



## Jefferson County Drug Free Coalition

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Annual Evaluation Report

October 1, 2019 – September 30, 2020

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## Executive Summary

Jefferson County Drug Free Coalition (Coalition) is actively working to reduce substance misuse in Jefferson County, Wisconsin. The Coalition has committed to addressing issues related to opioid misuse, tobacco use, underage drinking, and general alcohol, tobacco, and other drug (ATOD) use.

The Coalition contracted with Epiphany Community Services (ECS) to provide evaluation services using the prescribed Centers for Disease Control and Prevention's methodology for coalitions and collaboration. To create a picture of the Coalition's activities, organizational changes, and key events, ECS constructed findings with data the Coalition staff entered into the REACHing Software data collection system.

During this reporting period, October 1, 2019 – September 30, 2020, the Coalition entered 367 outputs. The primary areas of focus for the Coalition during the past year was opioid misuse and general ATOD. In the past year, the Coalition reported:

- Thirty-five (35) community actions primarily focused on general ATOD and opioid misuse.
- Nineteen (19) community changes, primarily focused on opioid misuse
- Twenty-eight (28) services provided to 1,325 individuals, primarily focused on opioid misuse
- Over 100,000 (135,274) media impressions, primarily focused on opioid misuse
- Two hundred four (204) data entries for resources generated, including \$35,295 in volunteer time, \$5,550 cash, and \$35,532 in in-kind donations, for a total of \$76,377.

The Coalition had 41 organizational improvements including:

- Receiving a Drug Free Communities support grant
- New bylaws and organizational changes
- Completion of CADCA Academy and extensive strategic planning, including new logic models
- Trainings on a variety of Coalition building and substance related topics

In the last year, opioid misuse and general ATOD appear to have been the foci of the Coalition's work:

- Over half of the community changes (11 of 19) targeted opioid misuse.
- Over 50% of the services provided (15 of 28) were for opioid misuse.
- Almost 60% of the Coalition's media efforts (48 of 81) focused on opioid misuse and general ATOD.
- Over 70% of the resources generated (145 of 204) focused on opioid misuse and general ATOD.

The Coalition has been successful in many areas, including:

- A successful first year of capacity building after receiving the Drug Free Communities Support grant, including improvement of organizational structure, bylaws, leadership, and other processes put in place to build a strong foundation for the Coalition
- Increased membership and partnerships throughout the community
- Staff and coalition member capacity improved through trainings on coalition building, as well as a variety of substance related topics

- Successful completion of CADCA Academy and extensive work on strategic planning
- Thorough tracking of Coalition accomplishments, capacity building, and resources through REACHing Software
- Improved and expanded communication channels through increased social media, a new monthly newsletter, new website and branding, and planning for a new podcast
- Expansion of data collection efforts including development of a parent survey, conducting alcohol purchase surveys, and planning for retail assessments
- Increased access to information for the Spanish speaking community through translation of ads, medication drop box posters, and toolkits, as well as planning for translation of the parent survey
- Medication Drop Box Posters created and permanently installed across the community, including at law enforcement agencies and pharmacies
- Widespread distribution of drug deactivation kits and opioid toolkits
- New collaboration with area schools to collect vaping devices for disposal and education
- New collaboration with the Elks Club to host a virtual opioid documentary screening
- Training and information provided to community members on preventing underage drinking and instructional ideas, vaping, naloxone, opioids, and drug use in the workplace
- Successful adaptation of processes and activities during the COVID-19 pandemic to allow for continued growth and development as a coalition, as well as progress towards goals

Recommendations for the future include:

- One of the primary recommendations is for the Coalition to continue to work towards implementing environmental strategies. Currently, 20% of the Coalition's efforts use environmental strategies, with only 1% focused on policy change. The use of environmental strategies is critical to creating community-level behavior changes.
- It is also important for the Coalition to continue to diversify its efforts. Almost 70% of the Coalition's efforts were focused on general ATOD and opioid misuse. The Coalition has specific and actionable logic models and work plans to guide its work related to tobacco and underage drinking.
- Continue to nurture strong partnerships and leverage those partnerships to develop relationships with other community organizations.
- Although challenging during the limitations of 2020, increased youth engagement within the larger Coalition may strengthen the engagement of adult members and allow for a more comprehensive approach on multiple levels with both youth and adult members exchanging ideas and efforts.
- Ensure that data collection efforts are focused on providing support and information specific to the logic model, as well as stated goals and objectives.

# Introduction

Jefferson County Drug Free Coalition (Coalition) is actively working to reduce substance misuse in Jefferson County, Wisconsin. The Coalition has committed to addressing issues related to opioid misuse, tobacco use, underage drinking, and general alcohol, tobacco, and other drug (ATOD) use.

The Coalition seeks to change the environment in which substance misuse happens in the community by:

- Changing the conversation (MEDIA)
- Providing prevention services to individuals (SERVICES PROVIDED)
- Mobilizing the community (RESOURCES GENERATED)
- Changing choices (COMMUNITY ACTION and COMMUNITY CHANGE)

Over the last year, the Coalition has focused primarily on opioid misuse and general ATOD.

The logic model below was created to identify long-term areas of focus, intermediate root causes, and short-term local conditions impacting substance use in the community:

Figure 1. Coalition Logic Model 2020

Area of Focus	Risk Factor	Local Condition
Opioid Misuse	Community Norms	Community members are not disposing of unused medication
		Community members stigmatize addiction and overdoses
Underage Drinking	Availability	Stores are not carding for alcohol purchases
		Alcohol sales laws are not being enforced
		Parents buy alcohol for youth
		Parents don't perceive the risks of alcohol use
	Community Norms	School alcohol policies are not in line with best practices
		Youth don't perceive the risks of alcohol use
Underage Tobacco Use	Availability	Low license fees increase the number of stores that sell tobacco products
		Stores are not carding for tobacco purchases
		Parents don't perceive the risks of youth vaping tobacco
	Community Norms	School tobacco policies are not in line with best practices
		Youth are using tobacco products at school
General ATOD Use	Lack of Awareness	Education

The Coalition contracted with Epiphany Community Services (ECS) to provide evaluation services using the prescribed Centers for Disease Control and Prevention's methodology for coalitions and collaboration. This methodology tracks what the coalition does (outputs) in relation to what happens in the community (outcomes).

To create a picture of Coalition activities, including organizational changes and key events, ECS constructed findings with data entered by the Coalition staff into the REACHing Software data collection system. Coalition outputs can be classified several different ways. We begin by presenting findings for the current year, including examining Coalition outputs by area of focus, type of activity, and strategy. This is the Coalition’s first year of recording accomplishments, so we are unable to examine multi-year trends at this time. Lastly, we will be identifying areas of success and make recommendations.

This report covers data entered by the Coalition staff into the REACHing Software data collection system, as well as observations made by ECS staff that align with these issues, between October 1, 2019 – September 30, 2020. This time period is referred to as “2020.”

## 2019 - 2020 Coalition Outputs

### Areas of Focus

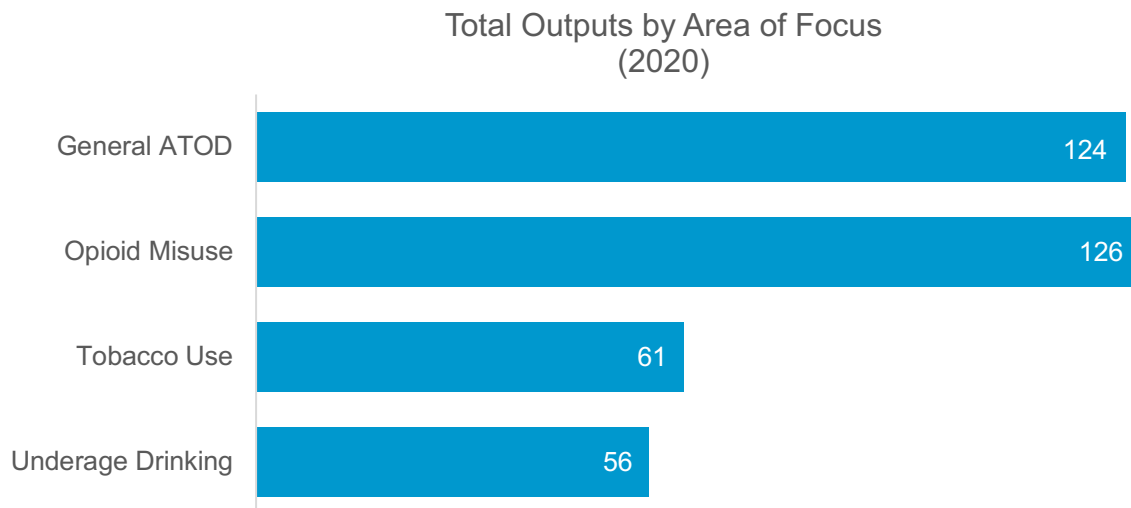
The Coalition has committed to addressing issues related to three substances:

- Opioid misuse
- Tobacco use
- Underage drinking

Additionally, the Coalition engages in strategies to address general alcohol, tobacco, and other drug (ATOD) use.

Throughout 2020 the Coalition entered 367 outputs. The primary focus addressed by Coalition activity during the past year was general ATOD (33.8%) and opioid misuse (34.3%).

Figure 2. Number of total outputs by area of focus (2020)



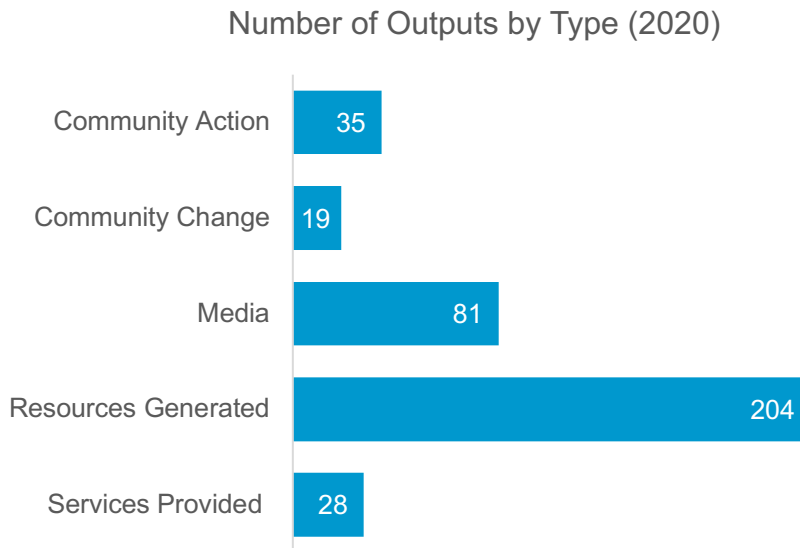
## Outputs by Type

Evaluators classify outputs into five types:

- Community Action (actions facilitated by the coalition that ultimately lead to changing choices, or in other words, community change)
- Community Change (modifications facilitated by the coalition that affect choices related to impacting coalition priorities)
- Media (coalition activities designed to change the conversation)
- Resources Generated (mobilization of the community to support coalition priorities)
- Services Provided (coalition facilitated/coordinated activities designed to change individuals)

Each type of activity is necessary to support the Coalition's goal of reducing substance use. The following paragraphs examine the number and variety of Coalition activities within the past year.

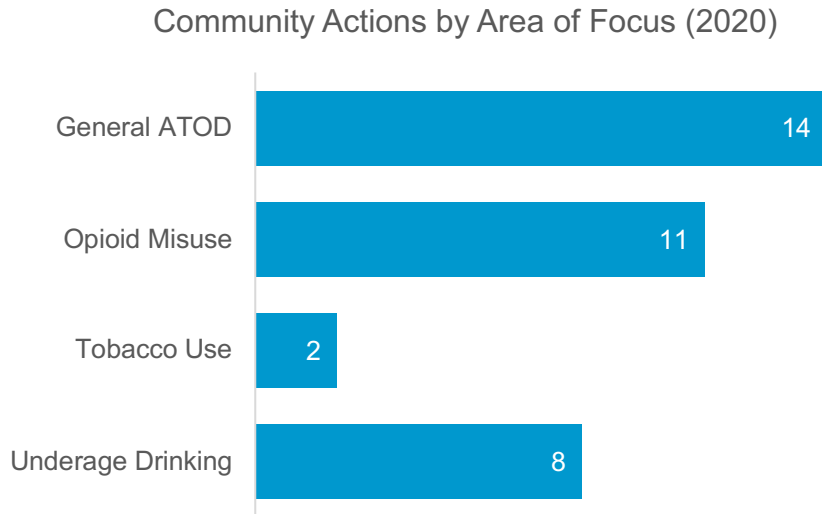
Figure 3. Number of outputs by type (2020)



## Changing Choices (Community Actions)

Coalitions are designed to promote community change by influencing the choices made by individuals. Typically, a coalition will organize and implement several community actions to create change. These community actions, facilitated by or on behalf of the coalition, focus on the areas identified by the coalition. The Coalition reported 35 community actions this past year, primarily focused on general ATOD and opioid misuse.

Figure 4. Number of community actions by area of focus (2020)



The list below describes the types of actions taken for each area of focus during 2020.

<b>Area of Focus</b>	<b>Community Actions</b>
General ATOD Use	<ul style="list-style-type: none"> <li>• Work to acquire potential new collaborations and partners</li> <li>• Planning for new youth seed grants</li> <li>• Planning for a new Coalition podcast</li> <li>• Creation of new parent survey</li> </ul>
Opioid Misuse	<ul style="list-style-type: none"> <li>• Planning for new health equity trainings</li> <li>• Planning for a first-time screening of an opioid documentary, followed by Q &amp; A, for community members</li> <li>• Discussion of a new Rx take back venue at the Senior Center in Fort Atkinson</li> <li>• Discussion about hosting the first virtual Narcan® training for community members</li> <li>• Planning for first-time training on opioids at the WNA conference</li> </ul>
Tobacco Use	<ul style="list-style-type: none"> <li>• Discussion of new Vape Take Back Day or other method to collect used vape devices at school</li> <li>• Discussion with hospital staff about collaborating on new vaping curriculum in schools</li> <li>• JC Connections planning for first alternative event with the theme of vaping use</li> </ul>
Underage Drinking	<ul style="list-style-type: none"> <li>• Potential new partnership with a local educational products company (NASCO) on doing a webinar for teachers using the fatal vision goggles</li> <li>• Work with local law enforcement, encouraging them to do alcohol compliance checks</li> <li>• Alcohol Awareness Month activities planned, including a partnership to create and distribute a flyer and to share resources from Wisconsin's new underage drinking campaign</li> </ul>

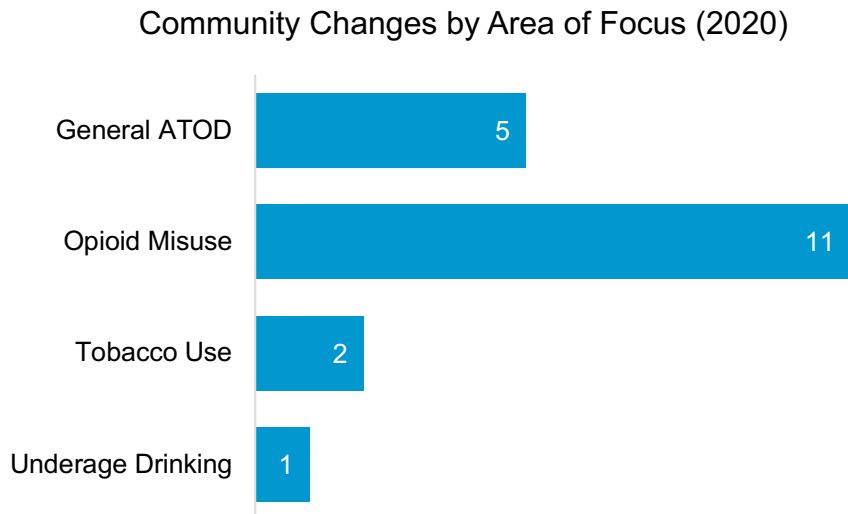


- Potential new partnership with Elevate, Inc. to receive help with increasing compliance checks and merchant education

## Changing Choices (Community Changes)

Community changes are those outputs that resulted in new or modified policies, practices, programs, or partnerships. The Coalition reported 19 community changes, most of which focused on opioid misuse.

Figure 5. Number of community change outputs by area of focus (2020)



The list below describes the types of changes enacted due to the work of the Coalition for each area of focus during 2020.

### Area of Focus

### Community Changes

General ATOD

- The Coalition implemented a new seed grant opportunity to engage youth in substance related community projects
- Linda Koenen of the WI Air National Guard offered volunteer hours and support through their Civil Operations
- New members joined the Coalition, including representatives from UW Whitewater, the City of Lake Mills Police Department, and the Village of Palmyra

Opioid Misuse

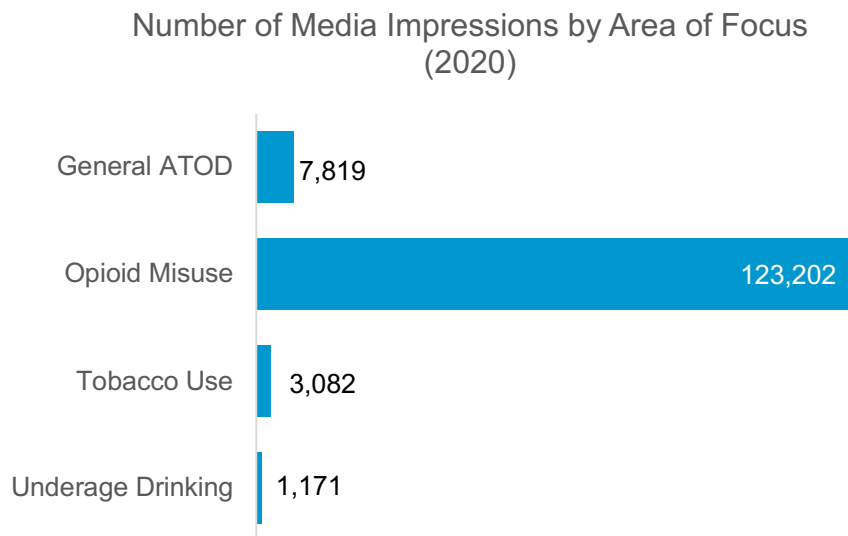
- Vivent Health in Milwaukee agreed to partner by providing naloxone kits to those who receive training from the Coalition
- Medication drop box posters were created in English and Spanish and permanently placed at police departments, the Sheriff's Office, and local pharmacies
- First virtual screening of an opioid documentary
- New partnership with the Opioid Task Force at Fort Healthcare
- New partnership with Conexiones Latinas to share medication drop box information
- Held the first virtual naloxone training for community members

- New collaboration with the City of Jefferson PD to create a video for community members on the importance of having naloxone available as a life-saving medication
  - First-time medication disposal and take back event at Trinity Pines Senior Living
- Tobacco Use
- New collaborations with area schools to collect vaping devices that were confiscated from students as part of disposal efforts
- Underage Drinking
- Webinar for educators on preventing underage drinking and instructional ideas, coordinated through a new collaboration between the Coalition and NASCO Education Products

### Changing Conversations (Media)

Coalitions use various media to bring awareness to the areas of focus they have identified. Media impressions include the number of individuals who view billboards, internet ads/articles/websites, newsletters/flyers, newspaper articles, social media postings, or tv/radio advertisements/stories. The coalition can create their own media messages or count messages about their work reported on by local media. In the past year, the Coalition’s 81 media outputs generated 135,274 media impressions, the majority of which focused on opioid misuse. The Coalition had the most impressions from newsletters, flyers, and informational materials.

Figure 6. Number of media impressions by area of focus (2020)



The list below describes the media impressions generated for each area of focus during 2020.

Area of Focus	Media
General ATOD Use	<ul style="list-style-type: none"> <li>• Social media (Facebook and Instagram)</li> <li>• Monthly newsletters and other email communication</li> <li>• Information given out about basic drug categories, signs of use, and workplace policy to the Jefferson County Safety Network as part of a presentation</li> </ul>

## Opioid Misuse

- *Lake Mills Leader* wrote a series on drug use in Jefferson County with one article featuring the work of the Coalition
- Social media (Facebook and Instagram) on topics related to opioids and prescription drugs
- Promotional flyers on the opioid documentary screening
- Opioid Resource Guides/Toolkits distributed through trainings and other events
- Medication drop box ad in *Daily Union* and *Daily Extra*
- Medication drop box posters
- Radio interview on WFAW 970 “Morning Magazine” with discussion of International Opioid Awareness Day events and other topics
- Opioid Task Force at Fort Healthcare posted information on Coalition events related to overdose prevention on FHC computer screen savers

## Tobacco Use

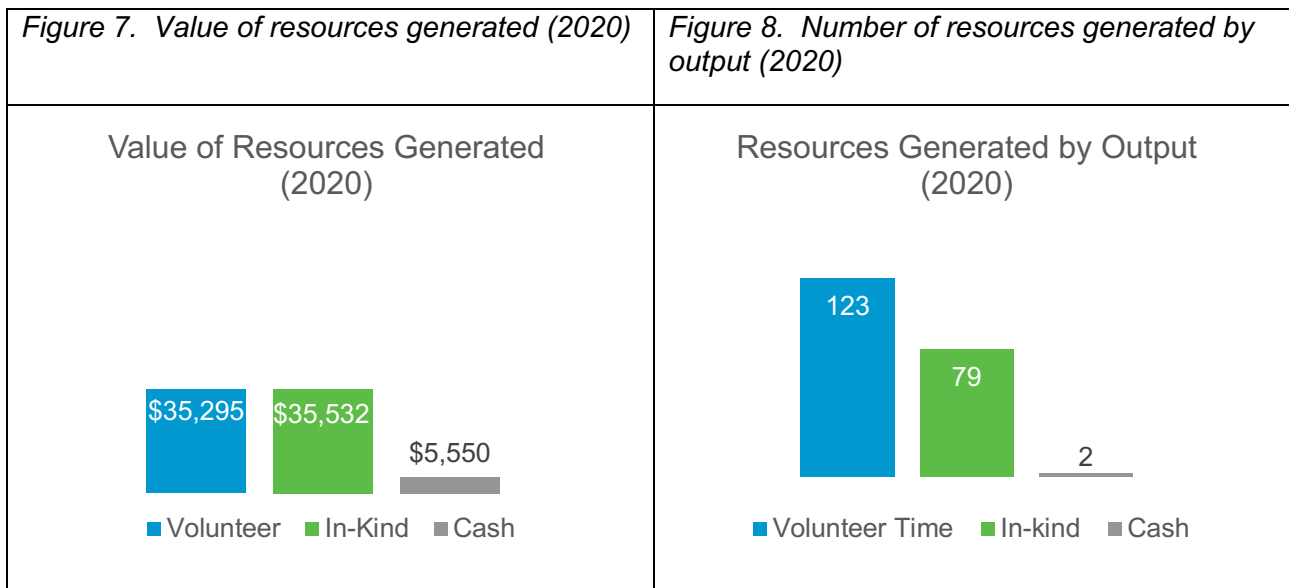
- Information given out at Trinity Pines Medication Take Back
- Social media (Facebook and Instagram) on topics related to tobacco and vaping
- Flyers handed out during community vaping presentation at Fort Atkinson and Watertown High Schools
- Information given out at Lake Mills Wellness Event and Cambridge Wellness Fair on tobacco use and vaping
- Anti-vape posters created by JCC students were printed and distributed to four area high schools

## Underage Drinking

- Social media (Facebook and Instagram) on topics related to underage drinking
- PowerPoint shared with all participants in the webinar on Preventing Underage Drinking and Instructional Ideas
- Flyers distributed for April Alcohol Awareness Month
- Information on compliance check best practices shared with police chiefs and Sheriff’s Department

## Mobilizing the Community (Resources Generated)

Resources are needed to carry out the work of the Coalition. Resources include funds raised through grants and donations, as well as volunteer time and in-kind gifts. There were 204 data entries for resources generated, including \$35,295 in volunteer time (1,162 hours), \$5,550 in cash, and \$35,532 in in-kind donations, for a total of \$76,377. Resources generated were primarily used for personnel.



The list below describes a *sample* of the resources generated due to the work of the Coalition for each area of focus during 2020.

Area of Focus	Resources Generated
General ATOD Use	<ul style="list-style-type: none"> <li>• Coalition members volunteered their time to attend meetings and trainings, plan activities, assist with events, and help collect data</li> <li>• UW Whitewater donated space, time, and technology to assist with data collection</li> <li>• Jefferson County donated staff time and in-kind resources</li> </ul>
Opioid Misuse	<ul style="list-style-type: none"> <li>• Coalition members and partners volunteered their time for opioid-related meetings, trainings, and events</li> <li>• The Lake Mills Rotary Club donated \$5,000 to the Coalition from a fundraiser walk/run</li> <li>• Funds were donated to the Elks Club to host the opioid documentary screening</li> <li>• Discounts by local newspapers for medication drop box ads</li> <li>• Drug deactivation kits were donated by WI Dept of Health Services Opioid Response Program</li> <li>• Pharmacies, Trinity Pines, Fort Atkinson Senior Center, and other community partners donated time and space to distribute drug deactivation kits</li> <li>• Trinity Pines Senior Living donated space and time for a medication take back event</li> <li>• Law enforcement partners donated time for take back events and processing of drop box contents</li> </ul>
Tobacco Use	<ul style="list-style-type: none"> <li>• Coalition members and community partners donated time for tobacco-related meetings, trainings, and other events</li> <li>• WI WINS conducted tobacco compliance checks</li> <li>• Area schools donated time to collect vaping devices</li> </ul>

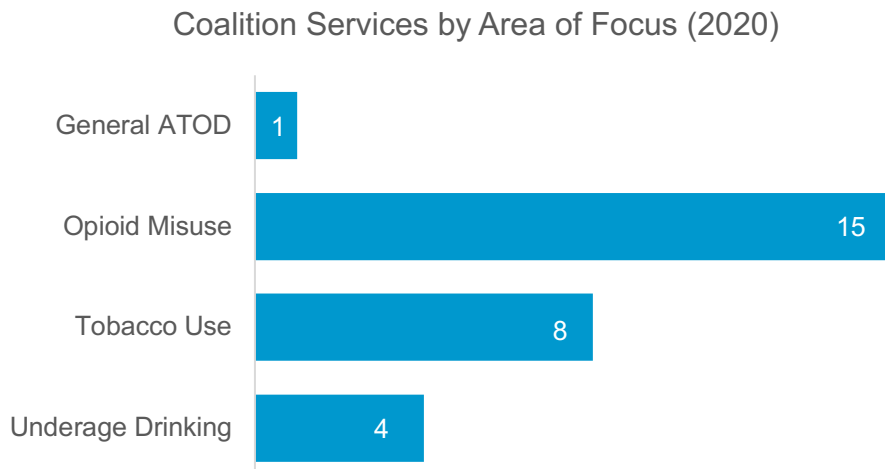
## Underage Drinking

- Student interns donated time to research best practices in school policies and collect school ATOD policies from all districts in the county
- Local schools donated space for community and student vaping presentations, as well as the “Dodge the Vape” event
- AWY provided the funds to print anti-vaping posters
- Adults and JCC youth donated time to organize the “Dodge the Vape” event
- Coalition members and community partners donated time for alcohol-related meetings, trainings, and other events
- Student interns donated time related to alcohol purchase surveys, retail assessments, school policy, and social media
- NASCO donated technology for educator webinar on preventing underage drinking and instructional ideas
- Julia Sherman donated her time at a Coalition meeting to clarify rules regarding alcohol beverage sales and practices that increase youth access to alcohol
- Coalition member from Rogers Behavioral Health produced flyer on teen alcohol use to be distributed for April Alcohol Awareness Month

## Changing Individuals (Services Provided)

Services are activities that encompass two-way communication, including classes, workshops, and health screenings. The Coalition provided 28 services, a total of 802 hours, to 1,325 individuals during the past year. Coalitions provide or coordinate services to build capacity or prevent substance misuse. The majority of services were classified as preventative.

Figure 9. Coalition services by area of focus (2020)



The list below describes the services provided by the Coalition for each area of focus during 2020.

<b>Area of Focus</b>	<b>Services Provided</b>
General ATOD Use	<ul style="list-style-type: none"><li>• PowerPoint presentation about drug use in the workplace to Jefferson County Safety Network</li></ul>
Opioid Misuse	<ul style="list-style-type: none"><li>• Overdose Responder naloxone trainings</li><li>• Opioid documentary screening and Q&amp;A</li><li>• Distribution of drug deactivation kits</li><li>• Medication disposal and take back event at Trinity Pines</li><li>• Tabling and presentation at the WI Nurses Association Annual meeting</li></ul>
Tobacco Use	<ul style="list-style-type: none"><li>• Vaping presentations for students and community members at local schools</li><li>• Environmental scan training for nursing students</li><li>• Tabling at Lake Mills and Cambridge Wellness events</li><li>• “Dodge the Vape” dodgeball event</li></ul>
Underage Drinking	<ul style="list-style-type: none"><li>• Webinar for educators on Preventing Underage Drinking and Instructional Ideas</li><li>• Presentation on underage drinking using fatal vision goggles to students at Cambridge Middle School</li><li>• Presentation to police chiefs and Sheriff’s Department on best practices for conducting compliance checks</li></ul>

## Strategies

There are seven strategies found to be effective in reducing substance misuse. Using a variety of strategies has been found to have the greatest impact on a community. Researchers divide strategies into two levels: individual and environmental. While individual-level strategies impact one person, environmental-level strategies impact the community.

Individual strategies include:

- Providing information (through brochures, flyers, internet, etc.)
- Building skills (through workshops, webinars, trainings, etc.)
- Providing support with activities that reduce risk or expand protection

Environmental strategies include:

- Increasing access, or reducing barriers, to protective systems and services
- Changing consequences by altering the consequences for performing that behavior or increasing incentives to promote the behavior
- Changing the physical design of the environment to reduce risk or enhance protection
- Changing policies, rules, practices, or procedures

Figure 10 illustrates the strategies used by the Coalition. Over the past year, 20% of the Coalition’s activities were geared towards environmental strategies. To effect greater change in the future, consider how to leverage the individual-level strategies into environmental-level strategies.

Figure 10. Strategies used by Coalition (2020)

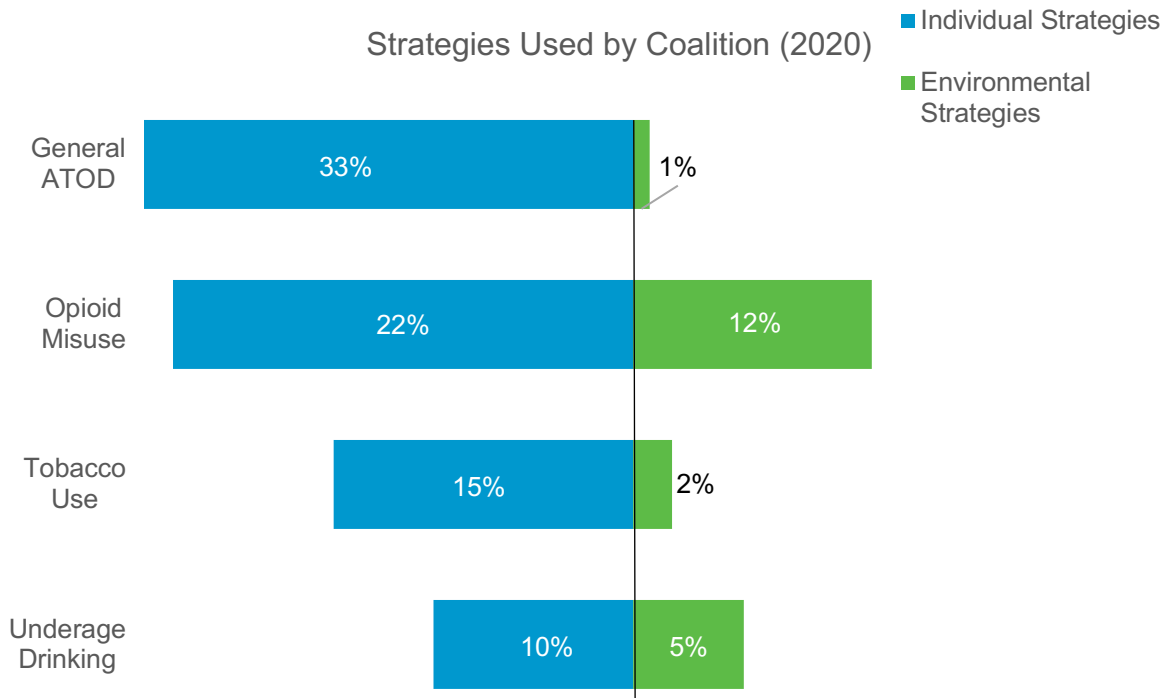


Table 1 illustrates the percentage of the Coalition’s outputs by strategy and area of focus. From the data in the REACHing Software system, it appears most of the Coalition’s efforts in the last 12 months used individual-level strategies focused on general ATOD.

Table 1. Percentage of Coalition outputs by strategy (2020)

Strategy	Total Outputs	Underage Drinking	Opioid Misuse	General ATOD	Tobacco Use
<b>Individual Level</b>					
Providing information	66%	8%	16%	28%	13%
Building skills	9%	1%	6%	2%	0%
Providing support	5%	1%	0%	3%	2%
<b>Environmental Level</b>					
Enhancing access/Reducing barriers	11%	0%	9%	0%	2%
Changing consequences	6%	5%	0%	0%	0%
Physical design	2%	0%	2%	0%	0%
Modifying/Changing policies	1%	0%	1%	1%	0%

## Organizational Improvements

In addition to serving the community, the Coalition made organizational improvements to strengthen internal functions. Organizational improvements are classified in three ways:

1. Organizational change (includes changes to bylaws, new hires, etc.)
2. Training
3. Technical assistance

The Coalition recorded 41 organizational improvements from October 1, 2019 – September 30, 2020, including:

- Receiving the Drug Free Communities support grant, as well as funding from the Rotary Club and Elks Club
- Staff and Coalition chair trained on coalition and capacity building through CADCA Academy
- Staff and Coalition members attending trainings on naloxone, addiction/stigma, cannabis use and brain development, vaping, health equity, logic models, and conducting alcohol purchase surveys
- TA received from Alliance for Wisconsin Youth, ECS staff, SAMHSA, and other agencies
- New bylaws created
- New members joining the Coalition and all voting members signing CIAs
- New Coalition workgroups created on outreach/education, data, and opioids
- New alcohol, tobacco and opioid logic models created and approved
- Communication increased through a new website, Instagram and YouTube accounts, as well as a monthly e-newsletter

## Key Events

Key events may impact the work of the coalition. They typically are not the work of the coalition, although coalition activities may have been an influence. Key events can be both helpful and harmful to coalition efforts. The Coalition recorded no key events during the past year, although, like all communities, the COVID-19 pandemic has undoubtedly impacted the Coalition's work in the community.

## Data Trends (2017 – 2020)

As this is the first year the Coalition has recorded accomplishments in REACHing software, we are unable to review multi-year trends at this time.

## Contribution to Community Outcomes

ECS uses contribution analysis to explore the impact a coalition is making on the area of focus identified in its logic model. Contribution analysis verifies changes to the area of focus/root causes/local conditions outlined in the coalition logic model. It is used when there are multiple program activities and key events occurring over an extended period. The contribution is inferred based on the results of the outputs as aligned with the logic model. Evaluators ask, "To what extent and in what ways have the program activities contributed to observed community outcomes?" (Mayne, 2008; Patton, 2012)



In order to complete this analysis, a coalition must report a significant dedication of effort towards an area of focus/root cause/local condition. A coalition needs:

- At least 10% of the current report year related to an area of focus/root cause/local condition.
- At least 15 community changes for an area of focus, 10 for a root cause, or five for a local condition over the past four years, as identified by the current logic model.
- A minimum of three data points.

At this time, the Coalition does not have the necessary number of community changes or data points to conduct this analysis.

## Conclusion

Between October 1, 2019 – September 30, 2020, the Coalition entered 367 outputs focused on reducing substance misuse in Jefferson County, Wisconsin. The Coalition focused on opioid misuse. Underage drinking was the least addressed focal area during the past 12 months. Other substances the Coalition focused on include tobacco use and general ATOD. In an effort to support healthy changes in the community, the Coalition facilitated 19 community changes, provided 28 services, and generated 135,274 media impressions. The majority of the outputs employed by the Coalition used individual-level strategies.

## Successes to Celebrate

The Coalition's successes include:

- A successful first year of capacity building after receiving the Drug Free Communities support grant, including improvement of organizational structure, bylaws, leadership, and other processes put in place to build a strong foundation for the Coalition
- Increased membership and partnerships throughout the community
- Staff and Coalition member capacity improved through trainings on coalition building, as well as a variety of substance related topics
- Successful completion of CADCA Academy and extensive work on strategic planning
- Thorough tracking of Coalition accomplishments, capacity building, and resources through REACHing software
- Improved and expanded communication channels through increased social media, a new monthly newsletter, new website and branding, and planning for a new podcast
- Expansion of data collection efforts including development of a parent survey, conducting alcohol purchase surveys, and planning for retail assessments
- Increased access to information for the Spanish speaking community through translation of ads, medication drop box posters, and toolkits, as well as planning for translation of the parent survey
- Medication drop box posters created and permanently installed across the community, including at law enforcement agencies and pharmacies
- Widespread distribution of drug deactivation kits and opioid toolkits
- New collaboration with area schools to collect vaping devices for disposal and education
- New collaboration with the Elks Club to host a virtual opioid documentary screening
- Training and information provided to community members on preventing underage drinking and instructional ideas, vaping, naloxone, opioids, and drug use in the workplace
- Successful adaptation of processes and activities during the COVID-19 pandemic to allow for continued growth and development as a coalition, as well as progress towards goals

## Recommendations

Throughout the next year, it is important for the Coalition to address areas for growth and build on past successes. Recommendations for the future include:

- One of the primary recommendations is for the Coalition to continue to work towards implementing environmental strategies. Currently, 20% of the Coalition's efforts use environmental strategies, and only 1% focus on policy change. The use of environmental strategies is critical to creating community-level behavior changes.
- It is also important for the Coalition to continue to diversify its efforts. Almost 70% of the Coalition's efforts were focused on general ATOD and opioid misuse. The Coalition has specific and actionable logic models and work plans to guide its work related to tobacco and underage drinking.
- Continue to nurture strong partnerships and leverage those partnerships to develop relationships with other community organizations.
- Although challenging during the limitations of 2020, increased youth engagement within the larger coalition may strengthen the engagement of adult members and allow for a more comprehensive approach on multiple levels with both youth and adult members exchanging ideas and efforts.
- Ensure that data collection efforts are focused on providing support and information specific to the logic model, as well as stated goals and objectives.

## Appendix

### Core Measures (by MS/HS)

Alcohol	2019
30 Day Use, HS	33.0%
30 Day Use, MS	15.0%
Parental Disapproval, HS	84.5%
Parental Disapproval, MS	93.0%
Peer Disapproval, HS	64.5%
Peer Disapproval, MS	81.0%
Perception of Risk, HS	59.0%
Perception of Risk, MS	64.0%
Marijuana	2019
30 Day Use, HS	16.0%
30 Day Use, MS	4.0%
Parental Disapproval, HS	81%
Parental Disapproval, MS	93.0%
Peer Disapproval, HS	53.0%
Peer Disapproval, MS	83.0%
Perception of Risk, HS	38.0%
Perception of Risk, MS	61.0%

Rx Drugs	2019
30 Day Use, HS	7.0%
30 Day Use, MS	5.0%
Parental Disapproval, HS	94.5%
Parental Disapproval, MS	95.0%
Peer Disapproval, HS	84.0%
Peer Disapproval, MS	88.0%
Perception of Risk, HS	79.0%
Perception of Risk, MS	78.0%
Tobacco (Cigarettes)	2019
30 Day Use, HS	6.0%
30 Day Use, MS	3.0%
Parental Disapproval, HS	91%
Parental Disapproval, MS	98.0%
Peer Disapproval, HS	75.0%
Peer Disapproval, MS	89.0%
Perception of Risk, HS	72.0%
Perception of Risk, MS	73.0%

### Other Substances

E-Cigarettes	2019
30 Day Use, HS	20.0%
30 Day Use, MS	11.0%