Life Steps Coalition

Logic Model

FY 2016-2017

Problem

Underage Drinking

- According to the Texas School Survey, alcohol continues to be the most used substance among youth in Region 7a
- 46% of youth report having used alcohol at some point in their lives
- By Grade 12, almost 35% of youth report using alcohol in the past 30-days
- 32% get alcohol at parties
- 28% get alcohol from friends
- In the past 30-days, 11% of youth report binge drinking

Causal Factors

- Adult community members are providing alcohol at parties (social access)
- Alcohol is easily taken from home for parties elsewhere
- Alcohol is easy to obtain and widely available
- Ease of access to alcohol

Prevention Strategies

- Create and disseminate an Issue Brief on social hosting
- Recruit Coalition members for key leadership on Social Hosting Task Force
- Monitor number of suspensions for alcohol violations at school
- Monitor SnapTrends for anecdotal evidence of UAD. Collect and share examples with focus groups
- Youth-driven initiatives to prevent UAD and college-aged use
- Work with law enforcement on alcohol awareness events
- Create a youth leadership program
- Start a satellite coalition in Taylor
- Outreach and education for retailers and restaurants/bars

Life Steps Coalition

Strategic/ Implementation Plan

FY 2016-2017

Problem

Underage Drinking

- **Goal:** Reduce/eliminate underage drinking (UAD) in Williamson County

- Alcohol is the drug of choice among youth; it is readily available and easy to obtain.

- Adult community members are providing alcohol at parties (social access)

- Alcohol is easily taken from home for parties elsewhere

Strategies

1.A.1 Develop and promote an Issue Brief on Social Hosting

1.A.2 Develop a draft of a local Social Hosting Ordinance

1.B.1 Convene Coalition formation group and recruit Taylor coalition members

1.C.1 Recruit local youth for a leadership program

1.D.1 Outreach and education for retailers and restaurants

Steps

1. Collect data on occurrences and consequences

Expected Outcome: Increased community and law enforcement understanding of the scope of UAD

2. Recruit coalition members for a Social Host Task Force

Expected Outcome: # of members

3. Conduct focus groups with youth, parents and neighborhood association

Expected Outcome: # of focus groups

4. Work with law enforcement on alcohol awareness events

Expected Outcome: Increase community knowledge about UD laws

1. Educate community leaders using Issue Brief on UAD and Social Hosting

Expected Outcome: Local champions identified

2. Develop proposed local ordinance

Expected Outcome: Coalition approves draft ordinance

1. Convene Coalition formation group

Expected Outcome: # of participants

2. Recruit members of each community sector

Expected Outcome: # of members and MOUs

3. Draft a plan for activities in Taylor

Expected Outcome: Coalition approval

1. School and Community outreach to present the plan for the leadership program

Expected Outcome: # of supporters

2. Choose the leadership program, name, logo, calendar and enrollment/participation/certification criteria

Expected Outcome: Coalition approval

3. Promote the program and recruit youth

Expected Outcome: # of participants

1. Report on TABC compliance check failures

Expected Outcome: Decrease in failure rate

2. Provide branded "We ID" signage to retailers and restaurants/bars

Expected Outcome: Increased ID checks

3. Holiday collateral for restaurants and bars promoting responsible drinking

Expected Outcome: Increased compliance

Life Steps Coalition

Logic Model
FY 2016-2017

Problem

Marijuana Use by Youth

- TSS and school climate surveys identified use of marijuana now surpasses youth tobacco usage

- 39% of youth report at least one close friend uses marijuana

- 30% report marijuana is "somewhat" or "very easy" to get

- 77% of youth admitted to DSHS treatment facilities are for marijuana use

- Students are using e-cigarettes to vape marijuana, as evidenced by an 85% increase in disciplinary actions related to tobacco and e-cigarettes

Causal Factors

- Growing belief that marijuana isn't harmful as alcohol

- Availability of marijuana

- Number of vape stores has increased access to drug paraphernalia

- Youth have a low perception of risk

- Media glorify use of marijuana

Prevention Strategies

- Utilize local school district climate surveys and TSS data to raise awareness about availability and related risks

- Develop a marijuana issue brief

- Form a speaker bureau specialized in marijuana

- Offer education courses on marijuana and new drug trends for youth, parents and school personnel

- Utilize social media to identify trends

- Monitor and report on local admissions to treatment related to marijuana

- Conduct focus group with local youth about use and perception of marijuana

Life Steps Coalition

Strategic/ Implementation Plan

FY 2016-2017

Strategies

Steps

2.A.1 Collect and analyze data

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1. Collect and analyze school district and TSS data, Courts, local admissions to treatment related to marijuana

Expected Outcome: Increase understanding of the problem

2. Disseminate an Issue Brief on youth marijuana use in Wilco

Expected Outcome: Increase awareness of the scope of the problem

Problem

Marijuana Use by Youth

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2.A.2 Communicate/ educate through social media outlets and Op-Ed articles

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1. Post Twitter feeds and Facebook articles

Expected Outcome: Increased # of followers and increased awareness

2. Follow-up on new research with Op-Ed pieces

Expected Outcome: Increase in perceived risk of marijuana usage

3. Conduct focus groups with local youth

Expected Outcome: Quotes about perceptions/responses

- **Goal:** Reduce/eliminate marijuana use by youth in Williamson County as reported by school districts to the TEA

- **Youth do not perceive marijuana use as high-risk**

- **TSS shows marijuana use surpasses youth tobacco use**

- **Recent TSS and community surveys identify alcohol and marijuana as the two substances most abused by youth**

2.B.1 Promotion of marijuana training for parents, students and community groups

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1. Form a speaker bureau specialized in marijuana

Expected Outcome: # of participants trained

2. Provide information and in-service training schools and community

Expected Outcome: # of trainings

Life C Steps Coalition

Logic Model
FY 2016-2017

Problem

Abuse & Misuse of Rx Drugs

- CDC, TSS and Poison Control data reflect increases in the misuse of Rx and OTC drugs
- 129 people die everyday to overdose. 51 of those deaths are related to prescription pain relievers

Causal Factors

Meds are not monitored or properly disposed of at home

Meds can be purchased easily or stolen from others, or sold for a small profit

Symptoms of drug use are often not detectable

Perception that Rx drugs and OTC medicines are "safe" and non-addictive

Prevention Strategies

Utilize local school district climate surveys and TSS data to document trends

Monitor and report on WilCo cases related to medication abuse/misuse

Conduct Drug Take Back Day

Monitor local permanent drop-off boxes

Provide prescription use and overdose management training

Promote Overdose Awareness Day

Promote awareness about the Comprehensive Addiction and Recovery Act (CARA)

Promote the availability of permanent drop-off boxes at local stores

Promote awareness about the availability and price of Naloxone at local stores

Coordinate Harm Reduction strategies with local first responders

Promote SBIRT to local health care providers

Life Steps Coalition

Strategic/Implementation Plan

FY 2016-2017

Strategies

Steps

Problem

Abuse & Misuse of Rx Drugs

- **Goal:** Reduce abuse and illicit use of OTC and prescription drugs as reported by local Poison Control Center, first responders, CDC and local hospitals and treatment centers

3.A.1 Collect and analyze data related to abuse and misuse of Rx

1. Collect data

Expected Outcome: Snapshot of the issue

2. Develop an Issue Brief and marketing campaign related to Rx abuse and misuse

Expected Outcome: Coalition approval

3.A.2 Create awareness related to abuse and misuse of Rx

1. Provide training for parents/PTA, students and community groups

Expected Outcome: # of presentations; post-tests

2. Communicate/educate through social media outlets and press release

Expected Outcome: Increase of the knowledge of the problem

3.B.1 Advocate for safe and responsible disposal of medications

1. Increase participation in DEA Drug Take-Back Day

Expected Outcome: # of collected drugs; # of participants

2. Survey local hospitals and pharmacies about plans to collect and dispose of Rx drugs

Expected Outcome: # of local jurisdictions considering installing permanent collection boxes

3.C.1 Create awareness about overdose

1. Promote Overdose Management training

Expected Outcome: Raise # of individuals and organizations carrying naloxone

2. Organize the local Overdose Awareness Day

Expected Outcome: Raise awareness about Rx abuse and overdose

3.D.1 Promote SBIRT to health care providers

1. Partnership with Wilco Wellness Alliance and other local medical organizations to plan action steps

Expected Outcome: Coalition approval

2. Distribution of SBIRT materials to local health providers

Expected Outcome: # of providers implementing the SBIRT