

County of Glenn
Substance Use Disorder Services
Strategic Prevention Plan
2017- 2022



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Introduction/County Profile

Introduction

The purpose of this document is to lay out the county-wide alcohol and other drug Strategic Prevention Plan for Glenn County for fiscal years 2016-17 through 2021-2022.

In July 2005, the California Department of Alcohol and Drug Programs adopted a new policy directing counties that receive Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds to use the Strategic Prevention Framework (SPF). The framework is a planning and program design process developed by the federal Substance Abuse and Mental Health Services Administration (SAMHSA). The SPF consists of five steps; assessment, capacity building, planning, implementation, and evaluation. This process helps counties plan for and build a community-based infrastructure for effective prevention.

In Glenn County, SAPT funds are administered through the Glenn County Health and Human Services Agency, which is made up of Public Health, Environmental Health, and Behavioral Health. The Behavioral Health Division is made up of Mental Health and Substance Use Disorder Services.

County Profile

Glenn County was named after Dr. Hugh J. Glenn, (1824 – 1883) who during his lifetime was the largest wheat farmer in the state of California. The county of Glenn is a rural, frontier county situated in the northern part of the upper Sacramento Valley. Glenn County sits approximately 100 miles north of Sacramento at the northern end of the Central Valley of California. Bisected by Interstate 5, Glenn County experiences a large amount of traffic as people travel through the northern part of the state. The county is bordered by Lake and Mendocino Counties on the west, Tehama County on the north, Butte County to the east, and Colusa County on the south. Glenn County covers 1,319 square miles, making it the 36th largest of California's 58 counties. The county has two incorporated cities: Willows (the Glenn County seat), and Orland.

Geographic Profile

Glenn County is a rich agricultural region in the northern part of the California Central Valley. The largest densities of population are found in Glenn County's two incorporated cities. Orland, the largest community, population 7,291 and Willows being designated as the County Seat, population 6,010. The unincorporated communities are Hamilton City, Elk Creek, Chrome, Capay, and Grindstone Rancheria.

Economic Profile

Following in the footsteps of its founder and namesake, Glenn County's economy remains largely agricultural. Over half of the county's area is currently used for the production of rice, almonds, dairy products, prunes, livestock, and various other crops, making Glenn County one of the most important agricultural areas in the state of California. The moderate temperatures and medium-to-heavy rainfall contribute to the county's agricultural success.

Recreation Profile

Glenn County is a rural agricultural community, thus drinking alcohol is a social norm in Glenn County. There are a lot of opportunities for recreation; however, many of the family friendly community events in Glenn County such as the Glenn County Fair, serve alcohol beverages openly.

Demographic Profile

The United States Census reported that the estimated population of Glenn County in 2010 was 28,122. The estimated racial makeup of Glenn County in 2010 by the United States Census indicated that the racial makeup consisted of Caucasian 19,990 (85.3%), Asian 722 (2.5%), Native American and Alaskan Native 619 (2.0%), African American 231 (1.0%), Pacific Islander 24 (0.4%), and other races accounting for 5,552 (6.6%) identified as two or more 1,014. The estimated ethnic makeup of Glenn County in 2010 by the United States Census was Hispanic or Latino 10,539 and Non-Hispanic or Latino 17,583.

Challenges

Due to limited resources, most data analysis have been done by dissecting macro surveys. Using the California Healthy Kids Survey (CHKS) and other regional data sets, it is easy to see that alcohol and other drugs remain a serious concern in Glenn County and California as a whole. The need to address the alcohol and drug problem locally is demonstrated in fatalities with the county's adolescents and young adults as well as the steady stream of participants in all the county's treatment courts. The need to expand prevention across the many domains of social services within Glenn County is very apparent due to silo funding which creates a loss of resources, and as a consequence we do not have the man power to put on many prevention events or conduct local data analysis. As we look at staffing being reduced or at the very least diverted, the need for a coalition becomes very evident. The coalition would provide not only manpower but needed expertise in prevention. The coalition would allow us to expand into environmental and alternative prevention modalities.

Collaboration

The Glenn County Substance Use Disorders has been the primary agency for developing, and implementing prevention strategies, approaches and programs to reduce substance use and abuse problems. As a component of the SAPT grant, the Glenn County Substance Use Disorder Services division subcontracts with the Glenn County Office of Education for California Friday Night Live.

The following organizations were involved during the assessment building process:

- Glenn County Mental Health, Drug and Alcohol Commission
- Glenn County Mental Health's Transition Aged Youth Center
- Juvenile Drug Court
- Glenn County Sheriff's Department
- Friday Night Live
- Students Working Against Tobacco (SWAT)
- Tobacco Free Glenn County Coalition
- Glenn County Alliance for Prevention Coalition

Along with assessing data and current trends in the prevention field of substance use disorders, the Glenn County Substance Use Disorder Services met for a series of fact finding meetings throughout the county to locally assess drug and alcohol concerns as well as to create interest in the development of a coalition.

Alignment with Health and Human Services Agency's Guiding Principles

The strategic priorities outlined in the plan are in clear alignment with the mission and goals of Glenn County Health and Human Services Agency (HHS).

Vision

The HHS's vision is: "Building Healthy Futures; One Agency Accessible to All" captures our hope that our citizens achieve a brighter and healthier tomorrow. We are committed to design facilities and services in a way that is accessible and easy to use for all of our residents.

Mission

To help our communities become healthy and prosperous through effective and innovative services and partnerships.

Guiding Principles and Core Values

- Meet each individual where they are, focusing on the person, not an illness;
- Seek to understand and embrace diversity;
- Demonstrate ethics, integrity, and commitment in all that we do;
- Share knowledge and information to foster authority and empowerment in everyone;
- Create partnerships that are preventative, creative, and positive to our mission.

Strategic Plan Approach

Glenn County Substance Use Disorder Services has developed a Prevention Strategic Plan which consists of coordinated substance abuse and other services as well as those funded by grants and other county agencies working in collaboration on prevention. This strategic plan focuses only on alcohol, tobacco and other drug (ATOD) prevention, but involves other areas as needed.

Prevention Principles

The following principles were adopted from the California Department of Health Care Services Prevention Strategic Plan.

Prevention fosters safe and healthy environments for individuals, families and communities.

To create safe and healthy environments, prevention must reduce adverse, personal, social, health, and economic consequences by addressing problematic alcohol, tobacco and other drug (ATOD) availability, manufacture, distribution, promotions, sale, and use. By prevention providers leveraging resources, prevention programs will achieve maximum impact.

The entire community shares responsibility for prevention.

All sectors, including youth, must challenge ATOD standards, norms, and values to continually improve the quality of life within the community. "Community" includes organizations, institutions, ethnic and racial communities, tribal communities and governments, residents and faith communities.

Community also includes associations/affinity groups based on age, social status and occupation, professional affiliation, political or social interest, sexual orientation, and affiliations determined by geographic boundaries.

Prevention engages individuals, organizations and groups at all levels of the prevention system.

This includes those who work directly or indirectly in the prevention system who share a common goal of ATOD prevention (e.g., law enforcement, fire departments, emergency medical technicians, health professionals, hospitals, teachers, employers, and community members).

Prevention utilizes the full range of cultural and ethnic wealth within communities.

By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.

Effective prevention programs are thoughtfully planned and delivered.

To create successful prevention programs, one must utilize data to assess needs, prioritize and commit to the purpose, establish actions and measurements, use proven prevention action, and evaluate measured results to improve prevention outcomes, and use a competent, culturally proficient and properly trained workforce.

Data Assessment

Assessment Methodology

The Community Needs Assessment component of Glenn County’s Strategic Prevention Plan was conducted over a four month period from September 1, 2016, through December 31, 2016, with the primary goal of determining Glenn County’s prevention priorities and bringing into focus the direction prevention efforts should take over the next five years. The assessment process involved a systematic collection and analysis of data specific to substance use problems within Glenn County. The information was also gathered from archival data such as the California Healthy Kids Survey and the indicators of alcohol and other drug risk consequences for California counties toolkit which includes information from California Office of Traffic Safety, State of California Department of Justice, California Department of Public Health, and California Department of Health Care Services.

Data Sources and Findings

Data Sources	Data Content
California Office of Traffic Safety (OTS Collision Rankings) (California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS))	Alcohol involved motor vehicle collisions and persons injured or killed. Collisions in which there were victims killed or injured where a driver had been drinking. FY2008/09 – FY2013/14
California Department of Justice, Office of the Attorney General, CJSC Statistics: Arrests	Arrests for alcohol and other drug (AOD) offenses FY2008/09 – FY2013/14
California Department of Public Health (California Office of Statewide Health Planning and Development, Emergency Department Data)	Non-fatal emergency department visits due to AOD related causes FY2008/09 – FY2013/14
CalOMS (California Outcomes Measurement System- Treatment)	Treatment admissions to publicly funded AOD treatment in California. FY2008/09 – FY2013/14
California Department of Public Health (California Office of Statewide Health Planning and Development, Inpatient Discharge Data)	Non-fatal hospitalizations due to AOD related causes
California Department of Justice, Criminal Justice Information Services Division, FY2002/2003-2011/2012	AOD arrest rates for individuals 0-19 years of age, by gender, race/ethnicity
California Healthy Kids Survey (CHKS) FY2015/16	Rates of binge drinking by gender, age, race/ethnicity.
California Healthy Kids Survey (CHKS) and Prevention Evaluation Surveys FY2015/16	Youth attitudes, beliefs and behaviors related to AOD use in Glenn County
Glenn County Public Health, Tobacco Education	Community survey of seventy-five residents of Glenn County about perceptions, attitudes and behaviors related to AOD use
Focus Groups and Key Informant Interviews with Community Stakeholders	Facilitated discussions with three youth focus groups at each Glenn County high school, and six professionals about drug issues, sources of drugs and alcohol for youth, perceptions about and motivations for youth AOD use, resources for AOD prevention

The Glenn County Substance Use Disorder Services developed a planning team to coordinate and implement youth focus groups, key informant interviews, and a community survey. In the focus groups, key informant interviews, and the community survey it showed that underage alcohol use remains a concern of the community; however, marijuana use has become a major concern for those who participated in the planning process and that marijuana use is an increasing and prevalent problem in Glenn County.

Glenn County is a rural agricultural community, and alcohol use has been normalized for many generations. Underage drinking as a rite of passage seems to be a social norm. Alcohol related DUIs, emergency room visits, and deaths continue to be above the state average.

Not unlike the rest of the state, Glenn County is experiencing an increase in marijuana use especially among youth. All five key informant interview participants and the three youth focus groups indicated that marijuana is the drug of choice among young people in Glenn County. With the passage of Medical Marijuana Proposition 215 in 1994 we have watched a steady increase in marijuana use and attitudes toward the drug increase in California and in Glenn County. CalOMS treatment admissions show a steady increase of marijuana treatment admissions among youth. We anticipate even more access to marijuana by youth, with the passage of Proposition 64, legalizing recreational marijuana for those over the age of 21.

While there is no quantitative data that supports a problem with prescription drug use and abuse, we remain cautious about it becoming a problem as we watch a trend among our neighboring counties.

According to Glenn County Public Health Community Surveys, 46% of respondents opposed marijuana dispensaries in Glenn County, while 32% were in support. When asked about retail marijuana stores in Glenn County, 52% opposed and 38% supported.

Consumption

Prevalence of youth alcohol, tobacco and other drug use.

- According to CHKS: 2% of 7th graders, 11% of 9th graders, and 34% of 11th graders have reported having four or more full drinks of alcohol in their lifetime.
- According to CHKS: 1% of 7th graders, 9% of 9th graders, and 20% of 11th graders have reported having smoked marijuana four or more times in their lifetime.
- According to CHKS: 6% of 7th graders, 15% of 9th graders, and 23% of 11th graders have reported having at least one drink in the past 30 days.
- According to CHKS: 1% of 7th graders, 7% of 9th graders, and 12% of 11th graders have reported having at least five or more drinks in a row (binge drinking) in the last 30 days.
- According to CHKS: 2% of 7th graders, 7% of 9th graders, and 15% of 11th graders have reported having smoked marijuana in the last 30 days.
- According to CHKS: 5% of 9th graders and 4% of 11th graders have reported driving a car when they had been drinking or been in a car driven by a friend who had been drinking.

Consequences

Substance use-related hospital cases; emergency room cases; substance use-related deaths; traffic fatalities; problems related to substance use among high school students. Example data shared:

According to the California Department of Justice, arrest rates for alcohol and drug offenses in Glenn County have been on the decline but remain above the state average.

Arrests for alcohol and drug offenses and rate per 100,000 total population							
	2008	2009	2010	2011	2012	2013	2014
Glenn County Number of Arrests	992	893	774	631	476	514	506
Total Population	28,120	28,056	28,292	28,461	28,393	28,599	28,868
Rate per 100,000	3,527.74	3,182.92	2,735.76	2,217.07	1,676.47	1,797.27	1,752.81
Alcohol Arrests	719	611	439	398	340	331	337
Rate per 100,000	2,556.90	2,177.79	1,551.68	1,398.40	1,197.48	1,157.38	1,167.38
Percent of Total	72.5%	68.4%	56.7%	63.1%	71.4%	64.4%	66.6%
Drug Arrests	273	282	335	233	136	183	169
Rate per 100,000	970.84	1,005.13	1,184.08	818.66	478.99	639.88	585.42
Percent of Total	27.5%	31.6%	43.3%	36.9%	28.6%	35.6%	33.4%
California Rate per 100,000	1,715.24	1,433.92	1,356.60	1,140.36	1,113.61	1,095.31	1,075.87
Arrest Data Source: State of California Department of Justice, Office of the Attorney General, CJSC Statistics: Arrests Available at: https://oag.ca.gov/crime/cjsc/stats/arrests							

According to the California Office of Statewide Health Planning and Development, alcohol related emergency room (ER) visits in Glenn County have consistently stayed well above the state average.

Alcohol-related ER visits and rate per 100,000 population							
	2008	2009	2010	2011	2012	2013	2014
Glenn County Number of Arrests	719	611	439	398	340	331	337
Total Population	28,120	28,056	28,292	28,461	28,393	28,599	28,868
Rate per 100,000	2,556.90	2,177.79	1,551.68	1,398.40	1,197.48	1,157.38	1,167.38
California Rate per 100,000	976.58	930.44	865.63	794.84	756.47	699.42	680.23
ER Visit Data Source: California Office of Statewide Health Planning and Development, Emergency Department Data Available at: http://epicenter.cdph.ca.gov/ReportMenus/AlcoholDrugTable.aspx							

According to the California Office of Statewide Health Planning and Development, drug related emergency room (ER) visits in Glenn County have consistently stayed above the state average.

Drug-related ER visits and rate per 100,000 population							
	2008	2009	2010	2011	2012	2013	2014
Glenn County Number of ER visits	29	63	48	60	38	39	52
Total Population	28,120	28,056	28,292	28,461	28,393	28,599	28,868
Rate per 100,000	103.13	224.55	169.66	210.81	133.84	136.37	180.13
California Rate per 100,000	89.88	97.60	107.55	116.44	126.16	130.79	144.95
ER Visit Data Source: California Office of Statewide Health Planning and Development, Emergency Department Data. Available at: http://epicenter.cdph.ca.gov/ReportMenus/AlcoholDrugTable.aspx							

According to CalOMS treatment admissions underage drinking remains a concern in Glenn County however marijuana is on the rise.

Glenn County Alcohol Treatment Admissions						
	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Age 0 to 17	2	0	0	2	4	0
Age 18 to 25	8	10	5	9	2	8
Other Drug Juvenile Treatment Admissions	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Marijuana/Hash	26	24	26	22	36	43
Methamphetamine	1	0	0	0	2	1
Data Source: http://epicenter.cdph.ca.gov/ReportMenus/PopulationTable.aspx						

According to California Department of Public Health, alcohol and drug related deaths seem to be slightly higher than the state average.

AOD-related deaths and rate per 100,000 total population						
	2008	2009	2010	2011	2012	2013
Glenn County Number of Deaths	38	7	7	7	6	5
Total Population	28,120	28,056	28,292	28,461	28,393	28,599
Rate per 100,000	135.14	24.95	24.74	24.60	21.13	17.48
California Rate per 100,000	18.51	19.12	18.93	19.54	19.03	20.44
Death Data Source: California Department of Public Health Statistics Death Statistical Master and Multiple Cause of Death Files Available at: http://epicenter.cdph.gov/ReportMenus/AlcoholDrugTable.aspx						

Contributing Factors

Focus Groups:

There were three focus groups held with youth. These focus groups were held in three different communities of Glenn County.

- **Orland Friday Night Live Youth Focus Group (40 Participants)** Orland High School
- **Willows Friday Night Live Youth Focus Group (15 Participants)** Willows High School
- **Hamilton City Students Working Against Tobacco Youth Focus Group (8 participants)** Hamilton High School

Focus Group and Key Informant Interview Questions are included in the report as **Attachment #1**

Focus Group Assessment:

Youth focus groups were conducted in the communities of Willows, Orland and Hamilton City.

When asked “what do you consider the main substance used or abused by young people in Glenn County” in an overwhelming response by all three youth groups marijuana was the #1 used drug by young people in Glenn County, followed closely by alcohol and then to a much lower degree prescription pills.

When asked “why do young people use alcohol and other drugs?”

The top three answers were:

- 1) Family problems 2) Peer pressure 3) Boredom

When asked “why do young people NOT use alcohol and other drugs?”

The top three answers were:

- 1) Their parents expected them not to do drugs 2) Sports involvement 3) They wanted to do well in school

When asked “where do young people usually get alcohol and other drugs?”

The top three answers were:

- 1) Family members 2) Friends older than twenty-one 3) Parties

Ranking of Responses by Focus Group Participants			
	Orland FNL	Willows FNL	Hamilton City SWAT
What are the Top Substance Use and Abuse Issues?	Marijuana Alcohol Prescription Pills (that are not prescribed to the individual) Hallucinogens (Ecstasy, LSD, Mushrooms)	Marijuana Alcohol Prescription Pills (that are not prescribed to the individual) Meth	Marijuana Alcohol
Where Do Youth Get Those Substances?	Older Friends Families Drug Dealer At a party	Friends Family A person older than 21 Liquor Cabinet Parties	Family Friends that are 21 and older Parties
What are the Primary Contributing Factors to Substance Use?	Avoid family problems To relieve stress Peer pressure Boredom	They try to act cool Boredom Peer pressure Family Problems	Peer Pressure To fit in or look cool Grew up around it, think it's okay Family Problems
What are the Most Serious Consequences of Substance Abuse?	Accidents Mental Illness Addicted Withdrawals	Death Addicted No Family Jail Loosing friends	Death (car accidents) Hurting the people you love You aren't yourself anymore Harming your body

Key Informant Interviews:

Five key informant interviews were conducted. The following community sectors were represented:

- **Education:** Maria Reyes Hamilton High School Dean of Student, Alberto Gomez Orland Community Day School teacher
- **Social Services/CPS:** Emma Black Glenn County Children’s Services Supervisor
- **Faith Community:** Pastor Jason Ross of the Real Life Church in Orland, CA
- **Law Enforcement:** Greg Felton Detective with the Glenn County Sheriff’s Department

Focus Group and Key Informant Interview Questions are included in the report as **Attachment #1**

Key informant interview assessment:

Five key informant interviews were conducted in Glenn County, including members of:

- **Law Enforcement:** Gregg Felton detective at Glenn County Sheriff’s Department
- **Children Services:** Emma Black Glenn County Children’s Services supervisor
- **School Systems:** Alberto Gomez school teacher at Orland Community Day school, Maria Reyes Dean of Students at Hamilton High School
- **Faith Communities:** Pastor Jason Ross Real Life Church in Orland

All interviews point to the rise of marijuana use in Glenn County. All interviews see family involvement with addiction as a cause and parental expectations and family connectedness as solutions for young people to not use alcohol and marijuana.

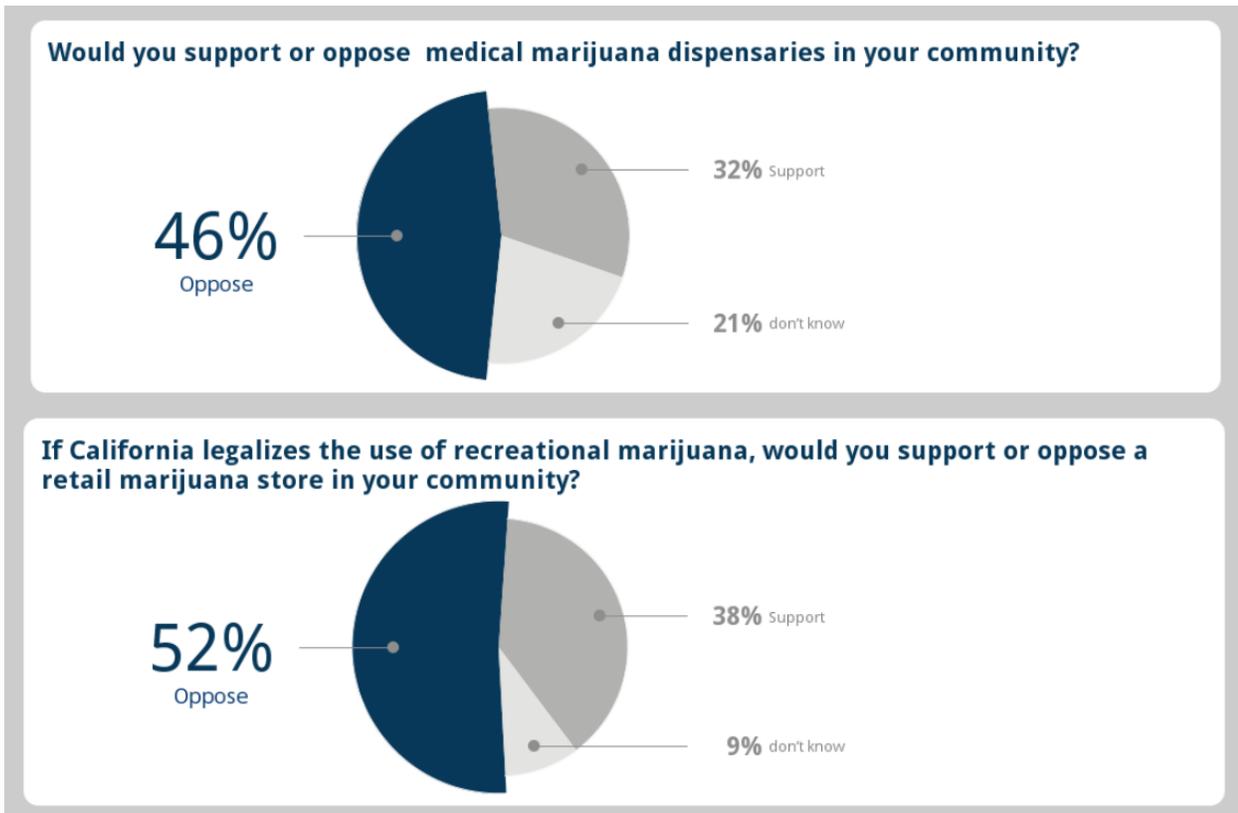
Responses of Key Informant Interviews					
	Emma Black (Child Welfare Supervisor)	Maria Reyes (Hamilton High Dean of Student)	Alberto Gomez (Orland Community School Teacher)	Gregg Felton (Detective, Glenn County Sheriff’s Dept.)	Jason Ross (Pastor Real Life Church)
What are the Top Substance Use and Abuse Issues?	1. Meth 2. Marijuana 3. Prescription Pills (that are not prescribed to the individual)	1. Marijuana	1. Marijuana 2. Alcohol	1. Marijuana 2. Prescription Pills (that are not prescribed to the individual)	1. Marijuana 2. Alcohol
Where Do Youth Get Those Substances?	1. Friends, 2. Family, 3. Older Peers 4. Shoulder tapping 5. Liquor cabinet	1. Peers 2. Family 3. Grow it	1. Liquor cabinet 2. Older Friends 3. Peers 4. Dealers	5. Peers 6. Transients	1. Peers 2. Family
What are the Primary Contributing Factors to Substance Use?	1. Single Family Homes 2. Multi-Generational Drug use 3. Childhood trauma	1. Self-Medicare 2. Mis-Information about harm	1. Boredom 2. Family Problems 3. Not involved with sports	1. Lack of self-esteem 2. Family issues 3. Boredom	1. Trying to satisfy a thirst that only god can fill
What are the Most Serious Consequences of Substance Abuse?	1. Death 2. Broken Families 3. Life in addiction	1. Marijuana leads to other use	1. Don’t care about school 2. Don’t care about their future	3. Family problems 4. Loss of jobs, 5. Addiction 6. Lose brain cells	1. Broken families 2. Death 3. Prison
What are Some Strategies for Substance Abuse Prevention?	Youth Focus Groups		Key Informant Interviews		
	1. More Education 2. More Prevention Clubs (Like FNL) 3. Sports 4. More after school activities		1. Family Mentoring Program 2. Services for fathers to keep the family intact 3. Education in Schools 4. More drug free activities for youth		

Community Survey:

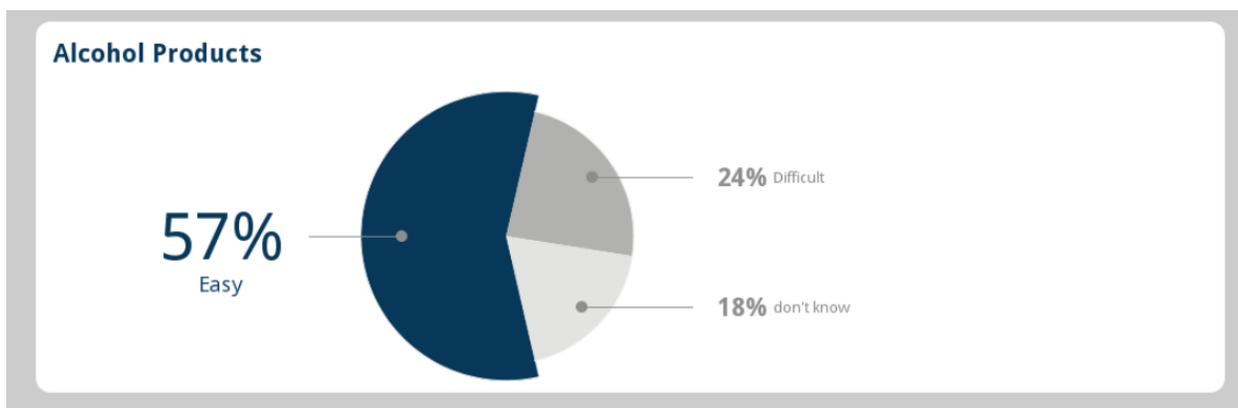
Glenn County Public Health’s Tobacco Education Program conducted a community survey which included seven questions about Alcohol and Other Drugs. Seventy-five people were surveyed in Glenn County.

Community Survey Questions are included in the report as **Attachment #2**

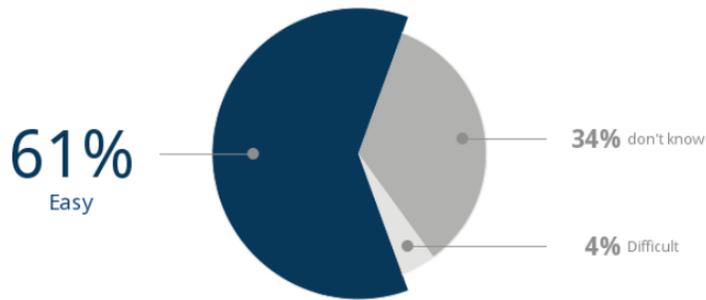
The following results are of questions asked about retail marijuana:



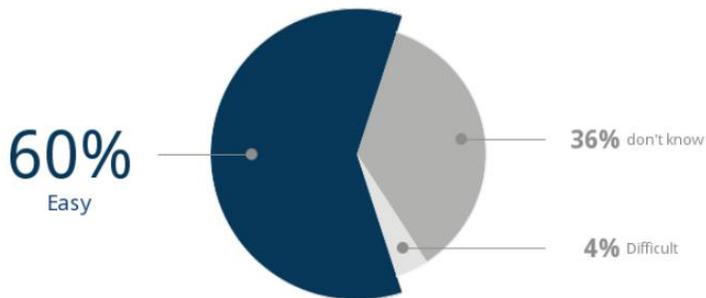
The following results are of questions asked about easy access to the following drugs:



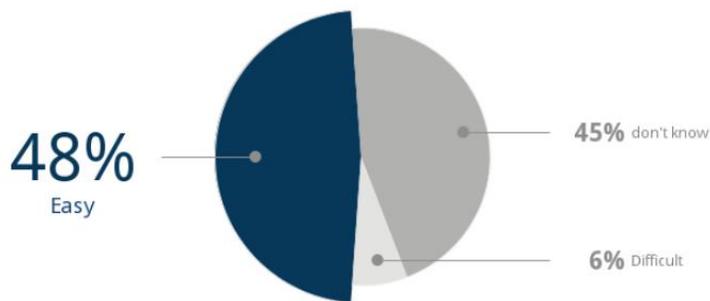
Marijuana Products



Prescription drugs belonging to someone else



Other illegal drugs (cocaine, heroin, meth)



The community survey indicates that members of the community would be opposed to marijuana dispensaries and retail stores being in Glenn County. It also indicates that the young people have easy access to alcohol, tobacco, marijuana, and others drugs.

Priority Area and Corresponding Risk and Protective Factors

Priority Area	Risk Factor	Protective Factor
Marijuana	<ol style="list-style-type: none"> 1. Marijuana is readily available to all ages. 2. Use is acceptable (community). 3. Youth perception of harm for marijuana use is low (individual). 4. Passage of Prop 64 legalizes recreational use for adults, creating more access. 	<ol style="list-style-type: none"> 1. Awareness about the harmful effects of marijuana. 2. Positive community norms. 3. Teens possess positive decision making skills. 4. Community norms against marijuana, could regulate cultivation and retail marijuana outlets, limiting access to youth.
Underage Drinking	<ol style="list-style-type: none"> 1. Availability and access of alcohol to teens by adults (community). 2. Parents do not believe drinking is that bad (family). 3. Parents have a substance abuse history (family). 4. Teens have favorable attitude towards drinking (individual). 	<ol style="list-style-type: none"> 1. Laws enforcing policies to restrict availability and access to teens. 2. Parents teach their kids about the negative impacts and consequences of underage drinking. 3. Positive social norms reinforced by family. 4. Integration of family, school, and community efforts. 5. There are pro-social activities integrated into the community (FFA, 4-H).

Priority Areas and Problem Statements

Priority Area	SPP Problem Statement
Marijuana	Marijuana use is higher in Glenn County compared to the rest of the state.
Underage Drinking	Glenn County youth have higher rates of alcohol use than the rest of the state.

Current Capacity

SAPT Block Grant funded:

There is one dedicated fulltime position for SUDS prevention.

Several SUDS case managers help facilitate the Strengthening Families Program. Their time amounts to 25% of a fulltime position.

Glenn County Office of Education is allocated \$6,000 a year from the SAPT Block Grant to run the Friday Night Live program.

Non SAPT Block Grant funded:

SUDS Program Manager is a Strengthening Families Program facilitator but is a salaried employee of Glenn County.

County Programs

Glenn County Strengthening Families

The Strengthening Families Program (SFP) involves elementary school children, 6 to 12 years of age, and their families in 14 family training sessions using family systems and cognitive behavioral approaches to increase resilience and reduce risk factors. The Glenn County Strengthening Families Program seeks to improve, family relationships, parenting skills, and youth's social and life skills.

Friday Night Live, Club Live, FNL Mentoring, FNL Leadership

Friday Night Live builds partnerships for positive and healthy youth development which engage youth as active leaders and resources in their communities.

Students Working Against Tobacco

Students Working Against Tobacco or SWAT is a high school club who works to educate and unite students against the manipulation and targeting of youth by tobacco companies.

County Providers

- Glenn County Substance Use Disorder Services Prevention
- Glenn County Office of Education: Friday Night Live

Coalitions/Groups

Tobacco Free Glenn County

The purpose of the Tobacco Free Glenn County Coalition will be to fulfill the Tobacco Control Coalition/Advisory Committee Requirements created by the California Tobacco Control Program. Tobacco Free Glenn County Coalition's mission is "to improve the health of Glenn County residents by working together to reduce tobacco use and exposure to secondhand smoke." The Tobacco Free Glenn County coalition is currently in a one year transition to include alcohol and other drugs. It has created an ad-hoc committee for changing of by-laws, mission statement, and any other related materials.

Glenn County Mental Health/ Drug and Alcohol Advisory Commission

The Glenn County Mental Health/Drug and Alcohol Commission is a voluntary citizen advisory group, which, under the auspices of the Glenn County Board of Supervisors and in collaboration with other county agencies, organizations, and groups, reviews and evaluates Glenn County's mental health and substance abuse needs, services and facilities; identifies gaps in services and recommends possible solutions; provides education and outreach to the community at large and its youth, and offers client advocacy for all Glenn County residents.

Glenn County Alliance for Prevention Coalition

The Glenn County Alliance for Prevention (GCAP) Coalition's mission is "to engage and partner with the community to enhance wellness through education and prevention strategies and to provide guidance and assistance in the implementation of coalition objectives and activities that focus on wellness. The GCAP Coalition is a standing committee of community members working together to support a safe and healthy community for all."

Workforce Development

The Glenn County SUDS Prevention Specialist attends the annual Center for Applied Research Solution’s regional statewide prevention training, is in attendance on conference calls for the strategic training and education prevention planning group, and attends semi-annually and quarterly in person SAPT prevention meeting. Glenn County SUDS Prevention is supported by state analyst Catherine Ellis and technical assistance from CARS consultant Charlie Seltzer.

Glenn County Health and Human Services hosted a multi county Strengthening Families Program training in December, 2015, where there were thirty-five people trained, from six different counties. To help maintain our sustainability, five Glenn County employees attended a Strengthening Families Program training in Butte County in December of 2016.

Capacity Assessment

The Glenn County Health and Human Services Substance Use Disorder Services provides the local leadership and direction for the planning, development, and administration of a countywide substance use disorder prevention and treatment system. Glenn County’s capacity to address priorities outlined in the Strategic Prevention Plan include the Glenn County HHSA/SUDS staff as well as the Glenn County Office of Education who contracts to provide Friday Night Live programs and services, and the evaluation support for the prevention programming. The Glenn County Substance Use Disorder Services employs one fulltime Prevention Specialist.

		Priority Area: Marijuana		
		Resources	Readiness Level	Challenges/Gaps
Resources	Community	Faith Community Community Opposition of dispensaries. Schools have engaged for years around Marijuana.	Stage 4 - Preplanning	The business sector seems to be friendly to the idea of having dispensaries in Glenn County.
	Fiscal	SAPT Block Grant, PEI collaboration with Strengthening Families. Support of Prevention Program from Glenn County Health and Human Services Agency.	Stage 3 - Vague Awareness	There seems to be some potential funding through Prop 64. Getting an understanding of the law and setting the pieces in place for that potential revenue.
	Human	SUDS staff, Mental Health Staff, Tobacco Coordinator, Student’s Working Against Tobacco, and Friday Night Live. Friday Night Live Coordinator.	Stage 5 - Preparation	There are a lot of young people that are using marijuana, and believe the information that the marijuana industry disseminates.
	Organizational	GCAP Coalition Health and Human Services Agency, Drug and Alcohol and Mental Health Commission, Tobacco Coalition is in transition to ATOD, in response to Marijuana legalization. With potential to look at Drug Free Communities Grant.	Stage 5 - Preparation	Lack awareness of the issues, leveraging resources from other agencies.
Community Readiness Descriptions and Improvement Strategies are included as Attachment #3				

		Priority Area: Underage Drinking		
		Resources	Readiness Level	Challenges/Gaps
Resources	Community	Faith Community 12 Step Community Unity in Recovery Residences.	Stage 2 - Denial	Drinking is a Social Norm in Glenn County. Lacking outreach and education to the community
	Fiscal	SAPT Block Grant, PEI collaboration with Strengthening Families. Support of Prevention Program from Glenn County Health and Human Services Agency.	Stage 3 - Vague Awareness	With the passage of Prop 64 there seems to be a lot of movement toward marijuana, and possible prevention money. Taking the focus off of underage drinking programs. Conservatively protective of budgets.
	Human	SUDS Staff, Mental Health Staff, Tobacco Coordinator, Student's Working Against Tobacco, and Friday Night Live. Friday Night Live Coordinator.	Stage 2 - Denial	Attitudes of adults towards drinking. Drinking is a normalized behavior.
	Organizational	GCAP Coalition Health and Human Services Agency Drug and Alcohol and Mental Health Commission Tobacco Coalition is in transition to ATOD, in response to marijuana legalization. With potential to look at Drug Free Communities Grant.	Stage 3 - Vague Awareness	The shifting of priorities to address the marijuana and opiate epidemic, takes the focus off of underage drinking.
Community Readiness Descriptions and Improvement Strategies are included as Attachment #3				

Sustainability

Through the strategic planning process we have developed a planning team that consisted of members of the county that work and are engaged in the prevention field; April Hine the Friday Night Live Coordinator, Laura Medina Public Health's Tobacco Educator, Sharon Lazorko retired Public Health Tobacco Educator, and Pastor Jason Ross of the Real Life Church. These people appear to be main prevention champions in our community.

The Tobacco Free Glenn County Coalition is in the process of changing its focus to include alcohol and other drugs to become an ATOD coalition, with the intention of being eligible for the drug free community grant. As a part of the requirement for the drug free community grant, members of the coalition need to be from the following twelve different sectors of the community; youth (18 or younger), parent, business, media, school, youth-serving organization, law enforcement , religious/fraternal organization, civic/volunteer groups, healthcare professional, state (local, or tribal governmental agency with expertise in the field of substance abuse) and other organizations involved in reducing substance abuse; identification and recruitment of community members has begun.

Cultural Competence

Glenn County Health and Human Services Agency (HHS) and the Glenn County Behavioral Health Program strives to deliver culturally, ethnically, and linguistically appropriate services to behavioral health clients and their families. In addition, we recognize the importance of behavioral health services that are sensitive to other cultures, the LGBTQ community, various age groups, faith-based; physically disabled; and persons involved in the correctional system. Glenn County SUDS Prevention has adopted standards and processes for providing culturally and linguistically competent services.

Glenn County Health and Human Service Agency has a cultural competence committee that meets monthly. It's mission statement is: "Glenn County Health and Human Services Agency is committed to promoting an individual's voice, creating a culture of balance and healing for all persons receiving services, integrating families and natural support systems into services when possible, individualizing services to meet the individual's needs, and supporting a safe learning environment for staff, to help them work as a team and understand the differences in culture and their impact on successful treatment."

Capacity Building

Community Resources

Currently the Tobacco Free Glenn County Coalition is expanding the mission and scope to include alcohol and other drugs to become an Alcohol, Tobacco, and Other Drug (ATOD) Coalition. The new name will be Glenn County Alliance for Prevention Coalition (GCAP). GCAP will research and apply for the Drug-Free Communities Support Program Grant. The GCAP coalition will recruit members from the community to sit on the coalition that include the twelve sectors of the community which are:

- Youth (18 or younger)
- Parent
- Business
- Media
- School
- Youth-serving organization
- Law enforcement
- Religious/fraternal organization
- Civic/volunteer groups (i.e., local organizations committed to volunteering, not a coalition member designated as a “volunteer”)
- Healthcare professional
- State, local, or tribal governmental agency with expertise in the field of substance abuse (including, if applicable, the state agency with primary authority for substance abuse), other organization involved in reducing substance abuse. GCAP is currently engaged in requesting technical assistance from CARS for coalition building support.

Glenn County Substance Use Disorder Services (SUDS) has partnered with the faith-based community for implementation of the Strengthening Families Program. SUDS will continue engaging the faith-based community to find common ground and goals in limiting underage drinking and marijuana use.

In December 2015, the Orland City Council considered allowing marijuana dispensaries in the city of Orland. The community was overwhelmingly in opposition of dispensaries and marijuana retail stores. The community is ill equipped to handle the implications of Proposition 64.

A current gap in community resources is the lack of a voice for the youth. A goal of the Glenn County Strategic Prevention Plan is to create a Youth Advisory Council for the purposes of gauging the use of alcohol and marijuana by young people in Glenn County.

Human Resources

The largest gap in human resources is that there is only one full time Prevention Specialist on staff with Glenn County Substance Use Disorder Services, who is regularly partnering with Glenn County Office of Education’s Friday Night Live Coordinator and Glenn County Public Health’s Tobacco Coordinator to be able to finish projects and plans. We have been in the process of expanding the Tobacco Free Glenn County Coalition to leverage the Drug-Free Communities Support Program Grant, and to be able to leverage more services for prevention efforts in Glenn County.

Financial Resources

The adult perception about underage drinking and the increase of marijuana use among youth in Glenn County is a much larger issue than SAPT Block Grant and Friday Night Live can address. With the addition of the Drug-Free Communities Support Program grant we will be better equipped to address underage drinking and marijuana use in Glenn County.

Organizational Resources

In 2015 Glenn County SUDS hired a new program manager. Since that time Glenn County SUDS Prevention has enjoyed greater organizational support. We have implemented the Strengthening Families Program. Glenn County SUDS Prevention is actively seeking ways to implement prevention activities at the Glenn County Transition Aged Youth Center (TAY), a mental health drop in center for youth.

Capacity Building Plan

Priority Area:			
		Resource Challenges/Gaps	Course of Action
Four Key Elements of Capacity Building	Engage Stakeholders	<ul style="list-style-type: none"> 12 sectors of the community 	Identify prevention champions, write letter and follow up in person. Invite perspective members to GCAP Coalition Meeting.
	Strengthen Collaborative Groups	<ul style="list-style-type: none"> GCAP- recruitment of 12 sectors. Mental Health and Drug and Alcohol Advisory Commission 	GCAP to continue working on bylaws, apply with CARS for TA. Attend and participate in Glenn County Mental Health and Drug and Alcohol Advisory Commission. Attend and participate in Glenn County Children’s Interagency Coordinating Council.
	Increase Community Awareness	<ul style="list-style-type: none"> Lack of info about the hazards of underage drinking. Lack of info of the hazards of marijuana use and Prop 64 	Work with Coalition and Teen Drop in Center on a social media campaign. Engage and outreach with the schools to provide education about underage drinking and marijuana use.
	Mobilize Communities	<ul style="list-style-type: none"> Faith Community and Ministerial Counsel. Implement a Youth Advisory Council. 	Continue efforts at outreach and collaboration with the faith-based community. Work with GCAP members to form a Youth Advisory Council.

Training Calendar

Prior to Fiscal Year 2017-2018

- April 2017 Submit Cultural Competency Training Request from CARS for Maggie Steele to present on Historical Trauma and outreach to Native American communities.
- May 2017 Submit Technical Assistance from CARS for consultation on Drug-Free Communities.
- June 2017 Conference call with coalition technical assistant, Drug-Free Communities Grant Requirements.

Fiscal Year 2017-2018 Training Plan

- July 2017 Collaborative Training with Mental Health Cultural Competency Committee, Maggie Steele, and Historical Trauma in the Native American Community.

- Aug. 2017 Conference call with coalition technical assistant, Drug-Free Communities outreach and recruitment of the 12 sectors.
- Sept. 2017 Prop 64 what is it, what we should know, what have we learned from CO, OR, and WA- TBA speaker at GCAP coalition.
- Nov. 2017 Healthy Stores for a Healthy Community results- by Laura Medina at Coalition.
- Dec. 2017 Strengthening Families Program Training for new and returning facilitators.
- April 2018 (April 20) Proposition 64 update, what we have learned from CO, OR, and WA. What we are learning in CA.

Sustainability

Apply for technical assistance from CARS with Glenn County Alliance for Prevention Coalition. Engage and recruit the twelve sectors of the community into the GCAP Coalition. Continue outreach to the community for the continued growth of the Strengthening Families Program.

Cultural Competence

The largest minority ethnic groups in Glenn County are Hispanic or Latino and Native American. There may be unaddressed attitudes toward addiction in the Hispanic or Latino and Native American communities that are going on unaddressed based on cultural and linguistic differences. It is in Glenn County’s best interest to engage the communities of Hamilton City and the Grindstone Rancheria to reach out to these groups of people.

Planning

Prioritizing Risk Factors

Through the assessment process of developing the Glenn County strategic prevention plan, it was determined that underage marijuana use and underage drinking are to be the priority areas. A strategic planning team was assembled to help with the assessment process and to prioritize risk factors.

Marijuana use by young people Risk Factors	Importance		Changeability	
	Low	High	Low	High
1. Marijuana is readily available to all ages.		X	X	
2. Use is acceptable among young people.		X	X	
3. Youth perception of harm for marijuana use is low (individual).		X		X
4. Passage or Prop 64 legalizes recreational use for adults, creating more access.		X	X	
Marijuana Protective Factors	Importance		Changeability	
	Low	High	Low	High
1. Awareness about the harmful effects of marijuana.		X		X
2. Positive community norms.		X		X
3. Teens possess positive decision making skills.		X	X	
4. Community norms against marijuana, could regulate cultivation and retail marijuana outlets, limiting access to youth.		X		X

Underage drinking continues to be an ongoing problem in Glenn County. Given that it is a rural agricultural community, drinking is a social norm that is embedded in the culture and lifestyle, making changeability difficult.

Underage Drinking Risk Factors	Importance		Changeability	
	Low	High	Low	High
1. Parents do not believe drinking is bad (family).		X		X
2. Parents have a substance abuse history (family).		X	X	
3. Teens have favorable attitude towards drinking (individual).		X		X
Underage Drinking Protective Factors	Importance		Changeability	
	Low	High	Low	High
1. Laws enforcing policies to restrict availability and access to teens.	X			X
2. Parents teach their kids about the negative impacts and consequences of underage drinking.	X			X
3. Positive social norms reinforced by family.	X		X	
4. Integration of family, school, and community efforts.	X			X
5. There are pro-social activities integrated into the community. (FFA, 4-H).		X		X

Logic Models

<p>Priority Area: Youth marijuana use</p> <p>Problem Statement: Marijuana use is higher in Glenn County compared to the rest of the state.</p> <p>Contributing Factors: Teens have a low perception of harm of marijuana.</p> <p>Goal: Decrease marijuana use by youth.</p>					
Objective	Strategies	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Indicators
<p>Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by CHKS.</p>	<p>School-based youth educational/ social programs</p> <p>Teen/Family counseling; mentoring (Strengthening Families Program)</p> <p>Strengthening the GCAP Coalition- Four ½ speakers and two community forums a year to include a Marijuana Summit in Sept 2017.</p>	<p>By 2018, youth will increase their knowledge about the harmful consequences of marijuana use by 1% as measured by CHKS.</p>	<p>By 2020, youth will increase their knowledge about the harmful consequences of marijuana use by 2% as measured by CHKS.</p>	<p>In 2022, youth will have increased their knowledge about the harmful consequences of marijuana use by 3% as measured by CHKS.</p>	<p>Pre-post tests</p> <p>Program attendance</p> <p>Coalition meeting minutes</p>

<p>Priority Area : Underage Drinking</p> <p>Problem Statement: Glenn County youth have higher rate of alcohol use than the rest of the state.</p> <p>Contributing Factors: Parents do not believe that underage drinking is bad. Teen’s favorable attitude towards drinking.</p> <p>Goal: Decrease underage drinking.</p>					
Objective	Strategies	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Indicators
Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests	School-based youth educational/social programs Teen/ Family counseling; mentoring (Strengthening Families Program)	By 2018, parents will increase their knowledge about the harmful consequences of underage drinking by 2% as measured by CHKS	By 2020, parents will increase their knowledge about the harmful consequences of underage drinking by 4% as measured by CHKS	In 2022, parents have increased their knowledge about the harmful consequences of underage drinking by 5% as measured by CHKS	Pre-post tests Program attendance
Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.	School-based youth educational/social programs Teen/ family counseling; mentoring	By 2018, teens will have a 2% less favorable attitude toward drinking alcohol as measured by CHKS	By 2020, teens will have a 4% less favorable attitude toward drinking alcohol as measured by CHKS	By 2022, teens will have a 5% less favorable attitude toward drinking alcohol as measured by CHKS	CHKS Program attendance

Integrate Sustainability

Glenn County SUDS Prevention is an active member of the Glenn County Alliance for Prevention (GCAP) Coalition. Members of the GCAP Coalition helped with the assessment and planning process. The GCAP Coalition is a hub for prevention services and strategies for Glenn County. The coalition is actively recruiting members to reflect the twelve sectors of drug free communities to better include community members in the prevention strategies in Glenn County. GCAP Coalition will have four 30 minute speakers a year at the coalition meetings to speak about prevention issues that affect the community, as well as having two community events a year.

Integrate Cultural Competence

Glenn County SUDS Prevention is an active member of the Glenn County Mental Health Cultural Competency Committee. The cultural competency committee is regularly assessing and creating strategies for outreach to underserved members of Glenn County. Glenn County SUDS Prevention is collaborating with the Cultural Competency Committee to bring training to Glenn County about historical trauma and outreach to the Native American community.

Implementation

Programs/Interventions

Strengthening Families Program: The Strengthening Families Program (SFP) is a nationally and internationally recognized parenting and family strengthening program for high-risk and general population families. SFP is an evidence-based family skills training program found to significantly improve parenting skills and family relationships, reduce problem behaviors, delinquency and alcohol and drug abuse in children, and to improve social competencies and school performance. Child maltreatment also decreases as parents strengthen bonds with their children and learn more effective parenting skills.

Strengthening Families Game Nights: Glenn County SUDS Prevention collaborates with the communities of Glenn County to provide one night event of dinner and board games to help to support families that have finished the Strengthening Families Program.

Strengthening Families Mentoring Program: Glenn County SUDS Prevention is working on developing a family mentoring program.

School Based Education Program: The Glenn County Children’s Interagency Coordinating Council (CICC) has formed the subcommittee “Keeping Kids Safe” for implementation of school based educational services to begin in the 2017/2018 school year, which will include pre and post testing for school based education programs at the beginning and end of each semester. Keep Kids Safe subcommittee will explore evidence based programs in the schools; such as, Too Good for Drugs and Project Success. Keeping Kids Safe subcommittee meets the second Monday of each month.

Glenn County Alliance for Prevention Coalition: The Glenn County Alliance for Prevention (GCAP) Coalition’s mission is “to engage and partner with the community to enhance wellness through education and prevention strategies and to provide guidance and assistance in the implementation of coalition objectives and activities that focus on wellness. The GCAP Coalition is a standing committee of community members working together to support a safe and healthy community for all.”

Glenn County Youth Council: Glenn County SUDS Prevention is working on developing a youth council to help monitor and advise in implementing youth related prevention strategies.

Strategies (from logic model)	Specific Program/Intervention
Parent Education/Parenting Classes	Strengthening Families Program (Evidence-Based).
Family Mentoring Program	Strengthening Families Mentoring Program (Innovative)
School-based educational/Social programs	To be determined and implemented.
Glenn County Alliance for Prevention (GCAP) Coalition	Guest speakers for coalition meetings and two community forums annually.
Youth Counsel	GCAP Youth Counsel

Implementation Plan

Goal 1	Decrease youth marijuana use			
Objective 1	Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by California Healthy Kids Survey (CHKS)			
Goal 2	Decrease underage drinking			
Objective 1	Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests			
Objective 2	Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.			
Program/Intervention: Strengthening Families Program (SFP)				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
SFP family game night in Willows	May	County	Alt	U
SFP family game night in Capay	June	County	Alt	U
SFP family game night in Hamilton City	July	County	Alt	U
SFP family game night in Orland	August	County	Alt	U
Outreach to recruit churches to implement SFP Willows	May-July	County	CBP	U
Recruit parents to participate in SFP Willows	May- Aug	County	CBP	U
Recruit organizations to provide meals for SFP Willows	May- Aug	County	CBP	U
Orientation Kick-Off Pretesting	Late Aug Early Sept	County	ID	U
Implement of SFP at church in Willows	Sept- Nov Weekly	County	ED	U
Graduation/post testing	November	County	ID	U
Evaluation report	December	County	CBP	U
SFP family game night in Orland	Late Dec Early Jan	County	Alt	U
Outreach to recruit church to implement SFP Orland	Nov-Jan	County	CBP	U
Recruit parents to participate in SFP Orland	Nov-Jan	County	CBP	U
Recruit organizations to provide meals for SFP Orland	Nov-Mar	County	CBP	U
Orientation Kick-Off Pretesting	Feb	County	ID	U
Implement of SFP at church in Orland	Feb-May	County	ID	U
Graduation/post testing	May	County	ID	U
Evaluation report	June	County	ID	U

Goal 1	Decrease youth marijuana use			
Objective 1	Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by CHKS			
Goal 2	Decrease underage drinking			
Objective 1	Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests			
Objective 2	Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.			
Program/Intervention: Strengthening Families Mentoring Program				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
Create adhoc committee from GCAP and CICC.	May 2019	County	CBP	U
Research other mentoring programs	June-July 2019	County	CBP	U
Outreach to mentor families	July-Aug 2019	County	CBP	U
Mentor Family Training	Sept 2019	County	CBP	U
Outreach to county agencies for referral of families to be mentored	Oct 2019	County	CBP	U
Implement Glenn County Strengthening Families Mentoring Program	January 2020	County	CBP	U

Goal 1	Decrease youth marijuana use			
Objective 1	Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by CHKS			
Goal 2	Decrease underage drinking			
Objective 1	Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests			
Objective 2	Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.			
Program/Intervention: School Based Youth Educational/Program				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
Assessment of what prevention services are being offered in the schools	June-Oct 2017	County/Schools	CBP	U
Keeping Kids Safe (A subcommittee of CICC) Meeting to discuss school assessment	June 13, 2017	County/Schools	CBP	U
Keeping Kids Safe Meeting to discuss program choice and implementation	July 11, 2017	County/Schools	CBP	U
Make contact with middle schools in Orland	Aug (early), 2017	County/Schools	CBP	U
Orientation kick-off pretesting	Aug (late), 2017	School Site/County	ALT	U
Implementation of evidence based program chosen by Keeping Kids Safe Subcommittee in Orland	Aug-Dec 2017	School Site/County	ALT	U
End of Semester Celebration/post testing	Dec 2018	School Site/County	ALT	U
Make contact with middle schools in Willows	Jan 2019	County	CBP	U
Meet with school counselors and schedule evidence based program chosen by Keeping Kids Safe Subcommittee in Willows	Jan-May 2019	School Site/County	ALT	U
Orientation kick-off pretesting	May 2019	School Site/County	ALT	U
Implementation of evidence based program by Keeping Kids Safe Subcommittee in Willows	Jan-May 2019	School Site/County	ALT	U
End of Semester Celebration/Post Testing	May 2019	School Site/County	ALT	U

Goal 1	Decrease youth marijuana use			
Objective 1	Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by CHKS			
Goal 2	Underage drinking			
Objective 1	Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests			
Objective 2	Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.			
Program/Intervention: Strengthening the Glenn County Alliance for Prevention (GCAP) Coalition (Four ½ hour speakers and two community forums a year to include a Marijuana Summit in September 2017)				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
GCAP adhoc committee complete bylaws, recruitment letter, and coalition involvement agreement	June 15, 2017	County	CBP	U
Recruitment of the twelve sectors	June-July,2017	GCAP Coalition	CBP	U
First Official GCAP meeting, nominations and elections	July	GCAP Coalition	CBP	U
GCAP Coalition 2 nd Meeting	Aug	GCAP Coalition	CBP	U
GCAP Coalition 3 rd Meeting	Sept	GCAP Coalition	CBP	U
Marijuana summit	Sept	GCAP Coalition	CBP	U
GCAP Coalition 4 th Meeting	Oct	GCAP Coalition	CBP	U
GCAP Coalition 5 th Meeting	Nov	GCAP Coalition	CBP	U
GCAP Coalition 6 th Meeting	Jan 2018	GCAP Coalition	CBP	U
Submit Drug Free Community Support Grant	March 1, 2018	GCAP Coalition	CBP	U

Goal 1	Decrease youth marijuana use			
Objective 1	Youth will increase their knowledge about the harmful consequences of marijuana by at least 3% as measured by CHKS			
Goal 2	Decrease underage drinking			
Objective 1	Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5% as measured by pre and post tests			
Objective 2	Teens will have a 5% less favorable attitude toward drinking alcohol measured by CHKS.			
Program/Intervention: Glenn County Youth Council				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
Recruitment from high school campuses of members of FNL and SWAT leadership students.	Sept 2018	County	CBP	U
Meet and discuss rolls of youth council	Oct 2018	County	CBP	U
Youth Council to develop focus groups to evaluate ATOD prevention services in the schools and community	Nov 2018 -Jan 2019	County	CBP	U
Youth Council report out to GCAP of findings and recommendations	Nov 2018	GCAP Coalition	CBP	U

Sustainability

Action planning and assessment of effectiveness for school based educational services will be through the Glenn County Substance Use Disorder Services (SUDS), Prevention and Glenn County Mental Health, Prevention and Early Intervention (PEI). This will include pre and post testing for Strengthening Families Program at the beginning and at the end of the 15 week series.

Action planning and assessment of effectiveness for school based educational services will be through the Glenn County Children's Interagency Coordinating Council. A subcommittee of the CICC has been formed for implementation of school based educational services to begin in the 2017/2018 school year which will include pre and post testing for school based education program at the beginning and end of each semester.

The GCAP Coalition is in the process of applying for a Drug-Free Communities (DFC) Support Program Grant. The grant requires having twelve sectors (youth, parent, business, media, school, youth-serving organizations, law enforcement, religious or fraternal organization, civic or volunteer groups, healthcare professionals, state local or tribal governmental agencies with expertise in the substance abuse field, other organizations involved in reducing substance abuse).

Cultural Competence

Glenn County SUDS Prevention has very limited human resources; all services are implemented and carried out in a collaborative effort between agencies involving the community.

For accountability and transparency Glenn County SUDS Prevention reports quarterly to the Glenn County Behavioral Health Cultural Competency Committee and the Glenn County Mental Health and Drug and Alcohol Advisory Commission. A written report is submitted monthly to the SUDS Program Manager on the progress and successes of SUDS Prevention so it can be reported out at the Glenn County Behavioral Health Leadership meeting and at the Quality Improvement Committee.

The Strengthening Families Program does pre and post testing and as a part of the post testing there is a brief questionnaire about program improvement and successes. The Glenn County Behavioral Health website is being restructured and a request has been submitted for the SUDS department to have a suggestion and feedback box from the community.

Evaluation

Monitoring Implementation

Objectives Monitoring

Glenn County SUDS Prevention will utilize the California Healthy Kids Survey every other year to monitor the objectives:

- Youth will increase their knowledge about the harmful consequences of marijuana by at least 3%
- Teens will have a 5% less favorable attitude toward drinking alcohol
- Glenn County SUDS Prevention will utilize community surveys every other year (non CHKS years) at three different community events to monitor the objective:
- Parents will increase their knowledge about the harmful consequences of underage drinking by at least 5%

Strategies Monitoring

Glenn County SUDS Prevention will utilize pre and post testing to monitor the strategies:

- School Based Youth Educational/Social programs
- Teen Family Counseling Mentoring (Strengthening Families)

Glenn County SUDS Prevention will utilize community surveys to monitor the strategies:

- GCAP Coalition (ATOD Prevention Coalition)

Glenn County SUDS Prevention monitoring tools

- A Glenn County SUDS Prevention monitoring implementation tool is being developed by Glenn County SUDS Prevention
- Glenn County Substance Use Disorder Services State-County Contract Compliance Internal Monitoring Tool (Attachment #)
- Glenn County Compliance Checklist (Attachment #)

Participatory Evaluation

Because of the lack of personnel in Glenn County SUDS Prevention it is likely that a blended approach will be adopted involving county staff, outside groups, and members of the community.

Process Evaluation

All strategies will utilize process evaluation with questionnaires for staff, and pre and post testing for consumers. This information will help improve programming and sustainability.

Outcome Evaluation

- To track consumption rates Glenn County SUDS Prevention will continue using the CHKS survey.
- To track ongoing community factors Glenn County SUDS Prevention will utilize community surveys during the non-CHKS years.
- To track ongoing community factors Glenn County SUDS Prevention will continue using the statewide consequence monitoring toolkit.

Roles and Responsibilities

All strategies implemented by Glenn County SUDS Prevention are done collaboratively with our partners at Glenn County Public Health, Glenn County Schools, Glenn County Mental Health and Glenn County SUDS treatment. Evaluation of strategies is done by Glenn County SUDS Prevention but is not limited to SUDS Prevention because of its collaborative nature. Glenn County HHSA is contracted with the evaluator Nancy Callahan with IDEA consulting and can be utilized when needed.

Sustainability

By using California Healthy Kids Survey and community surveys, Glenn County SUDS will monitor its objectives and use the data collected to sustain, improve its strategies, and evaluate program effectiveness.

Reporting Evaluation Results

Stakeholders will be regularly briefed throughout the process by quarterly and annual reports (see table on next page). A plan to deliver services to target population will be created by Glenn County SUDS Prevention for using data to improve implementation and performance.

Dissemination Plan

Audience	Abstracts & Briefings	Annual/ Evaluation Reports	Fact Sheets	Brochures & Posters	Exhibits	Press Conference	Press Release	Town Mtgs/ Community Forums
Current/ Potential Funder	Rotary, Kiwianis, Eagles, Knights of Columbus	CalOMS, PEI			Recovery Happens			
New Potential Funder	Drug Free Community Grant	Drug Free Community Grant						
Administrator	Christine Zoppe, Amy Lindsey, Eloise Jones	Eloise Jones	Eloise Jones	Eloise Jones			Robert Johnson	
Board Members	Glenn County Board of Supervisors, Orland and Willows City Council, Glenn County Behavioral Health Advisory Commission		Glenn County Board of Supervisors, Orland & Willows City Council					FNL Town Hall Meeting
Community Groups	GCAP, CICC, CCTC, Orland Ministerial Council	GCAP, CICC, CCTC, Orland Ministerial Council	GCAP, CICC, CCTC, Orland Ministerial Council	Glenn County Fair, Willows Lamb Derby	Glenn County Fair, Willows Lamb Derby			GCAP Community Forum
Organizations			TAY, High Schools	TAY, High Schools	Speaks, Art in the Park			
Media								

Integrate Sustainability

Glenn County SUDS Prevention will analyze CHKS data for outcome evaluation every other year when CHKS data is released. Data is collected from pre and post testing from implemented strategies as it completes a cohort (i.e. Strengthening Families is a fifteen week series). Community Surveys will be collected from staff and consumers to evaluate effectiveness of its prevention efforts.

Glenn County SUDS Prevention reports quarterly to the Glenn County Mental Health and Drug and Alcohol Advisory Commission, and the Children's Interagency Coordinating Council, taking recommendation from those bodies for quality improvement in providing prevention services.

Integrate Cultural Competence

Glenn County SUDS Prevention reports quarterly to the Glenn County Mental Health Cultural Competency Committee, taking recommendations to integrate services to underserved populations in Glenn County.

Attachment #1 Focus Group and Key Informants Interview Questions

In the focus groups, and in the key informant interviews, the following questions were developed that addressed the following areas:

- 1) What do you consider the main substance used or abused by young people in Glenn County
 - a. Alcohol
 - b. Marijuana
 - c. Prescription Pills (that are not prescribed to the individual)
 - d. Meth
 - e. Heroin
 - f. Inhalants
 - g. Hallucinogens (Ecstasy, LSD, Mushrooms)(This question we will use “Dots” stickers without a lot of discussion.)
- 2) Why do young people use alcohol and other drugs?
- 3) Why do young people NOT use alcohol and other drugs? Or what prevents young people from using alcohol and other drugs?
- 4) Where do young people usually get alcohol and other drugs?
- 5) In what settings do young people usually use alcohol and other drugs?
- 6) When do you think alcohol and other drugs becomes a problem?
- 7) What are the negative consequences of using alcohol and other drugs?
- 8) Based on what you have stated, what can local programs like alcohol and drug programs do to mitigate this problem?

Attachment #2 Community Survey Questions

- 1) Would you support or oppose medical marijuana dispensaries in your community?
If California legalizes the use of recreational marijuana, would you support or oppose a retail marijuana store in your community?
- 2) How easy is it for young people in Glenn County to access alcohol products such as beer, wine and alcopops etc.?
- 3) How easy is it for young people in Glenn County to access marijuana products?
- 4) How easy is it for young people in Glenn County to access prescription drugs belonging to someone else?
- 5) How easy is it for young people in Glenn County to access other illegal drugs (cocaine, heroin, meth)?
- 6) Which of the following do you perceive as a problem among youth, under the age of 21 years, in your community? a) Illegal drugs b) excessive drinking c) tobacco use d) overuse of prescription drugs (painkillers, anti-anxiety, ADHD)
- 7) Which of the following do you perceive as a problem among adults, over the age of 21 years, in your community? a) Illegal drugs b) excessive drinking c) tobacco use d) overuse of prescription drugs (painkillers, anti-anxiety, ADHD)

Attachment #3 Community Readiness Descriptions and Improvement Strategies

Description	Strategies to Improve Community Readiness
Stage 1 - Community Tolerance/ No Knowledge The community or leaders do not generally recognize substance abuse as a problem. "It's just the way things are" is a common attitude. Community norms may encourage or tolerate the behavior in social contexts. Substance abuse may be attributed to age, sex, racial, or class groups.	<ul style="list-style-type: none"><input type="checkbox"/> Small-group and one-on-one discussions with community leaders to identify perceived benefits of substance abuse and how norms reinforce use<input type="checkbox"/> Small-group and one-on-one discussions with community leaders on the health, psychological, and social costs of substance abuse to change perceptions among those most likely to be part of the group that begins the development of programs
Stage 2 - Denial There is some recognition by at least some members of the community that the behavior is a problem, but little or no recognition that it is a local problem. Attitudes may include, "It's not my problem" or "We can't do anything about it."	<ul style="list-style-type: none"><input type="checkbox"/> Educational outreach programs to community leaders and community groups interested in sponsoring local programs focusing on the health, psychological, and social costs of substance abuse<input type="checkbox"/> Use of local incidents in one-on-one discussions and educational outreach programs that illustrate harmful consequences of substance abuse
Stage 3 - Vague Awareness There is a general feeling among some in the community that there is a local problem and that something ought to be done, but there is little motivation to do anything. Knowledge about the problem is limited. No identifiable leadership exists, or leadership is not encouraged.	<ul style="list-style-type: none"><input type="checkbox"/> Educational outreach programs on national and state prevalence rates of substance abuse, and prevalence rates in communities with similar characteristics, including use of local incidents that illustrate harmful consequences of substance abuse<input type="checkbox"/> Local media campaigns that emphasize consequences of substance abuse
Stage 4 - Preplanning There is clear recognition by many that there is a local problem and something needs to be done. There is general information about local problems and some discussion. There may be leaders and a committee to address the problem, but no real planning or clear idea of how to progress.	<ul style="list-style-type: none"><input type="checkbox"/> Educational outreach programs to community leaders and sponsorship groups that communicate the prevalence rates and correlations or causes of substance abuse<input type="checkbox"/> Educational outreach programs that introduce the concept of prevention and illustrate specific prevention programs adopted by communities with similar profiles<input type="checkbox"/> Local media campaigns emphasizing the consequences of substance abuse and ways of reducing demand for illicit substances through prevention programming
Stage 5 - Preparation The community has begun planning and is focused on practical details. There is general information about local problems and about the pros and cons of prevention programs, but this information may not be based on formally collected data. Leadership is active and energetic. Decisions are being made and resources are sought and allocated.	<ul style="list-style-type: none"><input type="checkbox"/> Educational outreach programs open to the general public on specific types of prevention programs, their goals, and how they can be implemented<input type="checkbox"/> Educational outreach programs for community leaders and local sponsorship groups on prevention programs, goals, staff requirements, and other startup aspects of programming<input type="checkbox"/> A local media campaign describing the benefits of prevention programs for reducing consequences of substance abuse

<p>Stage 6 - Initiation Data are collected that justify a prevention program. Decisions may be based on stereotypes rather than data. Action has just begun. Staff is being trained. Leaders are enthusiastic, as few problems or limitations have occurred.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> In-service educational training for program staff (paid and volunteer) on the consequences, correlations, and causes of substance abuse and the nature of the problem in the local community <input type="checkbox"/> Publicity efforts associated with the kickoff of the program <input type="checkbox"/> A special meeting with community leaders and local sponsorship groups to provide an update and a review of initial program activities
<p>Stage 7 - Institutionalization/ Stabilization Several planned efforts are underway and supported by community decision makers. Programs and activities are seen as stable, and staff is trained and experienced. Few see the need for change or expansion. Evaluation may be limited, although some data are routinely gathered.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> In-service educational programs on the evaluation process, new trends in substance abuse, and new initiatives in prevention programming, with trainers either brought in from the outside or with staff members sent to programs sponsored by professional societies <input type="checkbox"/> Periodic review meetings and special recognition events for local supporters of the prevention program <input type="checkbox"/> Local publicity efforts associated with review meetings and recognition events
<p>Stage 8 - Confirmation/ Expansion Efforts and activities are in place and community members are participating. Programs have been evaluated and modified. Leaders support expanding funding and program scope. Data are regularly collected and used to drive planning.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> In-service educational programs on the evaluation process, new trends in substance abuse, and new initiatives in prevention programming, with trainers either brought in from the outside or with staff members sent to programs sponsored by professional societies <input type="checkbox"/> Periodic review meetings and special recognition events for local supporters of the prevention program <input type="checkbox"/> Presentation of results of research and evaluation activities of the prevention program to the public through local media and public meetings
<p>Stage 9 - Professionalism/ High Level of Community Ownership The community has detailed, sophisticated knowledge of prevalence and risk and protective factors. Universal, selective, and indicated efforts are in place for a variety of focus populations. Staff is well-trained and experienced. Effective evaluation is routine and used to modify activities. Community involvement is high.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Continued in-service training of staff <input type="checkbox"/> Continued assessment of new drug-related problems and reassessment of targeted groups within the community <input type="checkbox"/> Continued evaluation of program effort <input type="checkbox"/> Continued update on program activities and results provided to community leaders and local sponsorship groups, and periodic stories through local media and public meetings