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Gunnison County Substance Abuse Prevention Project (CSAPP)
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GCSAPP Coalition Program Abstract

The Gunnison County Substance Abuse Prevention Project (GCSAPP) Coalition serves Gunnison County, CO, a rural area with a population of 15,324. The goals of GCSAPP are to: One, establish and strengthen collaboration within the community to support the efforts of the GCSAPP coalition to prevent and reduce substance abuse among youth, and two, reduce substance use/abuse of tobacco, alcohol, marijuana, and prescription drugs without a prescription among youth, and, over time, among adults by addressing the factors in the community that increase the risk of substance abuse. To achieve these goals, the GCSAPP coalition is continuing to implement the following strategies: 1) GCSAPP will continue to facilitate the implementation of our comprehensive prevention education for 6th-12th grade students within our public and private schools through the delivery of the 2nd Step curriculum and Choice Pass program in order to continue to reduce reported 30-day use rates combining tobacco, alcohol, marijuana, and prescription drugs without a prescription. These four substances are identified as main focuses for our community. In 2009 this combined measure, as reported by high school students on the Healthy Kids Colorado Survey (HKCS), was 82% of the students NOT using these substances. In 2013, 85% reported NOT using these substances (2014 HKCS). 2) GCSAPP will continue to build capacity for prevention efforts and continue to build the reach of the coalition by expanding the cultural representation of our coalition; including our non-English speaking representation, ranching community members, and health professionals to align with the integrated care framework. The GCSAPP Coalition has been working together since June 2006 and has completed a full Strategic Prevention Framework process, which was updated in 2014, and is currently implementing evidence-based strategies to impact community level change. GCSAPP's three most important achievements to date include: 1) The formation of our 60+ member coalition; highlighting our collaborative relationship with RE1J School District and Community businesses 2) The success of our Choice Pass program; 2014-2015 we had 703 6th-12th grade students, which is over 80% of our county youth in this age range and 3) The overall reduction of substance use GCSAPP has tracked within the target audience of students, ages 12-18. GCSAPP is an integral part of our community, so much so, that GCSAPP is integrated into Gunnison County's strategic plan and is housed under Gunnison County Juvenile Services.

Philosophy

The purpose of the Gunnison County Substance Abuse Prevention Project (GCSAPP) is to provide youth and family engagement, evidenced-based education, healthy activities and multi-systems implementation services to youth and their families so they can stay connected with their family and community, make healthy choices, resiliently respond to stress in healthy ways and delay the use of alcohol, tobacco and other drugs. No-use and healthy behaviors/choices are supported while the negative consequence of high-risk use and illegal use are addressed. GCSAPP utilizes a multi-systems approach to prevention education by utilizing three CSAP Strategies; education, information dissemination and alternative activities. The primary Institute of Medicine (IOM) category that we utilize is Universal.

Needs Assessment

Gunnison County has a total population of 15,324 (2010). Economically, the county's strongest industries are tourism, education and ranching. Western State Colorado University is located in the city of Gunnison, with an enrollment of 2,300 students (2012). Gunnison also has one school district, Gunnison Watershed SD RE-1J; one blended learning high school, GOAL academy; and one private school, ORSCH that serve approximately 2,003 school aged students. Gunnison County is well known for its recreation opportunities. With 78% of the county being federally owned, fly fishing, hunting, water sports, mountain biking, skiing, horseback riding are easily accessed and provide a significant pull for year round tourism.

Epidemiological data: In 2006, Gunnison County was identified by a SPF SIG project, the Colorado Prevention Partners (CPP) as one of 14 counties in the state at highest risk for substance abuse. In 2006 the county ranked second among all Colorado counties for Adult Alcohol-Related Arrest Rates, and ranked third among the state's frontier counties for Juvenile Drug-Related Arrests Rate. In addition, there is significant engagement in "binge" drinking among underage youth in the community and Western State Colorado University students. The county has the highest number of liquor stores per capita of any county in the state. These factors led to CPP awarding the County a non-competitive grant to prevent substance abuse at the community and systems level. The Gunnison County Substance Abuse Prevention Project (GCSAPP) coalition was developed out of this SPF SIG grant and in 2009, GCSAPP received a Drug Free Communities Support Grant. GCSAPP is currently in year 6 of this 10 year grant.

Analysis of scope of problem: GCSAPP's primary focus, since its inception, has been to reduce youth substance use in Gunnison County. The current mission of GCSAPP is to provide youth and family engagement, evidenced-based education, healthy activities and multi-systems implementation services to youth and their families so they can stay connected with their family and community, make healthy choices, resiliently respond to stress in healthy ways and delay the use of alcohol, tobacco and other drugs.

GCSAPP initiated a community-readiness assessment in 2006 and again in 2009. The results are shown in table one. In 2006, it was determined that GCSAPP would work to collect more community related data and begin delivering prevention education to the target population of 6th through 12th grade students.

Table 1: Community Readiness Scores

Dimension	Final Score- (2006) 2009
<u>Community Efforts</u>	(5.8) 6.9
<u>Community Knowledge of the Efforts</u>	(4.7) 6.3
<u>Community Leadership</u>	(4.7) 6.6
<u>Community Climate</u>	(3.7) 6.5
<u>Community Knowledge of the Issue</u>	(4.2) 6.1
<u>Resources Related to the Issue</u>	(4.9) 6.8
<u>Community-Related Data</u>	(3.2) 7.4
<u>Average</u>	(4.4) 6.7

Over the first three years, much has been accomplished to ready the Gunnison County community, with huge strides in consolidating and collecting community-related data and changing community climate. Some indicators for this change are shown in towns passing social hosting ordinances – which are very rare throughout Colorado.

In 2010, a Social Hosting Ordinance was passed in Gunnison and the same was passed in 2011 for Crested Butte – these represent two of the handful of Social Host Ordinances passed throughout the state of Colorado. In 2011, with the work of the Gunnison Youth City Council, a Youth Tobacco Ordinance was passed which presented fines for youth under the age of 18 who were caught smoking. This ordinance was set to sunset in 2013

and again, the Youth City Council pushed to renew the ordinance with an addition to include e-cigarette use. The new ordinance was again passed in November of 2013.

GCSAPP is included in the Gunnison County Strategic Plan. Currently the key indicator that is used for county data is a combined measurement of reported 30-day use rates combining tobacco, alcohol, marijuana, and prescription drug use without a prescription. These four substances are identified as main focuses for our community. In 2009 this combined measure, as reported by high school students on the Healthy Kids Colorado Survey, was 82% of the students NOT using these substances. In 2013, 85% of high school students reported NOT using these substances.

Table 2 Key Indicator Data

Substance	2009	2010	2011	2012	2013
30 Day Alcohol Rate	29%	26%	26%	22%	22%
30 Day Marijuana Rate	18%	16%	16%	11%	13%
30 Day Tobacco Rate	10%	9%	9%	7%	6%
30 Day Prescription use without a Prescription Rate	15%	14%	11%	8%	11%
Average Combined Percentage Use Rate	18%	16%	16%	12%	15%

Planning Processes: Over the last several years of work, our overarching strength has been the success of our Coalition – with over 60 members from multiple community sectors, it has been a collaborative resource for our members providing services, education, strategic planning, education and outreach to our the communities we serve. Guided by our community wide strategic plan, we have successfully collected youth and community data yearly since 2006 through the Healthy Kids Colorado Survey (HKCS). With the help of our evaluator, OMNI Institute, we have also developed Parent survey tools given every-other-year.

Our efforts have yielded results seen in the reduction of use rates among 6-12th grade students according to Healthy Kids Colorado Survey (HKCS) results from 2009-2013, with a 3% reduction in our key indicator that is a combined measurement of reported 30-day use rates combining tobacco, alcohol, marijuana, and prescription drugs without a prescription.

In addition, our efforts continue to be impactful as seen in the 2012-2013 to 2013-2014 Healthy Kids Colorado Survey (HKCS) data. Perceived peer alcohol use dropped significantly from 80% in 2012-2013 as 11th grade students to 66% in 2013-2014 as 12th grade students. Past 30 day alcohol use for 6th graders dropped from 4% in 2013 to in 0 as 7th graders in 2014. Additionally, overall use rates remained the same, but overall perceived peer alcohol use decreased from 52% in 2012-2013 to 46% in 2013-2014.

In addition to alcohol, tobacco, marijuana and prescription drug use without a prescription GCSAPP's coalition is interested in data reported on mental health concerns in our youth. Current Healthy Kids Colorado Survey (HKCS) data indicates that there is a need to address the social-emotional mental health needs of your youth. In addition to this Gunnison County has experienced three suicides by high school students in the 2014-2015 school year.

Table 3 HKCS Mental Health Data 2013-2014

Mental Health Data	Middle School	High School
Percentage of students who felt so sad or hopeless almost every day for two weeks or more in a row that they stopped doing some usual activities during the past 12 months	25.3%	20.8%
Percentage of students who ever seriously thought about killing themselves	16.9%	15.8%
Percentage of students who ever made a plan about how they would kill themselves	12.8%	12.6%
Percentage of students who ever tried to kill themselves	5.2%	5.3%

Population(s) Served

Target Population: Gunnison County is a remote frontier county located in south central Colorado, 200 miles from Denver and over 100 miles from any city with a population of over 20,000 people. There are two main highways which bring travelers by vehicle into, and through, Gunnison County. Highway 50 runs East and West. As one enters Gunnison from the east, the county seat with a population of 5,916 residents, they first see a small McDonald's overshadowed by Western State Colorado University – a small state school with an enrollment of 2,300 students. Travelling in from the West, after passing the largest reservoir in Colorado, the Blue Mesa, a traveler comes into Gunnison seeing a small county airport and the town's frontage road boasting typical small town businesses such as an auto parts store, hardware store, laundromats, beauty salon, and more. In the middle of town, Highway 50 intersects with Highway 135. One can only travel north from Gunnison on Highway 135 which takes travelers into Crested Butte, a small ski resort town with a population of 1,500 people. There is a dirt mountain pass out of Crested Butte taking one further into the Western Slope of Colorado during the summer months.

The bulk of Gunnison County's 15,324 residents live in Crested Butte and Gunnison, or within the 30 mile valley between the two towns. Also within the county are small towns of Pitkin, Almont, Ohio City, Saguache, Sargents, Marble, and Summerset. 7% of Gunnison County's population is Hispanic with 88% being White alone. About 11% of the County's population speaks a language other than English at home.

County residents are relatively educated compared to the State. 93% of people above the age of 25 have a high school degree or higher with 47% having a bachelor's degree or higher. Colorado's averages are 90% and 36% respectively. Gunnison County's strongest industries are tourism, ranching, construction, mining, and education. In 2012, the median household income for Gunnison County was \$50,073 while in Gunnison, the town, the median income for households was \$34,237. 14% of the County's population is living below the poverty level while 25% of Gunnison's population is living below the poverty level. To add perspective, the median value of homes in the county is \$338,100. This price fluctuates dramatically between Gunnison, \$219,000 and Crested Butte, \$642,000.

Gunnison County as a high per capita ratio of alcohol outlets and churches. In fact, in 2006, Gunnison County was identified as one of 14 counties in the state at highest risk for substance abuse, in part, due to the fact that Gunnison County has the highest number of liquor stores per capita of any county in the state. Currently, we have four retail marijuana stores in our county, all located in Crested Butte. This past year the city of Gunnison passed a ballot that will allow recreational marijuana stores and medicinal dispensaries to operate in the city of Gunnison. The city decided to not put a cap on how many marijuana related business to allow within the city; two recreational marijuana retail stores are scheduled to be open fall of 2015.

Living in Gunnison County offers amazing recreational opportunities and open space. Over 80% of the County's land is public lands, managed by the US Forest Service, Bureau of Land Management or the National Park Service. This keeps land and housing costs high which creates a relatively high cost of living for residents. It is not uncommon for residents to hold multiple jobs to afford a simple lifestyle. For families, this can mean unsupervised children while parents work to make ends meet. The economic recession, while reportedly reversed nationally, is not apparent in Gunnison County. Jobs are difficult to find and jobs that pay enough for a lifestyle in the high cost of living area are even scarcer. This creates community stress that is oftentimes alleviated with the use of substances, which happen to be relatively easy to get in Gunnison County compared to Colorado, especially for residing youth.

High school graduate or higher, percent of persons age 25+, 2009-2013	93.3%
	54.5%
Veterans, 2009-2013	1,031
Median household income, 2009-2013	\$52,332
Persons below poverty level, percent 2009-2013	17.7%

Source: US Census Data (2010)

Gunnison county has a higher than state average of assaults, theft and burglary. Of 159 Colorado cities and towns listed on the USA.com crime index, Gunnison County ranks #141 (18th highest). The crime index is also higher and compares as follows: Gunnison 2433; Colorado 1367; US 1477 (per 100,000 population).

CDPHE Colorado Health Indicator factors reflect the following data:

Adult Violent Crime Rate – per 100,000 population 18+ yrs & older - 2012

Gunnison County	223.5
Colorado	126.7

Rate of liquor stores (per 10,000 population) 2011

Gunnison County	6.5
Colorado	2.4

Gunnison Watershed School District RE-1J is Gunnison County’s only public school district. The District is geographically one of the largest in the state yet only has a student count of 1,800 to 1,900.

Schools within the district:

- Crested Butte Community School – K - 12th grade
- Gunnison High School – 9th – 12th grade
- Gunnison Community School – 1st – 8th grade
- Lake Early Childhood Center – Pre – Kindergarten
- Marble Charter School – K – 8th grade

Enrollment by Ethnicity

American Indian/Alaskan Native	.16%
Asian	.33%
Black	.27%
Hispanic	13.55%
White	85.64%
Native Hawaiian/Pacific Islander	.05%

Source: Gunnison Watershed School District (2011)

As mentioned above, Gunnison County’s liquor outlet per capita ratio is among the high in the state. This in an environmental condition that brings exposure of alcohol products to youth in every town.

According the self-reported data, students in Gunnison County can access alcohol and marijuana easier in this county than on average across the state of Colorado. According to data, most of the access is occurring from a peer or a social setting. While social hosting ordinances are in effects in Gunnison and Crested Butte, access is still occurring and more education and enforcement can occur in this area. In addition to these contributing factors, Gunnison County has high poverty rates, high rates of adult violent crime, and easy access to substances.

Recruitment: In order to engage Coalition partners and volunteers within the community, GCSAPP has developed a Member Recruitment and Retention Plan. Ongoing media activities include progress updates, celebratory events, newspaper stories, and community training. These activities draw attention to the Coalition and encourage new members to assist with a specific project, join a committee, and/or attend general Coalition meetings. Our action plan includes additional efforts to recruit sector representatives.

Many adult and youth members volunteer their time to GCSAPP to reduce substance abuse and other risky behaviors among youth. Adult volunteers serve on subcommittees as well as work on specific projects and help to bring awareness and resources to the Coalition. Young people from area high schools are encouraged to take an active role on committees and create community awareness about reducing substance abuse among youth and the importance of healthy choices.

GCSAPP works toward sustainability by having members accept specific roles in executing environmental strategies. Current members are also retained and engaged by receiving relevant education on substance abuse prevention, needs assessment and planning, and other needs at each meeting as well as special events. GCSAPP strives to ensure that 80% of its members are trained in and implement all aspects of the Strategic Prevention Framework and all other coalition-building concepts. Members are continually engaged by shared leadership, delegating tasks, making the experience meaningful, and

creating networking opportunities, providing technical assistance, continuing regular meeting times, and celebrating success. Key volunteer activities include serving on at least one committee, participating in at least one project, and engaging other volunteers. An engagement strategy of outcomes, awareness, recruitment, and partnerships has been employed to encourage and sustain involvement and alignment with the coalition's mission:

Outcomes – GCSAPP regularly reports data and outcomes to the community. This data is used to celebrate our successes and to spur action and interest in areas of concern.

Awareness - GCSAPP created an extensive social media marketing plan designed to develop community awareness and engage volunteers in the coalition. This includes a dedicated and current web presence, Facebook, Twitter and frequent use of earned media advocacy.

Recruitment and Retention – We have a member recruitment and retention plan including reaching out to minority groups, elected officials, business, media, law enforcement, faith community, and youth. Retention includes shared leadership, member communication, and opportunities to serve on individual projects and/or committees, as well as providing trainings and services to members.

Partnerships – GCSAPP has established relationships with community groups. These partnerships have resulted in consistent recruitment of volunteers as well as collaboration on locating financial resources.

Cultural training and Competency: The multicultural resources center is represented as part the GCSAPP coalition and we work collaborative together in order to ensure cultural training and messaging for our coalition and our community. This past year we had one of our coalition members, whose primary language is not English, train with us and attend a marijuana educational summit in order to deliver the information to our Non-English speaking community; we had over 75 attendees at this event. GCSAPP annually sends its staff and coalition members to educational training on substance prevention, youth development and mental health concerns. In addition to this the GCSAPP staff and over 6 of our coalition members are in the process of being certified as Prevention Education Specialists; which includes training in cultural competency.

Building Capacity

Gunnison County is a highly collaborative community and benefits from multiple councils and coalitions working on issues of public health and safety. The Gunnison-Hinsdale Health and Human Services Commission meets quarterly and works to increase inter-agency communication, coordination of services and efforts, as well as to conduct a county-wide needs assessment every two years to continue to identify areas for focus and improvement. Substance abuse is currently one of the areas identified by this commission. In addition to the HHS Commission, the county also has an Early Childhood Council and a multi-agency collaborative “FAST”, which addresses integrated services for high needs families and clients. The newest coalition to Gunnison County is the Crisis Coalition. GCSAPP is one of 30 active members/community organizations that sit on the Crisis Coalition; this coalition is working together to build a community response to crisis in the community, including youth suicides.

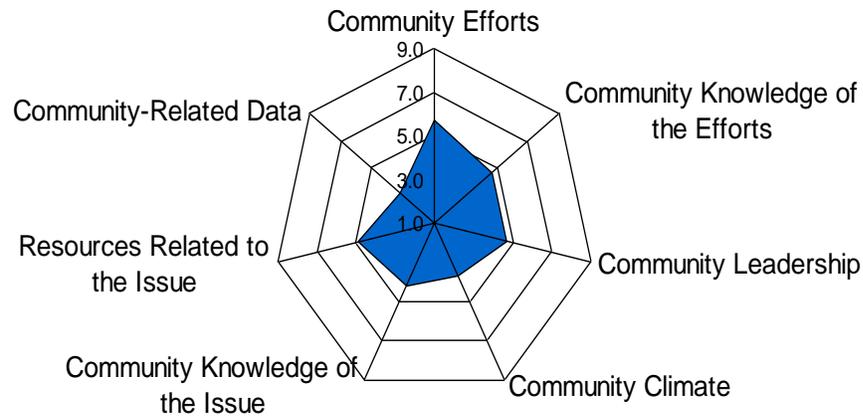
Beyond coalitions and collaboratives, the county benefits from the facilities, knowledge and training opportunities afforded by Western State Colorado University. Western's campus is located in downtown Gunnison and the 145-acre campus places great emphasis on interaction with the direct community. They regularly provide meeting rooms and venues for prevention-based activities and outreach. They also serve as a knowledge and training base for many community organizations and efforts. Western State Colorado

University (WSCU) and GCSAPP have worked exceptionally well together over the past year to provide training and education to the Gunnison Community, University population, faculty and staff. This past year GCSAPP and WSCU has co-sponsored a marijuana educational summit, a community hope and healing event, a training on the psychological challenges facing youth and the impact on school safety, and a bridges out of poverty training. In addition to these events, WSCU faculty/staff are on GCSAPP's executive board, and GCSAPP coalition.

Community's overall prevention: Gunnison County is working together to collect and analyze data; quantitative and qualitative. One example of the qualitative data that we use is the Key Informant interviews. Using a variation developed by OMNI of the Tri-Ethnic Community Survey, ten key people were interviewed and their interviews were then read and scored by two reviewers and incorporated into a summary of the findings that indicates the level of readiness in our community.

Dimension	Final Score
Community Efforts	5.8
Community Knowledge of the Efforts	4.7
Community Leadership	4.7
Community Climate	3.7
Community Knowledge of the Issue	4.2
Resources Related to the Issue	4.9
Community-Related Data	3.2
Average	4.4

Community Readiness Assessment



Overall, the interviews indicate that Gunnison County scores a 4.4, or between the Preplanning and Preparation Stages in accordance with the interview instrument and scoring tool (See chart and diagram). Our scores were lowest in Community-Related Data and highest in Community Efforts. Several impressions are worth noting: 1) There appears to be a lack of awareness of the issue of both substance abuse as a problem and prevention as a presence in the community; 2) This lack of awareness is reflected in the Community-Related Data score, as most interviewees stated there is little to no data collected in the community, when in fact many entities collect data throughout the county. In the past year Gunnison County health and wellness entities have identified this as a concern and are currently working together to make data collection and sharing more efficient and public. For example, Gunnison County Juvenile Services, GCSAPP and WSCU are working together to create a life skills assessment for youth and families who enter into any of the mental health systems, court systems and prevention programs. This will help us to assess the current level of life skills of an individual coming into programs and the level of life skills upon leaving programs. The Resources score reflects a similar trend; 3) Community Climate rated low, as many interviewees stated they felt people in the community may be apathetic about this issue. We see that low community climate score may stem from lack of concern or denial as well as lack of awareness and knowledge. GCSAPP works with Gunnison County on updating the website, engaging in social media, and using local media outlets to educate our community about our community resources, as well as concerns and successes of youth and substance use. GCSAPP annually publishes data from the Health Kids Colorado Survey in order to educate our community about the statistical findings on youth substance use rate. When publishing these findings we use a positive framework, “98% of Gunnison middle school students do not use marijuana”.

Collaboration: Community collaboration is one of the strongest qualities of GCSAPP’s program. The coalition is a strong group representing varied interests in the valley including County Commissioners, Gunnison Watershed School District, Gunnison and Crested Butte Police Departments, Department of Health and Human Services, District and Municipal Courts, Mental Health Center, Western State

Colorado University, Gunnison Valley Health, Gunnison Country Partners, Center for Restorative Practices, and many interested citizens and youth. GCSAPP understands the importance of having

representation from the following 12 sectors; youth, parent, business, media, school, youth serving organization, law enforcement, religious organizations, civic/volunteer group, healthcare professionals, state/local government and other organizations that work to reduce substance abuse. Each of GCSAPP's sector representatives brings a unique set of knowledge, skills and experiences to the work of the coalition. Having this collaboration makes the Gunnison community value the work of GCSAPP

Strategic Planning

Goals: The GCSAPP works to prevent substance abuse and raise community awareness to the issue by providing education, prevention programming, and alternative activities for youth, community collaboration, and policy support to the communities of Gunnison and Crested Butte. This is accomplished by providing evidence based prevention and drug education curriculum, on-going prevention programming, data collection and reporting to the community, and substance use/health related assemblies in the RE1J school district with a total unit of service delivery of 705 + students annually; targeted social marketing campaigns with county-wide exposure to raise awareness; consistent direct outreach to youth within the school district including youth groups (i.e. Crested Butte Youth Council & the Student Leadership Council) through activities such as concerts, dances, retreats, civic engagement opportunities and community service projects and other types of prevention programming using proven, evidence based strategies and serving roughly 705+ students annually; providing all RE1J parents prevention materials including parent guides, educational mailings and an interactive website and supporting the implementation of community level substance abuse prevention policies and procedures such as the Social Host Ordinances passages in Gunnison and Crested Butte and the Youth Tobacco Ordinance passed by the Gunnison City Council. This modality of engaging youth and the community as a means of substance abuse reduction and prevention was identified in GCSAPP's original community needs assessment and is currently identified by community stakeholders as a considerable and ongoing need in both Gunnison and Crested Butte communities.

The two major goals of GCSAPP are to build community and to reduce substance use by youth throughout Gunnison County. There are several subsets of these goals.

1. Building Community

- 1) Provide three professional training opportunities annually to community coalition members.
- 2) Increase volunteer dedicated hours to GCSAPP coalition by 5% by 2016.
- 3) Increase GCSAPP name recognition among parents and students by 10% in 2016.

2. Reducing substance use by youth.

- Increase students' perception of risk for marijuana
- Decrease the use of alcohol, tobacco, marijuana and prescription drug use without a prescription, combined measure; target goal of 2016 is 87% report not using.
- Increase the amount of students who report talking with at least one of their parents in the last 12-months about the dangers of alcohol and drug use.
- Increase k-12 grade student direct service hours in prevention education
- Provide at least one parent education night in both Crested Butte and Gunnison.

All of our goals and strategies are anchored in evidence based practices and guided by data that is collected in our community.

Implementation

What makes this program innovative? : GCSAPP utilizes a multi-systems approach to reducing substance use in youth and building community. GCSAPP has become a household name that is well respected in Gunnison County because the program is truly community-based. GCSAPP engages, listens and responds to youth, parents, schools, community members and businesses. GCSAPP holds focus groups to gain understanding of the concerns, perceptions and ideas for prevention and then brings the information to the GCSAPP coalition and executive committee in order to make this program applicable to our community. Focus groups consist of parents, youth, educators, law enforcement, health professionals and general community members. From these groups we have developed and delivered curriculum for our parent-youth educational dinners, social marketing messaging, marijuana tourists-focused and community-focused messages on how to keep our community safe, and modified the Choice Pass alternative programming activities to fit the needs of our community.

The reduction and prevention of substance abuse is GCSAPP's primary focus and a number of GCSAPP strategies have been shown to influence youth substance use rates including the implementation of alternative activities and programming, delivery of prevention education in schools, educating parents, delivering community specific social marketing messages, and working collaborative within the community to support youth and their families.

GCSAPP's programs address the issue of Gunnison County's lower than average income level, higher than average child abuse and neglect rate, and high substance use and abuse rate with related arrest statistics for juveniles. GCSAPP's coalition believes it is critical to respond creatively with youth and their families with a multidisciplinary team approach. It is proven that youth who are involved with strategic, structured alternative activities are less likely to engage in risky/delinquent behavior.

The following are descriptions of GCSAPP's programs with the specific implementations questions answered.

The Choice Pass: The Choice Pass is a community celebration of youths' healthy choices and is an incredible success of collaboration. The Choice Pass program is an example of GCSAPP's success in recruitment and retention of the targeted population, as well as parents and the community as a whole. Originating in 2011 with just over 50 students in 6th -12th grade enrolling in the Choice Pass, enrollment has grown to 705 in 2014 – nearly 80% of all 6th through 12th grade students in the school district. The Choice Pass program is the largest program under GCSAPP. It is designed as an external reward for parents and youth who take a pledge together. The youth takes a pledge to abstain from substance use and they have the ability to personalize the pledge to include other healthy goals. The parents pledge is to be there for their children to talk about substances and other high risk behaviors, listen to their children's concerns and difficulties and work together to make and obtain healthy goals. In addition to this the parents are required to attend at least one educational event that GCSAPP's host related to adolescent growth and development and substance use. In signing the pledge, the parents give GCSAPP permission to randomly drug test the students. In exchange for their commitment to the pledge GCSAPP has over 40 community business that provide free food, discounts, and gear. One of our most utilized business is Crested Butte Mountain Resort (CBMR). CBMR is our largest ski area in the county and they provide a substantial discount to students in Choice Pass, \$105 ski pass. We also provide scholarships for students who are in need of financial assistance. GCSAPP coordinates the program and administers drug screens, in addition to facilitating the pledge, to assist students in being accountable. Students, parents, and teachers tell us the Choice Pass works as it offers an 'excuse' to turn down intoxicating invitations. This year, GCSAPP has created an assessment tool in order to quantify the success of the Choice Pass program. This will allow the program to be more easily replicated in other communities.

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Prevention Education within RE1J Schools: GCSAPP has collaborated with the RE1J School District extensively. The GCSAPP Education Specialist provides prevention education, using the evidence based

curriculums Second Step and Project Alert, to middle school classes (approximately 200 students) in both Gunnison and Crested Butte. Each school year, the REIJ School's donate, in-kind to GCSAPP efforts; well over \$13,500 of instruction time and teacher support. Prevention education is also brought in to the areas High Schools in various formats throughout the year. This year, GCSAPP will be working directly with the Student Leadership Club (SLC) to help develop and implement a community leadership experience with local high school students and community organizations.

Parent Education Nights: Parent Education Nights are held each year to engage and educate parents of students in 6th through 12th grade. In 2013, according to pre and post evaluations, parent education nights proved to influence the way parents perceived their responsibility and ability to speak with their kids about risky behaviors, which includes substance use. There were about 120 parents, in total, who attended GCSAPP Parent Education nights in 2013. In the fall of the 2014-2015 school year GCSAPP worked with Western State Colorado University (WSCU) to develop and evaluate a six month series of community specific parent-youth education dinners. In response to the parent focus group and surveys that were conducted by our contracted community professional GCSAPP created a curriculum for parents and youth. Each month one parent-youth education dinner was held in Gunnison and one in Crested Butte. The youth and parents ate dinner together and then split off into two groups. The GCSAPP director, along with qualified professionals in the field, facilitated the parent groups. The GCSAPP education specialist coordinator and two University student interns facilitated the student group. Topics that were included in the curriculum include; adolescent development with an emphasis on the neurological, social and emotional changes; marijuana and the developing brain; keeping open lines of communication; mindfulness; mental health and youth; and technology, teens and the law. For the six series we had over 200 participants. To include non-English speakers, GCSAPP held a parent night in Spanish with collaboration with Gunnison County multi-cultural outreach programs. GCSAPP has also published *A Parent's Guide* which is available in Spanish and English to support parents' education.

In addition to parent-youth educational events GCSAPP also collaborates with Western State Colorado University and the Midwestern Center for Mental Health to educate our community. This summer GCSAPP co-sponsored a community presentation on the psychological challenges facing youth and the impact on school safety; there were 175 attendees.

Youth Coalitions: Youth Coalitions engage students and support them in creating events and initiatives that positively impact community. The Crested Butte Youth Council (CBYC) has been in existence for three years and they have coordinated many community events. There are just under 20 youth involved with the CBYC. The CBYC expressed a desire to add a leadership structure to the council and last year they implemented that structure by creating a process to vote in a president, vice president and secretary. This has allowed the council to become even more successful in recruitment and has allowed the youth opportunities to attend a national leadership conference. Gunnison's Youth Coalition is called CREW-- Choices, Reasoning, Engagement, Wisdom—and they formed in June of 2013 with funds from the Colorado Department of Public Health and Environment. This young group already has seventeen youth involved and meeting regularly. There has been collaboration with the CBYC to plan alternative and healthy activities for the high school youth population and a recent Halloween Dance saw more than 150 students, from both towns in the county, congregate and have a blast without the pressure to drink or use substances.

In addition to the coalition membership and youth councils, GCSAPP organizes youth focus groups in order to allow youth to create, design and distribute messages for youth, by youth. This allows our youth to have a very powerful role in our coalition and community. This past year GCSAPP facilitated four

youth groups to create marijuana messages. They created Frisbees with stickers that were aimed at social

norming “You can fly without getting high; 98% of Gunnison middle school students do not use marijuana.” Another middle school group created a comic strip called “Don’t be a sorry Dude” that was presented at a Colorado state prevention conference and has been distributed to other rural mountain communities in Colorado. The two high school groups created messages that targeted driving high.

Evaluation

Outcomes: Overall GCSAPP evaluates and measures outcomes of each program and event. There is use of pre and post surveys for events such as Parent Education Nights and for prevention education delivery. GCSAPP utilizes two global surveys to measure student health and use rates as well as a survey for county parents. In addition to the use of surveys, GCSAPP collects community information from coalition members. This information can include local DUI rates, numbers of MIPs issued, and additional factors that may relate to substance use within the community.

Impact: GCSAPP measures impact primarily with the use of an annual Healthy Kids Colorado Survey which is evaluated by Omni Institute and an in-house created Parent Survey. GCSAPP has annual data each year, beginning in 2006, which shows local trends of 6th through 12th grade student substance use rates which guides the focus of resources within GCSAPP prevention education and community education messages. Parent Surveys are administered every other year in even years. Information collected from parent surveys studies community norms and readiness of Gunnison County parents for change and new programming. We also measure impact by the number of youth and parents who make the choice pass pledge with each other.

Results: GCSAPP combines a measurement of alcohol, marijuana, tobacco cigarettes, and prescription drug use (without a prescription) to form a Key Performance Indicator. In 2013 this number was 85% (which represent the amount of students who reported *not* using, combined). In 2009 this number was 82% and in 2006 this number was 78.5%. There has been an almost 7% increase in the number of 6th through 12th grade students who reported not using these substances since GCSAPP has been part of the community. This helps us to meet our goal of reducing substance use by youth.

In addition to reducing substance use by youth, GCSAPP has also been successful in engaging youth and families in healthy activities and educational dinners. When Choice Pass first started in 2012, 50 students of 6th through 12th grade students were enrolled in the program. GCSAPP surveyed this population of parents and students to learn what more was needed. They identified the need for more alternative activities for youth and additional parent education. In 2014, Choice pass has grown substantially, we now have over 705 students’ 6th -12th grade youth and their parents enrolled in this program; making the pledge with each other. This is an example of how GCSAPP meets the goal of building community and reducing substance use in youth.

Another example of building community is the vast representation that GCSAPP has on its coalition and how effectively and efficiently the community works together. The GCSAPP coalition includes; law enforcement, school district, hospital staff, mental health, local private health providers, church leaders, business owners, Crested Butte Mountain Resort, Western State Colorado University, University students, high school students, Judicial representation, public health, early child council, parents, newspaper editors, youth leaders, non-profit organizations serving youth and high risk populations, multicultural resource center and Non-English speaking community members. An example of how effectively and efficiently the community works together is a community/tourist marijuana message creation and

dissemination. On June 24th, 2015 the GCSAPP director called a meeting with the Gunnison Police department, Gunnison County Sherriff department, Crested Butte Marshall's department, Gunnison Valley hospital, The Midwestern Center for Mental Health, Gunnison County Juvenile Services department directors, and Gunnison County Tourism boards in order to make a message for tourists on how to educate them about marijuana laws and how to best keep our community safe. This group met for 45 minutes and successful made a message that all members agreed upon. The messages were developed into rack cards, pocket cards and (4) 3ftx4ft metal signs that each recreational marijuana store hung in their shops. This has been a huge success for Gunnison County and GCSAPP.

Program Management

Organizational Structure: GCSAPP's paid staff include the Program Director, Kari Commerford, M.A, and Choice Pass Coordinator, Michelle Elias, M.A and the Education Specialist, Jordan Cooper, M.A. The Program Director, Choice Pass Coordinator, Education Specialist and Gunnison County Juvenile Services Director, Janet Reinman are empowered to make the Coalition's day-to-day decisions. The Program Director and Educational Specialist are responsible for directing the coalition's involvement with the Drug Free Communities Support Program. The Program Director's responsibilities include:

- Regular communication with all coalition committee members.
- Overseeing the budget.
- Documentation of meetings, events and activities.
- Communication with funding source.
- Reporting compliance of the grant.
- Organization of records, archives and calendar.
- Completing program reports and required forms.
- Tracking and reporting progress toward goals and objectives
- Collaboration with the Evaluator to monitor and document grant status.
- Ensuring compliance with completion of grant program deliverables.
- Oversee the facilitation of coalition meetings and collaboration between all committees and the members.

The Education Specialist's responsibilities include:

- Contribute to the planning and facilitation of prevention curriculum in the schools.
- Work closely with RE1J School District to help coordinate all prevention messages and efforts – including classroom teaching, groups, and workshops.
- Explore and further develop Summer Programming Collaborative opportunities with RE1J
- Present data, prevention methods and education to the RE1J community through public speaking and presentations.
 - Adjust reports as needed be used in community awareness and marketing of issues related to substance use and abuse by youth in Gunnison County.
- Work with RE1J school district to ensure implementation of GCSAPP strategic plan, promote awareness of substance abuse, and utilize evidence based strategies to impact community level change.
- Contribute to the coordination and management of the Crested Butte Youth Council and other GCSAPP supported youth groups.
- Serve as an active member of GCSAPP coalition
- Participate in all DFC required meetings, including annual national and regional trainings.
- Coordinate the collection and documentation of Healthy Kids Colorado survey information.

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The Choice Pass Coordinator's responsibilities include:

- Contribute to the planning and facilitation of the Choice Pass Program

- Coordinate and manage the Choice Pass Program sign ups and student accountability
- Communicate with local business community to increase support for Choice Pass incentives
- Develop educational opportunities within Choice Pass program to build community and prevention skills among youth and parents
- Oversee and Chair Choice Pass Committee
- Coordinate and engage student youth groups
- Plan and execute alternative activities to maximize student engagement in healthy activities
- Serve as an active member of GCSAPP coalition

Systems for communication and program coordination: When it comes to making decisions related to our efforts to reduce youth substance use, GCSAPP involves the Executive Committee and members of the coalition. The Program Director compiles and presents community related data and youth reported data to coalition members and seeks their input. We make decisions in coalition meetings and those decisions are confirmed by the Executive Committee before moving forward on implementing strategies. GCSAPP has developed and abides by a set of policies and procedures that guide leaders' roles in maintaining the coalition. We recognize that successful coalitions have built-in flexibility to address various issues within prevention. We promote inclusiveness (*i.e.*, everyone has a voice) and ownership among all members. To be effective, we believe a community coalition needs to have the following:

- A formalized *structure*, including formalized rules, expectations, vision, and mission;
- A diverse *membership* with clearly defined roles;
- Organized and strong *leadership*; and
- A plan for *sustainability*.

A formalized coalition structure leads to greater investment of resources and collaboration among agencies, satisfaction with the effort itself, and more responsible and committed members. Also, coalitions that implement evidence-based interventions are more sustainable and more effective in influencing social norms and creating healthier communities.

GCSAPP coalition meetings are open to all community members. Anyone who attends meetings is encouraged to participate in Coalition decisions. GCSAPP holds meetings bimonthly in Gunnison, as well as regularly scheduled satellite meetings in Crested Butte. Subcommittees and Task Forces are integral to the work of the coalition, and Coalition members agree to participate in one subcommittee or task force each year.

GCSAPP clearly describes and communicates the expectations and roles of our members. When members are clear about their roles, they are more likely to actively participate and contribute toward the effort. Studies have found that coalition members are more satisfied and more active when they have multiple roles and can contribute multiple skills.

GCSAPP Ground Rules include: Be respectful of others; 1) Maintain a positive attitude and work towards constructive outcomes; 2) Check out assumptions; 3) Share ideas in a concise manner; 4) Be curious and open-minded about other viewpoints; and 5) Follow through on commitments.

Resources available to the program:

GCSAPP is very fortunate to have so support by the Gunnison community, Gunnison County, the state of Colorado and the Federal government. GCSAPP has over 60 active coalition members and 40 community

partners who assist the GCSAPP coalition with volunteer time, financial contribution and program

support. The Gunnison County has integrated GCSAPP into its strategic plan in order to reduce the substance use rate of youth 6th -12th grade and help youth and their families feel connected to each other and the community. The state of Colorado supports GCSAPP in grant funding, training support, and educational opportunities for GCSAPP staff and coalition members. GCSAPP has had federal financial support for the past six years.

BUDGET SUMMARY

Category	Federal Request	Non – Federal Request	Total
Personnel	\$72,155.20	\$49,060.80	\$121,216
Fringe	\$13,799.60	\$14,975.21	\$28,774.81
Travel	\$11,815	\$2,284	\$14,099
Equipment	\$0		\$0
Supplies	\$2,400		\$2,400
Contractual	\$8,600	\$74,349.00	\$82,949
Other	\$16,230.20	\$22,405.99	\$38,817.20
Total Direct Costs	\$125,000	\$163,075	\$288,075
Indirect Costs	\$0		
Total Project Costs	\$125,000	\$163,075	\$288,075

Budget Narrative

GCSAPP currently holds three grants. GCSAPP is proud to report that we are in our sixth year of the Drug Free Communities. This grant is focused on building and maintaining our coalition, continuing our social marketing campaign, “Just Say Know”, and our educational components, 2nd Step and “Pass the Knowledge” community education. DFC funds are listed in the table above as Federal Request. GCSAPP is in its second year of a three year Tony Grampasas Youth Services Grant (TGYS). This grant helps us to deliver the choice pass program. It pays for a portion of the Choice Pass coordinator position, incentives for youth and alternative events, and social marketing campaign “Just Say Know”. TGYS funds are included in the Non-Federal request section of the table. GCSAPP has also establish the Choice Pass Community Fund, a component fund of the Community Foundation of the Gunnison Valley. This fund solicits donations primarily from the community to support the efforts of the Choice Pass program. In 2014, GCSAPP has asked each County Commissioner and Executive Committee Member to contribute financially to this fund. Those funds are included in the Non-Federal request section of the table. GCSAPP is also in its second year of a five year Law Enforcement Assistance Funding Grant (LEAF). This grant helps us to create leadership opportunities and trainings for our youth and our coalition members. The LEAF grant also helps GCSAPP support our local designated driving programs, Safe Ride and Late Night Shuttle, in exchange for advertising. We are also able to disseminate information about the dangers of impaired driving and we have a subcommittee to focus on education and information dissemination for designated drivers/reducing impaired driving. LEAF funds are included in the Non-Federal request section of the table above.

In addition to our grants and component fund GCSAPP’s Coalition members provide volunteer services for Coalition activities as defined in the Action Plan. Approximately 15 Coalition members participate in Coalition events and activities. RE-1J school district personnel spend time on prevention programs with students, parents and school staff. 9 School district employees assist the Coalition with prevention programs. Crested Butte Mountain Resort staff participate in student group prevention programs. Approximately 2 staff members assist the Coalition year round. Law Enforcement is in-kind from Gunnison Police Department, Gunnison County Sherriff’s Office, and Crested Butte Marshal’s Office. These are all included in our in-kind donation funds, which is represented in the Non-Federal request section in the table above.

