



ORIENTATION MANUAL
LiveFree! Substance Abuse Prevention
Coalition of Pinellas County

January 2012

LiveFree! Substance Abuse Prevention Coalition of Pinellas County

Orientation Manual

2011-2012

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I. WELCOME

Thank you so very much for being a valuable part of the LiveFree! team! Because of your commitment towards addressing the problem of alcohol, tobacco, prescription drug misuse and abuse, marijuana and other drug use and abuse, you are making a valuable contribution to the lives of many youth, young adults and citizens in your community.

The LiveFree! Substance Abuse Prevention Coalition of Pinellas County (LiveFree!) welcomes you to participate in its many initiatives and activities. This manual will help you become more familiar with LiveFree!, but it does not include everything you may want to know. Please, always feel free to ask our LiveFree! members and leadership any questions you may have. This will ensure the most successful relationship between you and LiveFree! and will help to create a lasting partnership for our community.

Again, WELCOME! And thank you for all that you do to help your community!

II. OVERVIEW

LiveFree! is a community-based coalition geared to all segments of the Pinellas County population, with special focus on middle and high school youth and their families and young adults. The coalition is made up of youths, parents, schools, law enforcement, media, healthcare providers, social service providers, youth-serving organizations and members of the business and faith-based communities. Coalition membership is open to any interested individual. Together the Coalition is committed to preventing alcohol, prescription drug misuse and abuse, marijuana, tobacco and other drug use in Pinellas County.

LiveFree! Mission: To reduce youth substance abuse by creating a safe and healthy community through public and private collaborations that link youth, adults, families and neighborhoods to public awareness, advocacy, education and healthy solutions.

LiveFree! Vision: A strengthened substance abuse prevention and treatment effort that leads to improved health and safety for our community.

Live Free! Purpose: To maximize resources that form a unified voice around public policy and action which covers a broad array of substance abuse prevention and treatment efforts that are focused and guided in an identified direction.

LiveFree! members are asked to identify their desired level of participation in coalition activities. This includes being a member of the General Membership, the Key Leader Collaborative, a member of a Sustainability Workgroup (Executive /Comprehensive Community Action Planning Workgroup, Needs Assessment Workgroup, Resource and Capacity Assessment Workgroup, Implementation Workgroup, Monitoring and Evaluation Workgroup or any Ad-Hoc Workgroup), in a LiveFree! Youth Club or a member of the LiveFree! Key Leader Council. The LiveFree! Key Leader Council, the coalition's governing representatives, reflects a broad spectrum of the community.

LiveFree! Key Leader Council Members:

- **Daphne Miller, CHAIR-** Operation PAR, Inc.
- **Larry Jopek, VICE-CHAIR-** WEDU (PBS)
- **Karen Belanger, SECRETARY-** Drug Free America Foundation
- **Dorene Thomas, TREASURER-** Chief, Pinellas Park Police Department
- **Lt. Keith Somers-** Pinellas County Sheriff's Office
- **Reverend Bernard Smith-** St. James A.M.E. Church
- **Cheryl Johnson-** St. Petersburg Police Department
- **Cheryl Kerr-** St. Petersburg College
- **Anita Sahgal-Patel-** University of South Florida, St. Petersburg
- **Laurie Serra-** Parent/NOPE
- **Carol Albrecht -** Family Resources, Inc.
- **Deborah Shaffer-** Pinellas County Health Department/Tobacco Free Coalition/Students Working Against Tobacco
- **Mike Hargrave-** Pinellas County Schools
- **Douglas Jackson-** Suncoast Safety Council
- **Kevin Davis-** St. Petersburg Police Athletic League
- **Linda Rogers-** Westcare Gulf Coast, Florida
- **Beth Menchen-** Suncoast Center

****Honorary Key Leader Council Members**

- **Megan Coy -** Eckerd College
- **Jimmy Dykes-** Department of Alcohol Beverage and Tobacco
- **David Merrill-** Department of Alcohol Beverage and Tobacco
- **Marie Elam-** Pinellas County Department of Justice and Consumer Services
- **Paul Melton-** Pinellas County Department of Justice and Consumer Services

LiveFree! Sector Representation	
<i>SAMHSA 12 Community Sectors</i>	<i>Membership/ Member Organization, December 2011</i>
1. Youth members	1) LiveFree! school and community clubs, 2) Students Working Against Tobacco; 3) Students Against Destructive Decisions
2. Parent members	1) Pinellas County Council of Parent Teacher Association/Parent Teacher Student Association; 2) Narcotic Overdose Prevention Education (NOPE) Pinellas County Chapter; 3) Pinellas County School Board; and, 4) Mothers Against Drunk Driving (MADD)
3. Businesses	1) Ballywho; 2) Florida Keep Kids Drug Free Foundation; 3) Jack and Jill Foundation - Pinellas County Chapter Affiliate; 4) Globus Tracon; 5) AAA Auto Club
4. Media	1) WEDU-TV, Tampa Bay's Public Broadcasting Station; 2) St. Petersburg Times, Newspaper in Education
5. Schools/Higher Education	1) Pinellas County Schools, 2) St. Petersburg College; 3) Eckerd College; 4) University of South Florida, Bayboro Campus
6. Youth Serving Organizations	1) Family Resources; 2) Police Athletic League, St. Petersburg; and, 3) Boys and Girls Clubs of the Suncoast
7. Law enforcement	1) Pinellas Park Police Department; 2) Pinellas County Sheriff's Office; 3) St. Petersburg Police Department; 4) Department of Alcohol Beverage and Tobacco 5) Florida National Guard
8. Religious or fraternal organizations	1) St. James AME Church; 2) A Spiritual Change; 3) Dominion Worship Center
9. Civic or volunteer groups	1) Drug Free America Foundation; 2) AARP Work Search Foundation; 3) Save Our Society from Drugs, Inc.
10. Health care professionals	1) Pinellas County Health Department; 2) Personal Enrichment and Mental Health Services; 3) Suncoast Center, Inc.; 4) Hospice of the Florida Suncoast; 5) Baycare; 6) Florida Poison Information Center; 7) Gulfcoast Jewish Family and Community Services, 8) Suncoast Center

11. State, local or tribal governmental agencies with experience in the field of substance abuse	1) Central Florida Behavioral Health Network; 2) Florida Department of Children and Families; 3) Pinellas County Department of Justice and Consumer Services; 4) JWB Children’s Services Council; 5) Florida Department of Juvenile Justice; and, 6) Suncoast Safety Council; 7) City of Safety Harbor
12. Other organizations involved in reducing substance abuse/ Advocates	1) Operation PAR, Inc; 2) Healthy Start Coalition; 3) Pinellas Drug Endangered Children Alliance; 4) Florida Coalition Alliance; 5) Florida Coalition for Alcohol Policy; 6) Florida Alcohol and Drug Abuse Association 7) Floridians for Recovery 8) Westcare

The LiveFree! coalition was established in March 2003 to address adolescent substance use in Pinellas County by creating more systematic, age-appropriate strategies targeting middle and high school students.

During a Strategic Planning Session held January 19, 2007, LiveFree! coalition members expanded the coalition’s reach to include young adults and strategies to engage more area college and university participation.

The coalition has two overarching goals:

Goal 1: Reduce alcohol, tobacco and other drug use among youth and young adults with a special focus on underage drinking, tobacco use, prescription drug abuse and marijuana use.

Goal 2: Establish and strengthen collaboration among communities, private, nonprofit agencies and Federal, State and local governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth, utilizing the Strategic Prevention Framework.

All members of LiveFree! are a part of the Key Leader Collaborative. LiveFree! has identified three different levels of involvement for members of the Key Leader Collaborative to choose to participate in.

- The **Be Aware** level involves a commitment of approximately 1 – 2 hours per month. This involves meeting twice a year to provide a formal sounding board for the coalition, be aware of the strengths of our community.
- The **Be Participatory** level involves a commitment of approximately 5 hours per month. This includes being part of the coalition mailing list as described above as well as being willing to serve on a coalition sustainability workgroup, participating in community events or donating skills.
- The **Be Involved** level involves a commitment of approximately 10 hours per month. This includes all activities describes above as well as being a member of LiveFree!’s Key Leader Council, being a part of the Suncoast Keep Kids Drug Free Prevention Center and its Speaker’s Bureau, participating or sponsoring a LiveFree! youth club and participating in the Be The Wall campaign.

Key Growth Priorities

- Replication of LiveFree! clubs countywide including LiveFree! youth clubs in Pinellas County high schools, expanding to middle schools and community locations.
- Expand to improve advocacy efforts, environmental strategies, impacting policy.
- Expand target population to include older youth (college students).
- Work to reduce alcohol or drug related incidents that increase juvenile crime.

LiveFree! Philosophy

It is the philosophy of the LiveFree! Substance Abuse Prevention Coalition of Pinellas County to use the evidence-based model of the Strategic Prevention Framework to strengthen capacity and effectiveness of the Pinellas County prevention system.

Specific methodological approaches as outlined in the evidence-based “Strategic Prevention Framework” SAMHSA model. The methodological approaches that will be used include:

- **Assessment:** Create a comprehensive needs assessment, evaluating the community’s problems and resources
- **Capacity:** Determine current capacity and build capacity by ensuring representation from a broad spectrum of the community to ensure active participation from substantial resources.
- **Planning:** Develop planning processes, tools, workshops and documents to serve as the blueprint from which to operate the LiveFree! Coalition
- **Implementation:** Specific delegation of tasks and assignments along with project management and oversight, ensuring adherence to implementation of all that has been determined through the planning process
- **Evaluation:** the LiveFree! Consultant will maintain consistent and timely evaluation of implementation performance and report regularly.



Sustainability

The three key elements involved with sustainability are **organizational capacity, effectiveness and community support**. The LiveFree! coalition has the internal and external capacity to sustain the reductions in use among targeted populations. Training in evidence-based best practices and knowledge garnered within the community is able to be sustained by effective engagement from area prevention experts, parents and youth. LiveFree! will serve as a catalyst to further refine and amend internal and external policies and procedures within the coalition to strengthen capacity and to strengthen the prevention field of study. Project effectiveness will garner community support through achieving national, state and community outcomes.

LiveFree! members will use the SPF Strategic Plan to gather information and necessary data to propose environmental and policy change within the community. When articulating the effectiveness of the project to various stakeholders, coalition members will use project outcomes to improve policy change on the local, statewide and national level, advocating for more comprehensive, evidence-based prevention planning and programming. The ability to provide an enhanced prevention system that reaches across the lifespan and benefits individuals and their families will achieve community support. Sustainable products include:

- A contribution to the knowledge base of prevention;
- A tool kit and training model that encompasses cross-disciplinary prevention practices and competencies
- An evidence-based advanced model of prevention that reaches across the lifespan and benefits the community at large

As a result, increased funding opportunities will arise that coincide with community support.

LiveFree! Substance Abuse Prevention Coalition of Pinellas County is administered by Operation PAR, Inc. as the fiscal and administrative agent. Funding is provided by Substance Abuse Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention Drug Free Communities Grant Program, SAMHSA STOP ACT, Florida Department of Children and Families/Central Florida Behavioral Health Network, Pinellas County Alcohol and Drug Abuse and Mental Health Trust Fund, the Florida Keep Kids Drug Free Foundation, and Operation PAR, Inc.

Additional match funding is provided by the Pinellas County Sheriff's Office, Pinellas County Schools, JWB Children's Services Council, WEDU PBS, the Florida Department of Children and Families/Central Florida Behavioral Health Network and steward (volunteer) hours contributed by LiveFree! Key Leader Council and coalition members.

III. WORKGROUPS

Specific Needs for Volunteers/Stewards- Please consider becoming an active member in one or more LiveFree! Workgroups. Please **contact** the coalition to sign up to participate in a workgroup that interests you. With your help, the coalition workgroups can play a proactive role in helping to address substance abuse issues within Pinellas County.

- **Executive Workgroup/Comprehensive Community Action Planning** - focus on planning, finance, and reporting documentation.
- **Needs Assessment Workgroup** - emphasizes on data collection, measurable objectives to be analyzed for effectiveness / capacity.
- **Resource and Capacity Assessment Workgroup** - outreach through media awareness and other channels to increase community support and involvement such as membership, newsletter, and webpage.
- **Implementation Workgroup** - stewardship, expand coalition, diversify resources, increase recruitment, focus on sustainability, strengthen connections and target diverse neighborhoods and environmental change.
- **Monitoring and Evaluation Workgroup** - support the overarching principles of cultural competence and ensuring its incorporation into the coalition's comprehensive approach and Support and participate in sustaining the coalition's vitality, involvement, and energy in the community.
- **Ad Hoc Workgroups** will be formed to plan specific activities and address specific issues as they arise.

IV. RESOURCES

LiveFree! has resources and capacity assessment, facilities, space, materials and staffing to provide the proper amount of care for the proper length of time based on the needs of persons served.

Operation PAR Administrative Offices in Pinellas Park provides adequate office space to accommodate LiveFree! staff members along with resources available through Operation PAR such as IT support and printing resources. The space also allows for storage of prevention material inventory such as educational materials and informational flyers. Additional resources

are available from members of the LiveFree! Key Leader Collaborative and LiveFree! Key Leader Council.

1) The LiveFree! Website is located at: www.pinellascoalition.com

2) Social Networking Sites: LiveFree! uses **Facebook**

(<http://www.facebook.com/home.php#!/pages/Live-Free/139762089373268?ref=ts>) and **Twitter** (www.twitter.com/livefreefl) messages daily to communicate with the community. Messages are culturally appropriate, age-appropriate and provide timely community updates on drop-off locations for prescription medicines, advocacy alerts and/or invitations to alcohol and drug-free community events. Some posts link to LiveFree!'s website, which raises awareness of its presence while increasing search engine optimization to increase the ranking of the site.

LiveFree! has a **WordPress blog** (www.livefreeblog.org) that is updated weekly with posts on community events, advice on substance use and abuse prevention, how to seek help with substance abuse issues and other prevention resources. Search engines are the primary point of contact for the blog, meaning that the blog's content covers issues that the public commonly searches for on the internet. Approximately 19% of the traffic on the blog comes from internet users who go directly to the site and regularly visit the LiveFree! blog to stay informed. The Blog has been listed on referring sites such as www.stumbleupon.com by internet users who deem the information to be worthy of sharing with others. The traffic on the blog is steadily increasing, signaling more visitors to the website and increased awareness of the LiveFree! cause. Therefore, LiveFree! is making great strides to brand its presence in the community and increasing its credibility among its audiences.

3) Viral Communications: LiveFree! produces a monthly eNewsletter that is distributed to the LiveFree! Key Leader Collaborative (over 450 members), Operation PAR staff (over 500 employees) and the Pinellas County list serv (over 8,000 members). LiveFree! also provides email alerts to the Key Leader Collaborative with LiveFree! information, Member information, Advocacy alerts, and State information on alcohol and drug use. The emails are used to promote all involved coalition members and help them stay informed of current drug trends.

4) Print Materials: LiveFree! produces several documents that are invaluable resources to learning about the coalition, services offered and compiling and analyzing data from the community to more completely understand the depth and breadth of the problem of alcohol, tobacco and other drug use and abuse among youth and young adults in Pinellas County. These documents include:

- **Profile of Alcohol and Drug Indicators for Pinellas County-** Provides an overview of Alcohol and Drug use and abuse data from various sources throughout Pinellas County, Florida and the United States.
- **LiveFree! Flyer-** Provides general information regarding LiveFree!, ways to get involved and local data.
- **LiveFree! Coalition Snapshot-** Provides a general overview of the LiveFree!
- **LiveFree! General Presentation (Power Point)-** Provides a glimpse of the work and direction of LiveFree!
- **Pinellas County Fact Sheets-** LiveFree! has created a series of fact sheets that reflect county data on certain drugs, such as Prescription Drugs or Underage Drinking.
- **Prescription Drug Abuse Alert-** Provides information on the growing prescription drug problem in the county and ways to get help.

- **LiveFree! Policies and Procedures-** Operation PAR approved Policies and Procedures for the operation of the LiveFree!
- **LiveFree! Communications Plan-** Includes communications strategies, addressing internal and external communications and protocols to ensure the most effective communication within LiveFree!
- **LiveFree! Sustainability Plan-** Provides a comprehensive outline of the LiveFree! and its plans for sustainability in the community.
- **LiveFree! Key Leader Collaborative Orientation Manual-** (This Document) Provides a general outline of necessary information and resources to assist those who generously give of their time and talents to LiveFree!

Contact any LiveFree! representative to access any of the above-named materials.

V. ORGANIZATION HISTORY & MILESTONES

- **In Spring 2003**, the Substance Abuse Prevention Coalition of Pinellas County was formed to reduce alcohol, tobacco and other drug use among Pinellas County youth.
- **In January and April 2005** the leadership of Pinellas County Schools Office of Safe and Drug Free Schools, East Lake PTA and the East Lake HS Principal spoke out about the substance use problem at East Lake HS. This sparked the beginning of the newly revised LiveFree! coalition.
- **East Lake High School** pioneered the first school-sanctioned LiveFree! youth chapter. In 2007, Pinellas County Schools was awarded the Federal Underage Drinking Grant, which replicates LiveFree! clubs throughout Pinellas County high schools. There are now LiveFree! clubs at Dunedin High School, Pinellas Park Criminal Justice Academy, Tarpon Springs High School, Seminole High School, Palm Harbor University High School, Pinellas Park High School, and Northeast High School. There are currently three LiveFree! community clubs. The North Greenwood Boys and Girls Clubs of the Suncoast, the Pinellas County Sheriff's Office- PAL and St. James AME Church in Clearwater.
- **Florida Engaging Youth Initiative:** The Florida Engaging Youth Initiative is a statewide initiative to engage teen leaders in the work of positive community change. Youth leaders facilitate environmental scans, Safe Festival scans, and additional advocacy work in the community.

VI. STRUCTURE

Operation PAR serves as the fiscal agent for the coalition. All SAMHSA required sectors are involved in the coalition. LiveFree! is governed by the Key Leader Council and has oversight provided by the Pinellas County Substance Abuse Advisory Board. The JWB Children's Services Council of Pinellas County, the Pinellas County Department of Justice and Consumer Services, the Pinellas County Health and Human Services Coordinating Council, Pinellas County Schools and Operation PAR's Research and Evaluation Department assist the coalition with data collection and comprehensive assessment of the prevention system.

Coalition Involvement Agreements have been executed in order to enhance sustainability and effective contract management to ensure project deliverables. LiveFree! is comprised of the following workgroups – Executive Workgroup/Comprehensive Community Action Planning, Needs Assessment Workgroup, Resource and Capacity Assessment Workgroup, Implementation Workgroup and Monitoring and Evaluation Workgroup.

VII. CONTACTS

LiveFree! Contacts	
<p>Name: Address: Phone: Fax: Website: Email: Social Networking:</p>	<p>LiveFree! Substance Abuse Prevention Coalition of Pinellas County 6655 66th Street North Pinellas Park, FL 33781 727-545-7564 727-545-7584 www.pinellascoalition.com livefree@operpar.org Facebook (http://www.facebook.com/home.php#!/pages/Live-Free/139762089373268?ref=ts) Twitter www.twitter.com/livefreefl LiveFree! Blog: www.livefreeblog.org</p>
<p>Executive Staff: Phone and email:</p>	<p>Jackie Griffin, MS, LiveFree! Executive Director, (813) 503-5658 jgriffin@operpar.org</p>
<p>Key Leader Council Members:</p> <p>Daphne Miller, CHAIR- <i>Operation PAR, Inc.</i> dmiller@operpar.org Larry Jopek, VICE-CHAIR- <i>WEDU (PBS)</i> ljopek@wedu.org Karen Belanger, SECRETARY- <i>Drug Free America Foundation</i> kbelanger@dfaf.org Dorene Thomas, TREASURER- <i>Chief, Pinellas Park Police Department</i> Dthomas@pinellas-park.com Lt. Keith Somers- <i>Pinellas County Sheriff's Office</i> ksomers@pcsonet.com Reverend Bernard Smith- <i>St. James A.M.E. Church</i> sbj1955@aol.com Cheryl Johnson- <i>St. Petersburg Police Department</i> Cheryl.johnson@stpete.org Cheryl Kerr- <i>St. Petersburg College</i> Kerr.Cheryl@spcollege.edu Anita Sahgal-Patel- <i>University of South Florida, St. Petersburg</i> anitas@mail.usf.edu Laurie Serra- <i>Parent/NOPE</i> laurie.serra@gmail.com Carol Albrecht - <i>Family Resources, Inc.</i> Calbrecht@Family-Resources.org Deborah Shaffer- <i>Pinellas County Health Department/Tobacco Free Coalition/ Students Working Against Tobacco</i> Deborah_Shaffer@doh.state.fl.us Mike Hargrave- <i>Pinellas County Schools</i> hargravem@pcsb.org Douglas Jackson- <i>Suncoast Safety Council</i> djackson@safety.org Amber Saltzman- <i>Mothers Against Drunk Driving</i> Amber.Saltzman@madd.org Kevin Davis – <i>St. Petersburg Police Athletic League</i> kdavis@stpetepal.com Linda Rogers- <i>Westcare Gulfcoast of Florida</i> linda.rogers@westcare.com Beth Menchen- <i>Suncoast Center</i> emenchen@suncoastcenter.org</p> <p>**Honorary Key Leader Council Members</p> <p>Megan Coy - <i>Eckerd College</i> coymc@eckerd.edu David Merrill- <i>Department of Alcohol Beverage and Tobacco</i> David.Merrill@dbpr.state.fl.us Marie Elam-<i>Pinellas County Dept of Justice and Consumer Services</i> melam@co.pinellas.fl.us</p>	
<p>Business:</p>	<p>LiveFree![®] is administered by Operation PAR, Inc. as the fiscal agent. Website: www.operationpar.org Access Center: 1-888-PAR-NEXT (available after hours)</p>
<p>Funding Sources:</p>	<p>Substance Abuse Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention Drug Free Communities Grant Program, SAMHSA STOP ACT, Florida Department of Children and Families/Central Florida Behavioral Health Network, Pinellas County Alcohol and Drug Abuse and Mental Health Trust Fund, the Florida Keep Kids Drug Free Foundation, and Operation PAR, Inc.</p>

VIII. STRATEGIES

<p>Community Based Processes:</p> <ol style="list-style-type: none"> 1) Accessing services and funding; 2) Assessing community needs; 3) Community and volunteer services; 4) Community team activities 5) Training services 6) Technical assistance 7) Structured services 8) Other community based processes 	<p>LiveFree! actively participates Community Based Processes. Some examples are:</p> <ul style="list-style-type: none"> • Environmental Scans • Community Surveys • Formal Community Team Activities (e.g. Tobacco Free Coalition, Prescription Drug Task Force) • Training Services • Speaker's Bureau Presentations to Youth and Adults • Technical Assistance to other groups and coalitions
<p>Education: Other education</p>	<ul style="list-style-type: none"> • LiveFree! Youth Clubs • FACE-It (Pinellas PACT) • Project Northland (Pinellas Pact)
<p>Information Strategy:</p> <ol style="list-style-type: none"> 1) Clearinghouse/Info resource center 2) Health fair 3) Health promotion 4) Audiovisual material development/dissemination 5) Printed material development/dissemination 6) Curriculum development/dissemination 7) Newsletter development/dissemination 8) PSA development/dissemination 9) Resource directory development/dissemination 10) Media campaign dissemination 11) Speaking engagements 12) Other information dissemination 	<p>LiveFree! participates in information strategies including:</p> <ul style="list-style-type: none"> • Florida Alcohol and Drug Abuse Association Directory • 2-1-1 Tampa Bay Cares Directory • Health Fairs • Town Hall Meetings • Informational Email Dissemination • LiveFree! Website • LiveFree! E-News • KKDF E-News • LiveFree! Blog • LiveFree! Facebook Page • LiveFree! Twitter page • Be The Wall Campaign • Fact Sheets • Profile of Alcohol and Drug Indicators for Pinellas County, Florida • PSA development and Dissemination • Drug Diversion Website
<p>Environmental:</p> <ol style="list-style-type: none"> 1) Environmental consult to community 2) Prevent underage tobacco sales 3) Prevent underage alcohol sales 4) Establish ATOD-free policies 5) Change environmental codes, ordinances & legislation 6) Public policy efforts 7) Other environmental 	<p>LiveFree! advocates for environmental change and reformed state, local and federal policies, providing alcohol and drug prevention information and knowledge of evidence-based prevention practices and programs.</p> <ul style="list-style-type: none"> • Compliance Checks • Rewards and Reminders Program • Operation Medicine Cabinet • We ID sign distribution • NOTICE poster distribution • Pharmacy Watch • Permanent drop off boxes

Activities and materials are culturally relevant, regarding race, ethnicity, education and are industry-specific as appropriate. The activities and materials are age appropriate, gender appropriate and targeted towards multiple settings within the community such as schools, churches and police departments. Generally, activities are directed to: individuals, families, organizations, systems of care, individual communities and Pinellas County. Specifically this includes the Florida Department of Juvenile Justice, child welfare and foster care. All services provided by LiveFree! free to the community.

All citizens of Pinellas County are individuals identified for participation in or enrollment into the coalition. For a more detailed description, please refer to the Profile of Alcohol and Drug Indicators Report for Pinellas County, Florida.

LiveFree! Goals are listed below and monitored by the monthly Dash-board Report.

RELATED GRANTS/PLANS	CORE MEASURE/KEY DATA
ALL	Increase by 3 months the age of first use of alcohol by middle and high school students living in Pinellas County
ALL	The percentage of students reporting past 30 day alcohol use decrease
ALL	The percentage of students who report binge drinking will decrease
ALL	Increased awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol.

OBJECTIVE	GRANTS/ PLANS	DESCRIPTION/STATUS
Decrease School Suspensions	Pinellas PACT (FACE-IT)	The number of students suspended from school for possession of alcohol use as measured by the Pinellas County Schools Suspension Report will decrease
Increase Coalition Membership	CCSAP	LiveFree! will increase steward and coalition membership participation in activities.
Youth Club Expansion	DFC	Expand LiveFree! School Clubs from 6 to 15 clubs in middle and high schools.
Workgroup Projects	DFC	Develop 2 project goals to increase member participation.
Youth led Compliance Checks	STOP Act DFC	Compliance Checks- Decrease in the #/% of licenses with sales to minors' citations; Decrease in the #/% of compliance failures.
Liquor Law Compliance Checks	STOP Act	Compliance Checks- Decrease in the #/% of licenses with sales to minors' citations; Decrease in the #/% of compliance failures.
Compliance Check Expansion	CCSAP DFC	Expand compliance checks to include St. Petersburg Beach Police Department, Clear Water Police Department and Pinellas County Sheriff's Office.
Fake ID Checks	STOP Act DFC	Pinellas Park Police Department is implementing Fake ID Checks as part of their compliance checks. Hoping to expand to Pinellas County Sheriff's Office, St. Petersburg Police Department.
Last Drink Survey at time of DUI	STOP Act	Pinellas Park Police Department is implementing a Last Drink Survey asking those who get a DUI where was the last place was they had a drink before they drove.
Rewards and Reminders	STOP Act DFC	Alcohol vending establishments that have been given a compliance check will receive either a reward for doing the right thing or a reminder to follow laws and ordinances and an offer to participate in RBST
Last Drink Survey for Youth	STOP Act Trust Fund	Last Drink Surveys are given at PJAC and JARF to identify trends in youth alcohol and prescription drug use.
Be the Wall	Pinellas Pact DFC	Be the Wall- By June 30, 2012, Social marketing campaign will expand that targets parents to educate them on the effects of underage drinking and how their attitudes effect youth in the community.
Town Hall Meeting	STOP Act	2012 Town Hall Meeting- taped in March or April
Data Collection /Presentation of Findings	ALL	Develop strategies through LiveFree! Sustainability Workgroups to accurately collect local data on prescription drug use, deaths and alcohol use, deaths. <ul style="list-style-type: none"> • Bi-Annual Profile of Alcohol and Other Drug Indicators report

		<p>published at least bi-annually</p> <ul style="list-style-type: none"> • Fact sheets updated with release of new data • Just the Facts in monthly eNewsletter
Community Events	CCSAP	LiveFree! will increase steward and coalition membership participation in activities. November 1, 2009 through December 31, 2011: Host 2 community wide events that create procedures for community members to address and participate in coalition.
Operation Medicine Cabinet and Containers	CCSAP DFC	At least Bi-annual Operation Medicine Prescription Drug Take Bake Days
Permanent Drop off Locations for Prescription Drugs	DFC	The Sheriff is working to expand permanent drop off sites. LiveFree! will assist in locating funding and support and assist in advertising of the sites.
Policy Progress	ALL	Member of Florida Coalition for Alcohol Policy Member of Florida Coalition Alliance
Information Dissemination	ALL	Number of Resources Distributed from October 1, 2010 to September 30, 2011
Social Networking	ALL	Facebook, Twitter and LiveFree! Blog, also LiveFree! website
Pinellas PACT Overall and FACE-IT	Pinellas PACT	Overall Pinellas PACT served: Measure intake, discharge and completion rates of the FACE-IT program
SWAT/Tobacco Free Coalition	TFC	2011 SWAT Activities
Safe Festival Training for Law Enforcement	DFC	Law enforcement officers will receive trainings on issues of underage sales laws and proper enforcement methods.
We ID and NOTICE posters	DFC	Youth Clubs will distribute signage to alcohol outlets and ask them to post
LiveFree! Excellence Award	DFC	Community members submit applications for individuals they feel have made a positive impact on prevention.
NOPE Candlelight Vigil	DFC	LiveFree! will assist in the event which honors those that have died or suffer from substance abuse and raise awareness about the dangers of substance abuse.
Urge the alcohol industry to voluntarily reduce outdoor alcohol advertising	DFC	Staff, Youth Clubs and sponsors will research ways to gain alcohol industry involvement, focus on areas youth frequent.
Limits to alcohol signage ordinance	DFC	In the first year LiveFree! Youth will research current alcohol ordinances and learn the process for passing local city ordinances
Alcohol warning signage ordinance	DFC	in the first year LiveFree! Youth will research current alcohol ordinances and learn the process for passing local city ordinances
Drug Diversion Website	DFC	PCSO's website manager will create and maintain a drug diversion website. The drug diversion website will provide links to related sites for information and educational purposes.
Pharmacy Watch Program Implementations	DFC	PCSO will create a Pharmacy Watch Program to help reduce doctor shopping behavior and the abuse of prescription drugs.

Coalition members will apply approaches by:

IDEAL Quality	Key Leader Collaborative	Work Groups	Key Leader Council
Inclusive	<ul style="list-style-type: none"> • Recognize that they make a difference right where they are and with the skill set they bring to the table. • There is a need to promote a sense of belonging and ownership among these collaborators. • Change the probable actual sense of being a “loose e-mail” list and change to an active participant list. • To provide for inclusion of these leaders requires a team approach or workgroup. It is not one person’s responsibility • Important to identify the level of commitment of the outside circle, in addition to the assessment of their skill level • They may be connectors to other people. • Suggestion: To review the list and determine who and how many of them meet the DAB discussed previously. 	<ul style="list-style-type: none"> • Included, contributed-see themselves in the end product-share ideas. • Clear on: included to do what • Process for considering/including new ideas- clearly communicated, “staging activities”; short term or more long term 	<ul style="list-style-type: none"> • Common understanding and meaning • Conflict resolution • Flexible (bend not break) • Respectful to disagreement • Different points of view
Diverse	<ul style="list-style-type: none"> • Ongoing attention to the diversity of the group of collaborators • Define a process to continuously add members to the group • Process to identify and target to fill gaps in diversity • Identify collaborators’ skill set, including their capacity to connect and mobilize; capacity to target specific groups (segmentation) 	<ul style="list-style-type: none"> • Common denominator- vision and mission, role, purpose of workgroup; do what they do best. • Skill assessment, interests, match with, purpose workgroup, willing and able to commit too, positive invitation 	<ul style="list-style-type: none"> • DAB again/develop chart; skills to meet mission and vision • Decision making in organization • DAB on missing sectors • Connection to others
Effective	<ul style="list-style-type: none"> • Focus on results of their level of participation when they volunteer to a task or 	<ul style="list-style-type: none"> • Clearly stated outcomes, timeframe • Benchmarks (may be 	<ul style="list-style-type: none"> • Set goals- majority role-help set the agenda

IDEAL Quality	Key Leader Collaborative	Work Groups	Key Leader Council
	any initiative	set by Board) measure progress (milestones) <ul style="list-style-type: none"> • Get feedback and adjust 	<ul style="list-style-type: none"> • Give a voice through set opportunities to speak • Increase members' proficiency/familiar. Require orientation face-to-face
Action	<ul style="list-style-type: none"> • Ongoing identification process • The skills assessment will provide information on the available resources among collaborators. • Explore ways they can be included in short-term project workgroups according to the skill level and availability (i.e. website design, town hall meetings, forums, newsletter article, etc 	<ul style="list-style-type: none"> • Follow through, need to know what is expected • What is the cost, skills • Annual action plan, needs and resources, timeline toward accomplishing purpose, budget (\$, time) 	<ul style="list-style-type: none"> • Achieve goals • Follow-through with it • Assigned responsibilities • Create workgroups • Stay on course • Set benchmarks • Assess/do an action report
Leadership	<ul style="list-style-type: none"> • Assign to Outreach Workgroup (Capacity) to decide needs and to identify gaps and outreach strategies. 	<ul style="list-style-type: none"> • Reporting actions and results • More than one person does the work, Size match task but not a herd • Ask for/receive outside support • Empower to do the job asked to do • Trust they can do the job • Let them do the job • Product will be accepted and valued 	<ul style="list-style-type: none"> • Board instead of Advisory Board • Get things done • Change "me" into "we" • Not individual/but group sector organization representation

OPERATING HOURS

The hours of operation for the LiveFree! Substance Abuse Prevention Coalition of Pinellas County are designed to compliment the community's requests and needs. Therefore, hours of operation reflect this goal. Administrative office hours are Monday through Friday (excluding national holidays) from 8:30 a.m. – 5:00 p.m. and evening and weekend hours as needed. Staff is available daily via phone and e-mail. Evening, weekend and holiday hours are frequently scheduled throughout the year to meet the needs of the community and further the mission of LiveFree!, such as exhibits at weekend health fairs and participation in late-night DUI checkpoint operations with law enforcement officials.

IX. SPECIAL POPULATIONS AND NEEDS

It is the policy of the LiveFree! to continually research the most current data to determine the most critical target population on which to focus. The target population for LiveFree! was prioritized utilizing Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework Steps. As a result, the target population, prioritized through need-based data, is middle and high school youth, along with young adults, and parents in Pinellas County.

According to the 2010 Florida Youth Substance Abuse Survey, more youth in Pinellas County use alcohol than any other drug. Students had higher rates of alcohol use in their lifetimes (53.5%) than Florida students statewide (51.5%). The percentage of students who reported using alcohol at age 13 or under was 25.5% versus 27.1% statewide. The 30-day prevalence rate for alcohol use in Pinellas County high school students was 39.6% compared to 38.0% statewide and 17.9% among middle school students compared to 16.8% statewide. 86.3% of Pinellas County students reported their parents feel it would be wrong or very wrong to drink alcohol regularly and 73.8% of students perceive moderate or great risk of harm for alcohol use. 14.5% of students reported binge drinking, with corresponding rates of 6.5% among middle school students (up from 5.0% in 2008) and 20.0% among high school students. While this represents a higher rate of high school binge drinking compared to the state as a whole (19.6%), Pinellas County middle school students reported a lower rate compared to students statewide (6.9%). Of Pinellas County high school students who reported drinking in the Past 30-days, 28.1% reported they usually consume 5 or more drinks, (2010, FYSAS).

The economic impact of underage drinking is costing Pinellas County residents an estimated \$2,021 per youth between ages 14 and 20, according to the Economic Costs of Underage Drinking in Florida, a new study done for the Florida Department of Children and Families. The figure includes the economic impact of alcohol-related crime, traffic crashes, health care costs and low productivity among young drinkers. Violent crime related to alcohol use alone in Florida was responsible for 48% of the cost to taxpayers, equaling approximately \$316.3 million. Medical and emergency services, property damage and other costs related to teen traffic crashes was next at an annual local cost of \$642.7.

Marijuana is the second most commonly used drug among Pinellas County youth with a past 30-day prevalence rate of 15.5% compared to the statewide average of 13.0%. The percentage of high school students who reported using marijuana at age 13 or under was 14.3% versus 11.3% statewide. 93.5% of Pinellas County students reported their parents feel it would be wrong or very wrong to smoke marijuana. 73.5% of Pinellas County students perceive moderate or great risk of harm for marijuana use, (2010, FYSAS).

Cigarettes are the third most commonly used drug among Pinellas County youth with a 30-day prevalence rate of 11.8% compared to the statewide average of 8.8%, (2010, FYSAS).

Prescription Drug misuse and abuse is a rapidly escalating concern in Pinellas County and a targeted area for LiveFree! Pinellas leads the state in **prescription drug overdose fatalities, alcohol use, and marijuana use**. In 2010, a Pinellas County resident died every 36 hours with Oxycodone either present or the cause of death; and prescription drug overdose was the leading cause of accidental death after automobile crashes. According to data from the Medical Examiner's Office, 249 people died in Pinellas County in 2010 as a result of the accidental overdose of prescription drugs (three more deaths than in 2009). Among these overdose fatalities were 3 youth and 63 young adults, representing 26.5% of all cases. According to the

Florida Youth Substance Abuse Survey, *alcohol is the most frequently used drug among elementary, middle and high school youth and this consumption exceeds that of peers in Florida.* Underage drinking serves as a doorway to experimentation with other detrimental activities, including drug abuse, which typically leads to criminal activity; both have devastating effects on families, and our local communities. In 2010, there were 8,525 drug/narcotic arrests in Pinellas County. In 2009, there were 733 juvenile charges and 6,189 young adults charges related to alcohol and other drugs. Adult use of alcohol also exceeds state averages, according to Pinellas Community Indicators. The *economic impact of underage drinking* costs SunCoast Region residents, including Pinellas County an estimated \$2,021 *per youth* between the ages of 14 and 20 through *crime, incarceration, law enforcement, court costs, insurance, etc.* Marijuana and cigarette use remain at high levels and continue to be drugs of choice among students, reaching into the hands of 13 year old children and younger.

In 2010 in Pinellas County, 3.3% of Pinellas County students reported prescription pain reliever use compared to 2.9% statewide. 2.0% of Pinellas County students reported depressant use, the same as the statewide average, (2010, FYSAS). More youth in Pinellas County are abusing alcohol in combination with prescription drugs and are abusing other substances (Polydrug use).

Minority overrepresentation is a huge issue statewide, particularly in the Sixth Judicial Circuit notably, **Pinellas County**.

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.

Top 5 Zip Codes with Referrals to DJJ in Fiscal Year 2009-2010			
ZIP Code	Charges	Referrals	Kids
33705	796	520	252
33712	792	510	260
33771	818	433	164
33711	776	423	198
33755	503	320	169

- In 2010 in Pinellas County, there were roughly 12 liquor law violations a day from Alcohol selling/serving establishments, (Uniform Crime Report).
- In 2010, 81.0% of youth who report recent drinking said they got Alcohol from their home or someone else's home, (Florida Youth Substance Abuse Survey).
- In 2009 in Pinellas County, roughly 2 youth were arrested everyday for an Alcohol or Drug related crime, (Criminal Justice Information System Data).
- In 2010, roughly 1 youth a day was admitted to the Juvenile Addiction Receiving Facility, a youth detox program.
- In 2010 in Pinellas County, roughly 18 youth a day were presented to the Pinellas Juvenile Assessment Center for a crime.
- In the 2009/2010 school year, 521 youth received out of school suspension for Alcohol, Tobacco or Other Drugs.

- In Pinellas County in 2008, roughly 6 newborns a month were in withdrawal due to addicted mother (Florida Agency for Healthcare Administration).
- In 2008 in Pinellas County, roughly 8 people were admitted everyday to Pinellas County Emergency Rooms due to an Alcohol-related incident, (Florida Agency for Healthcare Administration).
- In 2008 in Pinellas County, roughly 27 people were admitted every month to Pinellas County Emergency Rooms for Prescription Drug related incidents, (Florida Agency for Healthcare Administration).
- In 2009 in Pinellas County, there were roughly 3 Alcohol-related motor vehicle crashes a day, (Florida Department of highway Safety and Motor Vehicles).
- In 2009 in Pinellas County, there were roughly 4 Alcohol-related motor vehicle fatalities a month, (Florida Department of highway Safety and Motor Vehicles).
- In 2010 in Pinellas County, there were roughly 8 DUI arrests a day, (Uniform Crime Report).

X. STAFFING PLAN

LiveFree! staff members are Operation PAR employees and contract employees. All Operation PAR employees are held to the standards and requirements regulated under all applicable Operation PAR Human Resources Policies and Procedures. All Pinellas County Schools employees are held to all of the standards and requirements regulated under all applicable Pinellas County School Human Resources Policies and procedures.

All Operation PAR staff hired are placed in a 90 day “Trial Employment” period. Staff undergo a fingerprint check and pass a drug screen check. Staff are hired within the licensing, certification, or education/experience level required for the position. Staff are required to receive and document regular and relevant trainings. Current LiveFree! staff members include LiveFree! Executive Director Jackie Griffin; Pinellas County Schools Family and Youth Coordinator Laura Mead-Spaulding (a contracted Pinellas County Schools employee), and Consultant Lisa Hilko. Operation PAR’s Finance and Contract Management staff provide administrative support for LiveFree!

Adult and youth volunteers/stewards assist in myriad capacities within LiveFree!, including serving on the Key Leader Council, Key Leader Collaborative, Workgroups, LiveFree! Youth Clubs, (school of community) and assisting with community events and special projects aligned with volunteers’ interests and talents.

LiveFree! holds several active Professional Service Agreements and Coalition Involvement Agreements between the coalition and other agencies and professionals. These formal agreements delineate roles and responsibilities between LiveFree! and its partners and provide a framework for capacity-building with community collaborators to help further the mission of LiveFree!

LiveFree! staff, Operation PAR staff, LiveFree! Consultants and contract staff are members of numerous community planning boards and committees to further community collaboration and partnerships. Some examples of these groups are the NOPE of Pinellas, Mothers Against Drunk Driving (MADD), Suncoast Safety Council, Pinellas County Tobacco Free Coalition, the Pinellas County School Health Advisory Committee, the Florida Coalition Alliance, the Florida Coalition on Alcohol Police, the Florida Alcohol and Drug Abuse Association’s (FADAA), FADAA Prevention Committee, and the FADAA Prescription Drug Sub-committee.

STAFF CATEGORIES

LiveFree! staff are highly credentialed prevention professionals who hold Associates degrees, Bachelor's degrees, Masters degrees, and/or several years of prevention experience in the field. Clinical supervision of LiveFree! staff is provided on a monthly basis by Operation PAR's Administrator of Prevention Services Daphne Miller. All staff are trained in evidenced-based service delivery and the theoretical principles of prevention.

XI. TRAINING PLAN

All annual training requirements for all Operation PAR staff involved with the LiveFree! Substance Abuse Prevention Coalition of Pinellas County will be based on the fiscal year of July 1 - June 30.

****Pinellas County School personnel contracted by LiveFree! are required to adhere to all training requirements mandated by Pinellas County Schools.***

ALL STAFF TRAINING REQUIREMENTS

Non Contact Staff	Ethics Series
Non Contact Staff	MET/CBT-12 GENERAL
Non Contact Staff	Abuse and Neglect
Non Contact Staff	Cultural Diversity/Competence
Non Contact Staff	Suicidal Signs and Symptoms
Non Contact Staff	PAR-HIPAA w/42 CFR Part 2 for Behav Confidentially and Priva
Non Contact Staff	Risk Management & Safety Annual Training
Non Contact Staff	Infection Control and Bio-Medical Waste Annual Training
Non Contact Staff	HIV/AIDS with Update
New Employee Orientation	ORIENTATION: Introduction to Substance Abuse and Compliance
New Employee Orientation	ORIENTATION: Ethics
New Employee Orientation	ORIENTATION: Client Confidentiality
New Employee Orientation	ORIENTATION: Verbal De Escalation
New Employee Orientation	ORIENTATION: Information Systems
New Employee Orientation	ORIENTATION: Risk Management/Safety (orientation and yearly)
New Employee Orientation	ORIENTATION: BBPs, Infection Control & Performance Improve
New Employee Orientation	ORIENTATION: HR Policy and standards plus Ethics

Additionally, some staff have been selected to participate in Operation PAR's Leadership Training Program which provides in-depth training on topics directly related to management (e.g. Human Resources, Finance, Development, Marketing, Program Design, Information Technology, etc).

LiveFree! staff participate in additional trainings as appropriate such as Speakers Bureau Certification, e-Cet training, Strategic Planning/Sustainability based on the Strategic Prevention Framework, Capacity-Building, Communications Planning, etc.

****All staff whose position is dependent on credentials/licenses are required to maintain them in good standing.**

LiveFree! Key Leader Council Training

All members of the LiveFree! Key Leader Council will participate in a New Key Leader Council Orientation Training before assuming their position on the Council. This training will consist of a meeting with the LiveFree! Executive Director and/or LiveFree! Chair to review all approved

LiveFree! Manuals and Plans:

- Communications Plan
- Strategic Plan
- By-Laws
- Membership Forms
- Sustainability Plan
- Key Leader Collaborative Orientation Manual

LiveFree! Key Leader Council members will sign a Coalition Involvement Agreement to indicate their understanding of the informational materials identified above as well as their willingness to participate in Coalition activities. The New Key Leader Council Member Orientation Training will give Key Leader Council Members the opportunity to fully understand LiveFree!'s history, policies, and identified direction for future activities.

LiveFree! Key Leader Council Members will also participate in additional trainings as appropriate such as Speakers Bureau Certification, Strategic Planning/Sustainability based on the Strategic Prevention Framework, Capacity-Building, Communications Planning, etc.

Additionally, Key Leader Council Training will include an orientation to the **Conflict Resolution** process used if there were to be a conflict between members of the Key Leader Council. LiveFree! recognizes that collaboration is vital to the success of the coalition and its goals. When a conflict is addressed early, it is less likely that serious problems will arise. This process addresses differences of opinion in an attempt to reach a fair, effective conclusion.

A difference of opinion that halts progress and /or good will among Coalition partners, task force members, and/or stakeholders will use the following process:

Step 1: Voluntary Mediation - When a conflict between parties can not be settled between the parties either of the parties may contact a member of the Executive Workgroup to convene a Conflict Resolution Workgroup, to assist in facilitating a resolution of the conflict. The facilitation will, if at all possible, occur within fourteen (14) days of the contact with a workgroup member (facilitator) assigned by the Coalition Chair. The facilitator will report back to the Executive Workgroup if the conflict has been resolved to the satisfaction of both parties. The written communication need only mention the parties but not the conflict.

Step 2: Coalition Mediation - When a conflict is not resolved under Step One, to the satisfaction of either party, this party may now in writing bring the unresolved conflict to the attention of the Executive Workgroup and if determined that unless resolved would affect the work of the coalition and/or its members. The Executive Workgroup will send the conflicting parties to a Mediator identified by the Coalition within five (5) days of receipt of written unresolved dispute. The mediator will facilitate an attempt to have the disputing parties resolve their differences. This mediation should take place within forty-five (45) days of receipt of notification from the Coalition. The parties will initial a form sent to them by the Executive Workgroup Chair that declares that the parties have met with the Mediator and the issues have been resolved to the satisfaction of all parties.

Step 3: Binding Arbitration - Any involved party may pursue the matter further if Step Two does not resolve the dispute. A written request must be submitted within fourteen (14) days of the last

meeting with the mediator. The Executive Workgroup and Conflict Resolution Workgroups will hold a joint meeting will hold a hearing within fourteen (14) days after receiving the request with at least 75% of the identified members present. After hearing the involved parties' opinions and review of any written information, the Workgroup members shall write a final decision to settle the issue in conflict. The Workgroup's decision shall be rendered no later than fourteen (14) days after a meeting to hear the parties' opinions. This opinion will be sent on to the Chair of the Coalition and the Executive Director of the Coalition as a method of notification and shall be binding on all parties.

Please Note: Any conflict that arises with Operation PAR as the fiscal agent of LiveFree! or the staff employed by Operation PAR will be subject to the policies and procedures of Operation PAR.