

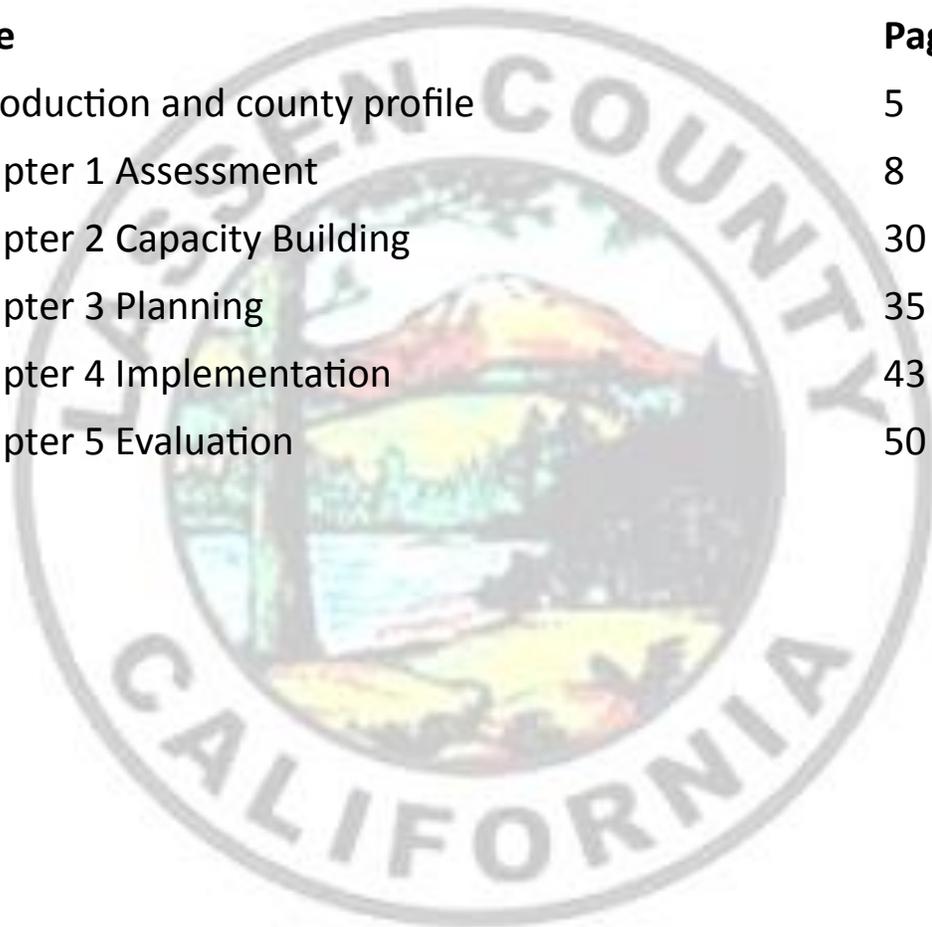
LASSEN COUNTY STRATEGIC PREVENTION PLAN

2017-2022

LASSEN COUNTY BEHAVIORAL HEALTH
555 HOSPITAL LANE SUSANVILLE CA 96130

LASSEN COUNTY STRATEGIC PREVENTION PLAN
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Lassen County Board of Supervisors

- Chris Gallagher County Supervisor, District 1
- David Teeter County Supervisor, District 2
- Jeff Hemphill County Supervisor, District 3
- Aaron Albaugh County Supervisor, District 4
- Tom Hammond County Supervisor, District 5

Technical Assistance for Reviewing Plan

- Barbara Longo, Director, Health and Social Services
- Tiffany Armstrong Program Director, Behavioral Health
- Mary Asoo Prevention Program Analyst
- Charlie Seltzer Prevention Program Analyst

Contacts

Lori Speer, Prevention Coordinator/ Case Manager II,
Lassen County Behavioral Health
1400 B Chestnut Street, Susanville, CA 96130
530-251-2631, lspeer@co.lassen.ca.us

Nichole Johnson, Substance Abuse Worker II,
Lassen County Behavioral Health
1400 B Chestnut Street, Susanville, Ca 96130
530-251-8457. njohnson@co.lassen.ca.us

Tiffany Armstrong, Behavioral Health Supervisor, Lassen County Behavioral Health
55 Hospital Lane, Susanville, CA 96130
530-251-8131. tarmstrong@co.lassen.ca.us

Barbara Longo, Director, Health and Human Services,
1445 Paul Bunyan Road Suite B, Susanville Ca 96130
530-251-8134. blong@co.lassen.ca.us

Mission and Guiding Principles

Vision: To increase the health and well-being in Lassen County through reduced alcohol and drug problems. We envision a community where persons from diverse backgrounds across the life continuum have the opportunity to become involved in their own wellness.

Mission: To provide a comprehensive approach of culturally relevant prevention, intervention and treatment through a collaborative community process to improve the lives of individuals and families in our community who are affected by alcohol and other drugs.

Core Principles: The guiding principles of Lassen County's SUD Prevention Program focuses on:

- The highest quality of prevention and treatment services
- Collaboration and coordination with available community partners to accomplish our mission
- Utilizing evidence-based practices
- Responding to community needs in an ethical, professional and culturally relevant manner
- Assisting the community in gaining a more comprehensive understanding of alcohol and drugs to reduce stigma and provide prevention services and long-term recovery.

INTRODUCTION AND COUNTY PROFILE

The Lassen County Prevention Team is the major force in addressing Substance Use Disorder (SUD) prevention throughout Lassen County. Other agencies within the county address other areas of prevention, such as child abuse, domestic violence, mental health awareness, and physical health issues. The Prevention Team strives to work collaboratively with other agencies such as with the Lassen County Office of Education in addressing underage substance abuse.

The Social Determinants of Health (SDOH) serves as a guide for establishing all health services and activities, including primary prevention. SDOH are “the circumstances in which people are born, grow up, live, work and age, and the systems put in place to deal with illness. These circumstances are in turn shaped by a wider set of forces: economics, social policies, and politics.” (World Health Organization, 2017)

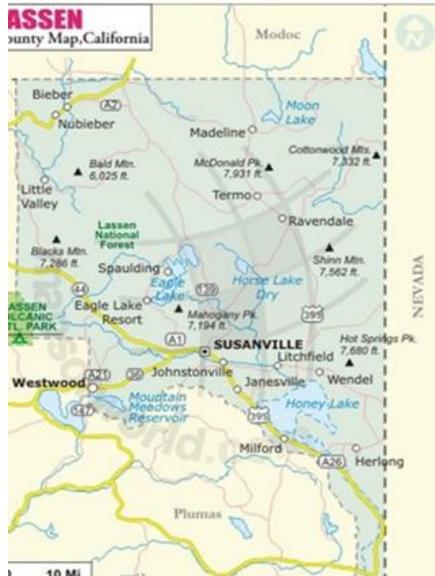
The SDOH are:

- 1) Economic
- 2) Education
- 3) Social and Community Context
- 4) Health and Healthcare
- 5) Neighborhood and Built Environment

For SUD Prevention, these determinants influence the goals and activities to be carried out over the next five years.

Working with community partners, Lassen County Behavioral Health (LCBH), SUD services followed the process outlined in the Strategic Prevention Planning Process and the Strategic Prevention Framework (SPF) released by the Substance Abuse and Mental Health Services Administration (SAMHSA). The SAMHSA Strategic Prevention Framework provides a step-by-step process for developing a Strategic Prevention Plan (SPP).

LCBH, SUD services ensure that residents have the resources they need to maintain their own health. These services contribute to the health and safety of the community by providing 1) a variety of programs that are appropriate in the type and intensity needed to maximize recovery and 2) prevention programs that support avoidance of substance use disorders.



County Profile

Lassen County is a unique part of California that boasts forested plateaus, green mountain meadows, snowcapped peaks, and a vast, open agricultural valley. Lying on the eastern slope of the Sierra Nevada Mountains, the county is located 280 miles northeast of San Francisco. The region is primarily mountainous, extending east from Lassen Volcanic National Park to the Nevada boundary and north to Modoc County. The population of Lassen County must be adjusted to removing the prison population for a more accurate representation of the general population. With that adjustment, the current estimated population of the county is 25,000. The racial breakdown is 80% White, 11% Latino, 3% Native American, 3% Black, 1% Asian/Pacific Islander and 2% Other.

Nearly half of the population resides in the city of Susanville, the county seat of government and the only incorporated city.

The major economic influences and major employers include three prisons, a community college, healthcare facilities, and government services. Ranching, timber and retail also contribute to the economy.

Although healthcare is considered a major economic influence, the high rate of individuals without healthcare limits access to primary care including behavioral health care. The increase in the number of behavioral health crises ending up in the hospital at the emergency room (ER) place an additional staffing and economic burden on the overall healthcare system.

Strategic Prevention Planning Process

The SUD Prevention Program has worked side by side with the Lassen County Healthcare Collaborative (Collaborative) for the past two years.

In early 2016, the Collaborative reviewed data related to SDOH that showed the consequences of substance abuse including mortality rates (showing drug-involved being the 4th leading cause of death), crime rates and opioid prescriptions.

In April 2016, the Collaborative participated in a stakeholder discussion about challenges and opportunities related to prevention of underage drinking and drug use. Part of the discussion centered around young parents who might lack the knowledge and ability to communicate with their children about alcohol and other drugs. The Collaborative also expressed concern about pregnant women at risk of the effects of

SUD, mental health issues and domestic violence.

As a result, the Collaborative formed a Behavioral Health Committee including representatives from the County's Behavioral Health, Social Services and Probation Departments, Banner-Lassen Medical Center, local health clinics, law enforcement and nonprofit social service and advocacy organizations.

In May 2016, the Committee elected to focus on better understanding the incidence of Lassen County, Crisis Response and Perinatal Substance Abuse by gathering additional data. At the same time, the Lassen County Child Abuse Prevention Council (CAPC) was preparing its SPP for 2016-17. Their research indicated that while parents with substance abuse problems may be court-ordered or enroll voluntarily in parenting programs, there were no such programs in the county for parents to simply drop in for education and/or support. CAPC set a goal to develop a parent education resource guide that would include information for parents about SUD prevention.

From May through August 2017, LCBH Prevention held a series of focus groups and interviews with parents, youth, and community stakeholders. In August 2017, the Prevention Team analyzed the focus group data and used the results as the basis for establishing the priorities and goals for Lassen County's SPP.

CHAPTER 1: ASSESSMENT

The assessment process for the SPP included reviewing and analyzing existing data, and gathering new data. The SUD team members and other colleagues experienced in the field, gathered the initial data and made recommendations on further areas to explore. They also shared their findings with the broader community of stakeholders. In addition, the SUD team members conducted interviews and focus groups with youth and adults, and held meetings with stakeholders.

California Healthy Kids Survey (CHKS) Indicators 7th graders reported:	2008	2015
Drinking in last 30 days	15%	8%
Ever having been drunk or sick after consuming alcohol	7%	6%
Drinking at least one time	8%	10%
Ever being high	7%	4%

From CHKS, drinking and drug use by 7th graders appeared to be most disconcerting, and the key indicator. Other data elements of significance to SUD prevention includes

- a) Increases in:
 - Deaths involving drugs, suicide and firearms
 - Drug-related crime
 - Opioid use
 - Emergency Department visits and hospitalizations involving SUD
 - Number of younger adults needing hospital care due to SUD
- b) Concerns related to perinatal care such as:
 - Late prenatal care
 - Mothers testing positive for SUD at birth
 - At-risk pregnant women needing but refusing referrals for SUD services

In the following sections, we describe the course we took based on the data findings.

Consumption Data

Figure 1 shows that Lassen County 7th and 9th graders have high drug and alcohol use in their life time when compared to the statewide results. Lassen County 11th graders are somewhat less than the statewide results.

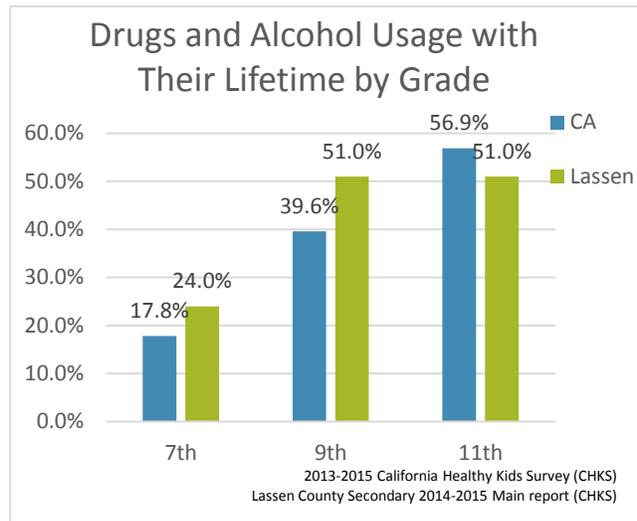


FIGURE 1

Figure 2 shows Lassen County has a substantial number of youth that have tried alcohol by the age of 10 when compared to the statewide results. Lassen County 11th graders have more than doubled the statewide 11th graders.

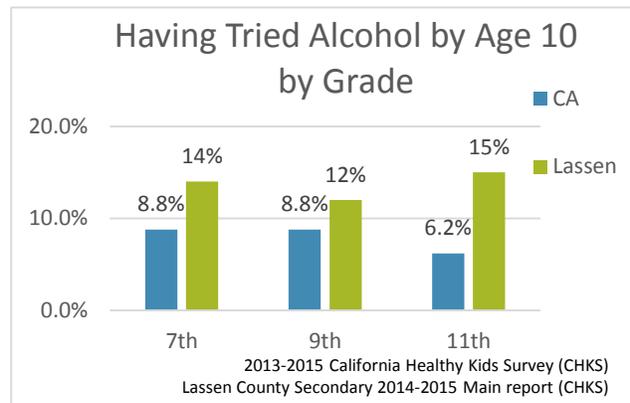


FIGURE 2

Figure 3 shows Lassen County 7th and 9th graders have a slightly lower rate of binge drinking in the last 30 days than the statewide results, and the 11th graders being higher have a higher rate than the statewide results. It is noticeable that the drinking among the youth is increasing as they get older.

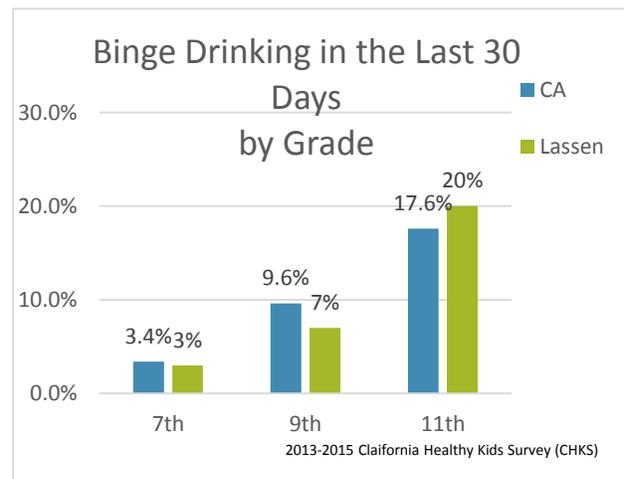


FIGURE 3

Consequence Data

There were two other items found in the CHKS results that may be a consequence of or a condition related to SUD use by teenagers: bullying and depression.

Figure 4 shows more Lassen County 7th, 9th, and 11th graders reported that they have been cyber bullied 2-3 times in the past 12 months compared to the statewide results

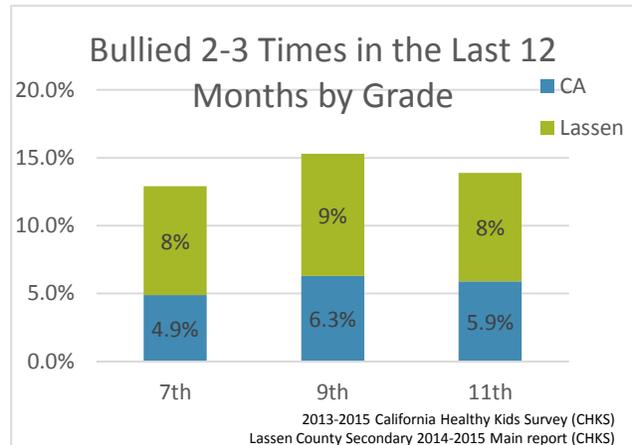


FIGURE 4

Figure 5 shows that Lassen County 7th and 9th graders have a higher rate of sad/hopeless feelings in the past 12 months while the Lassen County 11th graders have a slightly lower rate compared to the statewide results. These data may be significant because the feeling of powerlessness that accompanies (or causes) depression and inhibits youth from standing up for themselves might lead them to substances that promise relief if not power. 32% of Lassen County 7th graders' compared to California's 25.6% of reporting 7th graders report having feelings of powerlessness.

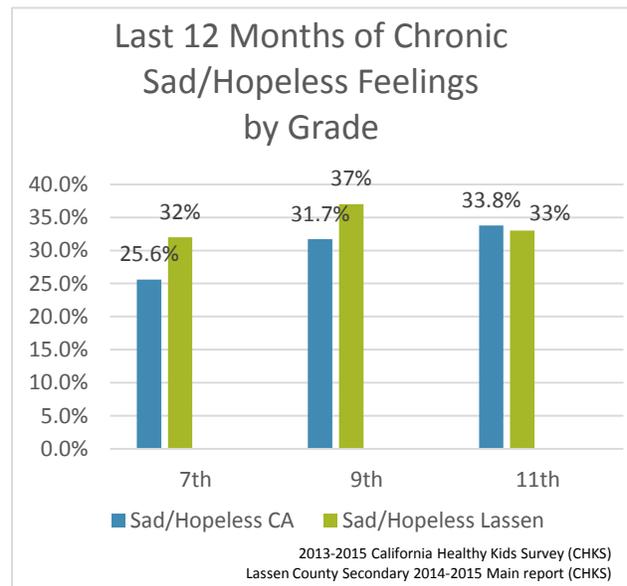


FIGURE 5

Other statistics reflect a culture that is strongly influenced by drugs - legal and otherwise - and the powerlessness that accompanies reliance on them. Figures 6a, b, and c display the years 2011-13, 2012-14 and 2013-15, Lassen County's deaths by drugs, firearms, and suicide have increased. Of the ten leading causes of death, drug-induced deaths have ranked at fourth or fifth place and are twice the rate of the State.

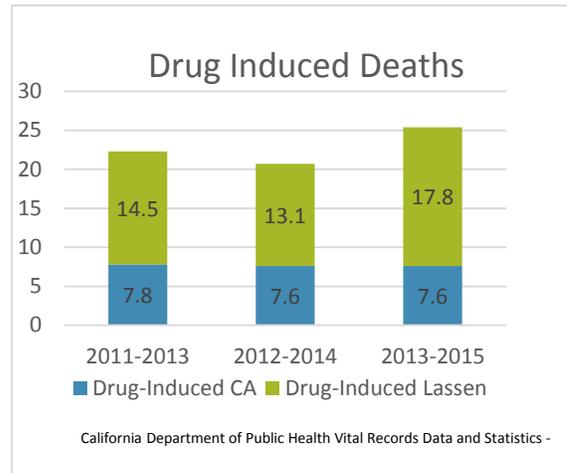


FIGURE 6A

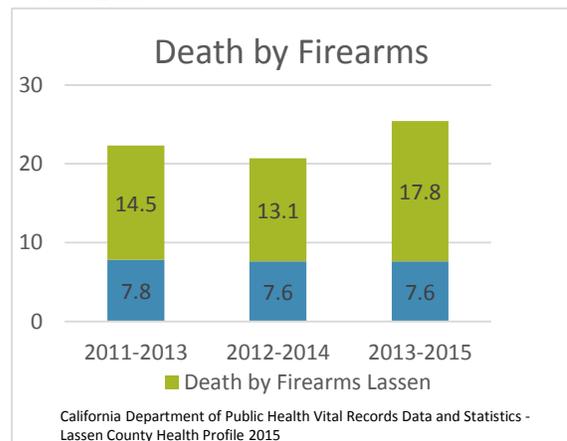


FIGURE 6B

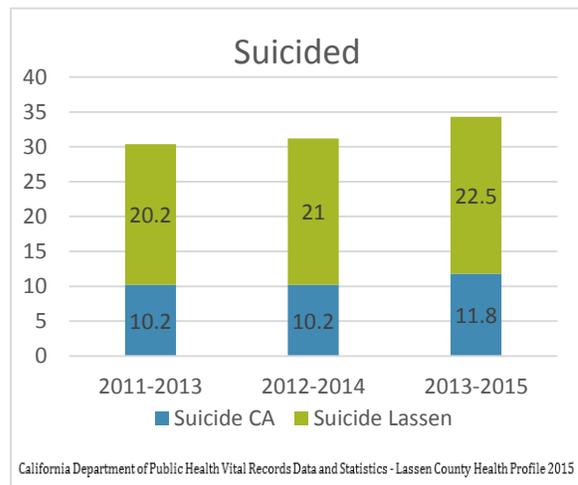


FIGURE 6C

Banner-Lassen Medical Center reports seeing an increase in suicidal ideation. Since January 2017, there have been 81 patients requiring assistance related to suicidal thoughts.

Figure 7 shows that Lassen County 9th and 11th graders expressed having seriously considered attempting suicide, Lassen County 9th graders report having these feelings more compared to the statewide results. Lassen County 7th graders were not asked this question.

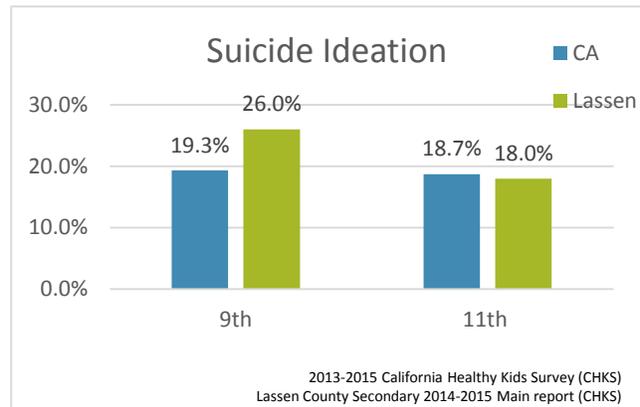


FIGURE 7

According to Susanville Police Department, crimes involving alcohol or drugs have remained relatively stable; however, there has been an increase in the proportion of crimes involving drugs compared from 2013 to 2015. (Figure 8)

SUD admissions, ER visits and hospitalizations have increased as well. In 2016-17 there were 226 SUD admissions, with 223 being unduplicated individuals. Of these, about a third were identified “intake only” – This means that the person sought services but then did not accept the services offered.

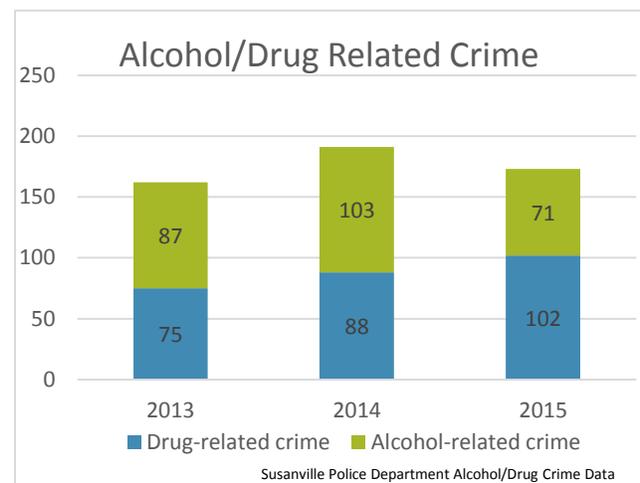


FIGURE 8

In FY 2011-12, there were no SUD admissions of anyone under age 18. In 2016-17, there were seven admissions. There were no other significant changes related to age. However, the presenting condition did change significantly over the years. In 2011-12 the age group 18-25 had 64% admissions related to drugs; in 2016-17, that age group had 89% admissions related to drugs.

Since 2010 there has been a significant increase in ER visits related to SUD with a major increase in 2014. ER visits related to alcohol have increased by 38% between 2010 through 2014, while visits involving drugs have increased by 427%. (Figure 9)

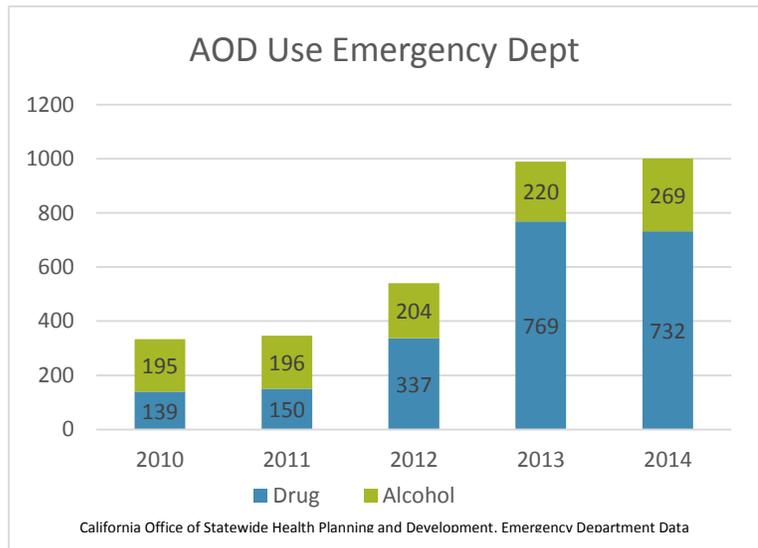


FIGURE 9

Alcohol and drug use hospitalizations increased as well with a greater increase in those required for drug use between 2011 to 2014. (Figure 10).

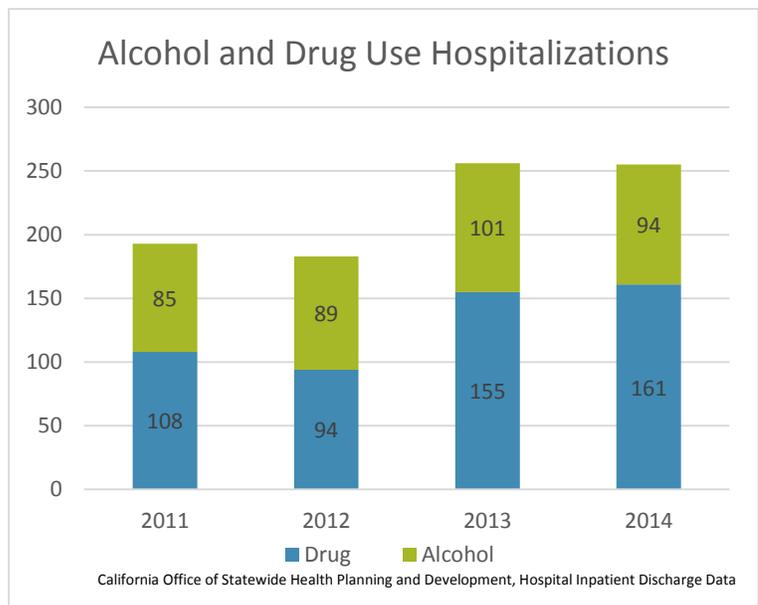


FIGURE 10

As with most rural counties, there has been an alarming increase in the use of dangerous drugs, including legal drugs resulting in a declared, “opioid epidemic”. In fact, in 2015, a concerned Lassen County pharmacist reported confidentially the numbers of prescriptions issued in one month. The pharmacist estimated that the total number of pills prescribed would have been enough for every adult in the county to have four pills per week. (Figure 11)

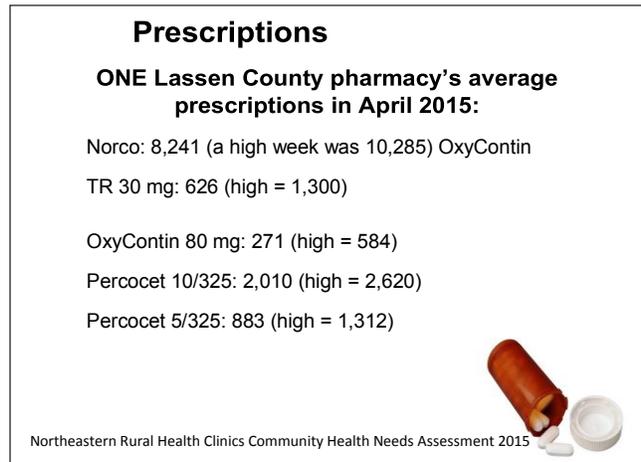


FIGURE 11

Research conducted by the Northern Sierra Opioid Safety Coalition- (including Plumas, Lassen, Sierra and Modoc counties), found that northern California has the highest prescribing rates in the state. (Figure 12)

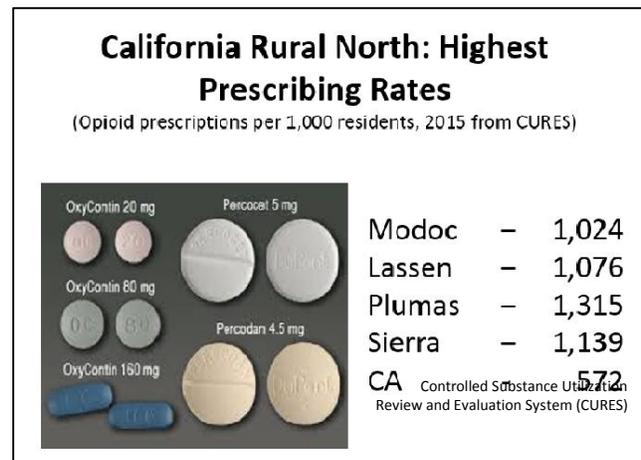


FIGURE 12

Figure 13 illustrates weeks per year of round-the-clock opioid medication with Lassen having 15 weeks a year of round-the-clock opioid medication per resident. The prescribing rate is 1,076 per 1,000 residents which is twice the prescribing rate for the State. In 2015, Lassen County had 9 overdoses, three deaths and two hospitalizations related to these legal drugs.

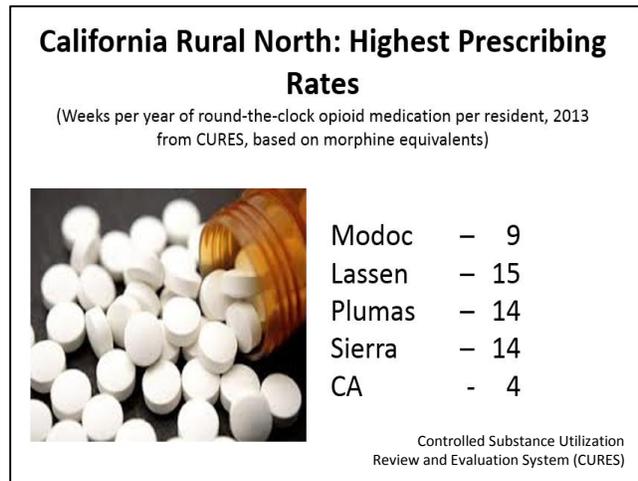


FIGURE 13

The age of persons going to the ER and those requiring hospitalization has changed over time. In 2014 half of the ER visits related to drugs were by younger adults, ages 18-34. The older adults, ages 45-65+, counted for half of the visits related to alcohol. (Figure 14)

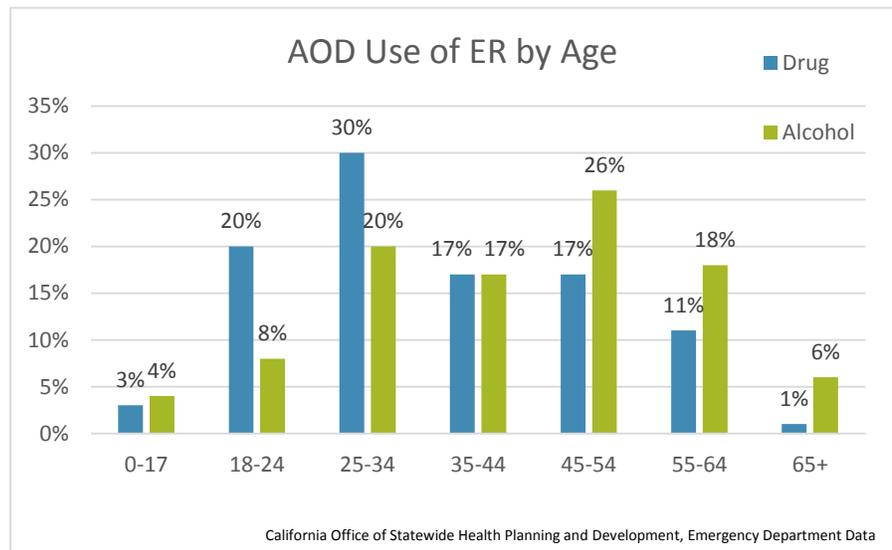


FIGURE 14

2014

In 2011, only 9% of people hospitalized were between the ages of 25 and 34. In 2014 that percentage grew to 22% as seen in Figure 15.

There are two facts that have particular relevance to primary prevention: Adults aged 25-34 accounted for 30% of drug and 20% of alcohol ER visits. Taken together, the 25-44-year old age group accounts for over a third of all ER visits and hospitalizations. This age group is more likely to be raising children.

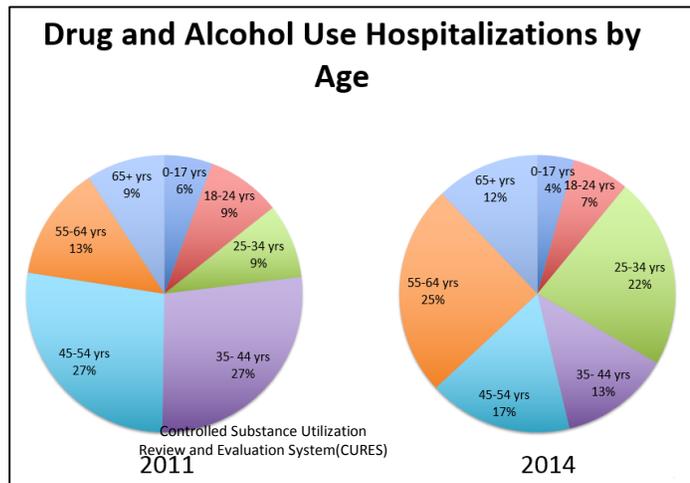


FIGURE 15

The impact of the increase of drug use by younger adults can be being seen in the health and social outcomes of their infants and children. Banner-Lassen Medical Center reports an increase in the number of babies born to mothers testing positive at childbirth increased from eight in 2015 to 13 in 2016. The major provider of prenatal care in Lassen County is Northeastern Rural Health Clinics (NRHC). That staff believe that women who are concerned that they will drug test positive during a prenatal visit might avoid such appointments contribute to a lower rate of adequate prenatal care.

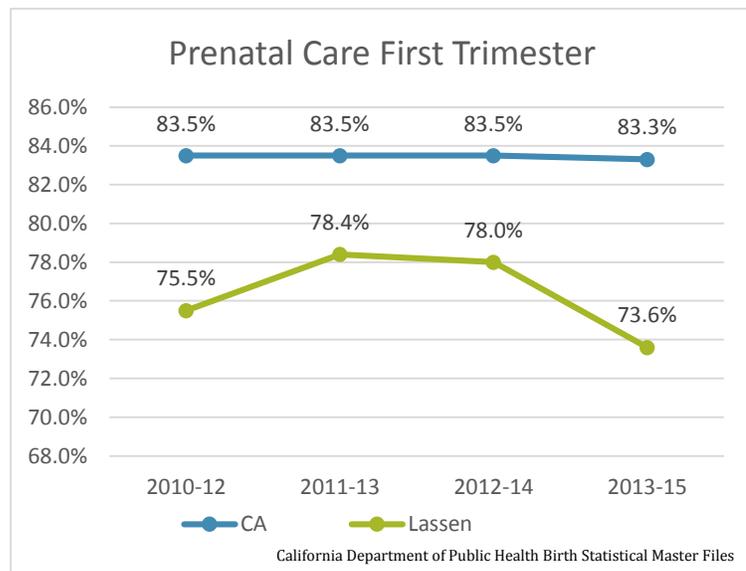


FIGURE 17

While there has been some improvement in the rate of first trimester prenatal visits, Lassen County still lags behind the state average. (Figure 17)

In order to ensure that every at risk woman (due to substance abuse, mental health issues, domestic violence and other concerns) receives information and referral to treatment and other services, NRHC, the primary provider of perinatal care, conducts a

screening questionnaire with every pregnant woman. Unfortunately, of the women referred for SUD services over the past three years, none followed up. In fall of 2016, NRHC initiated an interagency process improvement activity to ensure frequent check-ins with women at risk. So far, preliminary results are showing only a slight improvement; but we will continue to monitor the process.

Contributing Factors

Lassen County Children and Family Services (CFS) reports that in 2015 SUD was a contributing factor in 86.6% (30 children) of all of the petitions filed with the Juvenile Court. 13.4% (4 children) did not have SUD as a contributing factor at the time of the court action. However, one of the four children did have SUD collaterally affecting their family. A total of 25 families were taken to court.

For 2016 SUD was a contributing factor in 73.1% (26 children) of all petitions filed with the Juvenile Court. 26.9% (7 children) did not have SUD as a contributing factor at the time of the court action. However, of these seven children four did have SUD collaterally affecting their family. A total of 22 families were taken to court.

This data does not include the voluntary cases or the number of referrals received. However, it is clear that SUD is a contributing factor in the majority of CFS court cases.

Lassen County Probation Department reports that SUD use contributed to the arrest of 68% of its clients. Members of the SUD staff conducted individual interviews and focus groups with parents and youth. They also made presentations and gathered surveys responses from a variety of stakeholder group attendees. A total of 122 adults and 53 youth responded to a four question survey. A total of 41 professionals participated in stakeholder discussions and completed a survey of nine questions. The chart below consists of four questions- two questions that were asked of the youth and adults only and two other questions that were asked of youth, adults, and stakeholders.

Adults and youth were interviewed at the County Fair and the Northeastern Rural Health Clinic's Health Fair. Groups and organizations participating in the focus groups include:
Friday Night Live (FNL) - Youth
Delphi Group Home - Youth and Adults
Gospel Tabernacle - Youth and Adults
Stakeholder Group Meetings were conducted with:
Lassen County Prevention Team
Child Abuse Prevention Council
Behavioral Health Advisory Board
Westwood Family Resource Center
Ft. Sage Family Resource Center

Survey Responses:

Topics	Adults	Youth	Stakeholders
What are the issues you see for teens/youths in Lassen County?	<ol style="list-style-type: none"> 1. Lack of activities 2. Drugs/ 3. prescriptions 4. Alcohol 5. Parent/home issues 	<ol style="list-style-type: none"> 1. Drugs 2. Alcohol 3. Smoking 4. Bullying 	
Based on your answer above, what do you think the solution could be?	<ol style="list-style-type: none"> 1. More outreach programs/education 2. More inexpensive activities / Teen center 3. More drug treatment 4. More job opportunities for teens/young adults 	<ol style="list-style-type: none"> 1. More activities 2. Enforce laws 3. Get rid of the drugs in town 4. More outreach and education 	
What do you see to be the contributing factors for drug & alcohol use?	<ol style="list-style-type: none"> 1. Boredom 2. Home issues 3. Peer pressure 4. Parents who use or allow teens to use 	<ol style="list-style-type: none"> 1. Peer pressure 2. Drug dealers 3. Parents who use or allow teens to use 4. Depression/mental health issues 	<ol style="list-style-type: none"> 1. Parents who use or allow teens to use 2. Lack of activities 3. Easily accessible alcohol and drugs 4. Community acceptance
What can adults do to keep young adults/ children safe from drugs & alcohol?	<ol style="list-style-type: none"> 1. Interact/talk with youth 2. More education/outreach 3. More activities 4. Be good examples/use less 	<ol style="list-style-type: none"> 1. More youth education 2. Don't give/buy them drugs 3. Interaction/communication 4. Enforce Laws 	<ol style="list-style-type: none"> 1. Community engagement 2. Education 3. More programs for youth 4. Work opportunities

Capacity Assessment

Lassen County has identified underage drinking among youth as early as 10 years old, and educational techniques will be the most beneficial strategy. Capacity will need to be developed in areas that will educate adults in the dangers and consequences of underage drinking, more collaboration amongst organizations within the community, and reaching the outlying areas of Lassen County. Although it is listed that there is a need to develop a county-wide interagency prevention team, there are staff members with prevention knowledge that make it possible to move forward with this priority area. Members of other organizations as well as members of the community will be utilized in developing and implementing various prevention strategies.

Existing Capacity

Lassen County offers life skills utilizing the Botvin Life Skills Program. This program targets youth from grades 6th through 12th and engages youth in evidenced-based activities, including SUD prevention. Pre- and post-testing of this program has shown a 17% increase in skills and knowledge. Youth are also able to experience the FNL program in Susanville. FNL uses the Roadmap Chapter guidelines to help improve local communities. Our findings from part of this assessment identified a number of youth programs interested in learning more about how to prevent SUD use including 4H, Scouts and church youth groups.

We also held focus groups in Bieber, Herlong and Westwood communities. Participants from these focus groups expressed interest continuing to provide life skills for their youth.

Lassen County Prevention Collaborative with the Lassen County Office of Education

The purpose of this multi-agency group is to provide prevention services and intervention within the Lassen County schools. Membership includes Lassen County Office of Education Lassen County Public Health, Youth Resource, Sheriff Prevention, Rancheria, Child and Family Services, Lassen Family Services, Child Abuse Prevention Council. In addition, this collaborative is open to all other prevention agencies in Lassen County

- Meetings are held monthly
- Convener: Lassen County Office of Education and LCBH Prevention
- Contact: James Hall (530) 251-8711 and Lori Speer (530) 251-8112

JAG Steering Committee

Byrne Justice Assistance Grant Program (JAG) sources available through The Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. The purpose of the JAG Steering Committee is to oversee the implementation of the Byrne Justice Assistance Program Grant as part of the current Lassen County Multi-Agency Prevention and Education Program (PEP). Membership includes multiple public and private health and social service agencies, including but not limited to Lassen County Sheriff's Department, Susanville Police Department, Lassen County Behavioral Health and Probation Departments, Lassen Family Services, community based organizations and local tribal leaders.

- Meetings are held quarterly.
- Convener: Lassen County Sheriff's Office and Lassen County Behavioral Health
- Contact: Dean Growden (530) 251-8012

Lassen County Multi-Agency Prevention and Education Program

The purpose of the Multi-Agency Prevention and Education Program is to support the delivery of comprehensive, effective, evidence-based services for young people that address current issues and needs. Membership includes Lassen County Sheriff's Department, Lassen County Behavioral Health, Children's and Family Services and Probation Departments, Juvenile Probation and Lassen Family Services.

- Meetings are held every Monday at 9:00 a.m. during the school year.
- Convener: Lassen County Sheriff's Department
- Contact: Lisa Bernard (530) 251-2100

Lassen Healthcare Collaborative

The purpose of Lassen Healthcare Collaborative is to improve overall health outcomes by strengthening the systems that support a healthy community.

Membership includes all public and private health and social service agencies, education, law enforcement, community-based organizations and consumer groups. There are 35 member agencies.

- Meets on the third Friday of February, April, June, August, October, December from 10 to noon.
- Convener: Lassen County Health and Social Services and Banner-Lassen Medical Center
- Contact: Barbara Longo (530) 251-8134

Children's System of Care

The purpose of the Children's System of Care is to coordinate services for children and families in a meaningful and discreet manner. Membership includes all public and private health and social service agencies.

- Meets every other Tuesday from 1:15 p.m. until 2:15 p.m.
- Convener: Health and Social Services Department
- Contact: Eric Nielson or his designee (530) 251-8128

Behavioral Health Advisory Board

The purpose of the Behavioral Health Advisory Board is to advise the department's alcohol, drug and mental health programs regarding policies and goals. Membership includes a minimum of seven citizen members serving three-year overlapping terms and two Council members serving two-year terms.

- Meets second Monday of each month.
- Convener: Lassen County Behavioral Health Department
- Contact: Clerk of the Board of Supervisors: (530) 251-8427

Friday Night Live Partnership

The purpose of the Friday Night Live Partnership is to implement the full Roadmap Chapter Club in Region Four counties with fidelity and to support counties in their work in youth leadership and community development. Members include Region Four county providers including Shasta, Butte, Colusa, Glenn, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama and Trinity Counties.

- Meets through a Regional call on the second Tuesday of every month.
- Convener: Friday Night Live Partnership
- Contact: April Hines (530) 934-6575 x3175

Child Abuse Prevention Council (CAPC)

The purpose of CAPC is to bring agencies together to reach a common goal in strengthening individual knowledge and skills, promoting community education, educating providers, fostering coalitions and networks, changing organizational practices and influencing policy and legislation. Activities at each of these levels have the potential to support each other and promote overall community health and safety. Membership includes Lassen County Public Health, Children and Family Services and Behavioral Health, health and social service providers and community-based organizations.

- Meets every other month on the third Friday 9am 10am
- Convener: Lassen County Public Health and Children and Family Services
- Contact: Michelle Godman (530) 251-8377

Current Resources	
Priority Area: Underage Drinking	
Community	<p>Practical Experience: Lassen County provides prevention services in numerous agencies across the County. Each agency is responsible for training their own staff and evaluating their practical skill level upon recruitment and hiring expectations.</p> <p>Lassen County Behavioral Health Prevention Services are delivered by one full-time and one half-time position dedicated to prevention and three other staff who lead groups that include primary prevention SUD information.</p>
	<p>Political/policy knowledge: Prevention staff has a working knowledge of:</p> <ul style="list-style-type: none"> • The effects of drug and alcohol abuse and substance abuse treatment programs and prevention methods and techniques • Community collaboration to enhance awareness and responsiveness to substance abuse prevention • Community resources and organizations • Program development and evaluation • Education methods and materials including teaching methods and curriculum design • Communication skills and techniques
Fiscal	<p>Funding:</p> <ul style="list-style-type: none"> • Substance Abuse Prevention and Treatment Block Grant
	<ul style="list-style-type: none"> • Equipment: computers, copiers, etc.: • Adequate agency access to computers including: • One computer per staff member • Three computers available for youth use located in the Lassen County Behavioral Health Teen Center on Chestnut St.
Human Resources	<p>Behavioral Case Managers are assigned projects in addition to traditional case management duties.</p> <p>Two case managers have been assigned the following duties related to SUD prevention:</p> <ul style="list-style-type: none"> • Coordinate services with other County organizations and State and National programs • Assess and identify community needs for drug and alcohol prevention programs

Human Resources	<ul style="list-style-type: none"> • Provide assistance to schools, organizations and business groups to plan and carry out prevention activities • Enter and access data • Develop and carry out or coordinate others (staff, contractors, volunteers) to carry out training events, workshops, curricula, media campaigns, awareness materials and other activities <p>The SUD Supervisor is responsible for the following duties related to SUD prevention:</p> <ul style="list-style-type: none"> • Develops and maintains the coordinated delivery of county-wide substance abuse prevention and education services • Collaborates with health, social services and law enforcement agencies to develop and implement prevention programs and to integrate prevention principles and SUD information into existing ones • Selects, trains, directs, evaluates and handles disciplinary problems of subordinate staff • Develops, negotiates and administers contracts with trainers and consultants; manages specific program budget(s) • Assists with preparing and monitoring prevention budget <p>Analyzes data and prepares reports</p> <p>FTE Prevention staff/FNL: Under direction of Behavioral Health Case Manager II (with working knowledge of prevention)</p> <ul style="list-style-type: none"> • Develops and maintains the coordinated delivery of substance abuse prevention, promotion and education services to community groups, schools and businesses • Maintains FNL program <p>2 PTE BH Case Managers: Collaborate with multi-agency prevention partners in the implementation and facilitation of Life Skills Training in Lassen County schools grades 6th -12th on a scheduled rotation.</p> <hr/> <p>Training:</p> <ul style="list-style-type: none"> • PPSDS webinar training • FNL Webinar training • FNL in person meeting 1-time yearly • FNL 3-day Training institute • Professional development training provided onsite <p>Regular onsite training dealing with documentation, policy and procedures changes and/or adherence</p>
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Human Resources	<p>Volunteers:</p> <ul style="list-style-type: none"> • Lassen Community College promotes volunteerism to its students in the form of credited work experience. Interns in the fields of Social Work and/or Substance Abuse Counseling may be placed with the Behavioral Health Department. • Structured community service projects are made available to Community. Individuals required to fulfill community service hours are provided options to paying of fines or shorter sentences for minor infractions in the form of community service opportunities • Parents, stakeholder and youth are recruited on a regular basis as volunteers to assist in regular prevention programs • Adequate technical resources: Three staff maintain the IT department including computer, and networking
Organizational	<p>Knowledge about prevention:</p> <p>SAMHSA provides continuous updated specialized, theory and practice that is disseminated to all staff of Behavioral Health. Ongoing education is utilized as required by certifying agencies.</p> <p>Agencies applying prevention knowledge to their services include but not limited to:</p> <p>Lassen County Sheriff’s Department:</p> <ul style="list-style-type: none"> • JAG Grant Partner (Classroom life skills) • Explorers Program <p>Lassen Family Services:</p> <ul style="list-style-type: none"> • Domestic violence • Suicide prevention <p>Northeastern Rural Health Clinic:</p> <ul style="list-style-type: none"> • Smoking cessation • Diabetes education • Health promotion including diet and nutrition • SBIRT (Support and training provided) <p>Public Health:</p> <ul style="list-style-type: none"> • Smoking cessation • HIV screening • Pregnancy testing and support • TB screening • Flu shots and various other prevention supports

Stakeholders	
Sector	Organization
Underserved Cultural Populations	Susanville Indian Rancheria Crossroad Ministries Homeless Center Westwood, Fort Sage, and Big Valley Family Resource Centers
Consumer-Based Organizations	Lassen Aurora Network
Consumer and or Family Members	NAMI of Lassen County Lassen Aurora Network Lassen County Patient Rights Advocate
Social Services	Lassen County Health and Social Services including Public Health, Behavioral Health, and Children and Family Services Lassen Family Services Crossroad Ministries Homeless Center Westwood, Fort Sage, and Big Valley Family Resource Centers
Law Enforcement	Lassen County Sheriff Department Susanville Police Department Lassen County Probation Department
Education	Lassen Community College Lassen County Office of Education Susanville School District Westwood Unified School District Johnsonville Elementary School District Fort Sage Unified School District Shaffer Elementary School District Big Valley School District Susanville Head Start
Health Care	Banner-Lassen Medical Center Northeastern Rural Health Clinics Big Valley Health Center

Identified Gaps in Capacity

SUD information along with the desire to become more involved in community projects. In each community there was at least one adult who was willing to serve as a volunteer point person to assist the Prevention staff with community outreach efforts and the formation of a local FNL.

Additionally, there was interest in parent education activities and support groups or classes for parent. The local community resource centers in Bieber, Herlong, and Westwood could serve as a place to offer these activities.

The Child Abuse Prevention Council has a goal of increasing opportunities for all parents to drop-in to a support group anytime they feel the need. During the stakeholder meeting, they agreed that SUD information could be integrated into existing education and support groups and a new drop-in group for parents. In fact, it was discussed that having SUD as a topic for one meeting or a series of meetings could serve to attract more parents through community outreach and word of mouth.

		Priority Area: Underage Drinking		
		Resources	Readiness Level	Challenges/Gaps
RESOURCE COMPONENTS	Community	Community Awareness	Pre-Planning	The community challenge stems from parents believing that their kids are safer drinking at home rather than drinking out in the community.
	Fiscal	Promotion and Advertising	Vague Awareness	Promote services to the community, and providing access to those services.
	Human	Other Agency Partners	Preparation	Working with other agencies to elicit their participation in prevention projects and being able to reach the outlying communities.
		Community Leaders	Pre-Planning	Reaching all communities in the county and establishing a consistent presence.
	Organizational	Clear and Consistent Organizational Patterns and Policies	Pre-Planning	The need for an established interagency prevention team to assist in the expansion of services being provided to the community.

Staff found that they were limited in their ability to reach two communities: Pacific Islanders and Latino. Although both communities are small in number, it is important that those families are able to fully participate in Prevention activities. This led to the formation of the Behavioral Health Cultural Competence Committee in December 2016. This committee has now expanded to include all County Health and Social Services with the intention to reach out to other community partners.

Selected Priority: Underage Drinking

Problem Statement: Lassen County youth experimenting with alcohol at a younger age due to easy access. (Students reporting having used alcohol: 7th graders Lassen County = 19% / State = 13.3%, 9th graders Lassen County = 46% / State = 22.3%, and 11th graders Lassen County = 48% / State = 51.7%) (Lassen County County, 2014-2015: Main Report., p. 19) (Austin, (2013-2015) 2016)

Priority Area	Risk Factor	Protective Factor
Underage Drinking	<ol style="list-style-type: none"> 1. Substances are accessible 2. Laws, policies, and/or ordinances are unclear or inconsistently enforced 3. Lack of parenting/family management 4. Past/Current substance use by family members 5. Peer use 6. Socio-economic resources are unavailable (recreation) 	<ol style="list-style-type: none"> 1. Informed about substance use and consequences 2. Laws, policies, and/or ordinances are consistently enforced 3. Positive parental involvement. 4. Med/high school/community mobilization 5. Opportunities exist for school/community involvement

Cultural Competency

The Cultural Competency Committee for the Behavioral Health Department has been meeting over the past six months. Currently there is an equitable access to SUD services across racial groups. A study was done of SUD admissions and it showed that the clients do reflect the racial makeup of Lassen County. For example, Latinos make up 10% of the population and 10% of clients served. However, more outreach is needed to ensure that Pacific Islanders and Latinos are engaged in SUD prevention. Lassen County's population is small and therefore there are almost no service agencies which specialize or serve specific racial groups. Efforts will be made to identify individuals in the community who have connections with the various racial groups who can link community members to prevention programs. Lassen County SUD Services currently collaborates with the Susanville Indian Rancheria in providing prevention services to the Native American population.

Sustainability

Interviews were conducted with various stakeholders. During the course of collecting data, a few of the knowledgeable community leaders who were identified include onsite directors of Family Resource Centers, Lassen County Office of Education Superintendent, JAG Steering Committee, and Lassen Union High School Administrators. Interviews will be conducted with these entities as well as with other community leaders for the purpose of involving them in the implementation of the Strategic Prevention Plan. Furthermore, agencies and organizations which serve youth will be asked to provide self-needs assessments. Evaluating outcomes is important to sustain those efforts that are effective and need to continue.

CHAPTER 2: CAPACITY BUILDING

Engaging Stakeholders

Over the past six months, the LCBH Prevention Team has had several discussions with various committees about how to coordinate activities and messaging related to health and safety, including risks related to alcohol and other drugs (AOD). The LCBH Prevention Team is made up of staff with knowledge in mental health and SUD care. Each member has a role in providing SUD information, strengthening communication and decision-making skills among youth and parents. The Prevention Team is pivotal in bringing health and social service organizations and the public together to increase community awareness.

Existing prevention programs have been effective; however, they reach a relatively small number of youth and parents. Through the Prevention Collaborative, there is an opportunity to broaden the impact of this effort by integrating prevention knowledge into existing youth programs. Youth programs already address communication, decision-making skills, and life skills. Such programs would benefit from more information about the risks and effects of AOD including the consequences on the community.

Likewise, parenting programs for people enrolled in SUD services or mandated by the courts include content on topics related to SUD prevention. There are other parent organizations, education, and support groups that could benefit from learning more about SUD prevention and their role in providing guidance for their children.

Outreach conducted as part of this assessment has resulted in leaders of both youth and parent groups expressing interest in receiving information and assistance related to SUD prevention. A staff member of SUD attends the Lassen County Child Abuse Prevention Council (CAPC) meetings and will provide expertise to the new parent group(s).

Strengthening Collaborative Groups

One of Lassen County's strengths is the willingness and ability to respond to community needs. There are many examples of agencies and community-based groups partnering with the County to improve systems and develop new programs.

Increasing Community Awareness

In order to change the culture of underage drinking, members of the Prevention Team have an interest in expanding community awareness as well as providing direct prevention education for parents and youth. Messaging will be integrated into existing forums for a broader and more consistent communication.

LCBH Prevention Team will build capacity to achieve our goal by working with other agencies with the same intentions to reduce underage drinking in the community. Lassen County Office of Education Prevention Collaborative is one of the more influential partnerships LCBH Prevention Team can utilize in an effort to reach more youth and members in the community. The Lassen County Office of Education Prevention Collaborative focuses on involving the community in prevention and awareness campaigns year around. LCBH Prevention Team and the Lassen County

Office of Education Prevention Collaborative will focus on providing educational trainings for the staff and adults in the community, in hopes this will encourage more individuals to want to become involved in addressing the problem of underage drinking.

LCBH will also work with CAPC in an effort to bring awareness, education, and support to the adults in the county. CAPC is working on developing drop-in groups for adults in response to the need that community members identified. LCBH Prevention Team will attend meetings and provide information to be disseminated when the groups are operational. By disseminating information, data will be tracked to measure effectiveness as well as to build upon future prevention campaigns.

Mobilizing Communities

Each geographic and cultural community has an important role to play in addressing underage drinking. LCBH Prevention will work to improve the consistency of contacts with those communities.

LCBH SUD had previously planned to host community quarterly discussions on SUD prevention and awareness activities with representatives across the County including visits to the Big Valley area, South County, and Westwood. Unfortunately, this goal was not met beyond Susanville. Recent focus groups in those outlying communities indicate a strong interest to get more support from SUD prevention experts in an effort to address underage drinking.

Culturally diverse communities within Lassen County include the Susanville Rancheria and a community of Pacific Islanders. Leaders of these two communities welcome the SUD Prevention education and consultation offered by the Prevention Team.

The effectiveness of SUD prevention relies on the Department and the community having the skills, knowledge, manpower, tools and financial resources to deliver programs. The following chart explains the course of action to address the challenges and gaps from the assessment chapter.

		Priority Area: Underage Drinking	
		Course of Action	Proposed Timeline
Resource Components	Community Resources	Survey children, with the focus on the number of youth that still drink outside the house when it is provided to them, as well as addressing other factors that contribute to the youth (ages 12-20) use of alcohol, and share these findings with the community as a method to identify additional resources.	5/31/2018
		Begin research on LCBH Prevention and CAPC collaboration in developing a drop in support group for parents that are struggling with various topics including costs and risks of providing alcohol to children.	1/31/2018
		When conducting prevention groups, education, or assemblies explain the costs and risks of drinking alcohol, and include statistics about parents providing alcohol as well as consequences.	Ongoing
	Fiscal Resources	Develop additional FNL/CL groups primarily in the outlying areas of the county.	10/1/2018
Promotion and advertising are available when resources are necessary rather than common knowledge. Develop specific procedures to advertise and promote services and events.		1/31/2018	
Human Resources	Continue to build rapport with the other providers and stakeholders in the community by continuing to attend meetings as well as hold prevention meetings to keep providers and stakeholders involved in the production of different events.	6/30/2018	
Organizational Resources	Recruit and train other staff members to be part of the prevention team, as well as continuing to have agencies such as Aurora involved in providing prevention to the community	6/30/2018	

Cultural Competency

The Behavioral Health Cultural Competency Committee assists in building capacity and/or understanding the needs of different cultures in Lassen County. Implementing this will require the Prevention Team attending the Cultural Competency Committee. As a result of attending these meetings, prevention will have the ability to reach out to Lassen County and build leaders in the community to assist in prevention reaching all cultural groups. Building community connections will also facilitate using different methods of advertising services.

Increasing the understanding of cultural differences will be a benefit of attending meetings with the Cultural Competency Committee. Individualizing prevention techniques for different cultures will increase effectiveness at addressing underage drinking.

Sustainability

Future plans to build and maintain capacity will include quarterly trainings for stakeholders. In order to identify their needs regarding limitations in prevention knowledge an assessment will be formulated and training with stakeholders will be based on those results along with other community needs that may arise at that time. LCBH holds monthly all-staff meetings. Every other meeting beginning in November 2017 will be used to train Behavioral Health staff on prevention effectiveness. Topics may include but are not limited to:

- Myths and facts of SUD
- Coping Skills
- Family Dynamics
- Communication Skills

Both stakeholder trainings and Behavioral Health all-staff meetings will be utilized to engage and recruit members in participating in community events by LCBH Prevention. Trainings and meetings provide an opportunity for LCBH Prevention to present what strategies and interventions will be offered to the community, while being informed what others would like to see for Lassen County from LCBH prevention. Ultimately, trainings and meetings will serve as a means to connect Lassen County youth and families to prevention services.

LCBH Prevention Team will participate in state prevention trainings, the monthly prevention phone calls with state, and one additional training by means of webinars and/or in-service trainings. In-services training schedules and webinars will be assigned as needed from LCBH management.

Prevention as an ongoing long term vehicle of change requires constant review and updating to remain effectively sustainable as well as maintain cultural competency in

all aspects. LCBH Prevention Team will allow for annual review and updates upon completion of year one, if and when changes may need to be implemented. This will be addressed through annual reporting to DCHS.

CHAPTER 3: PLANNING

Data-Based Strategies

LCBH Prevention conducted focus groups and interviews, provided informational surveys to the community, local agencies and stakeholders, and incorporated CHKS data. Prevention Team members went to various settings to obtain a broad range of responses. From May of August of 2017, LCBH collected the data and organized the assessment portion of the SPP.

The chart below lists the most prevalent risk and protective factors discovered during this process. The risk factors are ranked 1-6 (1-highest and 6-lowest), and ranking ranges from high importance and changeability, to low importance and high changeability, to high importance to high importance and low changeability, and then to low changeability and importance.

Substance accessibility is ranked number one because it is a direct result of priority ranks 2-6. Parents and adults have normalized underage drinking by conforming to the notion that it is a rite of passage, or feel that kids are going to drink anyway so they will be safer drinking at home. Priority 5 refers to the favorable attitude that the youth have towards drinking, which leads to obtaining alcohol by stealing. Not only will Lassen County youth steal from local stores, as mentioned in the assessment portion there is a substance use problem with adults in the county which provides opportunity to steal from home. Survey respondents mentioned that there are limited activities for Lassen County youth to participate in and providing activities for youth will resolve the issue of underage drinking.

Throughout the SPP development process, and in selecting underage drinking as the priority area, the LCBH Prevention Team decided that targeting youth, parents, and the community as a whole will be the most impactful approach to address underage drinking prevention. There will be a significant concentration in confronting the social and retail contribution to underage drinking. A multi-faceted approach will be more effective than targeting just one or two of these areas.

Risk Factors	Importance		Changeability		Priority Rank
	Low	High	Low	High	
Substances are accessible (alcohol)		X		X	1
Laws, policies, and/or ordinances are unclear or inconsistently enforced (adults feel it's a rite of passage)	X		X		6
Lack of parenting/family management (parents feel it is safer to drink at home)		X	X		3
Past/Current substance use by family members		X	X		4
Peer use (favorable attitude by peers)	X		X		5
Socio-economic resources are unavailable (Limited activities)	X			X	2
Protective Factors	Importance		Strengthen		Priority Rank
	Low	High	Low	High	
Informed about substance use and consequences		X		X	1
Laws, policies, and/or ordinances are consistently enforced		X	X		5
Positive parental involvement	X			X	2
Med/high school/community mobilization (integrate school, family and community efforts)		X	X		3
Opportunities exist for school/community involvement (opportunities for engagement with school and community)		X	X		4

There is also going to be great significance on strengthening the protective factors that promote positive choices, actions, and outcomes by our youth. The protective factors were also ranked by priority 1-5 (1- highest and 5-lowest). The protective factor

informing the youth about alcohol and consequences was ranked 1. LCBH Prevention is going to strengthen this risk factor by continuing the collaboration with Lassen County Probation in providing school based programs that focus on developing life skills. Pre- and Post- testing for the school based programs in the past have shown a 17% increase in knowledge and skills. Furthermore, in an effort to support the intervention techniques, LCBH Prevention subsequently needs to extend these practices in order to support and strengthen the risk factors ranked 2-5. These ranking, 2-5, were based on which protective factor has the most influence on the youth.

LCBH Prevention will address the risk factors posed by parents and other adults who lack knowledge of the risks of underage drinking and who may, although with good intentions, encourage underage drinking in the family home or tolerate use elsewhere in the community. Parents and adults will be supported through community based strategies and educational strategies. LCBH Prevention team will be supporting the development of parent support/SUD education groups, in collaboration with CAPC. The Lassen County Office of Education (LCOE) receives many calls from parents requesting information on prevention and parent education. Strengthening collaboration with LCOE will give LCOE the proper information to assist such parents, including appropriate referrals to resources in the community.

LCBH Prevention will also focus on the retail aspect to reduce underage drinking by providing trainings to local businesses, with the notion that if trainings are provided that local businesses would no longer be a possible resource for the youth to partake in underage drinking. Options for carrying out this strategy will include information dissemination, community based strategies, and alternative strategies. The trainings will serve another purpose of targeting laws, policies, and ordinances.

LCBH Prevention will affect change in the risk factors that encourage favorable attitudes towards drinking (peer use), and the community norms that support the 'rite of passage' to partake in underage drinking (i.e., laws, policies, and ordinances are unclear or inconsistently enforced). Youth participation in school based programs can teach youth by hands-on experience to challenge what they see in media and hear from peers and to advocate for changes in local policies.

These efforts will support and strengthen the protective factors of more youth who are educated about the dangers and consequences of underage drinking and improving local ordinances and practices that limit or discourage the availability and access to alcohol by minors. Efforts will be made to expand school based program activities to the county's outlying areas, thereby reaching more youth.

LCBH will also target the community as a whole by addressing the concerns identified in the survey responses such as:

- There are no activities for the youth to attend
- There are limited family centered alcohol and drug free events in the county
- There is a need for more prevention education

The collaboration of the LCBH Prevention Team with the Lassen County Office of Education Prevention Collaborative is centered around community involvement year around. Participating in the planning process of all events will enable the LCBH Prevention Team to increase community involvement at the collaborative table and throughout the county. In doing this, risk factors of substance accessibility, and lack of recreation activities will decrease, and will increase opportunities for school/community involvement and mobilization, and increase the amount of information dissemination of substance use and consequences.

Data-based Strategy Table

Priority Area	Risk Factor	Protective Factor	Strategy
Underage Drinking	Substances are accessible	Informed about substance use and consequences	Community-Based Process, Education, Information Dissemination
	Laws, policies, and/or ordinances are unclear or inconsistently enforced	Laws, policies, and/or ordinances are consistently enforced	Community-Based Process, Education, Information Dissemination
	Lack of parenting/family management	Positive parental involvement.	Community-Based Process, Information Dissemination
	Past/Current substance use by family members	Med/high school/community mobilization	Community-Based Process, Information Dissemination
	Peer use	Opportunities exist for school/community involvement	Community-Based Process, Education, Information Dissemination

LOGIC MODEL

Priority Substance: Underage Drinking

Problem Statement: Lassen County youth experimenting with alcohol at a younger age due to easy access.

CONTRIBUTING FACTORS:

Risk-

- 1) Substances are accessible “alcohol”
- 2) Socio-economic resources are unavailable (recreation)
- 3) Lack of parenting/family management
- 4) Past/Current substance use by family members
- 5) Peer Use “early age of onset”
- 6) Laws, policies, and/or ordinances are unclear or inconsistently enforced

Protective-

- 1) Informed about substance use and consequences
- 2) Positive parental involvement
- 3) Med/High school/community mobilization
- 4) Opportunities exist for school/community involvement
- 5) Laws, policies, and/or ordinances are consistently enforced

Goal: Decrease underage alcohol use by 1% (in reference to table A6.3- Summary of AOD Lifetime Use in the CHKS Report)

Objective	Strategies	Short Term Outcomes	Intermediate Outcomes	Long Term Outcomes	Indicators
By 6/30/2022 reduce the availability of alcohol to youth from adults by 3% in Lassen County	Parent education Community based process campaign	By 6/30/2019, one county wide awareness campaign has been designed ⁽⁵⁾ By 6/30/2019, four focus groups on parent education has been done ⁽³⁾ By 6/30/2020, educational services in Lassen County has increased by 5% ^(2,4)	By 12/31/2020 there has been a decrease of youth access to alcohol from adults by 1.5% ⁽¹⁾ By 6/30/2020, the number of adults that have received educational services in Lassen County increased by 10% ⁽²⁾ By 6/30/2020, the first campaign has been completed ^(4,5)	By 6/30/2022, the availability of alcohol to youth from adults has reduced by 3% in Lassen County ⁽¹⁾	1. Participant Survey 2. Educational Program Data Tracking 3. Focus Groups and Interviews 4. Information Dissemination Tracking 5. Program Notes

<p>By 6/30/2022, reduce the availability of alcohol to youth from retail sources by 3% in Lassen County</p>	<p>FNL community based process strategy</p>	<p>By 6/30/19 FNL has identified vendors in Lassen County (4) By 12/31/2019, organized a training for vendors addressing laws, polices, and ordinances(4)</p>	<p>By 6/30/2020, presented training to Lassen County vendors (3) By 6/30/2021, the availability of alcohol to youth from retail sources decreased by 2% (1,2)</p>	<p>By 6/30/2022, the availability of alcohol to youth from retail sources has reduced by 3% in Lassen County (1)</p>	<ol style="list-style-type: none"> 1. Participant Survey 2. Data Tracking 3. Attendance sheets 4. Meeting Notes
<p>By 6/30/2022, increase the average age of onset for alcohol use by 2 years.</p>	<p>School based prevention FNL Alternative Strategy</p>	<p>By 6/30/2019, prevention intervention has been provided to 100 youth (3) By 6/30/2019, 70% of the youth that have received education have increased their knowledge (2) By 6/30/2019, completed 1 alternative recreation activity (4,5)</p>	<p>By 6/30/2020, age of onset will have increased by 1 year (1) By 6/30/2020, at least 50% of youth provided with services will have increased their skills (2) By 6/30/2021, completed 2 alternative recreation activity (4,5)</p>	<p>By 6/30/2022, the average age of onset for alcohol use increased by 2 years (1)</p>	<ol style="list-style-type: none"> 1. CHKS 2. Participant Survey 3. Educational Program Data Tracking 4. Meeting Notes 5. Information Dissemination

Collaboration with the Planning Process

Community members were engaged in the planning process by ways of completing a variety of surveys, and participating in focus groups and interviews. The responses received were directly implemented into the development of the logic model. LCBH Prevention Team, as well as other Lassen County staff, and other agencies throughout the community were given the opportunity to voice their opinions on how to make the Prevention Team's efforts successful. All participating individuals agreed that underage drinking is a significant problem in the community that needs addressing.

Sustainability

Planning for sustainability that addresses the underage drinking indicators will include collecting data from:

- Surveys
- Sign-in sheets
- Pre- and post- tests
- CHKS
- Focus groups and interviews
- National Survey on Drug Use and Health (NSDUH)

LCBH Prevention Team will use the results of the data collection tools listed above to evaluate and develop successful sustainability strategies. Through ongoing monitoring and evaluation, LCBH Prevention will determine whether modifications to strategies should be considered and strategies amended accordingly. In doing so, importance will remain on the specified target while modification may be implemented. It will also be important to understand why additional strategies may be useful and consider implementing those strategies. LCBH Prevention will also utilize successful members from these intervention strategies to volunteer in assisting in future implementation on the intervention strategies that will be provided.

Cultural Competency

Considering the diverse cultures in Lassen County, it is essential for the LCBH Prevention Team to work with the Lassen County Cultural Competency Committee to develop culturally sensitive approaches to reach all members of the community. LCBH recognizes that cultural competency is a fluid process that requires continuous monitoring, evaluation, and change as LCBH implements prevention strategies throughout the County. To better incorporate this growth, LCBH will reach out to a variety of individuals with different points of view, and will emphasize on reaching out to the target audience for the service that LCBH Prevention is planning to provide. LCBH will continue to include such input throughout the SPP implementation phase, including during the ongoing assessment and annual SPP updates. Community input is invaluable in preventing oversight of key components as well as developing and understanding any missing components needed for future prevention efforts.

CHAPTER 4: IMPLEMENTATION

Programs/Interventions

Community input revealed a concerned awareness encompassing the topic of underage drinking as well as the harmful effects it creates for youth, parents, and the community as a whole. Among the more consistent alternatives recommended in the data collected revealed a common desire for increasing drug and alcohol free activities, increased targeted prevention education, and providing organized platforms to discuss underage drinking remained prominent.

Engaging Stakeholders allowed a comprehensive process in which participants could express concerns, identify problem areas as well as identify existing capacity where changeability appeared viable. Methodology incorporated written surveys, targeted focus groups across demographic span as well as regularly scheduled stakeholder meetings were capitalized on. The Prevention team carefully analyzed all the data, compared data with bordering counties as well as statewide perception of risks when selecting underage drinking as a priority area.

Strategies included in the logic model are comprised of both current strategies proven to be effective in existing programs provided by LCBH as well as additional, more defined strategies developed with the intent to reinforce and strengthen current capacity while implementing an enhanced logic model in a culturally more competent and sustainable manner. Utilizing focus groups comprised of targeted audience regularly will allow the Prevention Team to track progress, identify gaps while making adjustments to meet program goals.

As Lassen County proceeds toward implementation, the Prevention Team will continue to integrate values related to sustainability, cultural competency, and interdisciplinary collaboration.

The chart below identifies the strategies which will be implemented for the purpose of carrying out the logic model.

Strategy	Program/Intervention
Parent Education	Parenting as Prevention
Community Based Process	Awareness Campaign
Community Based Process	Friday Night Live
School based Prevention	Botvin Life Skills
Education	BRITE Futures

Each objective has been considered at length in the development of the proposed strategy. Those objectives are outlined in detail as follows:

Objective 1.1-1.5: Reduce the availability of alcohol to youth from adults

Parent education implementation entails Parenting as Prevention through the Botvin Life Skills curriculum. Botvin Life Skills Training Parent Program is designed to help parents strengthen communication with their children and give parents the knowledge and skills to encourage healthy behavior and prevent their child from using alcohol and drugs.

This evidence based prevention tool assists parents in teaching their children the skills that help them resist the threats of tobacco, alcohol, drugs, and violence. To implement this curriculum, it will be necessary to research local and outlying areas of Lassen County to assess what resources currently exist in Lassen County to provide the Botvin Parenting Program. Training is available to outlying providers interested in implementation through LCBH.

Coordination of program implementation will be conducted by LCBH, provided adequate staffing is available. If necessary, a request for proposal (RFP) will be considered, to ensure that services are provided.

Information Dissemination strategies provide the preferred service activity in regard to getting the recruitment process off the ground to actual provision of scheduled parenting program. Positive parental involvement provides a strong protective factor in addressing community concerns that there is a current lack of parenting/family management, parents feel youth are safer drinking at home, and their perceived belief of underage drinking to less harmful. These beliefs increase the likelihood of parents providing alcohol to their youth.

Botvin Life Skills Training Parent Program contains a built in fidelity monitoring system including a strong data collection component. Pre and post tests are available for the Parent program. The questionnaires are designed to evaluate the participant's knowledge and attitudes prior to and at the end of implementing the Botvin Life Skills Training program. Reporting measurements, monitoring progress, and outcomes are presently documented monthly as well as quarterly through DCHS PPSDS.

Objective 1- 2.1-2.4: Reduce the availability of alcohol to youth from adults

Targeted Awareness Campaign development and execution will take a significant amount of time. SPF requires that communities systematically

- Assess their prevention needs based on epidemiological data;
- Build their prevention capacity;
- Develop a strategic plan;
- Implement effective community prevention programs, policies, and practices; and
- Evaluate their efforts for outcomes.



The LCOE Prevention Collaborative consists of a multidisciplinary panel of area prevention providers who come together monthly to create a yearly awareness events calendar. LCBH Prevention Team will utilize resources beginning with the Lassen County Office of Education in addition to the Prevention Collaborative to assist in making the campaign a success.

Methodology will be developed utilizing a yearly awareness calendar published by SAMHSA. (<https://www.samhsa.gov/>). A primary awareness campaign will be selected targeting adults who believe youth are safer drinking at home and their perceived belief of underage drinking to be less harmful while allowing alcohol to be accessible to their youth. Considerations when implementing a strong campaign include information about substance use and health consequences, current laws, policies and legal consequences, as well as an improved awareness of socio-economic resources available to parents when seeking assistance for their families. Resources may include available clubs, programs, financial assistance as well as opportunities for parent's school/community involvement.

There are six prevention strategies that address risk behaviors (e.g., alcohol/drug use, suicide, etc.) and increase resiliency. This list is known as CSAP effective prevention strategies. LCBH along with the Prevention Collaborative will work together through a community based process to organize a campaign committee, research an appropriate campaign and determine implementation of strategies that best meet its needs to address underage drinking, reducing the availability of alcohol to youth from adults or looking at the average age of onset for alcohol use.

Lassen County's level of readiness will determine strategies based upon campaign selected, sustainability of the campaign while strengthening cultural competency and attaining projected outcomes that meet goals impacting Lassen County positively. After the community is ready to address issues on a deeper level, other strategies may be selected and/or introduced to improve sustainability. Community efforts are most effective when a combination of strategies are used together.

Data collection will include:

- number of activities
- participant demographics either exact or estimated

- amount of information disseminated
- participant surveys
- Tracking program notes

Objective 2: 1-4: Reduce the availability of alcohol to youth from retail sources by 3% in Lassen County

The Friday Night Live Program (FNL), a youth/adult leadership program in partnership with the California Friday Night Live Partnership, is an integral part of the Strategic Prevention Plan utilizing a youth development framework built into each Roadmap Chapter Project Guide to implement community based process strategies, media strategies, education, potential environmental strategies and information dissemination.

FNL youth will attend monthly Prevention Collaborative meetings to participate in the planning and implementation of drug and alcohol free school and community events as well as community activities. FNL youth will utilize media strategies to potentially implement social norm campaigns targeting underage drinking. This will align potentially with Objective 2.2 (Design Campaign) by determining appropriate trainings and educational events targeting local vendors.

Evidence based programs are being utilized by LCBH prevention in the Botvin Life Skills and in the FNL Standards of Practice and Operating Principles. The FNL intervention is an ongoing program as it pertains to the overall goals of the chapter to do environmental/ community based process work. There will be a continued effort for FNL to target retail stores which sell alcohol, collaboration with law enforcement, the Prevention Collaborative and LCBH Prevention.

FNL will identify local vendors of alcohol or alcohol related products throughout Lassen County utilizing an environmental walk through of local businesses. This activity will include creating a vendor map, list the type of alcohol sold, a map of alcohol placement, and if youth have access. Youth will maintain a working assessment of businesses and their assessment findings will be updated yearly. This type of assessment is clearly stated in the FNL Roadmap Chapter program guide. The Roadmap's guiding principles define age appropriate activities to gain knowledge and skills.

Youth have opportunities to build leaders in the community through planning and implementing annual Town Hall Meetings, attending leadership conferences, school activities, and participate in public speaking events that engage the youth to make change occur. FNL participants through such opportunities will gain skill and knowledge of laws, policies, and/or ordinances that are currently unclear or inconsistently enforced in Lassen County regarding underage drinking and accessibility. Creation of a partnership with local law enforcement creates sustainability and a reliable resource to maintain updated records with fidelity of information gathered. FNL participants will consult with local law enforcement and Department of Alcoholic Beverage Control, to plan and implement a yearly Responsible Beverage Server Training (RBS). RBS

training is a community-based approach to promote public safety and to reduce risks associated with the retail alcohol environment. RBS has three essential elements: the adoption of alcohol-service policy for ABC-licensed establishments; the providing of server education and guidance; and the development of partnerships between law enforcement, local government and community groups. There is also an option to bring in guest speakers for these gatherings.

Objective 3: 1.1-2.1: Increase the average age of onset for alcohol use by 2 years

School based programs will include continuing Botvin Life Skills in schools. This program is beneficial in the aspect that it reaches all county school and is a consistent prevention intervention in the community. The BRITE Futures program continues to be conducted at The Lassen County Teen Center.

Botvin Life Skills Training (LST) is a research-validated substance abuse prevention program proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. This comprehensive program provides adolescents and young teens with the confidence and skills necessary to successfully handle challenging situations.

Currently LCBH in partnership with Lassen County Multi-Agency Prevention and Education Team are on our third year of Botvin Life skills training, a school based program implementation currently in a combined six area school sites targeting county wide youth in middle school and High School. Planning meetings are held weekly consisting of facilitators, Program Coordinator and LCBH Prevention Coordinator. Although this program is in its last year of funding it is the intention of Lassen County Multi-Agency Prevention and Education Team to reapply for continued funding of the program. LCBH will remained partnered in implementation effort providing available trained facilitators.

The program is designed to be taught in sequence over three years in middle school, junior high or One year to High School age youth. The curriculum is intended to be taught sequentially to build on skills learned in the previous levels. Taught on a more extended schedule (once a week) until the program is complete. Skills-based program designed to promote positive health and personal development for high school youth. Based on the highly effective *Life Skills Training* curriculum, this program additionally helps adolescents navigate the challenges of the high school years and prepares them for the independence and responsibilities that they will encounter as young adults.

Goal	Decrease Underage Drinking			
Objective 1	Reduce the availability of alcohol to youth from adults by 3% in Lassen County			
Program/Intervention: 1. Parenting as Prevention 2. Awareness Campaign				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
1.1) Research	Jan 2018 – May 2018	LCBH Pv	CBP	U
1.2) Recruit	Jun 2018 – Aug 2018	LCBH Pv, LCBH SUD	CBP	U
1.3) Implement Program	Sept 2018 – Ongoing	LCBH	ED	U
1.4) Collect Data	Quarterly	LCBH	CBP	U
1.5) Report quarterly activities and outcomes	Quarterly	LCBH	CBP- Prevention Team evaluation	U
2.1) Organize Campaign Committee	Jan 2018 – Jun 2018	LCBH, LCOE PC	CBP	U
2.1) Research	Jul 2018 – Dec 2018	LCBH, LCOE PC	CPB	U
2.2) Design Campaign	Jan 2019 – Jun 2019	LCBH, LCOE PC	CBP	U
2.3) Implement Campaign	Jul 2019 – Jun 2020 (Then annually)	LCBH, LCOE PC	CBP	U
2.4) Data collection	Annually starting July 2020	LCBH	CBP	U

Goal	Decrease Underage Drinking			
Objective 2	Reduce the availability of alcohol to youth from retail sources by 3% in Lassen County			
Program/Intervention: Friday Night Live (FNL)				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
1. Identify local business to target	Aug 2018 – Jun 2019	LCBH Pv	CBP	U
2. Organize training	Jul 2019 – Dec 2019	LCBH	CBP	U
3. Present Training	Jan 2020 – Jun 2020	LCBH	CBP	U,
4. Collect Data	Quarterly	LCBH	CBP	U
Goal	Decrease Underage Drinking			
Objective 3	Increase the average age of onset for alcohol use by 2 years			
Program/Intervention: Botvin Life skills/ FNL Alternative Strategy				
Major Tasks	Timeline	Responsible Party	Strategy	IOM
1.1 Continue working with other systems to collaborate efforts	Ongoing	LCBH	CBP	U
1.2 Implement school based programs (Botvin Life Skills, BRITE Futures)	Aug – Jun (annually)	LCBH, LC Prevention & Education Program	ED	U
1.3 Collect/Review data	Annually	LCBH	CBP	U
2.1 completed 1 alternative recreation activity	Annually	FNL/LCBH	CBP	U

CHAPTER:5 EVALUATION

Methodology

LCBH Prevention will utilize various methods to evaluate the effectiveness of the strategies being implemented from the logic model. The primary tools that will be used to serve as baseline data include CHKS, CalOMS (PPSDS), and community surveys collected in 2017. The continuous collection of data is necessary for LCBH Prevention Team to provide adequate implementation of strategies and make modification when necessary.

The purpose for conducting evaluation is to measure change, and help to improve LCBH Prevention efforts in Lassen County. LCBH Prevention remaining consistent with evaluations will assist in sustainability of efforts.

The foundation of the SPP was based on the assessment information that was gathered from May through August of 2017. LCBH will use the assessment information as a baseline for evaluation change in Lassen County. Similar data collecting information will be utilized such as CHKS, surveys, focus groups and interviews. When conducting surveys, focus groups, and interviews the questions and topics may vary based on the goal of the strategy being implemented.

Roles and Responsibilities

LCBH Prevention Team will be responsible for collecting data for most of the SPP, with a focus on LCBH Prevention follow through with the plan, and if it was a success. LCBH Prevention team will meet to discuss outcomes and make changes wherever necessary.

Sustainability

The purpose for conducting evaluation is to measure change, and help to improve LCBH Prevention efforts in Lassen County. LCBH Prevention is remaining consistent with evaluations will assist in sustainability of efforts. When determining sustainability in regards to the prevention techniques that are successful, LCBH Prevention Team will look at what efforts assisted in the success through observations and through feedback from participants. The overall evaluation process will have a future effect on the planning, capacity and program effectiveness, and the implementation process.

Cultural Competency

Integrating cultural competency into the evaluation process will include sharing findings with audiences that are targeted (i.e. parents, vendors) in the logic model in setting such as a focus group. This will be significant as it will assist in LCBH and the community working together to address the priority area and improving services when necessary.

Reporting Evaluation Results

Reporting results will be limited to community groups and organizations while first implementing the SPP. Results will be presented at stakeholder meetings annually, to community partners quarterly, and to the LCOE Prevention Collaborative (LCOE PC) quarterly. Information that is to be provided to the state via the PPSDS will be inputted daily and reported monthly. As LCBH Prevention Team moves forward in implementation, evaluation reports may be shared through other means if necessary. Sharing results may also assist in building capacity.

Sharing evaluation results, even when results are unsuccessful, will be crucial. Sharing results shared will inform the community groups that LCBH Prevention strategies are reducing the priority area, or that more collaborative efforts are needed.

Audience	Abstracts & Briefings	Annual/Evaluation Reports	Fact Sheets	Brochures & Posters	Exhibits	Press Conference	Press Release	Town Meetings
Current/Potential Funder								
New Potential Funder								
Administrator								
Board Members	X	X						
Community Groups	X	X						
Organizations	X	X						
Media								

Outcome-Based Evaluation Plan

Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
By 6/30/2019, one county wide awareness campaign has been designed	<ul style="list-style-type: none"> • Planning meeting notes 	<ul style="list-style-type: none"> • Campaign Tool kit 	<ul style="list-style-type: none"> • Campaign Tool kit 	<ul style="list-style-type: none"> • LCBH Pv • LCOE PC 	<ul style="list-style-type: none"> • 2019 - Annually
By 6/30/2019, four focus groups on parent education has been done	<ul style="list-style-type: none"> • Number of focus groups 	<ul style="list-style-type: none"> • Attendance log • PPSDS 	<ul style="list-style-type: none"> • Survey • PPSDS 	<ul style="list-style-type: none"> • LCBH Pv 	<ul style="list-style-type: none"> • 2018-2019
By 6/30/2020, educational services in Lassen County has increased by 5%	<ul style="list-style-type: none"> • Number of groups 	<ul style="list-style-type: none"> • Educational Program Data Tracking • Fidelity 	<ul style="list-style-type: none"> • PPSDS • Sign-in sheets 	<ul style="list-style-type: none"> • LCBH 	<ul style="list-style-type: none"> Education • Monthly Information • Monthly
By 12/31/2020 there has been a decrease of youth access to alcohol from adults by 1.5%	<ul style="list-style-type: none"> • Survey 	<ul style="list-style-type: none"> • Participant Survey 	<ul style="list-style-type: none"> • Participant Survey 	<ul style="list-style-type: none"> • LCBH 	<ul style="list-style-type: none"> • Annually
By 6/30/2020, the number of adults that have received educational services in Lassen County increased by 10%	<ul style="list-style-type: none"> • Number of adults 	<ul style="list-style-type: none"> • Educational Program Data Tracking • Attendance 	<ul style="list-style-type: none"> • PPSDS • Sign-in sheets 	<ul style="list-style-type: none"> • LCBH 	<ul style="list-style-type: none"> Education • Monthly Information • Monthly
By 6/30/2020, the first campaign has been completed	<ul style="list-style-type: none"> • Campaign work plans 	<ul style="list-style-type: none"> • Campaign work plans 	<ul style="list-style-type: none"> • Campaign work plans 	<ul style="list-style-type: none"> • LCBH Pv • LCOE PC 	<ul style="list-style-type: none"> • 2020 - Annually
By 6/30/2022, the availability of alcohol to youth from adults has reduced by 3% in Lassen County	<ul style="list-style-type: none"> • Survey 	<ul style="list-style-type: none"> • Survey 	<ul style="list-style-type: none"> • Survey 	<ul style="list-style-type: none"> • LCBH 	<ul style="list-style-type: none"> • Annually

Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
By 6/30/19 FNL has identified vendors in Lassen County	<ul style="list-style-type: none"> Number of vendors 	<ul style="list-style-type: none"> Observation 	<ul style="list-style-type: none"> Environmental Walk-through 	<ul style="list-style-type: none"> LCBH Pv FNL 	<ul style="list-style-type: none"> Annual
By 12/31/2019, organized a training for vendors addressing laws, policies, and ordinances	<ul style="list-style-type: none"> Planning notes 	<ul style="list-style-type: none"> Meeting Notes 	<ul style="list-style-type: none"> FNL Roadmap 	<ul style="list-style-type: none"> LCBH Pv FNL 	<ul style="list-style-type: none"> Annual
By 6/30/2020, presented training to Lassen County vendors	<ul style="list-style-type: none"> Training plans 	<ul style="list-style-type: none"> Training plans 	<ul style="list-style-type: none"> Training plans 	<ul style="list-style-type: none"> LCBH Pv FNL 	<ul style="list-style-type: none"> Annual
By 6/30/2021, the availability of alcohol to youth from retail sources decreased by 2%	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> LCBH Pv FNL 	<ul style="list-style-type: none"> Annual
By 6/30/2022, the availability of alcohol to youth from retail sources has reduced by 3% in Lassen County	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> LCBH Pv FNL 	<ul style="list-style-type: none"> Annual

Outcomes	Indicators	Method of Data Collection	Tools	Who Collects Data	Timeframe
By 6/30/2019, prevention intervention has been provided to 100 youth	<ul style="list-style-type: none"> Number of students 	<ul style="list-style-type: none"> Educational Program Data Tracking 	<ul style="list-style-type: none"> PPSDS Botvin Pre-Post Test 	<ul style="list-style-type: none"> LCBH Pv Lassen County Prevention Education Programs 	<ul style="list-style-type: none"> Annually
By 6/30/2019, 70% of the youth that have received education have increased their knowledge	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Participant Survey 	<ul style="list-style-type: none"> Botvin Pre-Post Test 	<ul style="list-style-type: none"> LCBH Pv Lassen County Prevention Education Programs 	<ul style="list-style-type: none"> Annually
By 6/30/2019, completed 1 alternative recreation activity	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> LCBH Pv 	<ul style="list-style-type: none"> Annually
By 6/30/2020, age of onset will have increased by 1 year	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> CHKS 	<ul style="list-style-type: none"> LCOE 	<ul style="list-style-type: none"> Bi-annually
By 6/30/2020, at least 50% of youth provided with services will have increased their skills	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Participant Survey 	<ul style="list-style-type: none"> Botvin Pre-Post Test 	<ul style="list-style-type: none"> LCBH Pv Lassen County Prevention Education Programs 	<ul style="list-style-type: none"> Annually
By 6/30/2021, completed 2 alternative recreation activity	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> Activity work plans 	<ul style="list-style-type: none"> LCBH Pv 	<ul style="list-style-type: none"> Annually
By 6/30/2022, the average age of onset for alcohol use increased by 2 years	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> Survey 	<ul style="list-style-type: none"> CHKS 	<ul style="list-style-type: none"> LCOE 	<ul style="list-style-type: none"> Bi-annually