

**Campbell County  
Application Face Page**

SPF SIG Grant FY 2009-2010

Date Application Submitted to State  <b>July 24, 2009</b>	Persons Submitting Application  <b>Kellie Furman and Rod Hauge</b>	No. Pages  <b>38</b>	County  <b>Campbell</b>
<b>Fiscal Agent Information</b> Name of Agency Serving as Fiscal Agent: <b>City of Gillette Police Department</b> Contact Person: <b>Sherrie Palmer</b> Title: <b>Fiscal Analyst/Accountant</b> Address: <b>201 East 5<sup>th</sup> Street</b> <b>PO Box 518</b> <b>Gillette, WY 82717</b> Phone: <b>(307)686-5354</b> Fax: Email: <b>sherrie@ci.gillette.wy.us</b>			
<b>Program Manager Information</b> Name: <b>Kellie Furman</b> Title: <b>Project Coordinator</b> Address: <b>201 East 5<sup>th</sup> Street</b> <b>PO Box 518</b> <b>Gillette, WY 82717</b> Work Phone: <b>(307)686-5234</b> Cell Phone: <b>(307)257-0112</b> Email: <b>kellie@ci.gillette.wy.us</b>			
<b>Coalition Information</b> Formal Name of Community Coalition: <b>Substance Abuse Advisory Council (SAAC)</b> Date/Time/Location of Regular Meetings: <b>Second Thursday of each month</b> <b>3pm</b> <b>City of Gillette City Hall at the Community Room</b>			

## Worksheet 1. Targeted Causal Areas and Identified Strategies for FY 2008-2009

Potential Causal Areas	Is Your Community Currently Targeting this Causal Area? (Yes or No)	What Evidence-Based and/or Environmental Strategies Have You Implemented This Year to Address this Causal Area? (Please be Specific)
Retail Availability	Yes.	<ul style="list-style-type: none"> <li>• Responsible Beverage Server (known as TiPS) Training and the Liquor License Protocol;</li> <li>• Compliance Checks and Recognition</li> </ul>
Criminal Justice	Yes.	<ul style="list-style-type: none"> <li>• Enforcement – DUI Enforcement</li> <li>• Public Awareness of Enforcement – DUI Media Campaign; Worth It. Drive Sober.</li> <li>• Judicial Changes – Court Task Force</li> </ul>
Social Availability	Yes.	<ul style="list-style-type: none"> <li>• Party Patrols</li> </ul>
Promotion	No.	
Community Norms	Yes.	<ul style="list-style-type: none"> <li>• Alcohol Restrictions &amp; Security at Community Events</li> </ul>
Individual Factors	No.	

**Question 1.**

Have your targeted causal areas changed? If yes, what data supports this change?

No.

After reviewing the causal areas and relevant available data, our targeted causal areas have not changed at this time. Our coalition, the Substance Abuse Advisory Council (SAAC), discussed the causal areas at two meetings and we find a continued need to address retail availability, criminal justice, social availability, and community norms.

**STEP 2. The second step in the implementation workbook process is to determine whether your causal areas have (or should be) changed and why.**

**Worksheet 2: Causal Area & Evidence-Based Strategy Assessment**

## **Question 2.**

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

Yes, our 2009-2010 implementation plan includes an additional strategy to our primary plan as well as some changes to the previous implementation plan. These changes are detailed below in the corresponding categories.

### **Changes in the CMCA strategies:**

In accordance with renewed suggestions for FY 2009-2010, we are not including CMCA strategies as part of our primary plan for retail and social availability causal areas. We feel that the CMCA model will be best utilized as a guide for activities and support events for our focused evidence-based strategies. Hence, while CMCA strategies will not be listed as a designated strategy for a causal area, elements of the model will be applied in the workplan section and other activities for the strategies. For example, the strategy of 'Partner with Schools' is no longer listed as a separate strategy; instead, efforts to partner with schools will be activities that fall within a certain environmental strategy. Other examples include working with school ATOD youth prevention groups to increase recognition of increased DUI enforcement, promoting the media campaign messages through church bulletin flyers, working with the Chamber of Commerce to promote happy hour regulations, and creating alcohol-free programming at the local college.

### **Youth coalition:**

Similar to our changes in the CMCA strategies, we will not be pursuing a strategy of creating a new youth coalition as a direct part of the SAAC. Our focus, instead, is to work with existing youth groups to maximize and support their current efforts and activities. The desired partnerships with existing youth groups include the Campbell County High School PRIDE group, the Campbell County Middle and Elementary Schools SWAT groups, and Gillette College student activities planning group. Specific activities and collaborations within these partnerships will be outlined in the workplan and activities section of the strategies. For example, our evidence-based strategy of happy hour restrictions will necessitate involvement from our youth populations to facilitate policy adoption by local city and county officials. By empowering and showing support to existing youth groups, we can build off of their initial successes and help shape their future activities and endeavors. The SAAC members feel this is more efficient to invest of our time, energy, and resources into the existing youth coalitions and empower them to join our efforts in changing social norms.

### **Happy Hour Restrictions:**

Based on discussions and feedback from our SAAC, we have added the happy hour restrictions strategy to our list of evidence-based strategies to pursue. Discussion of this topic centered on the happy hour signs posted at alcohol establishments in the city of Gillette; for example, one sign states that the bar is an 'adult daycare center.' It was also expressed how these signs and the common occurrence of 6am to 8am happy hours reflect our community and social norms. By working to place restrictions on happy hours, we feel that some norms will also be influenced and changed for the better. This is also an area that has the potential for lasting sustainability, which is very effective for positive community change.

**Completion of Judicial Changes strategy:**

For our next fiscal year, we are not implementing any strategies focused on judicial changes as our primary goal and intention for this strategy has been completed. We successfully worked with the Municipal Court Judges, Campbell County Commissioners, and City of Gillette to form positions for probation officers specifically assigned to work with 18 to 20 year old offenders. Most offenses for this age group are related to alcohol-violations, though not strictly limited to such violations. We feel that having probation officers to work directly with this age group will provide observation and attention needed to reduce the number of repeat offenders.

## **PRIMARY PLAN NARRATIVE for FY 2009-2010:**

### **Causal Area – Retail Availability**

- **Responsible Beverage Server (known as TiPS) Training and the Liquor License Protocol**

This strategy was implemented in FY 2008-2009 in the city of Gillette with success. A Liquor License Protocol ordinance was adopted by the Gillette City Council in May of 2007. This protocol established some requirements of liquor license holders within the City of Gillette. These requirements include posting of signs that detail laws of legal age to purchase or possess alcohol and consequences of law violations, notifying law enforcement of attempts by underage persons to purchase alcohol, notifying law enforcement of an assault on the premises, and prohibiting serving alcohol to an obviously intoxicated person. Also part of the Protocol is the option to mitigate fines for violations by attending a TiPS training as well as the requirement of submitting a corrective action plan to prevent future incidents.

As part of our 2009-2010 implementation plan for this strategy, we propose the following.

- 1) We will revisit the Liquor License Protocol by working with the City Attorney and other individuals to advocate for additional necessary changes. Some of the desired additions include prohibiting alcohol consumption by on-the-job servers and re-addressing previously nullified portions of the protocol that will allow bar staff to be held accountable for their actions along with the liquor license holders.
- 2) We will continue to provide TiPS trainings and corrective action plans developed by the liquor license holders.
- 3) We will work to have the Wyoming Liquor Division conduct additional Managing Alcohol Policy and Procedures (MAPPS) training for liquor license holders in Gillette and Campbell County. A MAPPS training was held in Gillette on June 2<sup>nd</sup> and 3<sup>rd</sup>, 2009 with Gillette liquor license holders; it was invited and hosted by the Gillette Police Department. At this training and information session, business operations plans are encouraged to include strong recommendations to implement best practice alcohol management strategies. It is intended to have this training again for more liquor license holders in the future. MAPPS will be used to help facilitate the adoption of responsible beverage service training and other important alcohol policies at liquor establishments. The MAPPS training session will also be utilized for other Prevention Framework strategies, such as happy hour limitations.

Another activity for this strategy is the incentive of safe ride vouchers for liquor establishments' employees attending the TiPS training. This activity is based on the suggestion from SAAC members to provide safe, sober rides from bars and liquor establishments. While the concept of safe rides itself has not been recently reviewed or studied, it was recommended by our technical assistance to pair the concept of safe rides with an evidence-based environmental strategy (information provided during a phone conversation with WyPTAC consultants). Thereby, this activity will be grounded and promoted through the means of a proven strategy. Safe ride vouchers will be provided to liquor establishments that have had all its employees attend a TiPS training. The vouchers will provide an incentive for liquor license holders to keep staff trained and knowledgeable in responsible beverage service.

- **Compliance Checks and Recognition**

This strategy in conjunction with the Liquor License Protocol has shown great success in Gillette for the 2008-2009 fiscal year. The Liquor License Protocol, described above, lists the actions an establishment must take to avoid penalties. Additionally, some of the items in the Liquor License

Protocol are inspected during a compliance check, such as selling alcohol to a minor and notification of the police when a minor attempts to purchase alcohol.

In 2008 for the city of Gillette, 12 out of 40 liquor license holders failed the compliance check by selling alcohol to the underage police decoy. However, in 2009, 3 out of 40 liquor license holders failed the check by selling to the decoy. For Gillette, failure rates dropped from 30 percent to 7.5 percent from 2008 to 2009. This is a drastic change that greatly benefits our community and demonstrates progress. Given this success, the Substance Abuse Advisory Council (SAAC) wishes to continue these compliance checks in the city of Gillette and research the state of compliance checks in the town of Wright to find ways we may provide added support to their efforts. The SAAC will also create increased recognition of compliant establishments with newspaper adverts. Also, we would like to inform the community about the importance of compliance checks and the role these checks play in keeping our community safe. This information may be presented in the newspaper as an ad with supplemental letters-to-the-editor. We will work with both the Gillette News Record and the Wright High Plains Sentinel to highlight this information.

- **Happy Hour Restrictions**

This is a new environmental strategy for the SAAC. Given it is a new strategy that has not been pursued previously, we will start at the ground level. We plan to work within currently established methods and mechanisms to promote the adoption of happy hour regulations. Working the required corrective action plans due to violations of the Liquor License Protocol, the SAAC and law enforcement agencies can provide recommendations for happy hour regulations at these liquor establishments. In addition to working with liquor establishment owners through the Liquor License Protocol, the Managing Alcohol Policy and Procedures (MAPPS) training will be used to further the policies that liquor license holders have in place at their businesses. By working with liquor license holders in this way, we can obtain buy-in from the owners while putting policies in place at the establishments that are enforceable. The regulations of happy hour sales and promotions will originate from the owners and liquor license holders themselves, thereby increasing the likelihood that the owners will have a vested interest in upholding the regulations. This will also create headway for future regulations and ordinances.

### **Causal Area – Criminal Justice**

- **Enforcement – DUI Enforcement**

Law enforcement agencies for the City of Gillette and Campbell County have been very receptive and willing to take on additional overtime hours specifically for DUI enforcement. This strategy fits well with our other identified environmental strategies. It is our intent to continue and expand upon this strategy. In the 2008-2009 grant year, the Gillette Police department contributed over 130 hours for DUI enforcement at high incident times. The Campbell County Sheriff's Office also contributed additional DUI monitoring and enforcement.

- **Public Awareness of Enforcement – DUI Media Campaign; Worth It. Drive Sober.**

In combination with the increased DUI enforcement for the 2008-2009 grant period, a media campaign was produced to create awareness of the enforcement and to highlight prevention messages. The slogan for this campaign is *Worth It Drive Sober*. Previous media venues for the campaign included slogan decals on trash-collecting trucks and City of Gillette vehicles and radio and newspaper advertisements. While the campaign had initial strong success, there was a lack of sustained campaign saturation during the 2<sup>nd</sup> and 3<sup>rd</sup> quarter of the fiscal year. The SAAC proposes to reinvigorate this campaign during the last quarter of FY 2008-2009 and carry this momentum to FY 2009-2010. The renewed campaign promotion efforts in the 4<sup>th</sup> quarter will benefit the

campaign during FY 2009-2010. According to our technical assistance consultants, it takes approximately 18 months for campaign messages to become embedded in our audiences mind and to show progress toward behavior change. Given this recommendation, the SAAC concludes that beginning our media blitz as soon as we can and maintaining this exposure will enhance our messages. Thus, we will increase our success and reach to our community by using this approach. Again, we will build from the media promotion during our last quarter by adding additional media outlets (described below) and creating new messages and graphics during the 2009-2010 campaign.

Messages for the SAAC FY 2009-2010 *Worth It Drive Sober* campaign will use *Most of Us* concepts with an added emphasis on the minority statistic. For example, messages will state ‘4 out of 5 people in Campbell County drive sober, but for the one person who does not...increased enforcement will catch you.’\* This message portrays several important facts about Campbell County. It shows that the overwhelming majority of people do not drink alcohol and drive. People in our community choose to drive safely and responsibly by not breaking the law or putting themselves and others in danger. It also highlights the risk for the statistical minority who do drink alcohol and drive. This will raise awareness of the increased DUI enforcement while increasing the perceived risk of being caught by the police if a person drives impaired by alcohol.

Additionally, we have identified multiple venues for the media campaign, some of which will be used during the 4<sup>th</sup> quarter of 2008-2009 as well. These media outlets include newspaper advertisements in Gillette and Wright, radio ads for stations reaching across the county, movie theater ads at the Gillette movie theater, TV promotional ads on City of Gillette public access channel (GPA), an ad on the Campbell County Memorial Hospital Cafeteria TV, flyers in church bulletins, and ads in local businesses’ newsletters. We also intend to purchase a banner to hang along a busy intersection in Gillette. This sign will be displayed during potential high incident DUI periods and during the increased party patrol periods. Signage will also instigate message and brand recognition and it will send a strong message to drivers.

As our campaign is universal in nature, we feel that using a variety of venues will increase reach to our audience. It will work to our benefit to saturate different media outlets to create brand and message recognition. However, together with our broad scope, we will narrow the focus by working with local businesses and other organizations to promote our campaign messages.

*\* This is a sample statistic and message. Specific messages for campaign adverts will be developed in collaboration with the SAAC and WyPTAC feedback and approval.*

## **Causal Area – Social Availability**

### **• Party Patrols**

Law enforcement agencies in Campbell County have conducted party patrol on high incident occasions, such as high school football game evenings, holidays, and graduation. During the patrols, two additional officers are available to respond to call-in tips regarding parties and to monitor parking lots and other likely gathering places for youth.

Patrol officers will also continue to provide information and work with area hotels and motels to reduce the incidence of underage parties at these locations. Brochures will include information regarding clues to detecting underage drinking, the consequences for not monitoring potential underage drinking, and recommendations for informing law enforcement of a potential violation.

## **Causal Area – Community Norms**

### **• Alcohol Restrictions at Community Events**

Previous efforts under this strategy involved monitoring several community events which were known to be high alcohol consumption events. The Project SAFER evaluation was used at these community events. While this approach yielded some useful results, the SAAC wished to approach this strategy in additional ways for FY 2009-2010.

One or two community events will be identified by the SAAC for review. For this process, key SAAC members as well as several youth group members will meet with the event coordinators and the event location owners or managers. Having community members and youth approach the event coordinators and location owners/managers will provide more support to our overall goals of responsible use of alcohol at these community events. The youth voice will be especially beneficial when trying to portray the importance of alcohol monitoring and policies to reduce and prevent underage alcohol consumption at these events. This was one area in previous years that was not utilized: working with area youth to reinforce our messages and intent. In order to successfully engage youth for this strategy, the SAAC and PF coordinator will be involved with ATOD prevention activities and youth prevention groups in the Campbell County School District. (Please see “The role of youth in our environmental strategies” for more information regarding this topic.)

One additional method to monitor alcohol at community events is to work with locations owners and/or managers where community events are held. Working with owners and managers will allow the SAAC to influence the alcohol policies at numerous events rather than focusing on one to two events. Owners and managers have a vested interest in ensuring that events are successful and law-abiding. The SAAC can provide recommendations and information on developing alcohol policies for events held at certain locations. This approach will broaden the scope of this strategy by reaching numerous events and create sustained change.

Another approach for this strategy is to work with the Campbell County Commissioners to implement a responsible alcohol use checklist for all entities applying for a malt beverage permit. By working with the County Commissioners, we can ensure that all businesses, organizations and events coordinators are implementing best-practices for the responsible use of alcohol at their respective events. This checklist is a comprehensive list and is similar to the one used in Laramie. This is a strategy that will have sustainable and long-lasting results, similar to other strategies for FY 2009-2010.

## **Causal Area – Individual Factors**

### **Special Projects**

The causal area of individual factors was added due to the desire to implement a special project focused on this area. Implementing the LifeSkills Training will be a collaborative project with the SAAC and the YES House, which has active members on the SAAC. This addition for FY 2009-2010 is deemed appropriate as the individual factors causal area was identified as a priority in the Needs Assessment phase. Additionally, individual meetings with key coalition members also revealed that addressing individual needs through treatment and programs was a priority and desired. Previously, the individual factors causal area was lowered in priority to focus on environmental strategies. However, this application period presented an opportunity to address this causal area in addition to environmental factors. Thus, it was deemed appropriate to pursue this special project.

### **The role of youth in our environmental strategies:**

A foundation for youth involvement in PF strategies and activities will be established during the first months of the academic school year by hosting informational and kick-off meetings (funded by FY 2008-2009 PF monies) for school youth groups. Establishing strong prevention-oriented youth groups in elementary, middle, and high schools is key for sustained prevention and lasting effects. It is our ambition to work with these youth to strengthen and support the prevention groups and also provide tangible activities and involvement in SAAC strategies. This latter point is particularly important for creating a purpose and overall mission for the youth groups. One overall goal of the youth groups is to deter youth from engaging in risky behaviors and prevent use of ATOD. Another goal of the youth groups is to promote youth empowerment and to encourage community involvement and investment.

To further this second goal, the SAAC will involve youth in age-appropriate activities and events. For younger student groups in elementary schools, an example of this involvement may be creating a basic statement of support for the prevention of impaired driving. Drafting simple messages for the youth to endorse and consequently sign and commit to. This type of statement may then be used to show the youth support for increased DUI enforcement and the media campaign, *Worth It Drive Sober*. For older student groups, we can involve these young people in the research process for the strategies. An excellent example of this research is happy hour regulations. As stated in the workplan action steps, we intend to research happy hour regulations in the state of Wyoming and across the US. This is a process with which youth may help. The SAAC and PF coordinator will find articles and information and work with the youth to review the information and pinpoint important information and data. For this step, the youth may develop their own talking points and supporting facts for happy hour regulations in our community. Some highly-involved and invested youth may also be recruited to participate in meetings with businesses or event coordinators, as activities necessitate.

Lastly, as described in the liquor license protocol strategy, we will be revising and strengthening the city ordinance regarding liquor license holders. This is one key strategy in which youth may also be involved. We will be presenting information and readings to the City Council. Youth may work to create specific talking points for the adoption of the ordinance revisions. Youth can also show a strong presence at the City Council meetings and learn and observe the political process on a city level. This type of experience is very valuable for youth education and development as well as the value of youth involvement for our efforts. The overall goal for the SAAC when engaging with youth groups is to develop a working relationship in which the youth receive valuable and useful lessons for skill and personal development as well as advancing prevention of ATOD use among these youth.

**STEP 3.** The third step in the implementation workbook process is to convene a meeting with your local CAC to decide upon evidence-based and environmental strategies, identify Special Projects, and create a specific workplan for the coming year.

**Worksheet 3. Current CAC Membership Roster & Planning Meeting Attendance**

Name	Address	Organization	Email Address	Phone	1 <sup>st</sup> SP Mtg?	2 <sup>nd</sup> SP Mtg?
Rich Adriaens	P.O. Box 518 Gillette 82717	Gillette Police Department	<a href="mailto:richa@ci.gillette.wy.us">richa@ci.gillette.wy.us</a>	686.5232	Yes	Yes
Della Amends	PO Box 3420 Gillette 82717	CC Public Health	<a href="mailto:dga50@ccgov.net">dga50@ccgov.net</a>	682-7275		Yes
Alex Ayers	PO Box 3033 Gillette 82717	Campbell Co. School District (CCSD)	<a href="mailto:aayers@ccsd.k12.wy.us">aayers@ccsd.k12.wy.us</a>	687.1679		
Everett Boss	910 N. Gurley Ave. Gillette 82716	City Council Restaurant Owner	<a href="mailto:evboss@bighornhyd.com">evboss@bighornhyd.com</a>	686.6404		
Susan Cahill	500 s. Gillette Ave., Ste B600 Gillette 82716	Juvenile Probation/ Juvenile Drug Court	<a href="mailto:SLC45@ccgov.net">SLC45@ccgov.net</a>	682.0746	Yes	
Charlotte Carr	1000 Camel Drive Gillette 82716	CCSD	<a href="mailto:ccarr@ccsd.k12.wy.us">ccarr@ccsd.k12.wy.us</a>	686-1239		
Jamie Chacon	300 W Sinclair St, Gillette 82718	Gillette College	<a href="mailto:jchacon@sheridan.edu">jchacon@sheridan.edu</a>	686-0254 x 1433		Yes
Sheri England	P.O. Box 2151 Gillette 82717	Yes House	<a href="mailto:sengland@ccsd.k12.wy.us">sengland@ccsd.k12.wy.us</a>	686.0669	Another staff member attended	Another staff member attended
Kip Farnum	1000 W. 8 <sup>th</sup> St. Gillette 82716	CCSD	<a href="mailto:kfarnum@ccsd.k12.wy.us">kfarnum@ccsd.k12.wy.us</a>	687.4546	Yes	
Tom Fiske	610 S Kendrick Ave Gillette 82716	Holy Trinity Episcopal Church	<a href="mailto:fritom@holyltrinitywy.org">fritom@holyltrinitywy.org</a>	682-4296	Yes	
Kellie Furman	PO Box 518 Gillette 82718	Gillette Police Department	<a href="mailto:kellie@ci.gillette.wy.us">kellie@ci.gillette.wy.us</a>	682-5234	Yes	Yes
Wayne Hammons	Rio Tinto 505 S. Gillette Ave Gillette 82716	Community At-Large Member	<a href="mailto:Wayne.hammons@riotinto.com">Wayne.hammons@riotinto.com</a>	687.6000		
Rod Hauge	P.O. Box 518 Gillette 82717	Gillette Police Department	<a href="mailto:rodh@ci.gillete.wy.us">rodh@ci.gillete.wy.us</a>	686.5341	Yes	Yes
Ann Herman	P.O. Box 1022 Gillette 82717	Citizen	<a href="mailto:hfr@bresnan.net">hfr@bresnan.net</a>	682.6530		
Keith Howard	501 S Burma Ave Gillette 82717	CC Tobacco Prevention	<a href="mailto:howardka@cchm.net">howardka@cchm.net</a>	688-8051	Yes	Yes
Marty Huckins	P.O. Box 754 Gillette 82717	Personal Frontiers	<a href="mailto:marty@personalfrontiers.com">marty@personalfrontiers.com</a>	686.1189		
Linda Jennings	1100 Jason Ct. Gillette 82718	CCSD Board Member/21 SIG Rep	<a href="mailto:ljennings@bresnan.net">ljennings@bresnan.net</a>	682.9708	Yes	Yes

Heidi Lowe	505 S. Gillette Ave Gillette 82716	Rio Tinto	<a href="mailto:heidi.lowe@riotinto.com">heidi.lowe@riotinto.com</a>	687.6021		
Marilyn Mackey	8466 N. Hwy 14-16 Gillette 82716	Citizen	<a href="mailto:mackeyranch1@vcn.com">mackeyranch1@vcn.com</a>	686.9091		
Doug Marler	500 S. Gillette Ave. Ste 354 Gillette 82716	CC Adult Drug Court/ DUI Court	<a href="mailto:HDM06@ccg.co.campbell.wy.us">HDM06@ccg.co.campbell.wy.us</a>	687.6470		
Scott Matheny	600 W. Boxelder Gillette 82718	Sheriff's Office	<a href="mailto:smatheny@ccgov.net">smatheny@ccgov.net</a>	687.6160		
Andrew McGee	1205 Green Ave. Gillette 82716	Citizen	<a href="mailto:ac_mcgee@hotmail.com">ac_mcgee@hotmail.com</a>	299.2517		
Bob Palmer	500 S. Gillette Gillette 82717	Campbell County	<a href="mailto:rpp01@ccgov.net">rpp01@ccgov.net</a>	682-7283	Yes	Yes
Rhea Parsons	PO Box 2557 Gillette 82717	C.A.S.A.	<a href="mailto:casa@collinscom.net">casa@collinscom.net</a>	687.9440		Yes
Mike Purcell	PO Box 3011 Gillette 82717	CC Memorial Hospital Behavioral Health Services	<a href="mailto:purcellmg@ccmh.net">purcellmg@ccmh.net</a>	688.5000	Yes	
Quentin Reynolds	600 W. Boxelder Gillette 82718	C.C.S.O./ D.A.R.E.	<a href="mailto:greynolds@ccsd.k12.wy.us">greynolds@ccsd.k12.wy.us</a>	687.6160		
Jeri Russell	300 W Sinclair St, Gillette 82718	Gillette College	<a href="mailto:jrussell@sheridan.edu">jrussell@sheridan.edu</a>	686-0254 x 1450		Yes
Susan Shippy	PO Box 3033 Gillette 82717	CCSD / Comm. Coal. Against Underage Drinking	<a href="mailto:sshippy@ccsd.k12.wy.us">sshippy@ccsd.k12.wy.us</a>	682.7593	Yes	Yes
Andrea Thole	P.O. Box 192 Rozet 82727	Wyoming Threw With Chew	<a href="mailto:tholeap@ccmh.net">tholeap@ccmh.net</a>	688.8051		
Bonnie Volk	1901 Energy Ct., Ste 300 Gillette 82718	Dept. of Family Services	<a href="mailto:bvolk@state.wy.us">bvolk@state.wy.us</a>	682.7277 x. 232	Yes	
Beth Walker	300 W Sinclair St, Gillette 82718	Gillette College	<a href="mailto:bwalker@sheridan.edu">bwalker@sheridan.edu</a>	686-0254 x 1411		Yes
Tatyana Walker	P.O. Box 2151 Gillette 82717	YES House	<a href="mailto:twalker@ccsd.k12.wy.us">twalker@ccsd.k12.wy.us</a>	686-0669	Yes	Yes
Spring Wilkins	501 S. Burma Ave. Gillette 82717	CC Memorial Hospital Behavior Health Services	<a href="mailto:wilkinsks@ccmh.net">wilkinsks@ccmh.net</a>	688-5014		Yes

## Worksheet 4a. Initial Meeting Report

Date of Initial CAC Planning Meeting <b>Thursday, June 18</b>	Place of Meeting <b>Gillette City Hall in the Community Room</b>	Length of Meeting <b>2 hours</b>	No. CAC Members Attending <b>12</b>
<b>STRATEGIES IDENTIFIED FOR PRIMARY PLAN</b>			
<b>Name of Strategy</b>	<b>Why Did You Select This Strategy?</b>	<b>What Are You Going to Accomplish?</b>	<b>Potential Barriers</b>
N/A			
<b>SPECIAL PROJECTS SELECTED</b>			
<b>Discussion</b>			
<b>Causal Areas</b>			
<b>Identified Causal Areas</b>			
1. Community Norms	<b>Decided that this is still a causal area on which to focus</b>		
2. Social Availability	<b>Decided that this is still a causal area on which to focus</b>		
3. Criminal Justice	<b>Decided that this is still a causal area on which to focus</b>		
4. Retail Availability	<b>Decided that this is still a causal area on which to focus</b>		
Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If no, why not? If yes, what type did you request?  <b>No. This was a meeting to review our identified causal areas and previous strategies. This initial discussion was used to help the SAAC determine our direction and next steps for the CI Workbook application. Additionally, when the meeting was scheduled, we did not yet have the CI Workbook.</b>	Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting? If no, why not?  <b>No. We discussed previous strategies and activities as well as causal areas for our county. We felt it worked successfully for us to facilitate this type of meeting ourselves. Additionally, time did not allow for arranging facilitation on such a short notice.</b>	Did you receive the TA requested?  <b>NA</b>	

## Worksheet 4b. Second Meeting Report

Date of Initial CAC Planning Meeting <b>Thursday, July 9</b>	Place of Meeting <b>Gillette City Hall in the Community Room</b>	Length of Meeting <b>3.25 hours</b>	No. CAC Members Attending <b>11</b>
<b>STRATEGIES IDENTIFIED FOR PRIMARY PLAN</b>			
<b>Name of Strategy</b>	<b>Why Did You Select This Strategy?</b>	<b>What Are You Going to Accomplish?</b>	<b>Potential Barriers</b>
1. Tip Line	A tip line with text messaging and phone call abilities is appealing because of the technology. It was also expressed that informing parents and other individuals about the tip line may increase accountability for actions if someone thinks they may be reported.	Accountability and awareness for individuals who may not be intimidated by prospects of being caught.	Monitoring the tip line. Filtering and sorting text messages. Validating messages and reports. Creating awareness to ensure use.
2. DUI Enforcement & Media campaign	Current enforcement has been successful and well-received by the law enforcement entities in Campbell County.	Awareness of the importance of DUI enforcement	None have been encountered to date.
3. Happy Hour Restrictions	Discussion of happy hour signs focused on the type of messages these send about our community. By changing these signs and creating policies, changes in community norms and perceptions may also occur.	Changes in how liquor license establishments conduct happy hours; the removal of signs that portray negative messages	Community support may be low; community norms around happy hour acceptance; business owners resistance
4. Compliance Checks	This is a current strategy that has been successful and shown progress.	We will work to maintain a high compliance rate and recognize establishments that do well.	Business owners may not value compliance with laws; changing ideas about its importance.
5. Community Events	Discussion focused on changing community and social norms; the intention is not only change events by working with event coordinators, but also change the policies of the event locations by working with owners and managers.	Establish best-practice alcohol policies at locations where large community events are held; establish the SAAC as a resource for creating alcohol policies, have event coordinators and planners approach the SAAC for help and	Resistance from event organizers, sponsors, and coordinates; resistance

		advice	
<b>SPECIAL PROJECTS SELECTED</b>			
<b>Discussion</b>			
1. Highly Effective Individual Programs	LifeSkills Training; collaboration with SAAC member agency, YES House, and the SAAC. This program was selected as it fits well host agency's (YES House) current programs and goals. it also targets individual factors, which was a previously recognized causal area. Several SAAC members also expressed a desire to have individual-based programming; thus, this fits with that expressed need.	Reduced substance use and better decision-making for youth attending alternative high school. We will also establish a formal partnership with the YES House and further our commitment to our community and prevention among at-risk populations.	Collaboration may be difficult due to limited involvement of the SAAC on a program level; training teachers to implement the program as intended.
Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If no, why not? If yes, what type did you request? <b>Yes. We requested ideas and suggestions for strategies and activities. We also requested suggestions for elements of the CI Workbook to be completed or drafted prior to the full SAAC meeting and what type of supplemental documents would be helpful for the planning meeting.</b>	Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting? If no, why not? <b>Yes. We requested that Mike and Rich facilitate this planning to aide in the decision making process as well as the formation of our workplan steps.</b>	Did you receive the TA requested? <b>Yes.</b>	

## Section II: Identification of Community Prevention Efforts

**STEP 4.** The fourth step in the implementation workbook process is identifying potential community partners and potential areas of collaboration.

### Worksheet 5. Local Community Prevention Efforts

Local Prevention Initiatives other than the PF	Major Strategies	Critical Dates and Events	Local Contact	Potential Collaboration Y/N
Federal Prevention Block Grant	*Life RU Ready? *The Children's Summer Program *Nurturing Parenting Program classes *Kids' SOAR – an after-school/day-treatment program for high-risk kids K-6 *Westwood High School Prevention Classes	Sept & Jan  June	Spring Wilkins, Case Manager and Block Grant Coordinator	Yes
Most of Us social norming campaign	Safe Schools/Healthy Students Programs at CCSD (Campbell County School District)  Counter-advertising Positive messages	Ongoing	Charlotte Carr, Student Assistance Coordinator at CCSD  Kellie Furman, PF Coordinator	Yes
The Line social marketing campaign	Counter-advertising  Community education and awareness	Ongoing	Kellie Furman, PF Coordinator	N/A
Wyoming's First Lady's Initiative	Resources	N/A	N/A	N/A
Community Initiative to integrate prevention	FAST and Pre-K FAST  ACE/PACE afterschool and summer Programs for at-risk youth ages 6-17	Ongoing	Kip Farnum, Safe Schools/ Healthy Students Project Director  Sheri England, YES House Executive Director	No
Youth Initiatives (post-FACE activities)	See School Prevention Programs	N/A	N/A	N/A

Anti-Drug Programs	Substance Abuse Initiative (SAI) SBIRT	Strategic Plan completion Ongoing	Kellie Furman, PF Coordinator	N/A
School Prevention Programs	Safe Schools/Healthy Students Programs at CCSD SWAT/PRIDE youth groups	Ongoing CCSD Homecoming and Ongoing	Charlotte Carr, Student Assistance Coordinator at CCSD Emily Diskill, SWAT teacher advisor	Yes
Law Enforcement Prevention Programs	DARE Parent Nights	Parent (Education) Nights with County Law Enforcement	Scott Matheny, Undersheriff Kellie Furman, PF Coordinator Rhea Parsons, Executive Director of CASA	Yes
Suicide Prevention Programs	Campbell County Memorial Hospital (CCMH) Behavior Health Services – Crisis Line		Mike Purcell, Manager at CCMH Behavior Health Services	No
Wyoming Tobacco Prevention and Control Program	Campbell County Tobacco Prevention Tobacco Free Schools of Excellence Through with Chew	Community event promotion	Keith Howard, Campbell County Tobacco Prevention Community Coordinator	Yes
Public Health Programs and Initiatives	Immunizations Maternal and Child Health program Dental health program Children’s Special Health Services		Della Amend, Director of Public Health Nursing	No
Juvenile Justice	Community Juvenile Services Board Juvenile Services Partnership (JSP) Probation Officers for 18-20 year old alcohol offenders	Grant due in December Ongoing	Susan Cahill David Anderson, JPS Chair	Yes Yes
DFS-Foster Care			Bonnie Volk	No

After-School Programs	21 <sup>st</sup> Century Community Learning Centers		Linda Jennings	No
Treatment Programs	YES House	Educational programs for at-risk youth	Sheri England, YES House Executive Director Tatyana Walker, YES House Development Director	Yes
Gillette College	Alcohol and Tobacco Free campus	Ongoing	Jeri Russell, Director of Admissions and Student Services Beth Walker, Student Advisor	Yes

## Worksheet 6 – Potential Local Partnerships and Collaborations

<p>AGENCY NAME/CONTACT:  <b>Campbell County Memorial Hospital-Block Grant/Spring Wilkins</b></p>
<p>IDEAS FOR COLLABORATION:  <b>Work with the Life RU Ready? program to promote the <i>Worth It Drive Sober.</i> campaign. Recruit students who attend the Life RU Ready? program to participate in other prevention activities.</b>  <b>Provide information on discussing ATOD rules and expectations with children for parenting classes.</b>  <b>Partner on prevention education classes at Westwood High School.</b></p>
<p>AGENCY NAME/CONTACT:  <b>Campbell County School District – Safe Schools-Healthy Students Programs/Charlotte Carr and Kip Farnum</b></p>
<p>IDEAS FOR COLLABORATION:  <b>Promote ATOD prevention youth groups.</b>  <b>Work together on social norming campaigns.</b></p>
<p>AGENCY NAME/CONTACT:  <b>SWAT and PRIDE youth groups at CCSD/Emily Diskill, SWAT teacher advisor</b></p>
<p>IDEAS FOR COLLABORATION:  <b>Sponsor and help facilitate youth group meetings.</b>  <b>Develop projects on which youth may work and assist, such as happy hour regulation talking points, approaching community event organizers, and media messages development.</b>  <b>Provide assistance to youth group advisors, such as evidence-based program ideas, resources, and supplemental trainings when needed.</b></p>
<p>AGENCY NAME/CONTACT:  <b>Sheriff's Office, Campbell County Fire Department, Gillette Police Department, CASA/Kellie Furman and Rhea Parsons</b></p>
<p>IDEAS FOR COLLABORATION:  <b>Overview of event – At the Parent (Education) Nights held at each elementary school (14), Campbell County area law enforcement agencies come together to discuss school substance abuse prevention and accompanying programs. Parents and their children discuss rules and expectations of not using alcohol and other drugs.</b>  <b>Collaboration – At these events, we have the opportunity to discuss strategies that the SAAC is implementing, such as happy hour regulations, community events regulation, and DUI enforcement. This is a way to inform the community of our activities. Additionally, this venue is a way to educate and garner community support for evidence-based strategies.</b></p>
<p>AGENCY NAME/CONTACT:  <b>Campbell County Tobacco Prevention/Keith Howard</b></p>
<p>IDEAS FOR COLLABORATION:  <b>Work together for program promotion and education at community events.</b>  <b>Participate in coalition and advisory meetings.</b></p>

<p>Support mutual prevention efforts by contributing to program activities, such as letters to the editor, volunteering, etc.</p> <p>Collaborate with youth groups at the schools for ATOD prevention activities, such as a 'Welcome Back to School' kick-off event.</p> <p>Sponsor alternative events at Gillette College to promote alcohol and tobacco free policies at the college.</p>
<p>AGENCY NAME/CONTACT:</p> <p><b>Community Juvenile Services Board and Juvenile Probation/Susan Cahill</b></p>
<p>IDEAS FOR COLLABORATION:</p> <p>Two new probation positions in Campbell County were specifically created to monitor offenses for the 18 to 20-year old age group. This is a great step in the recognition of the alcohol-related problems of this age group.</p> <p>Will serve on this board and workgroup.</p>
<p>AGENCY NAME/CONTACT:</p> <p><b>Juvenile Services Partnership (JSP)/David Anderson</b></p>
<p>IDEAS FOR COLLABORATION:</p> <p>Attend JSP meetings.</p> <p>Partner on upcoming projects, such as the Community Juvenile Services Board.</p>
<p>AGENCY NAME/CONTACT:</p> <p><b>YES House/Sheri England</b></p>
<p>IDEAS FOR COLLABORATION:</p> <p>The YES House 7-12 private school for non-traditional students will implement an evidence-based LifeSkills Training, which is identified as one of the highly effective individual programs. This setting will be conducive to the implementation of the program and fits with the mission and goals of the YES House. This collaboration will be very beneficial for both the SAAC and the YES House. Several of the YES House staff are active members of our SAAC, and we are happy to work with them on this particular piece of the project.</p>
<p>AGENCY NAME/CONTACT:</p> <p><b>Gillette College/Jeri Russell and Beth Walker</b></p>
<p>IDEAS FOR COLLABORATION:</p> <p>Provide information and presentations for RA's at residential halls.</p> <p>Work with staff to provide alcohol education classes and sessions for students violating alcohol-free policies.</p> <p>Provide assistance for developing a social norming campaign on campus.</p> <p>Create a student group focused on ATOD prevention and work with the group to promote and supplement SAAC strategies.</p> <p>Develop opportunities for the GC student group to be involved with strategies by assisting with research and meetings.</p> <p>Provide information on alcohol violations and penalties that will affect college students.</p> <p>Collaborate on alternative events on potential high alcohol use occasions, such as home basketball games and the weekend before finals.</p>

## Section III. Creation of a Workplan, Calendar, and Budget

### Worksheet 7. Steps to Accomplish PF Strategies

Strategy: <b>TiPS Training and Liquor License Protocol</b>		
Action Steps	Day/Month/Year of Completion	Responsible Party
Offer responsible beverage server training every 2 months	Ongoing	Officers Rebecca Elger, Gary Owens, Brian McColley and Kellie Furman, PF Coordinator
Monitor TiPS trainings attendance and offer vouchers to those establishments who employees meet established incentive criteria	Ongoing	Officers Rebecca Elger, Gary Owens, Brian McColley and Kellie Furman, PF Coordinator
Finalize proposed ordinance changes and review with SAAC	January 14, 2010 (SAAC Meeting)	Lt. Rod Hauge and Kellie Furman, PF Coordinator
Present ordinance changes to City Attorney	January 28, 2010	Lt. Rod Hauge
Present ordinance changes to City Council	May 3, 2010	Chief Rich Adriaens
Speak at City Council meetings as needed during 3 readings for proposed ordinance changes	May 3, 2010	Chief Rich Adriaens, Kellie Furman, PF Coordinator, SAAC members, Youth Group members
Increase media campaign through newspaper and radio during 3 readings	May 3, 2010	Chief Rich Adriaens and SAAC members
Arrange for Letters to the Editor if need be to address opposition	May 3, 2010	Kellie Furman, PF Coordinator
Liquor License Protocol finalized	June 7, 2010	

Strategy: <b>Compliance Checks – Retail Availability</b>		
Action Steps	Day/Month/Year of Completion	Responsible Party
Create template for newspaper ad recognizing liquor license establishments that passed check and information outlining what an alcohol compliance check is and why it occurs	October 15, 2009	Kellie Furman, PF Coordinator
Complete Fall compliance checks for liquor license establishments in Gillette	Estimated to begin in October 2009 Exact dates TBA	Law Enforcement Team
Submit newspaper ad to News Record and High Plains Sentinel with names of establishments that passed check	Within 2 weeks of last compliance check	Kellie Furman, PF Coordinator
Complete second round of compliance checks for liquor license establishments	Spring 2010 Exact dates TBA	Law Enforcement Team
Submit newspaper ad to News Record and High Plains Sentinel with names of establishments that passed check	Within 2 weeks of last compliance check	Kellie Furman, PF Coordinator

Strategy: <b>Happy Hour Restrictions</b>		
Action Steps	Day/Month/Year of Completion	Responsible Party
Research happy hour restrictions across WY and the US	October 14, 2009	Kellie Furman, PF Coordinator, Happy Hour Workgroup and Youth Group members
Develop talking points and data supporting the adoption of regulations	November 14, 2009	Kellie Furman, PF Coordinator, Happy Hour Workgroup and Youth Group members
Create informational brochures about happy hour restrictions for the general public and liquor license establishments	November 14, 2009	Kellie Furman, PF Coordinator, and Youth Group members
Develop recommendations for liquor establishments to include in their protocols through	December 1, 2009	Lt. Rod Hauge, Chief Rich Adriaens, and Kellie Furman, PF Coordinator

MAPPS trainings, operation plans, and corrective action plans resulting from violations		
Identify and recruit additional stakeholders and supporters in the community	Ongoing	Happy Hour Workgroup
Discuss proposals with key business agencies in Campbell County, such Chamber of Commerce and Economic Development	Ongoing	Kellie Furman, PF Coordinator, Happy Hour Workgroup and Youth Group members
Create sample letters to the editor for future use and publication	December 1, 2009	Kellie Furman, PF Coordinator, Happy Hour Workgroup and Youth Group members
Hold MAPPS training for county liquor establishments	December 10, 2009 and June 10, 2010	Wyoming Liquor Division and Gillette Police Department

Strategy: <b>DUI Enforcement with Media Campaign</b>		
Action Steps	Day/Month/Year of Completion	Responsible Party
DUI Enforcement on high incidence nights as determined by the law enforcement agencies	Ongoing	Brent Wasson, NET Corporal, Gillette Police Department, Campbell County Sheriff's Office
Create informational brochure about the SAAC, its strategies, and activities	November 1, 2009	Kellie Furman, PF Coordinator
Identify key individuals to perform radio ads	October SAAC meeting	SAAC members at monthly SAAC meeting
Create messages for 6 different radio ads and/or tailor <i>Most of Us</i> ads to Campbell County	November 1, 2009	Kellie Furman, PF Coordinator, Media Campaign Workgroup, and Youth Group members
Create newspaper ad with campaign messages	November 1, 2009	Kellie Furman, PF Coordinator, Media Campaign Workgroup, and Youth Group members
Create movie theater ad	November 1, 2009	Kellie Furman, PF Coordinator, Media Campaign Workgroup, and Youth Group members
Create ad for Campbell Co. Memorial Hospital Cafeteria	November 1, 2009	Kellie Furman, PF Coordinator, and Media Campaign Workgroup
Create TV ads for Gillette Public Access; highlight a	December 1, 2009	Kellie Furman, PF Coordinator, Media Campaign

different strategy or activity each month		Workgroup, and Youth Group members
Identify 4 local churches or faith organizations with which to work to use <i>Worth It Drive Sober</i> bulletin flyers	April SAAC meeting	SAAC members
Create informational flyer for church bulletin	May 1, 2010	Kellie Furman, PF Coordinator, and Faith Organizations Workgroup
Conduct meetings with churches to discuss informational flyer in bulletins	June 1, 2010	Faith Organizations Workgroup
Talk to faith organizations group about including campaign messages in sermons	June 1, 2010	Kellie Furman, PF Coordinator, and Faith Organizations Workgroup
Identify 2 churches with which to work for sermon campaign messages	July SAAC meeting	SAAC members at monthly SAAC meeting
Churches or other places of worships incorporate messages into one sermon	September 1, 2010	Kellie Furman, PF Coordinator, and Faith Organizations Workgroup

Strategy: <b>Party Patrols – Social Availability</b>		
Action Steps	Day/Month/Year of Completion	Responsible Party
Football Party Patrols	TBA	Law Enforcement Team
Halloween Party Patrol	10/31/2009	Law Enforcement Team
Follow-up with Hotels and Motels with information about underage drinking parties	November 2009	Kellie Furman, PF Coordinator, and Law Enforcement Team
Thanksgiving Party Patrol	11/25-28/2009	Law Enforcement Team
Winter Break Party Patrol	TBA	Law Enforcement Team
Graduation Party Patrol	05/28-31/2010	Law Enforcement Team
Last Day of School Party Patrol	06/03/2010	Law Enforcement Team
Spring Carnival Party Patrol	TBA	Law Enforcement Team
July 4 <sup>th</sup> Party Patrol	07/02-04/2010	Law Enforcement Team
Summer Carnival Party Patrol	TBA	Law Enforcement Team

Strategy: <b>Alcohol Restrictions &amp; Security at Community Events</b> – Community Norms		
Action Steps	Day/Month/Year of Completion	Responsible Party
Research and create informational packets regarding the importance of alcohol policies and regulation at community events and locations	November 1, 2009	Kellie Furman, PF Coordinator, and Community Events Task Force
Distribute information packets to event coordinators, owners of event locations, and city and county officials.	December 1, 2009	SAAC members
Identify 2 main locations where community events serving alcohol are held	December SAAC meeting	SAAC members at monthly SAAC meeting
Research the alcohol policies at these locations	January 31, 2010	Community Events Task Force
Develop talking points emphasizing need for alcohol management policies for event location owners and managers	February SAAC meeting	Community Events Task Force
Hold meetings to discuss talking points and recommendations for alcohol policies with location owners and managers	April 15, 2010	Community Events Task Force
At least one event location implements alcohol use checklist for events	May 15, 2010	
Develop talking points for meeting with Campbell County Commissioners regarding the use of an alcohol checklist	March 1, 2010	Kellie Furman, PF Coordinator, Community Events Task Force, and Youth Group members
Create PowerPoint presentation for meetings with County Commissioners	March 1, 2010	Kellie Furman, PF Coordinator,
Hold meetings with County Commissioners	May 1, 2010	Kellie Furman, PF Coordinator, Community Events Task Force, Chief Adrieans, Lt. Rod Hauge, and Youth Group members
County Commissioners implement the checklist to approve event liquor licenses	June 1, 2010	

## Worksheet 8. Meeting Report – Workplan and Calendar Meeting

Date of SAAC Workplan Meeting <b>Thursday, July 16, 2009</b>	Place of Meeting <b>Gillette City Hall in the First Floor Conference Room</b>	Length of Meeting <b>1.25 Hours</b>	No. CAC Members <b>5</b>
Names of SAAC Members Attending: <b>Rhea Parsons (CASA), Spring Wilkins (Campbell County Memorial Hospital), Tatyana Walker (YES House), Rod Hauge (Gillette Police Department), Kellie Furman (SAAC Coordinator)</b>			
Names of SAAC Members Reviewing Application via Email: <b>Susan Shippy (CCSD), Keith Howard (CC Tobacco Prevention), Linda Jennings (CCSD), Spring Wilkins (Campbell County Memorial Hospital), Tatyana Walker (YES House), Rod Hauge (Gillette Police Department)</b>			
What Challenges and/or Problems Did Coalition Members Experience in Completing the Workplan? <b>No challenges or problems were noted during the meeting. All members worked well together and input from attendees was provided. The small workgroup allowed for a free-flowing discussion of the steps. Also, everyone was provided with a draft of action steps to review and work from to start the discussion. SAAC members provided thoughts on activities and additional ideas where deemed necessary.</b>			
How Did the Coalition Members Decide to Address Those Challenges? <b>Not applicable, give no challenges noted.</b>			
Did Any of the Strategies Decided at the First Meeting Change During the Workplan Process? (If Yes, How Did They Change and Why?) <b>No strategies were changed from previous planning meetings. Members at this meeting provided numerous ideas for additional activities and steps to achieve goals.  However, a decision was made to not incorporate the promotion of the TipLine into our Primary Plan. We were prevented from developing details of promoting the service because we lacked adequate and complete information regarding implementation timelines and other pertinent information. We did not feel comfortable moving forward with this particular strategy for our community at this time. However, when more information is available and plans are set for implementation, the SAAC will evaluate how the TipLine may be incorporated into current strategies and if it is deemed appropriate at the time.</b>			
Please provide any final comments regarding the strategic planning process with your CAC: <b>Having a subcommittee workgroup to discuss the workplan worked very well for our coalition. In addition to this in-person meeting, the application was reviewed by an additional workgroup members who were unable to attend this meeting. Feedback and comments were provided via email.</b>			
Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If	Did you request WyPTAC or the Division provide direct	Did you receive the TA	

<p>no, why not? If yes, what type did you request?</p> <p><b>Yes. Asked for suggestions and feedback on preparing calendars and workplan drafts to present to the members at this meeting.</b></p>	<p>assistance in facilitating this meeting? If no, why not?</p> <p><b>No. We did not feel it was necessary to have outside facilitators for this meeting.</b></p>	<p>requested?</p> <p><b>Yes.</b></p>
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**STEP 7.** The seventh step in the implementation workbook process is to develop a budget for the next fiscal year.

**Worksheet 9. Prevention Framework Budget for Oct. 2009 thru Sept. 2010**

<b>COST DESCRIPTION</b>	<b>STRATEGY 1 TiPS Training</b>	<b>STRATEGY 2 Liquor License Protocol</b>	<b>STRATEGY 3 Compliance Checks</b>	<b>STRATEGY 4 Happy Hour Restrictions</b>
<b>PERSONNEL SERVICES</b>				
Salaries & Wages	\$3,460.87	\$3,460.87	\$3,460.87	\$3,460.87
Employer Paid Benefits	\$1098.87	\$1098.87	\$1098.87	\$1098.87
<b>SUPPORTING SERVICES</b>				
Communications:				
Internet				
Telephone	\$123.25	\$123.25	\$123.25	\$123.25
Vehicle Expenses				
<b>TRAVEL/TRAINING/MEETINGS</b>				
Travel In-State	\$87.50	\$87.50	\$87.50	\$87.50
Travel Out-of-State	\$250.00	\$250.00	\$250.00	\$250.00
Training Costs	\$62.50	\$62.50	\$62.50	\$62.50
Miscellaneous Meeting Exp.	\$157.50	\$157.50	\$157.50	\$157.50
<b>SUPPLIES</b>				
Consumable Supplies	\$62.50	\$62.50	\$62.50	\$62.50
Commercial Printing				\$625.00
Publications Purchased				
<b>ADVERTISING/MEDIA COSTS</b>			\$1270.00	
<b>EQUIPMENT RENTAL</b>				
<b>CONTRACTUAL SERVICES (please describe)</b>				
1. Law Enforcement Overtime				
2.				
3.				
4.				
5.				
<b>OTHER COSTS (specify)</b>				
A. Safe Ride Vouchers for TiPS	\$3000.00			
B.				
C.				
D.				
<b>TOTAL</b>	\$8302.99	\$5302.99	\$6572.99	\$5927.99

<b>COST DESCRIPTION</b>	<b>STRATEGY 5 DUI Enforcement</b>	<b>STRATEGY 6 DUI Media Campaign</b>	<b>STRATEGY 7 Party Patrols</b>	<b>STRATEGY 8 Alcohol Restrictions at Comm. Events</b>	<b>TOTAL BUDGET</b>
<b>PERSONNEL SERVICES</b>					
Salaries & Wages	\$3,460.87	\$3,460.87	\$3,460.87	\$3,460.87	<b>\$27,687.00</b>
Employer Paid Benefits	\$1098.87	\$1098.87	\$1098.87	\$1098.87	\$8,791.00
<b>SUPPORTING SERVICES</b>					
Communications:					
Internet					
Telephone	\$123.25	\$123.25	\$123.25	\$123.25	<b>\$986.00</b>
Vehicle Expenses					
<b>TRAVEL/TRAINING/MEETINGS</b>					
Travel In-State	\$87.50	\$87.50	\$87.50	\$87.50	<b>\$700.00</b>
Travel Out-of-State	\$250.00	\$250.00	\$250.00	\$250.00	<b>\$2,000.00</b>
Training Costs	\$62.50	\$62.50	\$62.50	\$62.50	<b>\$500.00</b>
Miscellaneous Meeting Exp.	\$157.50	\$157.50	\$157.50	\$157.50	<b>\$1,260.00</b>
<b>SUPPLIES</b>					
Consumable Supplies	\$62.50	\$62.50	\$62.50	\$512.50	<b>\$950.00</b>
Commercial Printing		\$940.00		\$200.00	<b>\$1,765.00</b>
Publications Purchased					
<b>ADVERTISING/MEDIA COSTS</b>		\$31,000.00			<b>\$32,270.00</b>
<b>EQUIPMENT RENTAL</b>					<b>\$0.00</b>
<b>CONTRACTUAL SERVICES (please describe)</b>					
<b>1. Law Enforcement Overtime</b>	\$25,000.00		\$5,000.00		<b>\$30,000.00</b>
2.					
3.					
4.					
5.					
<b>OTHER COSTS (specify)</b>					
A. Safe Ride Vouchers for TiPS					<b>\$3000.00</b>
B.					
C.					
D.					
<b>TOTAL</b>	<b>\$30,302.99</b>	<b>\$37,242.99</b>	<b>\$10,302.99</b>	<b>\$5,952.99</b>	<b>\$109,909.00</b>

Please find the PRIMARY PLAN Budget Narrative in the Accompanying Document.

## SPECIAL PROJECTS APPLICATION

### Highly Successful Individual Program – LifeSkills Training

<b>SPECIAL PROJECTS SELECTED</b>			
Name of Project	Why Did You Select This Project?	What Are You Going to Accomplish?	Potential Barriers
<b>1.LifeSkills Training</b>	<p>This evidence-based practice will be implemented at the Youth Emergency Services, Inc. 7-12 private grade school which provides educational services to high-risk youth who are in residential and day treatment programs for substance use and/or suicide, and who have been expelled or at risk of being suspended from public schools due to their inappropriate behaviors. The goals of the LifeSkills program fit well with the objectives of the Y.E.S. House school in aiming to prevent alcohol, tobacco, and marijuana use and violence by targeting specific risk factors. LifeSkills is a school-based program and is geared towards providing information that is relevant to the important life transitions – this is a crucial component in engaging non-traditional students in constructive life choices. LifeSkills is also taught by using role-playing and structures small group activities - it is another plus because it matches the Y.E.S. House school's methods of teaching.</p>	<p>The Y.E.S. House school educates around 70 students a year. The LifeSkills program will help these 70 students to learn personal and social skills that will build resistance to pro-drug influences. Another accomplishment will be reducing violent outbursts and the incidents of inappropriate behaviors in students as well.</p>	<p>The potential barrier could be in making sure that the school's daily schedule is adapted accurately to incorporate the LifeSkills program and that sessions take place weekly.</p>

### Steps to Accomplish Special Project – LifeSkills Training

Strategy: LifeSkills Training		
Action Steps	Day/Month/Year of Completion	Responsible Party
Training of staff in Life Skills and purchase of material/tests	December 31, 2009	Dick Holland, Education Director & Tatyana Walker, Development Director
Begin teaching LifeSkills curriculum in the classroom	Starting date January 4, 2010 and from this point ongoing	Dick Holland, Education Director
Program evaluation	January, April, July and October 2010	Tatyana Walker, Development Director

## LifeSkills Training Special Projects Budget

<b>COST DESCRIPTION</b>	<b>Special Project LifeSkills Training</b>
<b>PERSONAL SERVICES</b>	
Salaries & Wages	\$14,351.00
Employer Paid Benefits	\$4,521.00
<b>SUPPORTING SERVICES</b>	
Communications:	
Internet	
Telephone	\$460.00
Vehicle Expenses	
<b>TRAVEL/TRAINING/MEETINGS</b>	
Travel In-State	
Travel Out-of-State	\$2,038.00
Training Costs	\$600.00
Miscellaneous Meeting Exp.	
<b>SUPPLIES</b>	
Consumable Supplies	\$1, 530.00
Commercial Printing	
Publications Purchased	
<b>ADVERTISING/MEDIA COSTS</b>	
<b>EQUIPMENT RENTAL</b>	
<b>CONTRACTUAL SERVICES (please describe)</b>	
1. Accounting/auditing services	\$1,500.00
2.	
3.	
4.	
<b>Sub TOTAL</b>	\$25,000.00
<b>Program TA &amp; Evaluation</b>	
1. WyPTAC @ 10%	\$2,500.00
2. WYSAC @ 5%	\$1,250.00
<b>TOTAL</b>	<b>\$28,750.00</b>

## LifeSkills Training Special Projects Budget Narrative

### Personnel Services:

The total salary expense is \$14,351

The proposed budget includes 2 full-time teachers/para-educators who will teach the LifeSkills curriculum to students. The grant will pay for 3.5 hours of teaching/prep time per week for 44 weeks of schooling or \$8,600. The Y.E.S. House school provides year-round educational services. The Education Director will oversee the program in the amount of \$2,951; and the Development Director will monitor and evaluate the program in the amount of \$2,800.

Benefits are 31.5% or \$4,521.

### Non-personnel direct services:

- Telephone at \$460 per year or \$38.33 per month.
- Travel out-of-state is \$2,038 for two YES House teaching staff to attend the LifeSkills Training sessions in Richmond, VA, October 27 and 28, 2009. Includes hotel for 3 nights at \$450, 2 airline tickets at \$1,200, meals for 4 days at \$288, and a shuttle service at \$100.
- Training cost: \$600 to register two employees to attend LifeSkills Training sessions in Richmond, VA.
- School/instructional supplies and the purchase of evidence-based materials is \$1,530. This includes LifeSkills materials at \$625 for middle school age students and \$265 for high school age students; \$50 for individual students curriculum materials (70 students in the program per year); and \$40 to purchase Smoking and Biofeedback DVDs. The additional \$550 will be used to purchase school supplies to provide the LifeSkills Training.
- Accounting/auditing services is a cost of \$1,500.

**TOTAL Requested Budget for PRIMARY PLAN and SPECIAL PROJECTS**

<b>COST DESCRIPTION</b>	<b>Primary Plan Total Budget</b>	<b>Special Project LifeSkills</b>	<b>TOTAL BUDGET</b>
<b>A. PERSONNEL SERVICES</b>			
Salaries & Wages	\$27,687.00	\$14,351.00	\$42,038.00
Employer Paid Benefits	\$8,791.00	\$4,521.00	\$13,312.00
<b>B. SUPPORTING SERVICES</b>			
Communications:			
Internet			
Telephone	\$986.00	\$460.00	\$1,446.00
Other – please specify			
<b>C. TRAVEL, TRAINING, and MEETINGS</b>			
Travel In-State	\$700.00	\$2,038.00	\$2,738.00
Travel Out-of-State	\$2,000.00	\$600.00	\$2,600.00
Training Costs	\$500.00		\$500.00
Miscellaneous Meeting Exp.	\$1,260.00		\$1,260.00
<b>D. SUPPLIES</b>			
Consumable Supplies	\$950.00	\$1, 530.00	\$2,480.00
Commercial Printing	\$1,765.00		\$1,765.00
Publications Purchased			
<b>E. ADVERTISING/MEDIA COSTS</b>	\$32,270.00		\$32,270.00
<b>F. EQUIPMENT RENTAL</b>			
<b>G. CONTRACTUAL SERVICES (please describe)</b>			
1. Law Enforcement Overtime	\$30,000.00		\$30,000.00
2. Accounting & Auditing services for Special Project		\$1,500.00	\$1,500.00
<b>H. OTHER COSTS (specify)</b>			
A. Safe Ride Vouchers for TiPS	\$3,000.00		\$3,000.00
<b>Sub TOTAL</b>	<b>\$109,909.00</b>	<b>\$25,000</b>	<b>\$134,909.00</b>
<b>Program TA &amp; Evaluation</b>			
1. WyPTAC @ 10%	\$10,991.00	\$2,500.00	\$13,491.00
2. WYSAC @ 5%	\$5,496.00	\$1,250.00	\$6,746.00
<b>TOTAL</b>	<b>\$126,396.00</b>	<b>\$28,750.00</b>	<b>\$155,146.00</b>

**STEP 8. Prepare the Application Face Page and submit with completed worksheets no later than July 24, 2009.**

Completion of the Application Face Page is the last step before submitting your application to the State. It requests that you provide basic information concerning the fiscal agent, PF Manager and CAC. This should be the cover page of your application. An integral part of the Face Page is a 1-2 page Executive Summary, which requires you to discuss the following (1) the causal areas you have identified; (2) your Primary Plan and the strategies you have identified; (3) your community integration efforts; and (4) the Special Projects you have elected to pursue. You may also include narrative about your community, your past prevention successes and challenges, and other information that is directly relevant to your efforts to reduce the misuse of alcohol.

**SUBMISSION REQUIREMENTS**

We request that all applications be submitted electronically as an email attachment. Please submit as either a PDF file (preferred) or as a Word Document. For ease of review, we request that you name your electronic application: “\_\_\_\_\_ County SPF SIG Application 2009-10.” We will confirm receipt of your application within three business days of receiving it. Please submit your application and all other documents electronically to: [prevention.framework@health.wyo.gov](mailto:prevention.framework@health.wyo.gov). There is no need for you to submit anything other than (1) the Face Page; (2) the nine worksheets you completed as part of the CI Workbook along with any attachments to those worksheets; and (3) any other documents and materials that you believe are directly relevant to consideration of your grant application. As stated earlier, we must receive your submission by email no later than midnight July 24, 2009.

**Contacts for Questions or Help**

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On Behalf of the Division, WyPTAC, and WYSAC, Thank You for All You Do to Make  
Our State a Safer and Healthier Place to Live

## **EXECUTIVE SUMMARY:**

The Substance Abuse Advisory Council (SAAC) is the community coalition spearheading alcohol misuse prevention efforts for Campbell County, Wyoming. The SAAC is composed of various community stakeholders representing key organizations and agencies in Campbell County. These individuals are invested in ensuring the health, safety, and welfare of their community through sound and sustainable strategies that produce results. This community coalition was established in 2007 and has had numerous accomplishments since its inception. Its initial activities focused on developing a strategic plan and conducting a needs assessment of Campbell County, which was used to provide direction and focus of alcohol misuse prevention strategies. Based on the needs assessment data and conclusions, areas of alcohol misuse concern were impaired driving, consumption among adults and youth, the criminal justice system, and the existence of favorable parental attitudes toward use. From these conclusions, the SAAC focused strategies based on the causal areas of community norms, social and retail availability, and criminal justice. This strong foundation of data-driven strategies led to successful activities as well as active involvement from SAAC members. Notable achievements facilitated by the SAAC are: increased DUI enforcement by both the Gillette Police Department and the Campbell County Sheriff's Office; collaborative efforts to sponsor family education presentations regarding family rules and expectations about alcohol and drug use for each elementary school in the county with DARE Officers, School Resource Officers, treatment professionals, and SAAC members; the passage of a Gillette City Ordinance making liquor establishment owners responsible for alcohol-related violations at their establishment; the implementation of the highly successful *Worth It Drive Sober* media campaign, and higher alcohol compliance check rates for liquor establishments. While several objectives have been satisfied, many areas and strategies still require attention and support, making the dedication and work of the SAAC continually important.

To continue the progress of previous years' partnerships and achievements, for the 2009-2010 grant year the SAAC not only retained many successful strategies, but also challenged itself and the community by adding new strategies and activities. The SAAC will continue to support increased DUI enforcement and party patrols by funding overtime hours for patrol officers from the Gillette Police Department and the Campbell County Sheriff's Office. The *Worth It Drive Sober* media campaign will create community awareness of the increased enforcement as well as convey messages that majority of people in Campbell County drive sober. Messages for the campaign use *Most of Us* concepts and principles. Messages portray that the overwhelming majority of people do not drink alcohol and drive. People in our community choose to drive safely and responsibly by not breaking the law or putting themselves and others in danger. Additionally, highlighting the enhanced enforcement and focus will increase the perceived risk of the dangers of impaired driving and of being caught.

The SAAC will also continue to support alcohol compliance checks for liquor license holders in the city of Gillette. The SAAC will increase the visibility of these checks by placing newspaper ads detailing what compliance check are and listing establishments that successfully passed the check. In this way, establishments following laws and ordinances will be rewarded and recognized.

Other efforts of the SAAC include working with local liquor establishments to put best practice alcohol policies and procedures in place at their businesses. Through SAAC's partnership with the Gillette Police Department, responsible beverage server training (TiPS training) is provided free-of-charge to area liquor license holders as well as other trainings to inform and help license holders create their alcohol policies. Through these training and information sessions, liquor establishments are provided information about best practice alcohol management strategies and given tools and recommendations on how to implement them. These recommendations include happy hour regulations, employee training plans for responsible service, and

procedures for working with law enforcement. This approach to alcohol regulation on a business level will be successful as the regulations and policies originate from the owners and liquor license holders themselves, thereby increasing the likelihood that the owners will have a vested interest in upholding the regulations. These approaches create buy-in and trust with the liquor establishments, which further encourages them to take actions toward responsible alcohol use. These efforts and relationships will enhance community readiness and bolster future efforts toward wide-reaching policy change.

Another method for creating change in community norms is to work with community events where alcohol is served. The SAAC's approach to community events is to work with the Campbell County Commissioners, which distributes malt beverage licenses, to have them implement a checklist procedure to ensure responsible alcohol use at the permit-seeking event. By having these permitting entities such as the County Commissioners adopt these alcohol checklists, they can use the results to make decisions either denying or granting the permit. Also, the SAAC will work with location managers and owners where events are held to encourage them to adopt alcohol use policies and procedures for their locations. Working with owners and managers will allow the SAAC to influence the alcohol policies at numerous events rather than focusing on the policies of one to two community events. Owners and managers have a vested interest in ensuring that events are successful and law-abiding. This approach will broaden the scope of this strategy by reaching numerous events and creating sustained change.

Throughout all of these strategies and associated activities, the SAAC will engage and work with the community. Strategies of this magnitude require strong community ties and demonstration of investment in the community. Some specific ways the SAAC will do this is by continuing to invite new members to join the SAAC and inviting varied opinions and perspectives at SAAC meetings. The SAAC will also be involved with youth-oriented prevention programs through the Campbell County School District and also work with the Gillette College to encourage alcohol-free programming for students. It is our ambition to work with these youth to strengthen and support the prevention groups and also provide tangible activities and involvement with SAAC strategies. The SAAC will also establish working relationships with faith organizations and places of worship throughout the county. This is another innovative way to reach out to our community and to show our investment in community activities and values.

In all strategies, the SAAC strives for healthy youth, healthy adults, and a safer Campbell County. With this in mind, the focus for the SAAC's FY 2009-2010 strategies moved toward sustained and lasting change. This focus provided new opportunities for expansion, provoked creative ideas for increasing community engagement. Efforts towards environmental change are reflected in the action plans and activities described herein.