

# Community Coalition Partnership Implementation Plan Form (Nov. 15, 2014)

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**ORGANIZATION NAME:** Brazos Valley Council on Alcohol & Substance Abuse (BVCASA)

**CONTRACT NUMBER:** 2014-044961-001

**COALITION:** Blinn College Coalition (renamed “Community Alcohol & Substance Awareness Partnership”)

**NAME OF PERSON(S) COMPLETING FORM:** Michael Chism

**GOAL 1:** Establish and strengthen collaboration among community agencies to prevent and reduce substance abuse among youth.

**GOAL SUMMARY:** Research shows, that in order to affect sustainable change within a target population, coalitions must achieve a measurable level of capacity and community readiness.

<b>Strategies 1.A.1 &amp; 1.A.2</b> – Promote the coalition’s prevention efforts and events by 1) utilizing social media messaging focused on educating and increasing awareness of coalition efforts, and 2) utilizing mainstream media to educate community and increase awareness on the state’s prevention priorities.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Increase competencies in order to build an online presence through use of Twitter, Facebook and a coalition website. 2. Submit educational and topical entries to local newspaper, radio and television outlets.	Coalition staff, coalition members	1. Ongoing Sept 2014-Aug 2015 2. Ongoing Sept 2014-Aug 2015	-Web-based practices training -Media contact database -Coalition member knowledge -Current educational information	-Increased traffic and posts to online material -Increased community knowledge -Increased awareness of coalition efforts
<b>Assumptions:</b> If community members are engaged through both social and local media sources, the coalition and its efforts will be more effective.				
<b>Potential Barriers and Obstacles:</b> Low level of knowledge of web-based best practices.				
<b>Possible Solutions:</b> The coalition staff and members should seek training related to use of social media.				
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to conduct annual Community Needs Assessment surveys gauging level of community knowledge and readiness and will monitor number of media awareness activities throughout the year.				
<b>Outcome Indicator/ Measure:</b> This outcome will be reflected by the coalition’s number of media contacts and awareness activities.				

**Strategies 1.B.1, 1.B.2, & 1.B.3** – Maintain existing partnerships and cultivate new collaborative opportunities by 1) holding regular coalition and committee meetings, 2) organizing recruitment efforts, and 3) enhancing collaboration among partners by increasing access to resources.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Meet monthly to plan strategies. 2. Recruit members of each community sector to increase capacity. 3. Develop opportunities for collaboration and sharing of resources.	Coalition staff, coalition members	1. Ongoing Sept 2014-Aug 2015 2. Ongoing Sept 2014-Aug 2015	-Meeting space -Recruitment materials (business cards, brochures, hand-outs and give-aways) -Resource inventory	-Increased participation and attendance -Increased representation of community sectors -Increased access to resources
<b>Assumptions:</b> If the coalition maintains diverse representation, meets regularly to engage members and encourages collaboration among entities that did not previously work with one another, then the coalition and it's efforts will be more effective.				
<b>Potential Barriers and Obstacles:</b> Varying levels of availability and interest among different sectors and coalition members.				
<b>Possible Solutions:</b> Increased number of opportunities for engagement by developing roles suited to each sector or member.				
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to conduct monthly meeting evaluations that will be submitted to Quality Management Improvement. Coalition members will participate in annual evaluation process to gauge overall capacity and effectiveness.				
<b>Outcome Indicator/ Measure:</b> This outcome will be reflected by the number of coalition meetings, meeting attendance, recruitment efforts, new and renewed memberships, and sectors represented.				

**GOAL 2:** Reduce underage and binge drinking

**GOAL SUMMARY:** To determine need for addressing this goal, the newly formed coalition based initial assessment off of statewide and national data. According to the 2011 CORE Institute survey, 45% of college students engage in binge drinking at least once every two weeks.

In its first year of funding, the coalition conducted alcohol and drug surveys on the target population. Student responses revealed the following:

Among Blinn College students in Bryan and Brenham, TX, 62% reported past 30-day use, which is higher than the national average reported by the NIAAA. Of those who reported drinking, nearly 1 in 3 reported binge drinking in the past 30 days. Of particular concern was that of the students over 21 year of age on the Bryan campus, 1 in 5 reported driving after drinking.

Survey respondents also said that social access (parties, friends, family) was most likely for minors to obtain alcohol. Of respondents under the age of 21, 57% said alcohol was easy to obtain, and 25% felt that binge drinking posed little to no risk of harm.

These findings have led our coalition to select “Easy Social Access to Alcohol”, “Low Enforcement of Underage Drinking Laws”, and “Social Norms Favorable to Use” as the intervening variables that contribute to this issue, and has identified strategies to address these variables.

**Strategies 2.A.1, 2.A.2, & 2.A.3** – Address “Easy Social Access to Alcohol” through 1) law enforcement party patrols, 2) consistent enforcement of alcohol laws on and off campus, and 3) implementation of a Social Host Accountability Ordinance (SHAO).

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Identify law enforcement officials and form party patrols. 2. Develop data monitoring system with LE and college’s Judicial Affairs office in order to gauge consistency of enforcement. 3. Identify city council members and gauge community readiness and develop an Action Brief detailing benefits of SHAO.	Coalition staff, coalition members, Blinn Marketing Department, city council members, Texans Standing Tall, campus and city law enforcement	1. May 2015 2. July 2015 3. August 2015  Note: All dates subject to change.	-CTS/TST training -Coalition member knowledge of local leaders -Blinn marketing department to develop Action Brief	-Increased knowledge of underage drinking trends among target population -Increased readiness for SHAO implementation
<b>Assumptions:</b> If adults are held civilly responsible for hosting parties where minors have access to alcohol, the number of underage drinking parties will decrease, thereby decreasing the underage drinking and binge drinking rate by reducing social access to alcohol.				
<b>Potential Barriers and Obstacles:</b> Obtaining buy-in from the community and city leaders.				
<b>Possible Solutions:</b> Work with community and coalition members to provide education on the issue.				
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to conduct annual Community Needs Assessment surveys gauging level of community knowledge and readiness and will hold informal listening sessions that measure community attitudes toward minors’ social access to alcohol.				
<b>Outcome Indicator/ Measure:</b> When achieved, this environmental strategy will reduce past 30-day underage drinking rates and binge drinking rates. It will also reduce students reporting that alcohol is “easy to obtain”.				

**Strategy 2.B.1** – Address “Low Enforcement of Underage Drinking Laws” by increasing the community’s ease of access to crime reporting tools.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Identify needs and resources for current Blinn College Crimestoppers in order to address gaps. 2. Promote Blinn College Crimestoppers to increase awareness of “text-a-tip” program among college students and community members.	Law enforcement, Crimestoppers board of directors, coalition staff and members, media	1. March 2015 2. May 2015  Note: All dates subject to change.	Law enforcement personnel; student coalition members; TABC and LE data	-Increase enforcement of underage drinking laws
<b>Assumptions:</b> If access to culturally appropriate reporting tools are available, the number of reports of underage drinking will increase, resulting in increased enforcement of alcohol laws, thereby reducing past 30-day underage drinking and binge drinking rates.				
<b>Potential Barriers and Obstacles:</b> Low community readiness to address underage drinking.				

**Possible Solutions:** Coalition can fill resource gaps for the Blinn College Crimestoppers program, allowing the program to provide more incentives for community members who report illegal alcohol use through their text-line.

**Evaluation Methods Employed:** We will work with BVCASA evaluation staff to collect and analyze sting results and maintain a database to compare trend data across time. We will also implement and conduct a student use survey to measure past 30-day use rates and ease of retail availability.

**Outcome Indicator/ Measure:** When achieved, this environmental strategy will reduce past 30-day underage drinking rates and binge drinking rates.

**Strategies 2.C.1, 2.C.2, & 2.C.3** – Address “Social Norms Favorable to Use” by 1) implementing social norms PSA campaigns, 2) educating community on negative impacts of alcohol, 3) normalize responsible drinking habits by implementing a designated sober driver campaign in “Northgate” bar district and by increasing access to safe ride programs.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Develop and implement social norms campaigns that are informed by local data on alcohol usage. 2. Develop and implement educational component to college students. 3. Build collaboration with law enforcement and “Northgate” district bar owners in order to change policies, allowing for the provision of incentives to sober drivers.	Coalition staff and members; Blinn Student Affairs; Northgate businesses; law enforcement; CARPOOL Safe Ride staff and volunteers; community members;	1. May 2015 2. June 2015 3. August 2015  Note: All dates subject to change.	Alcohol usage data; student coalition members; law enforcement personnel;	-Increased knowledge of dangers of alcohol use -Decrease in # of people reporting drinking and driving

**Assumptions:** If college students are educated on negative consequences of alcohol use, incentives are offered to those who choose not to drink, and social norms favor responsible or non-use habits for college students, more will choose to abstain from drinking.

**Potential Barriers and Obstacles:** Strong social norms favoring alcohol use among college students.

**Possible Solutions:** Work with college students to design social norms programs to ensure they are peer-informed and culturally appropriate.

**Evaluation Methods Employed:** We will work with BVCASA evaluation staff to conduct annual Community Needs Assessment surveys gauging level of community knowledge and readiness and will hold informal listening sessions that measure community attitudes toward the social norms campaigns and educational programs.

**Outcome Indicator/ Measure:** When achieved, this environmental strategy will reduce past 30-day underage drinking rates and binge drinking rates.

**GOAL 3:** Reduce prescription pill abuse

**GOAL SUMMARY:** In its first year of funding, the coalition conducted alcohol and drug surveys on the target population. Student responses revealed the following:

Among Blinn College students in Bryan and Brenham, TX, 14% reported abusing prescription pills in the past 30 days, which is higher than the state average for college students, as reported by Texans Standing Tall. Of those who reported using, 76% said they got them from a social setting (friends, family, parties). In addition, about 1 in 10 of students felt there was little to no risk of harm from using Rx pills not prescribed to them.

The coalition collected police arrest and citation data for 2010 and 2011 and is currently gathering correlation data to determine prescription pill trends in the service area:

Local arrest reports demonstrate an increasing use among 18-25 year olds of prescription pills. For example, DPS data shows that in 2010, there were 151 arrests/citations for Possession of a Dangerous Drug (prescription pills). In 2011, DPS reported 160 arrests for Possession of a Dangerous Drug.

These findings have led our coalition to select “Low Perception of Risk” and “Easy Social Access to Pills”, as the intervening variables that contribute to this issue, and has identified strategies to address these variables.

<b>Strategies 3.A.1, 3.A.2 &amp; 3.A.3</b> – Address “Low Perception of Risk” by 1) utilizing standard and social media to educate youth about the dangers of prescription pill abuse, 2) providing students with presentations and information on the dangers associated with prescription pill abuse, and 3) collaborating with college staff to offer study practice alternatives, in order to reduce the prevalence of study drugs such as Adderall, which have been reported to be popular in college settings.				
<b>Activities/Steps</b>	<b>Responsible Person and Other Participants</b>	<b>Time Frame/ Date</b>	<b>Resources/ Tools/ Materials</b>	<b>Expected Result/ Outcome</b>
<ol style="list-style-type: none"> <li>Develop infographics and PSAs that deliver accurate and current information about prescription pill abuse over both standard and social media.</li> <li>Gather current data on use rates and trends, develop a presentation materials, and schedule times to conduct presentations. Conduct 5-10 presentations.</li> <li>Plan alternative activities with Blinn College staff. Implement 2-3 activities.</li> </ol>	Coalition members and staff; Blinn Marketing Department; local media, evaluator, Blinn College Student Programming Committee, Blinn College students	<ol style="list-style-type: none"> <li>Jan 2015</li> <li>April 2015</li> <li>August 2015</li> </ol> <p>Note: All dates subject to change.</p>	printing and materials; campaign design; media costs; presentation materials; space/time for presentations and activities	<ul style="list-style-type: none"> <li>-Increase in perceived risk of prescription drugs</li> <li>-Increased awareness of the dangers of prescription pill abuse</li> <li>-Youth reporting increased exposure to anti-abuse messages</li> </ul>
<b>Assumptions:</b> If Blinn students are exposed to messages, presentations and activities that provide accurate information about the dangers of prescription pill abuse, perception of risk will increase and past 30-day use rates will decrease.				
<b>Potential Barriers and Obstacles:</b> Media marketing is expensive.				
<b>Possible Solutions:</b> Utilize in-kind contributions from media outlets to off-set costs.				

**Evaluation Methods Employed:** We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and perception of risk and will conduct surveys among Blinn students that measure whether information was gained and attitudes changed.

**Outcome Indicator/ Measure:** When achieved, this environmental strategy will reduce past 30-day marijuana use rates by increasing number of students reporting that pills are “very dangerous”. Success can also be measured by number of AOD presentations, number of adults and youth attending AOD presentations, number of adults and youth receiving information, and number of social media activities, media contacts and media awareness activities.

**Strategies 3.B.2, 3.B.2 & 3.B.3 –** Address “Easy Social Access to Pills” by 1) hosting Rx Pill Takeback events, 2) providing community members with Rx Lock Boxes, and 3) educating community members about the Rx pill abuse epidemic and how to monitor medications.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Collaborate with DEA and local law enforcement to host Rx Pill Takeback events. 2. Order and deliver Rx Lock Boxes and distribute to community members. 3. Educate community on pill monitoring, securing, and disposing through use of printed materials, social and standard media.	Coalition staff; coalition members; law enforcement; pharmacies; community organizations; Hospice staff; media contacts	1. Oct 2014 2. March 2015 3. August 2015  Note: All dates subject to change.	Event space; disposal bins; Rx pill lock boxes; printed materials; presentation materials; evaluation materials	-Reduced ease of access to prescription pills -Increased level of education and awareness related to prescription pill abuse -Reduced barriers to pill disposal and security resources

**Assumptions:** If the community is educated about the dangers of prescription pill abuse and report a high level of risk associated with its use, the past 30-day reported use rate will decrease.

**Potential Barriers and Obstacles:** Gaining access to youth and young adults through schools and organizations.

**Possible Solutions:** Involve school administration and organization leadership in coalition processes.

**Evaluation Methods Employed:** We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and perception of risk and will conduct surveys among youth and adults attending presentations to determine the amount of information gained and attitudes changed.

**Outcome Indicator/ Measure:** When achieved, this environmental strategy will reduce past 30-day prescription pill abuse rates and will increase students reporting that pills are “easy to obtain”. Success can also be measured by number of adults and youth attending receiving information, number of social media activities, media contacts and media awareness activities, and by number of environmental strategies achieved.

**GOAL 4:** Reduce marijuana use

**GOAL SUMMARY:** In its first year of funding, the coalition conducted alcohol and drug surveys on the target population. Student responses revealed the following:

Among Blinn College students in Bryan and Brenham, TX, 14% reported past 30-day use of marijuana. Of particular concern was that less Blinn students (36%) felt that using marijuana was harmful than the average of Texas college students (47%), as reported by Texans Standing Tall. Nearly 1 in 3 Blinn students said they think using marijuana poses “no risk”.

In addition, key informant interviews with Blinn College’s Judicial Affairs Office and campus Police Dept. have revealed the recent abuse of synthetic marijuana, resulting in hospitalization and expulsion of students on the Brenham campus. While current marijuana prevention policies appear to be strong enforcement of traditional marijuana laws appears to be positive, these interviews have informed the coalition that there are not enough resources in place, such as drug testing for synthetics, to allow for adequate detection and penalization of synthetic marijuana users.

The coalition collected police arrest and citation data for 2010 and 2011 and is currently gathering correlation data to determine marijuana trends in the service area:

Data collected from local law enforcement (Bryan, College Station and Brenham Police Departments, Brazos and Washington County Sheriff’s Departments and DPS) demonstrates an increasing use among 18-25 year olds. DPS reports 1,129 arrests/citations for Possession of Marijuana in 2010 and 1,329 arrests/citations in 2011. Of these arrests, 208 were made in a Drug-Free Zone, such as at or near a school or park. There were also a combined 329 arrests/citations for Possession of Drug Paraphernalia by the Bryan and College Station Police Departments in 2010 and this increased to 426 in 2011. For all of these charges, between 40-70% were given to young adults ages 18-25.

Based on these findings, the coalition has chosen “Low Perception of Risk”, “Favorable Social Norms”, “Low Enforcement of Synthetic Marijuana Regulations and Non-traditional Marijuana Usage” and “Easy Social Access to Marijuana” as the intervening variables that contribute to this issue, and has identified strategies to address these variables.

<b>Strategies 4.A.1 &amp; 4.A.2 – Address “Low Perception of Risk” by 2) utilizing social and standard media to educate young adults about the negative consequences of marijuana use, and 3) conducting presentations for youth and adults focused on the risk and harm of marijuana use.</b>				
<b>Activities/Steps</b>	<b>Responsible Person and Other Participants</b>	<b>Time Frame/ Date</b>	<b>Resources/ Tools/ Materials</b>	<b>Expected Result/ Outcome</b>
1. Work with students to develop marketing materials for use in both social and standard media awareness activities. Implement awareness activities. 2. Schedule and implement presentations with youth and adults to share information about marijuana consequences.	Coalition staff; coalition members; law enforcement; college administration; student groups; Blinn Marketing Dept; local media	1. March 2015 2. May 2015  Note: All dates subject to change.	Coalition members; school staff; graphic design software and training	-Increased perceptions of risk regarding marijuana use and possession

<b>Assumptions:</b> If young adults are knowledgeable of legal consequences of marijuana use and possession and believe that the laws will be enforced, they will have a greater perception of risk associated with marijuana use and use rates will decrease.
<b>Potential Barriers and Obstacles:</b> Conducting presentations and media awareness activities that are culturally appropriate for a college aged audience.
<b>Possible Solutions:</b> Include college students on all steps of development, implementation and evaluation.
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and perception of risk.
<b>Outcome Indicator/ Measure:</b> When achieved, this environmental strategy will reduce past 30-day marijuana use rates and will increase students reporting that marijuana is “very dangerous”.

**Strategy 4.B.1** – Address “Social Norms Are Favorable to Use” by implementing social norms campaigns and producing Public Service Announcements to run on mainstream and social media that highlight the negative social impacts of marijuana use to counteract popular media influences.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Gather data. 2. Work with students to develop a campus-wide campaign highlighting aspects of marijuana use that are viewed as socially negative. 3. Evaluate to determine level of change achieved.	Coalition members and staff; college students; Blinn Marketing Department; evaluation team	1. May 2015 2. June 2015 3. August 2015  Note: All dates subject to change.	Data collection tools, printing and materials; campaign design	-Increased awareness of Blinn students who do not use marijuana -Decreased past 30-day use rates

<b>Assumptions:</b> If Blinn students are aware that marijuana use is seen to have a negative impact by their peers, those feeling pressured to do so may re-evaluate their decision.
<b>Potential Barriers and Obstacles:</b> Media marketing is expensive.
<b>Possible Solutions:</b> Utilize in-kind contributions from media outlets to off-set costs.
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and will conduct surveys among Blinn students that measure whether information was gained and attitudes changed.
<b>Outcome Indicator/ Measure:</b> When achieved, this environmental strategy will reduce past 30-day marijuana use rates by increasing awareness that marijuana users are not the majority.

<b>Strategy 4.C.1 &amp; 4.C.2</b> – Address “Low Enforcement of Synthetic Marijuana Regulations and Non-traditional Marijuana Usage” by 1) revising current college drug testing policies to include screening for synthetic THC, and 2) revising employee training policies to require training for college residence hall staff and law enforcement in emerging marijuana trends and concealment techniques.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Review current drug testing policies and build support for addition of synthetic THC screenings. 2. Work with college staff and law enforcement to determine training needs. 3. Make sure updated information is available for training to be current with emerging marijuana trends.	Coalition members and staff; college administration; Blinn College Judicial Affairs Office, law enforcement; residence hall staff; housing director; trainers	1. March 2015 2. Sept 2014 3. Ongoing Sept 2014-Aug 2015  Note: All dates subject to change.	Drug testing policy; Employment training requirements; updated training materials	-Increased enforcement of synthetic marijuana regulations -Increased enforcement laws for non-traditional marijuana usage and possession
<b>Assumptions:</b> Policy changes are a highly effective, “top-down” approach to making environmental level change.				
<b>Potential Barriers and Obstacles:</b> Any revisions to college policies requires time and buy-in from administration.				
<b>Possible Solutions:</b> Build relationships with college administration, namely the Director of Judicial Affairs and the Director of Student Housing.				
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and will conduct key informant interviews to monitor the success of policy changes.				
<b>Outcome Indicator/ Measure:</b> When achieved, this environmental strategy will reduce past 30-day marijuana use rates by increasing negative consequences to use.				

<b>Strategy 4.D.1</b> – Address “Easy Social Access to Marijuana” by revising college policies to include a ban on e-cigarettes that allow marijuana users easy access to odorless intoxication methods and make marijuana use more accessible in public.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1. Review current tobacco policies and gather information on marijuana use in electronic products/vaporizers. 2. Present findings to college administration and Blinn College Board of Regents. 3. Upon revision of policy, continue to monitor and evaluate.	Coalition members and staff; college administration; health care workers, law enforcement; Blinn College Board of Regents	1. July 2014 2. Sept 2014 3. Ongoing Sept 2014-Aug 2015  Note: Dates subject to change.	E-cigarette regulations from other colleges/universities; articles on current marijuana consumption techniques	-Decrease in past 30-day use of marijuana -Decreased social access to marijuana paraphernalia -Decreased social access to marijuana
<b>Assumptions:</b> Policy changes are a highly effective, “top-down” approach to making environmental level change.				
<b>Potential Barriers and Obstacles:</b> Any revisions to college policies requires time and buy-in from administration.				
<b>Possible Solutions:</b> Build relationships with college administration, health clinic staff and law enforcement.				
<b>Evaluation Methods Employed:</b> We will work with BVCASA evaluation staff to implement and conduct annual student use surveys to measure past 30-day use and will conduct key informant interviews to monitor the success of policy changes.				
<b>Outcome Indicator/ Measure:</b> When achieved, this environmental strategy will reduce past 30-day marijuana use rates by decreasing social access to consumption methods.				