

# Riverhead Community Coalition for Safe and Drug-Free Youth

Summary of Accomplishments April 1, 2014-September 30, 2014

## Riverhead Community Coalition for Safe and Drug-Free Youth Summary of Accomplishments

Riverhead Community Coalition for Safe and Drug-Free Youth is actively working to reduce substance use in Riverhead, NY. This report covers activities from April 1, 2014 through September 30, 2014 available in Reaching Software data collection system as well as information available through observation. The coalition began using Reaching Software on April 1, 2014.

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 substance abuse problems of:

- General Alcohol, Tobacco, and Other Drugs (ATOD)
- Prescription Drug Use
- Underage Drinking

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 alcohol and prescription drugs in the community. Specifically the coalition has worked on addressing the following risk factors:

- Accessibility of alcohol and prescription drugs
- Lack of awareness of general ATOD and resources
- Favorable youth and parental attitudes

They have worked to address the following specific local conditions:

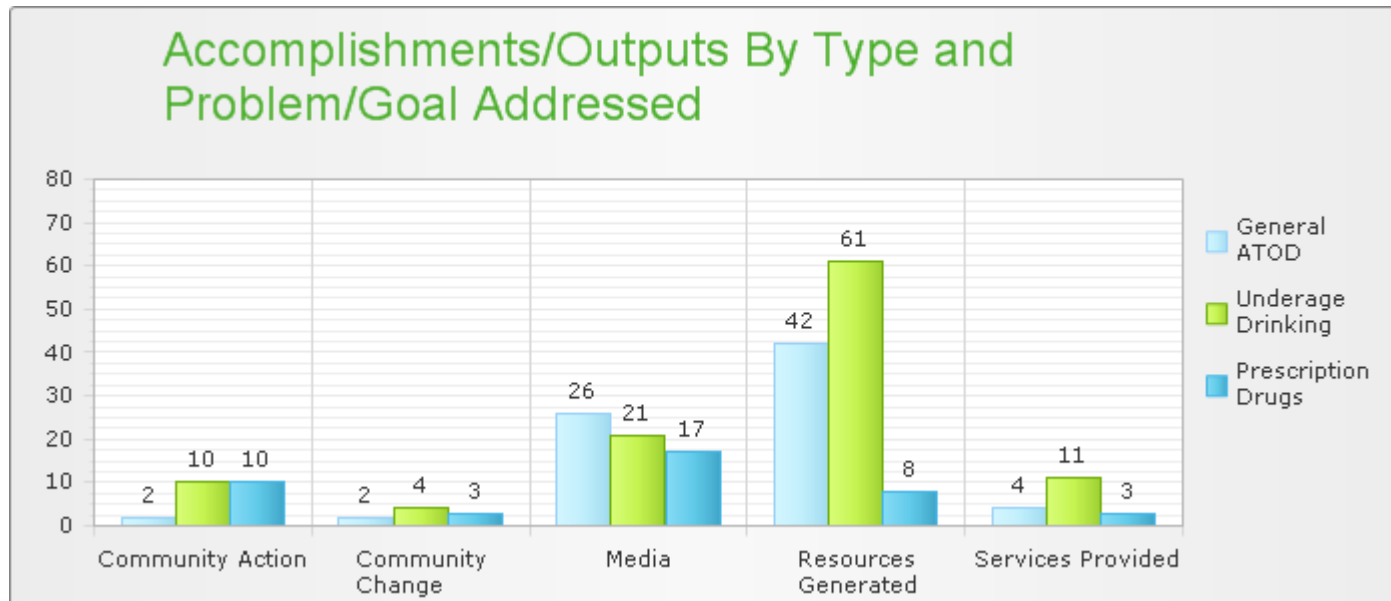
- Medications are not locked up in homes

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- Limited disposal opportunities
- Parents provide safe place for kids to drink
- Youth are accessing alcohol at community fairs and outdoor events
- Youth are accessing alcohol in homes
- Youth are accessing alcohol through retail outlets
- Youth are drinking alcohol at house parties
- Youth are drinking alcohol at parks and beaches
- Youth are getting alcohol from friends and other family members

### Summary of Accomplishments

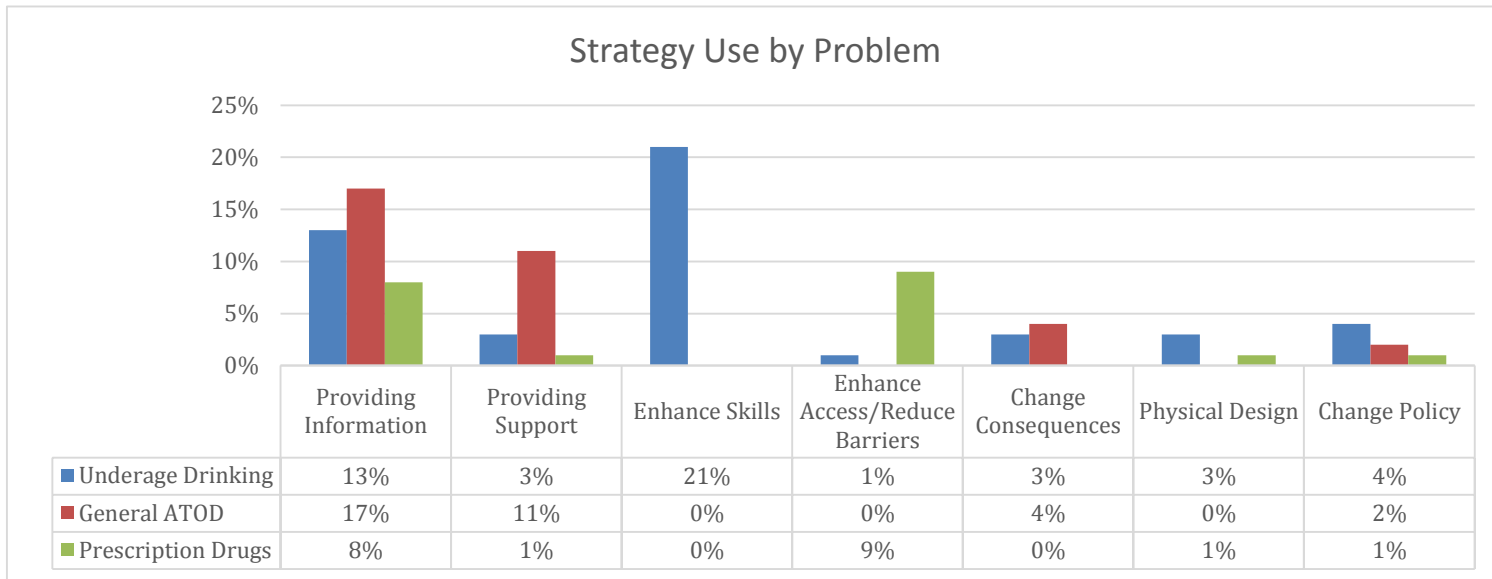
During the available data period the coalition has generated 224 accomplishments/outputs addressing a broad range of problems. Resources generated was the most common output at 50%. The highest number of outputs addressed the problem of underage drinking (reported 48%). Twenty-eight percent of the coalition’s activities used environmental strategies. The coalition also implemented 16 organizational improvements.



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### Strategy Use

The coalition engages in multiple strategies to affect its intended outcomes. Over the reporting period, the coalition has been able to engage all seven of the behavior change strategies. The most commonly used strategy was providing information (reported 38%). Twenty-eight percent of the coalition’s outputs used environmental strategies. Enhancing access/reducing barriers was the most common environmental strategy.



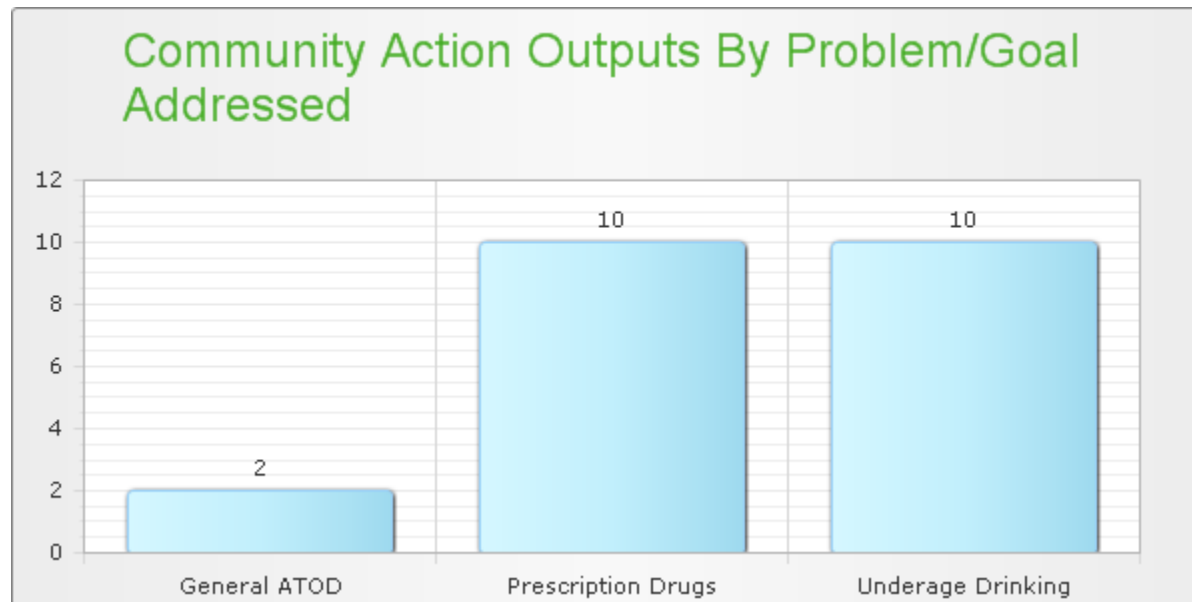
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### Community Action

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 22 community actions.

- Data gathering to change policies at public events where alcohol is sold
- Environmental scans to determine areas of focus for alcohol and tobacco policy efforts
- Advocacy efforts to ban tobacco at public parks, beaches, playgrounds, and other recreational areas
- Efforts to engage local pharmacies to encourage customers to use prescription drug drop box
- Efforts to expand Sticker Shock
- Meeting to add social host ordinance information to prom permission slip

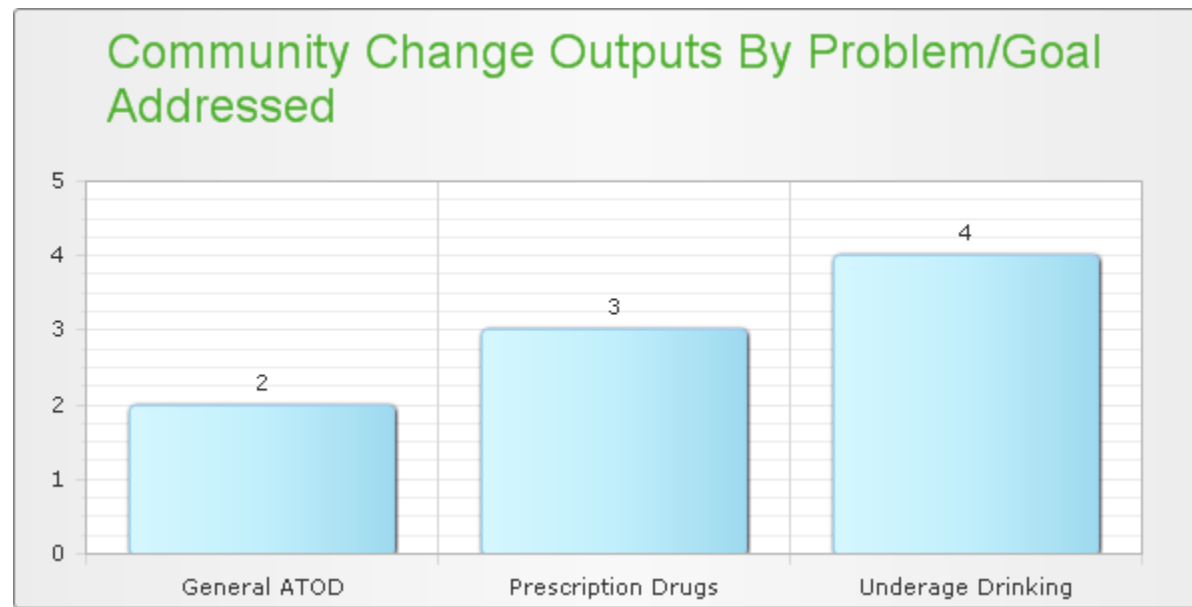


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### Community Change

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 nine community changes during the reporting period. Community changes addressed all of the coalition's target problems.

- Martin Drug and Walmart began attaching prescription drug storage, disposal, and addiction information to all prescription bags
- Permanent prescription drug drop box installed at Riverhead Police Department
- Town required local event to have separate beer tent for the first time
- Social host ordinance information added to prom permission slips
- New prom policy where attendees must take school provided transportation to the prom and not personal transportation
- New law banned tobacco use in public parks, beaches, playgrounds, and other recreational areas

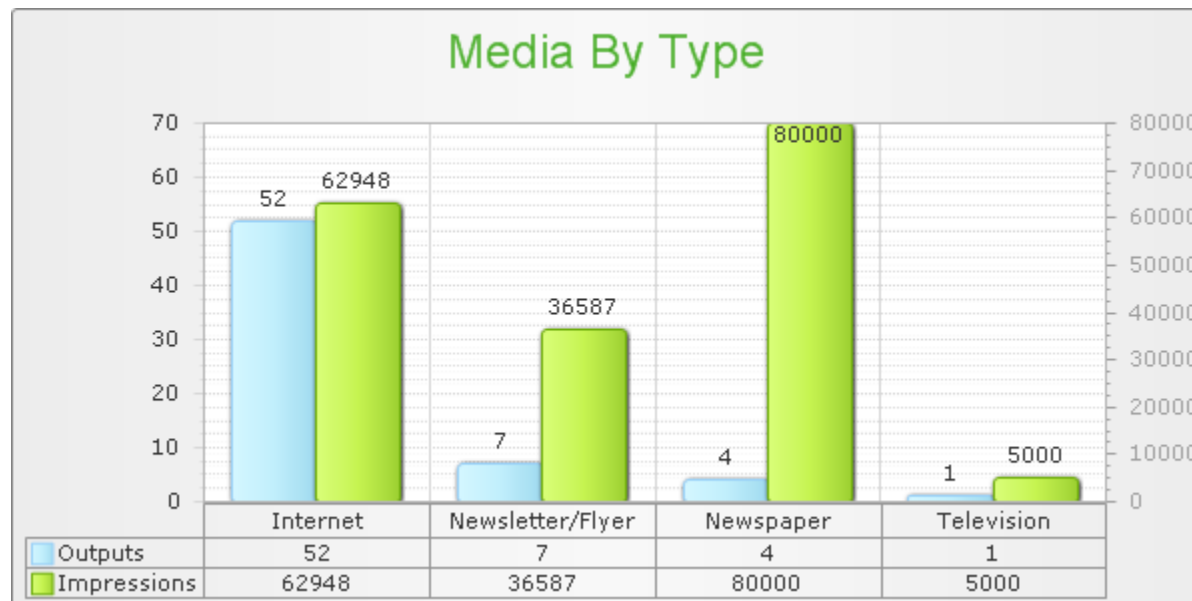


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### Media

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 184,535 media impressions through their work. The majority of outputs came through internet.

- Advertising for Drug Drop Off
- RiverheadLOCAL.com and other outlets media coverage of coalition events and issues
- Media coverage of pre-prom event
- Vimeo postings of coalition efforts
- Regular Facebook postings



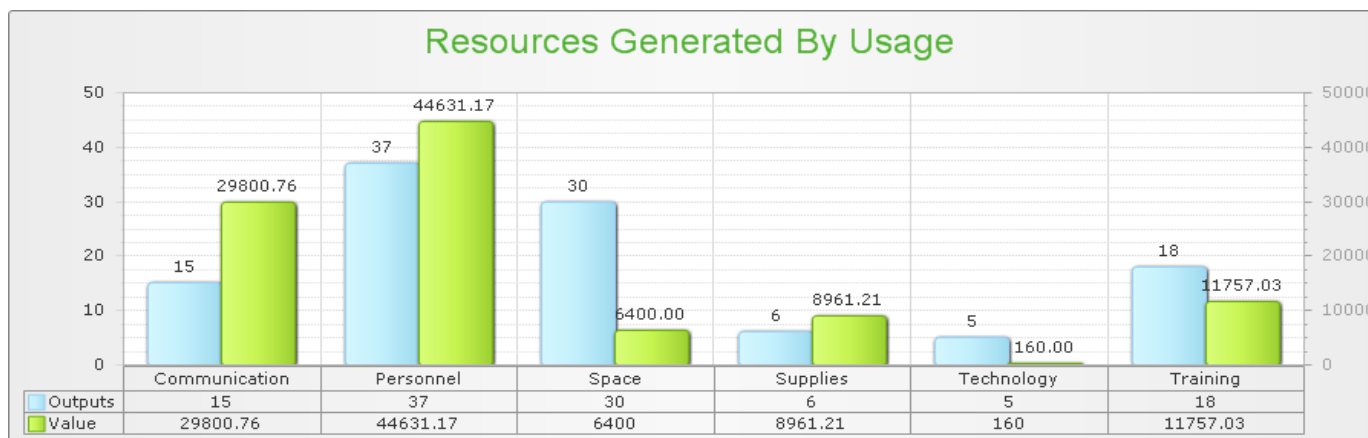
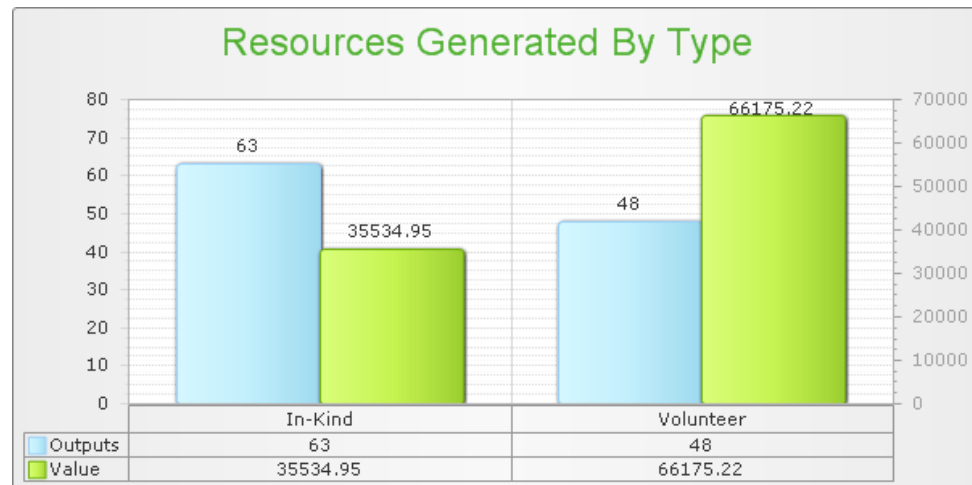


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### Resources Generated

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, gift of in-kind or volunteer hours. The coalition generated over \$101,710.17 in resources over the available data period. Outputs came from cash, volunteers and in-kind. The majority of resources were used for personnel.

- Adult and youth member participation in meetings and events including forums, environmental scans, and community events
- Donation of space, media, and technology
- Youth participation in peer leadership training
- Life Skills Training program presented by youth and adult volunteers
- In-kind match from community partners for personnel and office space

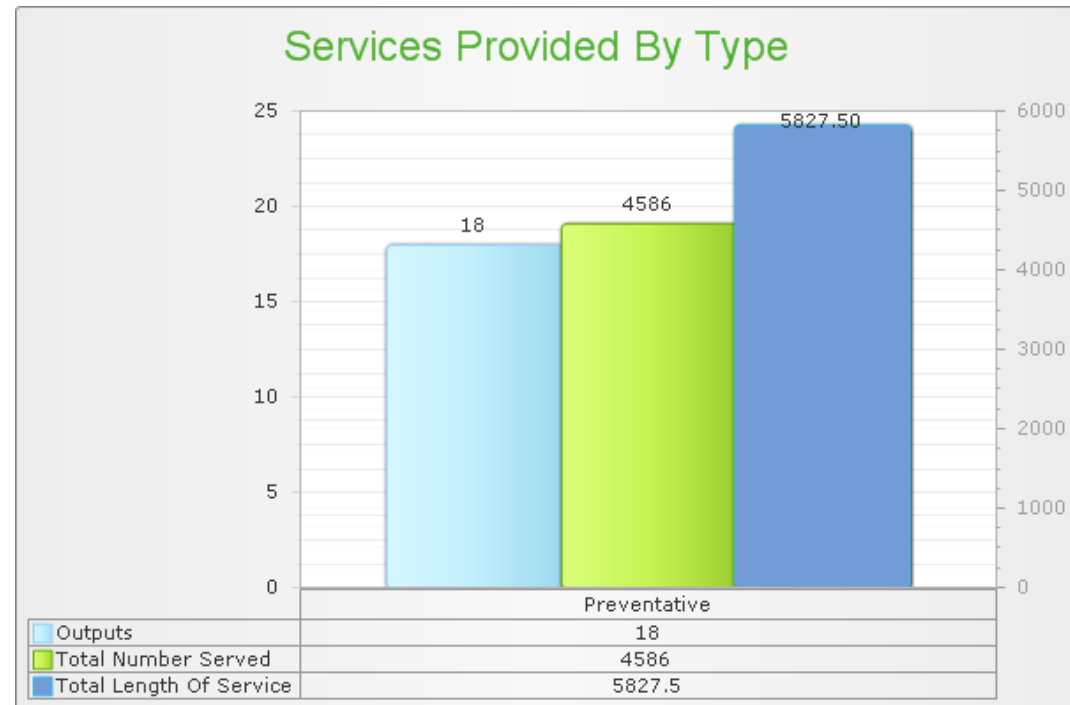


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### Services Provided

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 4,586 people during the report period. All of the coalition's services provided outputs were preventative.

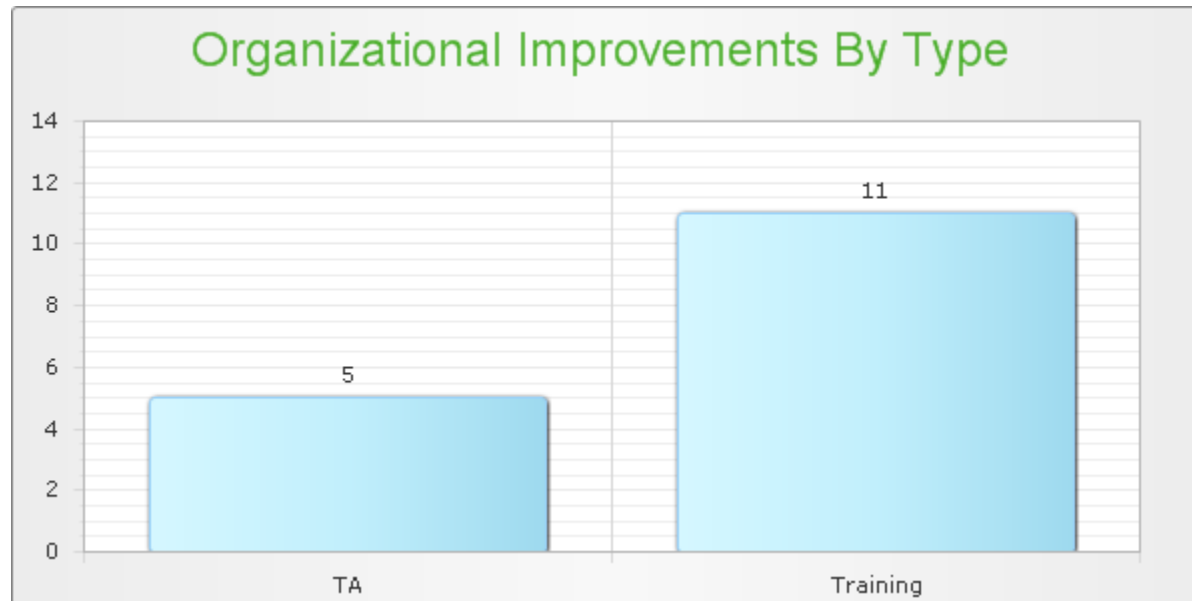
- Prescription drug take back events
- Life Skills Training with 5<sup>th</sup> and 6<sup>th</sup> graders at Pulaski Street School
- 29<sup>th</sup> Say No to Drugs March
- Peer Leader awards
- Peer Leader workshop
- PTO presentation
- Outreach at local schools



## 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 16 organizational improvements from April 1, 2014 to September 30, 2014.

- National Coalition Academy
- CADCA Mid-Year Training
- Technical assistance from evaluator and consultant
- Participation in webinars



## Contribution to Community Outcomes

Coalition action toward outcomes relate 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 cannot be conducted as coalition efforts have only recently been tracked.

## 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 key events during the reporting period.

- Suffolk County raises age to purchase tobacco from 18 to 21
- CVS stops selling tobacco products
- Riverhead ordinance bans tobacco use in parks, beaches, playgrounds, and other recreational areas

## Conclusion

Over the past year the coalition has completed 224 outputs related to general ATOD use, underage drinking, and prescription drug use.

### Areas of Success

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

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- Engagement with volunteers to plan and implement for coalition activities including youth programming and environmental scans
- Strong relationships with local media to increase media coverage of coalition efforts and activities.
- Collaboration with local schools to provide services to students and change policies around extracurricular events
- Successful advocacy efforts around tobacco use
- Partnership with local pharmacies to institutionalize providing information on prescription drug abuse

### Areas of Improvement

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

- The coalition has implemented a limited number community changes and an effort should be made to identify opportunities for new or modified work in the community that target specific local conditions.
- Coalition accomplishments may be missing in the Reach system. This may include resources generated, media, services provided, community changes, community actions, trainings and technical assistance.
- There is the need to increase the internal capacity of coalition membership through trainings and technical assistance.
- The coalition has used a limited number of environmental strategies. Environmental strategies are the basis of community level change and the coalition should reflect on those strategies as it plans its activities.

### 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. The coalition should focus its efforts on implementing community changes that target coalition priorities as established in the coalition's logic model. Both community changes and environmental

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strategies are the foundation for creating long term community change. It is also important for the coalition to track 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.

- 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. Utilizing 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 provided training for coalition staff but limited training has been provided to build the internal capacity of coalition members to engage in prevention and coalition management. It is important for the coalition to provide capacity building opportunities through sharing webinars, providing access to local, state, and national trainings, and bringing in training opportunities to the community.
- The coalition should also consider how to engage peer leaders outside their role in program implementation. This may include joining the coalition or participating in coalition advocacy efforts.
- Efforts should continue to engage key leaders and civic groups to address the issue of alcohol at community events and fairs.
- The coalition should make efforts to celebrate its successes both internally and within the community at-large.