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: _This program is individual / School / Group and Community based_

PROGRAM INFORMATION

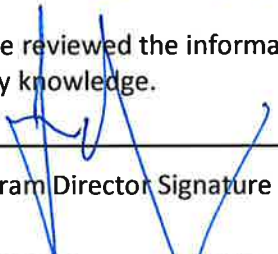Program Name _Proyecto Ayuda Outreach (PAO)_

Agency _Ibero American Action League, Inc_

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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.

_____   _5/2/17_
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.

_____   _5/4/17_
Nominating Agency Signature   Date

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Program Abstract:

<u>Proyecto Ayuda Outreach (PAO)</u>

The Proyecto Ayuda Outreach (Project Help Outreach) program covers all three domain areas for prevention intervention services and has grown significantly over the last three years. PAO is a small two-person program that implements universal interventions (such as community events), selected interventions (such as evidence based programing), and indicated interventions (such as one-on-one prevention counseling) for at risk youth. PAO works with all youth who are between 5 to 18-years old to reduce risk factors and increase protective factors with an emphasis on targeting Latino/a youth.

In 2016, PAO served a total of 2,935 youth by providing 6 main services. The six services include: outreach, evidence based curriculum, prevention counseling, single session workshops for youth, single session workshops for adults, and community events. Each service approach offers much needed support and tools to the extremely underserved Latino youth and families flooding Monroe County where less than 50 percent of high school seniors graduate from high school and 44 percent of families live in poverty, a number that's higher than any other group.

One of the most important services that the PAO program offers is the outreach component. Outreach offers information and early intervention services to the community members within the greater Rochester region, and our results show that the number of people the PAO program is able to reach has steadily increased over the last three years. In 2014, PAO reached 2,150 people. One year later, the number jumped to 2,409 individuals served. The year 2017 has proven to be no different as PAO staff has already served more than 2,600 as of May 2017.

PAO continuously surpasses its outreach objective year after year and analysis show that there is a critical need for outreach pertaining to drugs and alcohol for both Latino parents and Latino youth. Workshop results show that out of the 65 participants that completed a survey, 96 percent gained specific knowledge about drugs and alcohol that would reduce individual drug use by both youth and adults. Results for evidence-based programing show that out of the 68 youth that participated in TGFD, 75 percent showed improvement, which indicated an increase in protective factors such as coping skills, communications skills and life skills. Prevention counseling results show that 20 (100%) youth received prevention counseling, and out of the 20 youth who received prevention counseling, 17 (85%) completed services and showed a 20 percent improvement in behavior, relationships, school, and drug use. What this data tell us is that youth are responsive to program intervention, and while the Latino community continues to be underserved, Proyecto Ayuda Outreach is breaching the gap by creating connections and offering essential evidence-based, bilingual, bicultural competent services that other programs are not equipped to provide in this region.

Program Narrative:

A. Philosophy:

1. What is the mission statement or rational of the program?

The rational of our program is to educate and empower youth of all ethnic backgrounds with a focus on Latino youth about the dangers of substance abuse while enforcing a no-use policy. It is the mission of PAO to increase protective factors though the use of evidence-based programing and reduce risk factors through counseling and resource connection. The Proyecto Ayuda Outreach program is dedicated to raising awareness of the risk associated with substance use/abuse and its prevention.

Proyecto Ayuda Outreach strives to increase pro-social involvement and improve life skills (social, self-control, coping) while decreasing and preventing drug use, perceive risk of drug use and academic failure. Our strategies are to offer crucial prevention education, counseling and community support in Latino youth's native language.

2. What is the philosophy or conceptual framework on which it is based?

Proyecto Ayuda Outreach services are based on the OASAS Prevention Framework that is derived from "epidemiological research that identifies specific risk factors to increase the likelihood of the development of substance abuse." "The research also identifies protective factors that reduce the likelihood of the development of those same problem behaviors." (OASAS Guidelines)

In addition to this and still under the umbrella of the Ibero American Action League, all youth programs are required to operate within a positive youth development (PYD) framework and approach. The principles/practice of PYD include: ensuring the safety, engagement, and empowerment of youth; providing positive adult role models; setting high expectations; and offering opportunities to develop skills and competencies. Program activities and experiences are designed to assist youth in becoming healthy, caring, responsible, and resilient adults within their culture and community.

3. How does the program's philosophy reflect a "no illegal or high-risk use" message for alcohol and drugs?

The Proyecto Ayuda Outreach philosophy specifically states "To encourage and educate youth of all ethnicities, with a focus on Latino youth, about the dangers of drug use while enforcing a no-use policy."

B. Needs Assessment:

1. **What epidemiological data and/or other information are available in the community that led to the establishment of this particular program?**

   The Ibero American Action League (Ibero) is the region's largest Latino-serving and controlled advocacy organization in Rochester/Monroe County Area. Ibero has provided numerous school-connected services, many related to education, health, employment, community engagement, drug prevention and leadership development that support positive youth development as early as 1975. During this time, Ibero was strongly connected to the Puerto Rican Youth Development and Resource Center (PRYD) which housed the Proyecto Ayuda Outreach Program (PAO). PRYD's student mentoring programs (and PAO) served in the city schools from 1975 to 2009. PRYD was founded in 1974 by Latino/a Franklin High School students for the express purpose of youth development and empowerment that also builds on youth strengths.

   In January 2009, after 36 years of providing youth services, PRYD merged with Ibero creating a powerful synergy that would amplify their impact in the region and turn a new leaf for the PAO program. Through this new partnership, Ibero benefited from PRYD's expertise in providing targeted programs and services to youth and PRYD became Ibero Youth Services, which helped it gain access to the enhanced management/administrative organizational capacities of Ibero in ways that have allowed the organization and program to flourish and grow with the community. Collectively, Ibero and the Puerto Rican Youth Development and Resource Center effectively provided sustained youth programming to Latino youth for more than 78 years before PRYD became Ibero Youth Services.

   In more recent years, Ibero became aware that the Rochester City School District (RCSD) has an enrollment of 34,000 students; 15,000 are at the secondary level. 65 percent of all RCSD students are African American/Black, 21percent (7,350) are Latino/a. RCSD has the highest poverty rate among New York State's Big 5 school districts, and 50 percent of its schools have a poverty rate of 90 percent or higher. (Source: Rochester City School District) About 88 percent of all RCSD students qualify for the free/reduced price lunch program; 85 percent of these students are classified as African American or Latino/a. (Source: Rochester Democrat and Chronicle, February 4, 2009)

2. **What type of analysis has been conducted to clarify and articulate the scope and nature of the substance abuse problem in the community?**

   According to the Monroe County Youth Risk Behavior Survey (YRBS) that was conducted in public high schools during the 2014-2015 school year, 28 percent of youth that took the survey drank one or more drinks of alcohol in the past month, 15 percent drank 5 or more drinks of alcohol in a row within a couple of hours on one or more occasions in the past month, 32 percent ever used marijuana, 22 percent used marijuana in the past month, 5 percent ever used heroin, 10 percent ever took any drug or pill to get high that was prescribed for someone else (such as OxyContin, Percocet, Vicodin,

codeine, Adderall, Ritalin, Xanax), and 7 percent ever used over-the-counter drugs to get high. Out of the 1814 surveys that were reviewed, 275 or 15.2 percent of them classified themselves as Latino youth.

As the Monroe County Youth Risk Behavior Survey states, "This local survey has been completed eleven times since 1992. The Youth Risk Behavior Survey, designed and validated by the US Centers for Disease Control and Prevention (CDC), has been conducted nationally and in several states and localities since 1990. The goals of the survey are: 1) to assess health risk behaviors among high school students, 2) to monitor changes in these behaviors over time and 3) to broadly evaluate the impact of preventive programs."

During the development process for Proyecto Ayuda Outreach, it had been made apparent that there was a gap in prevention services that target Latino youth within Monroe County. This gap was assessed and acknowledged by PRYD which later became the Ibero Youth Services. As the program progresses, assessments continue to be completed and gaps continue to emerge. Proyecto Ayuda Outreach has joined forces with the Rochester Police Department and the Opioid Task Force to meet the need of a new gap by offering prevention services to youth that are at risk for opioid use. As the Monroe County Community grows, the Proyecto Ayuda Outreach program grows with it.

3. **What are the sound long-term planning processes that include a needs assessment and reflect a research base?**

Ibero has recently been granted a new IBM Safety Net Database to collect specific epidemiological data in order to identify gaps and needs within the community. PAO will be using this database for research and to report specific data to Ibero and OASAS. In the event that the program identifies a gap/need that is not being addressed, program staff will adapt new innovative research based curriculums and will plan accordingly to address the scope and nature of the need.

4. **What actions were taken to involve representatives of the target populations in program planning and implementation to ensure that the program is responsive to their needs?**

PRYD used a number of actions to ensure the youth voice for the PAO program that included: program surveys, monthly meetings with program youth representatives, and ongoing dialogue between youth and program. Once Ibero merged with PRYD and PAO became a part of the youth department under Ibero, further actions were taken to ensure that the target population and participant's needs were met. Ibero/PAO staff implemented new surveys, continued open dialogue with participants, as well as, youth program staff case notes, team meetings with RCSD administration/staff and community supports. Additionally, Ibero/PAO accessed information from the Monroe County Health Department, NYS Department of Health, CDC reports, RCSD Youth Risk Behavior Surveys, and focus groups hosted by the University of Rochester and Ibero. The intent of the focus groups were to understand the experiences of students and families, to identify

the resources that exist among this diverse ethnic, cultural, and linguistic community that promote student persistence and success, and to learn about the systemic barriers that limit their educational experiences.

C. Population Served:

1. **What target population(s) does the program serve? Describe its norms, values, beliefs, practices, socioeconomic characteristics, risk and resiliency factors, cultural considerations, unique or special needs, and whether the program is community-wide or focuses on a specific population.**

The PAO program serves all youth between the ages of 5 to 18, however, due to Ibero's unique ability to offer services in Spanish, PAO targets the Latino/a population. Latinos are the fastest growing ethnic group in Rochester and Monroe County, with its population more than doubling between 1980 and 2005 from 20,300 in 1980 to 53,700 in 2005. Most live in Rochester. The Latino/a under-18 city population more than doubled between 1980-2006 from 9 percent to 21 percent. Latino/a adolescents ages 10-19 increased an astounding 56 percent between 1990 and 2000 from 5,211 to 8,139. Almost 20 percent of adolescents ages 10 to 19 in the city are Latino/a; 22 percent of the city school population is Latino/a. Most families live below the poverty level and in single female-headed families. 78.1 percent of the city's Latino/a population are Puerto Rican: the remainder is Mexican, Dominican, Cuban and S. American. (Profile of the Latino/a/Latino Population in Monroe County 1970-2000: 2003 Update. March 2003, Center for Governmental Research).

As a program that serves the Latino/a population, it is of the upmost importance to understand traditional customs that often serve as guidelines for "acceptable behavior," customs that may or may not be rational or pro-survival. An example of this is that traditionally, the Latino/a family is a close-knit group and considered the most important social unit. "La Familia" includes not only parents and children but also extended family. Strong feelings of loyalty and unity are expected among family members. What happens in the family stays in the family. Violence, drug use and other dysfunctions do not get addressed."Simpatía" emphasizes achieving harmony in interpersonal relationships by avoiding conflict, emphasizing positive behaviors, and downplaying negative behaviors. Youth risk behaviors may get swept under the rug simply because of a lack of education on addressing such behaviors. "Aryanism" refers to being submissive, self-sacrificing, religious, humble, and modest. A wife is often evaluated by her conformity to these values. This is expected of daughters and sets them up for mistreatment by, and submission to, males. While "Hembrismo" (femaleness) refers to strength, courage, and perseverance. A wife is expected to enforce tradition, morality, and religious values, as well as run the household and rear the children. As a result, youth may not experience closeness with their dads and may not even get close to their mothers because of the heavy enforcement responsibilities expected of her. "Machismo" is a pervasive term in the American culture as well as the Latino culture. However, in the Latino culture a husband is expected to display "machismo" at all times where he is expected to be strong, in control of the family, and responsible for providing for his family. Youth may not

experience tenderness, caring or openness to sharing their struggles from their fathers, even though these fathers care deeply for their children.

What our data shows overall is that Latino/a parents are disengaged from their children's lives in the community or school and do not show up at related events. They may speak only Spanish or primarily Spanish, and as English speakers may feel inadequate. Language is a barrier for the Latino population, with 29.7 percent indicating that they "do not speak English very well." (Profile of the Hispanic/Latino Population in Monroe County 1970-2000: 2003 Update, March 2003)They often have not completed high school, are ill informed about health issues and resources and avoid speaking to their youth about sex, relationships and drugs, beyond statements that it will not be done.

2. **What was done to recruit and retain members of the targeted population into this program?**

PAO is highly dedicated to the community and works very closely with 6 different schools within Monroe County. Through its offerings of services the program provides more than 2,000 people contact information for the staff. Many of the outreach requests come from previous connections and relationship with other nonprofit organizations as well as private/profited agencies. While the majority of counseling participants are self-referred during evidence based curriculum sessions, some are referred from school personnel/administrations. Workshops are requested from both private and nonprofit organizations/agencies, and the majority of people hear about the program via word of mouth. The program information can also be found on the Ibero website and via brochures that are abundantly placed around the county. Once a youth attends a workshop, class or event, they are informed of the program services and staff accommodate the youth to schedule individual or group counseling sessions if requested. The program is a voluntary program, therefore no youth can be mandated to attend. During the first meeting, all youth are given the option to opt out of services, however, the majority of youth that enter the PAO program show an invested interested in improving their life and choose to stay in.

3. **How is the staff trained in the cultural patterns of the program's target population(s)?**

Proyecto Ayuda Outreach Program staff understand the cultural mores, language barrier and gaps in resource connection for Latino/a people and understand that the youth within this population make unhealthy choices (e.g. alcohol and drug use, high risk behaviors that lead to pregnancy and STD), and are widely misinformed about health, relationships and substances, and sex. Along with this, PAO understands that they struggle with feeling good about themselves and lack support from their families for difficult issues and underutilize existing community health services, even with agencies that have made efforts to be culturally relevant. Cultural mores, historic estrangement from and suspicion of non-Latino/a service providers, along with language barriers, are key influences to these behaviors and attitudes.

The 2009 RCSD YRBS Report indicating that 82 percent of youth get help and support from their family does not reflect the experience of the Ibero youth department program staff, specifically the PAO youth program staff with youth they serve. Nor do these responses from Latino/a and African American youth in the YRBS: One of five African American student respondents have seriously considered suicide and almost one of three Latino/a student's seriously considered suicide; 49.8% of all students respondents did not feel like they mattered to people in their community. In Latino/a families, religious beliefs and cultural mores suppress important conversations between Latino/a youth and parents. Parents don't even know how to start the conversation about sex, drug use, healthy relationships, pregnancy, etc. and in fact, will shut it down. The low-income status of most of our target youths' families necessitates their attention on day-to-day survival leaving parents little free attention to parent their children the way they would like.

4. **What has been done to ensure cultural competency in the program?**

Currently 50% of the PAO staff are Latino or speak Spanish and fully understand the Latino culture from an internal perspective. Aside from half of the staff being Latino, all staff that work with PAO have been extensively trained to operate within a positive youth development (PYD) framework and approach. The staffs professional development and consistent OASAS accredited trainings reinforce this. The principles/practice of PYD include: ensuring the safety, engagement, and empowerment of youth; providing positive adult role models; setting high expectations; and offering opportunities to develop skills and competencies. Program activities and experiences are designed to assist youth in becoming healthy, caring, responsible, and resilient adults within their culture and community. Along with this all PAO staff are required to take an in depth cultural competency training constructed and held by Ibero upon hiring and the coordinator of the program currently serves as a committee member for the agencies Cultural Racism Committee and each staff is trained and educated in trauma informed care.

D. Building Capacity:

1. **How does your program relate to the community's overall prevention strategy and/or systems?**
2. **How does your program support and make use of collaboration and linkages, especially with Federal, State, or local organizations? Include information on agency/program involvement with the community's local substance coalition, if such an entity exists.**

(Questions 1 & 2 are answered below)

Proyecto Ayuda Outreach works very closely with community organization to enhance the prevention strategy / systems that are in place. PAO works regularly with the Prevention Network Coalition to improve prevention services offered in Monroe County, the Rochester Police Department to improve connections between community members and officers, Project Hope to improve community education and information, the Substance Use Disorder Collaboration to reduce gaps in professional establishments and

processes, the DEA and the Opioid Task Force to reduce the impact opioid use is having on the community, city schools to improve the lives and education of youth, the city recreation department to encourage peer support and education, and many other systems and programs to improve the communities overall well-being. As a part of this, PAO participates in and coordinates community events that provide healthy alternatives to drugs and alcohol by offering information, education, and resources.

3. What community outreach strategies do you employ?

PAO actively networks and raises awareness by attending meetings, joining groups, being involved in coalitions, collaborating for community events, and offering information via tabling.

4. What type of grassroots participation is included in your program?

PAO is strongly connected with the community in a variety of ways. The program works closely with the local churches, community associations, and community Safety Net coalitions for events, outreach, support and collaboration. Staff within the program are involved in local block clubs such as Triangle Block Club, and community task force and revitalization efforts such as JOSANA , and Conkie Corner revitalization. The program orchestrates two grassroots event each year that incorporate the community members and the community leaders in hopes of strengthening the connection and collaboration from the grassroots perspective.

E. <u>Strategic Planning:</u>

1. What are the goals and objectives of the program:

Component 1: Prevention Counseling – Individual / Group Sessions
Method: Referrals from school professionals, outreach
Objective: Provide supportive services to student's ages 5 – 18 to reduce risk factors and increase protective factors
Goal: Serve 20 students who will demonstrate improvement in one or more of their assessed risk factors; Drug use, Poor grades, Poor self-control, Poor decision making skills
Evaluation: Youth assessment form and tracking
Outcome: Show a 20 % improvement in targeted areas in 90% of program youth

Component 2: Evidence Based Programing – Currently using Too Good for Drugs middle / high school curriculums
Method: Push into 6 schools within the Rochester City District as well as after school programs
Objective: Increase knowledge of substance use and life skills
Goal: Serve 50 youth and show improvement in test scores
Evaluation: Pre / Post Test

Outcome: Show 75 % or more of active participants with a 10% improvement in pre/post test

Component 3: Outreach – Street and event outreach services via tabling or collaboration
Method: Advocate for program by offering information via events, street outreach, meetings
Objective: Raise awareness and increase positive community involvement and prevention
Goal: Reach 2000 + people a year
Evaluation: Outreach Tracking Sheets
Outcome: Distribute substance abuse prevention and program information to 2000 people in Monroe County

Component 4: Workshops – Singles sessions that can be presented in a series
Method: Network and collaborate to offer services
Objective: Provide education to parents and youth on life skills, drug use, and prevention
Goal: Serve 200 people total – 150 youth, 50 parents
Evaluation: Program surveys
Outcome: 90% of participants show that they gained knowledge and found the information useful.

2. **How do the goals and objectives directly respond to the information and epidemiological data gathered from the needs assessment?**

   The program goals for PAO strive to reduce the gap between youth and adult by offering a trusted adult to educate them, support them, and offer resources to them. Each goal is designed to lower the risk factors that are evident in the epidemiological data while increasing protective factors that are not present.

3. **How many members of the population are expected to be reached and in what timeframe?**

   The PAO program provides services to approximately 2900 people each year. The program year runs from July 1st to June 30th.

4. **What mechanisms are in place to ensure long-term program sustainability?**

   Ibero/PAO maintains its longevity by operating as a grassroots organization. PAO is an intricate part of the greater Rochester region and Monroe County because of the connections that the staff/program/administration have with individuals and organizations with the community. PAO also has the unique ability to link participants to resources internal of Ibero and the Ibero youth services. Ibero offers eight school based programs that give PAO the unique and crucial advantage of cross pollinating programs and services. A youth that is working in the Family Services Assistance program at Ibero may

benefit form services offered by PAO and can be directly referred. This internal strategy allows PAO the consistency of participants from all over the Rochester School District.

F. Implementation:

1. **What makes this program innovative?**

   There are five substance abuse prevention programs within the greater Rochester region that offer similar services to the Proyecto Ayuda Outreach Program. However, PAO is the only program that offers all of its services in Spanish, and is the only program that can directly connect the underserved Latino population with a multitude of bilingual services. PAO offers one-on-one counseling, parent/youth workshops, gambling workshops, and large events with more the 200 people in attendance. PAO's innovation is directly connected to their continued collaboration and growth with city, state, and federal initiatives, task force, and coalitions as well as the programs ability to offer these crucial services to a population that is continually underserved due to gaps in cultural competency and language barriers. Without this unique feature many of the youth and families would not be able to access these critical services.

2. **What distinguishes this program from similar programs, strategies, or practices?**

   The program's unique ability to provide all of its services in both Spanish and English while applying its breath of knowledge of cultural components that go into serving a target population such as Latinos.

3. **How does the program operate? Describe in detail and identify all features critical to implementation. Include the program's scope, intensity, and duration.**

   The PAO program functions year round from June to July. During the program year, the program is responsible for offering evidence based programing, evidence based youth/parent workshops, individual and group counseling, gambling workshops, and community events. The program staff work with all populations of youth throughout all of Monroe County, however due to their unique ability to offer these services in Spanish the program specifically targets Latino/a youth. All evidence based curriculums consist of 10 individual 45 minute sessions pertaining to life skills, coping skills, and chemical dependency prevention. The counseling sessions are based on the needs of the youth being served. Research and data shows that Latino youth benefit more from group/peer interactions therefore PAO offers both group and individual counseling based on the needs of the youth/school/community. The workshops that are offered from PAO are based on the needs of the community from data that has been gathered from past years surveys and conversations with community members. The workshops range from life skills to chemical dependence and are offered as a serious or a single session. Each workshop varies in length depending on the need of the group being serviced. The gambling workshops are a requirement of the OASAS grant that funds the program and is an evidence based educational workshop that comes only in English but are is able to be translated into Spanish by PAO staff. With PAO's innovative implementation techniques

the program is able to translate any of these services to Spanish in order to reach the target Latino/a population. Along with these selective and indicative interventions PAO sees the importance of universal interventions as well. PAO coordinates two major events a year. The program staff organize and execute a community leadership event for the purpose of educating the community about leadership and how individuals can be a leader within their schools/communities/homes/streets. This event gives youth and adults the opportunity to join productive organizations within Monroe County such as Big Brothers Big Sisters and Boy Scouts of America. The program staff also coordinate a "Safe Summer" event each year as a way of offering the community healthy alternatives to drugs and alcohol while improving community collaboration. This event brings community members and leaders together for a field day event. This event features 20 different vendor tables, sports, yoga, art, music and lunch. Each year this event offers youth and adults within the community the chance to meet city officials such as Monroe County Executive Cheryl DiNolfo, state officials including Senator Rich Funke, and a great number of first responders and police officers. PAO also collaborates with other organizations and agencies to offer events throughout the city

4. **Who is involved in conducting the activities (volunteers, staff, others)?**

With a staff of two, PAO is extremely productive and proactive in its promotion of prevention. The two full time staff handle all of the day to day activities and rely on the Ibero administration/leadership for internal audits, policy maintenance and general support. The PAO staff also rely on other youth department staff and volunteers for help executing events and school projects.

5. **What is the infrastructure/support system used to implement this program?**

The PAO program is a crucial part of Ibero's Youth Services Division and is housed at the administration offices of Ibero. PAO finds its strength in its department and governing agency. It is with the support and infrastructure of Ibero that PAO is able to be so successful in its policies and innovative methods.

PAO also has the support of the surrounding community and the Rochester City School District. It is through the memorandum of agreement with the Rochester City School District that PAO gets a vast majority of its participants. This infrastructure ensures the continuation of the program as does the support of the Rochester City Recreation Department and the ongoing collaboration with other nonprofit organization such as Charles Settlement House and Villa of Hope.

6. **Describe the program's ability to effect community-wide change: At what scale or level is outreach conducted? Does it succeed in changing community norms? Is there adequate capacity to elicit community-wide change?**

Monroe County has been continually growing in its capacity to elicit community-wide change through prevention. PAO has been an active member of this change for more than 80 years. The program works collaboratively with all Ibero programs and the community

through outreach and events to change such cultural norms that prohibit Latino families form reaching out for services. PAO has made a direct change in schools by reaching youth that used to deny services. This is evident through PAO surveys, monthly meetings with program youth representatives, ongoing dialogue between our youth program staff and participants in all Ibero/PAO youth programs; youth program staff case notes and team meetings with RCSD Student Support Center, administration, and counselors. Latino youth are more likely to trust and engage with Latino providers who are not only knowledgeable about the culture but also a part of the culture, and in part due to the fact that youth want safe, caring relationships with support and guidance for healthier choices. They like hearing from other youth in program groups; and they especially want one on one time with adults they trust. Youth want to know about healthy alternatives: they want to be healthy. They want safe, fun and enriching experiences/places to go at the end of the school day and in the summer. Some youth want to be part of the solution, i.e. outreaching to other youth as peer educators and/or contributing their skills (e.g. artistic, computer, etc.) in a meaningful way to the program activities.

7. **What is the number of individuals in the community, and what percent of these individuals were impacted through the implementation of this program?**

Monroe County Population as of 2015 was 749,600 with 34,000 of them being enrolled in the RCSD. PAO services between 2000 and 3000 people annually as a 2 person program responsible to serving an entire county.

8. **What aspects or elements of the program can be replicated or adapted in other communities?**

PAO is a certified OASAS program and can be replicated or adapted in any community. The objectives that are funded by OASAS include; outreach, counseling, workshops, and evidence based curriculum. This programs uniqueness of offering bilingual services can also be adapted in any community serving Latino/Hispanic populations.

G. Evaluation:

1. **What are the major outcomes, impacts and changes accomplished due to this program?**

For the 2015-2016 program year PAO shows that 100% of participants who engage in workshops gained knowledge, while 50% percent of participants who engaged in evidence based curriculum showed increase in knowledge of life skills, coping skills and chemical dependence. And 80% of youth that participated in prevention counseling showed a 20% improvement of current life situation through the reduction of risk factors and increase of protective factors. PAO was also recognized by Senator Rich Funke with a proclamation commemorating the *20ᵗʰ Annual Safe Summer Event* that is coordinated and hosted by PAO Staff.

2. **How do the outcomes relate to the program's goals and objectives?**

All outcome show that PAO has exceeded the yearly objectives agreed upon between PAO, OASAS, Monroe County, and Ibero.

2015 PERFORMANCE TARGET OUTCOMES REPORT
OASAS PREVENTION SERVICES
IBERO AMERICAN ACTION LEAGUE
PROYECTO AYUDA OUTREACH
12 MONTH WORK PLAN JUNE 2015 – JULY 2016

a. **Service Approach:** Outreach
   Service Location: City of Rochester (Monroe County)

   Performance Target:
   - Attend 40 outreach venues, totaling 2000 people from Monroe County

   Description:
   Outreach is crucial to the Proyecto Ayuda Outreach program. The goal of this portion of the program is to offer information, as well as easy access to the tools the community members within the City of Rochester need to avoid/prevent/stop drug use in young adults. It is our goal to reach a total of 2000 people with no specifications on age, gender, race, or population by distributing brochures (English/Spanish) and providing information on local resources and services that are available through the Proyecto Ayuda Outreach Program.

   Results: July 2015 – June 2016
   - Attended 45 venues to conduct outreach (112%) totaling 2409 (120%) people who received information.

   Analysis:
   We surpassed our objective by providing outreach at 45 (112%) different venues with our target population included; this totaled 2409 (120%) individuals who received information. This analysis shows that there is a critical need for outreach pertaining to drugs and alcohol for both; Latino parents and Latino youth.

b. **Service Approach:** Single Session (Youth and Adult) Workshops
   Service Location: City of Rochester (Monroe County)

   Performance Target:
   - 20 workshops totaling 200 Participants (youth and adults) will participate in informational sessions
   - 80% will identify the content as useful/relevant
   - 80% will gain knowledge about drugs and alcohol

Description:
While working within the Latino community it's important to remember the value of culture. Single
Session workshops provide youth important information and education that is culturally relevant. Through these single session workshop providers are able to offer information, make connections, and educate Latino youth and parents on drugs and alcohol and their effects.

Results: July 2015 – June 2016
- 20 workshops (100%) totaling 219 (105%) youth and adults participated in the single sessions workshops.
- Out of the 165 participants that completed a survey:
  - 95% identified the content as useful
  - 96% gained knowledge about drugs and alcohol

Analysis:
According to the PERRYUNDEM (2014) research Latinos benefit more than other groups from free in-person assistance located in their communities. Prevention education is crucial to decrease or prevent drug use, perceive risk of drug use, academic failure, and even more effective if the information is delivered in the youth's native language. By increasing pro-social involvement, social skills, self-control and coping skills youth are more likely to increase health promoting behaviors.

c. **Service Approach:** Evidence Based Program, Too Good For Drugs
   Service Location: City of Rochester (Monroe County)

Performance Target:
- 5 workshops totaling 50 youth will participate in the Evidence Based Program, Too Good for Drugs.
- Participant will increase his/her decision making skills that will lead to health-promoting behaviors by 3% measured by pre/post-test.
- Participant will increase his/her social skills, self-control and coping skills by 3% measured by pre/post-test.

Results: July 2015 – June 2016
- 5 workshops (100%) totaling 68 (136%) youth participated in the Evidence Based Program, Too Good For Drugs
- Out of the 53 participants who completed both the pre/post-test:
  - 68 youth (136%) participated in Too Good For Drugs
  - Out of the 37 participants that took both the pre-test and post-test 75 % showed improvement

Analysis
We surpassed our performance target by 6%; we added schools and collaborated with other agencies to provide the Evidence Based Program Too Good for Drugs to youth

(TGFD). Due to the number of workshops within TGFD and changes in classroom schedules it was a challenge to collect completed pre/post-tests from all 53 participants.

d. **Service Approach:** Prevention Counseling (Youth)
Service Location: City of Rochester (Monroe County)

Performance Target:
- 20 youth within Rochester City School District will receive prevention counseling:
  Locations:
  - 817 East Main Street
  - Marshall High School
  - East High School
  - Enrico Fermi Elementary School (School #17)

Results: July 2015 – June 2016 Results:
- 20 (100%) youth received prevention counseling
  - Out of the 20 youth who received prevention counseling:
    - 17 (85%) completed services and showed a 20 % improvement

Analysis:
Data shows that youth are responsive to prevention counseling services. The one-on-one environment that is provided to the youth during these services allows the youth to disclose sensitive information regarding drug use, family issues, and educational issues. This portion of the program plays a strong role in helping to reduce truancy and increase the importance of education while helping youth to lean coping skills and healthy alternatives.

3. **How do the results derived from the evaluation meet the needs for which the program was designed?**

   Program results show to meet the needs for which to program was designed within the analysis of each objective listed above.

H. Program Management:

1. **What resources are available to the program, and how is the program able to maximize or optimize the available resources?**

   PAO has an abundance of resources available for support, collaboration, and community involvement. As the governing body of PAO, Ibero is one of the programs biggest resources. The agency provides the program with sustainability though cross pollination of programs. The agency also supports any overhead cost that may not fit within the program budget. Other resources include but are not limited to; local coalitions, organizations (profit and nonprofit), schools, city/state/government officials, OASAS,

NCADD-RA, local task force, Police Department, churches, local SafetyNet associations and community members.

PAO staff network with each of the listed entities to ensure optimization of available resources. Collaboration is key when working with people and community. Each one of the resources listed has a working relationship with Ibero/PAO and its staff. Many times these resources work together to achieve a main goal such as prevention in which budgets get combined as do staff abilities.

2. **What systems are in place to help ensure effective communication and coordination among program staff and administration, consumers/clients, the media, policymakers, and others?**

PAO meets with Youth Services coordinators monthly and all Youth department staff bi-monthly to ensure that information is passed and programs are updated as well as to increase collaboration and team work. PAO staff also works closely with the director of development and communication at Ibero who strongly advocates and supports the program and staff in regards to media connection and community announcements. PAO is active in multiple coalitions and events that directly connect them to city/state/federal representatives and policymakers through program activities and networking. These systems ensure that PAO is up to date on community information and advocacy.

Board of Directors

President & CEO

Chief Operations Officer

Director of Children and Family Stability Services

Director Youth Services

THRIVE City Wide Sexual Education
- 1 Coordinator

(SOOP) Summer of Opportunity Program Work Force Development for Youth
- 1 Coordinator
- 2 Program Leads
- 4 Program Staff

Restorative Justice Program Monroe
- 1 Coordinator

PAO Proyecto Ayuda Outreach Substance Abuse Prevention
- 2 Coordinators

PASEOS Prevention Access and Sexual Education Outreach Services
- 1 Coordinator
- 1 Staff

ASPIRA / Poder Mentoring
- 1 Coordinator
- 3 Staff

FSA Monroe Family Service Assistant
- 1 Coordinator

FSA East Family Services Assistant
- 1 Coordinator
- 2 Staff

ELT # 17 Extended Learning Time
- 1 Coordinator
- 4 Staff

Budget Narrative

A. Salary-   Total: $76,788
Program Site Director: oversees the program and will spend 3.7% of their time hiring supervising and training staff. The director annual salary is $50,000, $5,000 out of PAO budget and will be covered for the 12 months of the contract.

2 Prevention Counselors will spend 100% of their time providing services to the participants and the community. A bilingual / bicultural staff that provides the following services: Outreach Services, Prevention Counseling, Evidence Based Curriculum, Parent / Youth Awareness Workshops and community prevention events. The counselor's total annual salary is $71,788 and will be covered for the 12 months of the contract.

B. FICA & Fringes-   Total: $11,671
FICA will be paid for all salaries: $76,788.00 x .075=$5,759.1
Unemployment cost: $76,788 x .01= $767.88
Health insurance cost for full-time employee: $5,144.02

C. Occupancy   Total: $5,721.14
Monthly rent and utilities cost is necessary for the site location to provide the service and activities. Will be covered for the 12 months of the contract.

D. Travel/Training/Conference   Total: $1,982.75
Travel: The staff travels around the county/state to visit sites, attend meetings, conferences/trainings, and meet with collaborate partners.
Training/Conference: Staff is required to attend 40 hours of professional development and prevention training.

E. Other   Total: $18,089.92

Postage: includes mailing, postage of flyers, program announcements $100

Program supplies: Evidenced based programs materials, incentives for outreach, incentives for groups and workshops, food for events and groups, Supplies for groups and workshops, Supplies for prevention counseling, printing of material, brochures, flyers, and letter.
Community events: Safe summer family field day (over 300 people expected), leadership event. $6,740

Office supplies: including binders, file folders, printer paper, toner, staples, pens $500

Telephone and internet service: this service is needed to stay connected to funding sources, parents, community collaborators, schools $814 for 12 months

Utilities: necessary for the site location to provide service $677 for 12 months

Agency administration: necessary to efficiently run the program 14%

                                                              Total: $114,252.80

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