

Riverhead Community Coalition for Safe and Drug-Free Youth

Annual Evaluation Report 2015-2016

RIVERHEAD

*Community Coalition for
Safe and Drug-Free Youth*

Riverhead Community Coalition for Safe and Drug-Free Youth is actively working to reduce substance use in Riverhead, NY. This report covers activities from October 1, 2015, through September 30, 2016, 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 year, the coalition has focused on the substance abuse problems of:

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

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 prescription drugs, marijuana, and underage drinking in the community. Specifically, the coalition has worked on addressing the following risk factors:

- Lack of Awareness of General ATOD
- Accessibility of marijuana
- Availability of prescription drugs
- Availability of alcohol to youth
- Favorable parental attitudes towards underage drinking

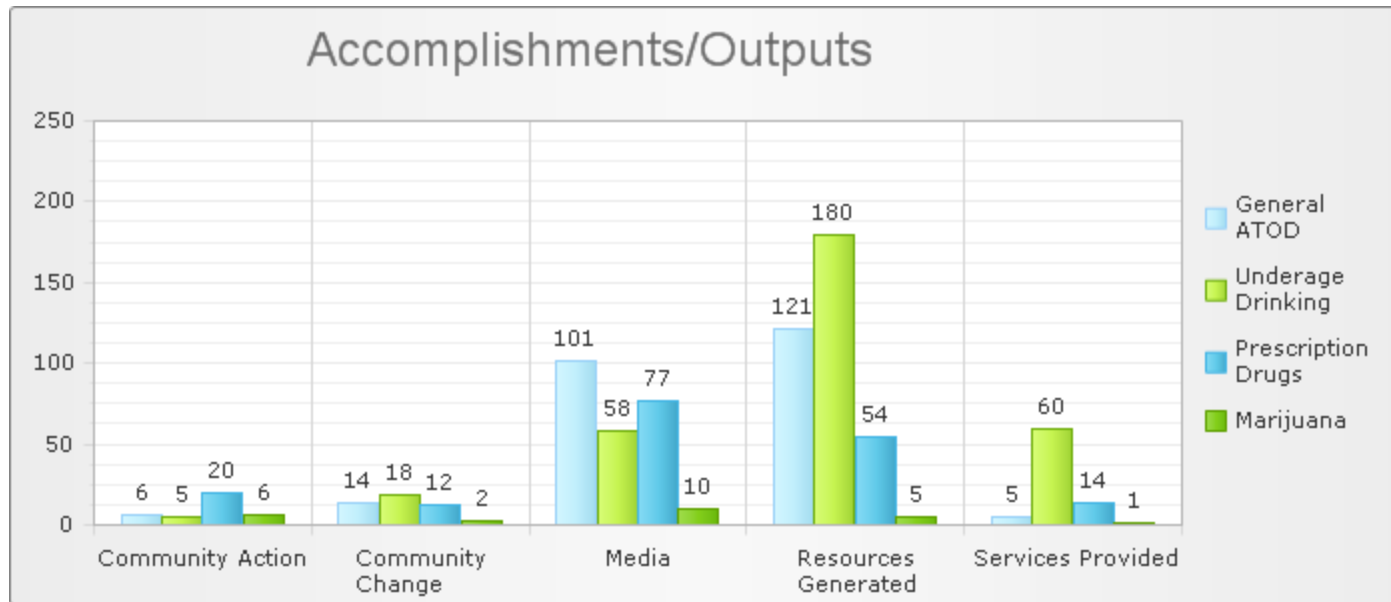
- Favorable youth attitudes towards underage drinking
- Low perception of risk of prescription drugs

They have worked to address the following specific local conditions:

- Marijuana dispensary
- Limited comprehensive drug education within the community
- Limited disposal opportunities
- Medications are not locked up in homes
- 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 getting alcohol from friends and other family members
- Other

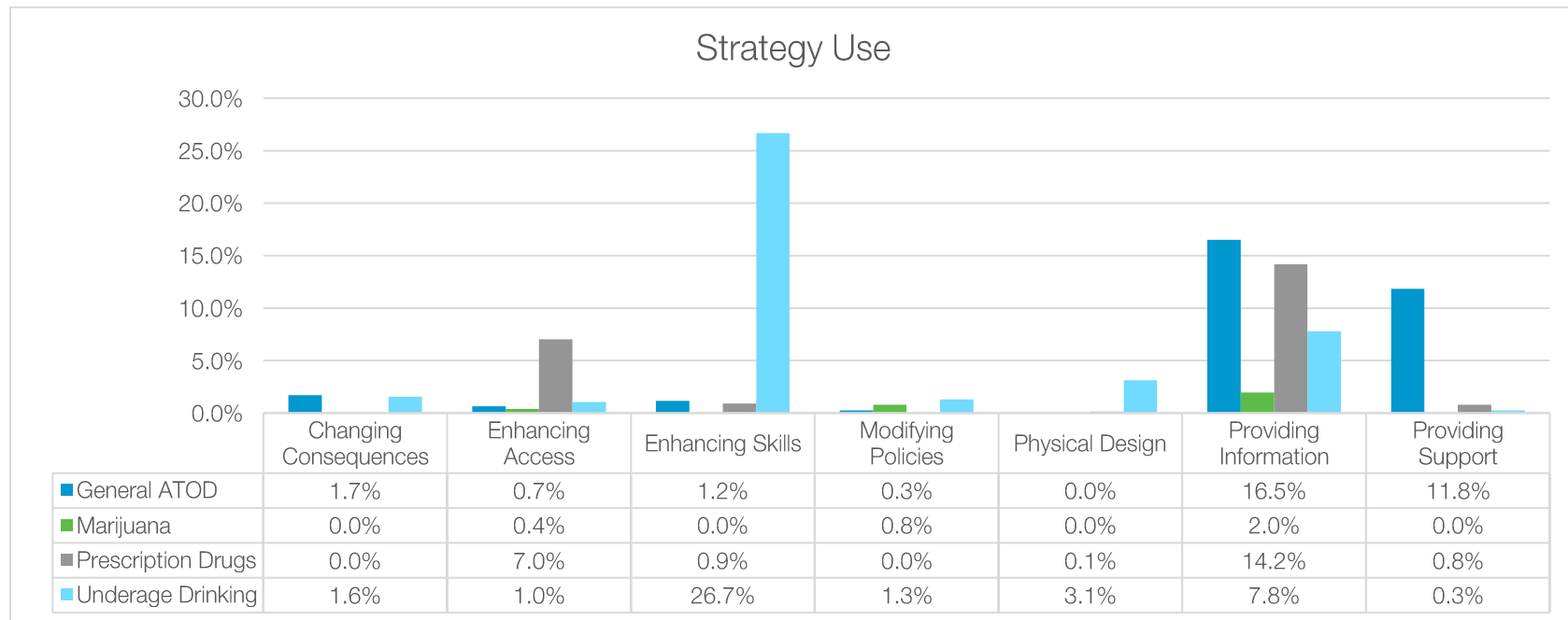
Summary of Accomplishments

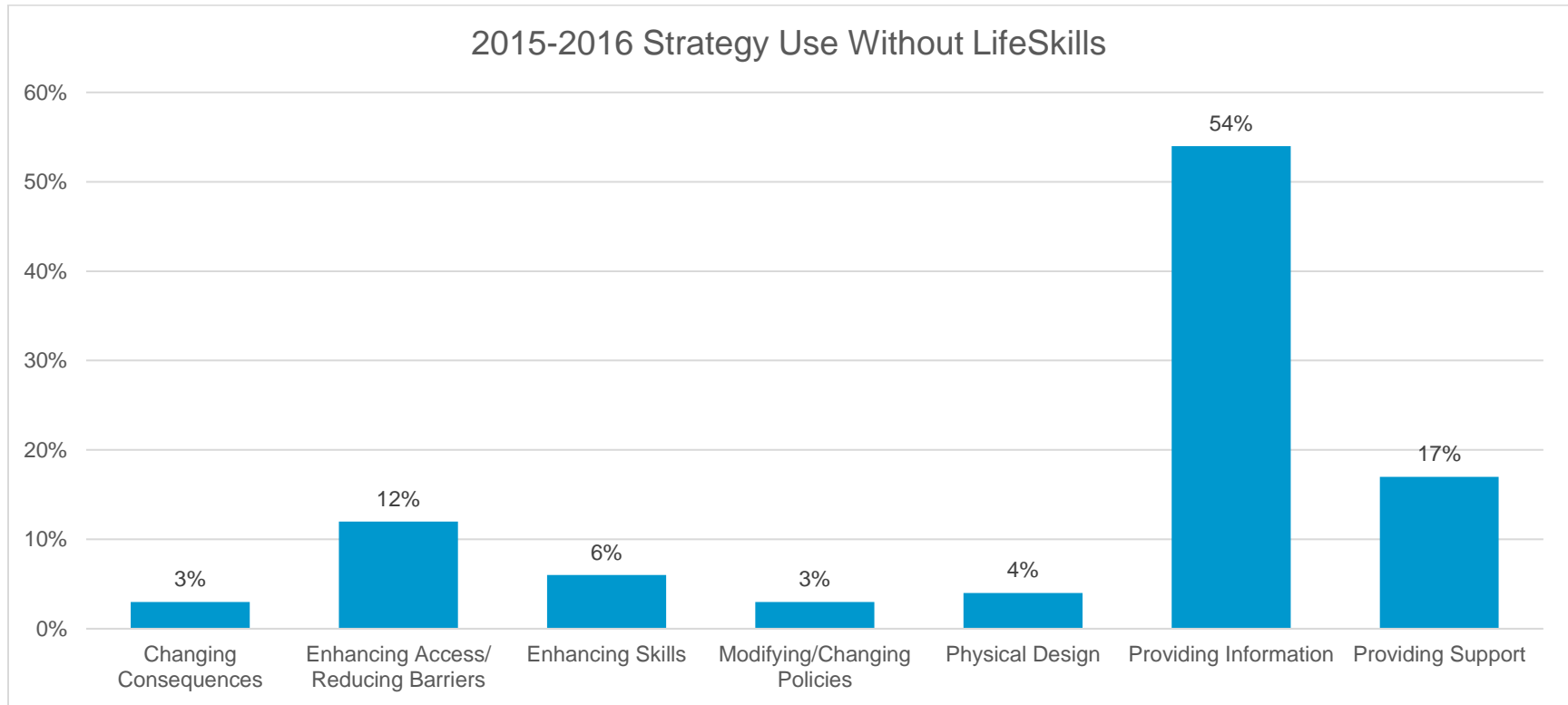
During the available data period, the coalition has generated 769 accomplishments/outputs addressing a broad range of problems. Resources generated were the most common output at 46.8%. The most common problem addressed was underage drinking (reported 41.7%). Seventeen point nine percent of the coalition’s activities used environmental strategies. The coalition also implemented 11 organizational improvements.



Strategy Use

The coalition engages in multiple strategies to affect its intended outcomes. Over the reporting period, the coalition engaged in seven of the seven behavior change strategies. The most commonly used strategy was providing information (reported 40.4%). Seventeen point nine 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 prescription drugs. When subtracting efforts related to the implementation of LifeSkills programming 22% of the coalition’s work focused on environmental strategies.

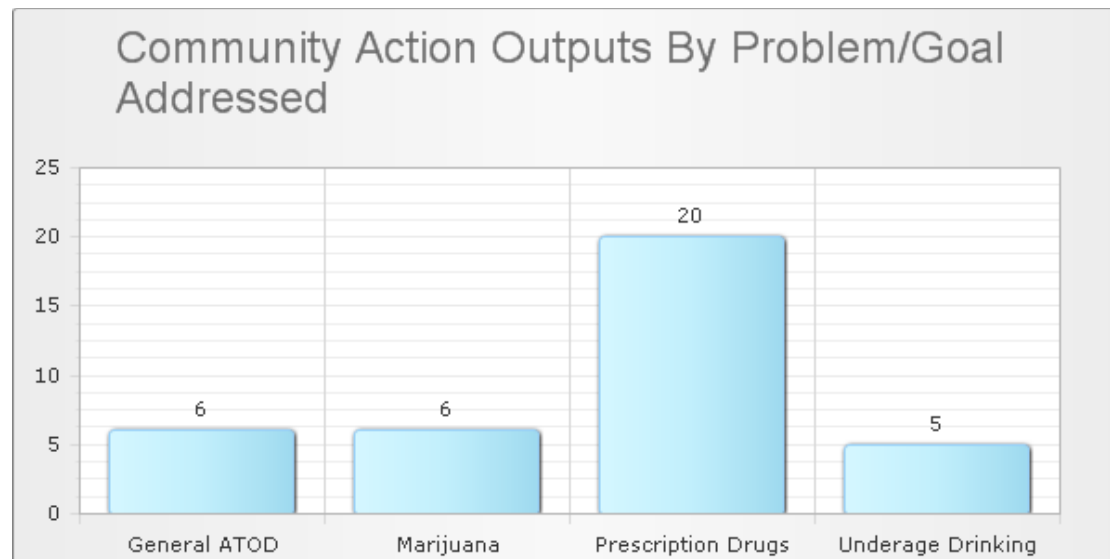




Community Action

As coalitions are uniquely designed to create change, they must act 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 37 community actions.

- Efforts towards recruiting new members
- Work towards a new collaboration with the school Athletic Department
- Progress in partnering with the Town of Riverhead to host a take back day
- Advocacy work opposing marijuana dispensaries
- Work towards changes for the alcohol policy for the county fair
- Efforts towards putting up banners in Tanger Outlets for the first time
- Planning to do Sticker Shock events at new retailers



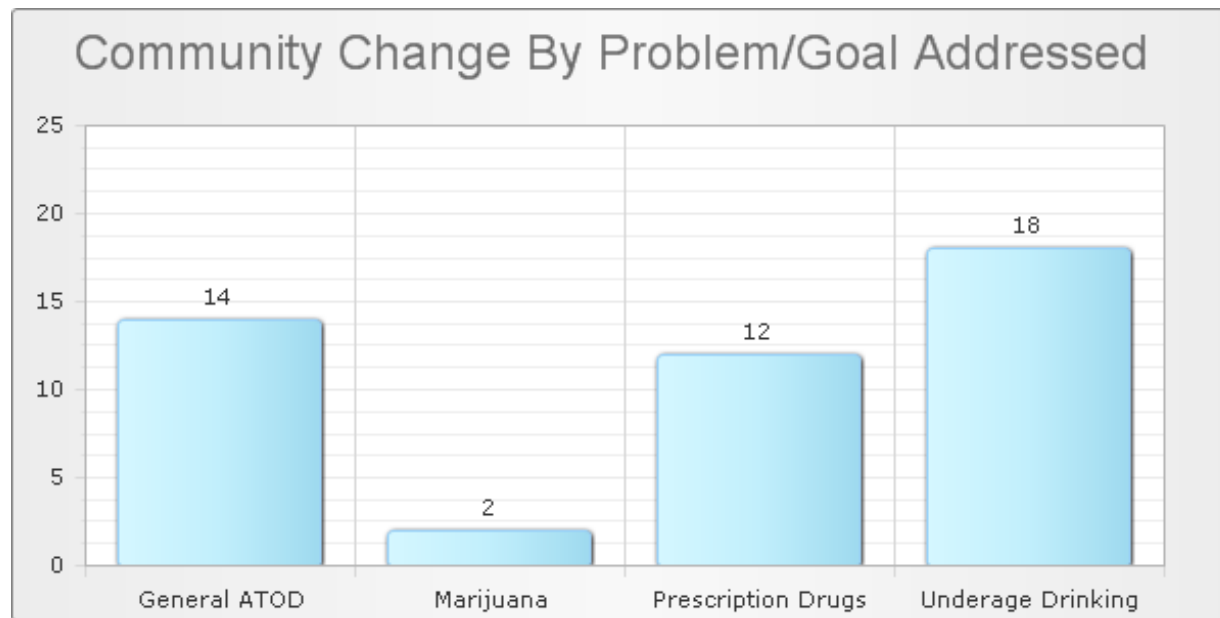
Community Change

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 46 community changes during the reporting period.

Community changes addressed all the coalition's target problems.

- Partnerships with area schools and businesses to display Back to School posters with prevention messages
- First time using a moving billboard to display Back to School ad
- New partnership with Dover Youth to Youth to train youth in how to recruit new members and speak effectively in front of audiences
- New partnership with Welcome Wagon to send new homeowners information about the coalition and to let them know they will receive a blanket if they stop by the office to learn how to become involved with the coalition
- Riverhead Recreation included information about underage drinking and marijuana use in their Spring/Summer brochure for the first time
- Provided Spanish Workbooks and a Spanish-speaking volunteer presenter for Life Skills to a class of ESL students
- New partnership with Riverhead Recreation Department to provide free transportation for youth to the radio station to record PSAs
- Town Board approves new site for medical marijuana dispensary away from high school
- New partnerships with Peconic Bay Medical Center to host an opioid-specific Substance Abuse Awareness Day as well as a Medication Take Back Day
- First ever Medication Take Back Road Trip to pick up medications from seniors
- New partnership with the Town of Riverhead to hold a Take Back Day in conjunction with town's Stop Throwing Out Pollutants Day
- New partnerships with organizations to provide information to community about the Medication Drop Box

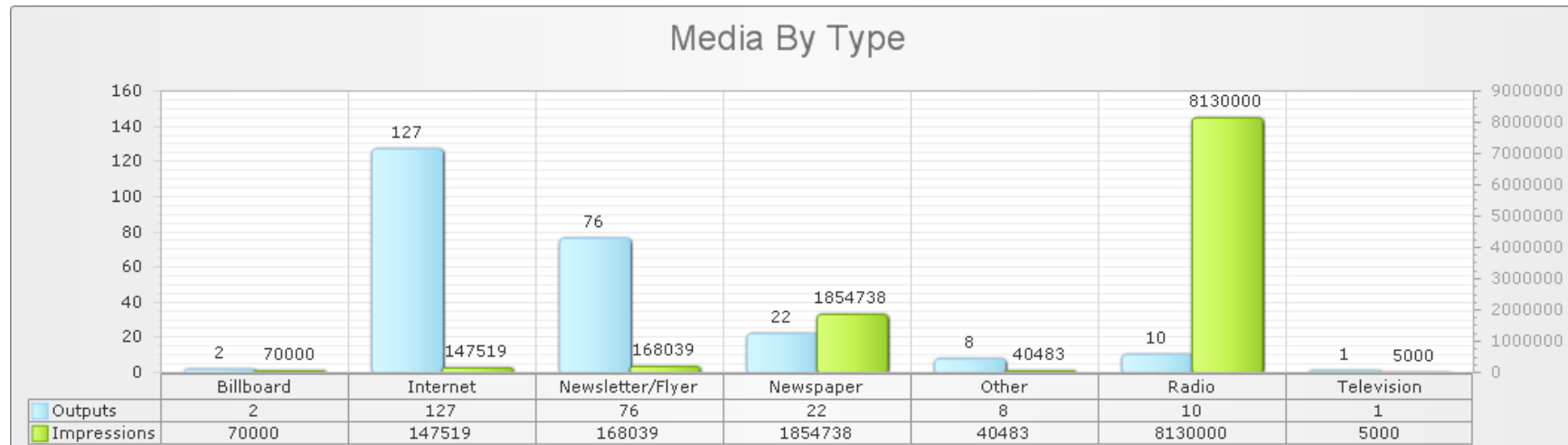
- First time recording PSAs with youth at the radio station to be played on air.
- New Alive on 25 festival held. Organizers put up signage about safe alcohol environments, had all servers TIPS trained, and all alcohol service was done in an enclosed area
- New partnership with radio station to put out message about Social Host law, both in English and Spanish
- New businesses participate in Sticker Shock
- New alcohol policies for the County Fair were adopted. Changes were related to all pertinent businesses in person by Lt. Lessard



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 10,415,779 media impressions through their work. Most impressions came through radio. The most outputs came through the internet.

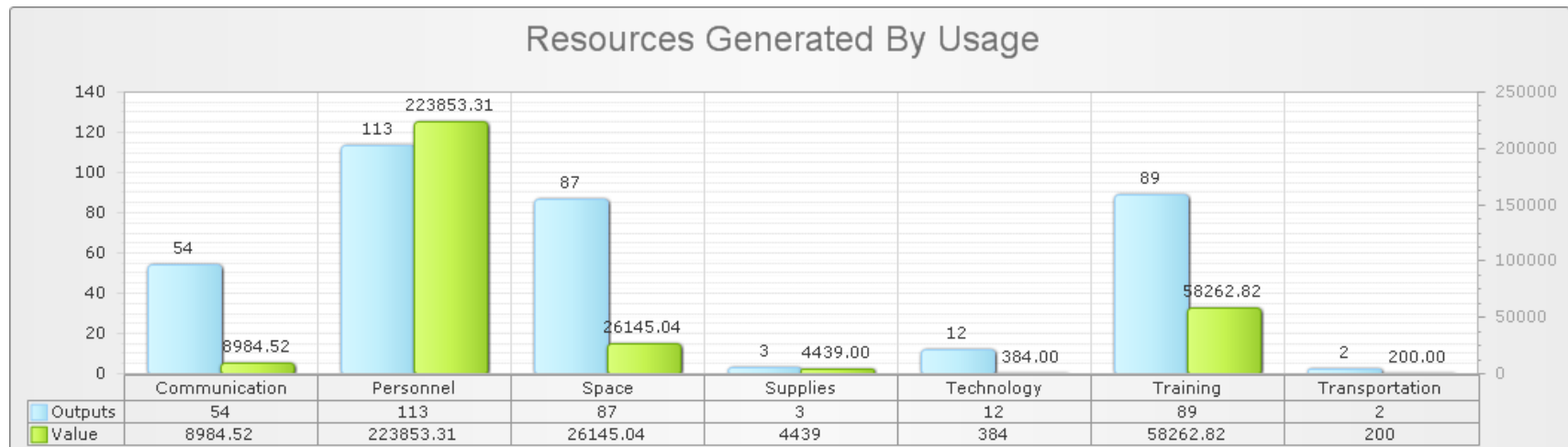
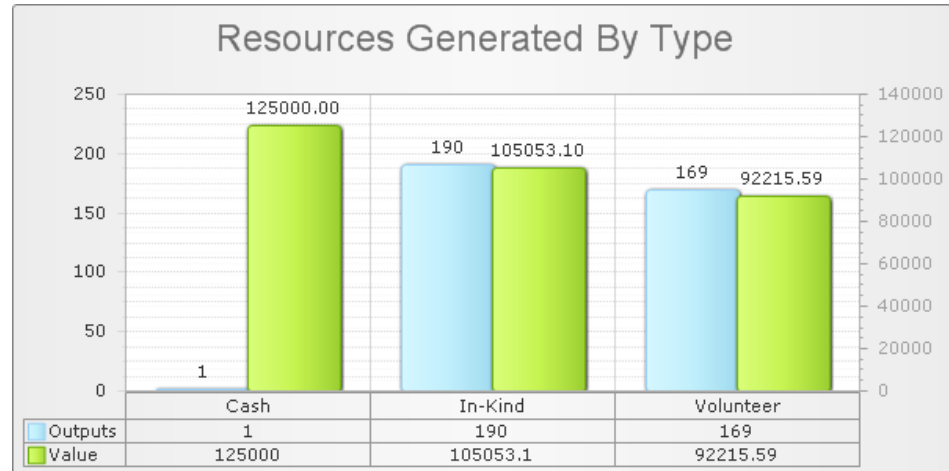
- Back to School billboards
- Social media and website posts about prevention issues and coalition activities
- Brochures and flyers about the coalition and coalition events
- Ads in area church newsletters, local newspapers, and the big screens
- Articles about coalition events in local newspapers
- Stickers for Sticker Shock
- Radio PSAs and ads about Social Host Law
- Video about Sticker Shock featured on Town Board television channel



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, the gift of in-kind, and volunteer hours. The coalition generated over \$322,268.69 in resources over the available data period. Outputs came from cash, volunteers and in-kind. Most funding was used for personnel.

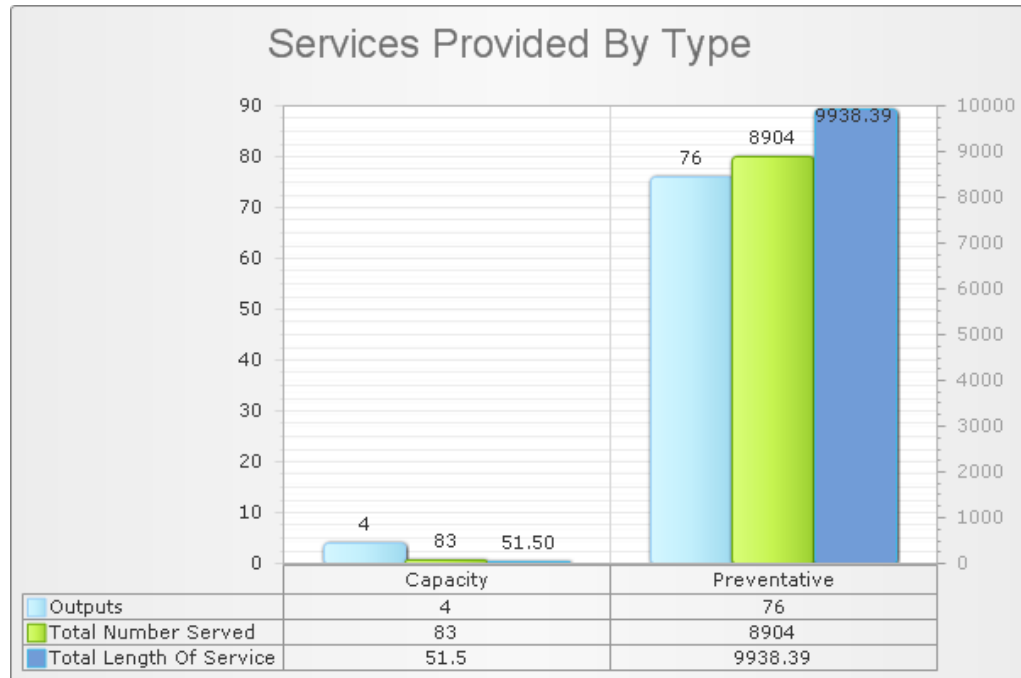
- Adult and youth coalition members' participation in meetings, presentations, and events
- Space donated for coalition meetings and events
- Donation of space in local newspaper
- Implementation of programming
- Grant funding



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 8,987 people during the reporting period. Most the coalition's services provided outputs were preventative. The number served without LifeSkills programming was 1,699.

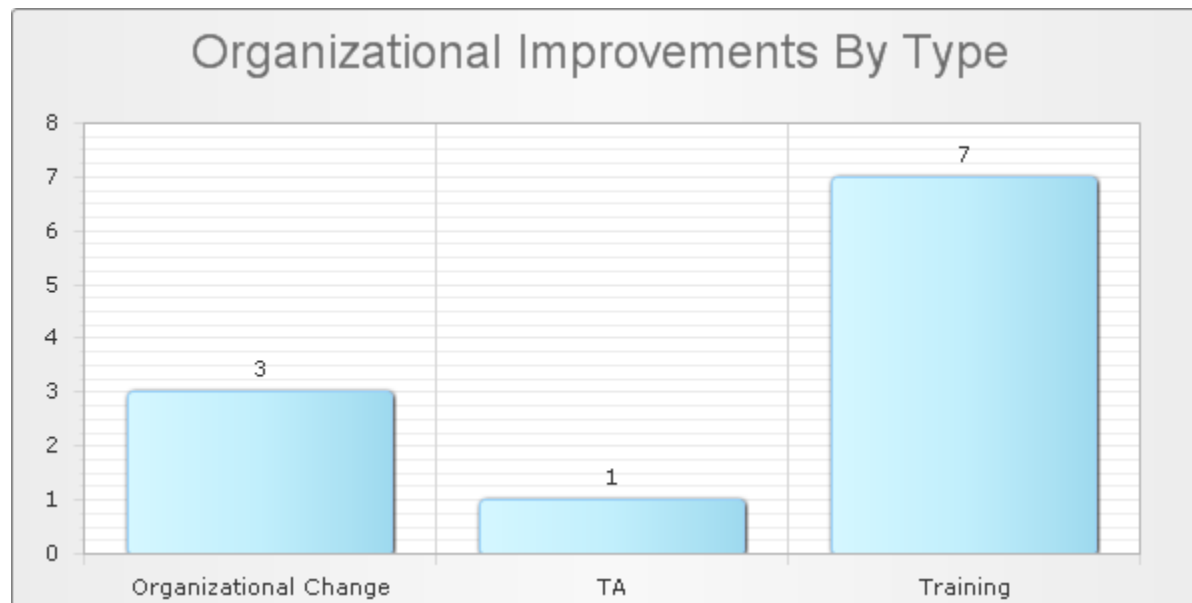
- TIPS training
- Talks given to community members about the coalition
- Presentations given about medical marijuana and the effects on community
- Annual Say NO to Drugs March
- Meet & Greet at the Riverhead Firehouse
- Tabling events at open houses
- Presentations to the community on safe disposal of medication
- Medication Take Back Days
- Alcohol compliance checks and distribution of information packets and certificates of achievement to retailers
- Guidance given to Alive on 25 planning committee to ensure fair is a responsible alcohol serving environment
- Life Skills training for 5th and 6th graders
- High School Peer Leadership training



Organizational Improvements

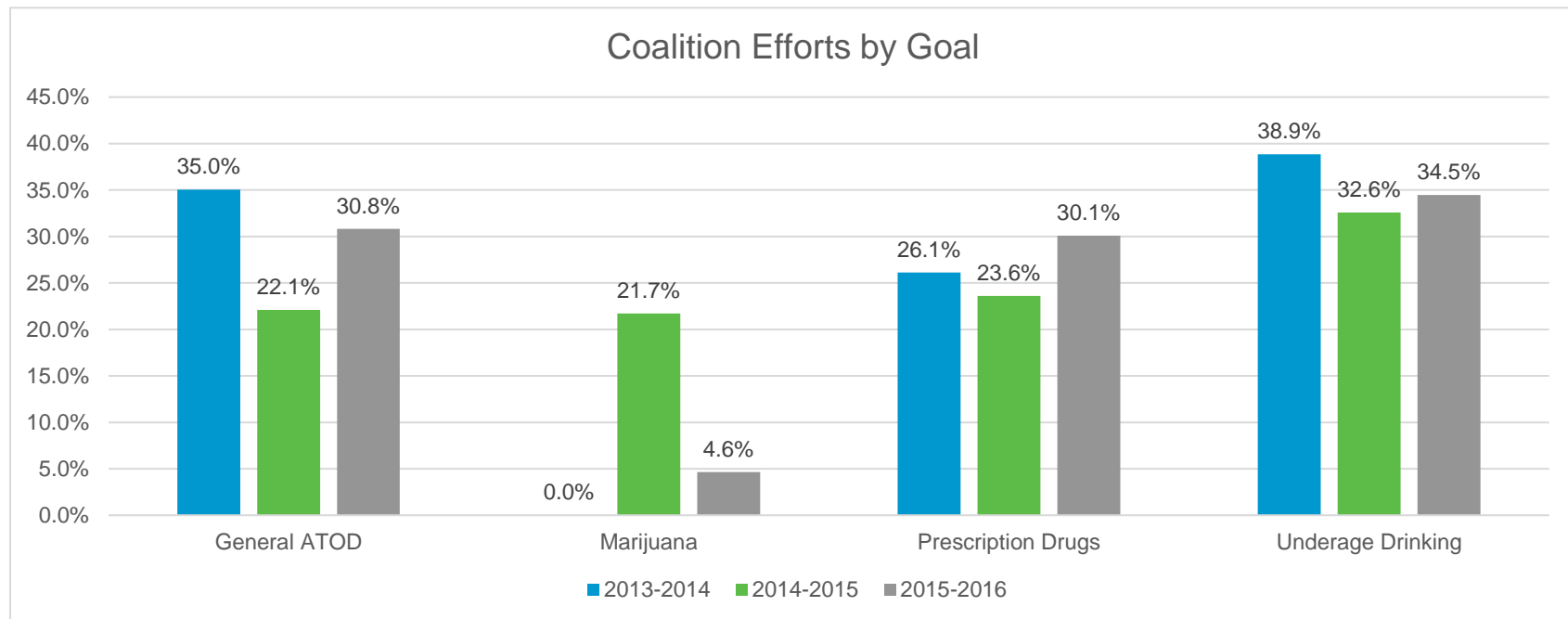
Coalitions are uniquely designed to create change external and internal to the coalition. Organizational Improvements are classified in three ways: Organizational Change; Training Attended; and Technical Assistance. Each of these is aimed at improving how the coalition functions. The coalition completed 11 organizational improvements from October 1, 2015 to September 30, 2016.

- Training relevant to coalition issues and capacity building
- Technical assistance received from ECS during site visit
- Launch of new, more user-friendly website
- Planning of execution of certain activities moved from staff-driven to volunteer-driven

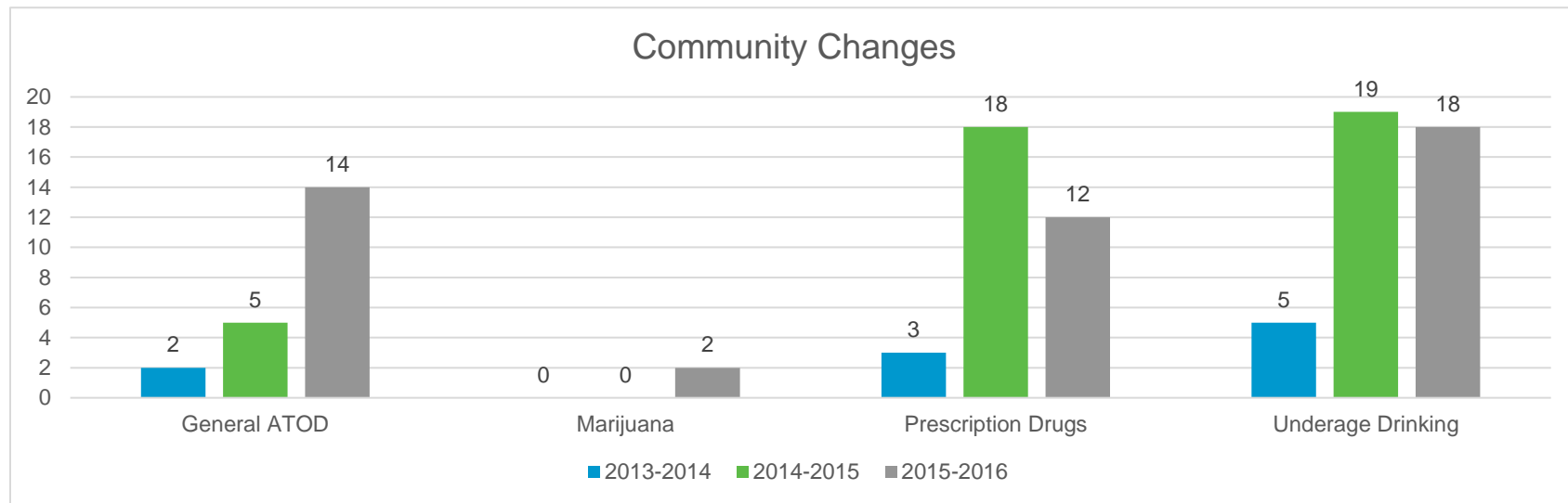


Relationship of Past Work

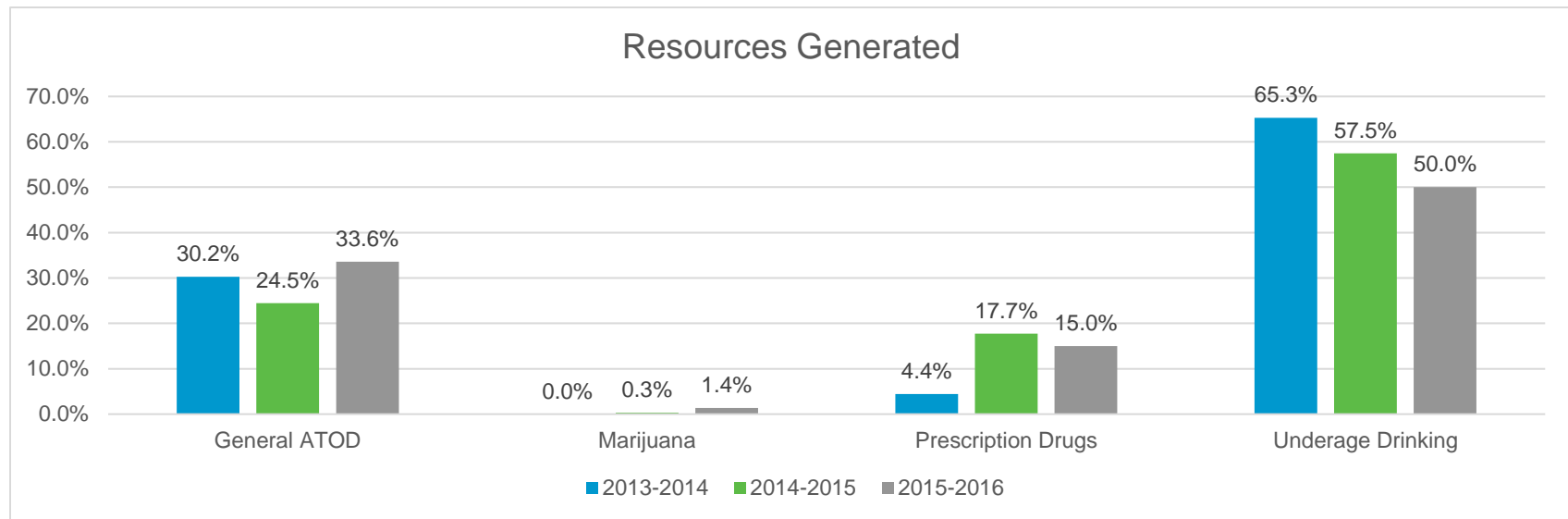
As the work of the coalition improves, it becomes more targeted to specific outcomes. The intent of the evaluation methodology focusing on what the coalition is doing is to provide insight into whether the work is going to affect their intended outcomes. By looking at a multi-year comparison i.e. October 1, 2014-September 30, 2015 related to October 1, 2015-September 30, 2016 assumptions on the focus of the work can be made. The following table details efforts (outputs) related to the long-term outcomes of the coalition not including resources generated.



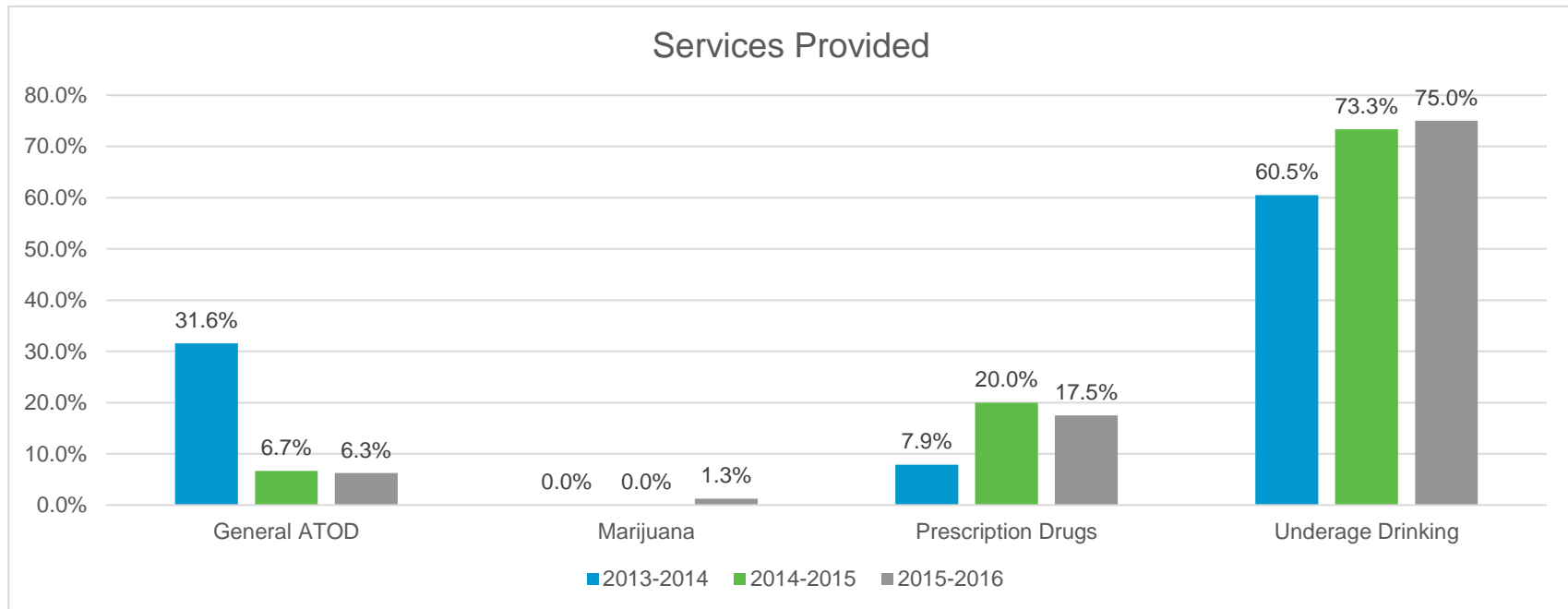
Community Changes are the specific changes in policy, practice or program in a community. These determine the coalition efforts to environmental and institutionalized changes in the community which often lead to changes in behavior. It is important to track these as they are a key component of the analysis of contribution. The coalition has increased the number of Community Changes since last year and increased the number of community changes focused on the broad category of General ATOD versus problem specific changes.



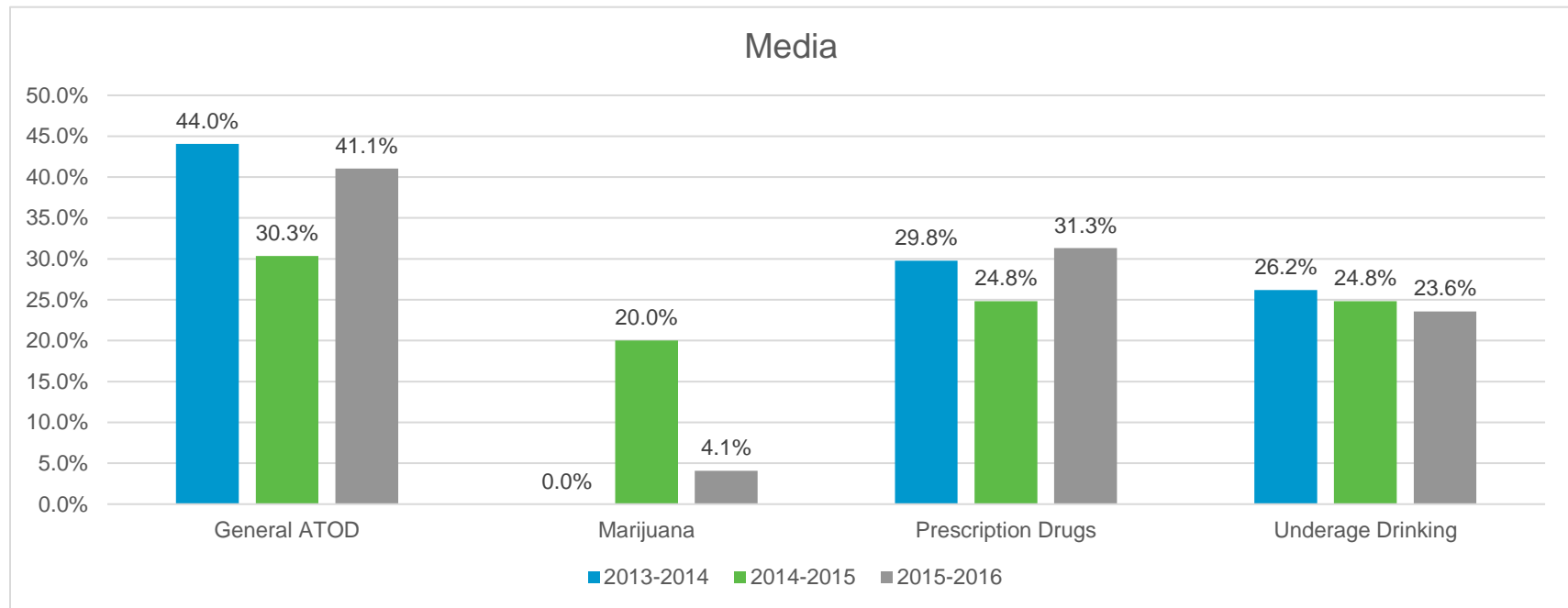
Generally, resources are generated to address multiple issues. When the coalition is being more targeted in their work, they tend to seek and dedicate resources to those priority areas. The following table shows the change in investment by the coalition over the compared reporting periods.



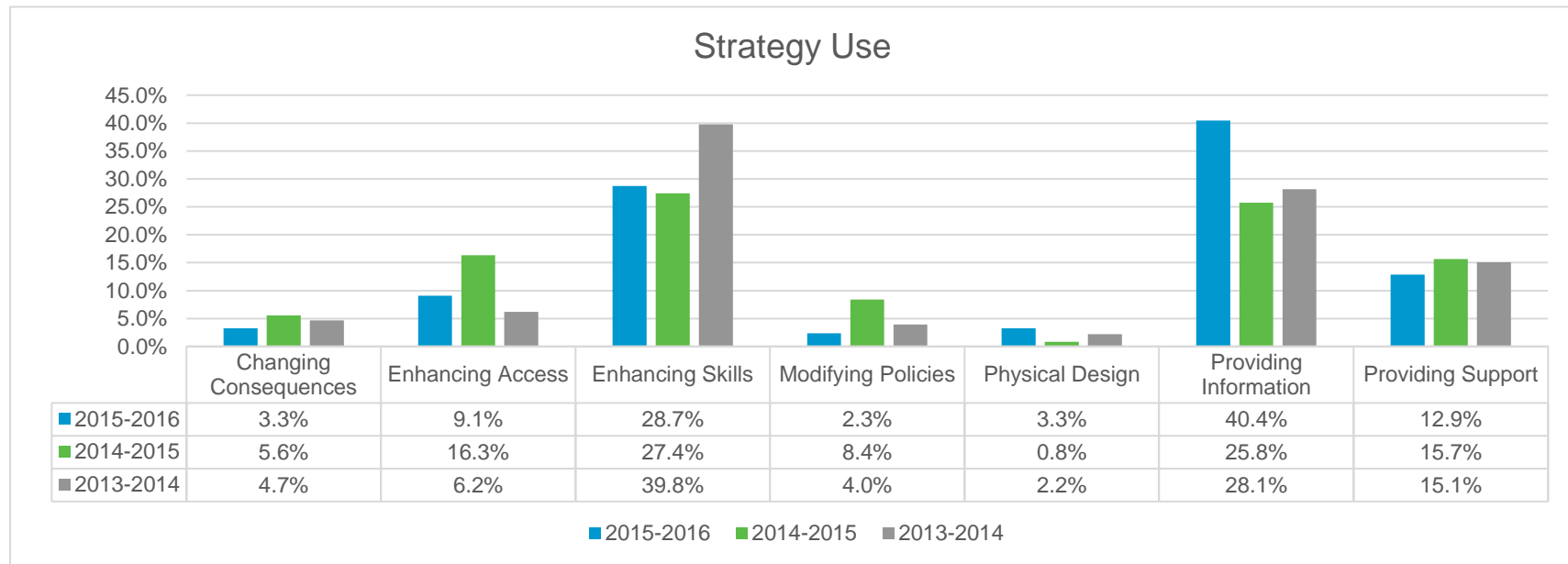
The coalition has continued to focus its services provided to specific problems instead of educating the community on the broader issue of General ATOD use.



The coalition has become less specific in its media work since last year with increasing attention given to general ATOD instead of specific problems.



Coalition efforts are tracked by the type of strategy they utilize in reaching their goal. There are seven strategies of community change. While it is important to use multiple strategies to address singular problems and goals research indicates that a concentration on the environmental strategies of changing/modifying policies, enhancing access/reducing barriers-enhancing barriers, reducing access, changing the physical design and changing consequences leads to a greater change of behavior change in the target community. The coalition has decreased its use of environmental strategies from 31.1% in 2014-2015 to 17.9% in 2015-2016. This decrease is a concern and indicates an increase in efforts targeting individuals and not the entire community.

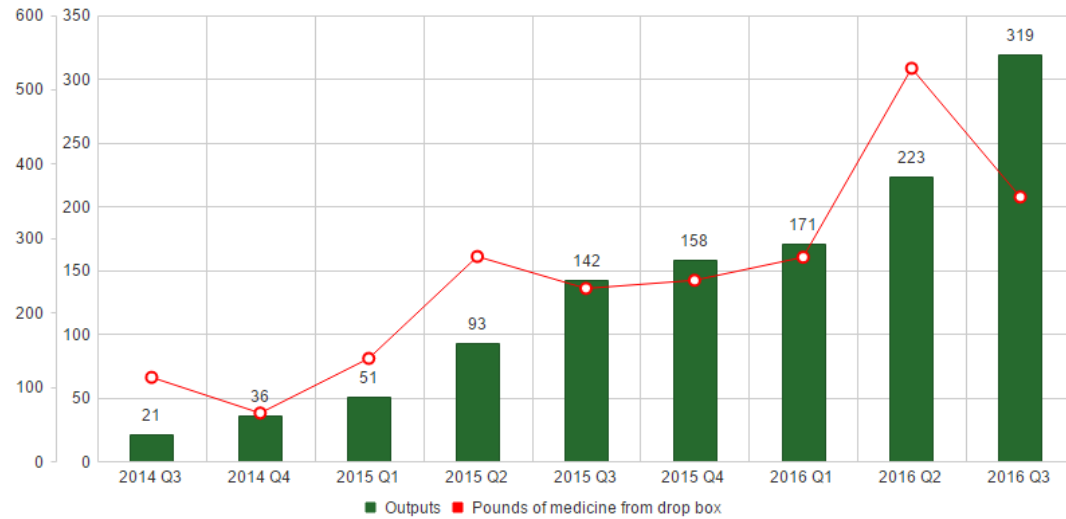


Contribution to Community Outcomes

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. The following section details the work of the coalition as it relates to changes in the intended outcomes.

Overall, there has been an increase in the number of pounds collected since 2014. However, there was a decrease in the amount collected in quarter 3 of 2016 than quarter 2. This is due to a take back event held in quarter 2.

Pounds of Rx Drugs Collected



| Results | | |
|---------|---------|----------------------------------|
| When | Outputs | Pounds of medicine from drop box |
| 2014 Q3 | 21 | 112.5 |
| 2014 Q4 | 36 | 64.5 |
| 2015 Q1 | 51 | 138 |
| 2015 Q2 | 93 | 275 |
| 2015 Q3 | 142 | 232 |
| 2015 Q4 | 158 | 243 |
| 2016 Q1 | 171 | 274 |
| 2016 Q2 | 223 | 528 |
| 2016 Q3 | 319 | 355 |

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 9 key events during the reporting period.

- Columbia Care, one of NY's Medical Marijuana ROs campaigns for medical marijuana
- Riverhead Town Board votes against a medical marijuana dispensary moratorium
- Local physician assistant and Southampton Town Board member arrested for prescription-pill ring distributing oxycodone
- Columbia Care opens medical marijuana dispensary
- NY state passes law requiring doctors to write all prescriptions electronically and transmit them directly to the pharmacy
- Suffolk County Legislature bill is introduced and passes to amend Social Host Law, strengthening it

Conclusion

Over the past year, the coalition has completed 769 outputs related to general ATOD use, underage drinking, marijuana use and prescription drugs. Most 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, 2015 through September 30, 2016 and should celebrate these accomplishments. These successes include:

- Strong efforts in educating the public about the coalition and recruiting new members.
- Staff members have taken advantage of available technical assistance and training.

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- Continued dedication to engage community youth in coalition work.
- Engagement with local festival to address best practices for alcohol sales.
- Continued success in drug take back efforts, including dedication to educating little served areas of the population and making medicine return accessible to everyone.
- Increased engagement with local leaders to implement policies changes.
- Utilization of youth coalition members to implement environmental strategies and educate their peers and community on coalition related issues.
- Strong media outreach via multiple mediums.
- Successfully fundraised to expand alcohol related efforts into new communities.
- Partnerships to support underserved populations in the community.
- Increase in the pounds of prescription drugs disposed of in the catchment area.

Areas of Improvement

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

- The coalition had a great deal of success in implementing community changes. Opportunities for community changes are still available and the coalition should continue to work to identify and address these issues.
- The coalition demonstrated a decrease in the number of environmental strategies used since last year.
- Much of the work continues to be staff led and driven.
- Limited training and technical assistance for coalition members.
- A decrease in the focus of media on specific logic models.

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 strategies are the foundations 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.
- The coalition has been trained on the use of the Indicator Engine in Reaching Software. They should continue to update data for local conditions and risk factors as the majority of up to date data is used to measure changes in the problem behavior. New student survey data is available and the coalition should work with their evaluation team to update indicators.
- Review existing logic models to determine areas of needed change and identify if the coalition's work is targeting the priorities they set with their logic models.
- Begin the revision of the coalition's sustainability plan. This may include the development of an ad-hoc committee of members interested in sustainability.
- Work towards having coalition meetings be led by coalition members with members taking the initiative to direct and guide the work.
- Continue to work to build new partnerships and expand those partnerships into active coalition members.
- Update Coalition Involvement Agreements to develop institutional relationships that withstand staff turnover.