

Van Buren County SAFE Coalition

Annual Evaluation Report 2016-2017



Van Buren County SAFE Coalition is actively working to reduce substance use in Van Buren County, IA. This report covers activities from October 1, 2016, through September 30, 2017, available in Reaching Software data collection system as well as information available through observation.

The coalition contracted with Epiphany Community Services to provide evaluation services using the prescribed Center for Disease Control's methodology for coalitions and collaboration. This methodology tracks what the coalition does (outputs) in relation to what is happening in the community (outcomes). During the year, the coalition has focused on the substance abuse problems:

- Prescription Drug Abuse
- Underage Drinking
- Youth Tobacco Use
- General Alcohol, Tobacco and Other Drug (ATOD) Use

The coalition seeks to change the environment in which substance use happens by creating awareness and conversation (MEDIA) on the issue of substance use, providing and coordinating prevention services (SERVICES PROVIDED) in the community, mobilizing resources (RESOURCES GENERATED) for substance use prevention and creating lasting change (COMMUNITY CHANGE) in our community. Over the last year, the coalition has focused on prescription drug abuse, underage drinking, youth tobacco use, and general ATOD in the community. Specifically, the coalition has worked on addressing the following risk factors:

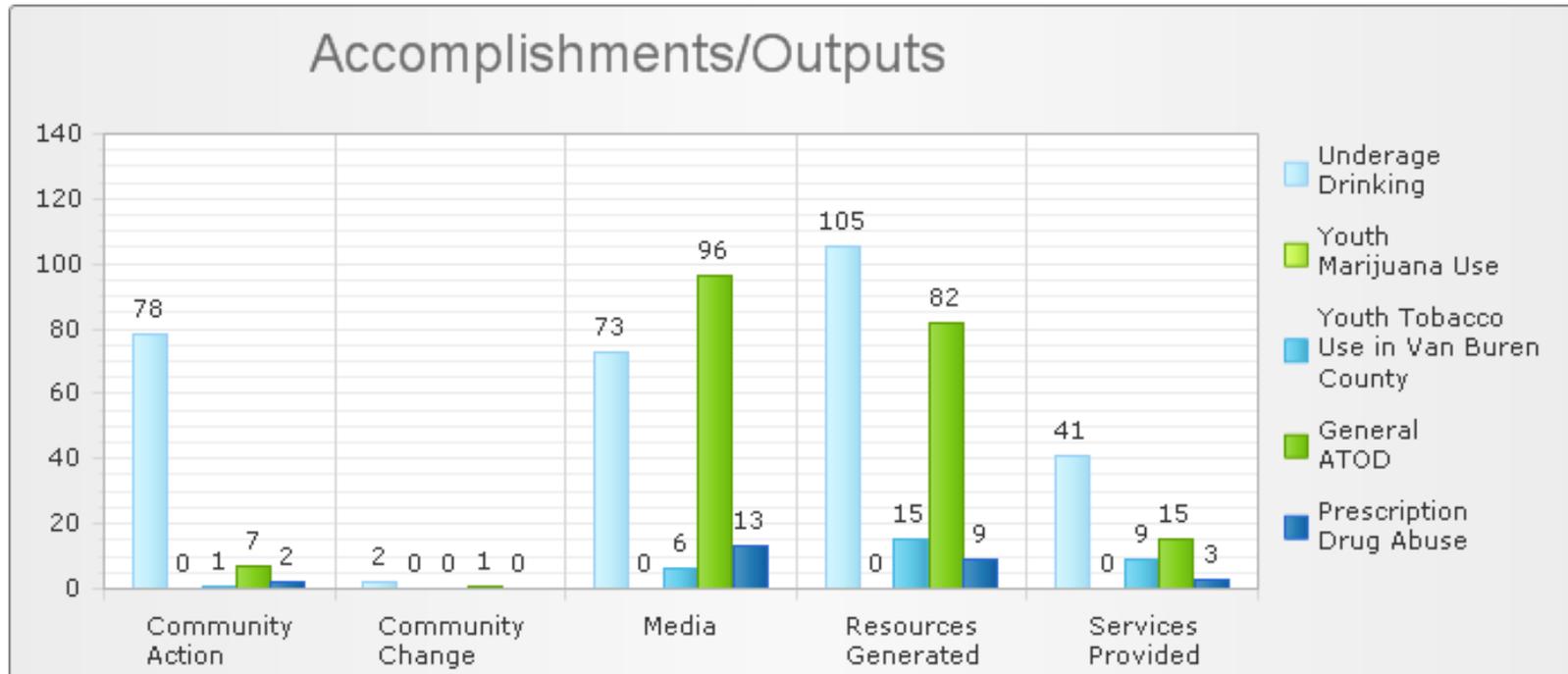
- Lack of Awareness of General ATOD
- Accessibility of alcohol
- Accessibility of prescription drugs
- Accessibility of tobacco
- Underage drinking access
- Prescription drug availability
- Community norms toward underage drinking
- Social availability of alcohol
- Tobacco is readily available

They have worked to address the following specific local conditions:

- Advertising reinforces current consumption patterns
- Alcohol is unregulated at community events at privately owned facilities
- Alcohol is unregulated at community events on public property
- Lack of education on tobacco
- Large number of Rx medications are prescribed in the county
- Medicine is available in homes
- Near peers and siblings provide alcohol in their homes
- Parents allow drinking to happen in their homes
- Underage drinking not thoroughly deterred
- Youth are purchasing alcohol from retailers
- Youth are purchasing tobacco from retailers
- Other

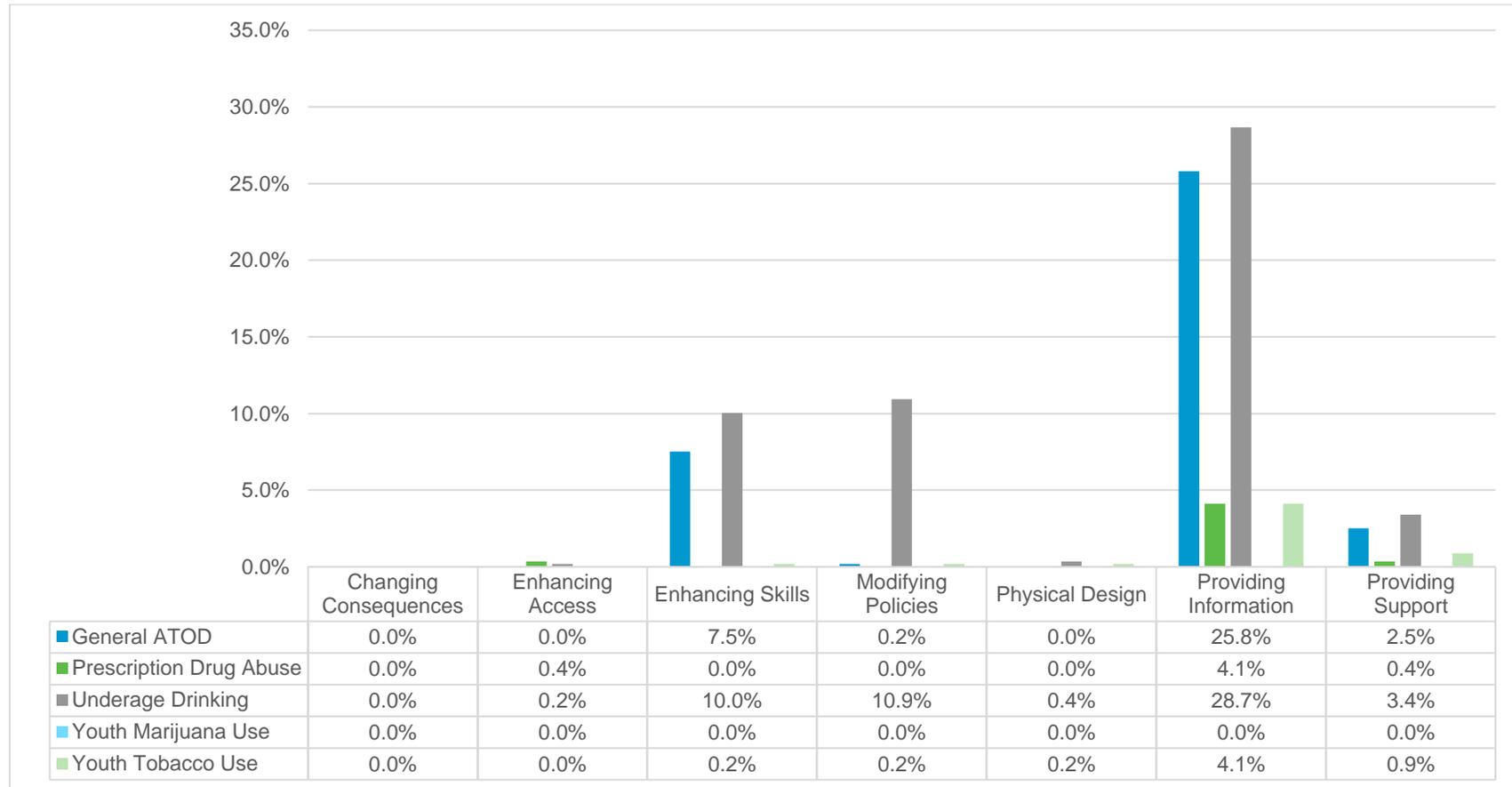
Summary of Accomplishments

During the available data period, the coalition has generated 558 accomplishments/outputs addressing a broad range of problems. Resources generated were the most common output at 37.8%. Most outputs addressed the problem of underage drinking (reported 53.6%). Twelve-point four percent of the coalition’s activities used environmental strategies. The coalition also implemented 57 organizational improvements. At this time the coalition’s primary funding stream is restricted to alcohol.



Strategy Use

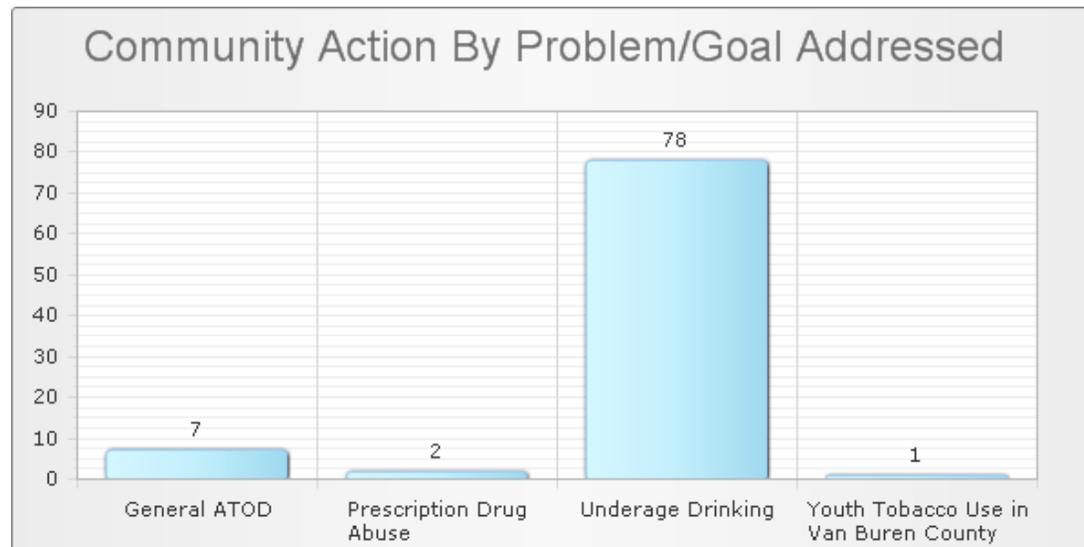
The coalition engages in multiple strategies to affect its intended outcomes. Over the reporting period, the coalition engaged in six of the seven behavior change strategies. The most commonly used strategy was providing information (reported 62.7%). Twelve-point four percent of the coalition’s outputs used environmental strategies. Modifying/changing policies was the most common environmental strategy. The most common problem addressed with environmental strategies was the underage drinking.



Community Action

As coalitions are uniquely designed to create change, they must act to create these changes in policy, program, and practice. Community actions must be related to a subsequent community change. These actions must be facilitated by or on behalf of the Coalition and must be aimed at the issues the Coalition is working on. The Coalition reported 88 community actions.

- Work towards implementing a Social Host Ordinance
- Work towards developing suicide prevention policy in local school district
- Efforts to helping community facilities implement written alcohol restriction policies
- Work towards building new relationships in the community
- Efforts towards implementing a written alcohol policy for events held at the county fairgrounds
- Work towards Alcohol Restrictions in Public Places ordinance
- Efforts towards implementing tobacco compliance checks

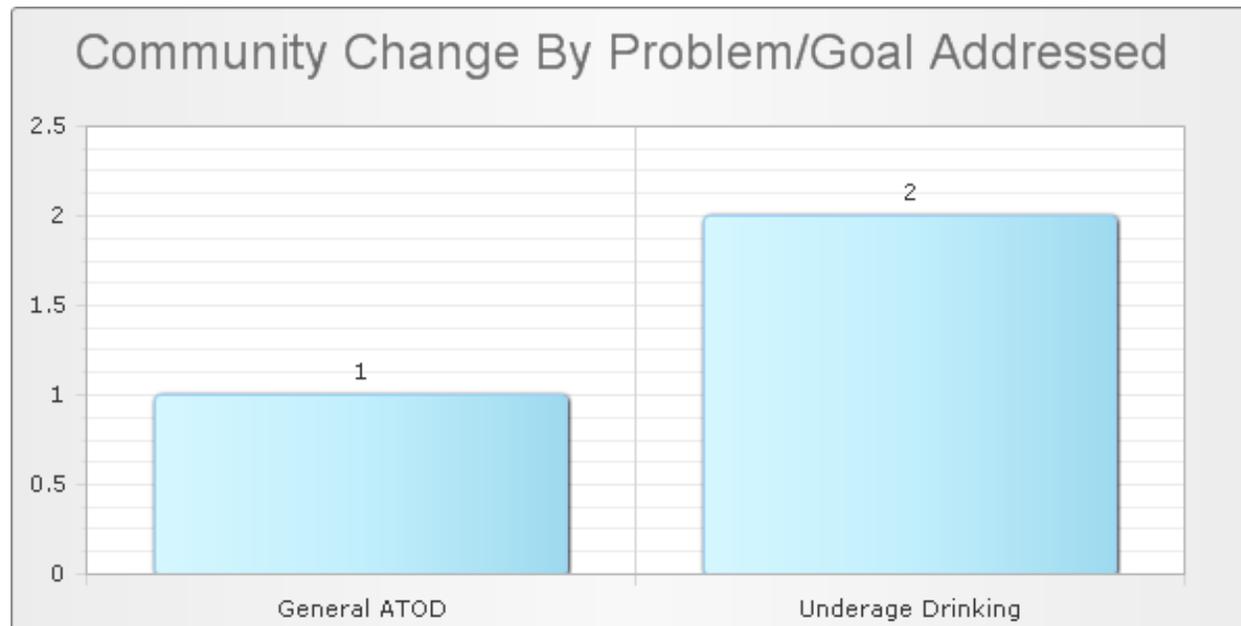


Community Change

Coalitions are uniquely designed to create change. Community changes are those outputs that result in new and modified policies, practices or programs. The coalition has completed three community changes during the reporting period.

Community changes addressed two of the coalition’s target problems.

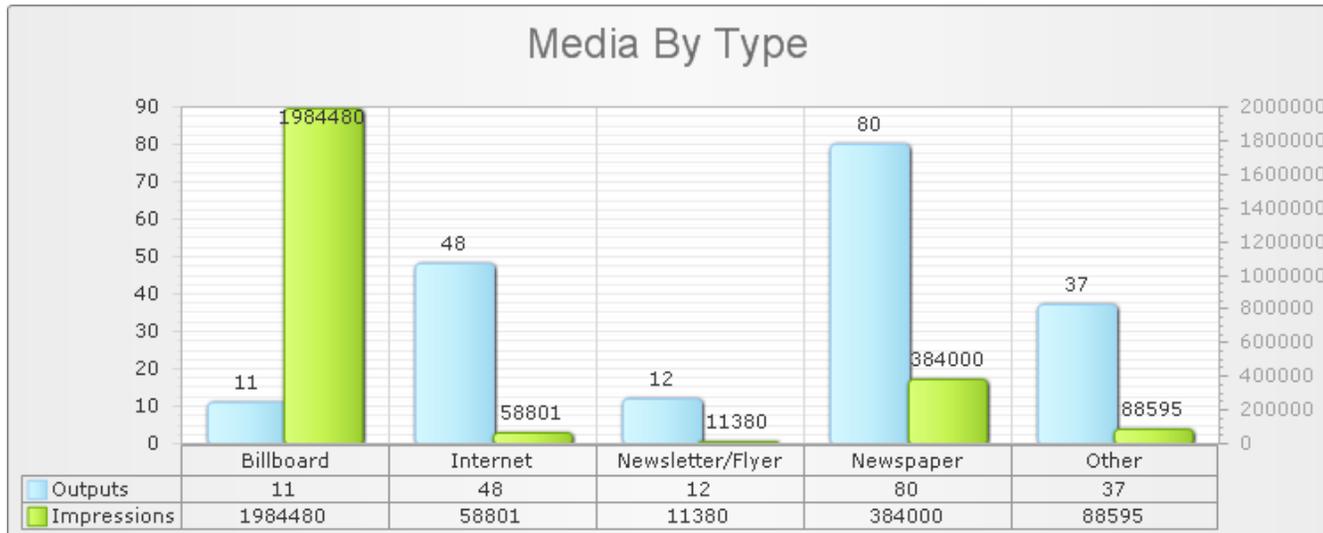
- New partnerships with area hospital/clinic to receive substance abuse diagnosis/treatment data
- Coalition rented out their ID scanners for the first time to the County Fair Board
- Local Keosauqua Senior Center added no alcohol policy to their rental agreement



Media

Coalitions seek to bring attention to their issues. Media outputs occur when the coalition either creates or receives coverage for its activities, events, initiatives or projects. In the reporting period, the coalition generated 2,527,256 media impressions through their work. Most impressions came through billboards. The most outputs came through the newspaper.

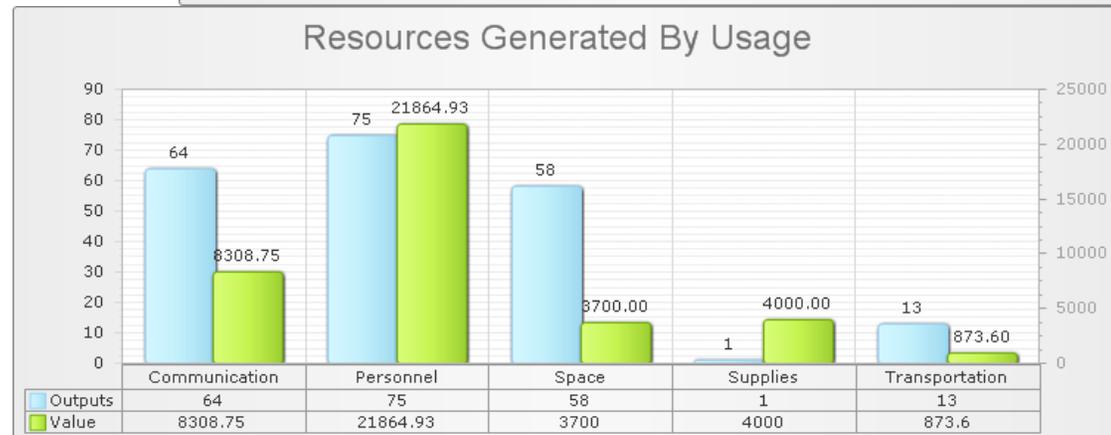
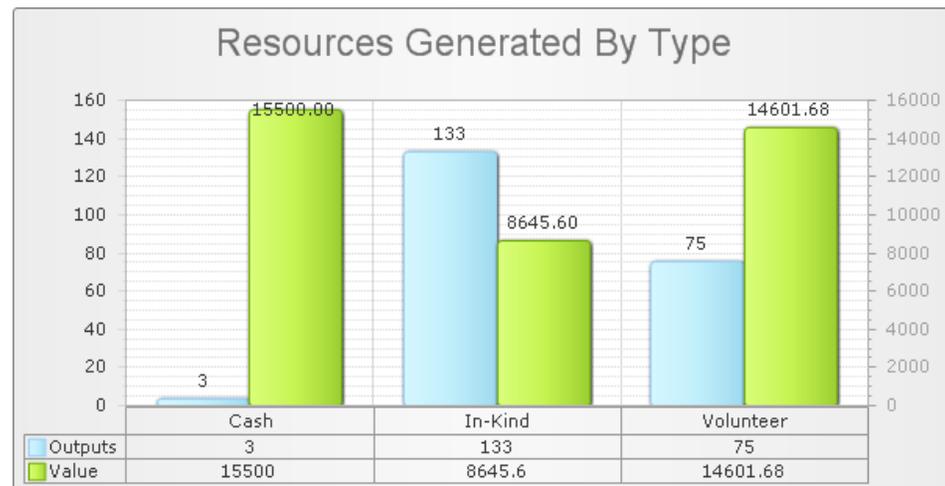
- Advertisements in local papers for coalition activities
- Weekly articles from the coalition in community newspapers
- Regular website and Facebook posts
- Outreach emails to members and possible new members on upcoming coalition events
- Coalition newsletter
- Distribution of prevention materials
- Posters and banners in schools, billboards on coalition issues



Resources Generated

Coalitions mobilize resources to obtain their desired result. Resources Generated captures the acquisition of funds for coalition project and initiatives. Typically, resources are generated through grants, donations, the gift of in-kind or volunteer hours. The coalition generated over \$38,747.28 in resources over the available data period. Outputs came from cash, volunteers and in-kind. Most funding was used for personnel.

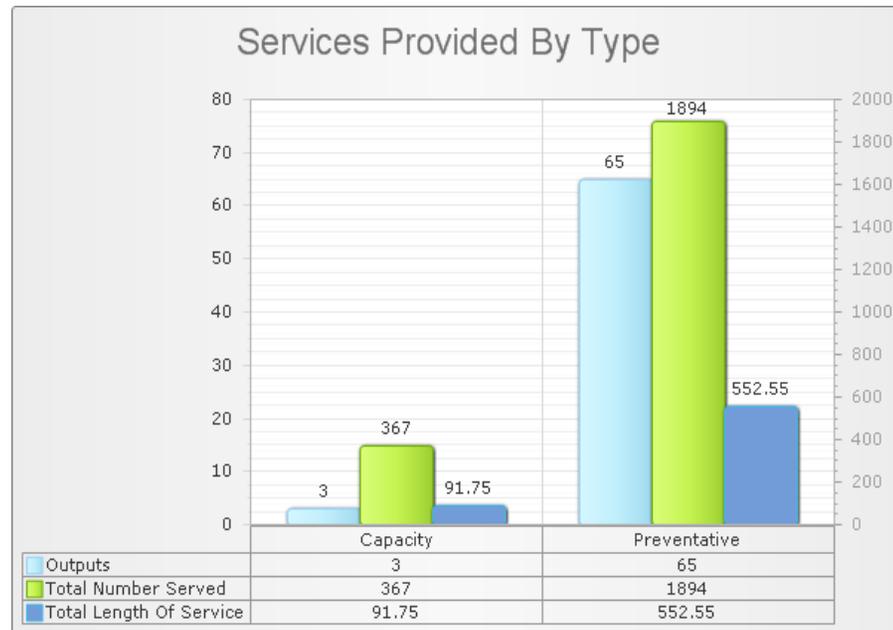
- Adult and youth coalition members' participation in meetings, presentations, and events
- Members presentation on Alcohol Use Restriction in Public Places policy
- Space donated for coalition meetings and events
- Transportation time to and from meetings and events
- Donation of media coverage in local newspaper and billboard space
- Implementation of Life Skills Curriculum
- Grant funding from Community Foundation of Van Buren



Services Provided

Coalitions seek to provide or coordinate services. Services are those events that encompass two-way communication such as skill-building activities and opportunities. These include classes, workshops, and screening. The coalition provided service to 2,261 people during the reporting period. Most of the coalition's services provided outputs were preventative.

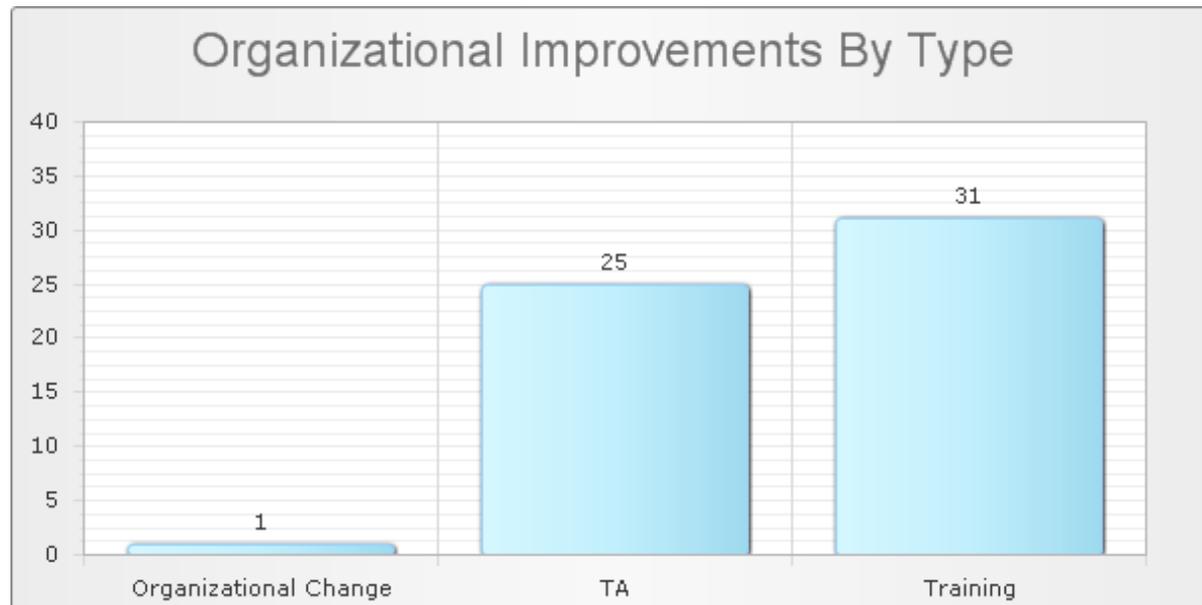
- Presentations on coalition goals and upcoming events to town boards and city council
- Provided Life Skills classes
- Merchant Alcohol Trainings
- Participation in National Prescription Drug Take Back Day
- Participation in community fairs and events
- Peer teaching on dangers of tobacco



Organizational Improvements

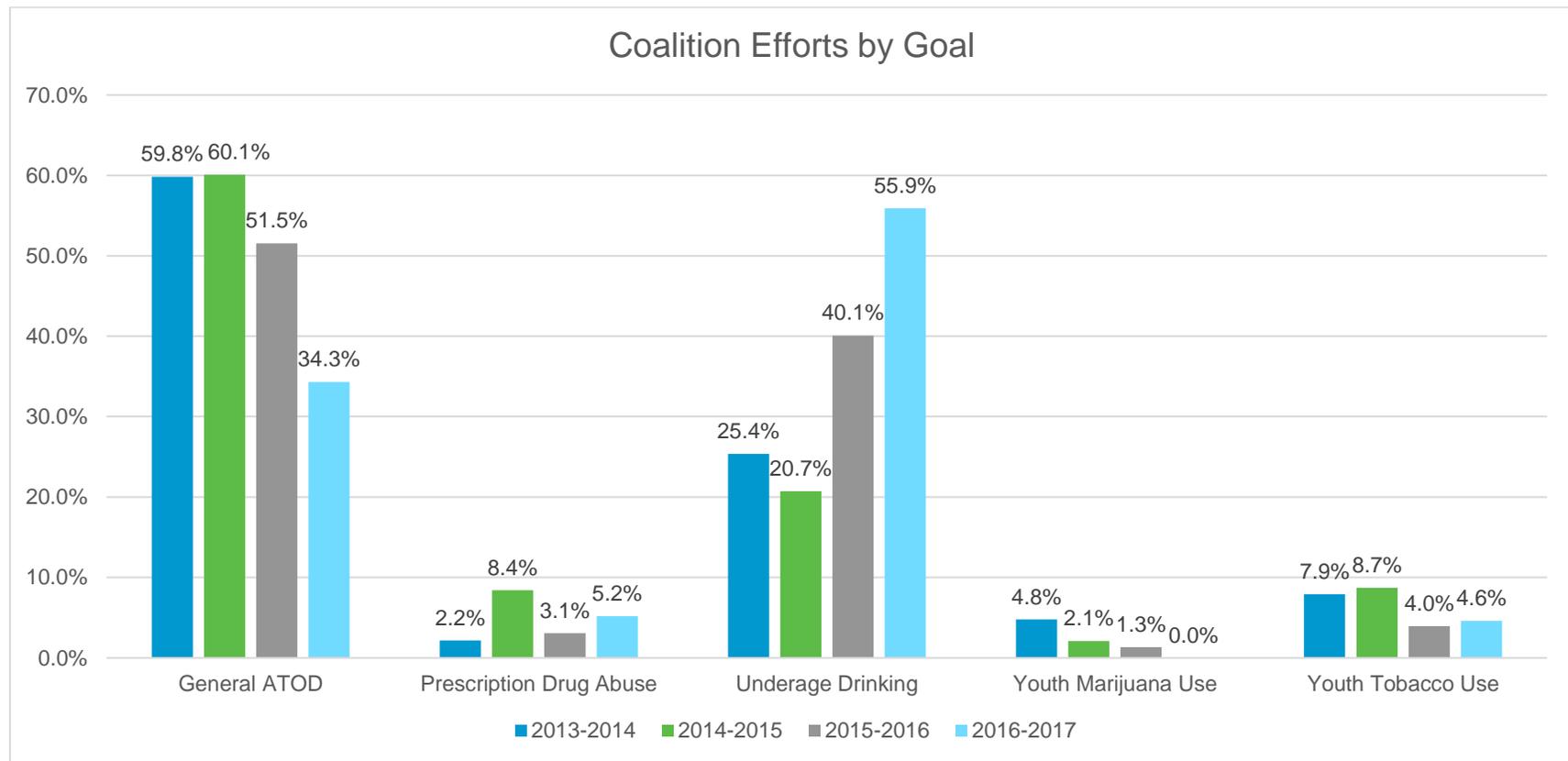
Coalitions are uniquely designed to create change external and internal to the coalition. Organizational Improvements are classified in three ways: Organizational Change; Training Attended; and Technical Assistance. Each of these is aimed at improving how the coalition functions. The coalition completed 57 organizational improvements from October 1, 2016 to September 30, 2017.

- Training relevant to coalition issues and capacity building
- Attend AC4C monthly alcohol conference call
- Attend IPFS trainings
- TA calls with ECS staff

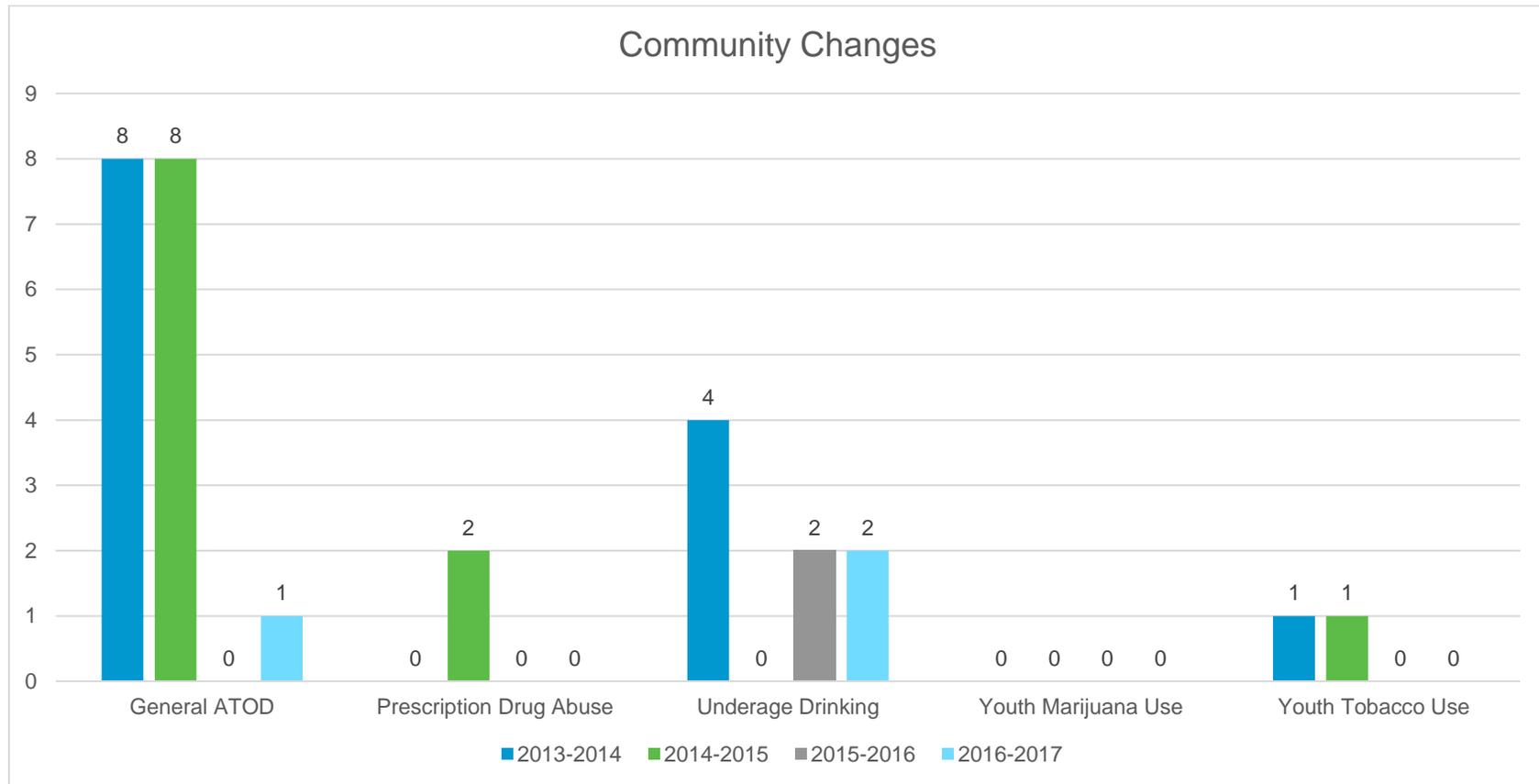


Relationship of Past Work

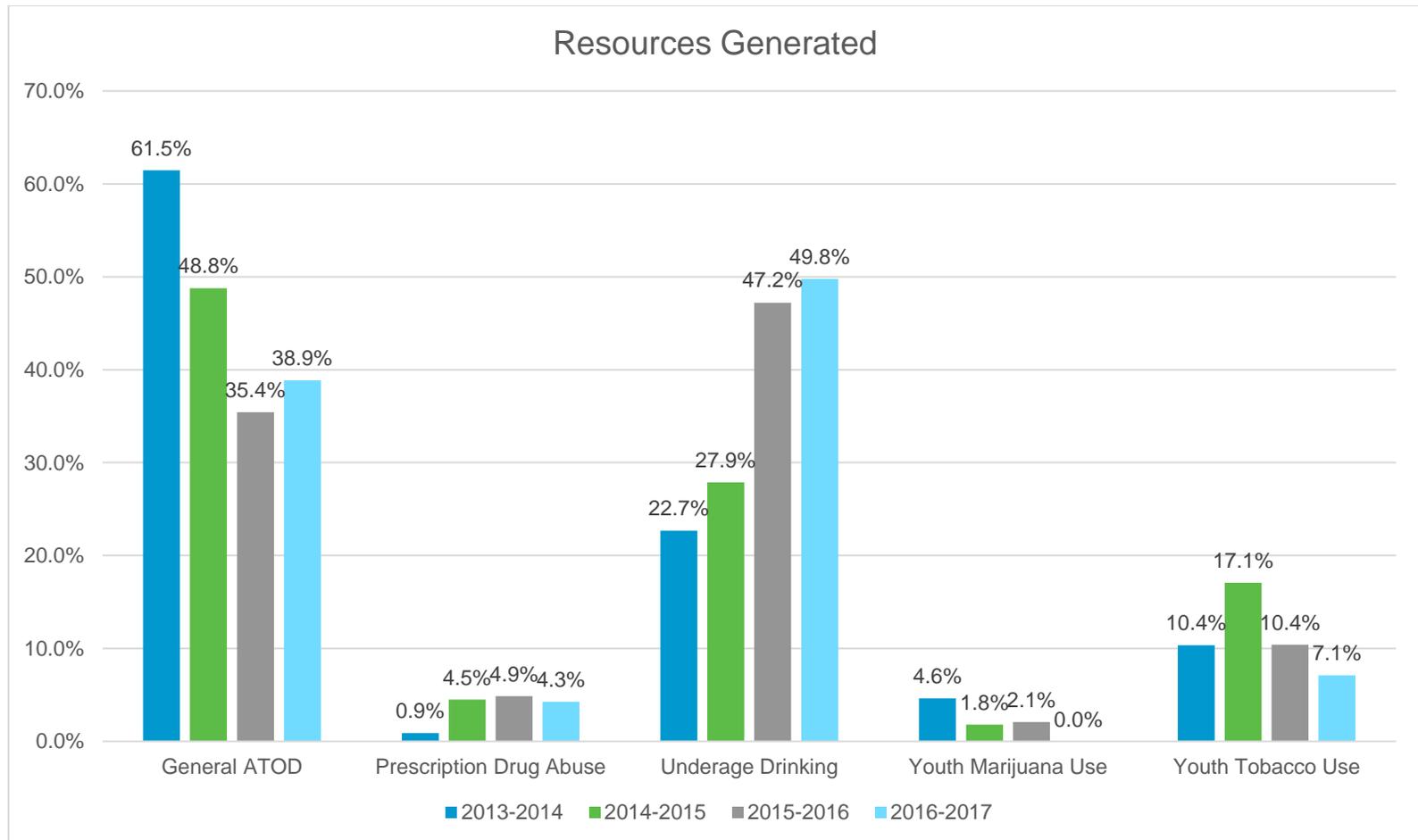
As the work of the coalition improves, it becomes more targeted to specific outcomes. The intent of the evaluation methodology focusing on what the coalition is doing is to provide insight into whether the work is going to affect their intended outcomes. By looking at a multi-year comparison i.e. October 1, 2015-September 30, 2016 related to October 1, 2016-September 30, 2017 assumptions on the focus of the work can be made. The following table details efforts (outputs) related to the long-term outcomes of the coalition not including resources generated.



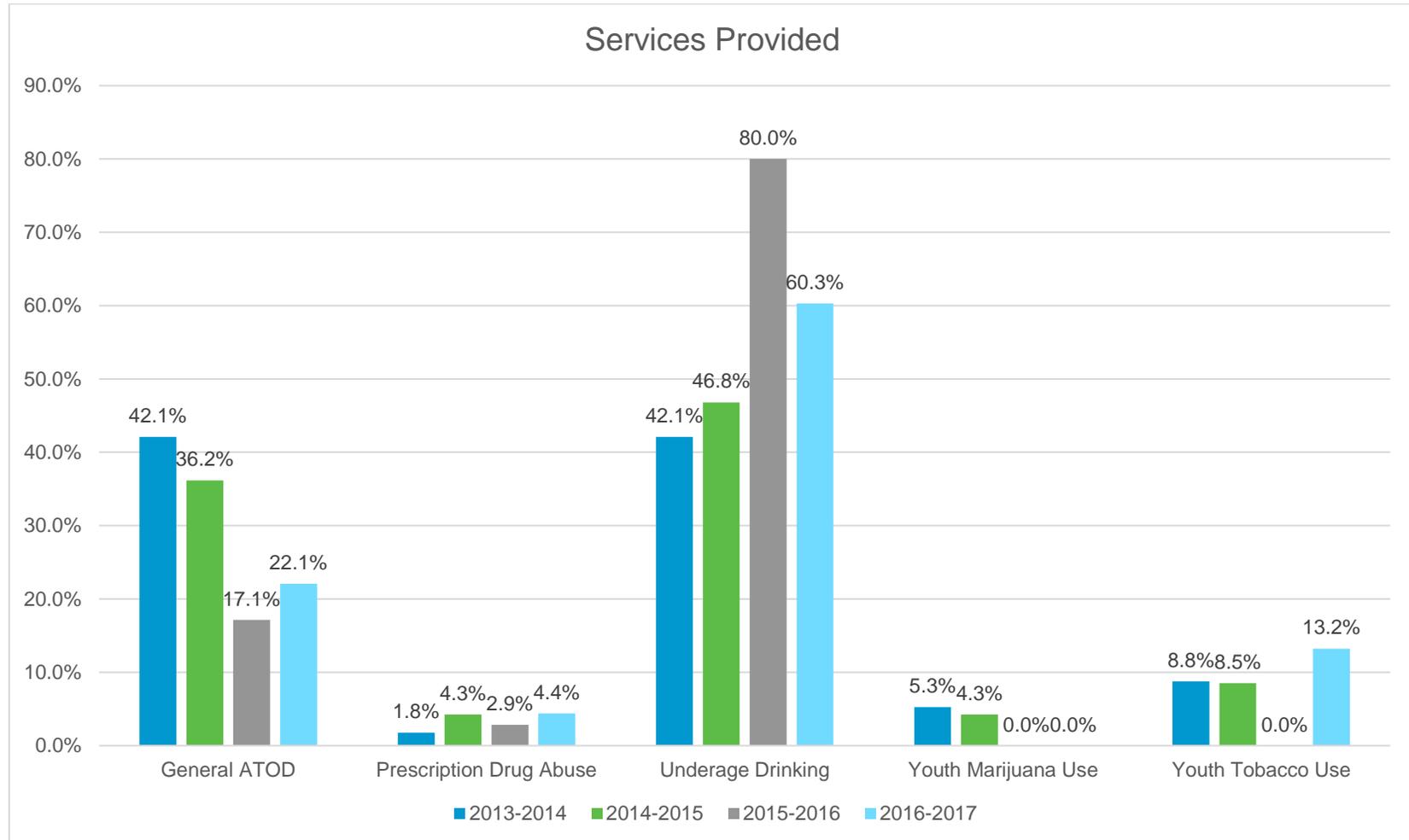
Community Changes are the specific changes in policy, practice or program in a community. These determine the coalition efforts to environmental and institutionalized changes in the community which often lead to changes in behavior. It is important to track these as they are a key component of the analysis of contribution. The coalition has increased the number of Community Changes since last year.



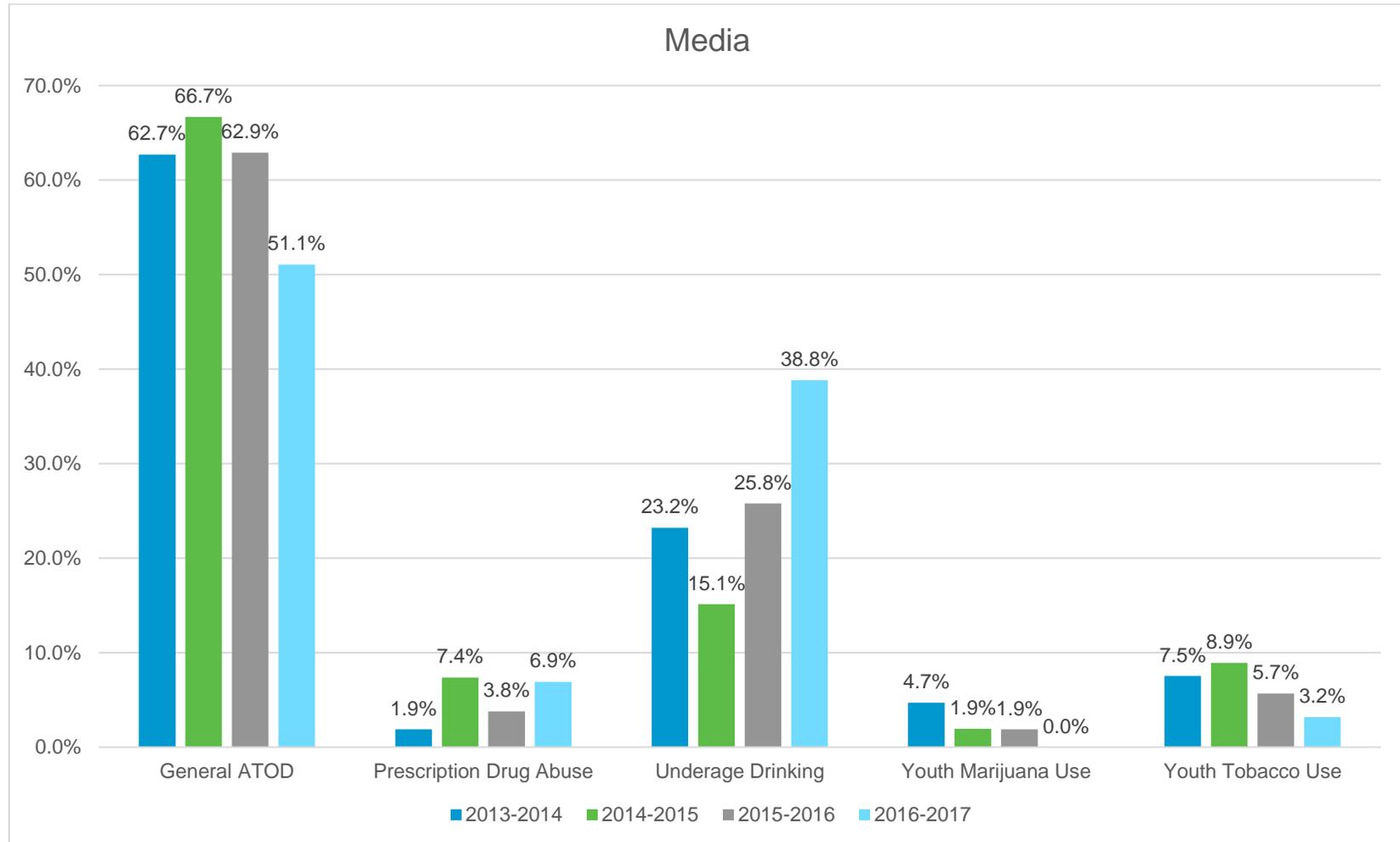
Generally, resources are generated to address multiple issues. When the coalition is being more targeted in their work, they tend to seek and dedicate resources to those priority areas. The following table shows the change in investment by the coalition over the compared reporting periods.



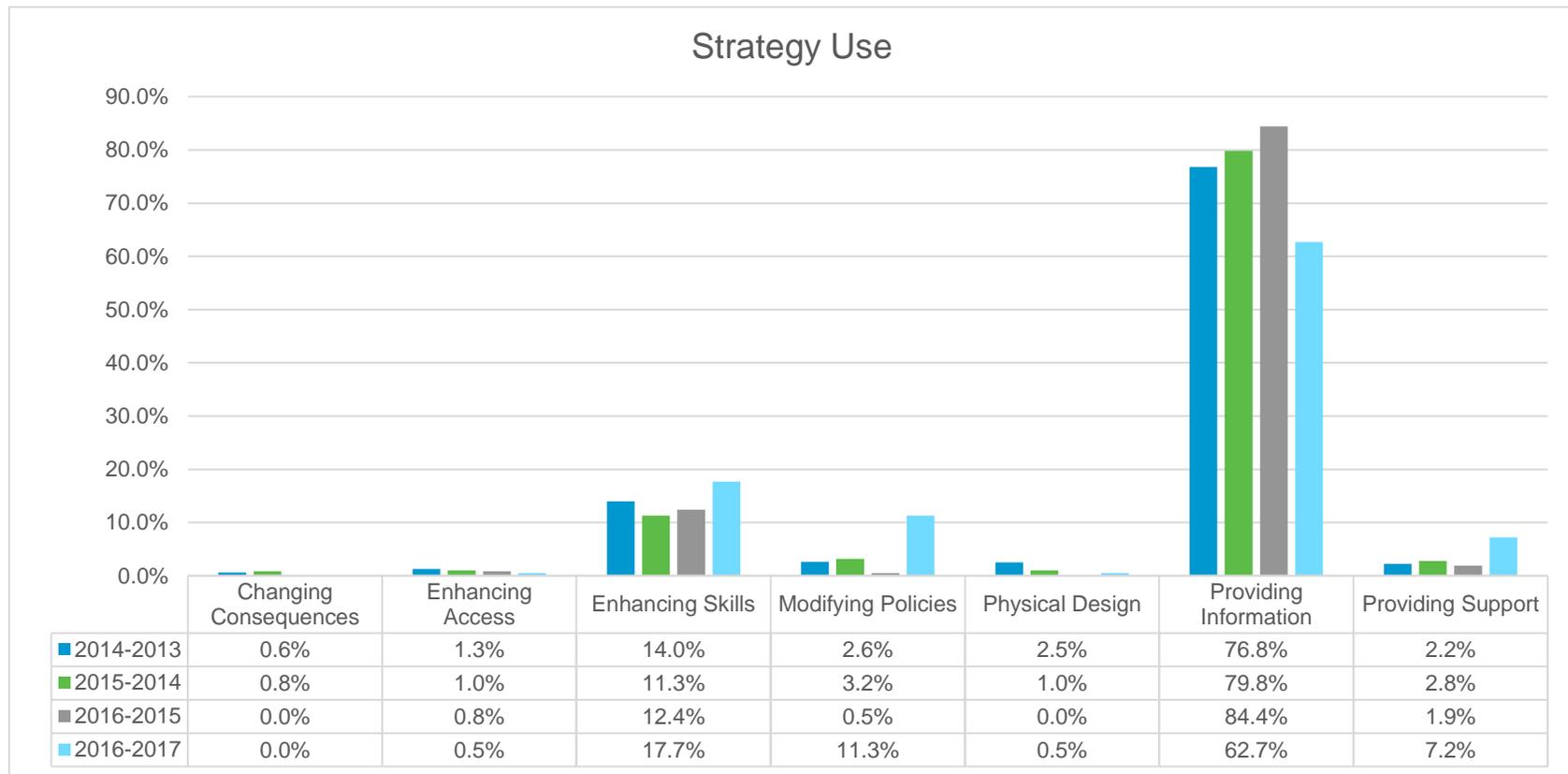
The coalition has focused its services provided to specific problems instead of educating the community on the broader issue of General ATOD use but has increased the number of services targeting general ATOD.



The coalition has become more specific in its media work with increasing the percentage of media focusing on underage drinking. This increase demonstrates a dedication by the coalition to specifically use media to reach its intended outcomes.



Coalition efforts are tracked by the type of strategy they utilize in reaching their goal. There are seven strategies of community change. While it is important to use multiple strategies to address singular problems and goals research indicates that a concentration on the environmental strategies of changing/modifying policies, enhancing access/reducing barriers-enhancing barriers, reducing access, changing the physical design and changing consequences leads to a greater change of behavior change in the target community. The coalition has increased its use of environmental strategies from 7% in 2013-2014 to 12.4% in 2016-2017.



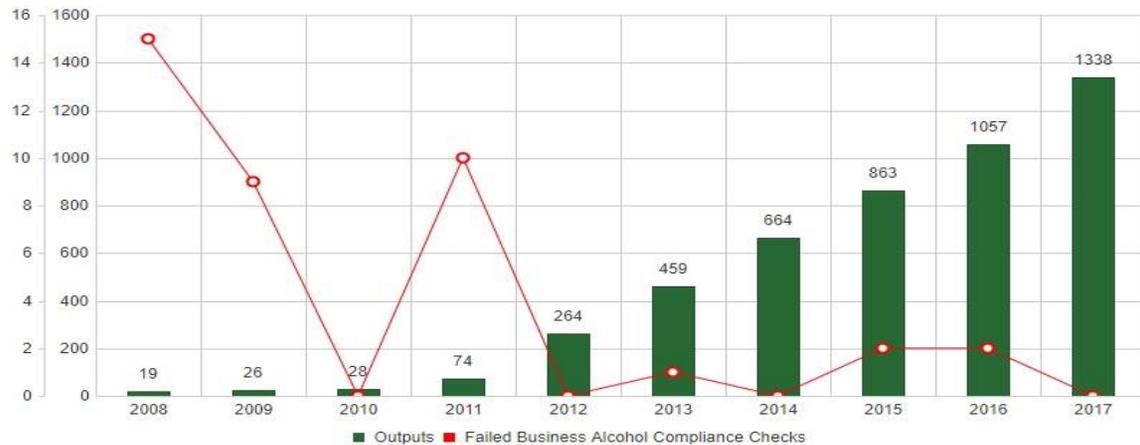
Contribution to Community Outcomes

Coalition action toward outcomes relates to actual changes in community conditions and behaviors. These are determined by the coalition's logic model and related indicators. The following section details the work of the coalition as it relates to changes in the intended outcomes.

Failed Alcohol Compliance Checks

The community has reported a decrease in the number of failed alcohol compliance checks with 2 fails reported in 2016 and 0 in 2017.

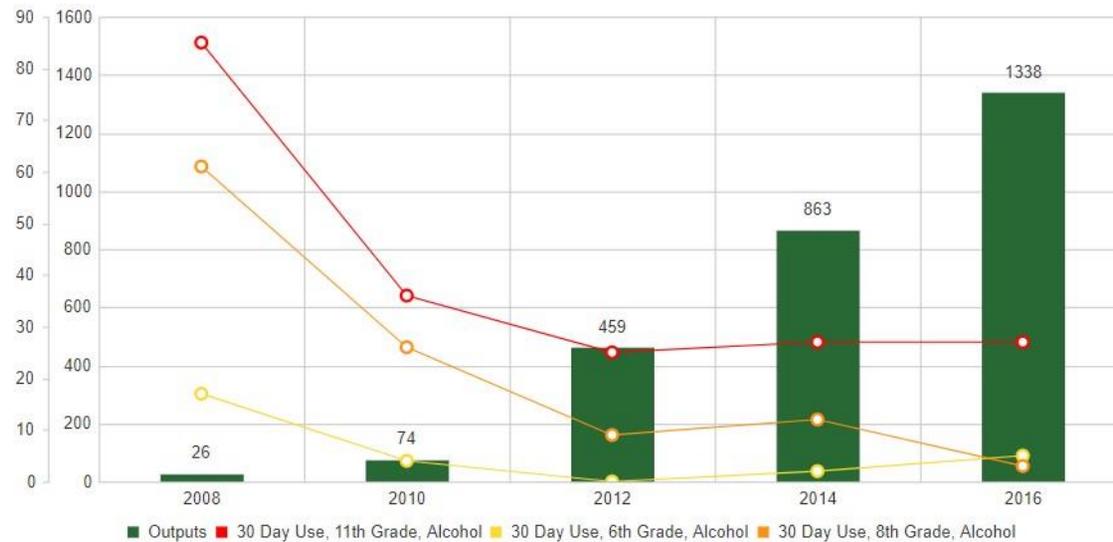
The coalition has increased its efforts over the past several years to target vendors selling alcohol to youth.



Results		
When	Outputs	Failed Business Alcohol Compliance Checks
2008	19	15
2009	26	9
2010	28	0
2011	74	10
2012	264	0
2013	459	1
2014	664	0
2015	863	2
2016	1057	2
2017	1338	0

The community has demonstrated a decrease in reported 30-day alcohol use in 6th, 8th, 11th-grade students. Since 2008, there was a 68.2% decrease in 11th-grade 30-day alcohol use, a 95.1% decrease in reported 8th-grade 30-day alcohol use, and 70.6% decrease in 6th-grade 30-day alcohol use. The graph also indicates the coalition efforts targeting youth alcohol use as evidenced by outputs.

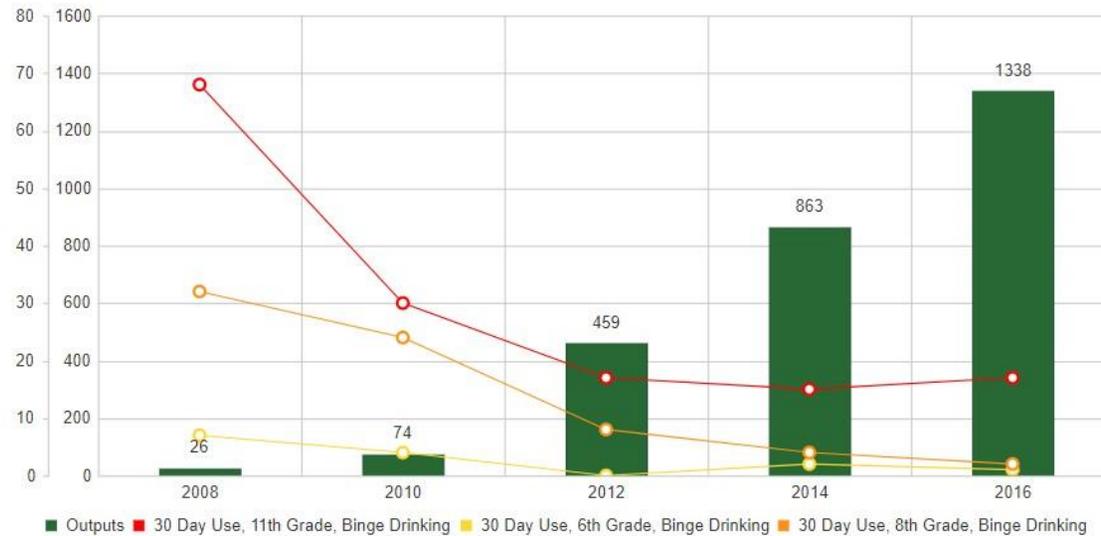
30 Day Alcohol Use



Results				
When	Outputs	30 Day Use, 11th Grade, Alcohol	30 Day Use, 6th Grade, Alcohol	30 Day Use, 8th Grade, Alcohol
2008	26	85	17	61
2010	74	36	4	26
2012	459	25	0	9
2014	863	27	2	12
2016	1338	27	5	3

The community has demonstrated a decrease in reported 30-day binge drinking in 6th, 8th, and 11th-grade students. Since 2008, there was a 75% decrease in 11th-grade 30-day binge drinking, a 93.8% decrease in reported 8th-grade 30-day binge drinking, and an 85.7% decrease in reported 6th-grade 30-day binge drinking. The graph also indicates the coalition efforts targeting youth alcohol use as evidenced by outputs.

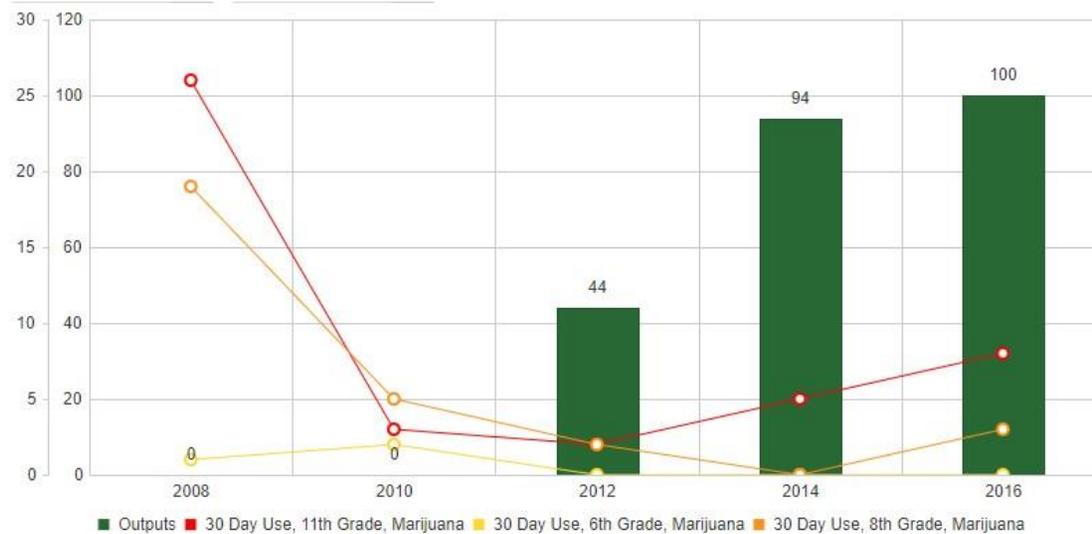
30 Day Binge Drinking



Results				
When	Outputs	30 Day Use, 11th Grade, Binge Drinking	30 Day Use, 6th Grade, Binge Drinking	30 Day Use, 8th Grade, Binge Drinking
2008	26	68	7	32
2010	74	30	4	24
2012	459	17	0	8
2014	863	15	2	4
2016	1338	17	1	2

The community has demonstrated a decrease in reported 30-day marijuana use in 6th, 8th and 11th-grade students. Since 2008, there was a 69.2% decrease in 11th-grade 30-day marijuana use, an 84.2% decrease in reported 8th-grade 30-day marijuana use, and a 100% decrease in reported 6th-grade 30-day marijuana use. The graph also indicates the coalition efforts targeting youth marijuana use as evidenced by outputs.

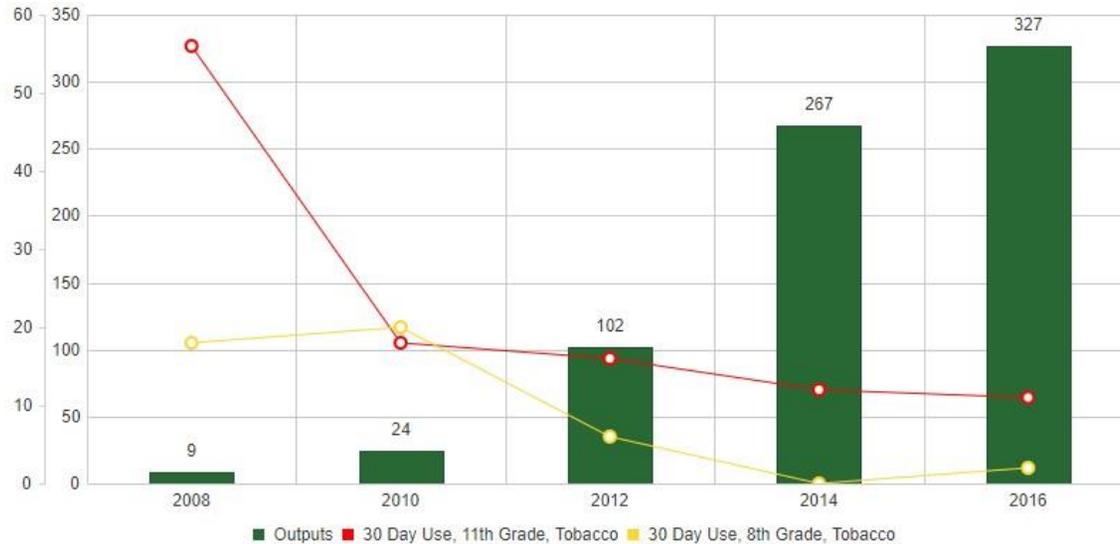
30 Day Marijuana Use



Results				
When	Outputs	30 Day Use, 11th Grade, Marijuana	30 Day Use, 6th Grade, Marijuana	30 Day Use, 8th Grade, Marijuana
2008	0	26	1	19
2010	0	3	2	5
2012	44	2	0	2
2014	94	5	0	0
2016	100	8	0	3

The community has demonstrated a decrease in reported 30-day tobacco use in 8th and 11th-grade students. Since 2008, there was an 80.4% decrease in 11th-grade 30-day tobacco use and an 88.9% decrease in reported 8th-grade 30-day tobacco use. The graph also indicates the coalition efforts targeting youth tobacco use as evidenced by outputs.

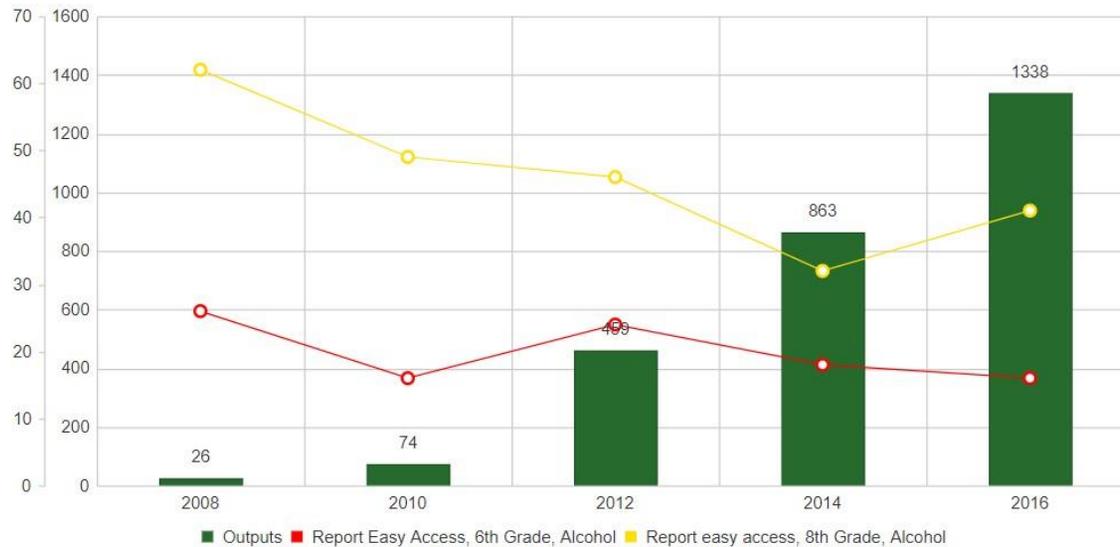
30 Day Tobacco Use



Results			
When	Outputs	30 Day Use, 11th Grade, Tobacco	30 Day Use, 8th Grade, Tobacco
2008	9	56	18
2010	24	18	20
2012	102	16	6
2014	267	12	0
2016	327	11	2

The community has demonstrated a decrease in reported ease of access to alcohol in 6th and 8th-grade students. Since 2008, there was a 38.5% decrease in 6th-grade ease of access to alcohol and a 33.8% decrease in reported 8th-grade ease of access to alcohol. The graph also indicates the coalition efforts targeting youth alcohol use as evidenced by outputs.

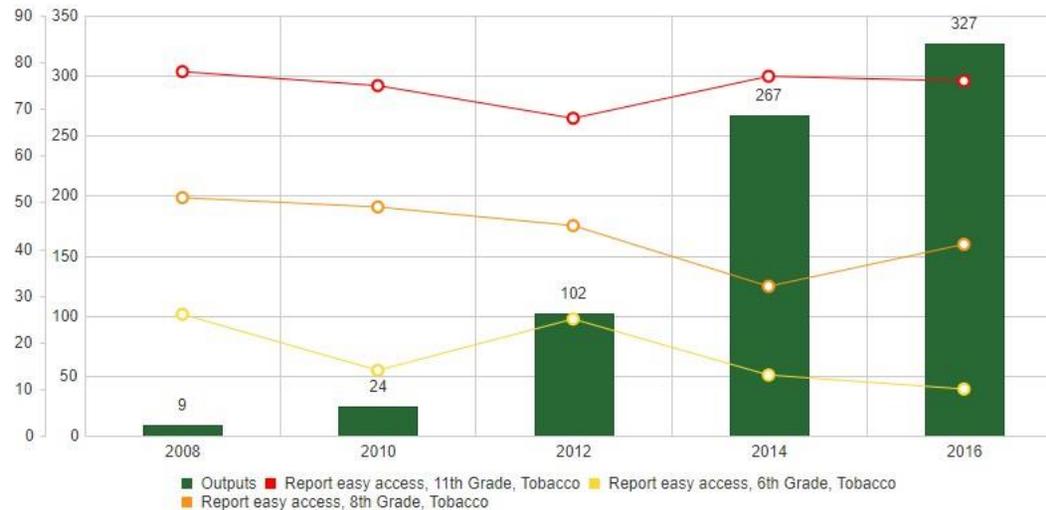
Ease of Access Alcohol



Results			
When	Outputs	Report Easy Access, 6th Grade, Alcohol	Report easy access, 8th Grade, Alcohol
2008	26	26	62
2010	74	16	49
2012	459	24	46
2014	863	18	32
2016	1338	16	41

The community has demonstrated a decrease in reported ease of access to tobacco in 6th, 8th, and 11th-grade students. Since 2008, there was a 2.6% decrease in 11th-grade ease of access to tobacco, a 19.6% decrease in reported 8th-grade ease of access to tobacco, and a 61.5% decrease in reported 6th-grade ease of access to tobacco. The graph also indicates the coalition efforts targeting youth tobacco use as evidenced by outputs.

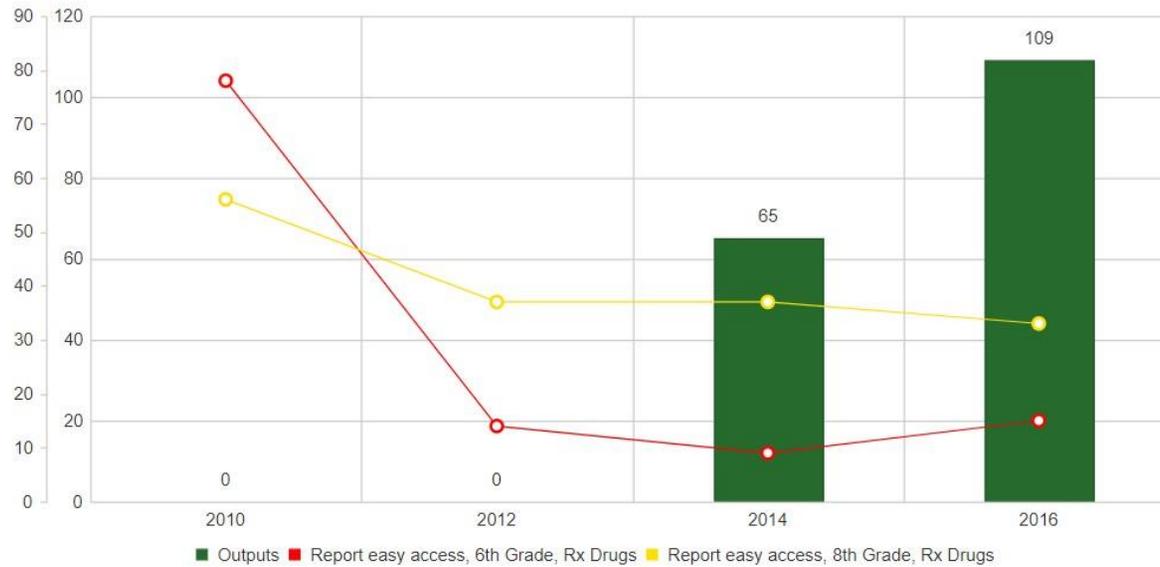
Ease of Access Tobacco



Results				
When	Outputs	Report easy access, 11th Grade, Tobacco	Report easy access, 6th Grade, Tobacco	Report easy access, 8th Grade, Tobacco
2008	9	78	26	51
2010	24	75	14	49
2012	102	68	25	45
2014	267	77	13	32
2016	327	76	10	41

The community has demonstrated a decrease in reported ease of access to prescription drugs in 6th and 8th-grade students. Since 2010, there was an 80.8% decrease in 6th-grade ease of access to prescription drugs and a 41.1% decrease in reported 8th-grade ease of access to prescription drugs. The graph also indicates the coalition efforts targeting youth prescription drug use as evidenced by outputs.

Ease of Access Prescription Drugs



Results			
When	Outputs	Report easy access, 6th Grade, Rx Drugs	Report easy access, 8th Grade, Rx Drugs
2010	0	78	56
2012	0	14	37
2014	65	9	37
2016	109	15	33

Key Events

Key events are the events happening in the community in which the coalition operates. These key events typically occur outside the work of the coalition. Key events can be both supportive and harmful to coalition efforts. The coalition reported six key events during the reporting period.

- County attorney accused and removed from office for sexual harassment
- Local social host ordinance did not pass after its 3rd reading
- New county attorney appointed
- Governor signed house file expanding access to cannabis oil

Conclusion

Over the past year, the coalition has completed 558 outputs related to general ATOD use, underage drinking, prescription drug abuse, and tobacco use. The majority of its work has targeted underage drinking and has used the strategy of providing information.

Areas of Success

The coalition has been successful in many areas from October 1, 2016 through September 30, 2017 and should celebrate these accomplishments. These successes include:

- New partnerships with area hospital/clinic to receive substance abuse diagnosis/treatment data
- Coalition rented out their ID scanners for the first time to the County Fair Board
- Local Keosauqua Senior Center added no alcohol policy to their rental agreement
- Provided Life Skills classes
- Provided merchant Alcohol Trainings
- Participation in National Prescription Drug Take Back Day

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- Increased environmental strategy use.
- Decrease in past 30-day use of alcohol, tobacco, and marijuana
- Decrease access to alcohol, prescription drugs, and tobacco

Areas of Improvement

Despite the above successes the coalition continues to have opportunities for further development.

- Increased focus of services on general ATOD.
- Outputs are missing in Reach including resources generated and community change.
- There is the need to increase the internal capacity of coalition membership through training and technical assistance.
- Work of the coalition primarily falls on coalition staff.

Recommendations

Over the course of the next year, it is important for the coalition to address areas of concern and challenge, and build on past successes. Recommendations for the future include:

- One of the primary recommendations is for the coalition to continue to diversify its strategy use and concentrate on implementing environmental strategies. While the coalition has increased its environmental efforts from the previous reporting period and 62.7% of efforts were reported as providing information. This concentration on individual strategies makes it more difficult for the coalition to create behavior changes throughout the entire community. Only 12.4% of efforts were environmental and the coalition implemented only six of the seven strategy types. The coalition should continue to focus on environmental strategies and increase its diversification.
- The coalition should focus its efforts on implementing community changes that target coalition priorities as established in the coalition's logic model. Both community changes and environmental strategies are the foundations for creating long-term community change. It is also important for the coalition to track its community

actions so even if a community change does not occur there is still a record of the coalition's efforts in targeting community change. The coalition has successfully reported a number of community actions. It is important to continue to follow up and identify changes as a result of the coalition's work.

- It is also important for the coalition to continue to target its efforts. The coalition has specific and actionable logic models that should guide this work and help the coalition increase its targeted efforts. An active evaluation committee will support the coalition to keep on track and should identify areas where the coalition has gone off track.
- The coalition is under-reporting its resources generated and may be missing community changes that occurred as a result of the coalition's advocacy efforts.
- Efforts should be made to encourage coalition members to engage in the implementation of the coalition's work. This may include the assignment of tasks or allow members to identify appropriate projects, develop action plans, and implement the plans with limited staff support. Encouraging members to take an active role in meeting facilitation and reporting will support the sustainability of the coalition as it applies for additional funding.