

Communities that Care

COALITION

WELCOME TO WESTERN MASSACHUSETTS





Communities that Care

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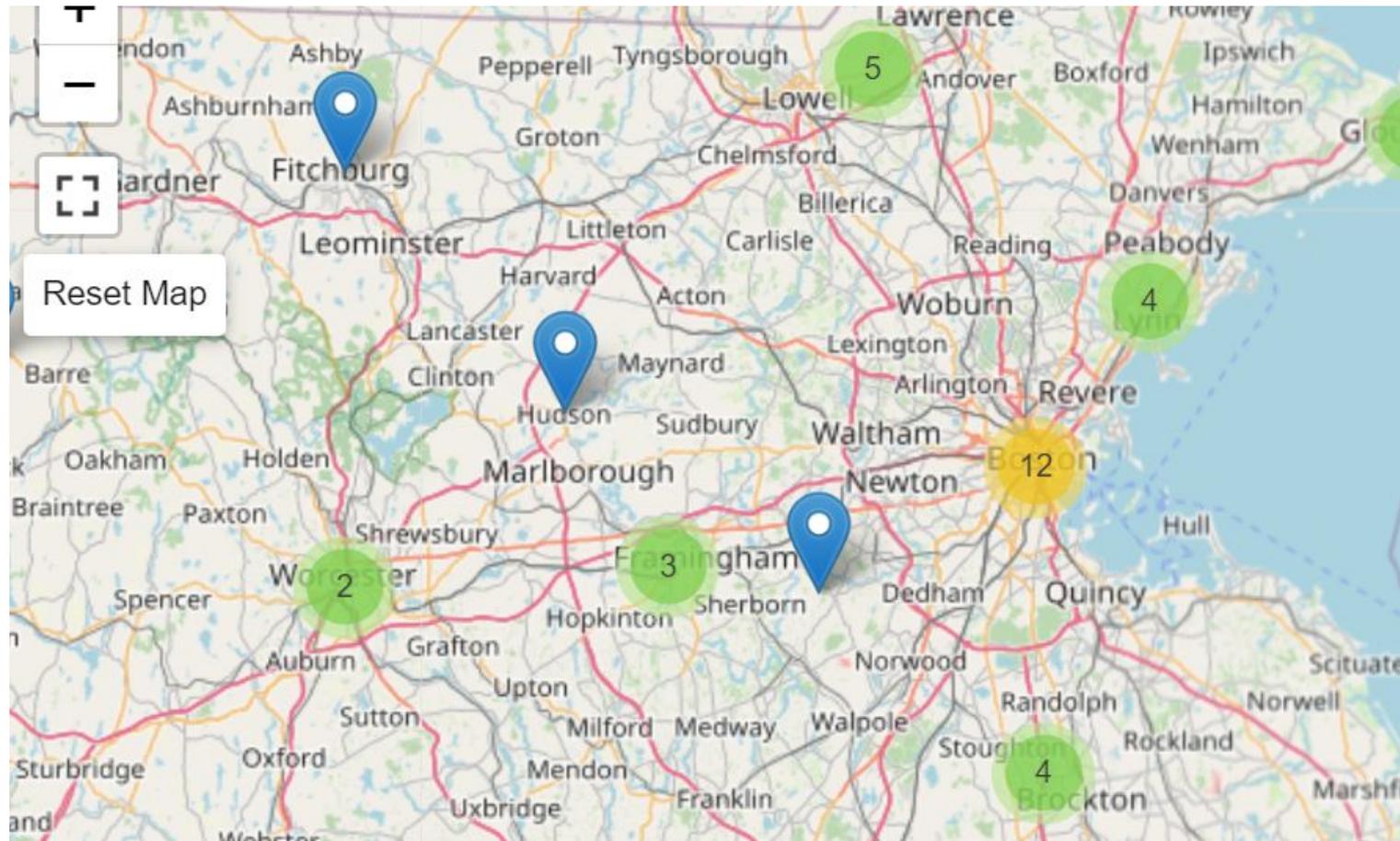
Strategic Prevention Framework

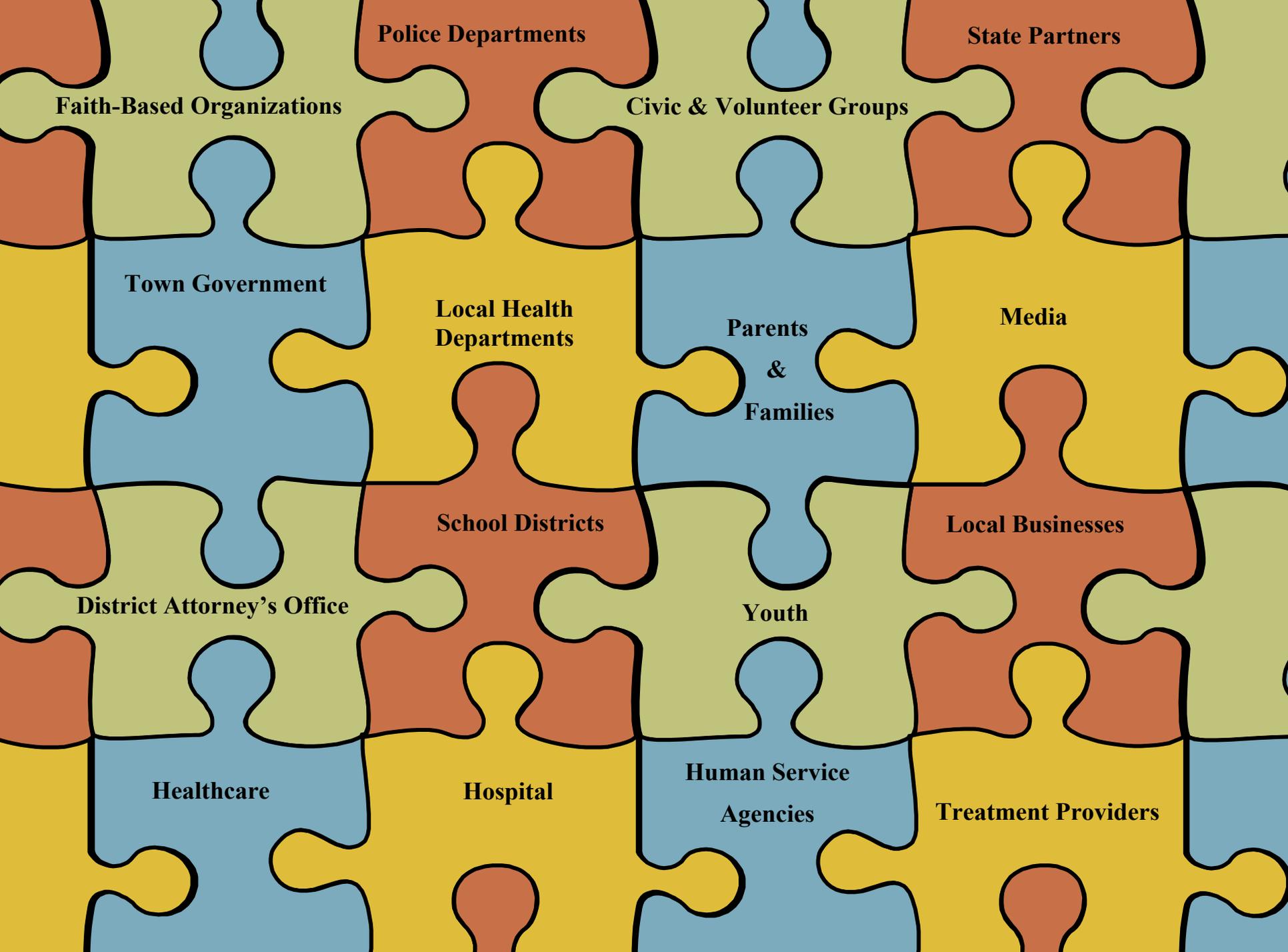




CSPS

CENTER FOR STRATEGIC
PREVENTION SUPPORT





Police Departments

State Partners

Faith-Based Organizations

Civic & Volunteer Groups

Town Government

**Local Health
Departments**

**Parents
&
Families**

Media

School Districts

Local Businesses

District Attorney's Office

Youth

Healthcare

Hospital

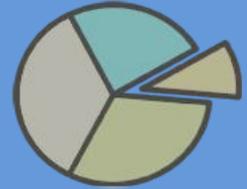
**Human Service
Agencies**

Treatment Providers

VISION



LOCAL DATA



Our Priority Risk Factors

Original Risk Factors:

Family Management Problems

Parental Attitudes Favorable to Youth Substance Use

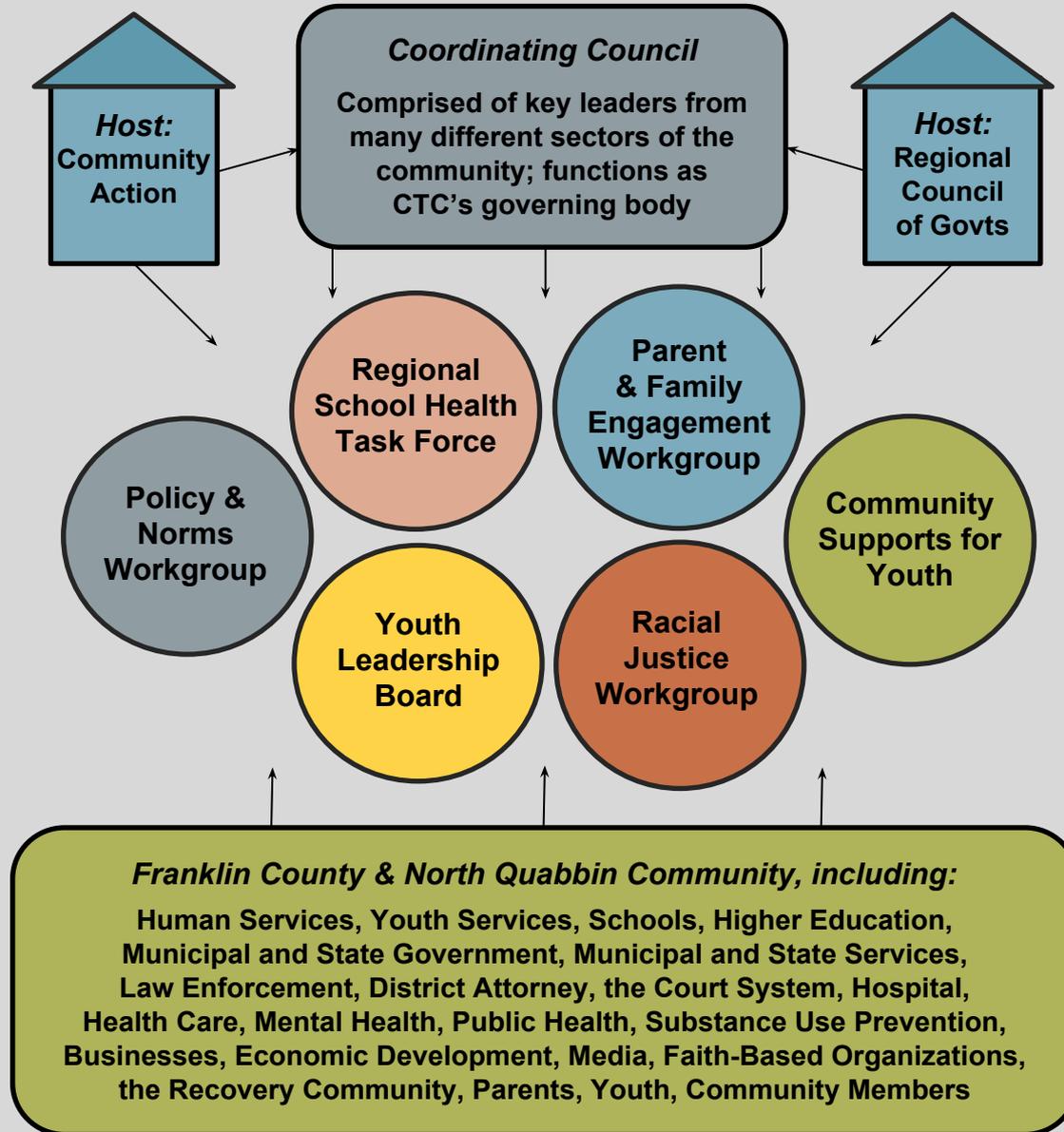
Community Laws & Norms Favorable to Substance Use

Added More Recently:

Perception of Risk of Harm from Youth Drug and Alcohol Use

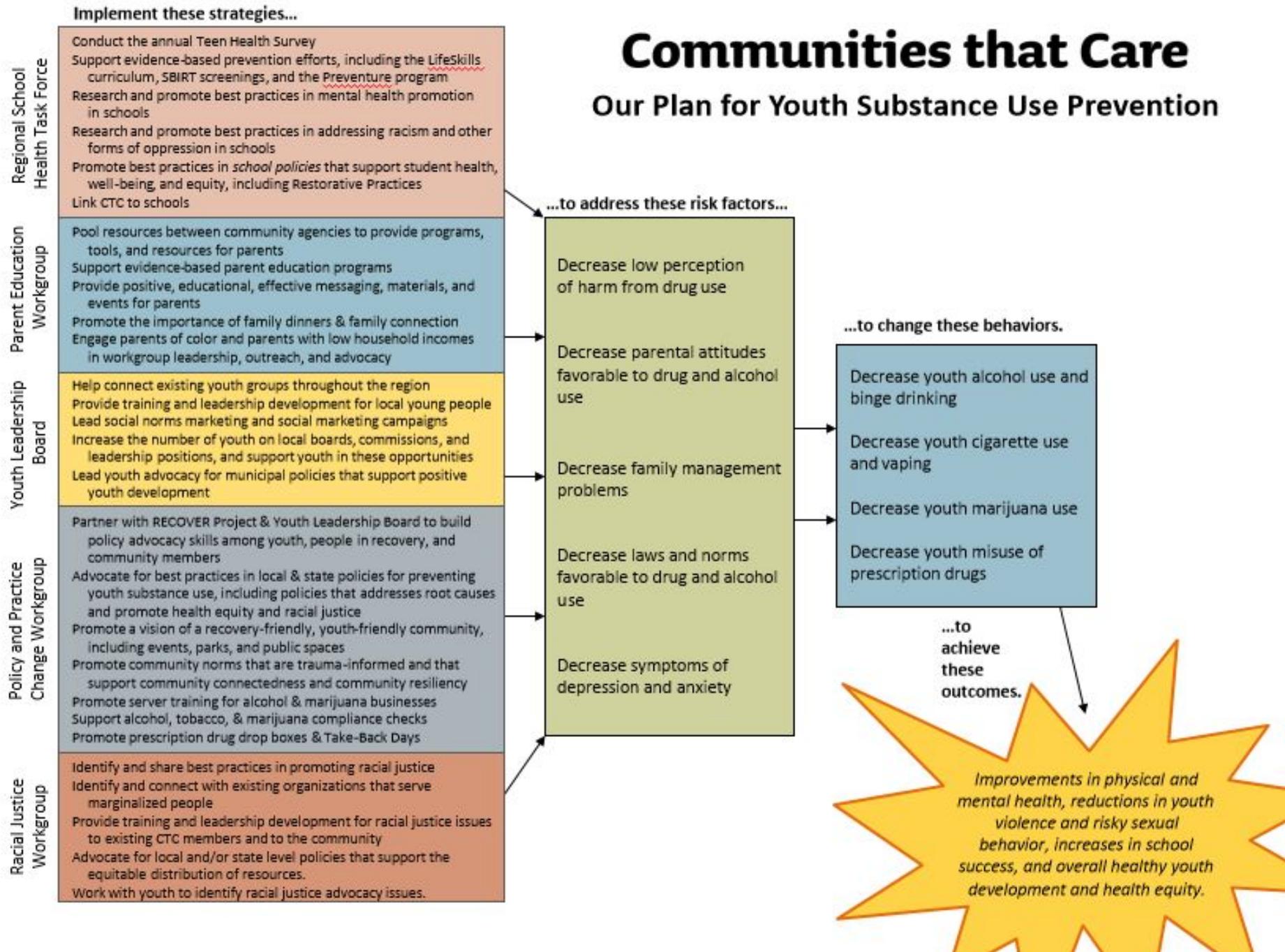
Symptoms of Depression and Anxiety

COALITION STRUCTURE



Communities that Care

Our Plan for Youth Substance Use Prevention



Menu of Policy Options

Menu of Policy Options: Alcohol

Policy	Description	Benefits	Examples of other communities that have adopted the policy
Responsible Alcohol Server and Seller Training	Require all employees engaged in the serving or sales of alcohol be trained on preventing underage sales and sales to intoxicated people. In-person training is recommended - online trainings may be less effective.	Proper training on liquor laws, such as effective ID checks, may lessen the likelihood of sales to underage customers and reduce car crashes related to alcohol. Businesses report that improved customer service skills benefit business.	South Hadley, Chicopee, Framingham, Orange
Local Funding for Alcohol Compliance Checks	Municipal support to ensure annual compliance checks. Can be done for approx. \$1000 per year, including police officer overtime, youth stipend, required advertising, and coordination.	Compliance checks in a town have been shown to reduce sales to underage customers and can increase the perception among youth that it is difficult to buy alcohol. Local funding provides local control.	Compliance checks required in Orange, South Hadley, and other towns across state
No sale of nips or minimum size containers	No retailer shall sell alcoholic liquor in any container with a capacity less than four ounces or 100 milliliters.	Nips are cheap and easy to conceal which can be appealing to youth. Because of their size, nips contribute to drunk driving incidents as they are easy to transport and consume on the road. Nips have become one of the most highly littered items in Massachusetts. ¹ Nips have a low profit margin – policy can be good for businesses and supported by them.	Chelsea. (Also Chicago, IL.) Several other Mass towns considering.
For towns with significant college student populations: keg registration or party registration bylaw	When purchasing a keg, buyer completes a registration form to be approved by a local authority such as a police department. The approved form is collected by the alcohol licensee at time of sale. Party registration is similar but can be done online with a simple form that informs the town/police of the date and contact person for a party over a certain size – can be optional.	Keg registration provides an additional step to ensure buyer is of legal age. Both types of registration include the address where the keg will be used or party will occur - helpful to police if there are noise complaints or concerns about underage drinking. Party registration also helps party hosts because there is a direct contact for police if there are complaints.	Cambridge (keg), Amherst (both keg and party reg)

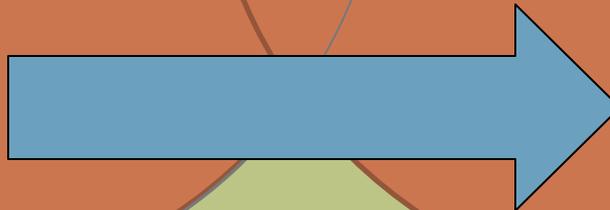
¹ <http://www.connelllawoffices.com/towns-and-cities-putting-the-squeeze-on-nips/>

NATIONAL RESEARCH

What
people
think will
be effective

X

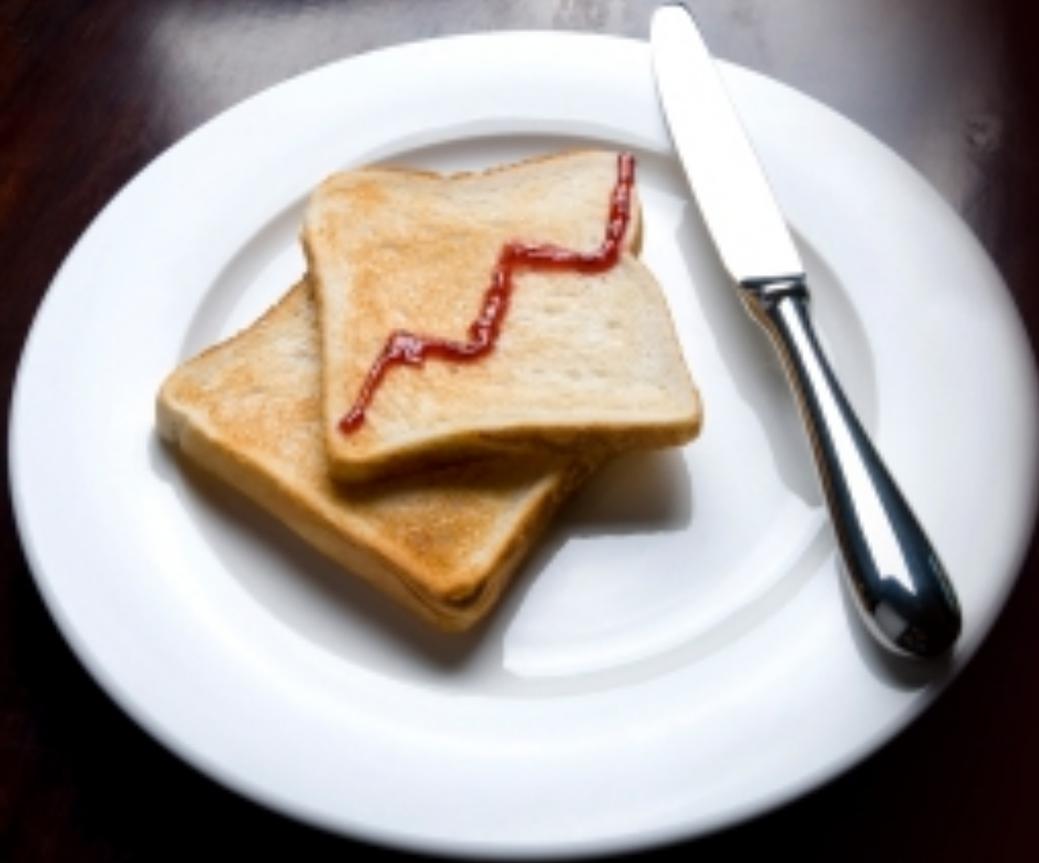
What has
been shown
to be
effective



SUSTAINABILITY



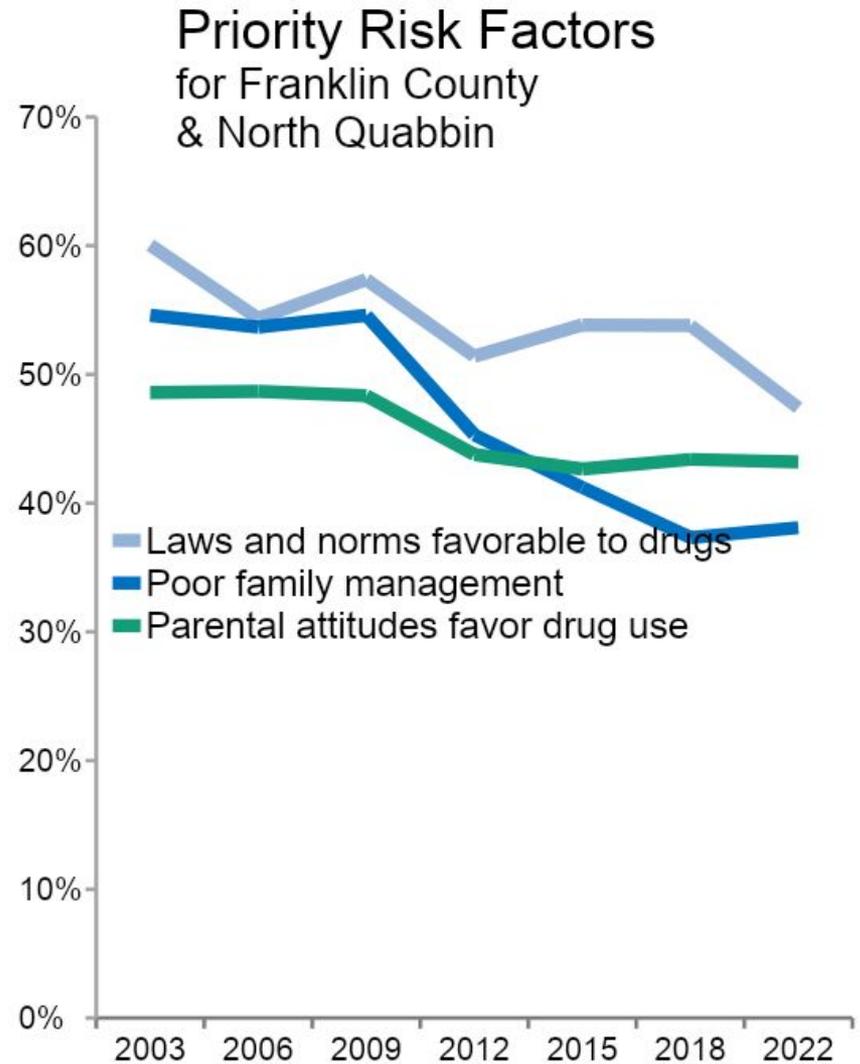
CULTURE



Culture eats strategy for breakfast!

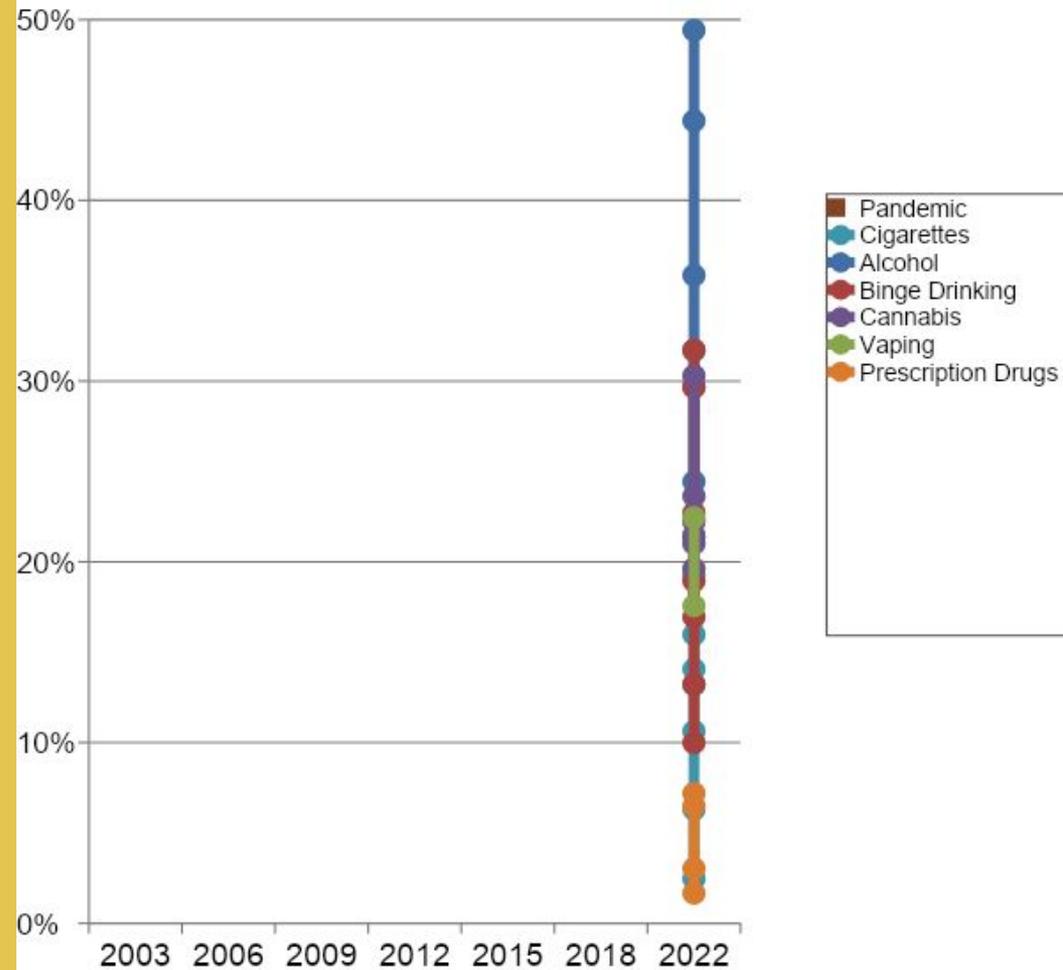


**PREVENTION
WORKS.
IT'S WORKING
HERE.**



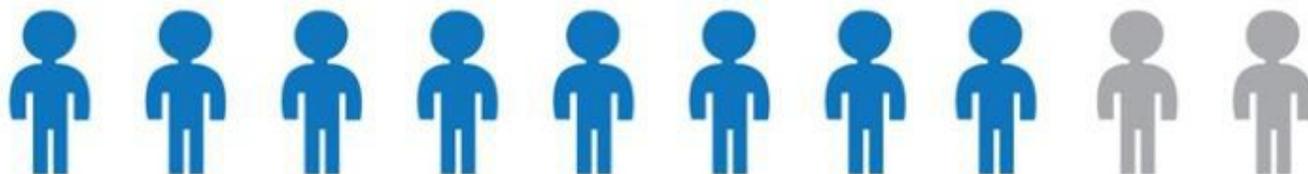
**PREVENTION
WORKS.
IT'S WORKING
HERE.**

Youth Substance Use in Franklin County & North Quabbin

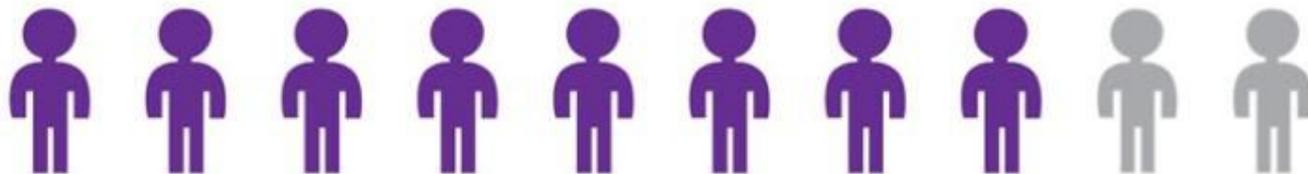


MOST LOCAL TEENS ARE CHOOSING NOT TO USE!

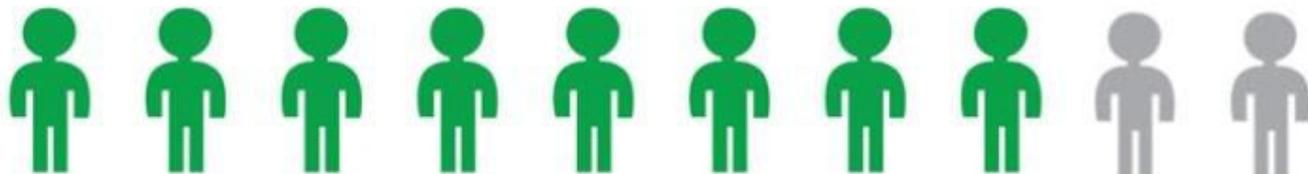
8 out of 10
don't drink



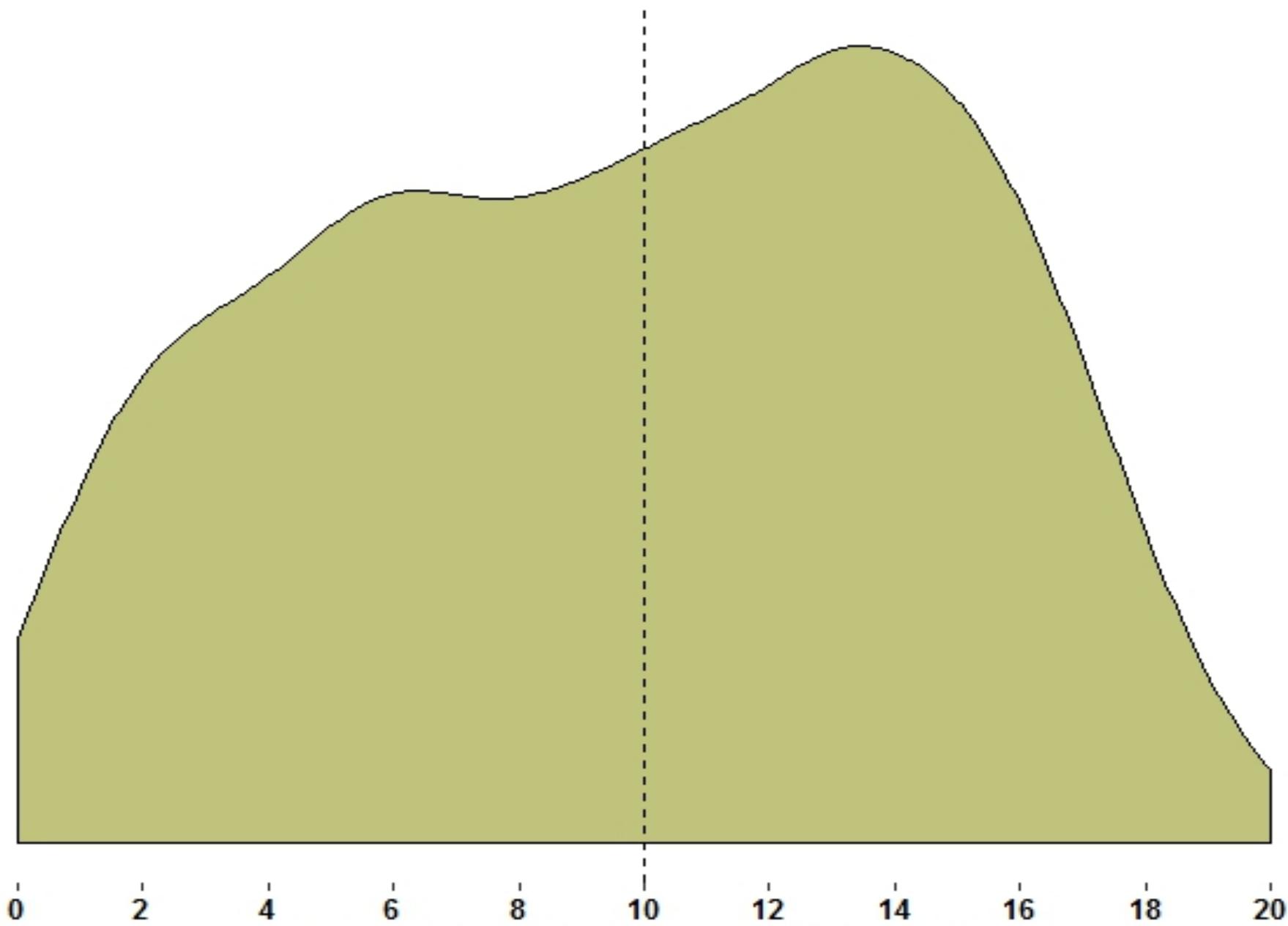
8 out of 10
don't use
marijuana



8 out of 10
don't vape

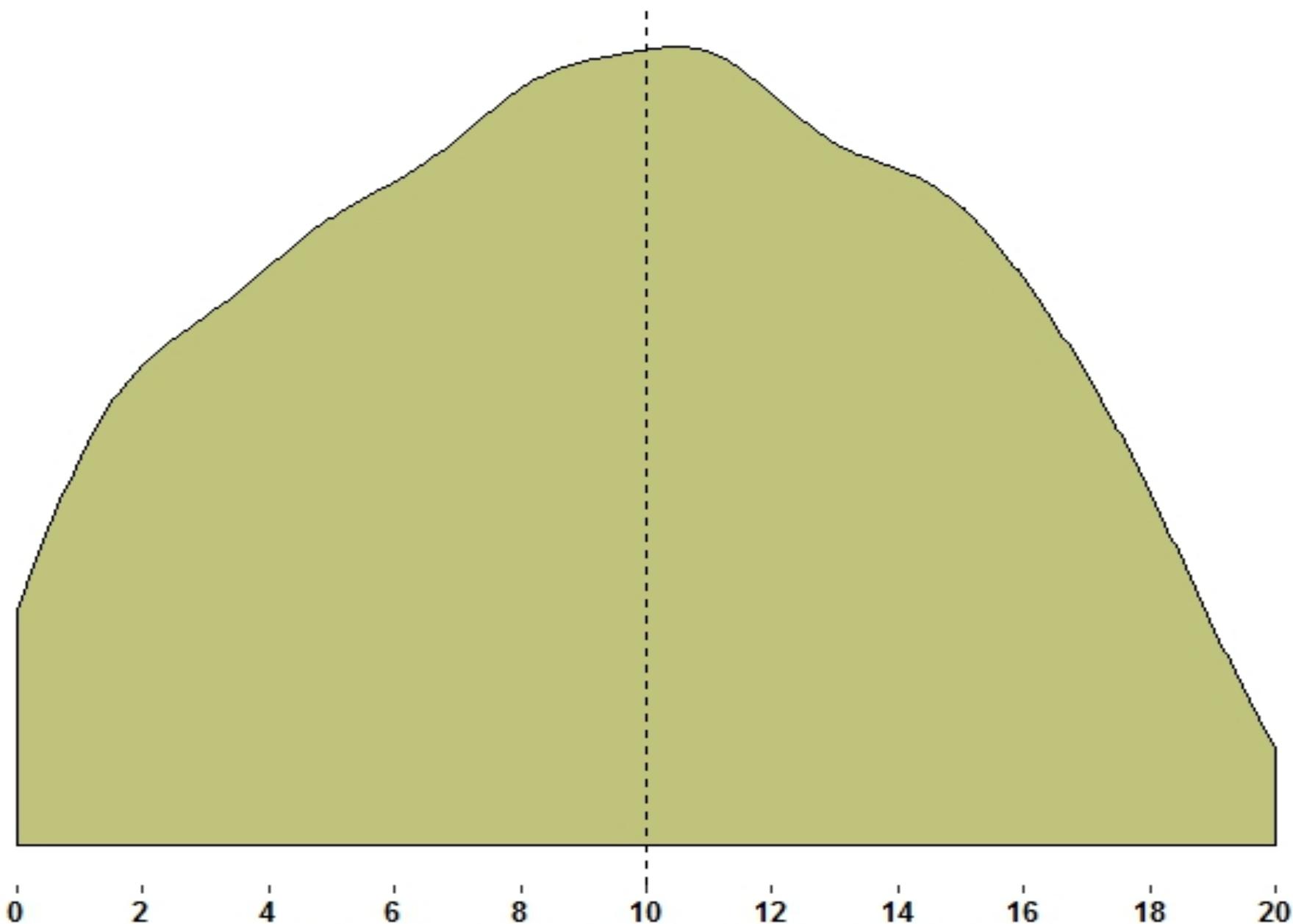


2003



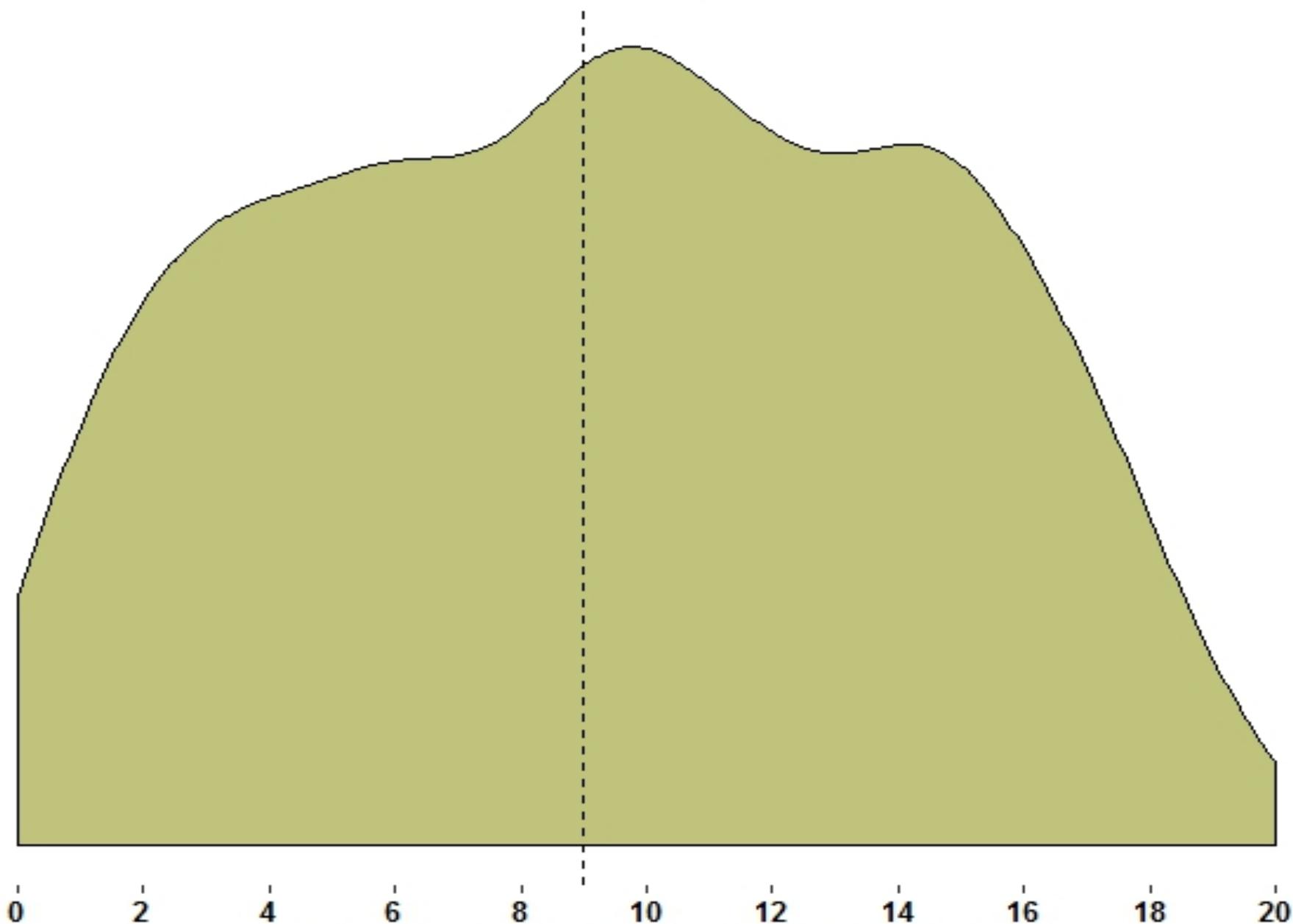
number of risk factors per student

2006



number of risk factors per student

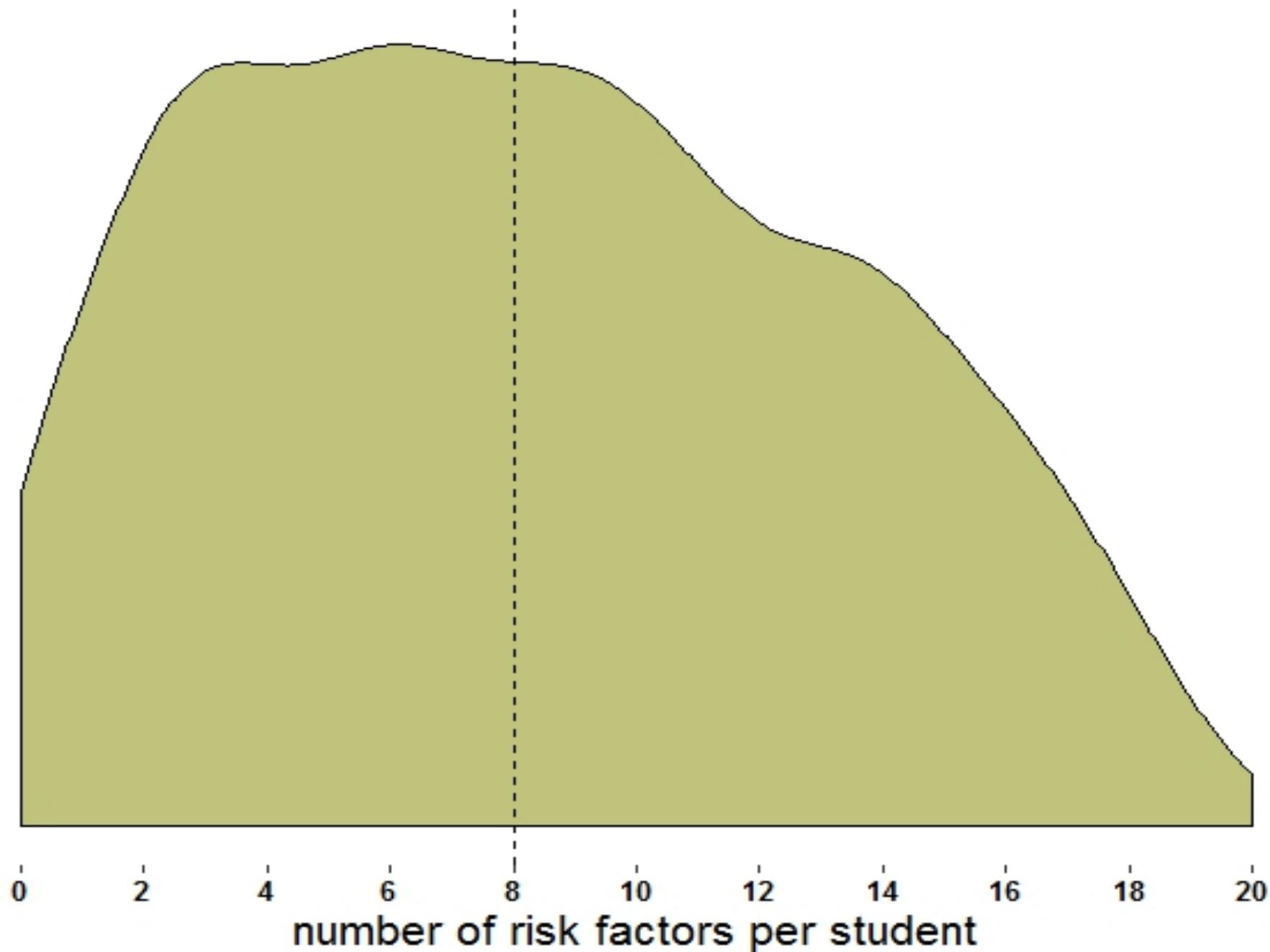
2009



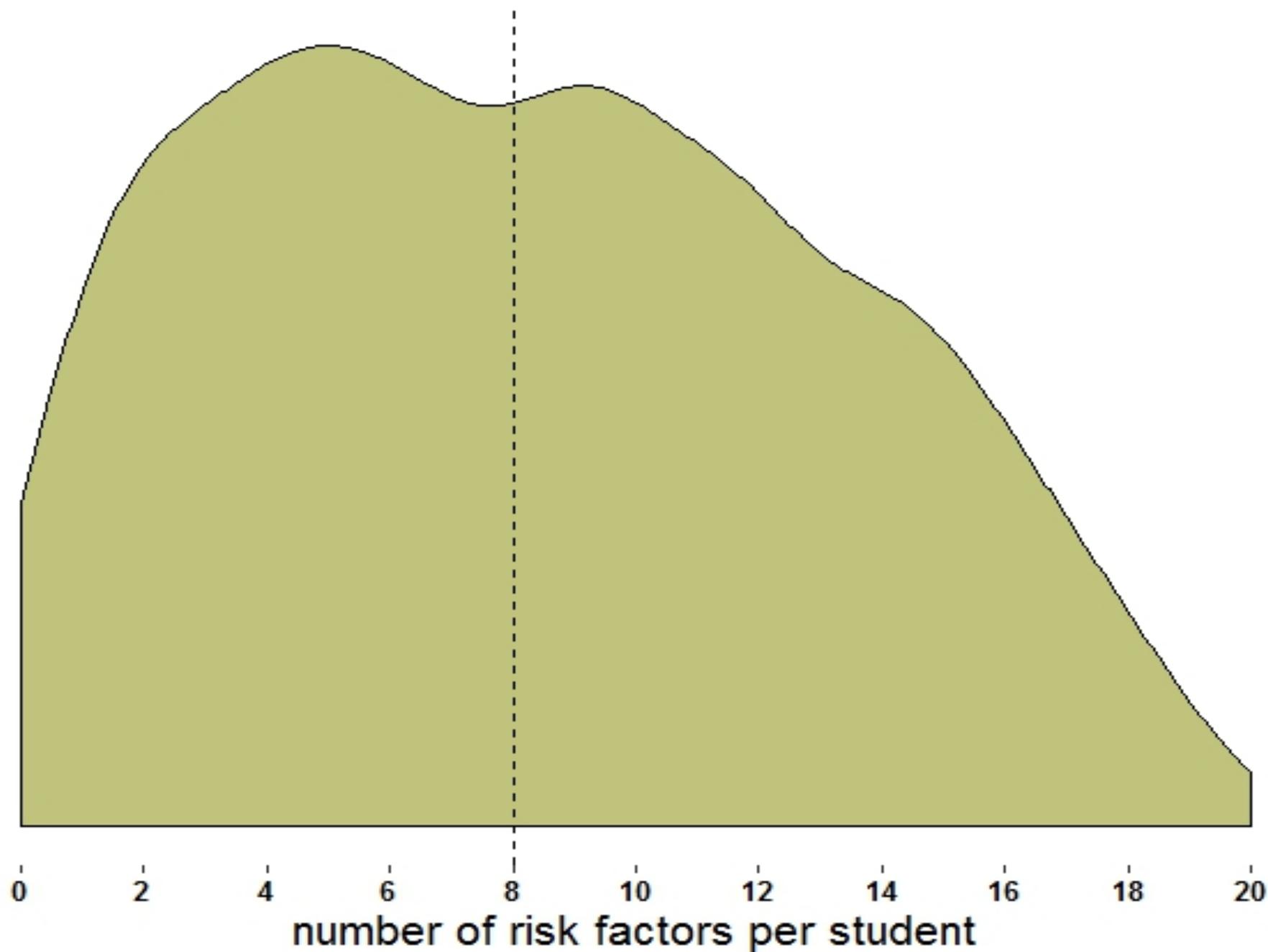
0 2 4 6 8 10 12 14 16 18 20

number of risk factors per student

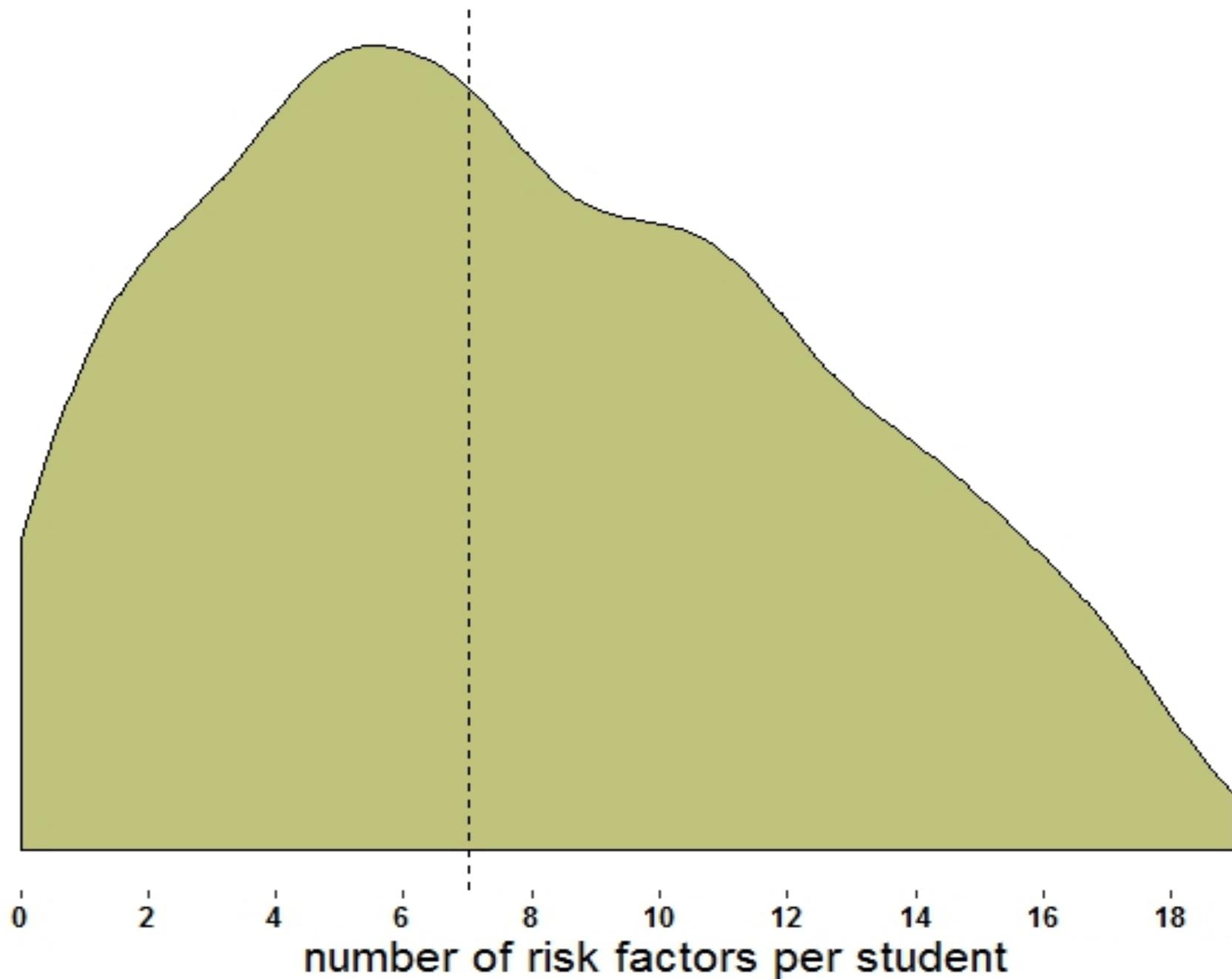
2012



2015



2018





Communities that Care
COALITION



Increasing Level of Community Involvement, Impact, Trust, and Communication Flow 

<i>Outreach</i>	<i>Consult</i>	<i>Involve</i>	<i>Collaborate</i>	<i>Shared Leadership</i>
<p><i>Some Community Involvement</i></p> <p>Communication flows from one to the other, to inform</p> <p>Provides community with information.</p> <p>Entities coexist.</p> <p>Outcomes: Optimally, establishes communication channels and channels for outreach.</p>	<p><i>More Community Involvement</i></p> <p>Communication flows to the community and then back, answer seeking</p> <p>Gets information or feedback from the community.</p> <p>Entities share information.</p> <p>Outcomes: Develops connections.</p>	<p><i>Better Community Involvement</i></p> <p>Communication flows both ways, participatory form of communication</p> <p>Involves more participation with community on issues.</p> <p>Entities cooperate with each other.</p> <p>Outcomes: Visibility of partnership established with increased cooperation.</p>	<p><i>Community Involvement</i></p> <p>Communication flow is bidirectional</p> <p>Forms partnerships with community on each aspect of project from development to solution.</p> <p>Entities form bidirectional communication channels.</p> <p>Outcomes: Partnership building, trust building.</p>	<p><i>Strong Bidirectional Relationship</i></p> <p>Final decision making is at community level.</p> <p>Entities have formed strong partnership structures.</p> <p>Outcomes: Broader health outcomes affecting broader community. Strong bidirectional trust built.</p>

Reference: Modified by the authors from the International Association for Public Participation.

Figure 1.1. Community Engagement Continuum

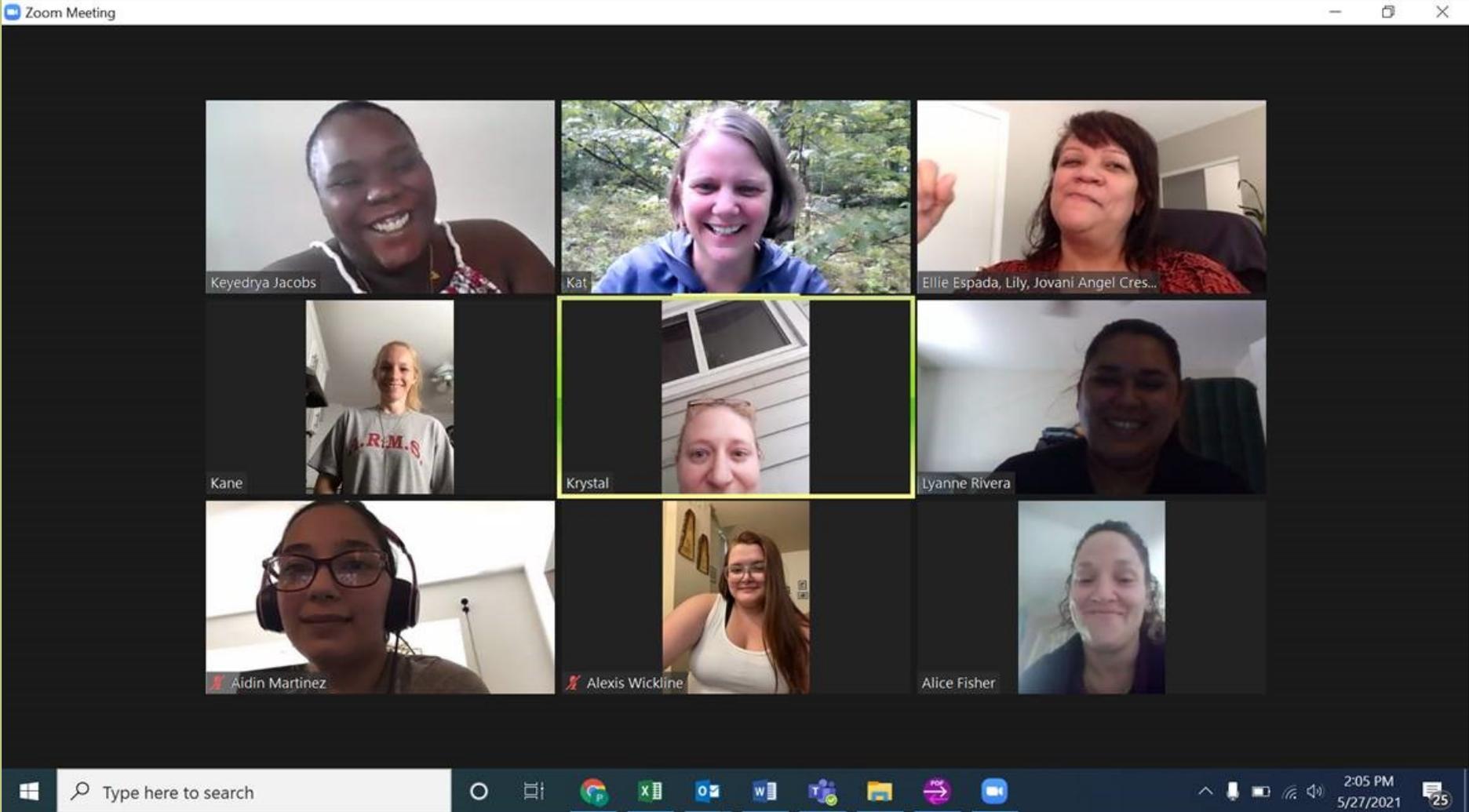
Continuum of Community Engagement

Community Engagement

- Moving Meetings
- Providing Stipends
- Providing Trainings
- Providing Roles
- Providing Leadership Opportunities



Youth Leadership



Parent Leadership

Racial Justice Workgroup



Sarah Rashad



Kat Allen (she/her) Co...



Shaundell (she/her)



Keyedrya Jacobs



Lee John Collins-Lambert



Rachel Stoler



Karin Anderson she/h...



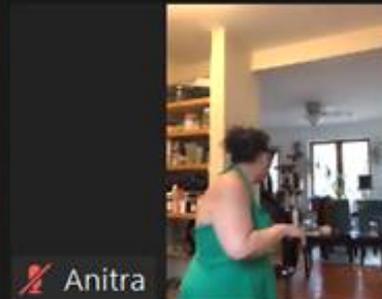
Traci Talbert (FCCDC)



Amanda

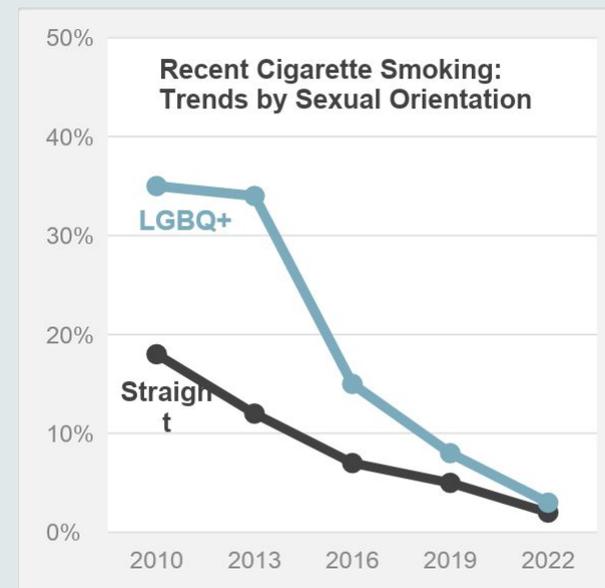
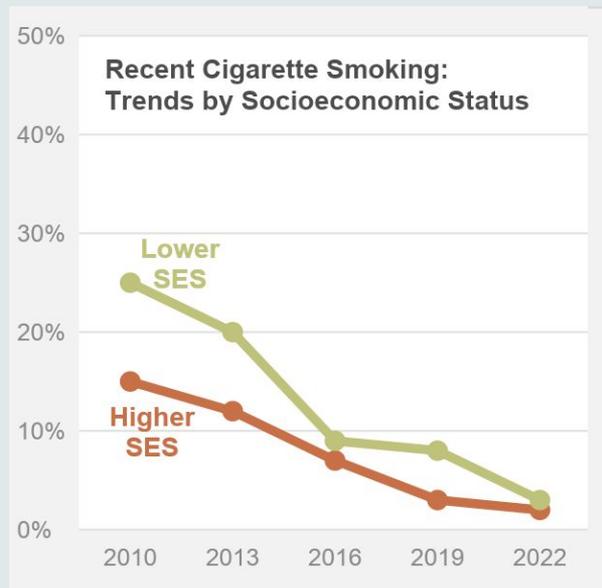
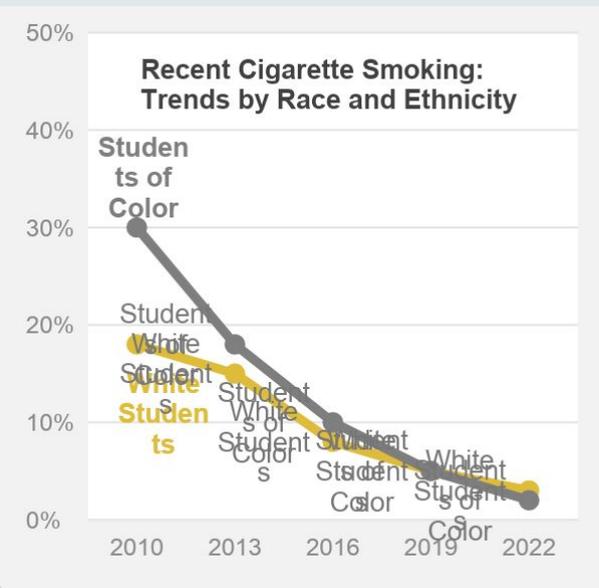
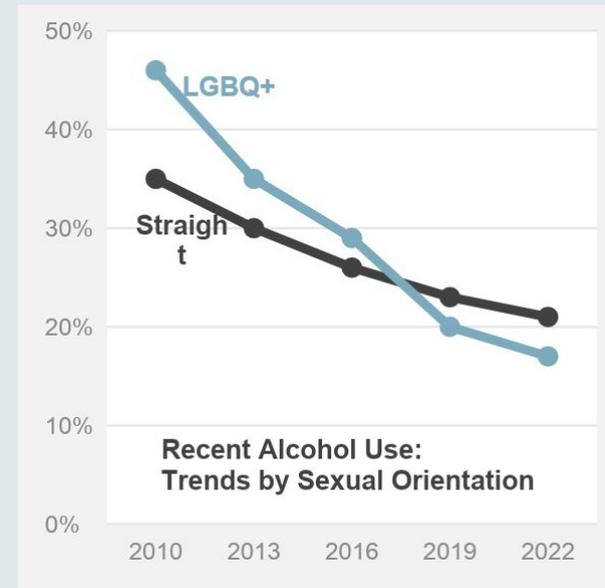
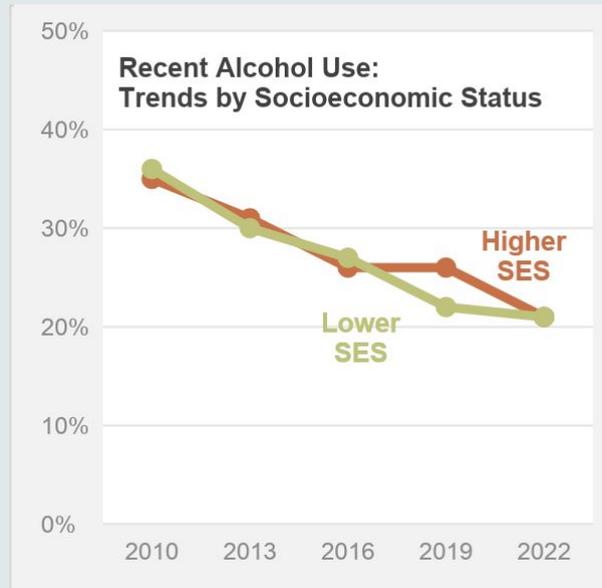
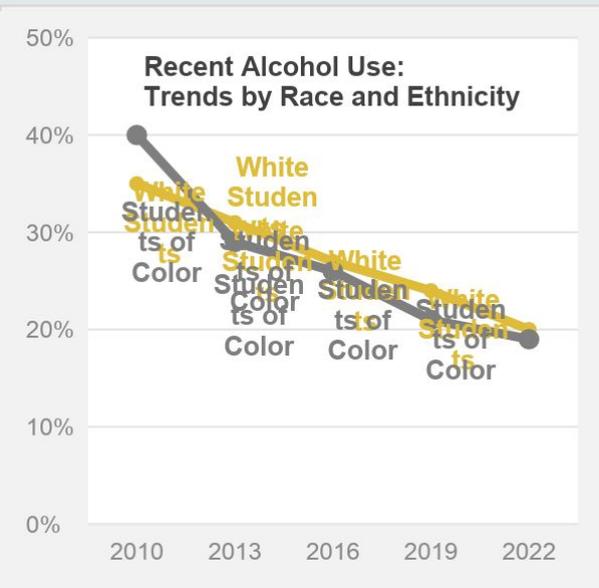


Matt Allen



Anitra

Changes in Health Disparities



% students at elevated risk, 2003-2018, Franklin County/North Quabbin, all participating districts, 8th, 10th and 12th grades combined, weighted to reflect enrollment by grade

