Wyoming's Strategic Prevention Framework State Incentive Grant

Community Strategic Planning Workbook



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Contacts for Questions or Help

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Workbook is Also Available Online: http://spfsig.preved.org/news.php

Strategic Planning Contributors

List the names of people in your community, the organizations they represent, and the contributions they made to the development of the strategic plan in Table 1 below.

Table 1. Strategic Planning Contributors

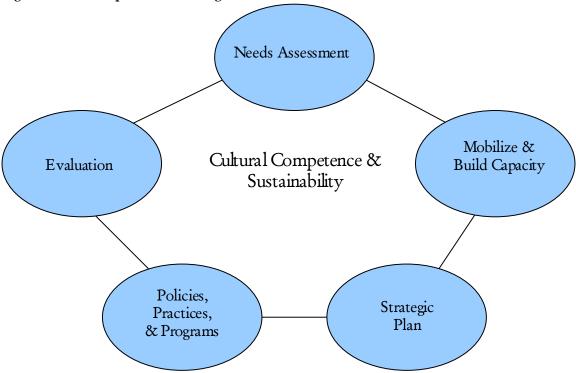
Name	Organization	Contribution
Melissa Stahley-Cummings	NCPC	Director - provided direction and leadership and input, constructed logic models, formulated budgets, narrative
Jenny Crank	NCPC	Assistant Coordinator- provided input, constructed logic models, formulated budgets
Ray Pacheco	NCPC	Policy and Education Coordinator provided input, constructed logic models
Tere Bragg	NCPC	Grant Assistant - provided input, constructed logic models, wrote narrative
Debbie Taylor	MADD	PF workgroup - Provided input from community perspective
Brenda Evans	Brain Injury Assn. of WY	PF workgroup - Provided input from community perspective
Sharon Farquhar	City of Casper, Natrona County Health Department	PF workgroup - Provided input from community perspective
Wayne Beatty	Natrona County School District #1	Provided input from community perspective
Stephanie Moles	Women's Heart	PF workgroup - Provided input from community perspective
Charlie Powell	Central Wyoming Counseling Center	PF workgroup - Provided input from community perspective
Kristi Crowell	Police Department-DARE	PF workgroup - Provided input from community perspective

Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (Prevention Framework) from the Federal Substance Abuse Mental Health Services Administration (SAMSHA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1. Five Steps of the Strategic Prevention Framework Process

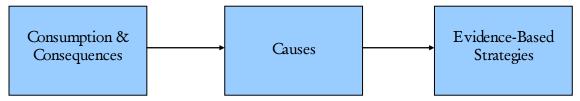


At the state level, Wyoming has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the <u>misuse of alcohol</u> and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees.

Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model (Lowther & Birckmayer, 2006).

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help PF funded communities go through the outcome-based prevention model. The current task is to develop a strategic plan. This means that grantees, and the community partnerships, must successfully select and implement evidence-based interventions. This workbook lays out the organizational structure of the Strategic Plan that is to be developed by each community. To be effective, you should not complete this workbook alone. Instead, you and your Community Advisory Council (CAC) should work together to complete this task.

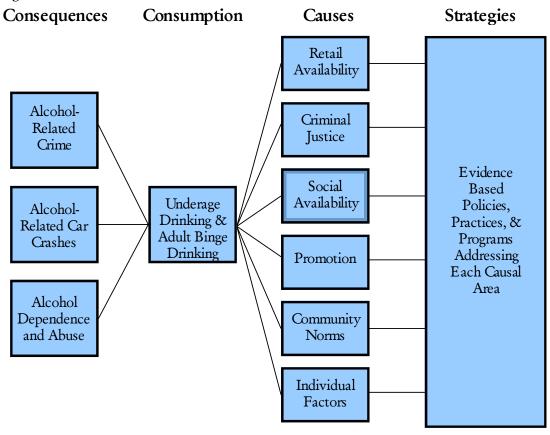
Keep in mind that Wyoming has already identified the targeted need for this project—the misuse of alcohol.

"Misuse of alcohol" means that:

- 1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five of more drinks on any one occasion.
- 2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

Workbook Organization

Figure 3. Outcome-Based Prevention Model



Developing a comprehensive strategic plan at the community level requires a vision for organizing specific prevention programs, policies, and practices to address substance abuse problems locally. A well-developed strategic plan will increase the likeliness of a strategy being implemented effectively.

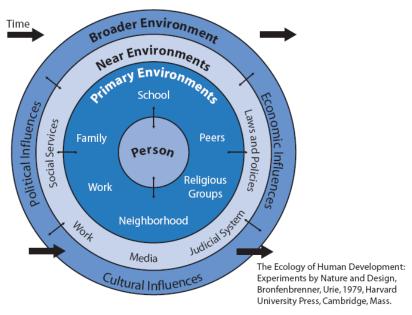
The deadline for submitting your Community Strategic Plan is August 31, 2007. Two copies of the Community Strategic Plan should be submitted, one by mail and one electronically to:

Lisa Laake, MPH, CHES
Wyoming Mental Health and Substance Abuse Services Division
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
llaake@state.wy.us
(307) 777-3352

Human Environmental Framework

Figure 4 illustrates the Human Environmental Framework, which shows that interventions can start in many different areas and will affect more than one environment. Strategies that focus on multiple factors and conditions will contribute to a more comprehensive prevention plan.

Figure 4. Human Environmental Framework



This figure depicts social environments or spheres of influence in concentric circles that flare outward, moving progressively away from direct influence on the individual toward increasingly indirect influence, and advancing over time. A comprehensive intervention plan should identify a mix or layering of interventions that target salient risk and protective factors in multiple contexts across the life span.

Evidence-based Prevention

States are required to follow certain guidelines in the policies, practices, and programs it selects in the Prevention Framework project. Every strategy implemented by the Prevention Framework must be evidence-based. This means that 100% of all strategies must be evidence-based.

Under the Prevention Framework project, evidence-based is defined as follows:

- 1. Inclusion in a Federal List or Registry of evidence-based interventions;
- 2. Being reported (with positive effects) in a peer-reviewed journal; OR
- 3. Documentation of effectiveness based on the following three guidelines:
 - The intervention is based on solid theory or theoretical perspective that has been validated by research;
 - The intervention is supported by a documented body of knowledge a converging of empirical evidence of effectiveness – generated from similar or related interventions tat indicate effectiveness; AND
 - The intervention is judged by a consensus among informed experts to be effective based on a combination of theory, research and practice experience. "Informed experts" may include key community prevention leaders, and elders or respected leaders within indigenous cultures.

Finding Strategies

The following is list of websites that may be used to find evidence-based strategies. This is not an all-inclusive list and may also include strategies that would not be relevant for your community:

- National Registry of Evidence-based Programs and Practices: http://www.nrepp.samhsa.gov/
- Office of Juvenile Justice and Delinquency Prevention: http://www.dsgonline.com/mpg2.5/mpg index.htm
- CSAP's Centers for the Application of Prevention Technologies (CASAT): http://casat.unr.edu/bestpractices/search.php
- Alcohol Policy Information System: http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE
- Leadership to Keep Children Alcohol Free: http://www.alcoholfreechildren.org/en/prevention/pubs.cfm
- National Highway Traffic Safety Administration (NHTSA):

http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.3d62007aac5298598fcb 6010dba046a0/

Every participant has received a CD containing research articles and other publications that may be useful in developing your strategic plan.

Evidence-based Environmental Strategies

The following is a list of just a few of the evidence-based environmental strategies:

- Responsible beverage service
- Alcohol compliance checks
- Happy hour restrictions
- Reducing alcohol outlet density
- Limiting hours/days of retail sales
- Sobriety and traffic safety checkpoints
- Graduated drivers' license laws
- Social host laws
- Keg registration
- Restricting alcohol sales at public events
- Increasing taxes on sales of alcohol
- Dram shop liability

Choosing the Right Strategy for your Community

There are many factors to consider prior to choosing your strategies. Not all strategies will be effective in all communities.

All strategies must be based on data collected around each of the causal areas during your Needs Assessment. Please review your Needs Assessment Workbook.

One factor to consider is whether or not there is community support for the strategy. If the community does not support the strategy, it is unlikely that the strategy would bring about positive change if implemented.

It is also important to look at what laws are already in place and what laws may prevent certain strategies from being implemented. For example, sobriety checkpoints, shown to be evidence-based, are unlawful in Wyoming (Statute 7-17-101). For this reason, it would not make sense for a community to focus on this strategy.

Another factor to consider is which strategies show the greatest likelihood of showing positive results. There are many great strategies out there, but it is important to look at what the effect would be on the community as a whole.

Logic Model

Logic Model

The Centers for Disease Control and Prevention defines logic model as "a systematic and visual way to present the perceived relationships among the resources you have to operate the program, the activities you plan to do, and the changes or results you hope to achieve" (www.cdc.gov/tobacco/evaluation_manual/glossary.html).

The logic model found on page 11 should be completed by all communities as part of the Strategic Plan. It is important that you work with your coalition when developing this logic model. All communities will have an opportunity to practice developing a logic model.

Community Logic Model

consequence and consumption areas you are going to focus on (freview your answer to Question 40 from the Needs Assessment)? Include your goals and objectives. Consumption Area Consumption	What are the	What are the causal	What evidence-based	What activities	What activities are	What are you going
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(DODINATION NORMS)	population.		Norms)			
iii) Hobart (Promotion)	population.					

	D) Surveys i) college (Social Availability)		

Community Logic Model

What are the	What are the causal	What evidence-based	What activities	What activities are	What are you
consequence and	areas you are going	strategies are you going to	are going to take	going to take place	going to do to
consumption areas	to focus on (review	use for each causal area?	place in Year 1	in Year 2 (October	evaluate your
you are going to focus	your answer to		(October 2007 -	2008 – September	strategies?
on (from Needs	Question 40 from		September 2008)?	2009)?	
Assessment)? Include	the Needs				
your goals and	Assessment)?				
objectives.					

Consequence	1. Promotion	A) Education	Media Campaign	Media Campaign	The coalition agrees to
Alcohol-Related crime		i) Brief Intervention			work closely with
A-R Fatalities	2. Community Norms	(Community Norms)	Education preliminary	Education implementation	WYSAC in developing
	0.7 11 17	(Individual Factors)	steps	of program	evaluation methods for
Consumption Area	3. Individual Factors				our county.
Adult Binge Drinking		B) Media Campaign	Policy Change Research	Implementation of changes	
		i) Community Outreach	Hobart cont.		
Goals:		2. Red Ribbon Campaign			
Lower the incident of adult		(Community Norms)	Survey		
binge drinking thereby lowering the rate of adult alcohol related					
crime and alcohol related		ii) PSA's and Advertisement			
fatalities.		1. Billboards			
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Objectives:		3. News Paper/radio/TV			
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the public such that		(Social Availability)			
Community Norms in		(Individual Factors)			
Natrona county are altered					
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current behaviors and		ii) enforcement (Community			
consumption patterns of		Norms)			
alcoholic beverages; Social		iii) Hobart (Promotion)			
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beliefs of "rite-of-passage" are		D) Surveys			
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are shifted away from pro-		(Individual Factors)			
alcohol use standards; and the		ii) elder (Social Availability)			
Promotion of alcohol is not		(Individual Factors)			
aimed at the underage		(Individual Factors)			
population.					

Organization of Strategic Plan

Form 1: Cover Sheet

(Please place this as the top page for your application)

County: Natrona

Name and title of primary contact: Melissa Stahley-Cummings Phone: (307)

265-7366

Email (required): mcummings@mercerwy.org Fax: (307) 473-2650

Mailing Address: 425 CY Ave. City: Casper, WY Zip: 82601

Shipping Address (if different): same

Total Funding Request for First Year Implementation: \$121,415.00

Name, organization, address, phone, fax, email & tax identification number for the Lead Agency authorized to sign contracts.

Brenda Eickhoff-Johnson, Executive Director Mercer House

Mercer House 425 CY Ave.

Casper, WY 82601

Phone: 307-265-7366 fax: 307-473-2650

Tax Identification number: 83-0211522

Certification: I certify to the best of my knowledge that the information contained in this community strategic plan is correct. I certify that the Community Advisory Council and/or Coalition was involved in the development of this community strategic plan. I have been authorized by the agency's governing body to assist with the development of this Strategic Plan.

Reliser Stally. Cip

Date 9-07-07

Signature of Primary Contact

Signature of Fiscal Agent	Date

Form 2: Geographic Setting/Community Characteristics Limit 2 pages

Describe the geographic setting of the community.

- What are the geographic boundaries?
- What are the socio-economic issues relevant to the community?
- What are the characteristics of the community?
- Describe the target population you will be focusing on.

Geographic

The city of Casper is located at 42° 50'5"N (Latitude) and 106° 19' 30"W (Longitude) which is approximately 100 miles east of the geographical center of the State of Wyoming. It is nestled at the foot of Casper Mountain (the northern end of the Laramie mountain range) located to the south of the city. Casper was built along the North Platte River which currently meanders through the city. Casper is bordered to the north and east by the Great Plains, characterized by short-grass prairie, sage brush, cottonwood trees and shrubs growing along the river. The city encompasses approximately 24 square miles and is located at an elevation of 5,150 feet above sea level. The temperature in Casper ranges from a normal low of 10° F in January to a normal high of 88 ° F in July. Casper has an annual average wind speed of 12.7 miles per hour.

Socio-economic

Although relatively small by national standards, Casper is the second-largest city in Wyoming. Additionally, its location within the region makes Casper a center of banking and commerce. Since the discovery of crude oil in the region during the 1890s, Casper became the regional petroleum industry center, and oil has figured prominently in its history from nearly the onset. Oil was first discovered in the infamous Salt Creek Oil Field in 1889, approximately 40 miles (64 km) north of Casper, and the first refinery in Casper was built in 1895. With the development of the Wyoming coal and uranium fields in recent decades, the city has continued its role as an important center for the energy industry. Casper, like the rest of Wyoming has been bolstered by a strong demand for energy resources. The mining industry has led the growth with an abundance of high paying jobs, however all industries have expanded over the past year triggered by the booming energy sector resulting in very low unemployment and the need for a greater workforce. Casper has scheduled air service at Natrona County International Airport, a former army air base built during World War II. The current airport, having been built for World War Two bombers, has large runways and replaced a prior regional airport north of Casper which later became Bar Nunn. Casper is home to the largest mall in central Wyoming and it supports a vigorous downtown with plentiful restaurants and a diverse blend of shopping. As of 2005 the median household income was \$49,400 and the estimated

home value was \$127,100. Approximately 67% of Casper residents own their own home.

Community Characteristics

Natrona County is home to a number of small towns and Casper suburbs but Casper is the only city. The towns immediately adjacent to Casper are Mills, Evansville, Bar Nunn, Mountain View. Unincorporated areas include Allendale, Dempsey Acres, Red Buttes, Indian Springs, and several other areas of a similar nature. The population of Casper, Wyoming (2006 census) is 52,089 the population of Natrona county is 70,401. Based on census data from the year 2000, 48.7% of Casper's population is male and 51.3% is female. Approximately 26% of the population is under 18 years of age and approximately 14% of the population is 65 or older. The population of Casper, Wyoming is comprised predominantly of the white non-Hispanic race at 91.3%. Hispanic's make up 5.4% of the population, American Indian are 1.6% and all other races combined make up the final 2%. This wonderful western community hosts a terrific variety of activities for a "small town". The city is home to two professional sports franchises, the Wyoming Cavalry and the Casper Rockies. Casper has a large events center that hosts everything from concerts to rodeo. There are several museums and historical sites. Casper has four beautiful golf courses, it offers a state-of-the-art whitewater kayaking section on the North Platte River running right through the heart of town, and Hogadon Ski Area is located just south of town on Casper Mountain. The city has 42 parks, a large recreation center, ice arena, and indoor aquatics center, in addition to several outdoor pools, and offers nine family sports leagues featuring 500 teams totaling 5,268 players.

Target Population

The target population for the underage drinking component of this project consists of Natrona County youth between the ages of 11 and 21. The target population for the adult binge drinking component of this project predominantly consists of young adults who are shown to have the highest levels of participation in binge drinking and any and all other adults engaged in adult binge drinking.

Form 3: Coalition Involvement

Limit 2 pages

Describe the coalition and its involvement in the implementation of the strategies.

- What are the coalition's vision and mission statements?
- What is the history and makeup of the coalition?

Mission Statement: Working to prevent substance abuse in our community by promoting positive and healthy choices.

The Natrona County Prevention Coalition (NCPC) is a collaboration of agencies, businesses and professional members dedicated to making the community of Casper, Wyoming a healthier place to live by working to prevent substance abuse through promotion of healthy and positive choices. The vision of the NCPC is to bring the community together to share data, develop plans, and implement strategies to reduce the use of alcohol, tobacco, and drugs, to lower the incident of violence, and to make our community a healthier place to live.

The NCPC was created as a grass roots community movement for positive change through the Comprehensive Substance Abuse Community (CSAC) state initiative Grant in 2002. Key Community Leaders including the Casper Police Department, Natrona County School District, Central Wyoming Counseling Center, and Mercer House, took an interest in changing the community culture of Casper, Wyoming regarding alcohol and drug abuse and invested time and money to ensure the success of the coalition. During the past two years the coalition has continued to gain momentum and has added staff and gained a strong membership of over 40 collaborating agencies, businesses and professional members including, the Boys and Girls Club, Big Brothers and Sisters, Casper Law Enforcement, Central Wyoming Counseling Center, Wyoming Recovery, the Department of Family Services, Mercer House, Natrona County Health Department, Natrona County Public Library, Natrona County School District, the Nicolaysen Art Museum, Seton House of Wyoming, Wyoming's Access to Recovery and many others.

Any agencies, businesses or professionals that are interested in the prevention of alcohol and drug abuse in Natrona County are invited to become members, get involved and participate in the ongoing efforts for positive change. The NCPC actively solicits new members at every opportunity and reaches out to participate with other organizations within the community. Outreach and new members ensure that the coalition will have new and fresh ideas readily available. The coalition has created five subcommittees that effectively serve the community: Family Parenting, Environmental Strategies, Outreach, Community Embrace and Prevention Framework Workgroup. Each subcommittee tackles a different area of need through

community education and family based events and activities.

Form 4: Consequence & Consumption Areas Limit 2 pages

Describe the alcohol-related consequence and consumption areas your community will be focusing on. Refer to Questions 5 and 9 from the Needs Assessment Workbook.

- Consequence areas could include alcohol-related crime, alcohol-related car crashes, and/or alcohol dependence and abuse.
- Consumption areas could include underage drinking or adult binge drinking.

Consequence Areas

Based on the consequence areas data analyzed in Natrona County the communities major concerns are regarding alcohol related crime arrest rates, which are consistently higher in Natrona County than across the state. Additionally, the juvenile alcohol related crime arrest rates in Natrona County are most disturbing due to the consistently high levels in all measures, in some cases double the State averages. The alcohol-related crime consequence areas of greatest concern in Natrona County have been identified as;

- Adult public intoxication/drunkenness has increased over the past few years and is significantly higher in Natrona County than the Wyoming State average. By focusing some evidence-based strategies on Adult binge drinking a change in the prevalence of adult public intoxication should be evident.
- Juvenile liquor law violations are also significantly higher in Natrona County than the Wyoming average. By focusing some evidence based strategies on underage drinking a change in the prevalence of juvenile liquor law violations should be noted.
- Juvenile public intoxication/drunkenness is twice as high in Natrona County as the State average. By focusing evidence-based strategies on the underage drinking problem a change in the prevalence of juvenile public intoxication/drunkenness violations should be manifest.

Consumption Areas

Based on the consumption data analyzed in Natrona County the communities major concerns regarding consumption of alcohol are underage drinking and adult binge and heavy drinking.

• Underage drinking: In the past 30-days use of alcohol category, Natrona County youth are predominantly in the 3rd quartile for the State indicating a fairly significant problem and the trend has been a steady increasing since 2001 with the greatest gains being made by the 8th grade population. The youth binge drinking data is similar showing a steady increase since 2001 and a jump for the 8th grade population into the 4th quartile for the state indicating that

they are in the top 25% of all counties in Wyoming for percentage of students who have engaged in binge drinking. By focusing evidence based strategies on all Casper youth and narrowing some strategies to youth within the critical age groups most at risk a change in the prevalence of underage drinking should be evident over time.

• Adult binge drinking: Based on data analyzed there is a greater perception of a binge drinking problem in Natrona County than may actually exist. Data indicates that the binge-drinking problem in Natrona County is slightly less than the problem Statewide. This is not to say that the problem statewide is insignificant. Based on the numbers of persons from Natrona County referred to residential alcohol/drug treatment, alcohol dependence and abuse in Natrona County is much higher than it is in many cities/counties throughout the state. Data also indicates that persons who tend to periodically binge drink are more likely than "heavy drinkers" to attempt to drive after becoming intoxicated. It may be this behavior that is reflected in the high numbers of alcohol related fatal car crashes and alcohol related injury accidents that have occurred in Natrona County. An additional problem in Natrona County is the rate of adult heavy drinking incidents, which are reported higher than the State averages. Natrona County is in the top eight counties in the State in terms of the heavy drinking rates.

The consumption area of underage drinking is especially important because of the prevalence of youth in our community and our society that have or are consuming alcohol. According to the National Institute on Alcohol Abuse and Alcoholism by the time our children reach the eighth grade nearly 50 percent have tried alcohol at least once and over 20 percent have been "drunk." The numbers continue to grow with our youth population and by the time our children enter their senior year in High School almost 30 percent report drinking on 3 or more occasions per month and approximately 30 percent of our youth report engaging in heavy episodic drinking (binge drinking).

This is problematic for multiple reasons the most concerning is based on recent studies that have shown significant changes are taking place in the human body and brain during adolescence. Rapid hormonal alterations are taking place in addition to the formation of new neural networks in the brain. Exposing the brain to alcohol during this period interrupts key processes of brain development and possibly leads to mild cognitive impairment as well as further escalation of drinking. Studies have shown that short-term memory problems are a common difficulty encountered by youth engaged in alcohol consumption. Subtle alcohol-induced adolescent learning impairments could affect academic and occupational achievement. Additionally, studies show there is a very strong link between early alcohol use and alcohol dependence. Individuals who begin drinking before age 15 are four times more likely

to develop alcohol dependence at some time in their lives compared with those who have their first drink at age 20 or older.

Additionally there are a myriad of social consequences that are closely linked to youth alcohol consumption including drinking and driving, suicide, sexual assault and high-risk sexual behaviors. Underage alcohol use is more likely to kill young people than all illegal drugs combined

Form 5: Intervening Variables/Causal Areas Limit 2 pages

Describe the intervening variables/causal areas of substance use in the community.

- How did you respond to Question 40 in the Needs Assessment Workbook?
- Why are you focusing on these areas? Justify your reason.

The causal areas that are of major concern in Natrona County are Social Availability, Community norms, Individual Factors and Promotion.

Social Availability includes obtaining alcohol from friends, associates, and family members in addition to availability of alcohol at gatherings such as parties and other social events. The biggest concern with Social Availability of alcohol is the permissive attitude of parents regarding the use of alcohol by their children, and/or the turning of a blind eye to the problem. Too many parents consider alcohol use a rite of passage or believe that it is their responsibility to teach their children to drink responsibly. These beliefs set up the situation where a parent will provide alcohol to their child to keep them at home drinking because it is "safer," OR the parent will allow their child to drink at special social events, OR the parent will simply turn a blind eye to the problem and not acknowledge it. The problem with this reasoning is that alcohol causes brain damage especially to the developing brain of a child. This leads to the question, Do parents know alcohol causes brain damage? If they know will they continue to provide or allow alcohol use by their children? And, if a parent knowingly provides alcohol to a child should it be considered child abuse? An additional element of social availability that must be considered is the ease with which youth are able to obtain alcohol by either theft from their own home or the home of a friend, OR by purchase through an older friend, co-workers or associate (an individual willing to buy alcohol for underage individuals in exchange for payment).

Community Norms refer to the acceptability of certain behaviors in the community such as the connection between community events and availability of alcohol. In this causal area Natrona County is fairly evenly split regarding beliefs as to whether alcohol should be provided at community events. This indicates that it could be as much of a community norm to provide alcohol at community events as it would be to not provide alcohol at those same events. Additionally, Natrona County appears to be increasing in the lack of acceptance for alcohol related behaviors, as indicated by the percentage of people who view drinking and driving a serious problem. This may be an indicator of readiness for change. Currently however, it appears to be a community norm to have alcohol provided at community events, since Natrona County is higher than the state average in every measure as reported by students who attended community events where alcohol was sold, adults were drinking and adults

were drunk. Further, the number of social community event at which alcohol is not provided or sold is very low in Natrona County.

Individual Factors are those biological and socioeconomic factors in conjunction with individual attitudes, beliefs and perceptions around alcohol and drug use. Little if anything can be done to change biological predisposition therefore the focus on individual factors is toward individual attitudes along with unique characteristics in the community that may influence the misuse of alcohol. The areas of biggest concern with individual factors are beliefs and perceptions and socioeconomic factors. There is a significant belief or perception among Casper youth that parents have a favorable attitude toward use of alcohol, which is a strong indicator of past 30-day Alcohol use. The belief or perception that alcohol is not as harmful as "drug" use, or that use of alcohol is a rite-of-passage, or even that a parent should supply alcohol to minor children so that they will drink at home or learn to drink responsibly are all beliefs that are laden with flawed logic. Appropriate and relevant education should help with the flawed logic component. Social skills and sensation seeking are the other most prevalent individual factors leading youth to alcohol use. Educational research has shown that youth who are taught social skills at a young age and are adept at using those skills will be more uncomfortable with the sensation of alcohol/drug use and thus less likely to engage in using behavior as a social lubricant or desired/sought after sensation.

Socioeconomic factors are also a strong contributor to underage drinking. Natrona County has a high number of entry-level positions available to the unskilled youth labor market through the oil and gas industry. Many of these positions are well paid or easily lead to a well-paid position. This is very enticing to the youth in Natrona County many of which are lured out of school and into the job market, as indicated by high dropout or failure to graduate high school rates. Youth (underage 21) workers are working along-side adults and frequently performing the same jobs. Experience has shown that many of these young employees are allowed to drink with, or are provided alcohol beverages by their co-workers under the belief that "he works like a man he should be able to drink like a man."

Promotion or the attempt by alcohol retailers and industry to increase demand through the marketing of their product is fairly high in Natrona County. Most community events are either sponsored by, or promote alcohol in some manner, and the percentages of serving or sponsorship at community events in Natrona County are significantly higher than state percentages. Additionally the level of advertisement by liquor venders in Natrona County is greater than the level of advertising statewide, and local vendors appear to be spending a significantly higher amount on advertising of alcohol and alcohol related events than the average across the state. In addition to high levels of advertising, Natrona County is faced with combating a unique form of advertising that is highly effective with youth audiences. It has been documented nationwide that advertising with cartoon characters is highly effective with children.

In Natrona County the local semi-pro baseball team mascot (Hobart), originally developed to reach out to children, has been turned into a cartoon character and used to market an alcoholic beverage known as Duckbill Draft. This issue is of paramount importance due to the nature of Hobart and his relationship with the children of Casper.

Form 6: Community Resources Limit 2 pages

Describe the current community resources available to address the targeted substance use issues in the community.

• What were the results of the Community Resource Assessment (Table 51 from the Needs Assessment Workbook)?

Natrona County has several strategies currently in place and some resources being used to address substance abuse prevention.

- To address retail availability the city has passed an ordinance banning any new drive up liquor distribution windows.
- Under the criminal justice causal area the Natrona County Police Department has established the Alcohol Task Force.
- The Natrona County Prevention Coalition developed and sponsors the annual underage drinking town hall meeting to have a community dialogue about the problem.
- There are several educational programs available through various community organizations aimed at social availability. The Natrona County Prevention Coalition has established two subcommittees (Parenting and Environmental strategies) that were developed to address social availability issues.
- Billboards, television advertisements and other elements of a media campaign
 have been undertaken by civic-minded organizations and individuals to get the
 message out don't drink and drive (Trunk Trooper). The Natrona County
 Prevention Coalition has identified the use of Hobart (the Casper Rockies
 mascot) to promote alcohol as an unacceptable form of alcohol promotion.
 The coalition has begun in earnest efforts to have Hobart's name and image
 removed from the promotion of alcohol.
- Community Norms has been addressed through the "You Drink and drive. You lose." Campaign. This was a highly visible and active program that was a collaborative effort between Police, Sheriff, Highway Patrol, Fire Department, municipalities within the county, the Governor, local businesses, and the media. This program was designed to draw attention to impaired driving in the greater Casper and Natrona County, Wyoming area. It was implemented during the holiday periods between October 2000 and January 2001. Currently the programs addressing Community Norms are the Parenting and Environmental Subcommittees of the Natrona County Prevention Coalition.

Form 7: Strategies No page limit

Describe the community-based strategies to be used to address the targeted substance use issues in the community.

- How are the selected strategies appropriate? Justify your selection.
- How will the selected strategies address the consequences, consumption, and intervening variables identified?
- How are the strategies evidence-based? Provide verification that they are indeed evidence-based.

The community-based strategies that have been selected to address the targeted substance use issues in the community include completion of a survey for the purpose of better understanding the magnitude of the alcohol consumption problem in the elder and college populations in Natrona County. These surveys will be aimed at gaining information and a clear understanding regarding adult binge and heavy drinking, the needs of these two populations and the current gaps in services. The study of these populations includes research, dialogue, relationship building and capacity building specifically with the Senior Center, the Veteran's Administration and Casper Community College to help bring these populations to the table and gain their input and participation in meeting needs that are not currently served.

1. Survey

- a) College Survey A survey will be conducted at Casper Community College.
- b) Elder Survey Surveys will be conducted at Casper's senior center, to homebound seniors through meals on wheels and at VA, American Legion & VFW clubs/locations.

A media campaign is being undertaken to inform the public, and to address, shape and influence community norms, individual factors and social availability. Media campaigns have been developed and successfully utilized in the past to advertise majority norms, which may be in opposition to public perception. This use of the media supports already existing beliefs and provides the opportunity to redefine opinions based on unsubstantiated and mistaken beliefs. Media campaigns have also been used to support an educational component by presenting lesser known or understood facts about alcohol in a credible manner. Program that educate through the media, such as Parents Who Host Lose the Most have been highly successful in lowering the incident of social availability. Presenting information on the dangers of youth alcohol use, binge drinking, and the consequences of providing alcohol to underage persons helps to open dialogue and provides an opportunity to redefine the "public conversation" around alcohol use.

Where campaigns avoid negative tactics and focus on messages that are positive, inclusive and empowering, changes in student attitudes toward alcohol consumption were measured. Research on social marketing revealed that it offers a great deal of promise and is both cost effective and community empowering. Social norms marketing campaigns are view as "an evidence-based data-driven process" and are seen by many sources to be a very cost effective method of achieving large-scale, positive results. Since mass media campaigns used alone have not been shown to be effective in changing substance use and abuse behaviors, attitudes and norms the coalition will be using a social media campaign in conjunction with other environmental and participant-based strategies.

2. Media Campaign

- a) Billboards Positive social marketing campaign messages presenting statements of support and less well-known facts about alcohol and promoting awareness of alcohol related issues in the community
- b) Publications Designed to be educational, resource tool and useful as selfhelp guide. Additionally, the publications will be useful for parent information and resources.
- c) PSA Positive social marketing campaign messages presenting statements of support and less well-known facts about alcohol and promoting awareness of alcohol related issues in the community
- d) Community outreach Underage Drinking Town Hall meeting, televised venue where beliefs and perceptions regarding underage drinking can be shared and compared with actual statistics and experiences of professional and youth in the community. The Natrona County Prevention Coalition is also present with a booth and educational materials and fun give-a-ways at various conferences and community events.
 - e) Red Ribbon campaign Positive social marketing campaign promoting awareness of alcohol related issues in the community.

The Educational Programs selected are evidence based programs directed primarily toward parents to address social availability and community norms surrounding underage drinking and individuals engaging in binge drinking to address individual factors.

4. Education

- a) Parents Who Host Lose the Most This program in conjunction with a media campaign will be used to address the issue of underage drinking.
- b) Brief intervention This program is being considered to address the issues of adult binge drinking. A final decision regarding the use of this program will be made depending upon the outcome of the survey and studies on the college and elder populations.

A study will be undertaken to compare the statutes and ordinances currently existing between the City of Casper and the townships surrounding Casper. A similar study will be conducted comparing the City and County statutes and ordinances. The

purpose is to identify alcohol related statutes that are at odds with each other. After identification of conflicts a plan will be developed to implement change such that the ordinances of the connected towns and those of the county are compatible. This effort will necessitate relationship building, collaboration and capacity building.

The Casper Rockies is currently advertising an alcoholic product called "Duckbill Draft" using the Casper Rockies mascot, "Hobart." Hobart in cartoon form is touting Duckbill Draft on the beer label, in addition to posters and t-shirts. Hobart was originally developed to be a marketing tool to reach out to children and promote baseball to young children. Over the years Hobart has been embraced by the youth of Casper, especially the age group of 1-12. Hobart has frequently made appearances at elementary schools, summer camps, library sponsored children events and various community events where outreach to children is important. Whether intentional or not the use of this child icon to promote beer sales is directly aimed at the children of Casper and the coalition is dedicated to having it stopped. Thus far media attention has been aimed at the problem, news articles have been published in the Casper Star Tribune, several letters to the editor have been published and a petition/letter with over 50 signatures has been secured and is ready to be submitted to the management team of the Casper Rockies. Additionally, national attention has begun and the organization Join Together is poised and ready to take this issue to the next level.

3. Policy Change

- a) Statute comparison research and change implementation Review of currents statutes, city to city, city to county, identify discrepancies and formulate a plan to bring all statutes into harmony or concurrence.
- b) keg registration and other ordinance enforcement As a component of the statute/ordinance review, the coalition will also look into alcohol ordinances that are currently on the books but are not being enforced. Plans will be made to get these law enforced.
- c) Hobart Advertising of alcoholic products by means of a child friendly character is unacceptable and the coalition will proceed with efforts to have it stopped.

Form 8: Community Readiness & Experience Limit 2 pages

Describe the community's readiness to address the identified issue(s) and strategies.

• How has the community's readiness been assessed?

Describe examples of prior community experience, successes, and barriers with this issue.

- What has been tried before?
- What has worked?
- What have been the struggles?
- What is different now?

Over the past three to four years Casper's readiness for change has been assessed through yearly surveys (PNA, YRBS, the BRFSS, the Alcohol Use Issues survey, and this year Natrona County Prevention Coalition's own alcohol risk survey¹) and efforts undertaken by the first state initiative grant Community Learning Centers. In 2002 the state recognized a significant problem with alcohol and drug use by youth and in an attempt to solve the problem many after school programs were funded. Despite the institution of multiple programs, there was no measurable change in the incident of alcohol/drug use by Casper youth. Reevaluation under the CLC grant and of the situation via surveys indicated that there was a need for more educational evidence based programs and environmental strategies that would more effectively reach the using/abusing population of youth.

Based on the data evaluated Natrona County's readiness maybe indicated by the opinions and beliefs of Casper residents. For example the belief of Casper residents that drinking and driving is a greater problem in Natrona County than it actually may be and the growing attitude that alcohol need not be served at every community event are both indicative of a readiness for change. Additionally, media campaigns have been on going in Natrona County reaching out to the community and planting the seeds for change.

After school programs offered by organizations such as Self-Help, Seton House, the Science Zone, The Boys and Girls Club, the YMCA, Reach 4 A Star, and Big Brothers, Big Sisters have made a difference to the individual students involved in those programs but data demonstrates that alcohol use by use has not decreased. However, without these programs alcohol use may have increased.

¹ Wyoming and Natrona County's Prevention Needs Assessment, Wyoming's Youth Risk Behavior Survey, Behavior Risk Factor Surveillance System, Wyoming Alcohol Use Issues 2006,

It has been shown through data analysis that education within programs does work and has a more meaningful and long term effect on the youth involved. It has consistently been shown to be effective. One such program is the Boys and Girls Club educational course that teaches options or making choices such as involvement in sports, crafts, games, social events, and mentoring instead of alcohol or drug use with friends is also very effective. The Natrona County Prevention Coaltion funds these programs through the CLC grants. Additionally, Natrona County Prevention Coalition receives funding through the Drug Free Community support grant that helps fund environmental strategies such as family sections that are alcohol free at our local sports venues.

The struggles have been predominantly found in trying to do too much with limited funding. We have funded programs that have too many problems such as an employee shortage. However, we do make changes periodically to ensure that the funding is going directly to as many effective programs as possible. We also found that tackling the issue of alcohol promotion at community events is very difficult because many local clubs and organizations are unwilling to drop alcohol sponsorship or event promotion via alcohol availability. Additionally, there is a reluctance to abandon alcohol advertising that is obviously appealing to children.

Many issues are ongoing and the situation at is different than it was a year ago because the NC Prevention Coalition has stepped into the role as community advocator/activist in the issue of eliminating Hobart draft ale. Due to this and the media marketing, the community appears to be more accepting of need for change and more ready to take the steps necessary to make a change for a healthier and safer community for everyone. The Natrona County Prevention Coalition has also placed a greater emphasis in involving everyone in the community in our mission.

Form 9a: Activities & Outcomes No page limit

Describe the coalition's planned activities for Year 1 implementation and Year 2 implementation to address the strategies.

• Include a timeline specific to the coalition's project (see Forms 9b and 9c).

Describe the associated short-term and long-term outcomes expected.

Short-term: 1-2 yearsLong-term: 3-5 years

The key activities which will be conducted during the first year include monthly Coalition meetings which serve as the community advisory council meetings. The first Tuesday of each month the Coalition meets to share progress reports and inform the members of any new events or occurrences. This meeting also provides the opportunity for the Coalition to provide training to coalition members and to network and share information.

The media campaign will begin immediately and different phases of it will occur each month. Educational brochures and pamphlets will be produced and disseminated on a monthly basis depending on the community event or conference. Public Service Announcements will be taking place and a newspaper column spearheaded under the NC Prevention Coalition's parenting subcommittee will be ongoing. Community outreach events will take place during the months October, January, March, April, June and August and include the Red Ribbon Campaign and booths at key community events.

The education segment will consist of providing information to students and parents on how and where to find help through the Coalition's Community Embrace booklet. A parent education presentation on the dangers of youth alcohol consumption is being planned for the fall of 2008 school district student orientation. Educational brochures and pamphlets are being developed and acquired for dissemination to the public.

Research will be undertaken to determine the conflicts between statutes and policies from one city/town to the next and between city and county. A plan for policy change will be formulated after existing conflicts have been identified. Policy change regarding current alcoholic beverage advertisement directed at the youth of Casper is underway and will continue with greater strides through successful resolution.

Surveys are planned for January and February along with capacity building within the college and elder population of Casper.

During the second year of the Prevention Framework time-line monthly Coalition meetings, which serve as the community advisory council meetings will continue. The media campaign will continue following a very similar plan of implementation including production and dissemination of educational brochures and pamphlets on a monthly basis for community events and conference. Public Service Announcements and newspaper column will continue. Community outreach events will continue to take place and a return of the Underage Drinking Town Meeting and the Red Ribbon Campaign. A plan for policy change in response to the statute ordinance research will be put in place and if the alcohol advertising aimed at youth issue has not already been resolved pressure will be increased. Educational efforts will be ongoing and work toward the implementation of an educational program coupled with the media campaign aimed at underage drinking will begin. An additional plan for educational programming aimed toward adult binge drinking will be in the implementation stage. In addition, the billboard campaign will change with the addition of alcohol misuse factoids. We are also planning on running ads in the movie theaters that will have alcohol misuse factoids too.

Form 9b: Time Line (Year 1) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are samples. Dates may be changed by the Division.

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	07	07	07	08	08	08	08	08	08	08	08	08
Contractual report and expenditure report: January 2008, April 2008, July 2008, October 2008				X			X			X		
Statewide Prevention Framework Meeting												
Community Advisory Council Meetings	X	X	X	X	X	X	X	X	X	X	X	X
MEDIA												
Billboards	X	X	X	X	X	X	X	X	X	X	X	X
Edu brochures/pamphlets	X			X			X				X	X
PSA - Media Outreach	X	X	X	X	X	X	X	X	X	X	X	X
Community Outreach												
Red Ribbon Week	X											
Booths at events				X		X	X		X		X	
EDUCATION												
Parent/school/presentation											X	
POLICY CHANGE												
Research ordinance	X	X	X									
Change enforcement												X
Youth directed Alcohol												
Advertisement (Hobart)	X	X	X	X	X	X	X	X	X			
SURVEYS												
College target group				X								
Elder target group					X							

Form 9c: Time Line (Year 2) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are examples. Dates may be changed by the Division.

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	08	08	08	09	09	09	09	09	09	09	09	09
Contractual report and expenditure report: January 2009, April 2009, July 2009, October 2009	X			X			X			X		
Statewide Prevention Framework Meeting												
Community Advisory Council Meetings	X	X	X	X	X	X	X	X	X	X	X	X
MEDIA Billboards Edu brochures/pamphlets PSA – Media Outreach Community Outreach Red Ribbon Week Booths at events EDUCATION	X X X	x x	X X	X X X	X X	x x	X X X	x x	x x	x x	X X X	X X X
Parent/school/presentation College – program Parents who Host Lose the Most POLICY CHANGE	X X	X	X X		X	X	X	X	X X		X X	
Change enforcement	X	X	X	X	X	X	X	X	X	X	X	X

Form 10: Budget Limit 2 pages

Page 24 contains a sample budget form that will be used for all communities. Also include a detailed budget narrative explaining your proposed expenditures. Please keep all categories the same. Any category not listed may be added.

For the 2007-2008 Prevention Framework the Natrona County Prevention Coalition will use the funds allowed in the following ways.

Salaries and Benefits:

Benefits rates are 7.65% FICA .9% Workers Compensations and \$172.50 a month for Insurance.

Tere Nelson-Bragg has a FTE of a 100% her wage is \$28,000.00 Her benefits are \$5,066.00

Jennifer Crank has a FTE of 30% her wages will be \$10,666.66. Her Benefits will be \$1,762.35 for this project.

Ray Pacheco has a FTE of 25% his wages will be \$8,000.00 His benefits will be \$1,684.01 for this project.

Melissa-Stahley Cummings has a FTE of 11% her wages will be \$4,021.90. Her benefits will be \$775.35 for this project.

Brenda Eickhoff-Johnson has a FTE of 1% her wages will be \$640.00. Her benefits will be \$96.08 for this project.

The salaries add up to \$51,328.80 and the benefits add up to \$9,383.79.

Supporting Services:

Internet costs is \$50.00 a month for a total of \$600.00 per year.

Communications include cell phone for 4 people at \$100.00 per month, billboards throughout the year \$8,000.00 and educational publications will cost \$5,000.00 for a total of \$14,200. Communication funds will support our media campaign and education strategies.

Total cost equal \$14,800.00 for the year.

Travel/Meetings:

Instate travel to PF meetings. \$100/night hotel for 8 nights X 2 persons equals \$1600.00. Per diem (meals) \$46.00 per day for 8 days X 2 persons equals \$736.00. Mileage average per trip equals \$160.00 for 4 trips equals \$664.00. Total Instate travel equals \$3000.00

Out of state travel. One person to travel to a national conference. Flight for one person \$700.00. Per diem (meals) \$46.00 per day for 3 days equals \$138.00. Hotel for 3 days \$562.00. Total cost for out of state travel equals \$1,400.00

Town Hall Meeting \$3,000.00 and prevention conference is \$3,000.00 for a total of \$6,000.00 for meetings.

Total cost for travel and meetings is \$10,400.00

Supplies:

Consumables will include supplies for the college survey and the elder survey. Each survey will cost \$2000.00. For a total of \$4000.00. Office supplies are also includes in this line item at \$67.78 per month for twelve months for a total of \$813.41. Total for consumables is \$4,813.41

Office space for Tere Bragg is \$84.00 per month for a total of \$1,000.00.

The PF will fund components of the Civic Portfolio equaling \$3,000.00

Total supply funds needed equal \$8,644.41

Equipment:

A new computer is needed for project in amount of \$1,000.00 A new all in one printer is needed for the computer in the amount of \$300. Software for the new computer is needed in the amount of \$500.00

Total equipment funds equal \$1,800.00

Indirect Cost:

Mercer House is the Fiscal Agent for this project they are getting 5.5 % for a total of \$6678.00.

WYSAC:

WYSAC will be our evaluator for this project they are contacted out at \$6,070.00 per year.

WYPTAC:

Technical Assistance has been contracted out at \$121,41.00 per year for this project to WYPTAC.

Total Funds Requested equal \$121,415.00

State Contract Quarterly Invoice for Wyoming SPF SIG

SUBMIT TO:

Substance Abuse Division Wyoming SPF SIG 6101 Yellowstone Road – Suite 220 Cheyenne WY 82002-0480

EXPENDITURES FOR QUARTER AND YEAR

(Due On 15th of the month for preceding quarter.)

Cost Description	Budgeted Amount	Current Month Exp	Year to Date Expenditures	Exp
PERSONAL SERVICES	1			
Salaries & Wages	51328.80			
Employer Paid Benetits	9383.79			
Employer Paid Benefits SUPPORTING SERVICES				
Internet Service	600.00			
Priere Committenications	14200.00			
Vehicle Expenses				
TRAVEL/TRAINING/MEETINGS				
Travel In-State	3000.00			
Travel Out-of-State	1400.00			
Training Fees				
Miscellaneous Meeting Expenses	6000.00			
SUPPLIES				
Office (Consumable)	4813.41			
Postage				
Office Space	1000.00			
Curriculum	3000.00			
EQUIPMENT				
Computer	1000.00			
Printer	300.00			
Software	500.00			
GRANTS-IN-AID				
PONATIONS-CITY, COUNTY,				
OTHER INCOME				
CONTRACTUAL SERVICES: Attach documentation to include: Subcontractor Name, Title, Contact Person for services				
MISCELLANEOUS COSTS				
A. Bank Fees				
B. Indirect Cost	6678.00			
C.WYSAC	6070.00			
D.WYPTAC	12141.00			
TOTAL	121415.00			

LOCAL AGENCY NAME and ADDRESS: Natrona County Prevention Coalition, 425 CY Ave. Casper, WY 82601

NAME and TITLE OF REPORTING OFFICIAL: Jennifer Crank, Assistant Coordinator

TELEPHONE NUMBER OF LOCAL AGENCY: Phone: 307-265-7366 Fax: 307-473-2650 E-Mail: jcrank@mercerwy.org

I certify that the expenditures reported above have been funded totally with funds awarded by the Wyoming Department of Health.



8/16/2007

SIGNATURE OF AUTHORIZED OFFICIAL

DATE

Limit 2 pages

Describe how the project will enhance the community's prevention infrastructure. Describe how it creates or improves upon:

- Coordinated efforts: The Prevention Framework to Reduce the Misuse of Alcohol Strategic plan will improve on coordinated efforts community wide because it is being implemented through the NC Prevention Coalition, which has over 50 members community wide. Additionally, a great deal of time and attention is being paid to the unmet needs within the community and the organizations that are poised to fill those needs if given support.
- Organizational structures: The Coalition has been in existence for 5 years and is going strong for the past two years under new leadership. It has 4 subcommittees that have been embraced and lead by members of the community. It is in the process of developing two more; the civic portfolio plan and the volunteer center plan. The subcommittees are Community Embrace, Environmental Strategies, Family and Parenting, and Outreach. They have each gained new members and taken on independent projects. The chairperson of the NC Prevention Coalition ensures that the committee stays true to the mission of the coalition and provides direction and leadership. These subcommittee efforts have helped to build collaboration between organizations and have strengthened the community cohesiveness. Additionally through the Prevention Framework the Coalition has hired an additional employee to assist with the implementation of projects under the grant.
- <u>Planning:</u> The Coalition has implemented a Prevention Framework workgroup that has diligently worked to recognize needs through data analysis and discussion, focus strategies, and build capacity. At monthly Coalition meetings plans for goal achievement are made, reviewed and set in motion.
- <u>Data systems:</u> The Coalition has 4 computers with software currently being used by coalition employees. The coalition also has access to Fax machines, copier machines and backup. As needs develop the coalition will upgrade and incorporate appropriate software programs to meet the needs of the project being undertaken.
- Workforce development: The Coalition provides team building, training, conferences and retreats for the core employees. In addition the Coalition provides training to coalition members by bringing speakers to the monthly meetings and by arranging special training sessions for Coalition members.

- Evidence-based practices: This project is focused on the implementation of only evidence based practices and will ensure that the community benefits from proven programs and efforts.
- <u>Cultural competence</u>: All policies, administration and practices of the coalition have been open and inclusive in nature taking into consideration and embracing the variety of stakeholders in the community. Additionally the coalition is bringing in an educational program and trainer for the organizations and members of the coalition that will train on cultural competency
- Evaluation and monitoring: The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.
- <u>Sustainability:</u> This project builds upon sustainability by creating a strong focused community wide core group united in its effort toward the goals of lowering the incident of underage drinking and adult binge drinking.

 Additionally, sustainability is promoted through community wide recognition and support of the Natrona County Prevention Coalition.

Form 12: Cultural Competency Limit 2 pages

Describe how the project will ensure that planned activities and processes are culturally competent?

- What steps and procedures will be implemented?
- How will cultural competency be assessed?

Cultural competency requires that we have a defined set of values and principles and demonstrate behaviors, attitudes, policies and structures that enable the services we provide to work effectively cross-culturally. The coalition is diverse and represents individuals culturally across the community of Casper, Wyoming. All policies, administration and practices of the coalition have been open and inclusive in nature taking into consideration and embracing the variety of stakeholders in the community.

By identifying and understanding the needs and help-seeking behaviors of individuals and families the coalition is working to provides culturally competent preventative programs and strategies throughout the greater Casper area. The programs and strategies being considered for implementation under the strategic plan must be tailored and matched to the unique needs of individuals, children, families and organizations within the community. In this manner the coalition is addressing cultural competency. Additionally the coalition is bringing in an educational program and trainer for the organizations and members of the coalition that will train on cultural competency.

Cultural competency will be assessed by being addressed in each of the following areas;

- 1. DECLARATION OF THE IMPORTANCE OF CULTURAL COMPETENCE
- 2. POLICY, PROCEDURES AND PRACTICES
- 3. PERSONNEL PRACTICES
- 4. SKILLS AND TRAINING
- 5. ORGANIZATIONAL COMPOSITION AND CLIMATE
- 6. PROGRAM AND SERVICES
- 7. COMMUNITY CONSULTATION AND COMMUNICATION

Form 13: Sustainability Limit 2 pages

Describe how the coalition will ensure that efforts are sustained after the project ends.

The Natrona County Prevention Coalition will continue efforts to prevent the misuse of alcohol after the Prevention Framework funding has ended. We continually look for other grants to support these efforts. Presently we have the DFCS grant that is also working to prevent the use/abuse of tobacco, alcohol and other drugs. Additionally, the Coalition strives for and promotes structure and systems that are self-sustaining. An example of this is the Community Embrace booklet, which is a listing of organizations that provide services and support to families and youth. This booklet was originally funded through grant money but is working toward becoming self-sustaining through nominal contributions from each organization listed and through advertisements. The Coalition also consistently seeks out support from private foundations, businesses and corporations dedicated to a healthy community and healthy youth. In addition our sustainability plan has us reaching out to community monies in hopes of one day being written in as a line item. We explore funding opportunities on a weekly basis.

Limit 1 page

Describe how the coalition will evaluate the activities and outcomes of the project.

Evaluations will be conducted in collaboration with Prevention Framework evaluators at the Wyoming Survey & Analysis Center (WYSAC). All you need to include is the fact that you agree to work with WYSAC on the evaluation of all strategies.

The Natrona County Prevention Coalition will be working in conjunction with the Wyoming Survey & Analysis Center on all aspects of evaluation of each strategy implemented under the Strategic Prevention Framework grant.