

**York Adams Drug and Alcohol Commission  
County Drug & Alcohol Prevention Profile Part III  
Comprehensive Strategic Plan Update for Fiscal Year 2013/2014**

The plan, at a minimum, must include a combination of programs and strategies which are being implemented through targeted and non-targeted activities. The SCA must allocate and expend Department of Drug and Alcohol Program funds for the implementation of prevention services under each Federal Strategy and IOM Classification. 25% of program services must be delivered through a combination of evidence based and state approved programs. 20% of services must occur through recurring events. The SCA must provide Student Assistance and Fetal Alcohol Spectrum Disorder Programming.

The plan is due to your assigned prevention program analyst by March 29, 2013 and should be submitted via email.

**Please respond to the following questions:**

- 1. What programs/strategies are you adding to your plan for 13/14? Provide an explanation as to why you chose to add each program/strategy to your plan for the coming fiscal year and what funding sources will be assigned to the program/strategy.**

York Adams Drug and Alcohol Commission has decided to add the DUI Education/Intervention Strategy to the 2013/2014 fiscal year for York County. This strategy is already in use in Adams County. The SCA has reviewed data from the court systems, State Police Unified Crime Reporting system and drug and alcohol reporting from the Department of Drug and Alcohol Programs. Prevention block grant funds will be used to provide programming to York County and Adams County.

YADAC hopes that gambling education services may occur in fiscal year 2013/2014. Bringing this hope to fruition will be directly contingent on YADAC receiving funding from DDAP, the award amount and when funds are awarded to YADAC. We will do due diligence to insure that State Approved Strategies for gambling services are provided by contracted prevention agencies as the need indicates.

- 2. What programs/strategies will you no longer use in 13/14? Provide an explanation as to why you chose to discontinue use of each program/strategy for the coming fiscal year.**

The programs we will no longer use in 2013/2014 are as follows:

Families That Care: Guiding Good Choices: This program has not been in used in fiscal year 2012/2013 by the providers due to the many obligations of other evidence-based programs they are providing in the communities they service.

Project ALERT: This program was not one the SCA wanted to provide due to the lack of pre/post testing being completed by the providers.

Girls on the Run: This program was added by mistake and was never used by the providers of the SCA.

- 3. Overall, how do you evaluate your programs and strategies to determine their effectiveness? What programs/strategies were successful and which were not? Please note what you used as a measure of success or failure for each of these.**

Many of the programs that prevention providers are utilizing have evaluation components, pre/post tests, and survey instruments attached. The participants will be evaluated on the information given by the providers. Attendance and participation by participants will also be used to evaluate the programs. All of these will be used to review and evaluate the effectiveness of the programs that are currently in use. The programs and strategies in use were evaluated using the pre/post testing and survey methods to determine the level of retention taking place in the sessions. The programs that have been successful are the Strengthening Families Program, Too Good For Drugs, and Information Dissemination Strategy. Project ALERT along with Families That Care: Guiding Good Choices did not receive the attention that was expected by the providers. The community was more interested in family based programming. What was noticed by the SCA and providers was that even though students were provided the information and skills regarding drug and alcohol prevention, when they returned home the information was undone because family members were not given the same information and attitudes negated the positive information. More family oriented programs were needed to assist with creating change in the dynamics of the family unit.

**4. Describe the programs/services/activities you are planning to do/fund in 13/14 for the following:**

The programs that are planned for 2013/2014:

Strengthening Families Program: This program works with parents/caregivers and youth to develop structure, build strong family bonds, provide specific parenting skills in setting limits and expressing caring/love and address concerns/issues about substance abuse and behavioral problems among youth in a neutral setting.

Too Good For Drugs: This program is offered in a classroom setting to provide reinforcement on the dangers of substance abuse and work on other behavioral issues.

The Girls Circle and The Council for Boys and Young Men (formerly Boys Council): These programs are mentoring programs that provide youth with structured support groups, positive role models as well as encourage self-esteem among our youth. These strength based programs promote healthy identities and positive development.

Tobacco Prevention Strategy: This program will be available in both York County and Adams County. A number of the State Approved Strategies will also be used in 2013/2014 fiscal year.

The programs listed below will be provided in 2013/2014.

**a. Student Assistance Program (List/describe the SAP services you will be providing/funding.)**

The Student Assistance Program will provide data on:

1. Core Team meetings, number of core team participants, demographics and number of students referred for a LOC assessment,
2. Parent/Teacher/Consultant meetings refer to meetings that a consultant/liaison will have with parents that can include teachers (face to face or by phone),
3. SAP Consultations are in person meetings with school staff such as: school counselor, school nurse, teachers, principal or other administrator to discuss issues regarding a student or students who has been referred to SAP,
4. SAP Initial Screenings take place before the initial referral to the Core Team to determine if a drug and alcohol LOC assessment is warranted.
5. SAP Programs Groups are structured prevention programs intended to provide substance abuse information for students whose substance abuse may be interfering with their school performance.

**b. Fetal Alcohol Spectrum Disorder (List/describe the services you will be providing/funding to address FASD. Also note, which of those activities you expect to take place during September.)**

The providers will develop presentations for speaking engagements in schools, social service organizations and other community groups in York County and Adams County. September is designated as FASD month, which we will provide a Fetal Alcohol Spectrum Disorder Campaign with articles in the newspaper and handouts to the organizations listed above and available to the general public.

**c. Marijuana (List/describe the services you will be providing/funding that specifically address\* marijuana and would therefore be marked in PBPS as addressing the marijuana block grant priority. If no services will be provided/funded to specifically address marijuana, write “none” in the space below.)**

Information on Marijuana and other substances are addressed under ATOD Education Services. These services are implemented in schools and other organizations in the communities of York County and Adams County.

**d. Driving Under the Influence (List/describe the services you will be providing/funding that specifically address\* driving under the influence and would therefore be marked in PBPS as addressing the driving under the influence block grant priority. If no services will be provided/funded to specifically address driving under the influence, write “none” in the space below.)**

DUI Education/Intervention-State Approved Strategy will be implemented in 2013/2014. The increase in the number of DUI arrests and deaths in both York County and Adams County has shown a need for education services and prevention education/intervention services in both counties. This strategy will be provided to schools, probation and other drug and alcohol agencies in both counties.

**e. Prescription Drug Misuse (List/describe the services you will be providing/funding that specifically address\* prescription drug misuse and would therefore be marked in PBPS as addressing the prescription drug misuse block grant priority. If no services will be provided/funded to specifically address prescription drug misuse, write “none” in the space below.)**

The SCA will participate in the Medicine Take Back Program in both York County and Adams County. Presentations will be developed to address issues of Prescription Drug Misuse. Handouts will be ordered for dissemination in both counties.

(Information reviewed from Block Grant Priorities in PBPS message history)

\* Please reference the Block Grant Priorities message posted in PBPS from 7/2/2012-7/30/2012 for a definition of “specifically addresses.” To access this message in PBPS go to Reports, click on the Administrative tab, click on the report System Message History, select fiscal year 2012/2013, enter begin date 7/2/2012, enter end date 7/30/2012, select status “All,” and then open the report.

**You are not required to submit a formal written comprehensive strategic plan. For this fiscal year you are just expected to answer the 4 questions posed in the above plan update.**

Below is a sample, for your reference, of what ideally should be included in a comprehensive strategic plan. Although you are **not** required to submit a written comprehensive strategic plan to DDAP this fiscal year, it is recommended that the plans you have for 13/14 consider/include/address the following elements.

### Strategic Plan Update

#### **Statement of Need**

The No School Left Behind philosophy has created situations where schools are focused on academics to improve the scores in the basic elements of education, which gives no time to work on social issues that affect students in their day to day lives. The majority of programs in schools are the Student Assistance Programs where students are referred by guidance counselors, teachers, parents and other students. These programs assess students for mental health disorders and substance abuse issues. Prevention programs are the last to be introduced to students.

Many schools participate in the PA Youth Survey (PAYS) to gather information to assist with aiding the student who may be in distress. The purpose of the PAYS is to provide a benchmark for alcohol, tobacco, and other drug (ATOD) use and delinquent behavior among young people in the school districts in York County and Adams County. It also helps indicate whether prevention and treatment programs are achieving their intended results. Secondly the survey assesses risk factors that are related to negative behaviors and look at protective factors that guard against these behaviors. The information collected allows the community, schools, local government, and agencies to direct resources to areas that would benefit and have the greatest impact.

The results of the collective percentages of York County youth reporting symptoms of depression as compared to the statewide trends were higher for the statements: “in the past year, felt depressed or sad most days” and “sometimes I think that life is not worth it”. The York County collective percentages were lower than the statewide percentages for the statements: “At times I think I am no good at all” and “all in all, I am inclined to think that I am a failure”

The percentage of youth reporting symptoms of depression in Adams County reflect higher numbers than the State percentages with the exception of the Adams County 8<sup>th</sup> graders who scored lower percentages in the following two statements: “in the past year, felt depressed or sad most days” and “sometimes I think that life is not worth it”.

Issue – Increasing DUI arrests and road deaths in both York County and Adams County. Need to educate residents on dangers and consequences of drinking under the influence of alcohol and other substances. Data obtained from court cases in York County and Adams County provides the SCA with what the issues have become with DUI arrests.

#### **YORK**

- DUI Court Cases
  - As of May 12, 2012 the Clerk of Courts office filed 1,243 DUI cases.
  - Same time last year, May 11, 2011, 971 cases had been filed.
  - Increase of cases by 272.
- 2011 DUI arrests (PA Uniform Crime Reporting System)
  - Three highest rates: Springettsbury 180; West Manchester 163; York City 129

## **ADAMS**

2010

District Court 51-3-04 ranked the highest in the majority of recorded substance related offenses. This Magisterial District covers the school districts of Upper Adams, Fairfield, and Gettysburg. In 2010, this area ranked the highest in the following substance related offenses:

- Alcohol related DUI's
- Alcohol and substance related DUI's
- DUI of Minors (51-3-01)
- Substance related DUI's
- Driving while license suspended due to a DUI offense (tied with 51-3-03)
- Public drunkenness
- Underage drinking

Goal- Provide DUI Education/Intervention Strategies to youth and adults in York County and Adams County, sponsor awareness campaigns in both counties, provide mentoring programs to youth in high risk areas, and provide alternative activities for youth and adults in both counties.

We work with the school districts in York and Adams Counties to educate students on the dangers of drug and alcohol abuse. We provide drug and alcohol educational speaking engagements to community groups and other government agencies.

Issue - Poor family management and parenting skills; low community attachment; low self-esteem; pride in self.

Goal –Provide Strengthening Families Program in York County and Adams County for families who are looking to develop better relationships with their youth, provide alternative activities for families to develop stronger bonds, and provide services designed to assist families, schools, and communities in providing substance abuse education

**Data Sources** (data used to identify priority/issue/need)

### **Pennsylvania Youth Survey/PAYS**

PAYS data from 2009 where York County students reported the highest lifetime prevalence-of-use rates for alcohol (44.6%), cigarettes (22.2%) and marijuana (16.7%) as well as inhalants (11.3%). Students have reported “any illicit drug”, excluding marijuana, 14% of surveyed students lifetime use. The overall, 8.4% of York County students reported the use of any illicit drug, other than marijuana, in the past 30 days.

The County of York has added charter schools and private school in York County PAYS survey for 2011. Those participating schools are listed below.

### **York County**

According to the survey, alcohol is the most used drug among students in York County. While this finding parallels the adolescent research conducted on a more global scale, what is interesting is that there appears to be only one alcohol related trend specific to York County. According to the data results, 8<sup>th</sup> graders have a higher rate of lifetime use than their National cohorts. With the exception of

this data, all other York County 2009 PAYS data specific to student alcohol use is similar to, the same as, or lower than the National and Statewide trends for each measured grade categorical.

### **Adams County**

Alcohol seems to be the most used drug among the students in Adams County. Overall, Adams County students have a higher average level of lifetime use of alcohol as compared to the National numbers. Compared to Statewide trends. Adams County 10<sup>th</sup> graders report higher binge drinking episodes. 12<sup>th</sup> graders are recorded as the Adams County student group with the highest use of alcohol in the past 30 days at 41.8%. The calculated average age of an Adams County student for “trying alcohol” is 12.8 with the age of 14.6 identified as the average age of “drinking alcohol regularly”. The percentage of Adams County youth reporting any occasion of driving after alcohol use is higher for all categorical as compared to the Statewide percentages.

This survey was sponsored by the Pennsylvania Commission on Crime and Delinquency (PCCD), of which contracted with SmartTrack, Inc. to conduct the survey. The survey was administered in the fall of 2009. The final PAYS report was prepared by Rothenbach Research and Consulting, LLC.

### **SAP Referrals for Substance Abuse and Mental Health**

Total Number of Students Referred Who Received Assessments: D/A **290** MH **745** Co-Occurring **19**  
Assessment Results in Problem Categories:

Age Group	Primary Drug/Alcohol	Primary MH	Primary Co-Occurring
9 or Younger	0	30	0
10 to 13	10	275	1
14 to 17	164	389	39
18 or Older	28	30	4
Totals	<b>202</b>	<b>724</b>	<b>44</b>

### **Youth and Adult NOMs**

#### **National Outcome Measures (NOMS) York County and Adams County**

Alcohol continues to be the substance abused by youth and adults when reviewing the NOMS surveys and pre and post tests results. In the Too Good for Drugs program there were marked increases in awareness on how to handle stressful situations, as well as how to say no to peers who want to pressure the individual into poor decision making activities. In the Strengthening Families Program there appeared to be an increase in family bonding for many families participating in the program.

The NOMS surveys were gathered from Adams County groups. In this small survey of the NOMS for adults a third drank alcohol within the last 30 days, more than two thirds of the respondents were under the age of 18 when they starting drinking alcohol, and a third had tried marijuana or hashish before the age of eighteen. In the NOMS for youth half of the respondents had their first drink by the age of fourteen. The Strengthening Families Program was held in various locations throughout York County as well as in the west end of York City. The Too Good for Drugs program was held in the Northern part of York County and in various parts of Adams County.

### **DUI Arrests and deaths/Corners Report for Both Counties**

All individuals arrested for a DUI in York County must complete a CRN screening. The CRN is comprised of four principle instruments: Mortimer Filkens Scale; Quantity/Frequency Index (Beverage Index); Alcohol Impairment Index; and Controlled Substance Scale. The CRN is a uniform screening

tool that provides an individual summary of each DUI offender. The CRN tool can determine if individuals are “problem drinkers” or have drug use. Statistical reports are generated from this data of which are provided to the police and to Penn DOT. The CRN is used to determine if a comprehensive drug and/or alcohol assessment is required.

#### ADAMS COUNTY

	2008	2009	2010	2011
Ignition interlock	86	71	77	59
Total CRNS	410	433	418	453
Male	78.5%	78.8%	Unavailable	75.9%
Female	21.5%	21.2%	Unavailable	24.1%
Average Age	35	35	Unavailable	36
Prevalent age group	35-44	35-44	Unavailable	35-44
Prevalent marital status	Single/never married	Single/never married	Unavailable	Single/never married
Average income	\$34,418	\$38,042	Unavailable	\$30,878
Number one Reason for stopping	Moving violation	Crash	Unavailable	Crash
Average Educational Status	HS grad	HS grad	Unavailable	HS grad
Employment status	Employed 74.1%	Employed 73.0%	Unavailable	69.5%
Typical Occupation	Skilled	Skilled	Unavailable	skilled
Average BAC	.17	.18	Unavailable	.17
BAC above .2	29%	24.2%	Unavailable	22.7%
Indicate Problem Drinker	52.7%	57.7%	Unavailable	56.5%
Use of additional controlled substance	34.9%	31.9%	Unavailable	32.7%
1 or more additional traffic violations	68.3%	76%	Unavailable	72.6%
1 additional DUI violation	14.1%	17.8%	Unavailable	4.9%
2 additional DUI violations	4.9%	5.1%	Unavailable	1.1%
3+ additional DUI violations	1.07%	2.8%	Unavailable	.9%

The collected information regarding most commonly utilized illicit substance was cannabis for each year. The reported most commonly prescribed controlled substance was anti-depressants and/or narcotics.

#### YORK COUNTY

	2008	2009	2010	2011
Ignition interlock	208	228	266	319
Total CRNS	2405	2658	2307	2440
Male	75%	75.9%	74.95	73%
Female	24.7%	24%	25%	26.9%
Average Age	34	34	34	34
Prevalent age group	35-44	35-44	35-44	35-44
Prevalent marital status	Single/never married	Single/never married	Single/never married	Single/never married
Prevalent race	White 87.4%	White 87%	White 85.2%	White 85.6%
Average income	\$28,529	\$30,825	\$28,420	\$27,778
Number one Reason for stopping	Moving violation	Moving violation	Crash	Moving violation
Average Educational Status	HS grad	HS grad	HS grad	HS grad
Employment status	Employed 73.3%	Employed 64.2%	Employed 65.7%	Employed 65.1%
Typical Occupation	Skilled	Skilled	Skilled	Skilled
Average BAC	.17	.16	.16	.16
BAC above .2	25%	21%	21.3%	20.6%
Indicate Problem Drinker	59%	57.3%	55.5%	57.5%
Use of additional controlled substance	77.8%	77.6%	79.5%	77.3%
1 or more additional traffic violations	77.8%	77.6%	79.5%	77.3%
1 additional DUI violation	17.2%	18.6%	19.2%	18.7%
2 additional DUI violations	6.3%	5.2%	6.5%	5.7%
3+ additional DUI violations	4.4%	3.8%	3.7%	3.5%

The collected information regarding most commonly utilized illicit substance was cannabis for each year. The reported most commonly prescribed controlled substance was anti-depressants.

## MISC DUI STATISTICS

### YORK

- DUI Court Cases
- As of May 12, 2012 the Clerk of Courts office filed 1,243 DUI cases.
- Same time last year, May 11, 2011, 971 cases had been filed.
- Increase of cases by 272.
  - 2011 DUI arrests (PA Uniform Crime Reporting System)
- Three highest rates: Springettsbury 180; West Manchester 163; York City 129
- Criminal Justice Trends Reports – 2010 Summary
  - Court of Common Pleas Criminal Case Dispositions, 2010: 20% of cases where a public defender was assigned were related to a DUI charge; 30% of the DA's Office's caseload was related to a DUI charge. About 65% of offenders in ARD were there on a DUI charge
  - 2005-2007 through the present: York has ranked 5<sup>th</sup> in numbers of DUI arrests statewide
  - The most common specific Part 2 offenses in 2010 were: disorderly conduct, DUI, and simple assault
  - Liquor law violations, possession of marijuana, drunkenness, and vandalism were also common in Part 2 offenses

### CORONERS REPORT

#### YORK

##### 2009

- Vehicle Deaths= 55; alcohol related= 9 with a .129 average BAC
- Drug related deaths=37; 33 were related to heroin or schedule II narcotics; 8 were in York City
- Alcohol related deaths= 2

##### 2010

- Vehicle Deaths=46; alcohol related=15 with a .202 average BAC
- Drug related deaths=46; 45 were related to heroin or schedule II narcotics; 12 were in York City
- Alcohol related deaths= 1

##### 2011

- Vehicle Deaths= 50; alcohol related= 15 with a .181 average BAC
- Drug related deaths=467; 43 were related to heroin or schedule II narcotics; 10 were in York City
- Alcohol related deaths= 11

#### ADAMS

##### 2009

- Vehicle Deaths=14; 9 were alcohol related

##### 2010

- Vehicle Deaths=12; 6 were alcohol related

##### 2011

- Vehicle Deaths=14; 4 were alcohol related

**Available Community/Agency Resources** (resources available that make it possible for you to address the priority/issue/need identified)

- Good relationship with schools School Districts which allows for implementation of prevention programming in the school

There are **22** school districts in York and Adams Counties with **16** school districts in York County and **6** in Adams County.

There are **61** private license and non-license schools in York County and **31** private license and non-license schools in Adams County. There are **40** other private, non-license entities in York County that provide some form of education to residents and families. Along with the entities are **37** miscellaneous day care, academies, and educational centers in York County. The number of students attending home schooling and charter/cyber schools in York County is **1,782** and Adams County has **186** students attending these schools.

Many of these school districts allow prevention programs within the middle school and high school classrooms. These programs are evidence-based drug and alcohol and violence prevention curriculums that provide valuable information on the dangers substances that are harmful to our youth.

- School districts success at engaging parents and getting them to participate in activities/events:

The school districts along with the hard work of the prevention providers in encouraging parents/caregivers to participate in activities/events has provided both entities opportunities to show caring concern for the youth in their communities.

We know that when parents/caregivers are involved in their youths' life the outcomes are better for achieving goals and maintaining a positive outlook on future achievements. Studies have shown that the risk of drug abuse rises among youths who experience negative childhood experiences such as physical and emotional abuse by involving parents/guardian who can express positive emotional and physical behavior in the lives of youth. This becomes key to developmental growth from childhood to adolescent to adulthood. Lack of positive parenting can bring on delays in the development of the adolescent brain by a slowing of maturity.

- Strong relationships with community agencies serving young adults (18-25):

There are a few church groups and social service agencies that provide space to prevention providers for evening programming activities. Without the volunteers from these groups it would be very difficult to provide these programs and services to the communities in York County and Adams County. The York Revolution Organization has been of great assistance in providing alternative activities to many in the community of York County and surrounding counties by way of low ticket cost and/or free tickets to individuals and groups in the area.

- Local drug and alcohol coalition with diverse and active membership that meets regularly:

Hanover Drug Taskforce  
Center for Youth and Community Development/Collaborating For Youth  
York County Communities That Care/Substance Abuse Committee

The community partners in York and Adams Counties work to improve prevention and intervention programs insuring residents have available to them activities and services that will improve protective factors and decrease risk factors in the general population as well as with the student population. Hanover Drug Taskforce, Collaborating For Youth, Communities That Care, and the Center for Traffic Safety among others work to bring interested partners together and work on prevention activities and strategies to prevent substance abuse. York/Adams Drug and Alcohol Commission's involvement with Integrated Children's Service Plan of Adams County works toward involvement with different organizations and social service agencies with cooperation from Adams County Children and Youth Services. This has been a very important part of Adams County drug prevention programs.

- Strong partnerships with certain media outlets who are willing to provide a certain amount of ad space/time for free:

Adams County  
    Gettysburg Sun  
York County  
    Hanover Evening Sun  
    WGAL Calendar of Events

- Staff trained to implement programs to address marijuana:

The contracted providers in York County and Adams County are trained in a number of the evidence based programs, state approved programs and state approved strategies list by DDAP.

**Why Planning to Address Priority/Issue/Need Identified** (may be based on the magnitude of the issue, the capacity to effectively address the issue, or other reasons)

According to the survey, alcohol is the most used drug among students in York County. While this finding parallels the adolescent research conducted on a more global scale, what is interesting is that there appears to be only one alcohol related trend specific to York County. According to the data results, 8<sup>th</sup> graders have a higher rate of lifetime use than their National cohorts. With the exception of this data, all other York County 2009 PAYS data specific to student alcohol use is similar to, the same as, or lower than the National and Statewide trends for each measured grade categorical.

Data collected from arrest reports, DUI stops and DUI/DWI accident reports in York County and Adams County have renewed efforts to educate youth and adult individuals on the dangers of harm to self and others while intoxicated and/or under the influence of other substances.

Collectively, Adams County students report higher than average inhalant use for the past 30 days than their National cohorts. Noteworthy to these numbers are the higher percents for the collective Adams County student body than their National cohorts regarding the use of smokeless tobacco and cigarettes in the past 30 days as well as higher than average levels of lifetime use of smokeless tobacco. Ironically, the collective Adams County student body has lower than average numbers for use of marijuana in their lifetime as compared to the National trends. Likewise, the percentage of Adams County youth reporting any occasion of driving after marijuana use is lower in all measured categorical as compared to the Statewide percentages. The calculated average age for "smoking marijuana" for an Adams county student is 14.

Due to the numerous successful partnerships in place such as schools, faith-based organizations, police departments and community groups the capacity is high to address these issues. The rate of increase in use and the rate of decrease in perception of risk make this a higher magnitude issue. Given national attention to the issue of marijuana legalization, the need to stay ahead of this growing/changing issue is high.

DUI/DWI increases in both counties have also increase the number of accidents causing death to others shown in the data gathered by YADAC. Because of the data we will increase prevention activities to bring about a decrease in the number of accidents and arrests in both counties.

The number of high school dropouts in York City due to low commitment to school, poverty, lack of family management issues and gang involvement has increased the drop out and academic failure of students. Academic failure is not only in the urban setting but seems in suburban and rural settings as well. This information comes from the Pennsylvania Department of Education Academic Achievement Report site that list the Adequate Yearly Progress for years 2011 and 2012 in all of the school districts in both York County and Adams County.

**Activities** (includes the programs/services/activities that will be implemented to address the priority/issue/need identified)

**DUI Education/Intervention** – These strategies are used to educate those individuals who have been convicted of a DUI violation and to provide intervention services when needed. Prevention providers will work with DUI groups to educate participants on the dangers of driving while under the influence of substances that will impair driving. Also education will be presented in school settings and other speaking events in the community.

**Media Straight Up! Critical Thinking Skills for Pennsylvania’s Youth** – Media Straight Up! will be implemented with youth participating in after school programs. Anecdotal data from discussions that prevention program facilitators have had on the topic of marijuana use with youth and data from interviews with juvenile probation officers indicated that youth attitudes about the risk of marijuana use are being influenced by media messages regarding marijuana use (e.g. news stories related to medical marijuana, use of marijuana, driving and drinking in TV, movies, etc.). In order to increase media literacy and critical thinking skills of youth as well as increase knowledge of how media messages may minimize the consequences of substance abuse, the Media Straight Up! Program was selected because the program directly addresses the issue of media literacy. The community is interested in more structured educational programs to use in their after school program, and have shown interest in implementing the Media Straight Up! Program.

**Coalition Meetings** – There are local drug and alcohol coalition representing York County and Adams County that meet monthly. These meetings are attended regularly by a staff person from a contracted prevention provider. In order to focus attention on the issue of substance abuse use in many of the school districts in the two counties, DUI, violence prevention, anti-gang activity and use of substances will be established as a priority issues for the coalitions. This will allow for additional community and stakeholder involvement in addressing these issues.

**Information Dissemination** – Materials regarding the consequences of drug and alcohol use will be incorporated into information dissemination activities that reach school districts. Two health fairs, health promotion and speaking engagements will be provided by prevention specialist. These health fairs are very well attended and provide an opportunity to disseminate information to a large cross section of the community and also provide an opportunity for community members to ask questions and have a one-on-one exchange with the prevention staff that attends the event. There is no cost to have a table at this health fair, so it provides an inexpensive way to reach the adults in the community. Information regarding the consequences of drug and alcohol use and violence connect to these issues and prevention efforts being undertaken to address the issues will be incorporated into prevention provider planning.

**Speaking Engagement** – Use as an avenue for reaching out to individuals in the community who will be receiving prevention programming to educate and inform about the dangers of alcohol and substance abuse along with programs that will provide opportunities for parents, school districts and faith-based groups to learn about how to discourage violence and gang activity among youth . These presentations will be an opportunity to increase adult perception of the risk factors that affect themselves and their children. The question and answer part of these presentations has elicited numerous questions and valuable discussion. Presentations on these issues will be used to encourage better communications between parents and youth and educate those on the dangers of DUI/DWI. These presentations have been included in the plan because they provide an opportunity to more directly reach this population of adults who are needed to create change. This format follows under Information Dissemination Federal Strategy.

**Alternative Activities** – Promote ATOD free alternatives in the community and school districts.

**Community Events** – A wide array of services and methods for dissemination of information intended to educate individuals, schools, families, and communities about specific substance abuse and health related risks, risk reduction activities, and other activities to promote positive and healthy lifestyles.

**Environmental Prevention Strategy** – These strategies focus on Alcohol and Other Drugs environmental activities.

**Community Prevention Partnerships** – Designed to engage partners from various sectors of the community in the planning, implementation, and evaluation of prevention activities.

**Education Services** – Drug and alcohol education awareness and prevention services used to raise awareness on the harmful effects of ATOD, through speaking engagements and basic ATOD recurring education.

**Prevention Marketing and/or Development** – Strategy include all aspects of program planning, development and implementation. It also includes the marketing of State Approved Programs and Evidenced Based Programs.

**Community Capacity Building** – Structured prevention trainings intended to impart information to individuals or community groups. It may include the teaching of organizational development skills i.e. peer leaders, mentors, coalition volunteers, etc.

**Materials Development** – The creation of original documents and other educational pieces for use in information dissemination activities related to substance abuse and its effects on individuals, schools, families, and communities.

**Telephone/E-mail Information Resource/Referral Program** – Telephone and E-mail services intended to provide information about substance abuse prevention and treatment issues and services.

**Girls Circle** – Is a structured support group for girls from 9-18 years. It is designed to foster self-esteem, help girls maintain authentic connection with peers and adult women in their community, counter trends toward self-doubt, and allow for genuine self-expression through verbal sharing and creative activity.

This program integrates relational theory, resiliency practices, and skill training in a specific format designed to increase positive connection, personal and collective strengths, and competence in girls. It aims to counteract social and interpersonal forces that impede girls' growth and development by promoting an emotionally safe setting and structure within which girls can develop caring relationships and use authentic voices.

**The Council** – Is a strengths-based group approach to promote healthy masculinity development for boys and young men from ages 9-18. The program focuses on boys’ natural strengths and broadens their understanding about being male in today’s world. It challenges myths about how to be a “real boy” or “real man.”

The Council engages boys in activities, dialogue, and self-expression to question stereotypical concepts. By promoting valuable relationships with peers and adult facilitators, The Council increases boys’ emotional, social, and cultural literacy. In a safe and action-oriented context, boys can identify healthy and unhealthy ideas about what it means to be male. They are invited to define the “male box” that shapes and constricts their growth.

**Strengthening Families Program** – This is a video-based intervention designed to reduce adolescent substance abuse and other problematic behaviors in youth. The program is delivered within parent/caregiver, youth, and family sessions using narrated videos that portray typical youth and parent/caregiver situations.

**Too Good For Drugs** – To teach students in grades kindergarten through 12<sup>th</sup> grade how to build students’ resiliency and how to be socially competent and autonomous problem solvers. This program is designed to benefit everyone in the school by providing needed education in social and emotional competencies.

**Performance Measures** (measure that will be used to track progress toward addressing the priority/issue/need identified)

### **Process Evaluation**

1. 15 groups of 20 students will complete the Stay on Track program. PBPS will be used to track how many groups are completed for each grade and how many students completed the program.
2. Three groups of 30 youth will complete the Media Straight Up! Program. PBPS will be used to track the number of groups and participants.
3. Attend each of the 12 meetings of the Coalition for the 2013/2014 fiscal year to discuss issues related to marijuana use. Record if/when the Coalition agrees to establish marijuana use as a priority, and record if the Coalition decides to take steps to alter perception of risk of marijuana use in the community. PBPS and meeting minutes will be used to track these outcomes.
4. Implement the media campaign with the campaign message airing 25 times on each of two local radio stations, airing 10 times on the local TV station, printed 5 times in the local newspaper, and posted on 2 billboards that will stand for 3 months. PBPS will be used to track these outcomes.
5. Attend 2 local health fairs and disseminate 150 pieces of information on the consequences of marijuana use at each health fair. Mail out 4 quarterly newsletters to 200 individuals or organizations that contain one page dedicated to information regarding marijuana. Provide 1 presentation to 150 parents attending Parents’ Night at the school. Provide 3 presentations to 3 groups of 10 people attending GED prep classes. PBPS will be used to track these outcomes.

### **Outcome Evaluation**

1. Media Straight Up! - will be evaluated by pre/post tests completed by each participant.
2. DUI Education/Intervention – Survey of participants regarding attitudes on driving and drinking.
3. Girls Circle – the Girls Circle survey is an instrument that will measure the following outcomes designed to reflect the primary aims for girls who participate in the program: School attachment,

Avoiding Self-Harm, Positive Body Image, Avoiding Alcohol, Avoiding Tobacco, Communicating Needs to Adults, Making Healthy Choices regarding Nutrition, Self-Care, and Activities, Using Protection if choosing sexual activity, and Self-Efficacy (Schwarzer Self-Efficacy Scale).

4. The Council – Builds on the circle origins as it assembles the boys and young men for discussion, exploration, and development. The use of experiential activities gives way to make contact in the here and now where learning is most available.
5. Too Good For Drugs – The use of pre/post test.
6. Strengthening Families Program – Youth surveys and parent surveys given at the beginning of the program and at the end of the program.
7. Have attendees at presentations complete brief surveys after the presentation asking if they felt the presentation was worthwhile and presented information that they did not already know. Survey newsletter recipients to determine if the newsletter is being read and if the information in the newsletter has increased knowledge or changed behavior.

#### Evaluation of Longer Term Impact

1. All contracted prevention providers will implement the youth and adult National Outcome Measure surveys completed by participants and attendees of prevention services to track changes in responses to questions regarding perception of risk of marijuana use and actual marijuana use.
2. YADAC and contracted prevention providers will review the PAYS data for changes in the behaviors and attitudes of students participating in the survey.
3. Track changes in number of youth and adult arrests for DUI/DWI, school truancy, and other behavior issues.