



P.A.C.E. Coalition

Elko County Comprehensive Community Prevention Plan



A comprehensive plan to reduce substance abuse and promote healthy youth and families in Elko County.

May 2010

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PURPOSE OF A COMPREHENSIVE COMMUNITY PREVENTION PLAN

By definition, a community coalition begins when individuals come together to form an alliance whose purpose and combined actions build a better community. Historically, coalitions approached the prevention of alcohol, tobacco and other drugs as an educational process focusing primarily on individual behavior change through classroom lessons. However, current research indicates that a coordinated approach incorporating various prevention strategies is notably more effective than classroom education alone. Additionally, coalitions who develop and adhere to a written strategic plan that includes measurable objectives are significantly more likely to report having a direct impact on reducing substance abuse and other problem behaviors within their community. This Comprehensive Community Prevention Plan (CCPP) details P.A.C.E. Coalition's structured, planned approach to strengthening families and preventing youth alcohol, tobacco and other drug use and abuse, as well as other problem behaviors in the community.

ABOUT P.A.C.E. COALITION

P.A.C.E. Coalition (Partners Allied for Community Excellence) is a 501(c) 3 non-profit coalition of Elko County private, civic, business and social service entities created to coordinate the application of community resources to prevent youth substance use and strengthen families. Our funding comes from several sources including, but not limited to state and federal grants, private foundations, public corporations and public donations.

We strive to fulfill our motto, "Healthy Communities... Whatever it takes," by

- planning and presenting research-based prevention activities and programs within the community,
- working with law enforcement, community leaders, adults, faith based leaders, school officials and youth to reduce underage alcohol, tobacco and other drug use and abuse,
- creating media campaigns to change attitudes and social norms about substance use and abuse,
- funding youth prevention programs and healthy alternative activities,
- collaborating with other community organizations to promote safe, healthy, family friendly community programs.

BOARD OF DIRECTORS

Chairman.....Larry Robb, Div. Child & Family Services
Vice Chair.....Leslie Preston, Newmont Mining Company
SecretaryGeorgene Malloy, Nevada Highway Patrol
TreasurerJulie Smith, Great Basin College
Member.....Bob Milligan, Elko High School
Member.....Kimberly Schmeling, Parent

The P.A.C.E. board is comprised of representatives from multiple agencies and sectors in Elko County who advise and coordinate prevention efforts.

VISION STATEMENT

To create an environment in Elko County where every person is supported by family, peers, and the community and where every individual will receive all that he or she needs to become safe, healthy, substance-free, educated, and a contributing member of the community.

MISSION STATEMENT

To strengthen the character and competencies of Elko County youth and families through the collaborative effort of members from every community sector to reduce substance abuse and to enhance proven protective factors that encourage youth to make healthy choices.

GEOGRAPHIC AREA SERVED

Our service area is Elko County, Nevada, which has a population estimate for 2010 is 52,042 (NV State Demographer 2010 Estimate) The county is designated as micropolitan and includes tribal areas. (Micropolitan areas contain a growing urban core of at least 10,000, but less than 50,000, and are removed from larger cities in some cases by 100 miles or more.) It covers 17,179 square miles over two time zones and borders Idaho to the North and Utah to the East. The largest city, Elko, is located along I-80, a major travel route. Elko lies 290 miles east of Reno, Nevada, 230 miles west of Salt Lake City, Utah, and 255 miles south of Boise, Idaho. Our primary area of service includes the following communities: Elko, Spring Creek, Carlin, Jackpot, West Wendover, Wells, and Owyhee. P.A.C.E. supports a holistic approach to substance abuse prevention that meets the needs of all ages and racial/ethnic groups.

MEMBERSHIP

P.A.C.E. Coalition collaborates with approximately 400 coalition members representing multiple sectors of the community that are all vitally interested in developing healthy communities throughout Elko County. We believe parents, teachers, grandparents, neighbors, youth, health providers, law enforcement, civic leaders, elected officials and business owners are all potential prevention providers and are capable of learning about prevention and integrating it into their relationships with young people.

TARGET POPULATION

This plan is a living document developed to serve youth and their families living in Elko County, Nevada. P.A.C.E. supports a holistic approach to substance abuse prevention that meets the needs of all ages and racial/ethnic groups. The Quick Facts from the US Census Bureau estimates the ethnic breakdown of Elko County's population as follows: 67.4% non-Hispanic ; 23% Hispanic (90.4% White); 1.3% Black or African American; 5.6% American Indian or Alaska Native; 0.9% Asian; and, .2% Native Hawaiian and other Pacific Islander and 1.6% reported mixed-race .

FAST FACTS IS SUBSTANCE ABUSE A PROBLEM IN ELKO COUNTY?

Elko County's Middle School Students (6th, 7th, & 8th Grades)

- 42.3% had their first drink of alcohol, other than a few sips, before age 13.
- 56.2% have had at least one drink of alcohol in their lifetime.
- 14.3% smoked at least one cigarette in the past 30 days.
- 16.5% report trying marijuana at least one time.

(YRBS 2009)

Elko County's High School Students (9th-12th Grades)

- 70.6% have had at least one drink of alcohol in their lifetime.
- 43.8% drank alcohol in past 30 days.
- 22.1% smoked at least one cigarette in the past 30 days.
- 38.3% of students report using marijuana at least one time.
- 18.4% of students report using over-the-counter drugs to get high.

(YRBS 2009)

Impact of Substance Abuse on Families and Communities in Nevada

Nationally, Nevada is:

- #1 in divorces¹,
- #1 high school dropout rate¹,
- #1 in heavy alcohol drinking*¹,
- #1 in methamphetamine use²,
- #2 in teen pregnancy¹,
- #2 in suicide³,
- #4 in non-medical use of pain relievers ages 18-25 yrs.²,
- #8 in binge drinking (drinking 5 or more alcoholic beverages within 1 hour)¹,

*Heavy drinking: in men it is considered consuming 2 or more alcoholic beverages daily, in women it is drinking 1 or more alcoholic beverages daily.

1. Center for Disease Control

2. Samsha, 2006 NSDUH Survey Report

3.. Thomson Healthcare from National Center for Health Statistics and Bureau of Census data.

STRATEGIC PREVENTION FRAMEWORK

P.A.C.E. Coalition utilized the Strategic Prevention Framework to develop this prevention plan. This framework, which was developed by the Substance Abuse & Mental Health Services Administration Center for Substance Abuse Prevention, was designed to help community coalitions guide their activities to maximize their impact on substance abuse.

STEP ONE: ASSESSMENT

A. COMMUNITY NEEDS ASSESSMENT:

A community needs assessment is the foundation to determining and establishing a community prevention plan. The necessary information needed to foster a healthy community comes from a variety of places, including parents, family members, administrators, teachers, community leaders, and law enforcement, and is obtained through a variety of methods such as focus groups, surveys, interviews, as well as gleaned information from archival and demographic sources.

The information we obtain from the assessment assists in our understanding of:

- how families in our community live and function, as well as the values they hold and the issues that affect their lives,
- the hidden strengths and existing resources within the community that could assist in the development of a healthy community,
- the gaps in existing preventative services and barriers to the development of needed services in the community,
- the emerging needs and changing dynamics within our community, and
- what is necessary to design and implement effective strategies that will address the issues specific to our community.

Data Review: We have gathered qualitative and quantitative data for nearly all of the validated indicators for risk and protective factors. In many cases, we have been able to collect comparable data for the State of Nevada and for the United States as a whole. In most cases, we were able to collect data for the years 2005 through 2009.

The cornerstone of P.A.C.E.'s quantitative outcome data is the Youth Risk Behavior Survey (YRBS). The YRBS is a multiple-choice survey administered every other year by Elko County middle and high schools under the authority of the Nevada Department of Education. The questions cover a wide variety of topics including, but not limited to alcohol, tobacco and other drugs, academics, violence and family issues.

The P.A.C.E. Coalition 4-core measures student survey is the second source of quantitative outcome data. The 4-core measure survey is another multiple choice survey administered in conjunction with the bi-annual YRBS survey in the middle and high schools of Elko County.

P.A.C.E. Coalition also conducts an Elko County Survey of Community Health. The original survey completed in 2007 established baseline information regarding the perceptions and behaviors of adults in Elko County as it relates to underage alcohol use. A subsequent Elko County Survey of Community Health was completed during the month of May 2010.

Resource Assessment: The goal of a resource assessment is to: 1) identify services existing within the community that are available to impact the prioritized risk and protective factors; and, 2) to find any gaps in services. While we have seen an increase and a diversification of prevention services in Elko County in the recent past, gaps still exist for the following populations:

- youth 8 to 17 years old and their families, especially in outlying communities,
- children without supervision after school or evening.
- prevention services for Hispanic children and families, especially in Wendover and Jackpot,
- education for parents regarding alcohol, tobacco and other drug use and abuse beginning with conception through adulthood.
- prevention opportunities for young adults (ages 18-24).

Understanding Risk and Protective Factors: Research shows that certain risk factors present in a young person's life increase the possibility of becoming involved in problem behaviors. Protective factors shield youth from exposure to risk by either reducing the impact of risk factors or changing the way young people respond to risk factors.

Risk and protective factors are classified in four domains: community, family, school, and individual/peer. These classifications provide a scientific and non-discriminatory method of assessing a child's environment. This classification system is much more accurate than simply considering a child's ethnicity, socioeconomic status, or family structure.

There is a direct correlation between the number of risk factors present for a young person and the likelihood that he or she will participate in negative behaviors. Specifically, an adolescent's exposure to risk factors is associated with more drug

use and delinquency. There is also evidence that exposure to a number of protective factors is associated with a lower prevalence of these problem behaviors.

These risk factors are associated with the following five problem behaviors: delinquency, violence, substance abuse, teen pregnancy, and dropping out of school. Although indicators are related to multiple problem behaviors, the focus of this assessment is on the following risk and protective factors associated directly with substance abuse.

RISK FACTORS
Community Domain
Availability of Drugs
Community Laws and Norms Favorable Toward Drug Use
Transitions and Mobility
Low Neighborhood Attachment and Community Disorganization
Extreme Economic Deprivation
Family Domain
Family History of Substance Abuse
Family Management Problems
Family Conflict
Parental Attitudes and Involvement in Drug Use
School Domain
Early and Persistent Antisocial Behavior
Academic Failure Beginning in Elementary School
Lack of Commitment to School
Individual/Peer Domain
Alienation and Rebelliousness
Friends Who Use Drugs
Favorable Attitudes Towards Drugs
Early Initiation of Drug Use

PROTECTIVE FACTORS
Individual Characteristics
Resilient Temperament
Positive Social Orientation
Intelligence (by and of itself doesn't protect against substance abuse)
Bonding
Attached to positive families, friends, school and community
Commitment to achieve goals valued by these groups
Healthy Beliefs and Clear Standards
People to whom youth are bonded have healthy beliefs about substance abuse
Clear, positive standards set for child's behavior are set by parents
Consistent consequences are adhered to for not following the standards

Priority Risk and Protective Factors: The prioritization of risk and protective factors provides a targeted focus for the implementation of prevention strategies in the community. P.A.C.E. identified priority risk and protective factors for Elko County after reviewing the data collected during the community needs assessment process. The following section describes the priorities identified for Elko County.

PRIORITY RISK FACTORS	
Community	Community Laws and Norms Favorable Toward Drug Use
	Availability of Drugs
Family	Family Management Issues
	Parental Attitudes and Involvement in Drug Use
Individual/Peer	Favorable Attitudes Towards Drugs

PRIORITY PROTECTIVE FACTORS	
Individual Characteristics	Positive Social Orientation and Social Competencies
Bonding	Attached to Positive Families, Friends, School and Community
Healthy Beliefs and Clear Standards	People to whom youth are bonded have healthy beliefs about substance abuse

Further explanation of our priority risk factors:

Domain: Community

Risk Factor: Community Laws and Norms Favorable Toward Drug Use

The attitudes and policies a community holds about substance abuse and crime are communicated in a variety of ways: through laws and written policies, through informal social practices, and through the expectations parents and other community members have of young people. Youth are at higher risk when laws and community standards are favorable toward substance abuse or crime, or even if they are just unclear.

Elko County communities are 24-hour towns. Supermarkets, convenience stores, and casinos are open 24 hours a day, 7 days a week, with most selling alcohol and tobacco. Gold mines, which also operate 24 hours a day, 7 days a week, are Elko County’s largest employers. These 24-hour industries require employees to work unusual schedules, with many traveling up to two hours to get to jobs and then working twelve-hour shifts. These working conditions can lead to high transience rates, community disorganization, family management problems, and substance abuse among adults. Children are often left unsupervised and, due to a lack of public

transportation, are isolated from activities that would reduce their exposure to risk factors and increase protective factors. The Boys and Girls Club of Elko, an increasing number of alternative after-school youth activities, parenting programs, and school-based youth leadership teams are working to positively impact substance abuse among adolescents. However, Community Laws and Norms remains one of our most pervasive risk factors.

Domain: Community

Risk Factor: Availability of Alcohol, Tobacco, and Other Drugs

When drugs are readily available in a community, young people are more likely to abuse them. Perception of availability is also an indicator of risk. If a young person *perceives* that substances are readily available in their community, regardless of how available they actually are, that young person is at higher risk of using.

Domain: Family

Risk Factor: Parental Attitudes and Involvement in Drug Use

Parents who condone or participate in substance use themselves send their children the message that these are acceptable behaviors and predispose children to substance abuse.

Domain: Family

Risk Factor: Family Management

Poor family management practices include a lack of clear expectations for behavior; failure of parents to monitor their children (knowing where they are and who they are with); and, excessively severe or inconsistent punishment. Family functioning, structure, and values have a significant impact on children's capacity to develop positive social skills and cope with life's challenges.

Domain: Individual/Peer

Risk Factor: Favorable Attitudes Towards Drugs

Elementary school age children express difficulty understanding why people choose to use drugs. By middle school, however, they begin to develop attitudes that are more accepting of drug use and other risky behaviors. A higher level of acceptance puts young people at higher risk of use. We are concerned specifically with the increasing acceptance and use of substances such as energy drinks and non-medically prescribed prescription drugs.

Further explanation of our priority protective factors:

Positive Social Orientation and Social Competencies

Positive social orientation and social competencies are developed as the young person begins to plan ahead and make good healthy choices. Additionally, young people extend empathy, sensitivity, and acquire friendship skills while developing skills to resist negative peer pressure and other dangerous situations. A person with positive social orientation believes in equality and social justice. They expect fairness in their interactions with the people and institutions within the community and any conflicts are resolved in a nonviolent manner.

Attached to Positive Families, Friends, School and Community

Young people who have a positive relationship and are securely bonded with families, friends, school and community believe that they are valued. They feel they have important roles in the community and that they will be recognized for positive accomplishments. Strong, positive bonding to family, school, community and peers supports healthy behaviors by setting and communicating healthy beliefs and clear standards for behavior.

People to Whom Youth are Bonded Have Healthy Beliefs about Substance Abuse

Youth who are bonded to people with healthy beliefs about substance abuse and have clear guidelines to follow are less likely to encounter a mixed message such as “do as I say, not as I do.”

Readiness Assessment: The Elko County communities of Carlin, Elko, Jackpot, Owyhee, Spring Creek, Wendover and Wells perceive that there is a local substance use and abuse problem and that something should be done about it. Ideas about the cause of substance abuse or risk factors tend to be stereotyped. Additionally, there are identifiable leaders and in some instances, there is a committee, but no real planning has taken place.

P.A.C.E. continues to provide education to the seven communities in Elko County to increase public awareness of the dangers of substance abuse. We anticipate these communities will advance from the current “preplanning” into the next stage, “Preparation”, in the near future.

Following are additional quick facts on substance use and abuse by Elko County middle and high school students based upon results from the 2007 compared to the 2009 Elko County YRBS:

Behaviors	Elko County YRBS			
	Middle School		High School	
	2007	2009	2007	2009
Ever Tried Cigarette Smoking	18.5	27.7	43.7	41.9
Smoked first whole cigarette before age 13	13.5	18.5	16.5	16.1
Smoked one or more days over the past 30 days	6.7	14.3	23.3	22.1
Used chewing tobacco or snuff on 1 or more of the past 30 days	*	7.4	14.4	16.9
Ever had a drink of alcohol other than a few sips	48.2	56.2	75.5	70.6
Had first drink of alcohol before age 13	37.5	42.3	33.6	30.3
Drank alcohol on one or more of the past 30 days	*	*	47.8	43.8
Ridden in a car driven by someone who had consumed alcohol	*	42.6	*	*
Ever used marijuana	11	16.5	38	38.3
Used marijuana for the first time before age 13	8.6	9.4	10.8	9.1
Used marijuana on one or more of the past 30 days	*	*	14.8	18.8
My parents would disapprove if I smoke marijuana	*	*	87.3	84.1
Ever used any form of cocaine	4.5	*	7.3	7.1
Ever sniffed glue, breathed contents of aerosol spray cans, or inhaled paints/sprays to get high	13.8	19.7	17.8	16.6
Ever used steroid pills or shots without a Dr.'s prescription	2.4	2.6	2.1	4.2
Ever used methamphetamines (speed, crystal, crank, ice)	2.2	2.7	7.9	5.7
Ever used over-the-counter drugs to get high	4.3	5.9	14.5	18.4

* Question not included in test

B. ASSESSMENT OF COMMUNITY INFRASTRUCTURE:

The goal of a community infrastructure assessment is to identify existing services within the community that are available to impact the target populations prioritized risk and protective factors; identify community readiness, intervening variables, potential barriers to success, and to identify where gaps may exist. Table 1 (page 31) lists the prevention programs, activities and services available in Elko County. Many of these services have been funded through P.A.C.E. Coalition or P.A.C.E. Coalition has collaborated with various sectors of the community to implement these services.

P.A.C.E. Coalition has seen a substantial increase in prevention services, activities, community collaboration, and awareness over the past several years, but gaps in service still exist for the following target populations:

- ❖ Prevention opportunities for youth, young adults and their families, especially in outlying areas.
- ❖ Children and youth without supervision after school.
- ❖ Prevention services for Hispanic youth and families, especially in Wendover and Jackpot.
- ❖ Prevention education for parents and community members regarding alcohol use and abuse, binge drinking, and the hazards of drinking and driving.

Potential Barriers: The most prevalent barrier to the success of P.A.C.E. Coalition in implementing an effective prevention strategy is the existence of long standing social norms within the community. These social norms highlight the risk factors that encourage abusive drinking through easy access to alcohol, reinforce a low perceived risk of physical personal harm or of getting caught and continual media promotion of alcohol related functions. We will overcome this barrier by continued efforts to educate and inform the youth and adults, the community leaders, and business entities about the dangers, risks and hazards of high-risk alcohol consumption that often result in alcohol-related motor vehicle fatalities. P.A.C.E. Coalition will focus on engaging the County's key stakeholders, long-standing partnerships already established within the community and our growing coalition members.

STEP TWO: CAPACITY

P.A.C.E. Coalition's capacity is measured by the ability to mobilize, train, and engage key stakeholders, partners, community leaders, and service providers to insure sustainability of activities and prevention practices within the community.

P.A.C.E. has greatly increased its prevention capacity within the county by reaching out to multiple sectors of the community in a number of ways including coalition meetings, public forums, prevention literature distribution, media campaigns, educational outreaches, participation in community activities, and executive advisory board memberships. We maintain contact with coalition members via email and faxed communications and occasionally through the mail. We identified and conducted key leader interviews in each of the seven Elko County communities face-to-face and learned their perceptions of substance abuse problems within their communities. We also gathered ideas for addressing the problems.

Key Stakeholders: P.A.C.E. Coalition has developed a strong working relationship with all the law enforcement agencies of Elko County including the Elko, Carlin, West Wendover City Police, the area Tribal Police, the Elko County Sheriff Department, the Juvenile Probation Department, the Juvenile Detention Center, and the Nevada Highway Patrol. Northern Nevada Associates DUI School and the Elko County School District (ECSD) are also key stakeholders within the community who, along with law enforcement, will prove to be valuable assets in the implementation of sustainable prevention efforts.

We look for training opportunities and encourage our stakeholders to attend. We also look for local and online training courses that will provide continuing education units without the stakeholders having to travel outside the area to update their professional competency. Additionally, we provide current substance abuse prevention research, literature and science-based programs.

The P.A.C.E. Executive Director and/or staff serve on the following committees and/or advisory boards: Great Basin College Student Organization Leaders Committee, Community Leaders Against Meth (CLAM), Wells Task Force, Northeastern Nevada Coalition on Oral Health, Wendover Resource Task Force, Communities in Schools, Division of Child and Family Services (DCFS) Child Protection Team, DCFS Community Council, Nevada Faith-Based Women's Executive Council, Statewide Partnership of Coalitions, Nevada Faith Based Executive Board, Safe Kids Steering Committee, Suicide Prevention Team and the Rural Regional Providers, Elko Area Leadership Institute, Kiwanis, Passport to

Fitness, Every Monday Matters, Elko Chamber of Commerce, Elko Clean Up, Green Up, Rx Drug Roundup and the Elko City Parks and Recreation Advisory Board.

These partnerships provide opportunities for networking and collaboration. In addition, the Executive Director has an opportunity to assist members of the Rural Regional Providers in recognizing risk factors and social norms within the community and their organizations that increase the likelihood of substance abuse. The Executive Director also works with leaders and members in these organizations in understanding and implementing Search Institute's 40 Developmental Assets for increasing youth protective factors.

Community Partners: P.A.C.E. Coalition has built an extensive network of partners throughout the County who provide resources and assistance.

- We partner with Great Basin College and the Elko County School District throughout the year educating and informing the students, faculty, parents and community members at various national and local events like Red Ribbon Week, Love Your Body Week, National Night Out, Passport to Fitness, local health fairs and other activities which promote healthy choices and prevention. We also collaborate with Great Basin College to sponsor satellite audio teleconferences and video broadcasts highlighting the dangers of substance abuse, and the prevention and recovery from substance abuse.
- We partner with Blach Distributing, law enforcement and other alcohol retail vendors, outlets and distributors to host Responsible Beverage Server Training. We conduct these trainings on a regular basis within the various communities to educate and inform alcohol vendors of the laws, liability and consequences to the server and to the business entity, and the statistics related to high-risk alcoholic consumption.
- We partner with the Elko Motorcycle Jamboree Committee and law enforcement to reduce underage drinking at the Motorcycle Jamboree held annually during the month of June.
- We partner with local media resources including newspaper, radio, television and newsletters, producing environmental strategy campaigns aimed at increasing community awareness and to remind people about the dangers of underage drinking.
- We partner with the Elko County School District in funding and implementing various prevention programs including Towards No Tobacco (TNT), Teens Against Tobacco Use (TATU), Tar Wars, alcohol, and other drug prevention programs. These programs reach over 3000 elementary, middle and high school students, numerous community leaders, educators and parents. It is an opportunity for the students to learn more about making healthy decisions including substance

abuse prevention and quality lifestyle choices. Adults learn how to positively affect the youth within our community, be it their own child or neighborhood youth.

- We partner with more than 15 entities that serve as literature distribution sites throughout Elko County. These sites are routinely restocked with new literature.
- We partner with approximately 425 Coalition members representing multiple sectors of the community that are all vitally interested in learning about prevention and healthy communities in Elko County. P.A.C.E supports any individual in the community who cares about reducing the negative effects of substance abuse are prevention providers. We believe that parents, teachers, grandparents, neighbors, business owners, etc., are all capable of learning about prevention and integrating it into their relationships with young people. We strive to increase Elko County prevention providers at all times.
- We partner with the Nevada Highway Patrol, the Elko Police Department and the Elko County Sheriff Department to promote the use of the DUI simulator. The simulator effectively demonstrates the hazards of drinking alcohol and driving. The successful implementation of the simulator has increased awareness of the impact alcohol has on a person and the increased potential for fatalities because of alcohol consumption. The simulator has directly impacted over 3000 community residents at various community and/or school activities over the past year.
- We partner with the Juvenile Crimes Task Force to enforce established underage drinking laws and to perform random alcohol sales compliance checks at local retail businesses within Elko County. Additionally, we have partnered with the local District Attorney to require the businesses that fail the compliance checks to attend a court mandated Beverage Server Training presented by P.A.C.E. Coalition.

Community Resources: Facilities and equipment necessary for building on the existing prevention infrastructure are already in place. P.A.C.E. has at its disposal the use of the facilities, equipment and technology at Great Basin College, area public schools, faith-based organizations, various public buildings and private collaborative businesses. Many of the P.A.C.E. sponsored activities are conducted in a social services community center that houses three other non-profit agencies including P.A.C.E. Coalition. We have obtained the necessary equipment to conduct the Beverage Serving Training including a PowerPoint presentation and Age ID wristband machine. Finally, P.A.C.E. has adequate technological equipment and the staff has completed the necessary training and education to promote readiness, cultural responsiveness, leadership, data collection, monitoring, and evaluation of outcomes.

We work with substance abuse prevention youth leadership teams in Elko County schools and communities. We support Elko County School District nurses, Elko County School District elementary schools, health and home economics instructors at Elko Junior High School, Flagview Intermediate School and the Spring Creek Middle School as they add substance abuse prevention to their curriculum. We also provide ideas and support for school-wide prevention activities such as Kick Butts Day, Red Ribbon Week and other programs that address tobacco, alcohol and other drug use.

P.A.C.E. Coalition funds healthy alternative activities and provides prevention materials on a monthly basis to the Elko ITCN and Owyhee ITCN Headstart programs. Each month we provide over 70 families with healthy prevention education materials and activities that will promote healthy life choices for children as well as parents.

We also distribute substance abuse prevention literature at community events, such as fairs, expos, summits, focus groups, and educational functions throughout Elko County.

We host several community forums throughout the year and conduct ongoing media and publicity campaigns aimed at increasing community knowledge about substance abuse and prevention.

Fiscal and Leadership Capacity: Cathy McAdoo has been the Executive Director of P.A.C.E. since its inception more than nine years ago. A huge area of success for P.A.C.E. Coalition has been developing and sustaining partnerships in our counties and throughout the state. Our Executive Director has served on several statewide committees, received the Freedom Service Corp Volunteer Award from President George W. Bush (2008), received the office of National Drug Control Policy for Distinguished Service in the Fight Against the Legalization of Marijuana in Nevada (2006), and the KTSN Radio Non-Profit Executive Director Award (2009) P.A.C.E. was selected as the Elko Area Chamber of Commerce “Non-Profit of the Year” for 2010. This has translated into P.A.C.E. Coalition being able to pull together unique populations of partners to ensure success in specific projects.

P.A.C.E. Coalition’s past successes is measured by its ability to mobilize, train, and engage key stakeholders, partners, community leaders, and service providers in all sectors of our community to insure sustainability of activities and prevention practices within the community. We continually look for, sponsor/facilitate and encourage our stakeholders to attend training opportunities that cover topics such as community prevention programs, policies, practices, and strategies that impact the

community. We also look for local and online training courses that will provide continuing education units that do not require the stakeholders to travel outside the area to update their professional competencies. Additionally, we provide current substance abuse prevention research and literature.

P.A.C.E. Coalition participates in a yearly financial review by a local CPA firm. To date, no exceptions have been noted. In addition to SAPTA certification and site monitors, P.A.C.E. has undergone DHHS Grants Management site reviews and audits as well. P.A.C.E. serves as the fiscal agent for three other organizations in our community.

Sustainability: P.A.C.E. Coalition has been a viable entity in Elko County for more than nine years. The communities in the County recognize P.A.C.E. as the prevention experts and have come to count on the coalition to educate, inform and partner with all community sectors to implement strategies to change community norms, influence policy changes and ultimately create community level change in reducing substance use and abuse in Elko County. The sustainability of the coalition as the County knows it is essential to continued success in substance use and abuse reductions. From the inception of the coalition, the Board of Directors, staff, and community volunteer base has taken necessary measures to establish and strengthen collaboration and prevent/reduce substance abuse among youth. It is imperative that the coalition continue in this direction.

Sustainability Plan

Enhance coalition leaders and volunteer base support through inclusive collaboration practices of the coalition so that all sectors of Elko County have opportunities to participate in planning, building and sustaining healthier communities.

- Continue and sustain: Support our current community coalition in Elko and work with Elko and outlying communities to update community assessments and action plans to reduce risks and develop environmental strategies in their communities.
- Continue and Expand: Community members of all ages and sector representation along with cultural diversity are viewed as resources, and their ideas, wisdom, point of view and skills are actively sought to contribute to the coalition, community assessments, service expansion plans, strategic planning, advocacy strategies, sustainability strategies, and prevention strategies.

Support and encourage active collaboration and effective prevention to service providers through shared planning and strategic prevention framework process.

- Ensure participating agencies take part in, know and understand the community assessment through meetings and technical assistance.
- Providers and coalition come up with a public awareness campaign so that the public is informed about services available and important issues like prevention.
- Facilitate coalition strategy meetings where providers collaborate and seek information and mentoring on a shared challenge—raising the capacity for individual providers and coalition resulting in a shared sustainability/public relations plan or process.

Overall Strategies

- Build a communication plan where community members and coalition members can be aware of prevention activities, coalition and task force meetings on a regular basis.
- P.A.C.E. Coalition website is updated to include the most current information. In addition, a report will be available to all coalition and task force members with P.A.C.E. outcomes and achievements. This will be made available to funders and specific government officials.

P.A.C.E. Coalition currently receives funding from various local, State and Federal grants. We continue to seek and apply for grants that are applicable to our mission of creating healthy communities...whatever it takes.

STEP THREE: PLANNING

P.A.C.E. Coalition, in an attempt to address the gaps in resources and services offered to youth and young adults within Elko County, developed broad strategies and plans that will assist in the development and implementation of prevention services.

Planning involves creating a logical, data-driven plan and our process will focus on the selection of policies, programs and practices to address the factors that contribute to the problem identified and selected evidence-based strategies. Following the

P.A.C.E. vision statement, problem statement(s) are developed utilizing information from the assessment(s) process. Based on the priorities, goals and objectives are developed, strategies identified and action steps planned. This process may include, but is not limited to, implementation activities such as capacity expansion, training and ongoing monitoring of the evaluation process.

Our prevention strategies are relevant, appropriate, and effective to meet Elko County's needs in addressing the underage alcohol, tobacco and other drug use and abuse problem in the county. P.A.C.E. will assure the activities are culturally appropriate to the intended audience. Our goal is to deliver prevention education and messaging to multiple sectors of the population utilizing multiple strategies.

We will seek out collaborative partners with an interest in, and understanding of, substance abuse prevention when we begin to implement these strategies. P.A.C.E. refrains from implementing activities without the collaboration of at least one partner agency. Examples of our community collaborative events in the past include the Healthy Youth Summit, Juvenile Detention Center partnership, Safe Kids Symposium, National Night Out, Cops 'n Burgers, Passport to Fitness, Family Day-eat dinner with your family, Summer Activity Fair, KMIX 97 community health fair, Elko County school health fairs, Owyhee community health fair, puppet shows at area preschools and grammar schools, Lifeskills program at the Boys and Girls Club, the Elko Motorcycle Jamboree, and the Native American Meth Symposium, Drug Endangered Children Seminar, and The Adolescent Brain Development and the Impact of Alcohol and Substance Abuse seminar.

STEP FOUR: IMPLEMENTATION

P.A.C.E. Coalition serves Elko County by sustaining a community prevention system and coordinating implementation of the plan through our community partners. The coalition identifies community partners to implement programs and services that meet the priorities for youth and families as outlined in the prevention plan. The coalition works with community partners to leverage, access, manage and distribute resources for implementation of the plan. Additionally, the coalition provides assistance to community partners with training, data management, resource reporting, evaluation and other assistance as requested. Implementation priority is given to model programs and services targeting our prioritized risk and protective factors. We pay special attention to program fidelity as well as adaptations to appropriately address cultural and other unique considerations of the diverse populations identified in this plan. The coalition may support additional programs and services as necessary to meet the changing needs of the youth and families of Elko County.

Several examples of successful program implementations are as follows: The MAGIC program (Making A Group and Individual Commitment by Changing Lives and Shaping Futures), funded through the SPI grant (State Prevention Infrastructure grant), was so well received in Wendover and in Elko at Nevada Youth Training Center that the program was expanded to the Elko Juvenile center. The MAGIC program addresses a high-risk audience providing after-school programming for juvenile offenders and their parents or other support persons. Thanks to energetic, capable leadership, it has attracted a large number of enthusiastic participants. We believe that the successful implementation of this program has not only reduced potential for substance abuse among participants, but has also had a positive impact on the community. The MAGIC program serves the at risk youth population typically between 14 and 18 years of age. It reaches a variety of ethnic backgrounds, particularly at Nevada Youth Training Center.

Other programs that have implemented include Parenting Wisely (for at-risk parents), Project Venture (Native American population), Red Ribbon Week at Great Basin College (age 18 to 24), Beverage Server Training, and wristband / ID compliance checks for underage drinking.

We continue to collaborate with law enforcement and school officials in West Wendover to implement prevention activities within the community. P.A.C.E. Coalition provides educational material and/or teaches prevention programs to the West Wendover students and school officials on a quarterly basis. Additionally, Wendover Resources Council serves as a P.A.C.E. Coalition task force and meets regularly.

P.A.C.E. has provided literature and educational information to Owyhee for the past several years. Community members continue to work on establishing a substance abuse prevention task force. We will work with them and provide mentoring as necessary. We will continue to collaborate with the schools, preschools and HeadStart programs to provide substance abuse literature and participate in any educational opportunities, annual health fair and other community events as they become available.

P.A.C.E. has successfully collaborated with several area schools including Elko Flagview Intermediate School, Spring Creek High School, Spring Creek Elementary School, Elko High School, Adobe Middle School, Wells Combined School, Sage Elementary School and Grammar II in implementing numerous prevention education programs during the past several years. Each year we are able to reach more students through increased programs.

STEP FIVE: EVALUATION

P.A.C.E. follows an evaluation plan designed to capture both outcome and process measures. Outcome evaluation measures actual rates of substance abuse throughout Elko County. We use two sources of primary outcome data: the Youth Risk Behavior Survey (YRBS) and Strategic Prevention Framework State Incentive Grant program participant surveys. We refer to archival data, such as arrest, hospitalization and traffic citations to measure the consequences of substance abuse in our communities.

There are gaps in data due to the YRBS only being given on a bi-annual basis. Since the YRBS reaches such a large number of the target population, it is still the best source of data available in Elko County.

Process evaluation is intended to help the coalition determine the effectiveness of its efforts. We measure items such as coalition membership, community perceptions of coalition work, and coalition capacity. We also utilize, among other things, a Community Norms Survey, a Youth Worker Survey, pre and posttests, and exit surveys administered at events.

P.A.C.E. Coalition will continue the established process of collecting and analyzing data from community surveys, pre/post tests, focus groups, bi-annual YRBS data, and other data sources for the purpose of planning and implementation of services.

Cultural responsiveness:

P.A.C.E. Coalition understands the process of communicating with audiences from diverse geographic, ethnic, racial, cultural, economic, social and linguistic backgrounds. Our organization is adamant about honoring all people and their diversity. Our goals are to 1) promote cultural competency through common language and understanding 2) ensure a commitment to cultural competency and 3) maintain processes to engage all community members, including hard to reach populations. P.A.C.E. will maintain the following competency capacities:

- Ensure that coalition members represent the diversity of the community that P.A.C.E. serves with respect to race, gender, geography, ethnicity and age;
- Ensure broad-based citizen participation;
- Meet the unique cultural, racial/ethnic, and linguistic need patterns within the geographic area served; and
- Ensure that all community prevention strategies are culturally competent and inclusive.

Availability of Drugs	2001 n=356	2003 n=266	2005 n=268	2007 N=546	2009 N=518	Goal
Decrease the number of students buying their own cigarettes in a store during the past 30 days	7.3%	3.8%	6.0%	6.6%	4.1%	2%
Decrease the number of students who had someone offer, sell, or give them an illegal drug on school property during the past 12 months.	33.3%	32.3%	30.3%	24.7%	Not Avail.	24%

Community Laws, Parental Attitudes and Norms Favorable Toward Substance Use.						
Decrease the number of students who, in the past 30 days, drove a car or other vehicle when they had been drinking alcohol.	19.2%	21.8%	15.7%	12.4%	14.1%	12%
Decrease the number of students who, during the past 30 days, rode 1 or more times in a vehicle driven by someone who had been drinking alcohol.	36.4%	35%	34%	27.2%	27.4%	25%

Decrease the number of students who usually get the alcoholic beverages they drink by asking an adult to purchase it.	10.8%	11.7%	10.2%	15.4%	9.0%	9.5%
Decrease the number of students who usually get the alcoholic beverages they drink from home with parental knowledge.	13.6%	12.4%	9.5%	Not Avail.*	Not Avail.*	8.0%
Decrease the number of students who report that parents would “approve” or “wouldn’t care” if student had 5 or more drinks of alcohol in a row.	18%	13.9%	14%	Not Avail.*	Not Avail.*	11.2%

Community Laws, Parental Attitudes and Norms Favorable Toward Alcohol Use. (Cont.)						
Decrease the number of students who report that parents would “approve” or “would not care” if student attended a party where alcohol was available.	24.3%	23%	20.4%	Not Avail*	Not Avail.*	18%

Family Management Problems						
Increase the number of students who report that parents or adults they live with know where they are and who they are with “most” or “every” time when they are away from home.	76.8%	77.5%	75.8%	80%	74.2%	80%
Favorable Parental Attitudes and Involvement in Drug Use						
Decrease the number of students who report that parents would “approve” or “wouldn’t care” if students smoked marijuana.	8.8%	7.2%	6.9%	7.2%	8.4%	6.0%
Academic Failure Beginning in Elementary School	2001 n=356	2003 n=266	2005 n=268	2007 n=546	2009 N=518	Goal
Decrease the number of students who report receiving “Mostly D’s or F’s” in school.	6.7%	4.5%	5.6%	5.4%	8.7%	4.0%
Increase the number of students who report receiving “Mostly A’s or B’s” in school.	59.7%	65.1%	66%	66.2%	69.2%	69%

Decrease in the number of days students “skipped” school without permission.	Not Avail*	Not Avail*	Not Avail*	29.3%	35.4%	28.%
Early Initiation of the Problem Behavior						
Decrease the number of students who smoked a whole cigarette for the first time before age 13.	29.8%	18.7%	16.5%	16.5%	16.1%	15%
Decrease the number of students who had their first drink of alcohol other than a few sips before age 13.	43.4%	34.6%	34.6%	33.8%	30.3%	30%
Decrease the number of students who tried marijuana for the first time before age 13.	17%	12.4%	16.6%	10.8%	9.1%	10%
Problem Behavior						
Decrease the number of students reporting they have ever used alcohol.	83.3%	82.8%	75.2%	75.5%	70.6%	70%
Decrease the number of students who think people have “no” or only “slight” risk of harming themselves if they have 5 or more drinks of alcohol in a row.	26.5%	26.5%	28%	Not Avail.*	Not Avail.*	25%

Decrease the number of students reporting they have ever used cigarettes.	60.2%	47.6%	46.6%	43.7%	41.9%	35.0%
Decrease the number of students reporting they have ever used marijuana.	55.2%	52.2%	44.5%	38%	38.3%	38.%
Decrease the number of students reporting they have ever used methamphetamines.	18.6%	13.9%	10.6%	7.9%	5.7%	10.0%
Decrease the number of students reporting they have ever used cocaine.	16.8%	12.8%	11%	7.3%	7.1%	10.0%
Decrease the number of students reporting they have ever used inhalants.	22.7%	18.9%	20.5%	17.8%	16.6%	15%
Decrease the number of students reporting they have ever used over the counter drugs inappropriately.	Not Avail*	Not Avail*	Not Avail*	14.5%	18.4%	14.%
30 day use:						
Decrease the number of students reporting they have used alcohol during the past thirty days.	56.5%	49.3%	49.8%	47.8%	43.5%	40%
Decrease the number of students reporting they have used cigarettes during the past thirty days.	35%	22.5%	25.5%	23.3%	22.1%	18%

Decrease in the number of students reporting they used chewing tobacco during the past thirty days.	Not Avail*	Not Avail*	Not Avail*	14.4%	16.9%	14.0%
Decrease the number of students reporting they have used marijuana during the past thirty days.	30%	24%	21.9%	14.8%	18.8%	18.0%
Decrease in the number of students reporting they drank 5 or more drinks in a row during the past 30 days.	Not Avail*	Not Avail*	Not Avail*	35.7%	31.2%	30%

*The YRBS survey excluded these questions.

Table 1
Elko County Substance Abuse
Services, Programs, and Activities

Name of Program/Activity	Target Audience	Organization Implementing
Parenting Wisely	Families of Pre-Teens/Teens (English and Spanish) in Elko and Wells	Family Resource Center
Parenting Wisely for Foster Families	Foster Families	Family Resource Center
Project Venture	13-17 yr. old Native American Youth	Elko Band Alcohol & Drug Program
LifeSkills	Elementary School students	Elko Parks & Rec. Dept.
Children in the Middle	Families with children impacted by divorce and separation.	Family Resource Center
Tar Wars	5th Grade Students	Elko County Elementary Schools
Towards No Tobacco (TNT)	5 th Grade Students	Spring Creek High School
Tobacco Prevention	K-12 th Grade Students	Elko County School District
Tobacco Prevention	4 th Grade Students	Key Club
Youth Leadership Teams	Jr. and Sr. High School Students	Elko Co. School District Employees Elko Co. Sheriff's Cadets
Teens Against Tobacco Use (TATU)	Jr. and Sr. High School Students	Elko Jr. High School Elko High School Spring Creek High Wells Combined Schools Adobe Middle School Spring Creek Middle School
Smoking Cessation	Adults	Quit Line
Smoking Cessation	Adults/Teens	P.A.C.E. Volunteers
Smoking Cessation	Adults	Local Hypnotist
Smart Moves	Youth	Boys & Girls Club
Drug Court	Adults and Youth involved with courts	4th Judicial District Court
Teen Court	Youth involved with courts	4th Judicial District Court
Substance Abuse Awareness in the Schools	5 th Grade thru High School Students	Elko City Police
Drug Awareness and Prevention	Wells Community	Wells Family Resource Center and Wells Combined Schools
Community Meth and Other Substance Abuse Awareness	Students and Adults	Community Leaders Against Meth (CLAM)
Community Watch	Wells Band	Alcohol and Drug Program
Treatment & Education of Substance Abuse (TESA)	Youth-by court order	Juvenile Probation Dept

Name of Program/Activity	Target Audience	Organization Implementing
Community Forums	Community Members	Guest presenters (organized and facilitated by P.A.C.E.)
Making A Group and Individual Commitment (MAGIC)	Youth	University of Nevada Cooperative Extension, Elko, Wendover and Nevada Youth Training Center
Too Smart to Start	Elem./Junior High Students	Wells Band Guidance House
ALERT	Students violating SA Policy	Elko County School District
Anger Management	Youth ages 8-17	Juvenile Probation Dept.
Foster Grandparent Program	Youth	Juvenile Detention Center
IN-DEP (Drug and Alcohol Education)	Youth	Juvenile Probation Dept.
Community Service Program	Youth	Juvenile Probation Dept.
Girls' Circle	Female Youth	Juvenile Detention Center
Life Skills	Youth ages 14-17	Juvenile Probation Dept.
Baby Think It Over (Teen Pregnancy Prevention)	Sexually Active Teens	Juvenile Probation Dept.
Red Ribbon Week	Students	Great Basin College and area elementary, middle and high schools
Physically Strong Badge	Boys Scouts	Boy Scouts of America
Counter-Drug Education/ Skill Building	School Age Children	National Guard
Age identifying Wristbands and ID checks	General Population, Elko County	P.A.C.E. Coalition, Law Enforcement, Blach Distributing
Surveillance Cameras	General Population, Elko County	Law Enforcement and Parks and Rec. Board
Responsible Beverage Server and Seller Training	Alcohol Sellers and Servers	P.A.C.E. Coalition
Neighborhood Watch	Elko and Spring Creek neighborhoods	Law Enforcement, P.A.C.E. and community partners
Head Start Prevention Bags	Tribal (ITCN) Head Start, Elko and Owyhee	P.A.C.E. Coalition
NIAA Policies	Elko County Students in Extra Curricular Activities	Elko County School District

25.2.5 Confidentiality:

Confidential information acquired during the course of business shall be safeguarded from disclosure, including -but not limited to-verbal disclosure, unsecured maintenance of records, recording of an activity or presentation without appropriate releases.

CONFIDENTIALITY STATEMENT AND
RELEASE OF INFORMATION

The purpose for sharing information is for the development of services, information or statistics required by P.A.C.E. Coalition.

This confidentiality includes any information entered into or available in the Nevada Health Information Provider Performance System (NHIPPS).

Participating agencies must have standards for confidentiality equivalent to those of the agency which provides services; and

Proper safeguards must be taken to ensure the confidentiality of the information.

With this purpose in mind, I the undersigned, as a representative of

Partners Allied for Community Excellence – P.A.C.E. Coalition

agree that all information will remain confidential and will not be used for reasons other than that which was intended.

Print Name

Signature

Date

APPENDIX D: CONFIDENTIALITY STATEMENT

The purpose of confidentiality standards and confidentiality restrictions is to protect the rights of our families. The intent is that the privacy of individuals is maintained and personal information is disclosed only when necessary. Staff will respect the privacy of families because:

- **Privacy is a fundamental right; families have a core interest in privacy. They have “the right to be left alone”**
- **Confidentiality restrictions protect embarrassing personal information from disclosure.**
- **Confidentiality provisions also prevent the improper dissemination of information about families that might increase the likelihood of discrimination against them. Families want to avoid prejudice or differential treatment by people such as teachers and service agencies.**
- **Protecting confidential information is necessary to protect the security of the family unit. Such an example for protection might be; Domestic Violence.**
- **Confidentiality provisions may be necessary to encourage an individuals’ use of services.**

These standards attempt to strike a balance between the dual goals of protecting family privacy and sharing family information. They are intended to provide a workable approach to the management of family information. The standards by themselves do not resolve every confidentiality question that may arise; they are simply a guideline.

To share or not to share...

- **Information shall not be released without a signed consent form from the participant for the release of information.**
- If this information is not shared, will a life be in danger or threatened?
- If the answer is yes, then appropriate action must be taken. As mandated reporters, staff is required to report suspected or confirmed abuse and neglect. In the case of an adult, the police should be called.
- Will sharing of this information interfere with my relationship with the family? Discussion should take place with the family on how the information is used.
- Will this information impact the level of care and/or quality of services for the family? Only information that has the potential of enhancing lives should be shared.
- Has the family indicated that they wish to have this information shared?

The need for privacy must be balanced with the need of agencies to know about their families in order to provide services. Some families might be better served with services from more than one agency. Services can be improved from cross-system information sharing. There may be a number of reasons that an agency might need information from another agency in order to service families more effectively and efficiently.

Sharing information with other collaborators

- 1) Clarify why information sharing is important. Reasons to share include: Ensuring services are comprehensive, to focus services for families with less fragmentation and an information flow in both directions – between the collaborative members and the family.
- 2) Determine who should be involved and what should be shared. Once it is clear that information sharing is essential it must be determined who should be involved and what specific information should be shared. Minimize the information shared. Don’t “gossip”.
- 3) Obtaining “Informed Consent” and release forms. The most common approach to satisfying confidentially protections is to obtain informed consent. Consent from the family must be **given** voluntarily; the family must fully understand what information will be shared, with whom it will be shared and how the information will be used.

Theory of Change

When community partners convene as P.A.C.E. Coalition to identify the problem, plan and implement effective prevention strategies and evaluate the process that addresses the use of alcohol, meth, marijuana, and prescription drugs, outcomes can be measured and emerging trends can be tracked.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Youth are using alcohol, chew tobacco, marijuana, meth, and prescription drugs.	Alcohol, chew tobacco, marijuana meth and Rx drugs are easy to get.	24 Hour access to alcohol and community norms favorable toward use of the problem drugs. Available in homes, school, and community events.	Reduce access to alcohol, chew tobacco, marijuana, meth and Rx drugs in the community, in homes and at school.	Create awareness; Provide information; Increase barriers to access; Proven effective prevention programs.	Decreased access will reflect decrease in possession and use of these drugs.	30 day use of alcohol, marijuana, meth, chew tobacco, and prescription drugs will decrease by 3% every two years.
	Alcohol, chew tobacco, marijuana meth and Rx drugs are viewed as “safe” to use.	24 Hour access to alcohol and community norms favorable toward use of the problem drugs. Available in homes, school, and community events.	Increase awareness of truth about the risk of harm associated with use of these drugs.	Counter false marketing; Information Dissemination; Develop leadership skills; Counter marketing; Proven effective prevention programs.	Increased understanding of the dangers of meth, alcohol, chew tobacco, and marijuana.	Perception of harm will show an increase of 2.5% every two years.

Priority #2 –Build Prevention Capacity and Infrastructure – P.A.C.E. Coalition

Updated

12/10

Theory of Change

When a community not only identifies its local youth drug issues, but the community works together across *all sectors* to align their work and take advantage of the knowledge, passion and resources that sector members bring to the table, successful community coalition prevention work can be measured.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
<p>There are community members who have knowledge, passion, and resources who are not yet members of the coalition</p>	<p>Have not identified and/or contacted additional members of sectors who have resources, passions, and knowledge to share.</p>	<p>Haven't met or contacted other sector members.</p>	<p>Mind set of "there's always someone who wants to participate".</p> <p>Networking opportunities.</p> <p>Information dissemination.</p>	<p>Invite others to join;</p> <p>Connect resources to need;</p> <p>Promote the value of collaboration;</p> <p>Promote P.A.C.E. mission and vision in county;</p> <p>Maintain regular coalition meetings and networking.</p>	<p>Increase active membership in the coalition, which will in turn affect a reduction in drug availability and use.</p>	<p>5% increase in coalition membership every two years, which will in turn affect a reduction in drug availability and use.</p>

Priority #3 –Provide substance abuse prevention for Native American populations – P.A.C.E. Coalition

Updated

12/10

Theory of Change

When Native American cultural diversity is honored by all, and all community sectors work together to address substance abuse issues across all population cultures, the outcome of reducing substance use in each race, ethnicity, and culture, can be measured for community level change.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Absence of Native American population and their cultural resources, passion and knowledge in community prevention work	Lack of awareness of the need by the population.	Cultural differences between tribes and community.	Increase awareness of issue. Include tribal stakeholders in every community event.	Information dissemination; Invite all cultures to participate and share resources; Culturally competent educational forums; Proven effective prevention programming.	Increased knowledge of the cultural diversity and how it impacts substance use.	5% increase of Native American members in P.A.C.E. Coalition.
	Alcohol tobacco and other drugs (ATOD) are readily available.	24 hour availability in the colony and the community. Social norms favorable toward ATOD use.	Reduce access to ATOD on the colony and in the community.	Create awareness of issue; Increase barriers to ATOD access through networking and collaborative opportunities, educational forums, beverage server trainings, prescription drug round ups.	Increased understanding of the dangers to self and others by using and/or abusing drugs.	5% reduction of combined drug related incidences on the colony and in the community every two years.

Priority #4 –Develop collaboration and partnership with the military – P.A.C.E. Coalition

Updated 12/10

Theory of Change

Prevention success hinges on the ability of communities to not only identify its local youth drug issues, but that communities work together across *all* sectors to align the work and take advantage of the knowledge, passion and resources that sector members bring to the table.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
The National Guard is not an active part of our coalition.	No recent contact with the local guard unit.	Unit deployed to Iraq. Small skeleton crew left in unit. Not aware of each other's resources for partnership.	Create awareness. Meet with the new Sergeant. Collaboration opportunities.	Invite them to join and find out how we can share resources.	Increased awareness of each other's resources.	Increased active membership as shown through community education forums.

Priority #5 –Prevention activities on prescription drugs used illicitly – P.A.C.E. Coalition

Updated 12/10

Theory of Change

When community members come together as P.A.C.E. Coalition to combine resources to identify the problem of prescription drug abuse, develop strategies and implement activities to address the problem, outcomes of prescription drug abuse can be measured.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Citizens of Elko County and Nevada are abusing prescription drugs at increased rates.	Prescription drugs are viewed as safe to use recreationally.	Community and State Norms are favorable to prescription drug abuse. False illusion of prescription drug being safe to use.	Information dissemination. Create awareness.	Counter false information with true and factual marketing; Proven effective prevention programs.	Increased perception of harm is shown to reduce use.	Decrease of prescription drug abuse by 3% every two years.
	Prescription drugs are easy to access across the State.	24 hour communities create easy access all hours of the day and night. Available in homes, school and community.	Participate with Statewide Coalition Partnership to deliver counter marketing campaigns across Nevada. Create disposal sites.	Prescription Drug Round Ups in at least three locations per year; Parent education about monitoring prescription drugs in home.	Each Prescription Round Up will collect prescription drugs which will reduce access. Increased knowledge of awareness about the “safe keeping” of prescription drugs.	Increase to five prescription drug round up sites and education about home monitoring will decrease prescription drug access.

Priority #6 –Partner with community based organizations around marijuana – P.A.C.E. Coalition

Updated 12/10

Theory of Change

When community members come together as P.A.C.E. Coalition to combine resources to identify the problem of marijuana use, develop strategies and implement activities to address the problem locally and across Nevada, outcomes of marijuana use can be measured.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Citizens of Elko County and Nevada are using marijuana at increased rates.	Marijuana is viewed as safe to use.	<p>Community and State Norms are favorable to marijuana use.</p> <p>False illusion of marijuana being safe to use.</p> <p>False media promoting legalization.</p>	<p>Information dissemination.</p> <p>Create awareness.</p>	<p>Counter false marketing with true and factual marketing;</p> <p>Proven effective prevention programs.</p>	Defeat legalization of marijuana in Nevada.	<p>Defeat legalization of marijuana in Nevada.</p> <p>Reduce use of marijuana.</p>
	Marijuana is easy to access across the State.	24 hour communities create easy access all hours of the day and night. Medical marijuana is legal.	<p>Participate with Statewide Coalition Partnership to:</p> <p>1) deliver counter marketing campaigns across Nevada.</p> <p>2) affect enforcement of the law surrounding medical marijuana.</p>	<p>Environmental strategies media campaign;</p> <p>Education forums, summit for key leaders, law enforcement and stakeholders.</p>	<p>Reduced use of marijuana.</p> <p>Less marijuana grows.</p>	<p>Less marijuana grows under the guise of medical marijuana.</p> <p>Less marijuana grows by illegal cartels in rural Nevada.</p>

Theory of Change

When community members come together as P.A.C.E. Coalition to combine knowledge, passion and resources to identify the problem of alcohol use for women of child bearing age and for currently pregnant women, develop strategies and implement activities to address the problem, the outputs will document the actions and measure the outcome of reducing the use of alcohol by women of child bearing age and currently pregnant women.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Women of child bearing age are using alcohol.	Lack of awareness of risks.	Community norms favorable to alcohol use.	Information dissemination. Truth marketing.	Create awareness of risks through community forums and information dissemination; Online and/or face to face trainings.	Increased awareness of risks of alcohol use for women of child bearing age or pregnant women.	Decreased use of alcohol by women of child bearing age and by currently pregnant women.
	Socially acceptable.	Considered safe to use.				
	Mixed messages about the risks of alcohol use during pregnancy.	Considered safe to use.	Information dissemination. Truth marketing.	Provide information about risks to healthcare professionals, school counselors, parents, women and adolescent girls; Media campaign.	Increased knowledge of truth messaging about harm to fetus by the pregnant woman’s use of alcohol.	Decrease in alcohol use by women of child bearing age.

Theory of Change

When community partners convene as P.A.C.E. Coalition to take advantage of the knowledge, passion and resources that sector members bring to the table, successful alcohol and other drug prevention efforts can be measured by increasing the age of onset, reducing the progression of substance abuse and preventing the relapse of substance use by those in recovery.

Problem Statement			Strategies	Activities	Outcomes	
Problem	But why?	But why here?			Short-Term	Long-Term
Youth are using alcohol and other drugs at a younger age.	Alcohol, and other drugs are easy to access.	24 Hour access to alcohol. Community norms favorable toward use of the problem drugs. Available in homes, school, and community events.	Reduce access to alcohol, chew tobacco, marijuana, meth and Rx drugs in the community, in homes and at school.	Create awareness of the problem; Provide information across all sectors; Increase barriers to access through providing safe and drug free events; Alternative activities provided; Beverage server training for sellers and servers; Proven effective prevention programs.	Decreasing access to alcohol and other drugs will reflect a decrease in possession and use of these drugs.	Age of onset, reduction in progression of use and relapse in recovery from alcohol, marijuana, meth, chew tobacco, and prescription drugs will decrease by 3% combined every two years.
	Alcohol, and other drugs such as chew tobacco, marijuana and Rx drugs are viewed as “safe” to use by all ages.	24 Hour access to alcohol. Community norms favorable toward use of the problem drugs. Available in homes, school, and community events.	Increase awareness of truth about the risk of harm associated with use of these drugs.	Counter false marketing; Information Dissemination; Develop leadership skills; Adolescent brain development education; Counter marketing; Proven effective prevention programs.	Increased understanding of the dangers of alcohol, chew tobacco, and marijuana will reflect a decrease in use and increase the first age of use.	Age of use by minors will increase by 6 months every two years.

