

2015 National Exemplary Awards for
Innovative Substance Abuse Prevention Programs, Practices and Policies
APPLICATION COVER SHEET
(INCLUDE WITH APPLICATION)

1. Has this intervention been submitted for an Exemplary Award in previous years? [Circle one]

Yes No

2. What is the primary target for this program, practice or policy? [Circle one]

Individual School-Based Family/Parent Peer/Group
Workplace Environmental/Community-Based Other

If Other, explain: _____

PROGRAM INFORMATION

Program Name Be Safe, Be Smart Campaign
Agency Buffalo County Community Health Partners
Contact Person Tana Nelsen Email positivepressure@bcchp.org
Address 1755 Prairie View Place
Kearney, NE 68845
Phone 308-865-2283 Fax 308-865-2948

I have reviewed the information contained in this application and certify that it is accurate, to the best of my knowledge.

Tana Nelsen
Program Director Signature

9/14/15
Date

NOMINATING AGENCY/ORGANIZATION INFORMATION

Agency/Organization _____
Contact Person Renee Faber, NPN Email renee.faber@nebraska.gov
Address 301 Centennial Mall-S
Lincoln, NE 68509-5026
Phone 402-471-7772 Fax 402-471-7859

I have reviewed the information contained in this application and certify that it is accurate, to the best of my knowledge.

Renee Faber
Nominating Agency Signature

9/4/15
Date

Table of Contents

Abstract.....2

Program Narrative

A. Philosophy.....3
B. Needs Assessment.....3
C. Population Served.....5
D. Building Capacity.....7
E. Strategic Planning.....9
F. Implementation.....10
G. Evaluation.....11
H. Program Management.....11

Abstract

The Be Safe, Be Smart Campaign, a campaign led by the Positive Pressure Coalition, was formed to deter the effects of binge and underage drinking taking place at the largest annual community event, Cruise Nite in Kearney, Nebraska. Cruise Nite, started as a small car show by the Central Nebraska Auto Club and turned into a regional event bringing in approximately \$3 million in economic development to the community. The 4 day event started with the purpose of bringing the “good ole days” and the love for classic cars to the area. Unfortunately, the family-oriented intent of the festival created an opportunity for a large drinking culture on the last night of the event.

In 2013, the event was considered the most worrisome event police officials had experienced to-date and in-turn was heavily documented in the local paper. The parties take place in yards along both sides of 25th Street in the center of town, ranging approximately 5 blocks. These homes are a mixture of university rentals and homeowners. 25th Street is traditionally where the classic cars parade through, however, due to the number of large yard parties in recent years classic cars head home before entering the rowdy area for fear of having their car damaged. The parties begin early in the day and last until early hours of the morning. The long hours of drinking and large groups of diverse people create a recipe for disaster in terms of gang-related activity and violence, sexual violence, over-intoxication, and disorderly conduct in community members and visitors.

The Be Safe, Be Smart campaign was based on using a mixture of education, community-based processes, and environmental strategies. After assessing the needs, the campaign started by sending a direct mailing letter to all landlords, property managers, homeowners, and business owners on 25th street. These letters were the avenue to bring stakeholders together not only to discuss issues evolving over the years, but also the solutions they could begin to put into action. Also attending the first meeting was the Chief of Police, the County Attorney, Classic Car Director, Positive Pressure Coalition members, and other community members interested in making a positive change for the community. The group eventually expanded into 23rd-26th Street, as the parties expanded into these areas. After inviting the additional landlords, the group came up with a few principles to help them for Cruise Nite 2014 by assuring no properties were vacant, utilizing “No Trespassing” yard signs with the Be Safe, Be Smart logo on the other side, and utilizing a “Top 10” safety list for community members on how to have a Safe and Smart Cruise Nite weekend. This list aimed at party-goers, gatherers, friends, parents, and the community at large, was posted in a 10 day local paper advertisement campaign, social media, the Positive Pressure website, and on door hangers that were posted in the area homes and retailers.

In addition to the landlord letters and meetings, as a result of the Be Safe, Be Smart task force discussions, law enforcement helped propose an Open Container Policy that was later passed January of 2015, which would debut its effectiveness for Cruise Nite of 2015. This city code makes it illegal to not only consume, but also to possess an open container of alcohol in city right of way or on public property, including sidewalks. From the very first meeting, a law enforcement official mentioned the use of a this policy in other states as a way to contain large festivals, such as the Sturgis Motorcycle Rally in South Dakota, and would be a great tool for the Kearney Police officers to have in their toolbox for the event.

Not only did landlords and homeowners have an increase in reporting “...fewer negative behaviors during Cruise Nite,”, but law enforcement also reported previous Cruise Nite’s parties with more than 30 people averaged between 10-15 along 25th Street and in 2015 there were only 2. The local newspaper conducted an online poll that revealed that 68% of respondents believe that Kearney’s signature event, Cruise Nite, is more appealing since the “Be Smart, Be Safe” effort to rein in large parties.

Program Narrative

A. Philosophy

Positive Pressure is a community coalition that seeks to create a healthy environment for the Buffalo County community regarding alcohol, tobacco, and other drugs. The mission is to aid communities in the coordination and integration of resources, and the use of evidence-based practices to reduce substance abuse. The vision is to improve the health and quality of life in Buffalo County by reducing substance abuse through collaboration, planning, and programming.

In the early 1990s, Buffalo County liquor sales diversified from liquor stores to include grocery and convenience stores. At least one convenience store was located across the street from Kearney Senior High School and Horizon Middle School. When that convenience store sold alcohol to an underage student, Region 3 Behavioral Health Services led a community meeting involving the Family Advocacy Network, Buffalo County Community Health Partners, and a large parent group to discuss community conditions and standards. The meeting coordinator sent a letter to the Editor of the Kearney Hub urging the community to exert “**positive pressure**” about substance abuse on local youth and community members. As a result, the community created a new set of socially acceptable standards for alcohol use and the Positive Pressure Coalition was formed. Shortly thereafter, the convenience store that sold alcohol to a minor, voluntarily removed all liquor from their shelves to conform to the new community standards. As the types of community substance abuse challenges changed, the Coalition’s focus grew and changed. In June 1996, the Coalition expanded to address rising methamphetamine use which was identified as a growing problem in the community. (*Herz, D. "Drugs in the Heartland: Methamphetamine Use in Rural Nebraska." Ncjrs.gov*). During this time, community members and policy makers worked together to specifically prevent a “head shop” from selling drug paraphernalia. Today, the Coalition stays abreast of community issues by attending multiple community meetings, town hall meetings, and maintaining constant partnership with organizations and members of the community and continues to adapt to address existing and emerging drug trends in Buffalo County.

The Be Safe, Be Smart campaign is a product of work shaped by the Positive Pressure Coalition to address the high risk drinking issues the community faces during its annual community event, Cruise Nite. Cruise Nite, held in the county seat Kearney, NE, had been an item on the Positive Pressure Coalition agenda for multiple years, due to its increasingly popular recognition for being the county’s largest “party.” Previous tactics included omitting the sale of glass bottles, due to the increasing number of glass lacerations endured from the parties taking place during the weekend. Although the Coalition worked diligently year after year to find solutions for the after Cruise Nite partying damages on the community, it was not until all community stakeholders understood that binge and underage drinking as the root cause of the problem and ready to take action.

B. Needs Assessment

Data utilized to show the scope of substance abuse in the community is collected from a variety of different sources. One of the major sources used is the Nebraska SHARP survey, which is the umbrella encompassing the three student health surveys endorsed by the Nebraska Department of Education (NDE) and the Nebraska Department of Health and Human Services (NDHHS). This coordinated approach of SHARP began in 2010 to address the concerns of school administrators and NDE and NDHHS officials about the number of interruptions in school schedules, the preference of school administrators for fall data collection, a need to decrease confusion and competition among the surveys, and a need to improve participation in all three surveys. This approach allowed schools the opportunity to administer multiple surveys in one day and asked students to participate in no more than one survey.

The three surveys encompassed under the Nebraska SHARP include: 1) Youth Risk Behavior Survey (YRBS), 2) Youth Tobacco Survey (YTS), and the 3) Nebraska Risk and Protective Factor Student Survey (NRPFS). The YRBS, a survey part of the National Youth Risk Behavior Surveillance System

created and managed by the Centers for Disease Control and Prevention (CDC), is designed to monitor trends in health risk behaviors including: unintentional injuries, and violence, tobacco, alcohol, and drug use, sexual risk behaviors, unhealthy dietary behaviors and physical inactivity. The YRBS also measures the prevalence of obesity and asthma among youth and young adults. The YTS, a state-wide survey also created and managed by the CDC, is aimed to improve the ability of agencies and community organizations to design, implement and evaluate tobacco prevention and control programs. The NRPFSS is designed to measure adolescent substance abuse, delinquent behaviors, and the risk and protective factors that predict adolescent problem behaviors. The goal of this survey is to provide schools and communities with local level data to help in planning prevention programs based on the needs of their communities.

The Nebraska SHARP Survey is administered every two years, during even numbered years, to students in grades 6 through 12. Since members volunteer to assist with the administration of the survey in all area schools, Buffalo County is fortunate to have 100% survey participation.

Even with major progress over the years, underage drinking is still the greatest issue facing youth in Buffalo County. As reported in the 2012 SHARP survey, in the past 30 days, only 11.4% of youth reported consuming at least one drink, compared to 20% in 2010. While 30 day use rates show some decline, 8.5% of Buffalo County youth reported binge drinking at least once in the past 30 days, which has increased from 7.8% in 2010. Based on the 2014 Buffalo County Juvenile Services Database, 140 of the 295 youth referred to the Buffalo County Diversion Program through the County Attorney's Office were cited with minor in possession of alcohol, compared to 55 cited in 2013.

The 2012 Nebraska Risk and Protective Factor Student Survey (NRPFSS) Survey asked Buffalo County students enrolled in 6th, 8th, 10th, and 12th grade about their perception of risk related to alcohol consumption which showed: 46.9% of 6th graders, 33.2% of 8th graders, 27.1% of 10th graders, and 23.8% of 12th graders reported a *perception of great risk* of regular alcohol use. Of those same youth, 0.4% of 6th graders, 4.5% of 8th graders, 16.1% of 10th graders, and, 24.6% of 12th graders reported consuming alcohol in the past 30 days. The survey also indicates a high number of *parental attitudes* favorable toward drug use, with 12th grade reporting about 30%, and a high number of youth reporting poor family management, with 12th graders reporting about 26.9%. 67.6% of 12th graders report it is "very easy or sort of easy to get alcohol".

In Buffalo County, of students reporting drinking alcohol in the Past 30 days, 32.6% reported consuming at their own home with their parents' permission, compared to the state average of 30.33%. 28.35% of Buffalo County youth reported drinking at a friend's home with their parents' permission, compared to the state average of only 27%.

The Coalition also utilizes data collected by the American College Health Association National College Health Assessment, which compares youth trends to trends at the University level. Adult and minority data is collected using the Adult Behavioral Risk Factor Survey and the Minority Behavioral Risk Factor Survey. This survey allows the Coalition to monitor data related to the adult use of substances, drinking and driving, etc. Data collected from adults allows an additional monitoring system, as well as an important set of comparison data as youth transition into adulthood.

Other non-survey data collected includes: Alcohol Retailer Compliance Checks on alcohol law, such as sale to minors, on alcohol retailers conducted by the Nebraska State Patrol, Nebraska Office of Highway Safety motor vehicle crashes in Nebraska by cause, and the Nebraska Crime Commissions tracking arrest made in Nebraska by offense.

Qualitative data is also collected to determine the level of community readiness for each community to address a particular issue. One way this is done is through a collection of key informant interviews with Buffalo County School administrators to determine if needs are being met. The visits include evaluation of the current school needs, assets, opportunities and threats. These meetings help the Coalition tailor

what resources are needed at each school and how they connect the schools to the right resources. The meetings also aid administrators with ideas on how to utilize data they receive from the Sharp surveys as well as ways to communicate their plan with their community.

The Coalition was also able to use arrest data for the event, however, these are not an accurate baseline for data, as officers made clear lower arrests may mean that there were not enough officers or attention had to be put on different types of crimes such as violent fights. The best way to utilize this data, however, was to compare numbers to qualitative data from officers. For example, arrests were not as high as anticipated for 2013, but law enforcement explained to the Coalition it was due to increase in violence that needed more officers' attention.

Positive Pressure's work is driven by assessments. The surveys conducted every two years helps to not only see what risky behaviors are decreasing and protective factors are increasing, but also it also shows emerging trends and issues that need focus as a Coalition and as a community. These surveys along with non-surveys of data collection are compiled into a bi-yearly data report. The purpose of these data reports is to provide baseline and indicator data directly related to each of the strategic directions to measure and review changes in the community. The Coalition takes the time to discuss the data report when they are completed, to help ensure the data still aligns with the strategic plan. The Coalition also uses the beginning of each year to review the logic model and the work plan, again aligning with the data and strategic plan.

As determined from data, short-term goals are employed by the evidence-based practice Communities Mobilizing for Change on Alcohol (CMCA) for most of the Coalition's programs. CMCA's goals are to eliminate illegal alcohol sales to minors, obstruct the provision of alcohol to youth, and ultimately reduce alcohol use by teens. The program involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol.

To aid the Be Safe, Be Smart campaign planning, the Coalition also used newspaper articles, law enforcement dialogue from meetings, and other grassroots communications with members of the community to determine that Cruise Nite had been an increasingly problematic event for the community in terms of high risk drinking, underage drinking and other risky behaviors. A simple environmental scan, showed that the problem area was along 25th street and the correlating 5 blocks in length. There are other high traffic areas, however, 25th street proposed the highest risk for binge and underage drinking via yard parties. Upon inviting the landlords, homeowners, property managers and business owners, the dialogue from these meetings brought about more specific needs for the Be Safe, Be Smart campaign. Although the overarching goal is to reduce underage drinking and binge drinking, the campaign relies on the entire community to shift the culture, not just the youth or high risk drinkers. Utilizing consistent messages when speaking to parents, youth, landlords, and young adults is how the Be Safe, Be Smart campaign excelled in a unique way. Making the atmosphere safe and friendly for everyone, not just for youth, or not just for families, but for everyone attending Cruise Nite helped each member of the community feel as though they were united and discriminated.

C. Population(s) Served

The target population for the Be Safe, Be Smart campaign is rather unique, as it is a campaign for the entire population of the event, including, but not limited to, Buffalo County and surrounding communities. The event started as a small car show in the community, but has progressed to a regional event. This widespread recognition brings a majority of people in surrounding communities from the state as well as people all over the U.S. The audience drawn to Cruise Nite expands across all ages and interests including: car enthusiasts, hot-rodder's, hot-rod wannabes, aged and aging hot-rodder's, luxury car enthusiasts; to families, empty-nesters, young families with small children, young adult couples; college students to youth and young adults. It also has an appeal for surrounding gangs, coming from both

the east and the west. Having such a diverse audience can lead to conflict. The time of the event is late July, which is a great time for crowds to gather. The University is about start the fall semester, high school youth are still on summer break, families are having their summer gatherings, etc. The event is designed to attract people to the community; however the negative effects of the event include the behaviors that are also brought in or the “rite of passage” that leeches to community festivals. As Buffalo County is a rural area, events such as Cruise Nite tend to be an avenue for anyone simply looking for something to do.

A majority of the target population, however, can be understood by observing the Buffalo County community. Buffalo County is located in central Nebraska, with a total population of 46,102. Buffalo County is comprised of seven rural communities and one larger community, the county seat of Kearney, which has the largest population of 32,174. Since 2000, the population of Kearney has grown 17.3%. Kearney is home to the University of Nebraska at Kearney (UNK) which has a student population of about 7,500.

According to 2010 US Census data, 24 % of the population is under the age of 18 and 12.1% is over the age of 65. Data show 93.2% of residents are high school graduates, while 32.2% have obtained bachelor’s degree or higher. Females comprise just over 50% of the population. The racial makeup of Buffalo County is 92.7% Caucasian and 7.3% of all other races. Of the minority population, 1.3% identifies with one or more race and 7.4% describe themselves as Hispanic or Latino. The median household income is \$45,009 but 15.8% of the population lives below the poverty level. The percentage of children 17 & under in poverty is significantly increasing to 16.8% compared to the state rate of 16.7%. The Buffalo County unemployment rate of 2.6% is lower than the state’s rate of 4.1% (Nebraska Department of Labor, www.dol.nebraska.gov). The LGBTQ population in Nebraska comprises 2.7% of the population.

Leading industries in Buffalo County are agriculture, manufacturing, retail, and education/health care/social services. The county seat, Kearney, is a regional hub for medical care, air travel, entertainment, education, and shopping. The population of Kearney has significantly increased in the past 10 years, while the seven smaller communities have maintained or lost population.

Buffalo County has 11 middle and high schools which serve 4,256 youth in 6th through 12th grades. Youth in Buffalo County grow up enjoying Nebraska’s great outdoors with activities such as fishing and camping. Buffalo County residents of all ages participate in and support local sports year round, as is typical in many rural Nebraska communities.

Buffalo County struggles with a complacent adult attitude toward alcohol and marijuana use by minors. PPC has collected qualitative data and documented the community members’ attitudes regarding the use of alcohol by youth. In all eight communities, parents admitted to considering youth alcohol use a “rite of passage” and allowing students access to alcohol in their homes. The presence of alcohol at major community events, such as Cruise Nite, led to the impression that alcohol use is accepted and expected for community youth. In Buffalo County adult focus groups, parents cite retailers as major contributor to underage drinking, however in Buffalo County data 24% of youth are reporting parents gave it or bought it for me and 25% reporting other family member gave it to me or bought it for me.

For Cruise Nite, the major problem area is along 25th Street which was the first population the Coalition engaged. Names and addresses were gathered and landlords, property managers, homeowners, and business owners were invited to a town hall meeting. This meeting allowed for a supportive environment

for frustrated community members. It also was a platform to discuss how to involve additional members of the target populations. For example, reaching the youth and college age high risk drinkers included a social media mix of Facebook, Twitter, and Yik Yak. Reaching members outside of our community included press releases to outside community papers. Reaching members within the community included service club presentations and face to face interactions and handing out Be Safe, Be Smart materials.

As the Coalition Coordinator was trained in National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care in August of 2014, she was able to utilize her knowledge and skills to assist the Be Safe, Be Smart Campaign for effective and respectful messages to ensure cultural appropriateness. To ensure cultural competency in the Be Safe, Be Smart campaign, members worked on being all inclusive and consistent in messaging. Being consistent gave each Cruise Nite participant a sense of community and connection with the campaign. Messages utilized in the Be Safe, Be Smart Top 10 Tips list included strength based tips for population groups that were: 1) Planning a gathering, 2) Friends, 3) Parents, 4) Cruise Nite party goers, 5) and Neighbors. Although the title of each subgroup is broad, any Cruise Nite participant can identify. For example, "Tips for After Cruise Nite Party Goers: Be Sure to know all city codes and ordinances. It is illegal to possess an open container of alcohol in city right away or on public property—this includes sidewalks." and "Tips for Parents: If your child is underage, supervision is suggested. Talk to your young adults about their plans. Remind them to be safe and smart. Model good behavior."

D. Building Capacity

Although focused on Cruise Nite weekend, the Be Safe, Be Smart Campaign aligns with Positive Pressure Coalition's prevention strategy to aid communities in the coordination and integration of resources, and the use of evidence-based practices to reduce substance abuse and additionally to the umbrella organization, Buffalo County Community Partners, overarching mission to assess, strengthen, and promote the health of Buffalo County.

After Cruise Nite 2013, the year the event was negatively documented as "Cruise Nite partiers at all-time 'worrisome' high," by the local newspaper, the Coalition had decided to begin reaching out to anyone that was connected to the epicenter of the Cruise Nite parties. The Coalition Coordinator worked initially with Century21 Property Manager, Alexis McNeal, to identify homes in the area and match them to owners and property managers.

Once the list of 25th homeowners, property managers, and landlords was complete, the Coalition worked on creating a letter to invite this group to a town hall meeting. The letter was co-signed by the Chief of Police, who was also committed to assisting with any Cruise Nite efforts that the Coalition decided to initiate. The roster of the first town hall meeting attendees included: Buffalo County Attorney, Region 3 Behavioral Health, Cruise Nite Event Director, Buffalo County Juvenile Services Administrator, law enforcement officers, Assistant Vice Chancellor, Communications and Community Relations, and 25th street landlords, property managers, homeowners and business owners.

Prior to the landlords meeting, the Assistant Vice Chancellor of Communications at the University of Nebraska Kearney (UNK), Kelly Bartling, reached out to the Positive Pressure Coordinator to ensure that all organizations were working together for Cruise Nite. The collaboration with UNK was another major asset to the Be Safe, Be Smart Campaign, as Ms. Bartling is the one that formulated the name of the campaign, the logo, and additional marketing pieces that the group needed to really begin the campaign. Having UNK assisting with the group was also another great message to send to the community and prove that all corners of the community are working together to create a safer and more enjoyable environment for Cruise Nite weekend.

The first meeting discussion focused topics around workable solutions for the group. This meeting was a great way for community members to finally have their voice heard on issues they face each year in terms of after Cruise Nite party damages. Ideas gathered from this meeting included ways to protect property, the importance of owners or landlords being present and staking claim to their own property, ways to work with UNK, as well as a lofty discussion on policies that could help deter Cruise Nite behaviors. In this meeting, law enforcement also illustrated the challenges they have been facing and will continue to face with understaffing. For previous years they had received outside enforcement from State Patrol, however, due to liability of such a risky event, they were no longer sending extra staff.

Policies discussed in the first town hall meeting included policies for landlords or property managers to place in their tenant lease agreements. An additional policy, brought to the group by a police officer, was an open container policy. At this time, the city code made it illegal for open consumption, meaning an open container could be possessed on public property, but not consumed. Amending the policy from open consumption to an open container policy would give law enforcement an extra tool in their toolbox.

The group decided that a second meeting was necessary prior to Cruise Nite and should include 23rd, 24th, and 26th street too, as parties have gotten so large that they spill over into these streets as well. With these recommendations, the Coalition worked on gathering these new addresses, studying open container policies, and continued recruiting stakeholders.

The second landlords meeting brought in more community stakeholders and continued discussions on solutions for after Cruise Nite party damages. The group discussed the promotional ideas for the newly named campaign, Be Safe, Be Smart. The group was also given samples of a lease addendum that would help their tenants understand the rules of their rental property. In addition to the lease addendum, the discussion also centered around the possibility of an open container policy proposal. Although an open container policy was discussed, law enforcement and city officials recommended that this policy be proposed after Cruise Nite 2014 so the community and visitors would be aware and ready for the policy change.

In conclusion of the meeting, the group decided they would benefit from yard signs that promoted the campaign on one side and stated "no trespassing" on the other—a great way for promotion of the newly formed campaign and an aid in keeping unwanted parties off their property. Because of the constant collaboration with Region 3 Behavioral Health Services, the Coalition was able to provide some of these materials with grant funding. The Chief of Police also decided to shift money used for Compliance Checks to help assist with Be Safe, Be Smart campaign to show his growing concern to address the after Cruise Nite partying culture. The group was also able to create Top 10 Tips to stay safe during Cruise Nite. These tips were printed on door hangers that were distributed to the 23rd-26th street residential area as well as posted on the Positive Pressure Coalition website. In the beginning of July, these tips were also featured daily in the local newspaper through a 10 day advertising package that was donated in kind by the newspaper, an estimated \$1500 donation. The very last advertisement printed by the local newspaper was an entire page spread on the front page of the paper and promoted by multiple local businesses that saw the campaign as a worthy investment.

After Cruise Nite 2014, the Coalition gathered around key stakeholders to discuss the results of Cruise Nite 2014. Among some of the stakeholders participating in the debrief were: area youth, Chief of Police, County Attorney, Assistant Vice Chancellor, Communications and Community Relations at UNK, Property Managers, Positive Pressure Coalition members, Regional Prevention Systems Coordinator, and additional members within the community. Discussion included positive feedback for yard signs, as the parties seemed to start later in the evening, rather than early in the day. Information from door hangers, website, social media and the newspaper advertisement had a lot of the community talking, whether they

were in favor of the change or not. Gang activity was still prevalent, which law enforcement foresees to be an ongoing issue as a result of the large crowds of people. Overall conclusions: it was a good start but it just wasn't enough. There was a need for more residents to be involved. There were many champions in neighborhoods and it could be a building block for the next year.

The group debrief also led to the discussion of how to move forward for the years to come. The group had decided to declare themselves a task force, underneath the name Be Safe, Be Smart. The Be Safe Be Smart task force decided to be a committee for the Positive Pressure Coalition. This way, the group could meet bi-monthly and also report to the monthly Positive Pressure meetings.

Correlating alongside the process for the Be Safe, Be Smart landlords and homeowners meetings were some additional pieces the Be Safe, Be Smart campaign employed. Starting in 2013, the Coalition created a retailers letter to restrict or reduce the sale of alcohol in glass bottles Cruise Nite weekend. Eliminating the sale of glass bottles was not only an effort to reduce glass debris along 25th Street properties, a concern the local hospital E.R. had voiced concerns about, but also an attempt to reduce injuries that occur from glass bottles. Again with the support of the Chief of Police, two businesses were able to pilot the recommendation two years ago, one of which was Walgreens.

Walgreens located in the epicenter of the Cruise Nite parade, excluded beer sales in glass containers on Saturday night. Manager Keven Heese recommends this for any businesses looking to protect themselves, and the community, over the busy weekend. "Eliminating glass for the night was not an issue. What customers couldn't buy in glass, they could buy in aluminum." said Heese. Both Walgreens and SpeedeeMart saw no detrimental effects on sales or customer requests.

With positive feedback from law enforcement and the local hospital, retailer letters were sent again in 2014 and 2015 to increase participation. There were additional tips included in the letter, such as roping off the parking lot to create a "VIP" area and donate to an organization of choice to ensure control of anyone occupying the parking lot. There were also Be Safe, Be Smart door hangers handed out to be used on beer coolers as well as Be Safe, Be Smart lapels for staff working over the weekend for added awareness.

E. Strategic Planning

The main goal and objectives of the Be Safe, Be Smart campaign are:

- Goal 1: Increase community collaboration for after Cruise Nite activities
 - Objective 1: Increase landlord involvement
 - Objective: Increase Community Awareness
- Goal 2: Reduce underage and binge drinking for after Cruise Nite activities
 - Objective 1: Eliminating large parties along 25th street
 - Objective 2: Develop policies to enforce a safer environment

Goals and objectives are driven from the qualitative and quantitative data gathered from the Coalition. Surveys indicate youth binge drinking has risen from 7.8 to 8.5%, diversion referrals for minor in possession of alcohol had increased from 55 to 140 in the past year, and law enforcement felt understaffed and underequipped to handle the large Cruise Nite crowd. The Be Safe, Be Smart task force felt the need to educate and create awareness, continue collaboration with organizations and community members, and advocate for policies that would be beneficial to law enforcement and the community.

The Be Safe, Be Smart task force feels as though there can be a family/neighbor oriented environment in 100% of homes by year 2018. Preliminary results for 2015 indicated that homes were at 97% achievement. While drastic improvements were shown for 2015, the Be Safe, Be Smart task force has already discussed other challenges to overcome.

As Be Safe, Be Smart is a workgroup of Positive Pressure, sustainability is part of the Community Partners annual fund campaign, asking for support of the program. Donors learn about the work of Be Safe, Be Smart through the Buffalo Community Partners newsletter, which reaches over 1,000 residents. In addition to the campaign, the Coalition Coordinator works on securing 1-2 grants per year to assist the Coalition and the Be Safe, Be Smart campaign.

F. Implementation

The Be Safe Be Smart campaign is unique through their dynamic planning and coordination with multiple agencies throughout the community. Agencies included: Prevention specialists, realtors, homeowners, landlords, law enforcement, county attorney's office, the University, business owners, media, youth, and the community at large. Getting all of these groups to work together, via town hall meetings, smaller group meetings, letters and even face-to-face conversation, toward one common goal is how the campaign truly gained momentum.

The Be Safe, Be Smart campaign is operated through 1) enhancing collaboration of systems, 2) education and awareness, and 3) effective policies to promote a healthy environment.

The Be Safe, Be Smart Campaign was began bringing in a wide group of organizations and community members to first discuss the problems they were facing, being sure to include all community members that wanted their voice to be heard. Utilizing the community's feedback and comparing to community data, the group began with a small awareness campaign. Utilizing consistent message and educating all members of the community, and surrounding communities for Cruise Nite, helped make the impact larger. It was clear and concise what action was being taken for after Cruise Nite activities.

Once awareness was raised for the Be Safe, Be Smart campaign and all community stakeholders were collaborating, the next major step the campaign took was to alter the cultural, social, physical environment by advocating for a new policy change. The policy change from open consumption to open container had a major impact on the community from the moment it was passed. When the policy was changed, articles and posts from members in the community and outside the community had questioned the acceptable behavior for Cruise Nite activities. Increased education and awareness was also created for the new policy. This education and awareness was also expanded to outside communities, so that those attending Cruise Nite were also aware of the new ordinances and expected behavior for the event.

There are many roles and responsibilities for members of the Be Safe, Be Smart task force. While the Coalition Coordinator facilitates meetings, many members bring something to the table. For example, UNK helps with communication pieces such as press releases, landlords are sure to use key messages when speaking to media, Century21 provides lease policies examples for landlords to utilize, law enforcement provides policy advocacy. There are also members that help report to the Positive Pressure Coalition, the infrastructure the task force was built on.

To ensure cultural competency in the Be Safe, Be Smart campaign, messaging was all inclusive and consistent. Being consistent gave each Cruise Nite participant a sense of community and connection with the campaign, which was necessary due to such a diverse group of people.

The program effected community-wide change by first collaborating across multiple agencies and community members. This collaborative worked together to promote healthy behaviors and safety, including education and policy change. Prior to 2015, law enforcement would report 10-15 out of control parties along 25th street and in 2015 there were 2. The best example to show community wide change was the observation reports, which were initially for landlords to observe negative behaviors. The observation reports were actually including family-friendly, neighborhood gatherings. Not only was the party atmosphere almost eliminated, but it was morphed into a safe and friendly environment.

The Buffalo County Community has a population of approximately 46,102. Since Cruise Nite is in Kearney, it is estimated that approximately 80% of the community was impacted through the implementation. The community was so broadly impacted due to all of the elements that encompass the campaign. For example, the open container policy effects the entire community and its safety.

The Be Safe, Be Smart campaign can be adapted to other communities that suffer from large party control. Understanding problem areas and possible solutions, these communities can also take back their community.

G. Evaluation

The Be Safe, Be Smart task force worked with Schmeckle Research to utilize two different types of evaluation of the campaign. The first evaluation piece was a brief survey of property owners in order to assess the impact of behaviors stemming from Cruise Nite. This survey is to be repeated every year to determine if the activities are in fact promoting positive behaviors.

From 2014 to 2015, homeowners and landlords reporting that “things are getting better-there are fewer negative behaviors now than before” went from 72.7% to 87.5%. Landlords also reported a decrease in damage of property as a result from activities, 16.7% to 5.9%. Along with the increase in positive outcomes, many of the comments left from the surveys included positive feedback on the efforts put for by the group.

In addition to the survey, an additional evaluation piece put in by the Be Safe, Be Smart task force was behavioral observation surveys. These surveys were given to homeowners and landlords to observe various behaviors around their neighbor had different time period of the night. Results indicated achievement of the Coalition’s primary goal -- fully 100 percent of the homeowners along west 25th street on Saturday night sat in their yards enjoying the cruisers. In the 3% of the front yards where gatherings grew to over 20 people, the parties dispersed without significant concerns from residents and law enforcement. We are told that citations were down significantly from previous years. Law enforcement efforts, aided by a new open container ordinance, were indeed an important part of the improved environment on Saturday.

If the qualitative data was not enough to see an impact on the community, the quantitative data was. Media hovered around the positive change that Cruise Nite saw for 2015, including newspaper, radio, and television articles and interviews. Community members couldn’t stop talking about how fun it was to see families enjoying Cruise Nite again and the neighborhood cohesiveness. The local newspaper even did an online poll that revealed that 68% of respondents believe that Kearney’s signature event, Cruise Nite, is more appealing since the “Be Smart, Be Safe” effort to rein in large parties.

H. Program Management

The Be Safe, Be Smart campaign is ran by a Be Safe, Be Smart task force, which is a part of the Positive Pressure Coalition. There are one to two task force members that report to Positive Pressure’s monthly meetings. The Positive Pressure Coordinator is a full-time staff hired by the Buffalo County Community Partners.

The Positive Pressure has financial resources through a mixture of both Federal and State grant dollars. The Coalition is also donated in kind space, time, and resources through multiple organizations and people throughout the community. The Positive Pressure Coalition is constantly building partners through service club presentations and face-to-face communication of resources and services.

Buffalo County Community Partners is the umbrella organization for Positive Pressure. The administrative staff and the community coalition staff meet weekly and discuss marketing and communication plans. The organization ensures collaboration through effective communication of staff, coalitions, and other partners within the community.



Buffalo County Community Partners Board of Directors

25 Members
 - 12 Seats Monthly
 - Accountable for implementing
 Buffalo County 2020 Vision
 - 2.5 FTE

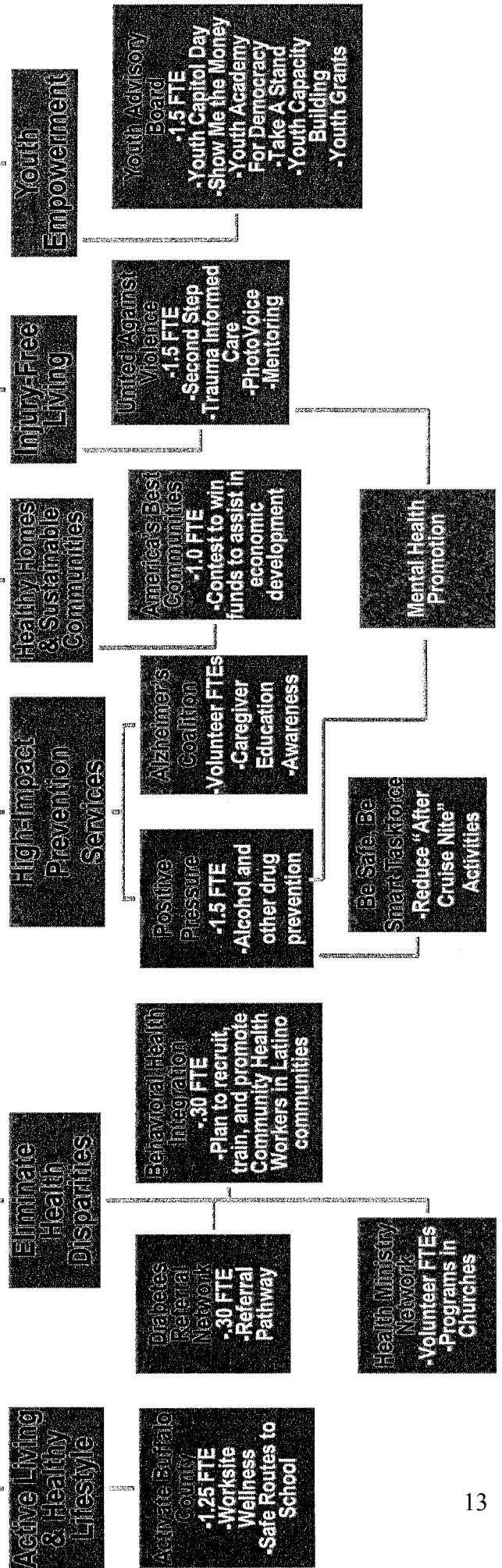
Our mission is to assess, promote, and strengthen the health of Buffalo County.

Our vision is that everyone from all corners of Buffalo County work together to improve the quality of life of those who live in and work in this community.

Board Committees

- Executive Committee
- Resource Committee
- Development Committee
- Planning & Measurement
- Marketing Committee
- Campaign Committee

Executive Director (1 FTE)
Exec. Assistant (.75 FTE)
Marketing (.5 FTE)
Data Coordinator (.30 FTE)



**Buffalo County Community Partners
FY 16 Budget
July 1, 2015 - June 30, 2016**

SUPPORT & REVENUE:	FY16 Budget											Total Budget Comparisons			
	UNRESTRICTED			RESTRICTED			TOTAL		IN-KIND		2015-2016 TOTAL BUDGET		2014-15 TOTAL BUDGET		Percent Change
	Unrestricted	Healthy Eating/Active Living (Be Well)	Healthy Eating/Active Lifestyle (ABC)	Healthy Eating/Active Living (Be Well)	High Impact Prevention (Positive Press.federal)	High Impact Prevention (Positive.Pressur estate)	Injury Free Prevention (United Against Violence)	Restricted	In-Kind	In-Kind	BUDGET	BUDGET			
1. Pledges	\$ 150,000	\$ -	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ -	\$ -	\$ 155,000	\$ 125,000	19%		
2. Grants	\$ 22,000	\$ 35,000	\$ -	\$ 65,000	\$ 36,500	\$ 48,258	\$ 65,180	\$ 362,636	\$ -	\$ -	\$ 384,636	\$ 426,402	-11%		
3. Interest	\$ 450	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 450	\$ 450	0%		
4. Other Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,500	#DIV/0!		
5. Program Income	\$ 5,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000	\$ 6,000	-20%		
6. In-kind Contributions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 56,740	\$ -	\$ 56,740	\$ 56,740	0%		
TOTAL SUPPORT	\$ 177,450	\$ 35,000	\$ 5,000	\$ 65,000	\$ 36,500	\$ 48,258	\$ 65,180	\$ 367,636	\$ 56,740	\$ -	\$ 601,826	\$ 625,092	-4%		
EXPENSES:															
1. Personnel	\$ 150,044	\$ 43,801	\$ 5,000	\$ -	\$ 22,914	\$ 31,206	\$ 39,439	\$ 41,154	\$ 183,514	\$ -	\$ 333,558	\$ 354,366	-6%		
2. Operating Expense	\$ 10,406	\$ 1,000	\$ -	\$ -	\$ 2,500	\$ 2,500	\$ 5,280	\$ 12,075	\$ 20,855	\$ 9,440	\$ 40,701	\$ 46,515	-14%		
3. Contract Services	\$ 3,500	\$ -	\$ -	\$ 65,000	\$ -	\$ 9,000	\$ 1,800	\$ 25,500	\$ 101,300	\$ -	\$ 104,800	\$ 29,650	72%		
4. Facilities and Equipment	\$ 500	\$ -	\$ -	\$ -	\$ 1,600	\$ 1,600	\$ 1,000	\$ -	\$ 2,600	\$ -	\$ 3,100	\$ 3,100	0%		
5. Program Marketing and Adverti	\$ 2,000	\$ 5,000	\$ -	\$ -	\$ 2,636	\$ -	\$ -	\$ -	\$ 7,636	\$ -	\$ 9,636	\$ 24,636	-156%		
6. Program Community Developm	\$ 2,500	\$ 2,650	\$ -	\$ -	\$ 1,100	\$ -	\$ -	\$ 3,000	\$ 6,750	\$ -	\$ 9,250	\$ 9,250	0%		
7. Program Expense	\$ 2,500	\$ 5,000	\$ -	\$ -	\$ 13,586	\$ 216	\$ 17,661	\$ 30,969	\$ 67,432	\$ -	\$ 69,932	\$ 104,275	-49%		
8. In-Kind Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 47,300	\$ 47,300	\$ 47,300	0%		
9. Grant Awards to Community	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000	0%		
SUBTOTAL EXPENSE	\$ 174,450	\$ 57,451	\$ 5,000	\$ 65,000	\$ 36,500	\$ 48,258	\$ 65,180	\$ 390,087	\$ 56,740	\$ -	\$ 621,277	\$ 622,092	0%		
OTHER INCOME / EXPENSES															
Donations to Endowment	\$ 3,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000	\$ 6,000			
Cash Transfer for Grants	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 78,000			
TOTAL EXPENSE	\$ 177,450	\$ 57,451	\$ 5,000	\$ 65,000	\$ 36,500	\$ 48,258	\$ 65,180	\$ 390,087	\$ 56,740	\$ -	\$ 624,277	\$ 538,092	14%		
Net over income	\$ (0)	\$ (22,451)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (22,451)	\$ -	\$ -	\$ (22,451)	\$ 87,000			