



Sonoma County Alcohol and Other Drug Prevention Framework:

Strategic Plan for Alcohol and Other Drug Prevention 2007-2010

January 2007

Sonoma County Department of Health Services
Prevention and Planning Division



The Sonoma County Department of Health Services, Prevention and Planning Division wishes to acknowledge the contributions of the Sonoma County Prevention Partnership and a wide range of community partners who participated in the strategic planning process.

Gratitude is also extended to the members of the Strategic Planning Advisory Committee, who provided guidance and advice on the planning and an implementation of this strategic planning process:

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A special thanks to Michael Sparks, Center for Community Action and Training, and Diane Reed, data consultant, for their support in facilitating the data collection and planning process.

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Introduction

Overview of Prevention Planning

Substance Abuse Prevention and Treatment (SAPT) Federal Block Grant funds are awarded to counties by the California Department of Alcohol and Drug Programs (CADP) to plan, implement, and evaluate activities to prevent and treat substance abuse. Twenty percent (20%) of the State's SAPT Block Grant funds must be spent on primary prevention. The Department of Health Services (DHS) administers SAPT funds for alcohol and other drug (AOD) primary prevention services in Sonoma County.

In July 2005, CADP adopted a new policy direction regarding SAPT-funded primary prevention services. This direction requires that counties use the Strategic Prevention Framework (SPF), a planning and program design tool developed by the federal Substance Abuse and Mental Health Services Administration (SAMHSA). The SPF consists of five steps (assessment, capacity building, planning, implementation, and evaluation) and aims to enable counties to build the infrastructure necessary for effective and sustainable prevention through a community-based approach.

To implement the SPF in Sonoma County, DHS Prevention and Planning Division has undertaken a yearlong community planning process to develop a comprehensive and community-based alcohol and other drug-related prevention framework to guide program planning and service delivery for the next several years. DHS facilitated this planning process by assessing Sonoma County's AOD-related problems and enlisting community participation in identifying factors that contribute to these problems. The collaborative nature of this process is intended to develop a common understanding of needs and resources with respect to AOD-related problems, and to set the stage for selecting appropriate and evidence-based prevention strategies.

Guiding Principles for Prevention

The following principles were adopted from the California Department of Alcohol and Drug Program's Prevention Strategic Plan.¹ These principles served as a guide in the development of this *AOD Prevention Framework* for Sonoma County. They are also intended as a guide to those involved in both in the development and implementation of prevention strategies at all levels of the community.

Prevention fosters safe and healthy environments for individuals, families and communities. To create safe and healthy environments, prevention must reduce adverse personal, social, health, and economic consequences by addressing problematic alcohol, tobacco and other drug (ATOD) availability, manufacture, distribution, promotions, sales, and use. By prevention providers leveraging resources, prevention programs will achieve maximum impact.

The entire community shares responsibility for prevention. All sectors, including youth, must challenge ATOD standards, norms, and values to continually improve the quality of life within the community. "Community" includes organizations, institutions, ethnic and racial communities, tribal communities and governments, residents and faith

¹ California Department of Alcohol and Drug Programs, Prevention Strategic Plan, October 2002

communities. Community also includes associations/affinity groups based on age, social status and occupation, professional affiliation, political or social interest, sexual orientation, and affiliations determined by geographic boundaries.

Prevention engages individuals, organizations and groups at all levels of the prevention system. This includes those who work directly or indirectly in the prevention system who share a common goal of ATOD prevention (e.g., law enforcement, fire departments, emergency medical technicians, health professionals, hospitals, teachers, employers, community members).

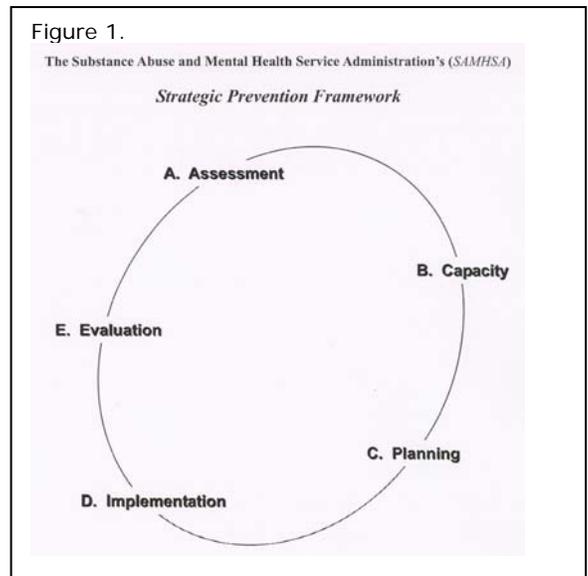
Prevention utilizes the full range of cultural and ethnic wealth within communities. By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.

Effective prevention programs are thoughtfully planned and delivered. To create successful prevention programs, one must utilize data to assess needs, prioritize and commit to the purpose, establish actions and measurements, use proven prevention action, evaluate measured results to improve prevention outcomes, and use a competent, culturally proficient and properly trained workforce.

The Strategic Prevention Framework

The Strategic Prevention Framework (SPF), developed by the Substance Abuse and Mental Health Administration (SAMHSA), was designed to assist coalitions in developing the infrastructure needed for community-based, public health approaches leading to effective and sustainable reductions in AOD problems. The following five steps of the SPF (Figure 1) provide a systematic approach to evidence based outcome oriented prevention planning:

1. **Assessment:** Profile population needs, resources, and readiness to address problems and gaps in service delivery.
2. **Capacity:** Mobilize and/or build financial and organizational resource capacity to address need; convene partnerships/coalitions; assess readiness; and improve cultural competency.
3. **Planning:** Develop a comprehensive strategic plan.
4. **Implementation:** Implement evidence-based programs and infrastructure activities.
5. **Evaluation:** Monitor and measure process and outcome data of implemented programs, policies, and practices for effectiveness and sustainability to continuously refine and improve prevention services, effectively apply resources, and appropriately develop the work force.



The SPF creates a significant change in the way counties do prevention planning by requiring counties to develop specific countywide goals and objectives based on findings from the assessment process, and by using selected goals and objectives in planning prevention programs that use SAPT block grant primary prevention funds.

Step 1: Assessment

Overview of Assessment Process

The assessment process involves systematically collecting and analyzing data to define alcohol and other drug (AOD) problems within a specific geographic area and profiling community needs, resources, and readiness to address needs and gaps in service.

The Department of Health Services Prevention and Planning Division began work in December 2005 to conduct a community assessment of the nature and scope of AOD-related problems in Sonoma County. This process involved multiple steps:

Collection of County and State archival or secondary data to assess trends over time (e.g. hospital and emergency room, California Health Interview Survey, California Healthy Kids Survey, arrests, treatment, DUI, alcohol related traffic crashes, off-sale and on-sale alcohol outlets and disciplinary actions against problem outlets, state and national surveys).

Collection of primary data (e.g. Place of Last Drink Survey, focus groups with students and parents, surveys to professionals affected by AOD problems, key informant interviews).

Presentation of data findings to community forums for feedback (e.g., Sonoma County Prevention Partnership, Juvenile Justice Coordinating Council and Sonoma Valley Inter-Agency Council).

As a result of the data gathering and analysis process, three priority problem areas were identified at the countywide level:

- Underage Alcohol Use and Related Problems
- High-Risk Adult Alcohol Use and Related Problems
- Methamphetamine Use and Related Problems

In addition, the issues of marijuana use and prescription drug abuse were identified as topics for further research and assessment.

To better understand problems by region and target populations, additional data will be developed by regional coalitions in Sonoma, Healdsburg, Santa Rosa, South County, and West County. As new data become available, they will be factored into the priority issue areas to continue informing our understanding of the nature and scope of these problems.

Summary of Key Findings and Contributing Factors

The following briefly summarizes the key findings and contributing factors from the SPF community assessment report titled *Planning for Community-Based Prevention of Alcohol and Other Drug-Related Problems in Sonoma County. Step 1: Assessment*², which contains extensive documentation of the findings and contributing factors mentioned here.

² Planning for Community-Based Prevention of Alcohol and Other Drug-Related Problems in Sonoma County, Step 1: Assessment, December 2006

Underage Alcohol Use and Related Problems

Key Findings

- Alcohol is the leading drug used by Sonoma County youth
- High-risk behaviors occur in association with youth alcohol use

Contributing Factors to Underage Alcohol Use

National research and local data has identified the following community factors that contribute to underage drinking:

- Easy availability of alcohol from both commercial and social sources³
- Permissive, attitudes, behaviors, and community norms⁴
- Inconsistent merchant compliance with underage drinking laws⁵



Possible Areas for Further Study

National research has identified other community factors that contribute to underage drinking. Although local data are not currently available, the following are issues that Sonoma County might want to examine in the future.

- **Alcohol advertising and promotions:** Recent studies conclude that exposure to alcohol advertising contributes to an increase in underage drinking;⁶ 7th graders who viewed more television programs containing alcohol commercials were more likely to drink in the 8th grade;⁷ and exposure to and positive attitudes towards alcohol advertisements affect youth decisions about alcohol use.⁸
- **Portrayal of alcohol use in entertainment media:** A 2000 report examining research on the frequency and nature of media portrayals of the use of alcohol, tobacco, and illicit drugs concluded that alcohol is the substance most likely to be portrayed in television programs. Further, alcohol consumption occurs in almost all movies and 17% of current songs make reference to alcohol.⁹

³ U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention "Strategies to Reduce Underage Alcohol Use: Typology and Brief Overview" prepared by the Pacific Institute for Research and Evaluation, 1999.

⁴ S.A. Hoover, "Environmental Prevention" Technical Research Publication produced by the Community Prevention Institute, 2005. p.4

⁵ A.C. Wagenaar, T.L. Toomey, and D.J. Erickson. Preventing youth access to alcohol: Outcomes from a multi-community time-series trial. *Addiction* 100: 335–345, 2005.

⁶ L.B. Snyder, et al. (2006). "Effects of Alcohol Advertising Exposure on Drinking Among Youth," *Archives of Pediatrics and Adolescent Medicine* 160: 18-24.

⁷ A.W. Stacey, et al. (2004). "Exposure to Televised Alcohol Ads and Subsequent Adolescent Alcohol Use," *American Journal of Health Behavior* 28(6): 489-509.

⁸ J. W. Grube, "Alcohol advertising – a study of children and adolescents: preliminary results." Cited in Alcohol Advertising and Youth, the Center on Alcohol Marketing and Youth at <http://camy.org/factsheets/print.php?FactsheetID=1>.

⁹ Roberts, Donald F.; Christenson, Peter G. (2000). "Here's Looking at You, Kid": Alcohol, Drugs, and Tobacco in Entertainment Media. A Literature Review Prepared for The National Center on Addiction and Substance Abuse at Columbia University.

- **Low-priced, youth-focused products:** Numerous studies have shown that raising alcohol prices (i.e. by raising taxes on alcohol) help to lower alcohol-related problems, such as alcohol consumption by underage youth.¹⁰ "Alcopops" are the newer, sweeter alcoholic malt beverages that include the popular brands Mike's Hard Lemonade, Smirnoff Ice and Doc Otis' Hard Lemonade. Youth who were surveyed reported that alcopops are very easy to get, taste much better than beer or liquor, and make it more likely that underage youth will try other alcohol beverages.¹¹

Adult High-Risk Alcohol Use and Related Problems

Key Findings

- Sonoma County adults exhibit high rates of high-risk drinking.
- Adults engage in high-risk behaviors associated with drinking alcohol.
- The impact of high-risk alcohol use on public health and safety is significant.

Contributing Factors to Adult High-Risk Alcohol Use

National research and local data has identified the following community factors that contribute to high-risk drinking among adults:

- Alcohol availability from both commercial and social sources¹²
- Density and over-concentration of retail alcohol outlets¹³
- Beverage serving and promotional practices in commercial settings¹⁴
- Alcohol industry sponsorship of community events¹⁵



Possible Areas for Further Study

Several other issues have been identified in the literature as important contributing factors to adult high-risk use of alcohol. Although local data pertaining to the following issues are currently not available, they are included as possible areas for further investigation.

¹⁰ Grossman, M., Chaloupka, F.J., Saffer, H. & Laixuthai, A. (1994). Effects of alcohol price policy on youth: A summary of economic research. *Journal of Research on Adolescence*. 4(2): 347-364. Cook, P.J. & Moore, M.J. (1993). Drinking and schooling. *Journal of Health Economics*. 12: 411-429. Lockhart, S.J., Beck, K.H. & Summons, T.G. (1993). Impact of higher alcohol prices on alcohol-related attitudes and perceptions of suburban, middleclass youth. *Journal of Youth and Adolescence*. 22(4): 441-454.

¹¹ Center for Science in the Public Interest. Alcohol Policies Project. "Summary of Findings: What Teens and Adults are Saying about 'Alcopops'." See http://www.cspinet.org/booze/alcopops_summary.htm.

¹² Edwards, Griffith, et al. *Alcohol Policy and the Public Good*. World Health Organization, Oxford University Press: Oxford, 1994, pp. 218.

¹³ Scribner, Richard, Cohen, D. and Fisher, W. "Evidence of a Structural Effect of Alcohol Outlet Density: A Multilevel Analysis." *Alcoholism: Clinical and Experimental Research*, 24 (2): pp. 188-195, 2000.

¹⁴ Stockwell, T., Lang, E., and Rydon, P. "High Risk Drinking Settings: The Association of Serving and Promotional Practices with Harmful Drinking." *Addiction* 88: pp. 1519-1526, 1993; and Buka, S.L. Birdthistle, I.J. (1999). Long-term effects of a community-wide alcohol server training intervention. *Journal of Studies on Alcohol*, 60, 27-36

¹⁵ Sharp, W. *Mad at the ads: A citizens guide to challenging alcohol advertising practices*. Washington, DC: Center for Science in the Public Interest. October, 1992.

- **Beverage serving practices in social settings: Forty percent of Sonoma County** Drinking Driver Program clients surveyed reported having their last drink before being arrested for DUI in their own home or someone else's home.¹⁶ This data suggests that adults are consuming alcohol in social settings at levels that put themselves and others at risk for serious alcohol-related problems.
- **Low price of alcohol:** Studies evaluating various economic policies have demonstrated a consistent inverse relationship between alcohol price and alcohol consumption.¹⁷ A similar inverse relationship exists between alcohol price and alcohol-related problems such as traffic fatalities, mortality, robberies, and sexual assaults.^{18,19}
- **Community norms that support high levels of alcohol consumption:** Communities that demonstrate tolerance for heavy drinking or over-consumption in public and social settings tend to have higher per capita rates of drinking. Higher per capita drinking is associated with higher rates of alcohol-related problems at the community level.²⁰
- **Lack of policies regulating how, when, and where alcohol is sold and consumed at public events:** Lack of clear standards and policies regarding alcohol sales and/or service at public events contributes to higher rates of consumption resulting in greater alcohol-related problems.²¹

Methamphetamine Use and Related Problems

Key Findings

- Methamphetamine use in Sonoma County exceeds national rates
- Methamphetamine use starts young
- Methamphetamine use increases the probability of high-risk sexual activity and sexually transmitted disease, including HIV
- The impact of methamphetamine use on public health and safety is significant:

Contributing Factors to Methamphetamine Use

While the research on methamphetamine use and prevention best practices is still emerging, it is probable that the factors that have been identified as contributing to alcohol problems also contribute to methamphetamine-related problems in Sonoma County. Such factors may include:

- Easy availability of methamphetamine

¹⁶ Sonoma County Place of Last Drink Survey, Drinking Driver Programs, May 2006.

¹⁷ Gruenewald, P.J., Ponicki, W.R., and Holder, H.D. (1993). The relationship of outlet densities to alcohol consumption: A time series cross-sectional analysis. *Alcoholism: Clinical and Experimental Research*, 17(1), 38-47.

¹⁸ Komro, K.A. and Toomey, T.L. (2002). Strategies to prevent underage drinking. *Alcohol Research & Health*, 26(1), 9-11.

¹⁹ Toomey, T.L. and Wagenaar, A.C. (1999). Policy options for prevention: The case of alcohol. *Journal of Public Health Policy*, 20(2), 192-213.

²⁰ Edwards, E., et al. (2005). *Alcohol Policy and the Public Good*. Oxford University Press.

- Low price relative to other illicit stimulant drugs
- Community norms that support methamphetamine use
- Settings or environments that facilitate or encourage methamphetamine use

Summary of Community Resources to Address Needs

The Center of Substance Abuse Prevention (CSAP) has defined six categories of primary prevention strategies that are allowable under Federal SAPT Block Grant guidelines. These are: information dissemination, prevention education, alternative activities, problem identification and referral, community-based processes and environmental strategies. (See Appendix 1 for definitions of CSAP primary prevention strategies.)

A review of existing AOD prevention programs reveals that the majority of existing programs and services in Sonoma County use individual-level strategies (see Appendix 2 for current programs and services that target alcohol and other drug prevention as specified by CSAP in its prevention strategy definitions). Schools, community-based organizations, cities, and county departments offer a range of group and individual educational services. These strategies provide information, skills training, and opportunities for personal development through a variety of programs, including school-based curricula, mentoring, peer education and counseling. The goal of such efforts is to reduce the probability of substance abuse by changing the behaviors of individuals. These services are provided by a variety of organizations and agencies, such as school districts, police departments, and non-profit organizations.

Recognizing the importance of offering evidence-based AOD prevention curriculum in the schools, a growing number of Sonoma County school districts have selected and implemented such curriculum as a part of their ongoing classroom education for students. Project Alert, for example, an evidence-based AOD prevention curriculum for middle school students, has been adopted by eighteen (18) school districts in Sonoma County. The Sonoma County Office of Education and the Department of Health Services are supporting this effort by providing funding for teacher training in Project Alert and assisting districts to implement model curriculum with fidelity.

Cities throughout Sonoma County have also invested resources to prevent AOD problems and to intervene with youth who are beginning to exhibit high-risk behavior. Santa Rosa, with funds attained through the passage of Measure O to prevent gang activity, has recently dedicated significant resources for a range of prevention and early intervention programs that will serve to expand prevention services for youth and families. Similarly, a number of cities offer AOD prevention services through their recreation and police departments, including School Resource Officers, individual and group counseling, and participation in educational programs such as "Every 15 Minutes" and "Alive at 25." Community-based organizations offer a range of educational and counseling programs with funding from city, county, and private sources.

While some regions in the county have begun to develop the capacity for community-based and environmental prevention strategies (see Step 2: Capacity below), these strategies are less well developed in Sonoma County and warrant increased attention and support. Environmental prevention takes into account that individuals do not become involved with substances solely on the basis of personal characteristics. It recognizes the powerful

²¹ Edwards, E., et al. (2005). *Alcohol Policy and the Public Good*. Oxford University Press.

influences of factors in the community environment, such as the rules and regulations of social institutions, the norms of the community, mass media messages, and the accessibility of alcohol and other drugs.

As the field of AOD prevention continues to evolve, there is growing recognition that long-term reduction in AOD-related problems cannot occur without shifts in community norms and policies. Research suggests that environmental approaches can produce a much larger impact per dollar invested than other approaches – a fact that is important given the County’s limited and shrinking share of state primary prevention funds.

Environmental prevention strategies address the entire population (national, local community, school, neighborhood), with messages and programs aimed at preventing or delaying the abuse of alcohol, tobacco, and other drugs. Environmental prevention strategies use a public health model to focus on the physical, social, and political settings in which problem behaviors occur. Research has shown that policy strategies, key elements of an environmental approach, are a very powerful tool to reduce rates of alcohol-related problems in communities and to change community norms. Environmental prevention is also more likely to affect population-level change than are programs that focus on changing one individual at a time. Benefits of the environmental approach include²²:

Broader reach. Environmental prevention engages the community and broadens the reach of AOD prevention as more people become engaged in improving the quality of life in their community. Rather than intervening to reduce risk one person at a time, environmental prevention strategies have the ability to create changes among entire populations that result in substantial net benefits to society in terms of reduced problems.

More substantial effects. Environmental prevention produces larger reductions in risk by creating conditions that support the nonuse of illicit substances and responsible use of legal ones. Programs that target individuals without considering the environments in which they live can find their effectiveness diminished by processes outside the individuals that are inconsistent with no-use or responsible-use messages.

More enduring and sustainable effects. Environmental prevention has aptly demonstrated the ability to achieve sustainable change through policy development and implementation. The combined effect of environmental barriers to use and widespread normative change results in the creation of a changed system that offers fewer opportunities and inducements to use substances for current and future generations.

Environmental strategies are best accomplished by community coalitions comprised of local residents, law enforcement, schools, health organizations, prevention service providers, and other interested groups. Coalitions can be a very powerful way to harness local resources and implement the kinds of multidimensional solutions that match the level of complex substance abuse issues found in most local communities. For example:

- Coalitions are ideal for addressing substance abuse and other complex problems. A diverse group of partners from different systems, community-based programs, and affected communities helps to develop comprehensive solutions that cut across boundaries of health, education, law enforcement, and human service systems.

²² Fisher, Deborah A., Ph.D., *Environmental Prevention Strategies: An Introduction and Overview*. <http://wch.uhs.wisc.edu/docs/SIG/fisher-EnvironmentalPreventionStrategies.pdf>

- Coalitions create a kind of synergy where the whole is greater than the sum of the parts.
- Coalitions provide a vehicle for creating a shared vision to community health that can result in undertaking a variety of problems.
- Coalitions also foster joint accountability among members for outcomes.

For the past several years, DHS has worked to build capacity of prevention program providers – who currently offer individual-based “selective” or “indicated”²³ prevention programming – to better understand and implement environmental prevention strategies. These capacity-building efforts should be expanded in Sonoma County in order to develop the countywide infrastructure necessary for effective and sustainable prevention through a community-based approach. Enhancing the capacity for environmental prevention in Sonoma County will provide the “missing link” in a truly comprehensive prevention plan.

²³ “Indicated” prevention strategies are efforts aimed at individuals who may already display signs of substance use/abuse. “Selected” prevention strategies target those who are at greater-than-average risk for substance abuse. “Universal” strategies target general population groups without identifying those at particularly high levels of risk.

Step 2: Capacity

Community Participation in the Strategic Planning Process

The capacity-building step involves mobilizing resources within a geographic area to develop and implement a comprehensive community plan to reduce substance abuse. Building capacity means convening and engaging partners, key stakeholders, service providers, and the populations and communities that are most affected by AOD problems to plan and implement sustainable prevention efforts, maintain high levels of commitment, and organize the work effectively.

DHS is currently building capacity through the Sonoma County Prevention Partnership (a.k.a. the Prevention Partnership), which is a network of prevention providers and other community stakeholders who share an interest in preventing AOD-related problems in Sonoma County. The Prevention Partnership has been integrally involved in planning and implementing the SPF process. Regular Prevention Partnership provider meetings have been broadened during this planning process to include greater community participation.

Prevention Partnership meetings have been used as a way to keep providers and community informed about the Strategic Prevention Framework assessment process, reflect on findings, and assist in setting priorities. In December 2005, the Prevention Partnership was given an overview of the Strategic Prevention Framework process. Then, in January 2006, "Taking Charge," an AOD environmental prevention workshop, was offered to the Prevention Partnership and new community members such as the West County environmental prevention coalition. Later, in March 2006, initial assessment data findings were shared with the Prevention Partnership and issues for further investigation were identified.

In July 2006, the Prevention Partnership was expanded to include additional stakeholders including representatives from: law enforcement, emergency medical services, resident groups, and local CBO staff from throughout the County. The group reviewed key problem areas and worked in five regionally-based groups to brainstorm contributing factors to underage alcohol use, adult high-risk alcohol use, methamphetamine use and other AOD issues. Then the group identified the settings, environments, attitudes, and behaviors that contribute to these problems. The groups included representatives from the Sonoma Valley, South County, Santa Rosa, North County, and West County.

In order to share the Strategic Prevention Framework process with the broader community, a number of community outreach activities were also conducted in 2006. The outreach included a written and oral presentation. "This Place", a video on the problem of underage alcohol use, was presented to community forums and councils to raise consciousness about environmental factors that contribute to AOD-related problems (e.g. Juvenile Justice Coordinating Council and Sonoma Valley Inter- Agency Council). Stakeholders were asked to share their insights through feedback sessions following the "This Place" video and by completing a stakeholder survey. In addition, a draft Assessment Report was created and widely circulated. The report identified priority AOD problems, problem indicators, and potential contributing factors.

DHS staff and consultants conducted interactive community presentations on the Strategic Planning Framework process between May and August 2006 to the following groups: Sonoma County Office of Education Health Advisory Committee, Juvenile Justice Coordinating Council, Sonoma Valley Inter-Agency Network, Teen Health Advisory

Committee, Department of Health Services Alcohol and Other Drug Services Managers, Human Service Managers, and Department of Health Services Managers group.

The extent of community engagement in this process is reflected in the number and diversity of stakeholders who participated from the different regions of Sonoma County:

Sonoma Valley: Bob Ruffner (Social Advocates for Youth Sonoma Program Manager), Paul Day (Sonoma Valley Police Chief), Craig E. Fraser (Hanna Boys Center), Donna Newman-Fields (Valley of the Moon Teen Center Executive Director), Jerome Cobert (Sonoma Police Department School Resource Officer), Joe Raya (Sonoma County Sheriff's Department), Scott Singer (Hanna Boys Center), Rob Lewis (Sonoma County Juvenile Probation), Diane Lawrence (Sonoma Valley Unified School District), Merrilyn Breck (Sonoma County Mental Health), Jennifer Newhouse (Social Advocates for Youth Sonoma), Elaine la Bruce (La Luz), Cynthia Ashmore (Sonoma Valley Youth and Family Services), and Kathy Witkowicki (Sonoma Valley Mentoring Alliance Executive Director).

South County: John Laughlin (Rancho Cotati Unified School District Prevention Specialist), Cecelia Belle (Sonoma County Adult and Youth Development Executive Director), Suzanne Sackett (Petaluma People Services Counseling and Prevention Director), Kathy Vander Vennet (Rohnert Park Youth and Family Services Youth Services Supervisor), Maggie Browning (Petaluma People Services Center), Matthew Lopez-Phillips (Sonoma State University Student Affairs), Pam Granger (American Lung Association/ Resident), Jim Gattis (Sonoma County Adult and Youth Development), and Margie Vondrak (Life Works/ Rohnert Park Chamber of Commerce Board Chair).

Santa Rosa: Wayne Yamagushi (Strawberry Elementary Principal), Mimi Donahue (R House Director), Matt Bailey (Abraxis/ R House Director), Melinda Rivera (St. Joseph's Health System), Abigail Barajas (Southwest Community Health Center Youth Program Coordinator), Rory Gibbens-Flores (Southwest Community Health Center Director), Nancy Vogl (CHOPS Teen Club Program Director), Vince Harper (Community Action Partnership of Sonoma County), Asher Miller (Volunteer Center of Sonoma County), Becky Plachte-Zuieback (United Against Sexual Assault), Allen Thomas (Southwest Neighborhood Association President), Melissa Black (Santa Rosa Recreation and Parks Department), Bobby Ewell (Santa Rosa Recreation and Parks Department), Amanda Ayala (Community Action Partnership of Sonoma County), Patty Powell (Santa Rosa Recreation and Parks Department), Carnelius Quinn (Routes for Youth), Abigail Barajas (Southwest Community Health Center), Marlus Stewart (Drug Abuse Alternatives Center), and Carol Dean (West End Neighborhood Association President).

North County: Laura Capinas (Social Advocates for Youth Cloverdale Coordinator), Tom Bieri (Social Advocates for Youth Executive Director), Nancy Lesa (Circuit Rider Productions), Mike Ferrall (Social Advocates for Youth Healdsburg), Matt Jenkins (Healdsburg Police Department School Resource Officer), Eric Lofchie (Town of Windsor Police/Windsor Youth and Family Services)

West County: Marty DeKay-Bemis (West County Clinic Executive Director), Jim Badiner (Kaiser Chemical Dependency Services), Greg Devore (Sebastopol Police Department), Bruce Alfano (West County Community Services Executive Director), Diane Davis (West County Community Services), Kellie Noe (West County Community Services), Miles Clark (Mendocino Family and Youth Services), Bryan Cleaver (Coastal Valleys EMS Agency), and Mike Mann (California Department of Alcoholic Beverage Control/Resident).

Countywide: Gino Giannavola (Sonoma County Alcohol and Other Drug Services Division Director), Derrick West (Sonoma County AODS Manager), Maureen Donaghue (Sonoma County AODS Manager), John Bilich (Sonoma County AODS Manager), Claudia Brennan (Sonoma County AODS), Tom Newell (Sonoma County AODS Manager), Maryann Ryan (Sonoma County AODS Manager), Debbie Applegate (AODS Manager), Sarah Moore (AODS Assistant), David Dickinson (DAAC Out Patient Director), Susan Alesi (Sonoma County Human Services Manager), Katie Goewes (Sonoma County Public Health Nurse), Chip Allen (Sonoma County Human Services Social Worker IV), Susan Woodham (Sonoma County Human Services Social Worker II), Gary Fontenot (Sonoma County Human Services), Diane Kaljian (Sonoma County Human Services Supervisor), Bob Ochs (Sonoma County Probation Chief), Meredith Helton (Sonoma County Juvenile Probation Director), Leo Tacata (Sonoma County Probation Analyst), Wendy Evans (Restorative Resources and Sonoma County Juvenile Justice Commission), Ruth Lincoln (Sonoma County Health Services Assistant Director), Jerry Lapinski (Sonoma County Office of Education Director), Robyn Harrington (United Against Sexual Assault), Jessalyn Nash (Restorative Resources Executive Director), Pualine Richardson (Sonoma County Teen Parent Connections), Pilar Zuniga (Planned Parenthood Community Educator), Tirza Cannon (Sonoma County Health Information Specialist), Shelley Caviness (Sonoma County Office of Education), Sharon Oman (Sonoma County Maternal Child Adolescent Health Supervisor), Kerry Andrade (Sonoma County Health Information Specialist) as well as all of the Department of Health Services Managers.

DHS staff and consultants also conducted a series of focus groups at Sonoma County high schools to further engage the community in SPF issues. Facilitators met with small groups of selected students to prepare responses to targeted questions related to California Healthy Kids Survey (CHKS) findings. The students then participated in a “fishbowl” exercise, in which they responded to questions about the factors contributing to AOD problems. Focus groups were conducted at the following school sites: Casa Grande High School (Petaluma), Ridgeway Continuation School (Santa Rosa), Santa Rosa High School, and El Molino High School (Forestville).

These types of collaborative processes helped to build an understanding of prevention needs and resources with respect to AOD-related problems and to set the stage for selecting appropriate and evidence-based prevention strategies.

Supporting Local Prevention Coalitions

Several state- and county-funded coalitions are currently working in Sonoma County to respond to local substance abuse issues and are participating in the strategic planning process.

South County Coalitions. In 2004, the County obtained funding through a State Incentive Grant (SIG) from the California Department of Alcohol and Drug Programs to reduce binge drinking among youth and young adults at Sonoma State University and in Rohnert Park, Cotati, and Petaluma. Coalitions in these areas actively engaged in an eight-month process of community planning and coalition building (the first two steps of the SPF) to identify local priority problems related to high-risk drinking and to plan for evidenced-based environmental strategies to address these problems. From this information the coalitions developed and are currently implementing work plans focusing on policy development.

Environmental Prevention Planning (EPP) coalitions. Building on the recent successes of the SIG-funded coalitions, DHS is expanding environmental prevention opportunities to other regions. Funded with small DHS grants, Environmental Prevention Planning (EPP) coalitions were formed in Healdsburg, Santa Rosa, and Sonoma Valley to further investigate

AOD problems at a local level. These new coalitions will give their communities the chance to benefit from a local prevention planning process and become further engaged in AOD prevention work.

The planning grants are intended to assist by building capacity to: build or refocus a coalition by calling to action members of the community concerned about alcohol and other drug-related issues; identify and document specific alcohol and other drug-related problems in local communities; increase community readiness to implement environmental prevention strategies; and develop community goals and objectives to reduce alcohol and other drug-related problems.

West County Coalition. West County Community Services received funding from the 2004 “Enforcing the Underage Drinking Laws Discretionary Program: Rural Communities Initiative” (REUDL), a federal program that seeks to reduce the availability and consumption of alcoholic beverages by youth in rural communities. The program includes compliance checks, reductions in the social availability of alcohol to youth, policy change(s) related to underage drinking, DUI enforcement with a focus on youth, and environmental strategies to reduce alcohol consumption on or near schools.

Training and Technical Assistance

DHS is coordinating information sharing, training and technical assistance among the South County, West County, and Environmental Prevention Planning coalitions. Building capacity among local AOD prevention coalitions in Sonoma County is a key strategy in assisting communities to successfully achieve their prevention goals. A coalition’s capacity refers to the ability of members to effect and sustain community change over time. Building capacity is not a one-time event, but something that continues over the life of a coalition. The ability of a coalition to negotiate the other four steps of the Strategic Prevention Framework (assessment, planning, implementation, and evaluation) is largely dependent on the degree to which it has capacity for: creating and sustaining partnerships; using training and education to foster readiness, cultural competence, leadership, and evaluation capacity; and convening meetings and workshops with key stakeholders, coalitions, and others.

South County State Incentive Grant (SIG) coalition trainings have included: an overview of the environmental prevention approach to reduce AOD-related problems, land use tools, effective Responsible Beverage Service (RBS) programs, social host liability policies, and comprehensive approaches to using media to facilitate the adoption of policy.

In 2006, DHS provided numerous training and technical assistance to the Environmental Prevention Planning (EPP) and Rural Enforcing the Underage Drinking Laws (REUDL) coalitions. Training topics included: evidence-based environmental prevention strategies, developing partnerships and prevention coalitions, AOD-related problems and contributing factors, developing a needs and resource assessment, facilitating meetings, analyzing data, and developing goals and objectives for addressing priority problems and contributing factors.

The following current capacity development needs have been identified:

- Integrate and strengthen Sonoma County prevention initiatives.
- Ensure individual-based prevention activities are evidence-based and outcome focused.

- Expand environmental prevention activities to all the regions of the county.
- Develop a broader community understanding of Sonoma County AOD-related problems and effective prevention strategies.

Step 3: Planning

SPF Step 3 involves developing a strategic plan that includes policies, programs, and practices that create a logical, data-driven approach to addressing the problems identified in SPF Step 1.

The planning step began in July 2006, when the Sonoma County Prevention Partnership reviewed key problem areas and identified localized contributing factors to underage alcohol use, adult high-risk alcohol use, methamphetamine use, with a focus on the settings, environments, attitudes, and behaviors that contribute to these problems. During the summer of 2006, these problems and contributing factors were translated into specific goals and objectives based on the data collected and analyzed during the assessment and capacity building steps.

In September 2006, the Prevention Partnership reviewed the program priority areas, goals and objectives to verify that they reflected the contributing factors identified in Step 1. In addition to the three problem-related priority areas (underage drinking, high-risk adult drinking, and methamphetamine use), goals and objectives were developed in a fourth priority area to enhance the capacity of the AOD prevention system in Sonoma County. See Appendix 3 for a listing of goals and objectives for each priority area.

The final step in the planning process was to develop a logic model for goals identified in the three problem-related priority areas (See Appendix 4). A logic model is a graphic tool that links the problems and resources in a community to prevention strategies that address the problems and defines the expected results. A logic model also provides a roadmap allowing continual monitoring of program benchmarks establishing a basis for modifications in strategic direction.

This document, *Sonoma County Alcohol and Other Drug Prevention Framework*, is the result of this planning process and serves as a comprehensive prevention plan that will systematically reduce the problems identified in Step 1: Assessment. Included in this framework are mission and vision statements adopted by the AOD Prevention Program of DHS Prevention and Planning Division. These statements help to frame the context and the overall direction of the AOD prevention strategic plan.

Mission

The AOD Prevention Program of DHS provides leadership and resources to engage the community in reducing alcohol and other drug-related problems.

Vision

The entire community shares responsibility for prevention. All sectors, including youth, are engaged to challenge their AOD standards, norms, and values and to take action to improve the quality of life within the community.

AOD Prevention Goals Identified During Planning Process

(See Appendix 3 for objectives for each of the goals presented below.)

Priority Area 1: Reduction of Underage Drinking and Related Problems

- Goal 1: Reduce alcohol-related problems associated with retail access to alcohol
- Goal 2: Reduce alcohol-related problems associated with social access to alcohol
- Goal 3: Reduce youth exposure to alcohol marketing and promotional activities
- Goal 4: Increase capacity of schools, parents, and community organizations to promote healthy development of youth and to prevent problems associated with youth alcohol use

Priority Area 2: Reduction of High-Risk Adult Drinking and Related Problems

- Goal 1: Reduce alcohol-related problems associated with retail availability of alcohol
- Goal 2: Reduce alcohol-related problems associated with social availability of alcohol
- Goal 3: Reduce alcohol-related problems associated with community events

Priority Area 3: Reduction of Methamphetamine Use and Related Problems

- Goal 1: Increase community awareness of the availability and harms related to methamphetamine use
- Goal 2: Disrupt neighborhood-level distribution, sales of methamphetamine
- Goal 3: Reduce availability of drug paraphernalia in retail alcohol outlets
- Goal 4: Reduce the number of public settings where methamphetamine use is occurring

Priority Area 4: Enhance System Capacity for AOD Prevention

- Goal 1: Expand the participation and collaboration of community organizations and individuals in preventing AOD-related problems.
- Goal 2: Develop and disseminate information to support and improve prevention planning and evaluation.
- Goal 3: Increase the skills of prevention service providers and enhance their capacity to implement effective prevention practices.

Step 4: Implementation

Implementing the goals and objectives identified in SPF Step 3 will require an expansion in community capacity for environmental prevention strategies. Toward this end, DHS will release a Request for Proposals (RFP) for *Community-Based Environmental Prevention Services to Reduce Alcohol and Other Drug Problems* to support regional, community-based coalitions that utilize environmental and policy strategies to reduce alcohol- and other drug-related problems in Sonoma County. Contracts will be developed for prevention activities within the three priority areas identified in the *Sonoma County Alcohol and Other Drug Prevention Framework*:

- Reduction of Underage Drinking and Related Problems
- Reduction of High-Risk Adult Drinking and Related Problems
- Reduction of Methamphetamine Use and Related Problems

Environmental prevention is a systems approach designed to change community conditions that contribute to AOD-related problems. According to the Community Prevention Institute, key elements necessary for successful implementation of the environmental prevention model include²⁴:

- Data collection and analysis
- Community organizing
- Policy change
- Media advocacy
- Enforcement

Future contractors will be asked to select from the goals and objectives specified in the *Prevention Framework* based on priorities identified through a local community assessment. They will develop work plans that advance these countywide initiatives through use of the key elements described above. Contractors will be expected to develop regional prevention programs through engagement of community members, local organizations, public agencies and youth to change community conditions that contribute to alcohol- and other drug-related problems.

Because many of the county prevention program providers have little experience implementing environmental strategies, DHS is building a learning community to support the understanding and dissemination of the environmental prevention approach. The goals of the learning community are to deepen the capacity of organizations to carry out

²⁴ (For more information and definitions of the components of the environmental prevention model see *Environmental Prevention* by Sandra Hoover, a technical assistance research publication published online by the Community Prevention Institute: <http://www.ca-cpi.org/TARP/EP-Final.pdf>)

environmental strategies through training and technical assistance and to share best-practices and lessons learned across community coalitions. Central to the learning community is the assumption that communities can learn from one another and the sharing of information will benefit individual communities and the county as a whole.

Technical assistance is a key component for building the capacity of community coalitions and service providers to implement environmental strategies in a manner that maximizes the likelihood that anticipated program outcomes will occur. As organizations undertake new prevention approaches, vertical integration and acceptance of the underpinnings of an environmental approach are essential. Board members, Executive Directors, program supervisors, and program staff should have a shared understanding of the approach and the organizational implications in order to effectively implement the work. Technical assistance focused on the program content of the strategies, as well as the community mobilizing required to carry out the work, will be ongoing and offered to all levels of interested organizations and community members.

Potential training topics include:

- The Process of Planning and Implementing Community-Based Environmental Prevention
- Logic Models in Environmental Prevention Program Planning
- Introduction to Strategic Process of Local Policy Implementation
- Core Competencies that Lead to Successful, Sustainable Coalitions
- Developing Case Statements to Support Policy Implementation
- Existing and Model Ordinances Relevant to Coalition Work Plans
- How to Mobilize Community Discussion and Support for Policy Implementation
- Media Advocacy to Support Policy Implementation

Step 5: Evaluation

Evaluation involves measuring the effectiveness and impact of implemented strategies, programs, policies, and practices in an ongoing way so that areas needing improvement can be identified and addressed as early as possible. The evaluation process involves collecting process and outcome data using surveys and questionnaires, key informant interviews, focus groups, document review, participant observation, research and other tools.

Prevention contractors will be responsible for developing a logic model that describes how the proposed strategies will be used to achieve expected outcomes. The logic model provides a visual representation of the overall theory of change and predicted short-term, intermediate, and long-term outcomes and measures. Contractors will also be required to develop evaluation plans that specify the measurable changes that will result from the proposed program(s) or strategies and how these changes will be measured and monitored.

At the county level, DHS will monitor trends for selected long-term data indicators that have been identified for each priority area. (See chart that follows on the next page.) These data will be collected and analyzed for current and emerging issues, which will be used to aid in future planning and strategic decisions.

Long-Term AOD Outcome Indicators and Data Sources, By Priority Area	
Indicator	Data Source
<i>Underage Drinking</i>	
Youth alcohol use in past 30 days	California Healthy Kids Survey
Youth binge drinking in past 30 days	California Healthy Kids Survey
Youth drinking and driving	California Healthy Kids Survey
Youth DUI arrests	California Department of Justice
Liquor law violations	California Department of Justice
Alcohol outlet license violations	California Department of Alcoholic Beverage Control
<i>High-Risk Adult Drinking</i>	
Alcohol-related police calls for service	Local police data
Alcohol-involved fatal and injury crashes	California Highway Patrol, Statewide Integrated Traffic Records System (SWITRS)
Liquor law violations	California Department of Justice
Public intoxication arrests	California Department of Justice
Adult DUI arrests	California Department of Justice
Alcohol outlets per resident population	California Department of Alcoholic Beverage Control
Quantity of alcohol use in past 30 days	California Health Information Survey
Adult binge drinking in past 30 days	California Health Information Survey
<i>Methamphetamine Use</i>	
Youth methamphetamine use	California Healthy Kids Survey
Methamphetamine arrests, youth and adult	California Department of Justice
Youth and adults seeking and mandated to treatment for methamphetamine	California Department of Alcohol and Drug Programs
ABC disciplinary actions for violations of laws prohibiting sale of drug paraphernalia	California Department of Alcoholic Beverage Control

Conclusion

Implementation of the Strategic Prevention Framework in Sonoma County has been a productive process that has served to engage a wide range of community members in developing this *Prevention Framework*. The comprehensive needs and resource assessment provided a firm foundation for the identification of three priority problem areas from which concrete countywide goals and objectives were developed and adopted. The creation of logic models for each goal facilitated the identification of evaluation indicators that will enable the County to track progress in achieving measurable outcomes in problem rate reduction. The implementation of an environmental prevention approach will institutionalize the final missing link of a truly comprehensive alcohol and other drug prevention system.

Appendices

1. Definitions of Primary Prevention Strategies Center for Substance Abuse Prevention (CSAP)
2. Sonoma County Alcohol and Other Drug Prevention Program Inventory
3. Sonoma County Alcohol and Other Drug Prevention Goals and Objectives
4. Logic Models

Definitions of Primary Prevention Strategies Center for Substance Abuse Prevention (CSAP)

Source: *Prevention Activities Data System User's Guide* (revised 6/1/05) published by the California Department of Alcohol and Drug Programs. Definitions are cited from *Federal Register*, 58:60, March 31, 1993.

Information Dissemination

"This strategy provides awareness and knowledge of the nature and extent of alcohol, tobacco, and drug use, abuse, and addiction and the effects on individuals, families, and communities . . . (and) . . . increases knowledge and provides awareness of available prevention programs and services."

CSAP characterizes information dissemination as "one-way" communication from the source to the audience. A message is delivered, but there is little opportunity for an exchange of information with those who receive the message. Examples of this strategy include print and electronic media, speaking engagements, resource directories, clearinghouses, or health/fairs/promotions.

Education

"This strategy involves two-way communication and is distinguished from the Information Dissemination Strategy by the fact that interaction between the educator/facilitator and the participants is the basis of its activities."

Examples of this strategy include classroom educational services, educational groups, mentoring, parenting/family management services, and peer leader/helper programs.

Alternatives

"This strategy provides for the participation of target populations in activities that exclude alcohol, tobacco, and other drug use. The assumption is that constructive and healthy activities offset the attraction to or otherwise meet the needs usually filled by alcohol, tobacco, and other drugs and would, therefore, minimize or remove the needs to use these substances."

Alternative programs and activities redirect individuals from potentially problematic settings and activities to situations free from the influence of alcohol and other drugs. Example of this strategy include AOD-free social/recreational events, community centers, community service activities, recreational activities, and youth/adult leadership activities.

Problem Identification and Referral

"This strategy aims at identification of those individuals who have indulged in illegal/age-inappropriate use of tobacco or alcohol and those individuals who have indulged in the first use of illicit drugs and to assess whether their behavior can be reversed through education. It should be noted, however, that this strategy does not include any activity designed to determine if a person is in need of treatment."

A key aspect of this strategy is that the service is educational for behavioral change, not therapeutic for AOD abuse or dependency treatment. The administration of addiction severity instruments, case screening, and/or preparation for intervention are not components of this strategy.

Community-based Process

“This strategy aims to enhance the ability of a community to more effectively provide prevention and treatment services for alcohol, tobacco, and drug abuse disorders. Activities in this strategy include organizing, planning, and enhancing efficiency and effectiveness of services implementation, interagency collaboration, coalition building, and networking.”

The past decade has seen an increased use of community-based processes for supporting prevention outcomes. The nationally funded community partnerships and later community collaboration grants are evidence of the heightened awareness of the importance of community approaches in addressing AOD-related problems. This strategy area includes a broad range of activities including assessing community needs, developing community teams, providing technical support and training, and organizing community efforts. For many communities, there will be a close link between community organizing efforts and the use of Environmental Strategy approaches.

Environmental

“This strategy establishes or changes written and unwritten community standards, codes, and attitudes, thereby influencing incidence and prevalence of the abuse of alcohol, tobacco, and other drugs used in the general populations. This strategy is divided into two subcategories to permit distinction between activities which center on legal and regulatory initiatives and those which relate to the service and action-oriented initiatives.”

This strategy focuses on places and specific problems, with an emphasis on public policy. Environmental prevention seeks to reduce AOD availability and use risks associated with local retail, public, and social environments. A growing body of research and practice supports the environmental approach to prevention.

Sonoma County Alcohol and Other Drug Prevention Program Inventory

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
Countywide			
California Highway Patrol	Every 15 Minutes	Education	Youth (14-18)
	Start Smart	Education	Youth (14-18)
	Public Affairs Education Program	Education	Youth (11-18)
	Courage to Live	Education	Youth (11-18)
California Parenting Institute	Parent Education and Support	Education	Adults (18+)
Countywide	Mentoring Programs	Education	All
Countywide	Project Graduation	Alternatives	Youth (17-18)
Countywide (Routes for Youth)	Teen Court	Education	Youth (14-18)
	Youth-focused Prevention	Education	Youth (14-18)
Law Enforcement Countywide	Avoid the 13	Education	Youth (16-17) Adults(18+)
Sonoma County Department of Health Services	Sonoma County Prevention Partnership	Community-based Process	All
	Advisory Board on Alcohol and Other Drug Problems	Community-based Process	All
Sonoma County Sheriff's Department	Community Oriented Policing Unit	Education	Youth (5-18)
	Every 15 Minutes	Education	Youth (14-18)
	Compliance Enforcement Programs	Education	All
Sonoma County Volunteer Center	Youth Volunteer Corps	Alternatives	Youth (11-18)
	Youth-focused Prevention	Education	Youth (14-18)
St. Joseph's Health System	Parent University	Education	Adults (18+)
Cotati-Rohnert Park			
Cotati-RP-SSU Regional Work Group	Sonoma County Community Partnership	Environmental	All
Cotati-Rohnert Park Unified School District	Project Alert	Education	Youth (11-14)
	Probation Department Diversion Program	Education	Youth (14-18)
Rohnert Park Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Rohnert Park Public Safety	Rohnert Park Youth and Family Services	Education	Youth (11-14)
	School Resource Officer	Education	Youth (14-18)

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
Cotati-Rohnert Park			
Sonoma County Adult and Youth Development	Early Intervention	Education	Youth (8-18)
	Probation Department Diversion Program	Education	Youth (14-18)
	Youth-focused Prevention	Education	Youth (8-18)
Sonoma State University	Student Advocates for Education(SAFE)	Education	All
North County			
<i>Cloverdale</i>			
Circuit Rider Productions	Youth-focused Prevention	Education	Youth (14-18)
	Probation Department Diversion Program	Education	Youth (14-18)
Cloverdale Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Cloverdale Police Department	DARE Program	Education	Youth (10,12,14)
	Gang Resistance Education and Training(GREAT)	Education	Youth (11-14)
	Alive at 25	Education	Youth (14-18)
	Safe Town	Education	Youth (4-6)
	Adopt-a-Cop	Education	Youth (10-12)
Cloverdale Unified School District	Second Step	Education	Youth (4-14)
	Project Alert	Education	Youth (11-14)
	Life Skills Training	Education	Youth (11-14)
<i>Geyserville</i>			
Circuit Rider Productions	Youth-focused Prevention	Education	Youth (12-18)/Adults
	Youth-focused Prevention	Problem Identification and Referral	Youth (12-18)
	Early Intervention	Education	Youth (14-18)
Geyserville Unified School District	Project Alert	Education	Youth (11-14)
<i>Healdsburg</i>			
Circuit Rider Productions	Youth-focused Prevention	Education	Youth (14-18)

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
North County			
Healdsburg Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Healdsburg Police Department	Healdsburg Youth Services	Education	All
Healdsburg Unified School District	Project Alert	Education	Youth (11-14)
	Project Toward No Drug Abuse	Education	Youth (14-19)
Social Advocates for Youth	Youth-focused Prevention	Education	Youth (14-18)
	Youth-focused Prevention	Problem Identification and Referral	Youth (14-18)
	Early Intervention	Education	Youth (11-18)
Windsor			
Circuit Rider Productions	Youth-focused Prevention	Education	Youth (14-18)/Adults
	Youth-focused Prevention	Problem Identification and Referral	Youth (14-18)
	Early Intervention	Education	Youth (14-18)
	Probation Department Diversion Program	Education	Youth (14-18)
Sonoma County Sheriff's Department	School Resource Officer	Education	Youth (14-18)
Windsor Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Windsor Police Department	Windsor Youth and Family Services	Education	All
Windsor Unified School District	Second Step	Education	Youth (4-11)
	Project Alert	Education	Youth (11-14)
Petaluma			
Cinnabar School District	Second Step	Education	Youth (4-11)
Old Adobe Union School District	Child Development Project	Education	Youth (5-12)
	DARE to Be You	Education	Youth (4-6)
	Second Step	Education	Youth (6-11)
Petaluma Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Petaluma City School District	Child Development Project	Education	Youth (5-12)
	Second Step	Education	Youth (4-11)
Petaluma Coalition to Reduce Binge and High-Risk Drinking	Sonoma County Community Partnership	Environmental	All
Petaluma Joint Union High School District	Child Development Project	Education	Youth (5-12)

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
Petaluma			
	Project Alert	Education	Youth (11-14)
	Project Graduation	Alternatives	Youth (17-18)
	Project Toward No Drug Abuse (TND)	Education	Youth (14-19)
Petaluma People Services Center	Early Intervention	Education	Youth (12-14)
	Youth-focused Prevention	Education	Youth (12-14)
	Probation Department Diversion Program	Education	Youth (14-18)
Petaluma Police Department	School Resource Officer	Education	Youth (14-18)
	DARE Program	Education	Youth (11-14)
	Alive at 25	Education	Youth (14-18)
Two Rock Union School District	Second Step	Education	Youth (4-11)
Santa Rosa			
Bellevue Union School District	Child Development Project	Education	Youth (5-12)
Bennett Valley Union School District	Second Step	Education	Youth (4-11)
Chops Teen Center	After School Programming	Alternatives	Youth (13-18)
City of Santa Rosa	Gang Prevention/Intervention Grant Program	Education	All
		Alternatives	Youth
Community Action Partnership	Padres Unidos	Education	Latino Adults (18+)
	Environmental Prevention Planning	Environmental	All
	Drug Intervention Group	Education	Youth/Adult (12-22)
		Environmental	Youth/Adult (12-22)
Drug Abuse Alternatives Center	Youth-focused Prevention	Education	Youth (11-14)
	Probation Department Diversion Program	Education	Youth (14-18)
Kenwood School District	Child Development Project	Education	Youth (5-12)
	Class Action	Education	Youth (14-18)
LifeWorks	Choices for Change	Education	Youth and Adults
	Family Education Center	Education	Adults (18+)
Mark West Union Elementary	Second Step	Education	Youth (6-11)
	LifeSkills Training (Bolvin)		Youth (11-14)
Piner-Olivet Union School District	Second Step	Education	Youth (4-11)

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
Rincon Valley School District	Second Step	Education	Youth (4-11)
Santa Rosa			
Roseland School District	Second Step	Education	Youth (4-11)
	Positive Action	Education	Youth (5-18)
Santa Rosa Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Santa Rosa City High School District	Project Alert	Education	Youth (11-14)
	Project Toward No Drug Abuse (TND)	Education	Youth (14-19)
Santa Rosa City School District	Second Step	Education	Youth (4-11)
Santa Rosa Police Department	School Resource Officer	Education	Youth (11-18)
	Alive at 25	Education	Youth (14-18)
Sonoma County Office of Education	Project Toward No Drug Abuse (TND)	Education	Youth (14-19)
Wright School District	Second Step	Education	Youth (4-11)
Sonoma Valley			
Nuestra Voz	Community Education	Education	Adults (18+)
Operation Youth	After School Programming	Alternatives	Youth (13-18)
Social Advocates for Youth	Youth-focused Prevention	Education	Youth (11-14)
	Early Intervention	Education	Youth (11-14)
	Probation Department Diversion Program	Education	Youth (14-18)
	Environmental Prevention Planning	Environmental	All
Sonoma County Sheriff's Department	School Resource Officer	Education	Youth (11-14)
Sonoma Police Department	Sonoma Valley Youth and Family Services	Education	Youth (11-14)
Sonoma Valley Unified School District	Project Alert	Education	Youth (11-14)
	Olweus Bullying Prevention	Education	Youth (6-15)
	LifeSkills Training (Botvin)	Education	Youth (11-14)
	Alive at 25	Education	Youth (14-18)
	Project Graduation	Alternatives	Youth (17-18)
	Safe School Ambassadors	Education	Youth (11-18)
Valley of the Moon Boys and Girls Club	After School Programming	Alternatives	Youth (6-18)
Valley of the Moon Teen Center	After School Programming	Alternatives	Youth (12-18)
West County			
Cazadero			
West County Community Services	Youth-focused Prevention	Education	Youth (5-14)

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
West County			
Forestville			
Forestville Union School District	Second Step	Education	Youth (4-11)
Guerneville			
Guerneville School District	Project Alert	Education	Youth (11-14)
	Rural Educational Achievement	Education	Youth (9-10)
	Club Live	Education	Youth (9-12)
West County Community Services	Youth-focused Prevention	Education	Youth (5-14)
	Early Intervention	Education	Adults (18+)
	Probation Diversion Program	Education	Youth (14-18)
Monte Rio			
Monte Rio Union School District	Project Alert	Education	Youth (11-14)
	Project Toward No Tobacco Use (TNT)	Education	Youth (14-19)
	Club Live	Education	Youth (12-14)
	Teen Issues	Education	Youth (12-14)
West County Community Services	Youth-focused Prevention	Education	Adults (18+)
Occidental			
Harmony Union School District	Second Step	Education	Youth (4-11)
	Project Alert	Education	Youth (11-14)
West County Community Services	Youth-focused Prevention	Education	Adults (18+)
Point Arena			
Horicon School District	Second Step	Education	Youth (4-11)
	Lions-Quest Skills for Adolescence	Education	Youth (10-14)
	Club Live	Education	Youth (12-14)
Kashia School District	Second Step	Education	Youth (4-11)
	Club Live	Education	Youth (12-14)
Mendocino Family and Youth Services	Youth-focused Prevention	Education	Youth (8-12)
Sebastopol			

Agency/Program Site	Prevention Program	Primary CSAP Strategy	Target Population
West County			
Sebastopol Police Department	Alive at 25	Education	Youth (14-18)
	West County Coalition		
Sebastopol Union School District	Project Alert	Education	Youth (11-14)
	Teen Issues	Education	Youth (12-14)
Gravenstein Union School District	Keepin' It REAL	Education	Youth (10-17)
	Project Alert	Education	Youth (11-14)
Oak Grove Union School District	DARE to Be You	Education	Youth (2-5)
	Good Behavior Game	Education	Youth (6-9)
	Creating Lasting Family Connections	Education	Youth (9-17)
West County Community Services	Youth-focused Education	Education	Youth (5-14)
	Early Intervention	Education	Adults (18+)
	Probation Diversion Program	Education	Youth (14-18)

GLOSSARY OF PROGRAM DESCRIPTIONS

Adopt-a-Cop	Uniformed police officer participates in classroom activities so students can feel comfortable with local law enforcement and the officer can get to know the youth. The officer takes some students to lunch on a weekly basis, sponsored by the local McDonalds.
Alive at 25	A program designed to get young drivers to adopt safe driving practices, take responsibility for their behavior, and to be aware of typical driving hazards. Police officers, Sheriff's deputies, and California Highway Patrol officers teach the classes.
Avoid the 13	A holiday crackdown against drinking drivers, including roadside sobriety checkpoints, conducted countywide by Sonoma County law enforcement.
Child Development Project	A multifaceted, school wide improvement program that helps elementary schools become "caring communities of learners" for their students; reduces children's early use of alcohol and marijuana and their involvement in violence-related behavior.
Choices for Change	A program designed to provide substance abuse prevention, communication skills, and positive alternatives for the families and children in Sonoma County who are mired in cycles of alcoholism and chemical dependency.
Class Action	A multilevel, multiyear program proven to delay the age at which young people begin drinking, reduce alcohol use among those who have already tried drinking, and limit the number of alcohol-related problems of young drinkers.
Club Live / Friday Night Live	Youth development and alcohol, tobacco, and other drug prevention programs established on school campuses and in youth serving organizations. The mission is to build partnerships for positive and healthy youth development, which engages youth as active leaders and resources in their communities.
Courage to Live	A program that educates younger teens about the dangers of drinking and driving, the importance of safety and responsibility, and how to develop skills to resist pressures to use drugs and alcohol.
Creating Lasting Family Connections	A comprehensive, family strengthening, substance abuse and violence prevention curriculum serving high risk children, upper elementary through high school, and their families. It is a 15-18 week session, modular design program with optional delivery strategies.

D.A.R.E.	Drug Abuse Resistance Education program is a series of classroom lessons, led by a police officer, that gives youth the skills they need to resist peer pressure and live productive, drug and violence-free lives.
DARE To Be You	A preschool/primary prevention program that seeks to improve parent and child protective factors by improving parents' sense of competence and satisfaction with being a parent, understanding child management strategies, and boosting children's developmental needs.
Drug Intervention Group	A youth-led leadership group that encourages young people to get involved in making a difference in their community by increasing community awareness of environmental prevention, decreasing underage drinking and other drug use, and applying environmental prevention strategies.
Early Intervention	A grant program administered by the Department of Health Services that includes community-based programs designed to reduce the rate of alcohol and other drug problems by providing early intervention and support services to at-risk youth and their families. Prevention education is tailored to the risk level of the program participant with the objectives of increasing resilience and decreasing risk factors in youth, improving parenting skills, and strengthening family bonding and positive family communication.
Environmental Prevention Planning	Community-based organizations conduct community planning and coalition building in preparation for future implementation of evidence-based environmental prevention strategies to address alcohol and other drug-related community problems.
Every 15 Minutes	A two-day program that dramatically instills teenagers with the potentially dangerous consequences of drinking alcohol and challenges students to think about drinking, personal safety, and the responsibility of making mature decisions. It is a collaborative effort of local police and fire departments, the California Highway Patrol, high school staff, local hospitals, community officials, and a wide cross section of community members. Conducted on a rotating basis around the county.
Family Education Center	A program that promotes family connections, maximizes children's protective factors and reduces the likelihood of alcohol and other drug use and its related problems.
Friday Night Live/ Club Live	Youth development and alcohol, tobacco, and other drug prevention programs established on school campuses and in youth serving organizations. The mission is to build partnerships for positive and healthy youth development, which

	engages youth as active leaders and resources in their communities.
Gang Prevention/ Intervention Grant Program	Focus on outreach to youth and families, outpatient counseling, targeted programming to at-risk youth, parent/family support, and job readiness/job placement for gang involved youth.
Gang Resistance Education & Training (G.R.E.A.T.)	A school-based, law enforcement officer instructed classroom curriculum intended as an immunization against delinquency, youth violence and gang membership.
Good Behavior Game	A school-based, early elementary program that seeks to improve the psychological well-being and social task performance of children by providing students with the skills they need to respond to later, possibly negative, life experiences and societal influences.
Keepin' it REAL	Refuse, Explain, Avoid, Leave is a video-enhanced intervention program that uses a culturally grounded resiliency model that incorporates traditional ethnic values and practices that protect against drug use.
Life Skills Training	An after-school substance abuse prevention and violence prevention program for upper elementary and middle or junior high students providing the necessary skills to resist social pressure to smoke, drink, and use drugs.
Lions-Quest Skills for Adolescence	A comprehensive positive youth development and prevention program designed for school-wide and classroom implementation. It unites educators, parents, and community members in developing essential social and emotional competencies in young adolescents.
Mentoring Programs	Encompasses a wide array of both formal and informal programs that match youth with adult role models who provide academic and social support while building a trusting, caring relationship in a safe, supportive environment.
Olweus Bullying Prevention Program	A multi-level, multi-component, school-based program designed to prevent or reduce bullying in elementary, middle, and junior high schools by restructuring the existing school environment to reduce opportunities and rewards for bullying.
Padres Unidos	An intensive, 16-week Spanish language skill building course for parents promoting violence and substance use prevention.
Parent University	Workshops and seminars designed to help parents better understand and deal with kids.
Positive Action	An integrated, comprehensive, intensive program that improves the academic achievement and multiple behaviors of children

and adolescents with lessons at each grade level that are reinforced school wide, at home, and in the community.

Project ALERT

Drug prevention curriculum for middle school students that motivates adolescents against drug use, teaches the skills and strategies needed to resist drug pressures, and establish nondrug-using norms.

Project Toward No Drug Abuse (TND)

An interactive school-based program designed to help high school youth resist substance use through the teaching of increased coping and self-control skills and an awareness of misleading information that facilitates drug use.

Public Affairs Education Program

A middle and high school classroom presentation program taught by the California Highway Patrol focusing on underage drinking, zero tolerance laws and drunk driving.

Rural Educational Achievement Project

A comprehensive, multi-level approach to prevention involving a universal prevention program, a selective program delivered in the summer, and a family program.

SafeTown

High School students build a group of small buildings representing various services provided in the community; young children ride their bikes to each building where they are met by a representative of that service as a way to build familiarity and comfort with adults in the community.

School Resource Officers

City police officers and Sheriff's deputies assigned to area middle, junior and senior high schools to provide on-site, school campus security; to enhance communication between staff, students, parents, and the police department; and to educate both staff and students on a wide range of topics, including drug awareness, teen alcohol use, self esteem and peer pressure, tobacco use, and gangs.

Students Advocate for Education (SAFE)

A peer-to-peer university campus educational program focused on health and safety issues, including responsible alcohol education and sexual assault prevention.

Safe School Ambassadors

A group of diverse, committed and trained students who intervene with their peers to prevent and stop acts of cruelty and reduce tension at the middle and high school levels creating welcoming campuses where all students feel safe and included.

Second Step

A classroom-based social skills program that teaches social-emotional skills to reduce impulsive and aggressive behavior in children and to increase their level of social competence.

SMART Moves

Skills Mastery and Resistance Training is a nationwide program of the Boys and Girls Clubs of age-appropriate curriculum

taught by peer leaders while adults facilitate the process. It focuses on building the skills needed to resist the early use of alcohol, any use of drugs and premature sexual activity.

**Sonoma County Probation
Department Diversion
Program**

A program administered by the Probation Department that requires the use of a six-session curriculum called, Making Choices.

Start Smart

A free traffic safety program for newly licensed drivers and their parents offered by the California Highway Patrol.

Teen Court

A diversion program grounded in the framework of restorative justice. Weekly court sessions are staffed by trained youth volunteers, presided over by adult attorneys, and juried by active participants in the program. Youth are referred from schools and the county's Juvenile Probation Departments.

**Youth and Family
Services**

Offered through local police departments (services vary by department), providing individual and family counseling, diversion services, drug/alcohol prevention, intervention services, crime prevention programs, information and referral services.

**Youth-focused
Prevention**

A grant program administered by the Department of Health Services that includes community-based primary prevention projects targeting elementary, middle school or high school-age students to prevent the onset of substance using behaviors. Primary prevention includes educational programs that deliver alcohol and other drug information or those that assist students to develop critical thinking, decision-making and refusal skills. This strategy can also incorporate training and technical assistance to school staff, administrators, family members and others on substance use prevention information, practices and policies.

**Sonoma County Alcohol and Other Drug Prevention
Goals and Objectives**

Priority Area 1: Reduction of Underage Drinking and Related Problems

Goal 1: Reduce alcohol-related problems associated with retail access to alcohol
Objectives

- 1.1.1 Increase merchant compliance with existing laws
- 1.1.2 Reduce adult provision of alcohol in and around off-sale outlets
- 1.1.3 Facilitate environmental modification of off-sale outlet interiors to reduce theft of alcohol
- 1.1.4 Reduce the overall retail alcohol availability in communities

Goal 2: Reduce alcohol-related problems associated with social access to alcohol
Objectives

- 1.2.1 Reduce adult provision of alcohol to youth in homes
- 1.2.2 Increase adult awareness of the nature and extent of youth alcohol use and the associated risks
- 1.2.3 Reduce access to alcohol at events sponsored by public and non-profit organizations

Goal 3: Reduce youth exposure to alcohol marketing and promotional activities
Objectives

- 1.3.1 Increase compliance with legal restrictions on advertising at off-sale alcohol outlets
- 1.3.2 Decrease point-of-purchase alcohol marketing and promotions in on/off-sale interiors
- 1.3.3 Decrease alcohol promotions and advertising at community events where youth are present
- 1.3.4 Decrease alcohol promotions on local radio stations

Goal 4: Increase capacity of schools, parents, and community organizations to promote healthy development of youth and to prevent problems associated with youth alcohol use

Objectives

- 1.4.1 Increase implementation of evidence-based AOD curriculum in schools, with a primary emphasis on middle school youth
- 1.4.2 Increase the number of youth-serving organizations that address AOD-related issues as part of their goals, objectives, and programs
- 1.4.3 Enhance the capacity of parents to effectively address alcohol and other drug issues with their children

Priority Area 2: Reduction of High-Risk Adult Drinking and Related Problems

Goal 1: Reduce alcohol-related problems associated with retail availability of alcohol

Objectives

- 2.1.1 Improve sales and service practices of outlets
- 2.1.2 Expand enforcement of existing laws in and around outlets
- 2.1.3 Expand land use and nuisance abatement controls on outlets

Goal 2: Reduce alcohol-related problems associated with social availability of alcohol

Objectives

- 2.2.1 Increase public awareness of risks associated with DUI
- 2.2.2 Increase enforcement of DUI laws
- 2.2.3 Increase resident-level activity focused on DUI prevention

Goal 3: Reduce alcohol-related problems associated with community events

Objectives

- 2.3.1 Reduce per capita consumption of alcohol at local events and venues

Priority Area 3: Reduction of Methamphetamine Use and Related Problems

Goal 1: Increase community awareness of the availability and harms related to methamphetamine use

Objectives

- 3.1.1 Enhance school-based education on methamphetamine
- 3.1.2 Increase community awareness of impacts of methamphetamine use in Sonoma County

Goal 2: Disrupt neighborhood-level distribution, sales of methamphetamine

Objectives

- 3.2.1 Increase neighborhood-level organization and responsiveness in partnership with law enforcement

Goal 3: Reduce availability of drug paraphernalia in retail alcohol outlets

Objectives

- 3.3.1 Increase enforcement of existing laws governing sales of drug paraphernalia

Goal 4: Reduce the number of public settings where methamphetamine use is occurring

Objectives

- 3.4.1 Increase law enforcement activities in locations where methamphetamine is known to be used

Priority Area 4: Enhance System Capacity for AOD Prevention

Goal 1: Expand the participation and collaboration of community organizations and individuals in preventing AOD-related problems.

Objectives:

- 4.1.1 Expand the Sonoma County Prevention Partnership to include the active participation of a broad range of community members and sectors (e.g., faith, law enforcement, schools, youth, parents, etc)
- 4.1.2 Develop an effective structure for the Sonoma County Prevention Partnership to support collaboration among prevention providers and to better support the mission of the AOD Prevention Program.

Goal 2: Develop and disseminate information to support and improve prevention planning and evaluation.

Objectives:

- 4.2.1 Track progress on identified goals, objectives, and other key indicators.
- 4.2.2 Disseminate annual surveillance report to key stakeholder groups.
- 4.2.3 Review data to identify emerging needs and priorities. Revise goals and objectives, as needed.

Goal 3: Increase the skills of prevention service providers and enhance their capacity to implement effective prevention practices.

Objectives:

- 4.3.1 Disseminate best practices and updates on latest research.
- 4.3.2 Provide training and technical assistance to prevention providers on program best practices.
- 4.3.3 Ensure all prevention contractors implement evidence-based programming
- 4.3.4 Provide training and technical assistance to enhance organizational capacity to implement best practices.

Goal 1: Reduce alcohol-related problems associated with retail access to alcohol							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long -Term Outcomes*	Measurement Indicators
Youth are obtaining alcohol from retail sources , which contributes to threats to individual health and safety, as well as community impacts such as vandalism, property damage, violence and other injuries	Some alcohol merchants sell alcohol to minors, permit nuisance-related activities to occur around their outlet and are not compliant with other existing laws	Increase merchant compliance with existing laws	Develop, pass and implement “deemed approved” type ordinances in local communities	Increased merchant awareness of state and local laws	Decreased ease of access to alcohol	Decreased rates of underage alcohol use	Youth alcohol use in past 30 days (CHKS)
	Some adults loiter around off-sale outlet and purchase alcohol for minors	Reduce adult provision of alcohol in and around off-sale outlets	Implement “shoulder tap” enforcement	Increased number of law enforcement compliance checks	Reduction in shoulder tap violations		Decreased alcohol-related problems among youth
	Some retail alcohol stores configure their stores and promote alcohol in ways that makes theft of alcohol fairly easy	Facilitate environmental modification of off-sale outlet interiors to reduce theft of alcohol	Establish, promote and implement alcohol industry theft reduction procedures	Voluntary agreements with local merchants to change store interiors to reduce underage theft of alcohol	Reduction of reported thefts by minors	Youth drinking and driving (CHKS)	
	The number of alcohol outlets is high in Sonoma County and contributes to youth access and use	Reduce the overall retail alcohol availability in communities	Develop, pass and implement and/or strengthen conditional use permits in local counties	Increased awareness of Planning Departments of use of land use tool to reduce alcohol related problems	Increase in the number of ordinances that regulate alcohol availability		

* The long-term outcomes are created by the combined affects of multiple strategies.

Goal 2: Reduce alcohol-related problems associated with social access to alcohol							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Youth are obtaining alcohol from and consuming alcohol in social settings , which results in threats to individual health and safety, as well as community impacts such as vandalism, property damage, violence and other injuries	Some youth are obtaining and drinking alcohol in their own homes and homes of friends	Reduce adult provision of alcohol to youth in homes	Establish social host liability ordinances in cities and county	Increased community awareness about laws pertaining to adult provision of alcohol	Established protocols at local police departments for party dispersal Decreased police calls for service for large teen parties	Decreased rates of underage alcohol use	Youth alcohol use in past 30 days (CHKS)
	Some parents provide alcohol to youth for consumption in social settings						Youth binge-drinking in past 30 days (CHKS)
	Many adults and parents are unaware of new and existing research on the impacts on youth who drink alcohol	Increase adult awareness of the nature and extent of youth alcohol use and associated risks	Develop and implement “Parent Pledges” in local communities	Increased community dialogue on issue of teen drinking	Decreased numbers of small teen parties where alcohol is served	Decreased youth alcohol-related problems	Youth drinking and driving (CHKS)
Youth have easy access to alcohol at some events	Reduce access to alcohol at events sponsored by public and non-profit organization	Develop organizational criteria and policies to determine when and how alcohol will be available at community events	Established protocols for serving alcohol Increased use of Responsible Beverage Service protocols	Decreased youth alcohol-related problems at events	Decreased numbers of “minors in possession” citations	Youth DUI Arrests (CDOJ) Liquor law violations (CDOJ)	

* The long-term outcomes are created by the combined affects of multiple strategies.

Goal 3: Reduce youth exposure to alcohol marketing and promotional activities							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Widespread youth exposure to alcohol marketing and promotions contributes to underage alcohol use resulting in threats to individual health and safety	Some off-sale alcohol outlets are in violation of the 33% limitation on window space advertising	Increase compliance with legal restrictions on advertising at off-sale alcohol outlets	Implement joint local law enforcement/ABC inspections	Increased number of alcohol outlet compliance checks	Decreased alcohol advertising on off-sale outlet windows	Decreased alcohol advertising marketing to youth	Youth alcohol use in past 30 days (CHKS)
	Some off-sale alcohol outlets place alcohol promotions adjacent to items that appeal to and are purchased by youth	Decrease point-of-purchase alcohol marketing and promotions in on/off-sale interiors	Train youth to develop and seek adoption of voluntary marketing policies for on/off-sale outlets	Increased merchant awareness of negative impacts of alcohol advertising on youth	Decreased alcohol outlet interior alcohol advertising and promotions		
	Community events where youth are present are promoting alcohol	Decrease alcohol promotions and advertising at community events where youth are present	Develop, pass and implement community events policies at the city and county level	Increased event sponsor/planner awareness of negative impacts of alcohol advertising on youth	Decreased alcohol advertising and promotions at events where youth are present	Decreased alcohol-related problems among youth	Youth drinking and driving (CHKS)
	Some local radio stations are promoting alcoholic beverages to youth	Decrease alcohol promotions on local radio stations	Facilitate voluntary participation of local radio stations to stop promotions of youth-oriented alcohol beverage marketing	Increased radio station management awareness of negative impacts of alcohol advertising on youth	Collaborative youth/radio station campaign to decrease alcohol marketing to youth on radio	Decreased youth familiarity with alcohol advertising marketing campaigns	Youth DUI arrests (CDOJ)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 4: Increase capacity of schools, parents, and community organizations to promote healthy development of youth and to prevent problems associated with youth alcohol use							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Inconsistent and inappropriate responses on the part of families, schools and community organizations contribute to underage use of alcohol contributes to threats to individual health and safety, as well as community impacts such as vandalism, property damage, violence and other injuries	Some schools are not implementing evidence-based prevention curriculum with fidelity	Increase implementation of evidence-based AOD curriculum in schools, with a primary emphasis on middle school youth	Standardize and expand training and support for school personnel on evidence-based AOD educational curriculum	Increased numbers of teachers and other school personnel trained	Increase numbers of middle-school youth receiving evidence-based prevention curriculum	Decreased rates of underage alcohol use	Youth alcohol use in past 30 days (CHKS)
	Some youth serving organizations are not consistently addressing alcohol-related issues using evidence-based strategies	Increase the number of youth-serving organizations that address AOD-related issues as part of their goals, objectives, and programs	Increase outreach and education on AOD issue to youth-serving agencies and organizations	Increased agency and other organization awareness of youth AOD problems	Increased prevention messaging presented to youth		Decreased alcohol-related problems among youth
	Some parenting classes do not include information on how to effectively address youth drinking	Enhance the capacity of parents to effectively address alcohol and other drug issues with their children	Expand the availability of financial resources to support parenting education	Increased parent awareness and competency to address alcohol and other drug issues with youth	Increase levels of communication between teens and parents on AOD issues		

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 1: Reduce alcohol-related problems associated with retail availability of alcohol							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
High-risk alcohol consumption in on-sale outlets and around off-sale outlets contribute to threats to individual health and safety, as well as community impacts such as DUI, sexual assaults, property damage, violence and other injuries	Some alcohol outlets violate ABC laws including sales to intoxicated patrons and sales to minors	Improve sales and service practices of outlets	Develop and implement a comprehensive Responsible Beverage Service program in cities and counties	Increased alcohol outlet merchant awareness of existing state and local laws	Reduced alcohol outlet ABC disciplinary actions	Decreased alcohol outlet-related nuisance activities	Alcohol-related police calls for service (local police data)
	There are insufficient local police or State ABC personnel to provide regular and on-going outlet enforcement	Expand enforcement of existing laws in and around outlets	Enact local ordinance to establish fee structure to support merchant education and compliance checks by law enforcement	Increased compliance checks and enforcement of alcohol outlets	Increase merchant compliance with laws		Decreased public intoxication
	Some localities are not aware of or are not using local available nuisance abatement tools to address outlet-related problems	Expand land use and nuisance abatement controls on outlets	Establish nuisance abatement and land use conditions for alcohol sales and service including casinos and other high-risk environments	Increased awareness and understanding by existing alcohol prevention coalitions of land use and nuisance abatement tools	Increased adoption of Conditions Use Permits, Deemed Approved or other alcohol regulation ordinances in cities and county	Reduced levels of alcohol-related crashes	Alcohol-involved fatal & injury collisions per population (SWITRS)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 2: Reduce alcohol-related problems associated with social availability of alcohol							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
High-risk consumption of alcohol in social settings contributes to threats to individual health and safety as well as community impacts such as DUI, property damage, violence and other injuries	Community norms and lack of community awareness about alcohol-related problems support high-risk drinking	Increase public awareness of risks associated with alcohol	Develop intentional media strategy to promote DUI arrests and perception of getting caught	Increased print and electronic media focus on DUI	Increased consistency of DUI enforcement	Reduced levels of consumption in social settings	Quantity of alcohol use in past 30 days (CHIS)
	Lack of available police resources for on-going consistent DUI enforcement	Increase enforcement of DUI laws	Facilitate adoption of “Avoid the 13” anti-DUI enforcement campaign, or comparable program	Increased number of DUI checkpoints during holiday periods	Sustained enforcement activities over the calendar year		
	Sonoma County resident are not actively engaged in organized DUI prevention	Increase resident-level activity focused on DUI prevention	Establish a county-wide DUI Prevention Coalition consisting of residents and key organizations	Increased community awareness of DUI issue	Increased dialogue about DUI prevent and enforcement between community, law enforcement and courts	Reduced levels of alcohol-related crashes	Alcohol-involved fatal & injury collisions per population (SWITRS)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 3: Reduce alcohol-related problems associated with community events							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
High-risk alcohol consumption at community events is associated with high-risk adult drinking and contribute to threats to individual health and safety, as well as community impacts such as DUI, sexual assaults, property damage, violence and other injuries	Alcohol is widely available at community events with few policies regulating high-risk consumption	Reduce per capita consumption at local events and venues	Seek adoption of city and county policies governing alcohol sale and service at community events	City and County workgroups formed to address issues and develop policies	Implementation of mandatory Responsible Beverage Service training for community events Adoption of special events policies in cities and county	Reduced per capita consumption at events Reduced rates of intoxication at events Reduced levels of alcohol-related crashes	Public intoxication arrests (CDOJ) Alcohol-involved fatal & injury collisions per population (SWITRS) Adult DUI arrests (CDOJ)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 1: Increase community awareness of the availability and harms related to methamphetamine use							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Problems associated with methamphetamine include increased levels of crime and violence, negative health consequences, neighborhood disruption and impacts on County systems	Schools are not providing evidence-based education on meth	Enhance school-based education on meth	SCOE provide teacher training and support on evidence-based curriculum	Increased teacher awareness of the risks and impacts of meth use	Increased student awareness of the risks and impacts of meth use	Decreased meth use by youth	Youth meth use (CHKS)
	Community members are unaware of the risks and impacts of meth use	Increase community awareness of impacts of meth use in Sonoma County	Implement a county wide social marketing campaign on the risks of using meth as a weight management strategy	Increased community discussion and media coverage of the risks and impacts associated with meth use	Increased community awareness of the risks and impacts of meth use	Decreased meth use by adults Increased demand for meth treatment admissions	Meth arrests (CDOJ) Number of youth and adults seeking & mandated treatment for meth (CADDs)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 2: Disrupt neighborhood-level distribution and sales of methamphetamine							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Methamphetamine use contributes to increased levels of crime and violence in residential neighborhoods	Neighborhood-level meth sales and distribution is occurring across Sonoma County	Increase neighborhood-level organization and responsiveness in partnership with law enforcement	Increase the number of neighborhood-level block watch groups	Increased resident awareness of the signs of meth use and distribution	Increased number of functioning block watch groups in Sonoma County	Decreased meth sales in neighborhoods Increased meth arrests in neighborhoods	Meth youth and adult arrests (CDOJ)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 3: Reduce availability of drug paraphernalia in retail alcohol outlets							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Availability of paraphernalia associated with methamphetamine use is contributing to crime and violence, negative health consequences, and impacts on County systems	Some off-sale alcohol outlets are violating laws prohibiting sale of drug paraphernalia	Increase enforcement of existing laws governing sale of drug paraphernalia	Expand law enforcement protocols to include enforcement of drug paraphernalia during alcohol outlet inspections	Increased alcohol outlet merchants awareness of laws pertaining to sales of drug paraphernalia Increase law enforcement inspections	Reduced availability of drug paraphernalia in alcohol outlets	Reduced access to materials associated with meth use Less youth access to drug paraphernalia	ABC disciplinary actions (ABC)

* The long-term outcomes are created by the combined affects of multiple strategies

Goal 4: Reduce the number of public setting where methamphetamine use is occurring							
Identified Problem	Contributing Factors	Objectives	Examples of Strategies	Short-Term Outcomes	Intermediate Outcomes	Long Term Outcomes*	Measurement Indicators
Methamphetamine is being used in public settings contributing to increased levels of crime and violence and negative health consequences	There are insufficient law enforcement resources to enforce existing meth use laws	Increase law enforcement activities in locations where methamphetamine is known to be used	Establish a multiple municipality law enforcement, time limited campaign to crack down on local meth use with heavy media coverage of enforcement activities	Increased media coverage of law meth-related enforcement activities Increased arrests for meth use	Increased public awareness of meth use and associated risks Decreased meth use in public settings	Decreased meth use	Meth youth and adult arrests (CDOJ)

- The long-term outcomes are created by the combined affects of multiple strategies