

**Community Coalition Alliance- Year 1
Evaluation
2013-2014 Fiscal Year**



The Community Coalition Alliance (CCA) is a 23 county area of Northeast Florida with representation from 16 countywide community anti drug member coalitions. Community anti-drug coalitions implement environmental strategies, which work to create population level change. Strategies work to change consequences that are result of substance use behaviors. Environmental strategies are typically implemented with numerous coalition partners, such as schools, law enforcement, etc. Coalitions work to recruit members from all different groups of people, agencies, etc. in the community and gain support and membership from all of Substance Abuse Mental Health Services Administration’s (SAMHSA) identified 12 sectors. Strategies and activities conducted by coalitions are done in a culturally competent way, never intentionally excluding anyone in the target population based on age, race, ethnicity, culture, language, sexual orientation, disability, literacy, and gender.

The CCA provides a forum for partnerships, community involvement and participation, and interagency cooperation and collaboration by focusing on the issues with data-driven decision-making, evidence-based strategies and the risk and protective factors of youth. The CCA has spent the first year of a contract with Lutheran Services Florida working to develop a comprehensive community action plan that is founded in data and works to address the substance abuse issues of the Region. Along with the Regional planning process, coalitions have been working independently throughout the year implementing environmental strategies in their respective counties.

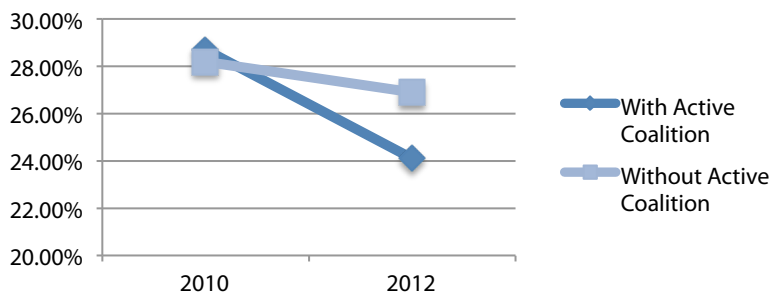
Why coalitions?

According to the Florida Youth Substance Abuse Survey, in the 16 counties with active prevention coalitions in the Northeast Region the amount of middle and high school students who reported past 30-day alcohol use in 2010 was 28.7%. In 2012, that number decreased to 24.1%.

In the 7 counties in the Northeast Region without an active prevention coalition, in 2010, 28.2% of middle and high school students reported past 30-day use of alcohol. In 2012, that number decreased to 26.9%.

The areas in the region where an active community coalition is present saw a reduction of over 3 percentage points higher than the areas without an active coalition of past 30-day alcohol use among middle and high schools students.

Past 30-day Alcohol Use Reductions in Northeast Region, Area with Active Coalitions vs. Areas Without Active Coalitions, 2010-2012



With a population of roughly 720,000 youth under 18 years old in the Northeast Region of Florida, 3 percentage points is the difference of thousands of youth abstaining from recent alcohol use in the area with active prevention coalitions.

CCA Accomplishments Aligned with the Strategic Prevention Framework Steps Year 1

Assessment

1. CCA Staff, Board, and 16 member coalitions collected data related to substance abuse issues in their community from the following local, state, and national sources:
 - Florida Youth Substance Abuse Survey (FYSAS)
 - The Florida Youth Tobacco Survey (FYTS)-
 - Behavioral Risk Factor Surveillance System Data (BRFSS)
 - Traffic Crash Statistics Report
 - Uniform Crime Report (UCR)
 - Florida School Indicators Report
 - Positive Assessment Change Tool (PACT)
 - Florida CHARTS
 - Medical Examiners Commissioners Report
 - Alcohol and Tobacco Licensing
 - US Census Data
 - Environmental Scans
 - Local Sheriff Offices
 - Local Medical Examiners
2. 15 CCA member coalitions conducted an Environmental Scan of at least 20 alcohol, tobacco, and synthetic drug sellers in their respective counties.
3. CCA Coalitions participated in a self-assessment survey to help the CCA and LFS understand where coalitions are in their development process.
4. CCA Coalitions participated in a survey of the CCA Staff.
5. CCA staff collected additional data on school performance and drug selling behaviors for the planning process.

Capacity

1. Resource and Capacity Assessment completed by 16 member coalitions and their respective counties- included both environmental strategies and prevention programs
2. Trainings attended by CCA Coalitions: Strategic Prevention Framework Trainings, Social Media Training, Coalition Management- Fiscal, Environmental Strategy selection training, Social Norming Trainings, and Cultural Competency Training.
3. CCA Executive Director was trained as a trainer in Mental Health First Aid.
4. Cost Analysis- 16 counties completed a cost analysis of implementation costs for the Regional Action Plan. This included gathering current resources.
5. Numerous community meetings have been attended on behalf of the CCA by staff and members.

Planning

1. Set up accounting system, dropbox management system, and numerous other administrative functions for the CCA.
2. Determined what Environmental Strategies are currently being implemented in coalition's respective counties for planning purposes.
3. Determined what evidenced-based Prevention Programs are being implemented in 16 county areas.
4. Conducted Regional Logic Model and Action Plan Planning session on March 6, 2014 with all CCA members present as well as participation from Northeast Prevention Providers. Determined consequence, intervening variables, contributing factors and identified strategies.
5. Completed Regional Logic model.
6. Completed Regional Action Plan for implementation at the Regional level beginning Year 2.
7. Developed a Regional Activity Log for data collection on staff time from each coalition.
8. Began monthly CCA calls for capacity building, planning, and administration.
9. Cost Analysis- 16 counties completed a cost analysis of implementation costs for the Regional Action Plan.

Implementation

1. 16 member coalitions have been implementing environmental strategies in their own communities throughout the year based off local research and planning.
2. Regional Newsletter with article from each coalition completed quarterly (4 editions).
3. CCA website developed and maintained that includes training information, meeting minutes, environmental strategy list, coalition contact information, etc.

Evaluation:

1. An evaluation of current strategies being implemented in counties and an evaluation of the data collected from the Needs Assessment/Indicator Report was completed.
2. A report was prepared based off the coalition self-assessment survey that is being used to identify beneficial trainings for coalitions.
3. An Evaluation was conducted of the Staff/grant to date to ensure the CCA is operating to the best of their ability. Suggestions from the evaluation have already been implemented.
4. A draft of the CCA Evaluation plan has been drafted and is to be completed by the end of October 2014.
5. Year 1 Evaluation report.

Future Plans

It was determined, following the steps of SAMHSA's Strategic Prevention Framework, that CCA members will focus upcoming efforts on the reduction of middle and high school students use of alcohol, marijuana, and synthetic drugs. This will be accomplished by following the Regional Action Plan working on the following strategies and activities:

1. **Know the Law Campaign-** education surrounding alcohol and other drug laws, i.e. consequences from breaking the law, rules, regulations, etc. presented to youth at school or in community settings.
2. **Town Hall Meetings** - informal public meetings/functions- one will be held in each of the 16 member counties in the Northeast Region.
3. **Friday Night Done Right. No Alcohol. No Dope. Social Norming Campaign-** promotes the message that most teens do not drink and use drugs in order to have a good time.
4. **Parents Who Host, Lose the Most-** a public awareness program educating communities and parents about the health and safety risks of serving alcohol at teen parties - will be implemented in the Northeast Region
5. **Synthetic Drug Ordinance** - a county or city level ordinance banning the use, sale, distribution, production, or manufacture of synthetic drugs known as synthetic marijuana or bath salts.
6. **Mandated We ID Alcohol Signage Ordinance-** work in communities to pass an ordinance where all establishments that sell alcohol must have a We ID sign posted on their entrance door.
7. **Northeast Region Data Collaborative** - a regional group whose task is to collect, analyze, and present alcohol and other drug data to the Northeast Region.
8. **Alcohol Compliance Check/ Responsible Beverage-** work with at least one local law enforcement agency to develop a comprehensive diversion plan for adults who sell/serve alcohol to minors.

Along with implementation, the CCA will be developing an Evaluation Plan over the next couple of months to ensure all accomplishments and barriers are accurately captured. The CCA will also use the results from the Florida Youth Substance Abuse Survey, to be released in 2014 and 2016, to track underage alcohol use, marijuana use, and synthetic drug use trends. Numerous other alcohol and other drug indicators will be tracked as well to determine Action Plan effectiveness.

The CCA Logic Model and Action Plan are available for download on the homepage of the coalition's website: www.ccafl.org

