

Northern Kentucky KY-ASAP Workgroup
Strategic Plan

Vision Statement:

"A Commonwealth of healthy communities, free of alcohol, tobacco and other drug abuse and related consequences."

Mission Statement: revised, and adopted Nov. 18, 2001

"To develop and oversee implementation of a long term community strategy that is designed to reduce youth and adult **tobacco use, alcohol, tobacco and other drug addiction; to promote resistance to the use of alcohol, tobacco, and other drugs; and to promote effective treatment.**"

II. Goals and Objectives:

A. Needs and Resources Problem Statement:

Alcohol, Tobacco and Other Drugs (ATOD) by youth/adults

- Other drug use specific to each community, examples include:
 - Inhalant use
 - Methamphetamines
 - Marijuana
 - Oxycontin
 - Prescription drug use
 - Cocaine

Substance abuse and treatment (more acute rural counties; acceptance and waiting lists)

DUI (crashes/convictions)

General public acceptance

Lack of school data (this is more complete, but needs collated)

Smoking and tobacco use by all ages

Adolescent alcohol use

In Northern Kentucky there is a tendency for more youth to begin use of ATOD at an earlier age than the state or national average. There is a higher alcohol use in early adolescence; high other drug use in youth; and high tobacco use among youth. This may be linked to a low perceived risk of sanctions from parents, other adults, and peers within the community. There is not a high concern by youth for the consequences of being caught using ATOD.

The community, especially in rural areas, has a high acceptance of tobacco and alcohol use. Many families in rural areas are directly involved in the agricultural production of tobacco and products used in the manufacture of alcoholic substances.

There are few programs addressing the issues of community and cultural acceptance and the perceived availability of substances for youth. There is a lack of adequate treatment options available for youth and adults seeking treatment for ATOD addictions. Anecdotal evidence collected also suggests that a lack of health care coverage to treat substance abuse exists and hinders treatment for adults and youth.

Goal 1: To address changes in community norms and attitudes by encouraging the community to place greater parental and social sanctions on youth using alcohol, tobacco, and other drugs and to provide treatment options for those addicted to those substances.

Objective a: To increase adult and community sanctions toward youth using substances by providing funding and support for evidence-based initiatives and related promotional materials.

Target: Community organizations and associations whose membership has influence or provides role models for youth behavior such as schools, churches, civic centers and sport associations.

Who: Health departments, Regional Prevention Centers and other involved organizations will promote materials among community organizations and associations.

When: Outcome to be achieved by June 2006.

Where: The eight county region with an emphasis on equal promotion efforts in rural counties.

Outcome: The perception by youth of adult and peer disapproval of their use of alcohol, tobacco and other drugs will be increased as measured by self-reporting surveys.

Objective b: To increase awareness and sensitivity to the prevalence of alcohol, tobacco and other drug use within the community and associated consequences that result from abuse of these substances.

Target: Youth and adults

Who: Health departments, Regional Prevention Centers and other involved organizations will promote materials among community organizations and associations.

When: Outcome achieved by June 2006

- Where:** The eight county region with an emphasis on equal promotion efforts in rural counties.
- Outcome:** Youth perception of harm and youth perception of adult disapproval of alcohol, tobacco and other drug use will increase as measured by self-reporting surveys.
- Objective c:** To promote the use of evidence-based initiatives in schools for the reduction of alcohol, tobacco and other drugs by youth through providing funding for purchasing curricula, staff training, and related promotional and educational materials.
- Target:** School-based youth
- Who:** The Northern Kentucky KY-ASAP Local Board will provide information to schools (public, private, and parochial), family and youth resource centers, and other community centers on how to apply for funding.
- When:** June 2006
- Where:** The eight county region with an emphasis on equal promotion efforts in rural counties.
- Outcome:** There will be more teachers and other professionals trained to use evidence-based curricula and there will be an increased availability of those curricula and related materials. Long-term outcome will be a reduction in alcohol, tobacco and other drug use indicators.
- Objective d:** Expand existing alcohol and drug addiction treatment capacity by providing supplemental funding for existing treatment services and advocacy efforts.
- Target:** Alcohol and drug addiction service treatment providers, community agencies and consumers.
- Who:** The Northern Kentucky KY-ASAP Local Board will provide information on how to apply for funding and promotion of advocacy opportunities.
- When:** June 2006
- Where:** Existing service treatment facilities and throughout the 8 county region.

Outcome: There will be a decrease in treatment waiting time and an increase in service availability as shown in treatment service provider records.

B. Coordination of Programs Problem Statement:

There is inconsistent data regionally to accurately identify community needs and to evaluate the effectiveness of educational, prevention and treatment programs in Northern Kentucky. The inconsistencies are in areas covered (i.e. not all counties, only some schools, etc.), definitions of terms differ among instruments, and data collection and analysis procedures vary among sources. Complete and reliable comparative data is not available to planners, decision-makers and program evaluators. Area planners do not have the resources to collect data nor the expertise to thoroughly analyze data that is available.

Goal 2: A systematic plan will be developed to coordinate and enhance the community system of data collection and analysis. This data will be used for needs identification and to evaluate prevention and treatment programs.

Objective a: Coordinate, compile and analyze existing local data and determine if the existing data is sufficient for needs identification and to evaluate prevention and treatment programs.

Target: School districts, treatment providers and other organizations and associations.

Who: The Northern Kentucky KY-ASAP Local Board, board staff and local health departments.

When: June 2006.

Where: The eight county region.

Outcome: There will be an increase in the amount and quality of data available to the Board for needs identification and to evaluate prevention and treatment programs in order to update strategic plan and resource scan.

Objective b: To ensure close collaboration and networking among regional providers and planning entities (Regional Prevention Centers, Mental Health Board, health departments, tobacco coalitions, etc.) and to ensure coordination among other funding sources (such as Health Foundation of Greater Cincinnati).

- Target:** Regional provider, planning, and funding organizations.
- Who:** The Northern Kentucky KY-ASAP Local Board and board staff.
- When:** June 2006.
- Where:** The Greater Cincinnati Metropolitan Region.
- Outcome:** Better coordination of programs, planning, funding, and evaluation criteria as measured by participation by Northern Kentucky KY-ASAP Local Board membership.

C. Community Involvement Problem Statement:

During the last 3 years, foundations have been built towards coordinating prevention and treatment efforts. Community organizations and associations have strengthened relationships in order to build a coordinated effort toward the prevention and treatment of the use and abuse of alcohol, tobacco and other drugs within and among neighborhoods. However, effort needs to continue and to be expanded upon. The coordination of prevention efforts with treatment service providers has begun and should continue in order to leverage funding for regional prevention and treatment programs.

Goal 3: The Board will maintain and expand efforts at building community awareness and involvement in prevention and treatment efforts and coordination of funding opportunities.

- Objective a.** To expand our reach into and coordinate funding opportunities for community organizations and associations that could include alcohol, tobacco and other drug prevention programs; and to support organizations that currently include information.

- Target:** Community and faith-based organizations and associations.
- Who:** The Youth Substance Abuse Treatment Collaborative (YSAT) in coordination with the Regional Prevention Centers, health departments, and other organizations.
- When:** June 2006.
- Where:** The eight county region with an emphasis on equal promotion efforts in rural counties and urban neighborhoods.

Outcome: There will be an increase in community participation on coalitions and associations as well as a better coordination among coalitions and associations related to programs and funding opportunities.

There is only one objective actually listed in this category. However the board strongly believes this region has 3 objectives focusing on community involvement, community domain area, with the inclusion of two objectives in Goal 1. Objectives 1a and 1b both address community involvement, community domain issues and the Board believes we are strongly emphasizing this domain.