

State Prevention Advisory Board (SPAB) /Alabama Epidemiological Outcomes Workgroup (AEOW)

Quarterly Meeting / April 20, 2012 10:00a.m.

Brewer-Porch Children's Center, Tuscaloosa, Alabama

Participants (38): Lauren Blanding, Maranda Brown, Richard Bonds, Zena Cartwell, S'andor Cheka, Janice Corbett, Charon Douglass, Maura Culberson, Meredith Currie, Lynnese Ferguson, Ava Gregory, Kathy Goodwin, Jenny Hayes, Vanessa Huggins, Catina James, Articia Johnson, Beverly Johnson, Anne Marie Jones, Jana Kirkland, Crissa Letson, Shay Markris, Heather May, Greg Mayo, Amber McArthur, Lantana Mckenley, Delores Moore, David Peterson, Vandlyn Pierre, Kelly Price, Carmen Richter, Meg Shelnett, Jean Spicer, James Thompson, Jim Toney, Dana Williams, Robert Williams, Jr., Katie Whiteley, and Louis Zook.

Organizations Represented: Department of Education, Attorney General's Office, National Guard, Department of Mental Health, Elmore County Juvenile Court, North Regional Clearinghouse, South Regional Clearinghouse, Brewer Porch Children's Center/University of Alabama; UAB TASC; Mental Health Centers: (Baldwin County; Cahaba Center; Cheaha; Cherokee-Etowah-DeKalb; Chilton/Shelby; East Alabama; Marshall/Jackson; Mental Health Care of Cullman; North Central; Northwest; Riverbend; Southwest Alabama Behavioral Health); and Cherokee County Substance Abuse Council; Drug Education Council; Addiction Coalition; Gateway; and Lighthouse Counseling Center.

Greetings were conveyed by SPAB member Dr. James Thompson as the host of the meeting site, Brewer-Porch Children's Center. Dr. Thompson invited introductions from attendees. Following the introductions, Mr. Thompson provided a description of services provided at the facility.

An organizational overview of Brewer Porch Children's Center highlighted the following programs for special needs individuals: Intensive Residential Treatment; Short-Term Treatment and Evaluation; Therapeutic Foster Care; Community Autism Intervention; Outpatient Day Treatment; and Adolescent Adaptive Skills Training. Dr. Thompson explained that Brewer-Porch is a part of the University of Alabama College of Arts and Sciences.

Chairman, CMSgt. David Peterson officially welcomed the group and distributed the meeting agenda. Chairman Peterson, citing the large number of attendees, urged participants to share handouts until duplicate copies could be made or electronic copies distributed via e-mail per request.

The SPF-SIG (Strategic Prevention Framework-State Incentive Grant) updates were provided by Beverly Johnson, SPF-SIG Coordinator and Dr. Maranda Brown, Prevention Director, ADMH (Alabama Department of Mental Health). Ms. Johnson stated that the State is in the planning stage of the SPF process. Although progress may seem slow, it was emphasized that compared to other states in the cohort, Alabama is in good standing. It was explained that decisions made are based on data. The strategic plan was submitted to CAPT (Center for the Application of Prevention Technologies) for a preliminary review. The CAPT responded with comments, suggestions, and recommendations. Subsequently after revisions were made the plan was submitted to CSAP (Center for Substance Abuse Prevention) for approval. "I know everyone is anxious," stated Ms. Johnson. "Tentative comments are that everything 'looks good'. "We are pushing through the process and awaiting the official final approval and looking forward to releasing the RFP (request for proposals). We appreciate your hard work." Ms. Johnson reminded the members that the process will be transparent and that this is an open forum where recommendations, questions and opinions are welcome.

Dr. Brown's comments began with thanks to Brewer Porch for hosting the meeting and for the large number of individuals in attendance. She said, "I hope that you will find the meeting to be informative".

With regard to the SPF/SIG process Dr. Brown stated that, "the development of the RFP is about 60% complete". It was explained that twenty communities or counties are targeted; the bulk of which, have no existing prevention services which will make it important to expand capacity. Upon the review of the legal office at the ADMH, based on interpretation, "applicants would have to be ADMH certified," she stated. The RFP is being written to include that a minimum of fifty percent (50%) of funding would have to be in collaboration with coalitions, DFC (Drug Free Communities,) or tribal entities. If no designated county applies, another agency in a nearby county possibly could. Language in the "RFP includes the potential for regional funding," Dr. Brown stated. The intent was "not to exclude anyone from making application but making it essential to demonstrate a plan for collaboration". She added that, "Most of the designated counties have no DFC's or coalitions and no DFC's or coalitions border them." Existing DFC's and coalitions will be encouraged to expand to help the designated counties.

Grant awards will be based on population. "A draft RFP is completed and will be sent out to you for feedback. You have different experiences and expertise and we need and welcome feedback about the prevention language," Dr. Brown said. It was emphasized that, "If your agency is considering to apply for funding you are not allowed to provide feedback."

Dr. Brown added that there is an opportunity for the placement of AmeriCorps Vista volunteers with an organization to include \$6,000 a year plus insurance costs of \$118 a month. One to three individuals per state; or individuals spread across agencies may be considered in connection with the SPF/SIG. It could also possibly be used for children of members of the military and potentially tied to the RFP if people are interested in serving that special population. Dr. Brown reminded the group that one of SAMHSA's Eight Strategic Initiatives is to focus on military families and creative ways to work with military units.

A participant comment: "Some providers want more information state-wide about the areas or counties that were designated for the SPF-SIG funds. This is stated to be a transparent process." Dr. Brown's response was, "I cannot provide that information based on a precedent made by Dr. Peacock's refusal to divulge that information at a former meeting. However, the SPAB and AEOW members have the information and could share it." Dr. Brown asked if anyone was aware of plans for their agency or community coalition, or a county in close vicinity, to apply for the SPF/SIG funds. There was no affirmative response.

Regarding the five-year prevention plan, Dr. Brown reported that it was "developed by the entire team;" and that SPAB feedback is welcome. She added that, "There are nine goals for the next five years with objectives, action steps and target dates to insure that we bring the plan to fruition." The goals are:

- 1) Promote a data driven Strategic Prevention Framework (SPF); (through implementation of the SPF methodology)
- 2) With primary prevention as the focus, build emotional health prevent or delay onset of, and mitigate symptoms and complications from substance abuse and mental illness through coordinated services (by building prevention prepared communities)
- 3) Improve organizational business management systems at the state agency level (through the AEOW and SPAB)
- 4) Fully integrate mental health wellness and promotion (and define it's relativity to prevention).
- 5) Prevent or reduce consequences of underage drinking (and establish the prevention of underage drinking as a priority issue)

- 6) Coordinated services across the lifespan with an emphasis on adolescents and baby boomers (establishing it as a priority issue for prevention providers)
- 7) Prevent or reduce illicit and prescription drug miss-use, use, and abuse (establishing it as a priority issue for prevention providers)
- 8) Prevent or reduce tobacco use (eliminating tobacco use among youth and reducing use among persons with mental and substance use disorders)
- 9) Prevent suicides and attempted suicides (by improving mental, emotional and behavioral health and well-being among those at high risk for suicide)

“Hopefully the plan will give us a foundation and framework,” said Dr. Brown. The evaluator, Dr. Whiteley commented that the plan provides a broad based approach for the statewide plans. Dr. Brown added that for the next fiscal year, if issues arise in your community that you have data to support your proposed strategies will be considered.

The Evaluator, Dr. Katherine Whiteley, reviewed the evaluation process, beginning with a general overview of the content and design of the logic model. While sharing a couple of sample logic models she emphasized that everything is data driven and that by the end of the year all will be comfortable with and will understand the logic model. She added that there is a state level and community level logic model. “Our strategic plan uses every one of the five steps of the SPF model,” said Dr. Whiteley. Communities will develop their own strategic plan using the five SPF steps before they can implement programs, she explained.

“The identified priority areas are underage drinking; binge drinking; alcohol-related MVAs (motor vehicle accidents) and DUIs (Driving Under the Influence),” reported Dr. Whiteley. The strategic plan will be part of the cooperative agreement made with the community recipients. Once the RFP (Request for Proposals) goes out, a community level logic model will be developed. “Communities must use evidence-based programs, policies and practices that will help to effect change at the community level,” she said. Members of the EBP (Evidence-Based Program) Committee will assist communities. “Long term we will be looking for data indicators showing measured decreases,” stated Dr. Whiteley. “The state creates a plan and the communities implement programs”.

Dr. Whiteley reviewed the components of evaluation. Process evaluation answers, “how good are we?” and “to what degree did we effectively do what we said we would do?” Outcome evaluation answers “what are our outcomes?” and did the needle move relative to binge drinking, MVAs and DUIs.” Other evaluation questions include:

- Did the implementation match the plan?
- What type of deviation occurred?
- What led to the deviations?
- How did deviations affect the outcomes?
- Who provided what service to whom in what context and at what cost?

Dr. Whiteley explained that a cross-site evaluation of the SPF-SIG will reveal if the funding improved statewide performance of the NOMs (National Outcome Measures) and other outcomes. Evaluation occurs on several levels, the GLI (Government Level Improvement); CLI (Community Level...) MRI (Management Level...) and PLI (Participant Level Improvement). Process data has to be reported to the Federal Government. On the state and community level assessments will be developed by the evaluation team to include interviews; site visits; training and technical assistance; and surveys, she said.

Participant Question: “Since the Pride Survey is no longer funded may recipients include the plans the costs to fund the PRIDE Surveys?” Dr. Brown responded that, “Communities can use their funds to sustain the PRIDE Survey.”

Continuing the evaluation discussion, Dr. Whiteley reported that the effect of the SPF-SIG on service capacity and other system outcomes will be measured. "Questions are answered through the collection and analysis of quantitative data with standardized instruments provided by SAMHSA (Substance Abuse and Mental Health Services Administration). All data will be relevant to three outcome sub-questions that cut across the state, coalition and program level outcomes in terms of systems, individuals, and environmental change," she said. SPF-SIG Coordinator, Beverly Johnson added that, "Katie will be available to offer technical assistance to communities." Dr. Whiteley explained that essential considerations are severity, trend over time, and capacity. Relative questions include:

Is data available?

- How quickly can we get the data?
- Can you link the data to a problem?
- Can the problem be evaluated?
- Can we make change in the period of time that we have to address the problem?
- Can we evaluate whether we affected change?

For example, she stated, "We could better fix the alcohol problem than we could other drug problems".

Epidemiologist, Catina James canvassed the audience for the presence of AEW (Alabama Epidemiological Outcomes Workgroup) members. At that point in time only one representative was present. Dr. James agreed to meet with that person privately.

CSAP Fellow, Lauren Blanding provided a brief information session that included the following:

- A request for up-dated contact information from members
- Provided facts about underage drinking while emphasizing that alcohol is the number one drug of choice among adolescents, at an annual cost of 62 billion dollars annually
- Distributed handouts: "Teen Tips for Prevention" and "Parents and Prevention"
- Announced that once the Strategic Plan is approved we will be entering the implementation phase
- Presented a controversial 9 News Now video clip about teen drinking in Rockville, Maryland, created by Andrea McCarren, that gained media attention
- An announcement that copies of the newsletter and handouts from Dr. Whiteley were available

Chair, CMSgt. Peterson asked members for topics that were preferred to remain in the attention of the SPAB; as a matter of unfinished business. There was no comment.

As a matter of new business, SPF-SIG Coordinator, Beverly Johnson cited social media as a best practice in prevention. She reported that the possibility of creating a Face Book page is being considered. She explained that the Face Book page would include highlighting programs and possibly tweeting. It was emphasized that this may be a vehicle to facilitate cultural competence and awareness about the issues that influence teens, including positive programs of which the public may not be aware.

A participant commented that a Face Book page could promote to communities, the idea of using Face Book as an excellent avenue to monitor the pulse of the adolescent culture. Vandlyn Pierre proposed that if necessary, the Drug Education Council could host the SPAB Facebook page. Ms. Pierre added that the Drug Education Council currently has a Face Book page. Richard Bonds, added that, his agency would not allow a Face Book page but that he expanded his Coalition to include six students to facilitate a Face Book page for the Coalition.

As another example of best practices, **CMSgt. Peterson** reported that **Maxwell Air Force Base** realized the need to address drinking among airmen and has instituted "A2DT" (Airman Against Drunk Driving). In addition, Dr. Brown noted that "prom season" is an active time for media blitz about underage drinking and driving under the influence. **Kathy Goodwin of Morgan County (Quest)** reported that during prom season her agency coordinates with community partners to distribute messages through flower and tuxedo shops; and sends reminders to hotels about the legal age for renting rooms.

Following the initial conversation about best practices all prevention providers present were invited to share highlights of their programs as follows:

Ava Gregory (CED Mental Health) – SADD funding supported a grassroots effort that provided pedal cars and alcohol goggles to educate over 2,000 youth about distracted driving during a 3-day event. The collaboration of a "huge list" of community agencies contributed over \$40,000 in funds and in-kind services to make the event possible.

Vandlyn Pierre (Drug Education Council) - During an "Operation Medicine Cabinet" campaign brochures were distributed at senior citizens facilities that resulted in the drop-off of 10,00 units of prescription drugs within a 24-hour period in a safe deposit box at the Sheriffs' Department Office.

Richard Bonds (Cheaha MHC) – "Re-vamped the way we do town hall meetings" by hosting "National Night Out" at the park from 5:30-10:30p.m. There was an estimated "400 in attendance" through a collaborative effort of different community organizations, including youth. The festivities included bands and fun activities.

Zina Cartwell (Chilton/Shelby MHC) – Hosted an Easter egg hunt that included free food and an on-site broadcast from radio station 95.7 Jam. Hot dogs were donated. It was noted that the "police presence seemed to be a deterrent" to the turnout in attendance.

The audience was canvassed for providers who are currently addressing social hosting ("Parents Who Host Lose the Most") strategies. There were few responses.

Jim Toney (SDE /State Department of Education) – Commented that the "Prom Promise" campaign is implemented in Lauderdale County resulting in the "second year being more effective".

Dr. Brown (ADMH) – Reported the current focus on the inaugural "National Prevention Week" May 21st-26th.

Delores Moore (Marshall/Jackson MHC)- Hosted a town hall meeting featuring a victim injured in an alcohol-related accident. The District Attorney and Chief of Police were in attendance. The agency also sponsored an after prom breakfast; and re-filmed every 15 minutes that was made accessible on You Tube. Disappointment was expressed about the current inability to use the SIDNE (Simulated Impaired Driving Experience) due to liability and insurance costs.

Lantana McKenley and Shai Markris (Baldwin County MHC) – Sponsored the "4th Annual Baldwin County Star Search". All participants signed pledges to abstain from alcohol. Donations of \$20,000 provided free pizza and drinks for attendees. Participants received Subway sandwiches. Video clips of alcohol-free prevention messages were shown between acts. School buses transported students to the event where law enforcement was present.

The “Open Discussion” segment of the meeting included an overview of the February CADCA Conference; a Counterdrug Program Update; and the Prescription Drug Take-Back Day. Each topic was addressed separately by different individuals.

About the February CADCA Conference, S’andor Cheka reported that it was a great opportunity to learn about epidemiology and felt it was a very beneficial experience. He said that during Capitol Hill Day there was a meeting to discuss issues that impact Jefferson and Shelby counties in Alabama. In addition, Dr. Brown expressed being “in awe of the number of community people at the grassroots level participating”. She stated that she came away with many different ideas; and announced that the Mid-Year conference in July will be held at the Gaylord Opryland Hotel in Nashville, TN.

The Counterdrug Program Update was provided by CMSgt. Peterson. He reported that in response to budget cuts, the National Guard is providing more support to coalitions rather than school-based programs.

Lewis Zook, Law Enforcement Coordinator for the Office of the Attorney General, delivered a detailed presentation about the “Prescription Take Back Program”. Mr. Zook has over 31 years of experience in law enforcement and is the former Chief of Police for Sylacauga, AL. Supported by the DEA (Drug Enforcement Administration,) the program has been very successful in Alabama. He reported that there were three events that resulted in the collection of 3,100 lbs. of pills. However, comparatively Arkansas collected six tons. He explained that it is his responsibility to improve prevention efforts in Alabama, citing that an event is scheduled for April 28th, with the hope to “grow support for the prevention efforts by having state-wide partners collaborating.” Mr. Zook explained the importance and purpose of the initiative and emphasized that, “to share prescription drugs is a felony;” and that it was important not to dispose of unused drugs by flushing or throwing them in the trash.

Collaboration with Dr. Brown (ADMH) and CMSgt. Peterson (National Guard) has resulted in attaining sixty-nine (69) collection sites to-date, Mr. Zook reported. “Hopefully we will have seventy-five (75) sites around the State,” he said. Mr. Zook explained that the cost is minimal; few resources and little manpower are needed; and the promotion is primarily “simple word-of-mouth”. He reported that the Huntsville area, in partnership with the Water Works agency, implemented its fourth National Take Back event where at three (3) sites a total 3,300 lbs. were collected within a 3-hour period. “We can do the same thing across the State,” he challenged, adding that, “I am a cheerleader for this effort.” Mr. Zook provided several logistical tips:

- The DEA website can assist in finding drop-off locations.
- Drugs cannot be collected with the presence of law enforcement, but only one police officer is required.
- Police collect and store the drugs; and the DEA will pick them up.
- If law enforcement has the means, the drugs can be incinerated or disposed of by other methods.

Mr. Zook reported that the U.S. Attorney from the North District provides an informative 8-hour educational program that includes information about practices that contribute to the problem of theft of prescription drugs, for example, obituaries of cancer victims, and publicized open house events. In response to participant questions, Mr. Zook clarified that the DEA sponsors events twice a year, in April and October. He stated that the Office of the Attorney General will keep the public informed about the program. Dr. Brown suggested the idea of the Attorney General’s Office providing a class at the annual AADAA (Alabama Alcohol and Drug Abuse Association) Conference in August.

CMSgt. Peterson provided additional resource information including the ADPH (Alabama Department of Public Health) website link for news conferences and press releases for the April 28th event; as well as information about the “420” Marijuana Smoke Day being observed today, April 20th. He also reminded the group that the 2012 Mid-Year CADCA (Community Anti-Drug Coalitions of America) Conference is July 22-26th.

East Alabama Mental Health Center volunteered to host the next SPAB/AEOW meeting on Friday July 13, 2012. The address is 2300 Center Hill Drive, Opelika, AL 36801.

The meeting was adjourned by CMSgt. Peterson.