338 pounds) through Prescription Drug Take-Back Days

Goal 3:

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

Objective 1: By September 30, 2016, Quest will collaborate with the ABC Board to increase the number of alcohol compliance checks in Morgan County by at least 10% each year of the two-year Plan from current level in FY 12-13 of 47

compliance checks per year.

Objective 2: By September 30, 2016, all (100%) alcohol vendors in Decatur who are in compliance with the City of Decatur alcohol ordinance will be recognized and rewarded with positive incentives.

Objective 3: By September 30, 2016, Quest will promote and conduct awareness activities about compliance with the Alcohol Ordinance, the dangers of UAD, and the proper storage and disposal of prescription drugs in at least 8 community venues in the Morgan County community.

Objective 4: “Lock Your Meds” campaign will be implemented by December 31, 2014

Objective 5: Quest prevention staff will promote and participate in Prescription Drug Take-Back Day activities beginning October 1, 2014

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)

Participate in Prescription Drug Take-Back days and Lock Your Meds media campaigns including billboards, ads, and PSA's in Morgan County

As indicated by The Drug-Free Action Alliance regarding the “Parents Who Host Lose the Most” campaign, purchase and utilize materials from kits that contain best practices for project ideas, fact sheets, sample media releases, newsletter articles, etc. to implement the campaign. Campaign material will also contain Alcoholic Beverage Ordinance information.

Purchase and distribute underage drinking information, prescription drug misuse and abuse information, and “ID Checking Kits”

Conduct alcohol awareness campaigns including billboards, news articles/advertisements, PSA's, in Morgan County such as: National Red Ribbon Week; Alcohol-free weekend on College campus; Alcohol Awareness Month; Operation Prom/Graduation; National Recovery Month

Promote/co-sponsor (with MCSAN)/provide staffing and material support for Child Safety Conference

Purchase and distribute positive incentives for vendors who comply with Alcohol Ordinance and have no alcohol noncompliance citations

Work with Calhoun Community College staff and students on activities designed to reduce underage drinking, encourage the responsible storage and disposal of prescription and over the counter medication, and reduce other high-risk behavior.

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:

Decatur, Morgan 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.

Performance Indicator 1: 100% of vendors in compliance with the ordinance and vendors with zero compliance citations are recognized and rewarded

Performance Indicator 2: The number of compliance checks in Decatur compared to the number of checks in FY 12-13

Performance Indicator 3: The number of attendees and participation in Child Safety Conference and MCSAN coalition events

Performance Indicator 4: The number of pounds of prescription and over-the-counter drugs collected through Prescription Drug Take-Back Days in Morgan County

Performance Indicator 5: The number and description of venues where awareness activities about compliance with the Alcohol Ordinance, the dangers of UAD, and the proper storage (Lock Your Meds) and disposal of prescription drugs are conducted

Performance Indicator 6: Expenses did not exceed the budget

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.

Description of Collecting and Measuring Changes in Performance Indicator:

- Environmental Strategy activity sheets completed by prevention provider
- Reports from Child Safety Conference;
- MCSAN coalition events and activities;
- Vendors/merchants materials distributed
- ABC Board compliance checks and non-compliance rate
- "Parents Who Host Lose the Most" activities/materials
- "Lock Your Meds" activities/materials
- Awareness activities conducted
- # of vendors/merchants in compliance with Alcoholic Beverages Ordinance
- Reports from Prescription Take Back Day regarding volume of medications collected
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