



Prevention

Training

Technical

Assistance

Service

Center

Example of Completed On Boarding “Pro” Template



Fairfield CARES

THE TOWN RESOURCE FOR HEALTHY CHOICES

Our Mission

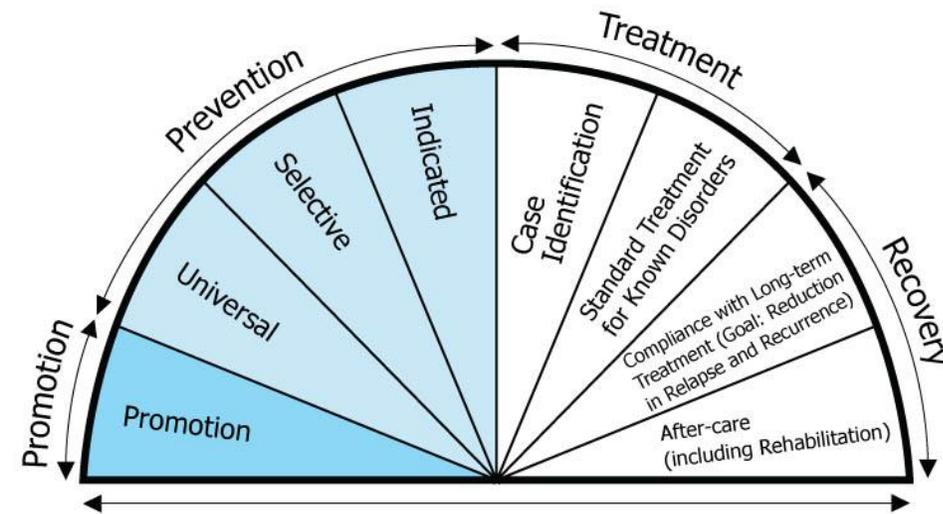


Fairfield CARES, established in 2009, is a town-wide organization of parents, school representatives, local business leaders, law enforcement, clergy, counseling professionals and youth services organizations.

Fairfield CARES is dedicated to preventing underage drinking and substance abuse, increasing awareness of the risks of addiction, promoting healthy choices and behaviors to increase personal wellness, and strengthening community well-being and resilience.

What is Prevention and the Strategic Prevention Framework?

- Prevention—Delivered prior to the onset of a disorder, these interventions are intended to prevent or reduce the risk of developing a behavioral health problem, such as underage alcohol use, prescription drug misuse and abuse, and illicit drug use.
- In the prevention field, collaboration allows for partners with different perspectives to work together towards solving a common problem. This approach leverages the expertise of multiple groups and increases the likelihood that their collective efforts will bring about change.
- *“The SPF grant program is intended to prevent the onset and reduce the progression of substance abuse and its related problems while strengthening prevention capacity and infrastructure at the state, tribal, and community levels.” SAMSHA*





Strategic Prevention Framework (SPF)

The five steps and two guiding principles of the SPF offer prevention planners a comprehensive approach to understanding and addressing the substance misuse and related behavioral health problems facing their states and communities.

The SPF includes these five steps:

- 1 . **Assessment:** Identify local prevention needs based on data. What is the problem?
- 2 . **Capacity:** Build local resources and readiness to address prevention needs. What do you have to work with?
- 3 . **Planning:** Find out what works to address prevention needs and how to do it well What should you do and how should you do it?
- 4 . **Implementation:** Deliver evidence-based programs and practices as intended. How can you put your plan into action?
- 5 . **Evaluation:** Examine the process and outcomes of programs and practices (Is your plan succeeding?)

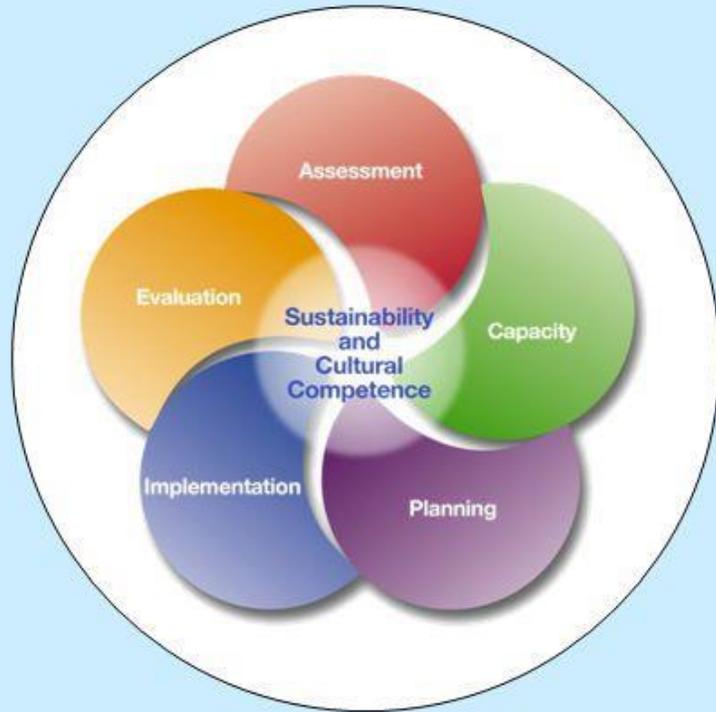
The SPF is also guided by two cross-cutting principles that should be integrated into each of the steps:

Cultural Competence. The ability of an individual or organization to understand and interact effectively with people who have different values, lifestyles, and traditions based on their distinctive heritage and social relationships.

Sustainability. The process of building an adaptive and effective system that achieves and maintains desired long-term results

Strategic Prevention Framework

Supports Accountability, Capacity, and Effectiveness



Assessment

Profile population needs, resources, and readiness to address needs and gaps

Capacity

Mobilize and/or build capacity to address needs

Planning

Develop a Comprehensive Strategic Plan

Implementation

Implement evidence-based prevention programs and activities

Evaluation

Monitor, evaluate, sustain, and improve or replace those that fail

SPF Rationale:

Data driven public health model, team approach, dynamic and responsive to local needs.

To Learn more about the SPF Framework:
[The SPF Guide](#)

Needs Assessment

The purpose of this step is to understand local prevention needs based on a careful review of data gathered from a variety of sources. These data help planners to identify and prioritize the substance misuse problems present in their community; clarify the impact these problems have on community members; identify the specific factors that contribute to these problems; assess readiness; and determine the resources required to address those factors. Ultimately, a thorough and inclusive assessment process helps to ensure that substance misuse prevention efforts are appropriate and on target.

To conduct a comprehensive assessment of prevention needs, prevention professionals gather data about each of the following:

- The nature of the substance misuse problem in the community and related harmful behaviors.
- Risk and protective factors that influence substance misuse problems, particularly those of high priority in the community.
- Community capacity for prevention, including readiness and available resources.

- [Insert link to your needs assessment](#)

- **Priority Substance of the Coalition:** Alcohol

- **Target population:** Youth, Grades 7-12

- **Strategies:** Enforcement of Liquor Laws, Social Norms Campaign, Capacity Building, Youth Engagement



For more information see
pg. 6-10 of SPF Guide

2020-2021 Implementation Plan

Capacity Building

- Host monthly coalition and committee meetings
- Host and participate in community events
- Identify missing stakeholders and engage in joining coalition

Social Norms Campaign

- Update campaign using most recent data
- Continue to post campaign messaging and engage stakeholder groups in sharing
- Extend campaign to different age group

Enforcement

- Update Police data on DUI's, Compliance checks, and Social Host citations
- Provide opportunity to engage in activities/conversation with police officers

Youth Engagement

- Hold monthly youth committee meetings
- Recruit new youth committee members
- Provide at least one training on the SPF model and leadership opportunity
- Provide youth voice as reality check on substance use and prevention within the community



Insert link to your implementation plan

Evaluation

Evaluation is a step in the SPF Model. It is the systematic collection and analysis of information about prevention activities to reduce uncertainty, improve effectiveness, and facilitate decision-making.

- Surveys are one example coalitions use to document the effectiveness of their programming and activities over time on substance use prevention.
- ABC Coalition has surveyed students in grades 7-12 four times, starting in 2014.
- ABC Coalition uses the SEARCH Attitudes and Behaviors surveys to gauge youth developmental assets within ABC community, to guide data driven programming, to monitor our goals around substance prevention, and to create social norms campaigns.
- [Insert a link to your latest Survey Presentation](#)
- [Insert a link to your latest Survey Report\(s\)](#)
- Surveys provide timely actionable information for coalitions and other stakeholders, such as Schools, Health Department, and Social Services.

Key Goals (option 2)

Goals:	Baseline 2014	2016	Goal	2019	Goal Met?
20% Decrease of 30-Day use of alcohol among youth ages 12-18	25%	28%	20%	21%	No
5% Increase in parental knowledge of the effects of alcohol on the developing adolescent brain	81%	95%	86%	99%	Yes
4% increase in parental monitoring/rules that discourage underage drinking	80%	89%	84%	90%	Yes
6% increase of knowledge in the Social Host Law	81%	75%	87%	87%	Yes
6% Increase in 12 th graders who report parental disapproval of underage alcohol use as "very wrong"	66%	70%	72%	91%	Yes
5% Increase in the perception of harm of alcohol use among youth	83%	82%	88%	82%	No
A 10% Decrease in DUI violations	236	125	212	Goal Met in 2016	Yes
An Increase in off-premise retailer compliance	87%	100%	92%	Goal Met in 2016	Yes

Sustainability

“Sustainability”: The process of building an adaptive and effective system that achieves and maintains desired long-term results.

In prevention, sustainability is the capacity of a community to produce and maintain positive prevention outcomes over time. To maintain positive outcomes, communities will want to *sustain* an effective strategic planning process as well as those programs and practices that produced positive prevention results.

Efforts around funding, member recruitment, stakeholder engagement, and data collection are a few areas where short-term and long-term planning will help *sustain* coalition prevention capacity and effectiveness.



Insert link to your
sustainability plan

SPF at Work

We Believe In A #LifeNotWasted Coalition Capacity

FC completes Community Needs Assessment

Determines alcohol as the priority youth substance

 CSC Grant received from DMHAS in partnership with Positive Directions

Peer and Social Norms and Enforcement of Liquor Laws goals identified

- Alcohol Compliance Checks
- Merchant Education
- Professional Development for Officers
- Fairfield CARES Youth Committee
- Youth Outreach/Activities
- Community Education
- Social Norms Campaign

2015
Needs Assessment and Capacity



1,432 Social Media Followers

www.fairfieldct.org/fairfieldcares

- ✓ Chief of Police becomes Co-Chair. Strong collaboration on enforcement.
- ✓ Strategic and Implementation Plans Completed
- ✓ 12+ Community Stakeholder Sectors Represented
- ✓ Student Surveys Conducted
- ✓ FC Youth Committee Developed



Carma Creative Marketing works with Fairfield Youth to design Social Norms Campaign incorporating local data



2017
Implementation



#LifeNotWasted and Not Under Our Roof campaign launches to address peer and social norms and enforcement of liquor laws

Fairfield Police Department partners on alcohol merchant training and ID mat distribution

Social Norms Campaign incorporated into Fairfield Public Schools Health Curriculum

2018
Evaluation

Short Term Outcomes

- ✓ 18% increase in parent knowledge of effects of alcohol on the brain
- ✓ 10% increase in parent rules that discourage underage drinking
- ✓ 6% increase in Social Host Law Knowledge
- ✓ 100% Merchant Compliance
- ✓ 47% decrease in the # of DUI's

Coalition Vitality Assessment to promote continuous improvement

2019
Sustainability

Long Term Outcomes

- ✓ 25% increase in 12th graders who report parent disapproval of underage drinking
- ✓ 4% decrease in 30 day use among youth grades 7-12



Coalition Forward

1. Emerging Trends: Address Community and Youth Developmental Asset Gaps
2. Secure diverse sources of **Funding**
3. Sustain and Expand Community **Partnerships**
4. Continue to engage **Youth** in decision making and initiatives
5. **Social Norms:** Continue cross sector awareness and education on youth substance use
6. Maintain **Law Enforcement** presence within the coalition
7. Host Community **Events and Programming**

Evidenced Based Strategies

Local Prevention Councils (LPC's)

Background and Purpose: The CT Department of Mental Health and Addiction Services' (DMHAS) Prevention and Health Promotion Division, in collaboration with the Regional Behavioral Health Action Organizations (RBHAOs), annually funds over 150 community-based Local Prevention Councils (LPCs), grass-roots coalitions that build community capacity to plan and implement substance use/misuse prevention strategies for all ages.

Overarching 2021 State Goal: Reduce vaping use rates by 5% by 2025 among 12-18 year-olds. Goal 1: To reduce vaping use rates among 12-18 year-olds by targeting related risk and protective factors. Goal 2: Increase public awareness of substance abuse prevention.

Strategy Type: LPC programs utilize at least two of the six CSAP identified prevention strategies (information dissemination, education, community-based processes, alternative programming, environmental, and program identification and referral) in their community programs.

Examples: Adapting school health curriculum to include vaping education, raising community awareness around the use of youth vaping and dangers, compliance checks on sales to minors, hosting parent speaker and communication events, creating a social norms campaign around vaping with youth groups, partnering with coalition sectors and RHBO's on events and campaigns.

Social Norms Media Campaign



Our Task

Create a strategic, attention-getting campaign that resonates emotionally with the community, and each of the core stakeholders: students, parents and law enforcement officers. Provide powerful messaging, content and design for ABC Coalition website as well as targeted media vehicles

1

Launch a series of 18 social media messages throughout the year 6 for each of the three targets

2

Messaging will be promoted on media appropriate to each audience: Instagram posts to target teens
Facebook posts to target parents and law enforcement

3

Messaging to coincide with seasonal occasions that see spikes in underage drinking

4

Each message will answer a campaign objective

Social Norms Media Campaign



Add any presentations, press releases, or links to social media accounts.

Giveaways



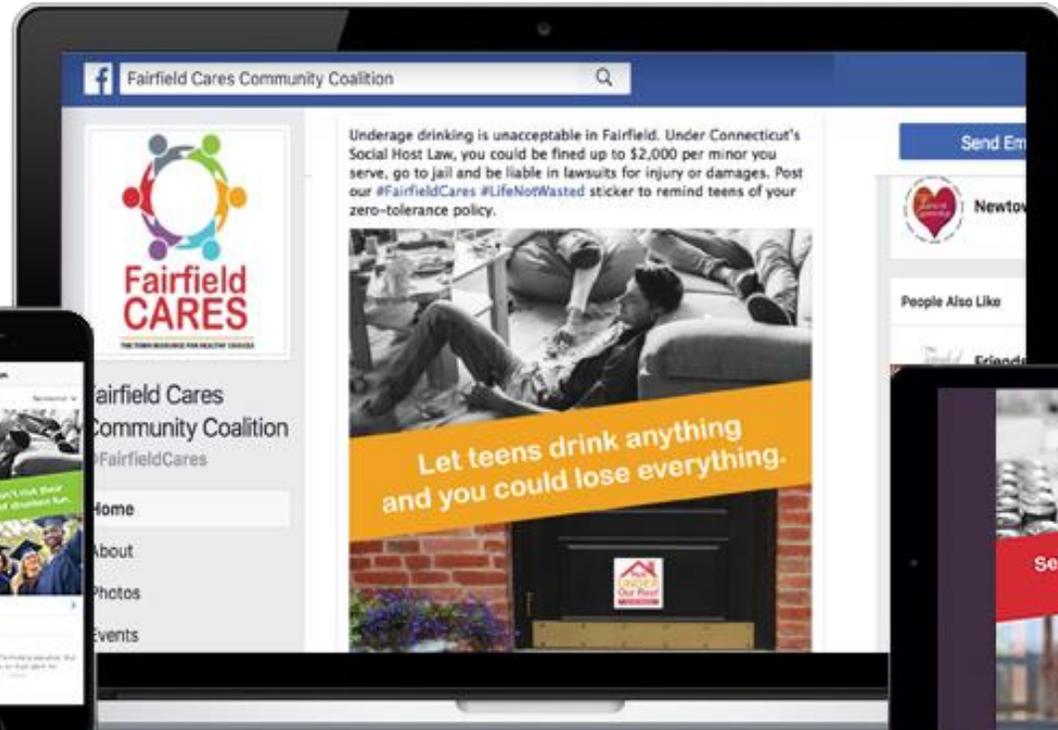
Car Magnet



Merchant and Home Decal



Teen Wristband



Parents



Law Enforcement



Teens

Our Structure

Department of Mental Health and
Addiction Services

Chair

Treasurer

Committee #1
Chair

Committee #2
Chair

Committee #3
Chair

Secretary

Committee #1
Members

Committee #2
Members

Youth
Committee
Members

Other Stakeholder Representation: Local Pharmacist, Chamber of Commerce, Parks and Rec, RHBO, Health Department, BOE member, PTA Rep, etc.

Committee Descriptions

Leadership Committee:

- **Consists of the Chair, Secretary, Treasurer, Coordinator and Chairs of the other coalition committees. The Leadership committee meets to ensure compliance with grant requirements, provide implementation plan oversight, and budget fidelity. Chair name and email address.**

Programming Committee:

- **Their primary duty is to collaborate with public and private middle and high schools through their PTAs and school staff, as well as government and community agencies in sponsoring activities to accomplish the goals of the Coalition. Coordinate the work of the Programming Committee with other standing committees of the Coalition. Chair name and email address.**

Youth Committee:

- **With support from adult advisors, their primary duty is to address issues that are important to young people with ownership and clear leadership roles. They will focus on public awareness activities, youth volunteer led programs and social change campaigns. In addition they will provide youth input into Coalition activities, represent the coalition at functions. Coordinate the work of the Youth Committee with other standing committees of the Coalition. Chair Name and email address.**

Resources Committee:

- **Conducts activities needed to sustain the work of the Fairfield Cares Community Coalition, including primarily the data management, membership recruitment, and financial development functions, as well as, coordinating the Resources Committee's work with other standing committees of the Coalition. Chair name and email address.**

Coalition Stakeholder Groups

- Police Department
- Mental Health Service Providers
- School Representatives
- Social and Health Services
- State and Local Representatives
- Faith Based Organizations
- Fairfield University and Sacred Heart
- Fairfield Youth Committee- High School Students
- Positive Directions, of Westport, is the grant recipient in partnership with Fairfield Cares to support prevention efforts and goals within the Fairfield community.



**Coalition
Stakeholder
Groups Option #2**



Member Roles

- Attend monthly meetings
- Attend committee meetings
- Help access data sets and influencers
- Help recruit members and other partners/sponsors
- Attend coalition community events
- Help identify additional resources
- Share the work of the coalition back to your other organizations, i.e..
PTA, Rotary Club, Chamber of Commerce

Member Role(s) by Time

- Superintendent Example: 3 Hours
- Attend the monthly coalition meeting – 1 hr.
- Email or report back to the appropriate leadership group on coalition activities and messaging and how the district can disseminate the information to the larger parent and school community. .5 hr.
- Work with school administrators to implement a student survey. 1.5 hr.

Grant Funding Descriptions

Connecticut Strategic Prevention Framework Coalitions (CSC) Initiative

The goals of the CSC Initiative are to prevent the start and reduce the progression of substance abuse and to promote positive mental health at the community level utilizing the Strategic Prevention Framework or similar public health planning model.

The objectives of the CSC Initiative are directed to:

- Increase strong collaborations among communities and with State agencies;
- Achieve measurable long and short term outcomes in reducing substance use and abuse while also promoting mental health in the focused populations; and
- Implement and sustain culturally competent, evidence-based prevention services that address substance abuse and promote mental health

In ABC Community, the CSC Priority substance is alcohol use in youth grades 7-12, focusing on Social Norms and Enforcement of Liquor laws.

State Opioid Response (SOR) Grant

The Substance Abuse and Mental Health Services Administration (SAMHSA) awarded more than \$930 million nationally in State Opioid Response grants to support a comprehensive response to the opioid epidemic and expand access to treatment and recovery support services.

The grants aim to address the opioid crisis by increasing access to medication-assisted treatment using the three Food and Drug Administration (FDA) approved medications for the treatment of opioid use disorder, reducing unmet treatment need, and reducing opioid overdose related deaths through the provision of prevention, treatment and recovery activities for opioid use disorder.

Local Prevention Councils (LPCs)

This initiative supports 150 plus local, municipal-based alcohol, tobacco and other drug (ATOD) abuse prevention councils. The intent of this grant program is to facilitate the development of ATOD abuse prevention initiatives at the local level with the support of the Chief Elected Officials. The specific goals of Local Prevention Councils (LPCs) are to increase public awareness of ATOD prevention and stimulate the development and implementation of local prevention activities primarily focused on youth.

LPC programs utilize at least two of the six federal Center for Substance Abuse Prevention's (CSAP) identified prevention strategies (information dissemination, education, community-based processes, alternative programming, environmental, and program identification and referral) in their community programs

Mental Health First Aid Training

Friday February 10th and Monday February 13th, 2017 8:30-12:30
Fairfield Police Department
100 Reef Road
Fairfield, CT

*If someone is having a heart attack or choking, you know how to help!
But do you know how to help if someone is anxious, depressed, suicidal,
delusional, or abusing alcohol or other drugs?*

Mental Health First Aid is an interactive course that will give you the skills to help someone who is developing a mental health problem or experiencing a mental health crisis. As a Mental Health First Aider, you will learn:

- ✓ The prevalence of mental illnesses in the U.S.
- ✓ The potential warning signs of the most common mental health disorders.
- ✓ A 5 step action plan to assist an individual in crisis.
- ✓ Resources available to help someone with a mental health problem.

Who should take Mental Health First Aid training?

- Front desk personnel
- Primary care professionals
- School personnel, nurses, and educators
- First responders, fire, police and corrections officers
- Nursing home staff
- Employers, human resources professionals, and business leaders
- State policymakers
- Volunteers and the general public.

About the Instructor
*Dean M. LDBW is in private practice in Fairfield, CT, serving the mental health needs of the community. She has been a MHA A instructor since 2009, providing over 75 MHA training courses throughout Fairfield County.

*\$75 per person includes light refreshments, 2 day training, manual, handouts, and 3-year certification.
To register, email deanl@fairfieldct.net or call 203-331-7458

Attendees must attend both days in order to receive certification. Seating is limited to the first 30 registrants

Recent Community Events



FREE Narcan Training*

Date: Thursday March 8, 2018
Time: 6:30 pm – 8:00 pm
Place: Sacred Heart University, Main Campus University Commons 5151 Park Avenue, Fairfield, CT 06825

Training will include:

- Overdose Prevention Strategies
- Signs and Symptoms of Overdose
- How to Administer Naloxone
- Good Samaritan Law
- Support Information and Resources

*Registration is required. Narcan kits are available to those who are uninsured. Please bring your insurance & prescription card for the mobile pharmacist. Call 2-1-1 for more Narcan Trainings in your area. Register today!
<https://fairfieldcaresnarcantraining.eventbrite.com>

Who can be prescribed Narcan™?
Trained individuals are allowed to possess and administer Narcan to a person having an overdose.

Who should take Mental Health First Aid training?
• Primary care professionals
• School personnel, nurses, and educators
• First responders, fire, police and corrections officers
• Nursing home staff
• Employers, human resources professionals, and business leaders
• State policymakers
• Volunteers and the general public.

This event is funded in whole by grant # 2419700012102 from the United States Department of Health and Human Services (HHS) Substance Abuse and Mental Health Services Administration (SAMHSA) through the CT Department of Mental Health and Substance Services (DMHAS). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of SAMHSA or HHS.



Prescription Drug Take Back-Event at the Expo!

Bring your unused or expired

- Prescription and over-the-counter solid medications
- Tablets and capsules
- Pet medicines

For Safe Disposal

MARCH 11TH 11AM - 4PM
FAIRFIELD HEALTH & FITNESS 2018
Fairfield CARES 4th Annual Community Wellness Expo

Your unused medication can be a prescription for trouble.

Available 24x7x365 at the FPD

MEDICATION DROP BOX
FREE - SAFE - ANONYMOUS

Keep unused medications safe from our kids, and out of our water supply and landfill. Bring medications in original containers with the label removed.

Accepted: prescription, over-the-counter, pet medication, vitamins/supplements, patches and ointments, medication samples, narcotic waste

Not Accepted: inhalers, needles (sharps), hydrogen peroxide, aerosol cans, hazardous waste

Open 24/7, 24 hours/24 hours/day, Fairfield Police Dept. Lobby, 100 Reef Rd., www.fpdct.com

GENERATION FOUND

GENERATION FOUND is a powerful story of young people, families, and their community fighting to save young people from the leading cause of death of their generation: addiction.

Join us for a special panel discussion and screening of GENERATION FOUND:
Monday, May 22, 2017, 7:00 p.m.
Fairfield Theater Company

Open to all parents, community members, and high school youth
To reserve your free ticket, please go to:
<https://www.eventbrite.com/generation-found-screening-tickets-34437755253>

Must-see for Parents and Caregivers

Stage One
Mon, 3/19 7 pm
Doors open 6:30
Panel Conversation following the movie

BREAKING POINTS

DRUGFREE.ORG #ENOMEDICINEABUSE

Parents, It's Prom Time!

Prom Season- A Time of Excitement, possibility, and temptation

From Spring Break to Prom, Senior Trips to Graduation Day, there are plenty of opportunities for teens to consider taking risks, especially drinking and drug use. It's important for parents to communicate clear rules discouraging teenage alcohol use.

REINFORCE YOUR EXPECTATIONS... Over 90% of Fairfield parents have clear rules discouraging alcohol use.¹

PROVIDE SAFE ALTERNATIVES... According to the Connecticut Social Host Law, it is against the law to serve alcohol to minors.

KEEP ASKING... Talk with your teen about their plans he or she has with friends, and where he or she will be going. Research shows that teens whose parents use effective monitoring practices are less likely to make poor decisions.

YOU ARE A POWERFUL INFLUENCE TO YOUR TEEN... Clear communication about your expectations is especially important. Current Fairfield Juniors and Seniors (95%) report that their parents' disapproval is one of the most important deterrents to their drinking alcohol underage.² So even when you think they may not be listening, keep talking... they hear you.

This Prom reminder was provided by Fairfield CARES in collaboration with Positive Directions. For more information, please go to www.fairfieldcares.org or Facebook at www.facebook.com/fairfieldcares

OPIOID CRISIS

FAIRFIELD DEPARTMENT OF HUMAN SERVICES
Presents
THE CT OPIOID CRISIS AND HUMAN WITNESS
INCLUDING EXTENT, NATURE, AND CONSEQUENCES
INCLUDING STATISTICS, RESPONSE AND LEGISLATION

By SUSAN BOUFFARD, PhD
CT DEPT. OF MENTAL HEALTH AND ADDICTION SERVICES
Health Care Professionals & the Public Invited
9:30 AM Wed., May 2
Bigelow Center for Senior Activities
100 Mona Terrace
Fairfield, CT 06824
RSVP requested: 203-256-3166 or rgreenagac@fairfieldct.org
Light breakfast provided. Program is free of charge. Accessible.

31 AUGUST
INTERNATIONAL OVERDOSE AWARENESS DAY

OVERDOSE DOES NOT DISCRIMINATE.

A Pennington Institute Initiative

SAVE THE DATE

Attention Fairfield's Mental Health Professionals
Thurs, March 28
8 AM - 9 AM

Please join us for breakfast and a beginning Conversation to Review & Form Fairfield's Mental Health Network

Sponsored by
Fairfield Social Services
Bigelow Center for Senior Activities
200 Mona Terrace
Please call or email to register:
203-256-3166
mlm@fairfieldct.org

All American Addict

REAL and RELATABLE STORIES OF ADDICTION, ITS EFFECTS, AND THE ROAD TO RECOVERY

2018
02 MAY
FAIRFIELD LUDLOWE HIGH SCHOOL
7:00 PM - 8:30 PM
EVENT COORDINATOR
TISH HOBBS, LAC

Download is the leading cause of death for Americans under 50 and affects people from every walk of life. Hear personal accounts of addiction and hope from a talented storyteller living in recovery and the parents of an addicted child. Teenagers and parents will benefit most from this powerful message.

SPEAKERS

Download is a local author who has written a book about addiction and recovery. She will be sharing her personal story of addiction and recovery. She will be speaking at the event and will be available for a Q&A session. She will be speaking at the event and will be available for a Q&A session.

This is a FREE event sponsored by Fairfield CARES Community Outreach and the Department of Human Services and Fairfield Ludlowe High School. The event is open to all and is free of charge. Seating is limited to the first 100 registrants. For more information, please go to www.fairfieldcares.org or Facebook at www.facebook.com/fairfieldcares

¹2014 Fairfield Community Survey, Positive Directions.
²Research Institute, Profiles of Student Life Attitudes and Behaviors survey: Fairfield Public Schools, 2016.

To Connect

- Website: <http://www.abccoalition.com>
- Facebook: ABC Community Coalition
- Instagram: @abc_coalition
- Twitter: @ABCCOALITION
- Email: abc@townnamect.org
- Coalition Coordinator: Name, email
- Coalition Chair: Name, email

Insert coalition photo

**Meeting Dates: Third Wednesday of each month
8:30-am to 9:30 am. Senior Center.**

Regional Behavioral Health Action Organizations



<https://www.thehubct.org/>



<https://www.apw-ct.org/>



<https://www.seracct.org/>



<https://amplifyct.org/>



<https://www.wctcoalition.org/>

