Drug Free Tipton

Annual Evaluation Report 2015-2016

epiphany community services

Drug Free Tipton Annual Report 2015-2016

Drug Free Tipton is actively working to reduce substance use in Tipton County, TN. This report covers activities from October 1, 2015, through September 30, 2016, available in Reaching Software data collection system as well as information available through observation.

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

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

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

- Lack of Awareness of General ATOD
- Social access to alcohol
- Retail access to alcohol and tobacco
- Accessibility of prescription drugs
- Availability of prescription drugs
- Tobacco promotion

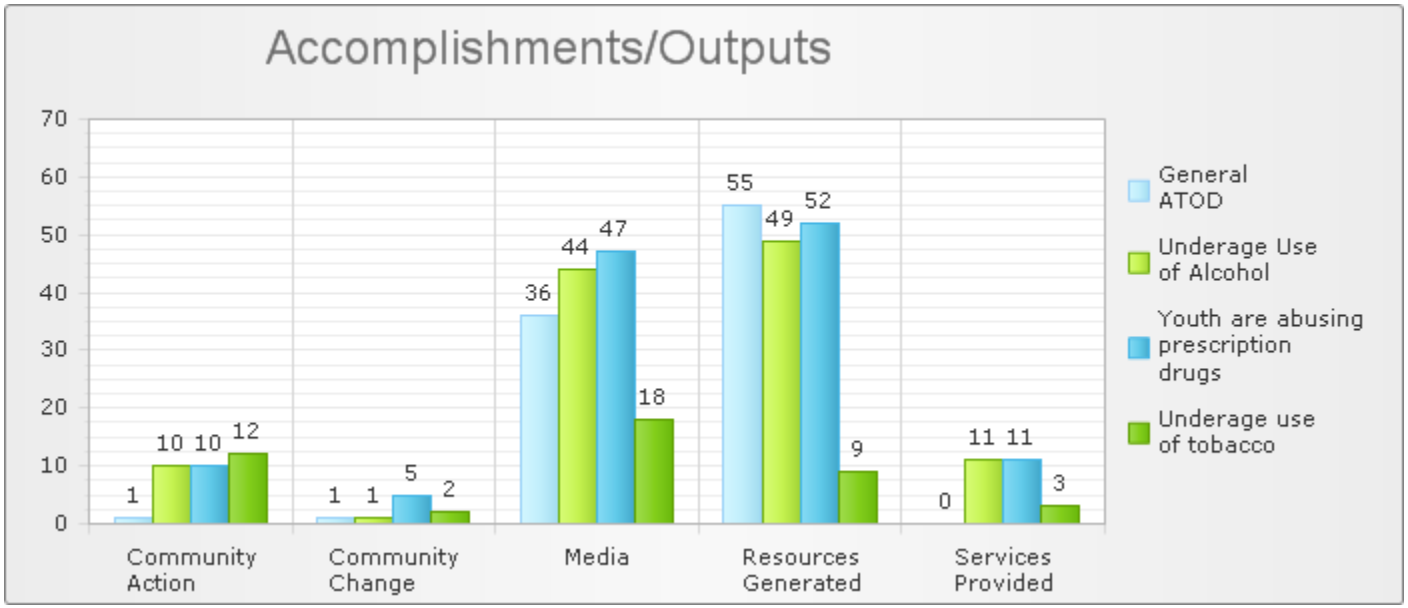
- Tobacco community norms

They have worked to address the following specific local conditions:

- Alcohol is available at parties
- Clerks are knowingly selling alcohol and tobacco to minors
- Clerks do no always card according to state law
- People share their prescription drugs with others
- Retail outlets have tobacco signage outside their store
- The sales floor space of retail outlets is saturated with tobacco signage
- Tipton County does not have any permanent prescription drug collection boxes
- Vapor product use is not included in all smoking policies countywide

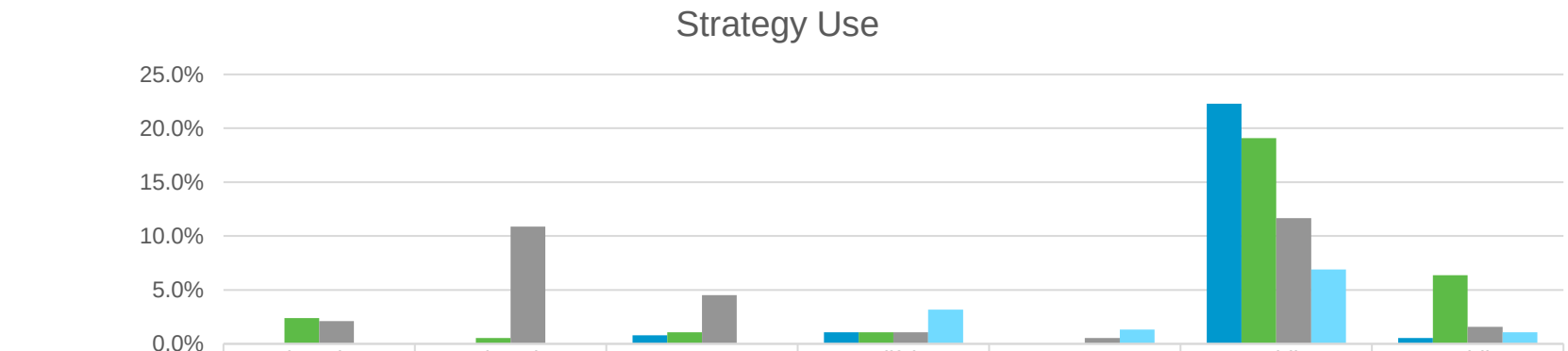
Summary of Accomplishments

During the available data period, the coalition has generated 374 accomplishments/outputs addressing a broad range of problems. Resources generated were the most common output at 43.6%. The greatest number of outputs addressed the problem of youth prescription drug abuse (reported 33.4%). Twenty-four point one percent of the coalition's activities used environmental strategies. The coalition also implemented 15 organizational improvements.



Strategy Use

The coalition engages in multiple strategies to affect its intended outcomes. Over the reporting period, the coalition engaged in seven of the seven behavior change strategies. The most commonly used strategy was providing information (reported 59.9%). Twenty-four point one percent of the coalition's outputs used environmental strategies. Enhancing access/reducing barriers was the most common environmental strategy. The most common problem addressed with environmental strategies was prescription drug use.

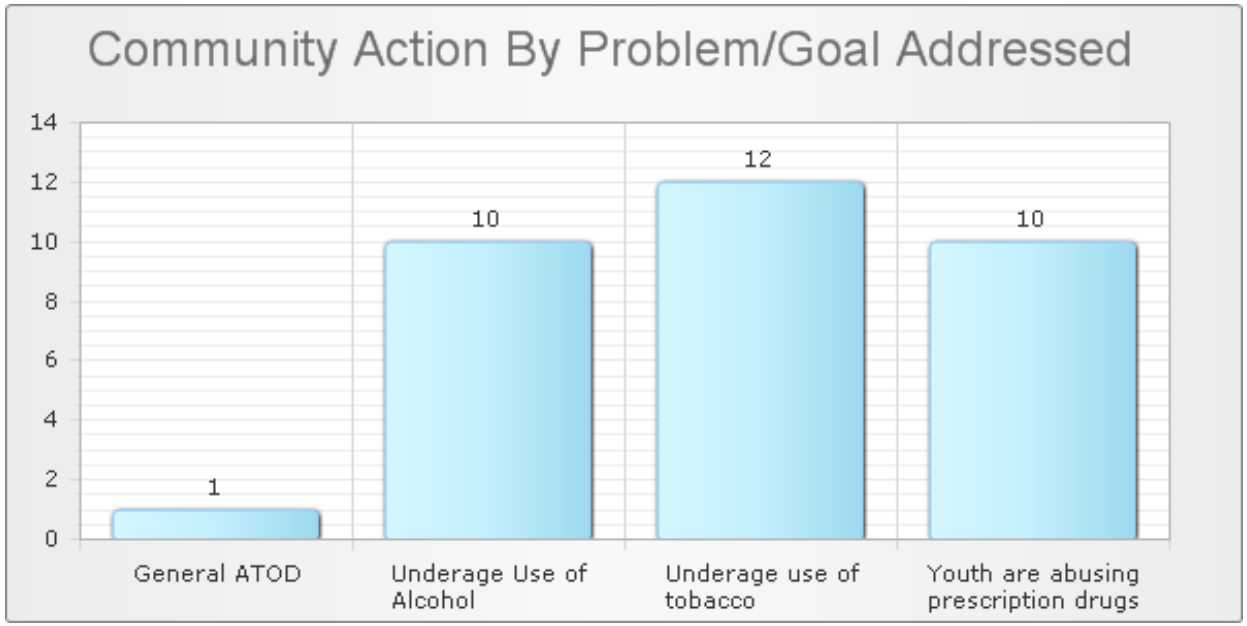


	Changing Consequences	Enhancing Access	Enhancing Skills	Modifying Policies	Physical Design	Providing Information	Providing Support
General ATOD	0.0%	0.0%	0.8%	1.1%	0.0%	22.3%	0.5%
Alcohol	2.4%	0.5%	1.1%	1.1%	0.0%	19.1%	6.4%
Prescription Drugs	2.1%	10.9%	4.5%	1.1%	0.5%	11.7%	1.6%
Tobacco	0.0%	0.0%	0.0%	3.2%	1.3%	6.9%	1.1%

Community Action

As coalitions are uniquely designed to create change, they must act to create these changes in policy, program and practice. Community actions must be related to a subsequent community change. These actions must be facilitated by or on behalf of the Coalition and must be aimed at the issues the Coalition is working on. The Coalition reported 33 community actions

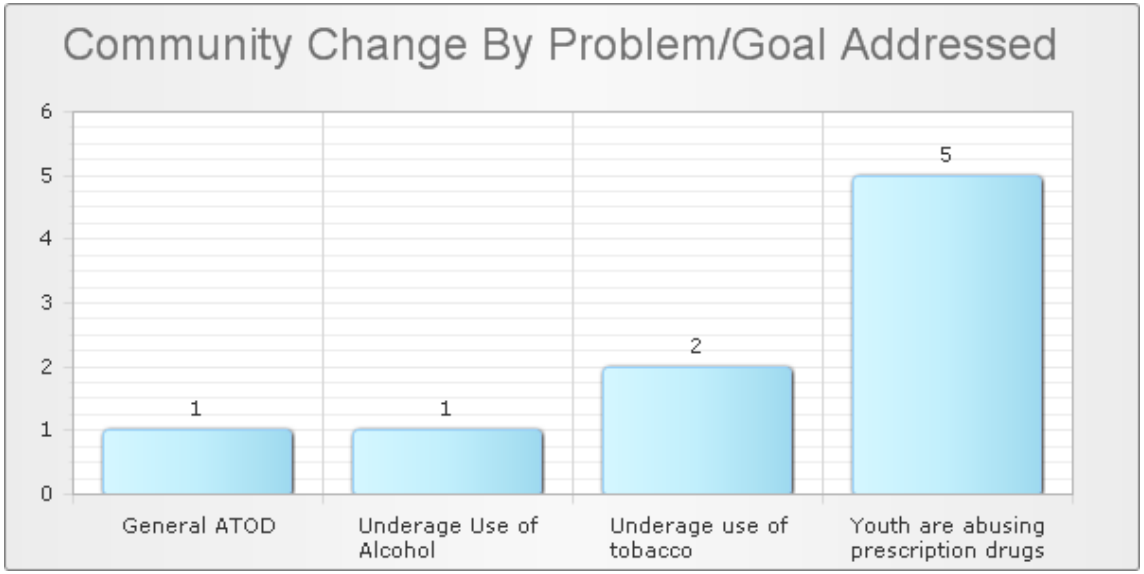
- Developing new partnerships to address prescription drug abuse
- Planning for first time Prescription Drug Summit
- Efforts towards tobacco free parks in multiple communities
- Efforts towards increasing fines for alcohol outlets that sell to minors
- Monitoring legislation on wine sales in stores
- Advocacy around prescription drug monitoring database, legalizing marijuana, and e-cigarettes



Community Change

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

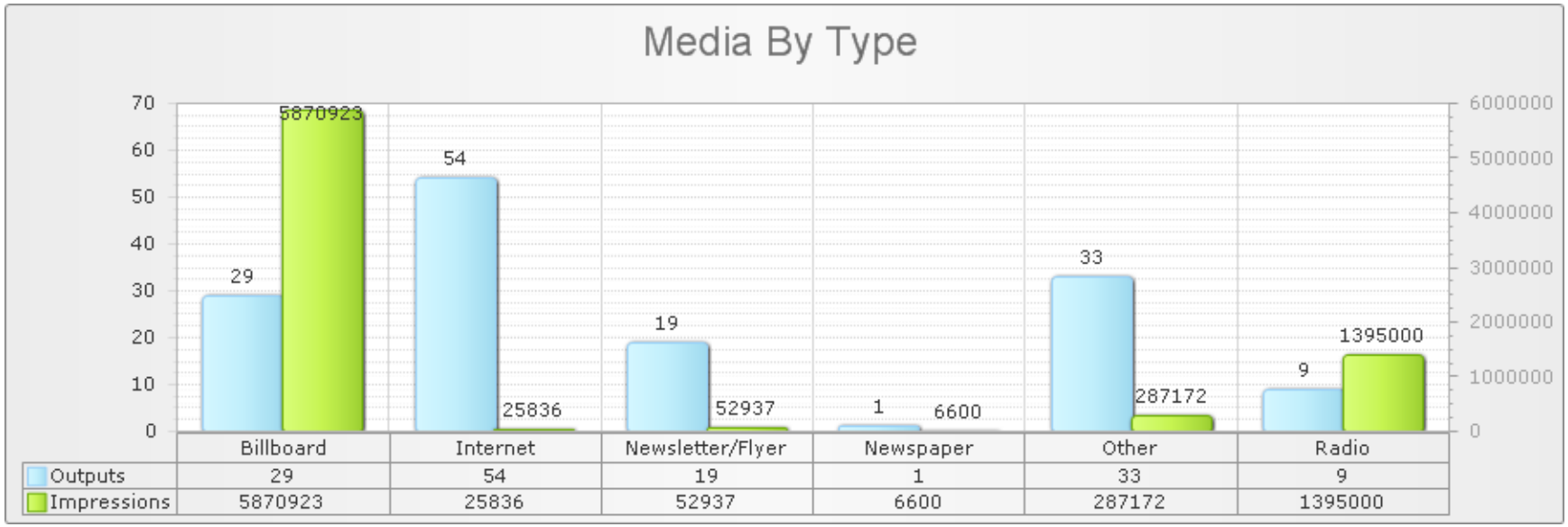
- "A Dose of Reality" prescription drug event
- New partnerships with area coalitions
- City of Covington parks prohibit tobacco and e-cigarette use
- Crestview Middle School Family Fun Night
- tip411 Alert System
- Neonatal Abstinence Syndrome information provided as part of the intake process at Tipton County Jail
- Community Outreach Breakfast
- Munford and Covington Police Departments installed prescription drug drop boxes



Media

Coalitions seek to bring attention to their issues. Media outputs occur when the coalition either creates or receives coverage for its activities, events, initiatives or projects. In the reporting period, the coalition generated 7,638,468 media impressions through their work. Most impressions came through billboards. The most outputs came through the internet.

- Billboards and radio ads promoting prescription drug disposal locations and the importance of locking medications
- Promotion of tip411 including posters, flyers, and billboards
- “Be the Wall” materials distributed
- Distribution of prevention and coalition materials at community and coalition events
- Facebook posts

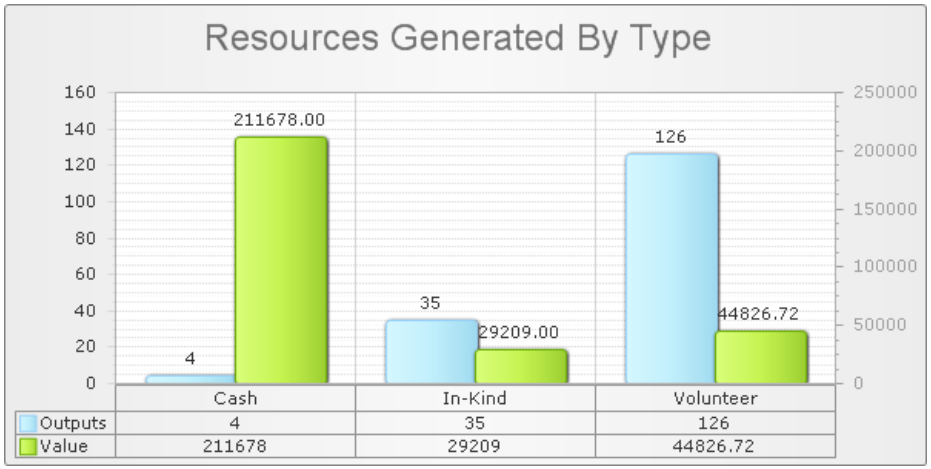


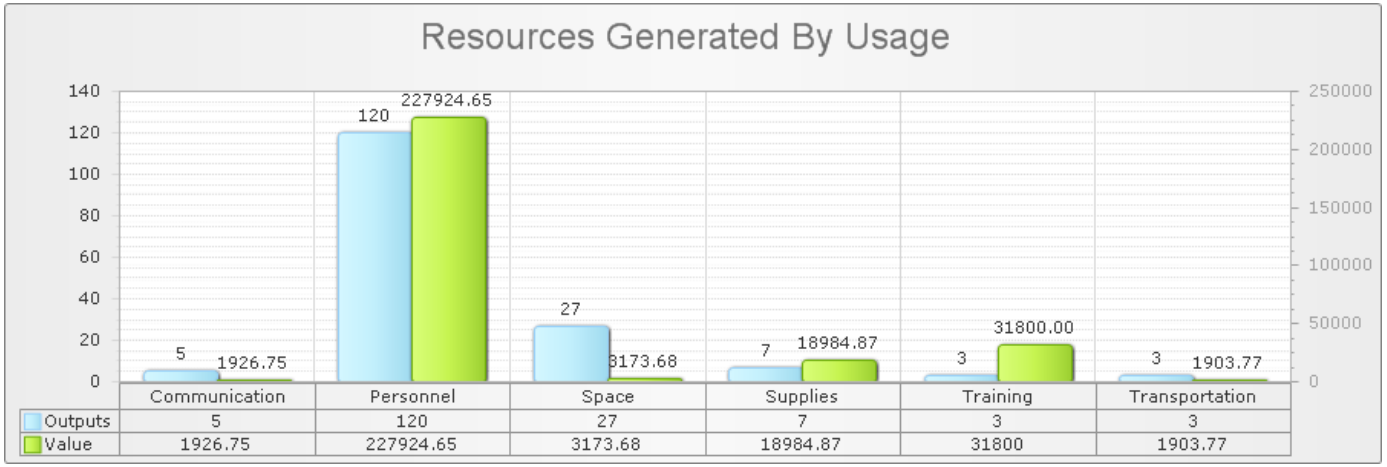
	Billboard	Internet	Newsletter/Flyer	Newspaper	Other	Radio
Outputs	29	54	19	1	33	9
Impressions	5870923	25836	52937	6600	287172	1395000

Resources Generated

Coalitions mobilize resources to obtain their desired result. Resources Generated captures the acquisition of funds for coalition project and initiatives. Typically, resources are generated through grants, donations, and the gift of in-kind or volunteer hours. The coalition generated $285,713.72 in resources over the available data period. Outputs came from cash, volunteers and in-kind. Most funding was used for personnel.

- Adult and youth coalition members' participation in meetings, presentations, and events
- Space donated for coalition meetings and events
- Donation of space in local newspaper and radio ads
- Law enforcement time for investigating tip411 calls and prescription drug disposal
- Drug Free Communities, TN Block grant, Health West, and Generation Rx grant funding

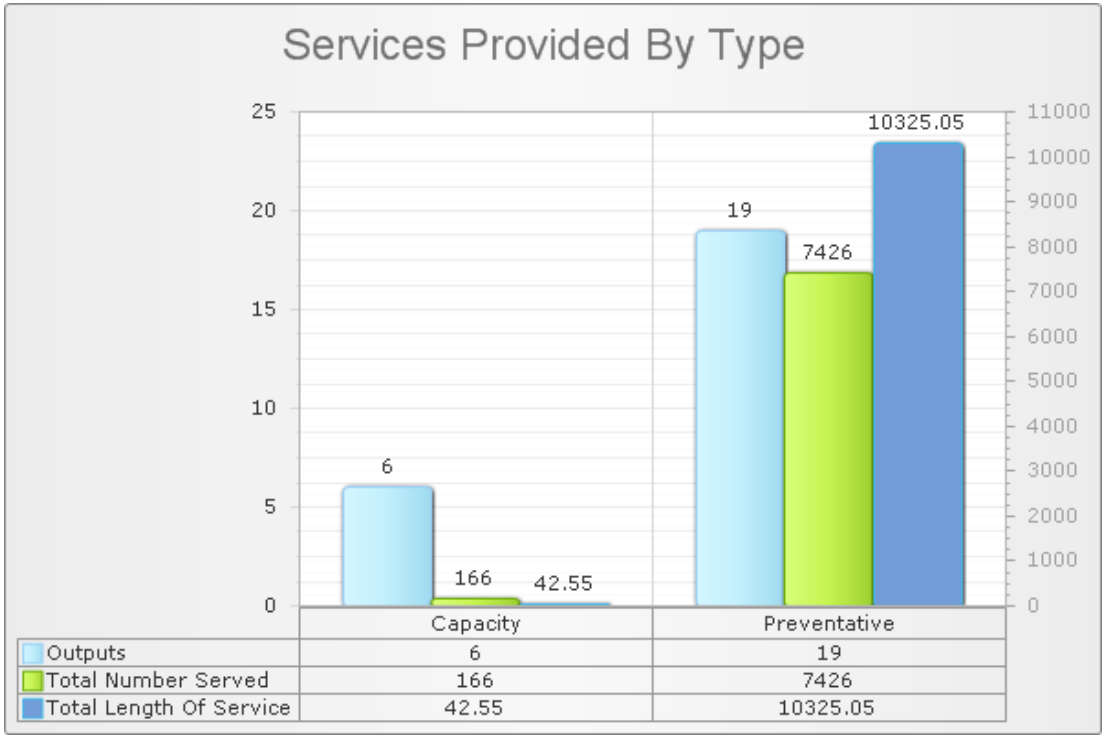




Services Provided

Coalitions seek to provide or coordinate services. Services are those events that encompass two-way communication such as skill building activities and opportunities. These include classes, workshops, and screening. The coalition provided service to 7,592 people during the reporting period. Most the coalition's services provided outputs were preventative.

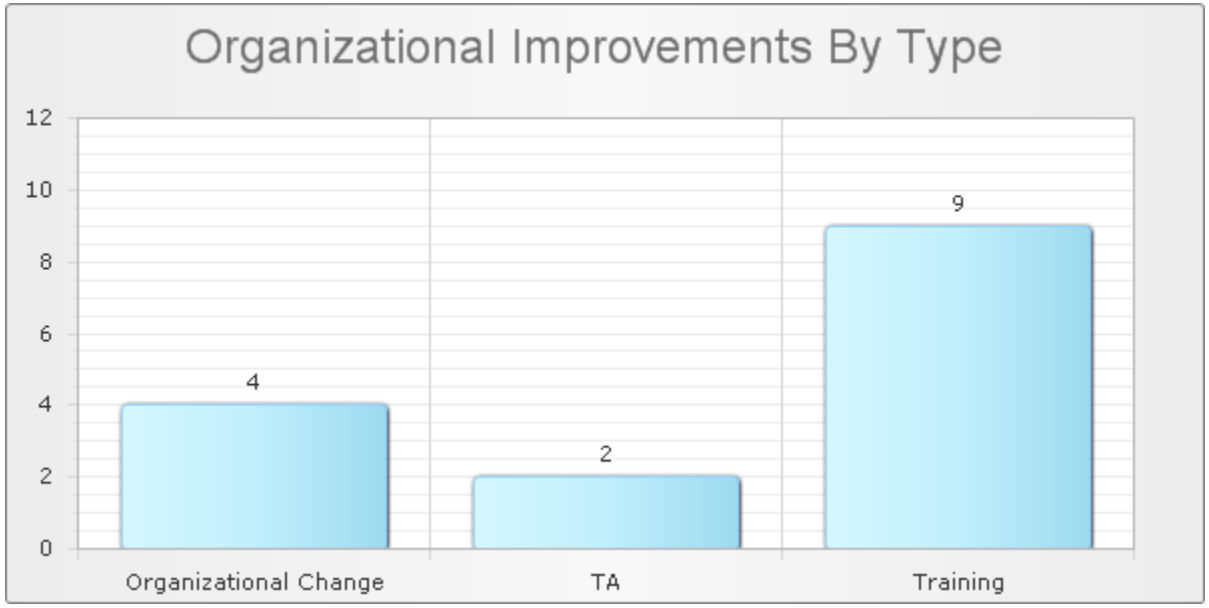
- Prescription drug disposal and lock boxes
- tip411 investigations
- “A Dose of Reality” event
- Community presentations
- Public recognition of law enforcement for their support
- Tobacco prevention training
- BMX Show
- tip411 training with school nurses



Organizational Improvements

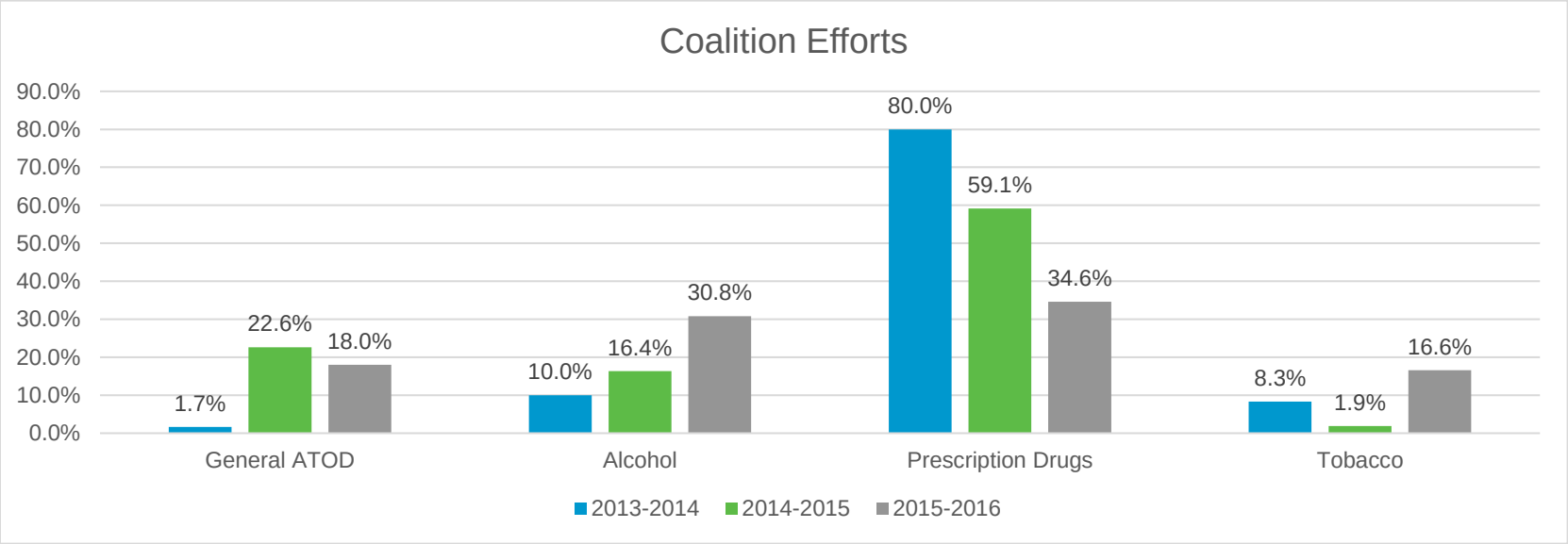
Coalitions are uniquely designed to create change external and internal to the coalition. Organizational Improvements are classified in three ways: Organizational Change; Training Attended; and Technical Assistance. Each of these is aimed at improving how the coalition functions. The coalition completed 15 organizational improvements from October 1, 2015 to September 30, 2016.

- National, state, and local training relevant to coalition issues and capacity building for staff and members
- Revised logic models
- Youth members attended Tennessee Youth institute

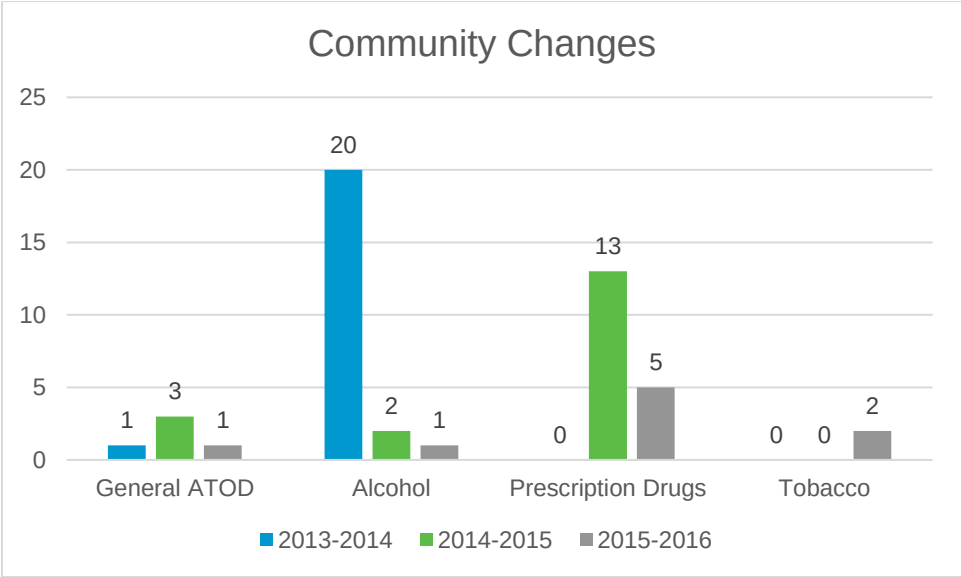


Relationship to Past Work

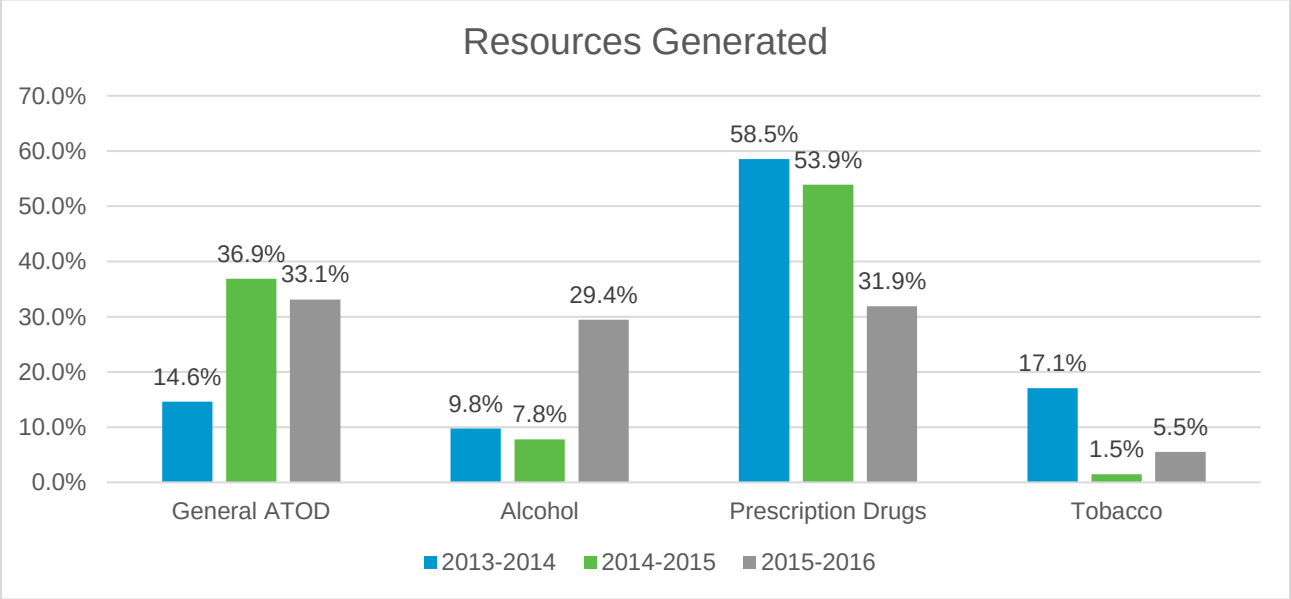
As the work of the coalition improves, it becomes more targeted to specific outcomes. The intent of the evaluation methodology focusing on what the coalition is doing is to provide insight into whether the work is going to affect their intended outcomes. By looking at a multi-year comparison i.e. October 1, 2014-September 30, 2015 related to October 1, 2015-September 30, 2016 assumptions on the focus of the work can be made. The following table details efforts (outputs) related to the long-term outcomes of the coalition not including resources generated. The coalition increased its focus on tobacco and alcohol over the past year.



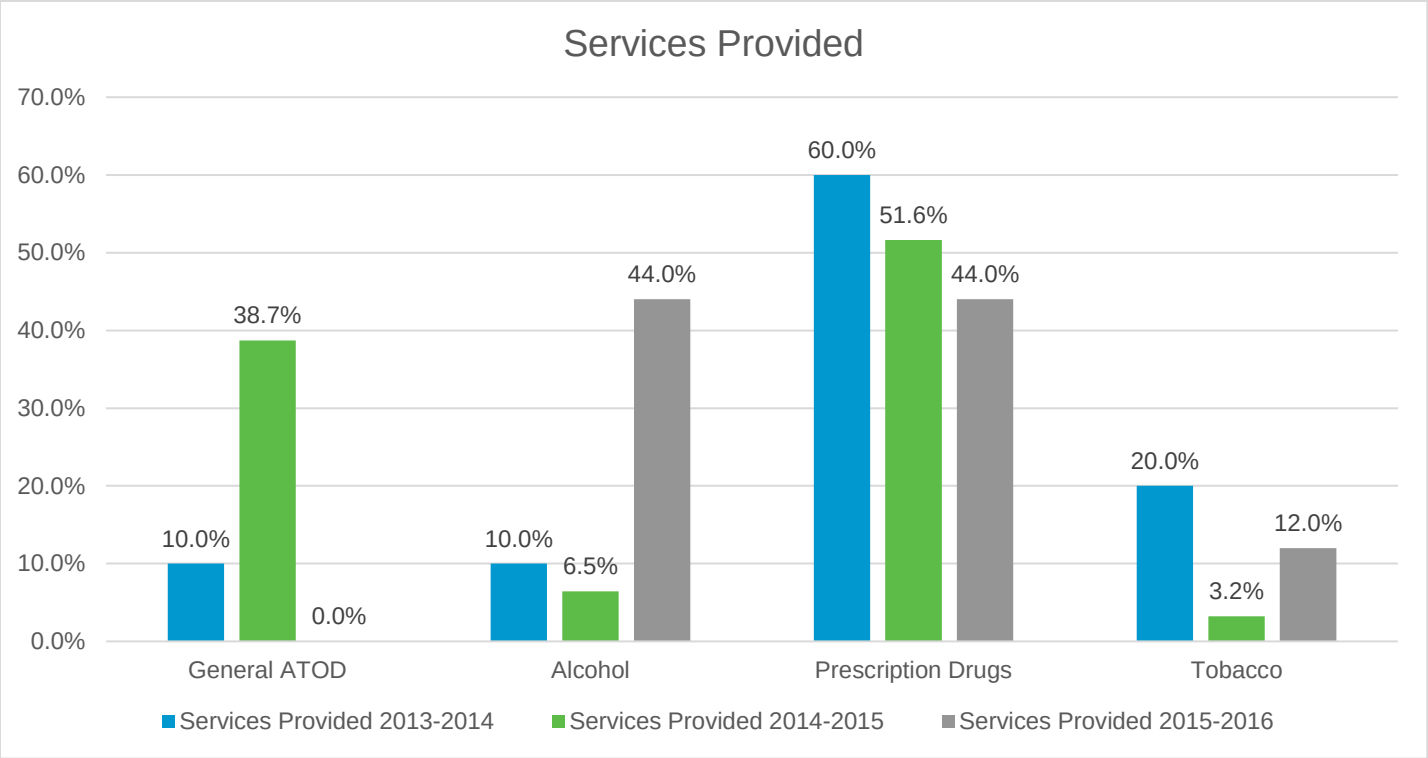
Community Changes are the specific changes in policy, practice or program in a community. These determine the coalition efforts to environmental and institutionalized changes in the community which often lead to changes in behavior. It is important to track these as they are a key component of the analysis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



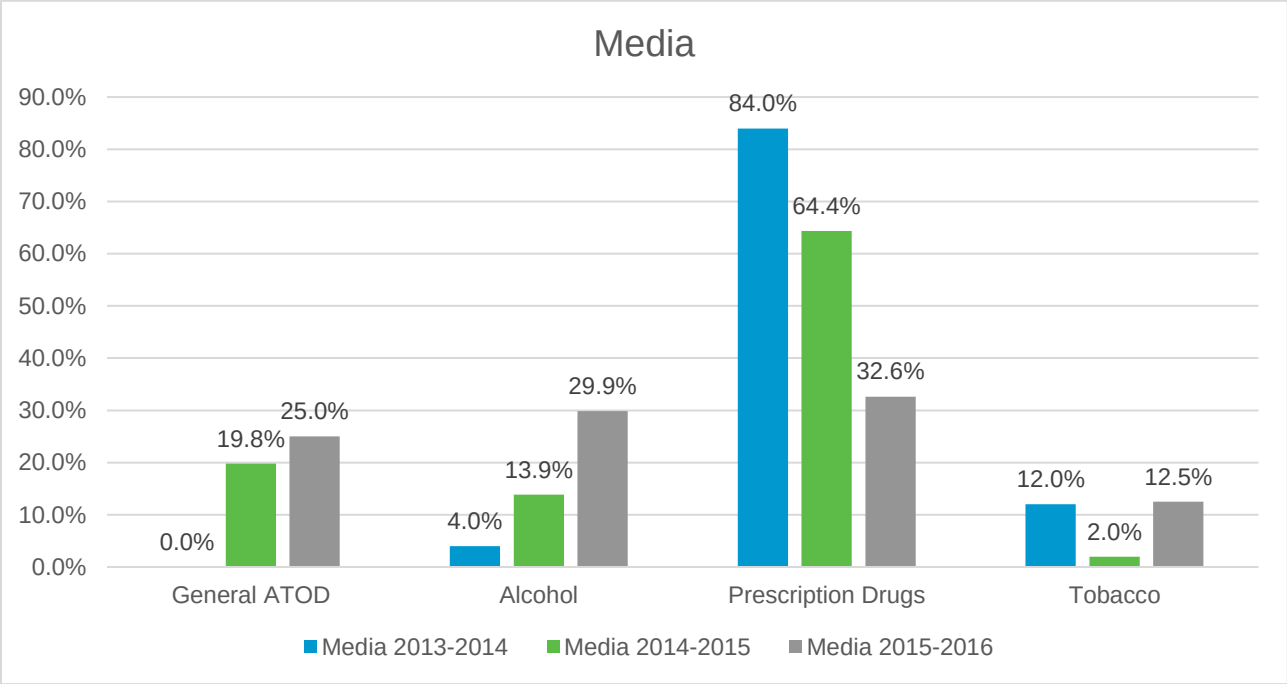
Generally, resources are generated to address multiple issues. When the coalition is being more targeted in their work, they tend to seek and dedicate resources to those priority areas. The following table shows the change in investment by the coalition over the compared reporting periods.



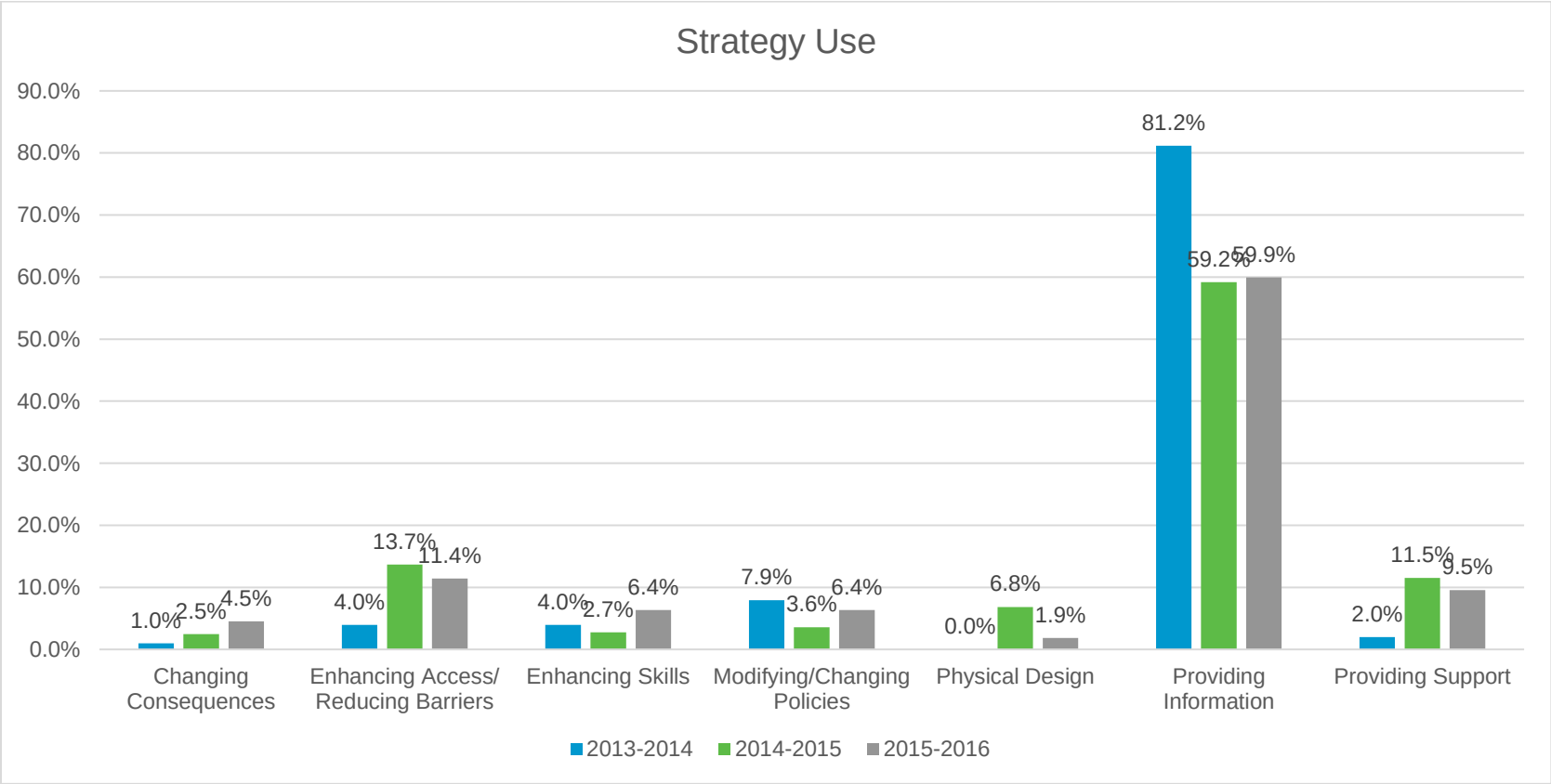
The coalition has focused its services provided to specific problems instead of educating the community on the broader issue of General ATOD use.



The coalition has become less specific in its media work with an increasing the percentage of media focusing on general ATOD. This demonstrates a decreased dedication by the coalition to specifically use media to reach its intended outcomes.



Coalition efforts are tracked by the type of strategy they utilize in reaching their goal. There are seven strategies of community change. While it is important to use multiple strategies to address singular problems and goals research indicates that a concentration on the environmental strategies of changing/modifying policies, enhancing access/reducing barriers-enhancing barriers, reducing access, changing the physical design and changing consequences leads to a greater chance of behavior change in the target community. The coalition has slightly decreased its use of environmental strategies from 26.6% in 2014-2015 to 24.1% in 2015-2016. This decrease is a concern and indicates a need to monitor the coalition's efforts to ensure work is targeting community-wide behavior change.



Contribution to Community Outcomes

Coalition action toward outcomes relates to actual changes in community conditions and behaviors. These are determined by the coalition's logic model and related indicators. The following section details the work of the coalition as it relates to changes in the intended outcomes. Over the next year the coalition, with the support of ECS, will update indicators to allow for an analysis to occur.

Key Events

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

- Extended Controlled Substance Database to monitor controlled substances
- Collaborative multi-agency (local, state, and federal) compliance check sweeps
- Tennessee Department of Health entrusted with Tobacco Settlement program
- Tipton County indicted 170 people as a result of a yearlong operation.

Conclusion

Over the past year, the coalition has completed 374 outputs related to general ATOD use, underage drinking, youth prescription drug use and tobacco use. The majority of its work has targeted prescription drugs and has used the strategy of providing information.

Areas of Success

The coalition has been successful in many areas from October 1, 2015 through September 30, 2016 and should celebrate these accomplishments. These successes include:

- Successful relationship building with new community leaders
- Staff members have taken advantage of available technical assistance and training
- Continued efforts to engage community youth
- Successful policy changes including tobacco and e-cigarette free park
- Building collaborative efforts for sustainability post Drug Free Communities funding
- Concentration of efforts on specific problems

Areas of Improvement

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

- There was a reduction in the number of community changes accomplished
- A slight decrease in the number of environmental strategies implemented by the coalition
- A slight increase in the number of outputs targeting general ATOD
- Coalition accomplishments may be missing in the Reach system. This may include community actions, community changes, services provided and work funded by non-DFC grants.
- There is the need to increase the internal capacity of coalition membership through training and technical assistance.

Recommendations

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

- One of the primary recommendations is for the coalition to continue to diversify its strategy use and concentrate on implementing environmental strategies. The coalition should focus its efforts on implementing community changes that target coalition priorities as established in the coalition's logic model. Both community changes and environmental strategies are the foundations for creating long-term community change. It is also important for the

coalition to track its community actions so even if a community change does not occur there is still a record of the coalition's efforts in targeting community change.

- It is also important for the coalition to continue to target its efforts. The coalition has specific and actionable logic models that should guide this work and help the coalition increases its targeted efforts. An active evaluation committee will support the coalition to keep on track and should identify areas where the coalition has gone off track.
- The coalition will be further trained on the use of the Indicator Engine in Reaching Software. It is important for the coalition, with support from ECS, to work to collect data in areas related to coalition logic models. This might include tracking the pounds or number of pills collected at prescription drug boxes or take back events and youth survey results.
- Limited participation in capacity building efforts by coalition members was reported. A trained and knowledgeable coalition in the fields of coalition processes, prevention, and current issues is key to a sustainable coalition. If members are participating in training and technical assistance this information should be reported. If there is limited capacity building by members developing and implementing a plan to increase capacity would support coalition sustainability.
- Resources to help the coalition track their work and to better use Reaching Software can be found through the ECS member portal online and our regular monthly trainings.