

## Central Region SMP Logic Model

### **Problem Statement:**

In the Newfound Region, one of the Central Public Health Network's three sub-regions, 30-day youth substance misuse rates were well above the NH statewide average; alcohol 38.9%, marijuana 28%, prescription drugs 11.8%, and heroin 5.8% (YRBS, 2013). In the Pemi-Baker and Lin-Wood regions, 30-day substance misuse on the same indicators was well below the statewide average (TAP, 2014; YRBS, 2013).

### **Goals:**

The goal for the Newfound area is to reduce the 30-day substance misuse to; alcohol 34%, marijuana 24%, prescription drugs 8%, and heroin 3% (YRBS, 2019). (See Strategic Plan Goals 1, 2, 3, and 7, pages 23-26 and Workplan Goals and Objective 1, 2, 3 and 7, pages 6 and 7.)

In the Pemi-Baker and Lin-Wood regions, the goals are to maintain or improve upon on the reported 30-day use indicated on the youth surveys which were reported to be well below the statewide averages (TAP, 2014 and YRBS, 2013). (See Strategic Plan narrative and trend analysis pages 7-13.)

### **Objectives:**

Increase the perception among high-school aged youth that their parents think it is wrong or very wrong for youth to drink alcohol regularly from 78% (YRBS, 2013) to 86% (YRBS, 2019). (See Strategic Plan Objective 1b, page 23 under Substance Misuse Goals and Objectives and Workplan Objective 1b, page 6.)

Increase the percentage of high school aged youth who report that guardians have clear rules and standards for their behavior from 77% (YRBS, 2013) to 80% (YRBS, 2019). (See Strategic Plan Objective 2C, page 24 and Workplan Objective 2C, Page 6.)

Increase the perception among high school aged youth that individuals who use marijuana regularly put themselves at great risk of harm from 18.5% (YRBS, 2013) to 22% (YRBS, 2019). (See Strategic Plan Objective 2B, page 24 and Workplan Objective 2b, Page 6.)

Increase the perception among high school aged youth that individuals who misuse prescription drugs put themselves at great risk of harm from 69% (YRBS, 2013) to 71% (YRBS, 2019). (See Strategic Plan Objective 3, page 24 and Workplan Objective 3b, Page 6.)

**Strategies and Target Populations:** Increase parental disapproval and increase perception of risk by working with schools (PRHS, NRHS, Lin-Wood High School); families; community partners; and local coalition Stand Up Newfound.

This will be accomplished through the implementation of various activities to educate parents on the dangers of substance misuse; provide tools and tips for parental monitoring; and provide Technical Assistance to local coalitions. In addition, CADY will provide an on-going, extensive media campaign to raise awareness about substance misuse issues in the community, raise parental disapproval and perception of risk so adults are better able to guide good choices.

CADY's approach to preventing youth substance misuse has been guided by SAMHSA's Center for Substance Abuse Prevention's (CSAP) comprehensive approach *Six Prevention Strategies*; information dissemination, prevention education, alternative activities for youth, community-based processes, environmental approaches, and problem identification and referral. For the objectives identified in this logic model CADY is focusing on these 3 strategies.

#### Prevention Education

CADY understands the strong influence that parents have in deterring youth substance misuse. According to NIDA's Research-Based Guide *Preventing Drug Use Among Children and Adolescents*; "In the family, prevention programs can strengthen protective factors among young children by teaching parents better family communication skills, appropriate discipline styles, firm and consistent rule enforcement, and other family management approaches. Research confirms the benefits of parents providing consistent rules and discipline, talking to their children about drugs, monitoring their activities, getting to know their friends, understanding their problems and concerns, and being involved in their learning. The importance of the parent-child relationship continues through adolescence and beyond." Since 1999, CADY has been hosting various parent events and community lunch and learns to educate parents, and all adults in the community, on the dangers of youth substance misuse and provides needed tools and tips for parental monitoring and strategies to keep children safe.

#### Information Dissemination

It is through CADY's coordinated outreach that community awareness is raised on risks and harms and protective factors. This is accomplished by attending health fairs, school open houses, and parent and community events disseminating brochures and information. Coupled with that, CADY's extensive, consistent, ongoing media campaign provides research-based prevention information through traditional and non-print, and social media outlets that target parents and adults in a language that they can understand.

#### Community-Base Processes

CADY provides prevention technical assistance to local coalitions utilizing the Strategic Prevention Framework to ensure coalition strategies and efforts address the dangers of substance misuse and parental disapproval in a systematic approach with measurable outcomes.

Central NH Public Health Region				
Problem: High Marijuana use by youth, Rx Drug Misuse, High Alcohol use by youth, Heroin use by youth				
Strategy: Increase parental disapproval Inputs: Schools= PRHS, NRHS, Linwood HS; families; community partners; Stand Up Newfound				
Outputs: Educate parents on the dangers of substance misuse ; Provide tools and tips for parental monitoring; Technical Assistance provided to local coalitions				
Activity	Short-term Outcomes (Process)	Short-term Outcomes (Non-process)	Intermediate Outcomes	Long-term Outcomes
Present "What Parents Need to Know" and provide materials to educate parents on local prevention data, information and resources at mandatory parent assembly during Move Up Night	% parents in attendance at events as measured by sign-in sheet	Increase in parent awareness of the problem of substance misuse as measured by FB likes and shares and website views and event post-surveys	<b>Parental Disapproval</b> Increase in parents' establishment of boundaries and expectations (Stakeholder Survey 2017, amended with the appropriate questions)	Decrease the percentage of high-school aged youth who report using alcohol in the past 30 days from 38.9% to 34% by 2019. (TAP, YRBS)
Host (2) Teach Our Children Well Events; Flying Monkey - Alex's Story, panel discussion with local experts and parents and "What Parents Need to Know"; NRHS "High and Seek"	# of pieces of information distributed at events as measured by material inventory  Broad and diverse readership as measured by circulation demographics	Increase in parental knowledge of the dangers of substance misuse as measured by event post-surveys	Increase the perception among adults that individuals who binge drink alcohol put themselves at great risk of harm. (Stakeholder Survey 2017, amended with the appropriate questions) (Communitywide Assessment-CNHPP)	Decrease the percentage of high school aged youth who report misusing prescription drugs in the past 30 days from 12% to 8% by 2019. (TAP, YRBS)
Weekly CADY Corner article on substance misuse prevention topics including topics related to the dangers of substance misuse and parent tips and tools for monitoring	# of articles related to dangers of substance misuse as measured by PWITS	Increase in parental knowledge about how to talk to their children about substance misuse as measured by event post-surveys	Increase the perception among high-school aged youth that their parents think it is wrong or very wrong for youth to drink alcohol regularly from 78% to 86%. (TAP and YRBS, 2017)	Decrease the percentage high school aged youth who report using marijuana in the past 30 days: from 28% to 24% by 2019. (TAP, YRBS)
Consistent CADY Facebook / website messaging aligning with National Prevention calendar including topics related to the dangers of substance misuse and parent tips and tools for monitoring	# of articles related to parental monitoring as measured by PWITS  # of local coalition meetings attended as measured by PWITS	Increase in knowledge about how to set parameters and boundaries related to substance misuse as measured by event post-surveys	Increase the percent of high school aged youth who report that guardians have clear rules and standards for their behavior from 77% to 80%. (TAP and YRBS, 2017)	Decrease the percentage high school aged youth who report using marijuana in the past 30 days: from 22.7% to 18% by 2019. (TAP, YRBS)
Provide technical assistance to Stand Up Newfound coalition monthly to ensure strategies address dangers of substance misuse and parental disapproval	# of technical assistance hours that supported strategies to address dangers of Substance misuse and parental disapproval as measured by PWITS		Increase perception of peer disapproval of alcohol use from 46.1% to 51.9%. (TAP and YRBS, 2017)	Decrease the percentage of high school aged youth who report using heroin one or more times during their life from 5.8% to 3% by 2019 (TAP, YRBS)
Provide technical assistance to Linwood community Coalition monthly to ensure strategies address dangers of substance misuse use and parental disapproval			<b>Youth Perception of Risk</b> Increase the perception among high school aged youth that individuals who use marijuana regularly put themselves at great risk of harm from 18.5% to 22%. (TAP and YRBS, 2017)	
Collaborate with Newfound Memorial High School on Kids And Parents Enriching Relationships (KAPER) conference for Newfound 7 <sup>th</sup> graders and their parents			Increase the perception among high school aged youth that individuals who misuse prescription drugs put themselves at great risk of harm from 69% to 71%. (TAP and YRBS, 2017)	
			Increase the perception among high school aged youth that individuals who binge drink put themselves at great risk of harm from 30% to 40%. (TAP and YRBS, 2017)	

