



CPIP 2021-22 STRATEGIC PLAN

Community Assessment

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Community Assessment

Alcohol

Data:

Youth ages 12 - 20 often binge drink

Youth who drink before age 15 are 5 to 7 times more likely than those who start drinking after age 21 to develop alcohol problems

Missouri Student Survey 2020:

- Past 30 day use 14.4%
- 'Very' or 'sort of easy' to get alcohol 53.4%
- Peers believe someone your age would be 'pretty cool' or 'very cool' if they drank alcohol 21.9%
- 'No' or 'slight risk' if they drink alcohol (no dosage specified) 38.9%
- 44% of Rockwood students who report using alcohol had their first drink by the age of 13
- Average age of first use in Rockwood is 14

Listening Sessions:

- Students would like a 'safety first' education.
- Alcohol is used more on the weekends while other drugs are used throughout the week.
- Parents knowingly and unknowingly provide alcohol to teens.
- "Once you're 16, parents are okay with giving it to you" in Rockwood.
- Fake IDs are easily bought online.
- Or just asking an older person to buy it for you.
- Students are using alcohol to deal with stress, anxiety, and depression.
- Pressure to perform and achieve from adults is high.
- It is also used to be cool or because of peer pressure.
- "It's the smartest kids. The best athletes. You'd never think that."

Risk Factors:

Perceptions of approval of drug-using behaviors in family, work, school, peer, and community environments; chaotic home environments (parents abuse substances or suffer from mental illnesses); ineffective parenting; lack of parent-child attachments and nurturing; inappropriately shy or aggressive behavior in the classroom; failure in school performance; poor social coping skills; affiliations with peers displaying deviant behaviors or substance use; perceptions of approval of drug-using behaviors in family, work, school, peer, and community environments; family history of substance use; favorable parental involvement in substance use; availability of substances; LGBTQ+ identity; experiencing homelessness; ADHD; low perceptions of harm; ACES score; toxic stress.

Protective Factors:

Parental Monitoring, Parents Setting Expectations, Family Attachment, Prosocial Involvement, Connections to school or other org like church, Adoption of conventional norms about drug use.

Problem Statement:

Teens in Rockwood are starting to use alcohol on average at 14 years old, they are using alcohol regularly in their homes, at games, and at parties, and they feel many adults support their use as long as it's done 'safely'.

Root Cause (But Why):

Ease of access, favorable norms, lack of enforcement, retail availability, social availability, community laws & enforcement

Local Conditions (But Why Here):

A number of parents think they are helping students by providing 'safe places' for them to drink. Students report having access to alcohol in homes and from older siblings and friends. Fake ID's are readily available online. Businesses do not require staff to learn how to check IDs. Students report stress, anxiety, and depression.

Key Events:

Homecoming season, Spring Break, Winter Break, Prom, Graduation

Vaping

Data:

School Discipline Incidents in RSD (No. 1 substance):

Year	16-17	17-18	18-19	19-20
No.	72	217	178	70

Missouri Student Survey 2020:

- Past 30-day use 11.8% (down from 18.5%)
- 19.4% (down from 36.9%) of students said it would be 'pretty cool' or 'very cool' if they used e-cigs, mods, or vapes

Listening Sessions:

- Just walk into the right vape store
- Older brother or sister buy them
- Many use a fake ID
- Stress & anxiety
- Pressure to conform

Risk Factors:

Perceptions of approval of drug-using behaviors in family, work, school, peer, and community environments, older age, being male, being white, lacking college plans, having parents who are not college educated, experiencing highly stressful events, perception of risk, peer use, family history of substance use, favorable parental involvement in substance use, availability of substances, LGBTQ+, experiencing homelessness, ADHD, low perceptions of harm, ACES score, toxic stress

Protective Factors:

Parental Monitoring, Parents Setting Expectations, Family Attachment, Prosocial Involvement, Connections to school or other org like church, Adoption of conventional norms about drug use.

Problem Statement:

An increasing number of students are using vapes in and out of school. Schools are struggling with deterring students and supporting students with recurring vaping infractions. Students say they feel strong pressure to try vapes. Addiction is common among students.

Root Cause (But Why):

Social media, ease of access, favorable norms, lack of enforcement, retail availability, social availability, community laws & enforcement, perceptions of applications for stress and anxiety, peer pressure

Local Conditions (But Why Here):

Students report having access to vapes in homes and from older siblings and friends. Fake ID's are readily available online. Businesses do not require staff to learn how to check IDs. Students report stress, anxiety, and depression.

Prescription Drugs

Data:

Missouri Student Survey 2020:

- Past 30-day use 6.6%
- 22.5% of students said it was 'very' or 'sort of' easy to get prescription drugs
- Of the Rockwood students who report using prescription drugs not prescribed to them, over half started using them in elementary school

Listening Sessions:

- Pills are used more around big tests and finals
- Help to focus or help with anxiety
- Students say it's easy to get a refill so they can share or sell theirs
- Medicine cabinets are easily accessible
- Students have old prescriptions around

Risk Factors:

Perceptions of approval of drug-using behaviors in family, work, school, peer, and community environments, perception of risk, peer use, family history, mental health or behavioral issues, trauma, impulse control problems, popular culture, escape and self-medication, boredom, family history of substance use, favorable parental involvement in substance use, availability of substances, LGBTQ+, experiencing homelessness, ADHD, low perceptions of harm, ACES score, toxic stress

Protective Factors:

Parental Monitoring, Parents Setting Expectations, Connections to school or other org like church, Adoption of conventional norms about drug use, access to mental health support

Problem Statement:

Students report using prescriptions that belong to other people from a young age. Students say they need anxiety or ADHD medications to deal with problems. Students report that it is easy to access prescription drugs.

Root Cause (But Why):

Ease of access, favorable norms, lack of enforcement, social availability, perceptions of applications for stress and anxiety

Local Conditions (But Why Here):

It's common for students to have prescriptions for anti-anxiety or ADHS drugs. Athletes who are injured may be prescribed painkillers and allowed to monitor their own use. Families do not get rid of old or expired medications. Parents allow students to take pills on their own and have access to prescriptions.

Cannabis

Data:

School Discipline Incidents in RSD (No. 2 substance):

Year	15-16	16-17	17-18	18-19	19-20
No.	27	23	35	29	34

Missouri Student Survey 2020:

- Past 30-day use 6.7%
- 26% if students reported 'No' or 'slight risk' if they smoke marijuana once or twice a week
- 18.5% (down from 26.9%) said peers would think they were 'pretty cool' or 'very cool' if they smoked marijuana
- 30% said it was 'Very' or 'sort of easy' to get marijuana

Listening Sessions:

- Students reported that marijuana was the most used drug among peers
- Marijuana used in many forms – Dabs, joints, edibles
- Students were confused about the dangers of marijuana because of messaging about medicinal benefits
- Legalization of medical marijuana further confused students about its dangers
- It's easy to go from vaping nicotine to vaping marijuana

Risk Factors:

Perceptions of approval of drug-using behaviors in family, work, school, peer, and community environments, perception of risk, peer use, family history, poor family relationships, broken homes, full-time working mothers, drinking alcohol, being an older adolescent or a young adult, being male, reporting high levels of stress, affiliation with marijuana-using peers, higher socioeconomic status, family history of substance use, favorable parental involvement in substance use, availability of substances, LGBTQ+, homelessness, ADHD, low perceptions of harm, ACES score, toxic stress

Protective Factors:

Parental Monitoring, Parents Setting Expectations, Connections to school or other org like church, Adoption of conventional norms about drug use, access to mental health support, familism, resilient temperament, competencies and skills, prosocial involvement, connectedness, clear and healthy standards for behavior.

Problem Statement:

Marijuana use among youth is on the rise across the country as legalization of recreational and medical marijuana increases availability and reduces the perception of harm. Our high school students report that it is the top used drug among their peers after alcohol and vapes. Marijuana disguised as candy and baked goods will be more prevalent in our community.

Root Cause (But Why):

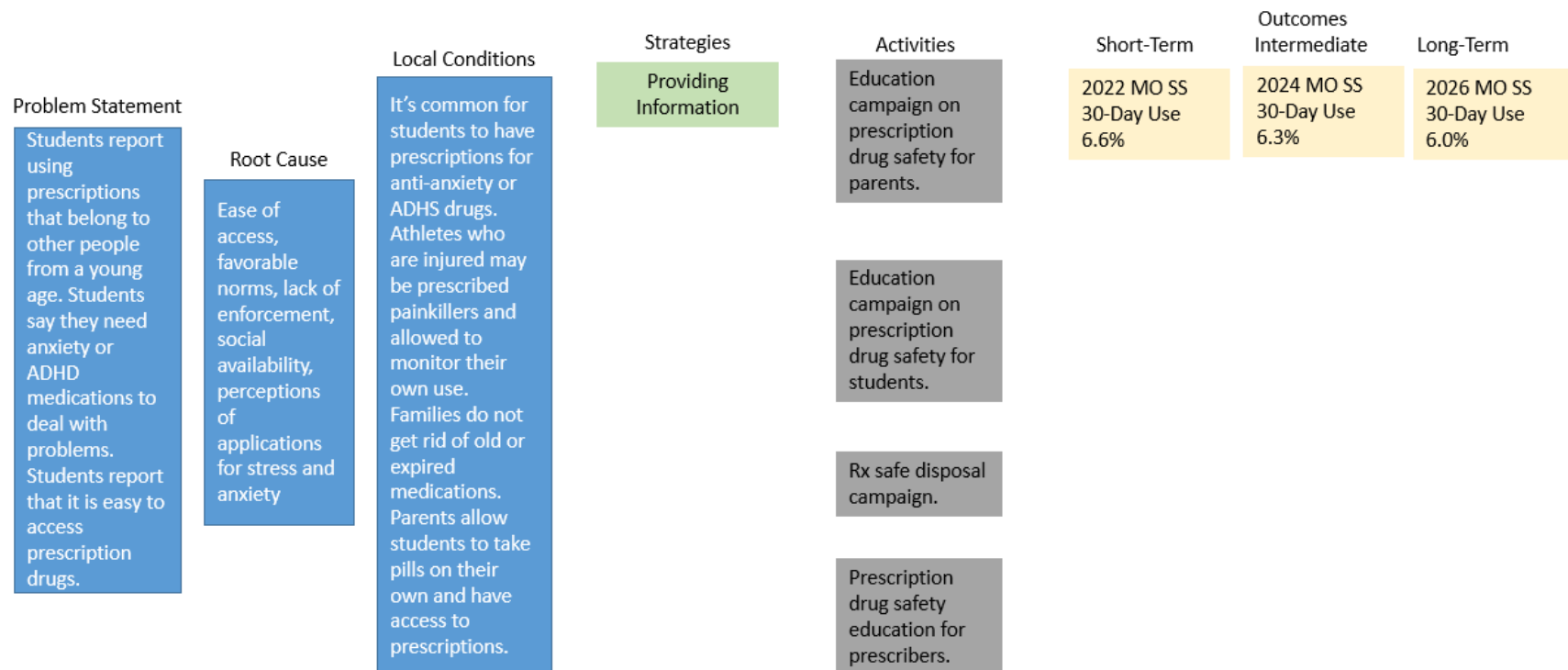
Ease of access, favorable norms, social availability, perceptions of applications for stress and anxiety

Local Conditions (But Why Here):

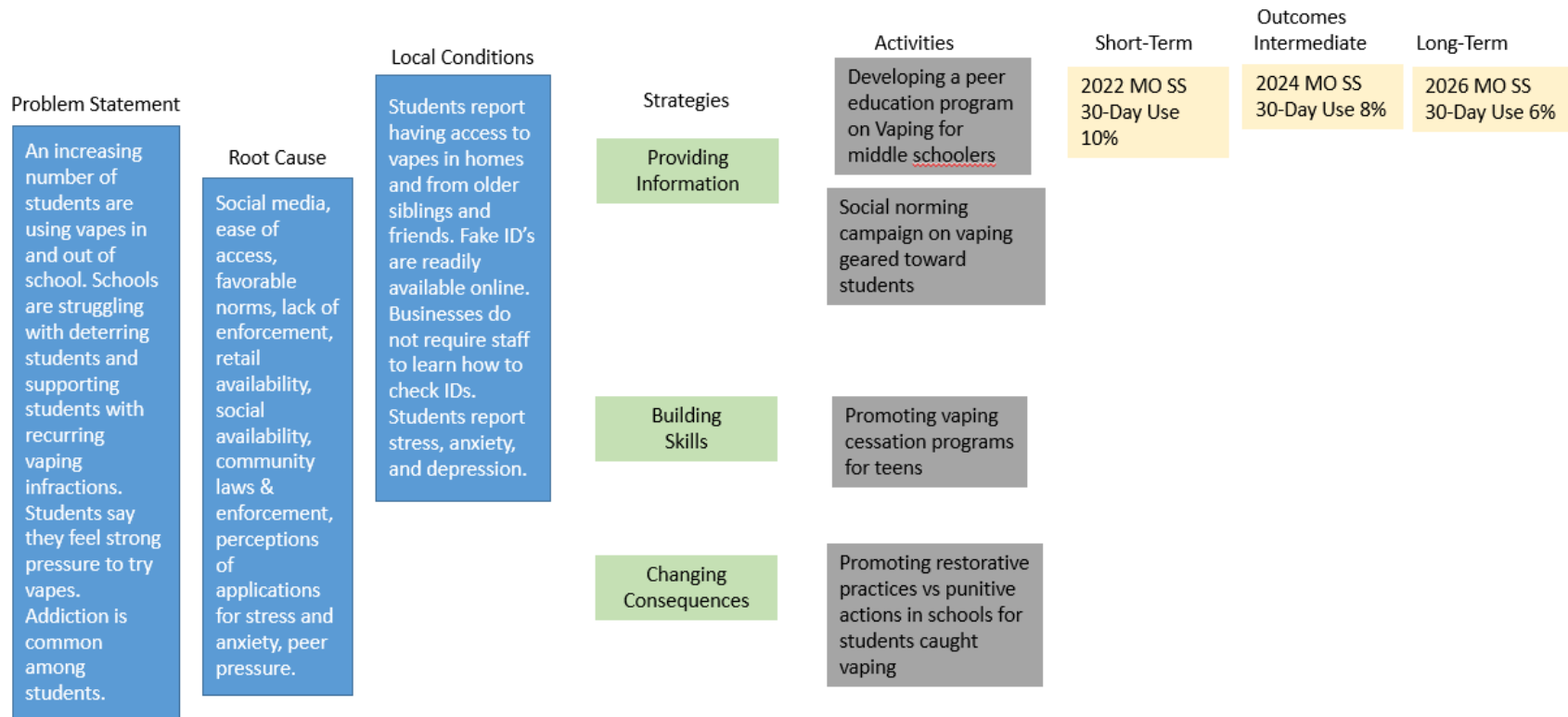
Students receive messaging that marijuana is a health product or medicine, reducing their impression of harm. Marijuana is becoming increasingly available as it is approved for medical and recreational use across the country. It is common for student to transition from vaping tobacco products to vaping marijuana. High drinking rates increase likelihood for marijuana use. Students report feeling stress, anxiety, and depression.

Logic Models

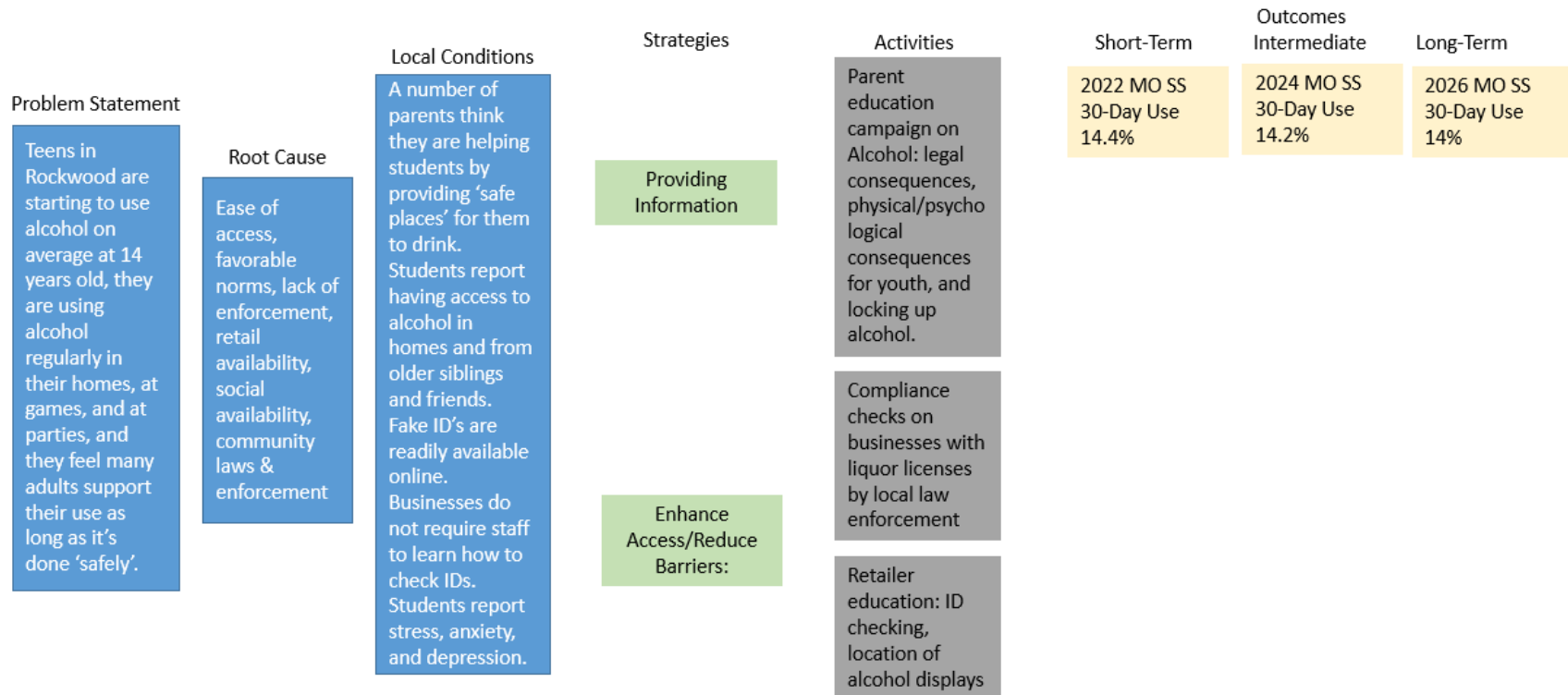
Prescription Drugs



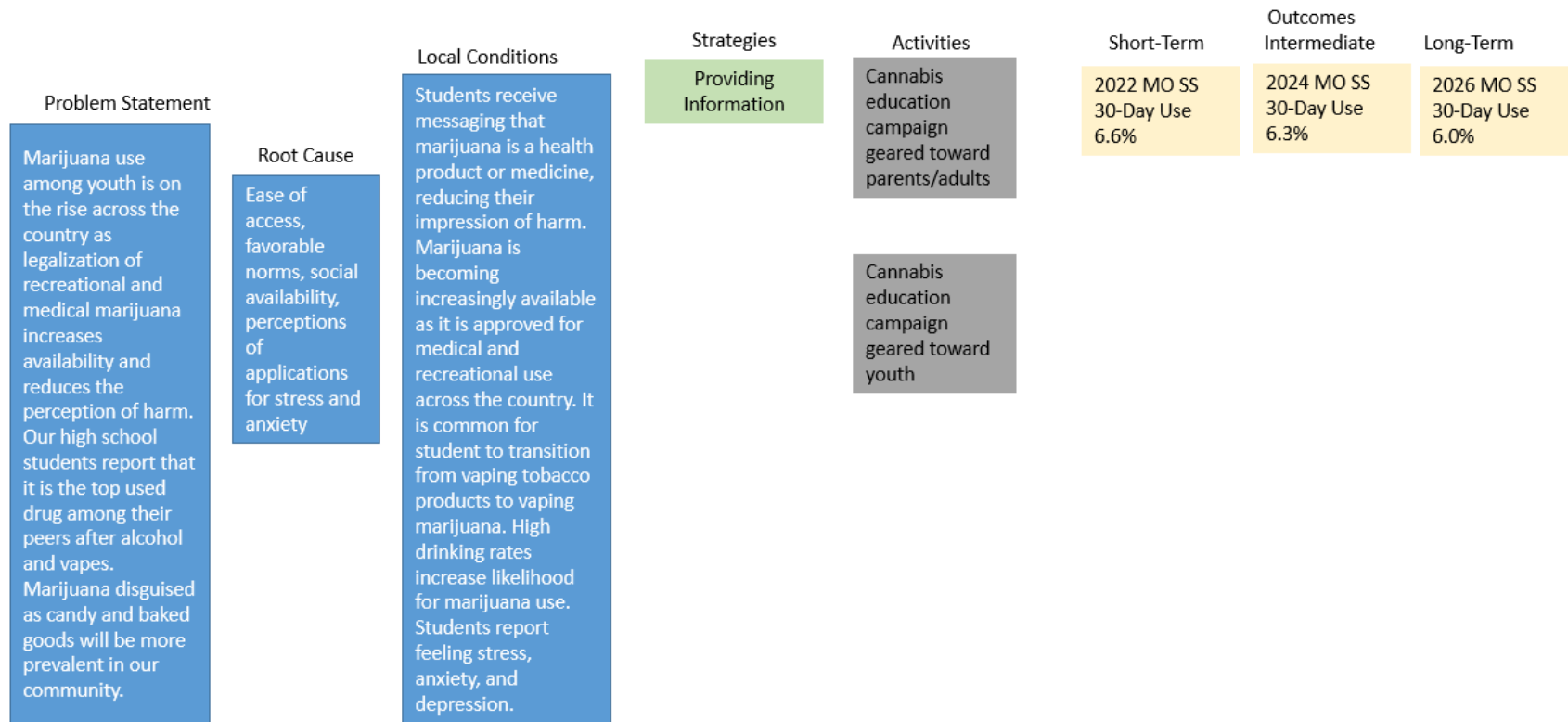
Vaping



Alcohol



Cannabis



Action Plan

Alcohol Strategies:

- Compliance Checks with county and municipal LEA and following up to ensure enforcement of administrative penalties
- Seller/Server training with ATC
- Responsible beverage server/seller training ordinances
- Social Host Liability Laws in all municipalities (include youth in engaging municipal leadership)
- Be the Wall parent education campaign

Vaping Strategies:

- Social norming campaign geared toward students
- Present Vaping Corrections alternatives to schools
- Peer education with the Stanford/TUPE model for middle schools
- Cessation programming in schools - N-O-T from ALA

Prescription Drug Strategies:

- Educational campaign for parent monitoring
- Educational campaign for students
- Promote take-backs, drop-boxes and safe home disposal
- Prescription drug safety education for prescribers

Cannabis Strategies:

- Educational campaign geared toward parents
- Cannabis education campaign geared toward youth
- Provide Cannabis Prevention Education:
 - Marijuana Prevention Plus Wellness

General ATOD Use and Prevention

- Coalition Development
 - Educate coalition members on local, state, and national ATOD related consequences, policies, laws, and norms
 - Identify areas of membership training and education
 - Update bylaws
 - Recognize members for their contributions and support
- Communications
 - Bi-monthly articles on ATOD-related topics for school principals to share
 - Promote “Safe Celebrations” during high risk periods, including homecoming, prom and graduation seasons.
 - Ads in school newspapers: Social norming, resources for mental health and substance use
- Online Education
 - Resiliency Education for Parents

- Helping your child develop social coping skills
 - Addiction is Real's *Don't Wait*
- Prevention Education
 - Ensure PreventEd Prevention Curriculum K-12
 - Harm Reduction education
 - Support LifeSkills
 - Classroom presentations (Vaping, marijuana, harm reduction)
 - Parent & community presentations
- Trainings:
 - QPR Trainings for students, staff, and community
 - Sponsor Trauma-Informed trainings for staff and community
 - Youth Mental Health First Aid for Parents and Community
- CPiP Coalition Week/Red Ribbon Week Sponsor Red Ribbon Week
 - Support schools in developing plans
 - Support student trainings
 - Purchase supplies for schools
 - Community involvement and promotion
- Presentations & Community Engagement
 - Present at Chambers of Commerce, Rotary Clubs, Jaycees, Superintendents' Council, PTO Presidents' Forum and Municipal League.
 - Present MO Student Survey data at PTO's
 - Tables at STEAM nights, safety fairs, festivals, parent events, etc.
 - Addiction is Real Talk and Bedroom Set Up for middle schools
 - Share MO Student Survey data to Admin, Schools, Parents
 - Movie Night
 - Parent Safety Night
- Youth Engagement
 - Develop Youth Coalition
 - Support existing school and community youth programs, such as WEB, STAR, TREND, SADD.
 - Provide scholarships for PreventEd's Teen Institute and Prevention Leadership Conference, Hear Us, and other leadership programs.
 - Sustain youth-led projects
 - Sustain PSA/Poster Contest
 - The First Day screenings in health classes in HS
 - Sponsor MS early release day activities - Community Ed
- Student Support
 - Support schools in identifying and targeting student sub-groups at high-risk for use
 - Support District in developing Restorative Policies and Practices for students who use
 - Provide Student Safe Space support group
 - Program on healthy coping skills
- Parent Support
 - Provide Parent Tool Kits
 - Table tent for PT Conferences "More kids are Drug free when parents expect them to be"
- Collect Data

- Conduct student, parent, staff focus groups and surveys to gather details on ATOD use and community readiness
- Promote Missouri Student Survey participation
- Engage school district, law enforcement, health department, and other agencies
- Conduct a needs assessment for ATOD programs

Evaluation

- Conduct performance evaluations of strategies and programs
- Track outcome data and community level changes
- Use evaluation data in the planning process to make changes and improvements
- Use evaluation data to report information to the community
- Utilize outside expertise to assist in evaluation
- Evaluate coalition's internal structure

Objectives

- Reduce prescription drug use to 6.6% 30-day use in 2022 MSS
- Reduce underage vaping to 10% 30-day use in 2022 MSS
- Reduce district vaping infractions by 25% from 19-20
- Reduce underage alcohol use to 14.4% 30-day use in 2022 MSS
- Reduce perceptions of alcohol availability to 48.9% in 2022 MSS
- Reduce cannabis use to 6.6% 30-day use in 2022 MSS
- Decrease students reporting 'No' or 'slight risk' if they smoke marijuana once or twice a week to 15% in 2022 MSS

Sustainability

Sector Recruitment & Capacity Building:

Recruit members for Coalition from: Youth, Parents, Businesses, Media, Schools, Youth-serving organizations, Law enforcement, Religious or fraternal organizations, Civic or volunteer groups, Healthcare professionals, State and local governmental agencies with expertise in substance misuse, Other organizations involved in reducing substance misuse (treatment providers).

Sustain plan for targeted recruitment, engagement, and retainment, utilizing the onboarding process and member feedback.

Foster cultural competence by assuring that coalition members are representative of the community's population and members are trained to be culturally competent.

Fundraising:

- Develop incentives for sponsors of events and training
- Identify grant opportunities for programs and events
- Promote Giving Tuesday
- Add additional fundraising campaign to schedule

Resource Assessment:

Counselors, Social Workers, School Nurses, Health Educators, Communications Department, Schools, PIE, Health Department, SSM, Law Enforcement Officers, ATC, DEA, Drop Boxes, Social Host Ordinance, Local Governments, PreventEd, Tobacco Free Missouri, American Lung Association, American Heart Association, Preferred Family Healthcare, Addiction is Real, Parent Teacher Organizations, Recovery Community, Elks, Rotary, University of Health Sciences and Pharmacy, Behavioral Health Network of Greater St. Louis, YMCA Wildwood, StLCC Wildwood, Local Legislators, West County Chamber of Commerce