## **Communities that Care**

COALITION





### **Communities that Care**

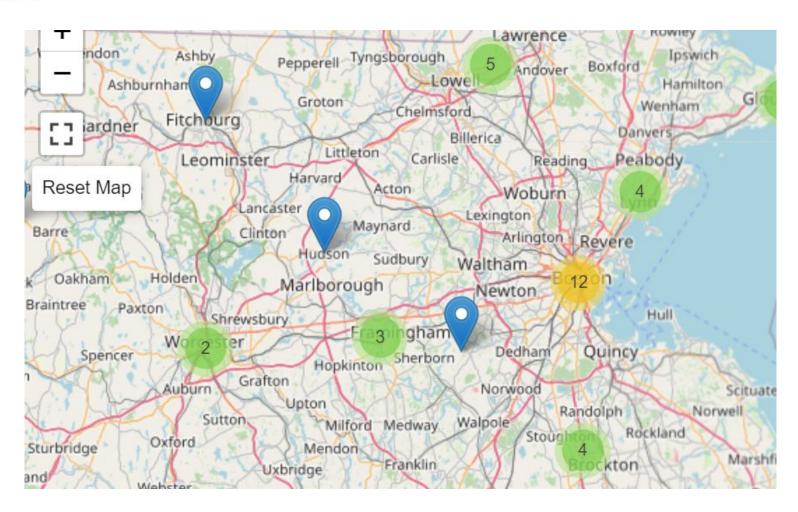
380 likes · 21 talking about this · 1 was here

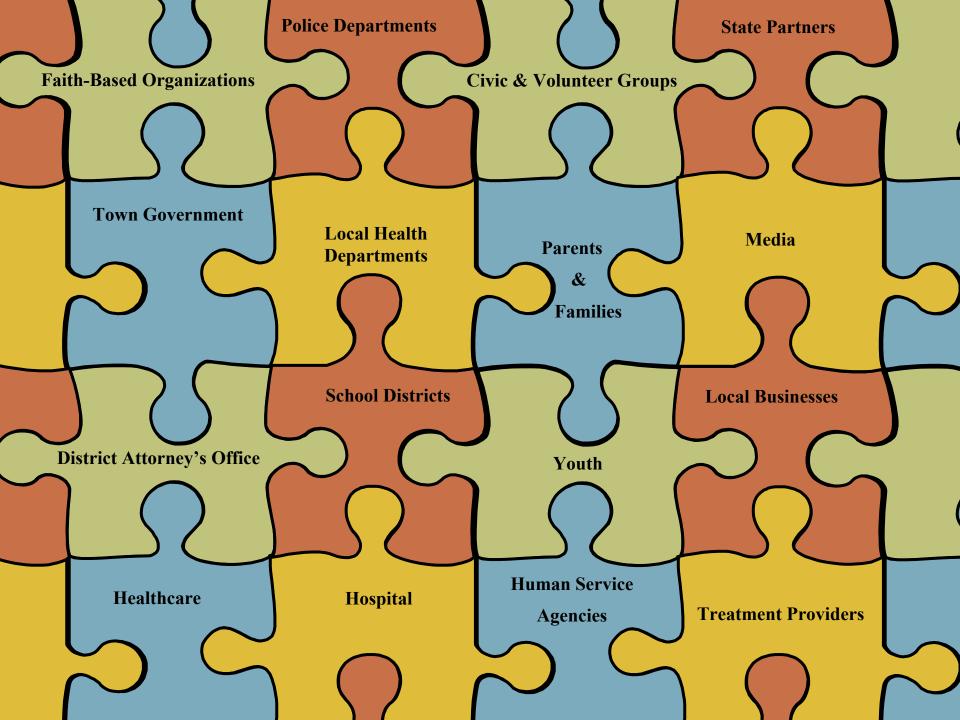
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### Strategic Prevention Framework











# LOCAL DATA





### Our Priority Risk Factors

### **Original Risk Factors:**

Family Management Problems

Parental Attitudes Favorable to Youth Substance Use

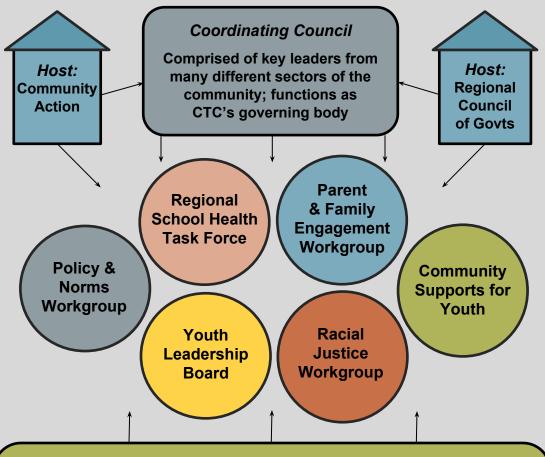
Community Laws & Norms Favorable to Substance Use

### **Added More Recently:**

Perception of Risk of Harm from Youth Drug and Alcohol Use

Symptoms of Depression and Anxiety

## STRUCTURE



#### Franklin County & North Quabbin Community, including:

Human Services, Youth Services, Schools, Higher Education,
Municipal and State Government, Municipal and State Services,
Law Enforcement, District Attorney, the Court System, Hospital,
Health Care, Mental Health, Public Health, Substance Use Prevention,
Businesses, Economic Development, Media, Faith-Based Organizations,
the Recovery Community, Parents, Youth, Community Members

#### Implement these strategies...

Regional School Health Task Force

Parent Education

Youth Leadership

Change Workgroup Policy and Practice

Racial Justice

Conduct the annual Teen Health Survey Support evidence-based prevention efforts, including the LifeSkills curriculum, SBIRT screenings, and the Preventure program Research and promote best practices in mental health promotion

Research and promote best practices in addressing racism and other forms of oppression in schools

Promote best practices in school policies that support student health, well-being, and equity, including Restorative Practices Link CTC to schools

Pool resources between community agencies to provide programs, tools, and resources for parents

Support evidence-based parent education programs Provide positive, educational, effective messaging, materials, and events for parents

Promote the importance of family dinners & family connection Engage parents of color and parents with low household incomes in workgroup leadership, outreach, and advocacy

Help connect existing youth groups throughout the region Provide training and leadership development for local young people Lead social norms marketing and social marketing campaigns Increase the number of youth on local boards, commissions, and leadership positions, and support youth in these opportunities Lead youth advocacy for municipal policies that support positive youth development

Partner with RECOVER Project & Youth Leadership Board to build policy advocacy skills among youth, people in recovery, and community members

Advocate for best practices in local & state policies for preventing youth substance use, including policies that addresses root causes and promote health equity and racial justice

Promote a vision of a recovery-friendly, youth-friendly community, including events, parks, and public spaces

Promote community norms that are trauma-informed and that support community connectedness and community resiliency Promote server training for alcohol & marijuana businesses

Support alcohol, tobacco, & marijuana compliance checks Promote prescription drug drop boxes & Take-Back Days

Identify and share best practices in promoting racial justice Identify and connect with existing organizations that serve marginalized people

Provide training and leadership development for racial justice issues to existing CTC members and to the community

Advocate for local and/or state level policies that support the equitable distribution of resources.

Work with youth to identify racial justice advocacy issues.

### **Communities that Care**

### Our Plan for Youth Substance Use Prevention

Decrease low perception of harm from drug use ... to change these behaviors. Decrease parental attitudes favorable to drug and alcohol Decrease youth alcohol use and use binge drinking Decrease youth cigarette use and vaping Decrease family management problems Decrease youth marijuana use Decrease youth misuse of Decrease laws and norms prescription drugs favorable to drug and alcohol use ...to achieve Decrease symptoms of

...to address these risk factors...

depression and anxiety

Improvements in physical and mental health, reductions in youth violence and risky sexual behavior, increases in school success, and overall healthy youth development and health equity.

these

outcomes.

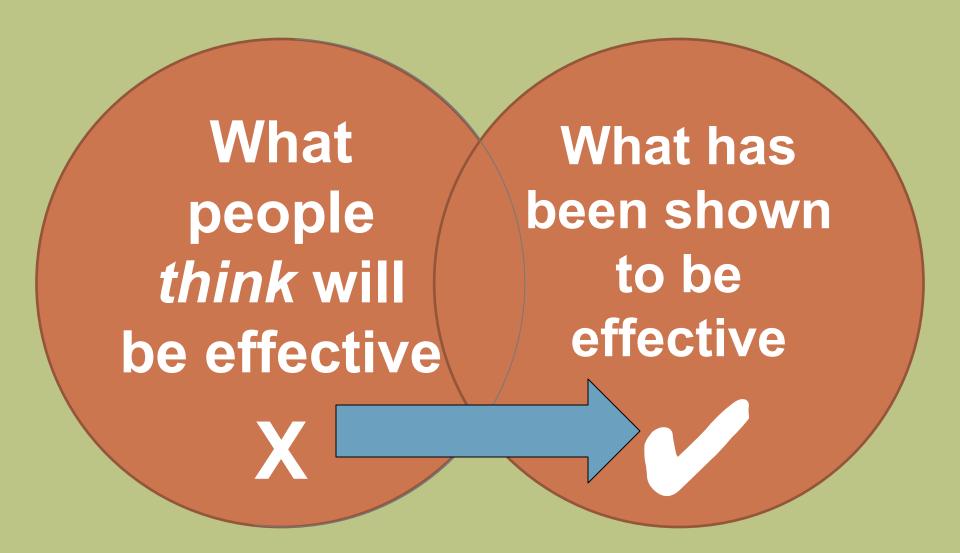
# Menu of Policy Options

Menu of Policy Options: Alcohol

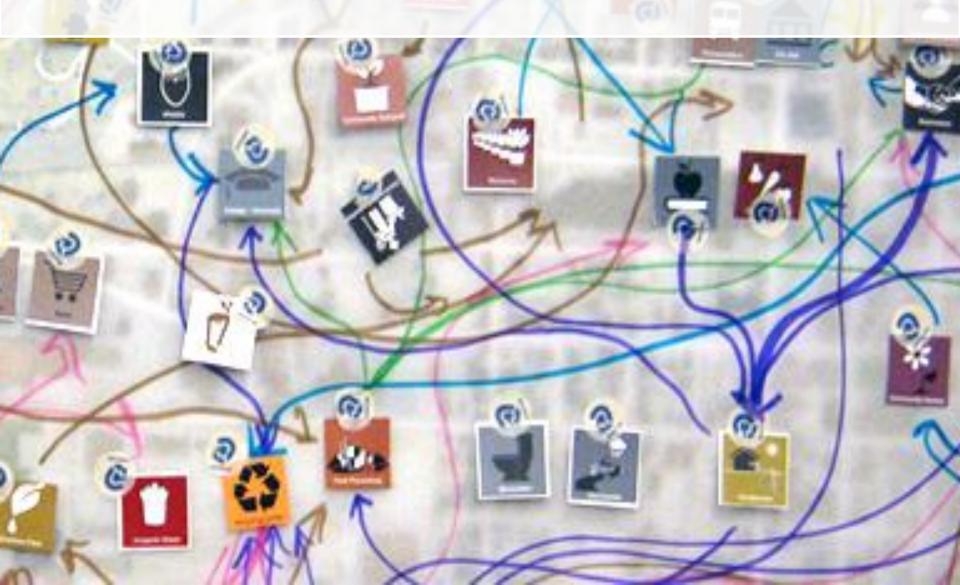
Policy	Description	Benefits	Examples of other communities that have adopted the policy
Responsible Alcohol Server and Seller Training	Require all employees engaged in the serving or sales of alcohol be trained on preventing underage sales and sales to intoxicated people. In-person training is recommended - online trainings may be less effective.	Proper training on liquor laws, such as effective ID checks, may lessen the likelihood of sales to underage customers and reduce car crashes related to alcohol. Businesses report that improved customer service skills benefit business.	South Hadley, Chicopee, Framingham, Orange
Local Funding for Alcohol Compliance Checks	Municipal support to ensure annual compliance checks. Can be done for approx. \$1000 per year, including police officer overtime, youth stipend, required advertising, and coordination.	Compliance checks in a town have been shown to reduce sales to underage customers and can increase the perception among youth that it is difficult to buy alcohol. Local funding provides local control.	Compliance checks required in Orange, South Hadley, and other towns across state
No sale of nips or minimum size containers	No retailer shall sell alcoholic liquor in any container with a capacity less than four ounces or 100 milliliters.	Nips are cheap and easy to conceal which can be appealing to youth. Because of their size, nips contribute to drunk driving incidents as they are easy to transport and consume on the road. Nips have become one of the most highly littered items in Massachusetts. <sup>1</sup> Nips have a low profit margin – policy can be good for businesses and supported by them.	Chelsea. (Also Chicago, IL.) Several other Mass towns considering.
For towns with significant college student populations: keg registration or party registration bylaw	When purchasing a keg, buyer completes a registration form to be approved by a local authority such as a police department. The approved form is collected by the alcohol licensee at time of sale. Party registration is similar but can be done online with a simple form that informs the town/police of the date and contact person for a party over a certain size – can be optional.	Keg registration provides an additional step to ensure buyer is of legal age. Both types of registration include the address where the keg will be used or party will occur - helpful to police if there are noise complaints or concerns about underage drinking. Party registration also helps party hosts because there is a direct contact for police if there are complaints.	Cambridge (keg), Amherst (both keg and party reg)

<sup>1</sup> http://www.connelllawoffices.com/towns-and-cities-putting-the-squeeze-on-nips/

# NATIONAL RESEARCH



# RESOURCES & GAPS



# SUSTAINABILITY



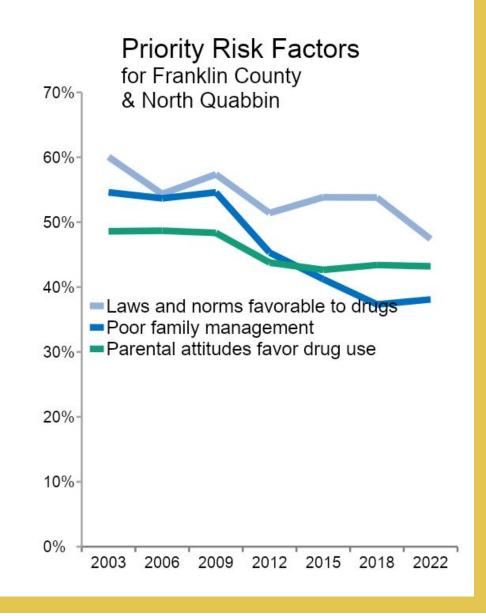
# CULTURE



Culture eats strategy for breakfast!

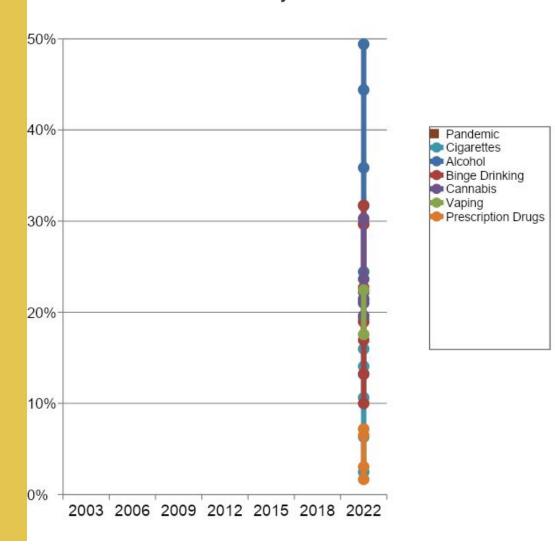


PREVENTION
WORKS.
IT'S WORKING
HERE.



# PREVENTION WORKS. IT'S WORKING HERE.

### Youth Substance Use in Franklin County & North Quabbin



Communities that Care

### **MOST LOCAL TEENS ARE CHOOSING NOT TO USE!**

8 out of 10 don't drink

















8 out of 10 don't use marijuana















8 out of 10 don't vape





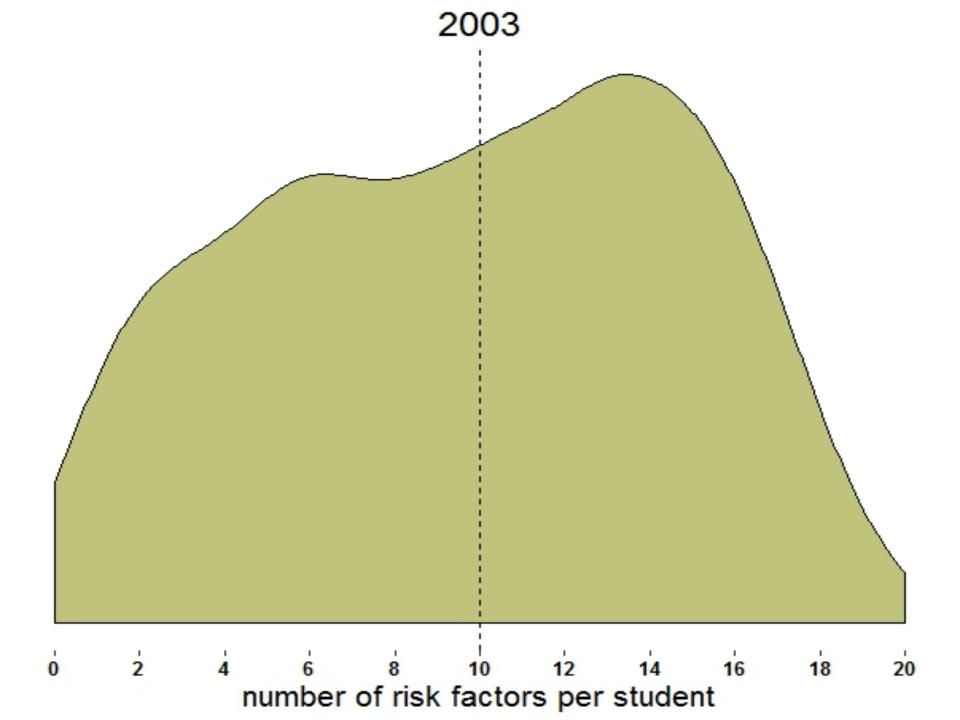


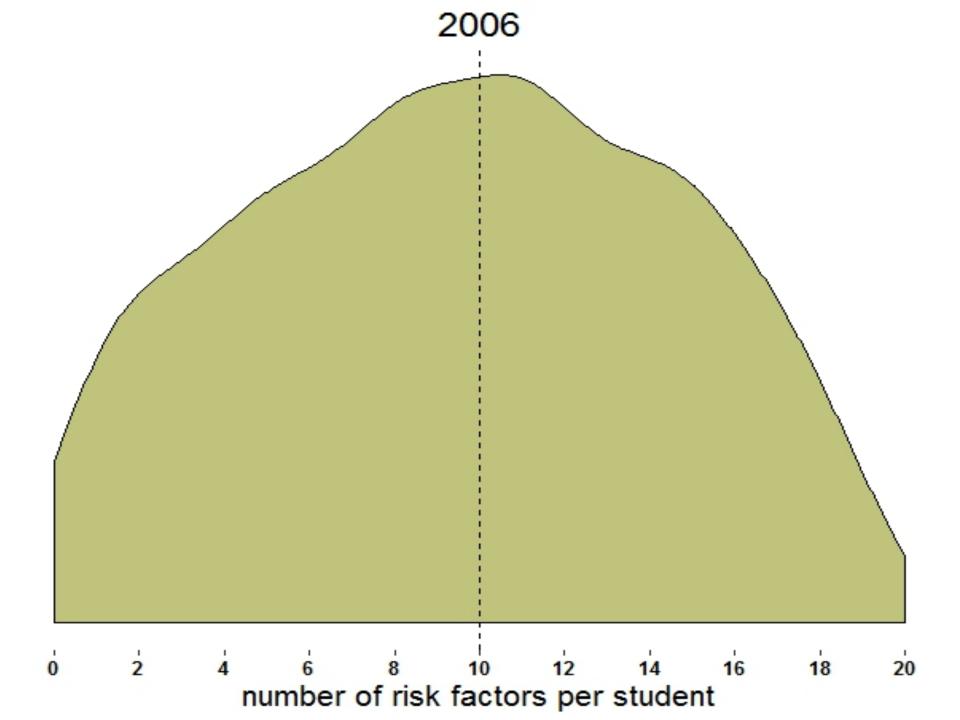


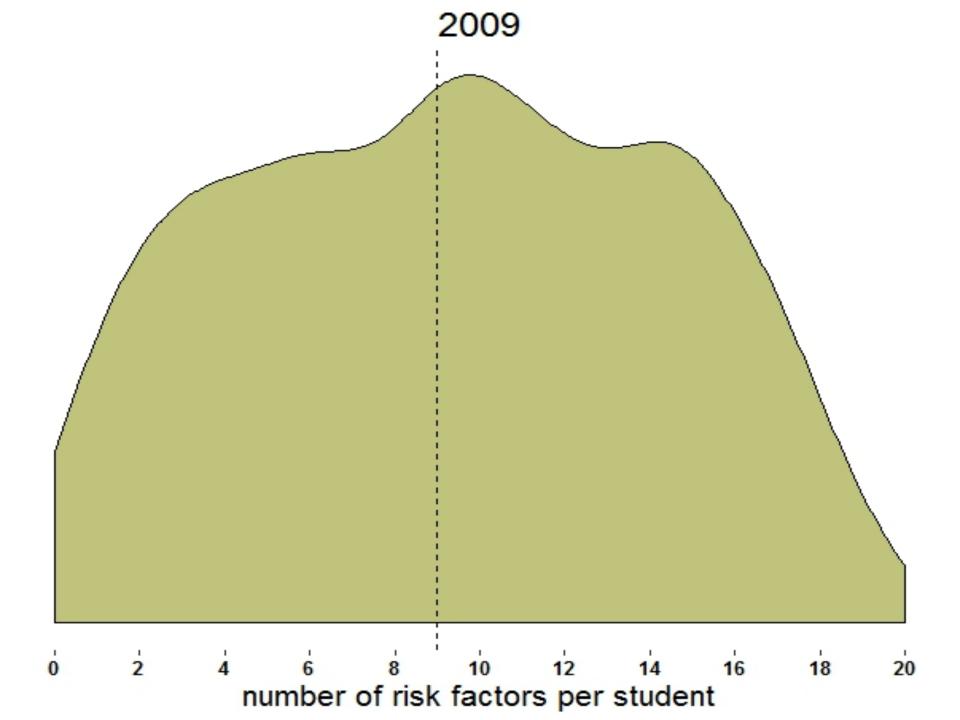


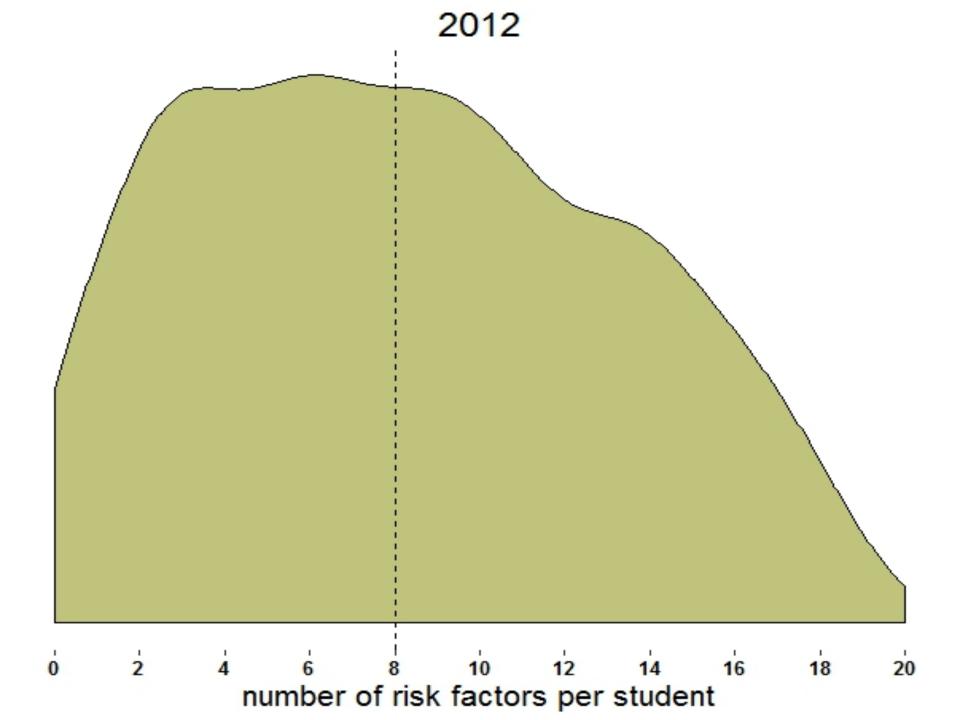


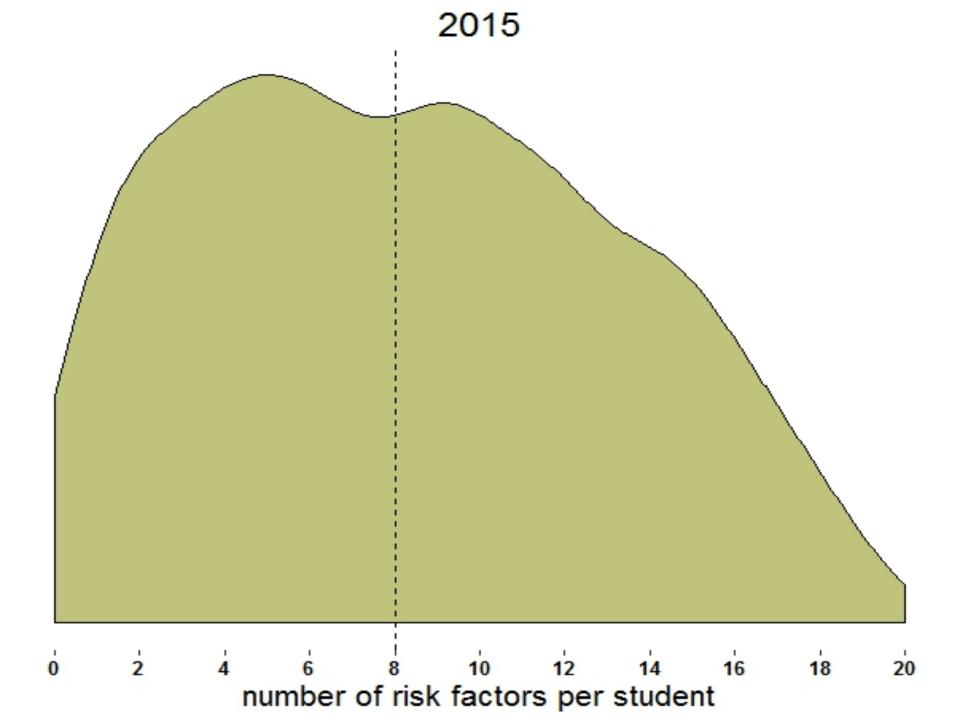


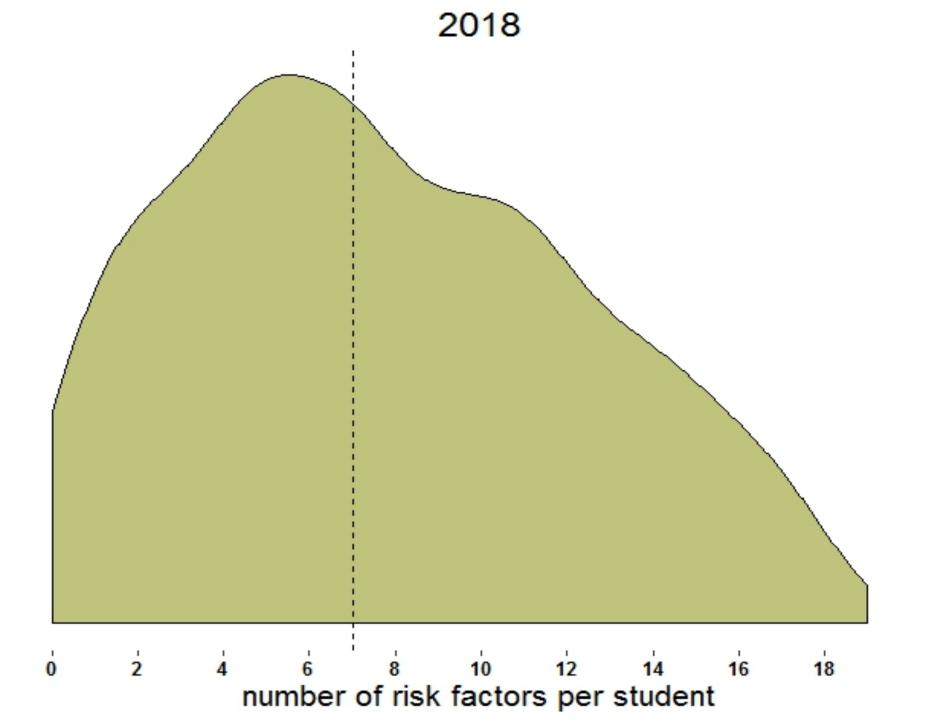
















### Increasing Level of Community Involvement, Impact, Trust, and Communication Flow

#### Outreach Consult Involve Collaborate Shared Leadership Some Community Better Community More Community Community Involvement Strong Bidirectional Involvement involvement Involvement. Relationship Communication flow is Communication flows Communication flows to Communication flows bidirectional Final decision making is from one to the other, to the community and then both ways, participatory at community level. Forms partnerships with indom back, answer seeking form of communication Entities have formed community on each aspect of project from Gets information or feed-Involves more participastrong partnership Provides community with development to solution. back from the community. tion with community on structures. information. SSURS Entities share information. Entities form bidirectional Outcomes: Broader Entities coexist. Entities cooperate with communication channels. health outcomes affect-Outcomes: Develops coneach other. ing broader community. Outcomes: Optimally, nections. Outcomes: Partnership Strong bidirectional trust establishes communica-Outcomes: Visibility of building, trust building. built. tion channels and chanpartnership established nels for outreach. with increased cooperation. Reference: Modified by the authors from the International Association for Public Participation.

Figure 1.1. Community Engagement Continuum

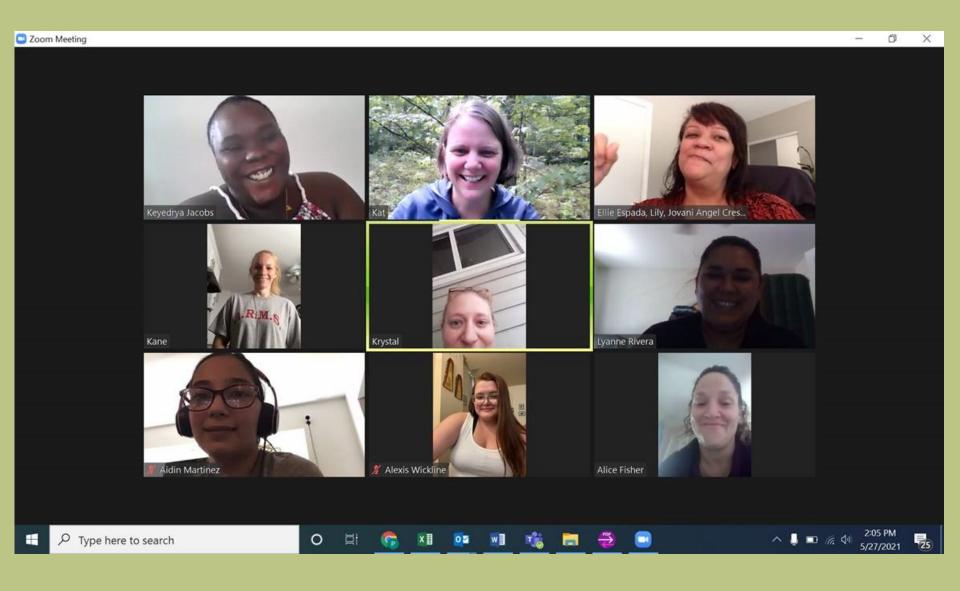
# Continuum of Community Engagement

# **Community Engagement**

- Moving Meetings
- Providing Stipends
- Providing Trainings
- Providing Roles
- Providing Leadership Opportunities



Youth Leadership

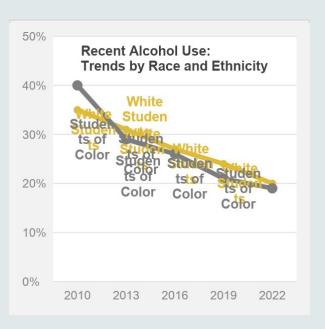


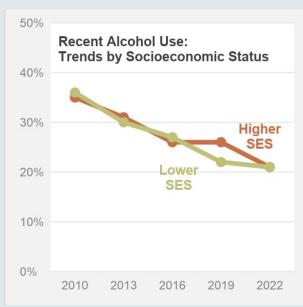
# Parent Leadership

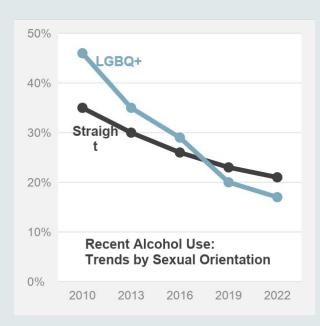
### Racial Justice Workgroup

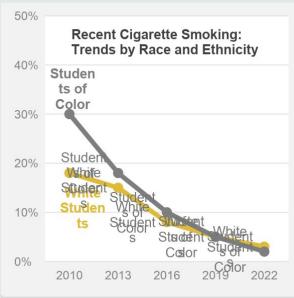


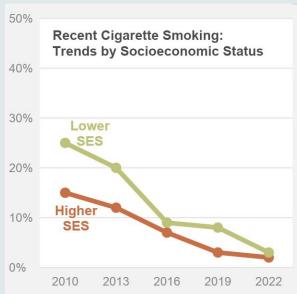
### **Changes in Health Disparities**

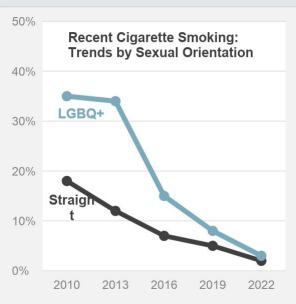












% students at elevated risk, 2003-2018, Franklin County/North Quabbin, all participating districts, 8th, 10th and 12th grades combined, weighted to reflect enrollment by grade

