

2017 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

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

Susan Short 4-18-17
Program Director Signature Date

NOMINATING AGENCY/ORGANIZATION INFORMATION

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

Beverly Johnson 4/20/17
Nominating Agency Signature Date

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ABSTRACT

Public officials and the Alcohol Response Team in Covington County, Alabama were asked to help determine hot spots/dark places for gathering places that youth engage in high risk behavior, especially alcohol consumption. As a result, four municipalities including Andalusia, Opp, Red Level and Florala, chose sites for improved lighting and landscaping over the course of the grant period. Funding was split between these cities to use toward improvement efforts. Each site was chosen based on previous reports of illegal activity and law enforcement recommendations. Findings are that law enforcement reports reduced instances of loitering and alcohol related trash left in the now lighted areas.

PROGRAM NARRATIVE

Philosophy

The mission of the Covington County Children's Policy Council Coalition is to develop community strategies and partnerships to reduce and/or prevent youth substance use.

The rationale of the program is to:

- 1) Establish and strengthen collaboration among coalition partners in support of efforts to prevent and reduce alcohol abuse among youth, thus building prevention capacity and infrastructure at the State and community levels;
- 2) Reduce alcohol abuse among youth by implementing strategies aimed at reducing onset as well as strategies that reduce progression;
3. Reduce substance abuse-related problems by implementing strategies that include early prevention, education about access to intervention and adding strategies to reach 15-20 year olds.

The philosophy of the program uses a holistic approach by changing the physical design or structure of the environment to reduce risk or enhance protection as well as working with law enforcement and city governments.

Needs Assessment

The ability to review parent answers at the county-wide level and individual community level is helpful to our coalition in formulating overall strategies, especially as we can compare and contrast parent answers with data gathered through the student PRIDE surveys. A total of 463 surveys were conducted county-wide, representing a broad demographic. The surveys have confirmed through a dataset several key issues of concern the Coalition has heard through law enforcement, parents, schools and CCCPCC members:

1. County-wide, adults are hosting parties for youth where alcohol is served/used.
2. Despite parental disapproval of alcohol use among youth consistently remaining around 94%, as students reach the 11-12th grades their perception of parental disapproval drops approximately 10 percentage points or more below this level.
3. Most parents think their children have never tried alcohol; yet a larger percent have admitted use and more frequent use on PRIDE student surveys.
4. Approximately 75% believe we do have a youth alcohol abuse problem; but since the majority think their own children have never tried alcohol, this appears contradictory. Perhaps in the future additional items should be added that ask questions pertaining to whether their child has friends they know who have used alcohol underage. A mix of questions about youth in the community and their own child may garner more truthful (i.e. less guarded) answers.
5. Overwhelmingly (93.2%), of parents think that having law enforcement conduct roadside checks/sobriety check points as a strategy to reduce underage alcohol use is very helpful/somewhat helpful.

6. 98.2% of parents believe it is helpful for parents to talk to their kids about alcohol use; however, based on many answers in the survey, we know that more education needs to be done with parents concerning facts about alcohol and when to start talking to their youth.

The analysis used included focus groups, Pride Survey results, and a community survey.

The CCCPCC planning process was conducted over a two year period including a lengthy needs assessment highlighting data and research from the Alabama Epidemiological Workgroup sponsored by the Alabama Department of Mental Health. The needs assessment included monthly short-term goals and deadlines for each of the Strategic Prevention Framework steps and long-term pertained to the final acceptance of our strategic plan by ADMH.

The CCCPCC conducted two focus groups. One involved college students at Lurleen B. Wallace Community College and another was a Parent Focus for parents in our county. Nine college students chose to participate in the focus group discussion. All were students of LBWCC and the majority grew up in the South Alabama region, specifically, Covington County. All currently live in the region. Students were asked a series of questions and knew that their answers would remain anonymous. They were very frank and open in their responses.

The steps taken to assess our community needs included multiple meetings with the CCCPCC, Alabama Department of Mental Health, local law enforcement agencies, city governments, youth, parents, and community members.

Epidemiological Data

- The use of alcohol in Alabama was below the national average.
- Overall, alcohol consumption during the past month, alcohol consumption by friends, and binge drinking increased among Alabama youth as grade in school increased.
- Among youth 12-20 years old in Alabama, 24.4% reported consuming alcohol during the past month and 15.0% reported binge drinking.
- Among individuals 12 years and older in Alabama, 6.1% abuse or are dependent on alcohol and 5.7% needed but did not receive treatment for alcohol abuse or dependence.
- Drinking and driving among youth was comparable across regions, although region 4 (which includes Covington County) had a higher percent of youth in 9th-12th grades who reported drinking and driving compared with the other regions.
- In 2009, the rate of alcohol-related arrests varied by region, with Regions 1 and 4 having the highest arrest rates for DUI, public drunkenness, and liquor law violations.
- Binge drinking in Region 4 is 14.2%.

- Binge drinking was comparable across regions, with a slightly higher percent of youth in 6th-11th grades in Region 4 reporting binge drinking compared with the other regions.
- The percent of youth in Alabama who reported driving a car after or while drinking increased as school grade increased.
- Region 4 had the most counties in the top 20 counties in Alabama with the highest percent of youth who reported driving under the influence of alcohol.
- The percent of youth in Alabama who reported riding in a car with a driver who had been drinking alcohol was comparable among 6th-12 graders. Overall, the percent of youth who reported riding in a car with a driver who had been drinking alcohol was lowest in Region 1 and highest in Region 4 (Covington County).

Background context leading to the program's development:

County-wide, adults are hosting parties for youth where alcohol is served/used.

Despite parental disapproval of alcohol use among youth consistently remaining around 94%, as students reach the 11-12th grades their perception of parental disapproval drops approximately 10 percentage points or more below this level.

Most parents think their children have never tried alcohol; yet a larger percent have admitted use and more frequent use on PRIDE student surveys.

Approximately 75% believe we do have a youth alcohol abuse problem; but since the majority think their own children have never tried alcohol, this appears contradictory. Perhaps in the future additional items should be added that ask questions pertaining to whether their child has friends they know who have used alcohol underage. A mix of questions about youth in the community and their own child may garner more truthful (i.e. less guarded) answers.

Overwhelmingly (93.2%), of parents think that having law enforcement conduct roadside checks/sobriety check points as a strategy to reduce underage alcohol use is very helpful/somewhat helpful.

98.2% of parents believe it is helpful for parents to talk to their kids about alcohol use; however, based on many answers in the survey, we know that more education needs to be done with parents concerning facts about alcohol and when to start talking to their youth.

Population Served

Covington County is primarily rural with six small incorporated cities/towns spread over Alabama's 8th largest county by landmass. The county seat of Andalusia is the largest municipality (10,000). It is followed distantly in size by the cities of Opp (population 6,607), Florala (population 1,964), Red Level (population 556), Lockhart (population 548), and Gantt (population 241) each with municipal law enforcement. All other areas are served by the County Sheriff's Department. In 2010, Covington County had a total population of 37,765 with 9,502 children under the age of 20 and with 6,132 children in grades K-12. According to the most recent data available at the Kids Count Data Center, for Covington County, in 2009, of families

with children 18 and under, 32.2% live in poverty. Therefore the county is considered an economically disadvantaged area. Clinical characteristics of concern to our Coalition include: The total number of alcohol licenses is 133. Covington County is located in Region 4 which has the highest percent of youth who report riding in a car with a driver who had been drinking. Binge drinking and driving a car either while drinking or after drinking is also higher for the region. Past 30 day alcohol use still remains high among 12th grade students countywide (majority of schools ranging 45-65%).

The CCCPCC receiving a Drug Free Communities grant in 2009 and receiving a SPF-SIG grant in 2013 to reduce underage drinking in Covington County and showing reductions in many substances each year helps bring on new partners and community leaders.

Being a DFC grantee allows our coalition to receive excellent training through SAMHSA, CADCA, and CAPTS on a regular basis. The coalition also received monthly trainings from the Alabama Department of Mental Health Substance Abuse Division throughout the SPF-SIG process.

The CCCPCC has been trained many time in cultural competency since 2009 and ensures that all groups are represented.

Building Capacity

The Coalition's developmental history as a community based entity addressing youth substance use started in 1999. The Alabama State Legislature, recognizing that state and county level agencies or organizations are often unaware of the activities of other agencies, revised a 1975 law that mandated juvenile judges to form local Juvenile Justice Coordinating Councils. The revised law replaced the Juvenile Justice Coordinating Councils with local county Children's Policy Councils. Each council was given responsibility for its own fiscal and programmatic management. The law mandated fifteen categories of members for each council while giving each council the responsibility for selecting an additional seven at-large members. By purposely bringing together agency, organization and community members, children's services are more likely to be delivered as a collaborative effort rather than taking place in isolation, often resulting in duplication of efforts or missed opportunities to provide services. Coalition members possess expertise in all relevant areas including underage drinking, data management, and cultural issue. New members are recruited to enhance prevention resources and infrastructure for Coalition project goals and issues in order to address gaps in expertise. Coalition members represent each geographic, ethnic, gender and racial profile of our county's citizenry, helping the Coalition assure cultural competence in program planning and sensitivity to the micro-cultures of each community we serve. Our large and active membership will help assure successful outcomes are achieved for the SPF grant. The initiatives planned in this grant program have been top priorities for Coalition members for over three years with members working actively to seek funding for these projects. A variety of volunteers give their time, talents, and expertise to assist the Coalition in its work to prevent substance abuse among youth including addressing community underage drinking problems. New members join the Coalition periodically.

The Coalition Serves as a Catalyst for Strong Collaborations: Our #1 goal is to “Increase community collaboration among all sectors of the community.” We have met this goal each year as a Drug Free Communities grantee since 2009, even receiving praise from our DFC Program Officer who, during her first site visit, recognized the CCCPCC for being two years ahead of schedule compared to most new grantees. Bringing our diversity of collaborators together for a county-wide coalition was no easy feat considering the extreme size of the county and the natural rivalries and cultural biases that exist between cities and communities. Our Coalition has helped to bridge gaps in services, giving access to all, a sense of ownership in local projects, and a voice to youth, parents and concerned citizens throughout each community. It is the wealth of community collaborations that build our capacity from various agencies, organizations, individuals, school systems, health care, law enforcement, etc., that help assure a broad and comprehensive collection of data sources.

Community outreach strategies include:

- Alcohol Response Team (ART) will develop a plan for alcohol-related youth reduction enforcement strategies including, but not limited to, roadside sobriety checks.
- Alabama Alcoholic Beverage Control Board will conduct undercover compliance checks periodically at alcohol outlets by sending in an underage buyer.
- ART will participate by increasing sobriety checkpoints countywide.
- Billboards with strong enforcement/prevention message.
- Convene ART and public officials/agencies to determine hot spots/dark places for gathering places that youth engage in high risk behavior, especially alcohol consumption.

The varieties of volunteers participating in Coalition activities give their time, talents, and expertise to assist the Coalition in its work. Our work to bring this breadth to the Coalition’s membership helps to further ensure cultural competence in all that we do. New members join the Coalition periodically. For example, a licensed professional counselor joined in 2009 and began donating his writing services for the parental newsletters sent to each school. Power South, the state’s electric cooperative, is located in Andalusia and in 2007 began providing a marketing representative to assist the Coalition. A Kiwanis Club member donates her time and expertise as a fund development, strategic planning and nonprofit management consultant and has written various grants for the organization in addition to the annual \$1,000 contribution the club makes each year. Representatives from the faith community such as the Covington Baptist Association and the media (the Andalusia Star News, the Opp News, The Florala News and WAAO & WOPP Radio Stations) are active in coalition projects and public awareness campaigns about youth substance abuse throughout the year. A variety of members from the substance abuse and prevention field are active as well as education representatives from all three school systems.

Numerous *business community* representatives participate as members of the Coalition, including Power South, the state’s electric cooperative which is located in Andalusia and provides a marketing representative. A Kiwanis Club member fills our *civic and volunteer groups* sector. She is the National Director of Corporate & Philanthropic Giving for Youth Advocate Programs and donates her time and expertise in fund development, strategic planning and nonprofit management by providing grant writing, strategic planning facilitation and evaluation services

for the organization. Representatives from the *religious community*, such as the Covington Baptist Association, participate in monthly meetings and help plan and promote Coalition strategies. The *media* are active supporters, including the *Andalusia Star News*, the *Opp News*, the *Floral News*, and WAAO Radio who promote projects and public awareness campaigns on a regular basis and attend meetings as often as possible. *School--Education* representatives participate from all three school systems. In fact, the Superintendent of each school system attends the Coalition's annual Strategic Planning Meeting as well as provides key staff members to participate in monthly Coalition meetings and our various committees. The schools were involved in multiple activities as part of the SPF grant to address underage drinking problems. The school systems have always shared their Pride data with the Coalition, as well as performed additional online surveys and event surveys created by the Coalition in an effort to help us better gauge youth substance use and abuse issues. Due to the loss of the Safe and Drug Free Schools funds and other budget cuts, the Coalition will use SPF funds to cover the cost of the Pride Survey for all three school systems annually. *Higher Education* provides a representative from LBWCC's Child Development Center who assists with the SPF grant and who shares office space with the Coalition. Representatives from every *law enforcement agency* in the county actively participate in the Strategic Planning Meeting, at monthly Coalition meetings, and as volunteers to help carry out special projects throughout the year. This includes the Chief of Police and Assistant Chief of Police for the City of Andalusia, the Covington County Sheriff, the head of the Alcohol Beverage Control Board Enforcement Division, the Covington County District Attorney, the Alabama State Troopers who do a school education project with us on drinking and driving, and the head of the county-wide Drug Task Force. Our Coalition Chair is Covington County's Juvenile Judge and three representatives from the Covington County Probation Office are active participants. Peer Helpers, *youth representatives* from each of the six high schools, attend monthly Coalition meetings. Peer Helpers participate as part of our Strategic Planning Meeting and serve as key volunteers for numerous community projects throughout the year. *Parent representatives* are an important part of the Coalition for without them few projects and events where youth are involved would come to fruition. *Health care professionals* such as local pharmacists from Rite Aid and Darby's Village Pharmacy are involved in the Coalition. Andalusia Regional Hospital and Mizell Memorial Hospital provide valuable data pertaining to emergency room visits and hospital admittance for alcohol and substance related issues. This data helps with our community assessment, Strategic Plan and evaluation. *Local Sports Program* – The Andalusia City Recreational Department, the Opp City Recreational Department and the Covington County Commission are each members of the Coalition. All three recreational departments reinforce the message that substance use is not expected or tolerated in Covington County. *Youth Serving Organization* –The Department of Youth Services has been sending a representative to coalition meetings for many years. Their input concerning youth substance abuse has been invaluable to our coalition.

Strategic Planning

The prioritized goal for this strategy (Lighting & Landscaping/Physical Design) is to decrease underage drinking in our county. See Pride Survey results below:

Table 6a			
Frequency of Use in Past 30 Days (Source: Pride Survey) % Students who use alcohol (past 30 days)			
Alcohol			
	Andalusia City	Opp City	Covington County
6 th	3.3	2.9	2.8
7 th	6.8	8.3	8.8
8 th	15.2	22.3	26.9
9 th	20.4	33.7	22.3
10 th	38.3	32.4	34.0
11 th	44.0	33.3	39.5
12 th	65.0	30.4	45.8

Table 6b			
Perception of Risk or Harm (Source: Pride Survey) % Students who perceive alcohol as harmful or very harmful (past year)			
Alcohol			
	Andalusia City	Opp City	Covington County
6 th	82.6	97.0	80.0
7 th	84.0	80.6	78.7
8 th	76.0	70.9	69.8
9 th	82.5	71.4	74.4
10 th	88.2	68.0	72.5
11 th	65.4	79.7	59.8
12 th	56.4	79.7	71.4

Table 6c			
Perception of disapproval of use by parents (Source: Pride Survey) % perceive parents feel it is wrong of very wrong for students to use alcohol (past year)			
Alcohol			
	Andalusia City	Opp City	Covington County
6 th	89.8	98.1	91.9
7 th	93.2	88.8	87.4
8 th	86.4	88.8	79.3
9 th	87.5	81.3	79.1
10 th	77.4	73.3	77.1
11 th	73.8	74.0	74.2
12 th	57.3	80.9	64.8

Table 6d			
Age of Onset (Source: Pride Survey) At What Age Did You First Use Alcohol			
Alcohol			
	Andalusia City	Opp City	Covington County
6 th	11.0	11.5	11.0
7 th	11.2	11.3	11.1
8 th	11.8	12.1	11.9
9 th	12.5	12.0	12.5
10 th	12.9	13.2	12.7
11 th	13.6	13.8	13.6
12 th	14.2	13.8	13.8

Strategies	Interventions	Target Populations
Alcohol Response Team (ART) formed of all law enforcement agencies will help reduce underage drinking.	ART will develop a plan for alcohol-related youth reduction enforcement strategies including, but not limited to, roadside sobriety checks.	Hold county-wide training for law enforcement agencies related to reduction strategies (e.g., policing the cyber world/capturing evidence, techniques for preventing and breaking up underage drinking parties, etc.)
Undercover outlet compliance checks (law enforcement agencies)	ABC will conduct undercover compliance checks periodically at alcohol outlets by sending in an underage buyer.	Retail outlets
Roadside sobriety checkpoints (law enforcement agencies)	ART will participate by increasing sobriety checkpoints countywide;	Youth ages 15-20

	ART developed strategy to increase sobriety checkpoints countywide thought a strategic cooperative LEO effort, especially during times of high usage (i.e. homecoming, prom, etc.)	
Media campaigns about enforcement efforts/counter-advertising	Billboards with strong enforcement/prevention message; Campaign messages are developed and posted	Youth ages 15-20
Appropriate design and maintenance of public places (e.g. traffic flow, public housing, etc.)	Convene ART and public officials/agencies to determine hot spots/dark places for gathering places that youth engage in high risk behavior, especially alcohol consumption; Reduced problem environments	Youth ages 15-20

Information gathered from the Alabama Epidemiology Outcomes Workgroup was used to develop an epidemiological profile of substance use in Alabama. This information also identified which substance, the predominant users, and the worst consequences and where in the state was the greatest needs. Communities with the greatest need were eligible for funding using a Request for Proposals process. Funded communities then conducted their own Needs Assessment to determine why their data indicated a great need by identifying the risk and casual factors in their communities that could be targeted for prevention activities. Data analysis was based solely from the Alabama Epidemiology Outcomes Workgroup along with our Coalition's own data collection methods. The CCCPCC identified possible data sources to be included in our Needs Assessment for Covington County. A set of key data indicators were developed to use in assessing and monitoring substance use and abuse in Covington County for individuals ages 15-20. The CCCPCC and the Covington County SPF-SIG evaluator completed the chart above to identify consumption patterns, consequences patterns, and intervening variables for Covington County.

The rationale and justification for our target issues in Covington County were based upon the Needs Assessment and the other various forms of data collected in the county. The SPF-SIG sub-committee discussed and voted to narrow the target issues in Covington County to include: Age of Initial Use; Current Use; Current Binge Drinking; Drinking and Driving; Motor Vehicle Crashes; and Lack of Parental Awareness. The target population includes students grades 6-12 in Andalusia City Schools, Opp City Schools, Covington County Schools and their parents. The target communities for the SPF-SIG were chosen and identified by the Alabama Epidemiology Outcomes Workgroup and the Alabama Department of Mental Health.

During the SPF-SIG funding period for the Covington County Children's Policy Council Coalition, our organization has laid the ground work for strategies to reduce underage drinking. Upon selecting strategies for the SPF, the concept of sustainability was crucial for the coalition in deciding which environmental strategies would not only fit our community during the funding period, but beyond funding as well. A data driven process will be continued and sustained in Covington County by maintaining strong connections with organizations and individuals representing key sectors in the community. The Pride Survey data our coalition receives from the school sector (Covington County Schools, Andalusia City Schools, and Opp City Schools) is the

driving force that navigates our efforts. All three school systems in Covington County are committed to continuing to administer the Pride Survey each year to students in grades 6-12. This data will continue to be evaluated by the coalition's local evaluator, which will, in turn, make the coalition aware of its successes and where more attention should be placed. The coalition has existing resources that will sustain our data driven process. Since 2009, the CCCPCC has been a Drug Free Communities grantee. The coalition has been able to support our three school systems financially with data collection from Pride Survey. DFC funds will continue to be available to purchase and evaluate the Pride Survey through September 30, 2019. Once DFC funds expire, the coalition will put into place its sustainability plan of action for the purpose of data collection. These additional resources will come from donations by organizations, local businesses, and civic groups. Covington County will sustain and grow prevention capacity by continuing to recruit new members and engage current members. Alabama law requires that all Children's Policy Councils maintain the mandated membership as follows: Juvenile Judge (chairperson), Department of Human Resources, Department of Mental Health and Mental Retardation, Department of Youth Services, Department of Rehabilitation Services, Medicaid Agency, Department of Public Safety, Alcoholic Beverage Control Board, Superintendent(s) of Education, Chief Juvenile Probation Officer, County Health Department, District Attorney, Local Legislators, Chairperson of the County Commission, and at least seven members at large who are from the community and interested in children's issues. The mandated membership as required by Children's Policy Councils in the state of Alabama also ensure cultural competency within the Coalition.

Of our five strategies, the coalition has selected the following three strategies that will be sustained over time past SPF-SIG funding:

- Roadside Sobriety Checkpoints
- Alcohol Vendor Compliance Checks
- Lighting & Landscaping/Physical Design (maintenance)

Implementation

An outdoor lighting strategy (lighting & landscaping including changes in physical design), an environmental strategy according to CADCA, is an innovative program that many coalitions are not given the opportunity to implement. The SPF-SIG program solely focused on environmental strategies and so this option, as referenced by CADCA, was approved by the Alabama Department of Mental Health. Our coalition found this strategy to be a perfect fit as it allowed local municipalities to participate in drug prevention. This strategy benefited their community with lighting where youth engage in high risk behavior.

Our coalition found this strategy to be unique and fitting into community needs by providing lighting in local housing authorities and other low-income areas that traditionally go unnoticed as being a candidate for beautification and landscaping associated with lighting.

Changing the physical design or structure of an environment in order to reduce risk or enhance protection can be done by selecting appropriate lighting in hot spots, areas where young people engage in underage drinking. Law enforcement along with public housing authority personnel

assisted the Coalition in identifying these hot spots where underage drinking is taking place. Coalition staff met on multiple occasions with members of city governments and law enforcement throughout the entire process, culminating in pictures of completed projects. The duration of this strategy will continue through efforts of each municipality by maintaining the changes in physical design over time.

The individuals responsible for conducting the activities include Coalition staff, local law enforcement agencies, and public officials and agencies. Each group came together to successfully reduce the number of problem environments in our county.

The infrastructure used to implement this program included coalition staff, municipalities including mayors, city councilmen, utility workers, office staff, and law enforcement.

The Coalition and its evaluator believes that the strategies implemented by the CCCPCC have been effective based upon the continued reduction in alcohol use among grades 6-12 in the three school systems in Covington County combined. Since the beginning of the grant, using baseline data for grade 6-12 the Core Measure for 30 Day Use for Alcohol countywide was reduced by 6.7% by the end of the grant period. SY2014/15 to SY2015/16 PRIDE data for grades 6-12 countywide indicates: Core Measure for 30 Day Use for Alcohol, use was reduced by 2.6%; Core Measure of Perception of Risk for Alcohol improved by 2.1%; and Core Measure Friends Disapproval for Alcohol improved by 3.2%; and Core Measure for Binge Drinking noted a 1.5% reduction for the same time period.

Over the four year grant period the Core Measure for 30 Day Use for Alcohol has consistently shown reductions, as has the Core Measure for Binge Drinking overall. The program has achieved a 2% or better reduction in each measure which was the target goal.

The measurement for reducing the number of youth drinking and driving and youth riding with a drinking driver by 2% has been unavailable as the State of Alabama has not published a new report and baseline data was based upon their report. However, law enforcement checkpoint reports from 2015 compared to 2016 show significant reductions in youth drinking and driving and youth riding with a drinking driver. An estimate based on these would indicate a larger than 2% reduction.

Covington County is primarily rural with six small incorporated cities/towns spread over Alabama's 8th largest county by landmass. The county seat of Andalusia is the largest municipality (10,000). It is followed distantly in size by the cities of Opp (population 6,607), Florala (population 1,964), Red Level (population 556), Lockhart (population 548), and Gantt (population 241) each with municipal law enforcement. All other areas are served by the County Sheriff's Department. In 2010, Covington County had a total population of 37,765 with 9,502 children under the age of 20 and with 6,132 children in grades K-12.

This strategy of change in design with lighting and landscaping has to include funding unless the lights are donated. It can be replicated in two ways: 1. Apply for and receive grant funding to reduce underage drinking by implementing a lighting strategy, or 2. Obtain funding through local municipalities to be included in their budget to provide lighting and help reduce the number of

youth engaging in high risk behaviors. Once funding is received, an Alcohol Response Team should be formed including law enforcement and public officials that can determine hot spots/dark places where youth gather to engage in high risk behavior, especially alcohol consumption. ART must convene for a meeting to discuss goals and objectives, timeline and budget based on the number of hot spots determined by law enforcement. Utility departments must provide quotes on lighting and landscaping costs and a projected project completion date.

Evaluation

The strategy that was implemented fit the need of the community very well since Covington County was still ranked #2 in the state for youth alcohol abuse. Since the beginning of the grant, using baseline data for grades 6-12 the Core Measure for 30 Day Use for Alcohol countywide was reduced by 6.7% by the end of the grant period. SY2014/15 to SY2015/16 PRIDE data for grades 6-12 countywide indicates: Core Measure for 30 Day Use for Alcohol, use was reduced by 2.6%; Core Measure of Perception of Risk for Alcohol improved by 2.1%; and Core Measure Friends Disapproval for Alcohol improved by 3.2%; and Core Measure for Binge Drinking noted a 1.5% reduction for the same time period. This far exceeded the 2% reduction goal. Thus, the Coalition and the Evaluator believe that the resources available were sufficient, the strategies reached a sufficient number of people to affect change, and funding was sufficient for change.

The chart below points out projected outcomes related to the program's goals and objectives as well as results derived from the evaluation highlighting how the needs of the program were met.

Outcomes							
Theory of Change							
Problem Statement			Strategies	Interventions	Outcomes		
Problem	But why?	But why here?			Short-Term	Intermediate	Long-Term
<i>Underage Drinking</i>	Youth do not think they will get caught.	Ease of access through older peers/friends or the buddy system.	Alcohol Response Team (ART) formed of all law enforcement agencies will help reduce underage drinking.	ART will develop a plan for alcohol-related youth reduction enforcement strategies including, but not limited to, roadside sobriety checks.	Hold county-wide training for law enforcement agencies related to reduction strategies (e.g., policing the cyber world/capturing evidence, techniques for preventing and breaking up underage drinking parties, etc.)	Set a specific number of roadside sobriety checks per year throughout the county.	Reduce 30-day use countywide by 1% within 4 years.
			Undercover outlet compliance checks (law enforcement agencies)	ABC will conduct undercover compliance checks periodically at alcohol outlets by sending in an underage buyer.	ABC conducted undercover compliance checks monthly at multiple locations throughout the county	Reduced number of sales to youth under 21	Reduced 30-day use countywide by 1% within 4 years
			Roadside sobriety checkpoints (law enforcement agencies)	ART will participate by increasing sobriety checkpoints countywide	ART developed strategy to increase sobriety checkpoints countywide thought a strategic cooperative LEO effort, especially during times of high usage (i.e. homecoming, prom, etc.)	Reduced number of youth driving under the influence of alcohol Reduced number of youth riding with someone under the influence of alcohol	Reduced number of youth drinking and driving by 1% within 4 years Reduced number of youth riding w/ someone under the influence by 1% within 4 years
			Media campaigns		Campaign messages are	Youth report believing	Reduced rate of drinking

			about enforcement efforts/counter-advertising	Billboards with strong enforcement/prevention message	developed and posted	campaign messages	among 6 th -12 th graders; reduced rate of binge drinking among 6 th -12 th graders; reduced rate of drinking and driving among 6 th -12 th graders; reduce rate of 30-day usage among 6 th -12 th graders; for all outcomes, reduced by 1% within 4 years
			Appropriate design and maintenance of public places (e.g. traffic flow, public housing, etc.)	Convene ART and public officials/agencies to determine hot spots/dark places for gathering places that youth engage in high risk behavior, especially alcohol consumption	Reduced problem environments	Improved lighting, etc. in hot spots for activity countywide as determined by ART and public officials/agencies	Reduced rate of 30-day use among 6 th -12 th graders; reduced rate of binge drinking among 6 th -12 th graders; for all outcomes, reduced by 1% within 4 years

Program Management

The SPF-SIG program, which targets underage drinking, was the sole resource available for this strategy.

The coalition staff and city municipalities' staff (including mayors, police departments, utility departments, city council members) are the systems that are in place to ensure effective communication coordination.

Organizational Chart:

Chairman

Judge Frank “Trippy”
McGuire, District Judge

Board of Directors

Jana Wyatt
Administrator
, Mizell
Memorial
Hospital

Lesa Syler
Director,
Department
of Human
Resources

David
Pearce,
Chief
Juvenile
Probation
--

Patty Taylor,
Federal
Programs
Andalusia
City Schools

Julie
Moody,
District
Judge

Donna
Cauley
Youth
Enrichment
Services

Freda
Barton
Juvenile
Probation
Officer

Staci Wilson
South Central
Alabama
Mental Health
Center

Executive Director

Susan Short
DFC Project

Project Coordinator

Jessie Stephens
DFC Project

Peer Helper Teachers

Daniel Rodgers
Straughn High

Traci Locke
Red Level High

Wendy
Donaldson
Opp High School

Charlotte Spurlin
Andalusia High

Missy Windham
Floral High

Kelley Garner
Pleasant Home

Bookkeeper

Freda Barton

Accounting Firm

Rabren, Odom,
Pierce & Hayes,
P.C.

Evaluator

Carla Powell,
Cornerstone

CCCCPCC Members

Carla Powell	JoAnne Santos	Donnie Powell	Otis Corbitt	Mike Majors
Ted Watson	Lance Price	Sonja Hines	Michael Smithart	David Peace
Dennis Meeks	David Anderson	Mike Jones	Donna Cauley	Freda Barton
Walt Merrell	Leroy Cole	Mandy Waters	Greg White	Tina Edmonson
Sara Martha Miller	Danita Day	Denise Davis	Jeannie Bryan	Nikki Guilford
Mark Odom	Victoria Anderson	Hannah Shakespeare	Cynthia Taylor	Kendra Majors

Budget Narrative:

The Coalition Project Director also serves as the Executive Director and will provide oversight of grant, including fiscal and personnel management, community relations and project implementation and evaluation, direct coalition services and project activities, including training, coalition communication, data collection and dissemination. The Director will help the Coalition develop its marketing plan, its strategic plan, and its fund development plans, as well as lead the policy change efforts for the Coalition and provide various trainings in support of advocacy efforts. The Project Coordinator will manage the coalition office, coordinate coalition services, volunteers, project activities, coalition communication, and administrative assistance. Both staff members serve as a liaison for the Coalition at community meetings, with partnering agencies and organizations, etc.

Public officials and ART team members were asked to help determine hot spots/dark places for gathering places that youth engage in high risk behavior, especially alcohol consumption. As a result four municipalities, Andalusia, Opp, Red Level and Florala, chose sites for improved lighting and landscaping. \$72,000 was split between these cities to use toward these improvement efforts. Each site was chose based on previous reports of illegal activity and LEO recommendations. Budget will include the following: LED lights, poles, labor, shrubbery, dirt, sod, electrical and excavating equipment needed for each project.