



**LiveFree! Substance Abuse Prevention Coalition of Pinellas County
Comprehensive Community Action Plan- Priority 2- Youth Fatalities- October 2011 update**

Problem Statement: Prescription drugs are the No. 1 abused drug in the United States, now surpassing all other illicit drugs, according to national statistics. In 2010 the FL Medical Examiner's Office reported 2,710 individuals died with at least one Prescription Drug in their system that was identified as the cause of death. **That's over 7 people a day!** In the Tampa Bay area (Pasco, Pinellas and Hillsborough counties), 938 deaths were reported as a Prescription Drug (Alprazolam, Diazepam, Oxycodone, Hydrocodone, Methadone, Morphine and Propoxyphene) being the cause of death. That's approximately a death every nine hours! In Pinellas County, Prescription Drug overdose is the leading cause of accidental death after automobile crashes, according to the Pinellas County Sheriff's Office. In 2010, according to the ME, there 249 Prescription Drug Related Accidental Deaths in Pinellas County. The 2010 the Florida Medical Examiners Commissioners Drug Report shows that District 6 (Pinellas and Pasco Counties) had the highest amount of tracked substance found in descendants at time of the death for Alprazolam, Diazepam, Oxycodone, Methadone, Hydrocodone and Morphine compared to any other District statewide. In 2010 in District 6, Alprazolam caused 4 deaths and was present in 1 case for youth under the age of 18. For youth under age 18, Oxycodone caused 2 deaths and was present in 1 case. In youth under the age of 18, Methadone was the cause of 2 deaths For youth under age 18, alcohol was present in 2 cases. More Pinellas youth are abusing alcohol in combination with prescription drugs and are abusing other substances (Polydrug use). In 2010, 9.2% of Pinellas County high school students reported using Prescription Pain Relievers on at least one occasion in their lifetime. According to the Last Drink Survey given at the Juvenile Addiction Receiving Facility 28.5% of 311 youth surveyed reported using alcohol and prescription drugs at the same time. 22.5% of 311 youth surveyed felt that prescription drugs **are safer than street drugs.**

Goal 1: By December 2013, there will be an increase in community awareness (among parents, youth and key community leaders) of the effects of alcohol use mixed with prescription drug use by youth and increased enforcement efforts.	Long Term Outcome 1: By 2013, the amount of youth deaths from alcohol mixed with prescription drugs will decrease.
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Objectives:	Short Term Outcomes: Change in local contributing factor, 5 months.	Intermediate Outcomes: Change in intervening variable/risk factor, 12 months.
<p>1. Intervening Variable: Social Norms</p> <ul style="list-style-type: none"> • S1: By December 31, 2012, there will be a decrease in the amount of youth that perceive their parents believe that alcohol use is not wrong or not very wrong by youth. • S2: By December 31, 2012, the capacity to understand why youth feel prescription drug use is safer than street drugs and why youth mix alcohol and prescription drugs together will be better understood. • S3: By December 31, 2012, LiveFree! will use Ballyhoo, a social networking and media agency increase LiveFree!'s on-line information sharing. • S4: By December 31, 2012 the Pinellas County Sheriff's Office will develop a Drug Diversion Website, which will provide information to the community on the truths of prescription drugs and link to related sites for those in need of help. 	<p>S1: Social Marketing campaign- Be the Wall that targets parents on the dangers of underage drinking will be expanded in the community and Pinellas County Schools.</p> <p>S2: Data from the Last Drink Survey and Focus Groups will be evaluated by the LiveFree! Monitoring and Evaluation Workgroup.</p> <p>S3: Develop portal for on-line communication where teens and college students can talk about drinking and prescription drug issues.</p> <p>S4: The Drug Diversion website will be promoted by LiveFree! partners and announced to the media.</p>	<p>S1: Increased awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol. Through intercept surveys, LiveFree! will measure the amount of parents who have talked to their youth about alcohol after learning the Be the Wall message. More youth will perceive that their parents do not condone their drinking.</p> <p>S2: LiveFree! Workgroups will work to develop new strategies based off the report provided by the Monitoring and Evaluation Workgroup.</p> <p>S3: LiveFree! will increase membership and coalition buy-in by increasing presence on-line.</p> <p>S4: The website will be used by the Pinellas community and will help dissolve the belief that "prescription drugs are safer than street drugs".</p>
<p>2. Intervening Variable : Enforcement</p> <ul style="list-style-type: none"> • E1: By December 31, 2012, the capacity to measure the amount of youth who report prescription drug use to the Pinellas Juvenile Assessment Center and Juvenile Addiction Receiving Facility will remain. • E2: By December 31, 2012, the # of law enforcement agencies conducting compliance checks will increase. • E3: By December 31, 2012 LiveFree! will work with Law Enforcement Agencies to provide prescription drug take back 	<p>E1: Current Last Drink Survey will include prescription drug questions.</p> <p>E2: Compliance checks will be conducted in the City of Pinellas Park, Pinellas County Sheriff's Office and capacity will be built with St. Petersburg Beach Police Department, St. Petersburg Police Department and Clearwater Police Department.</p> <p>E3: Take back days (Operation Medicine Cabinet) will provide a means for residents to dispose of unused or</p>	<p>E1: The ability to link alcohol and prescription drug use by youth will increase.</p> <p>E2: Additional law enforcement agencies in Pinellas County will begin conducting compliance checks which will assist in raising community awareness that it is not ok to sell alcohol to youth.</p> <p>E3: Pinellas County will implement a consistent program in the county for collecting used or expired medications.</p> <p>E4: The drop-off locations will be well known in the county</p>

<p>days (Operation Medicine Cabinet) for Pinellas County residents.</p> <ul style="list-style-type: none"> • E4: By December 31, 2012 10 permanent prescription drug drop off locations will be in Pinellas County to help reduce access in the home. 	<p>expired medications, helping to keep prescription drugs out of the hands of youth.</p> <p>E4: LiveFree! and partners will promote the drop off locations under the direction of the Pinellas County Sheriff's Office.</p>	<p>and pills collected and off the streets will be increased.</p>
<p>3. Intervening Variable : Social Access</p> <ul style="list-style-type: none"> • SA1: By June 30, 2012, LiveFree! will host a Town Hall Meeting informing parents and community members on importance of keeping alcohol and prescription drugs out of the home. 	<p>SA1: Parents and community members will learn important safety tips on ways to monitor alcohol and prescription drugs in the home from a diverse panel of experts.</p>	<p>SA1: Information learned through the Town Hall Meeting will help decrease the amount of youth who have access to alcohol and prescription drugs.</p>
<p>4. Intervening Variable: Retail Access</p> <ul style="list-style-type: none"> • R1: By December 31, 2012 there will be an increase in the amount of Pinellas County alcohol vendors who have alcohol warning signs posted. • R2: By December 2012, the Pinellas County Sheriff's Office will begin organizing the "Pharmacy Watch" Program. 	<p>R1: Alcohol warning signs will be developed by the coalition and distributed throughout the community based off AES, Rewards and Reminders and Compliance Check Results.</p> <p>R2: Neighborhoods around pharmacies will begin to understand the importance of the Pharmacy Watch program and leaders will be identified.</p>	<p>RA1: The coalition will participate in the Alcohol Environmental Scan Survey in May and June 2011 to identify improvements in alcohol signage.</p> <p>R2: The Sheriff's Office will receive calls from community members of suspicious activities at pharmacies.</p>
<p>Problem Statement: In 2010, 9.2% of Pinellas County high school students reported using Prescription Pain Relievers on at least one occasion in their lifetime. In 2010 in Pinellas County, 20.0% of high school students and 6.5% of middle school students report binge drinking, compared to 19.6% of high schools students statewide and 6.9% of middle school students statewide, (FYSAS). Pinellas County residents and agencies need to work together to increase participation in prevention strategies throughout the community and increase shared data and resources surrounding youth substance abuse.</p>		
<p>Goal 2: By 2013, maintain and expand the LiveFree! Sustainability Workgroups: Needs Assessment, Resource and Capacity Assessment, Executive Workgroup/Comprehensive Community Action Planning, Implementation, and Monitoring and Evaluation.</p>		<p>Long Term Outcome 2: Develop strategies through LiveFree! Sustainability Workgroups to accurately collect local data on prescription drug use, deaths and alcohol use, deaths.</p>
<p>Objectives:</p>	<p>Short Term Outcomes: (change in local contributing factor) 10 months</p>	<p>Intermediate Outcomes: (change in intervening variable/risk factor) 16 months</p>
<p>1. By June 30, 2012, develop the capacity to have a strong information sharing/data collection and evaluation unit to support efforts to reduce underage drinking and polydrug use.</p>	<p>Partners identified for support and increased membership</p>	<p>The LiveFree! Needs Assessment and Monitoring and Evaluation Workgroup will continue to strengthen and become identified groups by the community for data collection and evaluation.</p>
<p>2. By June 30, 2012, increased capacity of coalition members through the Sustainability Workgroups, Needs Assessment, Resource and Assessment Capacity, Executive Workgroup/Comprehensive Community Action Planning, Implementation and Monitoring and Evaluation.</p>	<p>Workgroups will develop specific goals and promotional material to interest new membership.</p>	<p>LiveFree! will increase steward and coalition membership participation in activities.</p>