

# **Comprehensive Community Prevention Plan**

**2016**

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## Executive Summary

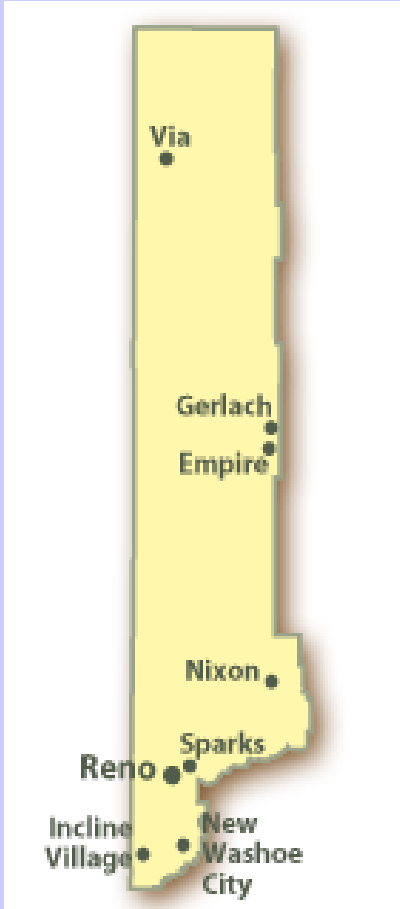
Join Together Northern Nevada (JTNN) is a non-profit, community-based coalition founded in 1998 to support and strengthen citizen, agency, business, and government collaborations in Washoe County. JTNN reduces substance abuse-related issues in the community through engaging concerned citizens and organizations to focus on specific problems, building consensus, and then taking action on that consensus. JTNN acts as a clearinghouse for information and accomplishes its mission to *“build partnerships to create healthy, drug free communities”* through the use of a community needs assessment, planning, community action, prevention program funding, and initiatives aimed at preventing drug use.

JTNN’s values:

- We are accountable to the communities we serve.
- We believe our prominent role is to advocate for policy changes to address alcohol and drug related problems and solutions.
- We serve as the community leader for substance abuse awareness, education, advocacy, and information.
- We embrace a strategic, balanced approach to alcohol and substance abuse problems that encompass both prevention and treatment.
- We advocate for a system in which the resource capacity in the community is sufficient to meet the need.
- We believe in building partnerships to expand alcohol and substance abuse prevention and treatment capacity.
- We believe that facilitation is the key to success.

JTNN is governed by a volunteer Board of Directors. The coalition consists of several working committees.

The foundation of all JTNN does is anchored in its community assessment and development of a Washoe County Comprehensive Community Prevention Plan (CCPP) completed every two years. The first CCPP was published in 2002. This document serves as JTNN’s 2016 CCPP.



Population (2016 Estimate): 446,903

Ethnicity (2015 Estimate):

White – not Hispanic: 63.7%

Hispanic or Latino: 23.9%

African American: 2.6%

American Indian/Alaskan Native: 2.2%

Asian: 6%

Native Hawaiian/Pacific Islander: 0.7%

Two + races: 3.5%

Gender (2015 Estimate):

Male: 50.3%

Female: 49.7%

Age (2015 Estimate):

Persons Under Age 18: 22.4%

Persons 65 and Older: 14.6%

United States Census Bureau

## **The Strategic Prevention Framework**

Join Together Northern Nevada has structured this Comprehensive Community Prevention Plan according to the Substance Abuse and Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework (SPF). The five steps that comprise the SPF enable coalitions to build the infrastructure necessary for effective and sustainable prevention. Each step contains key milestones and products that are essential to the validity of the process. The SPF is conceived of in systemic terms and reflects a public health, or community-based, approach to delivering effective prevention.



### **A Description of the SPF Steps**

**Step #1: Assessment** - Profile population needs, resources, and readiness to address needs and gaps

Assessment involves the collection of data to define problems within a geographic area and mobilizing key stakeholders to collect the needed data and foster the SPF process.

JTNN engages in collecting existing substance abuse related data from various sources, conducts a print and an online survey, and conducts focus groups.

**Step #2: Capacity** - Mobilize and/or build capacity to address needs

Capacity involves the mobilization of resources within a geographic area. A key aspect of capacity is convening key stakeholders, coalitions, and service providers to plan and implement sustainable prevention efforts in Steps 3-4 of the SPF.

JTNN spends much of its time mobilizing the capacity of the community to deal with the identified substance abuse problem. This mobilization effort is seen in JTNN's committees and many other involvements of which JTNN is engaged in the Washoe County community.

### **Step #3: Planning - Develop a comprehensive strategic plan**

Planning involves the development of a strategic plan also called a logic model that includes policies, programs, and practices that create a logical, data-driven plan to address the problems identified in Step 1 of the SPF.

After the assessment and capacity building, JTNN in concert with its many partners developed a strategic plan that addresses each of the risk factors identified in the assessment section. This plan will serve as the prevention blueprint for action for January 1, 2017 through December 31, 2018.

### **Step #4: Implementation - Implement evidence-based prevention programs, policies, and practices**

Implementation involves taking action guided by the strategic plan created in Step 3 of the SPF. This step also includes the creation of an evaluation plan, the collection of process measure data, and the ongoing monitoring of implementation fidelity.

Currently, JTNN funds evidence-based programs in Washoe County targeted at the prioritized risk factors. Further, JTNN and its committees are continually looking at practices designed to bring the community together and spread the coalition's message, from leading a youth Speak Out program to hosting community town halls with national experts. Finally, through its Environmental Strategies committee, JTNN advocates for changing social norms and implementing policies and ordinances designed to protect our local youth.

### **Step #5: Evaluation - Monitor, evaluate, sustain, and improve or replace those that fail**

Evaluation measures the impact of the SPF process and the implemented programs, policies, and practices. All programs that are funded through JTNN are rigorously evaluated using standardized instruments. The coalition itself is evaluated to ensure it is operating efficiently and effectively.

## Step 1: Assessment

JTNN's assessment process includes collecting data to define readiness, community problems, and resources and gaps in Washoe County. Presently, the coalition has approximately 130 active members from a variety of community sectors including law enforcement, education, parents, social service agencies, treatment, tribal, government, and youth. These individuals are active participants in JTNN's efforts through the Environmental Strategies Committee, Marijuana Committee, Community Prescription Drug Round Up Committee, Prevention Committee, Data Committee, and the JTNN Board of Directors.

JTNN's process of defining Washoe County's substance abuse problems is undertaken every two years, most recently in the fall of 2016. A complete community assessment was conducted utilizing data from the Nevada Youth Risk Behavior Survey (YRBS), the National College Health Assessment Core Alcohol and Drug Survey, Behavioral Risk Factor Surveillance System, Nevada Department of Public Safety - Crime in Nevada Reports, the Substance Abuse Prevention and Treatment Agency, Washoe County School District Accountability Reports, Washoe County School District Climate Survey, University of Nevada Reno Problem Gambling Survey, National Highway Traffic Safety Administration, Nevada Department of Health and Human Services Division of Public and Behavioral Health, National Youth Tobacco Survey, and arrest records from Washoe County Jail and the Reno Police Department.

JTNN also used data received through an online survey and multiple focus groups. That data mirrored the trends and protective and risk factors noted in this document. A complete copy of the survey and focus group data can be found on the JTNN website.

A sample of JTNN's coalition member organizations:

ACCEPT	Army National Guard	Big Brothers Big Sisters	Boys and Girls Club of Truckee Meadows
Bristlecone Family Resources	The Children's Cabinet	City of Reno Code Enforcement	Crisis Call Center
Drug Enforcement Administration	ELKS	Nevada State Medical Association	Northern Nevada DUI Task Force
Northern Nevada HOPES	Quest Counseling and Consulting	Reno Police Department	Reno Sparks Indian Colony
Retail Association of Nevada	Solace Tree	Sparks Police Department	Truckee Meadows Community College
Truckee Meadows Water Authority	University of Nevada, Reno Sanford Center for Aging	University of Nevada, Reno School of Medicine	Washoe County District Attorney's Office
Washoe County Health District	Washoe County School District	Washoe County Sheriff's Office	Washoe County Social Services

## Consumption Data - Alcohol

Trends can be identified by examining current consumption pattern data at the local, state, and national level. The rate of Washoe County high school students' consumption of alcohol within the last 30 days has remained relatively flat (Chart 1) while 7<sup>th</sup> and 9<sup>th</sup> grade student alcohol consumption has increased (Chart 2). Binge drinking among high school students has decreased although the rate remains higher than the state average (Chart 3). The percentage of students reporting ever using alcohol and/or using alcohol before age 13 has declined (Charts 4 and 5).

Chart 1

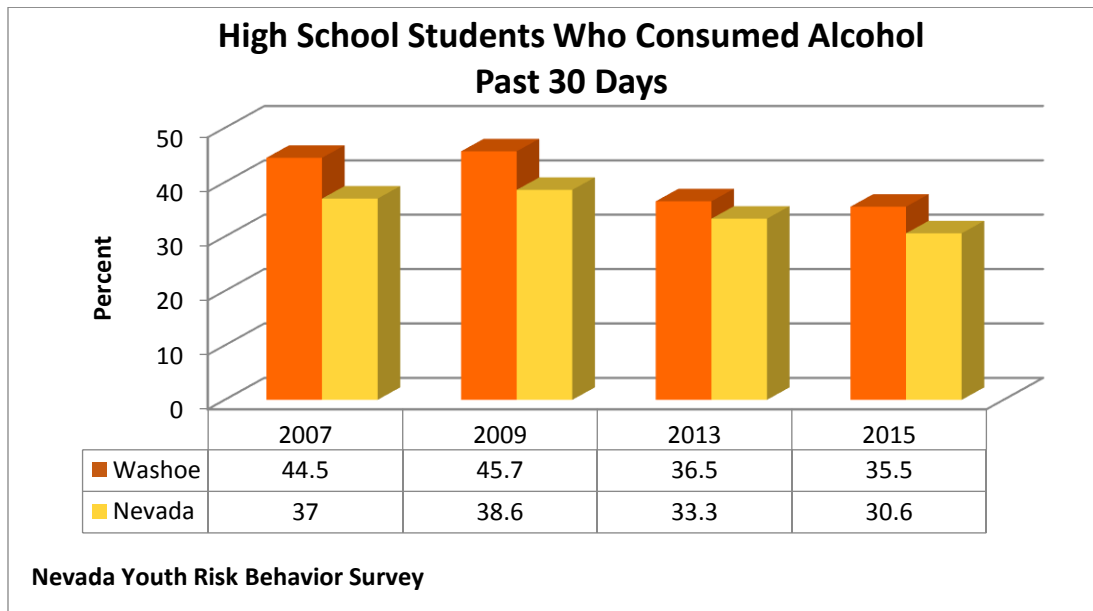


Chart 2

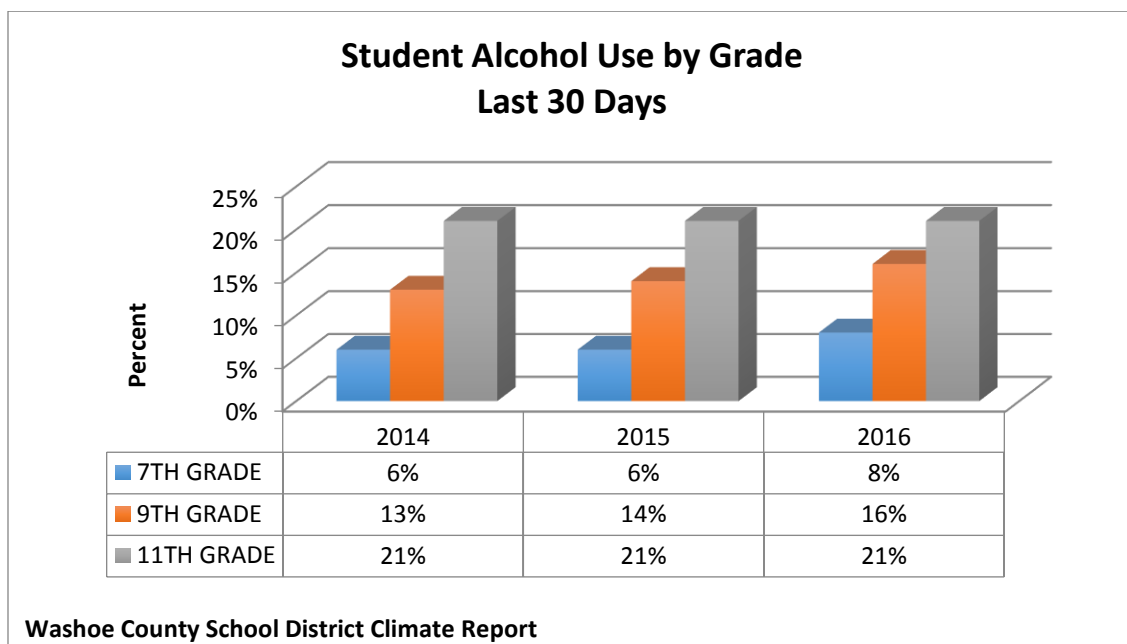


Chart 3

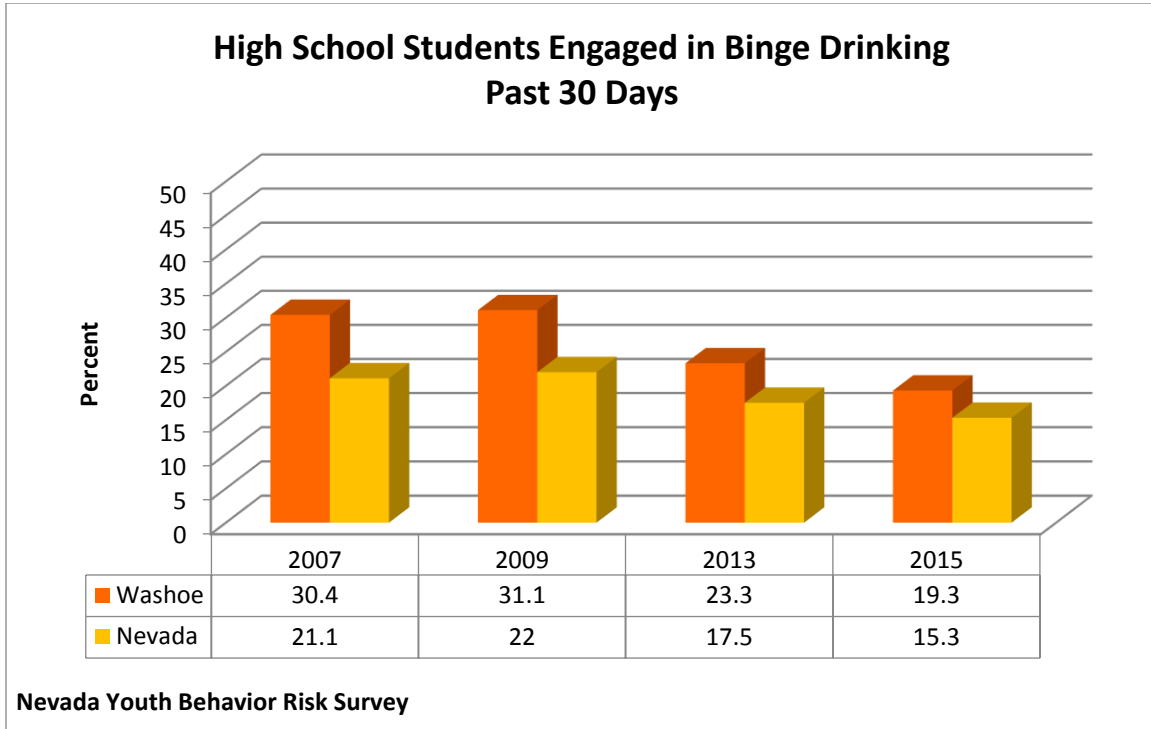


Chart 4

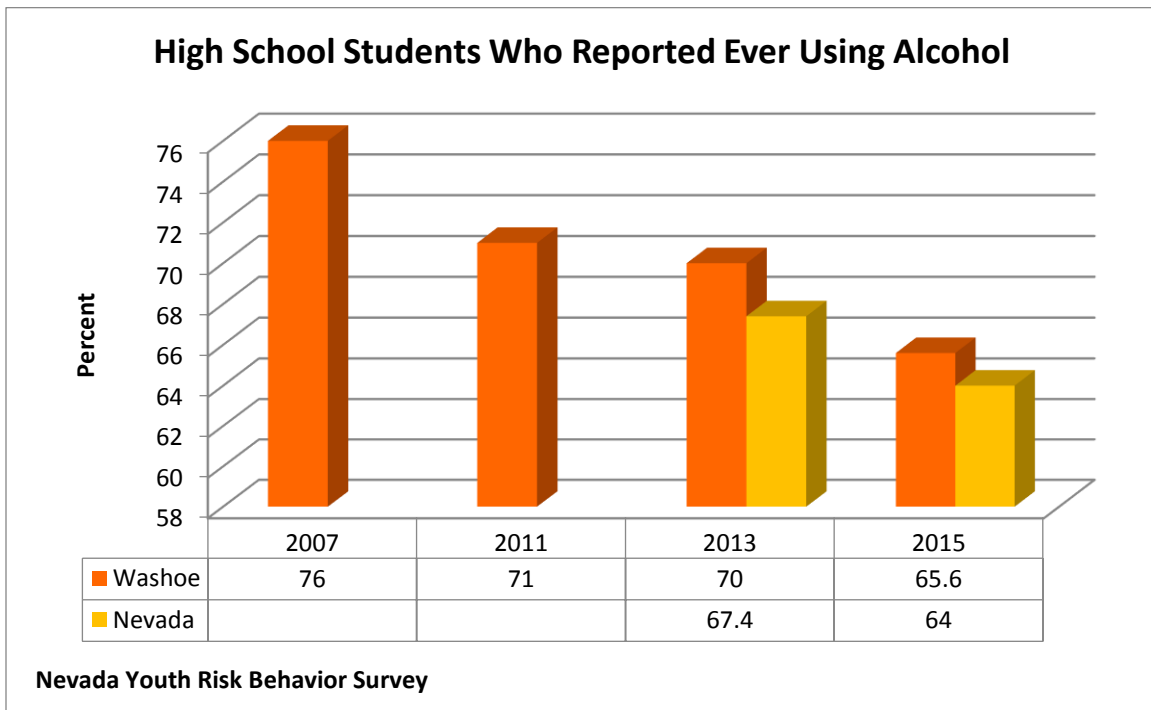
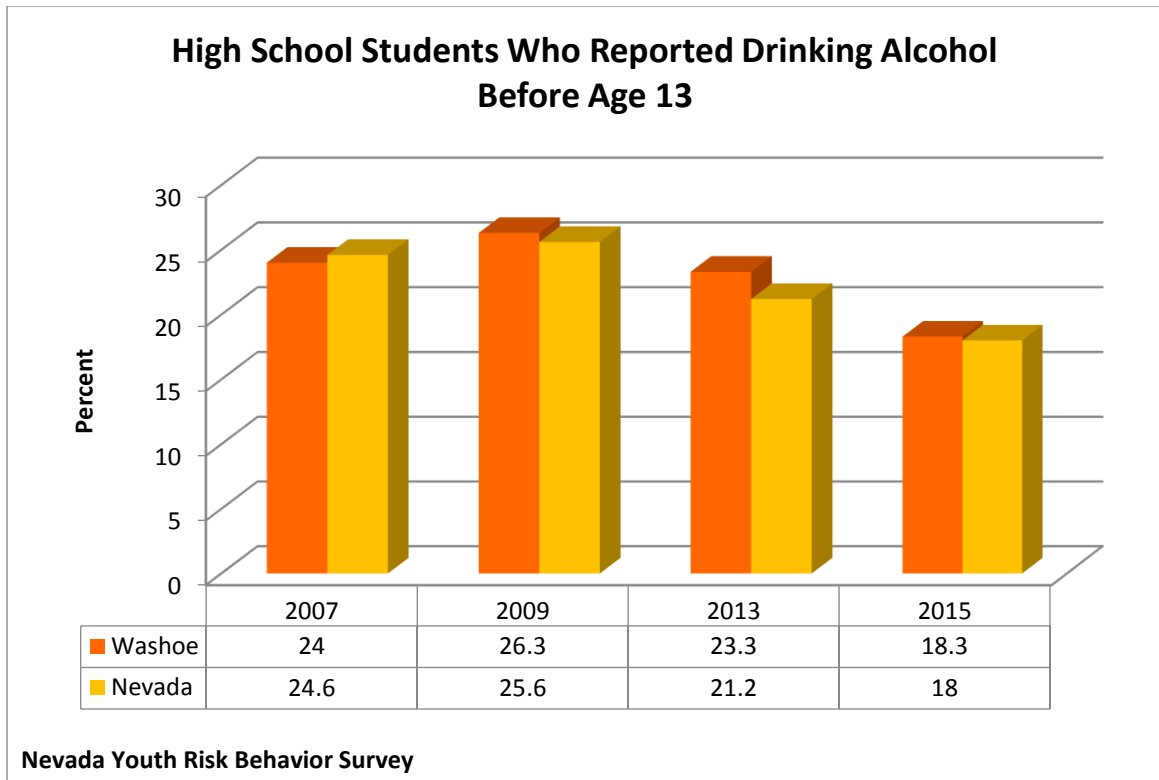




Chart 5



University of Nevada, Reno (UNR) college students using alcohol in the past 30 days has decreased. The rate of binge drinking has remained steady but is still higher than the national average (Charts 6 and 7).

Chart 6

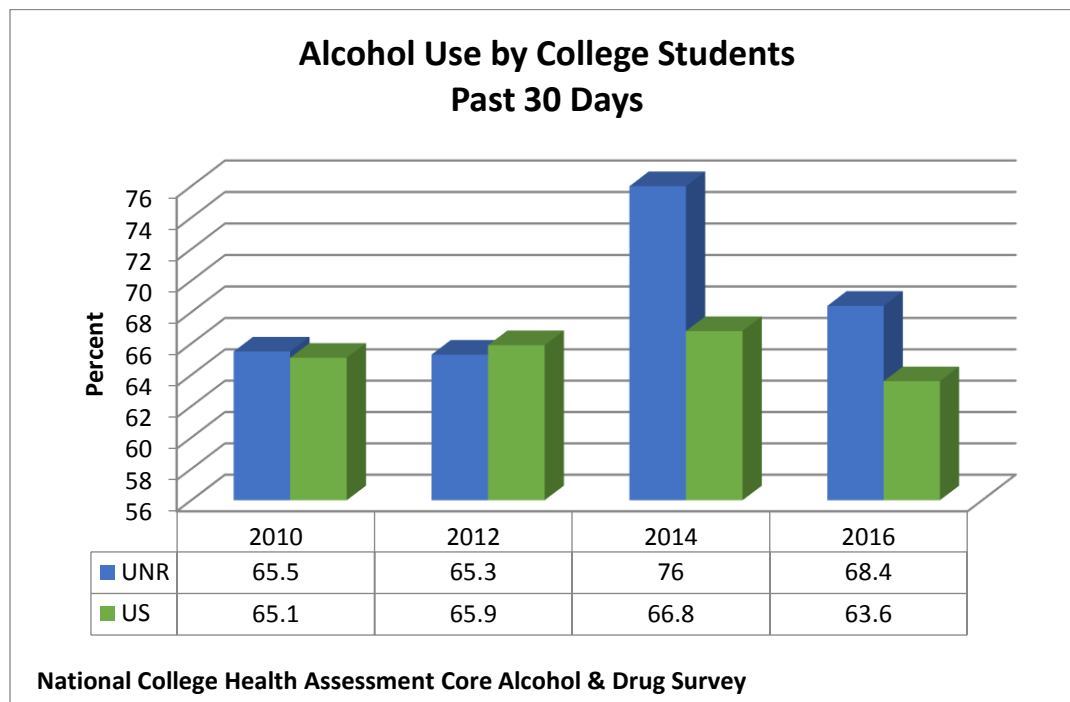
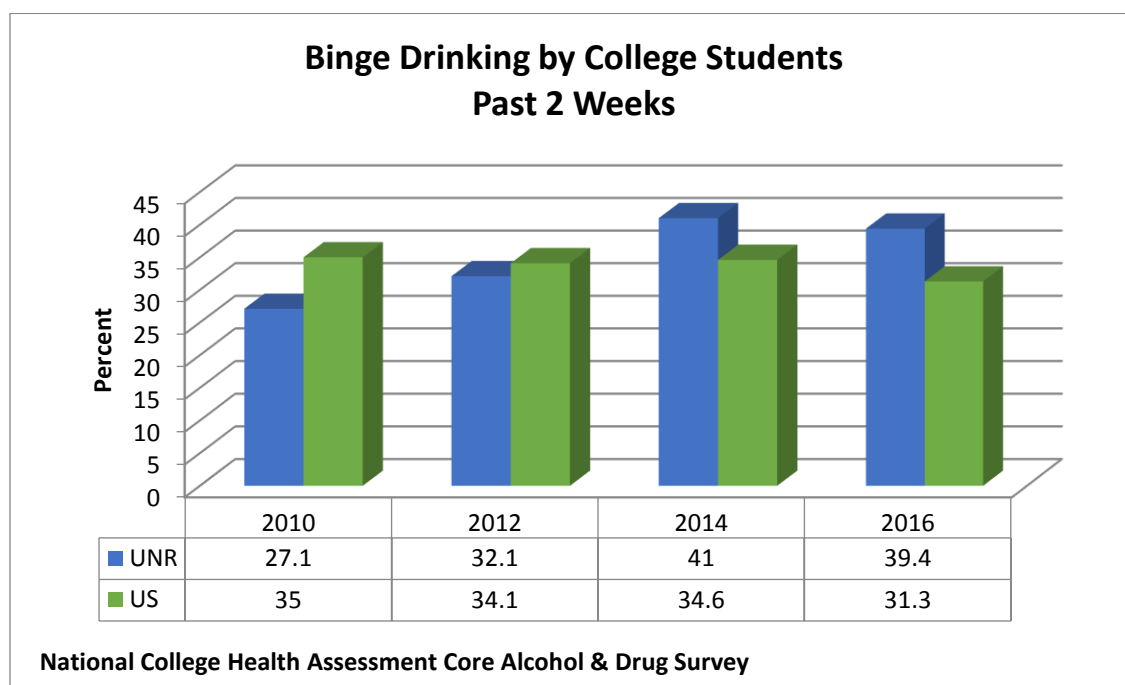


Chart 7



Over 20% of Washoe County adults report binge drinking (Charts 8 and 9) - higher than the state and national averages. The highest percentage of binge drinkers are ages 25-34.

Chart 8

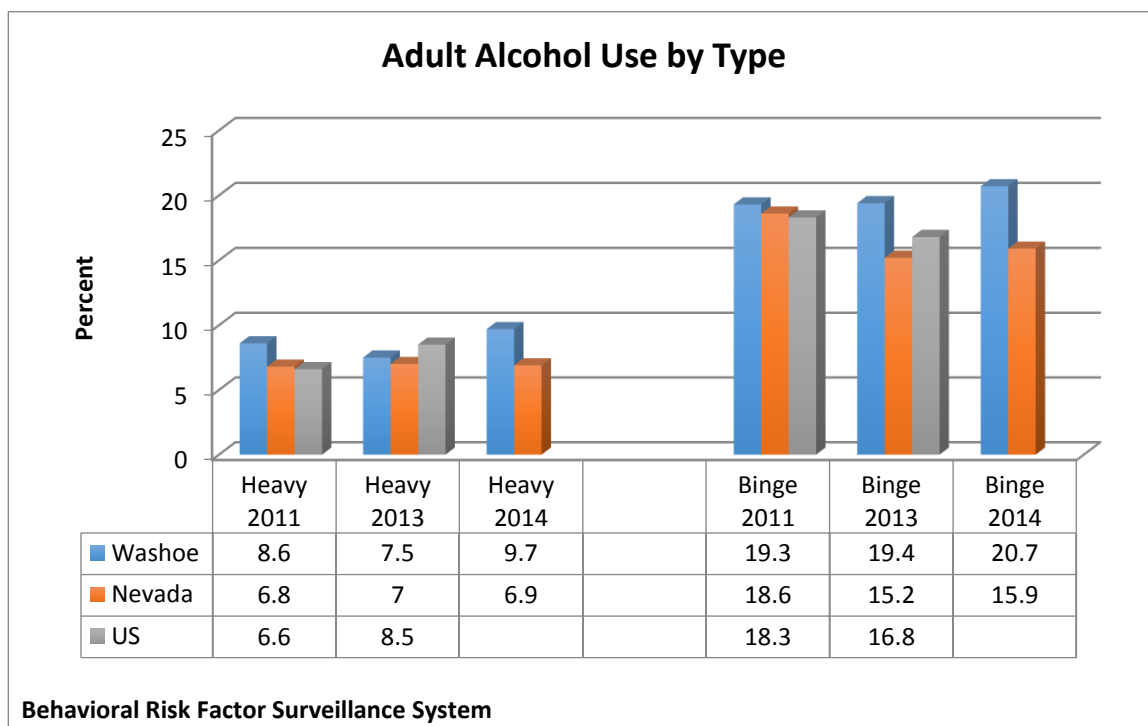
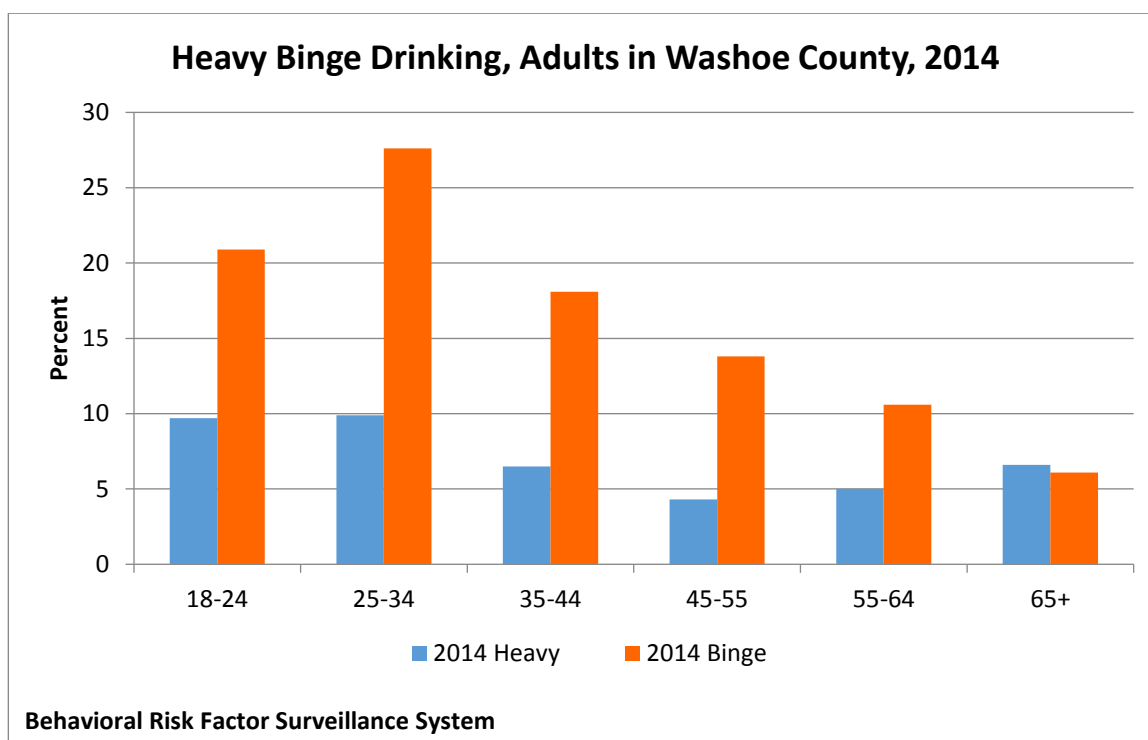


Chart 9



## Consumption Data - Marijuana

Youth and young adult marijuana consumption remains high. In 2015, 45.2% of high school students reported having tried marijuana and 24.6% indicated using marijuana in the last 30 days (Charts 10-12). Chart 13 shows that 13.2% of student used marijuana before age 13. All of these rates are higher than statewide rates.

Chart 10

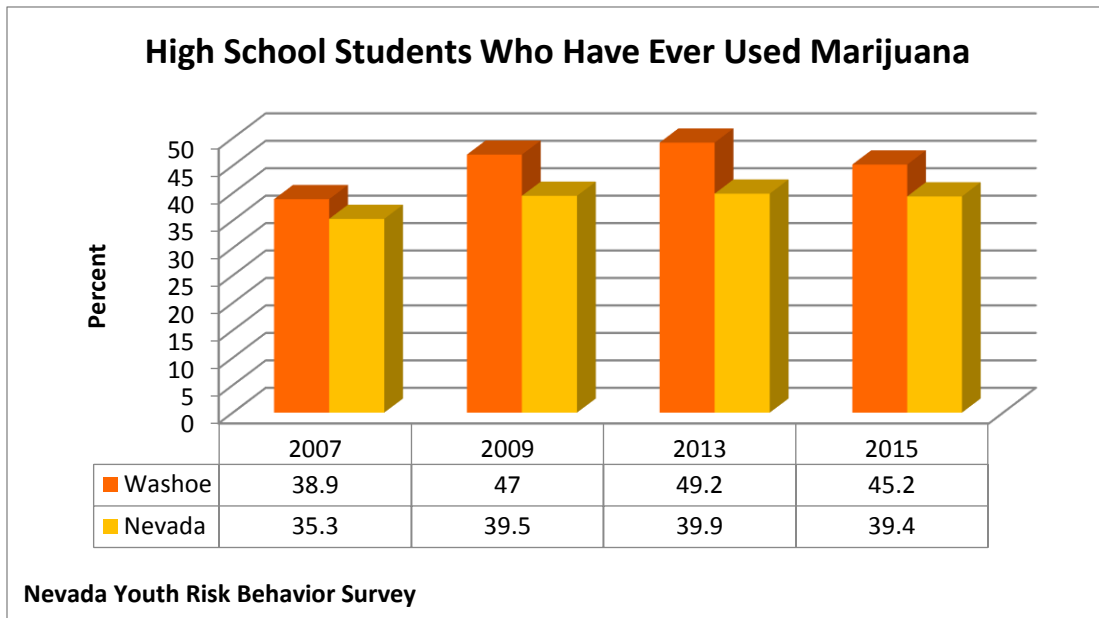


Chart 11

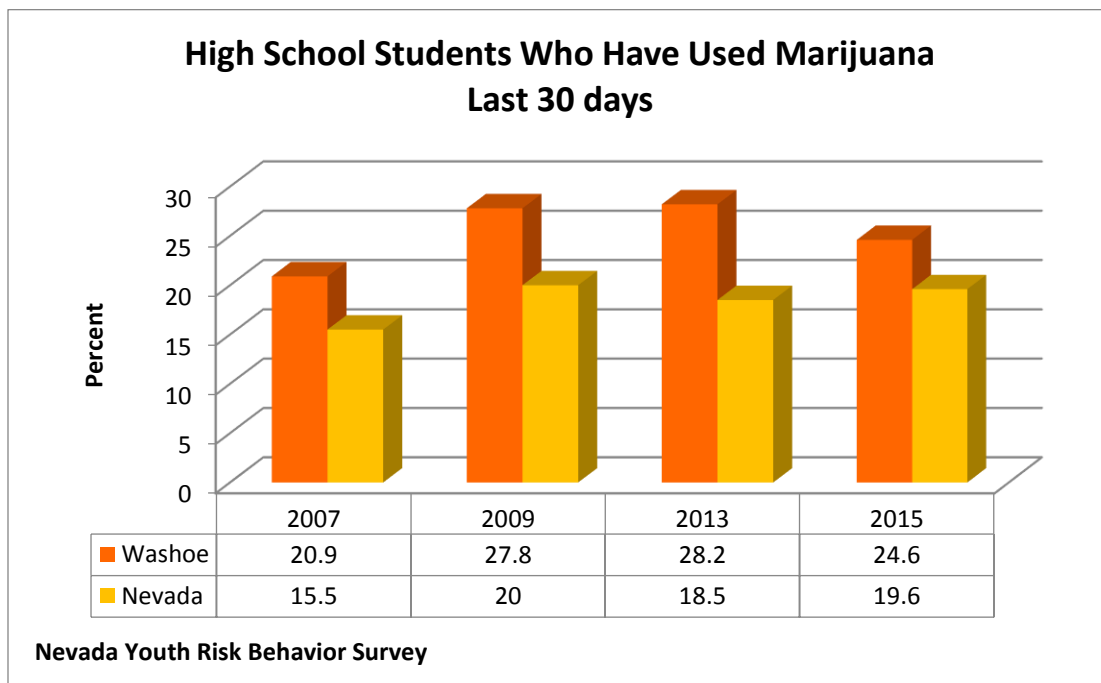


Chart 12

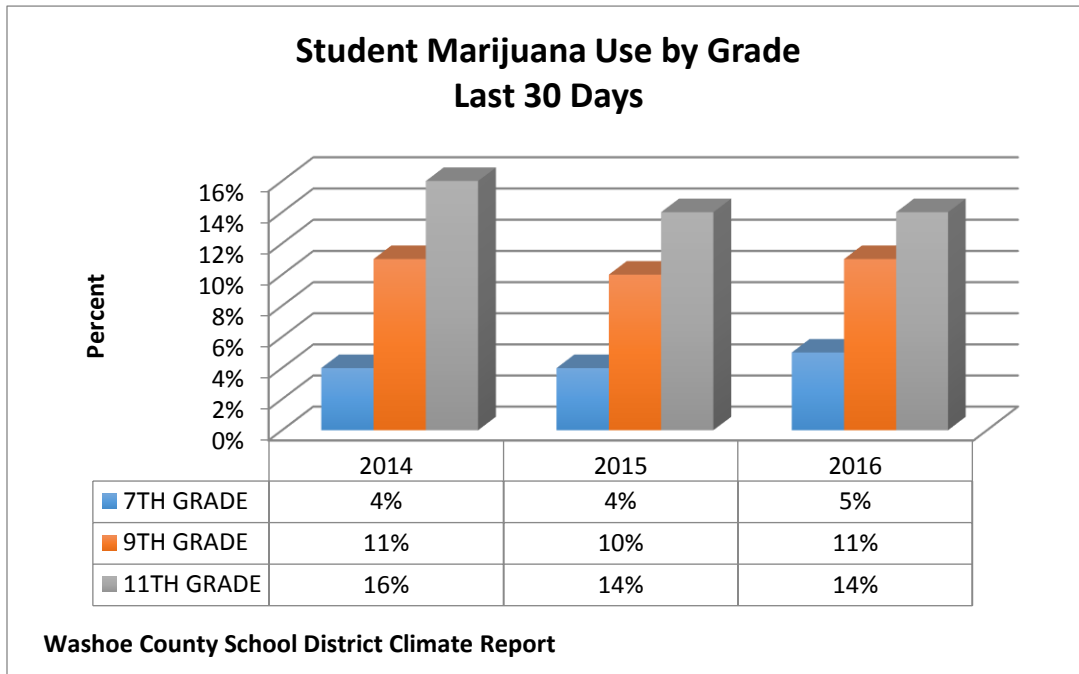
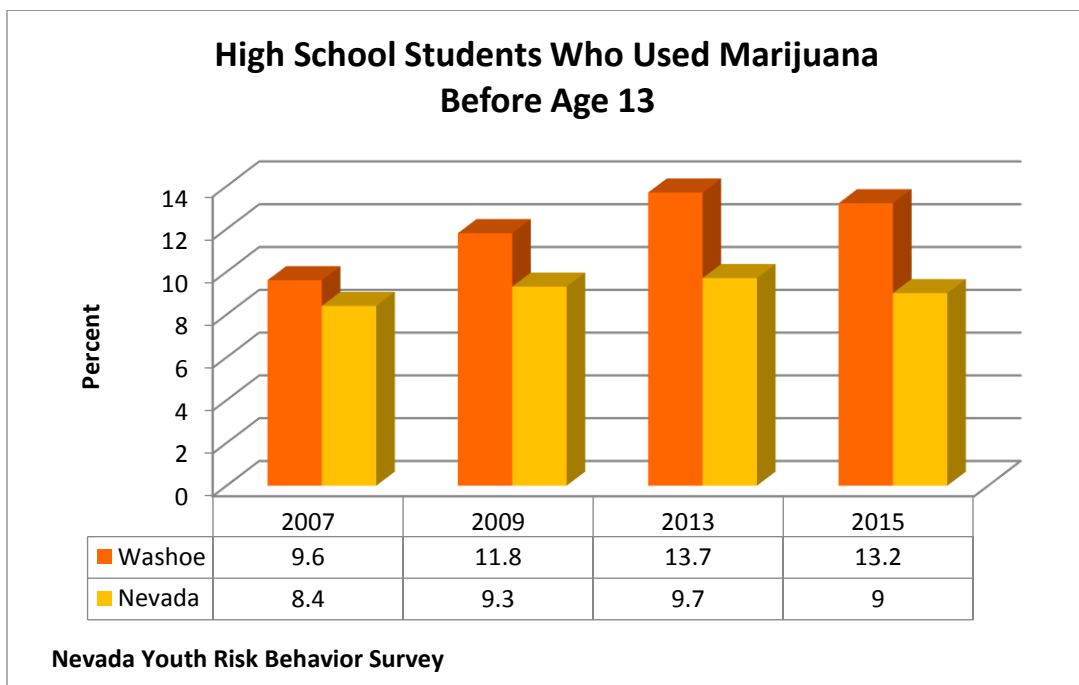
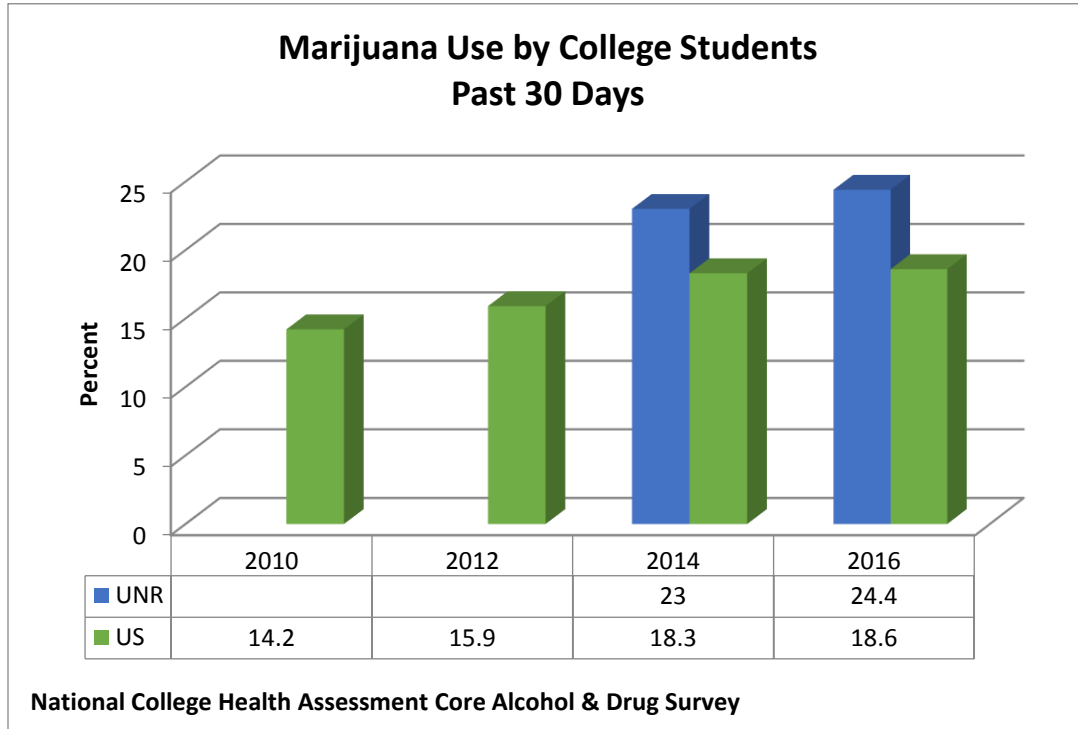


Chart 13



University of Nevada, Reno (UNR) student marijuana use has increased and remains higher than the national average (Chart 14).

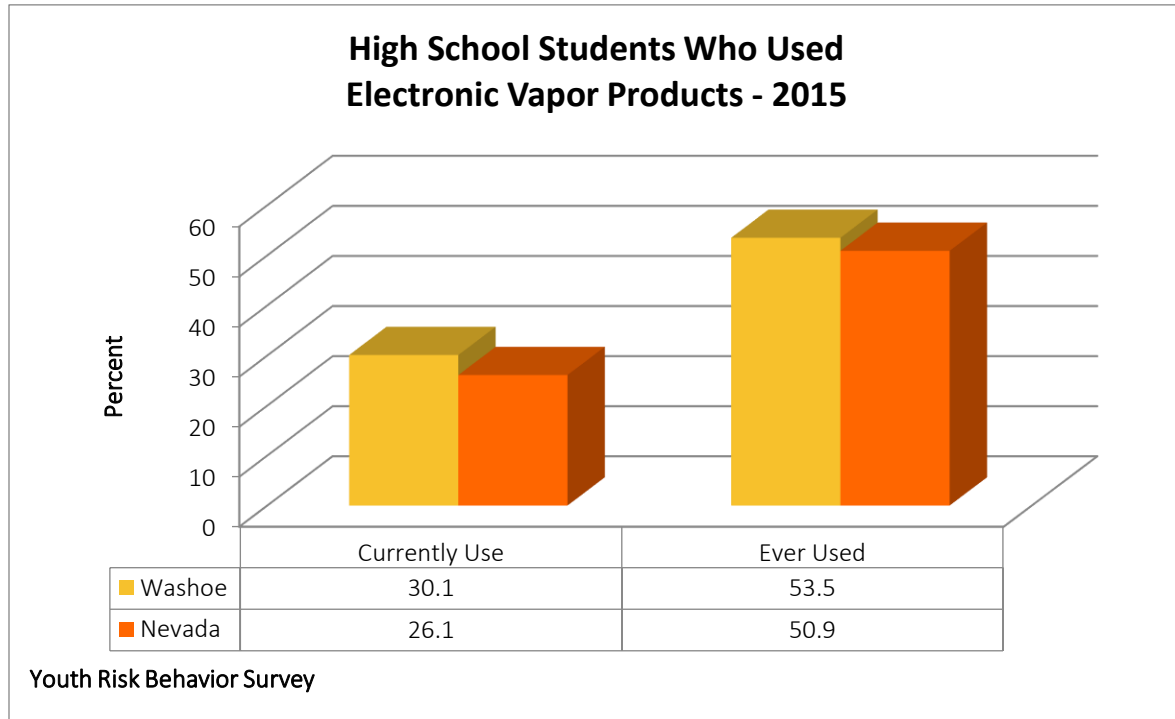
Chart 14



## Consumption Data – Electronic Vapor Products

The 2014 National Youth Tobacco Survey asked students in 6<sup>th</sup> through 12<sup>th</sup> grade if they had ever used an e-cigarette, and 26.6 percent of participants reported ever using one. Nevada’s question relating to e-cigarettes includes all electronic vapor products - e-cigarettes, e-cigars, e-pipes, vape pipes, vaping pens, e-hookahs, and hookah pens – and can’t be compared to national data. However, Washoe County students use of electronic vapor products is higher than the state average (Chart 15).

Chart 15



## Consumption Data – Other Drugs

When reviewing the prevalence of other drug use by Washoe County high school students, lifetime use of cocaine (Chart 16) has dropped to 9.2% of students. Lifetime use of inhalants lowered to 8% (Chart 17). Lifetime use of methamphetamine (Chart 18) has lowered to 4.8% of students. In all cases, lifetime use trends have been higher in Washoe County relative to rates for high school students in Nevada.

Chart 16

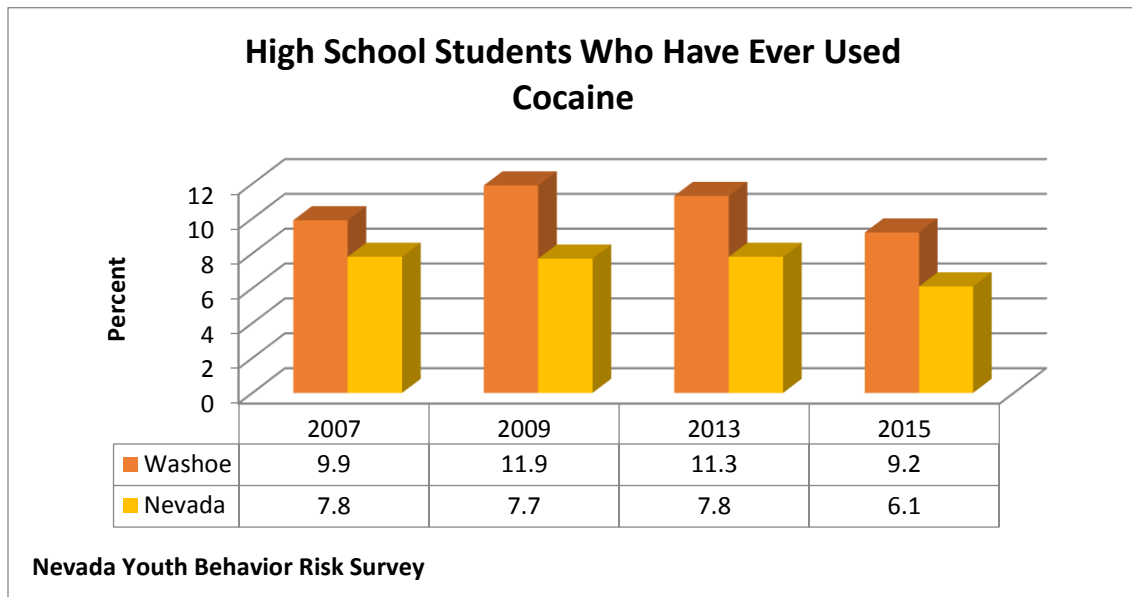


Chart 17

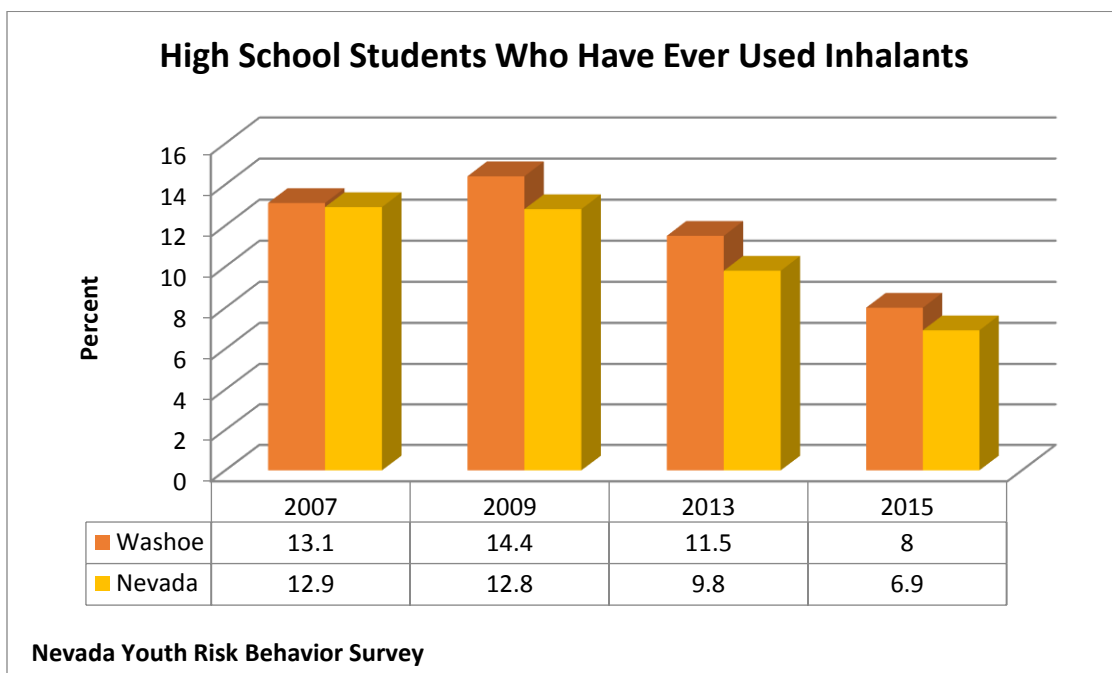
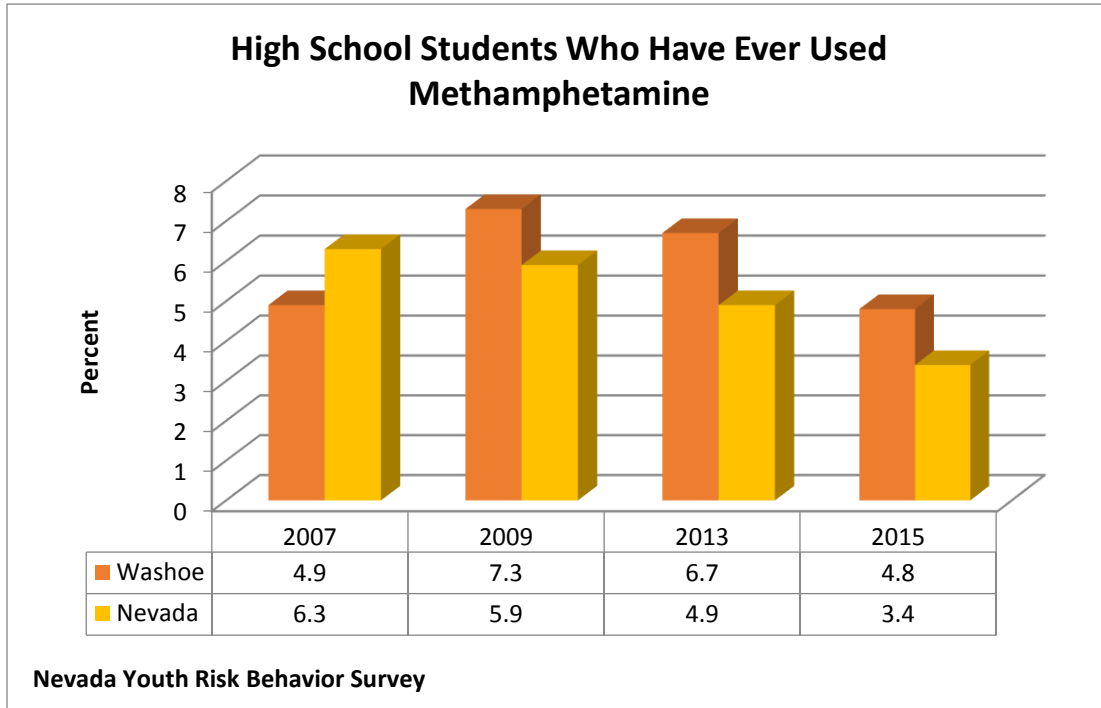




Chart 18



Charts 19 and 20 include prevalence data for other drug categories. While Washoe County trends higher than the state for each drug listed below, the use rate is lower than reported two years prior. Ecstasy and synthetic marijuana use have dropped significantly.

Chart 19

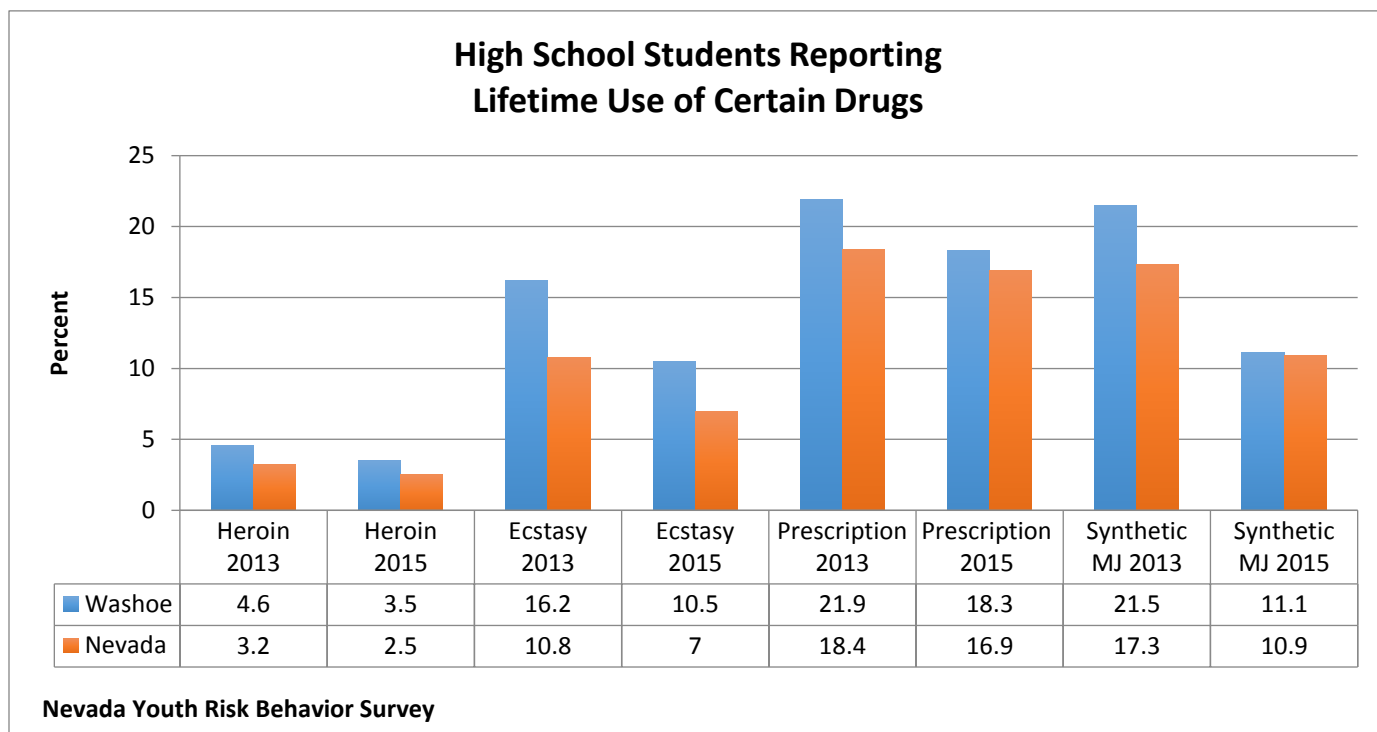


Chart 20

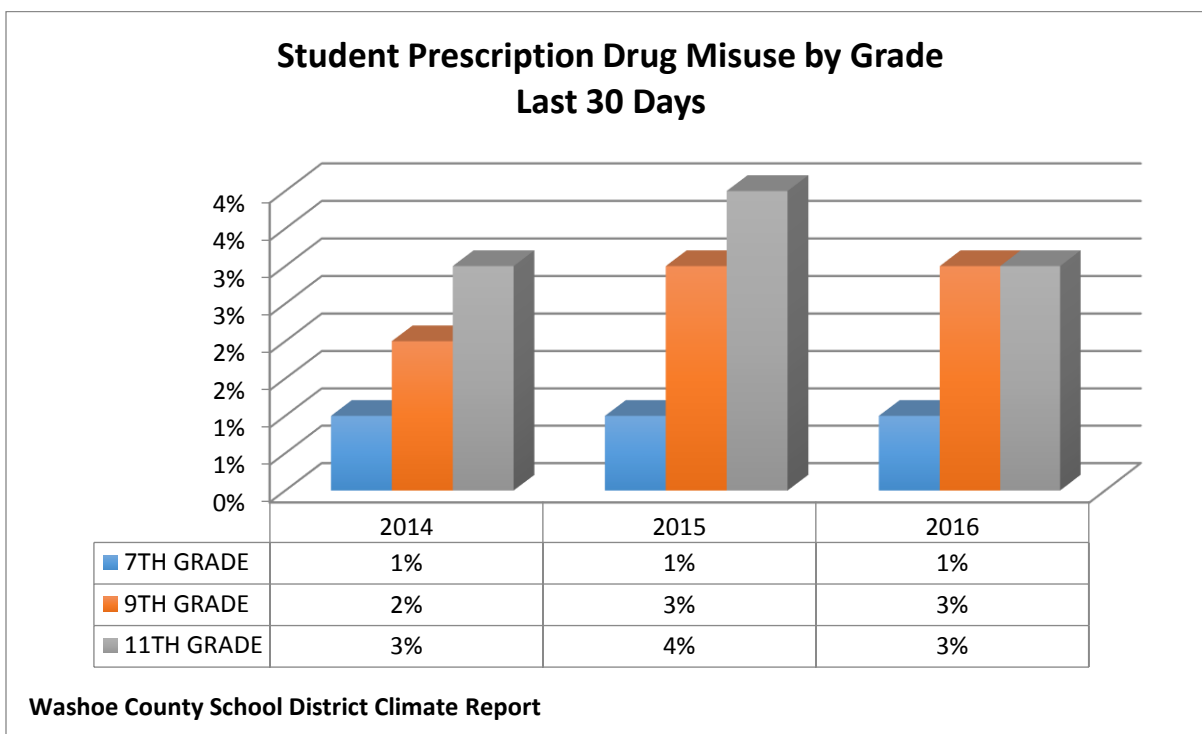
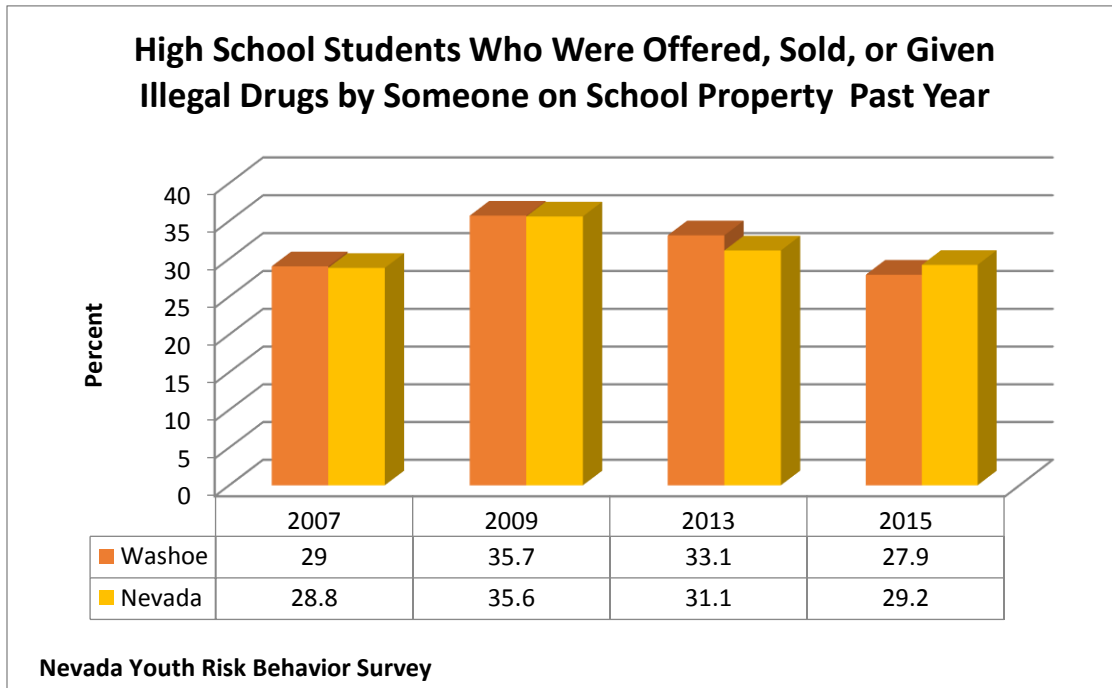


Chart 21 shows the percentage of students who were offered, sold, or given illegal drugs by someone on school property. This percentage has decreased to a level lower than 2007 rates. The level is also below the state average.

Chart 21



Data from the Nation College Health Assessment administered at the University of Nevada, Reno (UNR) and many colleges across the country provides a look at local college student consumption patterns with prescription drugs (Charts 22-24). Based on the limited data available, the non-medical use of all prescription medication is trending downward at a college level.

Chart 22

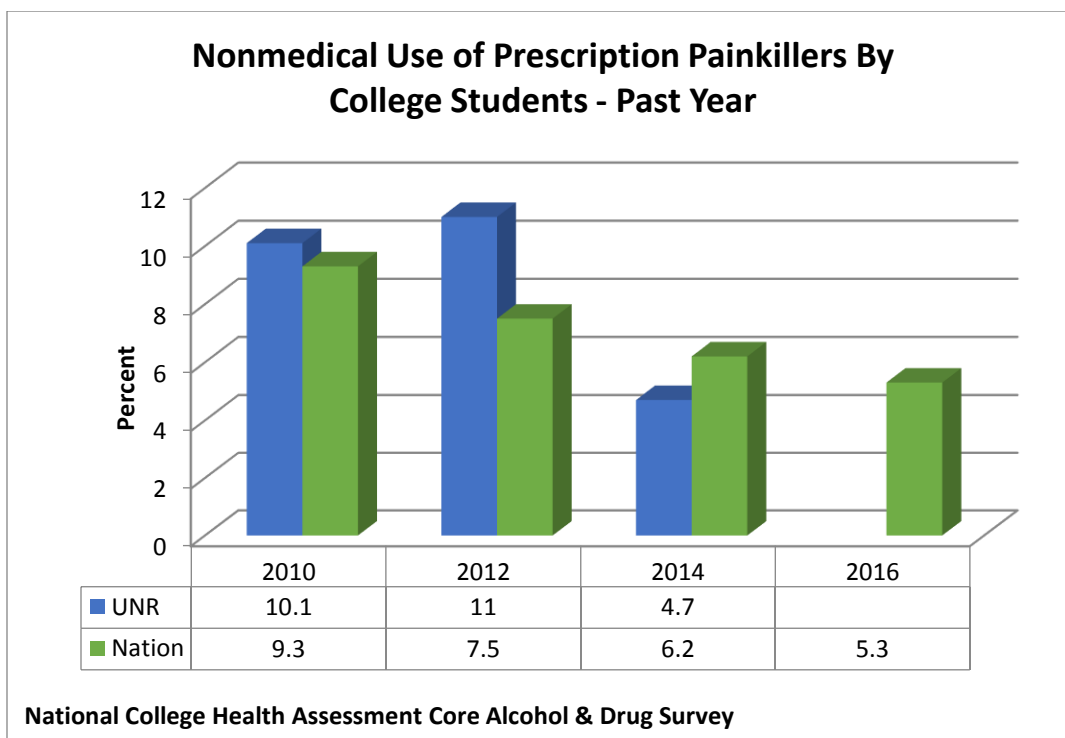


Chart 23

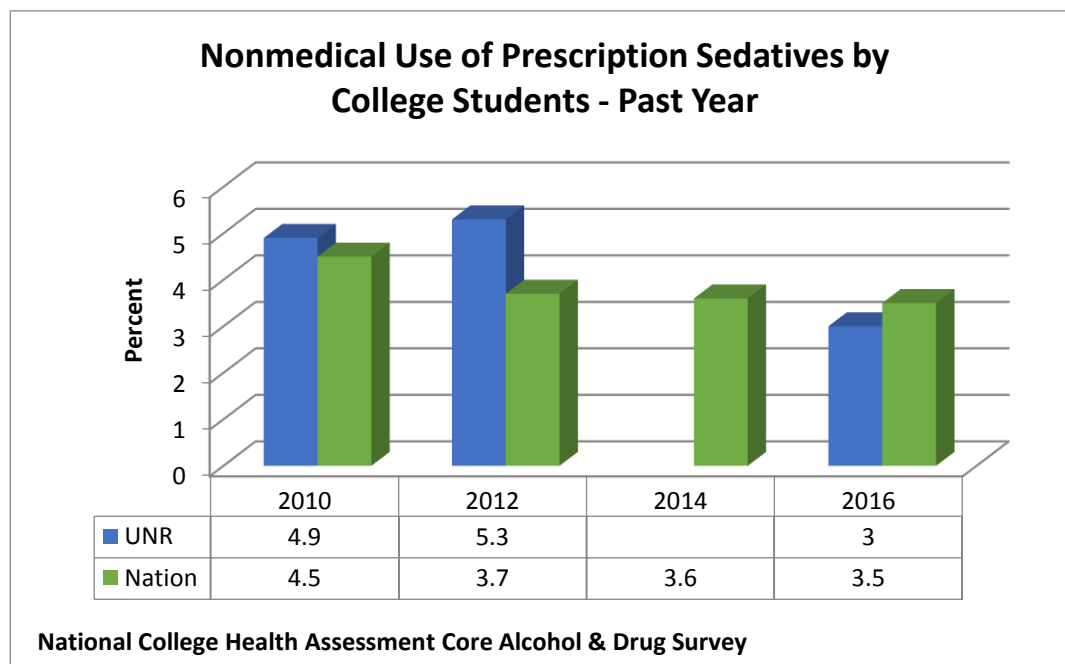
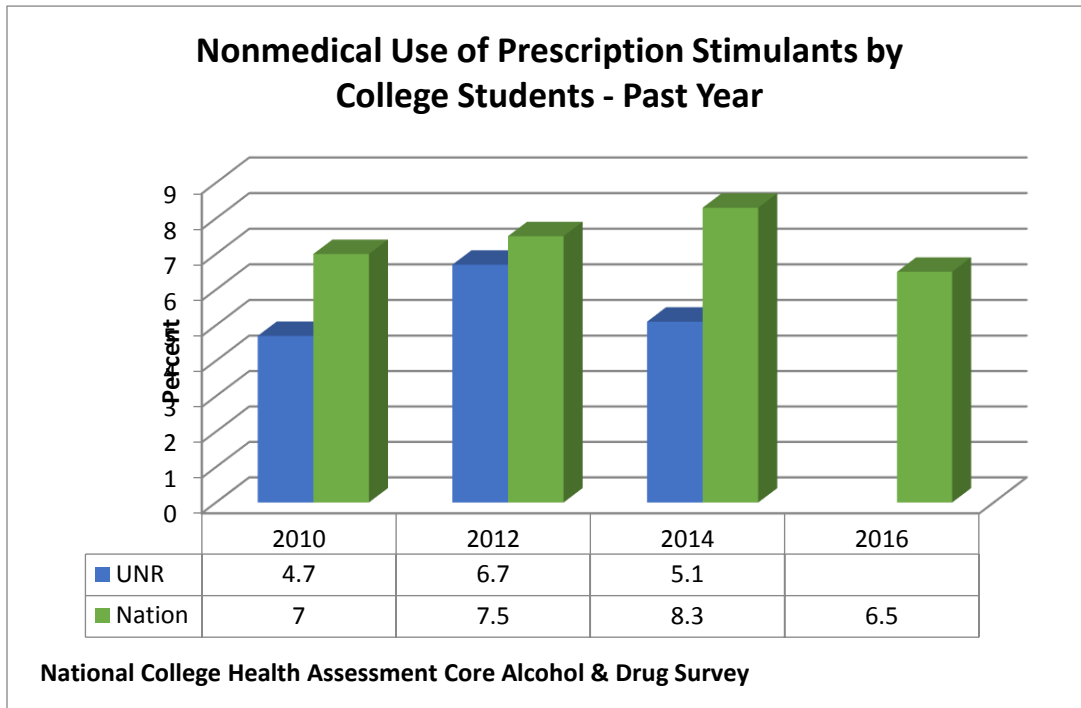
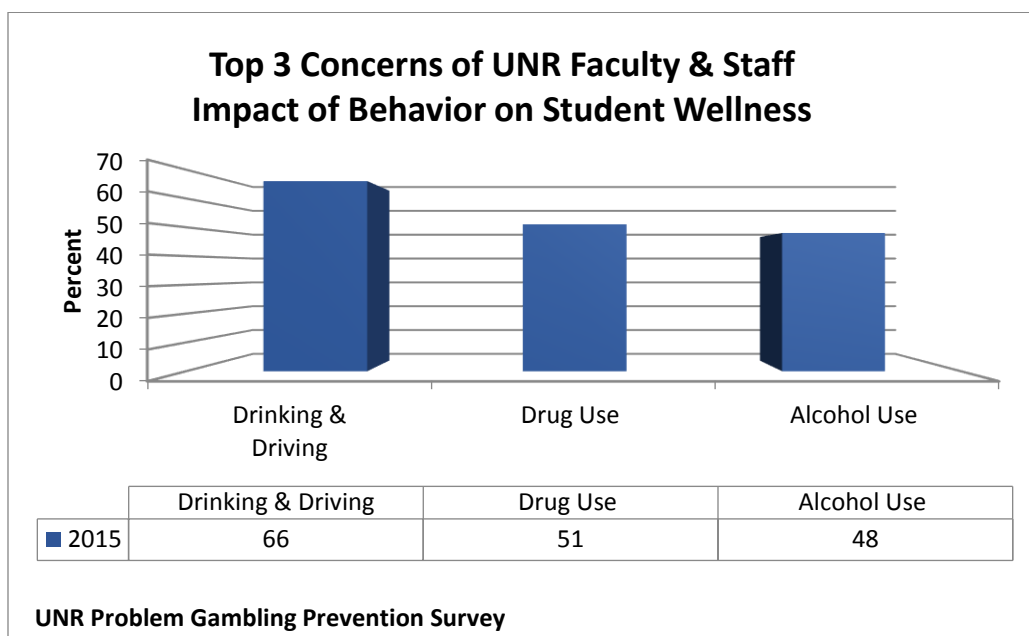


Chart 24



The University of Nevada, Reno (UNR) conducted a survey in 2015 as a screening tool for problematic gambling within their student population. In addition to the students who were surveyed, 199 faculty and staff members were asked about their concerns on behalf of their student population. Chart 25 shows the top three behaviors identified as concerns regarding the student population.

Chart 25



## Consequence Data - Arrests

Another way to assess our local substance abuse patterns is to examine data related to the consequences of substance abuse. Legal and criminal consequences are commonly associated with substance abuse. Not all of the following trends can be directly linked to substance abuse but in all cases the associations can be strong. The Uniform Crime Report trends for both adult and youth arrests in 2014 indicate arrest frequencies for assault, drug, underage alcohol and DUI offenses were trending downward as of 2013, but in 2014 several categories rose again (Charts 26-28). These patterns can be difficult to interpret. They may suggest an actual drop/rise in criminal activity for these categories but may also reflect a decrease in law enforcement resources in specific areas.

Chart 26

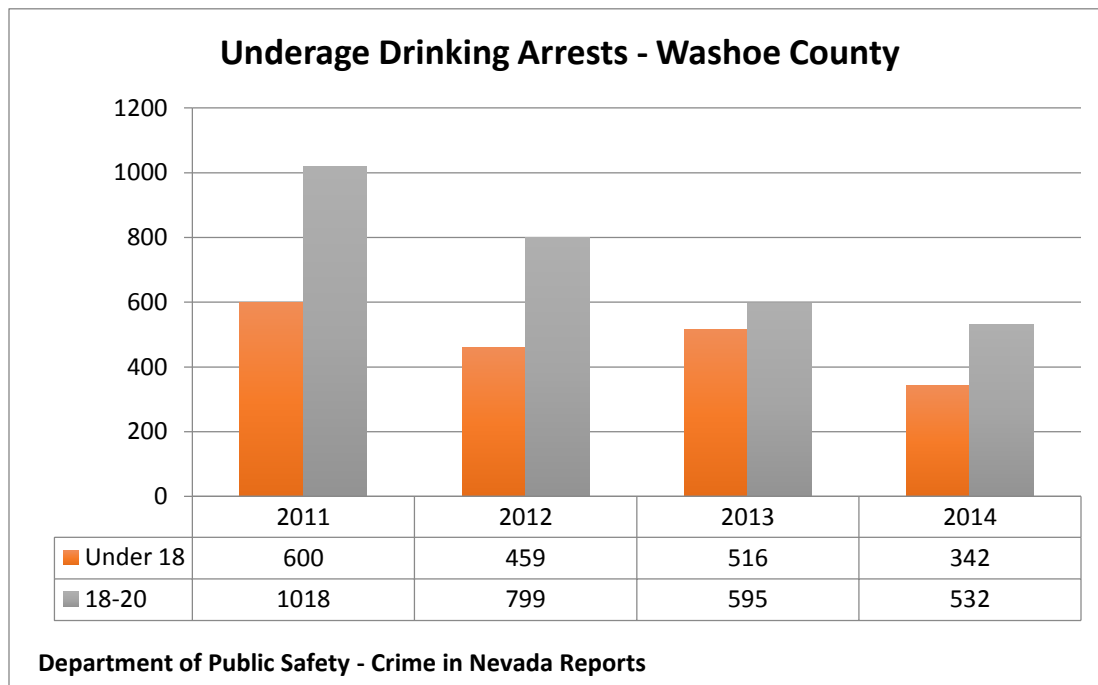


Chart 27

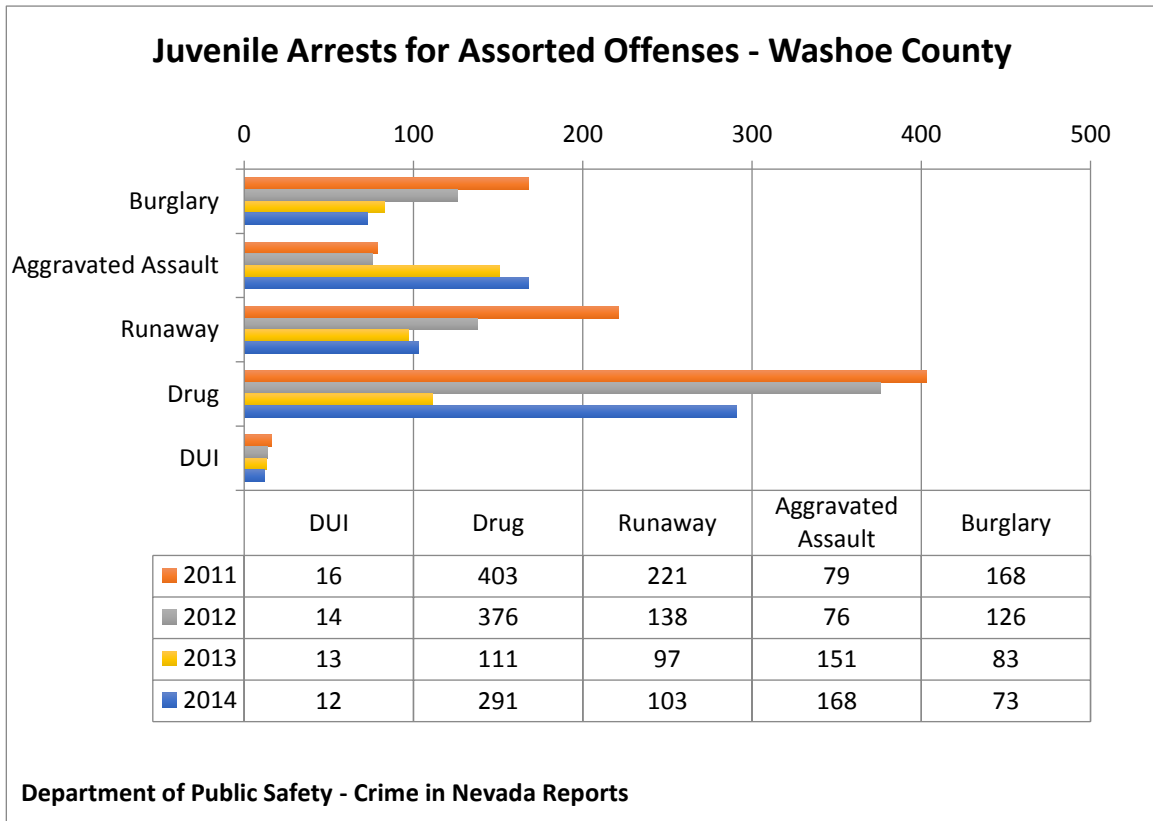
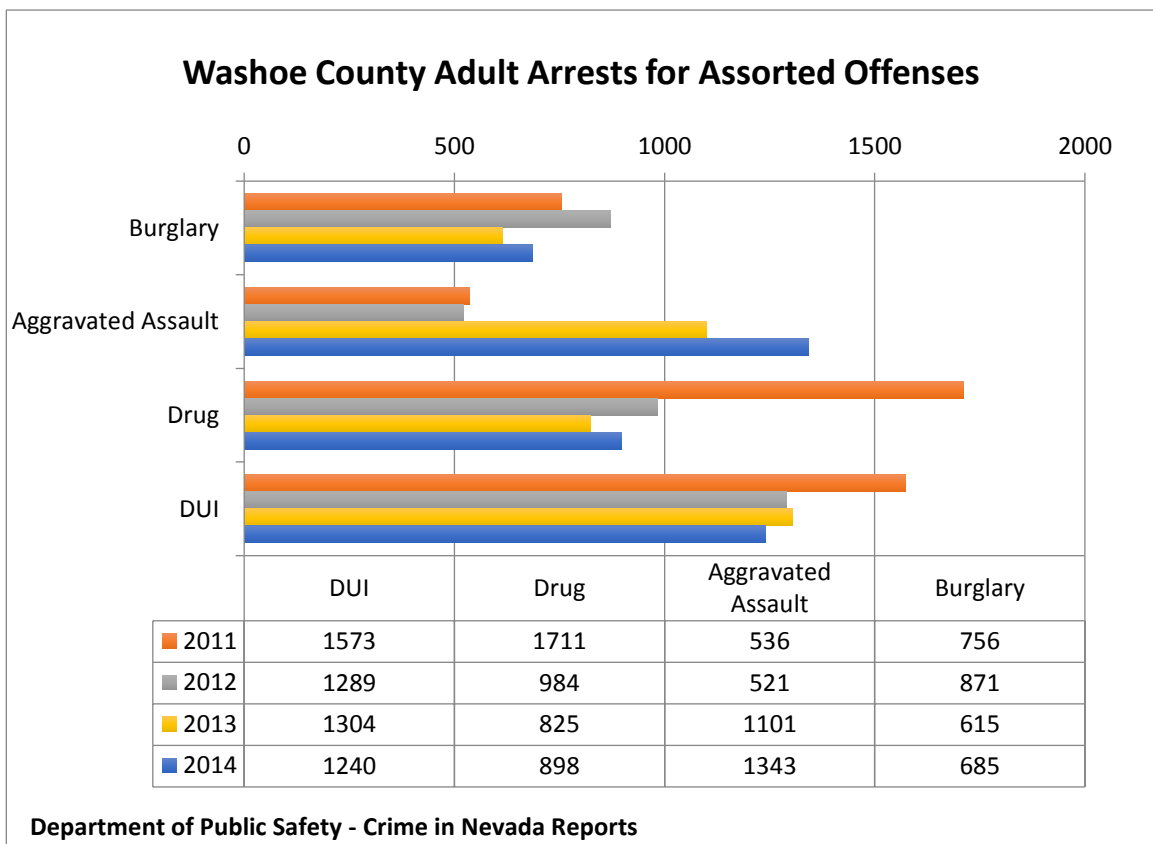


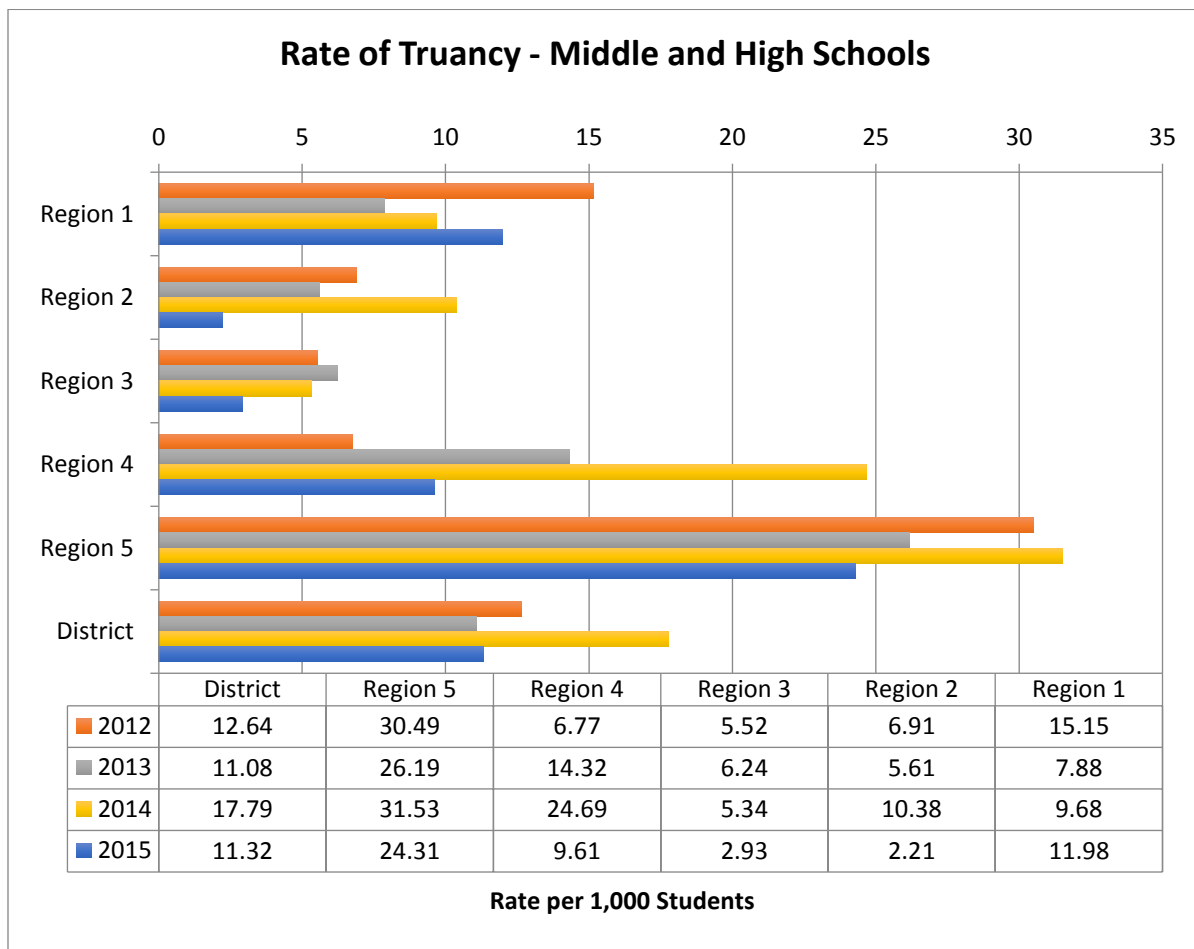
Chart 28



## Consequence Data – Schools

Washoe County School District data for problems such as truancy and suspensions or expulsions due to drug or alcohol violations are provided in the following section. The rates of truancy in middle and high schools in Washoe County (Chart 29) are relatively flat district-wide from 2012-2015, with the exception of an increase in 2014. Truancy rates have been highest in the Northeast / Northwest Reno region. Disciplinary rates for alcohol have been increasing district-wide since 2013 (Chart 30), but the highest rates have generally been seen in the North Valleys and Spanish Springs area. For drug violations (Chart 31), disciplinary rates dramatically increased from 2013 to 2014, and leveled off from 2014 to 2015. The areas seeing the highest spike in high school drug violations were Northeast / Northwest Reno and the North Valleys / Spanish Springs areas.

Chart 29



**Data Source: Washoe County School District Accountability Reports**

**Region 1 = Reno High School, Wooster High School, Swope Middle School, Vaughn Middle School**

**Region 2 = Spanish Springs High School, North Valleys High School, Shaw Middle School, O'Brien Middle School, Cold Springs Middle School**

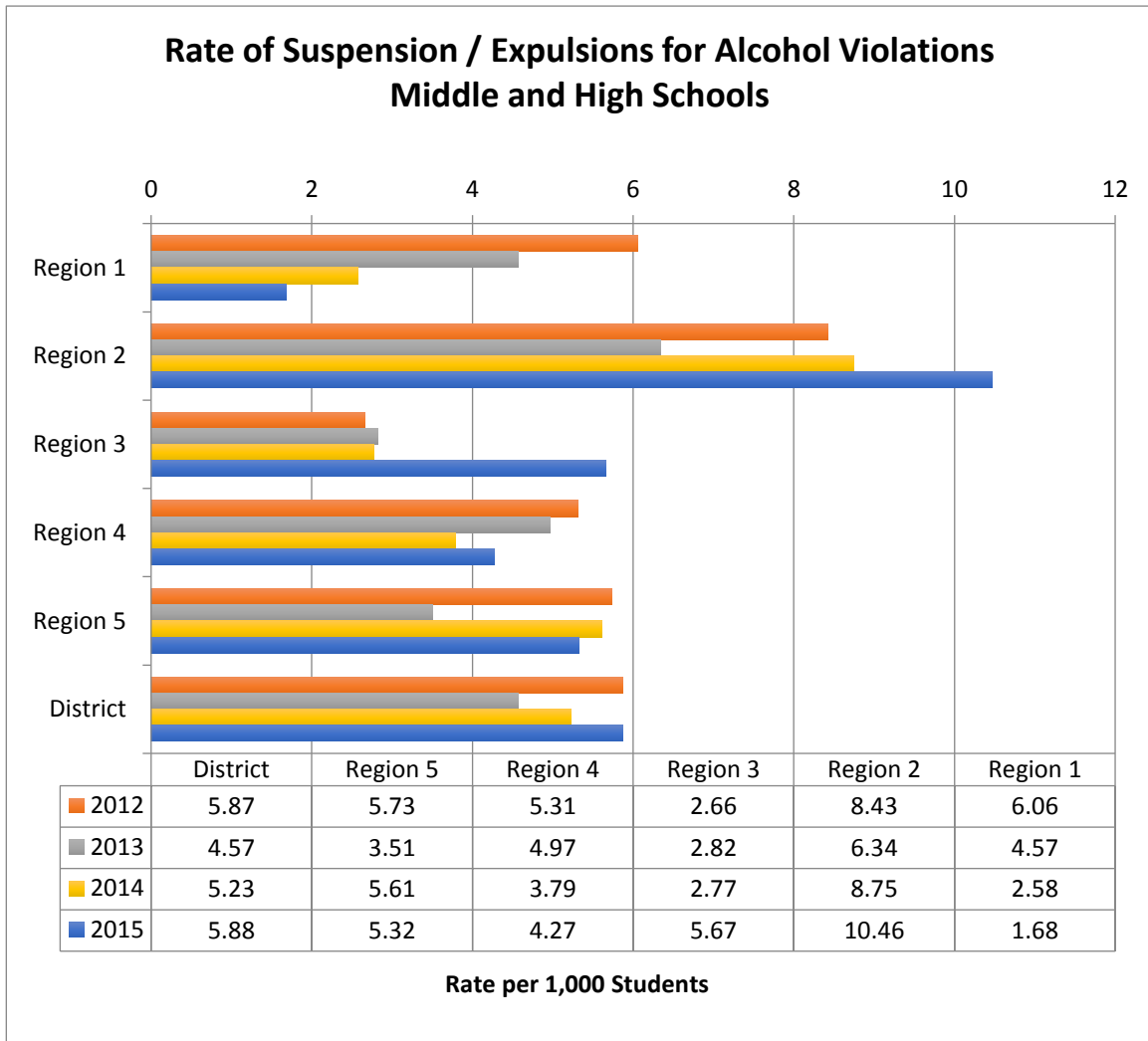
**Region 3 = Damonte Ranch High School, Galena High School, DePoali Middle School, Pine Middle School**

**Region 4 = Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School**

**Region 5 = Hug High School, McQueen High School, Traner Middle School, Billingshurst Middle School, Clayton Middle School**



Chart 30



**Data Source: Washoe County School District Accountability Reports**

**Region 1 = Reno High School, Wooster High School, Swope Middle School, Vaughn Middle School**

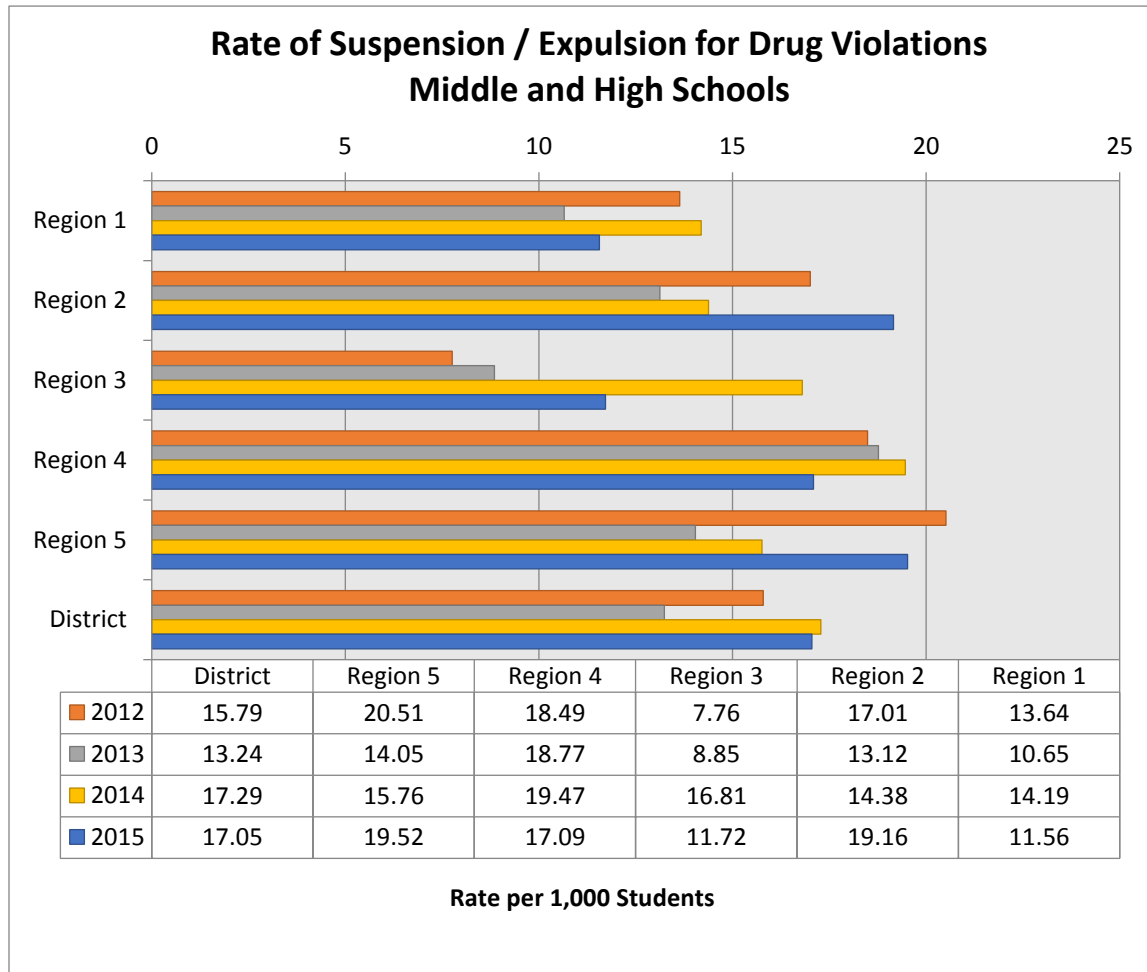
**Region 2 = Spanish Springs High School, North Valleys High School, Shaw Middle School, O'Brien Middle School, Cold Springs Middle School**

**Region 3 = Damonte Ranch High School, Galena High School, DePoali Middle School, Pine Middle School**

**Region 4 = Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School**

**Region 5 = Hug High School, McQueen high School, Traner Middle School, Billingshurst Middle School, Clayton Middle School**

Chart 31



**Data Source: Washoe County School District Accountability Reports**

**Region 1 = Reno High School, Wooster High School, Swope Middle School, Vaughn Middle School**

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**Region 3 = Damonte Ranch High School, Galena High School, DePoali Middle School, Pine Middle School**

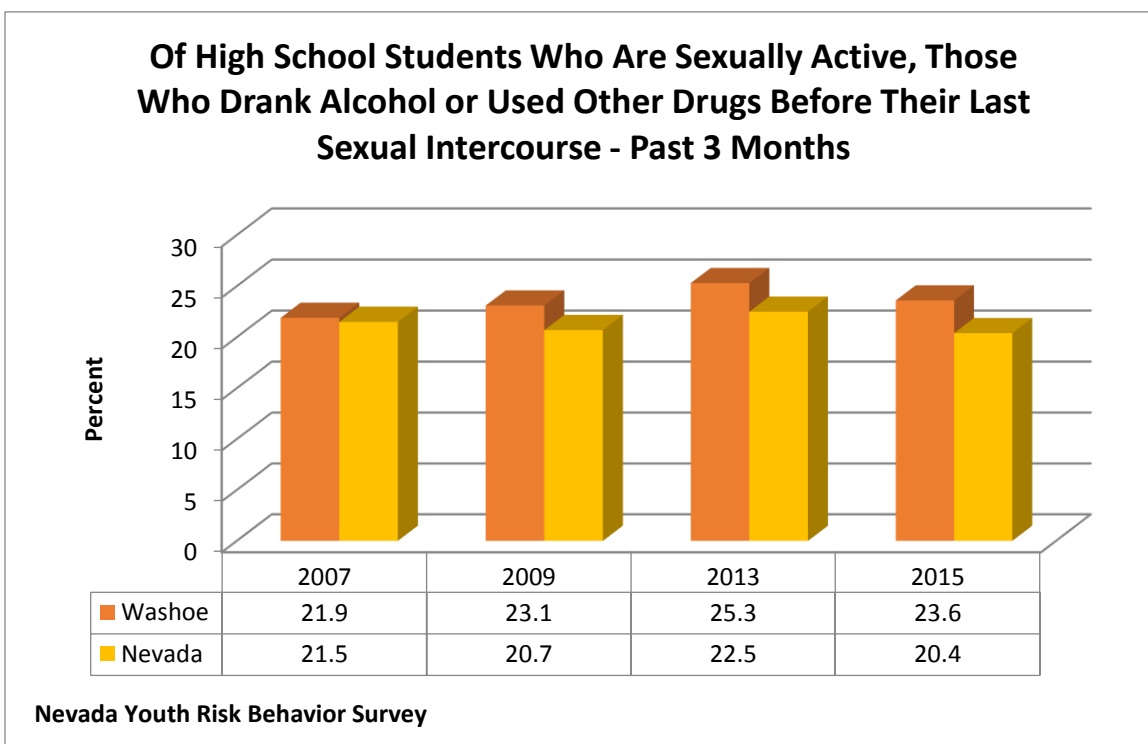
**Region 4 = Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School**

**Region 5 = Hug High School, McQueen High School, Traner Middle School, Billingshurst Middle School, Clayton Middle School**

## Consequence Data – Sexual Health

Sexual health consequences from substance abuse such as sexually transmitted infections and unintended pregnancy are another concern. High school students report a high level of alcohol or other drug use prior to sexual intercourse (Chart 32). This rate is higher than the state average.

Chart 32



## Consequence Data – Injuries and Other Factors

Additional consequences, such as physical injury and motor vehicle fatalities due to driving under the influence, are of major concern in Washoe County. High school students who reported driving a vehicle after consuming alcohol has decreased from 10.9% in 2009 to 8.2% in 2015, although the rates are still higher in Washoe County compared to Nevada (Chart 33). The proportion of high school students reporting being a passenger in a vehicle driven by someone under the influence has also decreased in Washoe County, yet is still slightly higher than Nevada (Chart 34).

The percentage of University of Nevada, Reno (UNR) students who reported experiencing physical injury while under the influence of alcohol has remained relatively stable from 2010 through 2016 (Chart 35). The percentage of UNR students who reported experiencing a blackout has increased from 23.1% in 2010 to 31.0% in 2016 (Chart 36).

Chart 33

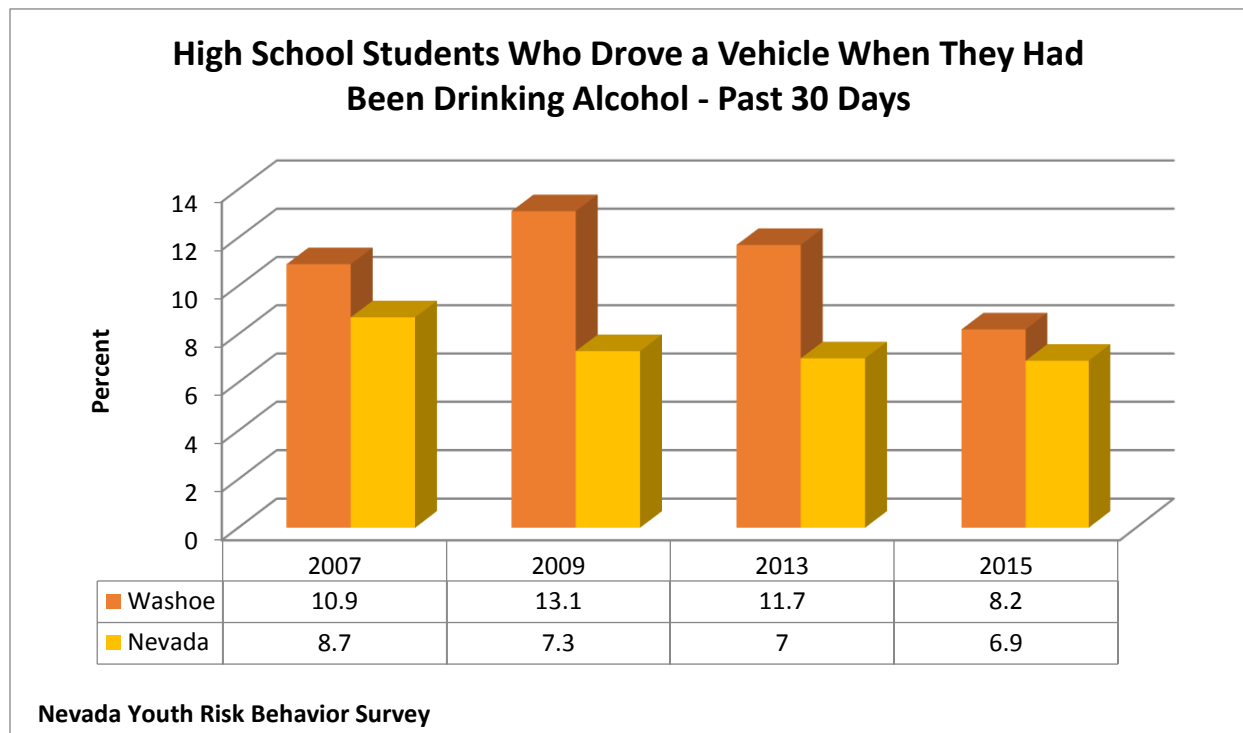


Chart 34

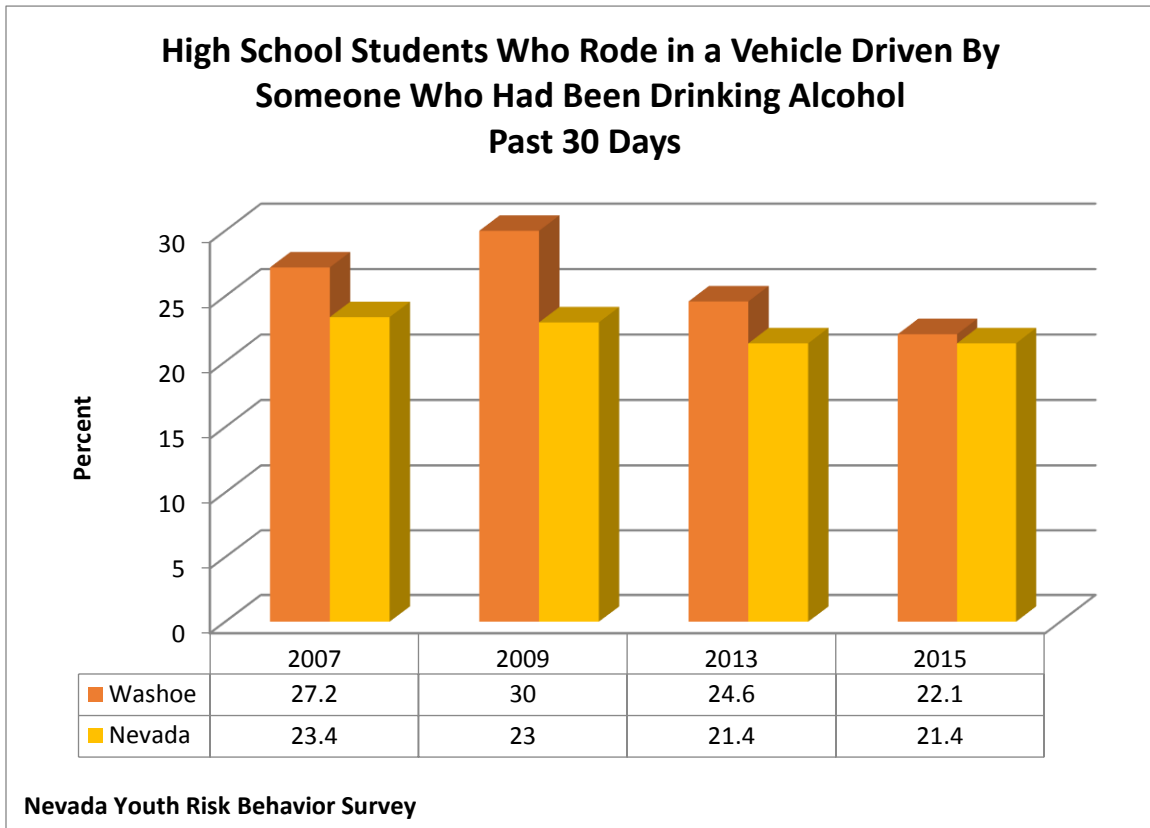


Chart 35

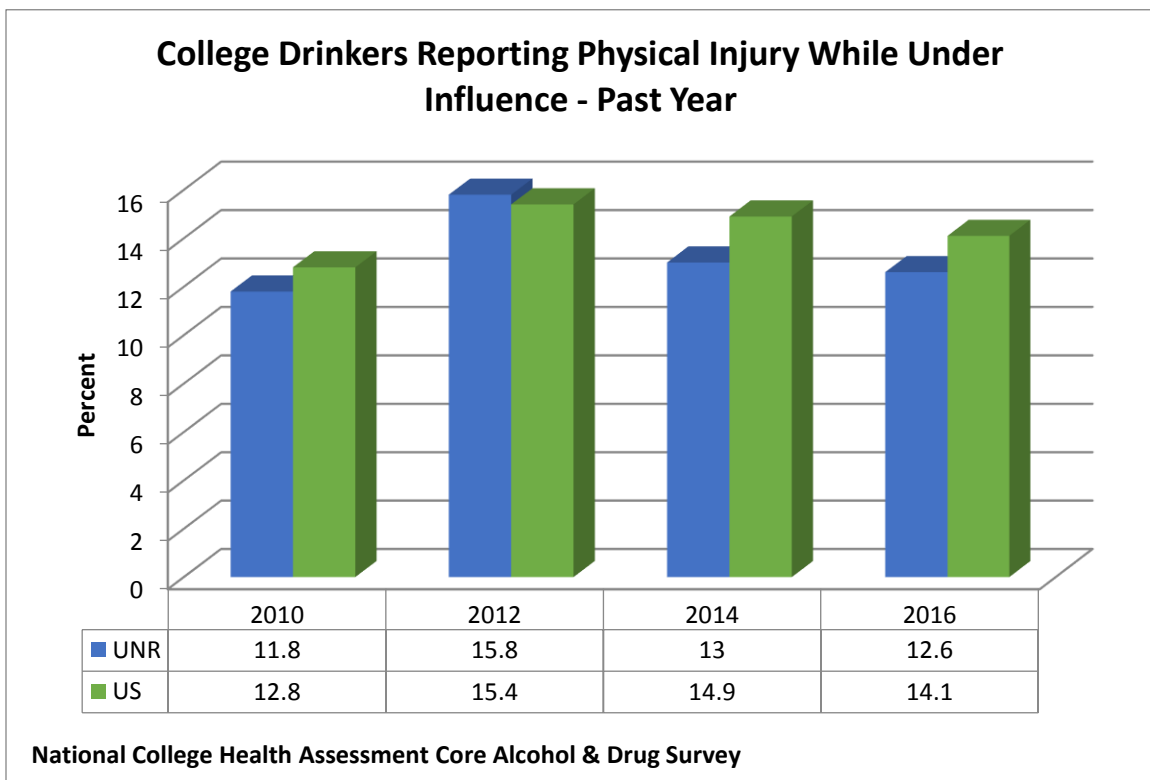
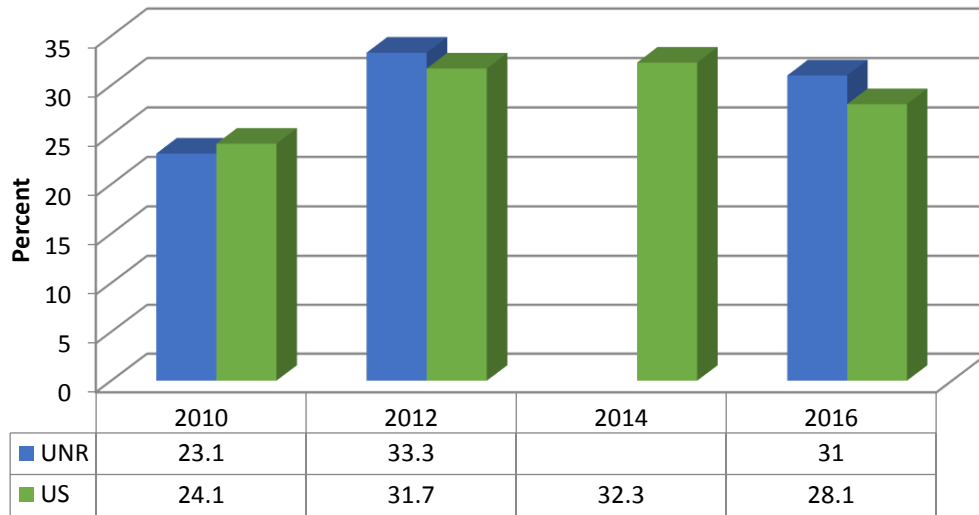


Chart 36

### College Drinkers Who Experienced a Blackout - Past Year



National College Health Assessment Core Alcohol & Drug Survey

Alcohol related fatalities are trending upward locally and nationally (Charts 37-39). In the United States, there were 35,092 traffic fatalities in 2015, a 7.2% increase from 2014 - the largest increase in over 50 years. Of those fatalities, 10,265 were caused by alcohol impaired drivers, accounting for 29.25% of all traffic deaths.

Chart 37

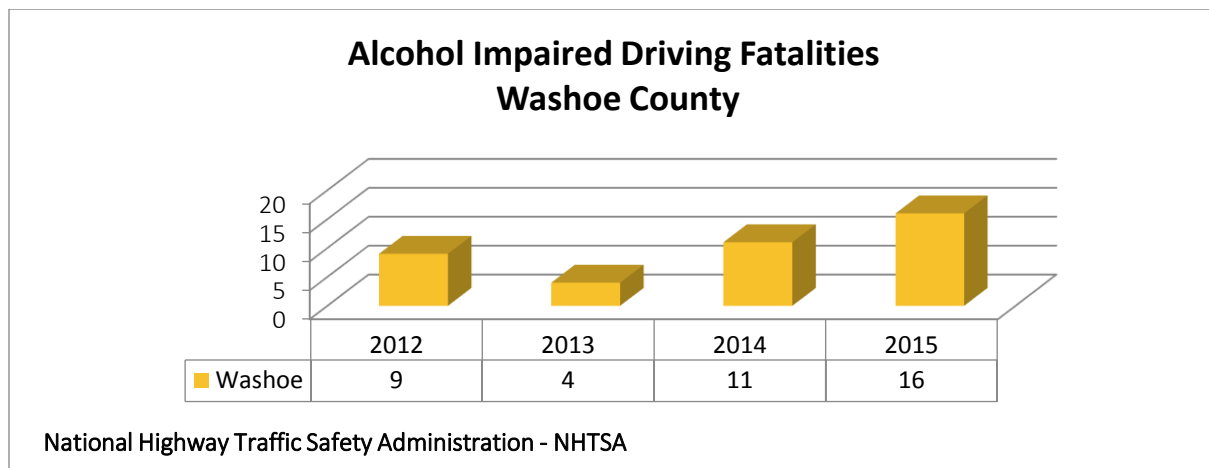


Chart 38

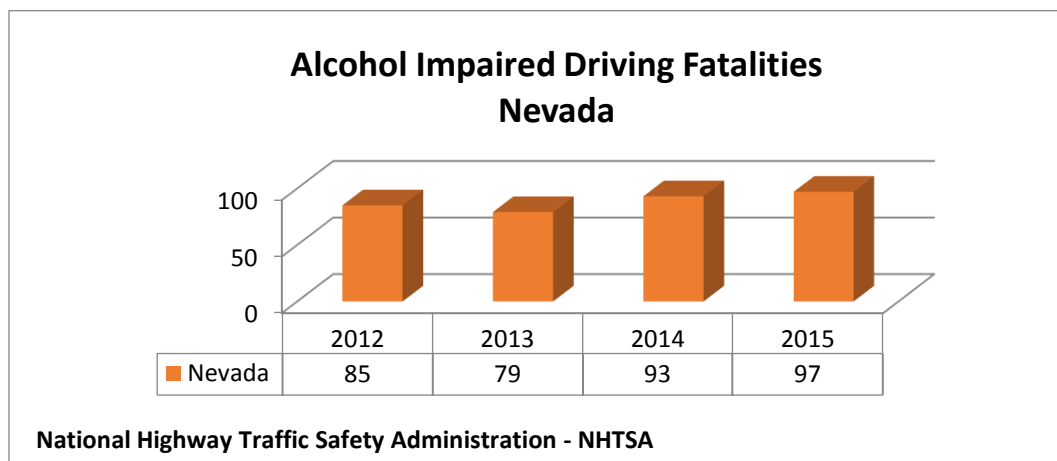
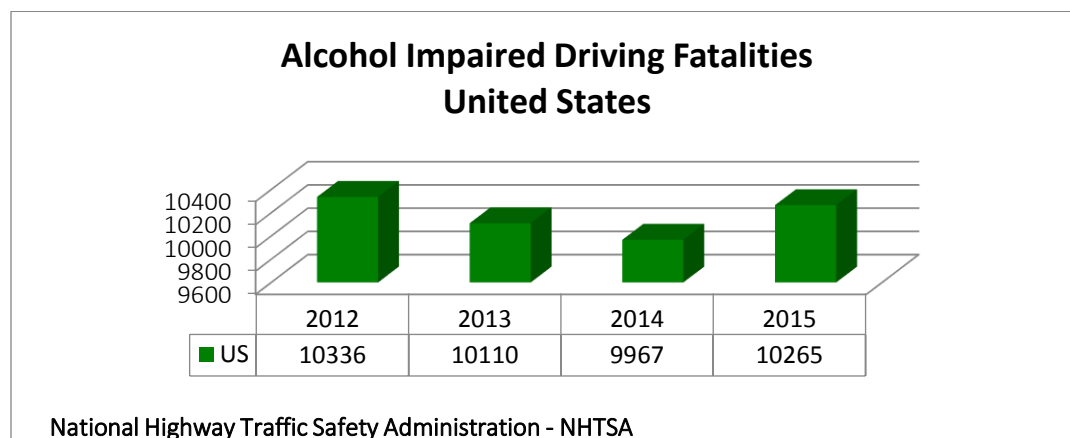


Chart 39



## Consequence Data – Treatment for Substance Abuse

Another significant consequence of substance abuse can be the onset of addiction. The Substance Abuse Prevention and Treatment Agency (SAPTA) reports marijuana (61%) as the number one drug of choice for Washoe County youth entering substance abuse treatment programs (Charts 40 and 41). The next closest drug type of choice was alcohol (22%).

For Washoe County adults entering treatment (Chart 42), most cited alcohol (44%) as their primary drug of choice followed by methamphetamine (31%). Methamphetamine percentages held relatively steady from 2012-2015, while alcohol and heroin have increased significantly in the same time frame.

Chart 40

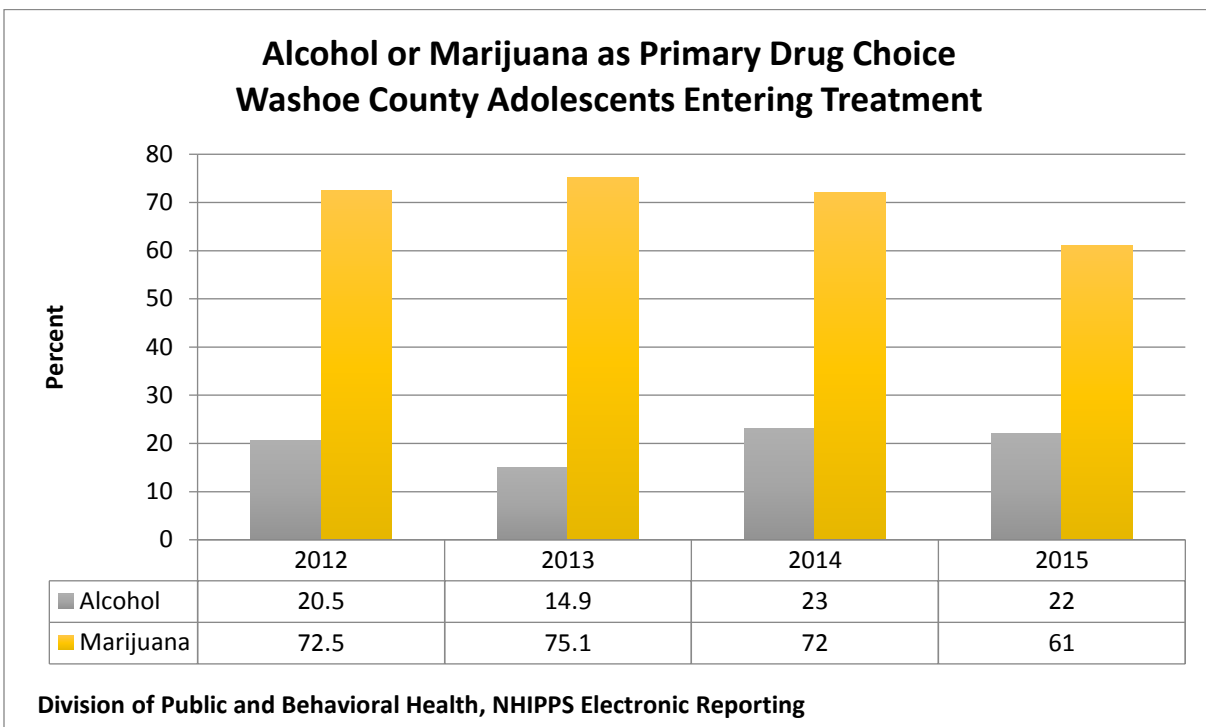
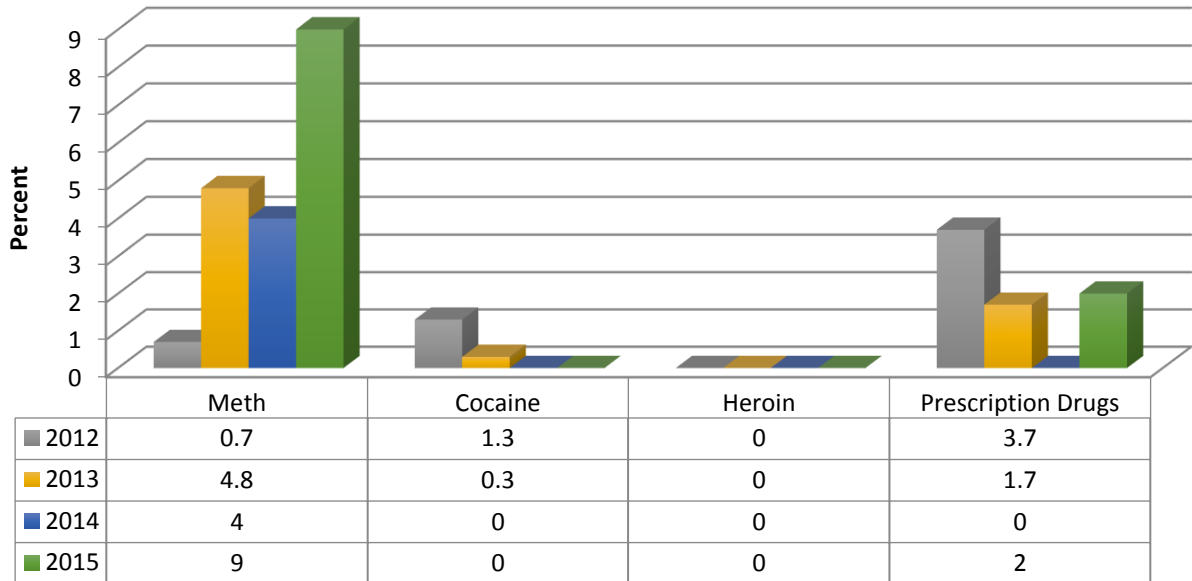




Chart 41

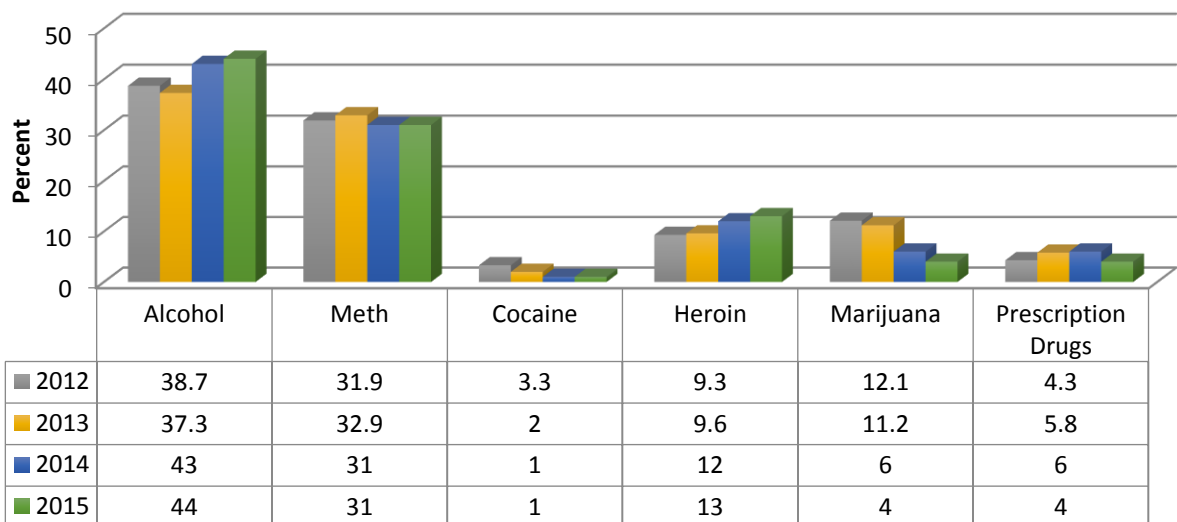
### Washoe County Adolescents Entering Treatment Programs Primary Drug Choice Other than Marijuana and Alcohol



Division of Public and Behavioral Health, NHIPPS Electronic Reporting

Chart 42

### Washoe County Adults Entering Treatment Primary Drug Choice



Division of Public and Behavioral Health, NHIPPS Electronic Reporting

## Protective and Risk Factor Data

Perhaps of most importance in the assessment process is the collection of data related to risk and protective factors that influence substance abuse trends. This type of data allows us to plan more targeted and effective prevention strategies. The Washoe County School District's Climate Survey has gathered data related to perception of risk, perception of parental approval, and perception of peer approval related to alcohol and prescription drug abuse (Charts 43-45). The perception of risk held by high school students regarding marijuana use is lower than that held for alcohol or prescription drug use. Students perceive a fairly strong level of parental disapproval for each of these types of drug use.

Chart 43

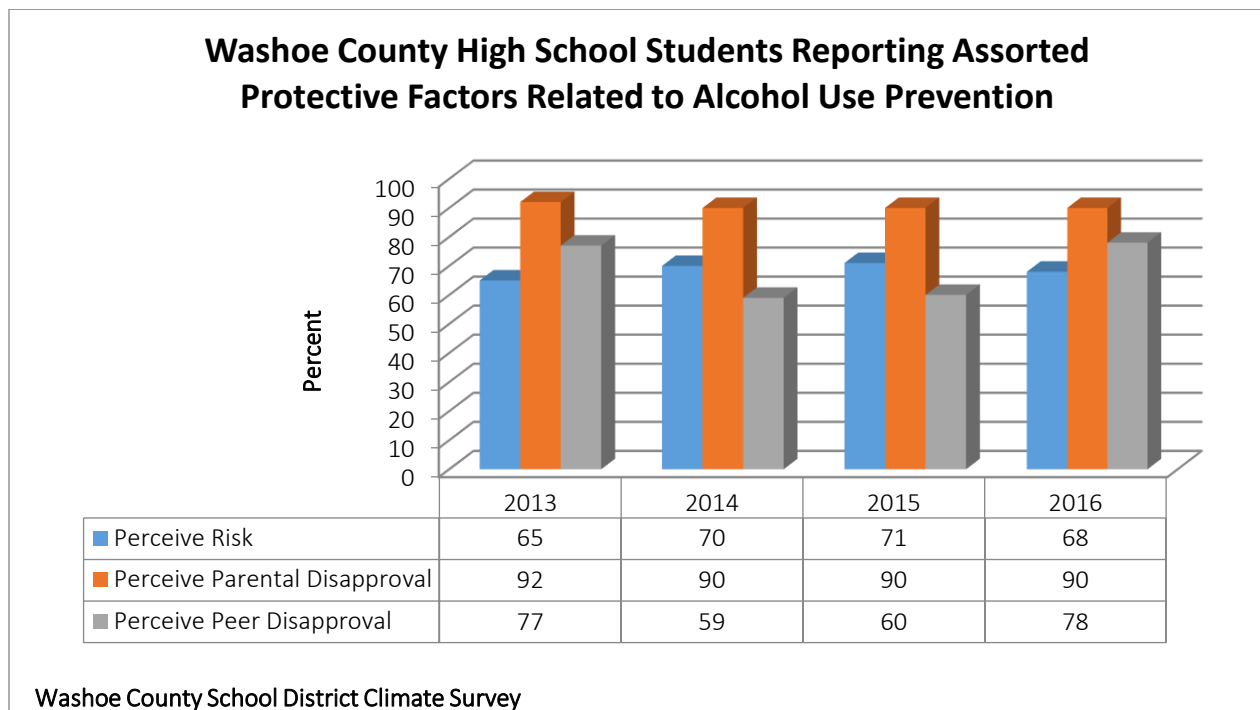
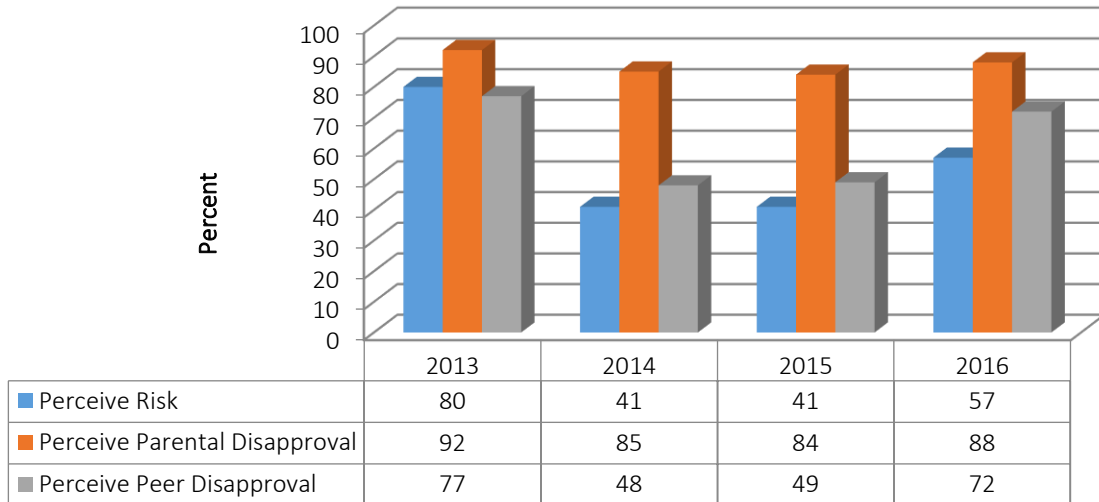


Chart 44

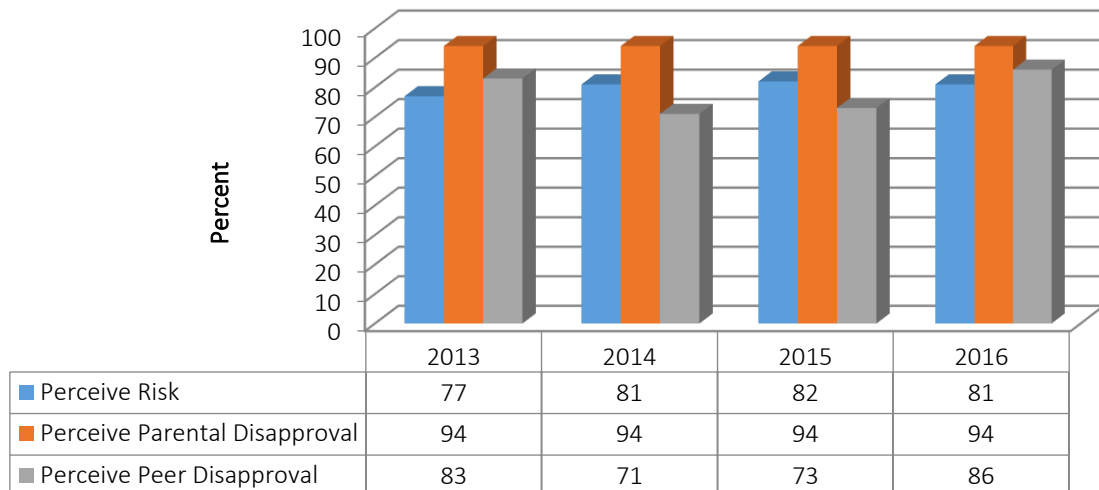
### Washoe County High School Students Reporting Assorted Protective Factors Related to Marijuana Use Prevention



Washoe County School District Climate Survey

Chart 45

### Washoe County High School Students Reporting Assorted Protective Factors Related to Prescription Drug Misuse

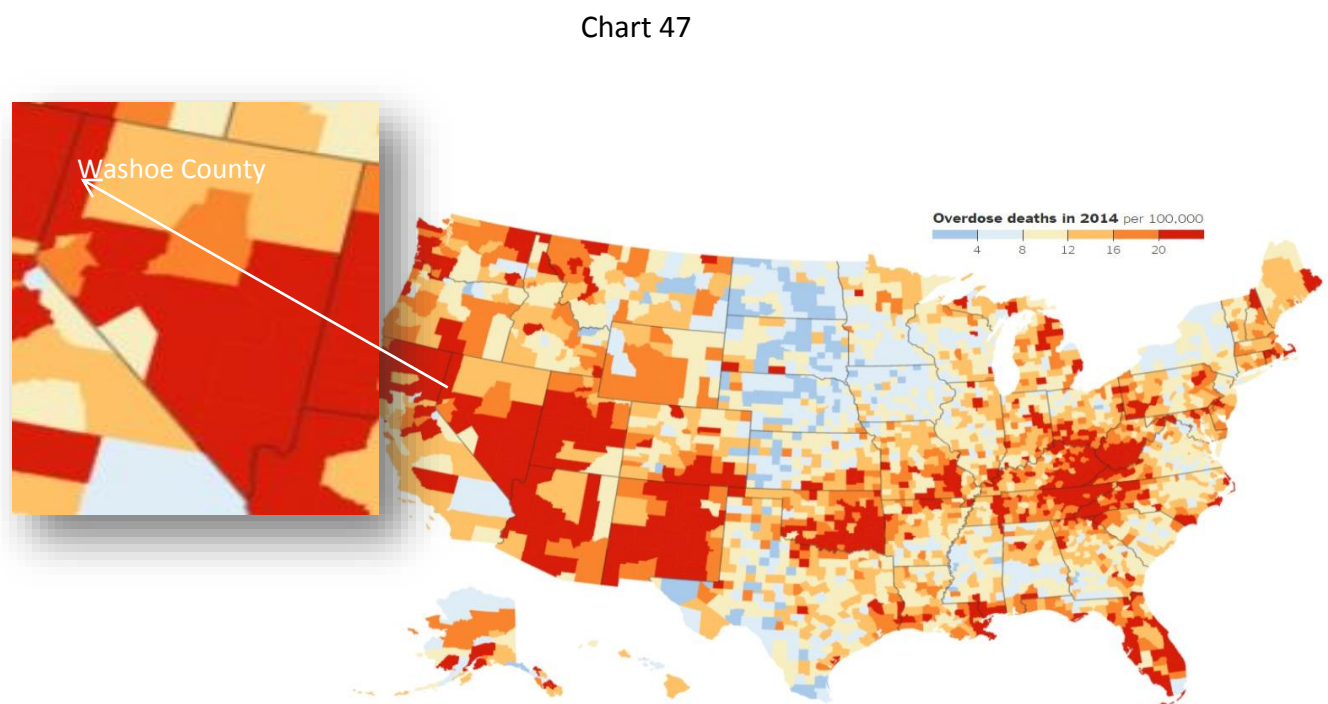


Washoe County School District Climate Survey

The images below show how prescription drug overdose has spread across the nation. Chart 46 shows the increase in number of drug overdose deaths from 2003 to 2014. Chart 47 shows the density in the number of adult drug overdose deaths by region with Nevada appearing to be one of the most largely affected states in the West.

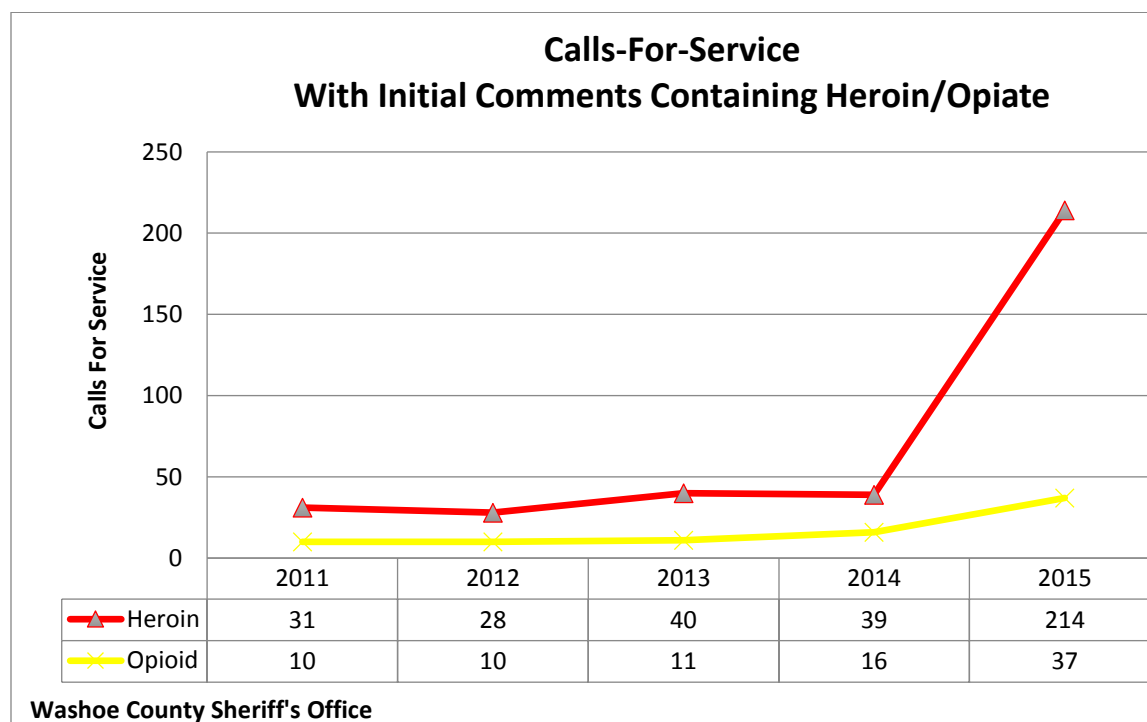


Source: [“Drug Poisoning Mortality: United States, 2002–2014”](#) Center for Disease Control



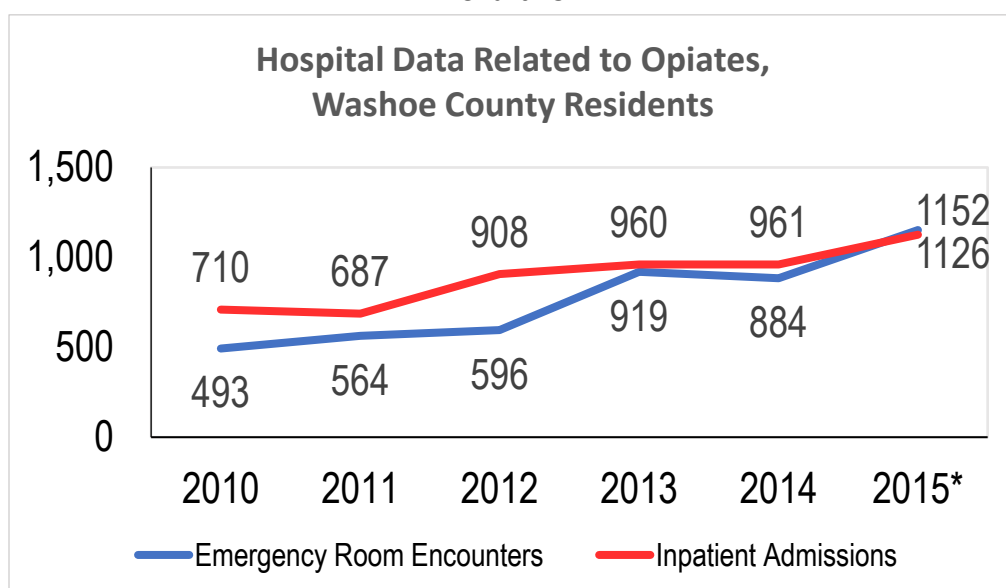
Computer Aided Dispatch Calls (CAD) can provide insight by reviewing the narrative terms used during the calls. Chart 48 shows the number of calls that included initial text entered for the call indicated as “heroin” or “opiate.”

Chart 48



Additionally, there is a steady increase in emergency room and inpatient admissions related to opiates in Washoe County from 2010-2015 (Chart 49) as reported by the Nevada Department of Health and Human Services.

Chart 49



Department of Health and Human Services

At the K-12 school level, perception of safety is important. Fortunately, high school students reported a decrease in staying home from school due to safety concerns (Chart 50). At this same time, the rate of students reporting they had been in a physical fight at school decreased (Chart 51), and the percentage of students reporting they had carried a weapon on school property also decreased (Chart 52).

Chart 50

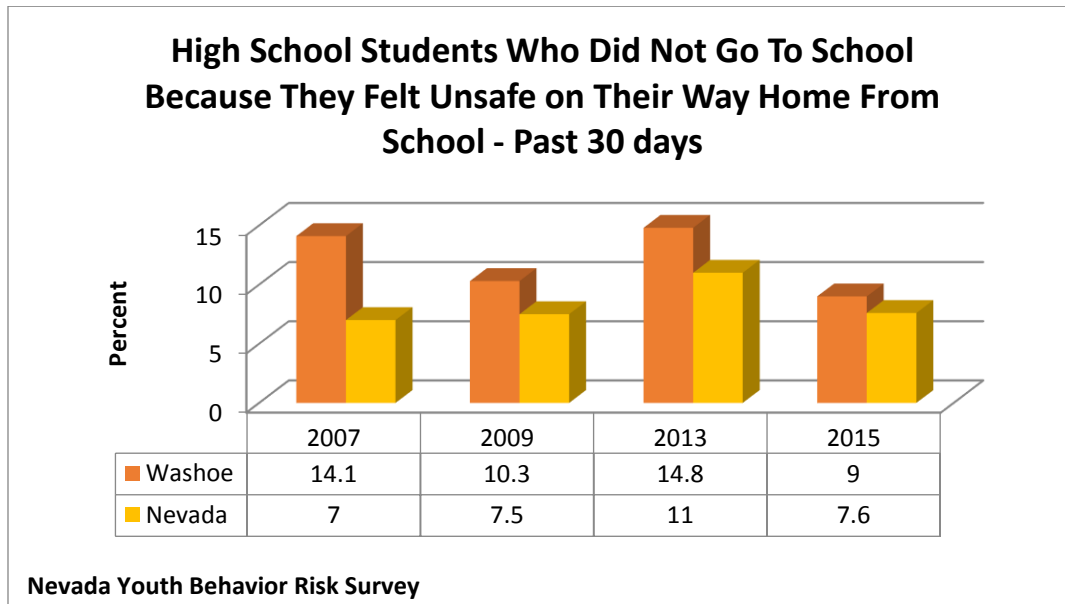


Chart 51

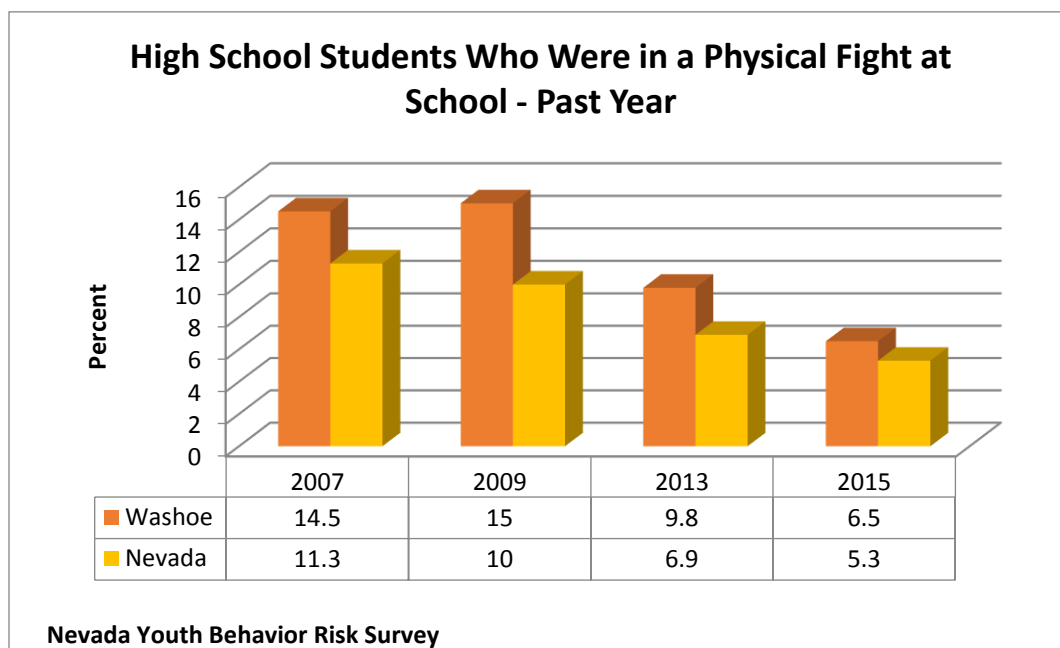
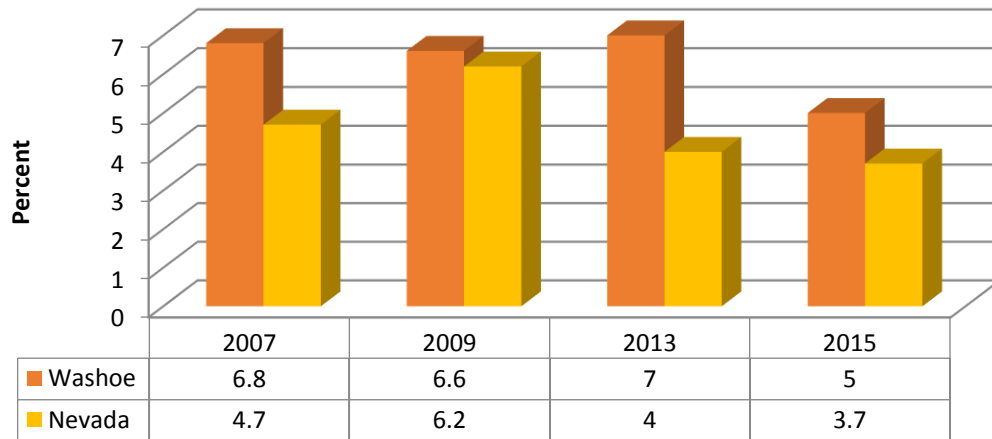


Chart 52

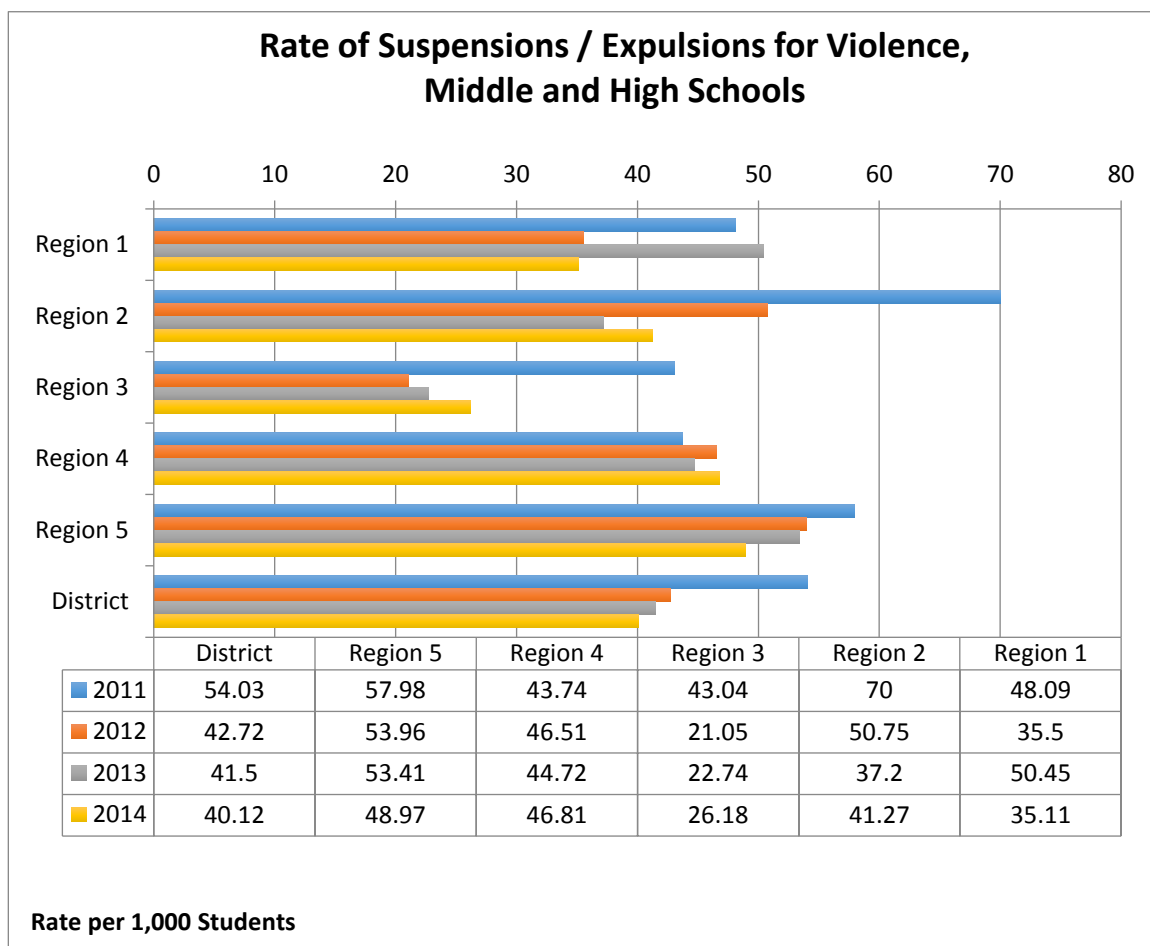
### High School Students Who Carried a Weapon on School Property - Past 30 days



Nevada Youth Risk Behavior Survey

At the school district level, the overall rate of student disciplinary action concerning violent behavior has trended downward between 2011 and 2014 (Chart 53).

Chart 53



**Data Source: Washoe County School District Accountability Reports**

**Region 1 = Reno High School, Wooster High School, Swope Middle School, Vaughn Middle School**

**Region 2 = Spanish Springs High School, North Valleys High School, Shaw Middle School, O'Brien Middle School, Cold Springs Middle School**

**Region 3 = Damonte Ranch High School, Galena High School, DePoali Middle School, Pine Middle School**

**Region 4 = Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School**

**Region 5 = Hug High School, McQueen High School, Traner Middle School, Billinghurst Middle School, Clayton Middle School**



## Mental Health

Mental health challenges, such as the onset of depression, can also play a role as risk factors for substance abuse. The percentage of Washoe County teens who considered attempting suicide is higher than the state average and had been climbing since 2007. The percentage is down slightly in 2015 (Chart 54). The rate of students reporting suicide attempts has been steadily declining since 2009 although still higher than the state average (Chart 55). More females than males report making a plan to attempt suicide (Chart 56).

Chart 54

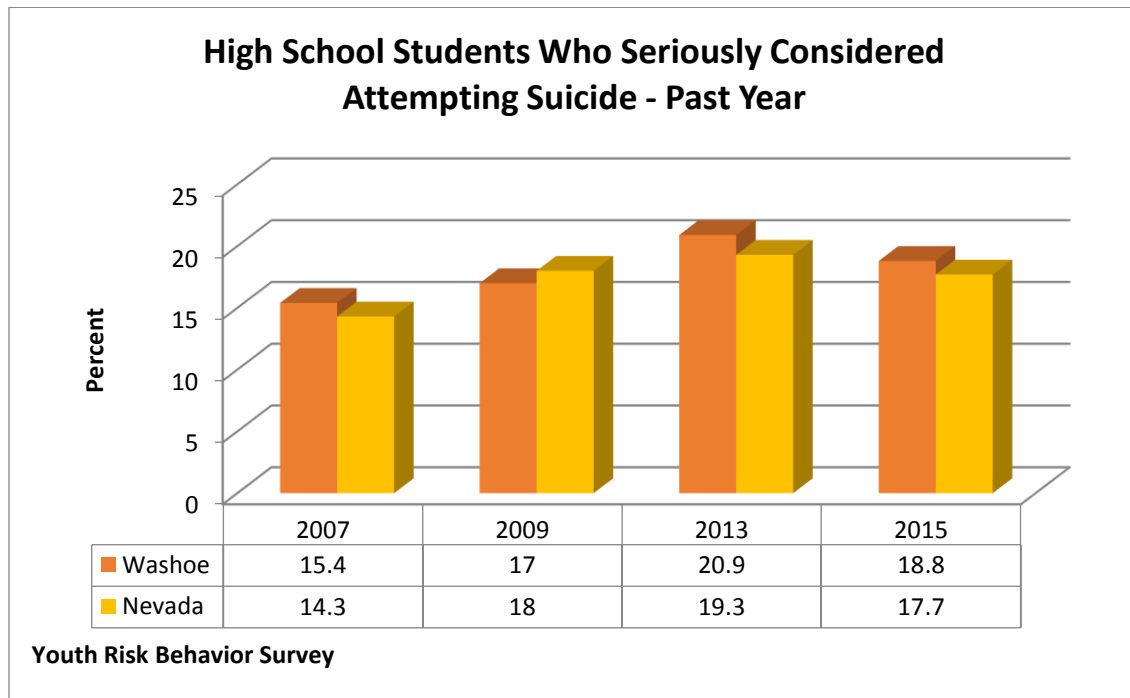


Chart 55

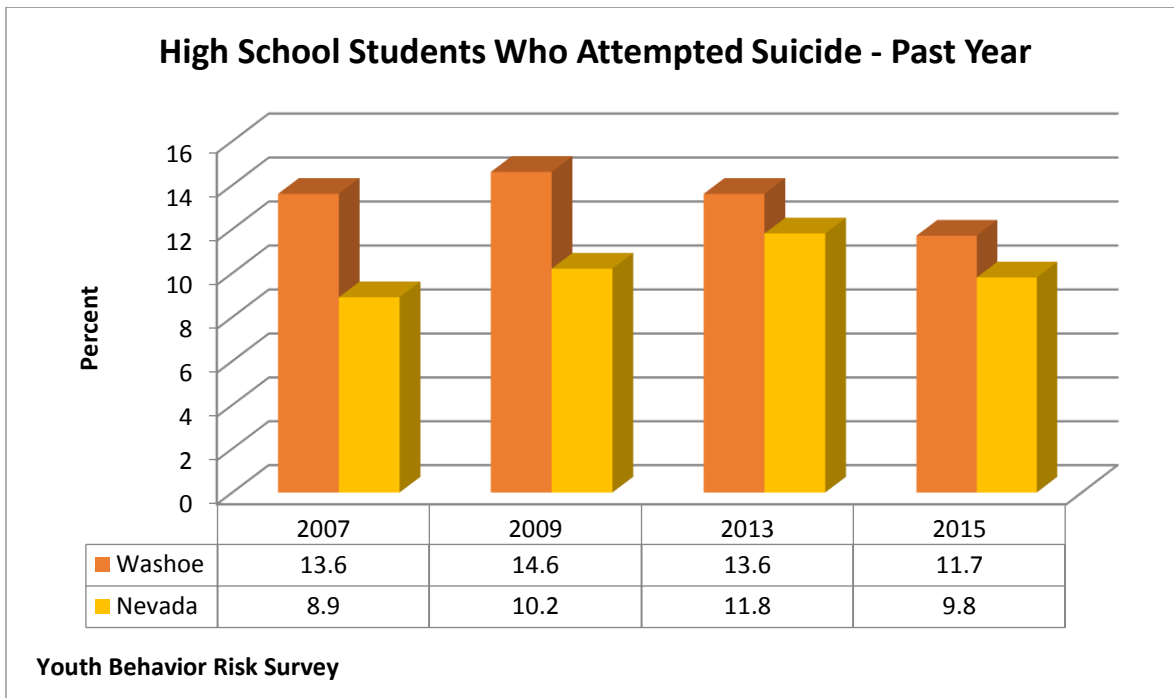
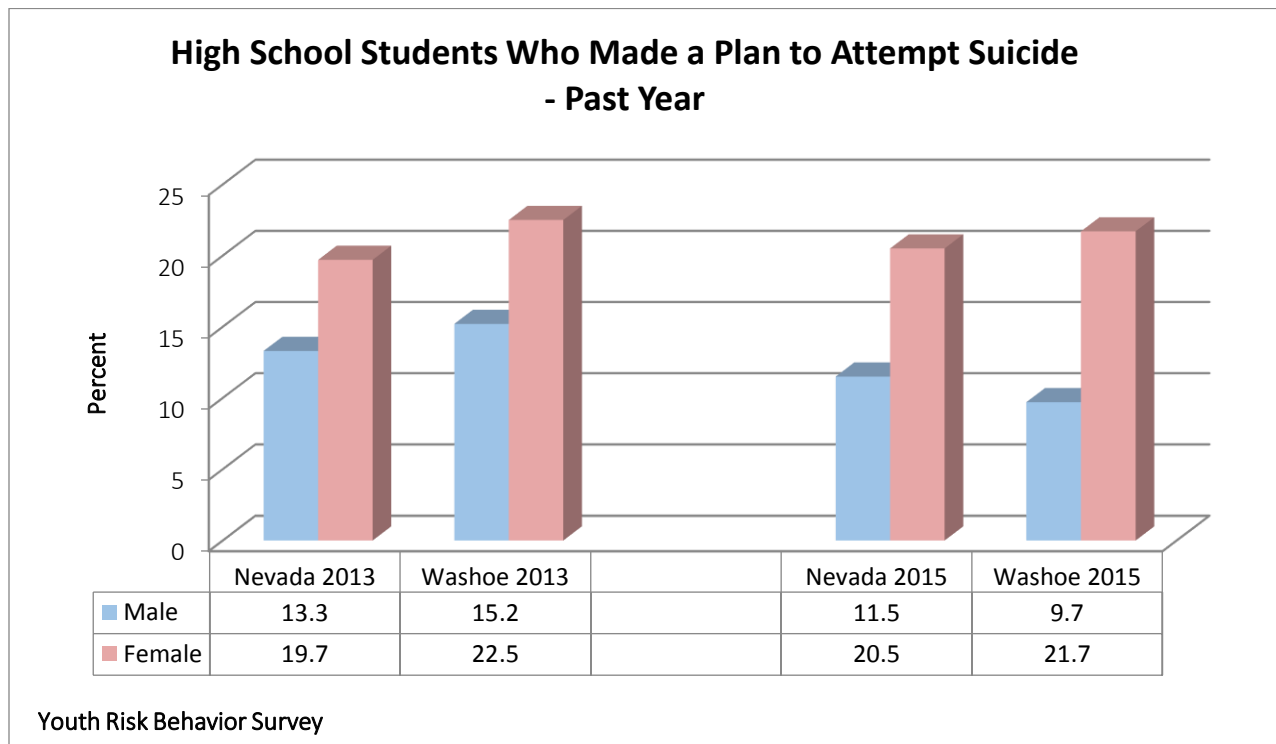


Chart 56



Youth who are bullied or bully others are at increased risk for suicide-related behavior. Even youth who have observed but not participated in bullying report greater feelings of helplessness and less connectedness and support from adults than youth who haven't witnessed bullying behavior. Washoe County students report a higher incident of bullying on school property and electronically than the state average (Charts 57-58).

Chart 57

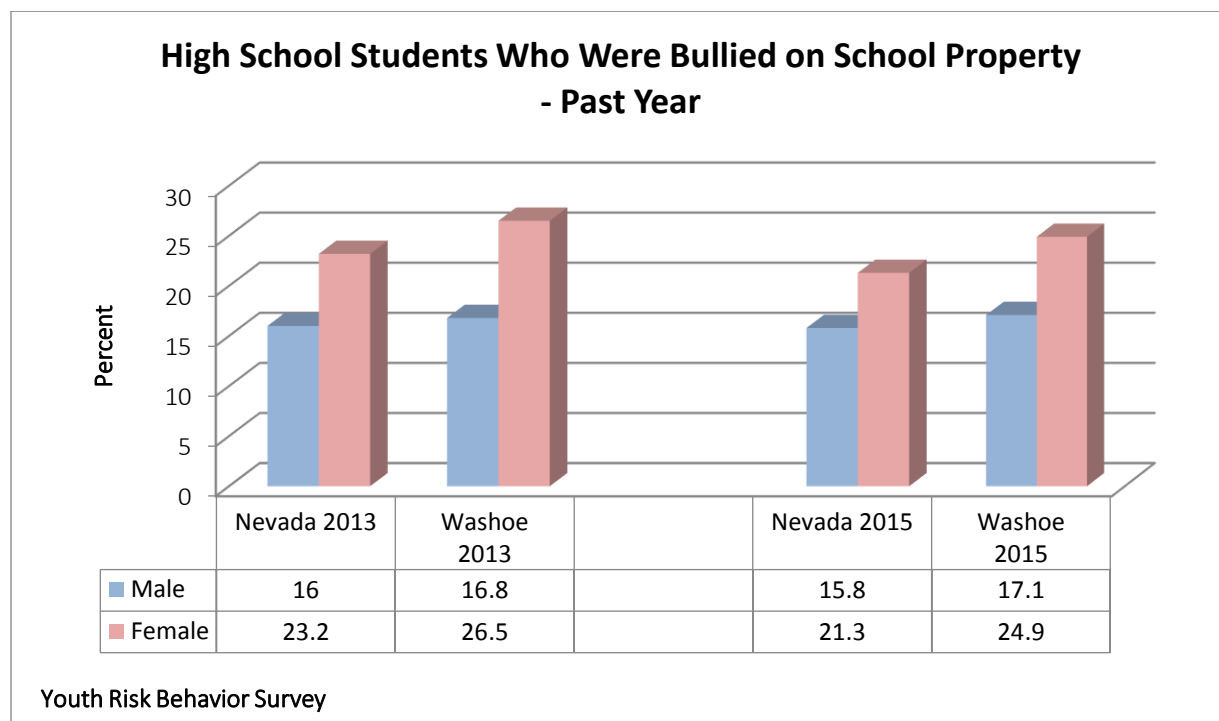
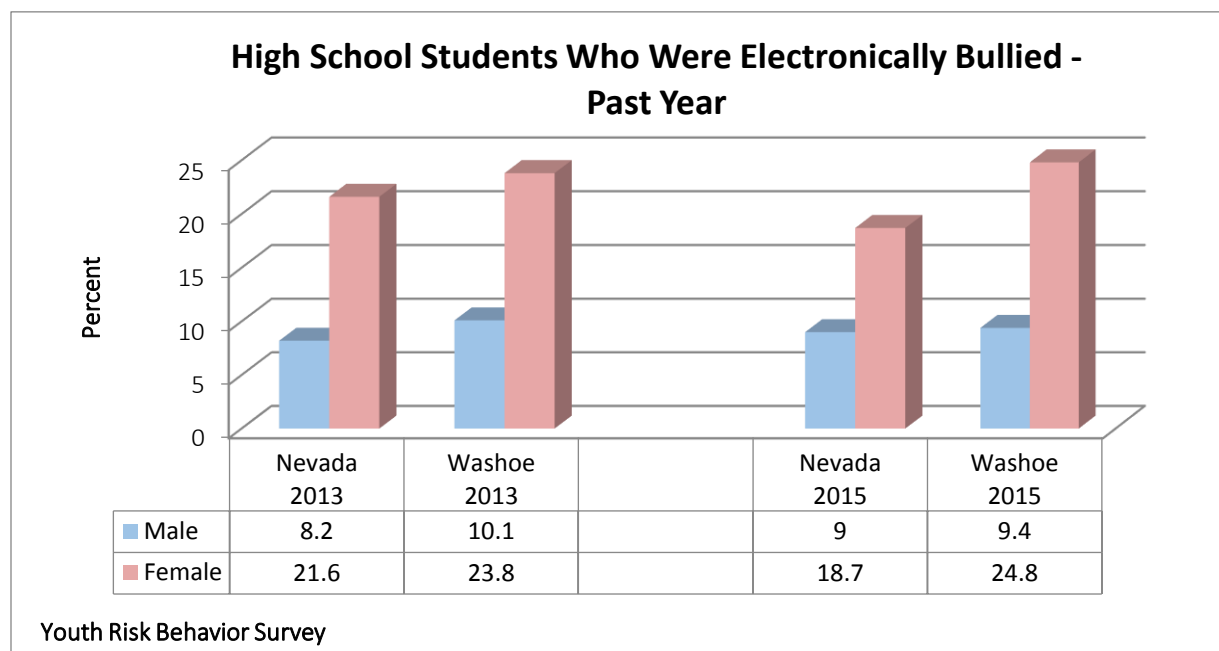


Chart 58



## Step #2: Capacity

In the Assessment step the data was collected, risk and protective factors identified, and problems, as defined by the data, were defined.

A key aspect of identifying community capacity to deal with substance abuse problems in Washoe County is bringing together key agencies, individuals, and organizations to plan and implement appropriate and sustainable prevention efforts in the community. During 2016-2018 JTNN will continue to accomplish this mobilization in a number of ways:

- Community Prescription Drug Round Up Committee: Comprised of local business leaders, law enforcement personnel, educators, and substance abuse professionals, this committee works to monitor and reduce prescription drug abuse in the community. The group established and monitors permanent drop boxes located in all police stations, hosts semi-annual Prescription Drug Round Up events, encourages proper prescription drug disposal, and develops physician and community education.
- Environmental Strategies Group: Comprised of local business leaders, law enforcement personnel, and substance abuse professionals, this group works together to reduce underage drinking by changing the environment.
- Marijuana Committee: This committee consists of local business professionals, law enforcement, prevention workers, and substance abuse professionals who develop strategies to educate community members about marijuana with a goal of reducing harm to youth and the community.
- Data Committee: This group consists of concerned area professionals and residents that work to increase the capacity for substance abuse treatment, collect community-wide data, and work to prevent the initiation of drug use among youth and adults.
- Prevention Committee: Comprised of educators and substance abuse prevention professionals, this committee works to develop and complete prevention projects to benefit youth. Additionally the committee reaches out to parents to educate them about current drug use, how to speak to their children about substances, and how to determine whether their children are using drugs and alcohol.
- Speak Out: This peer-to-peer education program for high school students is comprised of students throughout Washoe County. The program trains students to educate their peers and younger students about prevention, help them practice refusal skills, and provide reasons for abstaining from drug and alcohol use.
- JTNN Executive Board: The Executive Board is made up of volunteer members from various sectors of the community. The board's charge is to work collaboratively with the Executive Director to ensure that JTNN's resources are handled with the greatest care and accountability possible.
- Other involvements: JTNN is and will continue to be involved in other local and statewide coalition efforts such as the Statewide Epidemiology Workgroup, Multidisciplinary Prevention Advisory Committee, Evidence Based Practices Workgroup, Washoe County Chronic Disease Coalition, Nevada Statewide Coalition Partnership, Industry Coalition, the

Nevada Tobacco Prevention Coalition, the Northern Nevada Behavioral Health Coalition, and the Washoe County Children’s Mental Health Consortium.

JTNN creates partnerships that address and strengthen community readiness, cultural competence, and leadership capacity.

### Step #3: Planning

Planning involves the development of a strategic plan that outlines policies, programs, and practices that create a logical, data-driven plan to address the prioritized risk factors. JTNN’s planning process produced objectives, strategies, and evaluation data specific to goals addressing each risk factor.

The following pages contains JTNN’s Logic Model for the next two years. Logic Models not only make explicit the intended outcomes and assumptions of the project, but make evaluation more feasible and effective. They enable coalitions to focus on appropriate evaluation questions that have meaning and value to key stakeholders.

#### LOGIC MODEL/STRATEGIC PLAN

	Priorities	Data Indicators	Outcome	Intervening Variables	Strategies	Activities
<b>Marijuana Use by Youth</b>	Raise the first age of onset for high school students using marijuana	Early age of onset	Reduce the percentage of youth who have used marijuana by age 13	Low perception of risk  Laws and norms favorable to use	Community education  Community awareness campaigns  School-based programs	Education to parents and community members through events, health fairs, and other means  Media campaigns – print, TV and radio  Implement evidence-based programs and practices
<b>Marijuana Perception of Risk</b>	Increase perception of risk of marijuana use by middle and high school students	Low perceived risk of using marijuana	Increase the percentage of students who perceive risk from using marijuana	Low perception of risk  Social Norms  Laws and norms favorable to use	School-based programs  Community awareness campaigns	Implement evidence-based programs and practices  Peer-to-peer education  Media campaign – print, TV, radio

<b>Marijuana Use by Youth</b>	Reduce percent of high school students who have ever used marijuana and who have used marijuana in the last 30 days	High percentage of youth who report ever using marijuana and are currently using marijuana	Reduce the percentage of students who have ever used marijuana	Low perception of risk  Social Norms  Social availability (obtaining through family members or friends)	School-based programs  Community awareness campaigns	Implement evidence-based programs and practices  Peer-to-peer education  Media campaign – print, TV, radio  Compliance checks for sales to minors
<b>Alcohol Use by Youth</b>	Raise the first age of onset for alcohol use	Early age of onset	Reduce the percentage of youth who use alcohol by age 13	Low perception of risk  Easy social access to alcohol  Laws and norms favorable to use	Community education  Community awareness campaigns  School-based programs	Education to parents and community members through events, health fairs, and other means  Media campaigns – print, TV and radio  Implement evidence-based programs and practices  Peer-to-peer education  Compliance checks for sales to minors
<b>Binge Drinking – 18-34 year olds</b>	Reduce the percentage of young adults who engage in binge drinking	High percentage of binge drinking among younger adults	Reduce binge drinking in ages 18-34	Easy Retail Access  Promotion  Social Norms	Community education  Community and School-based programs	Social norm campaign  Presentations specific to women  Presentations to staff members of liquor serving establishments  Compliance checks for sales to minors  Implement evidence-based programs and practices
<b>Impaired Driving</b>	Reduce the percentage of youth and adults who drive while drug or alcohol impaired	Increase in alcohol impaired driving fatalities	Reduce percentage of young adults who drive impaired	Easy Retail Access  Promotion  Social Norms	Community education  Community and School-based programs	Host community events relating to impairment  Compliance checks for sales to minors

						Implement evidence-based programs and practices
<b>Opioid Use By Youth</b>	Reduce the percentage of youth who have used opioids for a non-medical reason	High percentage of youth who report using prescription opioids for non-medical use	Reduce percentage of youth who have used opioids for non-medical reason	Social availability (obtaining through family members or friends)	School-based education  Community awareness campaigns	Implement evidence-based programs and practices  Peer-to-peer education  Media campaign – print, TV, radio  Prescription Drug Take Back Events
<b>Opioid overdose (includes components of Senate Bill 459)</b>	Reduce the percentage of opioid overdoses by all ages	High percentage of overdose deaths in Washoe County	Reduce the percentage of opioid overdoses by all ages	Low perception of risk  Social availability (obtaining through family members or friends)	School-based education  Community awareness campaigns	Implement evidence-based programs and practices  Physician and healthcare personnel education programs  Demonstrations on how to use the drug naloxone  Education and awareness about the Good Samaritan Law  Media campaign – print, TV, radio

#### Step #4: Implementation

This section includes the identification of evidence-based programs, policies, and practices to implement and address the strategies outlined in the planning section. This involves taking action guided by the strategic plan. Having researched and evaluated the current drug trends in Washoe County, and having established a plan of action to address those trends, JTNN now looks at the coalition’s ability to implement that plan and affect those substance issues.

JTNN strives to implement and support a comprehensive range of prevention strategies that include disseminating information, skill-building, providing support, promoting access to prevention resources, enhancing environmental cues that discourage substance abuse, and advocating for effective prevention policies and regulations. As a coalition, JTNN typically does

not provide direct prevention services outside of community education classes related to substance abuse and prevention. Instead, JTNN focuses primarily on advocacy efforts for sound prevention policies and regulations, enhancing access to prevention resources in Washoe County, and community norms campaigns that encourage health and discourage substance abuse.

JTNN implements efforts through a three-pronged approach. First, environmental strategies that affect local policies and social norms. Second, local practices established that create partnerships and processes. Third, evidence-based programs that scientifically address prioritized risk factors.

### **POLICIES – ENVIRONMENTAL STRATEGIES that address substance use and abuse among the targeted populations:**

#### **Environmental Strategies Group**

This group:

- Collaborates with local law enforcement to coordinate alcohol sales compliance checks to ensure that local retailers are not selling alcohol to underage youth.
- Partners with various groups, organizations, and individuals to promote a Reno City Social Host ordinance in which landlords and homeowners are held accountable to restrict unruly gatherings (often involving underage drinking) in the properties they own.
- Works closely with local bars and clubs to engage owners and management to ensure that their servers and security staff are trained in understanding and complying with state and local laws that prohibit underage youth from drinking in their establishments.
- Provides ongoing alcohol retailer and server as requested.

### **PRACTICES – address issues identified in the strategic plan/logic model:**

#### **Information dissemination**

JTNN creates custom educational content, social media messaging, monthly newsletters, billboards, informational flyers, print advertisements, online advertisements, and public service announcements relating to various prevention and drug-related topics.

#### **Education, Training, and Speaking Engagements**

Substance abuse in the workplace costs employers billions of dollars annually. We believe our mission of building successful partnerships to create a healthy, drug-free community can lead to a healthier workforce. Therefore, JTNN offers a variety of training opportunities for many types of groups: parents, social workers, law enforcement personnel, physicians and other healthcare personnel, and employers. Topics include: defining substance abuse and



addiction, signs and symptoms of use, short and long term effects of substance abuse on the brain and body, and substance abuse impact on business.

### **Speak Out**

Youth make a difference through peer-to-peer training of other youth about substance abuse prevention topics — alcohol, marijuana, and prescription drug abuse, myths and facts about drugs, how to refuse drugs and alcohol, and the warning signs of substance abuse. Students aged 15-20 are encouraged to apply to become a peer educator in the Speak Out program. Peer educators are trained by prevention professionals and asked to present the information to other students during the school year.

### **Prescription Drug Round Up**

The Prescription Drug Round Up, held each spring and fall, is a safe place to dispose of expired, unwanted prescription drugs. Rates of prescription drug abuse are increasing throughout the country, and studies show that a majority of abused prescription drugs are obtained from family and friends. The community is safer without unneeded prescription drugs in a home with the potential for abuse by young children or others. Proper disposal of unused medicines is a public health issue since the environment can become polluted by medicines that are thrown away or flushed down toilets. More than 2.1 million pills have been collected at the Washoe County Round Up events since October 2009.

### **Substance Abuse Help Line**

JTNN's partnership with the Reno-based Crisis Call Center resulted in the creation of a free, confidential, 24-hour-a-day, phone line for Nevada residents, staffed by substance abuse professionals. Callers are provided with referrals to substance abuse treatment resources throughout the state. The toll-free Substance Abuse Help Line was established in 2000 to assist people who have questions or concerns regarding alcohol and drug related issues. Nevada is one of the few states to have a dedicated help line.

### **Host Community Events**

JTNN plans, organizes, and hosts numerous community events including large-scale educational summits and town hall events with local media partners. These events educate community members on topics related to substance abuse. Past events have included learning about the effects of marijuana, how to build or update a workplace drug policy, and the non-medical use of prescriptions drugs.

## Evidence-based Programs and Practices

JTNN funds direct prevention service programs implemented by partnering community agencies. The table below summarizes the programs that are currently funded by JTNN:

<b>Organization</b>	<b>Program</b>	<b>Description (as provided by NREPP or other registry)</b>	<b>Scope</b>
<b>ACCEPT</b>	<b>Positive Action</b>	Positive Action is an integrated and comprehensive program that is designed to improve academic achievement; school attendance; and problem behaviors such as substance use, violence, suspensions, disruptive behaviors, dropping out, and sexual behavior. It is also designed to improve parent-child bonding, family cohesion, and family conflict.	Youth ages 5-11
<b>Big Brothers Big Sisters of Northern Nevada</b>	<b>School-based Mentoring</b>	The Big Brothers Big Sisters Mentoring Program is designed to help participating youth ages 6-18 ("Littles") reach their potential through supported matches with adult volunteer mentors ages 18 and older ("Bigs"). The program focuses on positive youth development, not specific problems, and the Big acts as a role model and provides guidance to the Little through a relationship that is based on trust and caring.	Youth ages 5-11
<b>Boys and Girls Club of the Truckee Meadows</b>	<b>SMART (Skills Mastery And Resistance Training) Leaders</b>	Smart Moves uses a team approach involving Club staff, peer leaders, parents, and community representatives. Smart Leaders is a booster program geared towards older teens. More than simply emphasizing a "say no" message, the program teaches young people ages 6 to 15 how to say no by involving them in discussion and role playing, practicing resistance and refusal skills, developing assertiveness, strengthening decision-making skills and analyzing media and peer influence.	Youth ages 13-18
<b>Children's Cabinet</b>	<b>Reconnecting Youth</b>	Reconnecting Youth is a school-based prevention program for middle school and high school youth who have factors that identify them as at-risk for school dropout, drug involvement, anger/aggression, depression and/or suicidal behavior. The goal is to help youth build coping skills and competencies, increase time spent in healthy activities, and enhance social support resources.	Youth ages 12-17

<b>Quest Counseling</b>	<b>Positive Action</b>	Positive Action is an integrated and comprehensive program that is designed to improve academic achievement; school attendance; and problem behaviors such as substance use, violence, suspensions, disruptive behaviors, dropping out, and sexual behavior. It is also designed to improve parent-child bonding, family cohesion, and family conflict.	Youth ages 5-11
<b>Quest Counseling</b>	<b>Brief Alcohol Screening and Intervention for College Students (BASICS)</b>	Brief Alcohol Screening and Intervention for College Students (BASICS) is a prevention program for college students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. Following a harm reduction approach, BASICS aims to motivate students to reduce alcohol use in order to decrease the negative consequences of drinking. It is delivered over the course of two 1-hour interviews with a brief online assessment survey taken by the student after the first session. Based on principles of motivational interviewing, BASICS is delivered in an empathetic, non-confrontational, and nonjudgmental manner and is aimed at revealing the discrepancy between the student's risky drinking behavior and his or her goals and values.	College students
<b>WCSD - Family Resource Centers</b>	<b>Parenting Wisely</b>	Parenting Wisely is a set of interactive, computer-based training programs for parents of children ages 3-18 years. Based on social learning, cognitive behavioral, and family systems theories, the programs aim to increase parental communication and disciplinary skills.	Parents
<b>Washoe County School District</b>	<b>Promoting Alternate Thinking Strategies (PATHS)</b>	Promoting Alternative Thinking Strategies (PATHS) is a school-based preventive intervention for children in elementary school. The intervention is designed to enhance areas of social-emotional development such as self-control, self-esteem, emotional awareness, social skills, friendships, and interpersonal problem-solving skills while reducing aggression and other behavior problems. Skill concepts are presented through direct instruction, discussion, modeling, storytelling, role-playing activities, and video presentations.	Youth ages 5-11

## **Step #5: Evaluation**

Evaluation measures the impact of the SPF and the implemented programs, policies, and practices. The evaluation process is meant to be a tool that provides useful information to help coalitions in their work. Evaluation basically involves collecting, analyzing, and interpreting information about how a coalition implements its strategies and activities and what changes occur as a result.

JTNN completes its evaluation measures through different methods: monitoring progress of grant completion, activities, gathering data and watching data trends, and conducting annual focus groups.

### **Scopes of Work**

For each grant, JTNN develops a “Scope of Work” document based on the goals/objective that must be met for that grant. The document lists all services or activities that will be completed in order to meet the goals and objectives set for the grant. This document is used throughout the grant year to track which services and activities have been completed and which services and activities still need to be met. This allows the JTNN staff to monitor the progress of each grant and know what services and activities need to be implemented next.

### **Data and Trends**

JTNN staff members also keep a close eye on data and data trends throughout the year. Monitoring data trends and community-level and population-level outcomes allows JTNN’s staff to be aware of changes in substance use, overdoses, deaths, access, barriers, social norms, perceptions, and even the emergence of new drugs or substance abuse problems in the community. This may result in the need for more community awareness, education, and the development of new short-term and long-term strategies.

### **Community Focus Groups**

Towards the end of each year JTNN hosts a round of community focus groups that allow participants to voice their opinions and concerns about issues in the community. This helps JTNN staff to hear what issues the Washoe county community is concerned about and what issues the community feels are being adequately addressed.