Keys to Partnering for Success in Substance Abuse Prevention

Youth Community Coalition
Jefferson County Pride
Butler County Community Resource Council
Partners in Prevention

Partners in Prevention

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Missouri Partners in Prevention
http://pip.missouri.edu

Missouri Partners In Prevention

A statewide coalition composed of institutions of higher education in Missouri and relevant state agencies to collaboratively develop strategies for promoting positive, healthy choices among Missouri's college students.

Housed at the University of Missouri's
Wellness Resource Center in Columbia, Missouri

2009 CADCA Got Outcomes! Coalition of Excellence Award, Coalition in Focus Award

2008 National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices and Policies, National Prevention Network

Institutional Involvement

- Lincoln University
- Missouri Southern State University
- Missouri State University
- Missouri Western State University
- Northwest Missouri State University
- Southeast Missouri State University
- Truman State University
- University of Central Missouri
- University of Missouri
- University of Missouri-Kansas City
- Missouri University of Science and Technology
- University of Missouri-St. Louis
- Columbia College
- Drury University
- Evangel University
- Maryville University of St. Louis
- Rockhurst University
- Saint Louis University
- Westminster College
- Linn State Technical College

Prescription Drugs on College Campuses: Scope of the Problem

- Rising nationwide epidemic
- In 2012, 21% of Missouri college students used a prescription drug without a prescription.
- Most popular reasons for using without a prescription:
  - Improve academics (45%)
  - Increase energy (41%)
  - Reduce pain (36%)
  - Reduce stress (30%)
  - Enhance mood (26%)

Partnership for Success Plan Overview

- Focus
  - Reducing access to prescription drugs
    - Through prescription drug take back events
  - Increasing education on the issues associated with prescription drug abuse
    - Through social norming media campaigns
    - Through peer education
- Sustainability
  - Training individuals on each campus
  - Existing materials may be reused
  - New 2014 MCHBS prescription drug questions
- Cultural Responsiveness
  - Many campus cultures within PIP
  - Ability to target subpopulations
- Anticipated Outcomes
  - Reduction in prescription drug misuse on PIP campuses
    - Through reduced access
    - Through increased education
  - Increased knowledge on prescription drug misuse at Missouri colleges
    - Through evaluation data
    - Through additional MCHBS questions

MCHBS= Missouri College Health Behavior Survey

Campus Involvement

- Adding an Rx misuse program to their strategic plan is a step towards protecting students and teaching them greater coping mechanisms
- Programs are pre-planned
- Additional funding provided
- Flexibility to choose and tailor strategies

Campus Stakeholders

- Law enforcement officers
- Administrators
- Peer education advisors
- Campus conduct officers
- Academic support staff
- Career center staff
- Health educators
- Faculty members
- Basic health course instructors
- Team coaches
- Greek advisors
- LGBTQ advisors
- Other subpopulation leaders

Identified Strategies

- Prescription Drug Take Back Event
- Social Norming Media Campaign
- Peer Education Rx Program

Social Media Components

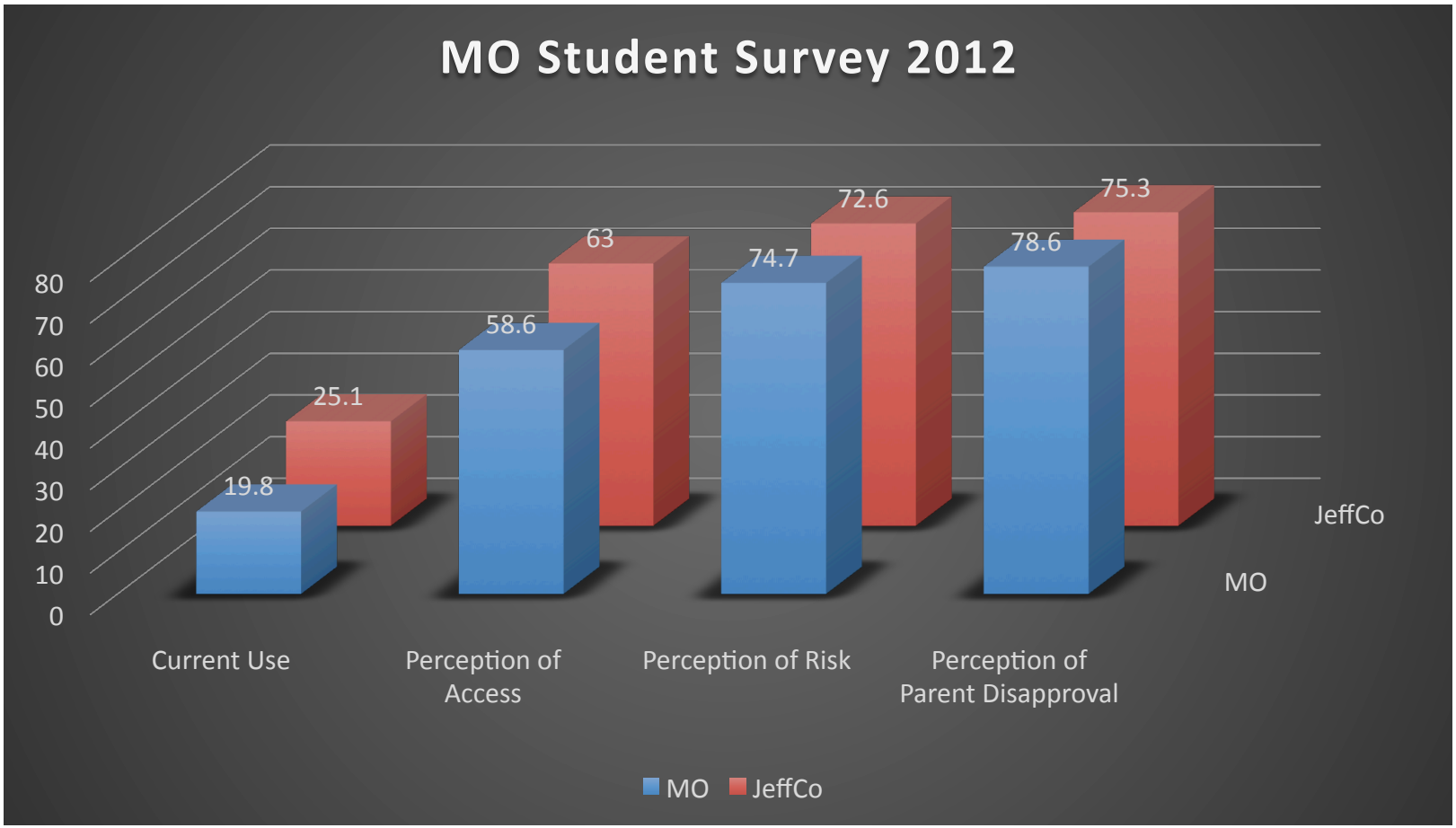
- Twitter: @MoSafeRx
- Facebook: MoSafeRx
- http://rx.missouri.edu

THERE'S NO EXCUSE for PRESCRIPTION DRUG ABUSE
8 out of 10 Missouri college students do not misuse prescription drugs
Test for yourself at
RX.MISSOURI.EDU
92% of Missouri college students do not misuse prescription drugs to relieve pain
For safe and effective pain management tips, check out
RX.MISSOURI.EDU
98% of Missouri college students do not misuse prescription sleeping medications.
Learn about good sleep habits at
RX.MISSOURI.EDU
FIRST AID
92% of Missouri college students do not misuse prescription drugs to relieve pain
RX.MISSOURI.EDU
RX.MISSOURI.EDU

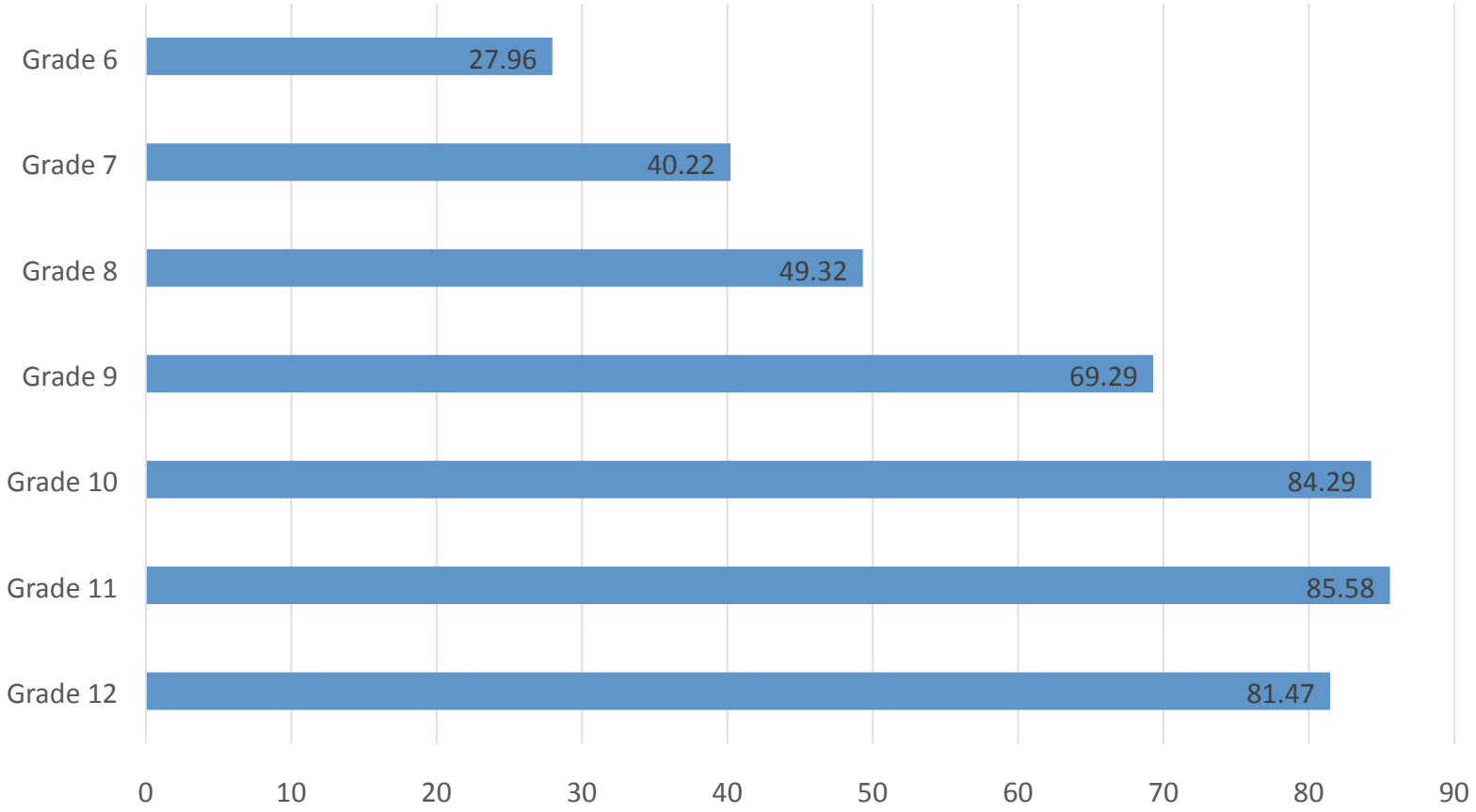
P.R.I.D.E.

Jefferson County Partners Responsible for Increasing Drug Education

Addressing Underage Drinking in Jefferson County

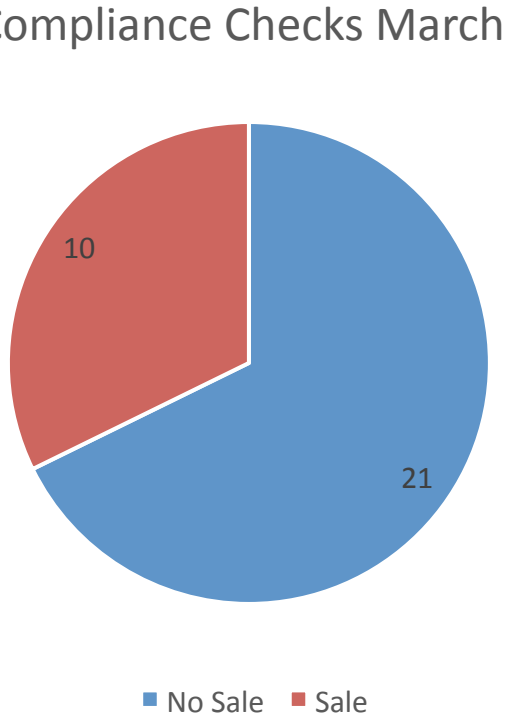


Perception of Ease of Access in JeffCo



Compliance Checks

Compliance checks conducted by the Jefferson County Sheriffs Department in March, 2013 reported a 32% sell rate to an 18 year old buyer.



Addressing Access & Availability:

- Contract with JCSD for Monthly Compliance Checks
  - Advertisement and promotion of businesses that don't sell
  - PIRE Training
    - Municipality Compliance Checks
  - Responsible Alcohol Seller/Server Training
    - Quarterly by MO ATC and Online
  - MIP Program
  - Alcohol Literacy Challenge Curriculum Training

Jefferson County
P.R.I.D.E.

PARTNERS RESPONSIBLE 4 INCREASING DRUG EDUCATION

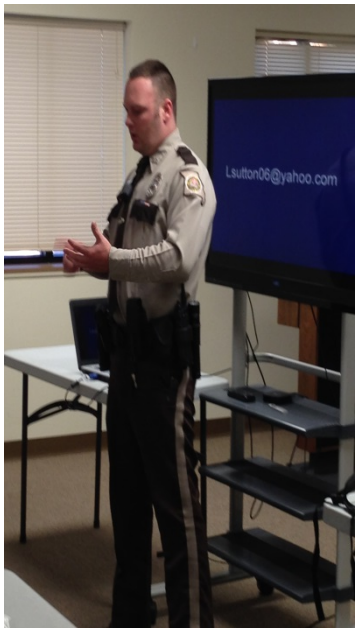
Thank you to the following businesses for continuing to keep Jefferson County a safe and healthy community.

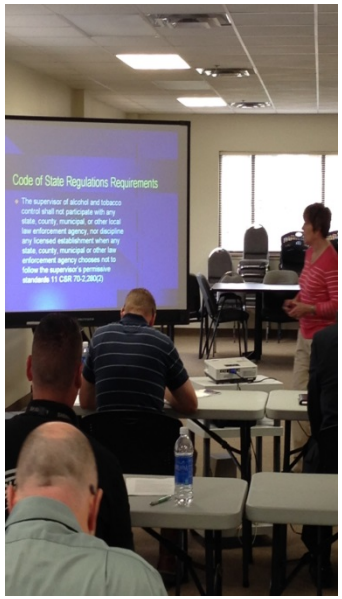
At a recent check, these businesses did not sell alcohol to minors:

BP, 3998 Jeffco Blvd, Arnold
Beck's Mini Mart, 1227 Telegraph, Arnold
Phillips 66, 3910 Jeffco Blvd, Arnold
Huck's, 3700 Jeffco Blvd, Arnold
Phillips 66, 5 Municipal Dr, Arnold
Circle K, 2285 S Old Hwy 141, Fenton
Gas N Stuff, 2599 S Old Hwy 141
Petro Mart, 1200 Main St, Imperial
Circle K, 1060 Main St, Imperial
Phillips 66, 2854 Hwy 67, Festus

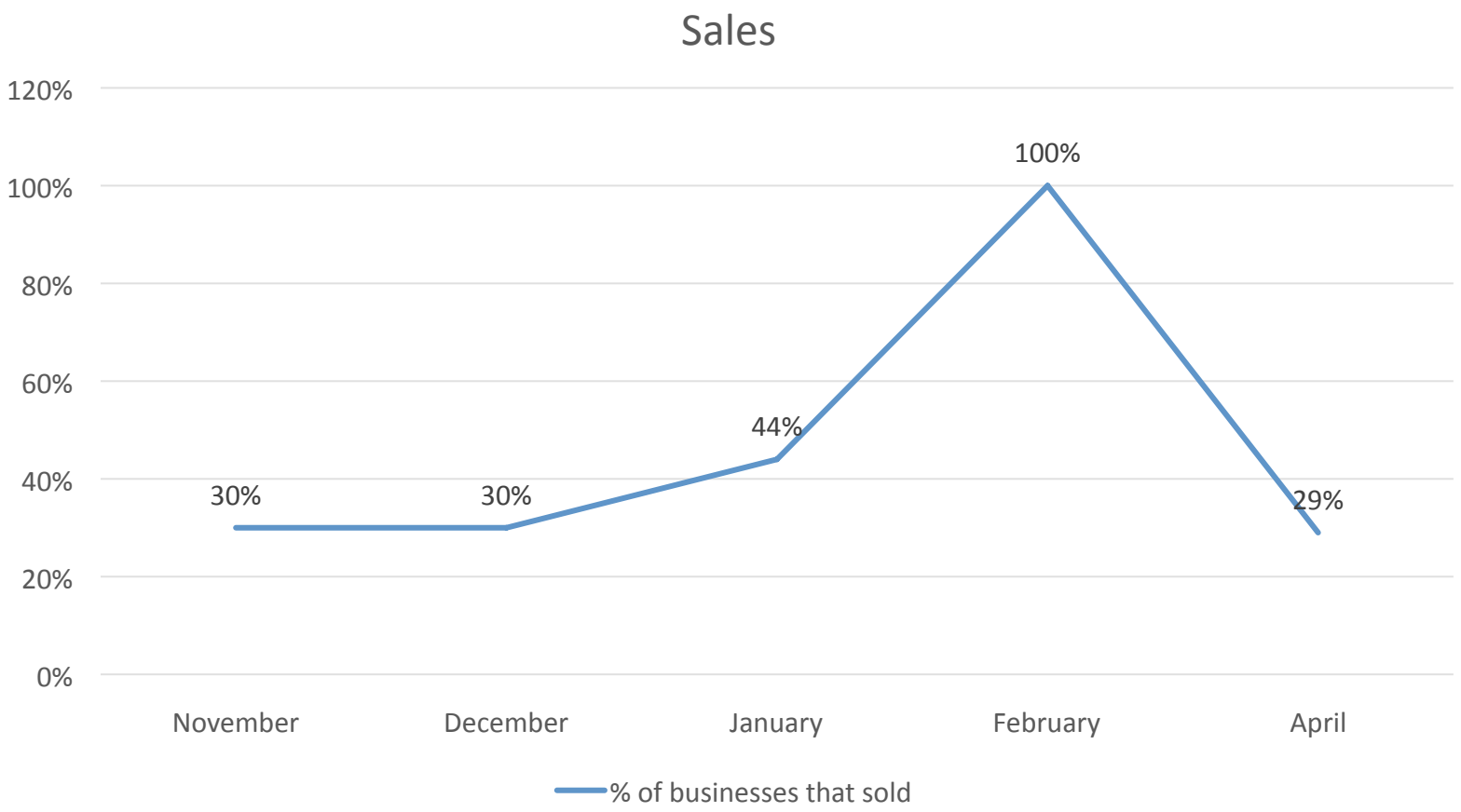
ZX Gas, 11845 CR-CC, Festus
Magre Liquors, 627 S Truman, Festus
EZ Street BP, 801 N Truman, Crystal City
Circle K, 1199 Scenic Dr, Herculaneum
Mobile On-the-Run, 1632 Hwy Z, Pevely
Express Mart, 1707 Hwy Z, Pevely
7-Eleven, 1700 Hwy M, Barnhart
U-Gas, 1727 Catlin Dr, Barnhart
Casey's General Store,
1245 N Truman Blvd, Crystal City

WWW.PRIDENOW.ORG FACEBOOK.COM/JEFFCOPRIDE @JEFF_CO_PRIDE





Compliance Checks:



Compliance Check Data

- 34% of attempts result in sales
- Of those that sold, 68% asked to see an ID
- Analysis of contributing factors:
  - Inconclusive Correlations:
    - Number of people in line
    - Time of day
    - Minor gender
    - Minor age
    - Use if secret shoppers
    - In-House Training

Lack of Enforcement

- Jerry Lee – Director of Public Safety
- Lafayette Gene Lacey – State Supervisor ATC
- Keith Hendrickson – Chief of Enforcement ATC

Next: Local Enforcement

Butler County
community
resource
council

A Community Partnership of the Caring Communities Initiative

Karen Crook, Executive Director

Julie Keele, Project Director

Partnership For Success

Project Focus

- Underage Drinking Prevention Youth Age 12-18
- Nominal Group Process
- Data Collection and Review
- Intervening Variable- Youth Access and Availability

Strategies

- Responsible Beverage Server Certification
  - State of Missouri Alcohol Responsibility Training (SMART)
  - In person RBSC training

- Alcohol Compliance Checks
  - Conducted by Poplar Bluff Police Dept
  - Poplar Bluff alcohol outlets

Responsible Beverage Server Certification

- In person training developed by project staff and approved by Missouri Alcohol and Tobacco Control
  - Trainings held January and April 2014, 8 outlets, 30 participants certified
- SMART
  - Web based training, 16 participants representing 3 outlets and project staff
- Vendor Supports
  - Visits from Project Director
  - Binders with training information
  - ID Checking Guide
  - Signage, ID Calendars, billboard advertising, newspaper coverage
  - Technical support

Alcohol Compliance Checks

- Law Enforcement Supports
  - Equipment: Video Recorder and Portable Breathalyzers
  - Funding for overtime pay for officers and pay for youth participants
- Results of Compliance Checks
  - January 2014, 33 checked, 7 failed
  - March 2014, 33 checked, 4 failed, 1 was repeat fail
- Media Messaging
  - Radio Advertisements, Billboard Advertisements
  - Pull Up Banner

SERVE KIDS
SERVE TIME
WE CAN BE DRUG FREE COALITION

SERVE OR SELL ALCOHOL ??
BE SMART
PROTECT YOURSELF
GET TRAINED
IT'S FREE!!
smart.missouri.edu
CERTIFIED
SMART
State of Missouri Alcohol
Responsibility Training

Next Steps

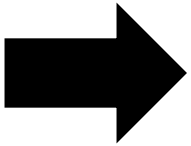
- City Ordinance
- Evaluation Activities
  - Senior Surveys
  - Number of Servers Certified
  - Number of Alcohol Compliance Checks

Ryan Worley

Coordinator

Creating Environmental Change

- Changing Norms
- Changing Policies
- Changing Perceptions
- Changing Attitudes



- Reduced Access
- Reduced Availability
- Increased Perception of Harm
- Increased Pro-Social Norms

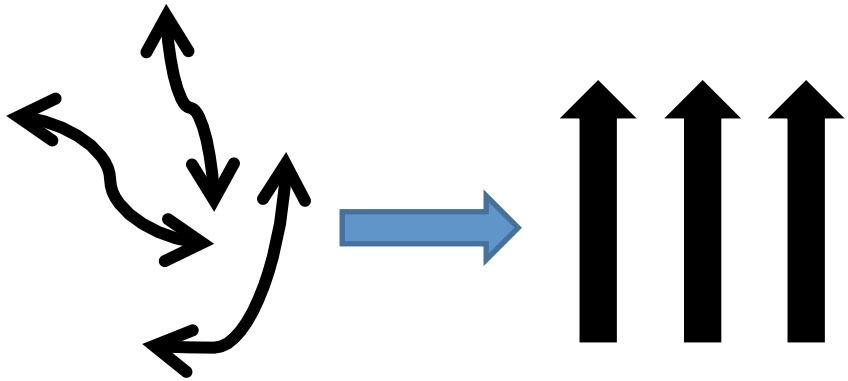
Changing Behaviors

Keys to Partnering for Success

- Ability to convert community assessments into community action plans.
- Leverage resources to support prevention strategies.
- Foster collaboration across multiple sectors of the community.
- Mobilize key stakeholders to advocate for policy change.

Using Assessments to Drive Activity

- Comprehensive community assessments reveal needs and provide a compass for project indicators



Quality assessments foster community alignment

Leveraging Resources

- Alignment of key partners fosters alignment of resources around common community outcomes.
- Examples
  - Boone County Alcohol Summit. Collaboration between Youth Community Coalition, MU Wellness Resource Center, and Boone County Health Department

Multi-Sector Collaboration

- Problems surrounding communities and campuses are multifaceted, therefore our collaborations must be as well.

Youth
Parent
Business
Media
School
Youth-Serving Organizations
Law Enforcement
Religious/Fraternal Organizations
Civic/Volunteer Groups
Healthcare Professionals
Government
Other Substance Abuse Organizations

Advocating for Policy Change

- Changing of policies and ordinances is a critical path for community change.
- Sustaining and increasing enforcement of policies is critical for long term success
- Examples
  - Mandatory Beverage Server Training
  - Compliance Checks
  - Social Hosting
  - Alcohol Outlet Density