

**Comprehensive Community Action Plan – PROBLEM 2**

Nassau County (NACDAC)

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revised 1.30.10

<p><b>Problem Statement:</b> Nassau County is experiencing high rates of alcohol use by underage youth. Recent surveys of middle and high school youth indicate that 57% report drinking at least once in their lifetime, 29.3% report drinking within the past 30 days, and 16.2% report binge drinking in the past two weeks (FYSAS 2008). The consequence of this underage drinking is truancy/absenteeism, as demonstrated by the following data: average percentage of absences at YMS was 44% unexcused and 25% excused; YHS was 37% unexcused and 41% excused. Other MSs and HSs ranged from 6%-40% unexcused and from 17%-52% excused (Office of Dropout Prevention, 2008-09); 13% of students referred by school district to Project SUCCESS (typical referral is due to risk factors associated with substance use) had an absenteeism problem (6 or more absences in a semester) (Office of Dropout Prevention, 2008-09)</p>		
<p><b>GOAL 1:</b> By 2012, there will be a reduction in truancy/absenteeism that results from alcohol use (30-day use, lifetime use and binge drinking) amongst Yulee middle and high school students</p>		<p>Long Term Outcome 1: The past-30-day-use and binge drinking rates among Nassau County high school and middle school students will decrease by the year 2014 (FYSAS); truancy/absenteeism will be reduced by 2014 (Office of Dropout Prevention).</p>
<p>Objectives</p>	<p>Short term Outcomes (change in local contributing factor) 3 to 12 months</p>	<p>Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months</p>
<p>1. INTERVENING VARIABLE: RETAIL ACCESS. <u>Contributing Factor:</u> Failure of retailers to check IDs, resulting in positive <b>compliance checks</b> - By 2012, the rate of compliance with underage alcohol sales laws by off-premise alcohol retailers will increase.</p>	<p>Number and frequency of unannounced enforcement checks</p>	<p>Number of citations for selling to minors. Number of citations for purchasing for minors.  There will be a decrease in the number of positive compliance buys in retail outlets</p>
<p>2. INTERVENING VARIABLE: EASY RETAIL ACCESS. <u>Contributing Factor:</u> Failure of retailers to check IDs, resulting in positive compliance checks - By 2012, local law enforcement will have a regular and consistent system for conducting <b>retail training</b> to make retail outlets aware of alcohol laws, proper procedures for checking IDs and consequences of selling to minors.</p>	<p>An increasing number of retail outlets will have received training on alcohol laws, checking IDs and alcohol consequences from local law enforcement. --number of merchant education trainings --Retailers will be trained 2x per year by ABT/Fernandina Beach Police Dept. --knowledge gained (pretest/posttest)</p>	<p>There will be a decrease of licenses with citations for sales to minors.  Number of compliance failures will decrease.  Number of arrests for selling to minors will decrease.</p>
<p>3.4. INTERVENING VARIABLE: SOCIAL NORMS. <u>Contributing Factor:</u> Parental attitudes favorable to alcohol use and history/attitudes favorable toward antisocial behavior are high - By 2012, continue implementing and measuring <b>social marketing</b></p>	<p>--Raise awareness of parents/community members of negative effects of binge drinking, underage drinking and drinking/driving. --Increase # of earned media spots</p>	<p>Assess the awareness of the consequences of youth alcohol use.  Assess attitude change among parents which are less favorable towards alcohol-related antisocial behaviors.  Assess community leaders' awareness of</p>

<p><b>campaign</b> in effort to change community norms on underage drinking.</p>	<p>--Increase # of paid media spots  --Increase # of other communication messages broadly disseminated  --Direct media dissemination through churches and community organization stakeholders</p>	<p>favorable attitudes towards youth alcohol use.</p>
<p>4. INTERVENING VARIABLE: ENFORCEMENT. <u>Contributing Factor</u>: Local law enforcement has not committed to (or lacks resources to continue) a <b>Community Policing Program (CPP)</b> to enforce alcohol laws – By 2012, NCSO will have (and FBPD will continue having) CPP teams out in the community on a consistent basis to conduct high surveillance at problem times and in problem areas.</p>	<p>--CPP strike teams will identify problem times and areas, and will be in community on a regular basis.  --# of strike teams to beach access will increase.  .</p>	<p>Decrease in # of alcohol-related incidents with minors.   Assess amount of enforcement that is visible among community members.</p>
<p>5. INTERVENING VARIABLE: SOCIAL NORMS. <u>Contributing Factor</u>: Students' perception that nearly daily use of alcohol is harmful has decreased; student's disapproval of regular use of alcohol has decreased. By 2011, continue/expand <b>Project SUCCESS</b>.</p>	<p>Students in Project SUCCESS taking ADAS survey in 6<sup>th</sup> through 12<sup>th</sup> grade who feel that alcohol use is harmful and who disapprove of their peers using it will increase.</p>	<p>For students who took Project SUCCESS in 6<sup>th</sup> through 12<sup>th</sup> grade, these high risk factors will be reduced: favorable attitudes toward antisocial behavior; and peer rewards for antisocial behavior.</p>
<p>6. INTERVENING VARIABLE: YOUTH ATTITUDES/ BELIEFS. <u>Contributing Factor</u>: students have elevated level of risk for "lack of commitment to school." By 2012, work with Office of Dropout Prevention to expand <b>RIT program</b> (Response Intervention Team - deals with students at risk of dropping out and/or not attending college) into all high schools.</p>	<p>All high schools will be familiar with RIT and prepared to implement the program, with data collector and intervention specialist in place and trained on program content.</p>	<p>Students in program will have improved grades; dropout rates will decrease.</p>
<p>7. INTERVENING VARIABLE: YOUTH ATTITUDES/ BELIEFS. <u>Contributing Factor</u>: students have elevated level of risk for "lack of commitment to school." By 2012, work with Office of Dropout Prevention to implement <b>Successful Highways program</b> to impact dropout and truancy in the schools (details TBD)</p>	<p>TBD</p>	<p>TBD</p>

**Problem Statement (Capacity Gaps):** An improved relationship with the Sheriff's Office, key stakeholders and other organizations is needed to obtain buy-in regarding the magnitude of our underage drinking problem.

There is need for increased awareness of and participation in our coalition. Further and continued efforts need to be made to address our consequence of truancy/absenteeism.	
<b>GOAL 2:</b> By 2012, continue efforts to increase buy-in of key stakeholders (Sheriff, school, business owners), resulting in more awareness of underage alcohol problem and the use of evidence-based strategies by coalition organizations utilizing SARG funding to reduce underage drinking.	Long Term Outcome 2: Increased participation of and collaboration with key stakeholders (Sheriff, school, business owners, parents) in efforts to reduce underage drinking, evidenced by 25% increase in number of coalition members by 2012.
Objectives	Outcome 3 to 18 months
1. Increase commitment of <b>Sheriff's Office</b> to coalition efforts, including its commitment to using evidence-based strategies such as conducting compliance buys and implementing Community Policing Program by 2012.	MOU signed by Sheriff's Office committing to the implementation of evidence-based strategy of conducting regular compliance buys and to communicating the evaluation results. Increase coalition presence with Sheriff's Office.
2. Increase knowledge and commitment of two key coalition stakeholders by sponsoring their attendance at the <b>Adolescent Conference</b> .	Two stakeholders will gain knowledge of the underage drinking problem and bring information back to the coalition.
3. Increase knowledge and training techniques of two law enforcement representatives by having them attend <b>Train-the-Trainer Responsible Beverage Training</b> .	Law enforcement will have increased knowledge of responsible beverage training and will pass it along to vendors at semiannual retail trainings.
4. Develop a <b>Youth Coalition</b> that will work alongside our coalition. Train two stakeholders to work with youth; train youth to be empowered to impact underage drinking in community.	MOU signed with youth coalition leader(s). Youth and adult leaders trained to effectively run a youth coalition. Increased awareness of underage drinking problem in youth.
5. Strengthen coalition infrastructure by developing the <b>coalition board</b> and working more effectively with the business sector.	Identify and recruit appropriate candidates for the board. Forge stronger ties with members of the business community.

## Comprehensive Community Action Plan Strategy Action Plan

For each objective in Goal 1, indicate the type of strategy to be implemented, the agency(ies), organizations or other entities that will be carrying out the strategy, the key action steps each implementer will carry out, the anticipated dates of implementation, and the expected cost, and the requested budget amount.

### Goal 1

**By 2012, there will be a reduction in truancy/absenteeism that results from alcohol use (30-day use, lifetime use and binge drinking) amongst Yulee middle and high school students.**

**Objective 1 - for intervening variable “Easy Retail Access.” The contributing factor targeted is: failure of retailers to check IDs, resulting in positive compliance checks (sales to underage customers). By 2012, less retail stores will have positive compliance checks in 32034.**

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost (not all cost info is current)
Fernandina Beach Police Department (FBPD)	Conduct <b><u>compliance buys</u></b> in zip code 32034 on a regular and consistent basis	<ol style="list-style-type: none"> <li>1. ensure MOUs from FBPD are current.</li> <li>2. recruit youth to attempt purchase of alcohol</li> <li>3. conduct compliance buys on a regular basis</li> <li>4. monitor buys and evaluate results</li> </ol>	<ol style="list-style-type: none"> <li>1. 1/10</li> <li>2. 1/10</li> <li>3. compliance buys to occur during three-hour shifts once or twice a month - 1/10 to 6/10</li> <li>4. 1/10 to 6/10</li> </ol>	<p>Requested amount: <b>--\$1,150</b></p> <p>In kind amount \$ Amount leveraged from other sources <b>\$1,000 (DFC)</b></p>
Fernandina Beach Police Department (FBPD)	<b><u>Training</u></b> of retail establishments on responsible alcohol vendor practices.	<ol style="list-style-type: none"> <li>1. Police department to present alcohol training program to local retail establishments</li> <li>2. ID scanner to be purchased and loaned to a retail outlet attending training to encourage responsible</li> </ol>	<ol style="list-style-type: none"> <li>1. 2/10 – 3/10</li> <li>2. 2/10 – 3/10</li> <li>3. impact to be measured on ongoing basis</li> </ol>	<p>Requested amount: <b>\$915</b></p> <p>In kind amount: \$:</p> <p>Amount leveraged from other sources \$</p>

		<p>vendor practices.</p> <p>3. Impact to be measured via compliance buys and Community Policing Program activities.</p>		
Fernandina Beach Police Department	Continue <b><u>Community Policing Program (CPP)</u></b> , including beach patrol	<p>1. FBPD will oversee Community Policing Program teams at high-crime times and locations.</p> <p>2. Results of specific activities, such as party and beach patrols, will be monitored and measured.</p>	<p>1. <b>CPP</b>: approx. 8 hours per week from 1/10 – 5/10. <b>Beach patrol</b>: approx. 6 hours per week in 4/10 and 5/10.</p> <p>2. ongoing</p>	<p>Requested amount: <b>\$7,000</b></p> <p>In kind amount \$</p> <p>Amount leveraged from other sources <b>\$7,000 (DFC)</b></p>
<p>Sutton Place Behavioral Health (SPBH)</p> <p>Nassau County School District</p>	Continue implementation of <b><u>Project SUCCESS</u></b> in all middle and high schools.	<p>1. SPBH will ensure MOUs with schools are current.</p> <p>2. SPBH will monitor training and progress of three counselors facilitating Project SUCCESS</p> <p>3. Project SUCCESS will continue to be given in the schools (400 students in 7<sup>th</sup> through 10<sup>th</sup> grade in FBMS, FBHS and West Nassau HS will complete the 8-session program and 150 students in 6<sup>th</sup> through 12<sup>th</sup> grade in FBMS, FBHS and WNHS will participate in individual and group counseling sessions.</p> <p>4. Program pre- and post-tests will measure outcomes.</p>	<p>1. 1/10</p> <p>2. 1/10-6/10</p> <p>3. 1/10-6/10</p> <p>4. 5/10 – 6/10</p>	<p>Requested amount: \$0</p> <p>In kind amount: \$</p> <p>Amount leveraged from other sources: \$100,000 (SPBH)</p>
NACDAC	<b><u>Social marketing campaign</u></b> , including movie theatre ad	1. purchase additional BTW materials and distribute in effort to change community	<p>1. 2/10 – 6/10</p> <p>2. 1/10</p> <p>3. 1/10</p>	Requested amount: \$8,668

		<p>norms on underage drinking.</p> <p>2. Work with ad company to develop ad.</p> <p>3. Ad approved by coalition committee</p> <p>4. Ad runs in local movie theater.</p> <p>5. Town hall meeting conducted to get message to parents and community members.</p>	<p>4. 2/10 – 6/10</p> <p>5. 4/10</p>	<p>In kind amount:</p> <p>Amount leveraged from other sources: <b>\$500 for town hall meeting</b></p>
Nassau County School District Office of Dropout Prevention	<b>RIT program</b> (Response Intervention Team -deals with students at risk of dropping out and/or not attending college)	<p>1. Identify data collector and intervention specialist for high schools.</p> <p>2. Intervention Spec. to identify at-risk students.</p> <p>3. Intervention Spec. to work with students to improve grades, prevent dropping out and prepare for college.</p> <p>4. Data collector to measure effectiveness of program.</p>	<p>1. 2/10</p> <p>2. 2/10</p> <p>3. 2/10 – 9/11</p> <p>4. 2/10 – 9/11</p>	<p>Requested amount: \$0</p> <p>In kind amount:</p> <p>Amount leveraged from other sources <b>\$10,000 (DFC)</b></p>
Nassau County School District Office of Dropout Prevention	Implement <b>Successful Highways program</b> to impact dropout and truancy in the schools	TBD	TBD	<p>Requested amount: \$0</p> <p>In kind amount:</p> <p>Amount leveraged from other sources: TBD</p>

**GOAL 2: GOAL 2:** By 2012, continue efforts to increase buy-in of key stakeholders (Sheriff, school, business owners), resulting in more awareness of underage alcohol problem and the use of evidence-based strategies by coalition organizations utilizing SARG funding to reduce underage drinking.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
NACDAC	Coalition membership will increase by 25%	<ol style="list-style-type: none"> <li>1. promote NACDAC in community and at events</li> <li>2. draw people to website</li> <li>3. provide brochures to police, churches, etc.</li> <li>4. develop newsletter for visibility</li> </ol>	All: 2/10 – 5/10	<p>Requested amount \$</p> <p>In kind amount \$</p> <p>Amount leveraged from other sources \$</p>
NACDAC	Increase buy-in of key stakeholders	<ol style="list-style-type: none"> <li>1. four (changed to two) members of coalition will attend <b>Adolescent Conference</b> in Orlando.</li> <li>2. members attend and report back to coalition on what they learned from conference</li> <li>3. coalition discusses feedback and considers implementing applicable practices learned.</li> </ol>	<ol style="list-style-type: none"> <li>1. identify NACDAC members to attend Adolescent Conference – 1/10.</li> <li>2. Attend conference – 2/10</li> <li>3. post-conference discussions – 3/10</li> </ol>	<p>Requested amount --was <b>\$3,816</b> – now <b>\$1908</b> (only two members are attending)</p> <p>In kind amount \$</p> <p>Amount leveraged from other sources \$</p>
NACDAC FB Police Department	Continue implementation of <b>data evaluation system</b> and obtaining data for compliance buys, retail trainings, Community Policing Program activities and Last Drink Surveys.	<ol style="list-style-type: none"> <li>1. Identify police rep to compile and put data into report format</li> <li>2. Police rep to track data and report to NACDAC and as needed.</li> <li>3. Rep to also coordinate off-duty officers' schedules for compliance buys and Community Policing Program.</li> </ol>	<ol style="list-style-type: none"> <li>1. done - 1/10</li> <li>2. ongoing</li> <li>3. ongoing</li> </ol>	<p>Requested amount: <b>\$1,260</b></p> <p>In kind amount \$</p> <p>Amount leveraged from other sources \$</p>
Fernandina Beach Police Department (FBPD)	<b>Train-the-Trainer responsible beverage training</b>	<ol style="list-style-type: none"> <li>1. Work with agency conducting training to arrange time and place.</li> </ol>	1-3. TBD (2/10-4/10)	Requested amount: \$1,468

		2. Identify FBPD officers to attend training. 3. FBPD officers attend.		In kind amount \$ Amount leveraged from other sources \$
NACDAC	Develop a <b><u>Youth Coalition</u></b>	1. Identify youth leaders for Youth Coalition 2. Identify adult leaders for Youth Coalition 3. Recruit youth members 4.. Determine agenda and hold first meeting	1. 1/10 2. 1/10 3. 2/10 4. 3/10	Requested amount: <b><u>\$3,800</u></b>  In kind amount: \$  Amount leveraged from other sources
NACDAC	Strengthen coalition infrastructure by <b><u>developing the coalition board</u></b> and working more effectively with the business sector.	1. Identify and recruit appropriate candidates for the board. 2. Forge stronger ties with members of the business community. 3. Hold board meetings	1. 1/10-2/10 2. 1/10-3/10 3. 2/10	Requested amount:  In kind amount: \$  Amount leveraged from other sources