



**Logan County
Drug Free Youth
Coalition**

ANNUAL EVALUATION REPORT

April 2010

Logan County Drug Free Youth Coalition

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Executive Summary:

The Logan County Drug Free Youth Coalition has reason to celebrate. Members report that the coalition has a clear sense of community and effective coalition structure. This internal assessment has provided a strong foundation for work in the community. Over the course of the last year and a half, the coalition has provided approximately 11,711 contact hours of services to the community and generated over 24 million media impressions.

More important than exceeding grant expectations is meeting real community needs through strong services and participation in the community. The coalition has put forth a number of programs in the community. These programs include parent seminars and parent workshops, as well as a three-day training for 300 students and 75 adults through the Challenge Day program. Other presentations and awareness campaigns were part of the services the coalition provided to the community.

Overall, the coalition appears to have the capacity that can produce a high pace of high quality outputs. Data provided to date suggest that this capacity is underutilized as reflected in a lower rate of services provided and pace of community change than might be expected of such a well organized and committed group of volunteers. Increasing the coalition's relative outputs may require action planning for needed community change and careful attention to the service needs of the community. Given the coalition's mission and role in the community, services are likely to focus on developing the capacity of community members to address substance abuse such as, continuing education for professionals and leadership development among the community's youth.

This report summarizes data gathered from online evaluation support system designed specifically for community coalitions. This system requires a strong commitment from coalition staff as they are required to record all of the coalition's accomplishments in the community as well as within the coalition itself. The Logan County Drug Free Youth Coalition has been using the system to document accomplishments from as far back as October, 2008.

Coalition's Purpose:

The **VISION** of the Logan County Drug Free Youth Coalition is to make Logan County a safe and substance free community for children and youth to live, work, and play while supporting the creation of an environment where youth make responsible decisions.

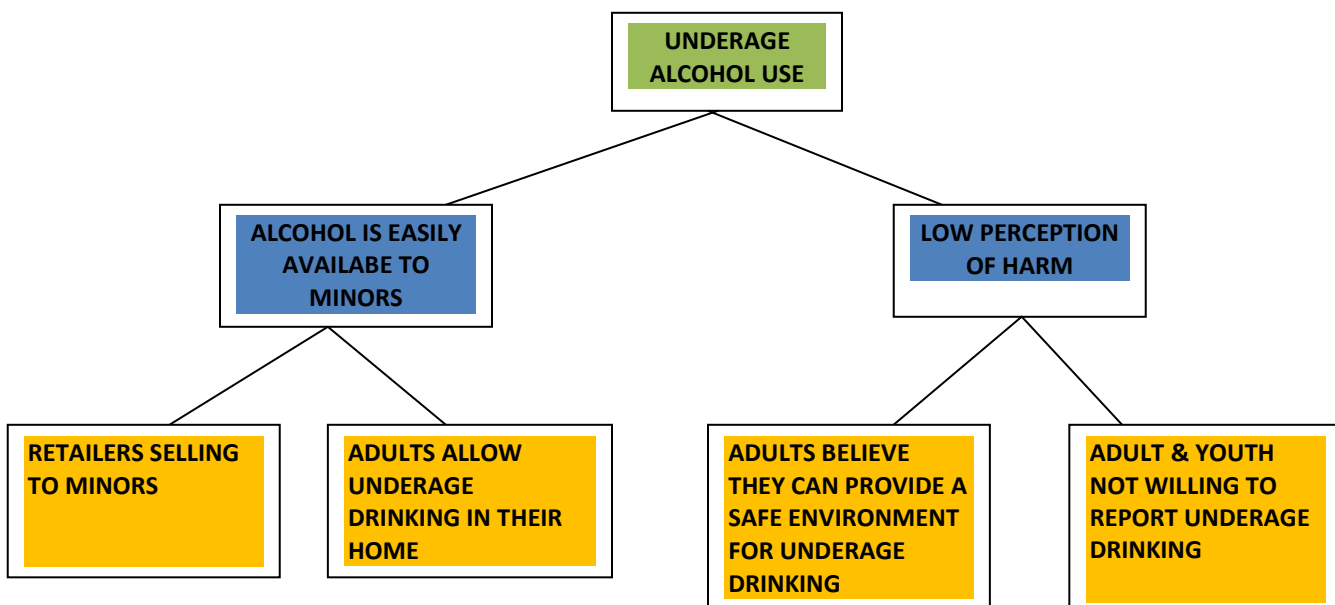
The **MISSION** of the Logan County Drug Free Youth Coalition is to reduce and prevent the harmful effects of alcohol, tobacco, and drugs through community outreach, education, and support. We do this by bringing together programs, people, and organizations that ascribe to our vision and desire to improve the quality of life in Logan County.

OUR VALUES

- (a) Transparency – all activities and records of the coalition are available for public review, comment and feedback
- (b) Diversity – the coalition has a diverse membership, representative of our community, including parents, youth, and invested citizens
- (c) Collaboration - planning and decision making is a shared responsibility of coalition members
- (d) Leadership – members' knowledge, skills, and experiences are respected, enhanced, and fostered to increase coalition effectiveness
- (e) Results-oriented – we utilize research-based planning, strategies, and continuous evaluation to achieve quality outcomes

COALITION ACCOMPLISHMENTS

In October 2008, the Coalition was awarded a five year \$625,000.00 Drug Free Community Support Grant from the Office of National Drug Policy. As a result of the grant award the Coalition participated in extensive training on community organization around identifying community conditions that contribute to the problem of underage drinking in Logan County. The following flow chart provides the frame work that the Coalition has developed and is implementing strategies to reduce underage drinking.



WHAT HAS THE COALITION ACCOMPLISHED IN THE COMMUNITY?

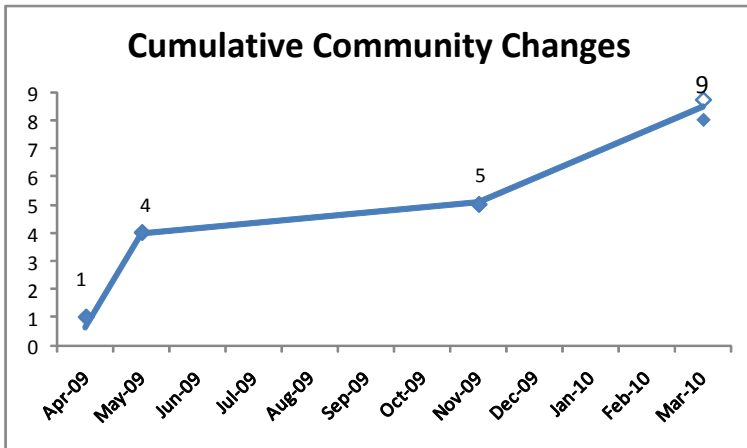
Logan County Drug Free Youth Coalition plays an important role in reducing underage drinking in the community. Logan County is not the only group working to improve the lives of families and young people. For example many churches and area non-profits provide essential support for children and families. However, the coalition has a unique mission as the leading group concerned with addressing underage drinking specifically. The four main roles played by the coalition or four main parts of the coalition's mission are:

- 1. Community Changes:** Communities are perfectly engineered to get the results they are currently seeing. This truth, that current conditions help produce current outcomes, compels many coalitions to become change agents. They seek out information to understand what must be changed and then act as advocates tapping into the power of their membership to bring about needed transformation. The policies of government, business, and non-profits are examined and changes requested. The physical environment is assessed and improvement sought. The practices surrounding how the community prioritizes problems, makes decisions, and allocates resources are all scrutinized for opportunities to improve. Community transformation through citizen involvement is a hallmark this mission. The central theme is creating a community that produces better results.
- 2. Services Provided:** A community assessment may lead the group to the conclusion that current services are poorly coordinated, under-funded, and maybe even competing against each other to survive. In these circumstances a coalition may adopt the mission of "service optimizer." Members agree to open up about their own organizational resources and practices and together create an optimal system of service. This new system may be designed to insure the best after-school environment possible for youth or to maximize access to high quality treatment or other vital services. Optimizing services through agency collaboration is the hallmark of this mission. Building on local community resources to create and sustain culturally appropriate programs are often key themes.
- 3. Media:** Many coalitions work hard to establish their credibility as the "go to" source for trustworthy information about local drug problems. They form strong alliances with local media and carefully create and share stories through the media that will convince community members that a drug problem exists, educate them on the important facts about local drug use, and encourage their participation and volunteerism in local anti-drug efforts. Fulfilling this mission often involves strategies such as comprehensive and well-coordinated media campaigns, community report cards, marketing programs that use non-traditional media, and efforts to create "brand awareness" for the coalition. Highlighting local drug issues and framing them for action is the hallmark of this mission. Creatively using all forms of local media to foster an ongoing community conversation about drugs is often a key theme.
- 4. Resources Generated:** Many communities enjoy a strong set of resources and well functioning systems of local governance and decision-making. In these communities, anti-drug coalitions may choose to adopt the mission of focusing existing resources on drug issues. An apt analogy for a coalition assuming this mission is the child that turns a magnifying glass into a toy. By focusing the existing and diffused sunlight on a piece of wood the child can start a fire. No new resources were used but a stronger result was created from the concentration of energy on one area. Like the magnifying glass, coalitions fulfilling this mission look to concentrate existing community efforts, resources, and leaders' attention on the substance abuse problems in the local community. Increasing the total amount of money, time and other resources is the hallmark of this mission. Discovering and redirecting existing local assets toward substance abuse prevention is a key theme.

1. Transforming the Community: The Change Agent (*Community Change*):

The Logan County Drug Free Youth Coalition has accomplished eight community changes from October 2008 through March 2010. These community changes represent changes or modifications in programs, policies or practices in the community facilitated by the coalition to reduce substance abuse. Refer to appendix for a list of community change events.

Figure 1



Areas of Action in Community Changes

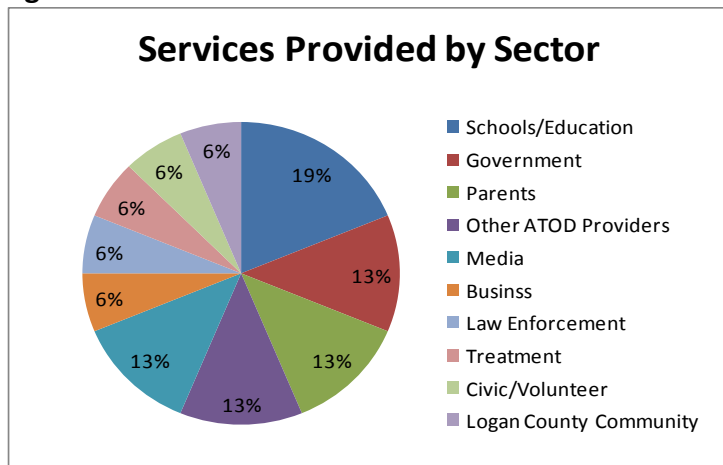
- 13% Business/Organizational Policy Modification
- 22% Legislative Policy Modification
- 22% Youth Lead Leadership Development
- 44% Community Education

2. Making the Most of Existing Resources: The Service Coordinator (*Services Provided*):

The Logan County Drug Free Youth Coalition has provided approximately 24.5 hours of service to the community, touching approximately 478 people, for a total of approximately 11,711 contact hours within the community (# people x # hours – contact hours).

The services that have been provided in each sector are shown in Figure 2. The Schools/Educator sector was the most targeted sector in services provided, followed equally by Government, Parents, Alcohol/Drug Providers, and Media sectors. Sectors not targeted include the Fraternal, Youth, Youth Serving Organizations, and Health sectors.

Figure 2



Examples of Service Provided

- Presentation to Community Groups
- Code Blue: Parent Education
- Challenge Day: Youth Training
- Parent Tips on radio and newspaper

3. Raising Awareness and Understanding: The Conversation Starter (*Media*):

Typically media is counted by both the number of instances of that media campaign in a community as well as the number of impressions of that campaign. Impressions are the number of times a person seen or heard one instance of media. The Logan County Drug Free Youth Coalition has 41 instances of media in the community, and over 29 million impressions, as shown in **Table 1**.

Table 1
Media Types by Number of Instances

Media Type	# Instances	Impressions
Billboard	3	567,120
Newspaper	22	1,167,000
Press Release	2	20,000
Radio	<u>14</u>	<u>27,410,000</u>
Total	41	29,164,120

4. Focusing Existing Resources on the Problem: The Resource Generator (Resources Generated):

Of the total amount of recorded resources generated in Logan County, approximately \$109,000 comes in the form of cash, and another \$118,000 comes in the form of in-kind donations.

The breakout of the use of the resources generated by the coalition is shown in **Table 2**. Personnel/ Time comprise the bulk of in-kind donations at approximately \$87,000. This includes volunteer time calculated at a rate of \$20.00 per hour.

Table 2
Resources Generated

Type of Resource Use	# Instances	\$ Amount
Activity	4	\$1,200
Cash	5	\$108,742
Communication	3	\$7,775
Personnel / Time	72	\$86,661
Space / Facility	13	\$6,825
Supplies / Materials	14	\$15,175
Technology / Equipment	<u>1</u>	<u>\$44</u>
Total	112	\$226,421



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APPENDIX A: WHO WAS INVOLVED IN COMMUNITY CHANGE

EVENTS

Date of Accomplishment	Describe the event:	Who was involved?	What type of accomplishment is this?
3/23/2010	Search Institute Survey was administered to 161, 8th grade students at Bellefontaine Middle School. This is the first year that the school allowed passive parent consent, which allowed for larger sample of students.	Margaret Appel, Pat Holt	Community Change
3/15/2010	Search Institute Survey was administered to 155, 8th grade students at Indian Lake Middle School. This is the first year that the school allowed passive parent consent, which allowed for larger sample of students.	Margaret Appel, Don Bauer	Community Change
3/15/2010	Coalition members, Brad Kunze and Margaret Appel met with Sheriff Andy Smith to discuss instituting alcohol compliance checks in the county. Sheriff Smith agreed to start conducting alcohol compliance checks in the Spring of 2010.	Margaret Appel, Brad Kunze	Community Change
11/11/2009	Last meeting with all of Logan County schools to discuss implementation of the Search Institute Survey. Three of the four schools have agreed to administer the survey with passive parent consent. This will allow for larger survey sample of 8th grade students in Logan County.	Margaret Appel	Community Change
5/21/2009	Ohio Hi-Point Career Center has never had a Mock Accident and speaker to support their Parents Who Host Lose the Most Campaign until the Coalition offered to support the effort.	Dawn Wilbur, Carol Siebeneck, Sarah Ewing, Dalton Wilbur, Angie Corwin, April Wasinger	Community Change
5/7/2009	Bellefontaine High School held a Mock Accident and had a speaker to encourage youth to not drink, drink and drive or ride with anyone who had been drinking. This activity had not been held at this school for more than three years. Through the support of the Coalition the program was re-introduced as part of the Parents Who Host Lose the Most Campaign.	Kristine Mount, SADD, April Wasinger,	Community Change
5/4/2009	This activity had never been facilitated at Bellefontaine High School. Coalition was able to support efforts to incorporate with Parents Who Host Lose the Most Campaign. Grim Reaper Visited Bellefontaine High School from the STARS club and "tapped" 1 student every 15 minutes. Showing that a life is lost to an alcohol related accident every 15 minutes. The youth were given a black t-shirt with the Phrase "I represent a life that was lost because of an alcohol related accident, 1 life lost every 15 minutes", and asked not to speak the rest of the day. They also had a tombstone with their name placed on the wall and a letter was sent home to parents explaining the experience.	BHS students, Dawn Wilbur and Danielle Newland and STARS HS club	Community Change
4/29/2009	This program had not been held at Riverside HS for more than three years. Coalition was able to support efforts to for the mock accident to encourage youth to not drink, drive or ride with anyone who has.	Riverside SADD, Renee Metzger, Riverside HS students	Community Change
3/9/2009	Coalition assisted in creating Policy Change, Compliance Check Procedure, with the Bellefontaine Police Department. Bellefontaine has gone without compliance checks for several years and will begin again in the fall of 2009 to identify outlets who sell to minors.	Margaret Appel, Chief Brad Kunze, Angela Haver	Community Change



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