

Riverhead Community Coalition for Safe and Drug-Free Youth

Annual Report 2014-2015



Riverhead Community Coalition for Safe and Drug-Free Youth is actively working to reduce substance use in Riverhead, New York. This report covers activities from October 1, 2014, through September 30, 2015, available in Reaching Software data collection system as well as information available through observation.

The coalition contracted with Epiphany Community Services to provide evaluation services using the prescribed Center for Disease Control's methodology for coalitions and collaboration. This methodology tracks what the coalition does (outputs) in relationship to what is happening in the community (outcomes). During the course of the year the coalition has focused on the problems of:

- ATOD
- Underage drinking
- Youth marijuana use
- Prescription drugs

The coalition seeks to change the environment in which substance use happens by creating awareness and conversation (MEDIA) on the issue of substance use, providing and coordinating prevention services (SERVICES PROVIDED) in the community, mobilizing resources (RESOURCES GENERATED) for substance use prevention and creating lasting change (COMMUNITY CHANGE) in our community. Over the last year, the coalition has focused on ATOD, Underage Drinking and Youth marijuana use. Specifically the coalition has worked on addressing the following risk factors:

- Lack of awareness
- Easy availability
- Favorable youth and parental attitudes
- Low perception of risk

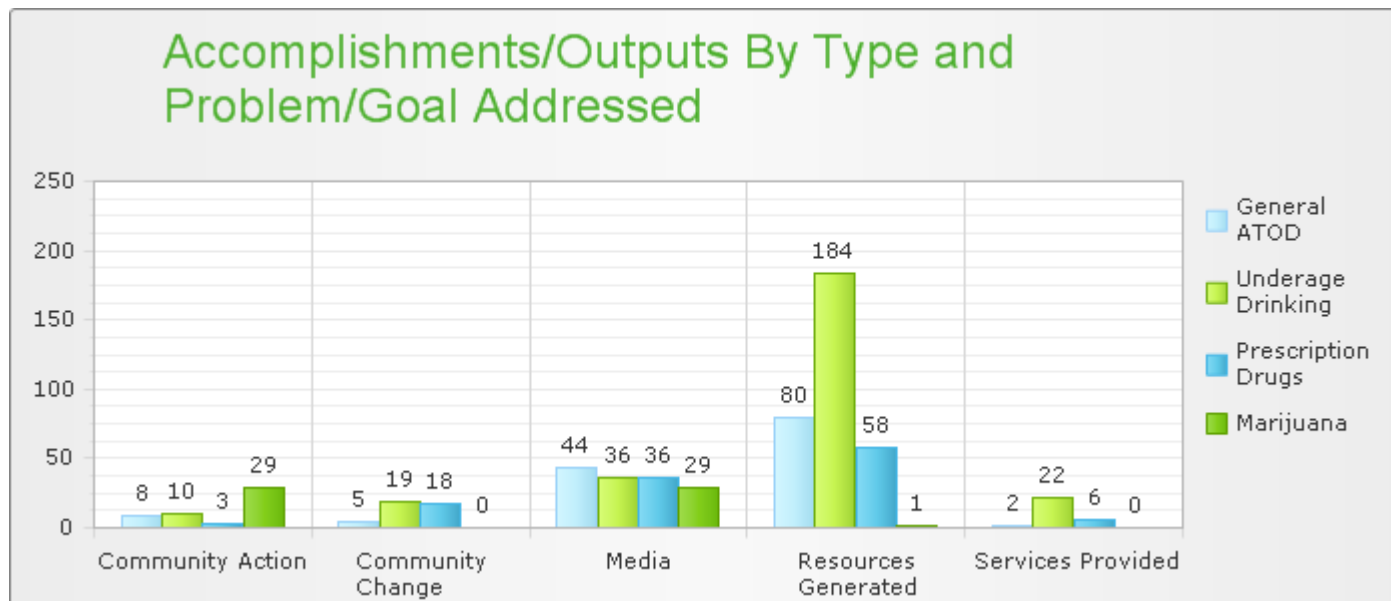
They have worked to address the following specific local conditions:

- Marijuana dispensary
- Limited comprehensive drug education in the community
- Limited disposal opportunities

- Medications are not locked up in the home
- Parents provide safe places for kids to drink
- Youth are accessing alcohol at community fairs and outdoor events
- Youth are accessing alcohol in their homes
- Youth are accessing alcohol through retail outlets
- Youth are drinking alcohol at house parties
- Youth are getting alcohol from friends and other family members
- Other

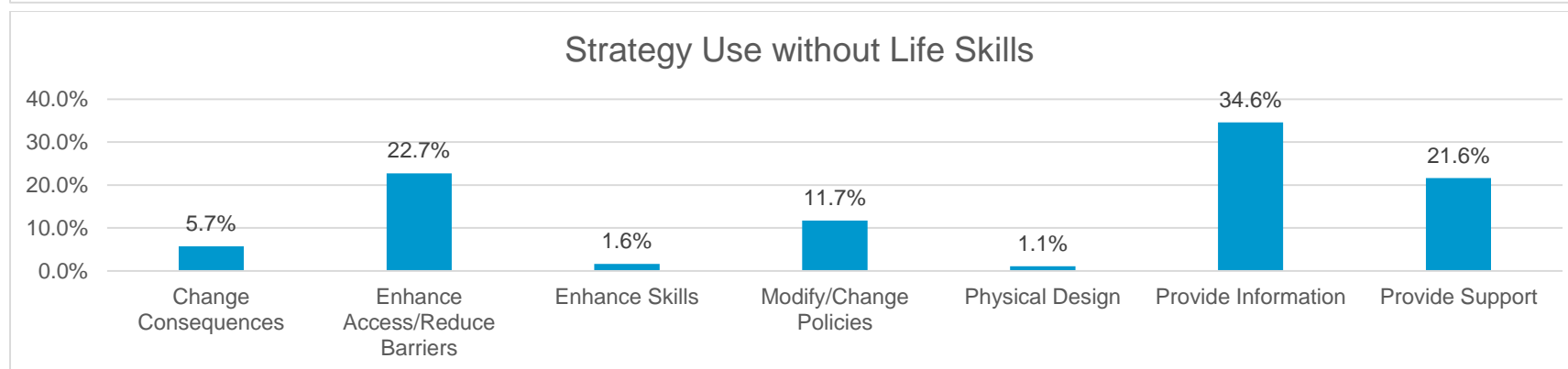
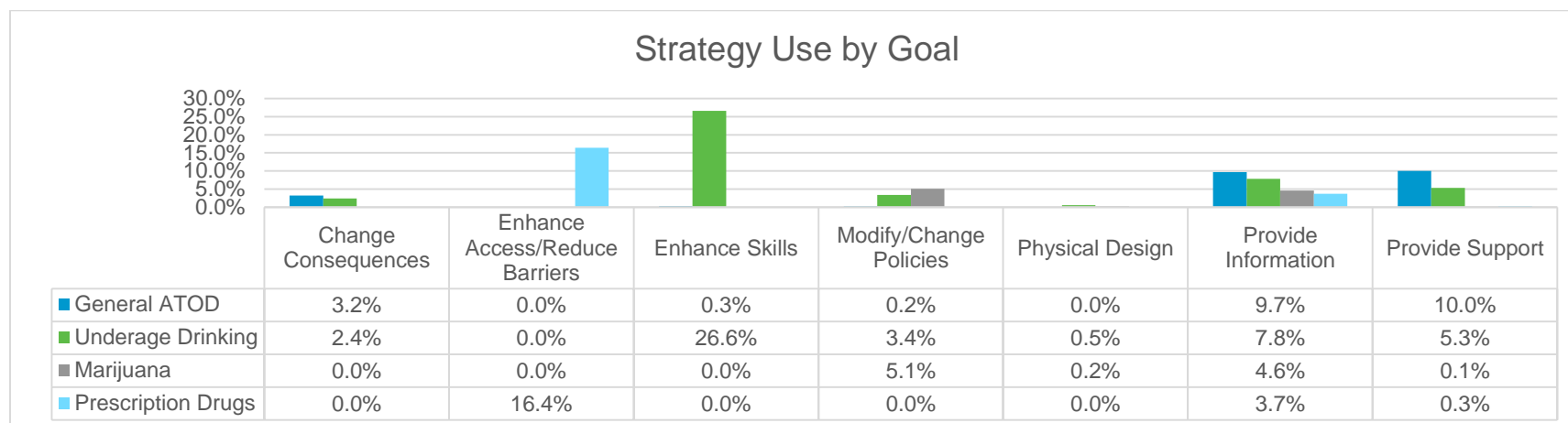
Summary of Accomplishments

During the available data period, the coalition has generated 590 accomplishments/outputs addressing a broad range of problems. Resources generated were the most common output at 54.7%. The greatest number of outputs addressed the problem of underage drinking (reported 45.9%). Thirty-one point four percent of the coalition's activities used environmental strategies. The coalition also implemented 22 organizational improvements.



Strategy Use

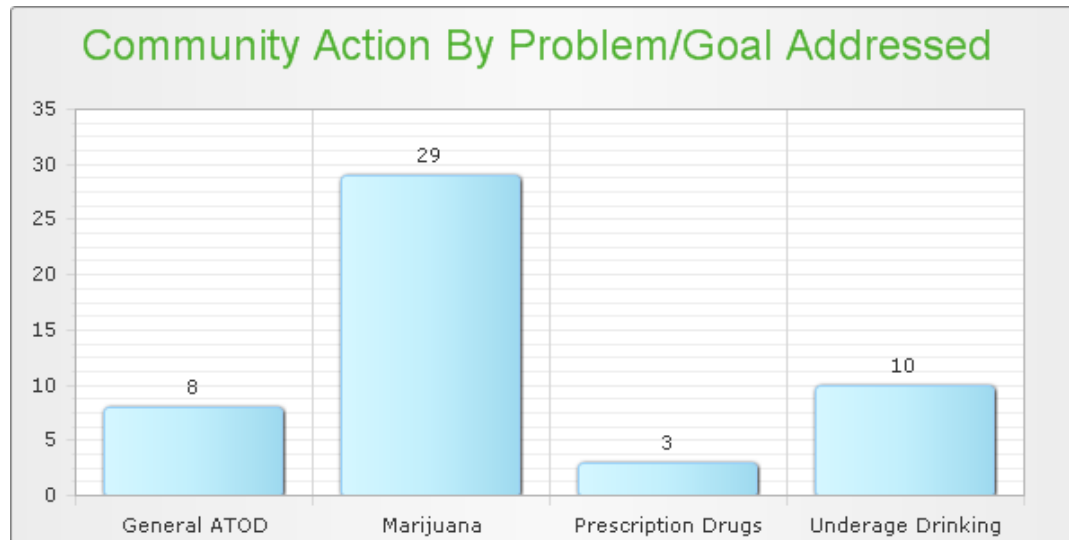
The coalition engages in multiple strategies to affect its intended outcomes. Over the reporting period, the coalition has been able to engage in seven of the seven behavior change strategies. The most commonly used strategy was enhancing skills (reported 27%). Thirty-one point four percent of the coalition’s outputs used environmental strategies. Enhancing access/reducing barriers was the most common environmental strategy. The most common problem addressed with environmental strategies was prescription drugs. When the Life Skills program is removed from analysis 41.2% of efforts used environmental strategies.



Community Action

As coalitions are uniquely designed to create change, they must take action to create these changes in policy, program and practice. Community actions must be related to a subsequent community change. These actions must be facilitated by or on behalf of the Coalition and must be aimed at the issues the Coalition is working on. The Coalition reported 50 community actions.

- Efforts to prevent marijuana dispensary from opening adjacent to high school property including media, presentations, and environmental scans
- Efforts to develop town policy around alcohol sales and consumption at fairs and festivals
- Efforts to engage with new community partners for coalition events and membership
- Recruitment to begin youth coalition
- Planning for compliance checks
- Outreach to install signage in alcohol outlets
- Outreach to expand marketing of prescription drug drop off locations

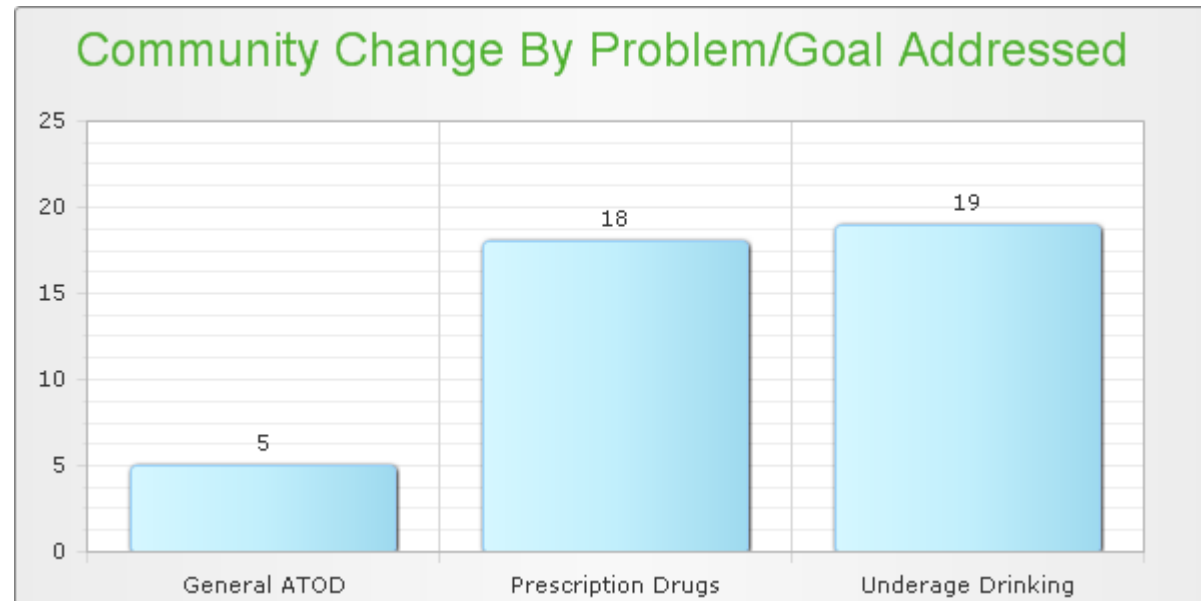


Community Change

Coalitions are uniquely designed to create change. Community changes are those outputs that result in new and modified policies, practices or programs. The coalition has completed 42 community changes during the reporting period.

Community changes addressed three of the coalition's target problems.

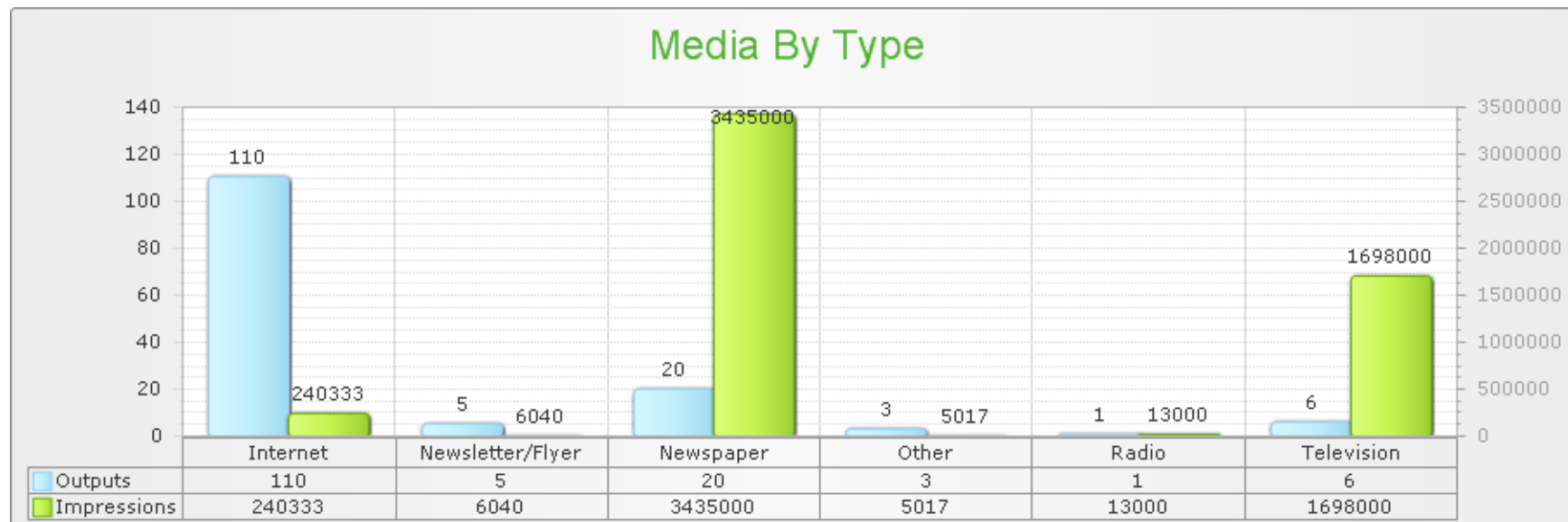
- New locations for prescription drug drop off events
- Pharmacies began distributing information about drop off locations and prescription drug misuse
- Installation of permanent no tobacco signage throughout the community
- Partnerships with churches to promote prescription drug drop off events
- Underage drinking prevention signage used at Polish Town Fair
- Polish Town Fair used wrist bands and tracked incident reports for the first time
- Law enforcement education with Polish Town Fair on best practices
- Improved drop box signage
- TIPS server trainings
- Required TIPS training at Nile Rodgers Music Festival
- Compliance checks
- Sticker Shock
- Social media contest



Media

Coalitions seek to bring attention to their issues. Media outputs occur when the coalition either creates or receives coverage for its activities, events, initiatives or projects. In the reporting period, the coalition generated 5,397,390 media impressions through their work. The majority of impressions came through newspaper. The most outputs came through the internet.

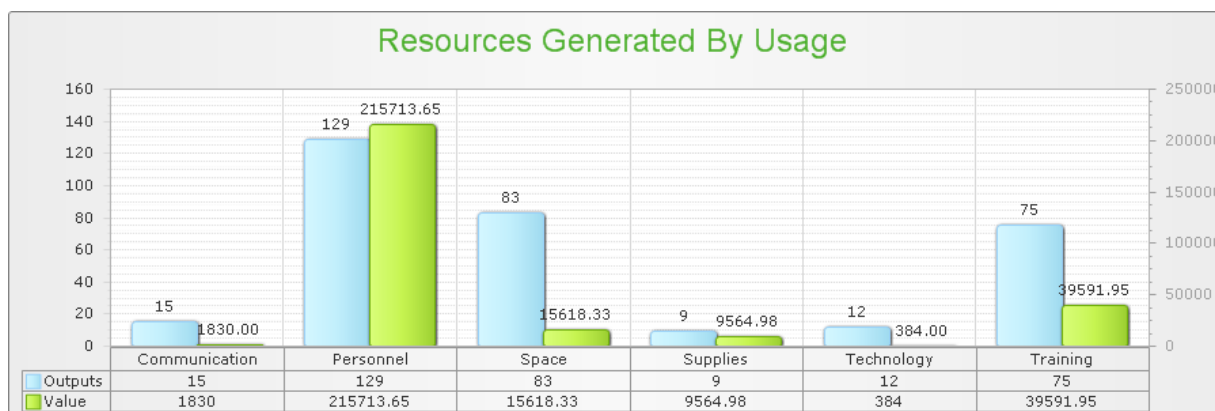
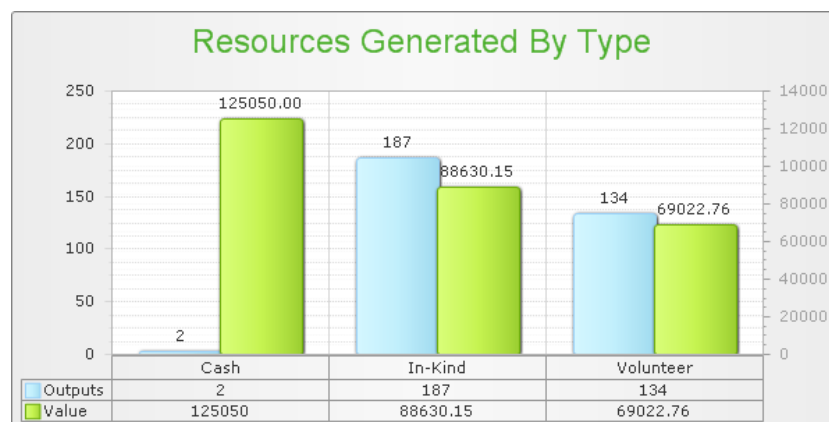
- Newsletters
- Facebook posts on coalition efforts and issues
- Print, radio, and television coverage of coalition efforts and positions including alcohol policy and marijuana dispensary efforts
- Promotion of prescription drug drop off events and locations



Resources Generated

Coalitions mobilize resources to obtain their desired result. Resources Generated captures the acquisition of funds for coalition project and initiatives. Typically resources are generated through grants, donations, and the gift of in-kind or volunteer hours. Riverhead Community Coalition for Safe and Drug-Free Youth generated over \$282,702.91 in resources over the available data period. Outputs came from cash, volunteers and in-kind. The majority of funding was used for personnel.

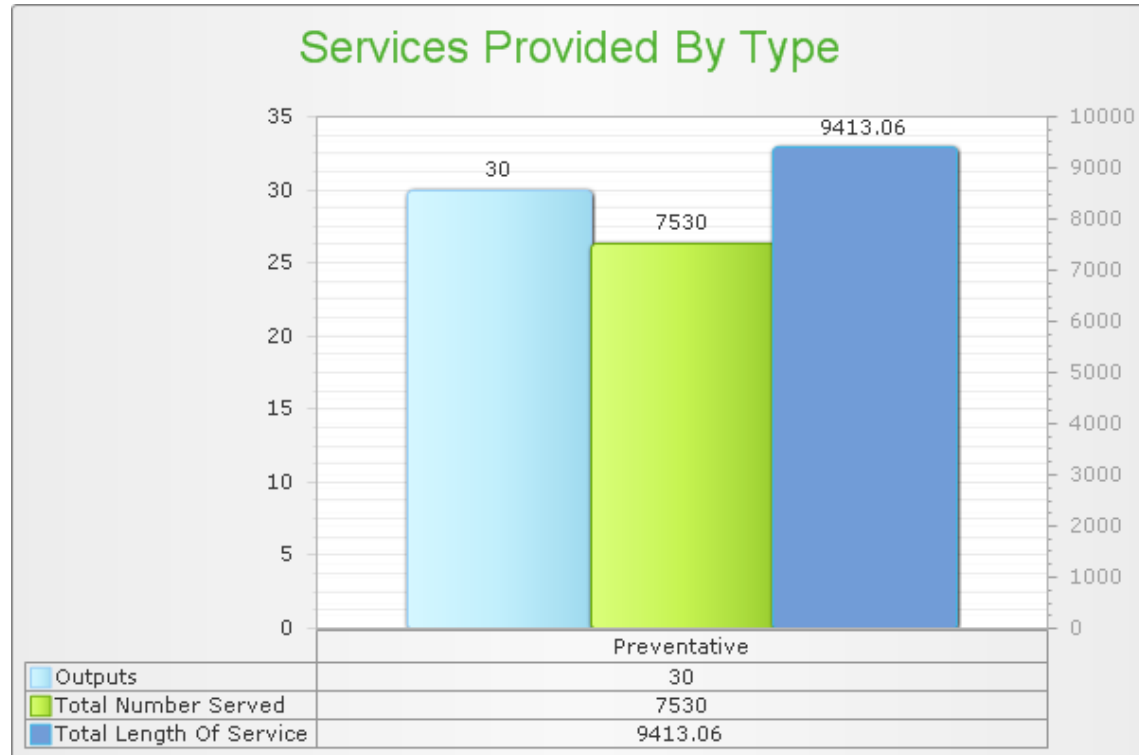
- Adult and youth coalition members' participation in meetings, presentations, and events
- Space donated for coalition meetings, office space, and events
- In-kind personnel including bookkeeper, community prevention specialists, and social workers implementing prevention programming
- Promotional materials
- Law enforcement time for prescription drug disposal and compliance checks
- Peer leadership and adult volunteer instructors for Life Skills training in elementary school
- Donated ad space



Services Provided

Coalitions seek to provide or coordinate services. Services are those events that encompass two-way communication such as skill building activities and opportunities. These include classes, workshops, and screening. The coalition provided service to 7,530 people during the reporting period. All of the coalition's services provided outputs were preventative.

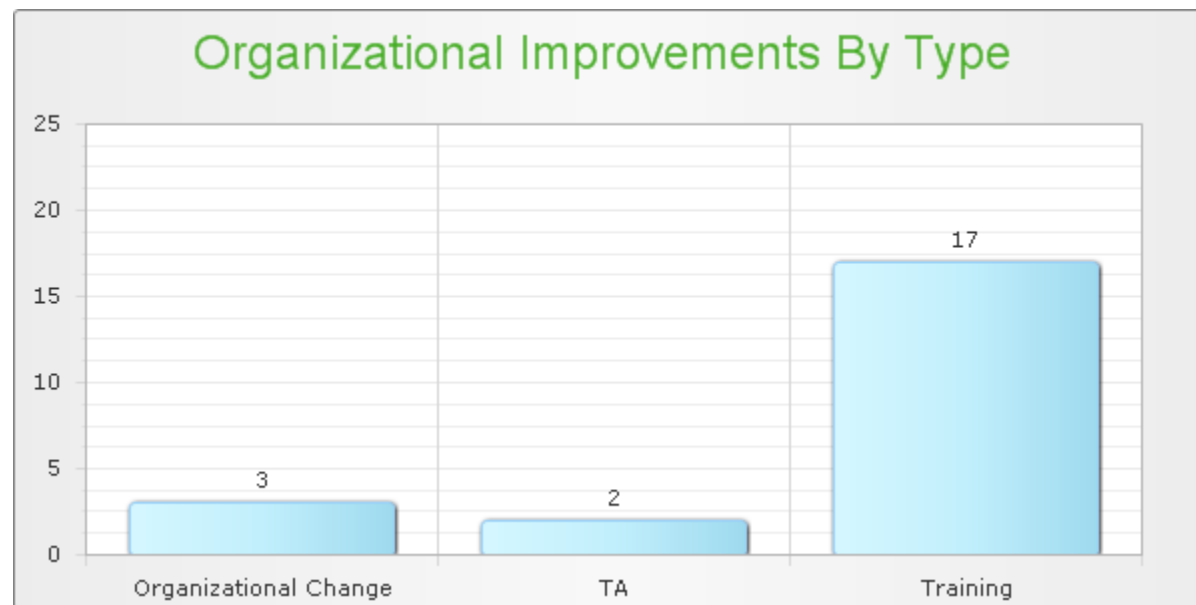
- Prescription drug take back events
- Life Skills training in elementary school
- Say NO to Drugs March
- TIPs Responsible Beverage Server Training
- Compliance checks
- Community presentations
- Above the Influence campaign
- Peer leader and adult volunteer training



Organizational Improvements

Coalitions are uniquely designed to create change external and internal to the coalition. Organizational Improvements are classified in three ways: Organizational Change; Training Attended; and Technical Assistance. Each of these is aimed at improving how the coalition functions. The coalition completed 22 organizational improvements from October 1, 2014 to September 30, 2015.

- Training, workshops, and webinars relevant to coalition issues and capacity building
- Dover Youth 2 Youth training
- Staff trained to conduct TIPs Responsible Beverage Server training
- Coalition members facilitating meetings



Contribution to Community Outcomes

Coalition action toward outcomes relates to actual changes in community conditions and behaviors. These are determined by the coalition's logic model and related indicators. At this time an analysis of contribution cannot occur.

Key Events

Key events are the events happening in the community in which the coalition operates. These key events typically occur outside the work of the coalition. Key events can be both supportive and harmful to coalition efforts. The coalition reported five key events during the reporting period, three of which did not fit the definition of a key event.

- Age to purchase tobacco raised to 21
- County-wide model to address heroin and opiate abuse with enhanced substance abuse treatment and access to extended-release naltrexone

Conclusion

Over the past year, the coalition has completed 590 outputs related to general ATOD use, underage drinking, prescription drug abuse, and marijuana use. The majority of its work has targeted underage drinking and has used the strategy of enhancing skills.

Areas of Success

The coalition has been successful in many areas from October 1, 2014 through September 30, 2015 and should celebrate these accomplishments. These successes include:

- Development of youth coalition and successful implementation of youth coalition driven activities
- Outreach to build new relationships to better serve the community
- Staff members have taken advantage of available technical assistance and training

- TIPS training
- Strong environmental strategy implementation on prescription drug abuse and marijuana
- Developing new community relationships and partnerships to increase reach in the community
- Stronger relationships with elected officials to address issues of underage drinking in the community
- Continued success engaging youth in the implementation of prevention programming
- Expanded prescription drug drop off opportunities and increased awareness of opportunities

Areas of Improvement

Despite the above successes the coalition continues to have opportunities for further development.

- Opportunities for community changes are available and the coalition should work to identify and address these issues particularly around proactive marijuana efforts.
- Coalition accomplishments may be missing in the Reach system. This may include cash funding, community changes, and policy changes. Services provided may also be missing.
- The coalition is failing to capture Key Events which are tracked to allow for alternative explanations of outcomes.
- Limited capacity building has occurred with coalition membership.

Recommendations

Over the course of the next year, it is important for the coalition to address areas of concern and challenge, and build on past successes. Recommendations for the future include:

- One of the primary recommendations is for the coalition to continue to diversify its strategy use and concentrate on implementing environmental strategies. Over the past year, the coalition has implemented strong environmental work and it is important for them to continue this focus. It is important for the coalition to review current logic models and action plans to identify opportunities to implement activities targeted community level behavior changes.

- The coalition should continue to focus its efforts on implementing community changes that target coalition priorities as established in the coalition's logic model. Both community changes and environmental strategies are the foundations for creating long-term community change. It is also important for the coalition to track and define the intended outcomes of its community actions so even if a community change does not occur there is still a record of the coalition's efforts in targeting community change. The coalition was successful at this tracking over the past year and should work diligently to ensure accurate tracking occurs in the future.
- It is also important for the coalition to continue to target its efforts. The coalition has specific and actionable logic models that should guide this work and help the coalition increase its targeted efforts. An active evaluation committee will support the coalition to keep on track and should identify areas where the coalition has gone off track.
- The key events section of Reach should be used to capture activities occurring outside the coalition's work that may impact its ability to create change in the community. Key events can be activities that may further the work of the coalition or impede its work. Examples include the passage of a policy legalizing marijuana or a grant to local law enforcement to support compliance checks. Capturing this information allows for the coalition to account for alternative explanations for its outcomes when it conducts a contribution of analysis. The coalition should focus its entries on activities external to the coalition.
- The coalition has been trained on the use of the Indicator Engine in Reaching Software and has entered a significant amount of data. ECS and the coalition should work together to ensure that data for risk factors and local conditions is collected regularly.
- Continue to develop the capacity of the youth coalition to engage in community based prevention and implement the action plan of the coalition.

- Efforts should be made to improve the capacity of coalition membership. Providing access to local, state, and national trainings as well as providing information on upcoming webinars will allow for members to grow coalition capacity. Access to webinars allows for members to gain knowledge in a convenient setting.