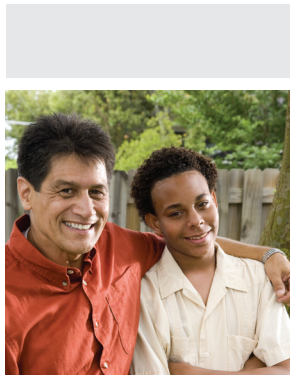




STRATEGIC PREVENTION FRAMEWORK-
PARTNERSHIPS FOR SUCCESS GRANT*
EXECUTIVE PROFILE
JO DAVIESS COUNTY

Program Supervisor: Beth Johnson
Program Coordinator: Joanne Muzzey
Evaluator: Center for Prevention Research and Development
Period Covered by Report: March 2015 – June 2020
Report Date: June 5, 2020



*Strategic Prevention Framework Partnerships for Success Catalogue of Federal Domestic Assistance No. 93.243 funded by Substance Abuse and Mental Health Services Administration through a grant administered by the Illinois Department of Human Resources

¹ Images in the report are from the Parent Communication Campaign and were selected by parent focus groups and sampling completed in 2017-2018 in Jo Daviess County.



INTRODUCTION AND ASSESSMENT

JDC is a rural community with a population of 22,000. The 2014 Illinois Youth Survey (IYS) identified that 8th – 12th grade youth in Jo Daviess County reported high use behaviors related to alcohol, and exceeded state 30 day alcohol use by 8%. JDC was selected by Illinois Dept. of Human Services (IDHS) to apply for the SPF-PFS grant, based on the 2014 data and JDC had limited prevention services in place. FHN Family Counseling Center applied and was accepted as the provider for the grant.

Goals

- Decrease underage drinking among 8th – 12th grade youth by IYS 2018. (30 day alcohol use).
- Impact one or more contributing factors related to underage drinking among 8th – 12th graders in JDC.

	Past 30-Day Use		
	JDC	State	
	2014	2014	% Difference
8th Grade	23%	15%	-8%
10th Grade	35%	27%	-8%
12th Grade	52%	44%	-8%
OVERALL	37%	29%	-8%

The **contributing factors** identified from a review of the IYS data, town hall meetings, and a youth focus group:

- Low Perceived Risk (Low Perceived Risk of Harm) (9% higher than state level)
- Permissive Social Norms (Permissive Community Norms) (10% higher than state level)
- Permissive Social Norms (Permissive Family Norms) (8% higher than state level)
- Social Access (Provision by Parents) (10% higher than state level)

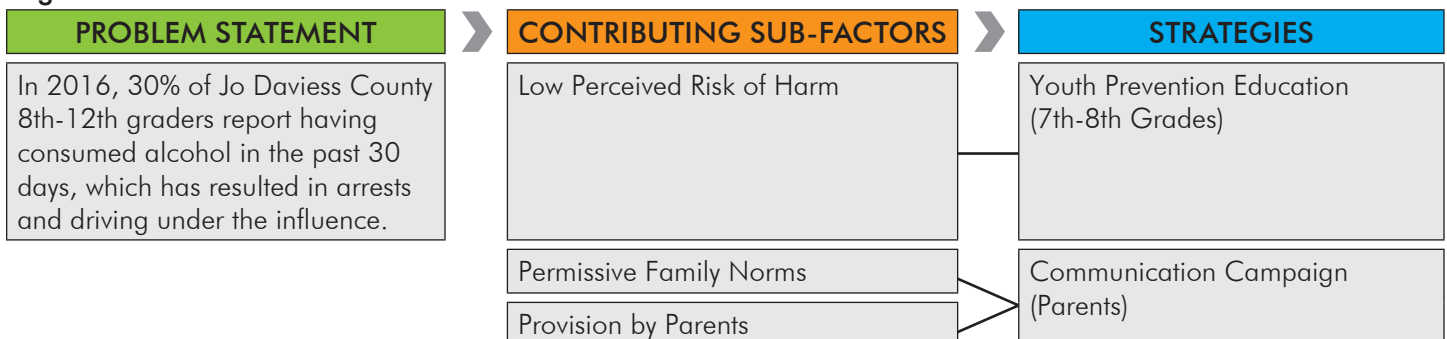
CAPACITY BUILDING

The Jo Daviess County Juvenile Justice Council (JDCJJC) partnered with FHN in 2014 to complete a needs assessment, develop, implement, and evaluate a strategic plan. The JDCJJC’s mission statement is: *The reduction and prevention of juvenile delinquency, truancy, and substance abuse in Jo Daviess County.* The council includes representatives of local law enforcement, juvenile justice organizations, schools, businesses, community organizations, faith-based organizations, parent organizations, healthcare services, and youth organizations. The 6 county school districts, the JDC Health Department, and local community organizations also partnered with the JDCJJC to address underage drinking. The awarding of the Jo Daviess County Country Fair Charities grant in June 2019, has provided funding for sustainability and additional capacity building opportunities for the JDCJJC.

STRATEGIC PLANNING

Evidence based best practices, outlined by the state, were reviewed and presented to the JDCJJC in the spring of 2017 by a subcommittee of coalition members that included the SPF-PFS coordinator and representatives from healthcare, schools, media and the community. A Parent Communication Campaign was selected to target 2 of the 3 contributing factors. Youth Prevention Education (YPE) was chosen based on the review of the All Stars curriculum and recommendations from school representatives.

Logic Model





IMPLEMENTATION

The Parent Communication Campaign was developed and implemented in the fall of 2017, based on feedback related to messaging, layout and media sources, which was received from parent focus groups, online surveys and sampling. Intercept sampling and focus groups were repeated annually, resulting in a revision of the campaign materials and additional media sources. The Parent Communication Campaign included newspaper ads in the 3 local papers, direct mail pieces, posters distributed to schools and businesses and billboards. Supplemental communication sources included press releases, community presentations, online surveys, prom packet inserts, Facebook ads, school sports programs, banners and a parent video contest. (www.fhn.org/IYS)

All six county junior high / middle school (430+ /year) students participated in the YPE program, since spring of 2018, with five of the six schools completing All Stars Core and All Stars Booster curriculum for the 7th and 8th graders the past two years.

Prevention First was instrumental in providing technical assistance, training, resources, and support to staff and coalition members, which contributed to the successful implementation of the strategies.

EVALUATION

Evaluation and sustainability of the strategies will be ongoing by the JDCJJC. A sampling of 100 parents was completed at River Ridge School in July, 2019, regarding the Parent Communication Campaign. Fifty four percent recalled seeing messaging related to underage drinking in the past 6 months.

Over the past two years, all six school district administrators have supported the implementation of All Stars in their 7th and 8th grade classes. Which resulted in nearly 100% participation by the 7th grade students and over 80% participation of the 8th grade students in the county.

The Center for Prevention Research and Development supported the schools and the JDCJJC with comprehensive IYS reports and interpretation of the data. The results from the 2020 IYS will measure the effect of the parent communication campaign on the overall goal to decrease 30 day alcohol use in the 8th – 12 grades population, while the results from the 2022 and 2024 surveys will demonstrate effectiveness of the YPE on the goals.

SUSTAINABILITY

- The six JDC schools have agreed to continue to participate in the biennial Illinois Youth Survey and to continue the facilitation of All Stars or other evidence based YPE program.
- A grant was awarded to the JDCJJC by the Jo Daviess County Country Fair Charities, which will help support All Stars Core and Booster YPE for all six schools in the county.
- A cost benefit analysis of the Parent Communication Campaign will be completed by the JDCJJC following a review of the results from the 2020 IYS.
- FHN's Substance Use Prevention Services IDHS grant was extended to include Jo Daviess County effective July 1, 2020. The funding will support a staff position, YPE curriculum, and two communication campaigns.

CULTURAL COMPETENCE AND HEALTH DISPARITIES

According to the U.S. Census Bureau, JDC demographics are 97% white. A Health Disparities plan was developed in 2018. The strategies identified in the plan focused on the 0.7% African American population and included adding culturally diverse images to the parent communication campaign materials and ongoing review of the CLAS standards. The plan is reviewed annually for opportunities to improve cultural competence and identify at risk populations.

CHALLENGES AND SUCCESSES

- School closures in March 2020 and social distancing restrictions has temporarily limited YPE implementation to meet fidelity standards.

- Implementation of YPE at all 6 county middle schools.
- Commitment to continue YPE by schools.
- Community support of YPE.



IMPACT ON UNDERAGE DRINKING IN THE COMMUNITY

In 2018, all 6 schools had 71% of eligible students participate in the IYS, which was a 10% increase from 2016. Only five schools participated in the 2020 IYS due to the pandemic closures.

	JDC – 30 day reported alcohol use		
	2014	2016	2018
8th Grade	23%	14%	16%
10th Grade	35%	29%	21%
12th Grade	52%	46%	50%
OVERALL	36.7%	30%	29%

RESPONSE TO THE PROBLEM AND NEEDS

One of the contributing factors identified in the initial assessment was the permissive community and family social norms related to underage drinking. The sampling, completed at the JDC Health Expo in April 2019, found 75% of the participants acknowledged that we need to take action to decrease underage drinking, 25% admitted to knowing an adult who provided alcohol to a minor. The Parent Communication Campaign is designed to address these issues in the community through education and resources and is reaching every household and business in the county.

All Stars, Building Bright Futures, is providing middle school students goals and skills to achieve their desired futures by avoiding risky behaviors such as alcohol use. The program has been well received by the teachers. The students have responded positively by making strong realistic commitments. In 2019, sixty five percent of students responded that All Stars made them usually / always think about what is important to them as they grow older.

CONCLUSION

An overall decrease of 7.7% of reported 30 day alcohol use by 8th – 12th graders, between 2014 and 2018, on the IYS, is an encouraging trend. The YPE program will be sustained in the county through the support of FHN’s SUPS grant funding and the JDC schools’ administration. With the added implementation of the Parent Communication Campaign, JDC will continue to change the social norms to make underage drinking an unacceptable norm. The results from the 2020 IYS will be the first data to represent a correlation to the strategies implemented in 2018.

JO DAVIESS COUNTY SPF-PFS TIMELINE

