

**Washington County
Youth Alcohol and Other
Drug (AOD)
Needs Assessment**

***Together...
We Can WIN!***

March 2008

Prepared by

**Collective Impact, LLC
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Overview

The Washington Drug and Alcohol Commission, Inc. (WDAC) is a non-profit organization that is responsible for providing substance abuse treatment, prevention, and intervention services for Washington County residents. WDAC contracted with Collective Impact, LLC in June 2007 to conduct a needs assessment in Washington County regarding alcohol and other drug (AOD) use among youth. WDAC was interested in finding out more about youth AOD issues and the existing resources to prevent and reduce youth AOD use.

The needs assessment project was completed to do the following:

- Understand the nature and extent of the youth AOD problem
- Identify existing resources in the community to address youth AOD use
- Identify effective strategies to prevent and reduce youth AOD use
- Develop community support for efforts to address youth AOD use

The Washington Intervention Network (WIN) Coalition served as the planning team for the needs assessment project. The WIN Coalition is a broad-based group formed by WDAC in 2003 to work toward the prevention of substance abuse for youth in Washington County. The WIN Coalition is made up of social service providers, community leaders, and county residents.

Many assessments of AOD issues have been conducted over the years in Washington County. For this project, WDAC and the WIN Coalition wanted to focus specifically on AOD issues among young people – those under age 21. The project was carried out from July 2007 through January 2008. It included reviewing existing data that documents the problem, conducting a “street-level” survey, and interviewing key informants in Washington County. The WIN Coalition also reviewed best practices already being carried out in the county and examined others to consider.

The needs assessment is considered a starting point to help key stakeholders in Washington County understand the youth AOD problem and to get others involved to help be part of the solution. From the findings of the assessment, the WIN Coalition has identified goals to address the youth AOD issue and strategies to achieve these goals. Help is now needed from the community to move forward to achieve the WIN Coalition’s vision – “a future when our communities are working together to help our youth to be alcohol, tobacco, and other drug (ATOD) free.”

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Acknowledgments

Collective Impact, LLC wishes to acknowledge and thank the many people who made this project possible. We first wish to thank the staff, Board of Directors, and volunteers at the **Washington Drug and Alcohol Commission, Inc.** - especially Donna Murphy and Tammy Taylor - for their tremendous support of this effort. Exceptional gratitude to the **Washington Intervention Network (WIN) Coalition** volunteers for providing ongoing guidance, leadership, and hard work throughout the project. A very special appreciation and recognition for the hundreds of youth and adult residents, service consumers and providers, business leaders, and community leaders in Washington County that participated in surveys and interviews. Without their help, this project would not be possible. They freely offered their expertise, opinions, and experiences. This input has been essential to understanding youth AOD issues in Washington County and to the framing of recommendations within this report. Finally, thanks to the Collective Impact team of consultants for compiling the needed information, researching the issues, and moving the project forward throughout the process.

Washington Drug and Alcohol Commission, Inc. (WDAC)

Washington Drug and Alcohol Commission, Inc. (WDAC) is a non-profit organization that is responsible for providing a comprehensive system of quality substance abuse treatment, prevention, and intervention services to Washington County residents. It serves as an independent Single County Authority (SCA) for Washington County that contracts directly with the Pennsylvania Department of Health Bureau of Drug and Alcohol Programs (BDAP). Direct treatment, prevention, and intervention services are sub-contracted to local providers and other licensed providers throughout Pennsylvania. WDAC is governed by a board of directors that is responsible for the planning, coordination, and administration of funds for AOD services in Washington County. The board is made up of volunteers who recognize and understand the local AOD needs.

WDAC ensures that clients receive the appropriate level of drug/alcohol treatment, while efficiently utilizing various funding sources to help eliminate financial barriers to getting care. The case management unit connects clients to appropriate treatment and supportive services.

WDAC's primary goal is to help clients to assume a lifelong plan of recovery that is suitable to his/her individual needs, and to help maintain a network of treatment and prevention opportunities that will provide a seamless system of services to the community.

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Washington Intervention Network (WIN) Coalition

The Washington County community coalition, known as the Washington Intervention Network (WIN) Coalition, was founded in 2003. It includes a broad range of community members that are working toward the prevention of AOD use among youth. The mission of the WIN Coalition is to reduce alcohol, tobacco, and other drug (ATOD) use among youth in our communities. The WIN Coalition works to improve the quality and effectiveness of prevention services related to AOD issues in the community. It has expanded local prevention services, enhanced multi-agency partnerships, and increased collaborative efforts between public and private sectors. It has helped start the use of best practices in the county to address youth substance abuse.

The mission of the WIN Coalition is to reduce alcohol, tobacco, and other drug (ATOD) use among youth in our communities.

The WIN Coalition membership has increased to 40 members with an average of 12 – 15 participants in attendance at each monthly meeting. The WIN Coalition meets the second Tuesday of every month and meetings are open to anyone who is interested in attending. For more information about the WIN Coalition, contact Tammy Taylor at 724.223.1181.

Needs Assessment Process

The WIN Coalition served as the planning team for the youth AOD needs assessment. It helped plan and implement the project activities and encourage participation from the community. The Coalition reviewed the findings from the assessment and made recommendations for ways to prevent and reduce AOD use among youth.

Three domains or areas of focus were used when looking at the youth AOD issue – prevention, reduction, and coalition building. Prevention includes activities and efforts to prevent youth AOD use. Reduction includes activities and efforts to reduce youth AOD use. Coalition building focuses on those involved in the efforts to prevent and reduce youth AOD use and the ways in which those entities interact.

Three domains or areas of focus were used when looking at the youth AOD issue – prevention, reduction, and coalition building.

The project was carried out from July 2007 through January 2008. It included five (5) key activities:

1. Planning sessions with the WIN Coalition
2. Review of existing data related to youth AOD use
3. Street-level survey - *Washington County Speaks*
4. Key informant interviews
5. AOD resource provider inventory

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As part of the needs assessment, data was reviewed for Washington County overall, as well as specific regions and areas. Survey and interview findings were examined by geographic region of the county. For this purpose, the county was divided into five (5) groups of school districts:

- Washington
- California, Beth Center, and Bentworth
- Chartiers, Avella, Fort Cherry, Burgettstown, and McGuffey
- Canon-McMillan, Peters Township, and Trinity
- Ringgold and Charleroi

Planning sessions were held with the WIN Coalition to guide the needs assessment project. The Coalition generally meets monthly. Over the course of the needs assessment project, the Coalition met four (4) times for assessment planning sessions. At these meetings, the Coalition helped to plan and implement project activities, reviewed preliminary findings, and made recommendations for strategies to prevent and reduce youth AOD use.

From July through November 2007, Collective Impact conducted a **review of existing data related to youth AOD use**. A variety of data sources were reviewed including the Pennsylvania Youth Surveys in two (2) Washington County school districts and various Pennsylvania Department of Health statistics. The data review compared and analyzed Washington County youth surveys and other state and local data. The four youth surveys included in this data review include:

- The 2003 District A School District Pennsylvania Youth Surveys (PAYS)
- The 2005 District A School District Pennsylvania Youth Surveys (PAYS)
- The 2003 District B School District Pennsylvania Youth Surveys (PAYS)
- The 2005 District B School District Pennsylvania Youth Surveys (PAYS)

Although national data is also available, the Washington County data is benchmarked against the more relevant and important Pennsylvania data from the 2003 and the 2005 Pennsylvania Youth Surveys (PAYS) surveys.

Washington County Speaks was carried out in August and September 2007. It included a short, street-level survey which was conducted in identified areas of Washington County, as well as an online survey containing the same questions. The purpose of the survey was to obtain information from the general public that is not available from existing data. Washington County Speaks also built awareness of the AOD issue in the county and the WIN Coalition's efforts. Data was collected at the street-level by community volunteers identified and trained by the WIN Coalition. A total of 741 responses were received, which represents 3.4% of the county's population. The survey results were analyzed by geographic region of the county. The survey findings can be considered reasonably representative of the opinions of persons who live, work, or attend school in Washington County.

Key informant interviews were conducted in October and November 2007 with service providers, business representatives, community leaders, and youth consumers. Twenty (20) interviews were attempted, with 17 completed. All of the interviews were conducted by telephone. Interviews were conducted with individuals from each of the five geographic

regions. The interviews were designed to be one-on-one conversations to get the opinions and experiences of the key informants.

An **AOD resource provider inventory** was assembled in January 2008 to identify agencies and resources specifically addressing issues related to youth AOD use in Washington County. The WashingtonKnows online Resource Directory available at www.washingtonknows.org was used to put together the inventory. The Resource Directory was searched using a number of key words associated with AOD services, such as, alcohol, drug, substance, and AOD. This helped to identify agencies that provide prevention, intervention, and treatment services and resources for youth in Washington County.

Washington County Youth AOD Needs

Needs are defined as problems or issues to be addressed or conditions to be changed. The needs with respect to youth AOD use were identified through the various components of the assessment, including the review of existing data, Washington County Speaks survey, and key informant interviews.

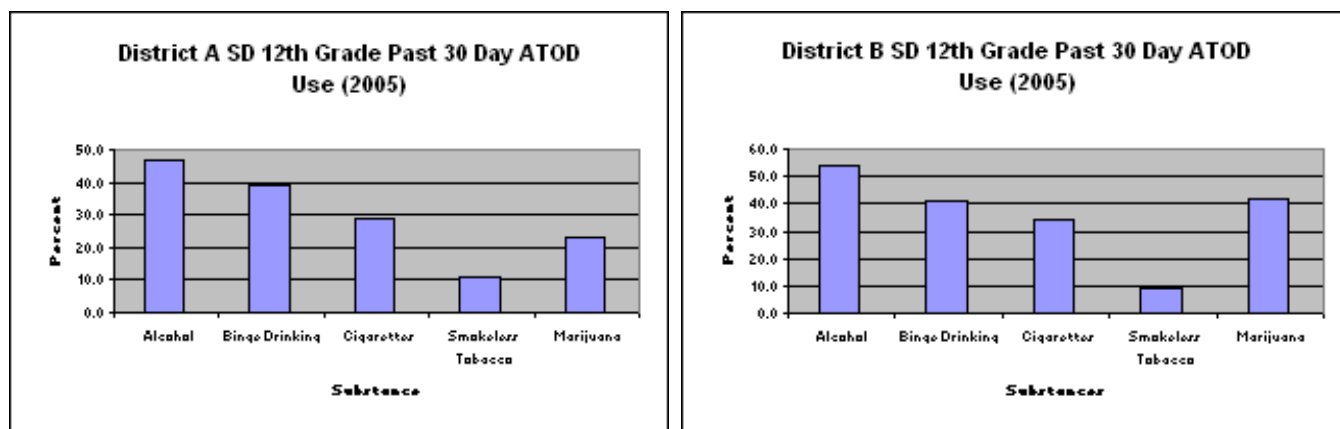
Use of Alcohol and Other Drugs (AOD) by Youth

The PAYS survey asks Pennsylvania youth about their use of a broad range of alcohol and other drugs (AOD). Students in grades 6 through 12 are asked about their use ever (lifetime use) and use in the past 30 days.

Data from the 2003 and 2005 PAYS surveys in two school districts (which will be referred to as District A and District B) were used to examine how much AOD use is occurring among youth in Washington County. The most common drugs used in the past 30 days by 12th graders in 2005 in both school districts are:

- Alcohol (including binge drinking)
- Cigarettes
- Smokeless tobacco
- Marijuana

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When 2003 and 2005 rates are compared, both school districts are making considerable progress. There are decreases in the percentage of youth who state they ever have used AOD or that they have used AOD in the past 30 days. In District A, 60% of AOD use ever (lifetime) and 54% of past 30-day AOD use decreased. In District B, 58% of AOD use (lifetime) and 50% of past 30-day AOD use decreased. There are significant reductions in the percentage of youth in both school districts that used the following in the past 30 days:

- Inhalants
- Any illicit drug other than marijuana
- Cigarettes
- Smokeless tobacco

Although progress is being made locally, Washington County rates are less encouraging when compared to state rates for 2005. When all grade levels are examined (6th -12th) and all types of drugs reviewed, use is higher with most drugs across multiple grades for both district students as compared to statewide rates of use. The District A *lifetime* rates were significantly higher than state rates for alcohol, cigarettes, smokeless tobacco, marijuana, cocaine, hallucinogens, and any illicit drug other than marijuana. District A *past 30-day* rates were significantly higher for alcohol, binge drinking, smokeless tobacco, marijuana, inhalants, cocaine, and any illicit drug other than marijuana. The District B *lifetime* rates were significantly higher for alcohol, cigarettes, marijuana, and heroin. District B *past 30-day* rates were significantly higher for alcohol, cigarettes, and marijuana.

Although progress is being made locally, Washington County rates are less encouraging when compared to state rates for 2005.

When past 30 day use among 12th graders in 2005 is reviewed, binge drinking, or heavy drinking, seems to be more of a problem in Washington County as compared to the state. Also, marijuana use in the past 30 days among 12th graders is higher among Washington youth when compared to the state rate.

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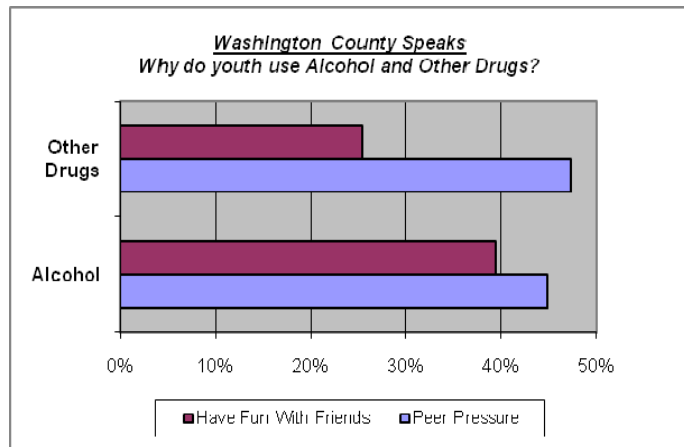
Past 30 day use - 12 th graders (2005)	District A	District B	PA
Alcohol	47%	54%	54%
Binge drinking	39%	41%	34%
Marijuana	23%	42%	23 %
Cigarettes	29%	34%	28 %
Smokeless tobacco	11%	9%	11%

The number of youth under age 21 admitted for AOD treatment increased 6% in a two-year period (2004-2006) – from 124 to 132. Although alcohol is the most abused and in some ways more dangerous drug, the most common primary drug for youth admissions to treatment is marijuana - over 70% in each year. Admissions to treatment for alcohol account for approximately 20% in each year. Together, alcohol and marijuana make up over 90% of all youth admissions for treatment. *It is important to note that a large number of youth admissions to treatment are criminal justice referrals - such as courts, district justices, and probation and parole officers.*

Reasons Youth Use Alcohol and Other Drugs

AOD use by youth appears to be viewed as a social issue that is influenced by relationships. This strongly points to a need to impact on the community norms and cultural context that youth experience. When asked to choose one reason why youth drink alcohol or use other drugs, those surveyed and interviewed both identified “pressure from friends” as the number one reason.

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Those who participated in the Washington County Speaks survey believe that AOD use is due to “pressure from friends” and a “way to have fun with friends.”

- 84% believe alcohol use is due to “pressure from friends” or a “way to have fun with friends.”
- 73% believe use of other drugs is due to “pressure from friends” or a “way to have fun with friends.”

Pressure from friends was seen as more of a factor in the use of other drugs than in the use of alcohol.

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Reasons cited for use of alcohol and other drugs include the following:

	Alcohol	Other Drugs
“Pressure from peers”	45%	48%
“Way to have fun with friends”	39%	25%
“Help them forget about their problems”	8%	14%
“Parent permissiveness”	8%	6%
“Drug dealers get kids hooked”	n/a	7%

Survey respondents between the ages of 12 and 17 attribute drug use by youth to “helping them forget about their problems” or “drug dealers getting kids hooked” at a higher rate than the adults who were surveyed.

Where Youth Get Alcohol and Other Drugs

When asked where youth get alcohol, most Washington Speaks survey respondents believe there are two (2) primary ways youth get alcohol - “older friends buy it for them” and “from home without their parent’s knowing.”

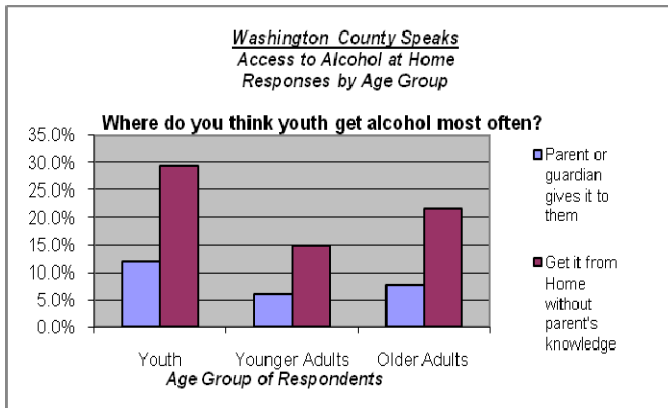
Where Youth Get Alcohol – Washington County Speaks	Percent
“Older friends buy it for them”	66%
“From home without their parent’s knowing”	21%

Survey respondents believe there are three (3) primary ways youth get other drugs:

Where Youth Get Other Drugs – Washington County Speaks	Percent
“From friends and schoolmates”	71%
“Street drug dealers”	15%
“Their home medicine cabinet”	10%

These results point to the need to address norms and cultural context and to involve parents in prevention efforts. When looking at different age groups, a higher percentage of young people - ages 12 to 18 – believe that youth get alcohol from home either with or without their parent’s knowledge than either younger adults ages 18-34 or older adults over age 35. Almost one-half of youth ages 12-18 (41%) think that young people get alcohol from home.

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- 29% of youth ages 12-18 believe young people “get it (alcohol) from home without their parent’s knowing.”
- 12% of youth ages 12-18 believe “a parent or guardian gives it to them.”

These findings are consistent with what WIN Coalition members have heard from adults in Washington County that work with youth, such as teachers, counselors, etc.

Law Enforcement

Many of the consequences of AOD use involve breaking the law, and it is important to more actively involve law enforcement (the county attorney, judges, police, and probation and parole) as partners in the WIN Coalition’s efforts. The Coalition has identified the importance of involving law enforcement more actively with its efforts.

The individuals interviewed as part of the project were asked whether they thought local enforcement of underage drinking laws was too lenient, too strict, or too inconsistent. The majority (11 of 17) believe it is “too inconsistent” and identified the following issues:

- Differences in law enforcement as a priority among geographic areas
- Periodic enforcement - “crack downs”
- Differences in enforcement related to:
 - Officers’ attitudes on the streets
 - Judges who hear the cases
 - Socio-economic status of the youth being cited

The majority of those interviewed (12 of 17) also believe the enforcement of other drug laws is “too inconsistent.”

Of the different groups interviewed, community leaders were most likely to see law enforcement as “too lenient.”

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The WIN Coalition identified the following additional issues regarding law enforcement:

- Youth are not being referred to underage drinking programs consistently
- Charges for underage drinking and other drugs are reduced to “disorderly conduct” by some law enforcement officers
- There is a lack of uniformity among law enforcement officers and district justices
- There is a need to increase awareness among the law enforcement community about the WIN Coalition and its efforts

Not Enough Opportunities for Youth

There is a general consensus among those surveyed and interviewed that there are not enough opportunities in the county for youth. There is a lack of positive activities for youth and nothing innovative is planned for the future. Numerous people mentioned the need for youth centers, community centers, or other alternative types of activities. The need is particularly great in the more rural areas of the county.

A comment from one of the youth consumers interviewed illustrates the problem: “There is not even one place I can go and not see it (alcohol and other drugs).”

When asked if they thought there were enough opportunities for youth in Washington County to “have fun with friends in places that are alcohol and drug free,” the majority of those interviewed (11 of 15) said “no.” Those from rural areas of the county were most likely to feel that there were not many

positive activities available to their youth. A comment from one of the youth consumers interviewed illustrates the problem: “There is not even one place I can go and not see it (alcohol and other drugs).” Many comments on the Washington County Speaks survey stated that there is a need for more positive youth activities and recreational activities for youth within the county.

The WIN Coalition identified the following additional issues regarding opportunities for youth:

- There is a lack of activities for youth other than sports participation
- Youth leadership programs are needed
- The WIN Coalition should identify youth to serve on the Coalition

Consistency in Opinions about Youth AOD Needs

The assessment of youth AOD needs looked at all areas of the county. Interview and survey results were examined for five (5) geographic regions organized by school district groupings. The results were examined by these groupings, and generally speaking, the findings are consistent across all five regions. It can be seen from the data review that the two school districts evaluated share similar challenges with regard to the use and abuse of drugs among youth. It is probably safe to assume that similar findings would be found if additional countywide surveys were conducted. In addition to similarities by region, the different groups that participated – youth consumers, service providers, community leaders, and business representatives – had fairly consistent experiences and opinions.

Washington County Youth AOD Assets

Assets are defined as the resources that are available to address problems, issues, or conditions to be changed. It is important in any assessment project to consider the assets that exist within a community so that there is an understanding of what is available to address the

identified needs. The assets with respect to youth AOD use were identified through the various components of the assessment, including the review of existing data, Washington County Speaks survey, key informant interviews, and a review of the online resource directory available at www.washingtonknows.org.

Range of Providers to Serve Youth with AOD Issues

To identify the organizations that provide youth AOD services, the WashingtonKnows online directory was searched using related key words, such as alcohol, drug, etc. Several agencies were identified that offer prevention and/or treatment services for youth AOD use. These agencies provide a range of services, including prevention, assessment, case management, outpatient services/counseling, residential treatment, and transitional living.

Most organizations that provide youth AOD services in Washington County have a service location near the city of Washington. Public transportation is available on a limited basis, but it is unclear how accessible office locations are for residents of the county outside the Washington city area. Office hours for outpatient services are generally provided during daytime hours and on weekdays. Some agencies offer evening appointments at least one day a week or by special arrangement.

Preventive services are generally offered through partnerships with local schools, increasing access to school age children and youth.

Those interviewed were asked about the resources or services that exist in their community to make AOD prevention efforts effective. There were several responses regarding positive youth activities, school programs, and parenting programs. Those who were interviewed from the predominately rural regions of the county stated that there was very little going on in their area and few resources for AOD prevention.

For up-to-date information on the range of youth AOD providers and the services that they offer, check out the online directory on the WashingtonKnows website at www.washingtonknows.org. Additional information on specific AOD providers can be obtained by calling the Washington Drug and Alcohol Commission, Inc. (WDAC) at 724.223.1181 or visiting WDAC's website at www.wdacinc.org.

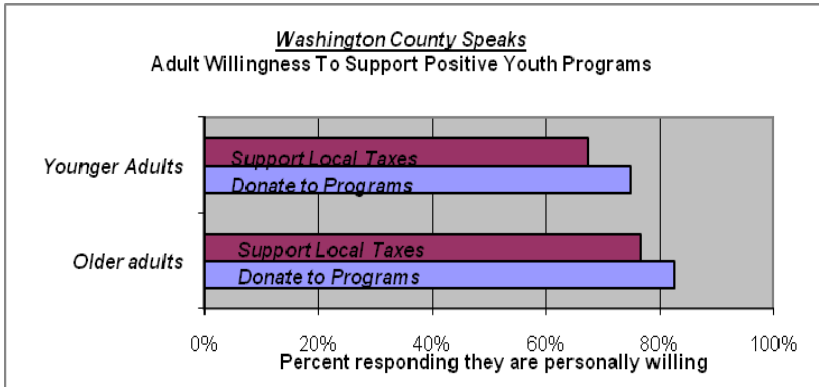
Community Willingness to Get Involved

One of the many things that became clear during the needs assessment is that there are many individuals and organizations in Washington County that are interested and committed to working to address youth AOD issues.

Survey respondents from Washington County Speaks expressed a willingness to personally get involved to prevent and reduce youth AOD use.

One of the many things that became clear during the needs assessment is that there are many individuals and organizations in Washington County that are interested and committed to working to address youth AOD issues.

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Nearly all respondents (96%) stated they were willing to “be a positive adult role model.” They were also willing to support investments in positive youth programs. 79% said they would be willing to “donate to local organizations offering positive youth programs,” and 72% would “support local taxes to develop positive youth programs.”

Younger adults (ages 18 to 35) appear to be somewhat more willing to invest their time, while the older adult group (ages 35 and older) is a little more willing to invest their money.

Willingness to personally do the following to address the youth AOD issue:

	Ages 18-34	35 and older
“Coach a sports team or serve as an adult leader of a youth group, club, etc.”	69%	56%
“Get involved with a community group or coalition working on this issue”	70%	63%
“Be trained and lead a workshop for parents”	61%	52%

Many Hidden Assets

Those who participated in the Washington County Speaks survey believe there are a variety of actions that can be taken to reduce AOD use among youth. Because many of these strategies are readily available to the average citizen or can be easily encouraged by county programs, these are considered hidden assets that are waiting to be developed.

Agree that adults should take this action to reduce youth AOD use – Washington County Speaks	Percent
“Be a positive role model”	98%
“Talk to kids about it”	96%
“Keep alcohol and prescription drugs in the home away from kids”	88%

The WIN Coalition identified the following additional assets in the community regarding youth AOD issues:

- Several underage drinking programs are available but underutilized
- Many 12 step support group meetings are available locally
- Best practices for substance abuse prevention are being used in school districts and throughout the community
- Peer education programs
- Youth who will act as positive role models for other youth
- Strong recovery community – e.g., Recovery Advocacy Group
- People in the community are willing to get involved to address the issue

Best Practices for AOD Prevention

Youth AOD prevention has been studied for many years. Best practices have been identified by reviewing the findings from these studies to discover those programs that are effective at preventing AOD use among youth. The WIN Coalition identified the best practices for youth AOD prevention that are currently being used in Washington County, as well as those they would like to consider using in the future.

Current Best Practices: The following programs are currently being taught and implemented in schools in Washington County and throughout the community, helping to increase awareness and educate families and youth.

- *Too Good for Drugs*
- *Guiding Good Choices*
- *CTC Strengthening Families*
- *Project Alert*
- *Class Action*
- *Protecting You, Protecting Me*
- *Second Step*
- *Life Skills*

Best Practices under Consideration: The following programs are being considered for use in Washington County.

- *Communities Mobilizing for Change*
- *Keep A Clear Mind*

The WIN Coalition will examine the best practices already being used in the county to see if there is overlap in some programs and identify ways to consolidate them. The best practices under consideration will be further studied to see how they can be used to help Washington County youth.

There are a number of resources available on the Internet to find best practices for substance abuse prevention. The Substance Abuse and Mental Health Services Administration (SAMHSA) is the federal agency that addresses substance abuse issues. Check out SAMHSA's website at www.samhsa.gov for more information on best practices for substance abuse prevention.

WIN Coalition Goals and Strategies

The WIN Coalition is committed to making an impact on youth AOD use in Washington County. The Coalition's goals are aimed at reducing factors that contribute to or increase youth AOD use (risk factors) and building on those factors that reduce youth AOD use (protective factors). The WIN Coalition is focused on building the necessary commitment and buy-in from the community to successfully change the norms and culture in the community.

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WIN Coalition Goals

- Build collaboration among community stakeholders (ATOD service providers, law enforcement, business, youth, adults, grass roots groups, etc.)
- Educate the community on youth ATOD issues
- Get the Washington County community involved to address the youth ATOD problem
- Strengthen public and organizational policies to better address ATOD issues (such as local ordinances, school policies, etc.)
- Prevent and reduce youth ATOD use through the implementation of programs that have been proven to be effective

The WIN Coalition reviewed the assessment findings and identified several **strategies** to consider implementing. These include the following:

- Launch a countywide media/PR campaign
- Develop youth leadership opportunities
- Educate law enforcement about the WIN Coalition and the findings from the needs assessment
- Hold a Summit to report the findings from the needs assessment and to mobilize the community
- Identify best practices to continue and new ones to implement
- Build WIN Coalition membership

Recommendations

The WIN Coalition has built a strong base for community AOD prevention efforts. The following recommendations are intended to help the WIN Coalition use the findings from the needs assessment to move toward the achievement of its goals. The recommendations should be considered in future planning to address youth AOD issues.

Coalition Building: There is a need for schools, social service agencies, and health related organizations to work together in the planning and organization of AOD prevention efforts. Parents, youth, leaders, and other segments of the community must be partners in these efforts – Many respondents to the Washington County Speaks survey indicated a willingness to get involved.

Strategic Plan: The WIN Coalition needs to develop and implement a strategic plan. The plan should address the issues and recommendations identified through the needs assessment. Reviewing and updating the plan at least once per year will help the WIN Coalition celebrate its accomplishments and make any needed changes to its approach.

In the surveys and interviews, there did not seem to be meaningful differences between geographic areas regarding the perception of an AOD problem among youth.

Coordinated Effort: The strategic plan should promote a coordinated effort between the schools, law enforcement, parents, youth, and other community groups and organizations in Washington County. In the surveys and interviews, there did not seem to be meaningful differences between geographic areas regarding the perception of an AOD problem among youth.

Prevention Focus: Prevention efforts need to be focused on the most common drugs used by Washington County youth – alcohol (including binge drinking), cigarettes, smokeless tobacco, and marijuana.

Law Enforcement Engagement: It is important to more actively involve law enforcement (the county attorney, judges, police, and probation and parole) as partners in the WIN Coalition's efforts. Because of the far reaching consequences of AOD abuse, the Coalition must encourage law enforcement to view AOD laws as a priority and provide consistent and fair application of the existing laws.

It is important to more actively involve law enforcement (the county attorney, judges, police, and probation and parole) as partners in the WIN Coalition's efforts.

For example, five (5) law enforcement activities have a strong research base for discussion:

1. Alcohol compliance checks
2. Reduction in the social availability of alcohol to youth
3. Policy changes related to underage drinking

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4. Driving while intoxicated enforcement with a focus on youth
5. Environmental strategies for reducing alcohol consumption on or near school sites

These activities can include *party dispersal, keg tagging, alcohol purchase compliance checks, youth oriented DUI efforts, roving patrols*, etc. With a broad based, law enforcement partnership, additional funding sources can be identified and pursued.

Law Enforcement Training: The Pennsylvania Liquor Control Board (PLCB) and Pennsylvania State Police can be requested to provide training, especially for *party dispersal, source investigation, fake ID, and Same PAGE* (Pennsylvania Alcohol Guidelines for Enforcement).

Law Enforcement Collaboration: The WIN Coalition could provide opportunities for local officers to meet with officers from other sites, develop increased skills in testifying and presenting cases, and learn additional strategies for managing underage drinking and DUI cases.

Educate the Community: Educate the community about the WIN Coalition, youth AOD issues, and planned events, activities, and programs. The WIN Coalition needs to develop a more visible public presence.

The WIN Coalition needs to develop a more visible public presence.

Get the Community Involved: Get all sectors of the Washington County community involved to address the youth AOD problem.

Youth Participation: The WIN Coalition needs to more actively involve local SADD groups and other youth groups to participate in its efforts. For example, during the school year, Coalition meetings could be held at the local high schools to allow youth to attend. The WIN Coalition could also encourage youth to participate by involving them to develop and conduct a number of activities.

Youth Leadership Development: Since peer pressure is the single greatest motivation for youth to use AOD, prevention efforts need to focus on changing this culture by developing positive, social, youth leadership opportunities. A creative approach is to develop a countywide Youth Leadership Development program and to strengthen this effort by reaching out to regional, state, and national efforts. It is recommended that the WIN Coalition focus more attention on youth leadership development as opposed to youth activities. This does not mean that youth activities should not be a part of the plan to develop youth leaders. For example, adults usually plan activities for youth and then try to get the youth to participate. Instead of having adults plan the activities, youth need to be involved to identify the types of activities they want and to do the planning to carry them out. By getting youth involved in this way, they will develop positive leadership skills that will help them resist the pressure to use AOD.

Parent and Family Involvement: It is essential to use creative and innovative ideas to involve parents and families in the WIN Coalition's prevention efforts. There was a

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common theme among those interviewed and surveyed that, “*There is a crisis in our families across the board – kids dropping out of school and dropping out of society.*” Ideas worth considering include:

- Establishing prevention programs with parents in correctional institutions or serving time on probation or parole
- Establishing workplace programs with cooperative employers
- Building upon the highly promoted program for parents and teens that is being implemented in Washington County, *Guiding Good Choices*, that includes dinner and provides childcare

Training: The WIN Coalition should send a representative to attend the *National Leadership Conference* in the fall each year. Also, the Coalition could see if the Pennsylvania Liquor Control Board could provide training to local law enforcement personnel on *party dispersal, source investigation, fake ID, and Same PAGE* (Pennsylvania Alcohol Guidelines for Enforcement).

Laws and Policies: The WIN Coalition should examine local laws and school/college policies and enforcement. This examination might focus on laws and policies regarding adults who furnish beverages, AOD use near schools, advertising at sporting and social events, server/seller training, social event licenses, etc.

Evidence-Based Programs: There are many programs that have been proven to be effective to prevent and reduce youth AOD use. These are called “evidence-based programs.” The WIN Coalition needs to encourage these evidence-based programs in the community to complement law enforcement and other activities.

Evaluation: The WIN Coalition should evaluate the impact of its efforts. Using the baseline of AOD and related indicators outlined in this report, the Coalition can annually measure its achievements, such as actual changes in drinking, drug using, and other behaviors.

AOD School Surveys: AOD school surveys have been completed in two school districts in Washington County. Surveys in all of the 15 diverse school districts in the county would give the WIN Coalition a better understanding of youth AOD issues in the county. The WIN Coalition should investigate the possibility of grant funding from the state for this purpose (e.g., the Bureau of Drug and Alcohol Programs, the Pennsylvania Liquor Control Board, or the Pennsylvania Commission on Crime and Delinquency). Another source of funding is a federal Drug Free Communities (DFC) grant.

Sources of Data

The Collective Impact team of consultants reviewed numerous data sources to conduct the needs assessment. In addition, surveys and interviews were conducted in Washington County to obtain data for the project. These activities produced documents that also form the basis of this report. This section briefly describes these data sources.

- **Washington County Speaks Summary of Survey Findings and Conclusions (November 2007):** This survey process, known as *Washington County Speaks*, was developed by Collective Impact to assess attitudes and beliefs about youth AOD use and prevention among the general public residing, working, or going to school in Washington County. The survey was conducted at the “street level” and made available on the Internet.
- **Washington County Key Informant Interview Summary (December 2007):** Collective Impact conducted a series of confidential interviews to provide in-depth information for the AOD needs assessment. Seventeen (17) of 20 planned telephone one-on-one interviews regarding youth substance abuse in Washington County were conducted. Interviews included a service provider, a business representative, a community leader, and a youth consumer from each of 5 regions within the county.
- **Washington County Needs Assessment Data Review (January 2008):** This report compared and analyzed Washington County youth surveys and other state and local data. The four youth surveys reviewed included:
 - The 2003 District A School District Pennsylvania Youth Survey (PAYS)
 - The 2005 District A School District Pennsylvania Youth Survey (PAYS)
 - The 2003 District B School District Pennsylvania Youth Survey (PAYS)
 - The 2005 District B School District Pennsylvania Youth Survey (PAYS)
- **D&A Resource Provider Inventory - washingtonknows.org (January 2008):** This report is a summary of the agencies and resources in Washington County that specifically address issues related to youth AOD use in Washington County. The **WashingtonKnows** online Resource Directory (www.washingtonknows.org) was searched using a number of key words associated with alcohol and other drug services (e.g., alcohol, drug, substance, and AOD). In this manner, different agencies and organizations were identified that provide AOD prevention, intervention, and treatment services.

In addition to the above data sources, the Collective Impact team examined various other data sources for insight into the community issues and needs. These sources are listed here with a brief explanation of each.

- **Community Alcohol Personality Survey (FACE Survey - Spring 2007):** This survey is a unique three-part process that helps a community establish the size and shape of the underage drinking problem, identify and prioritize specific problems, and recognize the contributing factors so that a community can implement actions to create change. This

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survey was helpful as an additional source of information regarding perceptions of youth, business leaders, school personnel, and others.

- **Washington County SCA Treatment Needs Assessment (2007-2008):** This document was helpful in providing information on current AOD disorders and treatment and resource background information.
- **Pennsylvania Department of Health:** The data for sexually transmitted diseases and teen pregnancies were found at the Department of Health, *Health Statistics* web site, <http://www.health.state.pa.us/stats>.
- **School District A Communities that Care Risk and Resource Assessment (March 2006):** This survey in School District A focused community awareness on the problem of AOD abuse and the factors in the community that promote healthy choices or AOD abuse.
- **School District B Communities that Care Risk and Resource Assessment (February 2006):** This survey in School District B focused community awareness on the problem of AOD abuse and the factors in the community that promote healthy choices or AOD abuse.
- **Pennsylvania Department of Health - Washington County Drug and Alcohol Statistics 2005-2006:** Youth treatment admissions were identified as a key community behavioral indicator. This information came from the Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs. <http://webserver.health.state.pa.us/health/bdap/fycis.asp>
- **Washington Drug and Alcohol Commission, Inc. Annual Report FY 2005-2006 and Washington Drug and Alcohol Commission, Inc. Annual Report FY 2004-2005:** These two annual reports provided excellent background information and an inventory of specific provider assets.
- **Washington County Recovery Advocacy Group Surveys:** This survey provided insight into the recovering community in Washington County and the strength and commitment of this important group.
- **Performance Based Prevention Risk Assessment Survey:** This survey is used to identify risk factors and associated problems that significantly contribute to substance use/abuse within the county. Information from this survey is used to assist WDAC in setting priorities for long-term goals to reduce the risk of substance use or abuse through prevention programs and services that build protective factors in the following four domains: Community, Individual/Peer, Family, and School.