

Community Coalition Partnership Annual Implementation Plan

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Contact Person/E-Mail: Bill Roberts, broberts@bvcasa.org

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

CONTRACT NUMBER: HHS000539700157

COALITION: CCP- Blinn, also referred herein as CASAP (Community Alcohol & Substance Awareness Partnership)

NAME OF PERSON(S) COMPLETING FORM: Bill Roberts

PLEASE NOTE: At the time of submittal, the COVID 19 virus pandemic has spread to every country in the world and every state of the United States infecting more than 119,000 nationwide. In Texas, 2,063 case were reported at the time that this report was sent. Our office workers at BVCASA have been working off-site for over a week. Blinn College, the primary focus of this grant has shut down classes on its campuses in Brenham and Bryan, and is continuing instruction on-line. In both host communities, only essential businesses are allowed to function with staff on site. Implementation plans herein described are currently inoperable as described if still in process or yet to be acted upon. To the extent the coronavirus pestilence continues, continuance and outcomes will be impossible to predict.

GOAL 1: Reduction of self-reported underage drinking among Blinn College Students.

GOAL SUMMARY: Underage drinking has been selected as one of four behavioral priorities targeted by HHSC for a wide spectrum of health and safety reasons for the youth himself/herself, and for other potential victims of their careless and illegal behavior in the surrounding public. Among the factors contributing to alcohol consumption by minors is the access to alcohol, either by retail access or social access. Retail access is the sale of alcoholic beverages to minors by failing to require proof-of-age documentation at the time of the sale. Both the seller and the underage buyer run tremendous legal risks for such transactions. Social access to alcohol is generally done in the following ways: by attending off-campus parties where alcohol is freely available, or by having a friend or family member of legal age making a purchase for them. One other source is “raiding” the family liquor cabinet or stocked shelves and refrigerators.

Underlying these behaviors is the popular concept that alcohol use is a “normal” college experience. For the majority of students living away from their home, they feel free from the restraints of parental supervision and their underdeveloped choice-making skills gravitate to what they perceive to be social norms rather than consideration of all risks involved. Because Blinn College is a junior college, a high percentage of students are recent graduates of high school and therefore below the legal drinking age limit of twenty-one years. Those social norms are reinforced by alcohol retailers’ advertisements specifically directed to college youth.

It is reported that the Blinn Brenham campus, because of tighter controls in the dormitories, students find access in out-of-town venues like Prairie View or College Station with other older and larger college populations and looser limitations to alcohol. In Bryan, all Blinn students live off-campus and many either live in their family’s homes or among students of Texas A&M University in neighboring apartment complexes and rental properties. About one third of Blinn/Bryan students are part of the Blinn-Team, students enrolled at both institutions. Therefore, they live and socialize together in the many bars and night spots that cater to that population. There have been low numbers of underage drinking arrests per numbers of youth drinking.

Therefore, all strategies and the implementation of them must revolve around eliminating access to alcohol and raising awareness of personal safety and long-term health risks by media campaigns, educational opportunities in classrooms and in the community, linking with faculty and staff, utilizing law enforcement, the courts, property management, parents ,and most of all, positive peer influence.

Strategy 1.A.1 – Increase social responsibility and negative attitudes towards underage drinking by, and utilizing social media to deliver information about the dangers of underage drinking

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Focus standard and social media	Coordinator, media outlets	End of year 1	Creative Media, Blinn Theater Troupe, Film Club, SWMC posts and others.	Increase in positive responses to social media posts.
2.- Develop a Student Substance Abuse Prevention Club	Coordinator, key students, invited guests	By end of May, 2020	Public health organizations, prev. videos, Scientific research (SAMHSA, NIH, CADCA, CDC, etc.)	Visible, vocal prevention voice, support group, permanent positive influence

Assumptions: Popularity of social media; Peer influence can be as preventive as well as harmful;

Potential Barriers and Obstacles: COVID 19 Pandemic: all students sent home, contact with students limited if not impossible. Under current conditions, alcohol access would be severely limited (no data).

Possible Solutions: Social media's increased choice for keeping "in touch"; Bars and restaurants closed;

Evaluation Methods Employed: Social media feedback; number of students involved – increase over time; positive changes in alcohol surveying

Outcome Indicator/ Measure: Alcohol viewed as a normal part of college experience

Strategy 1.A.2 – By working with apartment complex management and owners of rental properties, suggest charging stiff "party deposits" for use of party rooms or rented facilities; utilize party-patrols of young people and/or adults; implementing a "hot-line" reporting system of violations to law enforcement

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Reach out to nearby apartment management and rental property owners	Coalition members, neighbors, law enforcement, Blinn reps.	July, August 2020	Pamphlets, posters on social hosting	"buy-in", greater difficulty to access alcohol by u/age
2.- Collaborate with Bryan Police Department, and Blinn PD	Coordinator, Blinn PD, Bryan PD	June.2020	Police statistics (MIP arrests, social hosting citations)	greater difficulty to access alcohol by u/age students

Assumptions: Apartment complexes marketing strategy of safe place for students; reduced property damage, and noise violations; good relationship with College and Bryan PD

Potential Barriers and Obstacles: COVID 19 Pandemic; Management/owners relaxing restrictions in favor of keeping property leased;

Possible Solutions: Police cooperation and endorsement and vigilance.

Evaluation Methods Employed: Reduction in MIP arrests; Blinn student alcohol survey; Interest in cooperation from complex management and prop'ty owners

Outcome Indicator/ Measure: Minors attend off-campus parties where alcohol is easily accessible

Strategy 1.B.1 – In cooperation with local and state law enforcement agencies, increase collection of uniform data for arrests and citations of MIPs and sales to minors.

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Contact all law enforcement agencies in area of concern; communicate need for data	Coordinator	Spring 2020	Previous reports; Uniform Crime statistics	Accurate information
2.- Contact Texas Alcoholic Beverage Commission	Coordinator	Spring 2020	Statistics on citations for sales to minors; licenses revoked; trainings offered	Accurate information
3.- Communicate with Northgate district restaurant and bar owners	Coordinator	Summer 2020	Collected data	Offer alcohol sales trainings

Assumptions: Perceived high correlation with alcohol use by minors (illegal) and criminal mischief; reduce retail access will reduce alcohol abuse among youth

Potential Barriers and Obstacles: COVID 19 Pandemic; lack of uniformity in reporting by the various law enforcement agencies; lack of current data

Possible Solutions: Requests independent of the Uniform Crime Reporting (UCR)

Evaluation Methods Employed: Increase in reported violations of sales to minors; increase in MIP and PI arrests; reduced minor’s ease of access to alcohol; Results of LE agency “buy-in” to share information

Outcome Indicator/ Measure: Alcohol retailers target advertising specifically to college age youth; Law Enforcement receives few reports of underage drinking

Strategy 1.B.2 – Increase number of retailer training events

Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Communication with TABC	Coordinator	Spring 2020	Data from Strategy 1.B.1.	Training support
2.- Communication with Northgate District restaurant and bar owners	Coordinator; Better Business Bureau	Spring 2020	Data from Strategy 1.B.1.; previous strategies	Agree to trainings; post literature for clients
3.- Communication with College Station Police Department	Coordinator; Lt. Craig Anderson, retired(?)	Spring 2020	Data from Strategy 1.B.1.; previous strategies	Input from Northgate patrols, and other locations

Assumptions: Some sales personnel, bartenders are very busy, lax or unaware of “carding” procedures.

Potential Barriers and Obstacles: COVID 19 Pandemic; face-to-face meetings are discouraged for health, yet most effective

Possible Solutions: City/County government endorsement; “Zoom”- type platforms for meetings

Evaluation Methods Employed: Cooperation of business owners; Results of LE agencies, and BBB “buy-in” to provide information/support.

Outcome Indicator/ Measure: Law Enforcement receives few reports of underage drinking

GOAL 2: Elimination of smoking tobacco and nicotine delivery systems on Blinn College campuses in Brenham and Bryan, including the RELLIS campus.

GOAL SUMMARY: Smoking and vaping is clearly prohibited on its campuses according to the Blinn College Catalog. As well, all Blinn campuses have been declared tobacco-free zones. Still, provided areas for smoking and vaping in remote corners of the campuses indicate a need for education and a risk that more smokers and vapers may join them. Each year new students enter as graduates from high schools with increasingly high rates of vaping and nicotine addictions. National and local media are leading the dissemination of the CDC and FDA’s warnings about refraining from use of electronic cigarettes and pipes. CASAP will provide social and conventional media platforms and presentations to promote vaping and tobacco cessation to a specific target population of Blinn students, as well as all residents of Washington and Brazos Counties.

Due to the recent change in age of accessibility to tobacco from 18 years to 21 years since this grant cycle began, adherence to the law is in question and enforcement of it is unknown. There is no new data regarding violations of sales to minors nor citations to minors found in possession. Prior to the change in legal age for purchasing and possession, local law enforcement had only issued seven citations among all those reporting for the CASAP 2019 Community Needs Assessment.

Strategy 2.A.1 – Implement an approved tobacco component to annual student survey to establish a baseline				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Meet with Blinn IRB and Institutional Research and Effectiveness staff	Coordinator, Dean of Student Engagement, Dir, of IR&E	Mar/Apr.2020	Previous surveys, Texas College Survey	IRB approval/survey executed
2.- Submit Tobacco/Vaping questions	Coordinator, Dean of Stud. Engagement	Mar/Apr.2020	SAMHSA sample questions for tobacco and vaping	
3.- Inst. Review Board Review	Dean of Stud. Engagement, IRB	Mar/Apr.2020	Blinn College IRB guidelines	
4.- Send survey to Blinn students on-line and compile results	Office of Institutional Research & Effectiveness	April	Mailing list for students	
Assumptions: Student surveys are conducted by Blinn/CASAP partnership every year; by CASAP providing needed survey questions Blinn IRB will approve the tobacco component and the survey will be administered.				
Potential Barriers and Obstacles: COVID 19 Pandemic and potential delays running to or beyond the end of the school year.				
Possible Solutions: Survey can be administered on-line to all students				
Evaluation Methods Employed: Survey results from which to establish a statistical base-line from which future strategies can be determined				
Outcome Indicator/ Measure: Youth report low perceptions of risk/harm associated with tobacco use; Vaping is thought to be a safer alternative to smoking				

Strategy 2.A.2 – Host four tobacco/nicotine prevention presentations for the community.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Bryan Community Forum on Vaping	Coordinator, Coalition partners	October, 2019	TAMU School of Public Health, Texas AT&F, BVIPC	Media coverage/awareness
2.- Brenham ISD	Coordinator, Brenham ISD Superintendent and Director of Community Relations	March, 2020	BVCASA personnel	School presence; Parental community venues
3.- College Station Community Forum on Vaping	Coordinator, Coalition partners	August, 2020	Coordinator, BVCASA personnel	Parental community venues; media awareness
Assumptions: National health organizations and media have called attention of parents and educators to the alarming increase in youth vaping				
Potential Barriers and Obstacles: COVID 19 Pandemic: schools closed for campus instruction; public gatherings prohibited; no time limit determined				
Possible Solutions: Use of conventional media				
Evaluation Methods Employed: The number of students and/or community members attending those presentations				
Outcome Indicator/ Measure: Vaping is thought to be a safer alternative to smoking				

Strategy 2.B.1 – Use community mobilization and awareness campaigns to educate parents of adolescents of the health risks caused by vaping.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Lincoln Recreation Center, College Station	Coordinator, Coalition partners	Summer 2020	BVCASA inventory of videos and literature	Add'l presentation and educational opportunities
2.- National Public Health Week (Day), Brazos County Health District, Bryan, Texas	Coordinator	April 4, 2020	BVCASA assortment of prevention literature \	Add'l presentation and educational opportunities
3.- Every Victim/Every Time Conference, Bryan, Texas	Coordinator, BVCASA personnel	April 21,22, 2020	BVCASA assortment of prevention literature	Add'l presentation and educational opportunities
Assumptions: Public interest and alarm has been heightened by respiratory illnesses and deaths and statistics of young teens use of nicotine delivery systems				
Potential Barriers and Obstacles: COVID 19 Pandemic: groups of any size prohibited; events cancelled				
Possible Solutions: Increased opportunities for education through public and neighborhood venues.				
Evaluation Methods Employed: Community readiness and buy-in to host events				
Outcome Indicator/ Measure: Vaping is thought to be a safer alternative to smoking				

Strategy 2.C.1 – Use social media and standard media platforms to carry the CDC’s and FDA’s warnings to the youth and young adults being targeted by blatant deception and advertising campaigns by the e-cig manufacturers.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Collect information from Health agency websites	Coordinator	On-going	Research-based findings	Correct deceptive marketing
2.- Produce PSAs for Television and Radio	Coordinator; Coalition partners; BVCASA Staff; Local media	On-going	Media creative departments	Change/strengthen public opinion of vaping
3.- Posting of social media	Coordinator; BVCASA Staff; Coalition partners; SWMC	On-going	SWMC; Health agency websites	Decrease in reported vaping use among youth
Assumptions: Public interest and alarm has been heightened by respiratory illnesses and deaths and statistics of young teens use of nicotine delivery systems				
Potential Barriers and Obstacles: COVID 19 Pandemic				
Possible Solutions: Media is not confined by restrictions on public assemblies; aired messages access every home and age group				
Evaluation Methods Employed: New assessment of those self-reporting smoking and vaping by Blinn’s own data collected by their annual survey of student behavior patterns and attitudes; social media reaction/responses				
Outcome Indicator/ Measure: Increase in public’s perception of risk from use of nicotine delivery systems and other substances; reduction in usage rates in schools				

Strategy 2.C.2 – Inform local and state legislators of evidenced-based data related to the vaping industry to encourage establishment of ordinances and control over what is being sold and to whom it is being sold in vape shops. Tighten the clandestine supply lines of defective instruments and illegal substances used in vaping. Encourage the kind of retail checks of vape shops that alcohol and tobacco must submit to.				
Activities/Steps	Responsible Person and Other Participants	Time Frame/ Date	Resources/ Tools/ Materials	Expected Result/ Outcome
1.- Senator Lois Kolkhorst	Coordinator	March 18, 2020	Texas Senate findings from recent hearings	Support for local ordinance for tighter restrictions and enforcement of vape businesses.
2.- Local County Judges; Brazos and Washington	Coordinator	Spring 2020	Health agency research;	
3.- Local City Councilmen: Bryan, College Station and Brenham	Coordinator	Spring 2020	Health agency research;	
Assumptions: Public concern of the uncontrolled sale of potentially dangerous vaping instruments and products particularly to minors				
Potential Barriers and Obstacles: COVID 19 Pandemic: scheduled meetings postponed indefinitely				
Possible Solutions: On-line conferencing; Consult with various municipalities around the state				
Evaluation Methods Employed: Monitor changes in legislation/ordinances at various levels of government				
Outcome Indicator/ Measure: Vaping is thought to be a safer alternative to smoking				

