

FY2020-2024 Community Coalition Partnership Strategic Plan

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Contact Person/E-Mail: Bill Roberts, broberts@bvcasa.org

ORGANIZATION NAME: BVCASA

CONTRACT NUMBER: HHS000539700157

COALITION: CCP- Blinn (CASAP)

NAME OF PERSON(S) COMPLETING FORM: Bill Roberts

A. Rationale for Targeted Population:

We have identified the Blinn College students in Washington and Brazos counties as our primary target population because of the high rates under-age alcohol, high rates of recent binge drinking (42% - 46.55%) particularly among students of legal age, perceived ease of accessibility of alcohol (75.24% somewhat easy to very easy), access through social means, either from a friend or relative or in a party context.

We have no definitive data regarding tobacco or nicotine use, nor attitudes of the Blinn College students about those issues. The surveys that previously have been conducted by the College will need to address those issues going forward. Anticipating the need to address this new State priority and a nation-wide concern about the vaping trend and related risks we will proceed with awareness activities as we have with each of the other priorities.

The Strategic Plan was chosen from among Texas' four areas of priority regarding underage alcohol consumption, tobacco and nicotine use, marijuana use and prescription-pill misuse. Given the option to choose from among them, the Coalition has chosen underage drinking and tobacco use because as a junior college the overwhelming majority of students is made up of minors. Both focuses restrict the sale and possession of alcohol and tobacco to minors.

B. Strategic Plan Development Process:

The CASAP five-year Strategic Plan began with the findings from the 2019 Community Needs Assessment and adjustments made to it for the Blinn Community Needs Assessment FY 2019-2020. From that study the Logic Model was developed by the Coalition focusing on gaps, intervening variables, data, resources and readiness.

C. Coalition Strategic Goals:

Goal 1 Statement:
Reduction of self-reported underage drinking among Blinn College Students.

Overview:
One of the primary sources where underage Blinn students report easy access to alcohol is by attending off-campus parties where alcohol is freely available. Another common and popular source is social hosting by which minors acquire liquor by having a friend or family member make the purchase for them. Underlying these behaviors is the popular concept that alcohol use is a “normal” college experience. For the majority of students living away from their home, they feel free from the restraints of parental supervision and their underdeveloped choice-making skills gravitate to what they perceive to be social norms rather than consideration of all risks involved. Those social norms are reinforced by alcohol retailers’ advertisements specifically directed to college youth.

It is reported that the Blinn Brenham campus, because of tighter controls in the dormitories, find access in out-of-town venues like Prairie View or College Station with other college populations and looser limitations to alcohol. There are no reports of vehicular accidents linking Brenham students with impaired driving from those locations.

In Bryan, all Blinn students live off-campus and many either live in their family’s homes or among students of Texas A&M University. About one third of Blinn/Bryan students are part of the Blinn-Team, students enrolled at both institutions. Therefore, they live and socialize together in the many bars and night spots that cater to that population.

There have been low numbers of underage drinking arrests per numbers of youth drinking.

Objectives:	Outcome Indicator/Evidence:
<p>1.A – Address social accessibility to alcohol by Blinn minors</p> <p>1.B – Address retail accessibility to alcohol by working with bar and restaurant owners</p>	<p>1.A – Reduction in self-reporting of ease of access and likewise, an increase in difficulty to access alcohol.</p> <p>1.B – See greater compliance with ordinances against sales to minors, more citations of violations issued by law enforcement per number of checks, increased number of retailer training events, and a reduction in self-reporting of ease of access, an increase in difficulty to access alcohol.</p>

Strategies:	Performance Measure/Success Indicator:
<p>1.A.1 – Increase social responsibility and negative attitudes towards underage drinking by, and utilizing social media to deliver information about the dangers of underage drinking</p> <p>1.A.2 – By working with apartment complex management and owners of rental properties, suggest charging stiff “party deposits” for use of party rooms or rented facilities; utilize party-patrols of young people and/or adults; implementing a “hot-line” reporting system of violations to law enforcement</p> <p>1.B.1 – In cooperation with local and state law enforcement agencies, increase collection</p>	<p>1.A.1 – Increase in positive responses to social media posts.</p> <p>1.A.2 – Apartment management and rental property “buy-in” in requiring vigilance on the part of party organizers; and awareness of social hosting laws.</p> <p>1.B.1 – Reduced numbers of MIPS and citations in popular bar and</p>

of uniform data for arrests and citations of MIPs and sales to minors.	restaurant districts.
1.B.2 – Increase number of retailer training events	1.B.2 – Increase in survey reporting of greater difficulty in finding access to alcohol by 3% at the end of 2024.
Assumptions: Tightening ordinance enforcement of alcohol acquisition by minors will lead to fewer reports of underage drinking and increased difficulty in drinking in private or public venues.	

Goal 2 Statement: Elimination of smoking tobacco and nicotine delivery systems on Blinn College campuses in Brenham and Bryan, including the Rellis campus.	
Overview: Blinn College campuses have been declared tobacco-free zones. Still, smoking areas are provided for smoking and vaping in remote corners of the campuses indicating that there is still a need for education along with the risk that non-smokers and vapers may have the inclination to join them. National and local media are leading the dissemination of the CDC and FDA’s warnings about refraining from use of electronic cigarettes and pipes. CASAP will use its social and conventional media platforms to promote vaping cessation along with tobacco to a specific target population of Blinn students, as well as all residents of Washington and Brazos Counties. Blinn College’s College’s Student Rights and Responsibilities/Student Conduct (Blinn College Catalog) has clearly prohibited smoking and vaping on its campuses. It is uncertain if vaping occurs unrestricted or not enforced. Cooperation with the CASAP Coalition is to be expected. Due to the recent change in accessibility to tobacco from 18 years to 21 years since this grant cycle began, enforcement of the law is in question. There is no new data regarding violations of sales to minors nor citations to minors found in possession. Prior to that change in legal age for purchasing and possession, local law enforcement had only issued seven citations among all those reporting for the 2019 CNA. National and local media are leading the dissemination of the CDC and FDA’s warnings about refraining from use of electronic cigarettes and pipes. CASAP will use its social and conventional media platforms to promote vaping cessation along with tobacco.	
Objectives:	Outcome Indicator/Evidence:
2.A – Address minor’s accessibility to purchase/possess tobacco and nicotine products	2.A – Future surveys will reflect greater difficulty in acquiring and knowing <i>where</i> to acquire tobacco and nicotine products. - Stricter local government ordinances
2.B – Address social norms of family smoking patterns and advertising strategies	2.B – Using local and state data, find a reduction in homes where tobacco is used.
2.C – Address low perceived risks of tobacco and vaping use	2.C - Increase in perception of risk accompanied by a reduction in self-reported use of tobacco and nicotine over a two-year period

Strategies:	Performance Measure/Success Indicator:
<p>2.A.1 – Implement an approved tobacco component to annual student survey to establish a baseline</p> <p>2.A.2 – Host four tobacco/nicotine prevention presentations for the community.</p> <p>2.B.1 – Use community mobilization and awareness campaigns to educate parents of adolescents of the health risks caused by vaping.</p> <p>2.C.1 – Use social media and standard media platforms to carry the CDC’s and FDA’s warnings to the youth and young adults being targeted by blatant deception and advertising campaigns by the e-cig manufactures</p> <p>2.C.2 – Inform local and state legislators of evidenced-based data related to the vaping industry to encourage establishment of ordinances and control over what is being sold and to who it is being sold in vape shops. Control clandestine suppliers of defective instruments and illegal substances used in vaping. Encourage the kind of retail checks of vape shops that alcohol and tobacco must submit to.</p>	<p>2.A.1 – Determine students’ attitudes and perception of ease of accessibility of those products and the risks of using them.</p> <p>2.A.2 – The number of students and/or community members attending those presentations</p> <p>2.B.1 – Increased opportunities for education through public and neighborhood venues.</p> <p>2.C.1 – Reduced percentage of those self-reporting smoking and vaping by statewide statistics and by Blinn ‘s own data collected by their annual survey of student behavior patterns and attitudes.</p> <p>2.C.2 – Expect a drop in the reported accessibility to tobacco and nicotine delivery systems as well as personal use. Over the next four years the elimination of all tobacco and vaping should be absolute.</p>
<p>Assumptions: By saturating the public through the media, offering evidenced supported data, counteracting the deceptions of advertising and exposing the profit-making bottom line of tobacco companies, we expect to see a reduction in tobacco use at all levels particularly the Blinn College population.</p>	

D. Coalition Capacity and Community Readiness:

Youth have been targeted as an under-utilized resource in the area. During the Coalition’s first years of funding, partnerships with youth were strengthened engaging young people in prevention efforts using social media. Also incentives have been offered to students participating in drug-prevention curricula provided by the coalition’s fiscal agent, BVCASA. Once more, because of the lack of student residences on the Bryan campus, getting students involved in extra-curricular activities has been a challenge even for the College’s Student Leadership and Activities office. Communication with students is difficult even by social media.

Readiness among parents is low for the coalition’s primary population - college students. Since college students often leave home to attend college, this group is difficult to engage. The Coalition has identified parents of high school and middle school students, our secondary population, as being slightly more engaged and willing to participate in prevention efforts. Additionally, community public awareness and education events have been a major strategy for implementation, particularly through recent HHSC efforts to confront the opioid crisis statewide with neighborhood forums and activities.

The business community has proven to show relatively high levels of readiness, with funding support being offered in the coalition’s first year and promotional assistance being provided by local retailers and pharmacies. The Coalition has a long standing relationship with Brazos County media including

television, radio stations and newspapers. The coalition has utilized these strong relations and grown support from newspaper and media outlets in Washington County as well. Media promotion directly to the Blinn student body is done by targeting stations that cater to young adults and using social media as well. The healthcare professional sector has shown high levels of readiness, offering support to the Coalition through strategy development and capacity building. The Coalition currently includes active membership from Blinn College's Health Clinics on both the Bryan and Brenham campuses, as well as a health education with the Brazos County Health Dept. Other services within the BVCASA agency are collaborating with the Coalition by offering substance abuse education in local public schools throughout the seven counties of the Brazos valley.

E. Coalition Structure/Organization/History:

The Blinn Coalition or the Community Alcohol & Substance Awareness Partnership/ CASAP), was initially funded in 2014 as part of a five year grant by the Texas Department of State Health Services. The grant has targeted the Blinn College District and its campuses in Brenham and Bryan, Texas. The Coalition is comprised of members of the community representing eleven sectors (see section F, below). The Community Coalition Coordinator, Bill Roberts, has occupied this position since June, 2015, after succeeding Michael Chism, the original Coordinator. The coalition meets on the second Wednesday of the month ordinarily, at 10:30 a.m. After alternating meetings between the Brenham and Bryan campuses, it began holding simultaneous meeting by tele-conferencing in 2016.

The Blinn Coalition has been given the areas of focus adopted by the State, address under-age drinking of alcohol, marijuana use, and prescription-pill misuse/abuse. This past fall, under-age tobacco and nicotine use were added to the priorities needed to be addressed.

Many, if not most of the active Coalition members, work full-time and the most members work for public health agencies, law enforcement substance treatment agencies, or Blinn College itself. Therefore, because of work-related commitments attendance levels are not as high as one might expect, and month to month attendance varies due to work obligations, too. However, the Coalition is proud of its efforts. It has done marijuana campaigns focusing on the job limitations due to drug testing, awareness efforts and mobilization of students, town-hall meetings and community-wide venues covering the opioid crisis and other drugs, vaping, class room education, special events specific to the calendar like Safe Spring Break, sober holidays and bowl parties, Giving away reminders of risky behaviors with substance-free messages. Drug disposal plans have included take-back days, drop-off boxes handled by local law enforcement and distribution of safe disposal pouches for reducing inventory of excess over overprescribed and unused medications. Standard and social media are prevalent ways of getting the message of the healthier and safer alternatives to abuse. Mobilization of students into a parallel coalition is a focus in mass presentations or individual engagements. Using the student voice is most effective and therefore one the Coalition activity priorities every year.

F. Coalition Members:

Active Members	Position/Title	Agency/Organization/Community	Community Sector	Member Since	Most Recent Participation
Jimmy Gilbert	Supervisor	Neal Recreation Center	Youth Serving Org.	2016	
Suzanne Deathrage	Program Specialist	Mothers Against Drunk Driving	Civic/Volunteer	2016	10/2019
Bill Kelly	Executive Director	MHMR Authority of Brazos Valley	Community Non- Profit	2018	

Scott McCollum	Chief	College Station Police Dept.	Law Enforcement	2018	
Shannon Hernandez	Director of Programs	Scotty's House	Non-Profit: Child Advocacy	2017	
Nancy Winn	Program Coordinator	Strengthening Families of the Brazos Valley, Texas AgriLife	Non-Profit, Parents	2016	10/2019
Douglas Vance	CEO Radio personality	Brazos Valley Suicide Prevention Coalition	Business Community/ Media	2017	11/2019
Mary Parrish	Community Educator	Brazos Valley Health Department	Healthcare Professionals	2017	10/2019
Ronda Jackson	Coalition Coordinator	BVCASA	Youth Organiz'n	2015	
Jonathan Mitchell	Director	Adult & Teen Challenge - Brenham, Texas	Volunteer/ Faith Based	2018	2018

New Members	Position/Title	Agency/Organization/Community	Date Joined	How recruited?
Mario Parga	Pastor	Aldersgate United Methodist Church (Faith-based)	10/2019	Personal invitation
Judy Parks	President	The Nest (Volunteer Substance-Abuse Treatment Org.)	9/2019	Personal invitation
Amy Brown	Court Clinician/Counselor, LCDC	Brazos County Court (Local Govt.)	7/2019	General recruitment effort
Gary Youngblood	DWI Instructor	Retired Federal Prison Counselor (Parents)	9/2019	Personal invitation
Cindi Scofield	Volunteer	ROCS (Parent)	10/2019	Personal invitation
Taylor Johnson	Business development	More Than Rehab (Substance-Abuse Treatment)	10/2019	Personal invitation
Nicholas McDaniel	student	Bryan High School (Youth)	9/2019	Personal invitation

Inactive Members (if no participation within last 3 months)	Position/Title	Agency/Organization/Community	Inactive Since	Plan to Re-engage? Y or N—Reason?
Kyle Salmon	Executive Director	Save Our Streets, Inc. (Faith-based, Youth serving)	2018	Yes
Christopher Kirk	Sheriff,	Brazos County Sheriff's Office (Government)	2017	Yes
Tom Whitehead	President/General manager	KTTX/KWHI Radio (Media/ Business)	2017	Yes

G. Examples of Diversity and Cultural Competence Efforts:

1.	The Coalition, its members and its leaders reflect the ethnic background of their community.
2.	Coalition staff is trained in Cultural Competency.
3.	Several community mobilization events in ethnically diverse neighborhoods.
4.	Planning and conducting substance abuse education opportunities in ethnically diverse neighborhoods.
5.	Planning substance-abuse education opportunities for culturally diverse youth in community centers.
6,	Presentation given to a diverse group of high school students.
7.	Presentations given, in Spanish, to Hispanic parents. A challenge was given to them to raise up prevention and treatment specialists to fill the huge gaps in the Hispanic community of Bryan. Continuing presentations will be given.
8.	Enlisted a very broad profile of Blinn students to form a culturally-competent student substance-abuse coalition.
9.	Cultural diversity of the CASAP Coalition is evident among those with MOAs .

H. Recruitment and Training Plan:

1.	Recruit students on the Brenham and Bryan campuses as classes begin in the spring semester with community mobilization events and throughout the semester.
2.	Collaborate with Blinn's Residential Program in Brenham to offer trainings to Dorm Directors, Resident Assistants and students.
3.	Recruit students of other campus organizations (e.g. Honor Society, Psychology Club, Faith-based organizations)
4.	Recruit through the Washington County Chamber of Commerce
5.	Recruit local government officials and staffs

6.	Continue to recruit and give presentations to parents/families in the Hispanic community.
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I. Evaluation:

Describe how you will track your process through the Strategic Prevention Framework (SPF), implementation of each strategy, and outcomes for each strategy.

1.	Submit monthly measures reports.
2.	Submit quarterly reports to Quality Management Team.
3.	Submit monthly reports to the BVCASA Board of Directors.
4.	Collect meeting evaluations for CASAP Coalition meetings.

J. Sustainability Plan:

1.	Recruit and involve Coalition partners in all discussions relating to strategies.
2.	Provide orientation to the requirements of the HHSC concerning effective operation (Strategic Prevention Framework), and necessary training.
3.	Assign tasks as capabilities allowed to Coalition members.
4.	Report outcomes monthly to Coalition.
5.	Identify new sectors in the community lacking in substance-abuse education.
6.	Give substance-abuse prevention education presentations to new sectors of the community, and committed to follow-up when invited.