

TEHAMA COUNTY HEALTH SERVICES AGENCY



Drug and Alcohol Division Strategic Prevention Framework Plan Years 2014 through 2019

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TABLE OF CONTENTS

Introduction.....	2
I. Overview of Tehama County.....	3
II. SPF Step 1: Needs and Resource Assessment.....	5
III. SPF Step 2: Capacity Building.....	8
IV. SPF Step 3: Planning Process.....	10
V. SPF Step 4: Implementation.....	21
VI. SPF Step 5: Evaluation.....	25

Introduction

The County of Tehama receives federal block grant funds from the California Department of Health Care Services (DHCS) to address drug and alcohol prevention needs in the county. Tehama County Health Services Agency Drug and Alcohol Division administers the Substance Abuse Prevention and Treatment (SAPT) Block Grant funds for Alcohol and Other Drugs (AOD) primary prevention services in the county. DHCS requires each county receiving SAPT Block Grant funding to develop a comprehensive Strategic Prevention Framework Plan (SPF 5).



The Substance Abuse and Mental Health Services Administration (SAMHSA) designed the Strategic Prevention Framework (SPF) to assist communities in designing and implementing effective and sustainable prevention programs to reduce AOD problems. The framework set forth by SAMHSA's Center for Substance Abuse Prevention outlines an approach to prevention planning.^[1]

1. **Assessment:** Assess population needs (nature of the substance abuse problem, where it occurs, whom it affects, how it is manifested), the resources required to address the problem, and the readiness to act.
2. **Capacity:** Build capacity at community levels to address needs and problems identified in Step 1.
3. **Planning:** Develop a comprehensive strategic plan. At the community level, the comprehensive plan articulates a vision for organizing specific prevention programs, policies, and practices to address substance abuse problems locally.
4. **Implementation:** Implement the evidence-based program, practices, and policies identified in Step 1.
5. **Evaluation:** Evaluation helps organizations recognize what they have done well and what areas need improvement. The process of evaluation involves measuring the impact of programs and practices to understand their effectiveness and any need for change. Evaluation efforts therefore greatly influence the future planning of a program. It can also impact sustainability, because evaluation can show sponsors that resources are being used wisely.

¹ Center for Substance Abuse Prevention, Identifying and Selecting Evidence-Based Interventions, January 2007

I. Overview of Tehama County

Tehama County is located in Northern California and was formed in 1856 from parts of Butte, Colusa and Shasta Counties. The county is part of the vast Central Valley region – some 450 miles long, averaging 50 miles wide. The Central Valley encompasses two sub-regions, Sacramento Valley and San Joaquin Valley. Tehama County is one of ten counties situated in the Northern Sacramento Valley and is a rural area with vast open spaces. According to the U.S. Census Bureau, the county has a total area of 2,962 square miles. Snow-covered mountains including Mount Lassen, Mount Shasta and the Trinity Mountain Range, surround the County. From the snowy Sierras in the east, down to the Sacramento River on the valley floor, and increasing in elevation again to the west, Tehama County contains a wide range of geographic diversity. The Sacramento River winds a path through the valley floor and provides numerous recreation opportunities along with valuable water resources. Lassen Volcanic National Park extends into the northeast corner of the county and is another great source of recreation for county residents.

There are approximately 63,000 residents in the County of Tehama. Red Bluff is the county seat with a population of approximately 14,000 people. Corning and Los Molinos are the next largest towns with populations of approximately 7,000 and 2,000 respectively. According to the Tehama County Farm Bureau's 2012 statistics, the top five (5) crops by value in Tehama County are walnuts, olives, almonds, dried plums and milk.

Tehama County is rural in nature and is an economically disadvantaged community with a high number of individuals living below the poverty level. In 2012, the median household income was \$40,307 compared to \$61,400 for California as a whole. According to the March 2010 Bureau of Labor Statistics, unemployment in Tehama County was at 17.7%, while the statewide average was only 14.0%. 20.3% of Tehama County residents live below the poverty level compared to 15.3% of total California residents.



However, Tehama County itself, as well as the neighboring Counties of Butte and Shasta, offers several opportunities for higher education. California State University, Chico, Simpson and National Universities in Redding and Shasta Community College in Redding, which has a satellite campus in Red Bluff, are within a half-hour to an hour drive from most areas of Tehama County.

Figure 1: Shows the number and percent of Tehama County’s population by race/ethnicity. According to the U.S. Census Bureau statistics, Tehama County’s population is 73.3% Caucasian, 20.5% Hispanic or Latino, 2.7% reporting two (2) or more races, 2.3% American Indian and Alaska Native persons, 1.2% Asian persons, 0.9% Black persons, 0.1% Native Hawaiian and Other Pacific Islander. Hispanic and Latino individuals represent approximately 12,000 of Tehama County’s approximately 63,000 residents. Tehama County Health Services Agency and members of the Strategic Prevention Framework Steering Committee place strong emphasis on this fact when looking at Tehama County’s prevention needs.

Figure 1

Race / Ethnicity	Tehama County	California
African American/Black	0.9%	6.7%
American Indian/Alaskan Native	2.3%	1.2%
Asian	1.2%	12.5%
Caucasian/White	73.3%	42.3%
Latino	20.5%	36.6%
Native Hawaiian/Other Pacific Islander	0.1%	0.4%
Other	1.7%	0.3%
Total	100%	100%

Figure 2: Shows the number and percent of Tehama County’s population by age group. The county population consists of 24.9% children (ages 0-17), 58.8% adults (ages 18-64) and 16.3% older adults over age 65.

Figure 2

Age Group	Tehama County	California
Ages 0-17	24.9%	24.6%
Ages 18-64	58.8%	63.7%
Ages 65+	16.3%	11.7%
Total	100%	100%

Tehama County Health Services Agency has a strong Cultural Competency Committee. This committee works hard to ensure that the needs of all ethnic groups in our county are considered when providing any type of service. In order to address the needs of our Hispanic and Latino residents, printed prevention materials are made available in English and Spanish.

Tehama County Health Services Agency, along with Latino Outreach and many community partners, participates in the annual Cinco de Mayo celebration. This huge outreach event attracts thousands of participants each year. The magnitude of this event and the planning that goes into it demonstrates Tehama County Health Services Agency’s pride and appreciation in Tehama County’s Hispanic and Latino populations.

II. SPF Step 1: Needs and Resource Assessment

A. Tehama County Health Partnership

Tehama County continues to be known for the strong collaboration that exists between all its community partners. Unique to Tehama County is the Tehama County Health Partnership (TCHP). TCHP is a vehicle by which organizations throughout Tehama County (i.e. Northern California Child Development, Inc.'s (NCCDI) Head Start Program, Alternatives to Violence, Tehama County Department of Education, Family Service Agency, First 5 Tehama, Tehama County Health Services Agency, Red Bluff Downtown Association, Child Care Referral and Education, Department of Social Services, etc.) meet on a monthly basis to share programs and resources available to county residents. TCHP's monthly meetings afford community partners an opportunity to build relationships and coordinate their services to avoid duplication and offer support when applicable. TCHP members communicate around grant opportunities and receive support for grant applications. Since its inception, the TCHP has placed an emphasis on youth mentoring, substance abuse prevention, and juvenile crime prevention.

B. Strategic Prevention Framework Steering Committee (SPFSC)

In cooperation with the Tehama County Drug and Alcohol Advisory Board, the Tehama County Health Services Agency (TCHSA) Drug and Alcohol Division established a Committee to assist in developing Tehama County's Strategic Prevention Framework Plan for 2010–2013. Active members of this Committee were comprised of staff from Tehama County Department of Education, Tehama County Drug and Alcohol Division, Tehama County Landfill, Tehama County Public Defender's Office, and concerned citizens from the community.

Due to time constraints and as agreed upon by the SPFSC and approved by TCHSA, a request for a one-year extension of the SPF 20101-2013 plan was granted. The initial plan with the extension ended in June of 2014. During the twelve-month extension, the Strategic Prevention Framework Steering Committee continued to meet and work on the plan on a monthly basis.

The SPFSC monitors goals and objectives that have been identified in the prevention plan. In addition, the SPFSC is instrumental in planning community prevention activities and events that includes the compilation of data and evaluation measurements for outcomes of the 2014-2019 Strategic Prevention Framework Plan.

C. Strategic Prevention Framework Planning Committee (SPFPC)

This committee was formed from a suggestion made by one of the members of the SPFSC to help gather data and ideas for the Strategic Prevention Framework Plan. Active members of this committee are comprised of members from the SPFSC listed above and staff from Tehama County schools, Tehama County 4-H Chapter, Tehama County Sheriff's Office, First 5 Commission, Tehama County Department of Social Services, Tehama County Department of Education, Tehama County Mentoring Program, the Red Bluff Ministerial Association, and community members at large.

D. Planning Meetings

Three planning meetings were held in 2014 to help format the new Strategic Prevention Framework Plan. The SPFSC members and planning committee members accessed an array of data from many sources. Some of the data gathered was from the following sources:

- California Healthy Kids Survey (CHKS) 2007 – 2008, 2009 – 2010 and 2011-2012
- County Admission Data (CalOMS Treatment)
- Center for Applied Research Solutions (CARS) 2007 report “Indicators of Alcohol and Other Drug Risk and Consequences for California Counties”
- Statewide Integrated Traffic Records System (SWITRS) 2011 data collected by the California Highway Patrol Statewide Integrated Traffic Records System was reviewed.
- School Accountability Report Cards (SARC) for Red Bluff High School District and the Corning High School District.

Based on this data, four (4) problems, as well as contributing factors and local conditions that were relevant to the problems, were identified. The SPFSC and SPFPC members then formulated goals, strategies, and measurable outcomes for each goal.

E. Key Findings

1. Alcohol Use by Youth:

The 2011-2012 Tehama County California Healthy Kids Survey (CHKS) revealed that 9% of 9th graders and 13% of 11th graders report binge drinking three (3) or more days in the past thirty (30) days. Additionally, 16% of 9th graders and 21% of 11th graders report drinking some alcohol in the last thirty (30) days. Of further concern is that the CHKS revealed 66% of 9th graders and 75% of 11th graders perceived difficulty in obtaining alcohol as fairly to very easy. National data compiled by the Department of Health and Human Services indicates the following:

“Nearly four in ten high school seniors report drinking some alcohol within the past month, and more than two in ten reported “binge drinking” within the past two weeks.” [2]

2. Consequences of Alcohol Use:

Research conducted by the Department of Health and Human Services indicates a direct link to adolescent alcohol use and motor vehicle crashes as follows:

“Drinking endangers adolescents in multiple ways including motor vehicle crashes, a leading cause of death for this age group. [3] Nearly one in four adolescents has ridden in a car with a driver who had been drinking.” [4]

²⁻⁴ <http://www.hhs.gov/ash/oah/adolescent-health-topics/substance-abuse/alcohol.html#.U62ujKPn9Fo>

Figure 3, although not youth specific, compares the 2007-2011 SWITRS data on alcohol-involved fatal and injury collisions for Tehama County and four (4) similar-sized counties. A four-year average of the represented counties reflects Tehama and Lake County both ranking second with 20 fatalities due to alcohol-related collisions. Of the four (4) similar sized counties, Tehama falls in the middle with 269 alcohol-involved injuries in the 2007-2011 time frames. Although high, this number does indicate a 15% decrease from the 317 alcohol involved injuries that occurred from 2004-2008 according to the SWITRS data.

Figure 3

ALCOHOL INVOLVED FATAL AND INJURY COLLISIONS											
County	Current Population	2007		2008		2009		2010		2011	
		Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury	Fatal	Injury
Siskiyou	44,900	4	34	3	33	5	28	4	31	2	34
San Benito	55,269	4	46	6	36	1	34	0	45	2	37
Tuolumne	55,363	7	61	2	56	6	45	2	42	3	39
Tehama	63,463	2	75	5	60	3	66	7	33	3	35
Lake	64,665	6	68	3	64	3	51	4	47	8	70
Totals		25	298	23	264	25	273	19	283	15	250

3. Marijuana Use by Youth: The SPF Planning Committee viewed the 2011-2012 CHKS and noted that 17% of 9th graders, 26% of 11th graders, and 71% of students attending Non-Traditional schools in the Corning High School District used marijuana in the past 30 days. Additionally, 19% of 9th graders, 20% of 11th graders, and 39% of students attending Non-Traditional schools perceive that there is no harmful physiological effect associated with using marijuana one to two times per week. In comparison, the National Institute on Drug Abuse (NIDA) released the following data:

“In 2013, 7.0 percent of 8th graders, 18.0 percent of 10th graders, and 22.7 percent of 12th graders used marijuana in the past month, up from 5.8 percent, 13.8 percent, and 19.4 percent in 2008. Daily use has also increased; 6.5 percent of 12th graders now use marijuana every day, compared to 5 percent in the mid-2000s.”^[5]

4. Consequences of Marijuana Use: The data from the 2011-2012 School Accountability Report Cards (SARC) for Red Bluff High School and Corning High School was reviewed. The data showed that the suspension rates were higher in the Corning High School District with a 39.26% suspension rate versus a suspension 5.7% rate at Red Bluff High School District. Another key finding in the SARC is that 71% of Corning High School students are socioeconomically disadvantaged compared to 33% at Red Bluff High School. Although the data from the SARC is not specific to adolescent use of marijuana, indicators associated with use of this substance are linked

⁵ <http://www.drugabuse.gov/publications/drugfacts/high-school-youth-trends>

to school suspensions, high school dropout rates and normative use of this substance by socioeconomically disadvantaged populations.

III. SPF Step 2: Capacity Building

A. Tehama County Drug and Alcohol Division Capacity:

Partnerships

Tehama County Department of Education (TCDE) has an active countywide Friday Night Live/Club Live (FNL/CL) program. Tehama County Drug and Alcohol Division is in a partnership with TCDE to support FNL/CL by directing \$6,000.00 of SAPT Prevention Block Grant funds to TCDE to assist with FNL/CL costs.

TCDE's FNL Chapter is known as Friday Night Live/Tehama County Youth Council (FNL/TCYC). Local youth in junior high and high school have the opportunity to participate in FNL/TCYC. FNL actively supports youth involvement in local community leadership. Members of FNL/CL attend and participate in the Tehama County Health Partnership Meetings as well as community outreach events and festivals.

As part of our prevention activities, Tehama County Drug and Alcohol Division, through partnership with TCDE, offers tobacco cessation and marijuana awareness classes. Area youth who are cited for first-time tobacco or marijuana use are required to attend a two-hour class with their parent. A certified drug and alcohol substance abuse counselor provides this intervention.

Internal Capacity

Tehama County Health Services Agency, Drug and Alcohol Division has certified Drug and Alcohol Counselors (DACs) who are knowledgeable of and trained in providing prevention services. Drug and Alcohol Division has one full-time counselor assigned to prevention and a Prevention Coordinator/Drug and Alcohol Supervisor who has the primary responsibility of coordinating, developing, providing and monitoring the prevention activities and services outlined in the SPF Plan.

B. Other Tehama County Prevention Resources / Capacity

Past Activities

The Tehama County Department of Education (TCDE), a key partner in prevention efforts, provides many substance-abuse prevention activities throughout Tehama County. In 2008, TCDE applied for and received the U.S. Department of Education Grant to Reduce Alcohol Abuse (known locally as Students Operating Sober or SOS). According to the SOS Scope of Work, the grant focused on assisting youth in developing protective factors to decrease their alcohol-related risk. TCDE contracted with Tehama County Health Services Agency Drug and Alcohol Division (DA) for a .50 full-time equivalent (FTE) Drug and Alcohol Counselor to work in the SOS program. The SOS grant also funded several school counselor positions at local high schools.

The school and drug and alcohol counselors worked collaboratively at Red Bluff, Salisbury and Los Molinos High Schools to facilitate the following evidence-based alcohol prevention curricula: Too Good for Drugs; Creating Lasting Family Connections; and Class Action. Additionally, the SOS team targeted social hosting behavior and social norms surrounding the provision of alcohol to minors utilizing the “Parents Who Host Lose the Most: Don’t Be a Party to Underage Drinking” program.

Students in the 11th and 12th grade at Red Bluff and Salisbury Continuation High Schools in Red Bluff and Los Molinos High School in Los Molinos were targeted to participate in the evidence-based “Class Action” curriculum. The curriculum was delivered during the eight (8) to ten (10) weekly classroom sessions in accordance with the SAMHSA prevention website “Class Action”. Students who participated were divided into six (6) “legal” teams and presented hypothetical civil cases in which someone had been harmed as a result of underage drinking. Students used a casebook and audio-taped affidavits and depositions to build legal cases and then presented them to a jury of their peers. The six (6) case topics included: date rape; drinking and driving; drinking and vandalism; drinking and violence; fetal alcohol syndrome; and, school policies. Community involvement was encouraged by bringing in outside speakers to discuss alcohol use issues within the students’ community. Students who participated in “Class Action” developed leadership skills and increased their awareness of community issues pertaining to alcohol use.

Current Activities

The Tehama County Mentoring Program continues to be an integral part of Tehama County Department of Education’s Student Support Services. The mentoring program is a joint effort between public agencies and community organizations across Tehama County. The Program is funded by various grants and relies on individuals, civic organizations, and local businesses for financial and volunteer support. The goals of the Mentoring Program are to provide Tehama County youth with positive adult role models; to provide additional support every child needs to make successful life choices; and, to offer a rewarding opportunity for community members to enrich the lives of young people by sharing their wisdom and experiences.

The Corning Union High School District applied for and was awarded a 5-year federal grant under the Safe and Healthy Schools Program known locally as Project Hope (Helping Others Pursue Education). This Program provided a wide array of services to the students of Corning High School in South Tehama County. These services included education groups, on-site counseling, provision of a community resource officer and a probation officer and provided students with skills and early intervention services to help prevent problems with juvenile justice and emotional or behavioral difficulties. Key staff from TCDE and Tehama County Health Services Agency participated in the core management team for this grant and in program implementation. Even though this grant ended in 2013, a concerted effort is being made to continue providing as many of the above services as possible.

The faith-based community in Tehama County offers another venue for prevention activities. Several area churches are committed to providing meeting places and staff for youth groups. Participation in faith-based youth groups is a rich resource through which youth can participate in healthy, fun, and substance-free activities and benefit from interaction with positive adult role models.

The Tehama County Sheriff's Office Police Athletic League (PAL) provides safe and convenient opportunities for community youth to participate in a wide range of fun and stimulating substance-free activities, including a Youth Leadership Council, free of charge throughout the year. PAL teaches life lessons about the importance of community, leadership, education, and team building. Programs are offered throughout Tehama County from Rancho Tehama in the South County to Cottonwood in the North County.

IV. SPF Step 3: Planning Process

A. Identification of Prevention Priorities

The Tehama County SPF Steering Committee (SPFSC) falls under the auspice of the Tehama County Drug and Alcohol Advisory Board. This committee was formed to identify and address prevention needs in the community. During one of the monthly meetings, members of the SFPSC identified the need to create a committee consisting of representatives from agencies, businesses, youth, and the community at large to help with the development of Tehama County's Strategic Prevention Framework Plan. The SPF Planning Committee (SPFPC) was formed in the beginning of 2014 to address this identified need. The SPFPC is comprised of representatives from Tehama County Health Services Agency Drug and Alcohol Division, Tehama County Department of Education (TCDE), Tehama County Landfill, Tehama County Sheriff's Office, a Prosecuting Attorney, Tehama County schools, Tehama County 4-H Chapter, First 5 Commission, Tehama County Department of Social Services, Tehama County Mentoring Program, the Red Bluff Ministerial Association, and other community members that includes, at times, high school youth.

During the planning meeting, the SPF Planning Committee analyzed data from several sources including the California Healthy Kids Survey with discussion centering on the demographic and cultural make-up of Tehama County. Through this process, the SPFPC determined that the three (3) significant problems in our county were the use of alcohol, marijuana and prescription drugs by youth. The priorities identified by the SPFPC were to lower youth's access to alcohol, marijuana and prescription drugs and thereby reduce consumption. The team was in agreement that education on the harm involved with use of these substances needs to be provided to the adolescents, parents, senior citizens and organizations throughout the county. Information regarding methods to curtail easy access of substances will be provided to retail merchants, parent groups, churches and other community organizations throughout the county.

B. Prevention Strategies

Prevention strategies will be selected based on the existing capacity within Tehama County and according to effective methods for reducing access and consumption of alcohol, marijuana and prescription medications.

One goal of the SPF plan is to raise the community's awareness of issues related to youths' use of alcohol and marijuana and misuse of prescription drugs. Activities may include presentations facilitated by Tehama County Drug and Alcohol Counselors with the assistance of Youth Leaders at community forums and other community meetings (i.e. service clubs and faith-based organizations). Additionally, we will be partnering with TCDE and area schools to expand Youth Leadership programs. The students in the program will be instrumental in the development of promotional activities that will increase community awareness regarding the prevention of early onset of use of substances by the adolescent population. For example, the Youth Leadership groups will develop a public awareness campaign, including posters, flyers and Public Service Announcements. Additionally, the students may film prevention videos to spread the message to their peers and other age groups in throughout the community. A first step in changing behaviors and community norms is to increase public awareness of the identified issues and to provide the community with easily applied strategies for change as outlined by Prochaska, DiClemente and Norcross in their transtheoretical stages of change model. ^[6]

Another area of focus will be to partner with Tehama County Department of Education to develop an additional Friday Night Live (FNL) Chapter for students attending or involved in non-traditional education. Given that a key finding of the needs assessment indicates that over one-third of youth in non-traditional education sites have multiple occasions of prescription drug misuse, FNL will provide positive alcohol and drug-free alternative activities and enhance youth protective factors.

Two (2) long-term priorities identified by the SPF Steering Committee will be: 1) Partner with the Tehama County Landfill and local law enforcement to develop a countywide, safe disposal method for prescription medication including prescription pain medication; and, 2) Collaborate with area youth to develop Public Service Announcements (PSAs) about local drug- and alcohol-free activities and other pertinent information for area youth that will be posted on social networking sites, (i.e. Facebook and Twitter).

⁶ Changing for Good: A Revolutionary Six-Stage Program for Overcoming Bad Habits and Moving Your Life Positively Forward by James O. Prochaska, John Norcross, and Carlo DiClemente (Paperback - Sept. 1, 1995)

**Tehama County Health Services Agency
Drug and Alcohol Division
Strategic Prevention Framework Goals, Objectives and Strategies
Fiscal Years 2014 through 2019**

Problem Statement 1:

According to the California Healthy Kids Survey (CHKS: 2010-2011) 15% of all 9th graders and 30% of 11th graders in the Corning Union High School District reported binge drinking five days or more in a 30 day period.

- Goal 1:** Decrease binge drinking by 9th graders from 15% to 12% and 11th graders from 30% to 27% in the Corning Union High School District.
- Objective 1:** By 2019, reduce binge drinking amongst 9th graders and 11th graders in the Corning Union High School District by 3% as measured by the California Healthy Kids Survey.
- Strategy 1.1:** Tehama County Health Services Agency (TCHSA) will collaborate with Tehama County Department of Education (TCDE) Student Support Services to re-establish a Club Live Chapter at Maywood Middle School in South County by December of 2014.
- Strategy 1.2:** TCHSA Drug/Alcohol Prevention Staff will work in conjunction with TCDE Student Support Services to establish a FNL Chapter at Corning High School by December of 2015.
- Strategy 1.3:** TCHSA Drug/Alcohol Prevention Staff will work in collaboration with TCDE Student Support Services to identify and support other modalities that promote positive youth development activities associated with prevention for middle and high school students located in the Corning area.

Problem Statement 2:

According to the California Healthy Kids Survey (CHKS: 2010-2011), 44% of 9th graders and 57% of 11th graders in the Corning Union High School District perceive the difficulty of obtaining alcohol as easy to very easy.

Goal 2: Decrease the ease of access to alcohol amongst 9th graders from 44% to 41% and 11th graders from 57% to 54% in the Corning Union High School District.

Objective 2: By 2019, reduce ease of access to alcohol by 9th graders and 11th graders in the Corning area by 3% as measured by the CHKS.

Strategy 2.1: TCHSA Drug/Alcohol Prevention Staff will promote the Keep Kids Safe Campaign in the Corning area by providing information about locking up alcohol to limit the ease of access. The Campaign materials will be developed by the youth involved in the youth leadership groups facilitated by the TCDE and TCHSA Prevention Staff.

Strategy 2.2: TCHSA Drug/Alcohol Prevention Staff in collaboration with TCDE Student Support Staff will provide education and information regarding the physiological impacts of alcohol on our adolescent populations in the Corning area during events that are attended by students, parents and staff members. The youth leadership programs will be instrumental in developing appropriate materials and methods to promote the Keep Kids Safe - Lockup Your Alcohol Campaign.

Strategy 2.3: TCHSA Drug/Alcohol Prevention Staff will continue to conduct speaking engagements to other civic organizations with a focus on the Corning area.

Problem Statement 3:

According to the California Healthy Kids Survey (CHKS: 2010-2011), 17% of 9th graders, 26% of 11th graders and 71% of Non-Traditional (NT) students attending school in the Corning Union High School District admitted to using marijuana in the past 30 days.

Goal 3: Decrease the use of marijuana by 9th graders from 17% to 14%, 11th graders from 26% to 23% and NT students from 71% to 68% in the Corning Union High School District.

Objective 3: By 2019, reduce daily marijuana use amongst 9th and 11th graders and NT students in the Corning Union High School District by 3% as measured by the California Healthy Kids Survey.

Strategy 3.1: Tehama County Health Services Agency (TCHSA) will collaborate with Tehama County Department of Education (TCDE) Student Support Services to re-establish a Club Live Chapter at Maywood Middle School in South County by December of 2014 and engage the youth in prevention activities.

Strategy 3.2: TCHSA Drug/Alcohol Prevention Staff will work in conjunction with TCDE Student Support Services to establish a FNL Chapter at Corning High School by December of 2015.

Strategy 3.3: TCHSA Drug/Alcohol Prevention Staff will work in collaboration with TCDE Student Support Services to identify and support other modalities that promote positive youth development activities associated with prevention for middle and high school students located in the Corning area.

Problem Statement 4:

According to the California Healthy Kids Survey (CHKS: 2010-2011), 19% of 9th graders, 20% of 11th graders and 39% of non-traditional (NT) high school students in the Corning Union School District perceive that there is no physiological harm associated with smoking marijuana one to two times per week.

Goal 4: Increase the awareness of 9th and 11th grade students and students attending Non-Traditional high schools in the Corning Union School District regarding the physiological impacts associated with the use of marijuana.

Objective: By 2019, decrease by 3% the number of 9th graders from 19% to 16%, 11th graders from 20% to 17% and NT students from 39% to 36% in the Corning Union School District that perceive there is no physiological harm associated with smoking marijuana one to two times per week.

Strategy 4.1: TCHSA Drug/Alcohol Prevention Staff will work in collaboration with TCDE Student Support Services to expand the Keep Kids Safe Campaign to incorporate marijuana use.

Strategy 4.2: Provide education and information regarding the physiological impacts of marijuana on our adolescent populations in the Corning Union School District during County events to adolescents, parents, staff members and other county residents.

Strategy 4.3: The youth leadership programs will be instrumental in developing appropriate materials and methods to promote Keep Kids Safe. The information will be formatted by the FNL adolescents and handed out to all attendees.

Strategic Plan Framework (SPF) Logic Model Worksheet ~ Goal 1

Identified Problem or Need (supported by data) According to the 2011-2012 California Health Kids Survey (CHKS), 15% of 9 th graders, 30% of 11 th graders and 67% of Non-Traditional students in the Corning High School District reported binge drinking 5 or more drinks in a row in a 30-day period.			Contributing Factors: 1. Youths' lack of perceived danger from abuse of alcohol 2. Peers' influence to drink 3. Community cultural acceptance of alcohol			
Goal (or Aim)	Resources (What do we have to help meet our goal?)	Strategies (What methods will be used?)	Expected Outcomes / Objectives (What do we think will happen as a result of our efforts?)			Measurement Indicators (Specifically, how will we know what happened?)
			Short Term	Intermediate Term	Long Term	
1. Decrease binge drinking by 9 th graders from 15% to 12% and by 11 th graders from 30% to 27% in the Corning Union School District	TCDE, local schools, law enforcement, County Drug & Alcohol and Public Health Staff, County Landfill Director, SPF Steering Committee	Collaborate with TCDE Student Support Services to: 1.1: Establish a Club Live Chapter for students attending Maywood Middle School by December 2014 1.2: Establish a FNL Chapter in Corning High School by December 2015 1.3: Identify and support other modalities that promote positive youth development activities associated with prevention for middle and high school students in the Corning Union School District (e.g.) Life Skills Training or Say It Straight.	By 2015, Pre & Post community presentation surveys will indicate a 5% increase in knowledge of the subject matter. 5% of students attending middle school and high school in the Corning Union School District will be engaged in youth prevention activities offered through the CL/FNL.	By 2017, 3% of youth attending Maywood Middle School will participate in Club Live By 2017, 5% of youth attending Corning High School will participate in youth prevention activities/FNL By 2017, Pre and post community presentation surveys will indicate a 5% increase in knowledge of the subject matter. By 2017, presentations will be scheduled throughout the Corning Union School District area and Tehama County.	By 2019, reduce binge drinking amongst 9 th and 11 th graders in the Corning Union School District by 3% as measured by the CHKS By 2019, Community knowledge and awareness of this issue will increase by 5%. By 2019, engagement of youth in prevention activities will be at 5% of the student enrollment numbers in the Corning Union School District.	Data will be analyzed and available to measure the extent of the effectiveness of prevention strategies as evidenced by 3% reduction in binge drinking by youth in the Corning Union School District as measured through the CHK Survey Pre & Post presentation community surveys

Strategic Plan Framework (SPF) Logic Model Worksheet ~ Goal 2

Identified Problem or Need (supported by data) According to the 2011-2012 California Health Kids Survey (CHKS), 44% of 9 th graders and 57% of 11 th graders in the Corning High School District perceive the difficulty of obtaining alcohol as easy to very easy.			Contributing Factors: 1. Ease of access to alcohol 2. Lack of community education 3. Lack of perceived danger from abuse of alcohol			
Goal (or Aim)	Resources (What do we have to help meet our goal?)	Strategies (What methods will be used?)	Expected Outcomes / Objectives (What do we think will happen as a result of our efforts?)			Measurement Indicators (Specifically, how will we know what happened?)
			Short Term	Intermediate Term	Long Term	
2. Decrease the ease of access to alcohol by 9 th graders from 44% to 41% and 11 th graders from 57% to 54% in the Corning Union School District	TCDE, local schools, law enforcement, County Drug & Alcohol and Public Health Staff, County Landfill Director, SPF Steering Committee Students from South County	2.1 Promotion of the Keep Kids Safe Campaign in the Corning School District 2.2 Collaborate with TCDE SSS to provide education and information regarding the physiological impacts of alcohol on the adolescent populations at Corning School District events 2.3: TCHSA DA Prevention Staff along with student speakers will conduct speaking engagements to civic organizations focusing on the Corning area.	By 2015, 3% increase in awareness by attendees as demonstrated on the pre and post surveys. By 2015, TCDE and TCHSA Drug and Alcohol staff to partner with area schools and youth to develop public awareness campaigns and to create materials, including posters, flyers, and Public Service Announcements (PSAs).	By 2017, 5 % increase in awareness by attendees as demonstrated on the pre and post surveys. CHKS will be given in 2016-2017. By 2017, PSAs will be presented at scheduled events in the community with a focus on the Corning Union School District.	By 2019, reduce daily use of alcohol by 3% as reported by 9 th and 11 th graders in the Corning High School District as measured by the CHKS. By 2019, community knowledge and awareness will increase by 5% regarding adolescent use of alcohol, consequences of adolescent use of alcohol and tools to limit youth access to alcohol as measured by Pre and Post surveys conducted at all community events in the Corning Union School District.	Pre & Post surveys given to presentation participants to measure increased knowledge of alcohol misuse and tools to limit youth access. Data will be analyzed and available to measure the extent of the effectiveness of prevention strategies as evidenced by 3% reduction in ease of access to alcohol measured through the CHK Survey

Strategic Plan Framework (SPF) Logic Model Worksheet ~ Goal 3

Identified Problem or Need (supported by data) According to the 2011-2012 California Health Kids Survey (CHKS), 17% of 9 th graders, 26% of 11 th graders and 71% of NT students in the Corning High School District admitted to using marijuana in the past 30 days.		Contributing Factors: 1. Youths' ease of access to marijuana 2. Peers' influence to use marijuana 3. Community cultural acceptance of the use of marijuana				
Goal (or Aim)	Resources (What do we have to help meet our goal?)	Strategies (What methods will be used?)	Expected Outcomes / Objectives (What do we think will happen as a result of our efforts?)			Measurement Indicators (Specifically, how will we know what happened?)
			Short Term	Intermediate Term	Long Term	
3. Decrease the use of marijuana by 9 th graders from 17% to 14%, by 11 th graders from 26% to 23% and NT students from 75% to 68% in the Corning High School District.	TCDE, local schools, law enforcement, County drug & alcohol staff, Public Health, County landfill Director, SPF Steering Committee	Collaborate with TCDE Student Support Services to: 3.1: Establish a Club Live Chapter for students attending Maywood Middle School by December 2014 3.2: Establish a FNL Chapter in Corning High School by December 2015	By 2015, Pre & Post presentation surveys will indicate a 3% increase in knowledge of the subject matter. Engagement of youth in prevention activities	By 2017, 5% of youth attending Maywood Middle School will participate in Club Live By 2017, 5% of youth attending Corning High School will participate in FNL By 2017, Pre and post presentation surveys will indicate a 5% increase in knowledge of the subject matter.	By 2019, reduce use of marijuana amongst 9 th and 11 th graders in the Corning High School District by 3% as measured by the CHKS By 2019, Community knowledge and awareness of this issue will increase by 5% as measured by Pre and Post surveys conducted at presentations in the Schools and other events throughout the Corning Union School District. By 2019, engagement of youth in prevention activities will increase by 3% in the Corning Union School District.	Data will be analyzed and available to measure the extent of the effectiveness of prevention strategies as evidenced by 3% reduction in binge drinking by youth in the Corning High School District as measured through the CHK Survey Pre & Post presentation community surveys

Strategic Plan Framework (SPF) Logic Model Worksheet ~ Goal 4

Identified Problem or Need (supported by data) According to the 2011-2012 California Health Kids Survey (CHKS), 19% of 9 th graders, 20% of 11 th graders and 39% of NT students in the Corning High School District perceive that there are no physiological impacts associated with smoking marijuana one to two times per week.			Contributing Factors: 1. Youths' lack of perceived danger from use of marijuana 2. Peers' influence to use marijuana 3. Community cultural acceptance of marijuana			
Goal (or Aim)	Resources (What do we have to help meet our goal?)	Strategies (What methods will be used?)	Expected Outcomes / Objectives (What do we think will happen as a result of our efforts?)			Measurement Indicators (Specifically, how will we know what happened?)
			Short Term	Intermediate Term	Long Term	
4. Increase awareness of 9 th and 11 th grade students and students attending NT high schools in the Corning Union School District regarding the physiological impacts associated with the use of marijuana by 3%	TCDE, local schools, law enforcement, County drug & alcohol staff, Public Health, County landfill Director, SPF Steering Committee, and students.	Collaborate with TCDE Student Support Services to: 4.1 Expand the Keep Kids Safe Campaign to include marijuana use. 4.2 Provide education and information regarding the physiological impacts of marijuana on our adolescent populations in the Corning Union School District. 4.3 County events to adolescents, parents, staff members and other county residents.	By 2015, Pre & Post presentation surveys will indicate a 3% increase in knowledge of the subject matter. By 2015-2016, TCDE, TCHSA Alcohol and Drug Staff will provide youth leadership prevention activities to that incorporate information on the bio-physical impact of marijuana use to students in the Corning Union School District.	By 2017, Pre and post presentation surveys will indicate a 3% increase in knowledge of the subject matter. By 2017, 3% of the NT High School Students that participate in MRT facilitated by TCHSA Drug and Alcohol staff or by another County service provider in the Corning Union School District will re-enter the traditional school system.	By 2019, engagement of youth in prevention activities hosted by TCDE, the TCHSA Drug and Alcohol staff and other community services will increase by 5%.	Data will be analyzed and available to measure the extent of the effectiveness of prevention strategies as evidenced by a 3% reduction in student's perception that there are no physiological impacts associated with smoking marijuana 1-2 times per week as measured through the CHK Survey Pre & Post presentation community surveys

Goal 4 (Continued)

Goal (or Aim)	Resources (What do we have to help meet our goal?)	Strategies (What methods will be used?)	Expected Outcomes / Objectives (What do we think will happen as a result of our efforts?)			Measurement Indicators (Specifically, how will we know what happened?)
			Short Term	Intermediate Term	Long Term	
		4.4 County Drug and Alcohol Staff will provide Outreach services that include an evidenced based curriculum such as Moral Reconation Therapy (MRT) to the Non Traditional Students that are enrolled in the Corning Union School District.				

V. SPF Step 4: Implementation

According to the California Department of Health Care Services (DHCS):

“The goal of Prevention Services at the California Department of Health Care Services (DHCS) is to develop and maintain a comprehensive, state-wide prevention system that averts and reduces problems resulting from alcohol, tobacco, and other drug (ATOD) availability, manufacturing, distribution, promotion, sale, and individual use, thereby improving the health, safety, and economic conditions of California residents.”

DHCS describes primary prevention as a strategy or strategies using principles to guide the development and implementation of prevention. In its Prevention Strategic Plan ^[7], DHCS offers the following “Guiding Principles for Prevention”:

1. **Prevention fosters safe and healthy environments for individuals, families, and unities.** To create safe and healthy environments, prevention must reduce adverse problematic alcohol, tobacco, and other drug (ATOD) availability, manufacture, distribution, promotion, sales, and use. By prevention providers leveraging resources, prevention programs will achieve the greatest impact.
2. **The entire community shares responsibility for prevention.** All sections, including youth, must challenge their ATOD standards, norms and values to continually improve the quality of life within the community. “Community” includes organizations, institutions, ethnic and racial communities, tribal communities and governments, and faith communities. Community also includes Associations/affinity groups based on age, social status and occupation, professional affiliation, political or social interest, sexual orientation, and affiliations determined by geographic boundaries.
3. **Prevention engages individuals, organizations, and groups at all levels of the prevention system.** This includes those who work directly, as well as indirectly, in the prevention system who share a common goal of ATOD prevention (i.e. law enforcement, fire departments, emergency medical technicians, medical professionals, hospitals, teachers, employers, religious organizations, etc.).
4. **Prevention utilizes the full range of cultural and ethnic wealth within communities.** By employing ethnic and cultural experience and leadership within a community, prevention can reduce problematic availability, manufacturing, distribution, promotion, sales, and use of ATOD.
5. **Effective prevention programs are thoroughly planned and delivered.** To create successful prevention programs, one must use data to assess the needs; prioritize and commit to the purpose; establish actions and measurements; use proven

⁷ California Department of Alcohol and Drug Programs, Prevention Strategic Plan, October 2002

prevention actions; evaluate and measure results to improve prevention outcomes; and, use a competent, culturally-proficient and properly trained workforce.

The Tehama County Prevention Steering Committee has selected the following prevention strategies:

1. Countywide poster contest designed to engage local area middle and high school youth in the development of a poster campaign to increase community awareness as to the ease at which youth can access alcohol, marijuana and prescription medication. This will be a yearly outreach facilitated by a Drug and Alcohol Counselor assigned to Tehama County Health Services Agency Drug and Alcohol Division's Prevention Program. The Drug and Alcohol Counselor will develop outreach groups on area high school and continuation school campuses. Through the group process, teens will be supported to provide ideas, artwork, slogans, and in the development of a viable community prevention campaign poster. The posters will be displayed in Schools, Businesses and at Community offices throughout the Corning School District and other locales in Tehama County.
2. Presentations will also be given to service clubs, faith-based organizations and other community groups addressing youth's ease of access to alcohol, marijuana and *prescription drugs and suggestions on limiting access.
3. Re-establish two Club Live (CL) and two Friday Night Live (FNL) Chapters targeting students attending alternative or non-traditional high school. The SPF Steering Committee believes that this youth population often feels disenfranchised and a FNL Chapter specifically for them would help them build resiliency, increase developmental assets and transition into the larger community.
4. Collaborate with the Tehama County Department of Education regarding prevention activities in area high schools to reduce alcohol and *prescription drug use among high school students.
5. A long-term goal will be to partner with Tehama County Landfill and law enforcement to establish a safe disposal method within the county for all *prescription medications including prescription pain medication.
6. Another long-term goal will be to partner with area youth to develop Public Service Announcements for posting on social networking sites such as Facebook and Twitter.
7. Partnership with Tehama County Department of Education to add questions to Module G of the California Healthy Kids Survey (CHKS) to capture additional data regarding youth access to *prescription drugs and where youth are accessing both alcohol and *prescription drugs.

All of the prevention activities selected by the SPF Steering Committee are linked to the Institute of Medicine’s (IOM) population categories – Universal, Selective and Indicative as outlined in the following table.

Table 1

Institute of Medicine’s (IOM) Level	Program	Target Population
<p><u>Universal</u> Universal prevention strategies address the general population and aim to prevent or delay alcohol and / or substance abuse.</p>	<p>Friday Night Live / Club Live Advisory Board Outreach events -- Red Ribbon Week, Fairs, Recovery Happens Community Forums Outreach to Service Clubs and Faith-Based Organizations Media Campaign: *“Keep Kids Safe, Lock up Your Medications and Alcohol.”</p>	<p>High School and middle school students General population</p>
<p><u>Selective</u> Selective prevention targets particular groups within the general population that are at high risk for substance abuse (e.g. children of alcoholics, school dropouts, etc.).</p>	<p>Tehama County Mentoring Program</p>	<p>High school and middle school youth that are a high risk for substance abuse</p>
<p><u>Indicated</u> Indicated prevention strategies target individuals who show early danger signs of alcohol and / or substance abuse, but who do not have a diagnosis for addiction. However, early danger signs do not have to include current use of alcohol and / or drugs.</p>	<p>Keep Off the Grass and Smoking Cessation / Tobacco Class</p>	<p>High school- and middle school-aged youth with a history of marijuana and tobacco use.</p>

Figure 4: Implementation Plan

Figure 4

<p>Problem Statement:</p> <ol style="list-style-type: none"> 1. Use of alcohol and marijuana and *misuse of prescription drugs are increasing among youth. 2. Community lacks education and awareness regarding the ease that youth can obtain these substances. 3. There is no data that indicates where youth are obtaining either alcohol or *non-prescribed prescription drugs. 	
<p>Corresponding Goal:</p> <ol style="list-style-type: none"> 1. Reduce youth access to alcohol, marijuana and *prescription drugs. 	
<p>Corresponding Objectives:</p> <ol style="list-style-type: none"> 1. Add an additional Friday Night Live chapter for students attending non-traditional or alternative high schools. Friday Night Live/Club Live are universal prevention programs that are effective in reducing substance use in school-age youth and providing alternative activities during key risk hours, (e.g. Friday evenings) 2. Implement community education forums using an evidenced-based curriculum. 3. Develop a community awareness campaign that will include: posters, flyers, a video short and Public Service Announcement (PSA), using the talent of local youth. This campaign will increase the community’s awareness of the ease that youth access these substances and ways that the community can limit access. This campaign will create a cultural shift regarding underage drinking. 4. Collaborate with the Tehama County Department of Education (TCDE) regarding prevention activities to reduce alcohol and marijuana use among high school students and create a cultural shift. 	
<p>Strategies:</p>	<ul style="list-style-type: none"> • Collaborate with TCDE to add additional FNL chapters. • Educate the community on how to decrease youths’ access to alcohol, marijuana and non-prescribed prescription drugs. • Promote a cultural shift in the acceptance of underage drinking.
<p>Action Steps:</p>	<ul style="list-style-type: none"> • Assign staff to work with TCDE and implement our SPF plan. • Community outreach events • Implement our strategic plan to reduce alcohol, marijuana and non-prescribed prescription drug use among high school youth.
<p>Indicator and Target Levels:</p>	<ul style="list-style-type: none"> • Youth will attend FNL activities that promote healthy lifestyle choices and engage youth during key risk hours. • Community members will attend outreach events and learn how to lower youths’ access to alcohol, marijuana and * non-prescribed prescription drugs. • Youth will report that access to alcohol, marijuana and * non-prescribed prescription drugs is difficult. • Community members will collaborate to reduce alcohol, marijuana and * non-prescribed prescription drug use among youth.

VI. SPF Step 5: Evaluation

Developing an evaluation plan is essential for demonstrating the effectiveness of the identified strategies in meeting the targeted prevention objectives. Program evaluation will enable TCHSA/DA to determine if the strategies we are implementing are having the desired effect of decreasing teens' access to alcohol, marijuana and *prescription drugs in our community.

According to the "Community Anti-Drug Coalition of America National Community Anti-Drug Coalition Institute's Evaluation Primer", the five (5) functions of evaluation are: improvement; coordination; accountability; celebration; and, sustainability. Keeping these functions in mind through the evaluation process, we hope to be able to show what strategies are working well and areas where improvement can be made. The SPF Steering Committee (SPFSC) will oversee ongoing coordination of the evaluation process. The SPFSC is currently comprised of members from the following community agencies: Tehama County Department of Education, Tehama County Drug and Alcohol Division, Director of Tehama County Landfill, Tehama County Sheriff's Office and the Public Defender's Office.

Additionally, in Tehama County the Drug and Alcohol Division prevention coordinator and staff working in the prevention program will conduct ongoing program evaluations. The prevention coordinator will facilitate the monthly SPFSC meetings. Part of the SPFSC's responsibility will be to analyze completed evaluation materials such as pre and post activity surveys and the California Healthy Kids Survey. Pre-and post-activity surveys will be administered at every education event. After analyzing the outcome data, the SPF Steering Committee will provide feedback on the effectiveness of prevention strategies and provide recommendations and suggestions for improvement when necessary.

Holding monthly SPFSC meetings will enable individuals working in and committed to prevention in Tehama County to stay accountable to the process. Community prevention services sometime need to be modified to reflect changes in the community. Prevention efforts take time and require input and support from many people. A major prevention activity in Tehama County is the Annual "Recovery Happens" Celebration event. This event is an opportunity for SPFSC members to celebrate recovery with the entire community and educate the community about substance abuse prevention while promoting an alcohol and drug-free lifestyle. Prevention efforts and impacts throughout the county are showcased at this event.

Keeping prevention efforts alive in a community requires a long-term commitment.

Figure 5 is a table that details short, intermediate and long-term evaluation outcome measures.

Figure 5

Evaluation Plan			
Outcomes	Indicator	Data Source	Collection Frequency
Short term outcomes			
1. Increase community awareness of the ease in which teens can access alcohol, marijuana and prescription drugs	1. SPF Steering Committee members present to Tehama County Board of Supervisors and the Red Bluff, Corning and Tehama City Councils at their meetings to provide education concerning issues.	Tehama County Board of Supervisors, Red Bluff, Corning and Tehama City Council meeting minutes	As appropriate
2. Enlist community support to address these issues.	2. Community surveys developed and passed out at key locations and outreach events around the county. Surveys are designed to gain a sense of current knowledge and to educate as to the extent of the issue.	Sign-in sheets completed by community members taking the survey.	Ongoing
3. Public awareness campaign is developed with the help of area youth.	3. Prevention Campaign information located in North and South Tehama County. Information to be presented in the form of posters, public service announcement (PSA) at the local theatre, community center, parks, churches, businesses, etc.	Copies of campaign materials as well as location and length of time info was available around the county.	Ongoing

Evaluation Plan			
Outcomes	Indicator	Data Source	Collection Frequency
<i>Intermediate outcomes</i>			
1. Community members report increased knowledge as to the ease at which youth can access alcohol, marijuana and non-prescribed prescription drugs in our community.	1. Community members responding to annual surveys report an increase in their understanding as to the ease at which youth in our community can access alcohol, marijuana and *non-prescribed prescription drugs.	Sign-in sheets completed by members taking the survey. Keep Kids Safe Campaign Surveys	On Going
2. SPF Steering Committee to gain a better understanding of how youth in our community access non-prescribed prescription medication.	2. Create an addition to the Module “G” of the California Healthy Kids Survey (CHKS) asking survey takers to identify where youth are obtaining *non-prescribed prescription medication and alcohol. .	California Healthy Kids Survey	Yearly
3. Obtain base-line data on youth resiliency factors	3. Surveys will be obtained from youth participating in FNL and school outreach events	Surveys completed by youth	On Going
<i>Long-term outcomes</i>			
1. 3% decrease in youth ages 12-18 who report alcohol and marijuana are fairly easy or easy to access.	1. Fairly easy, easy	California Healthy Kids Survey	Yearly
2. 3% decrease in youth ages 12-18 who report *prescription drugs are fairly easy or easy to access.	2. Fairly easy, easy	California Healthy Kids Survey	Yearly

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1. ** This problem statement with goals, strategies, and objectives to be added to the SPF at a later date:
Misuse of Prescription Drugs by Youth: The SPF Steering Committee also looked at the 2009-2010 CHKS data, which showed that 33% of survey respondents in non-traditional schools reported using prescription painkillers four (4) or more times in their lifetime. The overall consensus of the SPF Steering Committee was that access to prescription drugs in our community is a larger problem than there is available data to support. Therefore, part of Tehama County Health Services Agency, Drug and Alcohol Division's long-term plan will be to gather further data. Tehama County Department of Education (TCDE) has agreed to add additional Module G questions to the CHKS. The questions will ask the perceived difficulty in obtaining prescription drugs, where the prescription drugs were obtained and where alcohol is obtained.