



LiveFree! Substance Abuse Prevention Coalition of Pinellas County  
 Comprehensive Community Action Plan- Priority 1- Juvenile Crime- Updated Oct. 2011

**Problem Statement:** Pinellas County shows high rates of crime and substance use by youth. In the 2008/09 Fiscal year, of the 3,557 Pinellas County youth given a Full Assessment by the Department of Juvenile Justice, 16.0% reported Alcohol and Drug use contributed to their crime, 10.9% reported it disrupted their education and 20.0% reported money or drugs was the motivation for their crime, (Positive Assessment Change Tool, DJJ). The Pinellas Juvenile Assessment Center, in partnership with LiveFree! has been implementing a Last Drink Survey asking questions about Alcohol and Prescription Drugs. Of the 612 youth given a survey from September 2010 through August 2011, 7.6% of youth reported were charged for an Alcohol or Drug-Related crime and 1.6% reported they were charged for selling drugs. Additional Crime breakdown is as follows: Assault or Battery Related- 16.0%, Theft/ Stolen Property Related- 19.8%, Weapons Related- 1.0%, Disorderly Conduct Related- 13.2%, Traffic Related- 2.1%, Trespassing or Loitering Related- 6.2%, Resisting Arrest or Obstruction Related- 7.4%, Runaway- 4.4%, VOP/Detention Hold Related- 18.5% and Other- 1.9%. According to census data, the majority of minorities who reside in Pinellas County live in the Southern portion (St. Petersburg), which also has higher rates of poverty. In Pinellas County, four out of the top five zip codes for youth under 18 living in poverty are in South County. The same is true for youth involved in the Florida Department of Juvenile Justice system. The same top five zip codes of Florida Department of Juvenile Justice involved youth are the same top five zip codes for Single Female Households, again four out of five are in South County, especially the areas of Childs Park and North Greenwood. In Pinellas County more youth use Alcohol than any other drug. In 2010, 39.6% of Pinellas County high school students report using Alcohol in the past 30-days, compared to 38.0% statewide, (FYSAS). In 2010, 17.9% of Pinellas County middle school students report using Alcohol in the past 30-days, compared to 16.8% statewide, (FYSAS). Prescription Drugs are the No. 1 abused drug in the United States, now surpassing all other illicit drugs, according to national statistics. 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 Propoxphene) being the cause of death. That's approximately a death every 9 hours! In 2010 in Pinellas County, well over twice as many people died from accidental prescription drug overdoses than from motor vehicle related accidents. In 2010, according the ME, there were 249 Prescription Drug Related Accidental Deaths in Pinellas County.

<p><b>Goal 1:</b> By 2013, there will be greater community awareness (among parents, youth and key community leaders) in Pinellas County of the effects of Alcohol use and Prescription Drug use by youth, including juvenile crime, and greater support for enforcement to reduce availability to youth, with emphasis placed on Childs Park, North Greenwood and Pinellas Park.</p>	<p><b>Long Term Outcome 1:</b> By 2013, the amount of youth who report that crimes were committed while under the influence of Alcohol or Prescription Drugs or in order to obtain Alcohol or Prescription Drugs will decrease.</p>
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<b>Objectives:</b>	<b>Short Term Outcomes: 10 months</b>	<b>Intermediate Outcomes: (16 months)</b>
<p>Social norms- accepting and encouraging youth drinking</p> <ul style="list-style-type: none"> <li><b>S1:</b> By 2013, 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.</li> <li><b>S2:</b> 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.</li> </ul>	<p><b>S1:</b> 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><b>S2:</b> Data from the Last Drink Survey and Focus Groups will be evaluated by the LiveFree! Monitoring and Evaluation Workgroup.</p>	<p><b>S1:</b> 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><b>S2:</b> LiveFree! Workgroups will work to develop new strategies based off the report provided by the Monitoring and Evaluation Workgroup.</p>

<p>Enforcement of Sales, Use, Possession Regulations</p> <ul style="list-style-type: none"> <li>• <b>E1:</b> By 2013, the capacity to measure the amount of youth that report Alcohol use and Prescription Drug use to the PJAC and JARF will continue through the Last Drink Survey.</li> <li>• <b>E2:</b> By 2013, the amount of underage Alcohol sales compliance checks and Fake ID checks preformed will increase and expand, with focus placed in the City of St. Petersburg.</li> <li>• <b>E3:</b> By December 2012, Local Law enforcement agencies will have 10 permanent drop-off locations for prescription drugs.</li> </ul>	<p><b>E1:</b> Data from the Last Drink Survey will be continually analyzed to measure trends.  <b>E2:</b> Compliance checks and Fake ID 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.  <b>E3:</b> The Sheriff's Office will collect information on the amount of pills collected and LiveFree! will work to promote the boxes.</p>	<p><b>E1:</b> The ability to link Alcohol and Prescription Drug use by youth will increase.  <b>E2:</b> Additional law enforcement agencies in Pinellas County will begin conducting checks.  <b>E3:</b> The amount of youth who report gaining access to prescription drug in the home will decrease.</p>
<p>Retail Access</p> <ul style="list-style-type: none"> <li>• <b>R1:</b> By 2013, the amount of liquor serving establishments that serve to minors will decrease</li> <li>• <b>R2:</b> By 2013, the amount of convenience stores that have signs posted that they will not serve to minors will increase</li> <li>• <b>R3:</b> By December 2012, Law Enforcement officers will participate in a Safe Festival Training explaining alcohol policies at community events.</li> </ul>	<p><b>R1:</b> Increased awareness of the penalties for selling Alcohol to minors.  <b>R2:</b> LiveFree! and EYI youth will conduct Alcohol Environmental Scans to capture the amount of signage in the County. Compliance Check data will be provided by Law Enforcement.  <b>R3:</b> A compliance check will be completed at a festival in Pinellas County.</p>	<p><b>R1:</b> Through compliance checks, Rewards and Reminders and NOTICE posters, the amount of convenience stores that do not sell alcohol to minors will increase and establishments will be recognized by the coalition for their efforts.  <b>R2:</b> Through the help of compliance checks and alcohol signage projects, establishments that do not have signs posted will be identified and encouraged by the coalition to help reduce underage liquor sales, by showing teens that their clerks will ID.  <b>R3:</b> LiveFree! will release the results of the Safe Festival compliance checks to the media to gain attention of alcohol vendors and youth attempting to purchase alcohol.</p>
<p><b>Problem Statement:</b> In 2010, 20% of high schools students report binge drinking in Pinellas County, compared to 19.6% statewide and 6.5% of middle schools students report binge drinking in Pinellas County, compared to 6.9% statewide (FYSAS). In the 2008/2009 Fiscal year, of the Pinellas County youth given a Full Assessment, (3,557) 13.5% of youth reported they have a problem with Alcohol, (PACT, DJJ). In 2010, 9.2% of Pinellas County high school students reported using Prescription Pain Relievers on at least one occasion in their lifetime compared to 9.7% of high 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 substance abuse.</p>		
<p><b>Goal 2:</b> By December 2012, 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><b>Long Term Outcome 2:</b> Develop strategies through LiveFree! Sustainability Workgroups to accurately collect local data on prescription drug use, deaths and alcohol use, deaths.</p>	
<p><b>Objectives:</b></p>	<p><b>Short Term Outcomes:</b> 10mo</p>	<p><b>Intermediate Outcomes:</b> 16 months</p>
<p>1. By December 2012, develop increased 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 December 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>Each workgroup will develop recruitment materials and 2 goals they will work on.</p>	<p>LiveFree! will increase steward and coalition membership participation in activities through increased participation in the Workgroups.</p>