

Comprehensive Community Action Plan

St. Lucie County

FINAL

<p>Problem Statement: St. Lucie County middle school-age youth are exhibiting several delinquent behaviors due to underage drinking. According to the 2006 Florida Youth Substance Abuse Survey, 12% of 10-14 year-olds reported binge drinking. Of those who drink, 45.8% reported skipping school. Of those skipping school, many are arrested during school hours for disorderly conduct, disturbing the peace, and battery.</p>		
<p>Goal 1: To reduce delinquent behaviors during school hours and increase school attendance of middle school-age youth in the Hope Square Mile, specifically in the following schools: Dan McCarty Middle, Lincoln Park Middle, and Forest Grove Middle.</p>		<p>Long Term Outcome 1: By 2012, there will be a 5% reduction in truancy and delinquent behaviors of middle school-age youth due to underage drinking during school hours in St. Lucie County.</p>
Objectives	Short term Outcomes (change in local contributing factor) 3 to 12 months	Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months
<p>Intervening Variable: Social Access Contributing Factors: Youth who drank in the past 30 days found it “very easy” to get alcohol. Older siblings or other relatives, of-age friends, provide alcohol and drink in parent’s home.</p> <p>Objective 1: By 2010, increase parent awareness of the consequences of underage drinking as it relates to truancy.</p>	<ul style="list-style-type: none"> • Increased parental awareness of truancy as a consequence. • Increased parental awareness of truancy laws and possession of alcohol. • Increased parental awareness of delinquent behaviors as a consequence. 	<ul style="list-style-type: none"> • Increase parent knowledge of the relationship between alcohol and truancy. • Increase dialogue between parents and youth • Increase support for enforcing family rules related to access.
<p>Objective 2: By 2010 implement a social marketing campaign to change community and family norms on underage drinking and increase in the knowledge base of parents, older siblings, relatives and friends regarding risks of underage drinking.</p>	<ul style="list-style-type: none"> • Increased awareness of all adults over 21 on the consequences of substance abuse behavior. 	<ul style="list-style-type: none"> • Decrease social access. • Increase understanding of impact of school performance related to alcohol
<p>Objective 3: By 2010, there will be an increase in pro-social behaviors of youth.</p>	<ul style="list-style-type: none"> • Increased resiliency skills in youth. • Increased adult participation and sustainable relationships with caring adults. 	<ul style="list-style-type: none"> • Increase in school attendance. • Decrease in disciplinary referrals.

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<p>Goal 1: To reduce delinquent behaviors during school hours and increase school attendance of middle school-age youth in the Hope Square Mile, specifically in the following schools: Dan McCarty Middle, Lincoln Park Middle, and Indian Hills.</p>		<p>Long Term Outcome 1: By 2012, there will be a 5% reduction in truancy and delinquent behaviors of middle school-age youth due to underage drinking during school hours in St. Lucie County.</p>
Objectives	Short term Outcomes (change in local contributing factor) 3 to 12 months	Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months
<p>Intervening Variable: Parental Attitudes and Beliefs Contributing Factor: Low Family Attachment; Poor Family Management; Parental Attitudes Favorable toward ATOD; Youth do not believe their parents will catch them if they drank alcohol.</p> <p>Objective 4: By 2010, there will be an increase number of conversations between parents and their children about the harmful effects of underage drinking, tobacco and drugs.</p> <p>Intervening Variable: Youth Attitudes and Beliefs Contributing Factor: Youth do not believe that they will get caught by their parents.</p> <p>Objective 5: By 2010, there will be an increase number of conversations between parents and their children about the harmful effects of underage drinking, tobacco and drugs.</p>	<ul style="list-style-type: none"> • Increased proactive communication. • Increased rewards for pro-social behaviors. • Increased awareness of harmful effects and consequences. 	<ul style="list-style-type: none"> • Stronger norms against alcohol. • Increase pro-social behaviors. • Improved family management.
	<ul style="list-style-type: none"> • Increased proactive communication. • Increased rewards for pro-social behaviors. • Increased awareness of harmful effects and consequences. 	<ul style="list-style-type: none"> • Stronger norms against alcohol. • Increase pro-social behaviors. • Improved family management. • Increased perception of getting caught by parents.

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<p>Goal 2: By 2010, increase capacity of stakeholders to address delinquent behaviors due to underage drinking to sustain strategies.</p>		<p>Long Term Outcome 2: Increased participation of and collaboration with key stakeholders by 10% in the number of Coalition members by 2010.</p>
Objectives	Short term Outcomes (change in local contributing factor) 3 to 12 months	Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months
<p>Objective 1: To maintain and build infrastructure of Substance Abuse Coalition to support ongoing prevention- oriented strategies and campaigns.</p>	<ul style="list-style-type: none"> • Expanded sphere of influence. • Prevention messages and strategies more widely distributed. • Consistent sharing of information among agencies. • Continued collaboration. • Increased community education of the problems and solutions. • Increased community resources. 	<ul style="list-style-type: none"> • Sustainability. • Maximization of resources and minimization of duplication through collaboration. • Sustainability of strategies and community cohesion in addressing the problem.

Comprehensive Community Action Plan

Strategic Action Plan

St. Lucie County

Goal 1

To reduce delinquent behaviors during school hours and increase school attendance of middle school age youth in the Hope Square Mile, specifically in the following schools: : Dan McCarty Middle, Lincoln Park Middle, and Indian Hills.

Objective 1: By 2010, increase parent awareness of the consequences of underage drinking as it relates to truancy.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
Coalition members and Executive Roundtable	Develop parent and community awareness campaign	1. Identify best practice messages to share with parents.	4/09	Requested amount \$ 9,000 In kind amount \$ 720 Amount leveraged from other sources \$ 0
		2. Develop and implement best practice communication plan.	5/09	
		3. Develop and reproduce print materials.	5/1/09 – 5/31/09	
		4. Distribute print materials to middle school youth to take home to parents.	8/09	
		5. Create PSA's to run on government access and school board channels.	8/09	
		6. Run PSA's	8/09 – 11/09	
		7. Presentation to Steering Committee and Executive Roundtable Members	6/09	
		8. Facilitate focus groups to measure effects of message.	10/09 – 11/09	
		9. Evaluate truancy data.	10/09- 11/09	

Goal 1

To reduce delinquent behaviors during school hours and increase school attendance of middle school age youth in the Hope Square Mile, specifically in the following schools: : Dan McCarty Middle, Lincoln Park Middle, and Indian Hills.

Objective 2: By 2010, implement a social marketing campaign to change community and family norms on underage drinking and increase in the knowledge base of parents, older siblings, relatives and friends regarding risks of underage drinking.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
Coalition members and Executive Roundtable	Social marketing campaign	<ol style="list-style-type: none"> 1. A research-based social marketing campaign will be determined by Coalition. 2. Conduct market research through surveys and focus groups to increase understanding of target audiences' (youth and parents/caregivers) attitudes, knowledge and beliefs regarding underage drinking. 3. Evaluate best practice campaigns e.g., Start Talking Before They Start Drinking and Too Smart to Start to find the most effective strategy. 4. Develop and reproduce print materials. 5. Paid media spots will generate earned media spots. 6. Contact local radio stations to incorporate jock talk. 7. Create and run PSA's on government access and school board channels. 8. Write and submit press releases on a regular basis. 	4/09 -11/09	<p>Requested amount \$52,000 In kind amount \$20,000 Amount leveraged from other sources \$0</p> <p>Research, surveys, focus groups and evaluation - \$30,000</p> <p>Develop and reproduce print materials - \$2,000</p> <p>Paid media spots - \$20,000</p> <p>PSA's and press releases - \$0</p>

Goal 1

To reduce delinquent behaviors during school hours and increase school attendance of middle school age youth in the Hope Square Mile, specifically in the following schools: : Dan McCarty Middle, Lincoln Park Middle, and Indian Hills.

Objective 4: By 2010, there will be an increased number of conversations between parents and their children about the harmful effects of underage drinking, tobacco and drugs.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
Substance Abuse Prevention Providers	<p>Expand current model programs that address underage drinking and increase resiliency and pro-social behaviors among middle school youth including, but not limited to:</p> <p>FACE IT Guiding Good Choices Second Step</p>	<ol style="list-style-type: none"> 1. Prevention messages and strategies will be more widely distributed through programs and initiatives to parents. 2. Find funding to build capacity of existing model programs to reach more youth and parents. 3. Engage more parents in programs. 4. Increase community education of the problems and solutions. 5. Find funding for new best practice programs. 6. Evaluate effectiveness of programs implemented. 	4/09- 12/09	<p>Requested amount \$0 In kind amount \$0 Amount leveraged from other sources: \$48,000</p>

Goal 2

By 2010, increase capacity of stakeholders to address delinquent behaviors due to underage drinking to sustain strategies

Objective 1: To maintain and build infrastructure of Substance Abuse Coalition to support ongoing prevention-oriented strategies and campaigns.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
Coalition Partners and Key Stakeholders	Collaborate with many agencies to share prevention strategies and messages.	<ol style="list-style-type: none"> 1. Coordination of meetings among members to engage involvement in prevention strategies and share information. 2. Create communication plan to disseminate information to the public. 3. Present information to the Steering Committee and Executive Roundtable to increase stakeholder involvement. 4. Engage law enforcement to identify underage drinking is a problem. 5. Law enforcement collects data on accessibility and location of use that is not currently available. 6. Engage Juvenile Assessment Center to collect data regarding accessibility and location of use that is not currently available. 	<p>04/09 – 12/09</p> <p>05/09</p> <p>04/09 – 12/09</p> <p>04/09</p> <p>04/09 – 12/09</p> <p>04/09 – 12/09</p>	<p>Requested amount \$17,500</p> <p>In kind amount \$</p> <p>Amount leveraged from other sources \$</p>

Coalition	Coordination of activities of Substance Abuse Coalition	<ol style="list-style-type: none"> 1. Quarterly data collection as required by State and funders. 2. Quarterly asset and resource inventory as required by State and funders. 3. Record-keeping of monthly meeting minutes, etc. 4. Monthly updates to stakeholders and State on Coalition activities. 5. Research best practice strategies on a monthly basis. 6. Coalition organizer – monthly meetings and projects between meetings. 7. Identifying and securing financial resources to implement strategies on a monthly basis. 	<p>04/09, 07/09, 10/09</p> <p>04/09, 07/09, 10/09</p> <p>04/09 – 12/09</p> <p>04/09 – 12/09</p> <p>04/09 – 12/09</p> <p>04/09 – 12/09</p> <p>04/09 – 12/09</p>	<p>Requested amount \$17,500</p> <p>In kind amount \$</p> <p>Amount leveraged from other sources \$</p>
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