

ASAP Drug-Free Community (DFC) Grant Evaluation Report for October 1, 2018 to March 31, 2019: Year 4, Quarters 1 + 2

Overview

Winona County Alliance for Substance Abuse Prevention (ASAP) started Year 4 of their DFC Grant on September 30, 2018. On-going DFC goals include: 1) enhancing community capacity for prevention efforts, and 2) preventing and reducing youth substance use. In particular, ASAP is focused on preventing and reducing youth:

- ✓ Alcohol use
- ✓ Marijuana use
- ✓ Tobacco/nicotine use

Goal 1: Enhance Community Capacity for Prevention Efforts

During the first quarter of Year 4, ASAP worked to build community prevention capacity through implementation of the Strategic Prevention Framework (SPF). The SPF entails: 1) assessing community needs, 2) building coalition and community capacity, 3) developing a data-driven strategic plan of action, 4) implementing prevention strategies, and 5) evaluating the implementation process and overall outcomes. The SPF is implemented with a focus on both sustainability and cultural responsiveness.

ASSESSMENT

ASAP continued to utilize youth survey data from the 2016 Minnesota Student Survey (MSS) and the 2018 Winona County Youth Survey (WCYS). The 2019 MSS will be administered in the first half of the year. Winona Area Public Schools are considering not participating this year; ASAP Executive Board members will work to persuade them to participate during Quarter 2.

Coalition Member Survey and Interviews

Input was collected from board and coalition members through two methods; summary reports were produced for each. An online survey was sent to all coalition members in October and November to gather feedback on: knowledge and beliefs about ASAP (mission and vision, activities, etc.), participation in and preparation for meetings, and opportunities and challenges for the coming year. Twelve members responded to the survey.

In addition to the online survey, board members were invited to participate in a phone interview with ASAP's evaluator during the months of November and December. The purpose of the interviews was to gather input to address recommendations from ASAP's federal project officer regarding: the extent to which coalitions members represent ASAP within their sectors, potential sector-specific data sources and indicators, and sector-specific written and unwritten policies. Seven of the twelve board members participated in interviews. In addition to board members, interviews were conducted with two data keepers who are not sector representatives but do have access to relevant data on alcohol, tobacco and drugs.

Listening Sessions on Vaping

Also during November and December, coalition staff as well as representatives from education, healthcare, youth and parents participated in meetings to plan youth listening sessions on vaping. Participants reviewed existing questions on vaping used in other communities and prioritized which to ask of Winona County youth. They also provided input on: an e-cigarette fact sheet, parent consent

form, and listening session facilitation guide. During Quarter 2, listening sessions were conducted in both Lewiston-Altura and Winona reaching 79 tenth graders and 51 ninth graders. Findings will help inform messaging related to vaping risks and consequences. At the close of each session, youth were asked to write potential school- and community-based strategies on post-it notes. Findings from each session were summarized and shared back with the teachers.

Past 30-Day Use Data

Based on 2016 MSS data, rates of past 30-day use among Winona County 8th, 9th and 11th graders was highest for alcohol, followed by e-cigarettes and marijuana. Rates of past 30-day alcohol use increased from 2013 to 2016, while rates of marijuana use and prescription drug misuse decreased. While rates of cigarette smoking have steadily dropped over time, tobacco/nicotine use rose driven primarily by e-cigarette use. Given these data, ASAP switched focus from prescription drug misuse to tobacco/nicotine use.

Past 30-Day Substance Use (2016 MSS)				
	8th Grade	9th Grade	11th Grade	Total
Alcohol	9.1% (n = 29)	17.7% (n = 66)	31.8% (n = 103)	19.5% (n = 198)
Marijuana	5.0% (n = 16)	5.9% (n = 22)	17.2% (n = 55)	9.2% (n = 93)
Prescription Drugs	3.1% (n = 10)	3.6% (n = 13)	6.0% (n = 19)	4.2% (n = 42)
Cigarettes	2.2% (n = 7)	4.6% (n = 17)	10.3% (n = 33)	5.6% (n = 57)
Chewing tobacco	1.6% (n = 5)	3.8% (n = 14)	5.3% (n = 17)	3.6% (n = 36)
Cigars/cigarillos	0.9% (n = 3)	2.1% (n = 8)	6.8% (n = 22)	3.3% (n = 33)
e-Cigs	3.4% (n = 11)	10.0% (n = 37)	16.7% (n = 53)	10.0% (n = 101)
Hookah	0.9% (n = 3)	2.4% (n = 9)	4.0% (n = 13)	2.5% (n = 25)
Any tobacco	5.7% (n = 18)	12.0% (n = 44)	23.1% (n = 73)	13.5% (n = 135)

9th Grade Trends in Past 30-Day Substance Use (2016 MSS)				
	2007	2010	2013	2016
Alcohol	24.8%	25.1%	12.8%	17.7%
Marijuana	10.8%	10.5%	8.1%	5.9%
Prescription Drugs	*	*	6.4%	3.6%
Cigarettes	9.3%	11.2%	6.6%	4.6%

During Quarter 1, a Needs Assessment Workbook (NAW) was outlined that will include alcohol, tobacco and drug use, consequences, and risk and protective factors. Work was begun on populating the NAW with data. Work on the NAW continued in Quarter 2; the workbook will be completed early in Quarter 3. Schools in Winona County participated in the 2019 Minnesota Student Survey during Quarter 2. Once the new data become available, it will be used to update the NAW and to develop a presentation for coalition members and other community stakeholders.

CAPACITY BUILDING

During the first quarter of Year 4, ASAP staff attended the annual Prevention Program Sharing Conference as well as the October Minnesota Prevention Alliance meeting. In December, two coalition staff and six volunteers participated in a Southeastern Minnesota Regional Prevention Meeting; participants primarily discussed alcohol strategies and sustainability.

Coalition members received training on the HIPS backpack feature vaping devices. ASAP received technical assistance from the Association for Nonsmokers-Minnesota on T-21 policies that would restrict tobacco sales to individuals age 21 and older. ASAP's bylaws and coalition job descriptions were updated in Quarter 1.

During Quarter 2, one ASAP Board member attended the National Conference on Tobacco. That same member also attend the Substance Abuse Prevention Specialist Training (SAPST). A presentation on the HIPS vaping backpack was delivered to the Criminal Justice Coordinating Council. In addition, a train-the-trainer session was held to train coalition members on the backpack presentation.

Throughout Quarters 1 and 2, information about youth substance use and prevention was disseminated widely via media channels in order to raise awareness, and build support for prevention efforts. These included regular time on a local radio stations, articles in the Winona Post and Winona Daily news, newsletters, and online posts.

PLANNING

A prioritization matrix was developed to help ASAP review, compare and discuss 67 potential local conditions. The matrix included data from both the 2018 WCYS and the 2016 MSS. Substance-specific factors were categorized by access and availability, community norms, and individual factors. Cross-cutting/shared factors were categorized by community, school, peer, family and individual. For each indicator, data were presented on the percentage of students reporting that risk factor from both surveys (as available). When available from the MSS, data were presented on comparison to the statewide average as well as trends over time.

In mid-October, ASAP's data committee met to do an initial whittling down of the potential local conditions. That same day, the shortened list of potential local conditions was brought to the board meeting for discussion and vote. Each local conditions was written on a large sticky sheet; as the coalition discussed each item notes were written on the sticky sheet. After each local condition was fully discussed, board members vote using dot stickers.

Scores were totaled and reviewed. The top seven priority local conditions were:

- Take alcohol from home
- Get alcohol from parents
- Get alcohol at parties
- Perceive low risk of harm from drinking alcohol
- Get marijuana from young adults ages 18-25
- Perceive low risk of harm from marijuana use
- Easy access to e-cigarettes

Following the prioritization meeting, ASAP staff and the evaluator began researching strategies for each of the top seven local conditions. For each potential strategy, information was compiled on evidence of effectiveness, sectors/settings needed, costs, pros, cons, and potential evaluation measures. ASAP board members reviewed and discussed each strategy in November and December.

During Quarter 2, strategy selection was finalized, an action plan was developed, the logic model was revised to align with the new action plan, and an evaluation plan was developed. Strategies for DFC Goal 2 include:

- A "Lock It Up" campaign targeting parents to reduce access to alcohol in the home

- Add a liquor cabinet to the Hidden in Plain Sight (HIPS) display, and continue using the HIPS backpack that addresses vaping
- Sticker Shock and an after-prom event to reduce access to alcohol at parties
- LifeSkills curriculum to address perceived risk of harm from alcohol and marijuana use
- Increased monitoring of Garvin Heights Park to reduce youth access to marijuana from adults
- A "Safe High" alternative event to address marijuana risks
- A social marketing campaign on marijuana risks
- Conducting Educate and Congratulate with are stores selling tobacco/nicotine products and vaping devices in order to reduce retail access
- Work towards passing a T-21 policy to reduce retail access
- A social marketing campaign, and presentations in classrooms, on vaping risks

IMPLEMENTATION

Information about strategies implemented in Year 4, during Quarters 1 and 2 are provided under *Goal 2 Prevent and Reduce Youth Alcohol, Marijuana, and Prescription Drug Use/Misuse*. Importantly, strategies and activities implemented during this quarter aligned with Year 3 local conditions.

During Quarter 1, the HIPS display did not align with any Goal 2 local conditions, but did align with DFC Goal 1 by informing parents and other adults about paraphernalia to watch for and other signs of youth substance use. This was carried through use of both a stationary display and a mobile backpack; the stationary display featured prescription drug misuse prevention and vaping prevention while the backpack highlights vaping. The stationary HIPS display was featured at Winona Senior High School in October. A total of 35 people attended. The backpack was presented to the SHIP Community Leadership Team in December, reaching 16 people. The backpack was also featured at an ASAP table for Winona High School's parent-teacher conferences; 20 people stopped by to discuss it.

During Quarter 2, new data collected through the listening sessions produced new local conditions on vaping that can be targeted with the HIPS backpack. In addition to local HIPS presentations, ASAP presented the HIPS display in Rochester, MN and the backpack in Durand, WI.

EVALUATION

During Quarter 2 an evaluation plan was developed to measure each strategy. The Minnesota Student Survey will be used to measure long-term outcomes related to changes in past 30 day use and age of first use, and can also be used to measure some intermediate outcomes (changes in some of the priority local conditions).

Number of activities, youth and adults reached, and media impressions will continue to be tracked using Reaching Software. A HIPS follow-up survey will be used to evaluate the HIPS stationary display, and a feedback form will be used to evaluate HIPS backpack presentations. Parent surveys or intercept interviews will be used to evaluate the Lock It Up and Sticker Shock campaigns. Youth surveys or listening sessions will be used to evaluate the campaigns on marijuana and vaping risks.

Data will be requested from law enforcement to evaluate reductions in underage drinking parties and marijuana sales at Garvin Heights Park. Law enforcement will also provide data on Education + Congratulate pass/fail rates. Key informant interviews will be used to track progress towards passage of T-21. Lastly, once schools are on board to deliver LifeSkills Training, the curriculum will be evaluated using pre- and post-tests, participant surveys and teacher interviews.

Goal 2: Prevent and Reduce Youth Alcohol, Marijuana, and Prescription Drug Use/Misuse

REDUCE YOUTH RETAIL ACCESS TO ALCOHOL

Statistics

According to the 2018 WCYS, 2% of Winona County 8th, 9th and 11th graders reporting past 30-day alcohol use said they bought it at gas stations or convenience stores; 4% said they bought it at liquor or other stores.

Strategies Implemented

In October, two Responsible Beverage Server Training (RBST) classes were held. In total, 71 people were trained. No pre- and post-tests were administered to measure knowledge change.

REDUCE YOUTH ACCESS TO ALCOHOL AT PARTIES

Statistics

According to the 2018 WCYS, 32% of Winona County 8th, 9th and 11th graders reporting past 30-day alcohol use said they got alcohol at parties. In addition, a brief survey administered to high school students in Lewiston in 2016 found that 15% attended parties with alcohol monthly.

Strategies Implemented

In October, ASAP members and community partners met to discuss movement on a county-wide Social Host Ordinance. The ASAP Coordinator shared information from a Minnesota Prevention Resource Center-sponsored webinar on policy change featuring Michael Sparks. A focus of the meeting was discussion about local data that could be used to make a compelling case in a policy brief.

INCREASE YOUTH PERCEPTION OF ALCOHOL HARM

Statistics

Data are available from two sources on the percentage of Winona County 8th, 9th and 11th graders perceiving either "no" or "slight" risk of harm from binge drinking. The 2016 MSS showed that 37% perceived no or slight risk, and the 2018 WCYS showed that 28% perceived no or slight risk. Alcohol was perceived to be less risky than tobacco or prescription drugs, but more risky than marijuana.

Strategies Implemented

A Winona State University professor and students held a Fatal Vision Lab Day at Winona Senior High School. Thirty-five 10th graders experienced fatal vision goggles and received information on negative consequences from drinking alcohol.

INCREASE YOUTH PERCEPTION OF MARIJUANA HARM

Statistics

Data are available from two sources on the percentage of Winona County 8th, 9th and 11th graders perceiving either "no" or "slight" risk of harm from marijuana use. The 2016 MSS showed that 40% perceived no or slight risk, and the 2018 WCYS showed that 48% perceived no or slight risk. Marijuana was perceived to be less risky than alcohol, tobacco, and prescription drugs. In addition, low perceived risk of harm from marijuana use increased from 2007 to 2016 based on the MSS.

Strategies Implemented

Negative consequences of marijuana use, and the changing legal landscape, were featured on a local radio program. The show attracts an estimated 1,000 listeners.

INCREASE YOUTH PERCEPTION OF VAPING/E-CIGARETTE HARM

Statistics

Data were collected from 130 Winona County 9th and 10th graders via a short survey and listening sessions. Data from the short survey show that 60.8% felt that vaping was a great or moderate problem at their school. Qualitative data from the listening sessions revealed mixed perceptions about whether e-cigarettes are more or less risky than traditional cigarettes, and students agree that they've received little information about vaping risks.

Strategies Implemented

In January of 2019, law enforcement presented to all Lewiston-Altura High School students (grades 7-12) on school- and community-level vaping policies.

INCREASE AWARENESS AND MONITORING OF VAPING/E-CIGARETTE USE

Statistics

Listening sessions findings also revealed that vaping is common both at school and at home. Students shared that it's easy to hide use.

Strategies Implemented

HIPS displays and presentations were shared on multiple occasions during Quarter 2 with a strong emphasis on vaping prevention. Events included:

- WSHS Teacher Workshop Day, reaching 40 adults
- WSHS Parent-Teacher Conferences, reaching 10 adults
- LAHS Parent-Teacher Conferences, reaching 19 adults
- Family & Children's Center event, reaching 25 adults

REDUCE ACCESS TO PRESCRIPTION DRUGS NOT PRESCRIBED FOR YOUTH

Statistics

According to the 2018 WCYS, one out of ten Winona County 8th, 9th and 11th graders said it would be "very easy" for them to get prescription drugs not prescribed for them. Another 13% said it would be "sort of easy" to get them. Based on that same survey, 45% of students believed that youth their age get prescription drugs at home without permission and 32% believed youth their age get them from friends' homes without permission. Further, a survey administered to HIPS participants found that 34% said prescription drugs in their home are easily accessible/not monitored. Twenty percent of respondents didn't know where to dispose of unused prescription drugs.

Strategies Implemented

A "Take Back Day" event was held at Walgreens in October. A total of 43 families participated, disposing of 60 pounds of unused prescription drugs. The event, as well as the drop-box in general, were promoted through several channels, including:

- Three features in the Winona Post (26,523 estimated impressions)
- A radio interview about Take Back Day (1,000 estimated impressions)
- One feature in the Winona Daily News (39,217 estimated impressions)
- Winona Health's *Healthy Connections* magazine (30,000 estimated impressions)

- Live Well Winona and ASAP booth at a BCS employee wellness fair, reaching 20 people

Recommendations for Quarter 3

Regarding Goal 1, recommendations include:

- ✓ Continue to find more ways to engage youth in planning and implementation
- ✓ Ensure that community awareness-raising efforts continue to address alcohol and marijuana, in addition to vaping (which had a very strong emphasis in Quarter 2)
- ✓ Work on getting more involvement in activities from the faith community, substance abuse agencies, and youth-serving organizations

Regarding Goal 2, recommendations include:

- ✓ Ensure that strategies are being worked on to address all three priority substances--most Quarter 2 efforts were focused on vaping strategies
- ✓ Begin administering knowledge tests at RBST classes (at least a post-test)
- ✓ Use the HIPS event feedback/evaluation tool for all formal presentations
- ✓ Continue work with the schools to encourage implementation of an evidence-based prevention curriculum

DRAFT

Appendix

A. Table of Strategies and Activities by CADCA Type

A majority of the strategies implemented in Year 4, Quarters 1 + 2 fall into the category of Provide Information and Enhance/Reduce Access/Barriers.

Strategy Type	Strategies and Activities
Provide Information	HIPS display and mobile backpack Take Back Day and drop-box RBST Fatal Vision Lab Day Marijuana radio program Vaping posters in Winona Middle School Planning for campaign on vaping risks
Enhance Skills	HIPS display and mobile backpack RBST
Provide Support	Alternative 4/20 event planning
Enhance Access/ Reduce Barriers / Reduce Access/Enhance Barriers	Take Back Day and drop-box RBST County-wide SHO planning
Change Consequences	County-wide SHO planning
Physical Design	Take Back Day and drop-box
Modify/Change Policies	County-wide SHO planning T-21 planning

B. Table of Strategies and Activities by Sector Involvement

In Year 4, Quarters 1 + 2 ASAP had a fairly comprehensive mix of sector involvement in strategy implementation. Sectors most involved in activities were youth, media, schools and healthcare .

Sectors Involved	Strategies and Activities
Youth	Listening sessions on vaping Take Back Day and drop-box Fatal Vision Lab Day Vaping posters in Winona Middle School Alternative 4/20 event planning Vaping campaign planning
Parents	Planned listening sessions on vaping HIPS display and mobile backpack
Business	Take Back Day and drop-box RBST T-21 planning
Media	HIPS display and mobile backpack Take Back Day and drop-box Marijuana radio program Vaping radio program

Sectors Involved	Strategies and Activities
Schools	Planned listening sessions on vaping HIPS display and mobile backpack Take Back Day and drop-box Fatal Vision Lab Day Alternative 4/20 event planning Vaping campaign planning
Youth Serving Organizations	
Law Enforcement	Take Back Day and drop-box RBST County-wide SHO planning Presentation to LAHS on vaping policies
Civic/Volunteer Organizations	HIPS display and mobile backpack T-21 planning
Religious/Fraternal Organizations	
Healthcare Professionals	Planned listening sessions on vaping HIPS display and mobile backpack Take Back Day and drop-box T-21 planning
Local Government	HIPS display and mobile backpack County-wide SHO planning
Substance Abuse Organizations	