



LiveFree! Substance Abuse Prevention Coalition of Pinellas County
Comprehensive Community Action Plan- Round 2 SARG

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 Florida, 9 people die daily due to prescription drug abuse. In Pinellas County, prescription drug overdose is the leading cause of accidental death after automobile crashes, according to the Pinellas County Sheriff's Office. There were 18 deaths in 11-17 year old population and 44.4% were prescription drug related, according to the District 6 Medical Examiners 2008 Report. In District 6, which consists of Pinellas and Pasco Counties, in youth under the age of 18, Alprazolam caused 2 deaths and was present in 4 cases. For youth under age 18, Oxycodone caused 5 deaths. District 6 had the highest amount of the Total deaths for Alprazolam, Diazepam (a Benzodiazepine), Oxycodone, Methadone and Propoxyphene compared to any other County statewide. In 2008, the District 6 Medical Examiner's Office preformed 1,119 toxicology reports. Of those, 388 cases tested positive for alcohol, an increase of 17.2% from, 2007 of 331 cases. More youth in Pinellas County are abusing alcohol in combination with prescription drugs and are abusing other substances (Polydrug use). In 2008 in Pinellas County, 5.6% of 10th graders and 5.8% of 12th graders report non-medical use of prescription drugs in the past 30-days and 33.8% of 10th graders and 46.4% of 12th graders report using alcohol in the past 30-days, Substance Use Health and Safety Survey, (SUHSS). Youth in Pinellas County feel that prescription drugs are safer than street drugs. Data from the 2009 Medical Examiner's Office is now being analyzed for the first six months of 2009. Focus groups with youth, parents, teachers, law enforcement and other key leaders are necessary to enhance data collection and build extensive case studies to better identify social norms in targeted neighborhoods.

Goal 1: By 2010, 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 2011, the amount of youth deaths from the use alcohol mixed with prescription drugs will decrease.

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 2010, 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 2010, 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 May 31, 2010, 75 youth will participate in AlcoholEDU. 	<p>S1: Social Marketing campaign that targets parents on the dangers of underage drinking will be expanded in the community.</p> <p>S2: Conduct focus groups with youth in different areas of Pinellas County to better understand social norms in their area.</p> <p>S3: AlcoholEDU for Youth Sanctions web-educational sessions will be provided to Pinellas County youth.</p>	<p>S1: Increased awareness by parents and youth on the dangers underage drinking and the harmful effects of alcohol.</p> <p>S2: Evaluate and compare data collected from focus groups. Begin action plans for each area based of data collected.</p> <p>S3: More Pinellas County youth will have a better understanding of the dangers of underage drinking, alcohol use.</p>
<p>2. Intervening Variable : Enforcement of Sales, Use, Possession Regulations</p> <ul style="list-style-type: none"> E1: By 2010, 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 increase. E2: By 2010, the amount of law enforcement agencies conducting compliance checks will increase. 	<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, St. Petersburg Beach Police Department and building capacity with St. Petersburg Police Department and Clearwater Police Department.</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.</p>

<p>Problem Statement: In 2008, 15.7% of Pinellas County high school students reported using Prescription Pain Relievers on at least one occasion in their lifetime compared to 10.4% of high school students statewide, (FYSAS). In 2008 in Pinellas County, 23.4% of high school students and 5.0% of middle school students report binge drinking, compared to 21.5% of high schools students statewide and 6.2% 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 2010, 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 2010, 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 2010, 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>Collaboration with local agencies to help implement prevention strategies.</p>	<p>LiveFree! will increase steward and coalition membership participation in activities.</p>

Strategy Action Plan

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe <i>1/1/2009 to 5/31/2009</i>	Expected Total Cost
LiveFree! and Pinellas Juvenile Assessment Center	Last Drink Survey	<ol style="list-style-type: none"> 1. Administer 100 surveys a month at the Pinellas Juvenile Assessment Center and/or Juvenile Addiction Receiving Facility (JARF); 2. Surveys will be sent to LiveFree! and entered; 3. LiveFree! SARG Coordinator will analyze data; 4. LiveFree! Monitoring and Evaluation Workgroup will present report to Board members and other community agencies and members. 	1/1/2009 to 5/31/2010	100 surveys X 5 months @ \$1.70 per survey = \$850.00
LiveFree!, Pinellas Park Police Department, St. Petersburg Beach Police, Pinellas County Sheriff's Office and build capacity to Clearwater Police Department.	Compliance Checks	<ol style="list-style-type: none"> 1. Continue conducting compliance checks with the Pinellas Park Police Department. 2. Identify other law enforcement agencies to conduct checks. 3. Members of law enforcement will be invited to join coalition. 4. Results will be presented to LiveFree! Board Members and placed in Indicator Report. 5. Rewards and Reminders program will continue to be implemented. 6. PREP (RSBT) trainings will be facilitated. 	<ol style="list-style-type: none"> 1. 1/1/2009-5/31/2010 2. 1/1/10-1/31/10 3. 2/1/10-5/31/10 4. 5/1/10-5/31/10 5. 1/1/2009-5/31/2010 6. 1/1/2009-5/31/2010 	\$3,675.00 for Pinellas Park Police Department law enforcement compliance checks, St. Petersburg Beach Police Department, Pinellas County Sheriff's Office, Clearwater Police Department and Rewards and Reminders program.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe <i>1/1/2009 to 5/31/2009</i>	Expected Total Cost
LiveFree! Substance Abuse Prevention Coalition of Pinellas County	75 individual AlcoholEDU for Youth Sanctions web-based sessions	<ol style="list-style-type: none"> 1. AlcoholEDU for Youth Sanctions will be administered to youth at Pinellas County Schools, community programs, courts, diversion programs, homeless shelters, foster care youth and Pinellas Juvenile Detention Center. 2. FACE IT community location 	<ol style="list-style-type: none"> 1. 1/1/10 to 5/31/10 2. 2/1/10 to 5/31/10 	FSU requested amount \$3,375 (\$45 per session x 75 sessions). \$2,100 for FACE IT to assist in implementing another community-based location
LiveFree!	Focus Groups (youth, parents, Key Leaders)	<ol style="list-style-type: none"> 1. Identify 5 community locations (North Greenwood, Pinellas Park, Clearwater, South County, Mid-County) based on data in Indicator Report and Sustainability Needs Assessment and Monitoring and Evaluation Workgroups. 2. Coordinate and facilitate focus groups at the 5 identified community locations. 3. Analyze and compare data. 4. Present findings to LiveFree! Board, elected officials and community to determine best use of prevention funding and focus with appropriate reach and alignment based on data and community indicators and environmental conditions. 	<ol style="list-style-type: none"> 1. 1/1/10 to 5/31/10 2. 1/1/10 to 1/31/10 3. 2/1/10 to 4/30/10 4. 5/1/10 to 5/31/10 	\$200.00 per location X 5 locations = \$1,000.00 total.
LiveFree!	Social Marketing Campaign	<ol style="list-style-type: none"> 1. Continue to implement Be the Wall in Pinellas County, including Pinellas County Schools. 2. Identify other areas of community where campaign will be implemented. 3. Expand campaign strategies to identified areas based on the data and prioritized needs indicated from Sustainability Workgroups, Sustainability Comprehensive Community Action Plan and SPF SIG process. 	<ol style="list-style-type: none"> 1. 1/1/10 to 5/31/10 2. 1/1/10 to 1/31/10 3. 2/1/10 to 5/31/10 	\$5,000.00 for social marketing campaign materials and printing of coalition materials.