# Wyoming's Strategic Prevention Framework State Incentive Grant

Community Strategic Planning Workbook



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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
Carol Garber	Sheridan High School ROCK Coordinator	Attended both workgroup sessions
Mary Barbula	Sheridan Junior High School	Attended both workgroup sessions
Sandy Prunty	Sheridan Sheriff's Department DARE coordinator	Attended both workgroup sessions
Anna Waser	North Wyoming Mental Health	Attended both workgroup sessions
Jim Craig	Sheridan Community Education Foundation	Attended both workgroup sessions; conducted community readiness interviews
Chanda Richards	Sheridan Community Education Foundation, Project Youth	Attended both workgroup sessions; assisted in authoring the Strategic Plan
Sue Belish	Superintendent, Sheridan School District #1	Attended both workgroup sessions; was interviewed for Community Readiness assessment
Terry Cram	Sheridan County Commissioner	Was interviewed for Community Readiness assessment
Travis Koltiska	Sheridan City Police	Attended first workgroup session
Dennis Davis	Wyoming Liquor Dealer's Association	Attended first workgroup meeting
Mitch Craft	Sheridan Junior High School	Attended first workgroup meeting
Mary Jo Johnson	Sheridan Media	Attended first workgroup meeting

Table 2. Strategic Planning Contributors

Name	Organization	Contribution
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Eric Williams	Big Brothers, Big Sisters	Attended first workgroup meeting
Liberty Isbell	Child Advocacy Services	Attended second workgroup meeting
Connie Deutsch	Rainbow Bar	Attended second workgroup meeting
Lisa Kramer-Lee	WYSTAR	Attended second workgroup meeting
Mandy Madry	Sheridan County Sheriff's Department	Attended second workgroup meeting
Laura Burrell	Cloud Peak Radio	Attended second workgroup meeting
John Baule	Superintendent, Sheridan School District #3	Attended first workgroup meeting
Lissanna Follari	Sheridan Community College	Attended second workgroup meeting
Carol Davis	Star Liquor Store	Attended both workgroup meetings
Jessica Araas	Sheridan Community Education Foundation Project Youth	Research, support services; assisted in authoring Strategic Plan
Catherine Paullin	Sheridan Community Education Foundation Project Youth	Coordinator for Strategic Plan; Research; lead author of Strategic Plan

Table 3. Strategic Planning Contributors

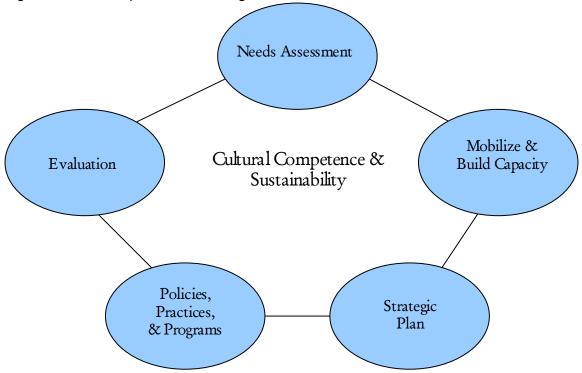
Name	Organization	Contribution
Bradley Craig	Sheridan Community College Student	Was interviewed for Community Readiness Assessment
Joey Puettman	Northern Wyoming Mental Health, Youth Counselor	Was interviewed for Community Readiness Assessment
Doug Melius	First Presbyterian Church Pastor	Was interviewed for Community Readiness Assessment
Shantel Edlund	Sheridan Community Education Foundation, Project Youth	Support services
Barbara Sachse	Sheridan Community Education Foundation, Project Youth Director	Attended both workgroup meetings; assisted in authoring Strategic Plan

# 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 evidencebased 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.

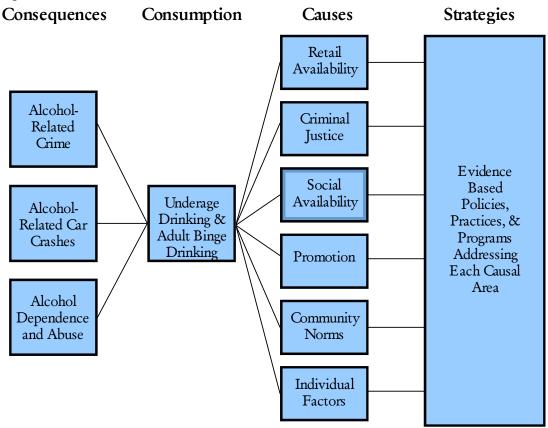
Keep in mind that Wyoming has already identified the targeted need for this project—the misuse of alcohol.

### "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.

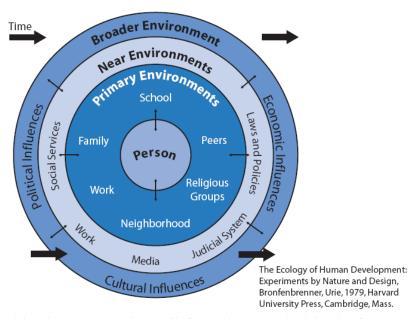
The deadline for submitting your Community Strategic Plan is August 31, 2007. Two copies of the Community Strategic Plan should be submitted, one by mail and one electronically to:

Lisa Laake, MPH, CHES
Wyoming Mental Health and Substance Abuse Services Division
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
<a href="mailto:lisabe@state.wy.us">llaake@state.wy.us</a>
(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: <a href="http://www.dsgonline.com/mpg2.5/mpg">http://www.dsgonline.com/mpg2.5/mpg</a> index.htm
- CSAP's Centers for the Application of Prevention Technologies (CASAT): <a href="http://casat.unr.edu/bestpractices/search.php">http://casat.unr.edu/bestpractices/search.php</a>
- Alcohol Policy Information System: <a href="http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE">http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE</a>
- Leadership to Keep Children Alcohol Free: <a href="http://www.alcoholfreechildren.org/en/prevention/pubs.cfm">http://www.alcoholfreechildren.org/en/prevention/pubs.cfm</a>
- 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

What are the	What are the causal	What evidence-	What activities are	What activities are	What are you going
consequence and	areas you are going	based strategies are	going to take place	going to take place	to do to evaluate
consumption areas	to focus on (review	you going to use	in Year 1 (October	in Year 2 (October	your strategies?
you are going to	your answer to	for each causal	2007 – September	2008 – September	
focus on (from	Question 40 from	area?	2008)?	2009)?	
Needs Assessment)?	the Needs				
Include your goals	Assessment)?				
and objectives.					
To address 6 <sup>th</sup>	Individual Risk	Media campaign	Build on PSA's	Continue with	The coalition
graders at medium	factors of: favorable	using U.S. Dept. of	broadcast on	activities from Year	agrees to work
and high risk for	attitudes toward	Health and Human	network TV	1; work with	closely with
alcohol use in the	drug use; friends	Services/Ad	channels with	coalition members	WYSAC in
past 30 days.	use of drugs; intent	Council campaign	localized radio and	to establish local	developing
	to use drugs;	"Start Talking	newspaper PSA's;	media programming	evaluation methods
	sensation seeking;	Before They Start	Use opportunities within the	as forum to educate	for our county.
	perceived availability of	Drinking"; Utilize	community such as	parents and allow them to call in with	
	drugs; parents	the accompanying family guide as tool	health fairs, school	questions; use local	
	favorable attitude	to support parent	open houses, etc. to	kids and parents in	
	toward drug use	efforts to protect	showcase the media	audio/video spots	
	toward drug use	their children from	campaign and make	developed which	
		risks	accompanying	model how to talk	
			Family Guide	to a child about	
			available to parents;	alcohol; use 2008	
			use 2006 PNA	PNA and TA from	
			information as	WyPTAC	
			baseline; get TA	to evaluate results	

To address the community norm of permissiveness toward alcohol use.	Lack of support for not allowing alcohol to be sold at community events(Wyoming Alcohol Use Issues Survey, 2006); Survey of the number of community events where alcohol is currently served; reports by high school students of Parents Favorable Toward Drug Use	Social Norms campaign using the manual, "A Guide to Marketing Social Norms for Health Promotion in Schools and Communities" by Haines, Perkins, Rice, and Barker	from WyPTAC Get commitments from key stakeholders to the project; hire staff; utilize WyPTAC to collect and analyze baseline data; craft messages; develop and test media; disseminate media	Monitor media for impact; Refine media and methods as needed and disseminate new media; utilize WyPTAC to collect data and analyze for impact; report results	The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.
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# Organization of Strategic Plan

Form	1: Cover Sheet	
(Please place this as th	ne <b>top page</b> for you	ur application)
County: Sheridan		
Name and title of primary contact: C	Chanda Richards	Phone: 307-673-0067 ext. 208
Email (required): richardsc@scedfo.or	g	Fax: 307-6734895
Mailing Address: 245 Broadway, Box 82801	6 City: Sherid	an Zip:
Shipping Address (if different):		
Total Funding Request for First Year	Implementation: \$	73,958.00
Name, organization, address, phone, f <u>Lead Agency</u> authorized to sign contr		entification number for the
Barbara Sachse, Director Project Youth Sheridan Community Education Four 245 Broadway, Box 6 Sheridan, WY 82801	ndation	
Certification: I certify to the best of this community strategic plan is corre Council and/or Coalition was involve strategic plan. I have been authorized the development of this Strategic Plan	ect. I certify that the ed in the developm by the agency's go	ne Community Advisory ent of this community
Signature of Primary Contact		Date
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.

Sheridan, Wyoming is one of the most aesthetically beautiful communities in the state of Wyoming. Its city limits are longer along the north to south direction and stretch for just over five and a half miles at their longest, giving it a western and somewhat southern panoramic view of the Big Horn Mountains. To the north and east, hills, grasslands, and farmlands cover the countryside. At their very widest, the city limits cover a little more than four miles, but in most areas the limits are only about two miles wide. It is a short drive from any point in the town to the country where anyone can enjoy a picnic, a weekend drive, or a day of fishing. For this reason, many of the roughly 16,000 Sheridan residents utilize the outdoors for their recreation. In 1999, the median household income was \$34,307. Eighteen and a half percent of the population fell into the income category of \$15,000-24,999, which was the largest percentage of people in any income grouping. About 34.4 percent of the population fell into two income categories that ranged from \$35,000-74,999. The percentage of families below the poverty level was 8.3 percent, yet as children below age eighteen are added to the equation, that number increases to 13.8 percent, and with children under five years was even higher at 17.7 percent. Even more concerning is the data on families below the poverty level with a female head of household and no husband present. That number is 32.9 percent. With children under eighteen, it increases to 42 percent, and astonishingly reaches almost half (48.1 percent) if the family has children younger than five.

The current socioeconomic issues in Sheridan center mostly on the coal bed methane boom and the increasing value of land and real estate. With the increase in the harvesting of coal bed methane, a cleaner burning natural gas, methane companies have attracted an ever-increasing number of workers to the Sheridan area. Many of the methane workers are hired at a very good wage without any more than a high school education. The shift of workers to the methane fields has negatively affected most service industries in Sheridan. The "big box retailers" short several dozen, if not hundreds, of workers. Many fast food restaurants are struggling to find employees as well. In an effort to hire and retain more employees, many of the fast food restaurants and other stores are increasing their wages and benefits for employees. Fast food restaurants in particular have turned to hiring employees who are from other countries and come to the United States on work visas. While this population of workers has been quite responsible and competent to the consumer's eye, there is a possibility of retaliation from those who may view foreigners in a negative light. That has not yet

occurred, but increasing the base population with what people consider "outsiders" may cause consequences not related to work.\*\*\*\*\*

The other major socioeconomic issue in Sheridan is the increasing value of land and real estate. Many people who earn good wages in Sheridan cannot find houses to purchase because they are very expensive and out of many individual's price range. Several companies and businesses that try to hire employees have a difficult time attracting people from outside Sheridan because these people simply cannot find a place to live when they arrive in Sheridan. This increased value is due in large part to the attractiveness of the Sheridan are to developers and people with some wealth relocating to Sheridan. Developers see the area as a place that can attract many wealthy people to live because of its beauty and other factors. Therefore, the undeveloped land that is purchased may be turned into a subdivision with more expensive homes. Also, some individuals establish a second or third home here which reflects the draw of wealthy people to the area. This situation tends to increase the value of land and homes. Affordable housing is an issue that is well known and is currently being addressed in Sheridan.

The Sheridan community is a great community in which to raise children or retire. Many of the people who live in Sheridan are retirees. Sheridan cares about its community. The arts are very evident in Sheridan, from the numerous bronze sculptures and other works of art located on and near our Main Street to countless concerts and performances throughout the year. Sheridan supports its youth in their many endeavors, including athletics, academic competitions, and the pursuit of an education. While the political atmosphere can become divisive, all in all the Sheridan community comes together to support causes and issues that are of importance. The people, as a rule, are friendly and welcoming. As with many communities, Sheridan has the potential to grow and become a better place in which people may have more of an inclination to give back to the community. Our targeted population will be the entire Sheridan community as we strive to change the social norm around alcohol use. We will also be targeting parents of young children as we recognize a need for them to be knowledgeable about addressing alcohol use with their children at an early age.

### 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?

Vision Statement: A healthy, safe community for all

Mission Statement:: The Sheridan County Prevention Coalition is a diverse group of

Professionals and concerned community members committed to planning, supporting and implementing culturally appropriate strategies, and evidenced-based practices that will reduce the use

and eliminate misuse of alcohol, tobacco and other drugs by

youth

and using adults, and promote healthy lifestyles.

The Sheridan Community Prevention Coalition was established in December 2002. Establishment of an effective anti-drug coalition was a stated goal of the Community Logic Model cited when applying for a 21<sup>st</sup> Century State Incentive Grant. The first meeting took place December 2, 2002. The work of the coalition as outlined was to continually analyze, plan for and work to sustain needed prevention strategies for Sheridan County. Sheridan Community Education Foundation(SCEF) is the fiscal agent for this grant which is administered by Project Youth, an agency within SCEF. The coalition membership includes a broad spectrum of community representation. Schools, law enforcement, treatment, media, faith-based, county and city leadership, business sector etc. are all represented on our coalition. Meetings are held monthly and are open to all coalition members as well as the public.

The Needs Assessment for SPF SIG was completed with June 2007 and included information acquired from coalition members at an adult focus group and high school students at a separate youth focus group, both held in May. As work proceeds on the Strategic Plan, a number of coalition and other community members attended two workgroup meetings to discuss strategies to address areas of concern determined in the Needs Assessment. They were given a summary of the Needs Assessment which included information on the two causal areas to target: individual risk factors and community norms.

Project Youth staff presented information on various evidence-based strategies that could be implemented to address these target areas, many of which were environmental strategies e.g. beverage server training, limiting alcohol at public events, etc. Our group considered some of these strategies, but kept coming back to the need for education. In their view, we may be able to be most successful educating not only

parents of sixth graders with individual risk factors, but changing social norms through education also.

The group was able to view the Health and Human Services/Ad Council campaign materials on "Start Talking Before They Start Drinking." These ads are currently being shown as PSA's on television. Project Youth contacted the Ad Council about whether the radio and newspaper ads could be localized for our county. The Ad Council was supportive of this idea and would be able to assist us. There are also booklets written for parents available from SAMHSA as part of this same campaign.

This campaign will give us something we can implement fairly rapidly but will be a prelude to a bigger social norms marketing campaign targeting the entire community. We will have a core group of coalition members who will be help us plan, develop, and launch this.

# 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

Our community will focus on underage drinking, particularly the need for parents to address this with their children at younger and younger ages. Percentages for binge drinking in the past two weeks increased significantly at the 6<sup>th</sup> grade level from the 2001 PNA to the 2006 PNA. During discussions with our workgroups, several people in the treatment field addressed the need for parents to be given tools to know how to talk to their kids and how to respond to questions they are asked. We also identified a need for a forum for parents to ask questions that have to do with substance abuse issues. We will begin our interventions with parents using the Ad Council campaign, "Start Talking Before They Start Drinking", but will also develop a local campaign using local coalition members and other interested parties.

All communities that completed the Needs Assessment ranked social norms around alcohol misuse as one of their highest causal areas. Results from the 2006 PNA indicated percentages of students who have had a drink in the past 30 days and percentages of students who have had more than five drinks in a row in the past 30 days are both slightly higher for Sheridan County high school students than the state averages. Since Sheridan County ranked higher than state averages in these two indices, it adds support to the other area of concern that we will focus on: the permissive attitude in the county that alcohol is socially acceptable.

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.

We responded to Question 40 in the Needs Assessment Workbook that we would target both Individual Factors and Community Norms as causal areas which we see as interrelated. We said strategies would need to be aimed at parents and the community as a whole concerning the risk as well as the magnitude of the alcohol misuse problem. We speculated that to prevent misuse of alcohol at younger and younger ages, we might need to target children younger than 6<sup>th</sup> grade when developing prevention materials and scheduling extracurricular activities.

Individual risk factors that best predict 30-day alcohol use were especially concerning at the 6<sup>th</sup> grade level. All individual risk factors (favorable attitudes toward drug use, intent to use drugs, sensation seeking, perceived availability of drugs, and parent's favorable attitude toward drug use) were above state averages. Also, while 19% of 6<sup>th</sup> graders were at high risk for parent's favorable attitude toward drug use, by 12<sup>th</sup> grade this percentage was 61.1% which supports concerns over the social norm of alcohol use in our county.

Project Youth did extensive reviews of environmental strategies to address misuse of alcohol. We already have DARE and the FAST program in local schools. Project Northland was tried in local schools but a school superintendent on our workgroup reported that the record keeping was too time consuming.

With alcohol served at a large number of local community events, we suggested considering a strategy of limiting alcohol at these events, particularly as the permitting process in the city of Sheridan puts essentially no restrictions on the service of alcohol. We also discussed beverage server training.

In the end, the work group kept coming back to the need for education both to address the concern about alcohol use at younger and younger ages and the social norm issue. We believe this reflects a consensus that there needs to be awareness building around the issue of alcohol misuse before we can begin to change ordinances, permitting, beverage server training, etc.

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)?

The majority of current community resources targeting substance use issues in the community are youth programs that target individual factors as the casual area. A total of ten different programs currently serving youth were noted: Big Brothers/Big Sisters, Project Youth (Extended Learning Centers, SMARTY Bus, Club Ed Art Center, ASTOP computer lab), FAST – Families and Schools Together, Subcommittee on formation of youth center, R.O.C.K. – Raising Opportunities for Clean Kids, Gear-Up (Sheridan College college preparation), College For Kids, Sheridan Jaycees, Kids First-Wyoming Mental Health Center. An additional ten faith-based youth groups were found to be strong and active within the community.

In the casual area of retail responsibility, there is acknowledgement of the need for excise tax increase for alcohol amongst one county commissioner and Sheridan County Prevention Coalition members.

Within Criminal Justice, School Resource Officers are provided by the Sheriff Department and the Police Department to all school districts within Sheridan County. In addition, both the Sheridan Police Department and the Sheridan County Sheriff Department conduct compliance checks at local liquor establishments on a relatively small scale.

In the area of social availability, Sheridan County Wellness Council has collaborated with Sheridan Media to provide a forum to discuss social host responsibility over the radio. This discussion took place once in the past 12 months.

The Sheridan County Prevention Coalition hosted a town hall meeting in conjunction with the Wyoming's First Lady Initiative in 2006 to discuss underage drinking in Wyoming and our community. The Chamber of Commerce in collaboration with Forward Sheridan, and the Sheridan County Prevention Coalition have been working on a drug-free workplace initiative to be implemented throughout the city and county businesses. Both resources address the casual area of community norms.

In the area of promotion, there are currently no resources to address alcohol sponsorship at events, or alcohol advertisements.

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 educational media and social norms strategies are appropriate in relation to the readiness of the community. The community is not ready to make changes with policy, ordinances, or restrictions on alcohol during public events. An interview with a county commissioner did not indicate any current planning or active support for any initiatives that would require policy change. All sectors from the coalition voiced education as the main area our community should focus on. Treatment professionals voiced that, from their experience, many parents do not know what to say to their children when it comes to alcohol or other drugs. Even law enforcement agreed that education to parents and adults in general would be more helpful in our community than strategies such as responsible server trainings or other policy changes that would require enforcement.

A social norms campaign will educate the community on the local problem of alcohol misuse and affirm the positive behaviors that are already going on and, in actuality, are the norm. It will allow our community to correct misperceptions about alcohol misuse that are reflected in some high risk factors of our youth. The state is poised to implement a statewide social norms campaign and their efforts, along with ours, will put the issue before the public eye with such frequency that it will maximize the number of people exposed. With good data about actual social norms, parents will be better able to give appropriate information about alcohol use to their children and be confident that their views reflect those of a majority of parents. The Ad Council campaign we plan to localize will be something we can get out into the community in a relatively short period of time.

Our strategies are evidence based. The "Start Talking Before They Start Drinking" campaign was developed by Health and Human Service's Substance Abuse and Mental Health Services Administration(SAMHSA) to prevent underage drinking.

It encourages parents to speak to their children about alcohol in an effort to prevent and reduce underage drinking. A brochure created for the campaign is available from SAMHSA to distribute to parents. Page 32 of this brochure cites the many sources used when developing this campaign. Also, the National Institute on Alcohol Abuse and Alcoholism publication, "Interventions for Alcohol Use and Alcohol Use Disorders in Youth" states, "The ability of parents to influence whether their children drink is well documented and is consistent across racial/ethnic groups(e.g., Barnes et al. 2000; Steinberg et al. 1994)." Furthermore, in the Executive Summary of the National Academy of Sciences 2003 report, "Reducing Underage Drinking: A Collective Responsibility", it is reported that "Most adults express concern about youth drinking and support public policy actions to reduce youth access to alcohol. Nonetheless, youth obtain alcohol from adults. Parents tend to dramatically underestimate underage drinking generally and their own children's drinking in particular." The report goes on to recommend federal funding and support of a national media effort as a major component of an adultoriented campaign to reduce underage drinking. The "Start Talking Before They Start Drinking" campaign strives to do this.

For the Social Norms campaign, we will use A Guide to Marketing Social Norms for Health Promotion in Schools and Communities by Haines, Perkins, Rice, and Barker. This document is published by the National Social Norms Resource Center. It was selected from the list of Social Norms Campaigns/Social Marketing Effectiveness Analysis portion of Environmental Strategies: Selection Guide, Reference List, and Examples of Implementation Guidelines. The authors view social norms campaigns as "an evidence-based, data-driven process, and a very effective method of achieving large-scale, positive results." The guide includes the key elements of: general description, implementation guidelines, output measures and assessment of effectiveness.

# 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?

Two staff from Project Youth conducted interviews with five stakeholders in our community using the Tri-Ethnic Center for Prevention Research's Community Readiness tool. We adapted this tool to address the issue of misuse of alcohol. The results from this assessment indicated that we are at Stage 4 – Preplanning and we feel this does fairly accurately portray our community.

There was general recognition of programs within the community working on the problem of alcohol misuse and the sense that they are doing a pretty good job. Areas of concern seem to exist in that there is a lack of coordination of efforts. Also, while some segments of the community are aware of the problem of alcohol misuse, other community members do not or choose not to know the problem exists.

There was no specific mention in our interviews of what has worked very well. A school superintendent did cite the Northland Project as a program that was tried but was too time-consuming in terms of records teachers had to keep.

There does not appear to be city or county leadership actively engaged in try to expand effort to curb alcohol misuse. We could not get a single city, county, or state representative to our workgroup meetings. But, interviews do seem to support what we were hearing from our workgroups — it is not so much of an issue of inadequate services as it is an issue that people need to be educated that alcohol misuse is a social norm that needs to change.

# 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

Work on the Strategic Plan has made apparent a need to reinvigorate our coalition which will be addressed in more detail on Form 13: Sustainability. We foresee this being an area where we will need to invest effort this fall in order to ensure the success of the strategies we are proposing.

We do plan on being able to work with the Ad Council and local media representatives to launch the "Start Talking Before They Start Drinking" campaign early in 2008. We want to get this program up quickly to coincide with television PSA's using this campaign which is a form of media beyond our financial resources. The coalition will be looking for opportunities to showcase this campaign and distribute brochures to parents at community events throughout the year. We hope to also be able to develop a parent education segment using broadcast radio which would allow local prevention/treatment professionals to address concerns of parents and provide an opportunity for parents to phone in with questions. We believe this piece can also serve as part of our social norms strategy. We will monitor the effectiveness of the above strategies after 6 months and refine our efforts, perhaps changing the way the ads are localized. We will gather data at 20 months before analyzing and reporting results at the conclusion of the second year.

Our social norms campaign will be additive to the social norms campaign being planned by the Wyoming Department of Health. The guide that we are adopting to use in this campaign, A Guide to Marketing Social Norms for Health Promotion in Schools and Communities, lays out an orderly progression of stages to conduct a social norms project. We foresee much of the first nine months being devoted to setting goals and objectives, collecting data, and developing then testing the media messages. By the summer of 2008, we will launch the social norms campaign.

The second year of the social norms campaign will be spent disseminating the media messages, monitoring for impact, and refining our methods as indicated. At around 20 months, we will begin to collect data to be analyzed for impact and results will be reported by the end of the second year.

The short-term outcomes we expect of the media campaign, "Start Talking Before They Start Drinking" is a decrease in the number of sixth graders that report having a drink in the last 30 days. The long-term outcome we expect of the media campaign will be a decrease in the percentages for high risk behaviors in sixth grade. We expect some of this change to also come as a result of the social norms campaign. The short-term outcome we expect of the social norms campaign will be to decrease the gap between actual and perceived norms among the community members (including students, parents, teachers, law enforcement, etc.) about the use of alcohol in our community. The long-term outcome we expect is to embed healthy social norms around alcohol use in ongoing curriculum at the schools. The other long-term outcome we would hope for is to raise enough grassroots interest in changing the social norm so that policies and ordinances are viewed as the next strategies to tackle i.e. we move from the preplanning stage to the confirmation/expansion stage.

# 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 07	Nov 07	Dec 07	Jan 08	Feb 08	Mar 08	Apr 08	May 08	Jun 08	Jul 08	Aug 08	Sep 08
Contractual report and expenditure report:	07	07	- 07		00						00	
January 2008, April 2008, July 2008, October 2008				X			X			X		
Statewide Prevention Framework Meeting						X						X
Community Advisory Council Meetings	X	X	X	X	X	X	X	X	X	X	X	X
Engage the assistance of Tech support	Х											
Recruit workgroup members for strategies		Х										
Gather baseline data for both strategies			Х	Х								
Develop/Launch "Start talking…"campaign					Х	Х						
Develop /Launch social norms campaign						Х				Х		

# 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 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09
Contractual report and expenditure report: January 2009, April 2009, July 2009, October 2009	X	US	- 08	X	09	09	X	09	<u> </u>	X	07	0)
Statewide Prevention Framework Meeting						X						X
Community Advisory Council Meetings	X	X	X	X	X	X	X	X	X	X	X	X
Monitor/refine "Start Talking"campaign	Х											
Monitor/refine social norms campaign		Х										
Collect Data on both campaigns			Х						Х			
Analyze/Evaluate data on "Start talking"										Х		

Analyze/Evaluate data						Х	
on social norms							
campaign							

# 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.

Salary expense of \$50,200 reflects a percentage of the director's salary and all of the Prevention Framework grant coordinator's salary.

Benefits for the two positions include 7.65% (FICA) and 2.5% (Worker's Compensation) to equal a total of \$5095.00

Telephone charges of \$120.00 are nominal and reflect an estimate based on a percentage of all of our grants.

Travel in-state in the amount of \$2614.00 is set aside for Prevention Framework travel to trainings throughout the year.

Miscellaneous meeting expenses in the amount of \$1200.00 reflect expenses associated with supporting monthly coalition meetings.

Office supplies are also nominal in the amount of \$200.00 and are used to send out reports and make copies for coalition meetings.

The line item for contractual services represents the amount payable to WYSAC (\$3,697) and WyPTAC (\$5916). We have no other contractual services.

Indirect costs in the amount of \$4916.00 represent office space and other administrative services.

# State Contract Quarterly Invoice for Wyoming SPF SIG

# SUBMIT TO: Substance Abuse Division Wyoming SPF SIG 6101 Yellowstone Road - Suite 220 Chevenne WY 82002-0480

### EXPENDITURES FOR QUARTER AND YEAR

(Due On 15<sup>th</sup> of the month for preceding quarter.)

Cheyenne w 1 82002-0480										
Budgeted Amount	Current Month Exp	Year to Date Expenditures	Exp							
50,200										
5,095										
120										
2,614										
1,200										
200										
9,613										
4,916										
73 958	<u> </u>	<u> </u>								
	5,095 120 2,614 1,200 200	50,200 5,095 120 2,614 1,200 200 9,613	50,200 5,095 120 2,614 1,200 200 9,613							

### LOCAL AGENCY NAME and ADDRESS:

Sheridan Community Education Foundation 245 Broadway, Box 8 Sheridan, WY 82801

### NAME and TITLE OF REPORTING OFFICIAL:

Chanda Richards, Prevention Framework Grant Coordinator

### TELEPHONE NUMBER OF LOCAL AGENCY:

Phone: 307-673-0067 Fax: 307-673-4895 E-Mail: richardsc@scedfo.org

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

SIGNATURE OF AUTHORIZED OFFICIAL DATE

# Form 11: Community Infrastructure Limit 2 pages

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

- Coordinated efforts
- Organizational structures
- Planning
- Data systems
- Workforce development
- Evidence-based practices
- Cultural competence
- Evaluation and monitoring
- Sustainability

Our coalition has not had any specific goals and objectives so there have not been any coordinated efforts with regard to prevention activities. The Strategic Plan gives a focus to what those efforts should be based on consensus from workgroup meetings. As a result of these meetings, we have identified individuals not currently on the coalition who we intend to recruit as new members. We also intend to partner more closely with professionals working on the Block Grant who are also charged with coordinating with the prevention coalition.

The projects we have identified will require coordination and hard work from a number of individuals with diverse talents. With a Strategic Plan, we will be able to describe the tasks that need to be done, prioritize the tasks, and mobilize coalition members to commit to work that interests them or is an area of their expertise.

We do plan to utilize WyPTAC to assist us in developing methods to survey our population at pre- and post- intervention or in using data already available to us. We plan on sending staff and interested coalition members to media advocacy training given by WyPTAC in October 2007.

The media campaign "Start Talking Before They Start Drinking" can be localized and will give us an opportunity to incorporate cultural competence as will radio broadcasts targeted to parents that discuss problems specific to Sheridan and allow for parents to call in with questions.

### 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?

Sheridan County is a very homogeneous population except economically. We have a bifurcated economy with some very wealthy individuals and, at the other extreme, some quite poor families, especially with single mothers. There is no evidence that alcohol consumption is different between the two groups. We will request assistance from WyPTAC to ensure that our activities and processes are culturally competent.

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

We will first and foremost need to work on sustaining the coalition if we are to sustain the efforts of this Strategic Plan after the project ends. We plan on doing strategic recruitment and will offer levels of membership to attract key individuals unable to commit to active membership. Before we recruit new members, we will be prepared to answer the question: "What's in it for me?" We will offer to send coalition members to trainings and will find out what they are passionate about when making assignments to committees or projects.

We will engage the membership in taking responsibility for doing the work, whether as holding a position of coalition leadership or committing to a workgroup for one of the projects. We will appoint positional officers within the coalition and establish standing committees with committee chairs. We will write clear goals and objectives for the coalition and establish job descriptions. We will put in place a tool to evaluate the coalition once these elements of sustainability are in place.

We will work to embed appropriate social norms into ongoing curriculums at schools to sustain efforts after the project ends. Movement to institute environmental strategies that entail restricting alcohol through ordinances or policies are not foreseen at the end of two years. However, it is hoped that a grassroots effort to perpetuate healthy changes in social norms around the use of alcohol will work with the coalition on these strategies.

### Form 14: Evaluation

# 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.

We agree to work with WYSAC on the evaluation of the strategies for our projects.