

Youth Alcohol & Drug Prevention in Fresno County

**Evaluation Report
FY2016/17**



**Fresno County
Department of Behavioral Health,
Substance Use Disorders**

September 2017

Contents

Section 1 Introduction	1
Prevention Program Overview	1
Section 2 Evaluation Approach	4
Section 3 Prevention Activities	6
Project Activities & Implementation Outcomes	6
Program Reach	8
Characteristics of Population Reached	10
Section 4 Status of SPP Goals.....	12
Section 5 Successes & Challenges	14
Successes.....	14
Challenges	16
Recommendations and Next Steps	17
Attachments.....	18

Figures & Tables

Table 1 2015 Fresno County SPP – Substance Use Prevention Projects & Outcomes	3
Table 2 Schools Surveyed by Provider (FY16/17)	5
Table 3 FNL, CL, FNL Kids Activities & Status (FY16/17).....	6
Table 4 Performing Above the High (PATH) Project Activities and Status (FY16/17)	7
Table 5 Lock It Up Project Activities & Status (FY16/17)	8
Table 6 Locations of Prevention Programming by Provider	9
Table 7 Status of Short-Term Outcome Goals.....	12
Table 8 Baseline Data for Intermediate Outcome Goals (by 2018)	13
Table 9 Baseline Data for Long-Term Outcome Goals (by 2020)	13
Figure 1 Fresno County Evidenced-based Programs by Type & Location (FY16/17)	10
Figure 2 Demographic Characteristics of Population Reached (FY16/17)	11

Section 1

Introduction

In 2016, Fresno County’s Department of Behavioral Health, Substance Use Disorder Services (DBH-SUD Services) funded prevention efforts to address goals identified in the 2015 Fresno County Strategic Prevention Plan (SPP). Two organizations received four-year grants to implement prevention projects throughout the County, with the objective to reduce substance use among youth ages 10 to 25. The intended program outcomes outlined in the 2015 Strategic Prevention Plan (SPP) target youth and young adults to:

- 1 Reduce alcohol use**
- 2 Reduce marijuana use**
- 3 Reduce misuse of prescription & over-the-counter drugs**

DBH-SUD Services’ comprehensive prevention program includes an evaluation component to assess the process and outcomes for each funded project, as well as the collective prevention initiative. At the onset of the project, Fresno County DBH-SUD Services contracted with LPC Consulting Associates, Inc. (LPC) to evaluate the overall initiative and each prevention provider’s efforts. This evaluation report includes findings from the first year of implementation for this multi-site initiative, and presents process and outcome data collected and analyzed between July 1, 2016 and June 30, 2017 (FY16/17). The report focuses on the collective accomplishments of the prevention providers, and includes a program overview, the evaluation approach, a description of prevention strategies, implementation outcomes, progress toward program goals, and successes and challenges. The attachments contain the prevention provider’s standalone reports with additional details about project-specific activities and outcomes.

Prevention Program Overview

The Fresno County prevention initiative is comprised of three distinct projects operated by two community based organizations – the California Health Collaborative (CHC) and the Youth Leadership Institute (YLI). A brief description of each project is provided on the following page.

Reduce Alcohol Use

Friday Night Live (FNL) | Youth Leadership Institute



FNL uses an evidenced-based youth driven approach to reduce alcohol use among youth and young adults by establishing and maintaining FNL chapters in high schools, Club Live (CL) chapters in middle schools, and FNL Kids chapters to reach elementary aged children. YLI supports these chapters to develop and implement community action underage drinking prevention projects. Through these campaigns, YLI educates youth and the community about the consequences of alcohol, working toward the long-term objectives to (1) *increase the average age of first time alcohol use by two years*, and (2) *reduce access to alcohol provided by adults by June 30, 2020*.

Reduce Marijuana Use

Performing Above the High (PATH) | California Health Collaborative



PATH represents a comprehensive, age-appropriate prevention approach to addressing the issue of marijuana use via education, community-based collaboration, information dissemination, and environmental strategies. Specifically, PATH works with young people, parents, and law enforcement to implement evidence-based programs and activities educating youth and the community about the negative effects of marijuana. The long-term objectives of PATH are to (1) *increase the average age of first time marijuana use by two years*, and (2) *reduce marijuana use among youth by 5% by June 30, 2020*.

Reduce Misuse of Prescription & Over-The-Counter Drugs

Lock It Up Project (LIU) | California Health Collaborative



LIU addresses the issue of prescription drug abuse among teens and young adults, using strategies that include various forms of prevention education, community-based outreach, environmental processes, and information dissemination. LIU is designed to increase awareness of the risks and consequences associated with the misuse of prescription and over-the-counter drugs by educating youth, young adults, parents, pharmacies, and medical professionals about the issue. The long-term objective of LIU is to *reduce the lifetime use of prescription drugs among youth by 5% by June 30, 2020*.

The prevention-related activities delivered by these projects generally target three types of change for youth, parents, and the community: (1) increasing knowledge about the effects and potential dangers of substance use; (2) changing attitudes and beliefs about the harms and acceptability of substance use; and (3) changing behavior around substance use and prevention.

Table 1 visually describes the methods by which the prevention providers are working toward the SPP goals, and delineates the changes expected to meet these goals.

Table 1 | 2015 Fresno County SPP – Substance Use Prevention Projects & Outcomes

Prevention Projects	Short-term Outcomes ↑ Knowledge	Intermediate Outcomes + Attitudes/Beliefs	Long-term Outcomes = Behavior Change	County Goal
Alcohol Prevention FNL/CL/FNL Kids	Prevention Activities Youth Parents Community Policymakers	Social host ordinance Retailer marketing Alcohol access Alcohol use social norms & attitudes	↑ average age of 1st time use by 2 years ↓ access provided by adults	Reduce Youth Alcohol & Drug Use
Marijuana Prevention The PATH Project		Marijuana use social norms & attitudes	↑ average age of 1st time use by 2 years ↓ use among youth	
Prescription Drug Prevention The LIU Project		Prescription drug misuse attitudes Community practices of storage and disposal	↓ lifetime misuse among youth	

Section 2

Evaluation Approach

The evaluation for Fresno County DBH-SUD Services' prevention initiative includes both process and outcome components that address each prevention project and the countywide program as a whole. The evaluation consists of a combination of quantitative and qualitative data collection strategies to describe implementation and assess impact. Based on the type of activities conducted by each project, the evaluation focused on documenting process measures to record and describe the programmatic components, as well as outcome measures using data from a countywide survey to track substance use trends.

During the previous grant cycle (2010-2015), LPC staff worked in collaboration with CHC and YLI staff to identify data collection, analysis, and reporting needs that were project-specific. Based on these needs, LPC designed a comprehensive data collection and reporting system tailored to each project, which included a battery of tools and a database to support the evaluation and facilitate analysis of all data collected by prevention provider staff.

At the onset of the current grant cycle (2016-2020), LPC shifted the evaluation focus to a County-level approach, designing and implementing a standardized countywide survey (the *Fresno County Student Insights Survey*) to collect trend data from all 8th, 9th, and 11th grade students in schools receiving prevention services through the initiative. This standardized survey allows the evaluator to measure alcohol, marijuana, and prescription drug prevention outcomes identified in the Strategic Prevention Plan, and understand changes in behavior related to Fresno County's prevention efforts. To develop the tool, LPC worked with the prevention providers and Fresno County DBH-SUD Services staff and used questions from existing validated survey tools. The final four-page survey includes 20 questions related to substance use behaviors and attitudes to track change on these items over the course of program implementation.

To select the survey sample, LPC staff worked with the providers to identify schools where they were implementing their programs, and assigned each project a list of schools to survey based on this information. Table 2 displays the list of school survey assignments by project, and whether or not the school participated in the survey. The prevention providers were unable to survey four schools that were part of the original survey cohort (as well as some of the targeted grades in some schools). This was due to barriers at the school administrative level, and delayed survey development, as the final version of the survey was not complete until January 2017, halfway through the school year (discussed in Section 5 Project Successes & Challenges).

A 20-question countywide survey called the *Fresno County Student Insights Survey* will be administered to 8th, 9th, and 11th grade students annually.

Table 2 | Schools Surveyed by Provider (FY16/17)

LIU	PATH	YLI
● Firebaugh HS	● Central HS	● Edison HS
● Kerman HS	● Glacier Point MS	● Gaston MS
● Mendota HS	● Mendota Jr HS	● Gateway HS
● Parlier HS	● Parlier MS	● Kerman MS
● Sanger HS	● Reedley Middle College HS	● Rafer Johnson MS
● Washington Union HS	● Reedley HS	● Roosevelt HS
	● West Fresno HS	● Selma HS

Baseline survey data was collected by prevention providers at 16 schools during FY16/17. In total, 6,397 surveys were included in the final sample for this report (a 46% response rate based on student enrollment)¹. Quantitative analysis consisted of totals, averages, and percentage calculations to establish baseline measures for the marijuana prevention outcomes identified in the 2015 Strategic Prevention Plan (see attachments for baseline survey results). The providers will administer the survey at these same schools on an annual basis moving forward.

In addition to the countywide survey, prevention providers used several data collection tools previously and newly developed by LPC to track project implementation, describe participants, and measure immediate outcomes. These tools facilitated provider staff recordkeeping to address the process component of the evaluation, and provided the basis for telling the story of prevention efforts. The providers utilized various database systems (i.e., Excel, Google Docs, Microsoft Access) to enter and house information collected via paper-based forms. After each fiscal quarter, providers submitted their raw data to LPC for analysis and inclusion in a quarterly data dashboard. Data from the provider-specific databases, as well as data collected through the California Department of Health Care Services web-based reporting system are included in this evaluation report.

To collect an additional layer of information about project implementation, LPC staff attended and observed quarterly provider meetings hosted by the County, provider-specific advisory meetings, and other project-related events throughout the year. The evaluator also conducted focus groups and interviews with youth participants to learn about their experiences in and feedback about the program. Lastly, LPC interviewed prevention provider staff to gain a deeper understanding of project activities and to elicit feedback regarding successes, challenges, and next steps for the upcoming year. Taken together, this qualitative data provided a description of project activities, as well as a context for the evaluation findings. This information is integrated throughout the report and summarized in the final section.

¹ A total of 6,953 surveys were collected, but 556 surveys were removed from the sample due to poor data quality (resulting from implausible responses and/or from obvious cases of straight-lining responses).

In FY16/17, 6,397 students shared information about their substance use in the *Fresno County Student Insights Survey*.

Section 3

Prevention Activities

Fresno County’s prevention initiative features a multi-faceted education and awareness campaign, comprised of school-based curricula, educational presentations, public service announcements, peer-to-peer advocacy, targeted community outreach, as well as other prevention strategies designed to heighten awareness about the consequences of substance use and ultimately reduce use. The activities described in this section emphasized youth engagement, parental education, community outreach, and sharing of research-based data.

Project Activities & Implementation Outcomes

Substance use prevention activities were implemented via three projects targeting youth, parents, professionals, and the public at large. Collectively, FNL, the PATH Project, and the Lock It Up Project employed prevention activities to educate Fresno County residents about substance use, raise awareness about the negative effects substance use has on youth and the community, and redefine social norms related to substance use. Prevention strategies included education, community-based outreach, environmental processes, and information dissemination. Some of these strategies targeted broad audiences with one-time events, while others were recurring and focused on specific populations, such as middle school and high school students. The components of each prevention project are described below, as well as the status of implementation at the end of the first grant year. Collectively, providers met or exceeded 36 of the 39 implementation goals for FY16/17.

Alcohol Prevention | There are seven main components to FNL, with implementation status listed in Table 3. The components support FNL, CL, and FNL Kids chapters with prevention campaign development, and engage community stakeholders through workgroups and convenings. YLI exceeded all seven of their implementation objectives.

Table 3 | FNL, CL, FNL Kids Activities & Status (FY16/17)

Activity	Status at end of FY16/17	Goal Met
FNL/CL/FNL Kids	Established or maintained 13 FNL/CL/and FNL Kids chapters with 241 chapter members	●
Youth Advocacy Leadership League	Supported Y'ALL chapter with 20 members	●
Advisory Council	Supported an Advisory Council with 15 youth and adult members that met twice in FY16/17	●
Youth Development Coalition	Developed the Coalition with 10 members representing six youth serving organizations	●
RAAY Campaigns	Youth developed and implemented 10 RAAY campaigns in their communities	●
Community Prevention Action Projects	Youth developed and implemented 16 community prevention action projects (10 RAAY campaigns & 6 other campaigns)	●
Countywide Community Convenings	Conducted 3 countywide community convenings	●

FNL, CL, and FNL Kids met or exceeded all 7 of their implementation objectives.

Marijuana Prevention | The California Health Collaborative implemented the Performing Above the High (PATH) Project, providing both ongoing and one-time project activities (Table 4). The PATH Advisory Board met quarterly, with representation from 26 agencies and organizations. Sixteen law enforcement agencies were engaged in the PATH&Law campaign, either via the Advisory Board or by partnering on other projects and events. In addition, PATH staff delivered school-based prevention education (Too Good for Drugs) to four middle schools, and supported iPATH Youth Coalitions to enact awareness and social norms campaigns. PATH also conducted one-time educational presentations and Reality Tour events for youth and parent audiences. Lastly, PATH hosted a four-day youth summit and implemented a youth-led social media campaign using Facebook, Instagram, and Twitter. As shown in Table 4, PATH met or exceeded 15 of the 16 implementation goals for FY16/17.

Table 4 | Performing Above the High (PATH) Project Activities and Status (FY16/17)

Activity	Status at end of FY16/17	Goal Met
PATH Advisory Board	26 different organizations represented on Advisory Board	●
	7 youth participated in the Fresno AOD Youth Advisory Board	●
PATH&Law Campaign	Convened marijuana prevention training and partnered with Fresno Sheriff's Activity League to conduct marijuana education	●
	Developed a Proposition 64 Fact Sheet	●
	8 PATH youth attending the Central Valley Marijuana Conference to receive training	●
iPATH Campaign	38 youth from 5 different settings participated in Youth Coalitions	●
	34 youth participated in the Youth Empowerment Summit	●
Marijuana Prevention Education	TGFD curriculum in 4 middle schools	●
	40 one-time presentations (5 of which targeted college age youth)	●
Reality Tour	1 Reality Tour in Parlier	●
	2 Reality Tours in the City of Fresno	●
PATH-4-Life Parent Education Campaign	10 parent presentations in Fresno County, reaching 181 parents	◐
	Worked with parents to create a Spanish radio PSA geared toward other parents	●
	Worked with parents to develop a parent resource guide	●
YouthPATH Community Outreach	74 different community events	●
	7 youth provided peer education at 5 different community events	●
	<i>Baseline data shows a total of 1,581 followers and 1,427 likes on PATH social media sites</i>	NA

Prescription Drug Prevention | In addition to PATH, the California Health Collaborative implemented the Lock It Up (LIU) Project, comprised of nine main project components (see Table 5). The LIU Workgroup met quarterly with representation from 30 agencies and organizations during FY16/17. LIU staff delivered school-based prevention education (Too Good for Drugs) to four high schools, and the LIU Youth Coalitions and Peer Education Program participants planned and implemented awareness and social norms campaigns on school campuses. Town hall meetings, outreach at community events, and one-time educational presentations provided information about prescription drug misuse and proper disposal to various audiences throughout Fresno County. Lastly, drop boxes at 10 different

The PATH Project met or exceeded 15 of their 16 implementation objectives.

law enforcement agencies collected over 3,000 pounds of discarded prescription drugs. As displayed in Table 5, LIU met or exceeded 14 of the 16 implementation goals for FY16/17.

Table 5 | Lock It Up Project Activities & Status (FY16/17)

Activity	Status at end of FY16/17	Goal Met
Lock It Up Project Coalition	30 agencies and organizations participated in the LIU Coalition	●
Lock It Up Youth Coalitions	48 students participated in LIU Youth Coalitions 3 youth coalitions in Reedley, Firebaugh, and Sanger	●
Prescription Drug Prevention Education	TGFD in four school districts 45 educational presentations reaching 1,804 youth and young adults	●
Town Hall Meetings	4 town hall meetings, one in Parlier and three in the City of Fresno	●
Community Outreach	125 community events, reaching over 13,000 members of the public	●
Peer Education Program	48 students from three colleges and universities participated in PEP Subcontracted with CHSU to expand the PEP	●
Parent & Adult Education	36 educational presentations reaching 470 parents and adults	●
Pharmacy Initiative/ Medical Provider Education	0 chain pharmacies added to the pharmacy initiative Quarterly visits to 26 pharmacies to distribute flyers and materials 1 training for 40 future medical providers at CHSU School of Pharmacy	○
Lock It Up. Clean It Out. Drop It Off. Initiative	Maintained Initiative as a component of the LIU Coalition meetings Sites collected 3,145 pounds of prescription drugs 0 sites added to the drop box program	○

The LIU Project met or exceeded 14 of their 16 implementation objectives.

Program Reach

Each of the projects used evidence-based programming at school sites as one strategy to prevent substance use among youth. School-centered activities included: FNL, CL, FNL Kids chapters, RAAY campaigns, Youth Coalitions, Too Good for Drugs curriculum, Peer Education Program, and Reality Tours. To demonstrate the reach of these activities, Table 6 lists the Fresno County schools that received prevention programming in FY16/17. As shown, prevention activities took place in 24 schools during the first year of the grant, including eight middle schools, 12 high schools, and four colleges. In addition to these sites, YLI implemented FNL in five chapters in the community

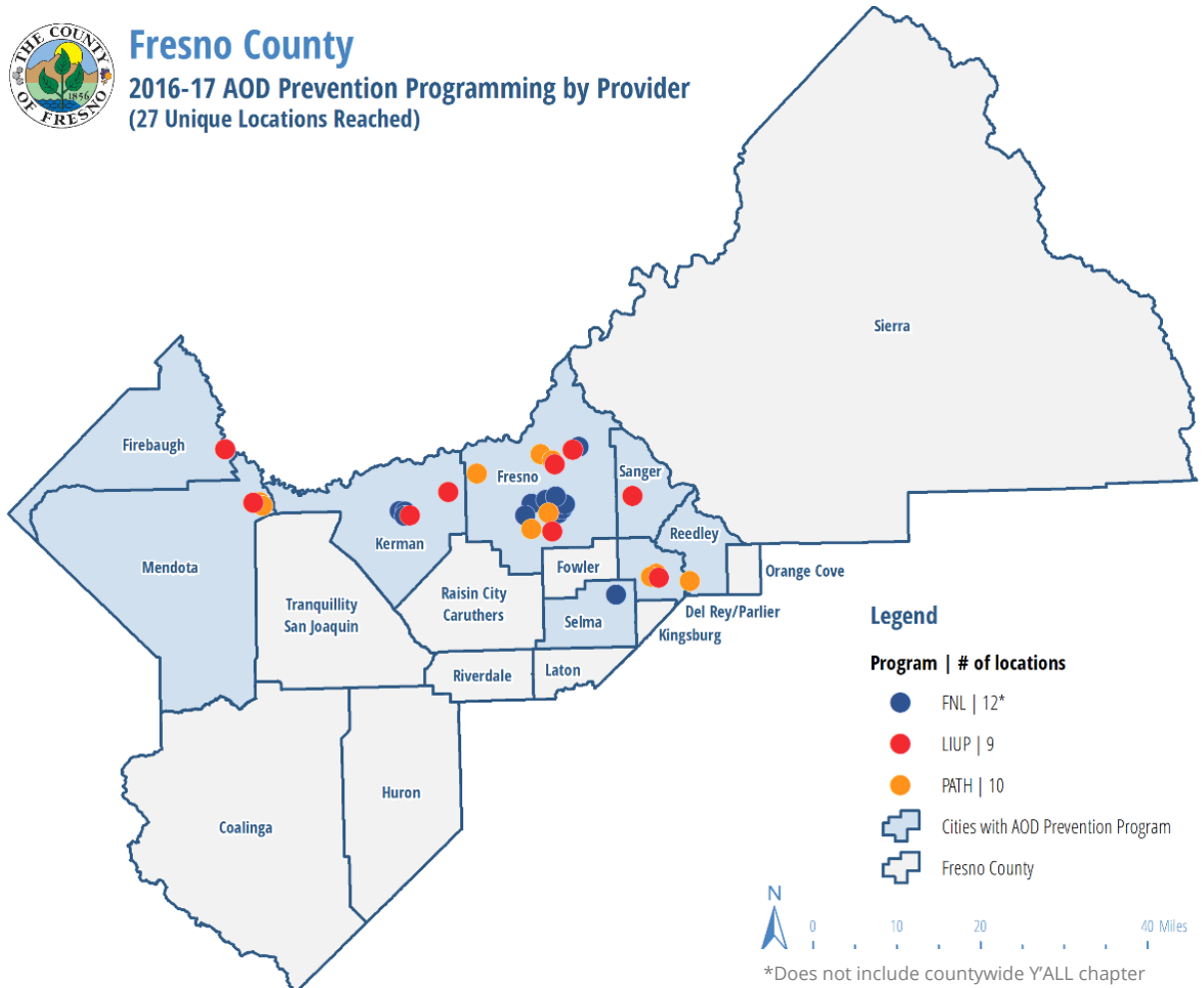
Table 6 | Locations of Prevention Programming by Provider

Location	FNL	PATH	LIU
Middle Schools			
Ahwahnee Middle (FUSD)		●	
Glacier Point Middle (Central USD)		●	
Kerman Middle (KUSD)	●		
Mendota Junior High (MUSD)		●	
Parlier Junior High (PUSD)		●	
Sequoia MS (FUSD)		●	
Silas Bartsch MS (FUSD)			●
West Fresno MS (FUSD)		●	
High Schools			
Central West High (FUSD)			●
Edison High (FUSD)	●		
Firebaugh High (FLDUSD)			●
Gateway High (Clovis USD)	●		
Kerman High (KUSD)	●		●
Mendota High (MUSD)		●	●
Parlier High (PUSD)		●	●
Reedley High (KCUSD)		●	
Roosevelt High (FUSD)	●		
Sanger High (Sanger USD)			●
Selma High (Selma USD)	●		
Sunnyside High (FUSD)	●		
Colleges and Universities			
California Health Sciences University			●
California State University, Fresno		●	●
Fresno Pacific University	●		
Fresno City College			●
Community-based Locations			
Bethany Inner City Church	●		
Hacienda Heights	●		
United Faith Christian Fellowship League	●		
Summer Park Apartments	●		
Youth Advocacy Leadership League (Y'ALL)	●		

Prevention activities took place in 24 schools and 5 community locations in FY16/17.

Figure 1 illustrates the geographic distribution of prevention provider’s programming across Fresno County. As shown, the project reached eight communities, including the City of Fresno, Firebaugh, Kerman, Sanger, Reedley, Mendota, Selma, and Parlier. The City of Fresno received the highest concentration of evidenced-based programs, which corresponds with the concentration of youth in the County. However, prevention providers also made a concerted effort to reach the outlying, rural areas where youth can greatly benefit from these programs.

Figure 1 | Fresno County Evidenced-based Programs by Type & Location (FY16/17)



Characteristics of Population Reached

Prevention providers implemented both recurring activities, such as FNL, school-based curriculum, and youth coalitions, as well as one-time activities designed to educate the broader community through presentations, outreach, and community events. Through these activities, the providers reached a total of 48,346 youth, parents, and community members, and collected demographic information for 34,506 of these individuals.²

² Both the Lock It Up Project and the PATH Project estimate the demographic characteristics of participants in one-time activities. YLI only collects demographic data for people reached by reoccurring activities, and does not collect this data for participants of one-time activities.

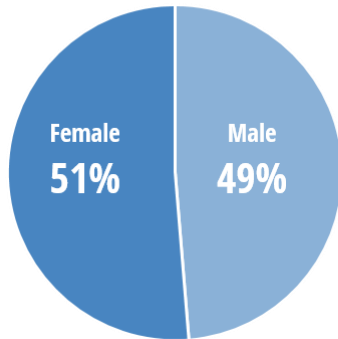
The providers reached 48,346 youth, parents, and community members in FY16/17.

Figure 2 displays the demographic characteristics of 34,506 people reached by the prevention initiative in the first year of implementation. Those participating in recurring activities were mostly Latino (71%) and between the ages of 12 and 17 (95%), reflecting the ages targeted in the 2015 SPP. One-time activities reached all age groups – 43 percent of participants were school-aged youth 5 to 17 years old, and 52 percent were adults age 18 and over.

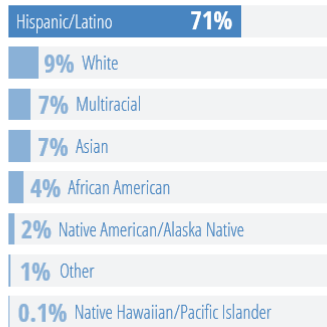
Figure 2 | Demographic Characteristics of Population Reached (FY16/17)

Total Population Reached from Recurring Activities

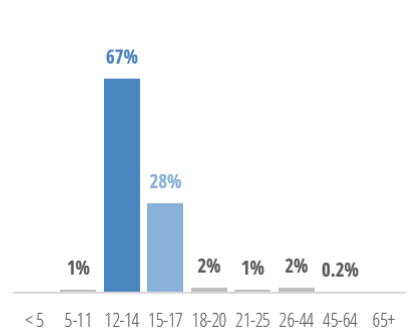
Gender | n=2,411



Race/Ethnicity | n=2,411

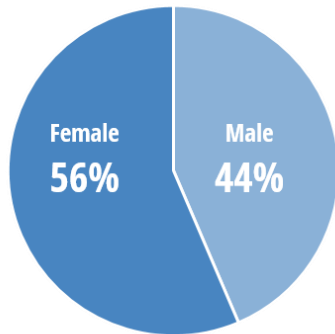


Age | n=2,409

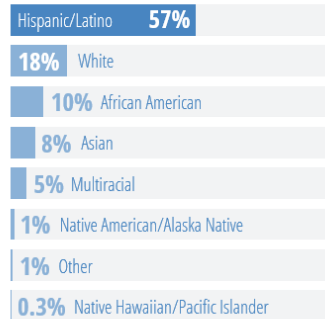


Total Population Reached from Single Events (n=32,088)

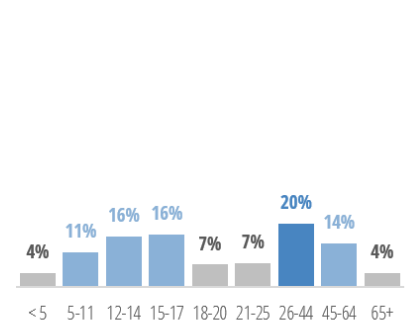
Gender



Race/Ethnicity



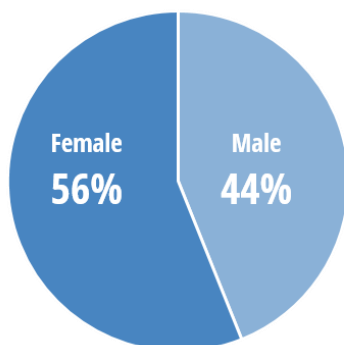
Age



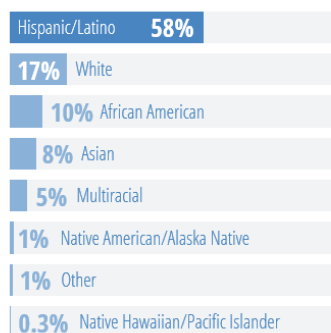
*Demographic information based on staff observation estimates.

Total Population Reached from All Activities

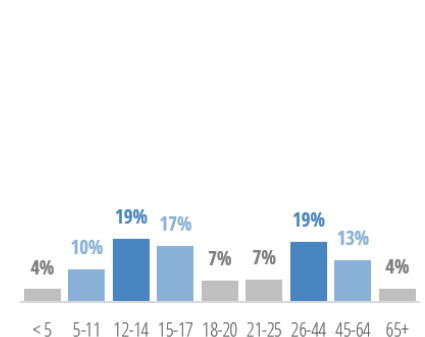
Gender | n=34,506



Race/Ethnicity | n=34,449



Age | n=34,497







Section 4

Status of SPP Goals

The outcomes for the prevention projects aligned with those delineated in Fresno County’s 2015 Strategic Prevention Plan. Outcomes were grouped into three categories based on timeframe – short-term goals (by June 2017), intermediate goals (by June 2018), and long-term goals (by June 2020). This section presents the status of the short-term goals, as well as progress toward the intermediate and long-term goals of the initiative.

Table 7 displays the status of each short-term goal, which focused on increasing the number of individuals participating in educational services and prevention campaigns related to prescription drugs, marijuana, and alcohol. As shown, the goal of increasing participation in prevention activities was met during FY16/17, with a 7 percent overall increase in participation from FY14/15 (baseline) to FY16/17, exceeding the 5 percent increase targeted in the SPP. While participation in campaigns to reduce access to prescription drugs and alcohol increased, the number of youth receiving education about marijuana decreased. However, part of this decrease can be explained by modifications to the programmatic approach by the PATH Project, which made reaching baseline numbers difficult (see The PATH Project Evaluation Report for additional details).

Table 7 | Status of Short-Term Outcome Goals

Focus Area	Short-Term Goal	FY2014/15 (Baseline)	FY2016/17	% Change	Status
Alcohol	The number of youth receiving educational services in Fresno County will increase by 5%	12,000 individuals	13,840 individuals	+15%	
Marijuana	Increase the number of youth receiving educational services in Fresno County by 5%	14,939 individuals	11,587 individuals	-19%	
Prescription Drugs	Increase participation in campaigns to reduce youth access to prescription and over-the counter drugs by 5%	12,450 individuals	16,590 individuals	+33%	
TOTAL	Increase participation in educational services and prevention campaigns by 5%	39,389 individuals	42,017 individuals	+7%	

The next two figures (Table 8 and Table 9) display baseline data for the intermediate and long-term goals of the prevention initiative. A majority of this baseline data was collected during this first grant year using the countywide survey that will be re-administered by prevention providers on an annual basis. The baseline data presented here will serve as a comparison for showing change through FY17/18 (intermediate goals) and FY19/20 (long-term goals).

The providers exceeded the goal of increasing youth participation in educational services and prevention campaigns.

Table 8 | Baseline Data for Intermediate Outcome Goals (by 2018)

Focus Area	Intermediate Goal	In FY2016/17 (Baseline)
Alcohol	Increase the number of adults receiving educational services in Fresno County by 10%	71 parents receiving educational services
Marijuana		423 adults receiving educational services
Prescription Drugs	Reduce frequency of prescription and over-the-counter drugs misuse among high school age youth by 5%.	<p>Current misuse:</p> <ul style="list-style-type: none"> • 10% misused over-the-counter cold medicines • 6% misused pain medications, tranquilizers, or sedatives • 3% misused prescription stimulants • 2% misused diet pills <p>Of those misusing, most (68% or more) used these substances less than 10 days during the past 30 days</p>

Table 9 | Baseline Data for Long-Term Outcome Goals (by 2020)

Focus Area	Long-term Goal	In FY2016/17 (Baseline)
Alcohol	Reduce access to alcohol provided by adults by 5%	<p>Source of alcohol provided by adults:</p> <ul style="list-style-type: none"> • 37% from adult family members • 34% from adult strangers • 26% from parents • 23% from other adults they know
	Increase average age of first time alcohol use by 2 years	Average age of first-time use: 12.8 years
Marijuana	Increase the average age of first time marijuana use by 2 years	Average age of first time use: 13.1 years
	Reduce youth marijuana use by 5%	<ul style="list-style-type: none"> • 29% used marijuana in lifetime • 17% used marijuana in the past 30 days
Prescription Drugs	Reduce the number of youth reporting prescription and over-the-counter drug misuse during their lifetime by 5%.	<p>Lifetime misuse:</p> <ul style="list-style-type: none"> • 20% misused over-the-counter cold medicines • 12% misused pain medications, tranquilizers, or sedatives • 5% misused prescription stimulants • 3% misused diet pills

Section 5

Successes & Challenges

To collect an additional layer of information about project implementation, the evaluation included interviews with prevention provider staff at the end of FY16/17. Project successes and challenges, as identified through these staff interviews and through the evaluation findings, are described below. The individual project evaluation reports (included in the attachments) provide additional details about these successes and challenges, and present “next steps” to address obstacles and build off accomplishments.

Successes

Partnership with the Fresno Police Department to Implement Reality Tour | PATH developed a strong collaboration with the Fresno Police Department, with the department assuming full responsibility for hosting two Reality Tours. This partnership reduced PATH staff’s workload and represented an important stride toward establishing sustainability and expansion of this evidence-based program in the Fresno community.

Youth Engagement via the iPATH Campaign | The ongoing commitment from youth involved in iPATH year after year is a testament to the project’s effective engagement approach, and allows staff to leverage young people’s ideas and talents for marijuana prevention efforts. Meaningful youth engagement also helped PATH staff keep a pulse on emerging marijuana trends so that they can address the evolving nature of the problem.

National Recognition of Project Strategies | Both the Mendez Foundation and Candle, Inc. acknowledged the model work done by the PATH Project. Candle, Inc. presented PATH with an award for best practices in Reality Tour recruitment strategies, and the Mendez Foundation recognized PATH’s efforts by inviting CHC staff to co-present at a national conference to share their approach for implementing TGFD.

Recurring Parent Involvement in PATH Activities | A major win for PATH was the formation of a coalition of parents who met on a regular basis to work on marijuana prevention activities. Whereas PATH staff previously assumed parents were too busy to be engaged, the core parent group was integral in the Project, developing two media campaigns, providing input to a parent resource guide, and recruiting parents for other PATH events.

Youth Coalition in Firebaugh | The Firebaugh Coalition was a success for the LIU Project due to its long-standing history and the retention of student members throughout all four years of high school. This group was active in developing and implementing numerous prevention campaigns, not only on campus but in the greater Firebaugh community.

Implementation of Classroom-Based TGFD Curriculum | TGFD was an important step toward building LIU's capacity to provide in-depth prevention education directly to students in a classroom setting. Staff delivered the program in four schools, which allowed them the opportunity to interface with students and learn more about trends in prescription drug misuse among youth.

Peer Education Program | The mentor component of LIU's Peer Education Program (PEP) engaged previous PEP participants to return and share their knowledge and experience with the current cohort. In addition, the new PEP partnership with CHSU represented progress toward reaching future medical providers with prescription drug prevention education.

Parent Engagement in LIU Project | The venues for one-time educational presentations allowed parents to share their own experiences, engage in open discussions, and make connections with other parents around substance abuse prevention. Anecdotal information from LIU staff indicates that parents took action as a result of the information they learned in the presentations, locking up their medications at home and talking to their children.

Smoke and Tobacco-Free Parks in the City of Kerman | The Kerman High School FNL Chapter worked with policy makers to pass a Tobacco and Smoke-free Park policy city-wide. The Selma FNL Chapter also worked on this same policy, and it was in the process of being passed at the conclusion of this fiscal year. Although this does not directly address alcohol access, the chapter is supported by DBH-SUD Services and the American Lung Association, and the passing of this policy demonstrates the power of youth voice in policy.

Implementation of Provider Quarterly Data Dashboards | LPC worked with prevention providers to design a data dashboard template summarizing the data reported in the California Department of Health Care Services web-based reporting system and in provider-specific databases on a quarterly basis. These dashboards facilitated ongoing communication between the evaluator and project staff about data quality and accuracy, confirming that the data submitted by each provider correctly reflected their work and activities. This allowed the evaluator to better monitor the data collection process and helped providers ensure that their implementation requirements were being met.

Development of Countywide Survey to Measure Program Outcomes | Since not all school districts in Fresno County administer the California Healthy Kids Survey (CHKS), there was no existing standardized survey to measure the long-term impacts of the prevention initiative on substance use among youth. To address this issue, the evaluator, in collaboration with prevention providers and County staff, designed a countywide survey for administration in all schools served by the initiative. This survey created a uniform methodology across providers that will allow the evaluator to assess the attitudes and behaviors of youth over time to determine whether the prevention initiative is achieving the SPP goals.

Quarterly Prevention Provider meetings | A recommendation from the previous grant cycle was for prevention providers to regularly meet among themselves to discuss logistics and planning, especially as they are targeting many of the same schools or communities. DBH-SUD Services established time for them to meet one hour before the full Quarterly Prevention Provider meetings, when County staff and LPC join the meeting. Through these meetings providers were able to learn from each other, share ideas for presenting to school boards, and plan joint events.

Challenges

Administering the Countywide Survey for the Evaluation | All three prevention providers faced challenges collecting countywide surveys in some schools and at some grade levels. This was due to several factors, including: (1) a delay in the evaluation contract which resulted in a delay in survey development and administration, (2) nonresponse from administrators for requests to survey students, and (3) schools or school districts requiring board approval for the survey implementation.

FNL Chapters in Planned Schools | YLI planned to have a FNL chapter in Gaston Middle School in FY16/17; however, due to a change in administration and the inability to find an advisor, they were unable to recruit youth at this location.

Passage of Proposition 64 Legalizing Recreational Marijuana | Proposition 64 was passed in November 2016, and legalized recreational marijuana in the State of California. With this change in law, there has and will be an even greater shift in social norms and attitudes related to marijuana use, especially among young people. As such, the passage of this legislation has made PATH's work to prevent marijuana use more challenging.

Implementation of Classroom-Based Curriculum | Delivering TGFD was a challenge for both PATH and LIU due to scheduling issues and changes in program content and target audience. Some schools were slow in selecting dates for the program, which resulted in difficulties with implementation. In addition, PATH and LIU taught the program to new age groups in FY16/17, which required learning new content and classroom management techniques.

Lack of Prevention Focus in County Meetings | At least one prevention provider indicated frustration over the mandatory attendance at monthly Fresno County Provider meetings where the agenda is focused almost solely on substance abuse treatment issues and prevention is rarely mentioned. This makes the meetings unproductive for prevention providers, and makes staff feel that substance use prevention is not a priority in Fresno County.

Expanding the *Lock It Up. Clean It Out. Drop It Off.* Initiative | The drop box program reached a "plateau" in FY16/17 due to a lack of local government resources. The Kerman Police Department expressed interest in establishing a drop box site, but needed financial backing from the city in order to fund the program. LIU staff have encountered similar challenges in other jurisdictions that do not yet have a drop box.

Establishing MOUs with Chain Pharmacies | Establishing a formal Memorandum of Understanding (MOU) with a chain pharmacy continued to be a challenge for LIU due to corporate rules and restrictions. Although LIU maintained an informal agreement with four Rite Aid pharmacies in Fresno, staff did not have success engaging any additional chain pharmacies in the initiative during the first year of the project.

Cultural Competency of *Too Good for Drugs* Curriculum | While the basic information contained in the TGFCD curriculum is beneficial for preventing substance use, staff noticed that some of the examples and scenarios included in the program were not culturally sensitive to the populations in Fresno County, such as Latino and rural student populations. As a result, it was difficult for some youth to relate to all the examples provided.

Recommendations and Next Steps

Based on the evaluation results from the first year of program implementation, several recommendations emerged as the County moves into the next three years of the prevention initiative. The following recommendations are intended for the County-wide initiative as a whole and do not refer to specific providers or projects.

Fresno County Student Insights Survey Administration | It is recommended that prevention providers administer the survey at the beginning of each school year. This is a request of school administrators, and the request should be granted to encourage schools' continued cooperation with survey administration. In schools and school districts where gaining access to survey students is particularly challenging for providers, it is recommended that County staff contact the administrators to explain the prevention initiative and the purpose of the survey to lend an extra layer of legitimacy to the providers' requests.

Collaborate to Implement Joint Prevention Events | The prevention providers are working in many of the same communities and schools. It is recommended that the providers co-facilitate events targeting the community, such as town hall meetings and outreach activities. If members of the public know that they can learn about alcohol, marijuana, and prescription drugs in one event, it may generate increased participation. It will also lessen the burden on stakeholders supporting events if they are approached for one event rather than multiple events. The Quarterly Prevention Provider meetings can be a forum for the providers to carry out such planning.

During the first year of the 2016-2020 Youth Alcohol & Drug Prevention Initiative, DBH-SUD Services and funded providers continued to create momentum and support for a comprehensive approach to AOD prevention in the County. Providers met and exceeded their respective targets for implementation; collected feedback related to changes in knowledge, attitudes, and projected behavior; and responded to increased interest from the community. Next steps for FY17/18 include expanding prevention programming into additional schools and community settings to increase the reach of the initiative.

Attachments

YLI: Friday Night Live and Reducing Alcohol Access with Youth (RAAY) Report

CHC: Performing Above the High (PATH) Project Report

CHC: Lock It Up Project Report

Countywide Survey Results (FY16/17)

Fresno County Data Dashboard (FY16/17)



Friday Night Live

Alcohol Prevention Evaluation Report FY2016/17

Contents

Introduction	1
Evaluation Approach	2
Description of Activities	3
Characteristics of Population Reached	4
Project Activities & Outcomes	5
Friday Night Live, Club Live, & FNL Kids Chapters	5
Youth Advocacy Leadership League	5
Adult Ally Council	6
Youth Development Coalition	7
Reducing Alcohol Access to Youth (RAAY) Project.....	7
Community Prevention Action Plans	8
Countywide Community Convenings.....	9
Progress Toward Program Goals	10
Implementation Goals	10
Outcome Goals	11
FNL/CL/FNL Kids Program Summary	15
Successes.....	15
Challenges	16
Next Steps	17
Attachment	18

Figures & Tables

Figure 1 FNL Chapter Locations (2016/17)	4
Figure 2 Demographic Characteristics of FNL Participants (2016/17)	4
Figure 3 Leadership Skills & Community Engagement, Youth Development Survey FY2016/17	12
Figure 4 Experiences of Community Engagement, Youth Development Survey FY2016/17	12
Figure 5 Supporting Youth Leadership, Adult Ally Survey FY2016/17.....	13
Figure 6 Adults Who Provide Youth Access to Alcohol (2016/17 Baseline)	14
Figure 7 Age of First Time Alcohol Use (2016/17 Baseline)	14
Table 1 YLI Project Activities & Participants (2016/17).....	3
Table 2 Status of FNL & RAAY Target Process Outcomes for 2016/17.....	11

Friday Night Live addresses the issue of alcohol use and access among youth & young adults by building partnerships for positive and healthy youth development and engaging youth as active leaders and resources in their communities.

Introduction

In 2016, Youth Leadership Institute received funding to implement youth driven alcohol prevention related activities throughout the county, with the specific goal of reducing alcohol use among youth and young adults ages 10 to 20. This project was funded by Fresno County's Department of Behavioral Health Substance Use Disorder Services (DBH-SUD Services) to establish and/or maintain Friday Night Live (FNL) chapters in high school, Club Live (CL) chapters in middle schools, and FNL Kids chapters to reach elementary aged children. The funding also supported FNL/CL/and FNL Kids chapters to work on campaigns to reduce youth access to alcohol in Fresno County, the Reducing Alcohol Access to Youth (RAAY) campaigns. Youth Leadership Institute (YLI) is a leader in youth development and has a long history of supporting and engaging youth, and promoting youth voice to address issues and concerns in Fresno County. In response to priorities outlined in the 2015 Fresno County Strategic Prevention Plan (SPP), FNL, CL, and FNL Kids members will educate their peers and the community about the consequences of alcohol and youth access to alcohol, working toward the long-term objectives identified in the SPP to (1) *increase the average age of first time alcohol use by two years*, and (2) *reduce access to alcohol provided by adults*.

The Friday Night Live mission is to build partnerships for positive and healthy youth development and engage youth as active leaders and resources in their communities. This evidence-based program uses activities that are based upon youth development principles to promote community-level change. Youth involved in Friday Night Live create environmental prevention strategies to reduce alcohol access in their schools, churches, neighborhoods, and communities. Through a "Roadmap" process, youth learn advocacy skills; learn to use data to develop educational presentations about youth access to alcohol for parents, caregivers, community stakeholders and policy makers; develop outreach materials; and identify communication channels to conduct additional parent and caregiver outreach.

The Roadmap process includes:

- **Capacity Building** | Recruiting youth, creating a vision, gathering an understanding of the environment, and learning about youth-led change, including training for both youth and the adults working with them.
- **Assessment** | Building action research skills, conducting research, and using data for action.
- **Planning** | Using findings from the assessment to choose a solution and develop a plan.
- **Implementation** | Implementing the identified solutions.
- **Evaluation and Reflection** | Reflecting on process.

At the onset of this funding cycle (2016-2020), Fresno County DBH-SUD Services contracted with LPC Consulting Associates, Inc. (LPC) to evaluate YLI's efforts as well as the County's

overall substance use prevention initiative. The evaluation data presented in this report reflects the process and outcome results from the first year of the evaluation (FY16/17). Designed as a standalone status report for YLI, this document includes information on the evaluation approach, demographic characteristics of individuals reached, project activities, and progress towards project goals and objectives.

Evaluation Approach

The evaluation approach for FNL, CL, FNL Kids and the RAA Campaign are part of the broader evaluation for DBH-SUD Services and includes both process (descriptive) and outcome findings that address the countywide prevention initiative. During the previous grant cycle (2010-2015), LPC staff worked in collaboration with Youth Leadership Institute (YLI) staff on data collection, analysis, and reporting needs that were specific to FNL, CL, and FNL Kids. Based on these needs, LPC designed a comprehensive data collection and reporting system tailored to the project, which included tools to support the evaluation and facilitate analysis of all data collected by YLI staff.

With this funding cycle (2016-2020), LPC shifted the evaluation focus to a County-level approach, designing and implementing a standardized countywide survey (the Fresno County Student Insights Survey) to collect trend data from all 8th, 9th, and 11th grade students in schools receiving prevention services through this initiative. This tool allows the evaluator to measure outcomes identified in the SPP, and to understand changes in behavior related to Fresno County's prevention efforts. To develop the standardized survey, LPC worked with the prevention providers and Fresno County DBH-SUD Services staff and used modified items from the California Healthy Kids Survey (CHKS). The final four-page survey includes 20 questions related to substance use behavior and attitudes to measure change over time, throughout program implementation. Prevention providers collected baseline data during the FY16/17 school year, and the providers will administer the survey annually moving forward. The providers collected 6,397 surveys in FY16/17 (a response rate of 46%), which LPC staff analyzed. Quantitative analysis consisted of totals, averages, and percentage calculations to measure the outcomes identified in the SPP (see Progress toward Program Goals for baseline results).

In addition to the countywide survey, YLI used several data collection tools, some developed by LPC, and some developed by YLI. These tools facilitate FNL staff with recordkeeping to address the process component of the evaluation, and provide the basis for telling the story of YLI's prevention efforts. YLI uses the Google platform to track activities, participants, and campaign information, and these Google documents are accessible to LPC as well as the YLI staff. Each fiscal quarter, LPC summarized data collected in Google into a quarterly data dashboard and shared these with YLI. These dashboards helped track implementation, describe participants, and measure immediate outcomes, and worked as a data check system among YLI and LPC. YLI also surveys chapter members, adult allies, and partners via the internet and their Statewide office shares Fresno County findings with project staff. Results from these surveys are shared annually with LPC for this report.

Evaluation efforts included:

- Administering a standardized countywide survey
- Tracking FNL activities
- Observing FNL events
- Interviewing FNL members and staff

LPC staff also attended the Adult Ally Council Meetings and the Quarterly Prevention Provider meetings, as well as interviewed staff at the end of the fiscal year and interviewed the members of the countywide FNL chapter, which consists of leaders from other Fresno County FNL chapters. Information learned through these activities helps tell the story of YLI’s prevention efforts, as well as provides an understanding to challenges and successes, as well as next steps. This information is integrated throughout the report and summarized in the final section.

Description of Activities

YLI works with a core group of youth/young adults (members) and supportive adults (adult allies) in each of the FNL, CL, and FNL Kids chapters, with staff guiding chapters through the development and implementation of their prevention campaigns. During FY16/17, YLI supported **13** FNL, CL, and FNL Kids chapters which included **241** youth members. These chapters reached 13,840 youth and 68,705 adults with their campaign messages. Table 1 displays the chapter locations, the number of chapter members, if the chapter was working on the RAA campaign, and the number of Roadmap activities they did while working on their campaign. Kerman Middle School did not do a campaign on their own, but partnered with Kerman High School for two campaigns.

Table 1 | YLI Project Activities & Participants (FY16/17)

Project Locations	Total Participants	RAAY Campaign	Total Activities
Totals	241	229	430
Bethany Inner City Church	8	●	4
Edison HS FUSD	30	●	63
Fresno Pacific University	6		3
Gateway HS Clovis USD	8	●	12
Hacienda Heights Kerman KUSD	15	●	13
Kerman HS KUSD	40	●	25
Kerman HS & MS KUSD	-	●	102
Kerman MS KUSD	20		-
Roosevelt HS FUSD	30	●	73
Selma HS SUSD	40	●	67
Summer Park Apartments	10	●	5
Sunnyside HS FUSD	8	●	43
Southeast Neighborhood Transformation Team United Faith Christian Fellowship League	6		4
Youth Advocacy Leadership League (Y'ALL)	20	●	16

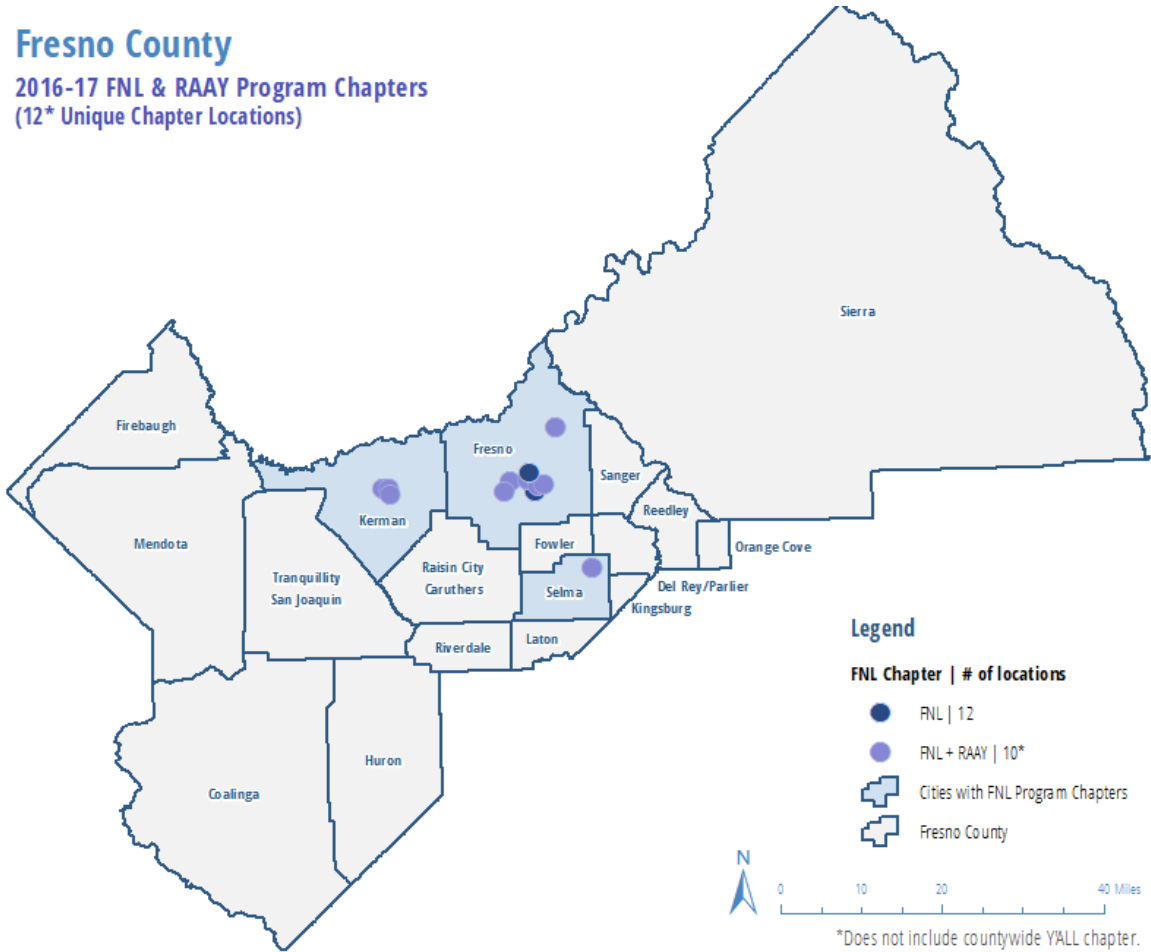
The following map (Figure 1) displays the locations of the 12 site specific FNL chapters in Fresno County in FY16/17, which are in three communities: Fresno, Kerman, and Selma. There is also a county FNL chapter (Y'ALL) that focuses on countywide campaigns.

In FY16/17, 13 FNL chapters totaling 241 members reaching 13,840 youth and 83,476 adults with their campaign messages.

Figure 1 | FNL Chapter Locations (FY16/17)

Fresno County

2016-17 FNL & RAAV Program Chapters
(12* Unique Chapter Locations)



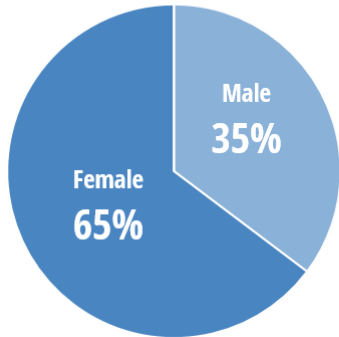
FNL's site-specific chapters reside in the City of Fresno, and the communities of Kerman, and Selma, and the Y'ALL chapter is countywide.

Characteristics of Population Reached

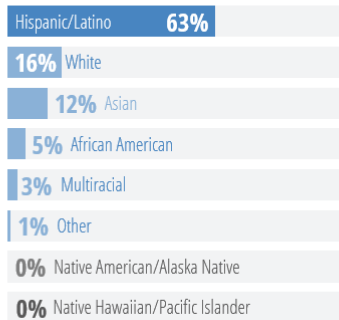
YLI collected demographic data on 241 of their chapter members, displayed in Figure 2. The youth were mostly female (65%), Hispanic (63%), between the ages of 15 and 17 years of age (67%). Figure 2 | Demographic Characteristics of FNL Participants (FY16/17)

Participant Demographics | Recurring Activities

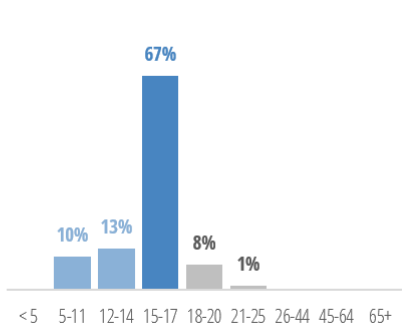
Gender | n=241



Race/Ethnicity | n=241



Age | n=239



Project Activities & Outcomes

During FY16/17, YLI implemented a range of youth-led activities, educational events, convenings, and campaigns to prevent alcohol use in Fresno County. This work consisted of:

- Establishing and maintaining **Friday Night Live, Club Live, and FNL Kids chapters**
- Establishing and maintaining the countywide chapter, the **Youth Advocacy Leadership League (Y'ALL)**
- Establishing the **Adult Ally Council**
- Establishing the **Youth Development Coalition**
- Supporting FNL chapters in the development of their **RAAY Campaigns**
- Supporting FNL chapters in the development of their **Community Prevention Action Projects**
- Facilitating **Countywide Community Convenings**

Details about these activities, and the goals and status at the end of FY16/17 are described below.

Friday Night Live, Club Live, & FNL Kids Chapters

The core of YLI’s alcohol prevention efforts involves youth members in Friday Night Live/Club Live/FNL Kids chapters throughout Fresno County. These chapters take action on prevention and community health issues. During FY16/17, YLI established and/or maintained **13** chapters in schools, afterschool programs, churches, and a housing unit that involved **241** youth, exceeding their goal of 10 chapters with 135 youth members. Participation ranged from six members (Fresno Pacific University and United Faith Christian Fellowship) to 40 youth (Kerman and Selma high schools).

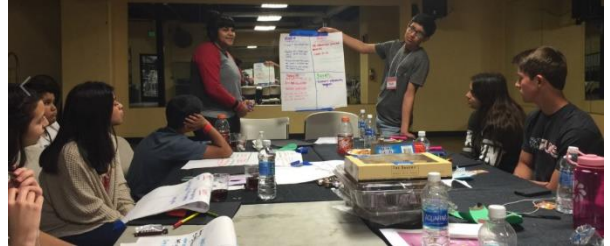


Friday Night Live, Club Live, & FNL Kids Chapters	
FY16/17 Implementation Goal	Status
Establish or maintain 10 community, school-based, home-based or faith-based FNL/CL/FNL Kids chapters comprised of 135 youth members	YLI exceeded this goal by establishing and/or maintaining 13 FNL/CL/FNL Kids chapters with 241 chapter members

Y'ALL gathers FNL youth leaders across Fresno County to plan countywide campaigns preventing underage drinking.

Youth Advocacy Leadership League

The Youth Advocacy Leadership League (Y'ALL) consists of 20 chapter leaders from Friday Night Live chapters across Fresno County. The purpose of Y'ALL is to plan county-wide campaigns to promote the prevention of underage drinking, and to build cohesion and connections among the Fresno County FNL chapters. The Y'ALL team met 16 times during the year to plan the Fall Fest and work on their Social Host Parent Awareness Campaign.



Youth Advocacy Leadership League	
FY16/17 Implementation Goal	Status
Establish & maintain the Youth Advocacy Leadership League (Y'ALL) composed of youth from Fresno County who are current leaders in existing FNL chapters	YLI met this goal with 20 Y'ALL chapter members, representing Kerman, Roosevelt, Sunnyside, Edison, and Selma high schools, Fresno Pacific University and the Southeast Neighborhood Transformation Team

Adult Ally Council

The Adult Ally Council includes key stakeholders and experts to support the development, implementation, and evaluation of the project. The council convenes twice a year to inform stakeholders of FNL recent activities and accomplishments, upcoming events, and initiatives. The council consists of 15 adult and youth members, exceeding the goal of five members. Members of the council represent the following:



- American Lung Association
- Bethany Intercity Church – Teen Night Transformation Team
- California Alcohol Beverage Control
- California Health Collaborative Performing Above the High Project
- City of Fresno Councilmember Soria’s Office
- Department of Behavioral Health Substance Use Disorder Services, Fresno County
- Department of Public Health, Fresno County
- Youth representatives from Fresno Pacific University, Kerman, Selma, & Edison chapters.

Adult Ally Council	
FY16/17 Implementation Goal	Status
Establish an Advisory Council of at least 5 stakeholders, prevention partners, adult allies, & 2 youth to support the development, implementation and evaluation of the project	YLI exceeded this goal, the council includes 15 youth and adult members and met twice in FY16/17

Youth Development Coalition

The Youth Development Coalition consists of various local youth serving organizations sharing youth development best practices and working collaboratively to meaningfully engage youth in community and school-based wellness and prevention efforts in Fresno County, beyond YLI programming. The coalition will meet quarterly in the future, but only met once in FY16/17. YLI exceeded their goal of seven members, with 10 coalition members representing the following agencies/organizations:

- Bitwise Industries
- Lock It Up Project
- The kNOw Youth Media
- Youthwire, NAM
- Genders & Sexualities Alliance Network
- Focus Forward

Youth Development Coalition	
FY16/17 Implementation Goal	Status
Establish a youth development coalition with at least 7 representatives from community youth organizations	YLI met this goal, establishing a Youth Development Coalition with 10 members, representing 6 youth serving organizations

Reducing Alcohol Access to Youth (RAAY) Project

The RAAY project is a community action underage drinking prevention campaign which focuses on youth leadership development to assess underage alcohol access, so that they can select the best approach to addressing underage drinking in their communities. These youth educate local elected officials, alcohol retailers, parents, caregivers, and community stakeholders about youth access to alcohol from adults, and includes the positive effects of enacting reform in alcohol retail marketing practices and social host policy on the health and safety of young people. During FY16/17, the FNL chapters conducted 10 RAAY campaigns, exceeding the goal of four RAAY campaigns, which included:



1. **Edison High School Social Host Ordinance Awareness Campaign** | an adult and parent awareness campaign to educate adults about the ordinance and penalties to homeowners and tenants where underage youth use alcohol.
2. **Edison High School Teen Summit** | an access and social norms campaign that provides resources, and educational and advocacy tools to youth on how to address the issue of underage drinking.

Through the RAAY Project, youth leaders select best approaches to addressing underage drinking & youth access to alcohol in their communities.

3. **Gateway High School Storefront Advertising Retailer Campaign** | an education and awareness campaign to reduce advertising and exposure to alcohol.
4. **Kerman Hacienda Heights Family Awareness Campaign** | an education and awareness campaign to educate families on underage drinking and to reduce access at home.
5. **Kerman High School Community & Youth Friendly Market Campaign** | an access and retailer social norms campaign to reduce storefront alcohol advertising and access to alcohol, and celebrates retailers who take steps to reduce access and exposure.
6. **Roosevelt High School Parent Workshops** | a parent education and awareness campaign to educate parents on the social host ordinance and encourage them to support the ordinance.
7. **Selma High School Peer Social Norm Campaign** | a social norms campaign to promote youth who do not drink alcohol.
8. **Summer Park Fresno Family Awareness Campaign** | an education and awareness campaign to educate families on underage drinking prevention.
9. **Sunnyside High School Parent Workshops** | an access and awareness campaign to educate parents on the social host ordinance, encouraging them to support the ordinance.
10. **Y'ALL Social Host Awareness Parent Initiative** | an access and parent education and awareness campaign to educate Fresno county adults about the ordinance and penalties to homeowners and tenants where underage youth use alcohol.

Reducing Alcohol Access to Youth (RAAY) Project

FY16/17 Implementation Goal	Status
FNL chapters will complete at least 4 RAAY projects	YLI exceeded this goal, with FNL chapters conducting 10 RAAY campaigns

Community Prevention Action Plans

A community action plan is a roadmap for implementing community change. It describes what the youth want to accomplish, what needs to be done, and what resources are needed to be successful. YLI staff provided assistance and guidance to chapter youth and their adult allies to effectively plan and carry out 16 prevention community action plans. In addition to the 10 RAAY projects listed above, FNL youth conducted the six-additional community prevention action projects, exceeding their goal of nine community action plans:



1. **Bethany Inner City Church Lowell Town Hall** | an education and awareness campaign with youth conducting a youth-led Town Hall meeting for the Lowell neighborhood, to educate residents on findings from the Fresno County Student Insights Survey.

In total, FNL youth conducted 16 prevention community action plans in FY16/17.

2. **Fresno Pacific University Young Adult Access to Preventative Healthcare** | a social norms and access campaign that assessed the knowledge of college youth in accessing preventative healthcare services, which includes medical and mental health, and substance abuse counseling, and developing solutions to barriers identified.
3. **Kerman High School Katey’s Park Hydration Station** | an access campaign that focused on the need for an accessible water source in local parks, an environmentally friendly and cost-effective way to stay hydrated and maintain good health.
4. **Kerman High School Tobacco & Smoke Free Park Campaign** | a policy campaign on the adoption and implementation of a tobacco and smoke free parks policy in the city of Kerman to make outdoor spaces even more conducive to healthy living.
5. **Kerman Middle & High School Creative Crosswalks** | a social norms and access campaign aimed at creating safe walking routes in the Kerman community, installing safe, cost efficient and low-maintenance painted crosswalks in a combination of colors and textures to liven up an existing marked crosswalk.
6. **Selma High School Tobacco & Smoke Free Park Campaign** | a policy campaign on the adoption and implementation of a tobacco and smoke free parks policy in the city of Selma to make outdoor spaces even more conducive to healthy living.

Through these campaigns, youth reached 13,840 other youth and 83,476 adults and community members with their messages. Youth also collect pledges during these campaigns, collecting a total of 1,507 pledges: 1,124 Casey’s Pledge to not drink before they are 21, 326 parent pledges to not serve alcohol to minors, 55 Red Ribbon Week pledges to not drink alcohol, and 2 pledges from retailers to not sell alcohol to minors.

Community Prevention Action Plans	
FY16/17 Implementation Goal	Status
At least 9 chapters implement community action projects with support from FNL/CL/FNL KIDS staff, with at least 75% of chapters incorporating environmental prevention approaches	YLI exceeded this goal, with FNL chapters implementing 16 community action projects (10 RAAAY & 6 various). All (100%) incorporated environmental prevention approaches

Countywide Community Convenings

YLI and FNL members conducted community convenings to maintain a network of FNL chapters, and to facilitate connections and relationships among chapter youth and adult allies in Fresno County. During 2016/17, YLI supported three such convenings, exceeding their goal of two convenings. These convenings included:

Fall Fest | November 12, 2016, hosted by the Y’ALL Team at World Impact Ministry, a one-day leadership and capacity building event for FNL participants. Members participated in activities such as energizers and workshops, which included topics such as: meeting with decision makers, financial aid, media training, public speaking, and Fruitopia (Social Justice training), with 10 adults and 43 youth in attendance.

Teen Summit | March 25, 2017, hosted by Edison High School, a one-day summit to empower youth on cultural diversity, college readiness, leadership development, and underage drinking prevention. The event included 15 workshops where youth engaged and learned from presenters, and 25 informational booths that supported the overall purpose of the Fresno Teen Summit: to provide leadership development and share ways to prevent underage drinking with themselves and in their communities. A snapchat filter was used to promote the event, and 214 youth, 8 parents, 1 advisor, 1 elected official, and 32 partners and stakeholders attended.



Community Youth Summit | May, 24, 2017, hosted by YLI Central Valley at the Westside Church of God, an end of the year celebration to acknowledge the campaign work of the youth. Youth received scholarships, high school seniors were recognized with graduation stoles, and youth advisors and partners acknowledged. At the end of the program every youth, parent and community partner committed to continuing community change work in Fresno. Approximately 156 people attended the Community Youth Summit.

Countywide Community Convenings

2016/17 Implementation Goal

Status

Support at least 2 countywide youth convening's, one in the fall and one in the spring

YI exceeded this goal, holding 3 convenings in 2016/17

Progress Toward Program Goals

Progress toward the program goals includes both YLI-specific process measures (activities implemented) as well as alcohol-related outcomes outlined in the 2015 Fresno County SPP. This section includes a description of progress toward these goals, in terms of both implementation goals and baseline data related to the overarching program outcomes.

Implementation Goals

YLI's scope of work included implementation goals (process measures) for their FNL and RAAW work, described in detail in the previous section and summarized in Table 2. YLI met, and in most cases exceeded, their implementation goals during FY16/17.

Table 2 | Status of FNL & RAA Y Target Process Outcomes for FY16/17

Activity	2016/17 Implementation Goal	Status
Friday Night Live, Club Live, & FNL Kids Chapters	Establish or maintain 10 community, school-based, home-based or faith-based FNL/CL/FNL Kids chapters comprised of 135 youth members	EXCEEDED Established and/or maintained 13 FNL/CL/FNL Kids chapters with 241 chapter members
Youth Advocacy Leadership League	Establish & maintain the Youth Advocacy Leadership League (Y'ALL) composed of youth from Fresno County who are current leaders in existing FNL chapters	MET 20 Y'ALL members representing Kerman, Roosevelt, Sunnyside, Edison, & Selma high schools, Fresno Pacific University & the Southeast Neighborhood Transformation Team
Adult Ally Council	Establish an Advisory Council of at least 5 stakeholders, prevention partners, adult allies, and 2 youth to support the development, implementation and evaluation of the project	EXCEEDED Council includes 15 youth & adult members who met twice in FY16/17
Youth Development Coalition	Establish a youth development coalition with at least 7 representatives from community youth organizations	MET Established a Youth Development Coalition with 10 members, representing 6 youth serving organizations
Reducing Alcohol Access to Youth (RAAY) Project	FNL chapters will complete at least 4 RAA Y projects	EXCEEDED FNL chapters conducted 10 RAA Y campaigns
Community Prevention Action Plans	At least 9 chapters implement community action projects with support, with at least 75% of chapters incorporating environmental prevention approaches	EXCEEDED FNL chapters implemented 16 community action projects (10 RAA Y & 6 various). All (100%) incorporated environmental prevention approaches
Countywide Community Convenings	Support 2 countywide youth convening's, one in the fall and one in the spring	EXCEEDED YLI supported 3 convenings in 2016/17

Outcome Goals

YLI identified outcome goals, some of which were specific to their program and others which addressed progress toward the long-term goal of decreasing youth access to alcohol in Fresno County. This section discusses progress toward these outcome goals.

Program Specific Measure | Youth Development Survey

YLI administers a Youth Development Survey to FNL and CL chapter members annually across the state, with 3,350 youth from 48 counties responding to this web-based survey in FY16/17; Fresno County's regional findings represented 68 FNL youth from Edison, Kerman, Roosevelt, Selma, and Sunnyside high school, representing 46 percent of the youth from those five schools. Leadership skills and community engagement questions used a six-point Likert scale, with 1=Strongly Disagree to 6=Strongly Agree.

Goal | 80% of participating youth will report positive changes in leadership skills; note confidence in their ability to fully participate in the research, message creation, and media development portions of the project; and report a stronger understanding and knowledge of environmental approaches to prevention.

At the end of FY16/17, YLI met or exceeded all project implementation goals across its seven major activities.

This club taught me that young people can actually stand up and do something. We can even go to the state level – we can create laws, we can pass laws... As a young person, after being involved in this club, it opened my eyes to what we can do. - Y'ALL member

YLI exceeded this goal, with almost all (94%) of youth reported positive changes in their leadership skills (79% reported strong leadership skills; 15% reported sufficient leadership skills). The mean score for these questions was 5.2, ranging from 5.1 for “Because of FNL, I want to take action in my community” to 5.4 for “adult staff provided youth with leadership roles” (see Figure 3).

Figure 3 | Leadership Skills & Community Engagement, Youth Development Survey FY16/17



Goal | At least 75% of the youth will have a sufficient or strong experience of community engagement, leadership and advocacy, relationship building, safety, and skill development as a result of their participation.

YLI exceeded this goal with almost all (94%) reporting strong (69%) to sufficient (25%) experiences for community engagement, leadership and advocacy, relationship building, safety, and skill development. The mean score for these questions was 5.2, ranging from 5.0 for “participating in larger community events” to 5.3 for “learned about youth groups and activities in my community” (see Figure 4).

Figure 4 | Experiences of Community Engagement, Youth Development Survey FY16/17



[FNL] convinced me that not everybody is doing [drugs and alcohol]. Before, I had the mindset “it looks like everyone is doing it,” ...but in reality, we know through our research – it’s rare, it’s odd, it’s taboo. If you do [use], we’re part of that small percentage that does. -Y’ALL member

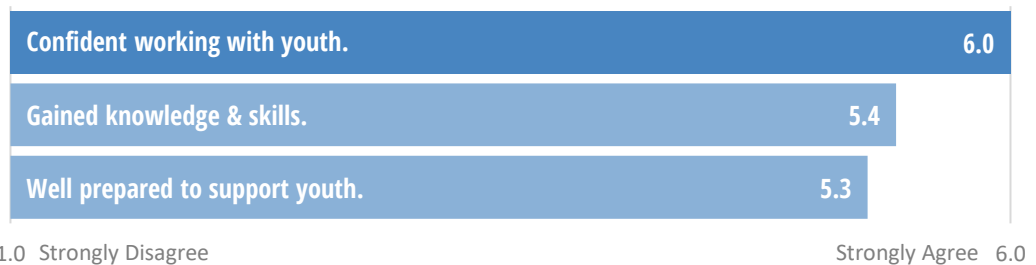
Program Specific Measure | Adult Ally Survey

YLI administered an Adult Ally survey at the end of the year, with seven Adult Allies completing (54% response rate). The survey included a six-point Likert scale, with 1=Strongly Disagree to 6=Strongly Agree.

Goal | At least 75% of adult allies who receive coaching and/or training services will report increased skills, knowledge, and confidence in supporting youth leadership in prevention activities.

YLI exceeded their goal, with all the Adult Allies (100%) reporting increased skills, knowledge and confidence when working with youth, with the mean scores ranging from 5.3 for feeling “well prepared to support youth in creating change” to 6.0 for “feeling confident working with youth in an advisor capacity” (see Figure 5).

Figure 5 | Supporting Youth Leadership, Adult Ally Survey FY16/17



Fresno County Strategic Prevention Plan Outcome Goals

Short-Term Goal | 2017: Increase the number of youth receiving educational services in Fresno County by 5%.

Data collected during the last year of the previous DBH-SUD Services funding cycle (FY14/15) is the baseline for the outcome goal of increasing youth receiving educational services in Fresno County. This is the most recent year of data collected by YLI. During FY14/15, YLI reached approximately 12,000 Fresno youth with alcohol prevention education, and in FY16/17 they reached 13,840 youth, exceeding the goal of a 5 percent increase.

Intermediate Goal | 2019: Increase the number of adults receiving educational services in Fresno County by 10%.

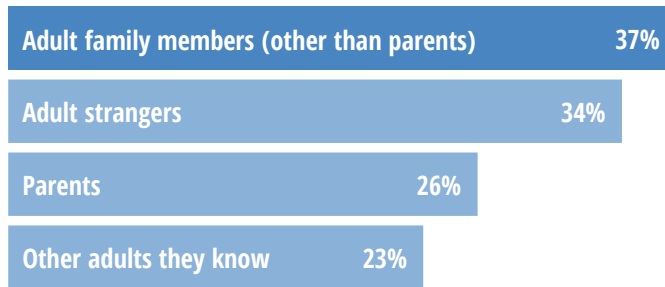
During FY16/17, YLI provided educational services to 71 parents. This number will be used as the baseline for this intermediate goal. Parent education was provided through three activities, which included the Teen Summit, parent workshops, and the Kerman Merchant Awards.

Long-Term Goal | 2020: Decrease access to alcohol provided by adults in Fresno County by 5%.

Countywide survey data collected in FY16/17 will serve as a baseline to measure this long-term outcome. Of the 8th, 9th, and 11th grade youth who reported where youth get alcohol (n=6,292), survey results indicate that adults are large source. Figure 6 displays the

relationship of the adult that provides alcohol, with adult family members reported by 37 percent of the respondents, adult strangers by 34 percent, parents by 26 percent, and other adults they know by 23 percent.

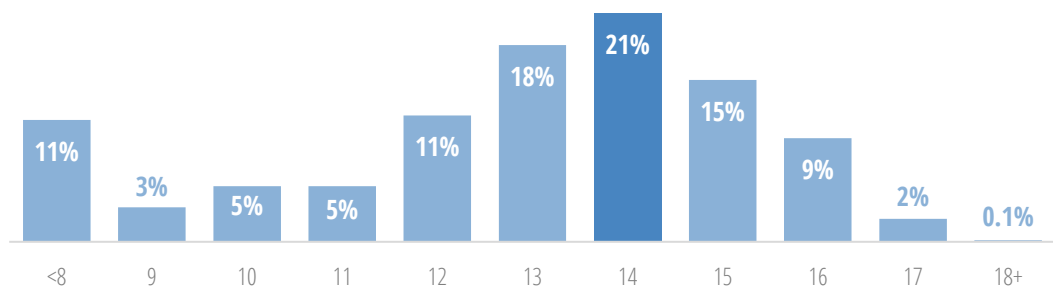
Figure 6 | Adults Who Provide Youth Access to Alcohol (FY16/17 Baseline)



Long-Term Goal | 2020: Increase the average age of youth alcohol use by 2 years.

Countywide survey data collected in FY16/17 will serve as a baseline to measure this long-term outcome. Of the 8th, 9th, and 11th grade youth who reported their age of first time alcohol use (n=2,711), survey results indicate that the average age of first-time alcohol use was 12.8 years of age. The following figure (Figure 7) illustrates the distribution of age of first use, ranging from 8 years old or younger to 18 years old or older. As shown, age of first use is generally normally distributed, and peaks around age 14. Of the youth who reported using alcohol use in their lifetime, about half (50%) began using during the middle school age 12 to 14, which demonstrates a need for early prevention services. Additional alcohol-related survey findings are in Attachment A.

Figure 7 | Age of First Time Alcohol Use (FY16/17 Baseline)



The average age of using alcohol for the first time is 12.8 years old.

Table 3 | Status of FNL & RAA Y Outcomes for FY16/17

Outcome Goals	Status
Annually, 80% of participating youth will report positive changes in leadership skills; note confidence in their ability to fully participate in the research, message creation, and media development portions of the project; and report a stronger understanding and knowledge of environmental approaches to prevention.	EXCEEDED 94% of youth reported positive changes
Annually, at least 75% of the youth will have a sufficient or strong experience of community engagement, leadership and advocacy, relationship building, safety, and skill development as a result of their participation.	EXCEEDED 94% of youth reported sufficient or strong experiences
Annually, at least 75% of adult allies who receive coaching and/or training services will report increased skills, knowledge, and confidence in supporting youth leadership in prevention activities.	EXCEEDED 100% reported increased skills, knowledge & confidence
By June 2017, increase the number of youth receiving educational services in Fresno County by 5%.	EXCEEDED 15% increase in youth receiving services
By June 2019, increase the number of adults receiving educational services in Fresno County by 10%.	Baseline established
By June 2020, decrease access to alcohol provided by adults in Fresno County by 5%.	Baseline established
By June 2020, increase the average age of youth alcohol use by 2 years.	Baseline established

YLI exceeded the project specific outcome goals identified in the scope of work, and the short-term goal identified in the SPP.

FNL/CL/FNL Kids Program Summary

At the end of FY16/17, YLI staff provided perceptions to the challenges, successes, and lessons learned during the year, as well as next steps for 2017/18. These insights are summarized below.

Successes

YLI had a strong start to this new funding cycle, and have some very motivated young people in their chapters, with some chapters conducting multiple campaigns (Kerman High School conducted 3 campaigns) and others working on policy changes (Kerman and Selma). Some of the highlights of FY16/17 included:

Smoke and Tobacco-Free Parks in the City of Kerman.

The Kerman High School Chapter worked with policy makers to pass a Tobacco and Smoke-free Park Policy city-wide. Although this does not address alcohol access, the chapter is supported by both DBH-SUD Services and the American Lung Association, and their work demonstrates the power of youth voice with policy makers. The Selma High School chapter is currently working with policymakers on a policy for parks in the City of Selma.



Google Tracking System

One of the challenges with the previous grant was extrapolating data from the California Department of Health Care Services data reporting system. The data did not accurately reflect YLI’s activities, or enable the evaluation team to accurately tell their story. With this grant, YLI worked with the evaluation team to develop a web-based data collection system using the Google platform. These tools were used throughout the year, and revised as issues or challenges arose. Because of this system, the evaluation was able to provide YLI with quarterly data dashboards summarizing the data reported in Google as a check-measure for data entry.

FNL Youth and Staff Recognition

FNL youth are often recognized for their hard work and youth leadership. In FY16/17, youth received the following recognition:

- Internship with the City of Fresno | Five youth received recognition.
- Presidential Volunteer Service Award | One youth was recognized.
- American Lung Association – Contribution to Smoke Free Parks Campaign | Fresno YLI staff recognized
- City of Fresno Proclamation for April Alcohol Awareness Month | Fresno FNL participants
- City of Kerman Proclamation for April Alcohol Awareness Month | Kerman FNL participants

Challenges

As with any project, there are often challenges that arise with new funding or changes in work plans. YLI challenges included:

Administering the Fresno County Student Insights Survey to all Assigned Schools.

At the beginning of the year, the evaluation team worked with funded partners on survey assignments for the Fresno County Student Insights Survey, to collect data from 8th, 9th, and 11th grade students to measure the outcomes identified in the 2015 SPP. YLI faced challenges in administering the survey in two assigned school, and for some of the grade-levels. This challenge was not unique to YLI; the other funded projects faced similar

challenges. Reasons included: 1) A delay in the evaluation contract, which delayed survey development since the evaluation team needed provider input. The final survey was not available until January 2017, halfway through the school year. 2) Many schools or school districts require board approval on the survey, which delayed the process as well. 3) YLI was unable to get access into one of the assigned schools, both for the survey and for FNL. YLI worked with DBH-SUD Services to change this assignment to another school in the area, thus ensuring that youth in that community receive prevention activities in FY17/18. It is anticipated that survey administration will go smoother next year.

Chapters in Planned Schools.

YLI planned to have a chapter in Gaston Middle School in FY16/17, but due to a change in administration and the inability to find an advisor for FY16/17, they were unable to recruit youth. An advisor is in place for FY17/18, so chapter recruiting will begin with the new school year.

Next Steps

YLI has next steps planned for FY17/18:

- **New Chapters** | YLI will be adding two new chapters, one at Gaston Middle School (which they planned to start in FY16/17) and Rafer Johnson Jr High School in Kingsburg (a replacement for Kingsburg High School, which they were unable to get into in FY16/17).
- **Administer Fresno County Student Insights Survey at the Beginning of The School Year** | YLI plans to administer the Fresno County Youth Insights Survey at the beginning of the school year. Feedback from school sites was that survey administration would be easier at the beginning of the school year, and that in some schools it would be best to administer the survey while students are waiting in line during registration.

YLI will add two new chapters in FY17/18.

Attachment

2016/17 Fresno County Student Insights Survey (FCSIS) Results | Alcohol Related Questions

How easy or difficult is it for someone your age to get...	Alcohol (n=6,289)
Very easy	25%
Fairly easy	35%
Fairly difficult	14%
Very difficult	7%
Don't know	20%

For students who use the following, who do they usually get it from (check all that apply)	Alcohol (n=6,292)
Friends	72%
Siblings	37%
Other adult family members	37%
Adult strangers	34%
Parents	26%
Other adults they know	23%
They buy it themselves	15%
Other	4%
I don't know	23%

About how many ads for the following substances do you see each day?	Alcohol (n=6,289)
None	17%
1-2	30%
3-5	26%
6-9	8%
10+	8%
Don't know	11%

During your lifetime, how many times have you used the following substances (one full drink)?	Alcohol (n=6,331)
0 times	59%
1 time	10%
2 times	7%
3 times	5%
4-6 times	6%
7+ times	13%

During the past 30 days, on how many days did you use the following substances (one full drink)?	Alcohol (n=6,321)
0 days	80%
1 day	9%
2 days	5%
3-9 days	4%
10-19 days	1%
20-30 days	1%

During the past 12 months, has your parent or guardian talked to you about...	Alcohol (n=6,308)
Yes	50%
No	50%

About how old were you the first time you used...	Alcohol (n=2,711)
8 years old & younger	11%
9 years old	3%
10 years old	5%
11 years old	5%
12 years old	11%
13 years old	18%
14 years old	21%
15 years old	15%
16 years old	9%
17 years old	2%
18 years old & older	0.1%

How do you feel about someone your age drinking alcohol?	Alcohol (n=6,305)
Strongly disapprove	35%
Somewhat disapprove	18%
Neither approve nor disapprove	34%
Somewhat approve	9%
Strongly approve	4%

How do you think your friends would feel about you drinking alcohol?	Alcohol (n=6,284)
Strongly disapprove	34%
Somewhat disapprove	16%
Neither approve nor disapprove	31%
Somewhat approve	12%
Strongly approve	6%

How do you think your parents or guardians would feel about you drinking alcohol?	Alcohol (n=6,281)
Strongly disapprove	75%
Somewhat disapprove	9%
Neither approve nor disapprove	9%
Somewhat approve	4%
Strongly approve	3%

How much do you think people risk harming themselves physically & in other ways when they drink alcohol?	Alcohol (n=6,303)
A lot	45%
Some	32%
A little bit	16%
Not at all	7%



PATH Project

Evaluation Report

FY2016/17



California
Health Collaborative

September 2017

Contents

Introduction	1
Evaluation Approach	1
Description of Activities	2
Characteristics of Population Reached	4
Project Activities & Outcomes	6
PATH Advisory Board	6
PATH&Law Campaign	8
iPATH Campaign	9
Marijuana Prevention Education	13
Reality Tour.....	14
PATH-4-Life Parent Education Campaign	15
YouthPATH Community Outreach	17
Progress Toward Program Goals & Objectives	18
Implementation Objectives	18
Outcome Goals	20
PATH Project Summary	21
Successes.....	21
Challenges	22
Next Steps	23
Attachments	25

Figures & Tables

Figure 1 Map of PATH Project Activities (2016/17)	4
Figure 2 Demographic Characteristics of Individuals Reached (2016/17)	5
Figure 3 Age of First Time Marijuana Use (2016/17 Baseline)	20
Figure 4 Lifetime & Current Marijuana Use (2016/17 Baseline).....	21
Table 1 PATH Project Activities & Participants (2016/17)	3
Table 2 iPATH Youth Coalitions (2016/17)	10
Table 3 Too Good for Drugs Curriculum Implementation (2016/17)	13
Table 4 Social Media Reach (2016/17).....	18
Table 5 Status of PATH Target Process Outcomes for 2016/17.....	19

The PATH Project addresses the issue of youth marijuana use, collaborating with young people, parents, and law enforcement.

Evaluation efforts included:

- Standardized countywide survey
- Tracking of PATH Project activities & implementation
- Observation of PATH Project events
- Focus group with PATH Youth Coalition members
- Interview with PATH Project staff

Introduction

In 2016, the California Health Collaborative (CHC) *Performing Above the High Project* (PATH) received a five-year grant from Fresno County's Department of Behavioral Health, Substance Use Disorder Services (DBH-SUD Services) to implement prevention-related activities throughout the County, with the express goal of reducing marijuana use among youth and young adults ages 10 to 25. The PATH Project represents a comprehensive, age-appropriate prevention approach to addressing the issue of marijuana use via education, community-based collaboration, information dissemination, and environmental strategies. Specifically, PATH focuses on working with young people, parents, and law enforcement to increase awareness of the consequences associated with marijuana use. In response to priorities outlined in the 2015 Fresno County Strategic Prevention Plan, the grant from DBH-SUD Services funds PATH to implement evidence-based programs and activities educating youth and the community about the negative effects of marijuana. The long-term objectives of PATH are to (1) *increase the average age of first time marijuana use by two years*, and (2) *reduce marijuana use among youth by 5% by June 30, 2020*.

At the onset of the project, Fresno County DBH-SUD Services contracted with LPC Consulting Associates, Inc. (LPC) to evaluate the PATH Project's efforts as well as the County's overall substance use prevention initiative. The evaluation data presented in this report reflects the process and outcome results from the first year of funding (FY 2016/17). Designed as a standalone status report for the PATH Project, this document includes information on the evaluation approach, demographic characteristics of individuals reached, project activities, and progress towards project goals and objectives.

Evaluation Approach

The evaluation of the PATH Project is part of the broader prevention program evaluation for Fresno County DBH-SUD Services and includes both process and outcome findings that address the countywide prevention initiative. During the previous grant cycle (2010-2015), LPC staff worked in collaboration with California Health Collaborative (CHC) staff to identify data collection, analysis, and reporting needs that were PATH specific. Based on these needs, LPC designed a comprehensive data collection and reporting system tailored to the project, which included a battery of tools and a database to support the evaluation and facilitate analysis of all data collected by PATH staff.

At the onset of the current grant cycle (2016-2020), LPC shifted the evaluation focus to a County-level approach, designing and implementing a standardized countywide survey (the Fresno County Student Insights Survey) to collect trend data from all 8th, 9th, and 11th grade students in the schools receiving prevention services through the initiative. This standardized survey allows the evaluator to measure marijuana prevention outcomes identified in the Strategic Prevention Plan, to understand changes in behavior related to

Fresno County’s prevention efforts. To develop the tool, LPC worked closely with the prevention providers and Fresno County DBH-SUD Services staff and used modified items from the California Healthy Kids Survey (CHKS). The final four-page survey includes 20 questions related to substance use behavior and attitudes to track change over the course of program implementation. Prevention providers collected baseline survey data at 16 schools during 2016/17, and the providers will administer the survey at these same schools on an annual basis moving forward. In total, **6,397** surveys were collected (a 46% response rate based on student enrollment) and were entered and analyzed by LPC. Quantitative analysis consisted of totals, averages, and percentage calculations to measure the marijuana prevention outcomes identified in the 2015 Strategic Prevention Plan (see the Appendix on page 21 for marijuana-specific baseline survey results).

In addition to the countywide survey, PATH used several data collection tools previously and newly developed by LPC to track project implementation, describe participants, and measure immediate outcomes. These tools facilitated CHC staff recordkeeping to address the process component of the evaluation, and provided the basis for telling the story of PATH prevention efforts. PATH utilized an Excel database to enter and house the information collected via the paper-based forms. After each fiscal quarter, PATH submitted this database to LPC for analysis and inclusion of summary data in a quarterly data dashboard. Data from the Excel database, as well as data collected through CalOMS PV¹ are included in this evaluation report.

To collect an additional layer of information about project implementation, LPC staff attended and observed PATH Advisory Board Meetings and other project events throughout the year. The evaluator conducted a focus group with PATH Youth Coalition members at Mendota High School, to learn about youths’ experiences in and feedback about the program. LPC also interviewed PATH staff at the end of the fiscal year to gain a deeper understanding of project activities and to elicit feedback regarding successes, challenges, and next steps for the upcoming year. Taken together, this qualitative data provided a description of project activities, as well as a context for the evaluation findings. This information is integrated throughout the report and summarized in the final section.

Description of Activities

PATH included one-time activities for the community in the form of trainings, presentations, outreach, and educational events, as well as reoccurring activities such as prevention curricula instruction and convening of multiple youth coalitions. While the recurring services were more intensive and occurred regularly over time, the other activities were “one-touch” to reach a broader audience with prevention messaging. During the first year of implementation, PATH conducted a total of 607 activities, reaching 17,675 Fresno County

¹ CalOMS PV- The California Outcomes Measurements System (CalOMS) Prevention (PV) is a data collection system used to report prevention program information to the California State Department of Healthcare Services.

PATH
conducted
605 activities
in FY2016/17,
reaching
17,675 Fresno
County
residents.

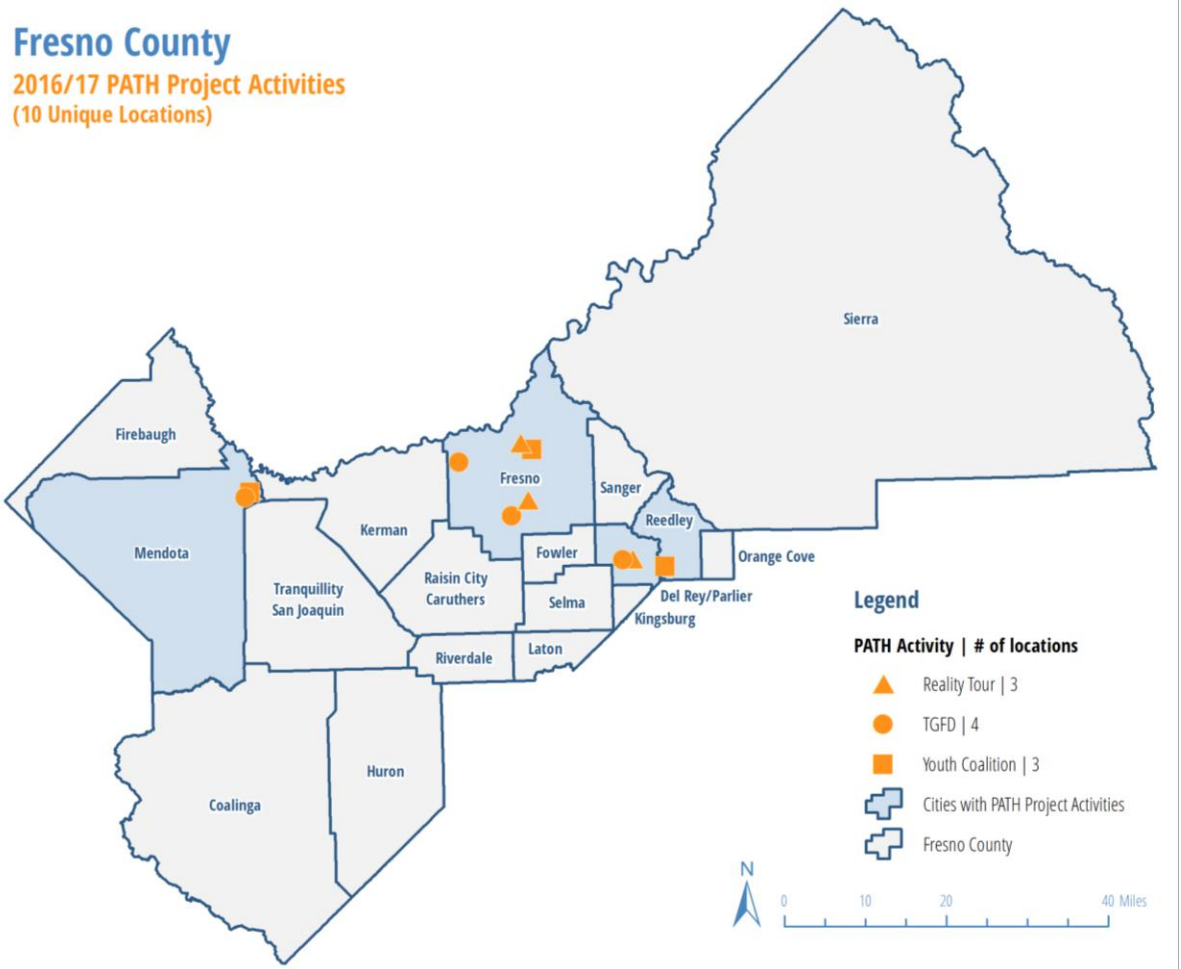
residents (see Table 1). Most of these (481) were recurring activities, while 126 were single events.

Table 1 | PATH Project Activities & Participants (2016/17)

Project Activities	Total Activities	Total Participants
All Activities Total	607	17,675
Recurring Activities	481	1,112
Too Good for Drugs Glacier Point MS	170	411
Too Good for Drugs Mendota JR HS	110	216
Too Good for Drugs Parlier JR HS	100	271
Too Good for Drugs West Fresno MS	40	116
iPATH Campaign Fresno State iPATH Young Adults	4	3
iPATH Campaign Mendota iPATH Youth Coalition	17	10
iPATH Campaign Reedley iPATH Youth Coalition	6	13
iPATH Campaign Fresno County iPATH Youth Coaliton	9	5
iPATH Campaign Youth Empowerment Summit 2017	4	34
PATH Advisory Committee AOD Prevention YAB	11	7
Youth Summit Partner Planning Committee	2	15
Youth Summit Youth Planning Committee	8	11
Single Event Activities	126	16,563
YouthPATH	72	14,663
One-Time Presentations	39	1,494
Parent Presentations	12	181
Reality Tours	3	521

The following map (Figure 1) depicts the location of PATH's recurring activities (including the Too Good for Drugs curriculum, Youth Coalitions, and Reality Tours) across Fresno County. With these services PATH reached four communities, including the City of Fresno, Mendota, Parlier, and Reedley, with much of the programming occurring in the City of Fresno.

Figure 1 | Map of PATH Project Activities (2016/17)



PATH’s recurring project activities reached the City of Fresno, Mendota, Parlier, and Reedley, with most activities taking place in the City of Fresno.

Characteristics of Population Reached

PATH collected demographic information about the individuals participating in recurring activities as well as those attending one-time events².

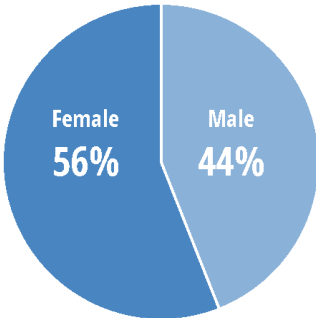
Figure 2 displays the demographic characteristics of the 17,675 individuals reached with PATH activities during fiscal year 2016/17. Those participating in recurring activities (i.e., Too Good for Drugs curriculum and youth coalitions) were mostly Latino (74%) and between the ages of 12 and 14 (92%), representing the target age group identified in the SPP. Single event activities reached all age groups – 44 percent of participants were school-aged youth 5 to 17 years old, and 48 percent were adults age 18 and over.

² Demographic characteristics of individuals attending one-time events was generated from estimations by PATH project staff.

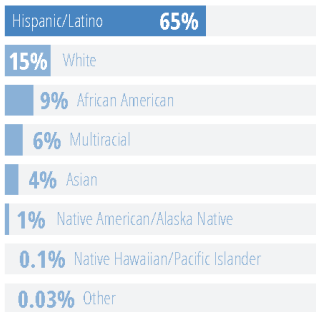
Figure 2 | Demographic Characteristics of Individuals Reached (2016/17)

All Activities | n=17,675

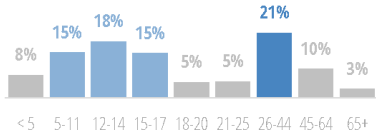
Gender



Race/Ethnicity

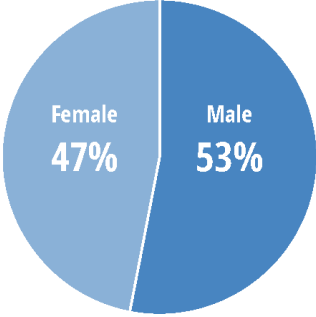


Age

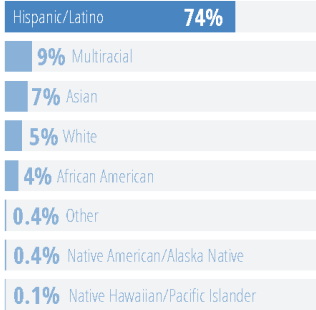


Recurring Activities | n=1,112

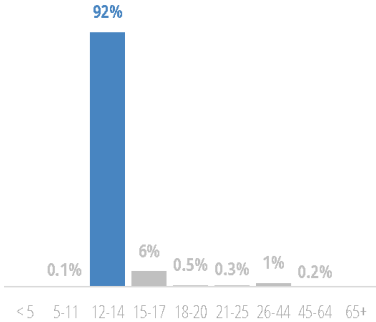
Gender



Race/Ethnicity



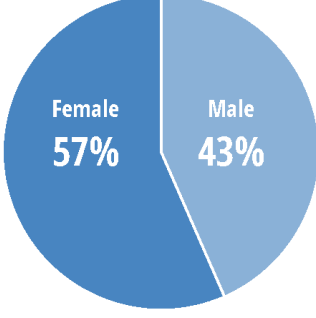
Age



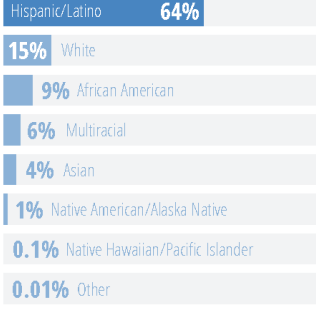
Single Event Activities* | n=16,563

*Demographic information based on staff observation estimates.

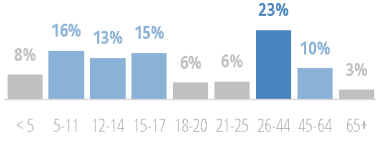
Gender



Race/Ethnicity



Age



Project Activities & Outcomes

During the first project year, PATH implemented a range of activities across Fresno County to prevent marijuana use through community-based outreach, education, environmental processes, and information dissemination. Using these strategies, the project conducted seven (7) major campaigns and activities with the objective of reducing use of marijuana among youth and young adults in the County:

- PATH Advisory Board
- PATH&Law Campaign
- iPATH Campaign and Youth Coalitions
- Marijuana Prevention Education
- Reality Tour
- PATH4Life Parent Education Campaign
- YouthPATH Community Outreach

PATH Advisory Board

The mission of the PATH Advisory Board is to support efforts to educate and partner with the community on marijuana prevention. The Advisory Board consists of representatives from local agencies, organizations, and businesses who are interested in bolstering marijuana prevention in Fresno County and who bring expertise to strengthen the PATH Project activities.

The PATH Advisory Board met four times during the first project year, with one meeting that served as a joint convening between CHC's PATH Advisory Board and Lock It Up Coalition. Attendance at the meetings ranged from 19 to 27 participants, representing a total of **26** different entities. The agencies and organizations that attended at least one Advisory Board meeting during 2016/17 included:

- American Lung Association
- Boys and Girls Club
- California Youth Outreach
- California Telephone Access Program
- City of Reedley
- Community Youth Ministries
- District Attorney's Office
- Eleventh Hour Treatment Program
- Fresno County Department of Behavioral Health
- Fresno County Department of Public Health
- Fresno Economic Opportunities Commission
- Fresno County Office of Education
- Fresno County Sheriff's Department
- Fresno Police Department
- California State University, Fresno
- Fresno Unified School District
- iHeart Media
- Orange Cove Police Department
- Parlier Unified School District
- Reedley Police Department
- Sanger Police Department
- Selma Police Department
- Tulare Police Department
- United Health Centers
- U.S. Attorney's Office
- Youth Leadership Institute

The structure of the PATH Advisory Board meetings included providing project updates and inviting guest speakers to share information about marijuana prevention-related topics. Presentations in 2016/17 covered Proposition 64, the marijuana ordinance in the City of Selma, and the Fresno County Youth Court Program. Each Advisory Board meeting concluded with members sharing information about their own agencies' activities and upcoming events to keep the group abreast of opportunities for cross-collaboration.

Advisory Board Survey

To better understand the engagement of PATH Advisory Board members and the collective impact of the group, Project staff administered an online survey to all members after the first grant year. Based on responses from 15 individuals, members reported several positive outcomes because of their participation. All (100%) of the survey respondents “agreed” or “strongly agreed” that they are more knowledgeable about marijuana use as a direct result of their Board membership, and 80 percent reported that their organization had developed new relationships with other agencies and organizations because of the Advisory Board. Overall, 87 percent were “very satisfied” with their participation on the Board.

In terms of Advisory Board impact, 67 percent of respondents felt the group is “very successful” at achieving its current goals, while 27 percent said it is “somewhat successful.” As one member noted, CHC provides a strong backbone support to the group, which could further benefit from additional brainstorming activities:

The energy and commitment of [PATH] staff is extraordinary. The meetings are so well organized and the content extremely valuable. More opportunities to brainstorm together could add to the synergy. – PATH Advisory Board Member

PATH Advisory Board	
2016/17 Implementation Objective	Status
Recruit at least 15 adult professionals representing varied disciplines and community sectors to form the Advisory Board.	PATH exceeded this objective, convening an Advisory Board with participation from members representing 26 different agencies and organizations
Recruit at least 6 youth and establish a countywide AOD prevention Youth Advisory Board (YAB)	PATH met this objective, recruiting 7 youth to participate in the Fresno AOD Youth Advisory Board (see “iPATH Campaign”)

PATH&Law Campaign

The PATH&Law Campaign aims to foster relationships between marijuana prevention providers and local law enforcement agencies to develop collaborative strategies that address the enforcement of marijuana use and possession laws within Fresno County. It is the hope that these partnerships lead to prevention and enforcement solutions in a climate where, following the passage of Proposition 64, recreational marijuana use is now legal.

During 2016/17, PATH staff maintained strong law enforcement participation in the Advisory Board meetings, with seven Fresno County agencies represented. At these meetings, law enforcement provided updates on marijuana use issues, and presented information about evolving use and possession laws. In year one, PATH also hosted a training for law enforcement and school personnel, called *Reefer Sanity: Myths and Facts in the Marijuana Discussion*, which garnered participation from 36 individuals representing 13 different law enforcement agencies. Lastly, PATH worked jointly with law enforcement on the development of a Proposition 64 Fact Sheet for the community. This fact sheet (pictured above) provides details about the new law and the consequences of marijuana use, and will be distributed to the community starting in the second project year.

Through these combined activities, PATH engaged with the following **16** law enforcement agencies in efforts to address marijuana use among youth:

- California Department of Fish and Wildlife
- California Highway Patrol
- Clovis Police Department
- Firebaugh Police Department
- Fowler Police Department
- Fresno County Probation Department
- Fresno County Sheriff's Office
- Fresno County Sheriff's Activity League
- Fresno Police Department
- Kerman Police Department
- National Guard
- Orange Cove Police Department
- Reedley Police Department
- Sanger Police Department
- Selma Police Department
- Tulare Police Department

Apart from Advisory Board meetings, trainings, and material development, PATH subcontracted with the Fresno Police Department to implement two Reality Tours in the City of Fresno during 2016/17. Through this partnership, the Fresno Police Department assumed ownership of the planning and implementation of the tours which represented a stride toward establishing sustainability and expansion of this evidence-based program in the Fresno community. PATH staff acknowledged that this collaboration was one of the biggest successes in year one, as it reduced PATH staff's workload and provided an opportunity for "law enforcement to center themselves as a resource for community organizations and build



partnerships with the community.” Staff noted that the structure and content of Reality Tour lends itself to strong law enforcement involvement, as it includes arrest and prison scenes as well as a speaker from the law enforcement community.

Next year, PATH plans to involve law enforcement in formal discussions about the implications of Proposition 64, and how best to jointly approach the changing climate and social norms surrounding recreational marijuana use. This will include the finalization and distribution of the Proposition 64 Fact Sheet as an educational tool for law enforcement. In addition, the success of the subcontract with Fresno Police Department in implementing Reality Tours spawned interest from the Firebaugh Police Department to host a Reality Tour in Firebaugh during the upcoming project year.

PATH&Law Campaign	
2016/17 Implementation Objective	Status
Participate in 2 law enforcement activities	PATH met this objective, bringing law enforcement together for a marijuana prevention training and partnering with the Fresno Sheriff’s Activity League to conduct marijuana education
Assist law enforcement with the development of one educational material	PATH met this objective, assisting law enforcement with the development of a Proposition 64 fact sheet for the community
Involve law enforcement in 1 training for youth advocates	PATH met this objective, as 8 youth attended the Central Valley Marijuana Conference and received training from various law enforcement agencies

iPATH Campaign

The iPATH campaign is designed to train young people to serve as peer leaders on local youth coalitions, working together to advocate for marijuana prevention and changing social norms surrounding marijuana use at their school and in their community. In 2016/17 the iPATH campaign included convening four school-based youth coalitions, as well as the annual Youth Empowerment Summit, bringing together youth coalition members from around Fresno County for an intensive four-day training.

iPATH Youth Coalitions

The iPATH Youth Coalitions prepare and empower youth to create social norms change within their communities and on their school campuses. Coalitions meet on a regular basis throughout the year, providing the opportunity for young people to create, plan, and implement a marijuana prevention campaign. To learn the skills necessary to enact these activities, youth receive training on advocacy, policy change, public speaking, community needs assessments, and marijuana prevention. In 2016/17, PATH convened five youth

coalitions in Fresno County with 38 youth participants who met a total of 47 times, as shown in Table 2.

Table 2 | iPATH Youth Coalitions (2016/17)

Youth Coalition Name	Total Meetings/Activities	Total Participants
Reedley iPATH Youth Coalition	6	13
Mendota iPATH Youth Coalition	17	10
Fresno State iPATH Young Adults	4	3
City of Fresno iPATH Youth Coalition	9	5
AOD Prevention Youth Advisory Board	11	7
TOTAL	47	38

The ongoing focus of each iPATH Youth Coalition is the implementation of a prevention campaign aimed at marijuana use. Youth members decide on themes for their campaigns, develop slogans and messaging, and design promotional items. A brief description of each 2016/17 campaign is described below.

Fresno State iPATH Young Adults

The iPATH Coalition at Fresno State University consisted of three young adults who continued the tradition of planning and implementing a two-day social media campaign during the “Vintage Days” weekend of April 20th (known as “4/20”). iPATH members selected the campaign slogan [#RiseByLiftingOthers](#), reaching out to people on campus to encourage other college students to post positive messages on social media and to address risky behaviors. The image at left displays one student’s campaign message. The [#RiseByLiftingOthers](#) social media campaign garnered 1,416 “likes” and reached 15,350 people on social media.



Reedley iPATH Youth Coalition

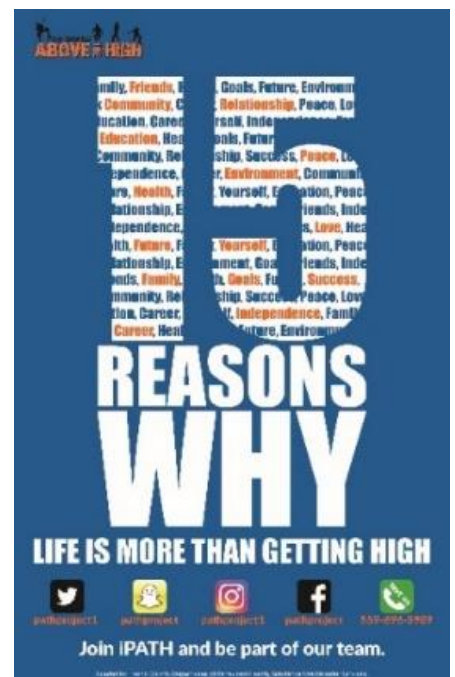
The focus of the Reedley iPATH youth coalition during 2016/17 was to train youth to communicate with elected officials in their community to advocate for local marijuana prevention policies. Coalition members received training on Proposition 64 and learned about the implications the new law may have for the City of Reedley. While the first year formed a foundation of training, in the upcoming year the Reedley Coalition will design and implement a policy campaign to address marijuana advertising, close loopholes in existing e-cigarette and vaping policies, and revise the municipal code in support of marijuana

prevention. Through these policy efforts, the group hopes to combat the potential effects of Proposition 64 by taking an environmental approach to marijuana prevention.

Mendota iPATH Youth Coalition

During its first year in existence, the Mendota Youth Coalition developed the *15 Reasons Why* campaign, which included the creation of a radio public service announcement (PSA) and accompanying posters. Coalition members wrote and practiced the PSA script, which opened with the phrase “I perform above the high and these are the reasons why…” and continued with each coalition member voicing a different reason to refrain from using marijuana. The final PSA aired on popular Fresno radio station B95. The complementary campaign posters (pictured below) were displayed around Mendota High School and in the community, and distributed to partner organizations. With this campaign, the group hoped to increase awareness about the harmful effects of marijuana use and send a message of prevention to both peers and adults. In the upcoming year, the Mendota iPATH will focus on building the skills needed to speak to elected officials about marijuana prevention.

The 2016/17 PATH evaluation included a focus group with Mendota High School Youth Coalition members to learn more about how the group impacts the youth involved. Although at the time of the focus group the Coalition had been together for less than five months and all seven members were high school freshman, students were already aware of the effects of marijuana and had studied trends in usage among youth. According to focus group responses, Coalition members gained new knowledge and learned methods to combat marijuana use from their participation in the group. Specifically, youth reported that they developed valuable teamwork skills, forged new friendships with each other, and learned how to respond to peers who attempt to normalize marijuana use. All the focus group participants agreed that they would recommend the Coalition to other students. As one member expressed,



▲ *15 Reasons Why* campaign poster

I would [recommend that others participate in iPATH], because I want other people to know about marijuana and I want them to know how bad it is and that it could ruin their future. – Mendota High School Youth Coalition Member

Through the Youth Empowerment Summit, Fresno County youth learn leadership skills and prepare to address substance use issues in their communities.

Youth Empowerment Summit

The second component of the iPATH initiative is the Youth Empowerment Summit, an annual event for Fresno County youth ages 14 to 17 to learn leadership skills and prepare to address substance use issues in the community. The 2017 Youth Summit, located in the Sierra Nevada mountains, brought together 34 youth leaders (pictured at right) from 13 different high schools across the County. For the first time, the four-day Summit invited both youth working in marijuana prevention and youth working in tobacco prevention, to leverage opportunities for synergy and idea-sharing of prevention strategies across these two focus areas. Participants from last year's Summit also attended as peer counselors, to support the current cohort in gaining the tools needed to make change.



▲ Youth Empowerment Summit 2017 | Youth Leaders

While at the Summit, all youth received training on drug prevention, public speaking, leadership, policy change and advocacy, and working with elected officials. The camp also included time for teambuilding activities and collaboration on group projects, which fostered solidarity and a sustained commitment among participants. Staff noted that “youth leave camp feeling like a big family.”

Youth attending the Summit, who also serve on the Fresno County YAB, developed a countywide campaign focused on meeting with elected officials to promote a marijuana prevention agenda in local government. Now that recreational marijuana is legal due to the passage of Proposition 64, youth will focus on policy level advocacy work modeled after tobacco control strategies. The Summit prepared members to implement this prevention campaign by teaching youth how to create an action plan, identify the unique policy concerns in their communities, and engage with elected officials. During the upcoming year, the Fresno County YAB will implement their action plans by approaching city council members and advocating for measures that will mitigate the effects of Proposition 64. Through this process, youth have the opportunity to develop as leaders and play a direct role in the prevention of marijuana use in their communities.

CHC staff acknowledged that the iPATH youth engagement component of the PATH Project was one of the most effective prevention strategies in year one of the grant. Via the Youth Empowerment Summit and the iPATH Coalitions, said staff, “youth can engage other young people in the work. It’s so much easier for them than it is for us. They come up with such great ideas.” Staff noted that for youth prevention work to be successful, it’s necessary to give young people “the reigns” of the program and offer them the opportunity to lead and be equal members of the team, rather than simply use them as token participants. As one PATH staff member expressed,

Giving the youth gift cards and t-shirts—that approach to engagement is short-lived. It’s giving them purpose and the feeling of being a part of something bigger that keeps them engaged in the project and the cause. – PATH Staff Member

iPATH Campaign	
2016/17 Implementation Objective	Status
Recruit 25 youth from a minimum of 3 schools, colleges, or community-based settings to be involved in YABs	PATH exceeded this objective, supporting 38 youth in 5 different settings to participate in Youth Coalitions
Recruit 30 youth to participate in the annual Youth Empowerment Summit	PATH exceed this objective, recruiting 34 youth to participate in the Youth Empowerment Summit

Marijuana Prevention Education

A primary component of the PATH Project’s approach to prevention is providing marijuana and other drug education through the implementation of the classroom-based prevention curriculum *Too Good for Drugs* and during one-time presentations with youth audiences.

Too Good for Drugs

Too Good for Drugs (TGFD), created by The Mendez Foundation, is a school-based prevention program for students in kindergarten through 12th grade that includes a 10-lesson curriculum focusing on building life skills and educating youth about the negative impacts of substance use. This evidence-based program is multifaceted and interactive, using a universal education strategy to deliver education in social and emotional competencies, thereby reducing risk factors and enhancing protective factors that affect students.

In year one of the project, PATH staff taught the TGFD curriculum to all 8th grade students in four middle schools, reaching a total of 1,014 youth with drug prevention programming and messages related to healthy decision making (see Table 3). PATH’s implementation of TGFD was recognized by both teachers and the creator of the curriculum (The Mendez Foundation) as having a positive influence on students. Anecdotal evidence from PATH staff suggests that teachers appreciate the TGFD program and classroom activities because they prompt students to engage and communicate with one another around real-life scenarios and difficult life choices. The Mendez Foundation recognized PATH’s model implementation of TGFD by inviting CHC staff to co-present at a national conference to share their strategies with others in prevention work.

Table 3 | Too Good for Drugs Curriculum Implementation (2016/17)

School	Total Programs Taught	Total Lessons Taught	Total Youth Reached
Glacier Point Middle School	17	170	411
Mendota Junior High School	11	110	216
Parlier Junior High School	10	100	271
West Fresno Middle School	4	40	116
TOTAL	42	420	1,014

PATH staff acknowledged that implementing TGFD was challenging the first year, as the curriculum contained revised content and staff taught the program to middle school students instead of high school students as they had done in the previous grant cycle. However, at the end of the first project year staff felt more comfortable delivering the program and expect the second year of implementation to be more seamless. Staff also plan to slightly modify the TGFD curriculum to increase the focus on marijuana-related topics without compromising the evidence-based nature of the content.

One-Time Educational Presentations

While the Too Good for Drugs program provided intensive education to youth over the course of multiple sessions, as a complement to this approach PATH provided one-time educational presentations for young people in elementary, middle, and high school settings. These presentations were designed to address the misconceptions surrounding marijuana use, depicting the ways in which marijuana use negatively impacts one’s life. In 2016/17, PATH conducted 40 presentations for 1,494 youth and young adults. Five of these presentations specifically targeted college-age students (18 to 25) with prevention messages.

Marijuana Prevention Education	
2016/17 Implementation Objective	Status
Implement Too Good for Drugs with schools in Parlier USD, Fresno USD, and Mendota USD	PATH met this objective, implementing the TGFD curriculum in four middle schools within Parlier USD, Fresno USD, and Mendota USD
Conduct 10-15 one-time presentations targeting middle school, high school, and college age youth (5 presentations will target youth age 18-25)	PATH exceeded this objective, conducting 40 one-time presentations during 2016/17

Reality Tour

The Reality Tour, created by CANDLE, Inc., is an evidence-based drug prevention program for parents and their children ages 10 to 18. This three-hour event employs interactive methods for



communicating drug prevention messages, aiming to educate and engage participants and open a line of communication between child and parent to dialogue about drugs and alcohol. Parent-child interaction is encouraged throughout the presentation, with the expectation that youth and their parents develop shared attitudes and perceptions of drug use. The goal of the program is to increase youth’s negative attitudes toward drugs, as well as their perceived risk of harm from substance use, while creating opportunities for parent and child to increase communication about these issues at home.

The Reality Tour program encourages open dialogue between parent and child about drug and alcohol use.

PATH hosted three Reality Tours in 2016/17, two in collaboration with Fresno Police Department, reaching a total of 483 youth and parents. Each tour provided two to three concurrent tracks, in English, Spanish, and some in Hmong to engage multiple Fresno County communities. The three tours were held at:

- Ahwahnee Middle School (**148** youth and parents)
- Parlier High School (**148** youth and parents)
- Sequoia Middle School (**187** youth and parents)

The Reality Tour follows a fictional account of a young person detained by the police for drug possession. The narrative begins with the incarceration of the young person, followed by a visit to the emergency department due to drug and alcohol use. Eventually, the young person dies from an overdose and the audience witnesses his funeral service. At the end of the dramatization, the parents of the young person stress the role he and his friends played in his death by not acting to prevent substance use.

The tour also includes the screening of a video which follows three real teenagers incarcerated for drug related offenses, and the consequences of their actions. After the video, parents and youth take a short quiz with questions related to substance use among Fresno County youth. When the correct answers to the questions are discussed, the answers often surprised participants, especially the early age of onset for marijuana and alcohol use.

The Reality Tour concludes with testimonies from two speakers, a former substance user and a police officer from the local community, who share their stories and experiences. Often this component of the event generates so many audience questions that not all can be answered in the time allotted.

PATH continues to be successful at recruiting youth and parents to attend the Reality Tour events. In 2016/17 PATH was recognized by Candle, Inc. with an award for best practices in recruitment strategies. As part of this honor PATH staff could share their recruitment methods with other communities via a training webinar.

Reality Tour	
2016/17 Implementation Objective	Status
Implement 1-2 Reality Tours in Eastern Fresno County	PATH met this objective, implementing one Reality Tour in Parlier
Subcontract with Fresno Police Department to implement 2 additional Reality Tours in the City of Fresno	PATH met this objective, with the Fresno Police Department implementing two Reality Tours in the City of Fresno

PATH-4-Life Parent Education Campaign

The parent education component of the project, referred to as Performing above the High for Life (PATH-4-Life), is aimed at educating Fresno County parents about marijuana use

among youth so that they may prevent misuse in their own families. To educate parents, PATH delivered one-time presentations and engaged a core group of parents in ongoing project activities, including the development of a media campaign and a parent resource guide.

Parent Presentations

To educate parents and guardians about marijuana use among youth, PATH staff conducted hour-long presentations, titled *Marijuana: What All Parents Should Know*, containing up-to-date research-based information about the consequences of marijuana use, signs and symptoms of use, and available treatment resources. During year one of the grant, PATH conducted **12** parent presentations for both English and Spanish-speaking audiences, reaching a total of **181** individuals. These presentations covered issues that parents commonly face, so that they have the knowledge to prevent, identify, and intervene in marijuana use when necessary. Each parent who attended received a marijuana prevention resource manual to take home with them.

Parent Coalition

The second component of the PATH-4-Life initiative was the formation of a parent coalition to assist the Project in reaching out to other parents with prevention messages. Whereas in previous years PATH employed only one-time presentations to educate parents, in 2016/17 staff engaged a group of six parents to work with the program on an ongoing basis. These parents developed a media campaign “for parent by parents,” recording a public service announcement (PSA) in Spanish that was aired on Fresno radio station La Preciosa 92.9. The PSA focused on heightening parents’ awareness of the drug-related messages children are reading and viewing on social media. At the time of this report, the parent group was working on creating a second PSA for television audiences. In addition, this group helped develop a parent resource guide for addressing marijuana use, with topics related to: (1) the consequences, trends, and signs of marijuana use, (2) marijuana’s effects on the developing brain, (3) parent-child communication, (4) community resources, and (5) a guide to marijuana laws. Not only did the parent coalition members develop prevention materials and PSAs, but they were integral in recruiting parents for other PATH activities such as the Reality Tours.

Whereas PATH staff previously assumed parents were too busy to be engaged with the project on a regular basis, through the formation of a parent coalition staff learned that although parents are busy they want to be involved in prevention work on a deeper level. Several members of the core parent group have expressed interest in leading a training, and next year PATH hopes to conduct train-the-trainer sessions so that these parents can deliver educational presentations to other parents.

PATH-4-Life Parent Education Campaign

2016/17 Implementation Objective	Status
Provide 15 parent trainings (5 trainings each in 3 regions of Fresno County)	PATH partially met this objective, conducting 12 parent presentations for a total of 181 parents (7 in Central, 4 in East, and 1 in West Fresno County)
Involve parents in 1 media campaign	PATH met this objective, working with parents to create a radio PSA geared toward other parents
Create the PATH Parent Resource Manual and conduct 1 parent focus group to gather feedback	PATH met this objective, working with parents to develop a resource guide

YouthPATH Community Outreach

The Youth Performing above the High (YouthPATH) campaign included attending community events to conduct outreach, educate youth and young adults about marijuana use, and inform the public about the PATH Project. It also included maintaining and growing the PATH Project's social media presence, to expand project reach through social networking sites.

Outreach at Community Events

PATH participated in a total of 74 community events during 2016/17, reaching an estimated 14,663 community members with marijuana prevention messages and materials. As part of the campaign, PATH engaged seven youth to conduct peer education at five of these events, providing information about the health, developmental, and safety consequences of marijuana use. The various types of community events project staff attended in year one included:

- Health and resource fairs
- College and career fairs
- Holiday events and festivals
- School open houses and back-to-school nights
- Red Ribbon Week events
- Town hall meetings
- Parades
- Parent nights
- Community block party events

At community events, PATH conducted outreach and disseminated information using a customized mobile vehicle. The mobile unit served as a "moving billboard" covered with youth-friendly signs and displaying prevention campaign information to draw attention to the issue. The van was equipped with a sound system, video game system, and television screens which showed public service announcements and other marijuana prevention videos to attract youth and young adults. In 2016/17 the unit added lawn games (such as Jenga) with reasons not to use drugs written on each game piece. Next year, PATH plans to work with middle and high school age youth to finalize a new wrap for the mobile vehicle.

Outreach on Social Networking Sites

The second component of YouthPATH involved training youth to create and disseminate marijuana prevention messages through social media sites, such as Facebook, Instagram, YouTube, and Twitter. PATH staff worked with YAB members to maintain the *Performing above the High* social media pages which posted project updates, event information, photos, and information related to marijuana prevention. Table 4 shows that the PATH Facebook page had the widest reach (1,378 followers) at the conclusion of year one, followed by Instagram with 171 followers and Twitter with 32 followers. Facebook users (53) rated the PATH page 4.6 out of 5 stars. The total (1,581) social media followers will serve as a baseline to measure increase in activity on PATH social media pages over the course of the grant.

Table 4 | Social Media Reach (2016/17)

Social Networking Site	Total Followers	Total Likes
Facebook /pathproject	1,378	1,415
Instagram @pathproject1	171	-
Twitter @pathproject1	32	12
TOTAL	1,581	1,427

YouthPATH Community Outreach	
2016/17 Implementation Objective	Status
Provide informational booths at 25 community and school-based settings	PATH exceeded this objective , providing informational booths at 74 different community events
Train 5 youth to assist in hosting informational booths	PATH met this objective , engaging 7 youth to provide peer education at five different community events.
Increase annual membership in social networking sites by 5%	<i>Baseline data shows a total of 1,581 followers and 1,427 likes on PATH social media sites</i>

Progress Toward Program Goals & Objectives

Progress toward the program goals includes both PATH-specific process measures (activities implemented) as well as marijuana-related outcomes outlined in the 2015 Fresno County Strategic Prevention Plan. This section includes a description of progress toward these goals, in terms of both implementation targets as well as baseline data related to the overarching program outcomes.

Implementation Objectives

The scope of work for the PATH Project outlines several implementation targets for each of the seven major activities undertaken and the status of each target at the conclusion of the grant year. In total, PATH met or exceeded 15 of the 16 implementation goals.

Table 5 displays the targets for fiscal year 2016/17 and the status of each target at the conclusion of the grant year. In all, PATH met or exceeded 15 of the 16 implementation objectives.

Table 5 | Status of PATH Implementation Objectives for 2016/17

Activity	2016/17 Implementation Objective	Status
PATH Advisory Board	Recruit at least 15 adult professionals to form part of the Advisory Board (AB)	MET Convened an Advisory Board with participation from members representing 26 different organizations
	Recruit at least 6 youth and establish a countywide AOD Youth Advisory Board	MET Recruited 7 youth to participate in the Fresno AOD Youth Advisory Board
PATH&Law Campaign	Participate in 2 law enforcement activities that increase collaboration between prevention and enforcement efforts	MET Brought law enforcement together for a marijuana prevention training & partnered with the Fresno Sheriff's Activity League to conduct marijuana education
	Assist law enforcement with the development of 1 educational material	MET Assisted law enforcement with the development of a Proposition 64 Fact Sheet
	Involve law enforcement in 1 training for youth advocates	MET 8 PATH youth attended the Central Valley Marijuana Conference to receive training from law enforcement agencies
iPATH Campaign	Recruit 25 youth from 3 schools, colleges, or community based settings throughout Fresno County to be involved in local YABs	EXCEEDED Supported 38 youth from 5 different settings to participate in Youth Coalitions
	Recruit 30 youth to participate in the annual Youth Empowerment Summit	EXCEEDED Recruited 34 youth to participate in the Youth Empowerment Summit
Marijuana Prevention Education	Implement TGFD with schools in Parlier USD, Fresno USD, and Mendota USD	MET Implemented the TGFD curriculum in 4 middle schools within Parlier USD, Fresno USD, and Mendota USD
	Conduct 10-15 one-time presentations for middle, high school, college age youth (5 presentations will target youth age 18-25)	EXCEEDED Conducted 39 one-time presentations (5 of which targeted college age youth)
Reality Tour	Implement 1-2 Reality Tours in Eastern Fresno County	MET Implemented 1 Reality Tour in Parlier
	Subcontract with Fresno Police Department to implement 2 additional tours in the city of Fresno	MET With the Fresno Police Department, implemented 2 Reality Tours in the City of Fresno
PATH-4-Life Parent Education Campaign	Provide 15 parent trainings (5 trainings each in 3 regions of Fresno County), for 150 parents	PARTIALLY MET Conducted 12 parent presentations reaching 181 parents (7 in Central, 4 in East, and 1 in West Fresno County)
	Involve parents in 1 media campaign	MET Worked with parents to create a Spanish radio PSA geared toward other parents
	Create the PATH Parent Resource Manual and conduct 1 focus group to gather feedback	MET Worked with parents to develop a resource guide, gathering feedback throughout the process
YouthPATH Community Outreach	Provide informational booths at 25 community and school-based settings	EXCEEDED Provided informational booths at 74 different community events
	Train 5 youth to assist in hosting the informational booths	MET Engaged 7 youth to provide peer education at 5 different community events
	Increase annual membership in social networking sites by 5%	<i>Baseline data shows a total of 1,581 followers and 1,427 likes on PATH social media sites</i>

At the end of FY2016/17, PATH met or exceeded 15 of the 16 project implementation goals across its seven major activities.

Outcome Goals

During 2016/17, PATH worked to achieve the short-term outcome outlined in their scope of work, and took steps toward fulfilling the intermediate and long-term project goals. Each of these goals and the progress toward them is detailed below.

Short-Term Goal | June 2017: Increase the number of youth receiving educational services in Fresno County by 5%.

Baseline data shows that PATH provided educational services to 14,939 youth (0-17 years old) in FY 2014/15. During FY 2016/17 PATH served 11,587 youth, reaching 78% of the number of youth served at baseline. However, the baseline number from FY 2014/15 was unusually high due to a push by PATH staff to reach as many young people as possible before the conclusion of the grant funding, and is unlikely to be attainable again. Reaching 11,587 youth in 2016/17 is a major accomplishment and should be recognized as such, even though the number falls short of the project's stated goal.

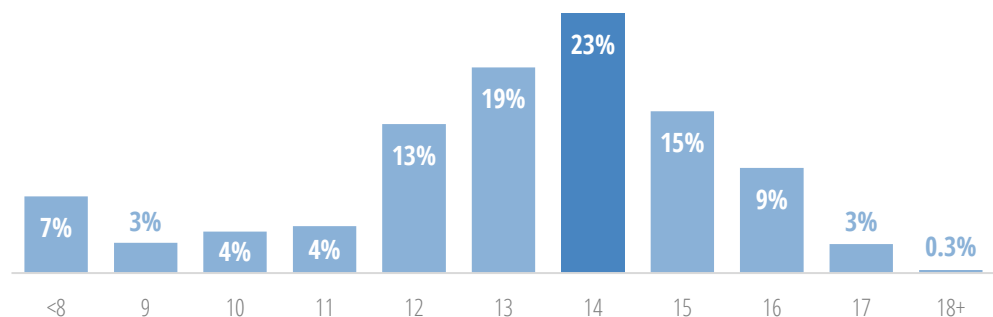
Intermediate Goal | June 2018: Increase the number of adults receiving educational services in Fresno County by 10%.

PATH made significant progress toward meeting the intermediate project goal to increase the number of adults (age 18 and older) receiving educational services. Baseline data from FY 2014/15 shows the Project reached approximately 359 adults via parent presentations and Reality Tours. Through these same activities, PATH reached 423 adults in FY 2016/17 alone, representing an increase of 18 percent.

Long-Term Goal | June 2020: Average age of first time marijuana use will increase by 2 years.

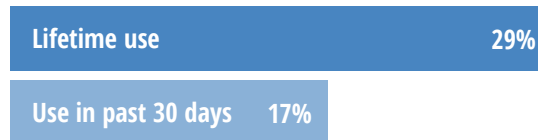
Countywide survey data collected in 2016/17 will serve as a baseline to measure this long-term outcome. Of the 8th, 9th, and 11th graders who reported their age of first time marijuana use (n=1,795), survey results indicate that the average age of first-time use was 13.1 years. The following figure (Figure 3) illustrates the distribution of age of first use, ranging from 8 years old or younger to 18 years old or older. As shown, age of first use is generally normally distributed, and peaks around age 14. Of the youth who reported using marijuana in their lifetime, well over half (57%) first used between the ages of 13 and 15.

Figure 3 | Age of First Time Marijuana Use (2016/17 Baseline)



Long-Term Goal | June 2020: Reduce youth marijuana use by 5%.

Baseline survey results from 2016/17 indicate that both current and lifetime use of marijuana among youth are quite high. The following figure (Figure 4) shows that almost one-third (29%) of students in 8th, 9th, and 11th grade have used marijuana in their lifetime (n=6,319), and 17 percent have used it in the past 30 days (n=6,314).

Figure 4 | Lifetime & Current Marijuana Use (2016/17 Baseline)**PATH Project Summary**

At the end of the first grant year, the PATH project manager and staff provided insight to the challenges, successes, and lessons learned during the year, as well as next steps for 2017/18. These insights are summarized below.

Successes**Partnership with the Fresno Police Department to Implement Reality Tour.**

PATH subcontracted with the Fresno Police Department to implement two Reality Tours during the first year of the grant. According to Project staff this collaboration was an overwhelming success, as the police department assumed full responsibility for the planning and hosting of the Tours. This partnership reduced PATH staff's workload and provided an opportunity for "law enforcement to center themselves as a resource for community organizations and build partnerships with the community." This represented an important stride toward establishing sustainability and expansion of this evidence-based program in the Fresno community. Law enforcement interest in the Reality Tour seems to continue to grow, with the Firebaugh Police Department expressing interest in hosting a Tour in the City of Firebaugh.

Youth Engagement via the iPATH Campaign.

The level of youth involvement in and commitment to PATH continued to be a strength of the Project. CHC staff acknowledged that this component is effective because the Project enables young people to take "the reigns" on activities and offers them the opportunity to lead and be equal members of the team, rather than passive participants. The ongoing commitment from youth involved in PATH year after year is a testament to the effective engagement approach. A by-product of successful youth engagement is leveraging of the young people's ideas and talents. As staff acknowledged, young people are the best candidates to reach out with effective prevention messaging and recruit other youth for prevention work. Meaningful youth engagement also allows staff to keep a pulse on new trends in marijuana attitudes, use, and access so that they can address the evolving nature of the problem. As one staff member noted,

[The youth we work with] are such a good resource. They know what other youth are going to like and give their ideas. They are helpful with recruiting and have so much energy. They are excited, so it brings that excitement to us. – CHC Staff Member

National Recognition of PATH Project Strategies.

In operation since 2010, the PATH Project has grown to be recognized by several national prevention organizations and community-based organizations in other parts of the country. During the first year of the current grant, both The Mendez Foundation and Candle, Inc. acknowledged the model work done by the PATH Project. The Mendez Foundation recognized PATH's efforts by inviting CHC staff to co-present at a national conference to share their approach for implementing Too Good for Drugs, and Candle, Inc. presented PATH with an award for best practices in Reality Tour recruitment strategies. As part of this honor PATH staff were able to share their recruitment methods with other communities via a webinar training. These acknowledgments indicate that PATH serves as a model for other communities that want to implement marijuana prevention activities.

Recurring Parent Involvement in Project Activities.

A major win for the PATH Project in 2016/17 was the formation of a coalition of parents who met on a regular basis to work on marijuana prevention activities. Whereas PATH staff previously assumed parents were too busy to be engaged with the project on a regular basis, by forming a parent coalition staff learned that although parents are busy they want to be involved in prevention work on a deeper level. The core parent group was more integral in the Project than expected, developing two media campaigns, providing input to a parent resource guide, and recruiting parents for other PATH activities. The influence of this parent group has the potential to grow in coming years, as several members are interested in being trained to deliver presentations to other parents.

Challenges

Passage of Proposition 64 Legalizing Recreational Marijuana.

Proposition 64 was passed in November 2016, and legalized recreational marijuana in the State of California. With this change in law, there has and will be an even greater shift in social norms and attitudes related to marijuana use, especially among young people. This is reflected in trend data, which shows increases in marijuana use and a decrease in the perceived harms associated with use. Prop 64 also makes support for marijuana prevention from local jurisdictions harder to come by, as cities can receive an influx of tax dollars from the sale of recreational marijuana. As such, the passage of this legislation has made PATH's work to prevent marijuana use among youth even more challenging. While some communities in Fresno County (such as the City of Selma) have enacted ordinances banning certain aspects of recreational marijuana sales and use, there is still much work to be done to combat the negative effects of the new law. In response to this issue, PATH is educating staff and youth advocates about Proposition 64 and is planning to employ policy change approaches to marijuana prevention.

Implementation of Classroom-Based Education.

Implementing Too Good for Drugs was another challenge for PATH staff in the first year. First, the curriculum contained revised content that staff were unfamiliar with. Second, PATH taught the program in middle schools instead of high schools as they had done previously, which required new class management techniques. While they were initial obstacles to implementation, these challenges subsided over time and at the end of the first project year staff felt more comfortable delivering the program and expect the second year of curriculum to proceed smoothly.

Administration of Countywide Survey.

PATH Project staff encountered challenges working with schools to implement the countywide Fresno County Student Insights Survey as part of the evaluation of the prevention initiative. Although school and district administrators did not deny PATH access outright, they simply did not respond to requests to survey students. Some of this was due to administrator turnover at schools where PATH had previously established a strong relationship. To address this issue next year, PATH staff requested assistance from the County, suggesting that schools may be more receptive to official requests from County staff who can explain the overarching initiative and may have more leverage than a community based organization. Perhaps a joint meeting between school administration, County staff, and CHC staff would work to overcome this hurdle in the future.

Lack of Prevention Focus in County Meetings.

Lastly, PATH staff indicated frustration over the mandatory attendance at monthly Fresno County Provider meetings where the agenda is focused almost solely on substance abuse treatment issues and prevention is rarely mentioned. This makes the meetings unproductive for prevention providers, and makes staff feel that substance use prevention is not a priority in Fresno County.

Next Steps

Based on successes, challenges, and lessons learned in year one, PATH plans to carry out several steps to further the Project outcomes and goals in the upcoming grant year, as follows:

- Strategize around addressing Proposition 64 and galvanizing law enforcement and youth to combat the negative effects on social norms and use among youth. Prevention work in this area will likely focus on working with elected officials to pass local policies and ordinances that support prevention efforts. Project staff and law enforcement will also distribute the Proposition 64 Fact Sheet to the community, to educate the public about the new law and the consequences of marijuana use.
- Train parent coalition members to conduct educational presentations, and leverage their involvement to reach more parents with information about preventing marijuana use among youth.

- Collaborate with the Firebaugh Police Department to implement a Reality Tour in the City of Firebaugh.
- Update examples and scenarios in the Too Good for Drugs curriculum to emphasize marijuana-related topics, without compromising the evidence-based aspects of the program.
- Finalize the updated wrap design for the mobile vehicle, and install the new wrap for use at community events.

Attachments

2016/17 Fresno County Student Insights Survey (FCSIS) Results | Marijuana Related Questions

How easy or difficult is it for someone your age to get...	Marijuana (n=6,252)
Very easy	31%
Fairly easy	28%
Fairly difficult	10%
Very difficult	8%
Don't know	22%

For students who use the following, who do they usually get it from (check all that apply)	Marijuana (n=6,284)
Friends	74%
They buy it themselves	42%
Adult strangers	38%
Siblings	30%
Other adult family members	24%
Other adults they know	24%
I don't know	23%
Parents	11%
Other	4%

About how many ads for the following substances do you see each day?	Marijuana (n=6,246)
1-2	53%
3-5	18%
6-9	8%
10+	3%
Don't know	4%

During your lifetime, how many times have you used the following substances?	Marijuana (n=6,319)
0 times	71%
1 time	7%
2 times	4%
3 times	3%
4-6 times	4%
7+ times	12%

During the past 30 days, on how many days did you use the following substances?	Marijuana (n=6,314)
0 days	83%
1 day	5%
2 days	3%
3-9 days	4%
10-19 days	2%
20-30 days	3%

During the past 12 months, has your parent or guardian talked to you about...	Marijuana (n=6,307)
Yes	50%
No	50%

About how old were you the first time you used...	Marijuana (n=1,795)
8 years old & younger	7%
9 years old	3%
10 years old	4%
11 years old	4%
12 years old	13%
13 years old	19%
14 years old	23%
15 years old	15%
16 years old	9%
17 years old	3%
18 years old & older	0.3%

During your lifetime, how many times have you used the following substances?	Marijuana (n=6,319)
0 times	71%
1 time	7%
2 times	4%
3 times	3%
4-6 times	4%
7+ times	12%

How do you feel about someone your age using marijuana?	Marijuana (n=6,281)
Strongly disapprove	41%
Somewhat disapprove	14%
Neither approve nor disapprove	30%
Somewhat approve	8%
Strongly approve	6%

How do you think your friends would feel about you using marijuana?	Marijuana (n=6,288)
Strongly disapprove	41%
Somewhat disapprove	13%
Neither approve nor disapprove	28%
Somewhat approve	10%
Strongly approve	8%

How do you think your parents or guardians would feel about you using marijuana	Marijuana (n=6,293)
Strongly disapprove	84%
Somewhat disapprove	5%
Neither approve nor disapprove	6%
Somewhat approve	2%
Strongly approve	3%



Lock It Up Project

Evaluation Report FY2016/17



California
Health Collaborative

September 2017

Contents

Introduction	2
Evaluation Approach	2
Description of Activities	3
Characteristics of Population Reached	5
Project Activities & Outcomes	6
Lock It Up Project Coalition	7
Lock It Up Youth Coalitions.....	8
Prescription Drug Prevention Education	11
Town Hall Meetings	13
Community Outreach.....	14
Peer Education Program	15
Parent & Adult Education	16
Pharmacy Initiative.....	17
Lock It Up. Clean It Out. Drop It Off. Initiative	18
Progress Toward Program Goals & Objectives	19
Implementation Objectives	19
Outcome Goals	21
Lock It Up Project Summary	22
Successes	22
Challenges	23
Next Steps	24
Attachments	25

Figures & Tables

Figure 1 Map of LIU Project Activities (2016/17)	5
Figure 2 Demographic Characteristics of Individuals Reached (2016/17)	6
Figure 3 Current Misuse of Prescription & OTC Drugs (2016/17 Baseline).....	21
Figure 4 Lifetime Misuse of Prescription & OTC Drugs (2016/17 Baseline).....	22
Table 1 LIU Project Activities & Participants (2016/17).....	4
Table 2 Too Good for Drugs Curriculum Implementation (2016/17)	11
Table 3 Status of LIU Target Process Outcomes for 2016/17	20

The Lock It Up Project addresses the issue of youth prescription and over-the-counter drug abuse.

Introduction

In 2016, the California Health Collaborative (CHC) Lock It Up Project (LIU) received a four-year grant from the Fresno County Department of Behavioral Health, Substance Use Disorder Services (DBH-SUD Services) to implement prevention-related activities throughout the County, with the specific goal of reducing misuse of prescription drugs among youth and young adults ages 10 to 25. The LIU Project represents a comprehensive prevention approach to addressing the issue of prescription drug abuse among teens and young adults, using strategies that include various forms of prevention education, community-based outreach, environmental processes, and information dissemination. LIU is designed to increase awareness of the risks and consequences associated with the misuse of prescription and over-the-counter drugs by educating youth, young adults, parents, pharmacies, and medical professionals about the issue. The long-term objective of LIU is to reduce the lifetime use of prescription drugs among youth by 5% by June 30, 2020.

At the onset of the project, Fresno County DBH-SUD Services contracted with LPC Consulting Associates, Inc. (LPC) to evaluate the LIU Project's efforts as well as the County's overall initiative. The evaluation data presented in this report reflects the process and outcome results from the first year of funding (FY2016/17). Designed as a standalone status report for the Lock It Up Project, this document includes information on the evaluation approach, demographic characteristics of individuals reached, project activities, and progress toward project goals and objectives.

Evaluation Approach

The evaluation approach for LIU is part of the broader prevention program evaluation for Fresno County DBH-SUD Services and includes both process and outcome findings that address the countywide prevention initiative. During the previous grant cycle (2010-2015), LPC staff worked in collaboration with California Health Collaborative (CHC) staff to identify data collection, analysis, and reporting needs that were LIU program specific. Based on these needs, LPC designed a comprehensive data collection and reporting system tailored to the project, which included a battery of tools and a database to support the evaluation and facilitate analysis of all data collected by LIU staff.

At the onset of the current grant cycle (2016-2020), LPC shifted the evaluation focus to a County-level approach, designing and implementing a standardized countywide survey (the Fresno County Student Insights Survey) to collect trend data from all 8th, 9th, and 11th grade students in the schools receiving prevention services. This survey allows the evaluation to measure prescription drug prevention outcomes identified in the 2015 Strategic Prevention Plan (SPP), and to understand changes in behavior related to Fresno County's prevention efforts. To develop the standardized tool, LPC worked closely with the prevention providers and Fresno County DBH-SUD Services staff and incorporated modified items from the

Evaluation efforts included:

- Standardized countywide survey
- Tracking of LIU Project activities & implementation
- Observation of LIU Project events
- Focus group with LIU Youth Coalition members
- Interview with LIU Project staff

California Healthy Kids Survey (CHKS). The final survey includes questions related to substance use behavior and attitudes to track change over the course of program implementation. Prevention providers collected baseline survey data at 16 schools during 2016/17, and providers will administer the survey at these same schools on an annual basis moving forward. In total, **6,397** surveys were collected (a 46% response rate based on student enrollment), which were entered and analyzed by LPC. Quantitative analysis consisted of totals, averages, and percentage calculations to measure the prescription drug prevention outcomes identified in the 2015 SPP (see Attachment for baseline survey results).

In addition to the countywide survey, LIU used several data collection tools previously and newly developed by LPC to track project implementation, describe participants, and measure immediate outcomes. These tools facilitated CHC staff recordkeeping to address the process component of the evaluation, and provided the basis for telling the story of LIU prevention efforts. LIU continued to utilize the Microsoft Access database to enter and house the information collected by the project via the paper-based forms. After each fiscal quarter, LIU submitted the database to LPC for data analysis and presentation of summary data in a quarterly data dashboard. Data from the project database, as well as data collected through CalOMS PV¹ are included in this evaluation report.

To collect an additional layer of information about project implementation, LPC staff attended and observed LIU Coalition Meetings and other project events throughout the year. The evaluator conducted a focus group with LIU Youth Coalition members at Firebaugh High School, to learn about youths' experiences in and feedback about the program. LPC also interviewed LIU staff at the end of the fiscal year to gain a deeper understanding of project activities and to elicit feedback regarding successes, challenges, and next steps. Taken together, this qualitative data provided a description of project activities, as well as a context for the evaluation findings. This information is integrated throughout the report and summarized in the final section.

Description of Activities

The Lock It Up Project included one-time activities such as town hall meetings, educational presentations, and outreach at community events, as well as reoccurring activities that included in-classroom prevention curriculum, youth coalitions, and a peer education program. While the recurring services were more intensive and occurred regularly during a given timeframe, the other activities were "one-touch" to reach a broader audience with prevention messaging. During the first year of implementation, LIU conducted a total of 369 activities, reaching 16,590 Fresno County residents (see Table 1). A majority of these (216) were single events, while 153 were recurring activities.

¹ CalOMS PV- The California Outcomes Measurements System (CalOMS) Prevention (PV) is a data collection system used to report prevention program information to the California State Department of Healthcare Services.

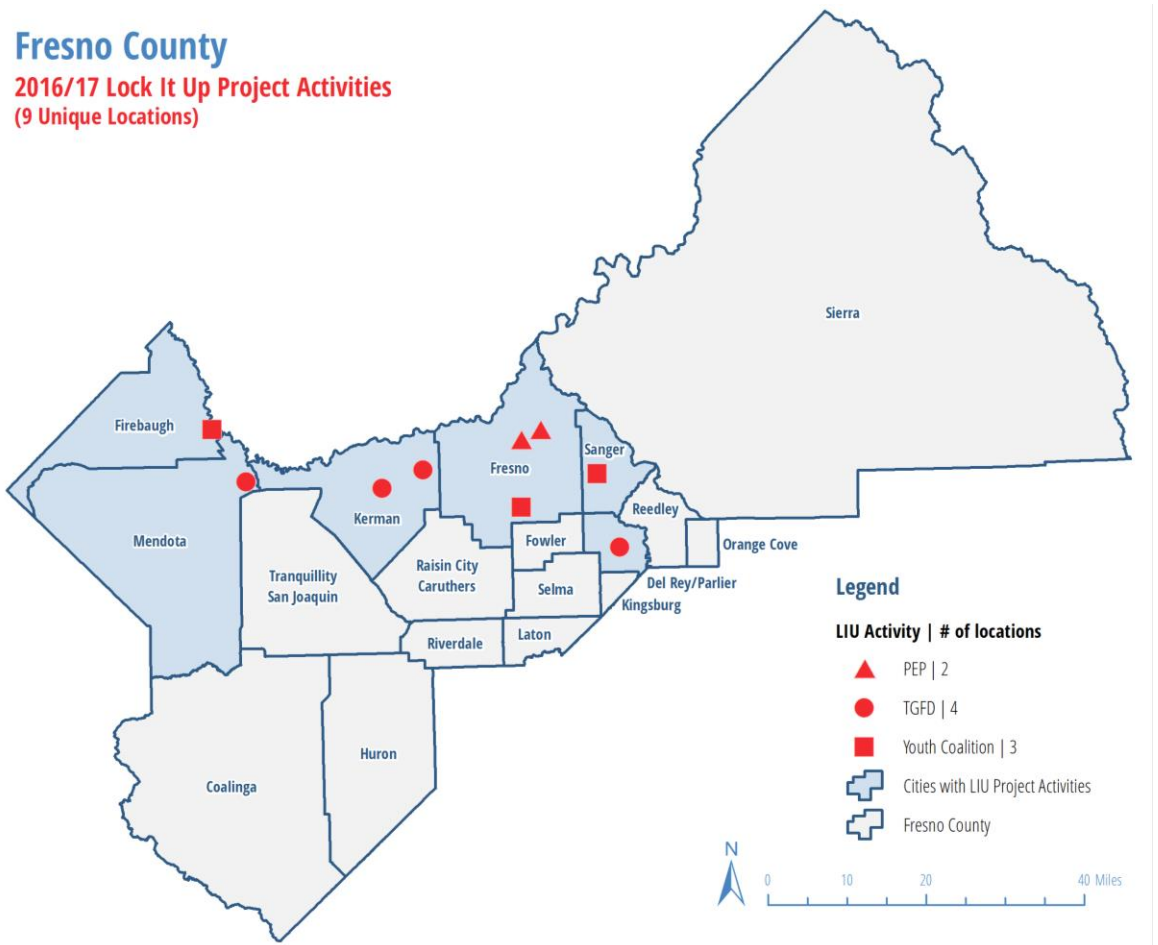
LIU conducted
368 activities
in FY2016/17,
reaching
16,590 Fresno
County
residents.

Table 1 | LIU Project Activities & Participants (2016/17)

Project Activities	Total Activities	Total Participants
All Activities Total	369	16,590
Recurring Activities	153	1,065
Peer Education Program Fall Semester CSU Fresno/Fresno City College	4	17
Peer Education Program Spring Semester CSU Fresno/Fresno City College	4	21
Peer Education Program Spring Semester California Health Sciences University	3	10
Too Good For Drugs Central West HS	8	240
Too Good For Drugs Kerman HS	21	334
Too Good For Drugs Mendota HS	10	167
Too Good For Drugs Parlier HS	10	210
Youth Coalition Firebaugh HS	34	20
Youth Coalition Sanger Union HS	24	8
Youth Coalition Silas Bartsch MS	32	25
Other Educate Fresno County	3	13
Single Event Activities	216	15,525
Community Event	125	13,006
Educational Presentation	82	2,274
Medical Provider Presentation	1	40
Town Hall Meeting	4	147
Other In-Service Training	4	58

The following map (Figure 1) depicts the location of LIU's recurring activities (including the Too Good for Drugs curriculum, the Peer Education Program, and youth coalitions) across Fresno County. With these services, LIU reached six communities, including the City of Fresno, Firebaugh, Mendota, Kerman, Sanger, and Parlier.

Figure 1 | Map of LIU Project Activities (2016/17)



LIU's recurring project activities reached 6 communities: The City of Fresno, Firebaugh, Mendota, Kerman, Sanger, and Parlier.

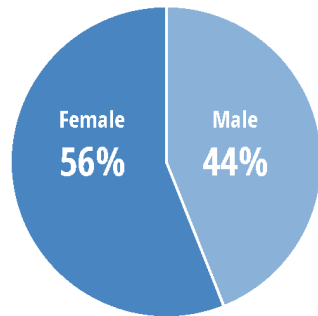
Characteristics of Population Reached

The evaluation was sensitive to the need to document and describe individuals who participated in all LIU activities. Figure 2 displays the demographic characteristics of the 16,590 individuals reached by LIU during the first year of implementation. Those participating in recurring activities (i.e., Too Good for Drugs curriculum, youth coalitions, Peer Education Program) were mostly Latino (69%) and between the ages of 12 and 17 (94%), reflecting the ages targeted in the 2015 SPP. Single event activities reached all age groups – 42 percent of participants were school-aged youth 5 to 17 years old, and 59 percent were adults age 18 and over.

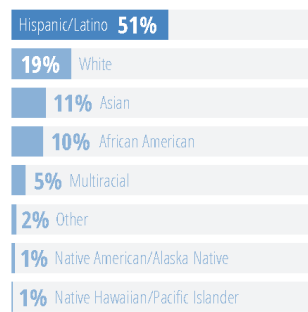
Figure 2 | Demographic Characteristics of Individuals Reached (2016/17)

All Activities | 16,590

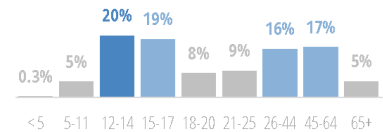
Gender



Race/Ethnicity

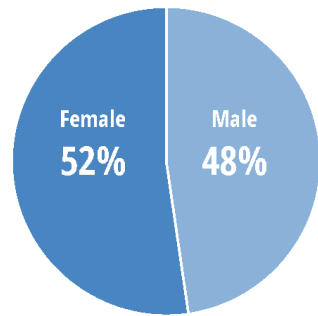


Age

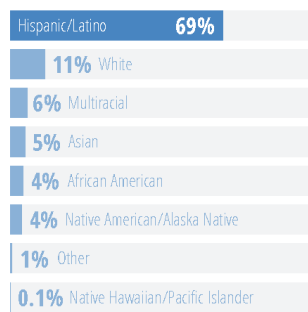


Recurring Activities | n=1,065

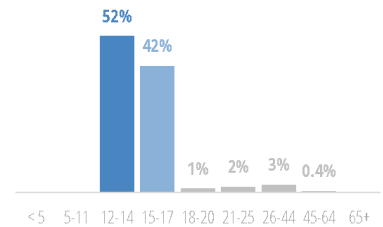
Gender



Race/Ethnicity



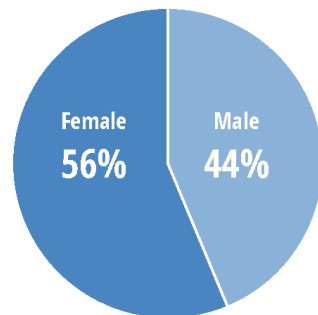
Age



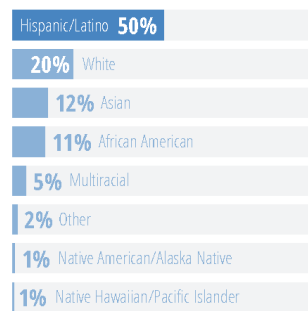
Single Event Activities* | n=15,525

*Demographic information based on staff observation estimates.

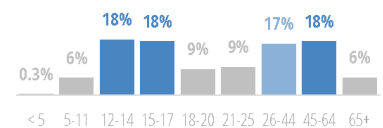
Gender



Race/Ethnicity



Age



Project Activities & Outcomes

During the first project year, LIU implemented a range of activities across Fresno County to prevent prescription drug misuse through community-based outreach, prevention education, environmental processes, and information dissemination. Using these strategies, the project conducted nine (9) major activities with the objective of reducing the misuse of

prescription and over-the-counter drugs among youth and young adults. These activities included:

- Lock It Up Coalition
- Lock It Up Youth Coalitions
- Prescription Drug Prevention Education
- Peer Education Program
- Town Hall Meetings
- Outreach at Community Events
- Parent & Adult Education
- Pharmacy Initiative & Medical Provider Education
- Lock It Up, Clean It Out, Drop It Off Initiative

Lock It Up Project Coalition

The LIU Coalition serves in an advisory capacity and supports efforts to incorporate prescription drug abuse prevention activities within existing services in Fresno County. The stated goal of the group is to “convene a diverse coalition that assists with the integration of Lock It Up Project services in reducing the abuse of prescription and over-the-counter drugs among youth ages 10-25 in Fresno County.” By convening different sectors of the community, LIU aims to develop collaboration among individuals and organizations with the expertise and connections that can support the development and improvement of Project efforts.

During the first grant year, the LIU Coalition met quarterly (4 times), with one of the four meetings serving as a joint convening to bring together PATH Advisory Board members with LIU Coalition members. Representatives from **30** different agencies and organizations attended at least one LIU Coalition meeting in FY2016/17. Coalition members included:

- Bullard Pharmacy
- California Health Collaborative
- California Youth Outreach
- Central California Recovery, Inc.
- Clovis Police Department
- Community Youth Ministries
- Congressman Valadao’s Office
- Eleventh Hour Treatment Program
- Fresno County Department of Behavioral Health, Substance Use Disorder Services (DBH-SUD Services)
- Fresno County Department of Public Health (DPH)
- Fresno County Office of Education
- Fresno County Sheriff’s Office
- Fresno District Attorney’s Office
- Fresno Economic Opportunities Commission, Head Start
- Fresno Police Department
- California State University, Fresno
- Fresno Survivors of Suicide Loss
- Fresno Unified School District
- Kings Canyon Unified School District
- Kings View Behavioral Health Systems
- Orange Cove Police Department
- Reedley Police Department
- Sanger Police Department
- Somerford Place of Fresno
- The Boys & Girls Clubs of Fresno County
- Transitions Children’s Services
- Tulare Police Department
- U.S. Attorney’s Office
- United Health Centers
- Youth Leadership Institute

At Coalition meetings, members engaged in several activities in support of LIU. The meetings served as a time to share updates about LIU Project activities and the Lock It Up, Clean It Out, Drop It Off Initiative (a prescription drug drop box project that is incorporated into the Coalition meetings). Each Coalition meeting involved a discussion or presentation on a topic related to prescription drug prevention. In 2016/17, special topics included an expert panel

discussion and “Q&A” session, a presentation about the Central Valley Opioid Safety Coalition (CVOSC), a member highlight of a local assisted living agency, and a full group discussion of how to enhance LIU town hall meetings and improve collaboration with law enforcement and parents. At the conclusion of the Coalition meetings, members had the opportunity to share their own updates to keep the group abreast of community events and opportunities for cross-collaboration.

Lock It Up Project Coalition	
2016/17 Implementation Goal	Status
Recruit 15 adult professionals representing varied disciplines and community sectors	LIU exceeded this goal, recruiting representatives from 30 agencies and organizations to participate in the LIU Coalition.

Lock It Up Youth Coalitions

In FY2016/17, LIU created and maintained youth coalitions in three communities in Fresno County to provide leadership development opportunities for youth, increase knowledge and awareness of prescription drug misuse, and promote a drug-free lifestyle. The coalitions met on a regular basis throughout the year, supporting young people to create, plan, and implement their own prescription drug prevention campaigns. LIU convened the youth coalitions at the following three schools during the first grant year:

- Firebaugh High School (**20** members and **34** meetings)
- Sanger Union High School (**8** members and **24** meetings)
- Silas Bartsch Middle School (**20** members and **32** meetings)

Taken together, these three coalitions met a total of 90 times. During coalition meetings youth received training on community outreach and event planning. They also participated in the Educate Fresno County (EFC) training, a six-lesson curriculum designed by the LIU Project to prepare participants to serve as educators and mentors to young people. Once trained, coalition members planned and implemented campaigns to educate their peers and community about prescription drug abuse prevention. Each of these campaigns is described below.

Sanger High School Youth Coalition

The Sanger High Youth Coalition consisted of eight members and met 24 times during the year. Despite being the newest youth coalition, members developed an impactful prevention campaign using the slogan “Pop Positivity, Not Pills.” Students designed posters depicting the slogan and displayed them around campus. During Red Ribbon Week, the Coalition enacted a social norms campaign “Abusing Pills, Are You



▲ Pop Positivity, Not Pills campaign poster

for Reals?” For this campaign, members hosted a table during lunch to educate other students about the dangers of prescription and over-the-counter drug misuse. Lastly, this group created a short educational video on the dangers of taking other people’s stimulant medication and techniques to increase study skills without the use of prescription drugs. LIU staff are continuing recruitment efforts to grow the Sanger Youth Coalition for the 2017/18 school year.



▲ Campaign tabling at lunch | Sanger High Youth Coalition

Silas Bartsch Middle School Youth Coalition



LIU also convened a youth coalition at Silas Bartsch Middle School in the City of Reedley. This coalition consisted of 20 members who met a total of 32 times during the first grant year. For their prevention project, youth developed and launched a week-long campaign where youth hung posters and hosted tabling activities on campus to educate their peers and raise awareness of the issues surrounding

prescription drugs. The Silas Bartsch Coalition also produced a short video describing the proper way to dispose of prescription medication, and participated in community events to educate the Reedley public about the issue.

Firebaugh High School Youth Coalition

The Firebaugh Youth Coalition consisted of 20 youth who met 34 times during the year. This long-standing group participated in several drug prevention campaigns and activities during the year. In addition to meeting weekly, the students hosted a table in front of the cafeteria during Red Ribbon Week – attracting other students with a game, and then speaking to them about how to properly dispose of medications.

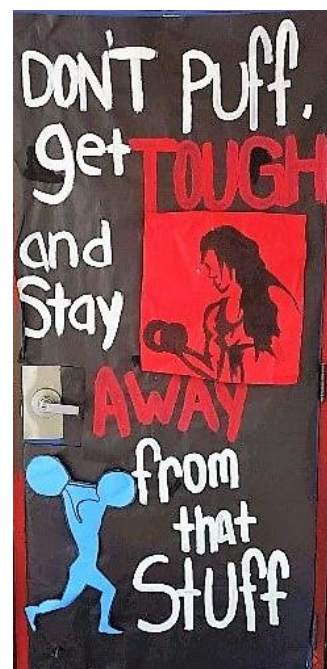


▲ Campaign tabling at lunch | Firebaugh High Youth Coalition

In addition, the group planned and implemented a classroom door decoration context, where students designed posters about reasons not to use drugs (some poster slogans included “It’s Not Rocket Science – Fly Above the Influence and Say No to Drugs” and “Don’t Puff, Get Tough, and Stay Away from that Stuff”). The Coalition was also active in outreach

and prevention efforts around Firebaugh. To coincide with Red Ribbon Week, Coalition members planned and implemented a campaign to educate the community about the proper disposal of prescription medications and the consequences of misusing these substances. For the campaign, youth posted flyers around the community in public, high-traffic locations such as churches and stores. The Coalition broadened its reach outside the school by speaking with community members at public events and gatherings.

The FY2016/17 LIU evaluation included a focus group with nine Firebaugh High School Youth Coalition members to learn more about how the group impacts youth. Focus group findings indicate that youth gained important knowledge and skills from participating in the Coalition. Members reported they learned how to properly dispose of unused medications and how to approach, help, and refer someone who has an issue with misusing prescription drugs. The youth reported that they are now comfortable speaking to others about the effects of prescription drug addiction, and have studied the statistics about misuse among youth.



▲ Campaign poster

One thing that I got out of this [Coalition] is being able to approach someone and explain what you do and how maybe your advice can help them out or a family member. – Firebaugh High School Youth Coalition member

I thought it was just us teenagers [abusing prescription drugs], but it's not just us – its younger generations like ages 12 and below. – Firebaugh High School Youth Coalition member

Before we covered [prescription drug] disposal, I thought you could throw it away like any piece of trash. But no, you have to do it a certain way. – Firebaugh High School Youth Coalition member

Several students mentioned that an added benefit of the Coalition is that the group serves as a support system for members, where everything is confidential and “we can talk about the actualities of high school and what to do and what to avoid.” Another Coalition member described the group as “a bit of a safe haven.”

Overall, focus group findings show that students in the Youth Coalition are positively impacted by their involvement, and are empowered to address substance use issues within their community. They believe their efforts have brought about greater awareness of the issue within their school, and that other students are more informed about the harms of prescription drugs because of Coalition activities.

LIU staff describe the Firebaugh Youth Coalition as one of the primary successes of the Project, due to its long-standing history, and the fact that the group has retained student members throughout all four years of their high school careers. Since many of the core group were graduating seniors in 2016/17, LIU staff is preparing to recruit a new cohort of students at Firebaugh High School in the upcoming year to keep the Coalition thriving.

Lock It Up Youth Coalitions	
2016/17 Implementation Goal	Status
Recruit 10-15 youth from Reedley, Sanger, and Firebaugh to participate in a youth coalition	LIU nearly met this goal, with 20 students from Reedley, 20 students from Firebaugh, and 8 students from Sanger participating in LIU Youth Coalitions
Youth will create 1 media/educational project, participate in 3 activities on school campus, and complete Educate Fresno County (EFC) training	LIU met this goal, with each of the 3 youth coalitions conducting a group prevention project on campus and participating in EFC training

Prescription Drug Prevention Education

Another component of LIU’s approach to prevention is providing education about prescription drug misuse through the implementation of the classroom-based prevention curriculum Too Good for Drugs, and during one-time educational presentations with youth audiences.

Too Good for Drugs

Too Good for Drugs (TGFD) is an evidence-based prevention program for students in kindergarten through 12th grade, with a specialized high school curriculum for grades 9 through 12. This 10-lesson program is multifaceted and interactive, using a universal education strategy to deliver instruction on social and emotional competencies, thereby reducing risk factors and enhancing protective factors that affect students.

During the first grant year, LIU taught TGFD to all 9th grade students in four high schools, delivering the curriculum a total of 49 times and reaching 819 students. Table 2 displays the schools served and the number of youth reached with drug prevention programming and messages related to healthy decision making.

Table 2 | Too Good for Drugs Curriculum Implementation (2016/17)

School	Total Programs Taught	Total Lessons Taught	Total Youth Reached
Central West High School	8	80	240
Parlier High School	10	100	210
Kerman High School	21	210	202
Mendota High School	10	100	167
TOTAL	49	490	819

Because FY2016/17 was the first year LIU worked directly with schools to implement a classroom-based curriculum, staff encountered scheduling challenges at several of the targeted schools. Unfortunately, some schools were slow in selecting dates for the program, which resulted in overlapping curriculum implementation. Because of this, staff were required to administer the curriculum at four school sites during a span of two months.

Despite challenges, LIU staff considered TGFD one of the primary successes of the project in the first year, as it allowed LIU to provide in-depth information directly to students in the classroom, an approach that had not been employed before. Moving forward, staff anticipate that next year’s programming will unfold more smoothly as they will work with the same schools and can request dates at the onset of the school year in order to better spread out the services. Next year, LIU staff also plan to explore the possibility of modifying some of the scenarios in the TGFD curriculum to make them more culturally relevant to Fresno County youth without compromising the evidence-based content.

Educational Presentations

To educate youth about the effects of prescription drug abuse and increase their awareness about the scope of the problem, the LIU Project implemented one-time educational presentations. These one-hour presentations provided up-to-date information about the dangers and consequences of misuse, dispelled myths related to prescription drugs, taught refusal skills, and informed youth about the resources available for dealing with substance use issues. LIU conducted 45 educational presentations in Fresno County during year one, reaching 1,804 youth and young adults.

A new component in FY2016/17 was LIU’s development of the Building Blocks educational presentation geared toward youth ages 10 to 12, to reach this target population outlined in the Strategic Prevention Plan. This presentation is based on the 40 developmental assets, and focuses on five of the assets related to preventing substance use, such as how to recognize a good friend and the importance of role models. To engage this age group, the presentations were designed to be fun and interactive, and help younger kids think about the “building blocks” of life that could help prevent substance use in the future.

Prescription Drug Prevention Education	
2016/17 Implementation Goal	Status
Implement TGFD in Parlier USD, Fresno USD, and Mendota USD	LIU exceeded this goal, implementing TGFD in four school districts, including Fresno USD, Parlier USD, Kerman USD, and Mendota USD
Conduct 10-15 one-time presentations targeting middle school, high school, and college age youth	LIU exceeded this goal, conducting 45 educational presentations reaching 1,804 youth and young adults

Through town hall meetings, LIU can provide education and promote awareness of prescription drug abuse on a wide scale.

Town Hall Meetings

Town hall meetings are used to bring the community together so that LIU can provide education on and promote awareness of prescription drug abuse issues. During FY2016/17, LIU hosted four town hall meetings: two at California State University, Fresno (totaling 71 attendees), one in the City of Parlier (18 attendees), and one at Central West High School in the City of Fresno (48 attendees). Altogether, LIU reached **137** community members at town hall meetings during the first project year.

Presenters at the town hall meetings included CHC staff, local professionals, law enforcement personnel, and staff from youth serving agencies. To address the issues unique to different audiences, each town hall had separate breakout sessions for parents and for youth. In general, town hall discussions focused on the following topics:

- Statistics about the incidence and prevalence of prescription drug misuse
- The physical and legal consequences of prescription drug abuse
- How to identify prescription drugs
- Safeguarding and proper disposal of prescription medication
- How to talk with youth about prescription drug abuse
- The importance of early education for prescription drug misuse prevention

For the first time in FY2016/17, LIU coordinated up to ten resource tables for each town hall meeting, engaging prevention provider partners such as PATH and YLI to conduct outreach and provide community resources related to substance use. The PATH Project also contributed to the meetings by presenting data related to the increasing issue of marijuana use among youth.

Town Hall Survey Results

To learn more about the immediate impact of town hall meetings, Lock It Up staff administered a parent survey and a youth survey after several town hall meetings. Survey results from the town hall at Central East High School show that both youth and parents learned important information during the event. Overall, 75 percent of youth (n=16) and 83 percent of parents (n=23) “agreed” or “strongly agreed” that they had much more information about drug use after listening to the presentation. A clear majority (87%) of parents felt more comfortable talking with their children about drugs after the meeting and had more knowledge about resources available for drug use prevention, while 78 percent said they would share the information they learned with others and plan to talk to their children about the meeting.

Youth had similar positive responses. After the town hall, 88 percent were more aware of the consequences of drug use, 88 percent planned to share the information they learned with others, 81 percent agreed that they are less likely to abuse drugs after the event, and 88 percent reported that they now know where to seek services for prescription drug issues if needed.

LIU reached 13,006 residents through 125 community events throughout Fresno County.

Town Hall Meetings	
2016/17 Implementation Goal	Status
Conduct two town hall meetings in the communities of Parlier and Fresno	LIU exceeded this goal, conducting 4 town hall meetings, one in Parlier and three in the City of Fresno, to share information about prescription drug abuse and the LIU program

Community Outreach

To educate the public about prescription drug misuse, the LIU Project provided outreach at community events throughout Fresno County. During the first year, staff participated in a total of 125 events reaching 13,006 community members (including youth, young adults, parents, and professionals) with information about prescription drug abuse.

Outreach efforts included hosting a table displaying educational materials and offering resources related to prescription drug misuse. The type of events attended by Project staff varied and were located at several venues across Fresno County. The following list provides examples of the types and locations of these community events:

Types of Events

- Back to School Nights
- Career and resource fairs
- Conferences and symposiums
- Health and wellness fairs
- Holiday events and festivals
- Prevention-related community events
- Red Ribbon Week events
- Cultural and family events

Locations of Events

- Community and cultural centers
- Colleges and Universities
- Faith-based sites
- Health centers
- Elementary, middle, and high schools
- Multi-unit housing communities
- Recreational parks
- Stores and shopping centers
- Youth centers and senior centers

At the community events, LIU Project staff disseminated 15,700 promotional items, brochures, flyers, and posters. Materials were distributed in English, Spanish, and Hmong in an effort to reach different cultural groups.

The Peer Education Program provides training to college students about the dangers of prescription drug misuse.

Peer Education Program

LIU staff began the Peer Educator Program (PEP) in 2012 as an effort to train college students to educate their peers about the dangers of prescription drug misuse. During the semester-long program, these young adults learn about prescription and over-the-counter drugs, receive training on how to host prevention-related community events, and develop and deliver presentations to various audiences. The program is designed to cultivate young drug prevention advocates who will raise awareness on college campuses, speak with their peers about prescription drug issues, and become resources for linking individuals to community services related to substance use.

During FY2016/17, a total of **48** college students participated in the PEP via three different semester-long program cohorts. LIU trained 38 peer educators from Fresno State University and Fresno City College (during the fall and the spring semester) and 10 at California Health Sciences University (CHSU) College of Pharmacy. Based on the training they received, these peer educators created and implemented their own prevention projects, which included planning and hosting town hall meetings at Fresno State University, conducting outreach at community events, and educating other students on campus.

Lock It Up staff identified the Peer Education Program as an ongoing highlight of the Project, especially the mentor component which brings previous PEP participants back to share their knowledge and experience with the current cohort. The new partnership with CHSU also represents an important step in reaching future medical providers with prescription drug prevention education. While in the past LIU struggled with accessing this target group, the subcontract with CHSU allows the Project to engage providers early in their schooling. The hope is when medical students are aware of the problem, they will practice caution when prescribing medications, educate their patients about safe storage and disposal, and help prevent misuse of these substances when they become full-fledged healthcare providers.

Peer Education Program	
2016/17 Implementation Goal	Status
Recruit 8-10 students from CSU Fresno and from Fresno City College to participate in the Peer Education Program	LIU exceeded this goal , engaging 48 students from three Universities as participants in the Peer Education Program
Subcontract with California Health Sciences University for expansion of Peer Education Program	LIU met this goal , subcontracting with and providing training to CHSU to expand the PEP

Parent & Adult Education

To inform parents and other adults about the effects of prescription drug misuse and increase awareness about the scope of the problem, LIU staff conducted one-time educational presentations. During FY2016/17, LIU delivered 36 educational presentations, reaching 470 parents and adults in the Fresno community. The presentations included an overview of prescription drugs, up-to-date statistics on prescription drug misuse and trends, information on the types of prescription and over-the-counter medications commonly used, the consequences of misuse, how to safely store and dispose of medication, and resources available to families. Afterwards, parents can apply what they learned at home by locking up their medications, talking with their teens, or sharing the information with other adults. Through these presentations, LIU aims to equip parents with the tools to prevent misuse and keep their families safe.



▲ Parents attend a LIU educational presentation

LIU staff reported the parent education component of the Project was one of the most effective activities in year one, noting that these settings allowed parents to share their own experiences, engage in open discussions, and make connections with other parents. Anecdotal information from LIU staff suggests that parents are indeed taking action because of the information they learn in the presentations. “[Parents] will say, ‘I went out and got a lock box’ and tell us that they started talking to their kids about prescriptions drugs and were surprised their kids knew about it,” said a LIU staff member. Next year, as a result of partnerships forged with local housing authorities, LIU plans to schedule parent presentations at multi-unit housing complexes in order to expand services to these residents.

Parent & Adult Education	
2016/17 Implementation Goal	Status
Provide 15 trainings to parents and/or adults, reaching a total of 80 participants	LIU exceeded this goal, conducting 36 educational presentations reaching 470 parents and adults

Pharmacy Initiative

Another prevention strategy employed by the LIU Project included partnering with local pharmacies to address prescription drug misuse. Starting in 2010, LIU has engaged pharmacies across Fresno County to educate consumers about the harms of prescription drug abuse. This component of the Project aims to leverage the credibility of pharmacists as individuals trusted for advice and their access to members of the public who take prescription medication.

As part of the collaboration, LIU invites pharmacies to sign a Memorandum of Understanding (MOU) to formalize the partnership agreement. This MOU sets forth the basic guidelines under which LIU and each pharmacy plan to work together to raise awareness about the risks and consequences associated with prescription drug misuse. The MOU states that each pharmacy will:

1. **Include a notice or flyer** provided by LIU with every prescription filled, informing customers about the risks and prevalence of painkiller use by teens, steps to take to ensure the safe storage of prescription drugs, and referral information for treatment;
2. **Post educational posters** provided by LIU project and consumer surveys in the lobby and point-of-sale section of the pharmacy;
3. **Display and sell special medicine “lock boxes”** at discounted prices in coordination with LIU project; and
4. **Participate in at least one workgroup** to increase opportunity for cooperative and effective services.

While no new pharmacies joined the program during FY2016/17 (and two pharmacies that were previously part of the initiative closed), staff continued to make quarterly visits to the 26 existing pharmacy partners in order to provide educational flyers. As part of this initiative, LIU also conducted an educational presentation for future healthcare providers at the CHCS School of Pharmacy, reaching 40 medical school and pharmacy school students on the path to becoming healthcare providers. A positive program development in FY2016/17 was community outreach conducted by Rite Aid, where they shared the LIU safe disposal materials with the public. In addition, two 24-hour Walgreens stores in the City of Fresno established safe disposal receptacles. While Walgreens has not agreed to participate in the LIU pharmacy initiative yet, these two additional drop sites add to the number of locations that Fresno residents can utilize for safe disposal.



Overall, LIU staff noted that establishing a formal MOU with a chain pharmacy continues to be a challenge due to corporate red tape, although LIU maintains an informal agreement with four Rite Aid stores in the County. In the upcoming year, LIU plans to leverage its relationship with the CHSU College of Pharmacy to approach a potential partnership with CVS Pharmacies, as CHSU currently has grant funding from CVS Health to launch a pharmacy career pathways program for high school youth.

Pharmacy Initiative	
2016/17 Implementation Goal	Status
Recruit one chain pharmacy to participate in the LIU Pharmacy Initiative	LIU did not meet this goal, as engaging chain pharmacies in the program was challenging due to corporate restrictions
Provide quarterly visits to 28 participating pharmacies to distribute safe disposal flyers and educational materials	LIU met this goal, visiting each of the 26 pharmacies in the program quarterly to distribute flyers and materials educating customers about safe disposal
Provide 1-2 educational presentations for future medical providers	LIU met this goal, providing one training for 40 future medical providers at the CHCS School of Pharmacy

Lock It Up. Clean It Out. Drop It Off. Initiative

Continuing a project started by the United Way of Fresno Women’s Initiative, LIU maintained the Lock It Up. Clean It Out. Drop It Off. Initiative as a component of its Coalition meetings during FY2016/17. As of June 2017, there were ten prescription drug drop box locations in Fresno County at the following law enforcement agency locations:

- Clovis Police Department
- Coalinga Police Department
- Fresno Sheriff’s Office
- Fresno Police Department
- Mendota Police Department
- Parlier Police Department
- Orange Cove Police Department
- Reedley Police Department
- Sanger Police Department
- Selma Police Department

To track the volume of prescription drugs deposited in the boxes, participating law enforcement agencies agreed to weigh the deposits and report the amount collected. LIU staff made quarterly site visits to the law enforcement agencies in order to provide them with brochures and flyers about the drop box program, and collect data about the volume of drugs received. During FY2016/17 the sites collected a reported 3,145 pounds of prescription drugs in the drop boxes.

Staff reported that the drop box program has reached a “plateau,” as expanding into new areas is challenging due to a lack of local government funding. For example, the Kerman Police Department expressed interest in establishing a drop box site, but needed financial backing from the city in order to fund the program. While LIU is supporting the police department’s efforts, negotiations with the city are ongoing and the process is likely to be

lengthy. LIU staff have encountered similar challenges in other jurisdictions that do not yet have a drop box. While LIU plans to continue seeking opportunities to expand the program, staff have observed that “almost every other community that wants a drop box, has one.”

Lock It Up. Clean It Out. Drop It Off. Initiative	
2016/17 Implementation Goal	Status
Continue to convene the workgroup of community stakeholders	LIU met this goal by maintaining the Lock It Up, Clean It Out, Drop It Off Alliance as a component of the LIU Coalition meetings.
Collect and report the amount of prescription drugs collected at participating drop box sites	LIU met this goal, gathering data indicating the drop sites collected a total of 3,145 pounds of prescription drugs in 2016/17
Expand collection sites to 1-2 communities in Fresno County	LIU did not meet this goal, as challenges related to funding halted the expansion of the program in at least one community

Progress Toward Program Goals & Objectives

Progress toward LIU Project goals includes both process measures (activities implemented) as well as prescription drug-related outcomes outlined in the 2015 Fresno County Strategic Prevention Plan. This section includes a description of progress toward these goals, in terms of the status of implementation targets as well as baseline survey data related to the overarching program outcomes.

Implementation Objectives

The scope of work for the LIU Project outlines several implementation targets for each of the nine major activities undertaken. Table 3 displays the targets for FY2016/17 and the status of each at the conclusion of the grant year. In all, LIU met or exceeded 14 of the 16 implementation objectives in FY2016/17.

At the end of FY2016/17, LIU met or exceeded 14 of the 16 implementation goals across its nine major activities.

Table 3 | Status of LIU Implementation Objectives for 2016/17

Activity	2016/17 Implementation Objective	Status
Lock It Up Project Coalition	Recruit at least 15 adult professionals representing varied disciplines and community sectors to form the Board	EXCEEDED Recruited representatives from 30 agencies & organizations to participate in the LIU Coalition
Lock It Up Youth Coalitions	Recruit 10-15 youth from Reedley, Sanger, and Firebaugh to participate in a youth coalition	MET Recruited 20 students from Reedley, 20 students from Firebaugh, and 8 students from Sanger participating in LIU Youth Coalitions
	Youth will create 1 media/educational project, participate in 3 activities on campus, and complete EFC training	MET Each of the 3 youth coalitions conducted a group prevention project on campus & participated in EFC training
Prescription Drug Prevention Education	Implement TGFD in Parlier USD, Fresno USD, and Mendota USD	EXCEEDED Implemented TGFD in 4 school districts, including Fresno USD, Parlier USD, Kerman USD, and Mendota USD
	Conduct 10-15 one-time presentations targeting middle, high school, and college age youth	EXCEEDED Conducted 45 educational presentations reaching 1,804 youth & young adults
Town Hall Meetings	Conduct 2 community town hall meetings in the communities of Parlier and Fresno	EXCEEDED Conducted 4 town hall meetings, 1 in Parlier & 3 in the City of Fresno
Community Outreach	Provide outreach activities throughout Fresno County	MET Attended 125 community events, reaching over 13,000 members of the public
Peer Education Program	Recruit 8-10 college students from CSU Fresno and Fresno City College to participate in the PEP	EXCEEDED Engaged 48 students from 3 Universities as participants in the PEP
	Subcontract with CHSU for expansion of the PEP	MET Subcontracted with & provided training to CHSU students to expand the PEP
Parent & Adult Education	Provide 15 trainings to parents/adults reaching a total of 80 participants	EXCEEDED Conducted 36 educational presentations reaching 470 parents and adults
Pharmacy Initiative	Recruit one chain pharmacy to participate in the LIU Pharmacy Initiative	DID NOT MEET Efforts to engage chain pharmacies in the program was challenging due to corporate restrictions
	Provide quarterly visits to 28 participating pharmacies to distribute flyers and educational materials	MET Visted each of the 26 pharmacies in the program quarterly to distribute flyers & materials educating customers about safe disposal
	Provide 1-2 educational presentations for future medical providers	MET Provided 1 training for 40 future medical providers at the CHSU School of Pharmacy
Lock It Up, Clean It Out, Drop It Off Initiative	Continue to convene the workgroup of community stakeholders	MET Maintained the Lock It Up, Clean It Out, Drop It Off Initiative as a component of the LIU Coalition meetings
	Collect and report the amount of prescription drugs collected at sites	MET Gathered data indicating the sites collected 3,145 pounds of prescription drugs
	Expand collection sites to 1-2 Fresno County communities	DID NOT MEET Challenges related to funding halted expansion of the program

Outcome Goals

During the first grant year, LIU worked to achieve the short-term outcome outlined in the scope of work, and collected survey data to serve as a baseline for measuring the intermediate and long-term goals moving forward. Each of these goals and the related data is detailed below.

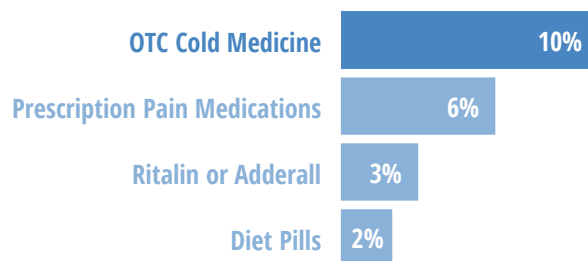
Short-Term Goal | June 2017: Increase participation in campaigns to reduce youth access to prescription and over-the-counter drugs by 5%.

Baseline data from FY2014/15 shows that LIU reached 12,450 individuals with campaigns to reduce access to prescription drugs. In FY2016/17, this number rose to 16,590, representing a 33 percent increase in campaign participation. As such, the LIU project exceeded this short-term goal.

Intermediate Goal | June 2018: 5% reduction in frequency of use of prescription and over-the-counter drugs among high school age youth.

Countywide survey data collected in FY2016/17 will serve as a baseline to measure this intermediate outcome. According to baseline survey results from 8th, 9th, and 11th grade students, current (past 30 days) prescription drug misuse was relatively low. As shown in Figure 3, 10 percent of youth reported misuse of over-the-counter cold medicines (i.e., Tylenol Cough, Sudafed, or Theraflu) in the past 30 days (n=6,307), 6 percent reported misuse of pain medications, tranquilizers, or sedatives such as Vicodin™, Xanax™, or OxyContin™ (n=6,289), 3% reported misusing prescription stimulants such as Ritalin™ or Adderall™ (n=6,295), and 2 percent misused diet pills (n=6,310). Of those who reported misuse in the past 30 days, most (68% or more) had used these substances less than 10 days during that period.

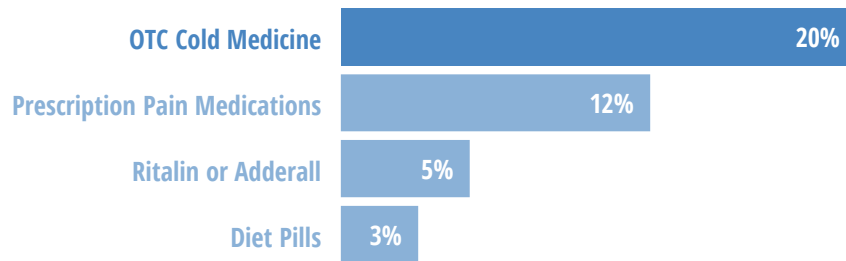
Figure 3 | Current Misuse of Prescription & OTC Drugs (2016/17 Baseline)



Long-Term Goal | June 2020: 5% decrease in the number of youth reporting prescription and over-the-counter drug misuse during their lifetime.

Baseline survey results collected in FY2016/17 show that 12 percent of 8th, 9th, and 11th grade youth had misused prescription pain medications, tranquilizers, or sedatives in their lifetime (n=6,263), while 5 percent had misused prescription stimulants (n=6,265), and 3 percent had misused diet pills (n=6,300). One in five respondents (20%) reported misuse of over-the-counter cold medicines in their lifetime (n=6,277), as displayed in Figure 4.

Figure 4 | Lifetime Misuse of Prescription & OTC Drugs (2016/17 Baseline)



Lock It Up Project Summary

At the end of the first grant year, LPC staff conducted an end-of-year interview with the LIU Project Manager in order to gather qualitative data about the challenges, successes, and next steps for the Project. The following summaries provide an overview of these reflective insights.

Successes

Firebaugh Youth Coalition.

LIU staff highlighted the Firebaugh Youth Coalition as one of the primary successes of the project, due to its long-standing history and the retention of student members throughout all four years of high school. This group was active in developing and implementing numerous prevention campaigns, not only on campus but in the Firebaugh community. Focus group results from this group indicate that members gained important knowledge and skills as a result of their involvement, and that the group served as a support system for life's challenges. Through the Firebaugh Youth Coalition, youth have become influential advocates for prevention in their community.

Implementation of Classroom-Based Curriculum.

Although there were challenges at the onset of implementation, LIU considered the Too Good for Drugs curriculum an important step toward building the Project's capacity to provide in-depth prevention education directly to students in a classroom setting. Staff could deliver the program to four schools in a two-month span, and will return to each of these four schools again during the upcoming year. Staff noted that conducting the TGFDC curriculum allowed them the opportunity to interface with students about the issue and learn more about emerging trends.

Peer Education Program.

Lock It Up staff also identified the Peer Education Program as a major Project success. Specifically, staff noted the effectiveness of the mentor component which brings previous PEP participants back to share their knowledge and experience with the current cohort. In addition, the new partnership with CHSU represented progress toward reaching future medical providers with prescription drug prevention misuse education. While in the past LIU struggled with accessing this target group, the subcontract with CHSU allows the Project to

engage providers early in their schooling so that they are aware of the problem and will help prevent misuse of these substances when they become full-fledged healthcare providers.

Parent Engagement.

Lastly, LIU staff acknowledged that the parent education piece was one of the most effective prevention strategies in year one. The venues for the one-time presentations allowed parents to share their own experiences, engage in open discussions, and make connections with other parents around substance abuse prevention. Anecdotal information from LIU staff indicates that parents act as a result of the information they learn in the presentations, with several parents sharing that they locked up their medications and talked to their children about prescription drugs. These are important components of preventing prescription drug misuse among youth at the household level.

Challenges

Expanding the Lock It Up. Clean It Out. Drop It Off. Initiative.

While the current ten drop box sites participating in this initiative continued to operate successfully, expanding the program to additional locations in Fresno County proved to be challenging. LIU staff reported that the drop box program reached a “plateau,” since there is a lack of local government funding to pay for the program. The Kerman Police Department expressed interest in establishing a drop box site, but needed financial backing from the city to fund the program. LIU staff have encountered similar challenges in other jurisdictions that do not yet have a drop box. While LIU plans to continue seeking opportunities to expand the program, staff have observed that “almost every other community that wants a drop box, has one.”

Establishing MOUs with Chain Pharmacies.

Establishing a formal MOU with a chain pharmacy continues to be a challenge for LIU due to corporate rules and restrictions. Although LIU continued to maintain an informal agreement with four Rite Aid pharmacies in Fresno, staff did not have success engaging any additional chain pharmacies in the initiative during the first year of the project.

Scheduling Classroom-Based Curriculum with Schools.

Because FY2016/17 was the first year LIU worked directly with schools to implement the Too Good for Drugs curriculum, staff encountered scheduling challenges at several of the target schools. Unfortunately, some schools were slow in selecting dates for the program, which resulted in overlapping implementation – staff were required to administer the curriculum at four school sites during a span of two months.

Collection of Countywide Surveys for the Evaluation.

Another challenge was gaining access to administer the countywide survey in some schools. Although LIU could survey 9th graders since they were providing the TGFD curriculum to that population, it was more difficult to gain access to survey 11th graders as administrators at several schools did not respond to their requests to survey the junior class. LIU staff expect

that they will have more success collecting 11th grade surveys during the upcoming year, as they now have established relationships with the schools.

Cultural Relevance of *Too Good for Drugs* Curriculum.

While the basic information contained in the TGFCD curriculum is beneficial for preventing substance use among youth, staff noticed that some of the examples and scenarios included in the program were not culturally relevant to youth in Fresno County, such as Latino and rural student populations, where youth culture is very different from the youth culture in other parts of the country. Thus, it was difficult for some youth to relate to all the examples given in the curriculum. To address this issue, LIU staff will explore the possibility of modifying some of the scenarios to make them more culturally relevant and comprehensible for the youth they work with.

Next Steps

In the upcoming year, LIU hopes to leverage the new relationship with California Health Sciences University (CHSU) to approach a potential partnership with CVS Pharmacies, as CHSU currently has grant funding from CVS Health to launch a pharmacy career pathways program for high school youth. This may be the inroads needed to engage a chain pharmacy in the LIU's pharmacy initiative.

Other steps Project staff will take in the upcoming year include: (1) bolstering recruitment efforts for youth coalitions at Sanger High School and at Firebaugh High School; (2) modifying the TGFCD curriculum to make it more culturally appropriate and relevant to Fresno County youth, without altering the evidence-based aspect of the program, and (3) implementing parent presentations at multi-unit housing communities via partnerships with local housing authorities.

LIU staff know that implementing a prevention project focused on prescription drugs is ever-changing, and it is critical to stay in touch with youth culture and trends to be effective. To this end, staff plan to continue fostering ongoing communication with youth to stay abreast of emerging trends and terminology. This connection is necessary to share up-to-date information with others involved in prevention prescription drug misuse, such as parents, community organizations, and LIU Coalition members.

Attachments

2016/17 Fresno County Student Insights Survey (FCSIS) Results | Prescription and OTC Drug Questions

How easy or difficult is it for someone your age to get...	Prescription Drugs (n=6,215)	OTC Drugs (n=6,220)
Very easy	18%	26%
Fairly easy	26%	22%
Fairly difficult	19%	12%
Very difficult	9%	10%
Don't know	28%	31%

For students who use the following, who do they usually get it from (check all that apply)	Prescription Drugs (n=6,271)
Friends	43%
I don't know	42%
Parents	26%
Adult stranger	24%
They buy it themselves	24%
Other adult family members	23%
Sibling	20%
Other adults they know	19%
Other	5%

During your lifetime, how many times have you used the following substances?	Misused prescription pain medication, tranquilizers, or sedatives (n=6,263)
0 times	88%
1 time	4%
2 times	2%
3 times	2%
4-6 times	2%
7+ times	3%

During your lifetime, how many times have you used the following substances?	Misused diet pills (n=6,300)
0 times	97%
1 time	1%
2 times	1%
3 times	0%
4-6 times	0%
7+ times	1%

During your lifetime, how many times have you used the following substances?	Misused Ritalin™, Adderall™, or other prescription stimulant (n=6,265)
0 times	95%
1 time	2%
2 times	1%
3 times	0%
4-6 times	0%
7+ times	1%

During your lifetime, how many times have you used the following substances?	Misused cold/cough medicines or other OTC medicines (n=6,277)
0 times	80%
1 time	6%
2 times	4%
3 times	3%
4-6 times	2%
7+ times	6%

During the past 30 days, on how many days did you use the following substances?	Misused prescription pain medication, tranquilizers, or sedatives (n=6,289)
0 days	94%
1 day	2%
2 days	1%
3-9 days	1%
10-19 days	0%
20-30 days	1%

During the past 30 days, on how many days did you use the following substances?	Misused diet pills (n=6,310)
0 days	98%
1 day	1%
2 days	1%
3-9 days	0%
10-19 days	0%
20-30 days	1%

During the past 30 days, on how many days did you use the following substances?	Misused Ritalin™, Adderall™, or other prescription stimulant (n=6,295)
0 days	97%
1 day	1%
2 days	1%
3-9 days	0%
10-19 days	0%
20-30 days	1%

During the past 30 days, on how many days did you use the following substances?	Misused cold/cough medicines or other OTC medicines (n=6,307)
0 days	90%
1 day	4%
2 days	3%
3-9 days	2%
10-19 days	1%
20-30 days	1%

About how old were you the first time you used misused...?	Prescription Drugs (n=856)	OTC Drugs (n=791)
8 years old & younger	18%	22%
9 years old	3%	4%
10 years old	4%	5%
11 years old	5%	4%
12 years old	9%	10%
13 years old	17%	15%
14 years old	20%	19%
15 years old	12%	13%
16 years old	10%	8%
17 years old	1%	1%
18 years old & older	0%	0%

How do you feel about someone your age misusing...?	Prescription Drugs (n=6,281)	OTC Drugs (n=6,289)
Strongly disapprove	57%	57%
Somewhat disapprove	14%	14%
Neither approve nor disapprove	23%	24%
Somewhat approve	3%	3%
Strongly approve	3%	3%

How do you think your friends would feel about you misusing...?	Prescription Drugs (n=6,285)	OTC Drugs (n=6,281)
Strongly disapprove	55%	54%
Somewhat disapprove	14%	14%
Neither approve nor disapprove	24%	24%
Somewhat approve	4%	4%
Strongly approve	3%	4%

How do you think your parents or guardians would feel about you misusing...?	Prescription Drugs (n=6,295)	OTC Drugs (n=6,297)
Strongly disapprove	88%	87%
Somewhat disapprove	3%	4%
Neither approve nor disapprove	5%	5%
Somewhat approve	1%	1%
Strongly approve	3%	3%

How much do you think people risk harming themselves physically and in other ways when they misuse...?	Prescription Drugs (n=6,279)	OTC Drugs (n=6,284)
A lot	59%	57%
Some	22%	23%
A little bit	10%	11%
Not at all	8%	9%

During the past 12 months, has your parent or guardian talked to you about...	Prescription drug misuse (n=6,305)
No	72%
Yes	28%

COUNTY DATA ATTACHMENTS

Countywide Survey Results (FY16/17)

Fresno County Data Dashboard (FY16/17)

2016/17 Fresno County Student Insights Survey (FCSIS) Results | 8th, 9th, 11th grades | n = 6,397

How easy or difficult is it for someone your age to get...	n=	Very difficult	Fairly difficult	Fairly easy	Very easy	Don't know
Alcohol	6,289	7%	14%	35%	25%	20%
Marijuana	6,252	8%	10%	28%	31%	22%
Prescription drugs	6,215	9%	19%	26%	18%	28%
Over-the-counter drugs	6,220	10%	12%	22%	26%	31%

For students who use the following, who do they usually get it from? (check all that apply)	Prescription Drugs		
	Alcohol	Marijuana	Drugs
n=	6,292	6,284	6,271
Friends	72%	74%	43%
Siblings	37%	30%	20%
Parents	26%	11%	26%
Other adult family members	37%	24%	23%
Other adults they know	23%	24%	19%
Adult strangers	34%	38%	24%
They buy it themselves	15%	42%	24%
Other	4%	4%	5%
I don't know	23%	23%	42%

About how many advertisements for the following substances do you see each day?	n=	None	1-2	3-5	6-9	10+	Don't know
Alcohol ads	6,289	17%	30%	26%	8%	8%	11%
Marijuana ads	6,246	53%	18%	8%	3%	4%	13%

During your lifetime, how many times have you used the following substances?	n=	0 times	1 time	2 times	3 times	4-6 times	7+ times
One full drink of alcohol	6,331	59%	10%	7%	5%	6%	13%
Marijuana	6,319	71%	7%	4%	3%	4%	12%
Misused prescription pain medication, tranquilizers, or sedatives	6,263	88%	4%	2%	2%	2%	3%
Misused diet pills	6,300	97%	1%	1%	0%	0%	1%
Misused Ritalin™, Adderall™, or other prescription stimulant	6,265	95%	2%	1%	0%	0%	1%
Misused cold/cough medicines or other over-the-counter medicines	6,277	80%	6%	4%	3%	2%	6%
Used any other drug, pill, or medicine for nonmedical reasons	6,305	89%	4%	2%	1%	1%	3%

During the past 30 days, on how many days did you use the following substances?	n=	0 days	1 day	2 days	3-9 days	10-19 days	20-30 days
One full drink of alcohol	6,321	80%	9%	5%	4%	1%	1%
Marijuana	6,314	83%	5%	3%	4%	2%	3%
Misused prescription pain medication, tranquilizers, sedatives	6,289	94%	2%	1%	1%	0%	1%
Misused diet pills	6,310	98%	1%	1%	0%	0%	1%
Misused Ritalin™, Adderall™, or other prescription stimulant	6,295	97%	1%	1%	0%	0%	1%
Misused cold/cough medicines or other over-the-counter medicines	6,307	90%	4%	3%	2%	1%	1%
Used any other drug, pill, or medicine for nonmedical reasons	6,313	94%	2%	1%	1%	0%	1%

Percentages calculated from those who reported age of use

About how old were you the first time you did each of the following?	n=	Reported age of use	8yr & under	9yr	10yr	11yr	12yr	13yr	14yr	15yr	16yr	17yr	18yr+
Had a full drink of alcohol (other than a sip or two)	6,252	2,711	11%	3%	5%	5%	11%	18%	21%	15%	9%	2%	0%
Used marijuana	6,264	1,795	7%	3%	4%	4%	13%	19%	23%	15%	9%	3%	0%
Misused prescription drugs	6,264	856	18%	3%	4%	5%	9%	17%	20%	12%	10%	1%	0%
Misused over-the-counter drugs	6,275	791	22%	4%	5%	4%	10%	15%	19%	13%	8%	1%	0%

How do you feel about someone your age doing each of the following?	n=	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove
Drinking alcohol	6,305	4%	9%	34%	18%	35%
Using marijuana	6,281	6%	8%	30%	14%	41%
Misusing prescription drugs	6,281	3%	3%	23%	14%	57%
Misusing over-the-counter drugs	6,289	3%	3%	24%	14%	57%

How do you think your friends would feel about you doing each of the following?	n=	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove
Drinking alcohol	6,284	6%	12%	31%	16%	34%
Using marijuana	6,288	8%	10%	28%	13%	41%
Misusing prescription drugs	6,285	3%	4%	24%	14%	55%
Misusing over-the-counter drugs	6,281	4%	4%	24%	14%	54%

How do you think your parents or guardians would feel about you doing each of the following?	n=	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove
Drinking alcohol	6,281	3%	4%	9%	9%	75%
Using marijuana	6,293	3%	2%	6%	5%	84%
Misusing prescription drugs	6,295	3%	1%	5%	3%	88%
Misusing over-the-counter drugs	6,297	3%	1%	5%	4%	87%

How much do you think people risk harming themselves physically and in other ways when they...	n=	A lot	Some	A little bit	Not at all
Drink alcohol	6,303	45%	32%	16%	7%
Use marijuana	6,286	39%	25%	19%	17%
Misuse prescription drugs	6,279	59%	22%	10%	8%
Misuse over-the-counter drugs	6,284	57%	23%	11%	9%

During the past 12 months, has your parent or guardian talked to you about the following substances?	n=	No	Yes
Alcohol	6,308	50%	50%
Marijuana	6,307	50%	50%
Prescription drug misuse	6,305	72%	28%

Schools in Sample:

- Central High School
- Edison High School
- Firebaugh High School
- Gateway High School
- Glacier Point Middle School
- Kerman High School
- Kerman Middle School
- Mendota High School
- Mendota Junior High School
- Parlier High School
- Parlier Middle School
- Reedley High School
- Roosevelt High School
- Selma High School
- Washington Union High School
- West Fresno Middle School

FRESNO COUNTY AOD PREVENTION OVERVIEW

FY16-17 CUMULATIVE | JULY 2016 – JUNE 2017



Project Totals

Provider Programs	Activities Total	Participant Total
All Activities Total	1,340	34,506
Recurring Activities	998	2,418
Friday Night Live & RAAY Campaign	364	241
Lock It Up Project (LIUP)	153	1,065
Performing Above the High Project (PATH)	481	1,112
Single Event Activities	342	32,088
Lock It Up Project (LIUP)	216	15,525
Performing Above the High Project (PATH)	126	16,563

School Participation

School	Provider Programs				Surveys Completed
	FNL Project	RAAY Campaign	LIU Project	PATH Project	# (Assigned Provider) As of 6/30/17
Central HS Central USD			●		571 (PATH)
Edison HS FUSD	●	●			1,281 (YLI)
Firebaugh HS FLDUSD			●		267 (LIU)
Fresno Pacific University	●				-
Gaston MS FUSD	●	●			0 (YLI)
Gateway HS Clovis USD	●				74 (YLI)
Glacier Point MS Central USD				●	390 (PATH)
Kerman HS KUSD	●	●	●		435 (LIU)
Kerman MS KUSD	●	●			361 (YLI)
Kingsburg HS KJUHSD					0 (YLI)
Mendota HS MUSD			●	●	158 (LIU)
Mendota JR HS MUSD				●	196 (PATH)
Parlier HS PUSD			●		220 (LIU)
Parlier JR HS PUSD				●	246 (PATH)
Reedley HS KCUSD				●	1 (PATH)
Reedley MC HS KCUSD					0 (PATH)
Roosevelt HS FUSD	●	●			651 (YLI)
Sanger Union HS SUSD			●		1,231 (LIU)
Selma HS SUSD	●	●			310 (YLI)
Silas Bartsch MS KCUSD			●		-
Sunnyside HS FUSD	●	●			2 (YLI)
Washington Union HS WUSD					448 (LIU)
West Fresno MS WUSD				●	111 (PATH)
Total Surveys Completed					6,953

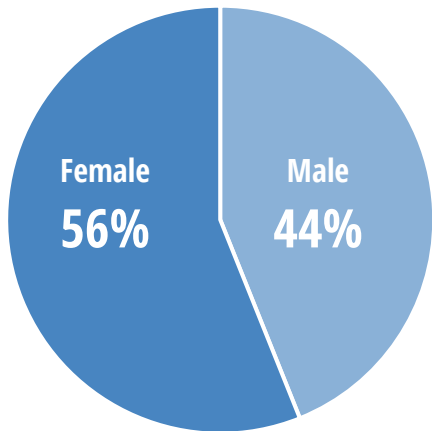
FRESNO COUNTY AOD PREVENTION OVERVIEW

FY16-17 CUMULATIVE | JULY 2016 – JUNE 2017

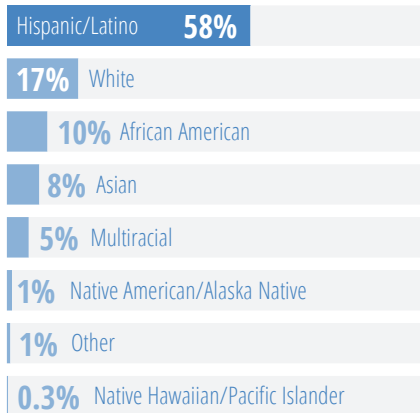
Participant Demographics

All Activities

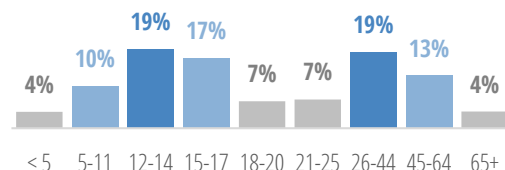
Gender | n=34,506



Race/Ethnicity | n=34,449

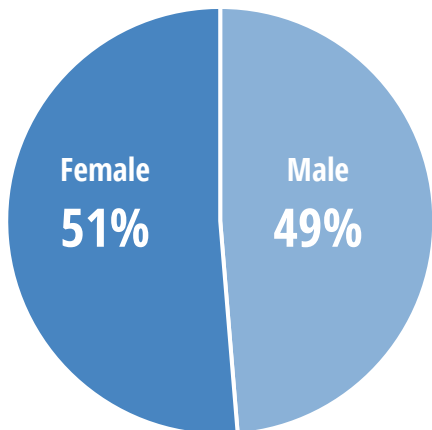


Age | n=34,497

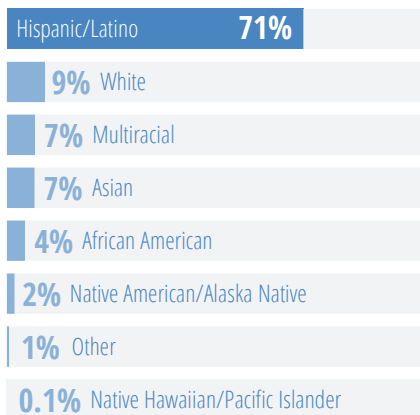


Recurring Activities

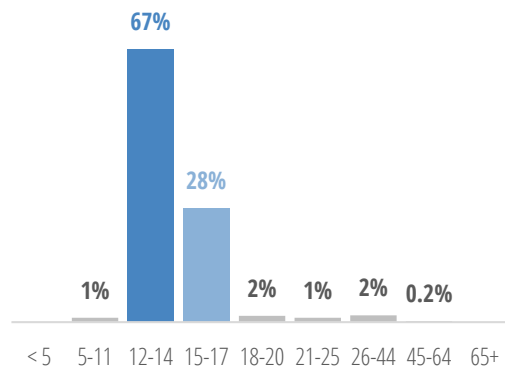
Gender | n=2,411



Race/Ethnicity | n=2,411

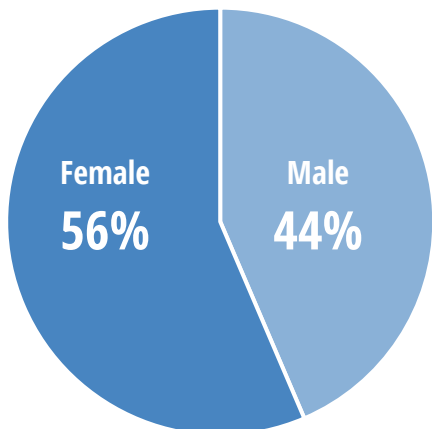


Age | n=2,409

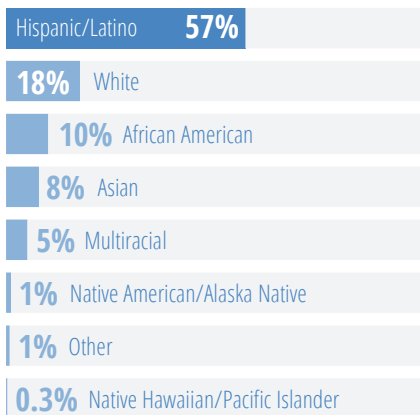


Single Event Activities* | n=32,088

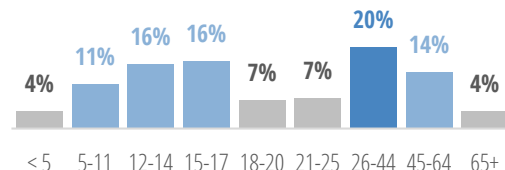
Gender



Race/Ethnicity



Age



*Demographic information based on staff observation estimates.