

**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

Program Name: "Sequins & Sirens"

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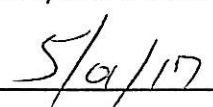
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I have reviewed the information contained in this application and certify that it is accurate, to the best of my knowledge.



Program Director Signature



Date

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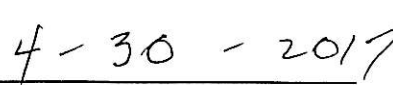
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Date

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ABSTRACT

“Sequins & Sirens”- An Innovative Approach to Reduce Prom Season Underage Drinking

A local community coalition (the Lawton Fort Sill Community Coalition- Community Advocates for Sober Teens, “LFSCC-CAST) assessed underage drinking as a problematic substance in Comanche County. One of their prevention initiatives was to raise county-wide awareness and enforcement around prom season; which is often viewed as a rite of passage for underage drinking. By enlisting the help of local enforcement agencies and other community partners, the 1st annual prom enforcement operation commenced in the spring of 2015 and has occurred for the past three consecutive years. This became known as “Operation Sequins & Sirens... You’ve Got Too Much to Lose.” Sequins & Sirens is a multi-pronged environmental approach model that is also driven by the Strategic Prevention Framework (SPF). Each March, the coalition researches county school proms in order to begin scheduling various prevention, education, and enforcement efforts.

The LFSCC- CAST kicks this off by recruiting law enforcement throughout the county to attend one day training, hosted by the coalition. During that time, local enforcement and prosecution agencies are encouraged to submit nominations on four different award recognition opportunities, which were also developed by the coalition. These award submissions are reviewed and selected by a panel of coalition members, and recognized during a free luncheon sponsored by community partners on the same day as the officer training. This provides positive media around enforcement and prosecution of alcohol laws locally. It also allows the coalition and community to show their support and encouragement.

After the initial training and recognition event, law enforcement conduct highly visible enforcement efforts such as alcohol compliance checks, bar checks, saturation patrols, sobriety checkpoints, keg registration, party dispersal, and more throughout the month of April. The coalition assists where they can with these enforcement activities, and at the end of the month, enforcement data is shared with the coalition for evaluation purposes.

Sequins & Sirens provides opportunities that encourage collaboration around a common goal to prevent and reduce underage drinking. Officer knowledge has increased as well as their overall engagement and willingness to work with the coalition each year.

Highlights and findings from the Sequins & Sirens evaluation are the following: as the highly visible enforcement efforts increase, Comanche County 12th graders are reporting less drinking and driving; less riding with a drinking driver; less past 30 day use of alcohol; less binge drinking; less retail access to alcohol; less obtaining alcohol from someone they know over the age of 21; and a higher perception of harm from drinking underage.

PROGRAM NARRATIVE

Philosophy

The primary mission of the Lawton Fort Sill Community Coalition (LFSCC) is to identify and implement proactive programs and strategies that will empower the community to develop healthy, responsible, and involved individuals. In doing so, the coalition seeks to contribute to the overall social health of the community. The specific goals are:

- A) To network, involve, and utilize all of the community citizens, agencies, organizations, and institutions in order to promote positive youth, family, and community development.
- B) To develop increased awareness of problems facing society and promote a community climate of positive opportunities, attitudes, and activities.
- C) To promote community support for effective parenting, constructive family communication, and parental networking.
- D) To promote community awareness and revision of youth-related laws and their consistent enforcement, as well as the development of appropriate juvenile justice programs in the community.
- E) To promote the continued development and implementation of a comprehensive, community-wide program of primary prevention, intervention, and education.
- E) To change social policy, laws, and advertising practices regarding alcohol and other drugs.

The coalition utilizes the environmental based public health model, universal (entire population level) interventions, and the strategic prevention framework (SPF) as the conceptual framework or philosophy, to create sustainable community change.

The coalition works to build a community where citizens can lead healthy, productive, and happy lives. This is done so by reducing risk factors and promoting protective factors in the community, schools, families, and youth. Since 1989, the LFSCC is the primary community advocate, taking a stand against individuals drinking before age 21, binge drinking, and other unsafe drinking practices. The LFSCC views all illegal drugs as dangerous, particularly because they negatively impact developmental brains. The LFSCC also believes that no one drug is more dangerous than another. This philosophy is born out of the disease concept of addiction and LFSCC members see addiction as a brain disease.

The LFSCC has multiple subcommittees that each addresses specific areas of focus. The first committee is Community Advocates for Sober Teens (CAST) who are working on preventing the onset and reducing underage drinking. The second committee is RX, which addresses the non-medical use of prescription drugs ages 12 and older. The third committee is Systems of Care, which is a mental health and other support services coordinated network that works to meet the needs of children, adolescents and their families with a serious emotional disturbance. The fourth committee is Public Relations (PR), which aims to create coalition marketing materials for outreach, awareness and education, as well as mass media collaboration.

The LFSCC- CAST developed a program called, "Sequins & Sirens" as a way to improve gaps in service, training and awareness opportunities, and other needs related to underage drinking in Comanche County. To better understand the Sequins & Sirens program, this application will outline the process which the LFSCC-CAST underwent to develop the program, starting with the overall needs assessment and prioritization.

Needs Assessment

Since the fall of 2011, the LFSCC partners with a Regional Epidemiological Outcomes Workgroup (REOW) that meets to review and analyze local substance abuse data. This group is chaired by a local evaluator and is comprised of members who are connected to key decision- making and resource allocation in the community. The REOW is tasked with in depth analysis of consequence and consumption patterns as well as the contributing variables for the substances, to accurately assess the causes and consequences of the use of alcohol and other drugs. The REOW utilizes to the data to identify problems and help determine what areas are problematic and who are affected by these issues. The REOW conducted their first assessment in 2012, and identified underage drinking as an issue for Comanche County. Then in 2015, the REOW utilized the following epidemiological data to assess that underage drinking was still problematic in Comanche County.

Consumption data describes patterns, the rate, percentage, or prevalence of which individuals are consuming alcohol. Consequence data describes the direct impact or consequence that an individual encounters from consuming alcohol (which can include crime, arrests, deaths, car crashes, or treatment admissions).

The data table below shows Comanche County “consequence data,” which includes: traffic related fatalities, total alcohol crashes, traffic injuries where alcohol was related (from the Oklahoma Highway Safety Office); adult and juvenile alcohol related arrests (from the Oklahoma State Bureau of Investigation); and alcohol poisoning inpatient discharges and deaths (from Oklahoma Injury Prevention Services).

Table 1: Consequences

	Traffic Related Fatalities (OHSO) 2010-2014		All Alcohol Crashes (OHSO) 2010-2014		Traffic Injuries Alcohol Related (OHSO) 2010-2014		Alcohol Poisoning Inpatient Discharge & Deaths (Injury Prevention Services) 2010-2014	
	#	Rate [^]	#	Rate [@]	#	Rate [@]	Inpatient Discharges	Deaths
	Comanche	69	5.49	813	100	353	28.1	18

Sources: Oklahoma Highway Safety Office, Oklahoma State of Bureau of Investigations, and Oklahoma Injury Prevention Services
 @Rate per 10,000 population
 ^Rate per 100,000 population

Table 2 shows data on alcohol related arrests in the year 2014 for Comanche County. This consequence data includes driving under the influence, liquor law violations, and drunkenness. Comanche County had 485 total alcohol-related arrests in 2014, with majority of the arrests being DUI. Of the 485 total arrests in Comanche County, 37 were ages 21 and under.

Table 2: Adult Alcohol- Related Arrests:

	Driving under the influence	Liquor Laws	Drunkenness	Total Alcohol-Related Arrests
Comanche	240	60	185	485

Source: 2014 Uniform Crime Report *this reporting system is not mandatory for law enforcement to report.

Table 3 below shows alcohol related crimes for juveniles (under the age of 18) for 2012-2014. Comanche County netted 16 charges for minor in possession; 11 charges for driving under the influence while under the age of 21; 13 consumption by person under 21; 8 public intoxications; 3 transporting open container; and 1 selling/deliver/furnishing alcohol to a minor charges.

Table 3: Youth Alcohol Consequences:

County	MIP	DUI, under 21	Consumption by person under 21	PI	TOC	Sell/Del./Furnish alcohol to minor	Social Host <21
Comanche	16	11	13	8	3	1	0

Source: Oklahoma Juvenile Affairs (OJA) 2012, 2013, and 2014 JOLTS Reports

Additional consequence data showed from Fiscal Year 2011-2015, Comanche County had 33 treatment admissions for alcohol, for individuals under the age of 21 (ODMHSAS Treatment Admissions FY11-15. *These numbers only represent ODMHSAS treatment providers).

From the 2016 Cameron University (CU) Annual Security & Fire Safety Report, there were 46 individuals referred for disciplinary actions for liquor law violations that occurred on campus student housing facilities, from 2013-2015. *These do not include drunkenness or driving under the influence. No ages were specified on this report. No arrests related to liquor law violations were noted for these three years on or off campus for Cameron University students.

Table 4 shows the most recent alcohol “consumption” data for youth past 30 day use and binge drinking. The source is the Oklahoma Prevention Needs Assessment (OPNA), which is a voluntary survey, offered to all independent school districts in Oklahoma during the spring semester of even numbered years, for 6th, 8th, 10th, and 12th grade. According to the 2016 OPNA data, Comanche County has higher percentages of youth drinking and driving compared to the State of Oklahoma percentage. In 2016, Comanche County had an OPNA participation rate of 54.9%, with 3,197 students participating.

Table 4: Alcohol Consumption- Youth 30 Day and Binge Use

	Youth Past 30 Day Use				Youth Past 30 Day Binge Use			
	6 th	8 th	10 th	12 th	6 th	8 th	10 th	12 th
OK	6.2	15.0	24.6	36.9	3.7	8.3	13.8	21.8
Comanche	5.8	16.4	24.5	35.6	3.6	8.1	13.2	19.7

Table 5 shows the percent of youth who reported (in the 2016 OPNA survey) driving a car when they drank alcohol and youth who rode in a car driven by someone drinking alcohol.

Table 5: Youth Riding with Drinking Driver & Drinking and Driving

	Youth Riding with Drinking Driver				Youth Drinking and Driving			
	6 th	8 th	10 th	12 th	6 th	8 th	10 th	12 th
OK	17.8	19.4	19.2	21.0	1.5	2.6	4.4	9.7
Comanche	14.8	19.9	18.6	20.4	0.9	2.4	4.0	10.1

After the REOW analyzes all of the data, they articulate the scope and nature of the issue and make recommendations to the coalition on substances to address based on the highest need. The REOW recommended that underage drinking be the priority in Comanche County for the LFSCC to address. These data sources serve as baseline and evaluation outcome data for the LFSCC to measure change on underage drinking in Comanche County.

From there, the REOW tries to further understand why these are problems in Comanche County to assist in strategy development. The REOW reviews various risk and protective factors and does an in depth analysis of the intermediate or contributing variables to determine a root cause, articulating the scope and nature of the substance abuse problem in Comanche County.

Risk factors are viewed through OPNA data and annual estimates from the Oklahoma Kids Count Report. The following data is the 2015 OK Kids Count Report for Comanche County.

- In 2015, 20.7% of children (under the age of 18) were living in poverty within Comanche County.
- Comanche County’s rate of teen births (for ages 15-19) is higher than the State of Oklahoma from 2011-2015.
- In 2014, Comanche County shows a higher rate per 100,000 than the State of Oklahoma on juveniles arrested for violent crimes (a county rate of 223.5). Juveniles ages 10-17 and violent offenses include homicide, forcible rape, robbery and aggravated assault.
- In 2014, Comanche County documented 415 children (under the age of 18) in foster care through the Oklahoma Department of Human Services.

Data from the 2016 Oklahoma Prevention Needs Assessment Survey (OPNA) indicates the following overall environmental risk factors and community norms for Comanche County; which are worse than the State of Oklahoma for 6th, 8th, 10th, and 12th graders: Low neighborhood attachment, community disorganization, perceived availability of drugs, poor family management, family conflict, family history of antisocial behavior, parental attitudes favorable to drug use and antisocial behavior, low commitment to school, rebelliousness, early initiation of antisocial behavior, early initiation of drug use, attitudes favorable to drug use and antisocial behavior, perceived risk of drug use, interaction with antisocial peers, friend’s use of drugs, and rewards for antisocial behavior. Overall, 48.6 % of Comanche County students are at considered at high risk, based on the 2016 OPNA. Students were also asked questions about perception of risk or harm if they have five or more drinks of an alcoholic beverage in a row once or twice a week. In 2016, 21.9% of 12th graders did not perceive drinking in that manner a risk. Students were also asked questions about parental disapproval if they drank an alcoholic beverage nearly every day. In 2016, 13.1% of 12th graders reported their parents would not disapprove of their drinking.

Additionally, the 2016 OPNA survey measures students with high protection, which is defined as the percentage of students who have more than a specified number of protective factors operating in their

lives (4 or more for 6th grade and 5 or more for 8th, 10th, and 12th graders). Comanche County shows 54.3% of 6th graders, 44.3% of 8th graders, 46.8% of 10th graders, and 45.9% of 12th graders have high protection. The total percent of all students surveyed is 48.4% in Comanche County that shows high protection. Protection is measured by the following: opportunities for prosocial involvement, rewards for prosocial involvement, family attachment, belief in the moral order, religiosity, interaction with prosocial peers, and prosocial involvement.

The REOW reviewed six categories for intermediate variables (social availability, retail availability, community norms, enforcement, individual factors, and promotion) for underage drinking. The data was scored and ranked on a scale of 0-10, based on what degree they viewed each variable was impacting the issue of underage drinking in Comanche County (0 being no impact, 10 being major impact). Below is the data provided for each intermediate variable, with the underlined sections being the rationale for most significant impact in regards to scoring and ranking.

Social Availability:

- Comanche County was higher than the State of OK for every grade surveyed on obtaining alcohol from home with parent's permission. (County=39% 6th, 28% 8th, 29% 10th, 25% 12th graders)
- Comanche County was higher than the State (8th, 10th, & 12th graders) for someone 21 or older being a source of alcohol. (County= 40% 8th grade, 53% 10th grade, & 66% 12th grade).
- Comanche County is equal to the State of OK for youth reporting easy access to alcohol among 12th graders. (72% of Comanche County 12th graders reported easy access to alcohol).

Consensus was reached at that time social availability was scored a 9.

Retail Availability:

- Comanche County has the same rate of alcohol outlets per 100 population as the State of Oklahoma (.07).
- Comanche County is lower than the State, in all grades surveyed, for youth reporting purchasing alcohol with a fake ID.
- Comanche County alcohol compliance rate is slowly getting worse (spiked to 26% of retailers/servers selling to minors in FY'15). *Although checks occurred across several municipalities in Comanche County, the sells to minors occurred in Lawton, which is where the majority of establishments are located.

Consensus was reached at that time retail availability was scored an 8.

Community Norms:

- Comanche County 10th graders were slightly higher than the State in adults not thinking it was wrong for youth to drink. 6th, 8th, and 12th graders were equal to the State with the same perception.
- In 2014, 96% of Comanche County 6th graders, 92% of 8th graders, 87% of 10th graders, and 82% of 12th graders stated their parents would disapprove of them drinking alcohol underage, which is equal to the State of OK in every grade.
- Comanche County youth in all grades surveyed were slightly higher than the State with parents approving them drinking regularly. Comanche County had 17% of 12th graders state their parents did not feel it was wrong for them to drink alcohol underage regularly.

Consensus was reached at that time and community norms were scored an 8.

Enforcement:

- There were 259 alcohol related juvenile arrests from 2006-2014 in Comanche County. That is a rate of .21 for alcohol related offenses in Comanche County, versus the State of OK with a .37 rate for the same offenses.
- In 2014, approximately 78% of Comanche County 12th graders indicated kids drinking alcohol in their neighborhood would not be caught by the police.
- Local enforcement surveys showed that the majority of local law enforcement thinks underage drinking is “under reported,” and that “there needs to be better collaboration among enforcement agencies.” “Man power, funding, jurisdictional boundaries, and minor punishments from courts/DA not being filed” were primary obstacles faced with enforcing underage drinking.

Consensus was reached at that time that the “lack of” enforcement was scored a 5.

Individual Factors:

- In 2014, 35% of Comanche County 12th graders reported slight or no risk of regular alcohol use, which is less than the State of OK.
- Comanche County youth (all ages surveyed) were higher than the State of OK for thinking their peers would be cool if they drank regularly. The highest was 12th graders at 25% in Comanche County.
- Comanche County is higher than the State (in all grades surveyed) for favorable attitudes toward peer alcohol use. The highest was 35% for 12th graders in Comanche County.
- In 2014, 19% of Comanche County 10th graders and 17% of 12th graders reported being drunk or high at school. The same trend data from 2006-2014 for all grades surveyed were all higher than the State.

Consensus was reached and at that time individual factors was scored a 5.

Promotion:

- Comanche County has 7 beer billboards, and 246 non-alcohol billboards. = 2.8 % of billboards advertising alcohol.
- Community alcohol- related sponsorship percentage= 17 events sell alcohol out of 41 community events in Comanche County (41% alcohol sponsored).
- Alcohol Signage on Store Fronts of Comanche County convenience stores: 6% (based on the survey of 36 randomly sampled stores in FY’15)

Consensus was reached and at that time promotion was scored a 4.

After all of the intermediate variables were individually scored, the REOW members then looked at prioritizing by highest importance. The REOW determined that social availability and retail availability were the highest priority issue to address.

The coalition then assessed community readiness with key informant interviews using materials provided from the Tri- Ethnic Center for Prevention Research at Colorado State University. For underage drinking, individuals were selected who interact with youth regularly and possibly have knowledge of the issue. The key informants were contacted and interviewed, over the phone, by staff in 2015. They were asked standard questions, from by the Tri-Ethnic Center for Prevention Research. After the interviews were conducted and transcribed, the individual’s answers were scored by multiple Wichita Mountains Prevention Network staff on 6 dimensions (efforts, knowledge of efforts, leadership, community climate,

knowledge of the issue, and resources). Then the average score was tallied for each dimension and their overall community readiness score was determined. Six people were interviewed in Comanche County on underage drinking for the RPC Block Grant, from the following groups: Comanche Nation Tribe Prevention and Recovery (IAMNDN), a youth age 18, Ft. Sill Army Substance Abuse Program (ASAP), Tobacco Settlement Endowment Trust (TSET) grantee, a teacher, and Comanche County Health Department.

The overall community readiness score for Comanche County on underage drinking was a 5, which is the preparation stage. According to the Tri- Ethnic Center for Prevention Research Stage 5/Preparation means that: 1) some community members understand the effects of the issue on the community; 2) planning starts focusing on practical details; 3) leadership is involved in or actively supportive of planning of efforts; 4) resources (people, money, time, space, etc.) are being actively sought; and 5) the attitude of the community is: "We are concerned about this and we want to do something about it." Community climate had the lowest dimension score (a 3, vague awareness stage) compared to all six dimensions. Therefore, the coalition decided to work on increasing community member's beliefs that underage drinking is a priority and developing motivation to act on addressing it.

The REOW brainstormed various pockets of the population where there are gaps in service delivery, and determined who has access to those underserved populations. Ideas ranged from law enforcement, disproportionate minority contacts, school counselors/alternative education, higher education, homeless shelters, the Next Step, DHS, focus groups with those under 21, etc. The REOW and coalition work to identify those individuals more at risk (under the age of 21) for drinking alcohol in Comanche County, locations, etc. and if possible, narrow down the population of focus even further.

The REOW also identified data gaps and determined underage drinking data could be improved through the following:

- 1) Improving the OPNA participation rate to at least 70% will help with reliability and vigor.
- 2) Lack of available data for 18-20 year olds per county for underage drinking. Development of this survey is underway with the REOW.
- 3) Uniform Crime Reports (UCR) is not mandatory for law enforcement agencies to report. Many county agencies are not represented within UCR. Therefore, having more accurate local data on impaired driving, as well as prosecuted cases is an identified gap.

After this data is all collected, the REOW compiles the information into an epidemiological profile, which is shared with the LFSCC. The REOW continues to provide on-going support and planning for the development of any additional baseline and evaluation measures or tools. The REOW assists the LFSCC to be data driven with their strategies and how to measure change through specific outcomes. Specific baseline and evaluation data is listed under the evaluation section.

The LFSCC then discusses the community's standards and values and determines what issues can realistically be addressed with available community assets and which problems fit best with existing prevention resources. Once specific issues are prioritized, then the LFSCC uses the substance use and behavior data to raise awareness about the problems and promote dialogue within the community.

The background and context behind the program's development came from a needs assessment. "Sequins & Sirens" works with law enforcement to conduct highly visible enforcement efforts around prom, and also utilize ongoing education and awareness within the community. In order to better work with local law enforcement and understand their needs, barriers, readiness, and incentives, local members enlisted the help of a local alcohol beverage laws enforcement (ABLE) agent to join the coalition. A short law

enforcement survey was developed by the REOW to help understand those areas, which was later administered to officers county-wide.

In 2015 the law enforcement survey analysis showed the following barriers:

- Enforcing underage drinking is not a high priority issue for the agencies
- Lack of man power and resources to enforce underage drinking
- Jurisdictional issues among agencies
- Lack of prosecution, once officers file cases
- The majority of officers were unaware of Oklahoma’s social host law. Survey results showed knowledge of the social host on a scale of 1-5 (1 being no knowledge, 5 being expert) was the following: 7% said 1 “no knowledge; 19% said a 2; 36% said a 3; 18% said a 4; 4% said 5 “expert”; and 16% no response.

Based on that information, the coalition decided to address these various barriers through the “Sequins & Sirens” program.

Population(s) Served

Comanche County has a total population of 125,647; with 64% Caucasian, 17% African American, 11% Hispanic/Latino, 6% Alaska Native/American Indian, and 2% Asian, (based on the 2015 US Census estimate). Other Comanche County socioeconomic characteristics and age, from the 2010 US Census, are:

- High School Graduates ages 25+ 87.6%
- Percentage of persons with Bachelor’s degree or higher, age 25+ 20.1%
- Percentage of persons below poverty level 15%
- Individuals ages 19 and under 35,834 (28.9% of pop.)

Comanche County has a lot of unique cultures aspects to consider when with serving this population. The County is mostly rural farming area, 10 communities, with Lawton as the County seat. Within Comanche county, Ft. Sill Army Post is housed, along with the Wichita Mountains Wildlife Refuge, and Cameron University. Comanche County is also home to several Native American tribes (primarily Comanche, Fort Sill Apache, Kiowa, and Chickasaw).

In regards to community norms, beliefs, and risk factors surrounding underage drinking; for some adults underage drinking is viewed as a rite of passage, especially around prom and graduation time. Some parents think it is ok to host underage drinking parties, especially if they take the keys and stay at their house instead. Another common statement heard, especially close to Ft. Sill, is if someone is 18 and can serve their country (in the military), then they should be able to drink before the age of 21. These are norms and beliefs that create some resistance to community prevention efforts; however these do not apply to everyone in the community, and are simply a sub-set of the population. With that being said, Oklahoma as a whole has a culture of resiliency and helping their own. Oklahoma is located in the “Bible Belt,” so there are hundreds of churches especially in Lawton, OK. These provide values, beliefs, and protection for youth in Comanche County.

The Lawton Ft. Sill Community Coalition-Community Advocates for Sober Teens serves multiple target populations within Comanche County. The direct target population is individuals under the age of 21. The indirect target populations are adults who provide alcohol to underage individuals and enforcement agencies.

Direct Target: *Individuals under the age of 21*

Indirect Target(s): *Adults that provide alcohol to individuals under the age of 21 (Parents, alcohol retailers, etc.); and those that enforce the laws and policies (law enforcement and the judicial system).*

To recruit members of the target populations, the LFSCC regularly assesses their capacity and determines who needs to be recruited. LFSCC packets are developed to use as recruitment tools for the adult populations (which includes a coalition brochure, fact sheets, and other helpful information). Social media is also utilized to invite and inform individuals about the LFSCC. The LFSCC-CAST engages local youth in planning and implementation efforts to ensure the target population is included. Local individuals (under the age of 21) are approached to determine a dissemination plan for Comanche County. This includes high school students under the age of 18, and individuals 18-20 through Cameron University, Ft. Sill young soldiers, Vo-Tech, and large employers. Messaging needs are tailored for each population. We not only engage high school students, but also individuals between the ages of 18-20. We work with various types of media outlets (social, broadcast, televised, print, etc.), keeping in mind what the target population(s) will most likely pay attention. The information is disseminated at various locations in Comanche County that bring in a diverse crowd, to be culturally inclusive. To retain these individuals on the coalition, members ensure that they serve a purpose on the coalition. Tapping into the right people and resources will connect the dots in the community and sustain local buy-in and continuation, with regards to sustaining capacity. Determining if individuals are a good fit for the program early is crucial to keeping their interest and retaining them.

WMPN staff is trained in a variety of methodologies and trainings for cultural competency (including True Colors, Vision of the Quilt, and Discovering Your Strengths). These trainings identify people's unique qualities and highlight how those differences will strengthen people to work as better team members to accomplish desired outcomes.

To further ensure cultural competency with Sequins & Sirens, community readiness interviews/surveys are conducted with the indirect and direct target populations, thereby engaging them in the discussion about underage drinking in Comanche County. By reviewing community readiness ongoing there can always be room to revisit current efforts and determine if the target population is being reached or if adaptations need to be made for cultural competency. The LFSCC meets with law enforcement to determine what is already in place and what could be enhanced to ensure social host and providing alcohol to minors is reported, enforced, and prosecuted. All local enforcement agencies in the county are approached to be culturally representative (including tribal, military, higher education, secondary education, city, county and state law enforcement agencies). The Sequins & Sirens program is utilized to recruit new law enforcement officers to the coalition. The LFSCC currently has the Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission, the Lawton Police Department, the Lawton Public Schools Police Department, and Comanche County Sheriff's Department as active law enforcement representatives on the committee. Prior to Sequins & Sirens program, there were no law enforcement representatives consistently attending meetings and serving as active partners. Having these law enforcement agencies at the table helps guide efforts for the Sequins & Sirens program to be culturally sensitive, as well as representative of the law enforcement population.

Building Capacity

The Sequins & Sirens program is a component of the LFSCC-CAST committee's strategic plan to address underage drinking. The program works closely with law enforcement engagement during times of year when high risk underage drinking occurs. Law enforcement are one of the primary agents of change, therefore mobilizing these officers is crucial to overall prevention efforts of the LFSCC-CAST. The Sequins & Sirens program efforts are intertwined with the LFSCC-CAST overall prevention strategies.

The LFSCC is the local substance abuse coalition in Comanche County. The LFSCC collaborates with the Wichita Mountains Prevention Network (WMPN) - Regional Prevention Coordinator to do substance abuse prevention. WMPN is a local non-profit organization that is funded under the Substance Abuse Prevention Block Grant, through the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) and the Substance Abuse and Mental Health Services Administration (SAMHSA).

WMPN assists the coalition with capacity building and mobilization of the community around underage drinking prevention efforts. This local prevention system assists and supports the Sequins & Sirens program, along with local donations and in-kind support.

The LFSCC as a whole employs multiple types of outreach strategies to recruit. The LFSCC holds Lunch & Learn events, town hall meetings, presents at civic organizations, and hosts various other trainings and recognition events; which are open to the public to convene with local leaders and stakeholders around the issue of underage drinking. The LFSCC conducts outreach either face-to-face, via email, phone calls, and through promotion on social media.

The coalition is continuously thinking of knowledge, skills, abilities, and resources that are needed to increase coalition and community capacity through trainings. Member analysis is also conducted, utilizing the Drug Free Communities 12 sector table, to ensure the coalition is representative of Comanche County. When the LFSCC membership identifies gaps in its sector representation, they consistently and successfully recruit new participants due to their strong ties within the community.

The following sectors are currently partners with the LFSCC and provide grassroots participation: law enforcement, social services, treatment, youth-serving organizations, cultural organizations, healthcare; higher education, secondary education school, military, tribal, media, and youth as members of the Too Much To Lose (2M2L) program.

Strategic Planning

The goal is to decrease drinking and driving; past 30 day use; and riding with a drinking driver, by individuals under the age of 21. The objective is to decrease the percent of individuals (under the age of 21) who report obtaining alcohol from home with parent's permission and from adults over the age of 21, (measured by the OPNA Survey and other community surveys).

For social availability, the LFSCC- CAST educates community members about the social host law in efforts to deter individuals from providing alcohol to minors and hosting parties for underage drinking. The Sequins & Sirens program offers training for law enforcement around the social host law, and also deterrence through highly visible enforcement efforts.

With retail availability, the LFSCC- CAST decided to utilize a three prong approach. 1) The LFSCC- CAST is working with the local judicial system to create a policy around responsible beverage sales and service training and businesses to enhance their current policies; 2) enforcement through alcohol compliance checks; and 3) using media and other recognition efforts to create accountability, and community support. Community support is given to retailers who don't sell to minors and attend RBSST, the law enforcement who enforce alcohol laws, and the judicial system for prosecuting the cases.

By addressing retail and social availability of alcohol for individuals under the age of 21, this reduces the likelihood they will have access. If access is limited, then youth are less likely to consume within the past 30 days and/or to binge drink, drink and drive, or ride with a drinking driver. Therefore, if the underage individuals are not consuming this eradicates the negative consequences that tie back to underage consumption of alcohol. The goals and objectives directly respond to the information and data gathered during the needs assessment.

For the indirect population, there are 18 law enforcement agencies in Comanche County, which will all be approached for the Sequins & Sirens program. To address the direct target populations, all 12 Comanche County high schools and Cameron University will be approached. Cameron University estimates 6,000 incoming freshman enrolled each year. These target populations are expected to be reached throughout the grant cycle as the timeframe. The coalition work plans will be evaluated again, whenever the Block Grant cycle is winding down, after roughly 3 more years of implementation (in the year 2019). Comanche

County has a population estimate of 125,647 people, based on the 2015 U.S. Census. The population served is previously mentioned.

The LFSCC- CAST is committed to ensuring mechanisms are in place for long term program sustainability in Comanche County. The LFSCC has experience with creating sustainability plans and keeps sustainability in mind during every step of the SPF. Having a checklist for sustainability over the following items is beneficial throughout the process: “Identifying potential partners; identify, build, and maintain relationships; define what resources the work entails; develop your talking points; identify what must be sustained; create case statements; determine funding strategies; develop an action plan; implement, review, learn, and adjust your strategies” (Community Anti-Drug Coalitions of America “CADCA”, 2007, Sustainability Primer, p. 38). The coalition also works on policy enhancements and identifying advocates or community champions to continue the efforts, even if funding is no longer available. The Sequins & Sirens program also solicits for community donations and in-kind support to help with sustainability.

Implementation

“Sequins & Sirens” is innovative because everything in the program is done face-to-face and recognizes that all law enforcement agencies are not the same. The distinguishing factors are there is not a cookie-cutter framework for all agencies to fall under, and it allows the agencies to participate at the level or ability they can within the one-two month window. The program offers a personal touch (from delivering recruitment packets, with training, recognition efforts, enforcement night support, providing give away incentives, and collecting the data afterwards). Sequins & Sirens creates positive working relationships between the coalition and law enforcement. The Sequins & Sirens program is an innovative way to create and sustain partnerships with law enforcement to create community change. Sequins & Sirens utilizes the high risk time of prom and graduation to rally people together for a common goal of preventing underage drinking incidents in Comanche County.

The LFSCC-CAST has a strategic plan that is implemented year-round, for the grant funding received through WMPN and ODMHSAS. Sequins & Sirens has been incorporated into this strategic plan as one of components of this overall plan. Sequins & Sirens operates on roughly a 7 month timeline. The timeline below illustrates the duration for each step on Sequins & Sirens planning, implementation, and evaluation.

Figure 1- Sequins & Sirens Timeline



The Sequins & Sirens program scope, intensity, duration, who is involved, and the support system used to implement are outlined as the following:

December- February: The LFSCC-CAST starts planning for the Sequins & Sirens efforts. During these months the LFSCC-CAST works on these specific areas:

- Research Comanche County prom dates.
- Coordinate a venue, date, and schedule for the training event.
- Determine training topics and identifies speakers who can provide Council on Law Enforcement Education and Training (CLEET) hours, especially the required 2 hours of mental health.
- Research local businesses that provide contributions and determine their deadlines. Then, develop a solicitation letter and contact the businesses to obtain donations (for food, giveaways, trophies, etc.) For the Sequins & Sirens events, all officers who attend are entered into a drawing to receive various give-away items. The first year, all officers received a commemorative patch, designed by the LFSCC-CAST members. The second year, a challenge coin was designed and handed out. Also the second and third year, CARE packages were distributed, with various snack items for the officers, during their highly visible enforcement efforts.
- Develop various handouts for the law enforcement (which minimally includes a recruitment flyer, training agenda, and award nomination form). The LFSCC developed a recognition form for agencies to submit a nomination for 4 different awards with specific criteria for each one: 1) Officer of the Year; 2) Rookie of the Year; 3) CARE Officer; 4) Prosecutor of the Year. Each year officers are fed lunch and 4 individuals are recognized for their contributions on preventing, enforcing, and prosecuting underage drinking and alcohol laws in Comanche County.
- Develop a press release and send to the local media inviting them to attend the event, which provides positive community recognition to the officers.
- Next, the coalition compiles a calendar with dates for various efforts (including the kickoff event/training, upcoming community events, and potential dates to discuss with law enforcement for coordinated enforcement nights).

March: After all of these logistics are acquired, the coalition engages in recruitment in early March. The coalition develops the print materials and assembles them into recruitment packets for each law enforcement agency. Todd Anthony, the LFSCC- CAST Chair, usually goes with WMPN staff to hand deliver the packets to the 18 law enforcement agencies in Comanche County. Todd is also a Senior Agent with the Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission, and has personal connections within the majority of the agencies, which helps to bridge the law enforcement connection.

The kickoff event and training is usually at the end of March, before prom season picks up. At the training event: Officers receive training for CLEET hours (continuing education). The officers are provided additional resources on data collection sheets, Oklahoma alcohol laws, etc. During the event, lunch is sponsored by a local agency, give aways are handed out, and recognition occurs. The local media also attends, providing news coverage to raise awareness and community support. Enforcement agencies are encouraged to participate in some form of highly visible enforcement effort, anytime during the month of April-May. Any planned upcoming enforcement efforts are coordinated and added to the calendar. Comanche County law enforcement agencies vary on size and resources. So to assist with this, the LFSCC brings in the impaired driving liaison with the State-wide ENDUI breath alcohol testing mobile to help with mutual aid and on-site BAC checks. Senior Agent Anthony also offers his services as a resource to any agency that wants to do highly visible enforcement efforts during the months of April- May.

April- May: During the months of April-May other community education, awareness, survey collection, and highly visible enforcement efforts occur. Each year, the coalition members attend several community health fairs throughout the month of April. While attending, they collect survey data, educate the community, and give away incentive items. Roughly 500+ community members are reached annually

during these events. The coalition also coordinates alcohol compliance checks with the ABLE Commission and local enforcement. The larger enforcement agencies also conduct DUI checkpoints and bar checks.

June: All of the data is collected from the law enforcement agencies and community surveys to evaluate. Due to the fact that data is difficult to compile and track with the various agencies not reporting to Uniform Crime Reports, the REOW developed quick data sheets to assist in compiling and tracking information for the Sequins & Sirens efforts. The officers are asked to provide that data back to the LFSCC-CAST for the months of April-May for ongoing evaluation purposes. The data is presented at REOW and coalition meetings.

Sequins & Sirens directly affects the law enforcement population's community norms and attitudes around underage drinking enforcement. These changes have a linear effect on changes community wide. At the 2017 Sequins & Sirens event, there were evident improvements in the law enforcement comradery. There were also obvious shifts in the way officers think about enforcing underage drinking; specifically with the social host law and the collection of data. Agent Anthony has been asked to do more in-service and academy trainings for individual agencies. There has also been a 300% increase in cases for social host in Comanche County where officers responded, which directly ties back to training the officers received.

In the past 3 years, Sequins & Sirens trained 13 of the 18 law enforcement agencies across Comanche County, for 72% trained. *The majority of those not reached are Federal or State agencies where underage drinking is not the main focus. Approximately 100 officers have been trained during the 3 years at the kick off training events. In addition to this, agent Anthony trained 110 of Lawton Police Department's street officers during their in-service trainings, which is the largest agency in Comanche County. Agent Anthony trained 17 individuals from the Comanche County Sheriff's Department during their in-service trainings. Finally, Agent Anthony and Wichita Mountains Prevention Network partner with the Lawton Police Department to provide training to their cadets during their academy. Over the last three years, roughly 65 LPD cadets have been trained on underage drinking enforcement and alcohol laws, including the social host. Training has significantly impacted the community. Not only have the officers obtained more knowledge, but they are applying what they learned in the community with their enforcement efforts in Comanche County. Therefore, Sequins & Sirens has increased law enforcement knowledge, attitudes, and behavior around enforcing underage drinking in Comanche County. Continuous outreach is conducted to elicit further community-wide change and number of agencies impacted.

The LFSCC-CAST feels that all of these aspects can be replicated and/or adapted in other communities.

Evaluation

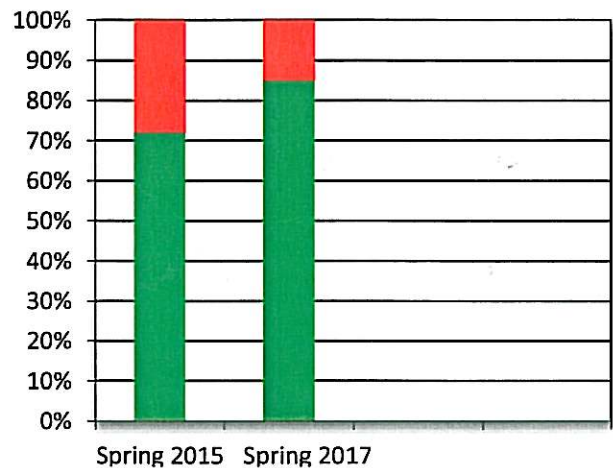
Comanche County shows noticeable outcomes when looking at the baseline measures and targeted goals set at the beginning of the assessment phase for long-term and intermediate outcomes. Significant impacts are observed among Comanche County 12th graders from 2010-2016, based on the OPNA survey. As previously stated, the LFSCC-CAST goals are to decrease past 30 day use; binge drinking; drinking and driving; and riding with a drinking driver, by individuals under the age of 21. The objective is to decrease the percent of individuals (under the age of 21) who report obtaining alcohol from home with parent's permission and from adults over the age of 21. The table below illustrates these changes. The only performance measure that did not decrease of the seven outcomes is youth reporting obtaining alcohol from home with parent's permission. The LFSCC-CAST is currently working on this issue and revamping the strategy to be more effective in decreasing this measure.

Table 6 Performance Measures

Comanche County Performance Measures Underage Drinking	2010 Baseline	2016 Goal	2016 Improved Outcomes
Past 30 day use (12 th graders)	41.6%	Decrease 1-2%	35.6%
Binge drinking (12 th graders)	25.5%	Decrease 1-2%	19.7%
Drinking and Driving (12 th graders)	17.7%	Decrease 1-2%	10.1%
Riding with Drinking Driver (12 th graders)	26.9%	Decrease 1-2%	20.4%
Low Perceived Risk of Harm from Underage Drinking (12 th graders)	65.5%	Increase 1-2%	78.1%
Got alcohol from someone they knew over 21	69.0%	Decrease 1-2%	60.7%
Got alcohol from home with parent's permission	22.5%	Decrease 1-2%	24.7%

Additionally, for retail availability, figure 2 below demonstrates improvements made in Comanche County with overall alcohol compliance (retailers not selling alcohol to minors), during the Sequins & Sirens Spring 2015-2017 compliance checks.

Figure 2 – Comanche County Alcohol Sales vs. Denied Sales to Youth

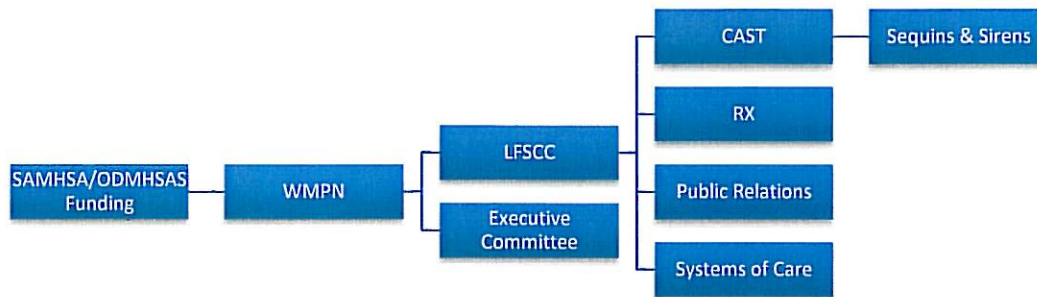


Further outcome measures will be reviewed in the upcoming years, but currently baseline data is all that is available at this time. The REOW is working with the LFSCC-CAST to address the previously mentioned data gaps. These data sets will help derive even more thorough evaluation measures for the Sequins & Sirens program.

Program Management

In the fall of 2012, the Wichita Mountains Prevention Network was awarded a Federal (SAMHSA) Block Grant through the Oklahoma Department of Mental Health and Substance Abuse Services, to serve as the Regional Prevention Coordinator (RPC). The work of the Wichita Mountains Prevention Network- RPC is conducted through its partnership with the Lawton Ft. Sill Community Coalition (LFSCC). The LFSCC-CAST worked on underage drinking from 2012-2016. In the summer of 2016, WMPN along with local and State partners assessed that while significant changes had been made, Comanche County was still high in underage drinking. From this assessment, WMPN applied for a continuation of funding from the ODMHSAS and was awarded in the fall of 2016. The grant is a revenue resource to the coalition to work on underage drinking in Comanche County. Currently, a strategic plan is in place to address preventing underage drinking (under the age of 21), through 2019, which is the end of the grant cycle. The organizational chart below illustrates the aspects of program management.

Organizational Chart for the Program



With respect to the mission, goals, and objectives, the LFSCC operates through Bylaws adopted and approved by its Executive Committee and members. To ensure effective communication and coordination, WMPN provides technical assistance to the LFSCC Chair and Executive Committee members. The Executive Committee is made up of the LFSCC Chair; LFSCC vice Chair; LFSCC Secretary; and subcommittee leadership. The LFSCC-Public Relations Committee handles the media releases.

Sequins & Sirens Annual Budget Narrative

A. Personnel:

Position	Name	Hourly Rate	Level of Effort	Cost
RPC Director	Brooke Mahoney	\$23.87/hr.	186 hours	\$4,440
Prevention Specialist	Kim Booker	\$19.50/hr.	96 hours	\$1,872
			TOTAL	\$6,312

JUSTIFICATION: Brooke Mahoney serves 35% of her time as the RPC Director assisting with Sequins & Sirens programmatic efforts. Kim Booker serves 15% of her time as the RPC Prevention Specialist, assisting with Sequins & Sirens programmatic efforts.

B. Fringe Benefits:

Component	Rate	Wage	Cost
Fringe Package	24.35%	\$6,312	TOTAL \$1,537

JUSTIFICATION: Overall rate of Fringe 24.35% pays the standard rate on FICA, Worker’s Compensation Insurance, and Unemployment. WMPN also pays a percentage of medical, dental, disability and life insurance for the employee as well as match up to 6% on employee retirement for those that are full-time and qualify. All employees under this contract qualify for retirement. * Longevity is based on a formula multiplied by the number of years of service for those who qualify.

C. Travel:

Purpose of Travel	Location	Item (Mileage)	Rate	Cost
Recruitment mileage	Comanche County	250 miles	\$.47/mile in 2017	TOTAL \$118

JUSTIFICATION: Staff will be reimbursed for mileage at the government rate of .47/mile.

D. Supplies:

Item(s)	Rate	Cost
Paper, Printing & Minor Durables	b/w copies @ .015 – color copies @ .095	TOTAL \$200

JUSTIFICATION: Paper and printing costs for copier use throughout the project. Minor durables (Pens and folders) are also included in supply costs.

BUDGET SUMMARY:

Category	Request
Salaries & Wages	\$6,312
Fringe Benefits	\$1,537
Travel	\$118
Supplies	\$200
Total Direct Costs (funded by ODMHSAS)	\$8,167

F. In-Kind, Local Donations, Other Funds:

Name	Product or Service	Cost
SAMHSA Town Hall Stipend	Copies printed for Town Hall meeting; movie rights	\$500
Local Donations	Target, Walmart, All America Bank, The County Times, Pepsi products, Bar S hotdogs, hotdog buns from Discount Foods, Jack Links Beef Jerky, AMC Movie Theater, Academy, US Patriot, and Young's Donuts	\$1,400
Coalition members	Participation in Sequins & Sirens activities 15 members @ 18/hr. x 2 hr./mo. (average) x 7 mo.	\$3,780
Oklahoma Alcoholic Beverage Laws Enforcement (ABLE) Commission	Senior ABLE Agent/ LFSCC Chair, Todd Anthony \$27/hr. @250 hours	\$6,750

Name	Product or Service	Cost
Local Law Enforcement	Officer Overtime: 10 officers @ \$50/hour (10 hours)	\$5,000
Comanche Nation	Sponsored Lunch for the Sequins & Sirens Event	\$500
Great Plains Technology Center	Meeting room for Community education -\$200 per 1 training event	\$200
Wichita Mountains Prevention Network	LFSCC-CAST Coalition & REOW meetings space @ \$75 per meeting (10 meetings) in 7 months Desktop computer, laptop, printer, projector, clicker, flash drive	\$2,500
Law Enforcement Trainer	\$400/trainer, which includes travel expenses	\$400
Anton Wohlers, PhD	Evaluation Contractor \$150/hour x 10 hours to include collection of core measures, creation of evaluation report, coalition evaluation support (e.g., member survey), and activity evaluation support (e.g., pre/post survey development)	\$1,500
	TOTAL	\$22,530

JUSTIFICATION: SAMHSA Town Hall stipends were awarded to provide a Town Hall meeting in Cache. Funds were used for printing flyers, promotion, and rights to show a movie. Other local donations were provided for the Town Hall meeting and Sequins & Sirens event. Donations were used to purchase law enforcement trophies, snacks, gift cards, and hand out CARE packages and other incentive items. \$25 Visa gift cards were given for youth alcohol compliance check incentives. Coalition members participate in Sequins & Sirens planning and implementation, as well as attending coalition meetings. The meetings are held in Wichita Mountains Prevention Network Conference room, and they also provide a laptop, printer, projector, and other tech equipment needed. Senior Agent Anthony assists with law enforcement recruitment, planning, implementation, and data collection for the Sequins & Sirens program. Local Law Enforcement will participate in highly visible enforcement activities: including alcohol compliance checks, DUI Checkpoints, bar checks, etc. Youth will assist with alcohol compliance checks around Comanche County and receive a \$25 stipend for their time. The training event will be held at the Great Plains Technology Center. The presenter for the kickoff training is typically a law enforcement officer who travels to Lawton. Dr. Anton Wohlers is the evaluator and REOW chair who analyzes the data for evaluation purposes.

Total Direct Costs: \$8,167

Total In-Kind, Local Donations and Other Funds: \$22,530

Total Program Costs: \$30,697