

Sustainability Plan It Takes a Community (ITAC) Alcohol and Drug Prevention Coalition

Case Statement:

August 2021

Vision: Help our youth
Educate the community on resources and intervention
Listen to concerns
Prevent substance use

Mission: Increase the awareness of substance use within the community and enhance education between parents, youth, educators and residents while utilizing data to drive prevention efforts, promote education and provide access to resources.

According to the Substance Abuse and Mental Health Administration (SAMSHA), the annual costs of substance abuse to our nation are staggering. More specifically, the costs to the nation related to the abuse of alcohol was documented to be \$191.6 billion and drug abuse costs of \$151.4 billion. (*Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis, 2008*). The report further highlights that “among national estimates of the costs of illness for 33 diseases and conditions, alcohol ranked second, tobacco ranked sixth, and drug disorders ranked seventh” (National Institutes of Health [NIH], 2000).

Not only have prevention programs been found to reduce the financial burden to communities, the human toll of addiction for individuals, families and those that care for them is immeasurable. The adoption of evidence-based, effective prevention efforts can positively negate these impacts.

For example, SAMHSA concluded that the broad scale implementation of prevention programs would both reduce initial use for 1.5 million youth as well as delay onset for an average of 2 years. Research has well-established “that a delay in onset reduces subsequent problems later in life” (Grant & Dawson, 1997; Lynskey et al., 2003). Historical data additionally suggests that for every \$1 invested in school-based programs, \$18 in savings is realized. The impacts are seen in social costs, criminal justice involvement, medical care, lost productivity, and quality of life.

“Use and misuse of alcohol, nicotine, and illicit drugs, and misuse of prescription drugs cost Americans more than \$700 billion a year in increased health care costs, crime, and lost productivity. Every year, illicit and prescription drugs and alcohol contribute to the death of more than 90,000 Americans, while tobacco is linked to an estimated 480,000 deaths per year” (National Institute on Drug Abuse (NIDA): *Drugs, Brain and Behavior: The Science of Addiction* (July 2018).

While it is important to recognize that not all youth are engaging in substance use behaviors, recent results of nationally administered surveys are alarming. For example, the Youth Behavior Risk Survey (YRBS) administered in 2017 reveals that approximately 14.3% of 9th graders in New York State and 18.8 9th graders nationally had at least 1 drink of alcohol over the past 30 days. That figure increases by approximately 24% (to 38.3%) by the time the student is a senior in high school. Similar patterns are seen for cannabis use ranging from 8.8% (grade 9 in NYS) to 23.6% (grade 12, NYS).

According to the 2017 National Survey on Drug Use and Health (NSDUH), “an estimated 9.9 percent of adolescents aged 12 or 17 were current alcohol users, which corresponds to 2.5 million adolescents who drank alcohol in the past month” (*Key Substance Use and Mental Health Indicators in the United States: Results from the 2017 National Survey on Drug Use and Health, page 10, September 2018*) This translates to roughly 1 in 10 youth. In terms of marijuana use, comparable cause for concern is noted. Namely, 6.5% of youth, 12-17 years of

age, used cannabis over the past month, while this nearly quadruples to 22.1% for the 18-25 year age group. Early intervention is key to preventing this precipitous increase.

Our local data indicates that alcohol and marijuana use by our young people are the main concerns for the ITAC coalition and surrounding community. Youth responses to standardized, nationally normed surveys administered in 2015 and again in 2017, demonstrated a five-percentage point increase in past 30-day alcohol use (31% in 2015; 36% in 2017). These same survey administrations showed a seven-percentage point increase in past 30-day marijuana use (7% in 2015; 14% in 2017).

Further to concerns about high levels of youth substance use are concerns about how youth obtain substances and where they use them. For example, in 2017, of the students in Grades 8, 10, and 12 said that they used alcohol in the past 30 days, 74.1% of respondents said they got it from a party, 60.8% said they got alcohol from someone they know who is 21 or older, and 49.4% said they got it from home without parental permission. In all these cases, social access is the concern, with youth reporting easy access to alcohol in several different situations – from friends, in others’ homes, and in their own homes.

Securing and consuming alcohol at parties increased with successive age and across administration periods (e.g., grade 10 = 61.8% in 2015 and 70.1% in 2017; grade 12 = 76.5% in 2015 and 81.1% in 2017). As we move forward with our efforts, it will be important to conduct focus group discussions and key informant interviews to determine the following: When are these parties occurring? From whom is alcohol being obtained? What type of alcohol is being consumed? What is the exact location of the parties? Are the adults in the home aware?

The ITAC Drug and Alcohol Prevention Coalition plays a vital role in reducing underage alcohol and other drug use in our Townships through engaging and mobilizing a wide array of community systems and organizations such as prevention educators, law enforcement, school personnel, businesses and community members as well as assessing current risk and protective factors that impact our youth. As the Coalition has established itself as the ‘go-to’ resource for addressing underage alcohol and other drug use, it is imperative we continue our efforts to foster a healthier community. Results from nationally- normed surveys and a series of focus group discussions with a wide variety of constituents have indicated that we have begun to make a significant impact in clearly identifying the specific nature and causes of the issues in our community. Similarly, collaborations with youth-serving organizations and other partners have raised awareness and understanding, helping to frame targeted interventions. We need your help to further this critical work to measurably reduce the use of any harmful substance by our youth. We know you share our vision and are equally committed to the development of resilient, healthy, capable and thriving young people. The goals of your organization are clearly commensurate with ours. It is through your belief in the importance of this mission and concomitant support that we will be able to sustain the qualified staff, suitable office facilities, updated communication tools, prevention trainings and environmental strategies aimed at reducing underage alcohol and drug use. We look forward to your partnership and the substantial difference we will make together in our community.

Existing Resources/Termination Dates:

In-Kind Resources

Contractual/Rental (Meeting & Office space; Facility usage for events, programs and fundraising activities; video production; Advertising; Training)	= \$25,000 in-kind	Expires 9/30/2022
Materials & Supplies (Printing/Copying; Postage; Computers/Internet Service/Tech Support; Paper products & consumables)	= \$5,000 in-kind	Expires 9/30/2022
School & Community Personnel	= \$83,000 in-kind	Expires 9/30/2022
Bee monthly article	= \$1,000/month	Expires 9/30/2022
Total “in-kind” Contributions	= \$125,000	Expires 9/30/2022

DFC Grant -- Year 3 funding = **\$125,000** **Expires 9/30/2021**

Other Resources

HealthWellness Fair /June GladnessFundraising	= \$3,500 (April 2022)	Annual Event(s)
ITAC General Fund Support	= \$13,000 (balance 8/2021)	Ongoing

What needs to be sustained?

In order to achieve our goals, the following outcomes, strategies and resources must be sustained:

- Reducing substance use among youth will require the development and implementation of evidence-based environmental strategies that are culturally responsive and targeted to the specific needs of our community.
- Coalition membership must be maintained and expanded. Capacity-building is an important element to effectuate long-term stability and effective functioning of the Coalition. Working under the umbrella of the SAMSHA Strategic Prevention Framework, members will articulate and employ actionable strategies to reduce substance use and enhance protective factors. The purchase of specific curricula materials for use in the schools, the provision of training and the dissemination of information to raise awareness and provide the tools necessary for change, as well as supporting conference attendance are equally important to achieve this goal.

Identifying partnerships in the local community with which to collaborate in developing programs, healthy alternative activities, and prevention services for youth.

- Erie County has an all-encompassing amended Social Host Law that was adopted January 2, 2019- which in part states: *Erie County Executive Mark C. Poloncarz on Monday (Dec, 31, 2018) signed an amendment to Local Law 2 (2014), the county social host law, which has now been strengthened to include the known abuse of drugs on a property as a violation of the law, along with known underage drinking. The amended law targets individuals who are 21 years of age or older and knowingly allow the consumption of alcohol or drugs by a minor in their home or other privately owned property. Poloncarz said, "This law recognizes that underage drug use can have lethal effects, just as underage drinking can. With this amended law, Erie County is acting to protect minors and is stating very clearly that anyone who owns or controls a property and permits such activities to take place there will be held responsible under the law. I thank Legislator Dixon, the sponsor of this legislation, for amending the social host law to cover drugs as well as alcohol."*
- This will require the focused attention and commitment of Coalition members to educate those unfamiliar with the need and purpose, establish solid relationships with law enforcement, government agencies and the judiciary, as well as provide the funding necessary to support police patrols during those times identified by data gathered via police reports, surveys and/or focus group discussions. With a partnership with the Erie County Sheriff's Dept. alcohol compliance checks will be executed and TIPS Training offered to interested business owners.

To achieve these objectives, existing efforts must be sustained to include: Committed and engaged ITAC Coalition Members; Actively-involved Youth Ambassadors; Viable curriculum and school-based collaboration; support and involvement of local law enforcement and judiciary; solid, sustainable community partnerships with parents, businesses, youth-serving agencies, civic and government entities, faith-based organizations.

What resources are required?

The following resources are required in the future:

Personnel: Two part-time staff members with the following combined costs:

Salaries = \$60,500
(2 part-time paid staff salaries)

Benefits = \$6,140

Programmatic Costs, Materials & Supplies = \$7,074

(Office Consumables; Postage; Curricula; Promotional Items –“swag”; Adult Surveys; ; Banners; Informational Brochure)

Training for Coalition Members: Conference & Travel = \$13,756

(CADCA NCA; Adult & Youth attendance @ Leadership Forum & Mid-year conferences; Regional trainings)

Contractual, Purchase Service Costs = \$37,530

Trainings; External Evaluation/Data Analysis; Media Consultant; transition consultant, Youth Coach, billboard rental & newsprint publications; PSA airtime, Student Surveys; Focus Group Facilitation)

Total = \$125,000

Total Annual Expense: = \$250,000 (In-kind)

Key Strategies and Sources to Meet the Areas of Need:

Strategies	Potential Sources - Actions
1. Fundraisers \$2,500- \$3,500 June Gladness; Chicken BBQ/Donut Sale	Partner with Town of Elma to sell refreshments (secured donations of food/drink) at various community events; with the Kiwanis or EA Chamber; partner with school district to host chicken barbeque at open house/student orientation; host a family night out; arrange for a school-based donut sale; sponsor spaghetti dinner on annual ‘Eat Dinner with your Family Day.’
2. Grants (DFC & Local) \$125,00 (DFC)/\$30,000 (Other grant funds)	Submit DFC Continuation Grant Application; Apply for grants consistent with the goals of the Coalition
3. Line Item in Budgets of Community Businesses \$15,000	Identify and contact key personnel at companies with significant presence in the community; Assign Coalition members responsibility for follow-up & arrangements for face-to-face meetings predicated upon existing relationships when possible.
4. Community Partnerships (Fee for service trainings; “Lunch & Learn” programs; co-sponsored prevention “walks”) \$10,000	Cultivate our relationships with business partners; possibly those that are EA Chamber of Commerce members; attending monthly meetings of youth-serving agencies and providing support to initiatives consistent with ITAC goals; Connecting with Faith-based Leadership to co-plan events. Assign key ‘point-person’ from Coalition to maintain ongoing contact with each resource, share meeting minutes, as well as discuss ITAC initiatives and potential joint events/activities.
5. Annual Wellness Fair \$1200- Basket Raffle-	Identify and contact potential vendors, donors, and sponsors
6. In-kind Contributions \$125,000	Coalition members donate their time to support identified goals. Similarly, school district commits resources (e.g., facilities, office supplies, technology, personnel, etc.). Establish process and protocol to recognize contributions and efforts.

Action Plan to Implement Strategies:

The Coalition will seek to secure required funding in the following ways:

Task	By Who?	By When?	Resources Required	Who needs to know?
1. Establish fundraising committee with Steering Committee & members	Program Director & Project Coordinator	January 2022	Informational flyer /infographic describing committee purpose, functions, roles	Coalition Members

2. Submit Continuation Grant Application [DFC Grant – March 2021]; Research, prepare and apply for funding from local foundations and/or grant sources (e.g., Oshei Foundation; Greater Buffalo Foundation; Ralph C. Wilson Foundation, etc.)	Program Director, Project Coordinator, External Evaluator, Fiscal Agent	March 2021- Year 3 March 2022- Year 4	Access to agency/organization application databases/websites; required data sources	Coalition Steering Committee & Partner Organizations
3. Approach 3 local businesses to discuss possible commitment to annual donation and/or budget line item designation	Designated Coalition Members	April 1, 2022	Contact names, phone numbers and email addresses; 1-page flyer or infographic describing the Coalition, mission, goals and community needs	Coalition Steering Committee & Partner Businesses
4. Approach community agencies and youth-serving organizations to establish collaborative prevention programs and revenue sharing events	Designated Coalition Members	April 1, 2022	Contact names, phone numbers and email addresses; 1-page flyer or infographic describing the Coalition, mission, goals and community needs	Coalition Steering Committee & Partner Agencies/Organizations
5. Continue to host annual wellness fair and fundraising [\$1,200]; and host at least 1 additional fund-raising event	'Slice' Committee	March 1, 2022	Access to vendor & donor list with contact names and numbers; location map and station numbers; building permit	Coalition 'Slice' Committee Members
6. Establish recognition program to thank and acknowledge in-kind contributions of volunteers, Board of Education, School District Superintendent and other key staff, Community organizations	Steering Committee	December 1, 2022	System to record and generate a summary report reflecting contributions of time/volunteer hours and/or resources; identified individual to enter and/or monitor data	Coalition Steering Committee

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