

*Department of Health and Human Services  
Division of Behavioral Health Services  
Alcohol and Drug Services*

**STRATEGIC PREVENTION SERVICES PLAN**

**ANNUAL UPDATE**

**JULY 1, 2015 – JUNE 30, 2016**

The Sacramento County Alcohol and Drug Services (ADS) Prevention Services Strategic Plan initially went into effect July 2014. In order to implement several new elements detailed in the Plan, it was essential that all prevention services funded by Substance Abuse Prevention and Treatment (SAPT) to go out to bid in a Request for Proposals (also due to fiscal requirements), which did not occur until late spring of 2015. Due to delays in contracting and starting new Prevention services, the end date of the Plan was extended until 2021.

The Request for Proposals included many changes in the types of Prevention services and programs to be offered with an intensive focus on the goals and objectives of the ADS Strategic Prevention Services Plan addressing underage drinking. The Plan focuses on increasing educational strategies and community capacity by training youth, families, neighborhoods, communities, and society in prevention work that supports leadership development (youth and adults) with the potential for large scale change of social norms.

Additionally, the Plan supports an investment in utilizing environmental strategies by building a coalition which offers opportunities to impact the entire County in a broader fashion and also adds to the on-going sustainability of Prevention efforts. The goal of the coalition encompasses building upon the capacity of prevention providers to increase the number of partners, the level of collaboration and availability of prevention services and resources throughout the region. Leveraging current resources to incorporate long-term sustainability of increased service capacity addressing Prevention is a key component. The first year of the coalition involves developing an Action Plan which will be implemented in the following years.

The new Prevention services began at the start of the 2015-16 fiscal year. Because of significant delays involved in going to bid and executing new service contracts, objectives in the Plan have not been met thus far. New services have just begun, and the coalition Kick-Off event is scheduled for October 21, 2015. Due to these noted delays, dates related to outcomes in the Logic Models have been adjusted accordingly.

The State Department of Health Care Services Substance Use Disorders unit that monitors this funding stream developed a new Logic Model Template which was incorporated into this Annual Update. The Logic Models were simplified to focus on the three primary goals of the Strategic Prevention Plan addressing underage drinking – Too Early (pushing back the age of onset of alcohol use), Too Much (addressing youth binge drinking) and Too Often (focusing on the number of days youth are drinking.) Other objectives in the original Plan were removed because they would not be specifically addressed with the new services curriculum and outcome measures. Additionally, the Logic Model for the coalition was no longer required by the State as it was determined that capacity building is a strategy versus a measurable outcome.

# LOGIC MODEL #1

## Prevention Priority Area 1: **ALCOHOL TOO EARLY**

**PROBLEM STATEMENT 1:** Sacramento County youth are initiating and using alcohol too early in their physical development.

**ALCOHOL USE:** According to Sacramento County CHKS data, a significant 27% of 7<sup>th</sup> graders, 43% of 9<sup>th</sup> graders, and 35% of 11<sup>th</sup> graders tried alcohol before age of 15, and a large majority of non-traditional students (79%) reporting they tried alcohol before age 15. An additional 25% of 11<sup>th</sup> graders reported trying alcohol between ages 15-16.

**SOURCE:** *California Healthy Kids Survey (CHKS)*, Sacramento County 2009-2011

### **CONTRIBUTING FACTORS:**

#### Individual Domain

- Youth report alcohol is easy to obtain
- Increased availability of alcohol is associated with increased youth use
- Youth have a low perceived risk of harm related to drinking alcohol
- Media influences often glamorize drinking alcohol

#### Peer Domain

- Young people may have favorable attitudes towards alcohol use
- There can be significant peer pressure to drink alcohol at an early age
- Peer alcohol use on campus and gatherings can influence young people to drink

#### Family Domain

- Access to alcohol and associated risks of underage drinking are often unaddressed in families
- Families need knowledge about risks of underage drinking in order to shape healthy family norms
- Families may accept underage drinking as a “rite of passage”
- Lack of awareness may lead to relaxed attitudes, mixed messages, and low monitoring of underage alcohol use

#### School/Neighborhood/Community Domain

- Ease of access and availability of alcohol at schools, neighborhoods and other community locations contributes to underage use
- There may be a lack of community awareness regarding ease of access to alcohol
- Community norms may condone underage drinking
- Challenges in enforcement of underage drinking policies, ordinances, laws and other measures

# LOGIC MODEL #1

**GOAL:** Delay the early onset of youth alcohol use.

OBJECTIVES <i>What do we want to accomplish?</i>	STRATEGIES <i>What method(s) will we use to help us accomplish the objective(s)?</i>	RESOURCES <i>What do we have to help us meet our objective(s)?</i>	OUTCOMES <i>What is going to happen as a result of our methods?</i>			INDICATORS AND SOURCES <i>How will we know what happened?</i>
			Short Term By June 30, 2017	Intermediate By June 30, 2018-19	Long Term By June 30, 2020-21	
By June 30, 2021 reduce the number of youth initiating alcohol use by the age of 15 by 5% as measured by the 7th and 9th grade youth reporting reduction when surveyed.	<p><b><u>Individual Domain:</u></b></p> <p>Educate youth to gain knowledge and awareness of alcohol use risk factors. <i>(CSAP Strategy: Education)</i></p> <p>Offer information dissemination to educate and inform youth about the benefits of abstinence. <i>(CSAP Strategy: Information Dissemination)</i></p> <p>Offer prevention services promoting healthy life-style choices and cultivate youth development. <i>(CSAP Strategy: Education)</i></p> <p>Develop alternative activities to engage youth and support healthy development. <i>(CSAP Strategy: Alternative Activities)</i></p> <p>Educate and mentor youth for leadership in campaigns to educate</p>	<p>Sacramento County Alcohol and Drug Services</p> <p>Contracted Prevention providers</p> <p>Friday Night Live, Club Live participants, school staff and Advisors</p> <p>Youth and adults involved in prevention services</p> <p>Schools, community partners and stakeholders</p>	By 2017 demonstrate a 1.5% reduction in youth reporting alcohol use by the age of 15.	By 2019 demonstrate a 3% reduction in youth reporting alcohol use by the age of 15.	By 2021 demonstrate a 5% reduction in youth reporting alcohol use by the age of 15.	<p>As reported by students responding to California Healthy Kids Survey (CHKS)</p> <p>As reported by prevention participants in pre/post surveys</p> <p>Services delivered are entered and tracked by the County and State in the CalOMS Pv data base system.</p>

# LOGIC MODEL #1

	<p>peers, family, and the community about consequences of underage alcohol use, and crucial reasons for youth not to use.          Implement Train the Trainers model and youth coalition involvement.  <i>(CSAP Strategy: Education, Information Dissemination, Environmental)</i></p> <p><b><u>Peer Domain:</u></b></p> <p>Address peer pressure issues with youth with education and training.  <i>(CSAP Strategy: Education)</i></p> <p>Promote and teach skills to youth including peer pressure management and alcohol refusal skills in schools, neighborhoods, and community environments.  <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Help change attitudes, norms and behaviors of youth related to underage drinking that supports youth abstinence.  <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Support alternative activities for youth to have meaningful involvement and recognition with healthy peer and school connectedness.  <i>(CSAP Strategy: Alternative Activities)</i></p> <p>Involve youth to develop campaigns</p>					
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# LOGIC MODEL #1

	<p>that could include posters, radio, TV, Facebook, Twitter, and other media forms to promote wellness, disseminate related information, and provide and encourage alternatives to alcohol use. (CSAP Strategy: <i>Environmental</i>)</p> <p>Encourage youth involvement and leadership in alcohol use policy matters. (CSAP Strategy: <i>Environmental</i>)</p> <p>Develop youth leadership to promote alcohol-free school campus cultures that involves youth, parents, schools, and community supports in the planning and implementation. Involve youth in coalition planning and implementation. (CSAP Strategy: <i>Information Dissemination, Education, Community-Based Process</i>)</p> <p><b><u>Family Domain:</u></b></p> <p>Increase outreach and educational services for families to learn about risks of underage drinking. (CSAP Strategy: <i>Information Dissemination, Education, Community-Based Process</i>)</p> <p>Increase the level of readiness for families and caregivers to discuss and support underage drinking prevention with youth. (CSAP Strategy: <i>Information Dissemination, Education</i>)</p>					
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# LOGIC MODEL #1

	<p>Teach families how to talk to their children to encourage prevention of alcohol use. (CSAP Strategy: Education)</p> <p>Engage families in creating on-going alcohol-free opportunities for children and youth. (CSAP Strategy: Alternative Activities)</p> <p>Engage families to address their ambivalence about youth alcohol use (such as it's considered a "rite of passage" to take 1st drink, or safer to drink at home). (CSAP Strategy: Information Dissemination, Education)</p> <p>Engage families to not condone or sponsor underage drinking and decrease the number of family events involving alcohol promotion and use. (CSAP Strategy: Education, Environmental)</p> <p>Increase parental monitoring of underage drinking. (CSAP Strategy: Education)</p> <p>Develop leadership of parents and caregivers to educate and support on-going prevention efforts with targeted education, Train the Trainers model, and coalition involvement. (CSAP Strategy: Education, Information Dissemination,</p>					
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# LOGIC MODEL #1

	<p>Environmental)</p> <p>Work with families in their environment to shape home, school and community norms supporting underage drinking prevention. (CSAP Strategy: Education, Information Dissemination, Environmental)</p> <p><b><u>School/Neighborhood/Community Domain:</u></b></p> <p>Work with youth, parents, families, neighborhoods, groups and communities to reduce and eliminate alcohol accessibility to young people in the community. (CSAP Strategy: Education, Information Dissemination, Community Based Process, Environmental)</p> <p>Address alcohol availability and access points with families, youth, schools, neighborhoods, the retail environment and other youth occupied locations. (CSAP Strategy: Community-Based Process, Environmental)</p> <p>Increase a multitude of protective factors for preventing the initiation of alcohol use by youth, including addressing service disparities and needed cultural supports. (CSAP Strategy: Education, Information Dissemination, Community-Based Process, Environmental)</p>					
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# LOGIC MODEL #1

	<p>Utilize environmental strategies to address community needs to reduce alcohol availability to underage citizens, including working closely with law enforcement, retailers, bars, food and beverage establishments, and other neighborhood locations. <i>(CSAP Strategy: Community Based Process, Environmental)</i></p> <p>Build a coalition of parents, individuals, groups, agencies, and other entities with an interest in underage drinking prevention and establish common goals for collective impact. <i>(CSAP Strategy: Community Based Process, Environmental)</i></p>					
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# LOGIC MODEL #2

## Prevention Priority Area 2: **TOO MUCH ALCOHOL**

**PROBLEM STATEMENT 1:** Sacramento County youth are binge drinking regularly.

**ALCOHOL USE:** According to Sacramento County CHKS data, 13% of 9<sup>th</sup> graders and 18% of 11<sup>th</sup> graders reported binge drinking (5 or more drinks in a row) in the past 30 days.

**SOURCE:** *California Healthy Kids Survey (CHKS)*, Sacramento County 2009-2011

### **CONTRIBUTING FACTORS:**

#### Individual Domain

- Youth report they like to drink alcohol to feel it a lot
- Youth report getting very drunk and sick from excessive drinking
- Youth report frequent memory loss and passing out from drinking.
- Youth may have a low perceived risk of harm related to binge drinking alcohol
- Many young people report they are drinking and driving
- Youth may minimize the risks and consequences of binge drinking

#### Peer Domain

- Students may experience peer pressure to binge drink, including social media influences
- Underage binge drinking often happens as a peer activity
- Many students report they have been driven by a friend who is under the influence of alcohol

#### Family Domain

- Families may not be aware of youth drinking behaviors
- Risks of underage binge drinking may not be discussed or monitored at home
- Families may ignore or make allowances for underage alcohol use and associated risk behaviors
- Families need information and tools to prevent underage binge drinking

#### School/Neighborhood/Community Domain

- Easy access and availability of alcohol
- Lack of community awareness regarding ease of access to alcohol
- Community norms that may condone underage heavy drinking
- Challenges in enforcement of underage drinking laws, policies, regulations, and other measures

# LOGIC MODEL #2

**GOAL:** Reduce the amount of alcohol youth are consuming.

OBJECTIVES <i>What do we want to accomplish?</i>	STRATEGIES <i>What method(s) will we use to help us accomplish the objective(s)?</i>	RESOURCES <i>What do we have to help us meet our objective(s)?</i>	OUTCOMES <i>What is going to happen as a result of our methods?</i>			INDICATORS AND SOURCES <i>How will we know what happened?</i>
			Short Term By June 30, 2017	Intermediate By June 30, 2018-19	Long Term By June 30, 2020-21	
<p>By June 30, 2021 reduce the percentage of youth in the 9<sup>th</sup> grade youth who report engaging in binge drinking 1 or more times in the last 30 days by 5% as measured by survey tools.</p> <p>By June 30, 2021 reduce the percentage of youth in the 11<sup>th</sup></p>	<p><b><u>Individual Domain:</u></b></p> <p>Increase youth knowledge and awareness of the risks and consequences related to underage binge drinking. <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Increase youth knowledge and awareness of brain and body changes related to drinking alcohol, including health consequences and addiction potential with use over time and large quantities. <i>(CSAP Strategy: Education)</i></p> <p>Increase the motivation and readiness of students to reduce/eliminate excessive drinking behavior through meaningful participation in alternative activities. <i>(CSAP Strategy: Information Dissemination, Education)</i></p>	<p>Sacramento County Alcohol and Drug Services</p> <p>Contracted Prevention providers</p> <p>Friday Night Live, Club Live participants, school staff and Advisors</p> <p>Youth and adults involved in prevention services</p> <p>Schools, community partners and stakeholders</p>	<p>By 2017 demonstrate a 1.5% reduction in 9<sup>th</sup> grade youth engaging in binge drinking 1 or more times in the last 30 days</p> <p>By 2017 demonstrate a 1.5% reduction in 11<sup>th</sup> grade youth engaging in binge drinking 1 or more times in the last 30 days</p>	<p>By 2019 demonstrate a 3% reduction in youth engaging in 9<sup>th</sup> grade binge drinking 1 or more times in the last 30 days</p> <p>By 2019 demonstrate a 3% reduction in youth engaging in 11<sup>th</sup> grade binge drinking 1 or more times in the last 30 days</p>	<p>By 2021 demonstrate a 5% reduction in 9<sup>th</sup> grade youth engaging in binge drinking 1 or more times in the last 30 days</p> <p>By 2021 demonstrate a 5% reduction in 11<sup>th</sup> grade youth engaging in binge drinking 1 or more times in the last 30 days</p>	<p>As reported by students responding to California Healthy Kids Survey (CHKS)</p> <p>As reported by prevention participants in pre/post surveys</p> <p>Services delivered are entered and tracked by the County and State in the CalOMS Pv data base system.</p>

# LOGIC MODEL #2

<p>grade youth who report engaging in binge drinking 1 or more times in the last 30 days by 5% as measured by survey tools.</p>	<p>Develop leadership of youth to support on-going prevention efforts with targeted education, Train the Trainers model, and coalition involvement.  <i>(CSAP Strategy: Education, Information Dissemination, Environmental)</i></p> <p><b><u>Peer Domain:</u></b></p> <p>Address peer pressure to binge drink with education and training.  <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Help change attitudes, norms and behaviors of youth and peers related to underage binge drinking that encourages youth abstinence.  <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Develop youth leadership to promote alcohol-free school campus cultures that involves youth, parents, schools, and community supports in the planning and implementation.  <i>(CSAP Strategy: Information Dissemination, Education, Community-Based Process)</i></p> <p>Involve youth in coalition activities that address excessive alcohol use by youth.  <i>(CSAP Strategy: Environmental)</i></p> <p><b><u>Family Domain:</u></b></p>					
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# LOGIC MODEL #2

	<p>Increase family knowledge and awareness of the risks and consequences related to youth driving under the influence, as well as underage excessive drinking. <i>(CSAP Strategy: Information Dissemination, Education)</i></p> <p>Support families to reduce underage alcohol access and dangerous behaviors resulting from youth being under the influence. <i>(CSAP Strategy: Education, Environmental)</i></p> <p>Encourage families to talk about risks of excessive alcohol consumption by youth, and to set rules supporting youth abstinence. <i>(CSAP Strategy: Education)</i></p> <p>Increase parental monitoring of underage drinking. <i>(CSAP Strategy: Education)</i></p> <p>Develop leadership of parents and caregivers to educate and support on-going prevention efforts with targeted education, Train the Trainers model, and coalition involvement. <i>(CSAP Strategy: Education, Information Dissemination, Environmental)</i></p> <p><b><u>School/Neighborhood/Community Domain:</u></b></p> <p>Work with youth, parents, families, neighborhoods, groups and</p>					
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# LOGIC MODEL #2

	<p>communities to reduce and eliminate alcohol accessibility to young people in the community. (CSAP Strategy: Education, Information Dissemination, Community Based Process, Environmental)</p> <p>Address alcohol availability and access points with families, youth, schools, neighborhoods, the retail environment and other locations. (CSAP Strategy: Community-Based Process, Environmental)</p> <p>Increase a multitude of protective factors for preventing the initiation of alcohol use by youth, including addressing service disparities and needed cultural supports. (CSAP Strategy: Education, Information Dissemination, Community-Based Process, Environmental)</p> <p>Work with families in their environment to shape home and community norms supporting alcohol use prevention and overall health and wellness. (CSAP Strategy: Education, Information Dissemination, Environmental)</p> <p>Decrease the number of family events involving alcohol promotion and use. (CSAP Strategy: Community Based Process, Environmental)</p>					
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## LOGIC MODEL #2

	<p>Utilize environmental strategies to address community needs to reduce alcohol availability to underage citizens, including working closely with law enforcement, retailers, bars, food and beverage establishments, and other neighborhood locations. <i>(CSAP Strategy: Community Based Process, Environmental)</i></p> <p>Build a coalition of parents, individuals, groups, agencies, and other entities with an interest in underage drinking prevention and establish common goals for collective impact. <i>(CSAP Strategy: Community Based Process, Environmental)</i></p>					
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# LOGIC MODEL #3

## Prevention Priority Area 3: **ALCOHOL TOO OFTEN**

**PROBLEM STATEMENT 1:** Sacramento County youth are drinking at a very high frequency.

**ALCOHOL USE:** According to Sacramento County CHKS data, 9% of 7<sup>th</sup> graders, 18% of 9<sup>th</sup> graders and 25% of 11<sup>th</sup> graders reported they drank 3 or more days in the last 30 days.

**SOURCE:** *California Healthy Kids Survey (CHKS), Sacramento County 2009-2011*

**CONTRIBUTING FACTORS:**

Individual Domain

- Underage heavy drinking influences brain functioning and healthy development
- Many youth report life problems with nerves, emotions/mental health, trouble with school, police, and damage to friendships due to excessive drinking behaviors.

**GOAL:** Reduce the frequency that youth are drinking alcohol.

OBJECTIVES <i>What do we want to accomplish?</i>	STRATEGIES <i>What method(s) will we use to help us accomplish the objective(s)?</i>	RESOURCES <i>What do we have to help us meet our objective(s)?</i>	OUTCOMES <i>What is going to happen as a result of our methods?</i>			INDICATORS AND SOURCES <i>How will we know what happened?</i>
			Short Term By June 30, 2017	Intermediate By June 30, 2018-19	Long Term By June 30, 2020-21	
By June 30, 2021 reduce the percentage of 9th grade youth who report	Increase youth knowledge and awareness of the risks and consequences to young brains related to frequent drinking. <i>(CSAP Strategy:</i>	Sacramento County Alcohol and Drug Services  Contracted Prevention providers	By 2017 demonstrate a 1.5% reduction in 9 <sup>th</sup> grade youth drinking 3 or more days within the last 30 days	By 2019 demonstrate a 3% reduction in 9 <sup>th</sup> grade youth drinking 3 or more days within	By 2021 reduced the percentage of 9 <sup>th</sup> grade youth who reported drinking 3 or more days	As reported by students responding to California Healthy Kids Survey (CHKS)

# LOGIC MODEL #3

<p>drinking 3 or more days within the last 30 days by 5% as measured by survey tools.</p> <p>By June 30, 2021 reduce the percentage of 11th grade youth who report drinking 3 or more days within the last 30 days by 5% as measured by survey tools.</p>	<p><i>Information Dissemination, Education)</i></p> <p>Increase youth knowledge and awareness of brain and body changes related to drinking alcohol, including health consequences and other risks with frequent use over time. (CSAP Strategy: <i>Information Dissemination, Education)</i></p> <p>Increase student involvement, visibility and leadership to address the reduction and elimination of heavy drinking by youth. (CSAP Strategy: <i>Information Dissemination, Education)</i></p> <p>Develop leadership of youth to support on-going prevention efforts with targeted education, Train the Trainers model, and coalition involvement. (CSAP Strategy: <i>Education, Information Dissemination, Environmental)</i></p>	<p>Friday Night Live, Club Live participants, school staff and Advisors</p> <p>Youth and adults involved in prevention services</p> <p>Schools, community partners and stakeholders</p>	<p>By 2017 demonstrate a 1.5% reduction in 11<sup>th</sup> grade youth drinking 3 or more days within the last 30 days</p>	<p>the last 30 days</p> <p>By 2019 demonstrate a 3% reduction in 11<sup>th</sup> grade youth drinking 3 or more days within the last 30 days</p>	<p>within the last 30 days by 5%. By 2021 reduced the percentage of 11<sup>th</sup> grade youth who reported drinking 3 or more days within the last 30 days by 5%</p>	<p>As reported by prevention participants in pre/post surveys</p> <p>Services delivered are entered and tracked by the County and State in the CalOMS Pv data base system.</p>
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