



# Comprehensive Community Prevention Plan

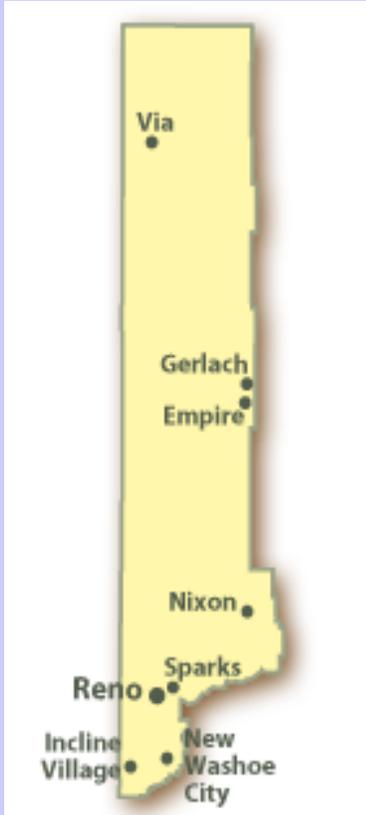
**2014**

SPONSORED (IN PART) BY SAMHSA AND/OR THE SUBSTANCE ABUSE PREVENTION AND TREATMENT AGENCY OF  
NEVADA (SAPTA)

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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 problems in the community through building coalitions in the community, building consensus, and then taking action on that consensus. JTNN acts as a clearinghouse for information, community assessment, planning, grant funding and administration, with a mission to “*build partnerships to create healthy, drug free communities.*” JTNN accomplishes its mission through use of a community needs assessment, planning, community action, prevention program funding, and initiatives aimed at preventing the use of particular drugs.

JTNN’s values include:

- 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 encompasses 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 an 11 member 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 is JTNN’s 2014 CCPP for Washoe County, Nevada.

Population (2013 Estimate): 433,731

Ethnicity (2010 Census):

White – not Hispanic: 76.9%

Hispanic: 22.2%

African American: 2.3%

American Indian/Alaskan Native: 1.7%

Asian: 5.2%

Native Hawaiian/Pacific Islander: 0.6%

Two + races: 3.8%

Gender (2010 Census):

Male: 50.5%

Female: 49.5%

Age (2010 Census):

Persons Under Age 18: 26.6%

Persons 65 and Older: 12%

## 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. Assessment also involves mobilizing key stakeholders to collect the needed data and foster the SPF process.

JTNN engaged in collecting existing substance abuse related data from various sources described later in this report.

## **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 that 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 in the next three years (July 1, 2015 to June 30, 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 eight 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 spearheading an annual children art project, to hosting social events. Finally, through its Environmental Strategies group, 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 that it is operating efficiently and effectively.

## Action

### 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 adult members and 10 active youth members from a variety of sectors of the community, including law enforcement, education, parents, social service agencies, treatment, tribal, government, and youth. Dozens of others are active participants in JTNN's efforts, comprising the Environmental Strategies Workgroup, the Marijuana Committee, Prescription Round Up Committee, the Prevention Committee, and the JTNN Executive Board.

JTNN's process of defining Washoe County's substance abuse problems is undertaken every two years, most recently in the spring of 2014. A complete Community Assessment was conducted utilizing data from the Youth Risk Behavior Survey (YRBS), the National College Health Assessment, 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, and Arrest Records from Washoe County Jail, and the Reno Police Department.

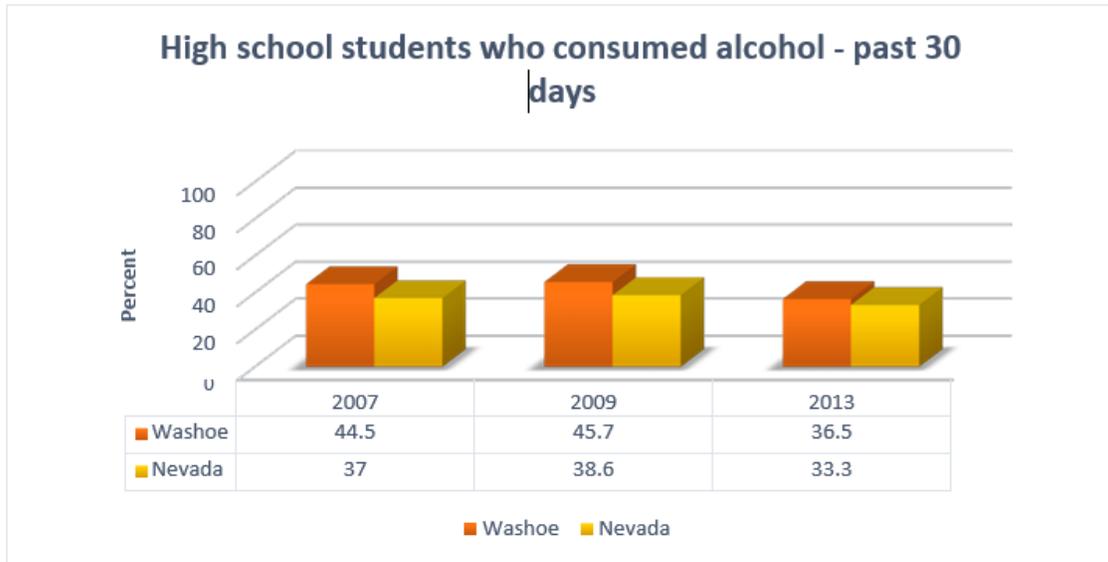
A sample of JTNN's coalition member organizations:

ACCEPT	Army National Guard	Big Brothers Big Sisters	Boys and Girls Club of Truckee Meadows
The Children's Cabinet	City of Reno Code Enforcement	Crisis Call Center	Doors to Recovery
Drug Enforcement Administration	ELKS	I Can Do Anything Charter School	KOLO-TV
Northern Nevada Evaluation Center	Northern Nevada HOPES	Quest Counseling and Consulting	Red's Little Waldorf Saloon
Reno Police Department	Retail Association of Nevada	Solace Tree	Sparks Police Department
Truckee Meadows Water Authority	University of Nevada, Reno Office of Student Conduct	University of Nevada, Reno Police Department	University of Nevada, Reno Sanford Center for Aging
University of Nevada, Reno School of Medicine	Washoe County District Attorney's Office and Washoe County Sheriff's Office	Washoe County Health Department, Juvenile Services, and Social Services	Parents and Youth

## Consumption Data - Alcohol

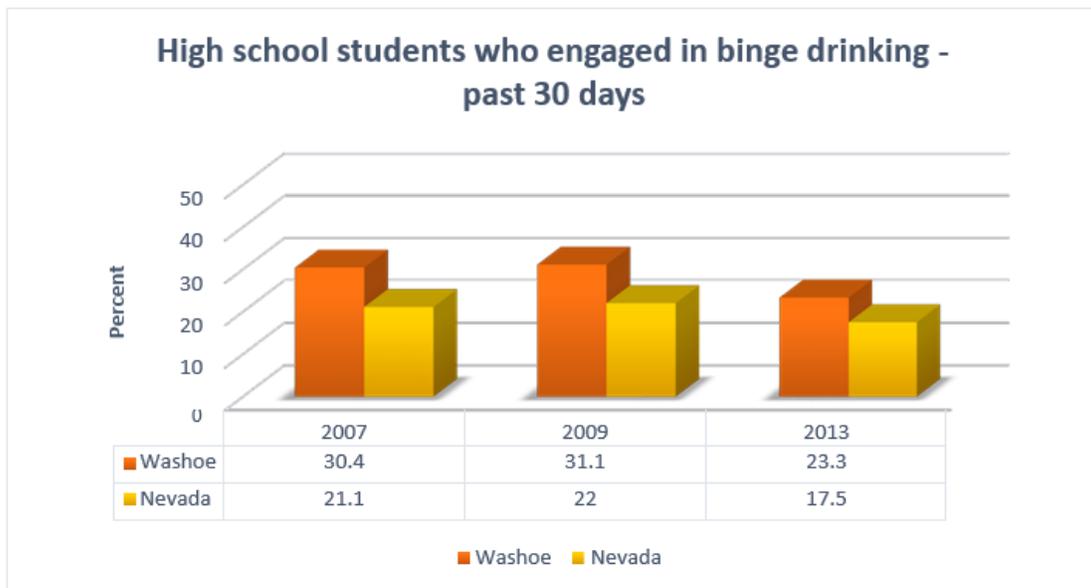
Through an examination of current consumption pattern data, we can identify trends that are both promising and concerning. At the high school level, we can see improving trends in reported 30 day alcohol use, binge drinking, those who report ever using alcohol, and first drink before age 13 (Charts 1, 2, 3 and 4). At the college level (Charts 5 and 6), alcohol use rates have remained more level, but there is a concerning rise in binge drinking.

Chart 1



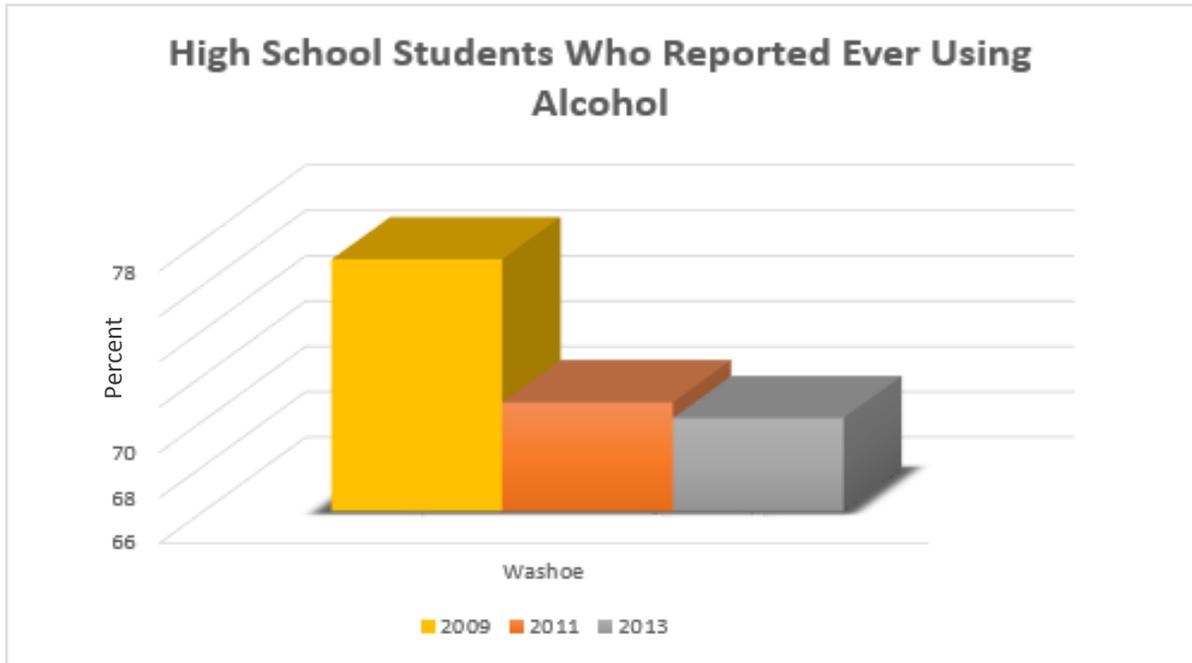
Source: Youth Risk Behavior Survey

Chart 2



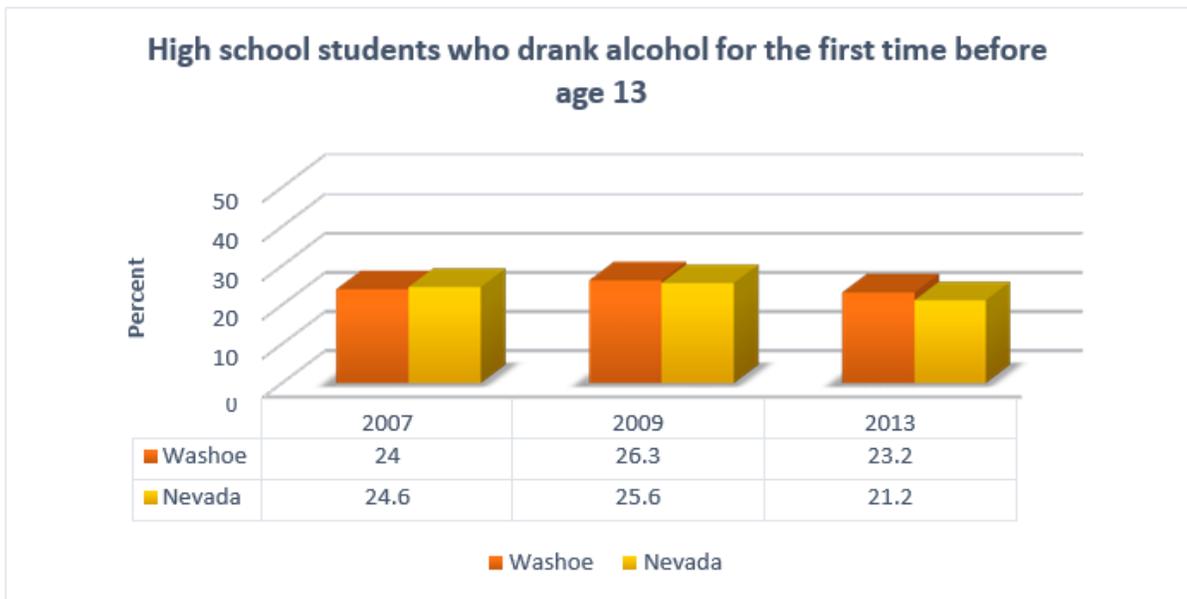
Source: Youth Risk Behavior Survey

Chart 3



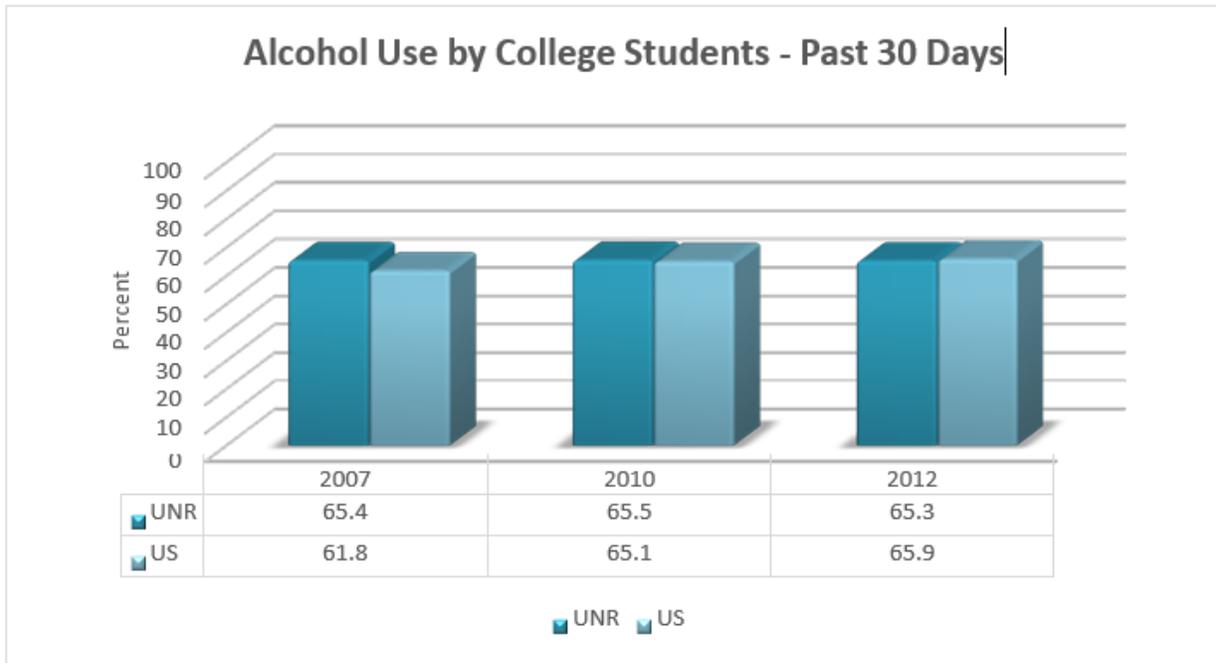
Source: Youth Risk Behavior Survey

Chart 4



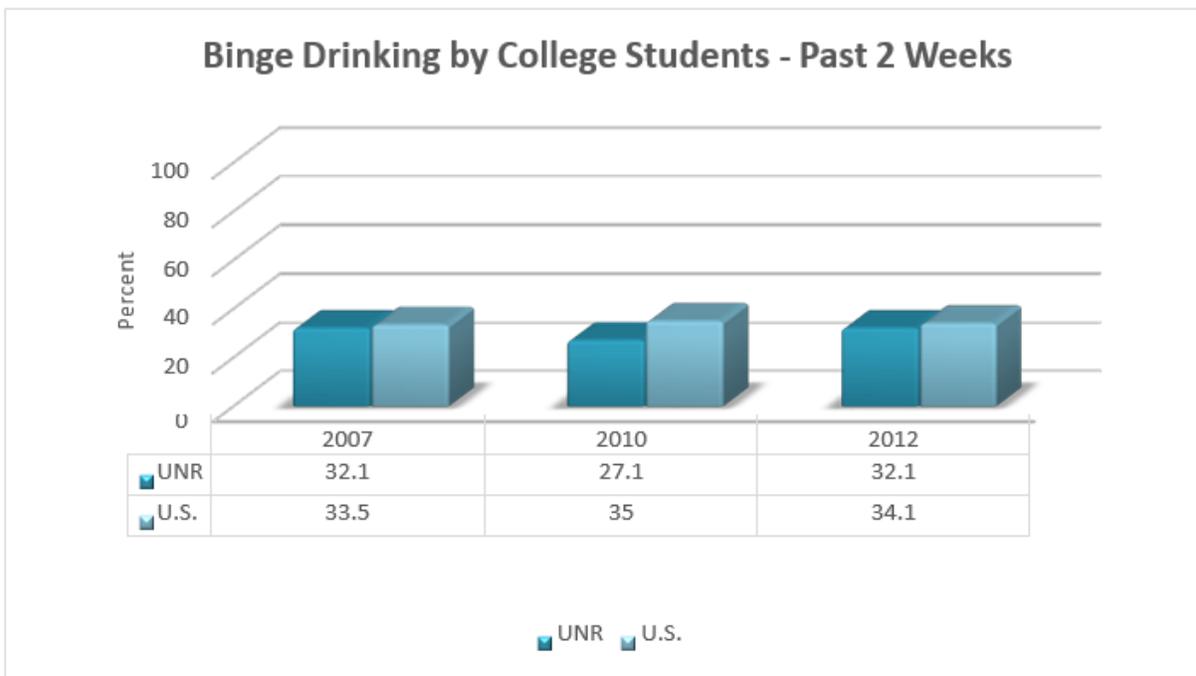
Source: Youth Risk Behavior Survey

Chart 5



Source: National College Health Assessment

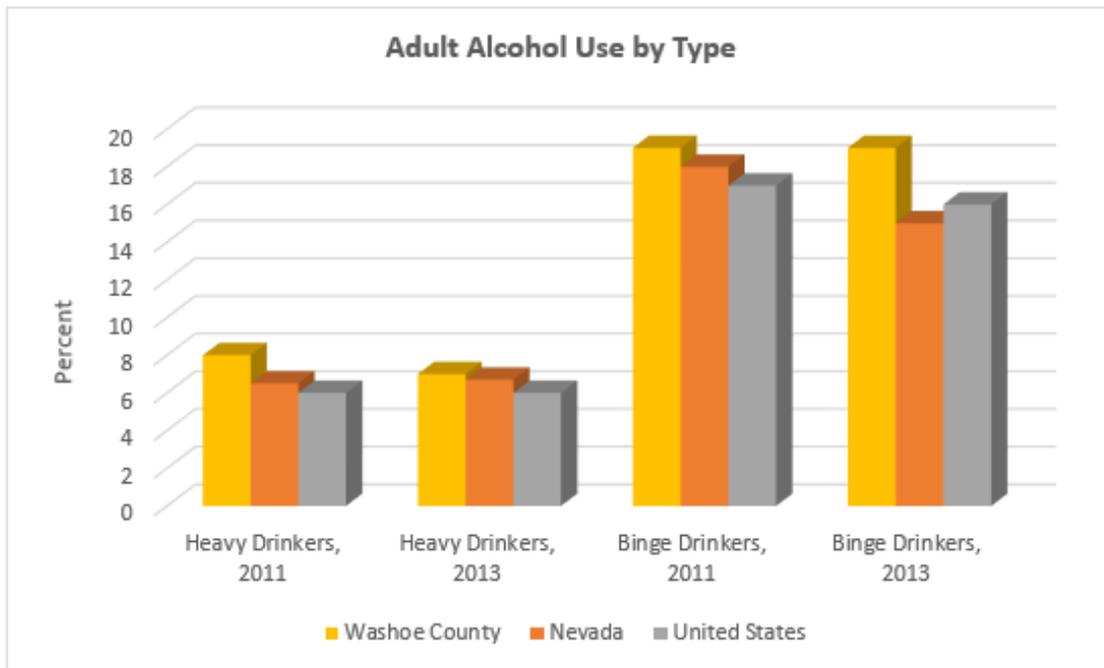
Chart 6



Source: National College Health Assessment

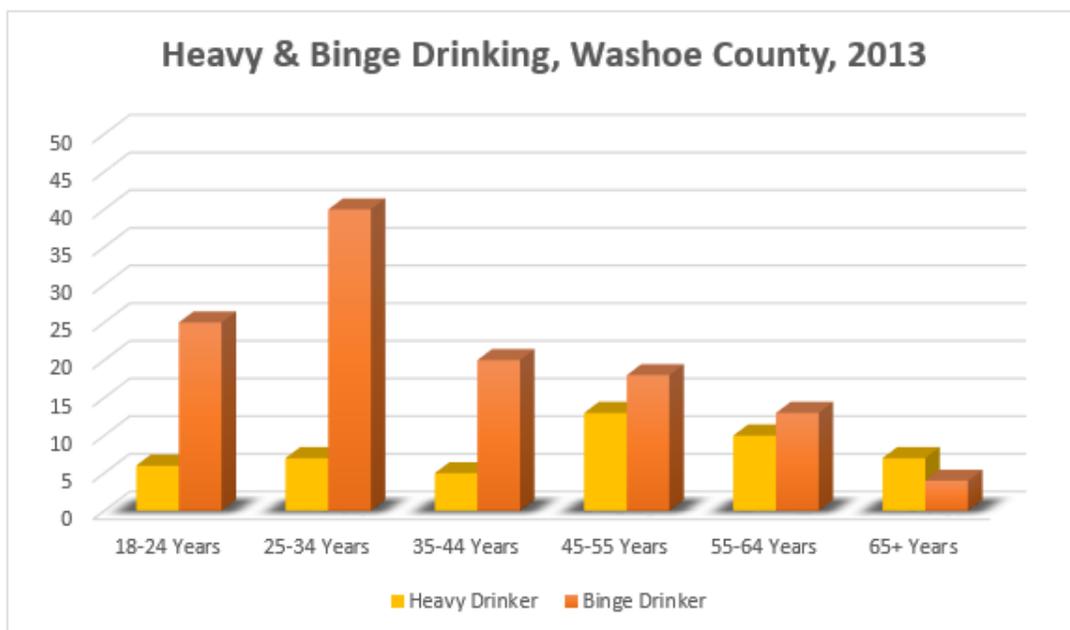
Nearly 20% of Washoe County adults report binge drinking (Charts 7 and 8), higher than the state and national averages.

Chart 7



Source: Behavioral Risk Factor Surveillance System

Chart 8

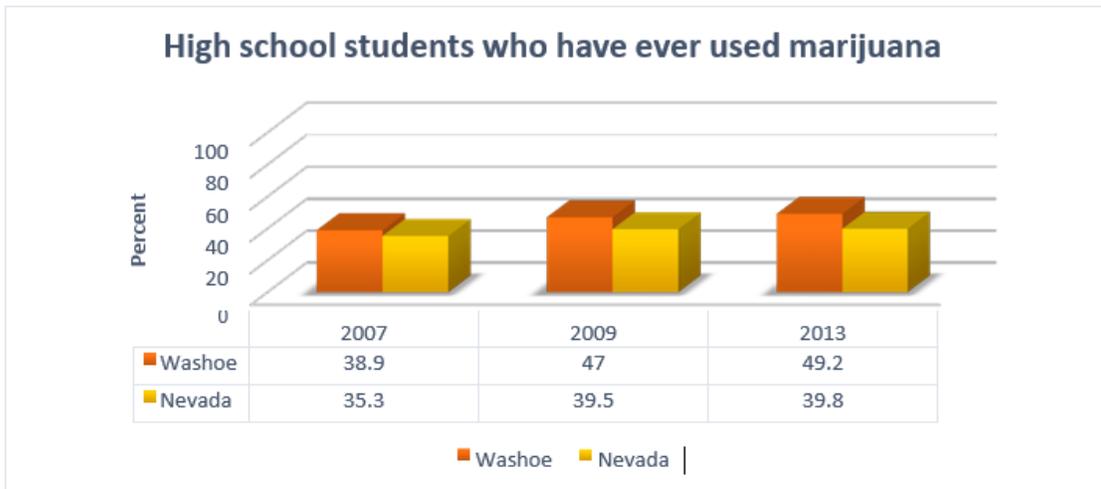


Source: Behavioral Risk Factor Surveillance System

## Consumption Data - Marijuana

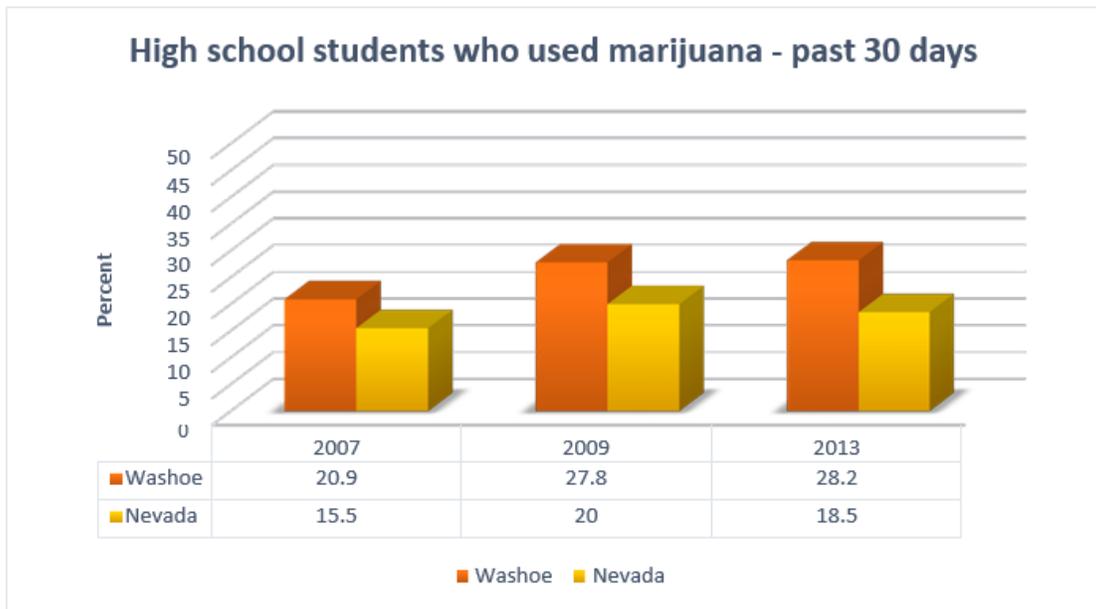
An area in which we have seen a consistent increase in consumption concerns youth and young adult marijuana use. At the high school level (Charts 9, 10 and 11), we see in 2013 that 49.2% of students report having tried marijuana and that many of those students, 28.2%, are current users. These rates are significantly higher than statewide rates. A similar pattern of increasing use at the college level can also be seen (Chart 12).

Chart 9



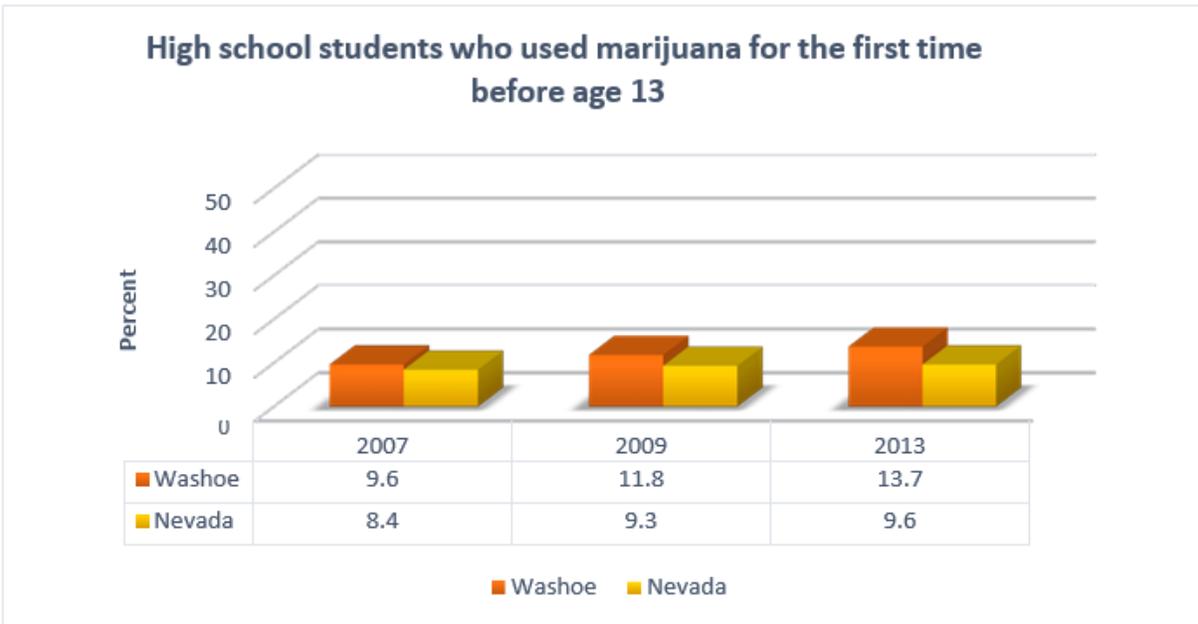
Source: Youth Risk Behavior Survey

Chart 10



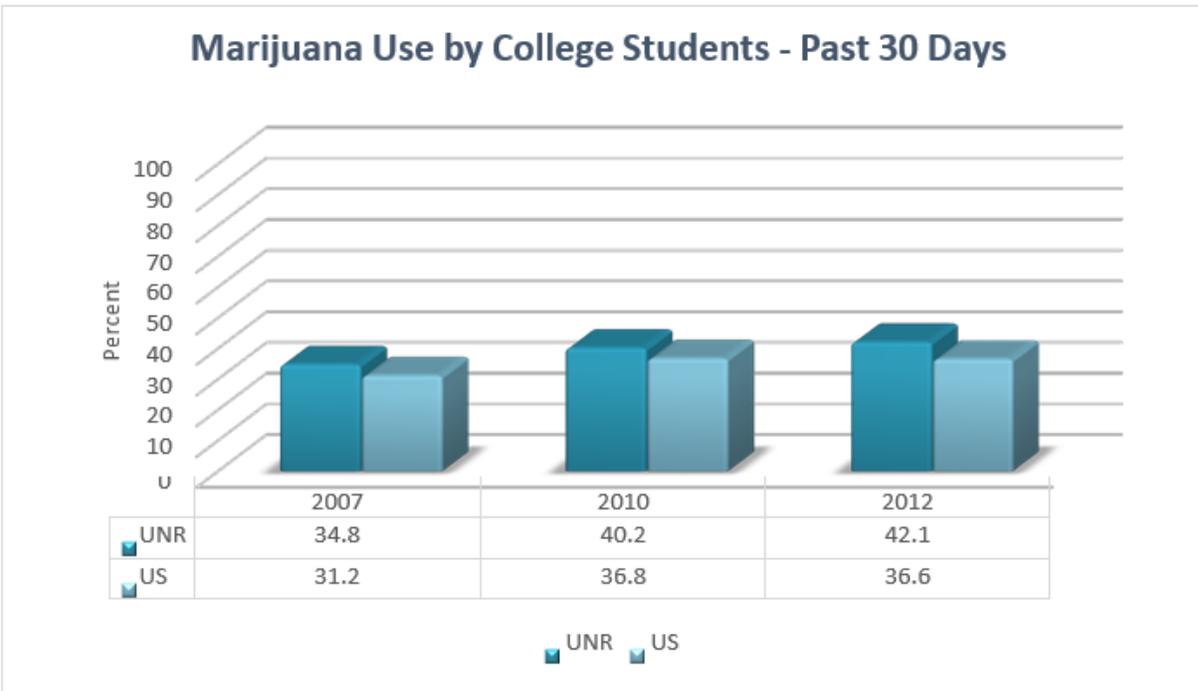
Source: Youth Risk Behavior Survey

Chart 11



Source: Youth Risk Behavior Survey

Chart 12

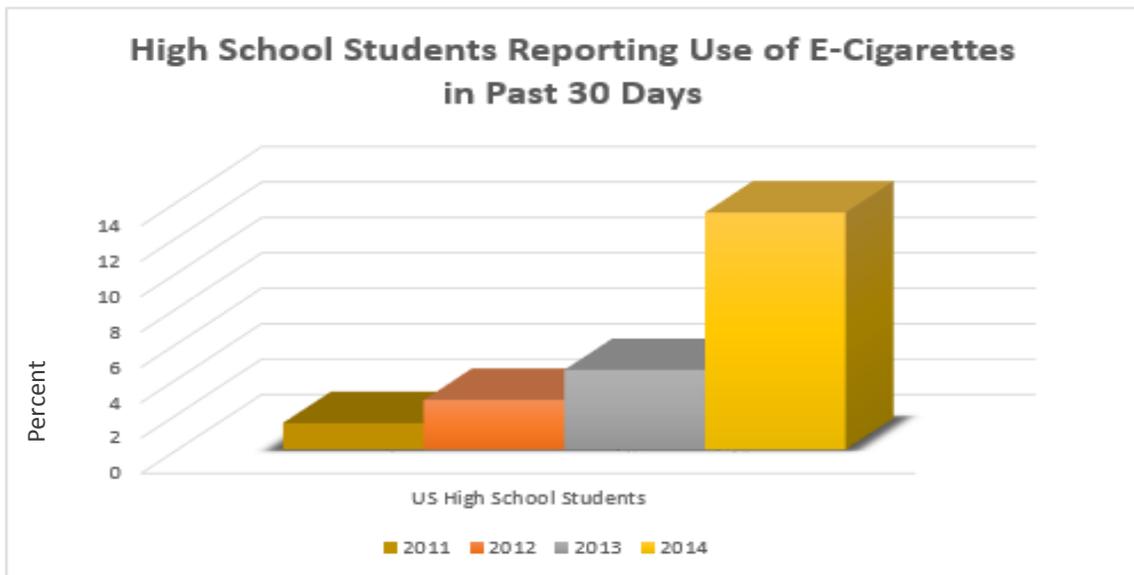


Source: National College Health Assessment

## Consumption Data – E-Cigarettes

Looking at e-cigarette use, the 2014 National Youth Tobacco Survey showed that current e-cigarette use (using at least 1 day in the past 30 days) among high school students increased from 4.5 percent in 2013 to 13.4 percent in 2014 (Chart 13). Approximately 2 million students used e-cigarettes in 2014.

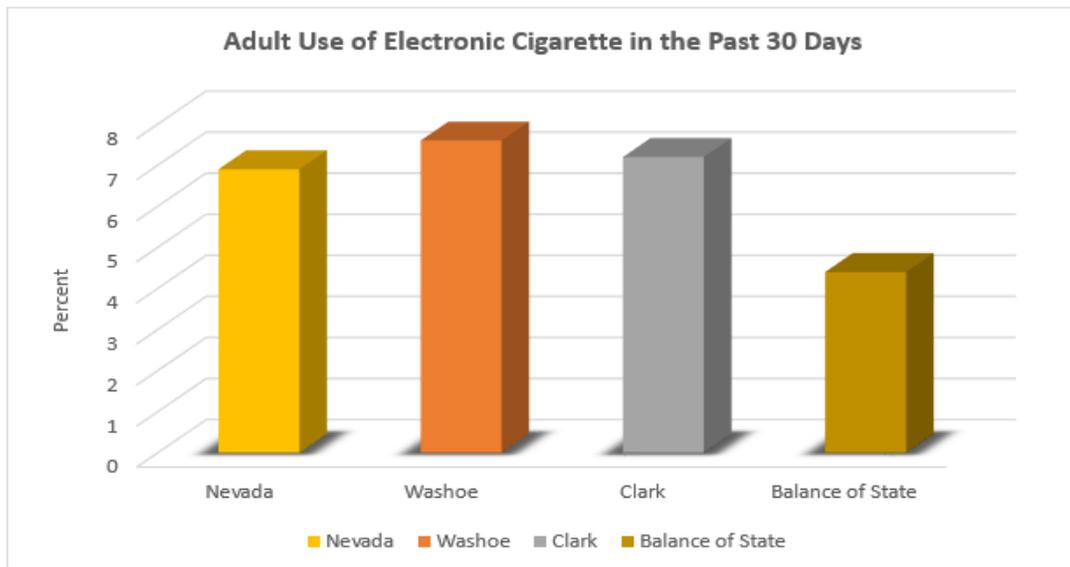
Chart 13



Source: CESAR

While local e-cigarette youth data isn't currently available, adult state and county data (Chart 14) shows that Washoe County had the highest use of e-cigarettes in the state.

Chart 14

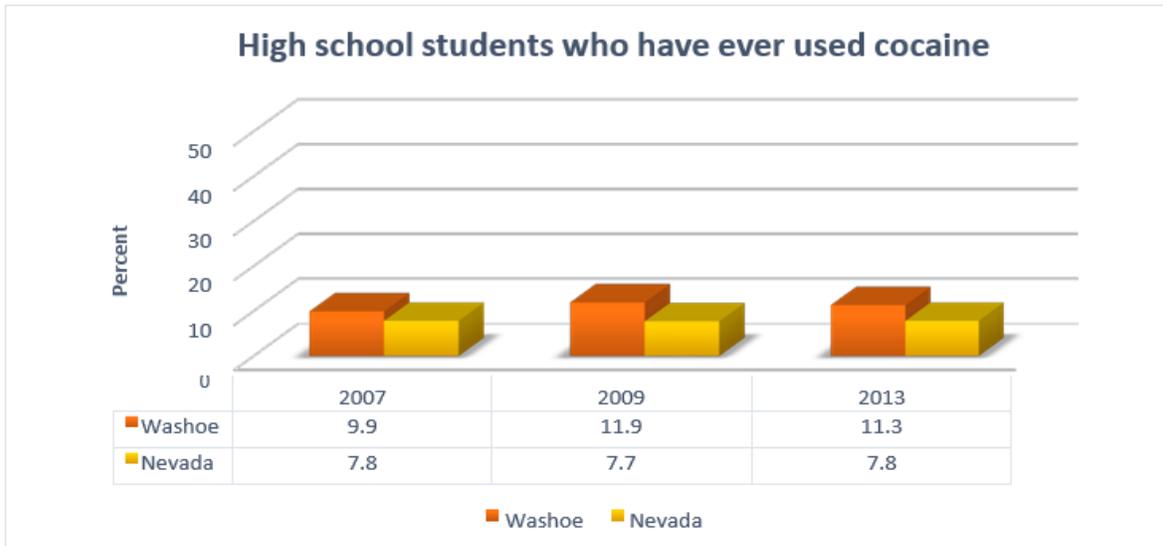


Source: Behavioral Risk Factor Surveillance System

## Consumption Data – Other Drugs

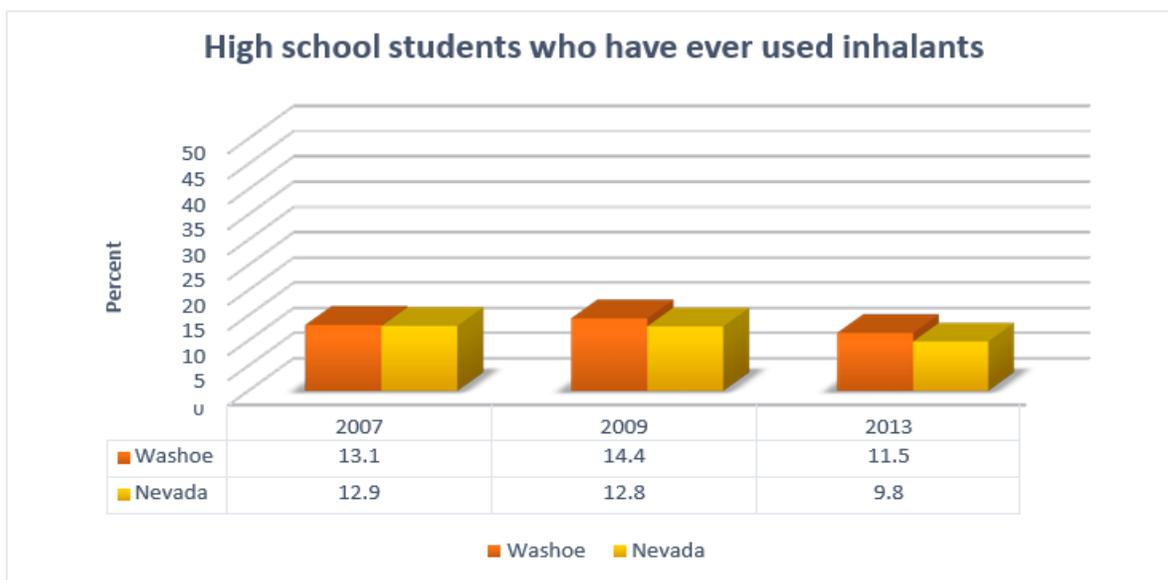
Looking at the prevalence of other drug use by high school students, lifetime use of cocaine (Chart 15) was also steady at 11.3% of students. Lifetime use of inhalants lowered to 11.5% (Chart 16). Lifetime use of methamphetamine (Chart 17) has lowered slightly to 6.7% of students in 2013. In all cases, lifetime use trends have been higher in Washoe County relative to rates for high school students in Nevada.

Chart 15



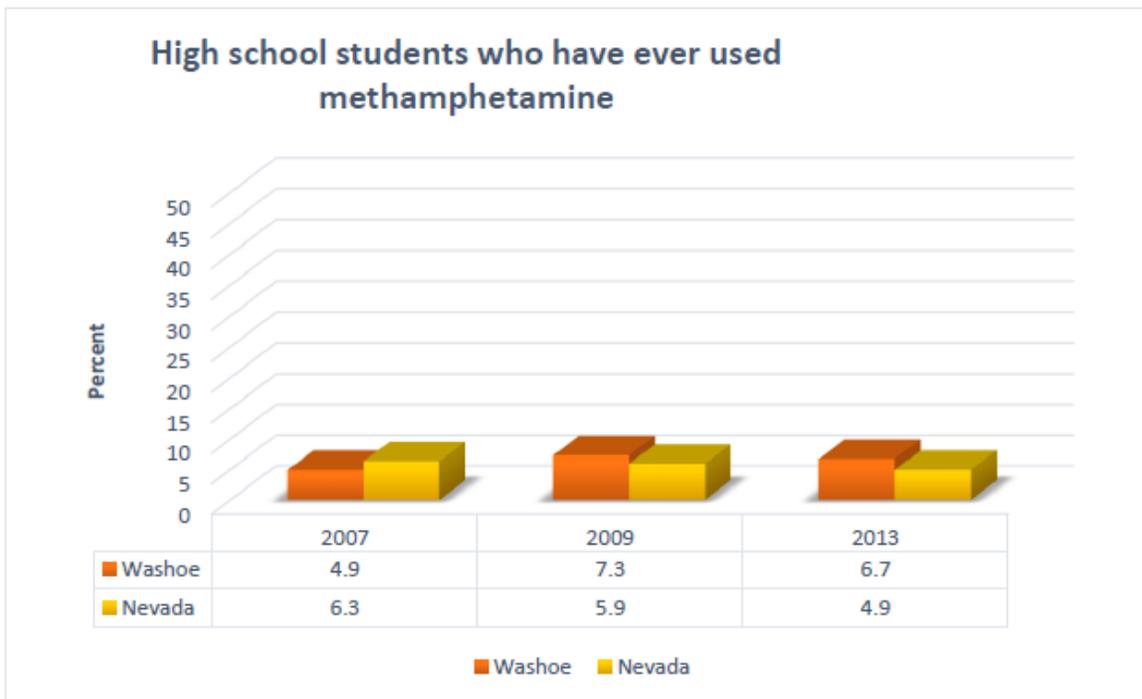
Source: Youth Risk Behavior Survey

Chart 16



Source: Youth Risk Behavior Survey

Chart 17



Source: Youth Risk Behavior Survey

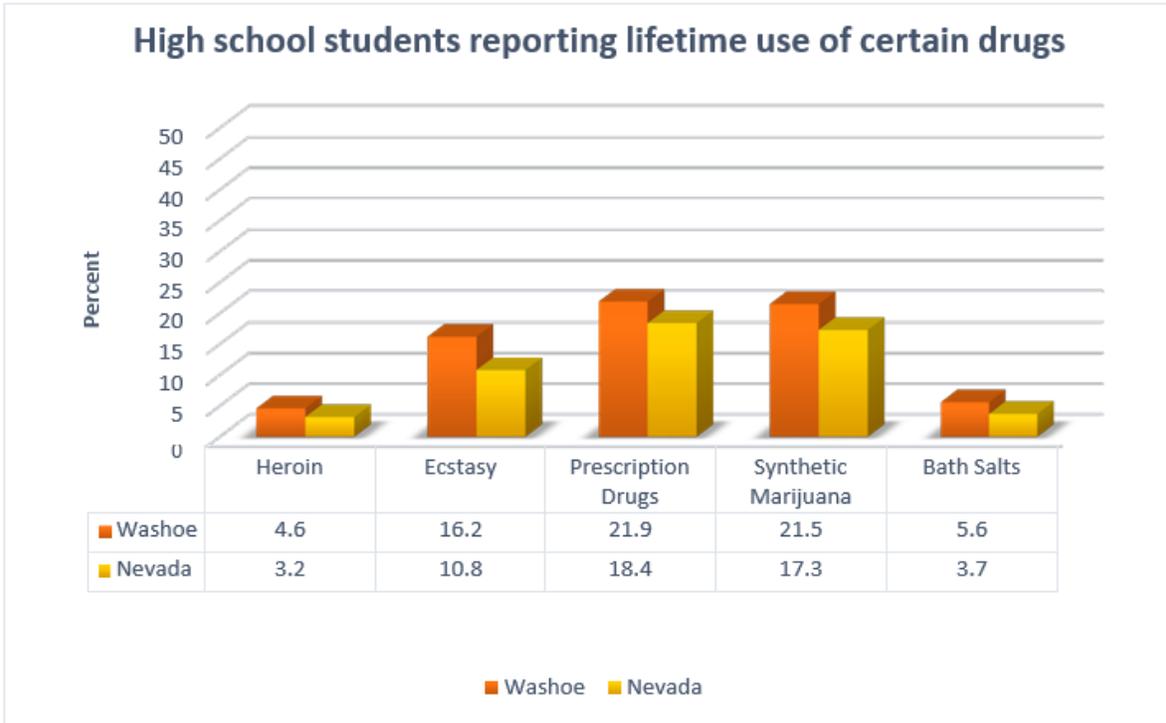
There are other drug categories for which there is prevalence data but no trend history (Chart 18).

- 21.9% of local high school students report lifetime nonmedical prescription drug use
- 21.5% of students report lifetime use of synthetic marijuana.
- 16.2% report a history of ecstasy use.

From there, rates drop to 5.6% of students reporting lifetime use of bath salts and 4.6% of students reporting lifetime use of heroin. In each of these cases, rates in Washoe County are again higher than rates for Nevada. It is helpful that we can now begin to establish trend data with the use of these drugs.

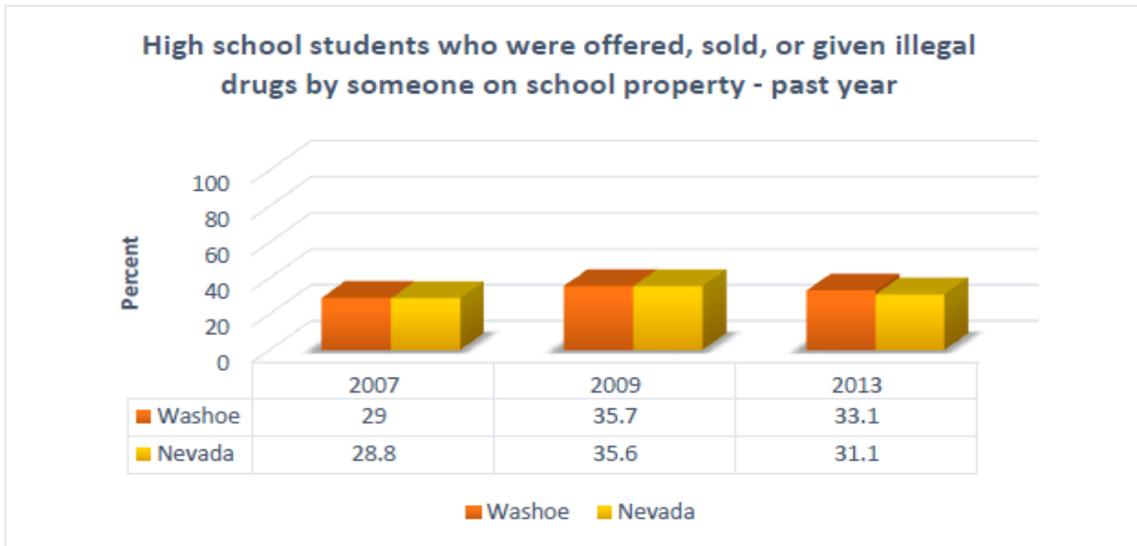
Chart 19 shows the percentage of students who were offered, sold, or given illegal drugs by someone on school property.

Chart 18



Source: Youth Risk Behavior Survey

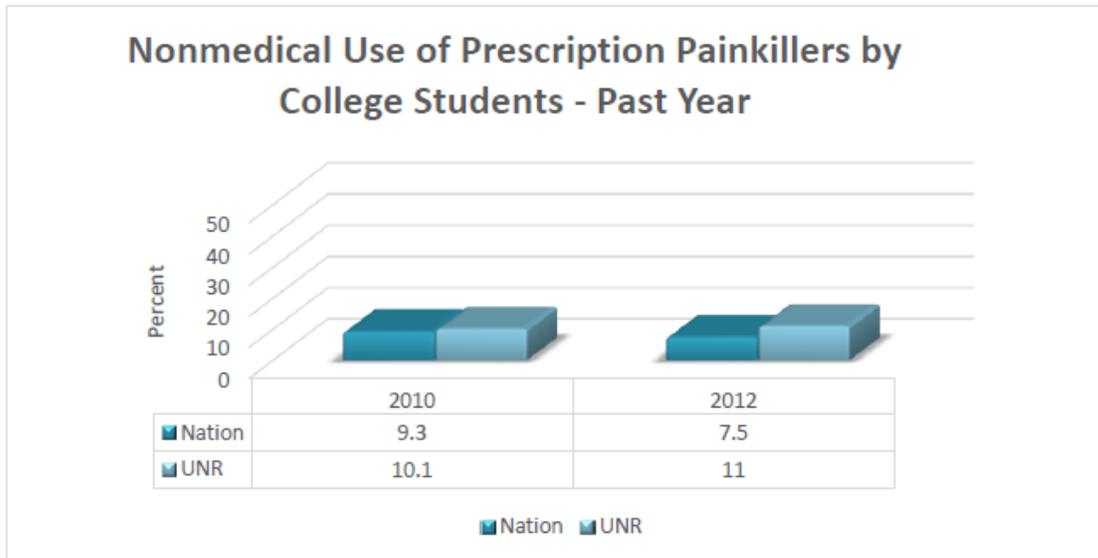
Chart 19



Source: Youth Risk Behavior Survey

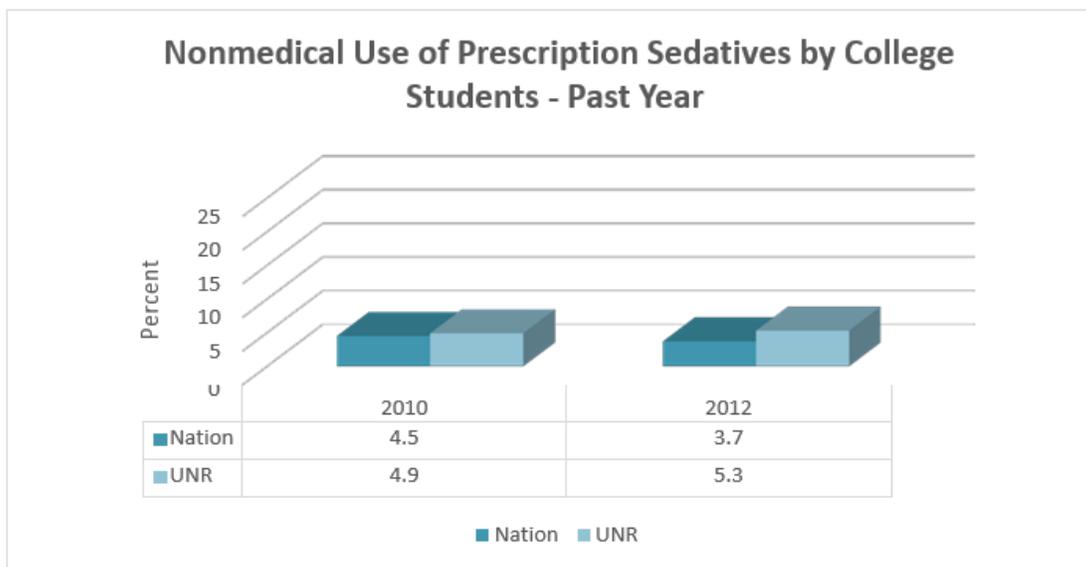
Through data from the Nation College Health Assessment administered at the University of Nevada, Reno (UNR) and many colleges across the country, we can take a deeper look at local college student consumption patterns, for example, with prescription drug abuse (charts 20-22). The rates of nonmedical use with prescription painkillers, sedatives, and stimulants all increased in 2012, with rates of painkiller use being the highest at 11%. Past year use of painkillers and sedatives by UNR students was higher in comparison to students in the United States, while it was lower for stimulant use.

Chart 20



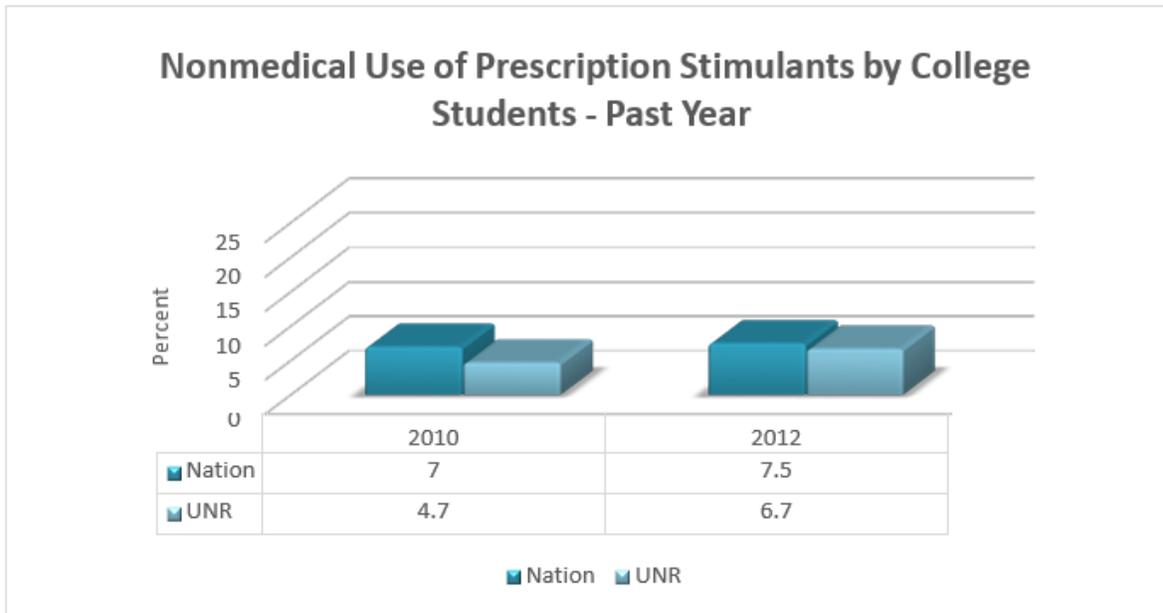
Source: National College Health Assessment

Chart 21



Source: National College Health Assessment

Chart 22

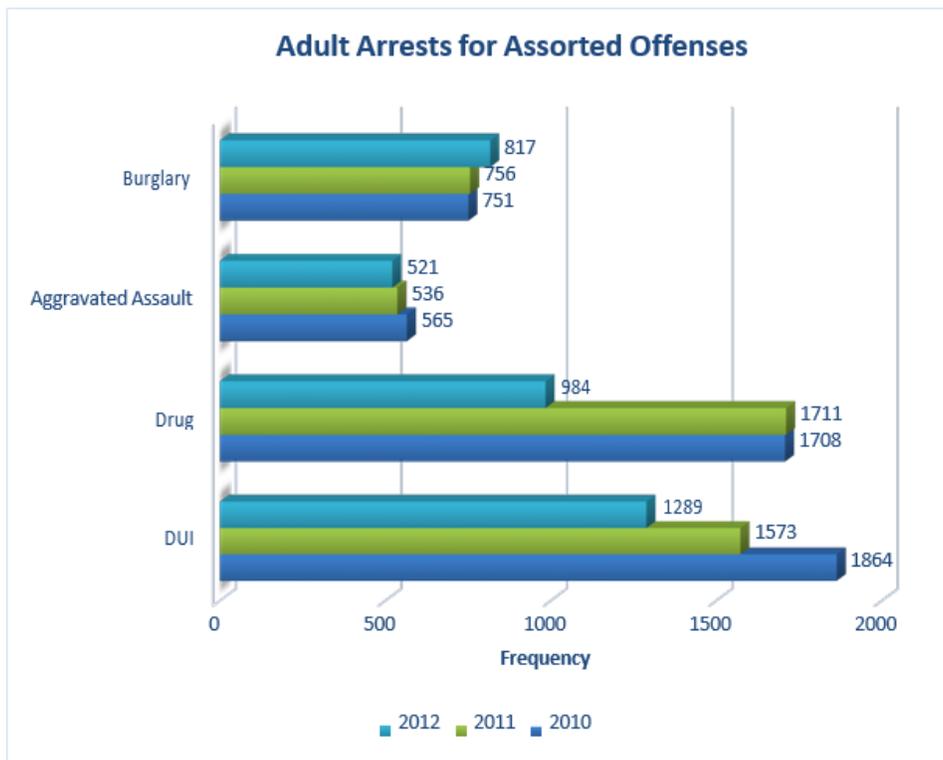


Source: National College Health Assessment

### Consequence Data - Arrests

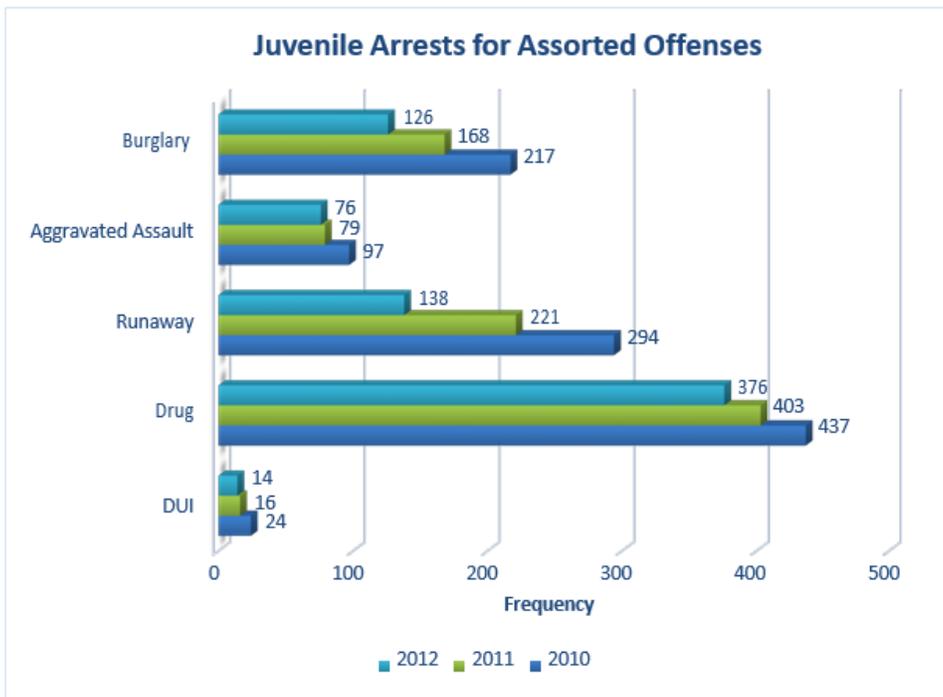
Another way to assess our local substance abuse patterns is to examine data related to the consequences of substance abuse. Legal and criminal consequences are commonly associated with substance abuse. Not all of the following trends can be directly linked to substance abuse but in all cases the associations can be strong. Interestingly, we can see from the Uniform Crime Report trends for both adult and youth arrests in 2012 (Charts 23-25) that arrest frequencies for assault, drug, underage alcohol and DUI offenses were dropping. It was only with adult burglary arrests that we saw an increase. These patterns can be difficult to interpret. They might suggest an actual drop in criminal activity for these categories but might also be a reflection of decreased law enforcement resources.

Chart 23



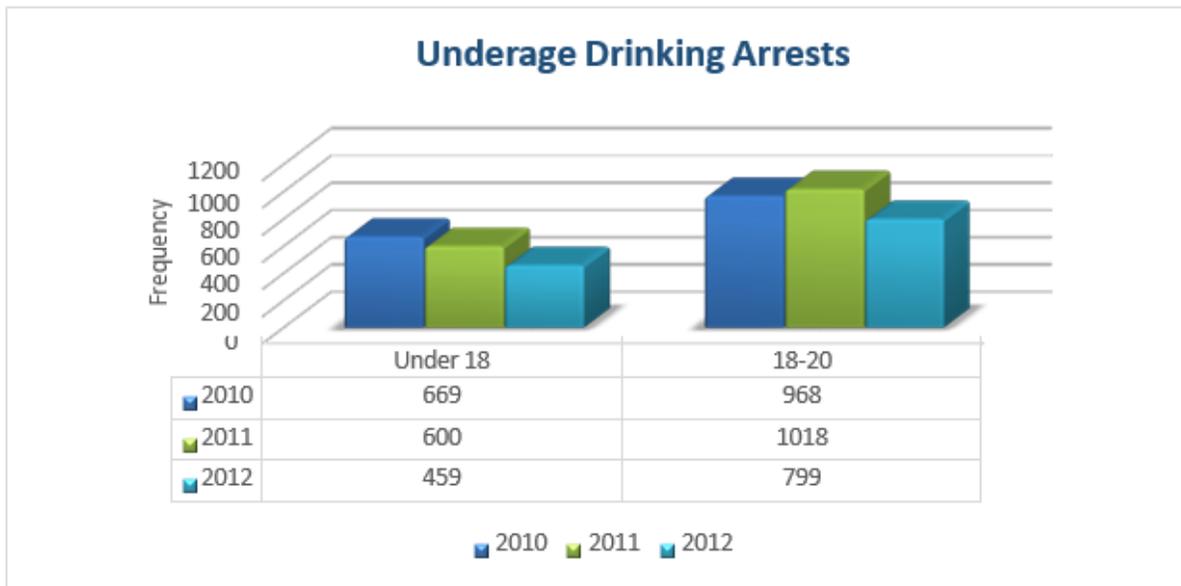
Source: Department of Public Safety / Crime in Nevada Reports

Chart 24



Source: Department of Public Safety / Crime in Nevada Reports

Chart 25

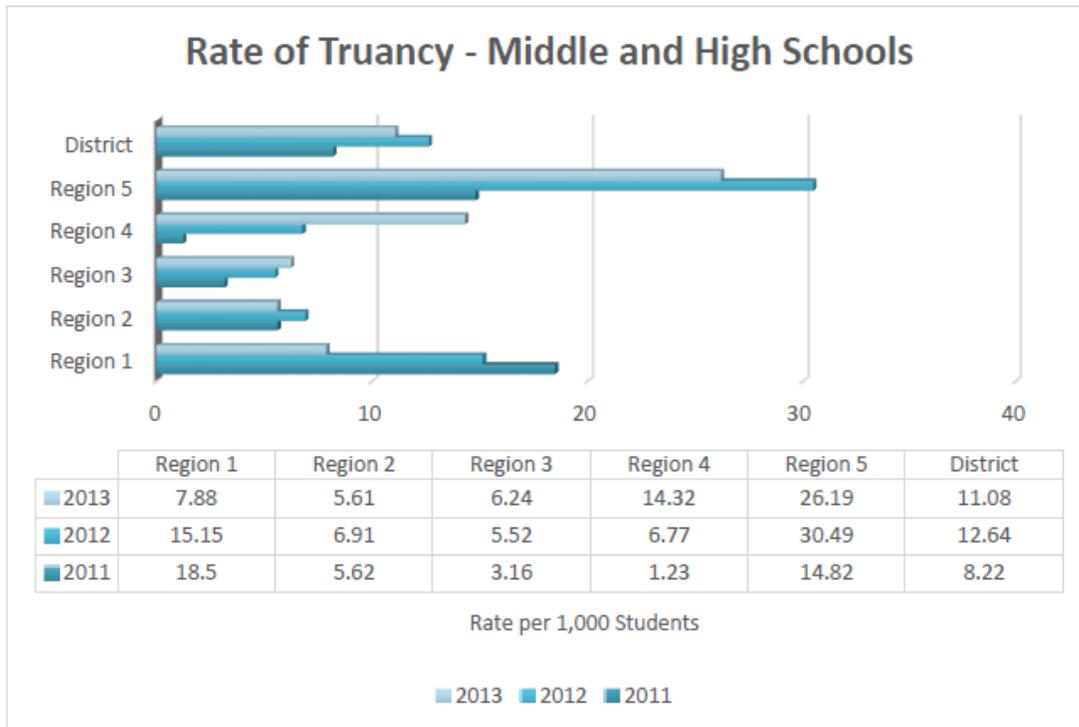


Source: Department of Public Safety / Crime in Nevada Reports

### Consequence Data - Schools

School-related problems are another consequence of substance abuse. We can explore school accountability reports from the Washoe County School District to look at regional trends related to truancy and substance abuse violations. For truancy trends (Chart 26), we find a relatively flat trend district-wide from 2011-2013 and note the highest rates consistently in Northeast / Northwest Reno. Disciplinary rates for alcohol violates fell in 2013 (Chart 27), but the highest rates have generally been seen in the North Valleys and Spanish Springs area. For drug violations (Chart 28), disciplinary rates also fell across the district in 2013, except in the Sparks area, where rates were highest.

Chart 26



Data Source: Washoe County School District Accountability Reports

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

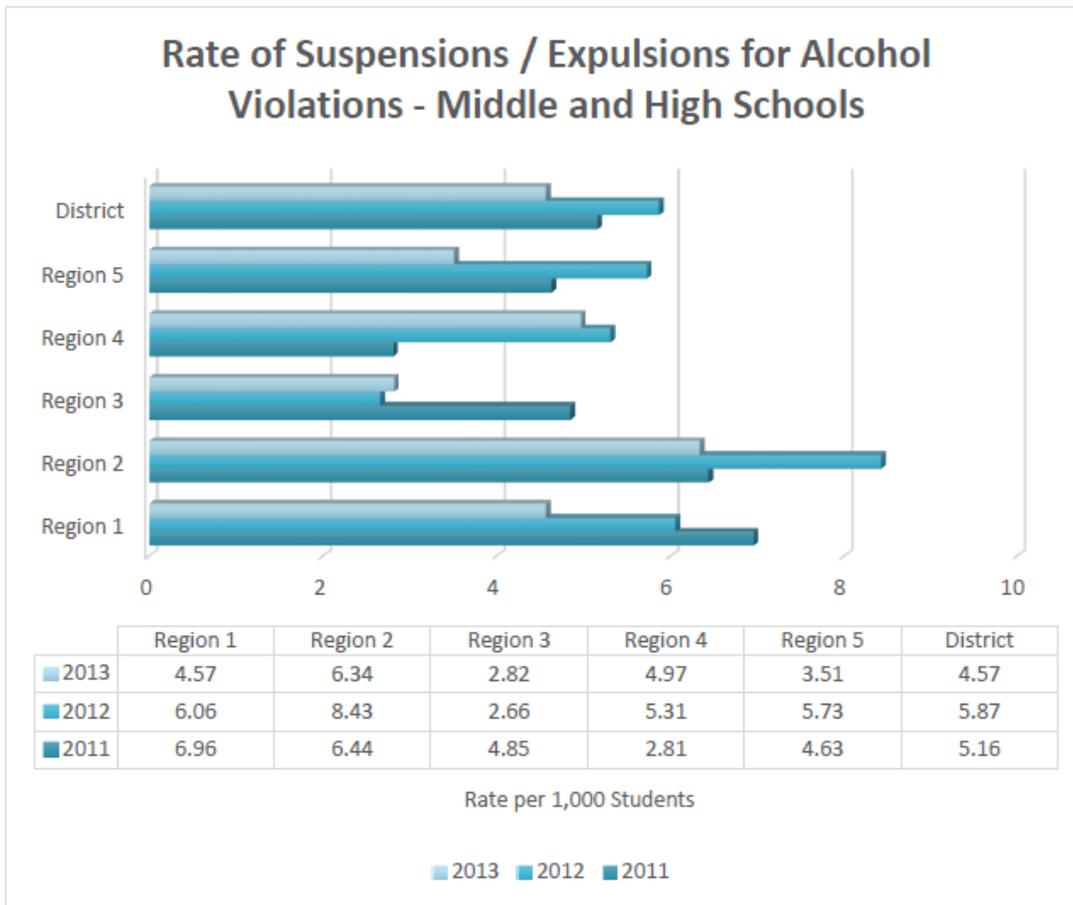
Region 2= Spanish Springs High School, North Valleys High School, Shaw Middle School, O'Brien Middle School, Cold Springs Middle School

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, Billinghamurst Middle School, Clayton Middle School

Chart 27



Data Source: Washoe County School District Accountability Reports

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

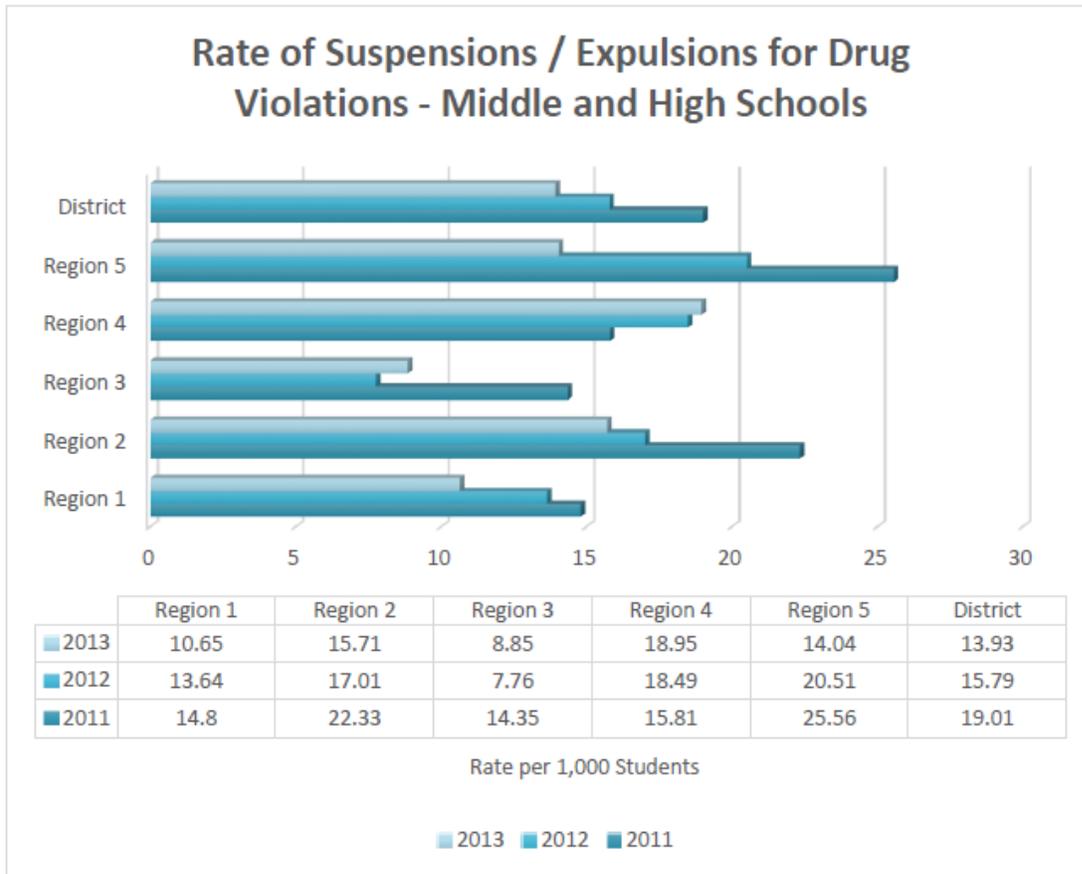
Region 2= Spanish Springs High School, North Valleys High School, Shaw Middle School, O'Brien Middle School, Cold Springs Middle School

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

Chart 28



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

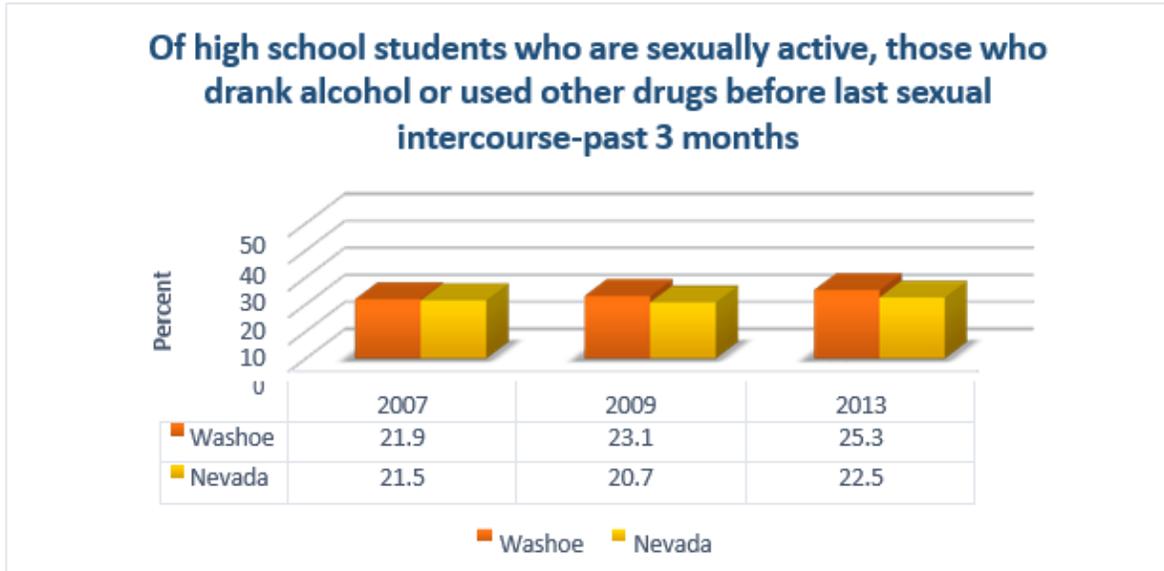
Region 4= Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School

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

## Consequence Data – Sexual Activity

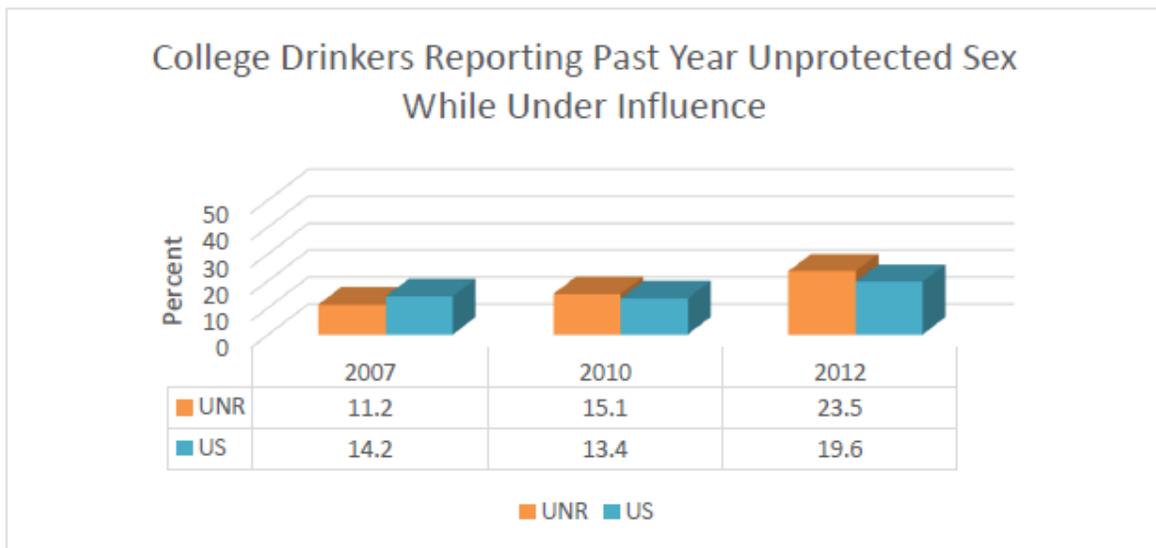
Sexual health consequences from substance abuse such as sexually transmitted infections and unintended pregnancy are another serious concern. At both the high school and college level we are seeing increased rates of sexual activity and unprotected sex when students are under the influence of alcohol and/or other drugs (Charts 29 and 30). Here too we see higher rates as well relative to high school students in Nevada and college students across the United States.

Chart 29



Source: Youth Risk Behavior Survey

Chart 30

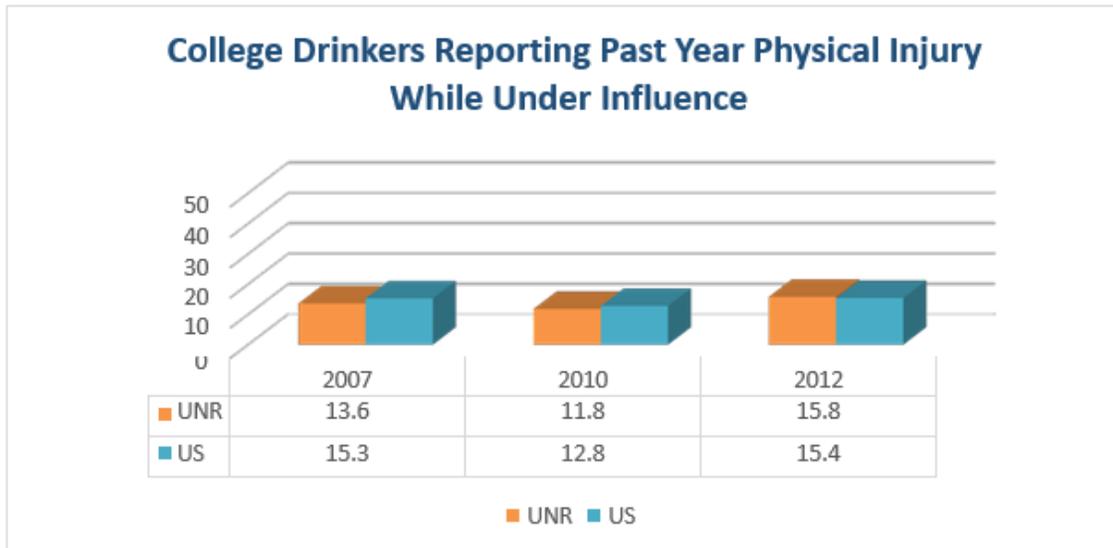


Source: National College Health Assessment

## Consequence Data – Injuries and Other Factors

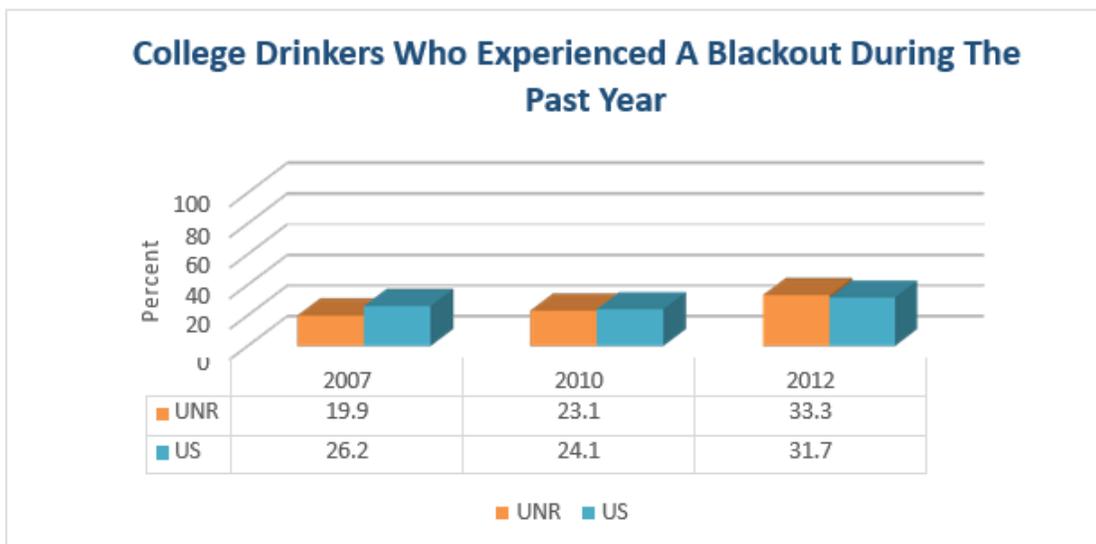
Accidental injuries and fatalities are a major concern when looking at the consequences of substance abuse. At the college level (Chart 31 and 32), in 2012, we see an increasing percentage of students reporting experiencing physical injury while under the influence of alcohol as well as experiencing blackouts. For high school students, we see the trend of drinking and driving lower in 2013 at 11.7% (Chart 33), and the rate of students reporting being a passenger in a vehicle driven by someone under the influence also decreased (Chart 34).

Chart 31



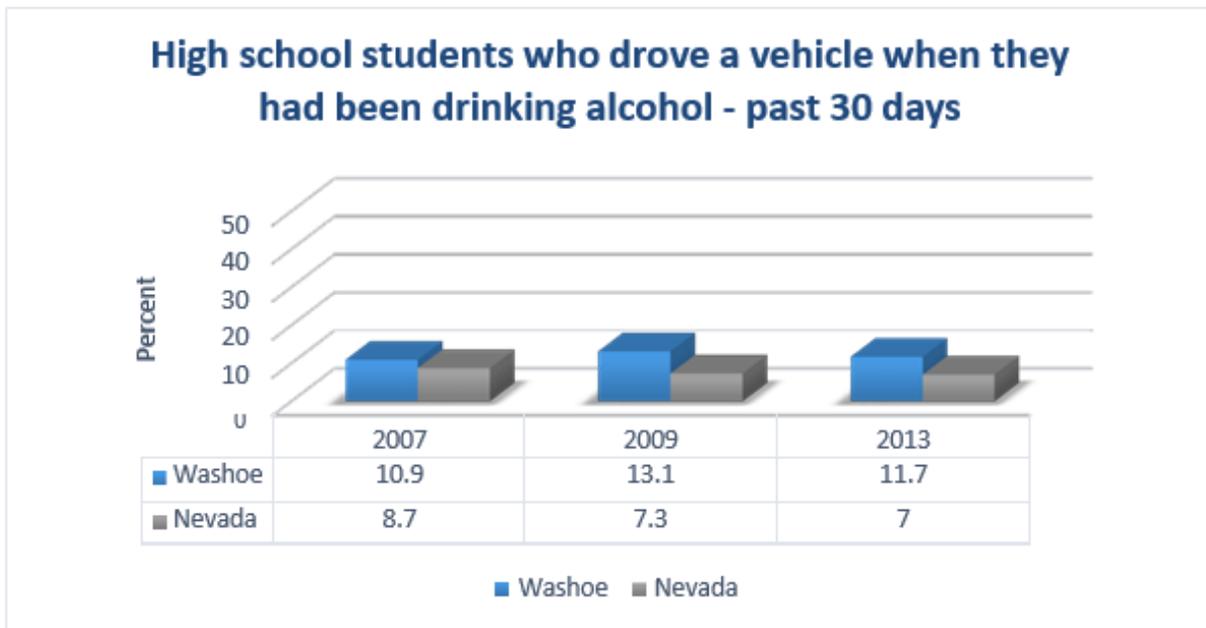
Source: National College Health Assessment

Chart 32



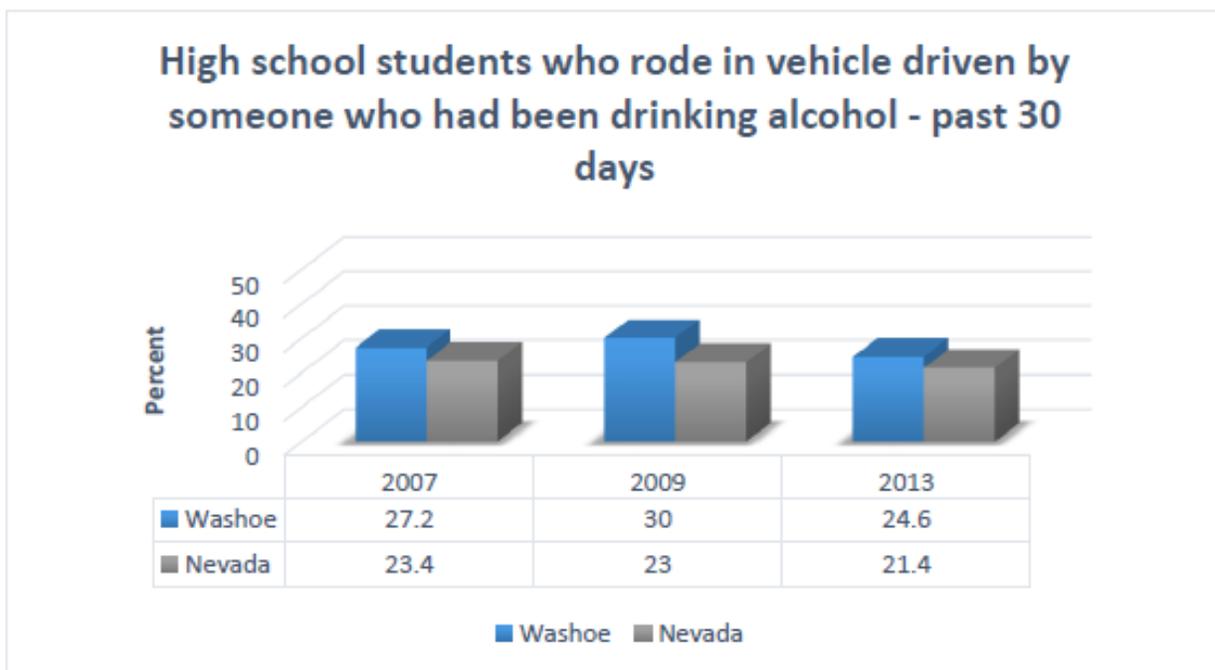
Source: National College Health Assessment

Chart 33



Source: Youth Risk Behavior Survey

Chart 34

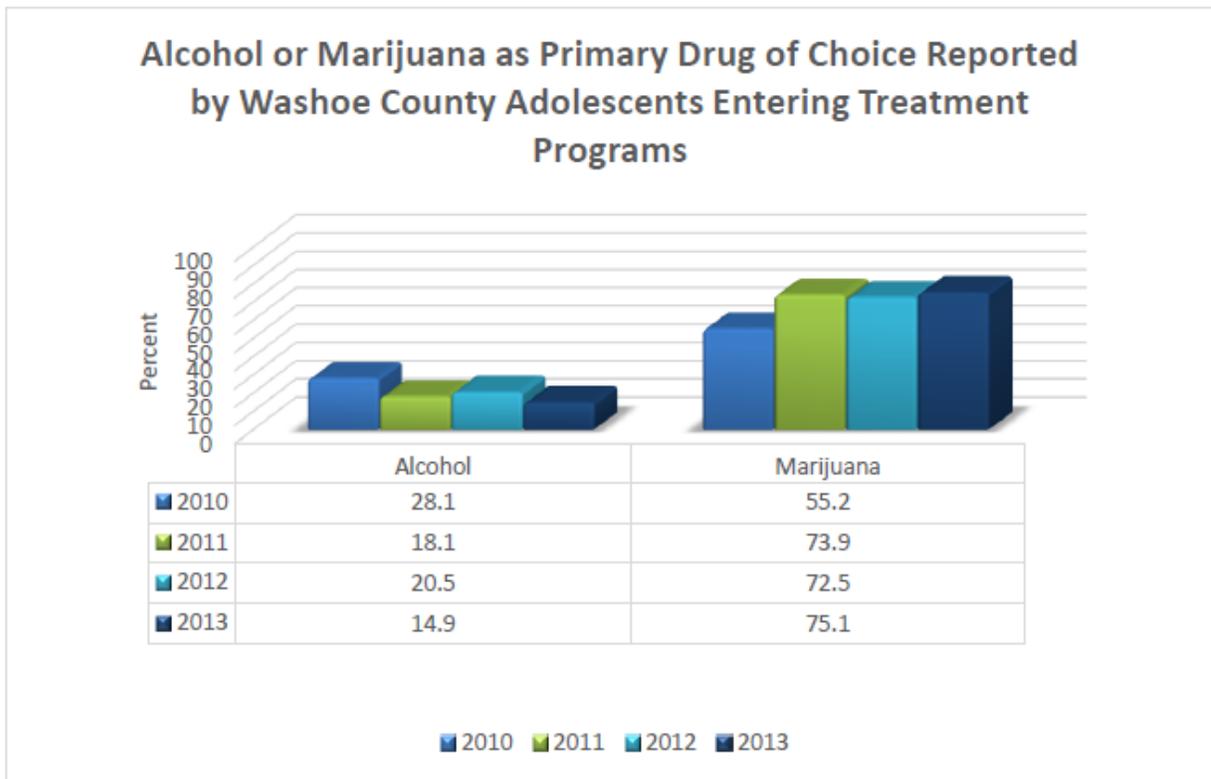


Source: Youth Risk Behavior Survey

## Consequence Data - Addiction

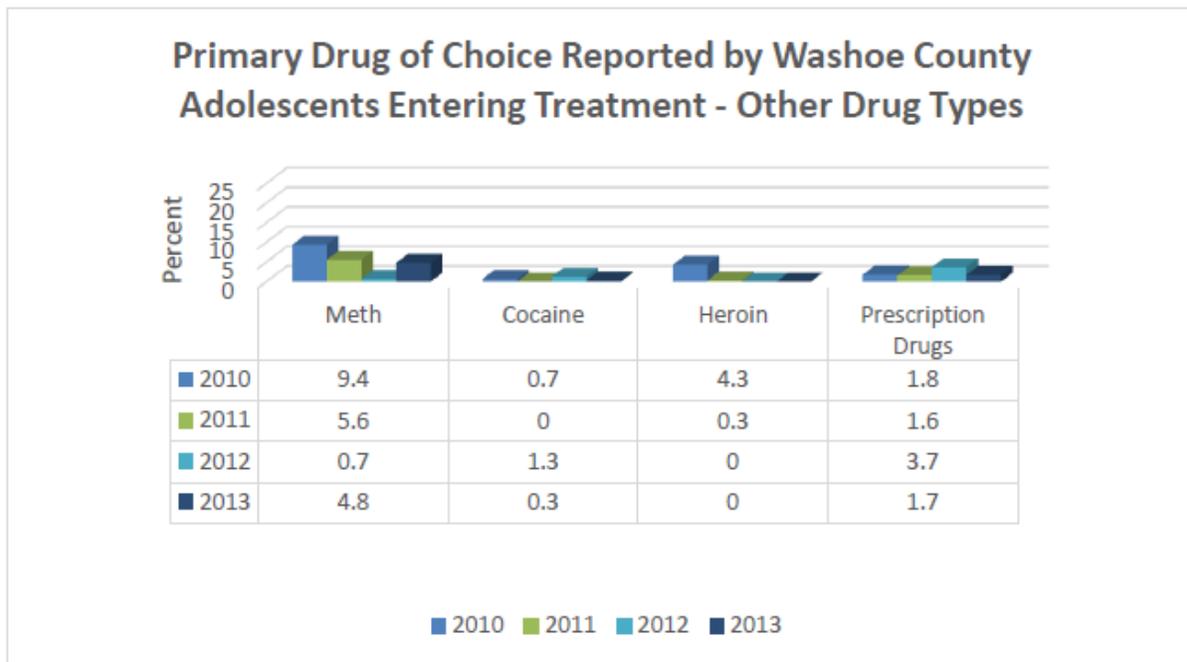
Another significant consequence of substance abuse at times is the onset of addiction. The Substance Abuse Prevention and Treatment Agency (SAPTA) reports a growing percentage of Washoe County youth entering substance abuse treatment programs who cite marijuana as their drug of choice (Charts 35 and 36). In fact, 75.1% of these youth cited marijuana as their drug of choice in 2013. The next closest drug type of choice was alcohol, although the percentage of youth listing alcohol as their drug of choice fell from 28.1% in 2010 to 14.9% in 2013. For Washoe County adults entering treatment (Chart 37), most cited alcohol (37.3%) as a drug of choice followed by methamphetamine (32.9%) in 2013. These percentages held relatively steady from 2010-2013.

Chart 35



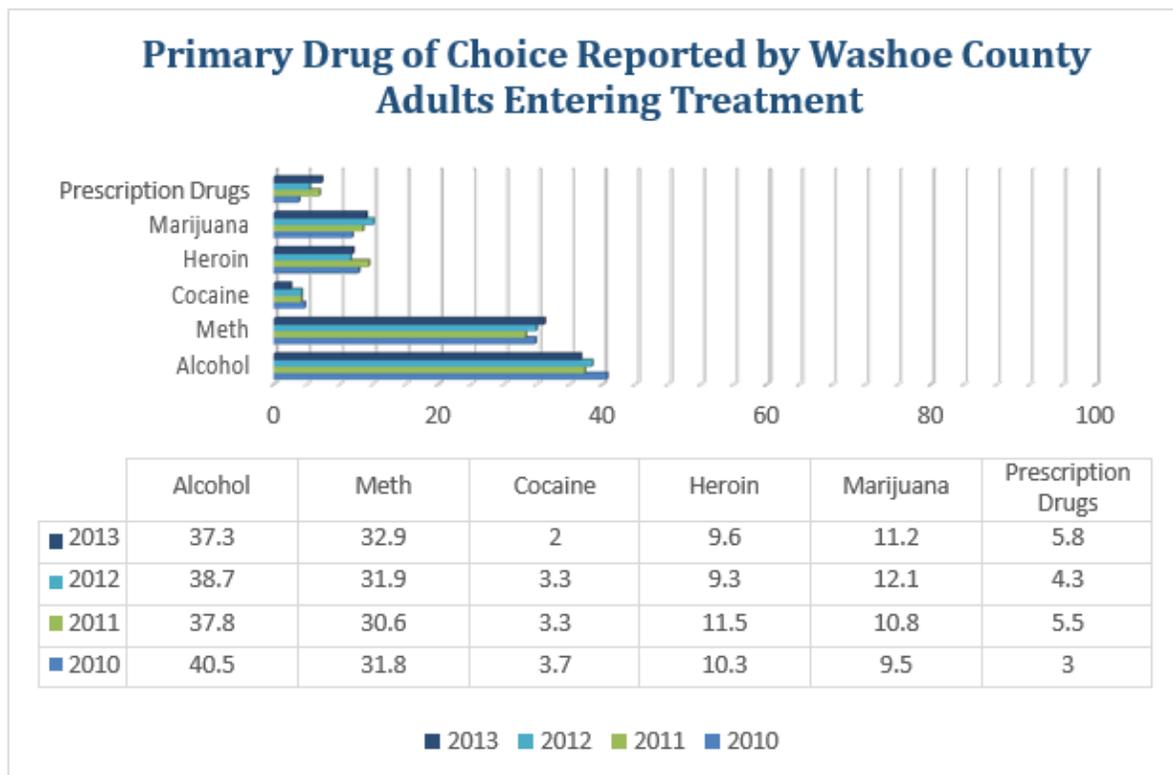
Source: Substance Abuse Prevention and Treatment Agency

Chart 36



Source: Substance Abuse Prevention and Treatment Agency

Chart 37

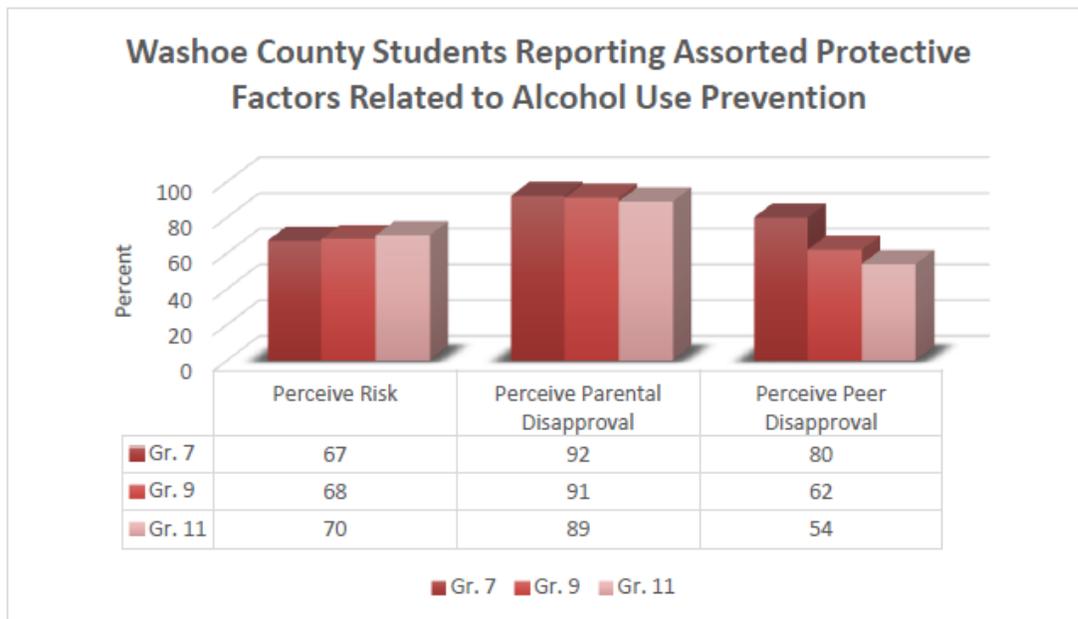


Source: Substance Abuse Prevention and Treatment Agency

## 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. For the first time, we now have data from the Washoe County School District’s Climate Survey related to perception of risk, perception of parental approval, and perception of peer approval related to alcohol, tobacco, marijuana, and prescription drug abuse (Charts 38-40). The first thing that stands out when looking at this data is that the perception of risk held by high school students regarding marijuana use is clearly lower than that held for alcohol, tobacco, and prescription drug use. Next, we see that students perceive a fairly strong level of parental disapproval for each of these types of drug use. When it comes to the perception of peer approval, we see that as students move through their high school years there is a significant shift towards perceiving less peer disapproval for any of these types of drug use. This shift is strongest when looking at marijuana and alcohol use.

Chart 38



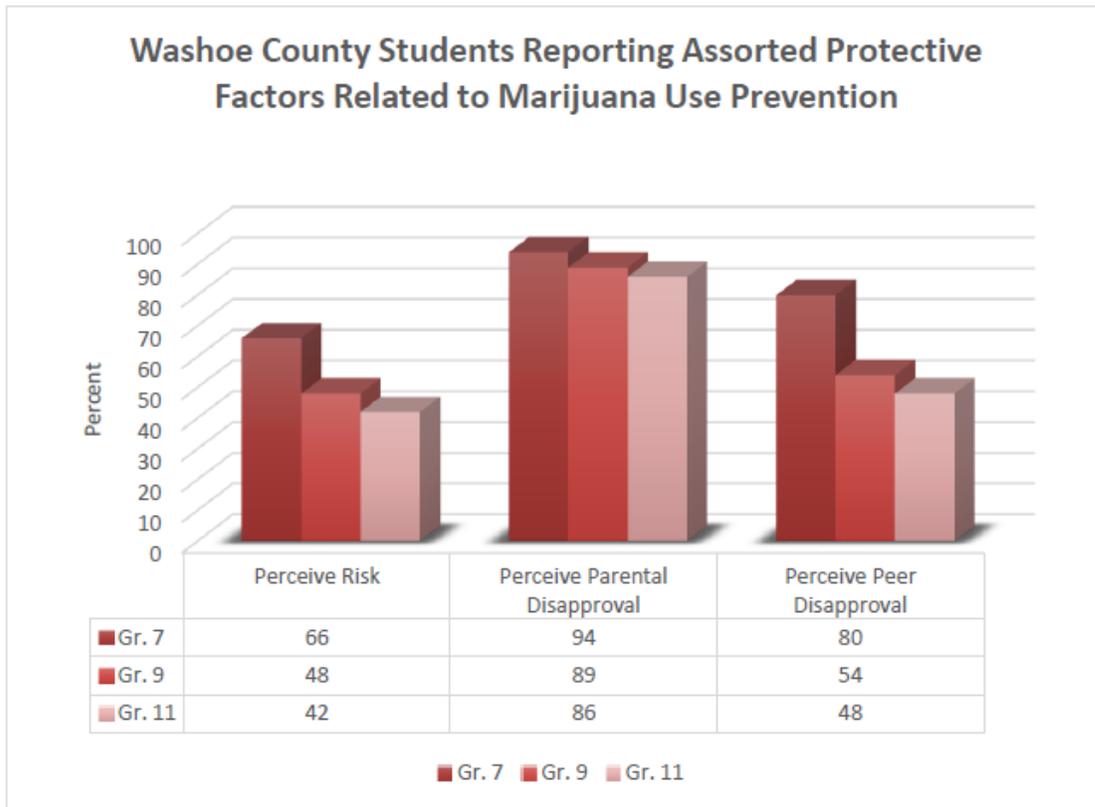
Data Source: 2013 Washoe County School District Climate Survey

Perceive Risk= Students perceiving moderate to great risk of physical or other harm when drinking one or two alcoholic drinks nearly every day

Perceive Parental Disapproval= Students perceiving their parents would think it was wrong or very wrong for them to drink one or two alcoholic beverages nearly every day

Perceive Peer Disapproval= Students perceiving their peers would think it was wrong or very wrong for them to drink one or two alcoholic beverages nearly every day

Chart 39



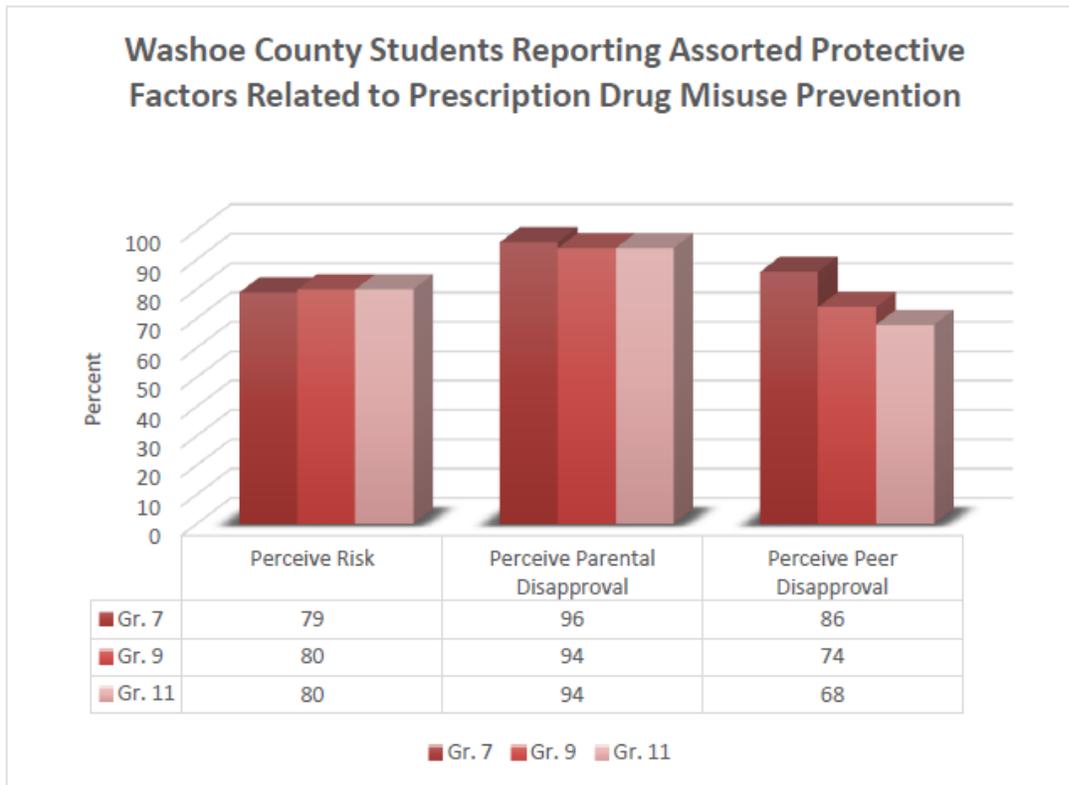
Data Source: 2013 Washoe County School District Climate Survey

Perceive Risk= Students perceiving moderate to great risk of physical or other harm when smoking marijuana once or twice a week

Perceive Parental Disapproval= Students perceiving their parents would think it was wrong or very wrong for them to smoke marijuana

Perceive Peer Disapproval= Students perceiving their peers would think it was wrong or very wrong for them to smoke marijuana

Chart 40



Data Source: 2013 Washoe County School District Climate Survey

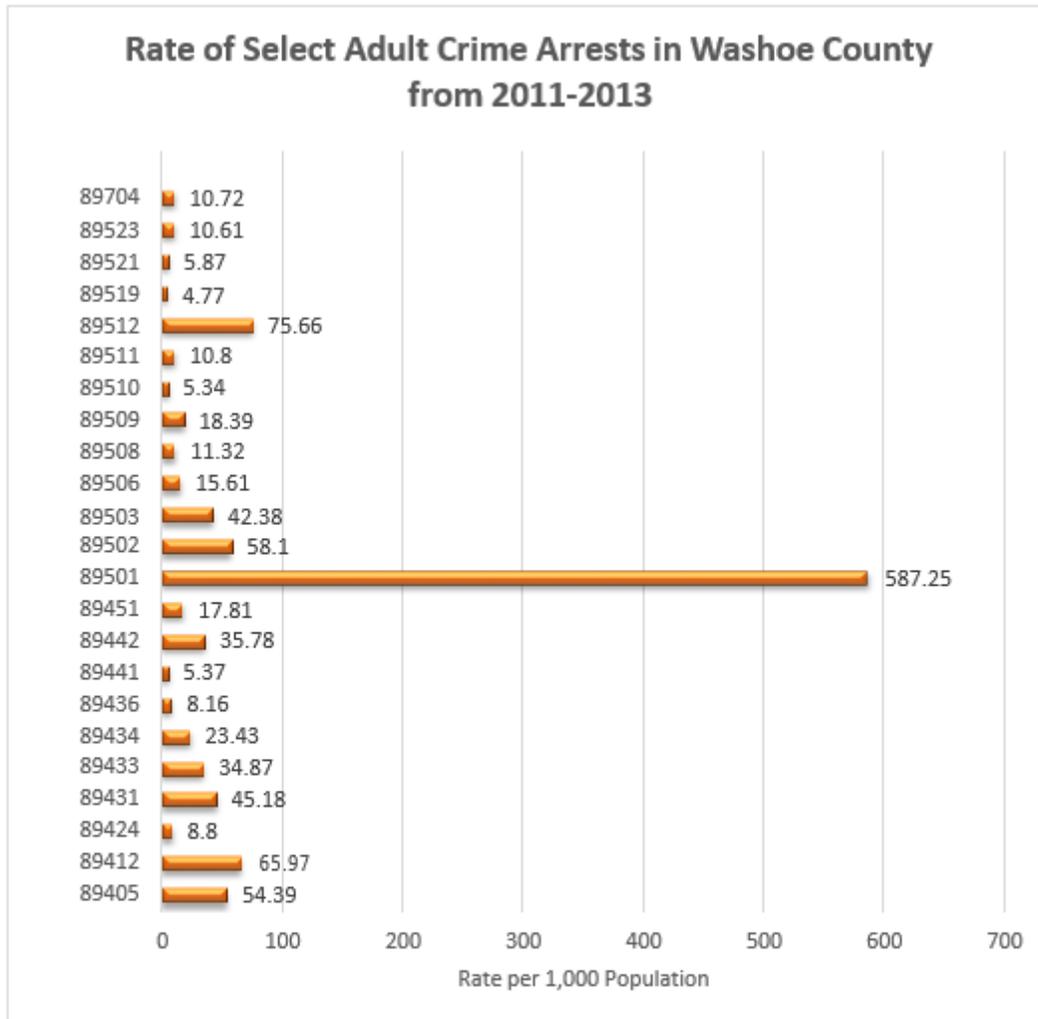
Perceive Risk= Students perceiving moderate to great risk of physical or other harm when using prescription drugs that are not prescribed to them

Perceive Parental Disapproval= Students perceiving their parents would think it was wrong or very wrong for them to use prescription drugs that are not prescribed to them

Perceive Peer Disapproval= Students perceiving their peers would think it was wrong or very wrong for them to use prescription drugs that are not prescribed to them

At the community risk / protective factor level, community safety and the perception of safety may influence substance abuse trends. Looking at arrest rates across zip code areas in Washoe County, we can identify communities that live with greater exposure to crime (Chart 41). From 2011-2013, the 89501 area of downtown Reno showed by far the highest rates of arrest for drug crimes and offenses such as assault, battery, burglary, and domestic violence.

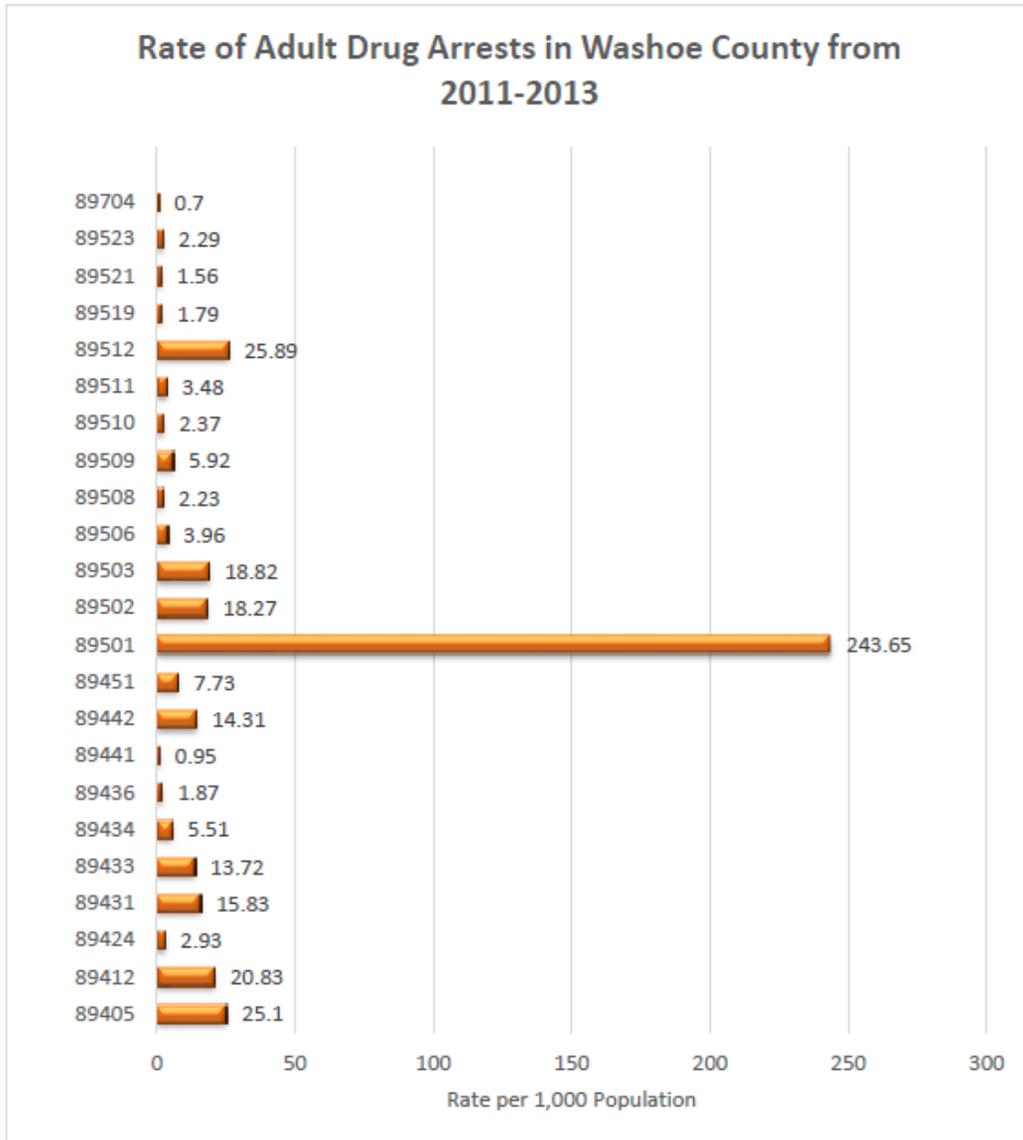
Chart 41



Data Source: Arrest records from Washoe County Jail 2011-2013, queried by Reno Police Department  
 Missing data: 16,082 arrests were documented. Of these, 13,845 could be matched with zip code  
 Combined assault and battery, domestic violence, drug offenses, sexual offenses, and burglary / robbery.  
 Population rates calculated from 2010 Census data

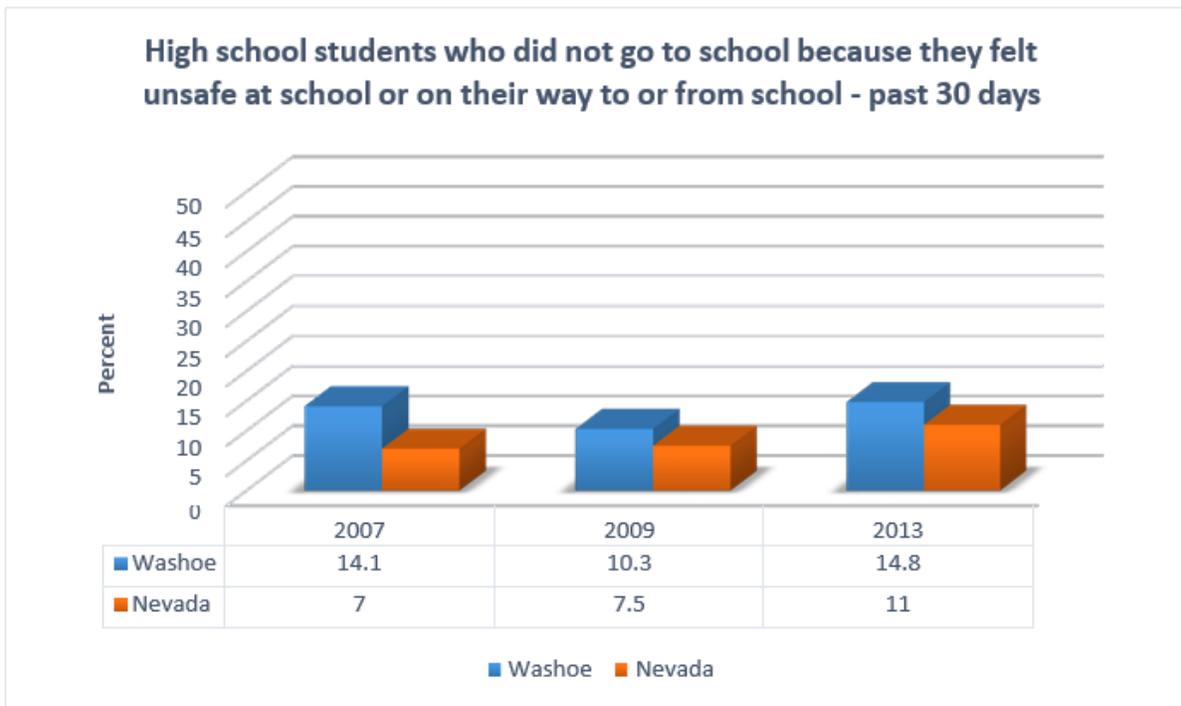
At the school level, this level and perception of safety is also important. In 2013, we saw an increasing percentage of high school students reporting that they stayed home from school due to safety concerns (Chart 42). At this same time, the rate of students reporting that they had been in a physical fight at school decreased (Chart 43) and the percentage of students reporting that they had carried a weapon on school property remained level (Chart 44). At the school district level, rates of student disciplinary action concerning violent behavior dipped sharply between 2011 and 2013.

Chart 42



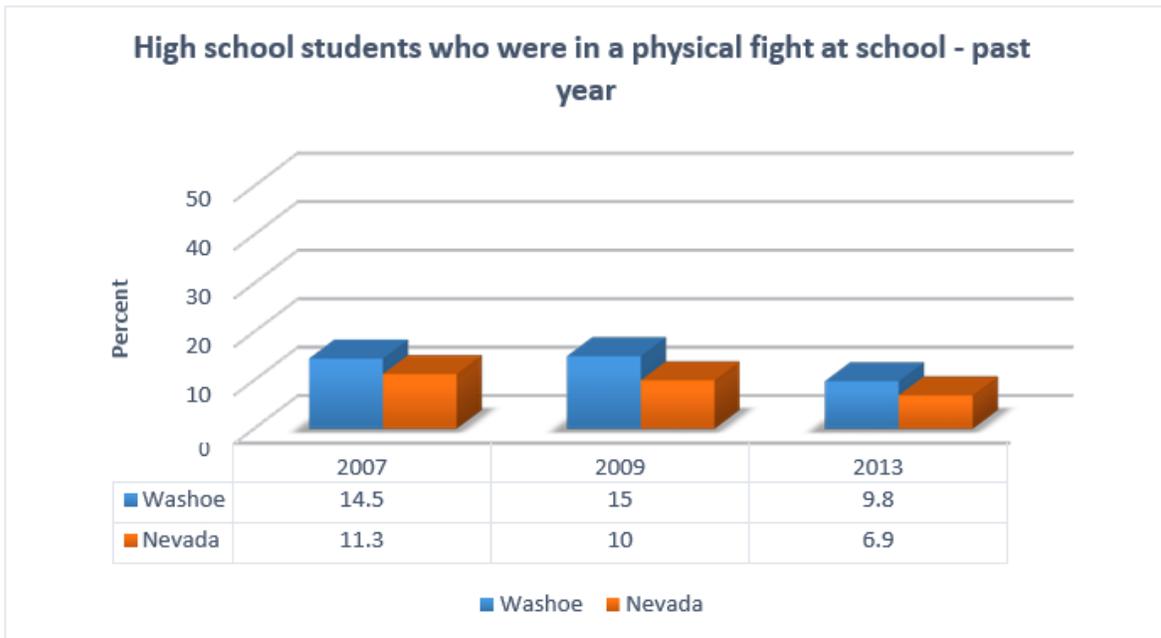
Data Source: Arrest records from Washoe County Jail 2011-2013, queried by Reno Police Department  
 Missing data: 16,082 arrests were documented. Of these, 13,845 could be matched with zip code  
 Population rates calculated from 2010 Census data

Chart 43



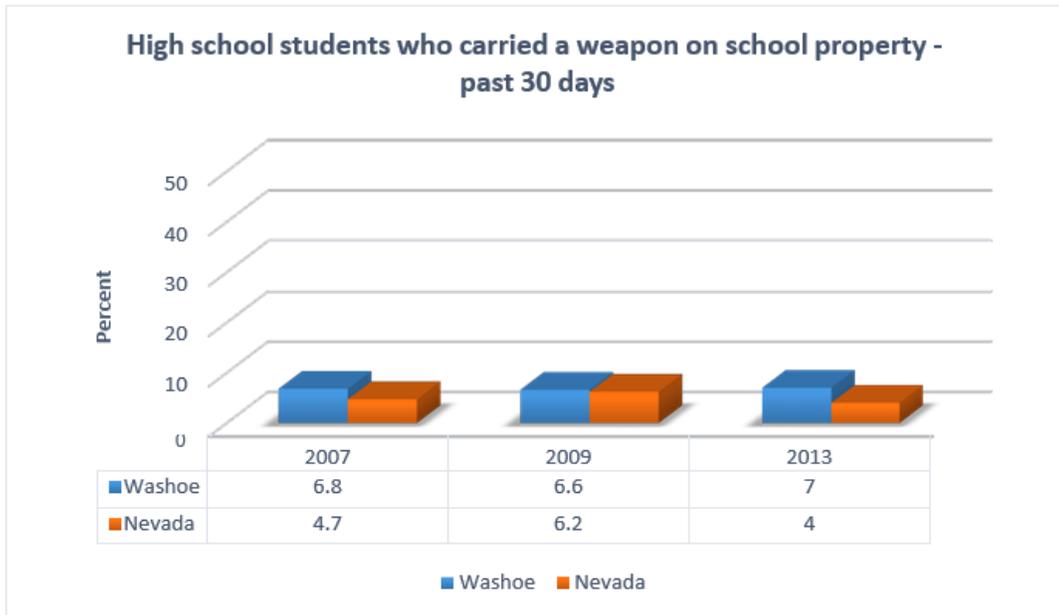
Source: Youth Risk Behavior Survey

Chart 44



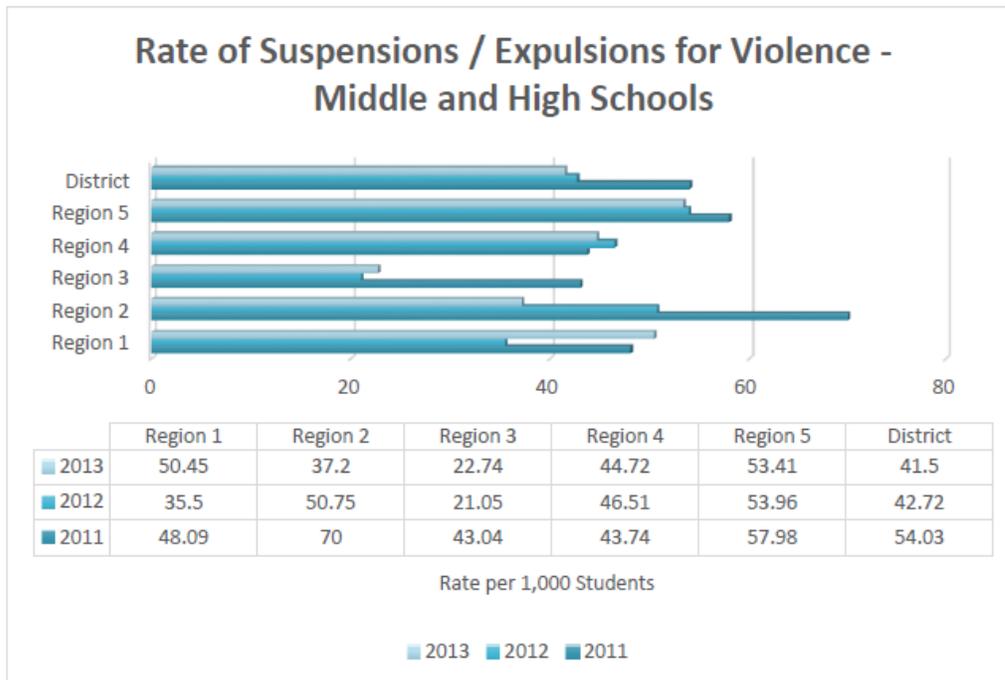
Source: Youth Risk Behavior Survey

Chart 45



Source: Youth Risk Behavior Survey

Chart 46



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

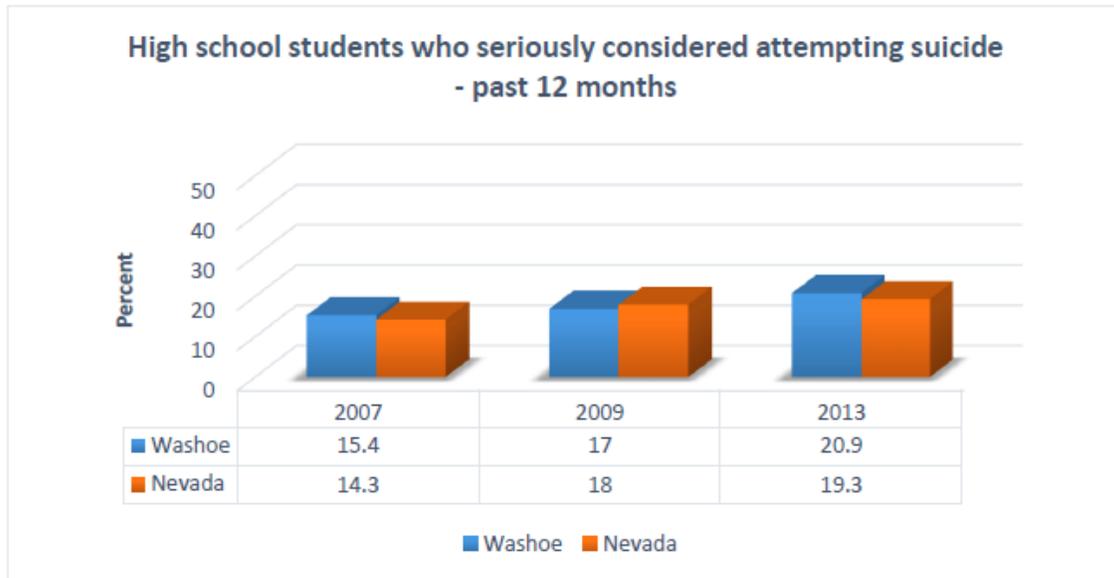
Region 4= Reed High School, Sparks High School, Mendive Middle School, Sparks Middle School, Dilworth Middle School

Region 5= Hug High School, McQueen High School, Traner Middle School, Billingham Middle School, Clayton Middle School

## Mental Health

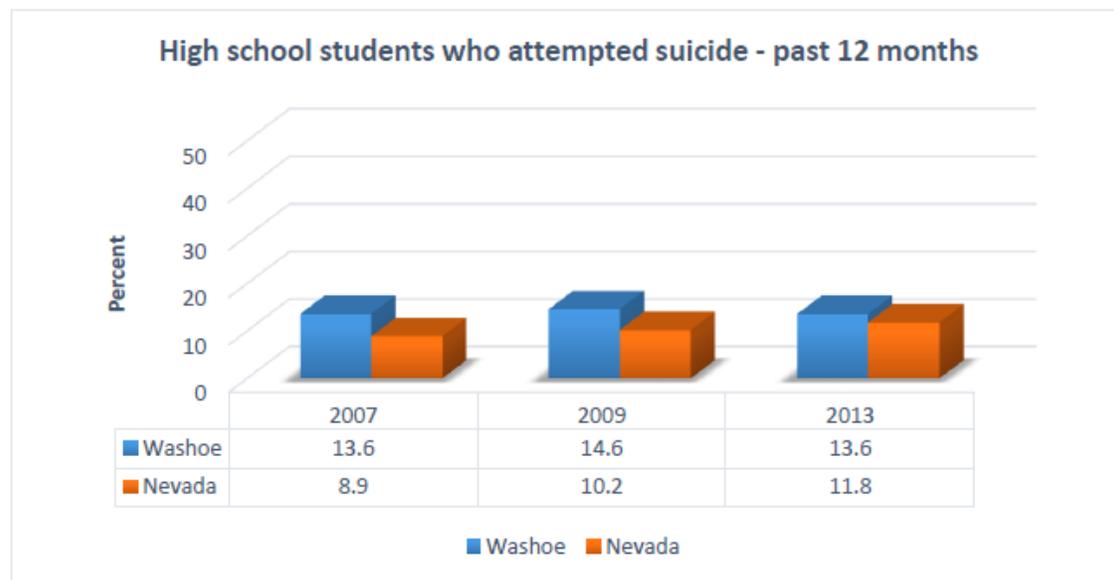
Mental health challenges, such as the onset of depression, also can play a role as risk factors for substance abuse. The percentage of Washoe County teens who've considered attempting suicide is higher than the state average and has been climbing since 2007 (Chart 47). The rate of students reporting suicide attempts was slightly lower in 2013 at 13.6% (Chart 48). More males than females report making a plan to attempt suicide (Chart 49).

Chart 47



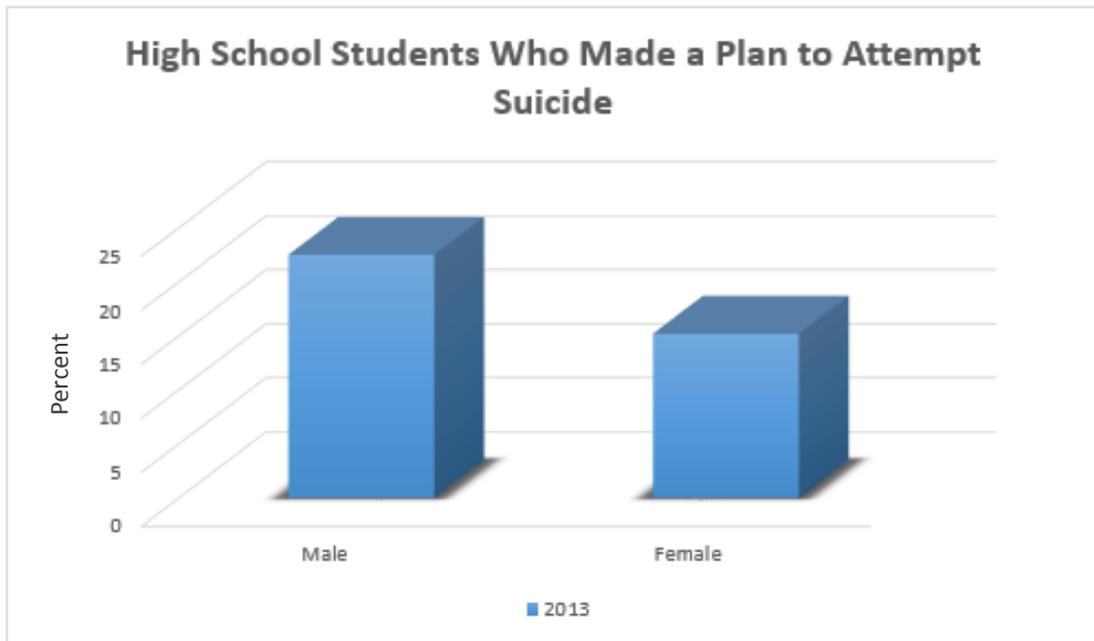
Source: Youth Risk Behavior Survey

Chart 48



Source: Youth Risk Behavior Survey

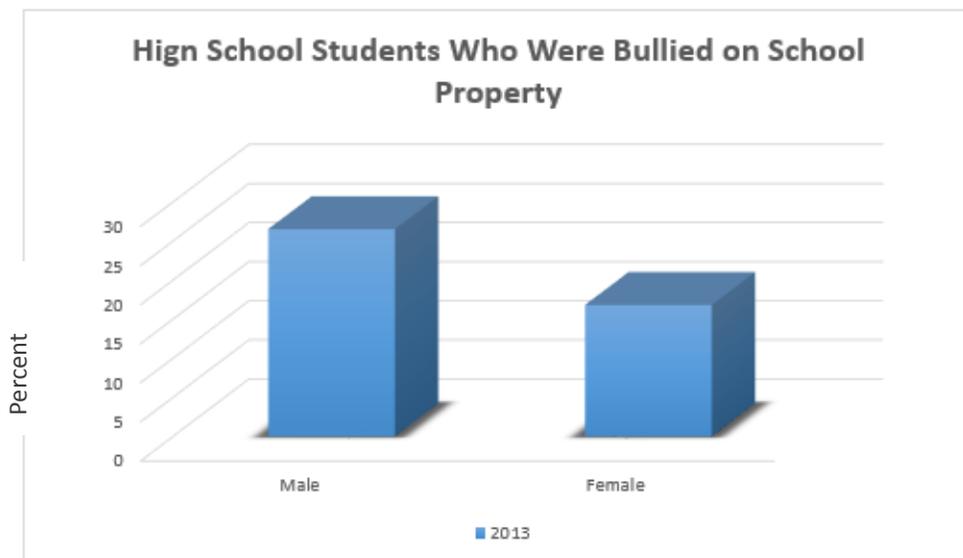
Chart 49



Source: Youth Risk Behavior Survey

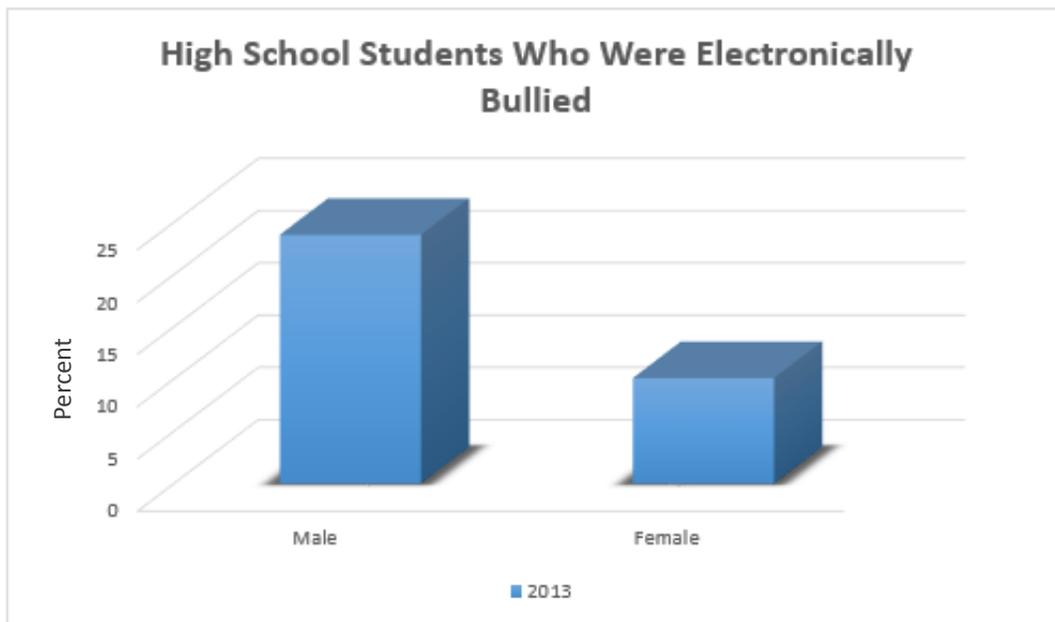
Youth who are bullied or bully others are at increased risk for suicide-related behavior. Even youth who have observed but not participated in bullying report greater feelings of helplessness and less connectedness and support from adults than youth who haven't witnessed bullying behavior.

Chart 50



Source: Youth Risk Behavior Survey

Chart 51



Source: Youth Risk Behavior Survey

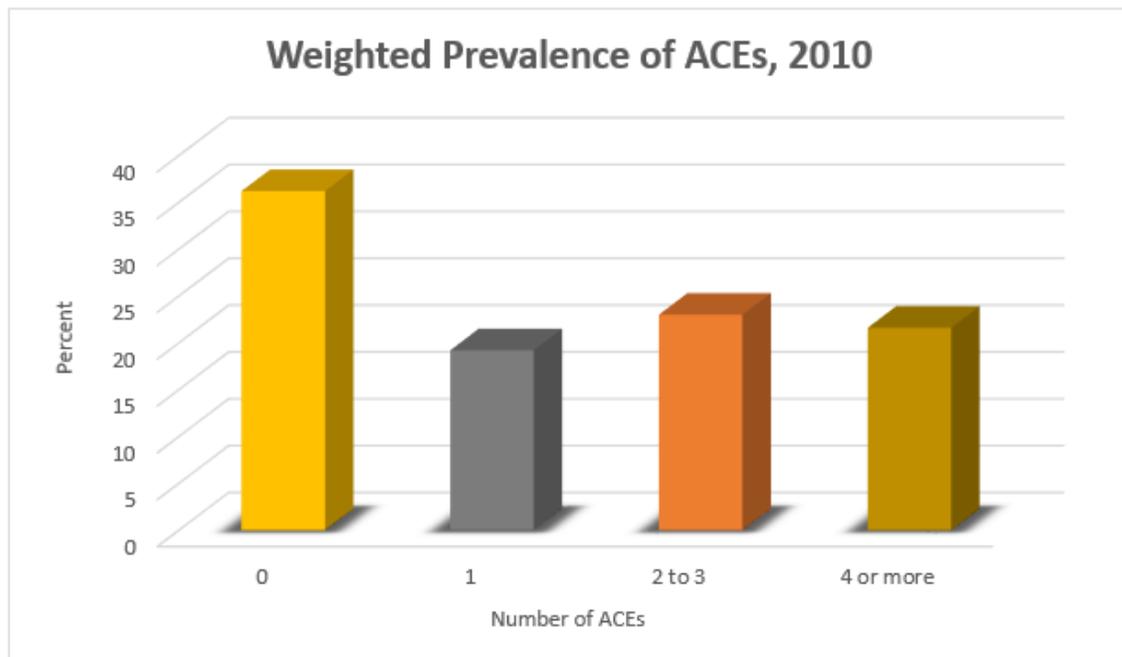
Finally, physical health certainly influences and is influenced by substance abuse. In the past few years, JTNN has become more involved in collaborations between primary care and behavioral health providers.

National estimates from the Centers for Disease Control (2012) indicate 50% of women of childbearing age consume alcohol and about 15% of those women report binge drinking, defined as consuming four or more alcoholic beverages in a row. Of the women that consume alcohol, 7.6% are pregnant.

Fetal Alcohol Syndrome, Alcohol-Related Neurodevelopment Disorder, and Alcohol-Related Birth Defects are completely preventable if a pregnant woman abstains from drinking alcohol.

A 2014 graduate student study at the University of Nevada Reno examined the 2010 Behavioral Risk Factor Surveillance Survey to identify if there was a link between Adverse Childhood Experiences (ACEs), such as abuse and neglect, and alcohol use during pregnancy. The study found evidence of a dose-response relationship between ACEs and drinking during pregnancy (Chart 52).

Chart 52



Source: Behavioral Risk Factor Surveillance System

### 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. In addition, community resources were assessed, including identification of cultural competence, service gaps, and existing prevention “infrastructure” in the Washoe County community.

The next step in the SPF process involves mobilizing resources to meet the need that has been identified. 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 2015-2018 JTNN will continue to accomplish this mobilization in a number of ways:

- Washoe County Drug and Alcohol Response Alliance (WCDARA): This group consists of concerned area professionals and residents that work to increase the capacity for substance abuse treatment, collect community-wide data, educate the community about methamphetamine and other drugs, and prevent the initiation of drug use among youth and adults.
- Washoe County Environmental Strategies Group: Comprised of local business leaders, law enforcement personnel, educators and substance abuse professionals, the Environmental Strategies group works together to reduce underage drinking.
- Marijuana Committee: This committee consists of local business professionals, law enforcement, prevention workers, and substance abuse professionals who develop strategies to educate

community members and reduce harm to youth and the community from medical marijuana establishments.

- 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 Reno/Sparks community. The group established and monitors permanent drop boxes located in all police stations, hosts semi-annual Prescription Drug Round Up events gathering unused prescription drugs, and encourages education of the community in proper prescription drug disposal.
- Prevention Committee:  
Comprised of local business leaders, law enforcement personnel, educators and substance abuse professionals, and other members of the community, the Prevention Committee works to develop and complete prevention projects focused on successful substance abuse prevention among youth. The committee developed and maintains Speak Out, a peer-to-peer education program for middle and high school students. The program trains peers to educate others about prevention and the choice to abstain from drugs and alcohol. Additionally the committee reaches out to parents to educate them on drugs their children may come into contact with, how to speak to their children about substances, and how to determine whether their kids are using drugs and alcohol. Finally, the committee works to create new opportunities for substance abuse prevention in the Reno/Sparks area through a variety of events catered towards parents, students and anyone who works with youth and parents.
- JTNN Executive Board: The Executive Board is made up of 11 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, the Washoe County Chronic Disease Coalition, the 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. For each group with which JTNN collaborates, JTNN creates and updates a list of key participants and their contact information

### 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 Strategic Plan and Coalition Logic Model address JTNN's mission of reducing the impact of substance abuse on the community by improving access to needed prevention, intervention and treatment services.

The following page contains JTNN’s Logic Model for the next three 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>Alcohol and Marijuana Use by Youth</b>	Raise the first age of onset for high school students using marijuana or alcohol	Early age of onset	Raising the age of onset for use of alcohol or marijuana	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  Compliance checks for sales to minors
<b>Alcohol Use by Pregnant Women</b>	Reduce the percentage of pregnant women who use alcohol	Increased alcohol use by women who’ve experience Adverse Childhood Experiences (ACEs)	Reduction in alcohol use by all pregnant women	Easy social access to alcohol	Information Dissemination	Presentations to pregnant women and women of age-bearing years  Provide posters, flyers and literature to OB/GYN offices
<b>Binge Drinking – Adults and Youth</b>	Reduce the percentage of adults and youth who engage in binge drinking	High percentage of binge drinking among youth and adults	Reduction in binge drinking for all ages	Easy Retail Access  Promotion  Social Norms	Community and School-based programs	Compliance checks for sales to minors  Implement evidence-based programs and practices
<b>E-cigarettes</b>	Reduce the percentage of middle and high school students who use e-cigarettes	Rising percentage of youth using e-cigarettes	Reduction in e-cigarette use by middle and high school students	Low perception of risk  Easy Retail Access	School-based education  Community awareness campaigns	Implement evidence-based programs and practices  Peer-to-peer education  Media campaign – print, TV, radio

<b>Marijuana</b>	Increase perception of risk of marijuana use in middle and high school students	Low perceived risk of using marijuana	Increasing the percentage of students who perceive risk from using marijuana	Low perception of risk  Social Norms	School-based education  Community awareness campaigns	Implement evidence-based programs and practices  Peer-to-peer education  Media campaign – print, TV, radio
<b>Marijuana</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 you report ever using marijuana and are currently using marijuana	Reduction in the number of students who use marijuana	Low perception of risk  Social Norms  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  Compliance checks for sales to minors
<b>Opiates and other drugs</b>	Reduce the percentage of youth to age 25 having ever used opiates (heroin, prescription opiates, synthetic marijuana and methamphetamine)	High percentage of youth to age 25 using opiates and other drugs	Reduction in the percentage of youth who use opiates and other drugs	Low perception of risk  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>Bullying</b>	Reduce the percentage of K-12 students who are bullied	Male high school students report a high rate of bullying both on campus and electronically	Reduction in male high school students who report being bullied on campus or electronically	Rules, regulations, and social norms favorable to bullying behaviors	School-based education	Implementation of evidence-based school anti-bullying program  Posters, flyers, school social media (TV, radio, Facebook)

#### Step #4: Implementation

This section includes the identification of evidence-based programs, policies, and practices to implement to 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, strengthening incentives and consequences that promote health, 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 will review this ability from a three-pronged position. 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 the 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 insure that local retailers are not selling alcohol to underage youth.
- Works with a number of partners to develop policies at community sporting events that discourage underage drinking.
- Partners with University of Nevada, Reno Student Services to identify students who may have had difficulty with alcohol; providing them with brief screening, brief intervention, and referral to treatment, as appropriate.
- Partners with Quest Counseling and Consulting to develop and present an ongoing alcohol retailer and server training program in Washoe County.
- 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.
- Work closely with local bars and clubs to engage owners and management to insure 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.

The group is working with the city of Sparks to adopt a social host ordinance and will be working with Washoe County in the coming year.

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

### **Trainings**

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, medical personnel, and employers. Topics include; defining substance abuse and addiction, signs and symptoms of use, co-occurring disorders, short and long term effects of substance abuse on the brain, substance abuse impact on business, and codependency and enabling.

### **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 will be trained by prevention professionals and be 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 1.4 million pills have been collected at the Washoe County Round Ups since October 2009. The September 2014 Round Up netted over 1,500 pounds of prescription drugs.

### **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 staffed by substance abuse professionals and available to residents throughout Nevada. 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.

## 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.	50 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.	50 Youth ages 5-11
<b>Boys and Girls Club of the Truckee Meadows</b>	<b>Smart Moves and Smart Kids</b>	Smart Moves and Smart Kids uses a team approach involving Club staff, peer leaders, parents, and community representatives. 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.	550 Youth ages 5-14
<b>Children's Cabinet</b>	<b>Signs of Suicide</b>	SOS Signs of Suicide is a secondary school-based suicide prevention program that includes screening and education. Students are screened for depression and suicide risk and referred for professional help as indicated. Students also view a video that teaches them to recognize signs of depression and suicide in themselves and others.	150 Youth ages 12-17

<b>Quest Counseling</b>	<b>Teen Intervene</b>	Teen Intervene is a brief, early intervention program for 12- to 19-year-olds who display the early stages of alcohol or drug involvement. Integrating stages of change theory, motivational enhancement, and cognitive-behavioral therapy, the intervention aims to help teens reduce and ultimately eliminate their substance use.	30 Youth ages 12-17
<b>University of Nevada, Reno</b>	<b>Alcohol-Wise</b>	Alcohol-Wise is a 75 minute online alcohol abuse prevention course designed specifically for use on college campuses for first-year students to reduce risk for freshman and positively impact campus culture. Students receive personalized feedback and access to self-referral tools. The course clarifies personal choices about drinking habits and attitudes, and how alcohol can affect academic progress and social behavior.	3200 Students
<b>University of Nevada, Reno</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.	300 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.	75 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.	2,000 Youth ages 5-11
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**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 the data and trends allows JTNN’s staff to be aware of changes in use, deaths, perceptions, etc. that may need to be addressed or may show that a program or campaign is having a positive effect.

**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 see what issues the Washoe county community is concerned about and what issues the community feels are being adequately addressed.