Application Face Page

SPF SIG Grant FY 2009-2010

Date Application Submitted to State	Person Submitting Application	No. Pages	County
July 24, 2009	Bill Hawley	35 + 8 attachments	Johnson

Fiscal Agent Information

Name of Agency Serving as Fiscal Agent:

Contact Person: Toni Cervenka Title: Executive Director

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Program Manager Information

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Coalition Information

Formal Name of Community Coalition: Substance Abuse Prevention Coalition of Johnson County

Date/Time/Location of Regular Meetings: 3rd Wed. of month; 12 pm; JCSD Office

EXECUTIVE SUMMARY: (Please provide a brief narrative of your Coalition, its successes in achieving program goals of reducing underage drinking and binge drinking, and its planned prevention efforts. You may include information about your county that you feel is particularly relevant, or about specific barriers you have encountered and how you plan to overcome them. Your summary should be suitable for publication to third parties, including our federal partner, CSAP. Your summary should be at least one page and may be two pages or more, provided it contains sufficient substantive content that an outsider reading it would get a good sense of prevention efforts within your county).

The Substance Abuse Prevention Coalition (SAPC) of Johnson County is a diverse group of passionate, committed citizen leaders whose mission is to promote a healthy lifestyle without the misuse of alcohol, prescription medications or the use of illegal drugs. The SAPC's vision is to build and transform our community to work together on drug and alcohol issues for current and future generations. The SAPC has raised awareness regarding substance abuse by providing information and education about the social and health consequences of underage drinking, adult binge drinking, and use of illegal drugs.

In the summer of 2008, awareness and education efforts evolved into action as the SAPC specifically identified social hosting as the primary cause of underage drinking in our community. With this primary target in focus, the SAPC researched and developed specific language for a municipal social host ordinance for the city of Buffalo. With outstanding collaborative support from the mayor, a city councilwoman, the chief of police, the city attorney, and the municipal judge, the SAPC presented a social host ordinance to the Buffalo City Council for consideration in February, 2009. Outstanding, data based testimony combined with passionate, personal testimony from SAPC and youth leaders from SPEAR (Students Providing Education about Alcohol Risks) and TAKE IT BACK! at Buffalo High School easily swayed any dissenting opinions and attitudes. The ordinance was passed into law on its third reading in March of 2009!

The successful organization and execution of this significant policy change in the community has led to a far broader knowledge and recognition of the SAPC throughout the citizenry. This positive perception of the SAPC as a community change agent has led to significant coalition growth and improvement in 2009. Nearly every month, a new community stakeholder is added to the roster of the SAPC!

The SAPC of Johnson County proudly supports and collaborates with two exemplary high school youth groups – SPEAR and the FACE – trained TAKE IT BACK! group. Leaders from both groups regularly participate in SAPC meetings and activities. Likewise, coalition leaders provide support and guidance for the young catalysts. As a result of their dedicated work with the social host ordinance, Megan Washut of the SAPC and Elizabeth Danielson of the TAKE IT BACK! youth group received Governor's Awards at the Governor's Conference on Impaired Driving in May of 2009!

As the SAPC of Johnson County plans for ongoing, positive, environmental change for the good of community wellness, it continues to fight the significant battle against well-rooted community norms, attitudes and their resulting behaviors. With a county population of less than 9,000 citizens, (4,800 in Buffalo), the old, accepted norms and values of accepting underage drinking and excusing adult binge drinking challenge new conversations and healthy attitudes. This challenge is often magnified by the libertarian mind-set of citizens and elected officials. Thankfully, the SAPC, through its programs and initiatives is effectively and steadily re-shaping cultural mores, attitudes, and behaviors by emphasizing community wellness and responsibility rather than government intervention or control. The SAPC is riding a huge wave of momentum and positive perception in the community! The socio-political environment is ripe for positive community change!

In 2009 – 2010, and beyond, the SAPC of Johnson County will take full advantage of the positive community climate to implement more evidence-based, environmental strategies. A significant amount of time, energy, and funds will be aimed at the negative, deep-rooted community norms as described previously. The SAPC ambitiously targets all of the State of Wyoming's identified causal areas: Social availability; Community norms; retail availability; criminal justice; promotion; and individual factors through its strategic plan for 2009 – 2010. To follow up the successful social host ordinance, the SAPC will promote and implement the following policy changes: 1) Mandatory RAS / TIPS training; 2) Alcohol special use permit policies at the municipal and county levels; 3) Elimination of the "immediate family" exemption in Buffalo's municipal code. Additionally, the SAPC will continue to use media advocacy campaigns to transform community norms, attitudes, and behaviors surrounding underage drinking and adult misuse of alcohol. Collaborating with local law enforcement, the SAPC will celebrate liquor establishments which pass compliance checks while offering support, training, and materials to those who fail.

For our youth, the leaders of today and tomorrow, the SAPC has selected a special youth empowerment project for 2009-2010. Funding for our youth groups will further enable them to create the change they wish to see. Focusing on alternative environments, the youth will collaborate with community organizations and businesses to creatively "hang out." The ultimate vision of SAPC, youth, and community collaboration is a dedicated Youth Center for Johnson County!

The SAPC of Johnson County has also accepted two prevention opportunities from the state. The first is a county-wide prevention tip line. This environmental strategy has great potential to reduce underage drinking, adult binge-drinking and their related risky, often illegal, behaviors.

The second is the development and implementation of a comprehensive community integration of prevention plan and related task force. More simply framed, a Community wellness effort which addresses all health issues from womb to tomb. The potential impact of combined, collaborative efforts, energy, and resources from a myriad of service agencies in the community epitomizes positive community change!

"Never doubt that a small group of thoughtful citizens can change the world.
Indeed, it's the only thing that ever has."
Margaret Mead

Respectfully Submitted by:

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Worksheet 1. Targeted Causal Areas and Identified Strategies & Special Projects

Potential Causal Areas	Is Your Community Currently Targeting this Causal Area? (Yes or No)	What Evidence-Based and/or Environmental Strategies Have You Implemented This Year to Address this Causal Area? **(Please be Specific)**
Retail Availability	Yes #6 Priority	Compliance Checks MANDATORY RAS / TIPS: *Warning signs posted *Written liquor store policy Tip Line – Spec. Project Alcohol Special Permit Policy
Criminal Justice	Yes #4 Priority	Compliance Checks Compliance check results - promotion / education in media Mandatory RAS / TIPS Tip Line – Spec. Project
Social Availability	Yes #1 Priority	ONGOING POSITIVE ENVIRONMENTAL CHANGE: Social Host Ord. to Alcohol Restrictions at Community Events: - Media Advocacy / Promotion –Special Project Elimination of "immediate family exemption in City Code Youth Empowerment – Special Project: *Alternative environments for youth. *SPEAR & Take It Back Youth groups MEDIA ADVOCACY: *Parents Who Host *Don't Serve Teens *Most of Us / PCN Alcohol Special Permit Policy Tip Line – Spec. Project
Promotion	Yes #3 Priority	ONGOING POSITIVE ENVIRONMENTAL CHANGE: Social Host Ord. to Alcohol Restrictions at Community Events: - Media Advocacy / Promotion –Special Project COUNTER ADVERTISING: *SPEAR messaging *Parents Who Host *Don't Serve Teens

Potential Causal Areas	Is Your Community Currently Targeting this Causal Area? (Yes or No)	What Evidence-Based and/or Environmental Strategies Have You Implemented This Year to Address this Causal Area? **(Please be Specific)**
Community Norms	Yes #2 Priority	ONGOING POSITIVE ENVIRONMENTAL CHANGE: Social Host Ord. to Alcohol Restrictions at Community Events: - Media Advocacy / Promotion –Special Project RAS / TIPS Youth Empowerment – Special Project: *Alternative environments *SPEAR & Take It Back MEDIA ADVOCACY: *Parents Who Host *Don't Serve Teens *Most of Us Media campaign Guidelines Training - Special Project Tip Line – Spec. Project
Individual Factors	Yes #5 Priority	Smart Moves @ Boys & Girls Club SPEAR & T.I.B. Youth Groups MIP & DUI Classes @ NWMHC Guidelines Training – Special Project Youth Empowerment – Special Project *Alternative Environments *SPEAR & T.I.B. Youth Groups

Worksheet 2: Causal Area & Evidence-Based Strategy Assessment

Question 2.

Have your chosen evidence-based strategies changed from the original? If yes, what are the changes and why did you make them?

The social host ordinance for Buffalo was passed by City Council in February, 2009. With the ordinance in place, the coalition now faces the task of more effectively educating the community on social availability issues and the laws regarding underage drinking. The promotion of our social host ordinance is reflected in Special Project #1

Law enforcement executed the first round of compliance checks in May, 2009. The results were a 75% FAILURE rate (12 of 16). These results surprised the coalition as well as law enforcement. The perception was that our liquor retailers were doing a good job of checking ids to prevent underage drinking. In collaboration with Chief Mike Chapman, the PM has offered an abbreviated, free RAS training to all liquor licensees in Buffalo.(attachment –RAS Invite)

Question 1.

Have your targeted causal areas changed? If yes, what data supports this change?

No, the SAPC still targets all six causal areas. However, the coalition has re-prioritized the causal areas for 2009-2010. While social availability and community norms remain #1 & #2, the coalition has brought promotion up to #3 reflecting their strong desire to use media advocacy to saturate Johnson County with media messaging promoting / educating the community on the social host ordinance, compliance check results, Most of Us positive community norms, etc. Interestingly, and surprisingly to the PM, the coalition moved retail availability down to #6, with criminal justice moving up to #4 while individual factors slid to #5. Truly an interesting discussion at the coalition's 7/8 meeting.

In an effort to strategize ongoing, environmental change with sustainable outcomes, the SAPC has ambitiously chosen to pursue the following evidence-based policy changes: Alcohol special permitting process on city level first, followed by county; Mandatory RAS / TIPS training as local retailers/establishments continue to be non-participatory with the offered voluntary, free trainings; Alcohol restrictions at community events as the environment and culture in Buffalo has taken a shift to actually discuss the role of alcohol during community events – led by the SAPC's collaboration with the Chamber of Commerce; Elimination of the "immediate family" exemption in Sec. 3-6 of city code as the coalition supports a "parental / legal guardian exemption" only.

Significantly, as outlined in the Primary Plan and, more specifically in Special Project #1, the SAPC of Johnson County strongly believes that a brilliantly executed media advocacy blitz of Johnson County residents will not only increase knowledge and awareness of the issues and consequences of underage drinking and adult over-drinking, but will further create needed conversations and open-minded, educated attitudes of the citizenry. This cultural transformation in Johnson County will open wide the door to further environmental change with sustainable outcomes. The more important outcome will be a healthier and more responsible community!

Worksheet 3. Current CAC Membership Roster & Planning Meeting Attendance

Member Name	Organization	Address	Email	Phone	Attended Meeting? (Y/N)
Megan Washut	Big Horn Mtn. Radio Network	1221 Fort St.	mwashut@cloudpeakradio.com	684-5126	y
Krista Sweckard	Parent Educ. Network	500 W. Lott St.	ksweckard@wpen.net	684-7441	N e-mail & phone input
Anne Quast	NWMHC	521 W. Lott St.	annequast@nwymhc.org	684-5531	Y
Angie Lloyd	B.P.D. SRO	639 Fort St.	alloyd@jcsc1.us	684-5581	Y
Elizabeth Danielson	B.H.S. Take It Back Youth Group	2450 1st Ave. West	beautiful_collisions@hotmail.com	217-3192	Y
Michael Chapman	Chief - B.P.D.	639 Fort St.	buffpd@vcn.com	684-5531	Y
Jason Carder	Sgt. – B.P.D.	639 Fort St.	buffpd@vcn.com	684-5531	Y
Mike Johnson	Mayor of Buffalo	46 N. Main St.	mjohns@bresnan.net	684-5566	Y
John Manzella	B.P.D. SRO	639 Fort St.	jmanzella@jcsd1.us	684-5531	Y
Carolyn Schroth	Boys & Girls Club Director	58 N. Adams	csschroth@bgcbh.com	684-9908	N
Monica Burridge	Parent	130 E. Foote	monicaburridge@fiberpipe.com	684-7403	N
Gerald Fink	County Commissioner	76 N. Main St.	gfink@fiberpipe.net	684-5945	N e-mail input
Smokey Wildeman	County Commissioner	76 N. Main St.	smokeyw@vcn.com	684-5126	Y

Josh Dube	SPEAR; BHS Student Body Pres. 08-09	8885 Hwy 16 West	J_dube6@hotmail.com	620-0244	y
Kyle Childers	SPEAR	8395 Hwy 16 West	hardcoresuperstarkow@gmail.com	217-2658	y
Becky Young	Take It Back!	Story, WY	rebeccalillianny@yahoo.com	620-1647	y
Jeanie Barent	Asst. Supt. Of JCSD	601 W. Lott St.	jbarent@jcsd1.us	684-9571	n e-mail & phone input
John Constantine	Buffalo Ministerial Association	132 Sunset Ave.	johnthebaptist@bresnan.net	217-0393	Y
Jack Tarter	Veterans Home of WY	700 Veterans Ln.	Jack.tarter@health.wyo.gov	684-5511	y
Patty Reid	City Council	46 N. Main St.	krr@vcn.com	217-0136	n
Jerry Osborn	Asst. County Planner / PT Liquor Store employee	76 N. Main St.	ozzie@vcn.com	217-0042	y
Ginny Dull	Asst. Director of Chamber of Commerce	55 N. Main St.	chamberassistant@buffalowyo.com	684-5544	y
Toni Cervenka	Community Resource Center	40 E. Hart St.	toni@johnsoncountycrc.org	684-7933	y
Rosi Davidson	Tobacco Prevention	40 E. Hart St.	rosi@johnsoncountycrc.org	684-7933	y

Worksheet 4. Meeting Report

Date of Initial CAC Planning Meeting July 8, 2009	Place of Meeting JCSD Office	Length of Meeting 2 hours	No. CAC Members Attending 19

STRATEGIES IDENTIFIED FOR PRIMARY PLAN

Name of Strategy	Why Did You Select This Strategy?	What Are You Going to Accomplish?	Potential Barriers
1. Mandatory RAS / TIPS: * Warning signs posted * Written establishment policy	Environmental strategy that addresses underage drinking and adult binge drinking;	Properly trained alcohol servers/sellers will reduce underage drinking and adult binge drinking.	Business owners have refused voluntary RAS in 2008 & 2009. Libertarian mind set of some local politicians.
2. Alcohol Special Use Permit Policy	Environmental strategy that addresses social availability and community norms.	A written municipal policy will be adopted by the town of Buffalo and Johnson County.	Libertarian mind set of some local politicians.
3. Compliance Checks by LE. Promotion by SAPC.	Environmental strategy initiated by LE in May, 2009 with 75% fail rate. LE to continue in Fall. Needs MUCH MORE publicity.	Increased compliance by retail alcohol businesses. Community awareness and education of us drinking.	Perception that compliance checks are sting operations by LE.
4. Elimination of "immediate family" exemption in Buffalo Muni. Code	Great policy change to follow-up on social host ordinance passed 3/09. Provides for on-going environmental change.	Elimination of "immediate family" exemption leaves only parental exemption language in city code.	Libertarian mind set of some local politicians.
5. Parents Who Host …Lose the Most	Evidence-based strategy that clearly addresses social availability and community norms.	Education and awareness of parents and family members regarding ua drinking & resulting consequences.	Well-rooted, negative community norms.

6. MEDIA ADVOCACY / COUNTER ADVERTISING: * SPEAR * Most of Us * Don't Serve Teens	Evidence-based strategy that impacts promotion, social availability, and community norms.	Increased educational messaging and awareness of underage drinking issues and positive community norms.	Well-rooted, negative community norms.

SPECIAL PROJECTS SELECTED

Name of Project	Why Did You Select This Project?	What Are You Going to Accomplish?	Potential Barriers
1. ONGOING POSITIVE ENVIRON-MENTAL CHANGE: Social Host education / media blitz leading into Alcohol restrictions at community events.	The coalition overwhelmingly recognizes a complete lack of education / awareness in the community of the social host ordinance. The media blitz will lead directly into the alcohol restrictions environmental strategy. Both of these environmental strategies directly impact the SAPC's #1 & #2 causal areas.	The transformation of a new, unknown ordinance into an effective law which reduces underage drinking though social hosts. The SAPC will ride the momentum wave directly into addressing alcohol restrictions at community events.	Well-rooted, negative community norms.
2. Youth Empowerment: Alternative environments	Evidence-based strategy that, properly funded, will enable our 2 great youth groups (SPEAR & Take It Back) to grow and make an even greater impact on peers and the community.	The ultimate goal would be a dedicated Youth Center for Johnson County! In the interim, renting facilities & collaborating with other groups will build the energy needed.	Turf issues. Financing. Staffing. Equipping.
3. Environmental Strategy: Tip Line & Promotion	This statewide initiative has great potential to positively impact every causal area.	Collaborate with LE to establish a county Tip Line. Reduce illegal and unhealthy behaviors & their consequences in Johnson County.	Coordination between state; vendor; SAPC; LE
4. Community Wellness Plan & Task Force (Prevention Integration)	The spirit of this project has been swirling around Johnson County, unharnessed, for years. The Community Resource Center will be the vehicle to transform possibilities into realities!	Form a Community Wellness task force. Identify gaps in participation. Develop integration plan. Develop sustainability plan.	Turf issues. Time management.

5. Community Training / Guidelines	Guidelines has potential to impact every causal area.	Increased education/ awareness of adult alcohol use/misuse.	Training meeting scheduling.
6. NE Region Gathering	Continued collaboration of prevention professionals	Mutual sharing, training, and support. Secure a significant trainer/speaker for gathering.	Coordination of PMs.
Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If no, why not? If yes, what type did you request? YES, from Mike V. & Rich L of WyPTAC; Tere has provided much help through phone calls and e-mails.		Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting? If no, why not? Yes - WyPTAC	Did you receive the TA requested? YES

Use Additional Sheets if Necessary

Worksheet 5. Local Community Prevention Efforts

Local Prevention Initiatives other than the PF	Major Strategies	Critical Dates and Events	Local Contact	Potential Collaboration Y/N
Federal Prevention Block Grant	Smart Moves MIP & DUI Classes	monthly	Anne Quast @ NWMHC	y
Most of Us social norming campaign	Social norms messaging to close gaps in perceived norms & related behaviors GUIDELINES	9/09 4/10 Monthly	Bill Hawley	Y
The Line social marketing campaign	Statewide media campaign to reduce ua drinking.	12/09 5/10 Summer 2010	Bill Hawley	y
Wyoming's First Lady's Initiative	Reduce ua drinking Family Night Youth for Justice	9/09&10 2/10	Bill Hawley	y
Community Initiative to integrate prevention	SAPC Special Project #4 Community Wellness Plan & Task Force development	9/09; 11/09 1/10; 3/10; 5/10; 7/10	Toni Cervenka Bill Hawley Rosi Davidson CRC Bd. Of Directors	y
Youth Initiatives (post-FACE activities)	Alternative environments	8/09; 10/09 Monthly	Lizzie Danielson Bill Hawley	y
School Prevention Programs	Health Curricula SPEAR Take It Back	Monthly	Jeanie Barent Lizzie Danielson Kelsey Armstrong Bill Hawley Megan Washut	y
Law Enforcement Prevention Programs	D.A.R.E. classes in JCSD Compliance Checks	Monthly Quarterly	John Manzella Angie Lloyd Michael Chapman Jason Carder Kerry Wolf	y
Suicide Prevention Programs	Capacity building Decrease stigma	monthly	Dusty Miller-Thom @ NWMHC	y

Wyoming Tobacco Prevention and Control Program	Smokefree Buffalo S.W.A.T. Cessation @ hospital	monthly	Rosi Davidson	y
Public Health Programs and Initiatives	Family Planning Pregnancy/Birth Car Seat Safety Bike Safety Immunizations	Monthly	Anne Jarvis	y
Juvenile Justice	Interventions Parole supervision Testing Community service	monthly	Debbie Lynch	y
DFS-Foster Care	Youth out of home placements; interventions	monthly	Gordon Grant	Y?

NOTE: If you checked "Y" for potential collaboration with one of the agencies or programs identified in the above chart, please use Worksheet 6 on the next page to explain how that collaboration might work. Then, when appropriate, incorporate that in your strategic planning for next year and in your development of a workplan.

Worksheet 6 – Potential Local Partnerships and Collaborations – see CRC attachment

AGENCY NAME/CONTACT: Recreation District / Jack Tarter
IDEAS FOR COLLABORATION: Funding and site identification / development of Johnson County YOUTH CENTER
AGENCY NAME/CONTACT: YMCA / Mike Quast
IDEAS FOR COLLABORATION: Youth nights at the Y; Healthy Kids Day
AGENCY NAME/CONTACT: Clear Creek Middle School / Jen Skaggs & Angie Lloyd
IDEAS FOR COLLABORATION: Middle school youth group targeting ATOD prevention.
AGENCY NAME/CONTACT: Boys & Girls Club; Carolyn Schroth
IDEAS FOR COLLABORATION: Facility use; events collaboration
AGENCY NAME/CONTACT: Local Youth Ministers: Nathan Fowler; Nathan Gilbert; Brian Cotant; Sonja Walter; others
IDEAS FOR COLLABORATION: Alternative youth environments / activities
AGENCY NAME/CONTACT: B.H.S. FBLA/Michelle Dahlberg IDEAS FOR COLLABORATION: Cooperative collaboration between FBLA and SPEAR and/or Take it Back youth groups' special projects.
AGENCY NAME/CONTACT: Chamber of Commerce; Angela Jarvis & Ginny Dull
IDEAS FOR COLLABORATION: Alcohol restrictions at community events; youth sponsorships

AGENCY NAME/CONTACT: NWMHC: Gregory Lamm, Anne Quast and Dusty Miller-Thom
IDEAS FOR COLLABORATION: May partner with Anne on TIPS and/or Guidelines Training NWMHC will be a significant partner in community wellness plan/task force.

AGENCY NAME/CONTACT:
Johnson Co. S.D. #1; Jeanie Barent
IDEAS FOR COLLABORATION: Recognition of SPEAR & T.I.B. as sanctioned organizations at BHS. Community wellness project; Youth Empowerment projects.

AGENCY NAME/CONTACT:
Law Enforcement; Chief Chapman, SROs Manzella & Lloyd; Sgt. Carder
IDEAS FOR COLLABORATION: Continued SAPC leadership; Integration of DARE with SAPC youth efforts; Compliance check promotion.

AGENCY NAME/CONTACT:
Tobacco Prevention; Rosi Davidson
IDEAS FOR COLLABORATION: Continued mutual coalition support; Leadership in the community wellness project; collaboration of youth groups.

AGENCY NAME/CONTACT:
Public Health; Anne Jarvis
IDEAS FOR COLLABORATION: Integration of community prevention / wellness plan & task force
AGENCY NAME/CONTACT:
Juvenile Justice; Debby Lynch & Marti Markovsky
IDEAS FOR COLLABORATION: Collaboration with youth; Community wellness plan / task force

AGENCY NAME/CONTACT:
DFS – Foster care; Gordon Grant
IDEAS FOR COLLABORATION: Community wellness plan / task force

AGENCY NAME/CONTACT:
CRC partner agencies – see attachment

Worksheet 7. Steps to Accomplish PF Strategies

Strategy: MANDATORY RAS / TIPS		
Action Steps	Day/Month/Year of Completion	Responsible Party
Cont'd voluntary RAS offered to retailers	8/09 – 10/09	PM & Chief Chapman
TIPS TOT	9/09	PM & ?
Promote/Congrats to trained establishments	10/09	S. Carr, M. Washut, PM
Review Voluntary RAS effectiveness/participation	12/09	PM & Chief Chapman
Offer Voluntary TIPS	1/10 – 2/10	SAPC; PM; Chief
Review Participation & Effectiveness	2/10	SAPC; PM; Chief; Mayor
Educate City Council	3/10	SAPC; PM; Chief; Mayor
Discuss policy change OPTIONS: Ordinance? Or policy/procedure for licensing?	3/10	SAPC; PM; Chief; Mayor; City atty.; municipal judge
City Council Workshop / Public Hearing	4/10	Mayor; Chief; City atty.; judge; council; SAPC; PM
Community Education	5/10	SAPC; PM; Chief; Mayor
Town Hall Meeting	5/10	SAPC; PM; Chief; Mayor
Organize/Educate support / SAPC	5/10	SAPC ; PM; Youth leaders; Chief
Policy change: 1st Reading	6/1/10	SAPC ; PM; Youth leaders; Chief
Policy change: 2nd Reading	6/15/10	SAPC ; PM; Youth leaders; Chief
Policy change: 3rd Reading	7/6/10	SAPC ; PM; Youth leaders; Chief
Promote policy change / ordinance	7/10 – 9/10	M. Washut; S. Carr; SAPC; PM

Worksheet 7. Steps to Accomplish PF Strategies

Strategy: ACOHOL SPECIAL USE PERMIT POLICY		
Action Steps	Day/Month/Year of Completion	Responsible Party
Research existing community policy	10/09	PM
Develop Policy language	11/09	Mayor; City Atty.; Chief; judge; PM
Develop talking points	12/09	SAPC; PM
Educate City Council	1/10	Mayor; City Atty.; Chief; judge; PM
Organize support / speakers	1/10	PM; SAPC
Public Hearing / Education	2/10	Mayor; City Atty.; Chief; judge; PM; SAPC
City council policy approval	3/10	Mayor & Council
SAME PROCESS / STEPS For JO. CO. Commissioners	4/10 – 7/10	*See above*

Strategy: Compliance Checks by LE		
Action Steps	Day/Month/Year of Completion	Responsible Party
Execute Compliance Checks	8/09	Chief & Sherriff
Promotion of success	9/09	SAPC; M. Washut; S. Carr
Execute Compliance Checks	11/09	Chief & Sherriff
Promotion of success	12/09	SAPC; M. Washut; S. Carr
Execute Compliance Checks	2/10	Chief & Sherriff
Promotion of success	3/10	SAPC; M. Washut; S. Carr
Execute Compliance Checks	5/10	Chief & Sherriff
Promotion of success	6/10	SAPC; M. Washut; S. Carr
Execute Compliance Checks	8/10	Chief & Sherriff
Promotion of success	9/10	SAPC; M. Washut; S. Carr

Strategy: Eliminate "immediate family" exemption for Buffalo City Code, Sec. 3-6		
Action Steps	Day/Month/Year of Completion	Responsible Party
Review Past & discuss new research / evidence	3/10	SAPC; PM; Chief; Mayor; City Atty.
Develop talking points	4/10	SAPC; PM; Chief
Educate City Council	5/10	SAPC; PM; Chief; Mayor
City Council Workshop / Public Hearing	6/10	Mayor; Chief; City atty.; judge; council; SAPC; PM
Community Education	7/10	SAPC; PM; Chief; Mayor
Town Hall Meeting	7/10	SAPC; PM; Chief; Mayor
Organize/Educate support / SAPC	8/10	SAPC ; PM; Youth leaders; Chief
Policy change: 1st Reading	8/17/10	SAPC ; PM; Youth leaders; Chief
Policy change: 2nd Reading	9/7/10	SAPC ; PM; Youth leaders; Chief
Policy change: 3rd Reading	9/21/10	SAPC ; PM; Youth leaders; Chief
Promote policy change / ordinance	9/10 – 12/10	M. Washut; S. Carr; SAPC; PM

Strategy: Media Advocacy / Counter Advertising: SPEAR; Most of Us – PCN; Don't Serve Teens; Parents Who Host		
Action Steps	Day/Month/Year of Completion	Responsible Party
SPEAR Media Message development / execution	Monthly	SPEAR leadership; M. Washut; S. Carr
Most of Us – Positive community norms	Monthly	PM; Mayor; S.Carr; M. Washut; Diane Hipp
Don't Serve Teens – national campaign materials, psas, op-eds; ads, etc.	5/10 through 9/10	SAPC; PM; M. Washut; S. Carr
Parents Who Host…Lose the Most!	HOMECOMING Immediately following final	SPEAR & TIB; PM; SAPC; M. Washut; S.Carr

Drug Free Action Alliance materials, etc.	game of each BHS sports season. 12/29-31/09 PROM GRADUATION	

Strategy: ONGOING ENVIRONMENTAL CHANGE: From Social Host Ordinance to Alcohol Restrictions at Community Events (Media Advocacy for change BLITZ!)		
Action Steps	Day/Month/Year of Completion	Responsible Party
Develop weekly educational messaging r.e. social hosting / ordinance / underage drinking.	9/09 and monthly thereafter through 3/10	SAPC; PM; M. Washut; S. Carr; youth; chief; mayor
Buffalo Bulletin executions	9/09 – 3/10	SAPC; PM; S. Carr; J. Waugh
Big Horn Mtn. Radio Network executions	9/09 – 3/10	SAPC; PM; M. Washut; S. Wildeman
Community survey for tangible outcomes r.e. social hosting underage drinking attitudes and behaviors.	3/10	SAPC; PM; Youth
Identify targeted community events & develop calendar / workplan with model policies & practices.	3/10 – 4/10	SAPC; PM; Youth
Collaborate & cooperate with community event organizers r.e. public relations and POLICIES.	3/10 – 5/10	SAPC; PM; Youth
Develop weekly educational messaging r.e. alcohol at community events; underage drinking & adult binge drinking.	3/10 and monthly thereafter through 9/10	SAPC; PM; M. Washut; S. Carr; youth; chief; mayor
Buffalo Bulletin executions	4/10 – 9/10	SAPC; PM; S. Carr; J. Waugh
Big Horn Mtn. Radio Network executions	4/10 – 9/10	SAPC; PM; M. Washut; S. Wildeman
NOTE: The summer is prime time for the major Jo. County community events. The		

execution & collaborative work of this strategy will require FULL SAPC participation.		

Strategy: Youth Empowerment & Alternative Environments		
Action Steps	Day/Month/Year of Completion	Responsible Party
Active organizational meetings	Monthly; 10/09 – 9/10	SPEAR & TIB leaders; PM
Select In-state trainings / conferences to attend	10/09	SPEAR & TIB leaders; PM
Select National training / conference to attend	11/09	SPEAR & TIB leaders; PM
Collaborate / Develop county or N.E. Regional Empowerment Event	12/09	SPEAR & TIB leaders; PM
Special Project CONTEST development	1/10	SPEAR & TIB leaders; PM
Submission of youth projects and FINAL selection of the AWARD-WINNING Youth project!	2/10	SPEAR & TIB leaders; PM; Mayor; BHS Principal; other community leaders
Develop workplan / calendar of Action Steps to accomplish Special Youth Project	3/10	SPEAR & TIB leaders; PM
Project Implementation	4/10 – 9/10	SPEAR & TIB leaders; PM Community collaboration

Strategy: TIP LINE		
Action Steps	Day/Month/Year of Completion	Responsible Party
State Contract Awarded	?9/09?	Rich Lindsey
Collaborative Meetings	?10/09?	SAPC; State reps; LE; Vendor
Implementation	?11/09 – 12/09?	Vendor; LE; TA; SAPC
Promotion	1/10 – 9/11	SAPC; LE; PM; TA; Youth; M. Washut; S. Carr

Strategy: Community Wellness / Integration of Prevention		
Action Steps	Day/Month/Year of Completion	Responsible Party
Casting the "VISION"	8/09 – 9/09…ongoing…	Toni Cervenka; PM; R. Davidson
Task Force recruitment / formation	11/09	Toni Cervenka; PM; R. Davidson; SAPC
Conduct Gaps analysis	12/09	Toni Cervenka; PM; R. Davidson; Identified Task Force Chair and members
Integration Plan developed	3/10	Task Force leadership; Toni Cervenka; PM; R. Davidson
Research effective, environmental strategies addressing community wellness	4/10	Task Force leadership; T. Cervenka; PM; R. Davidson
Present minimum of three strategies / projects to TASK FORCE; Selection of project for 2010 – 2011.	6/10	Task Force leadership; T. Cervenka; PM; R. Davidson
Budget / Workplan / Calender development for project.	6/10	Task Force leadership
Project Implementation	7/10 – 6/11…ongoing	Task Force leadership
Project Evaluation	6/11	Task Force leadership

Worksheet 8. Meeting Report – Workplan and Calendar Meeting

Date of CAC Workplan Meeting July 22, 2009	Place of Meeting JCSD Office	Length of Meeting 1 hour	No. CAC Members Attending 7 (13 rsvp'ed)
Names of CAC Members Attending: Toni Cervenka; Jack Tarter; Ginny Dull; Angela Jarvis; Gerald Fink; Jerry Osborne			
What Challenges and/or Problems Did Coalition Members Experience in Completing the Workplan? Those gathered enjoyed excellent discussion about several of the strategies presented in Worksheet #1…perhaps too much good conversation! Strategies requiring more time and energy were identified – policy change, etc. – and prioritized. Those strategies that are somewhat easier to implement and execute were also identified – "We Don't Serve Teens", etc.			
How Did the Coalition Members Decide to Address Those Challenges? The coalition roughed out a calendar plan which will be "cleaned up" by the program manager and presented at the August SAPC meeting. The primary goal of the August meeting will be for members to specifically take ownership in at least two strategies, thus forming sub-committees for each strategy.			
Did Any of the Strategies Decided at the First Meeting Change During the Workplan Process? (If Yes, How Did They Change and Why?) No. However, the realization that the coalition is very ambitious in their overall plan of action for 2009-2010 created tentative excitement! The momentum of positive community change is rolling!!			
Please provide any final comments regarding the strategic planning process with your CAC: I am truly blessed with a fantastic, diverse coalition that has a passionate commitment to the total wellness of our community. The upcoming year, and future years, will be filled with great collaborative efforts throughout Johnson County!			
Did you request any type of technical assistance from WyPTAC or the Division for this meeting? If no, why not? If yes, what type did you request? No; not needed.	Did you request WyPTAC or the Division provide direct assistance in facilitating this meeting? If no, why not? No, not needed.	Did you receive the TA requested? n/a	

Worksheet 9. Prevention Framework Budget for October 2009 thru September 2010

COST DESCRIPTION	PRIMARY PLAN	SPECIAL PROJECT 1 (Ongoing Environmental change-Media Blitz)	SPECIAL PROJECT 2 (Youth Empowerment)	TOTAL BUDGET
PERSONNEL SERVICES				
Program Mgr. Salary	$43,680.00			
Employer Paid Benefits	$11,064.00			
Administrative Asst. Wages	$7,680.00			
Employer Paid Benefits	$4,489.00			
SUPPORTING SERVICES				
Communications:				
Internet	$500.00			
Telephone	$1,500.00			
TRAVEL/TRAINING/MEETINGS				
Travel In-State	$2,000.00		$800.00	$2,800.00
Travel Out-of-State	$4,000.00		$4,600.00	$8,600.00
Training Costs	$		$2,600.00	
Miscellaneous Meeting Exp.	$5,200.00	$500.00	$3,400.00	$9,100.00
SUPPLIES				
Consumable Supplies	$3,000.00			
Commercial Printing	$2,000.00			
Postage	$500.00			
ADVERTISING/MEDIA COSTS	$16,000.00	$27,300.00		$43,300.00
EQUIPMENT COSTS:	$1,500.00			
CONTRACTUAL SERVICES (please describe)				
1. Indirect Costs: Fiscal Agent	$9,353.00	$2,200.00	$1,400.00	$12,953.00
OTHER COSTS (specify)				
A. Youth Empowerment Project			$6,000.00	
B. Youth Incentives/Rewards			$1,200.00	
C. . Liability Insurance	$500.00			
D. Facility Rent	$5,000.00			
SUB-TOTAL; p.1	$117,966.00	$30,000.00	$20,000.00	$167,966.00
PROGRAM Technical Assistance & Evaluation				
WyPTAC @ 10%	$11,796.60	$3,000.00	$2,000.00	$16,796.60
WYSAC @ 5%	$5,898.30	$1,500.00	$1,000.00	$8,398.30
TOTAL BUDGET: p.1	**$135,690.90**	**$34,500.00**	**$23,000.00**	**$193,190.90**

COST DESCRIPTION	SPECIAL PROJECT 3 (Tip Line)	SPECIAL PROJECT 4 (Community Wellness)	SPECIAL PROJECTS 5&6 (Community Training)	TOTAL BUDGET
PERSONNEL SERVICES				
Salary & Wages				
Employer Paid Benefits				
SUPPORTING SERVICES				
Communications:				
Internet				
Telephone				
Vehicle Expenses				
TRAVEL/TRAINING/MEETINGS				
Travel In-State	$500.00		$250.00	$750.00
Travel Out-of-State				
Training Costs	$1,000.00	$2,500.00	$400.00 (NE Region)	$3,900.00
Miscellaneous Meeting Exp.	$1,000.00	$4,850.00	$2,600.00	$8,450.00
SUPPLIES				
Consumable Supplies		$750.00	$550.00	$1,300.00
Commercial Printing	$5,000.00	$500.00		$5,500.00
Postage	$1,000.00			$1,000.00
ADVERTISING/MEDIA COSTS	$10,000.00	$2,000.00	$1,300.00	$13,300.00
EQUIPMENT COSTS				
CONTRACTUAL SERVICES (please describe)				
1. Indirect Costs: Fiscal Agent	$1,500.00	$1,400.00	$400.00	$3,300.00
OTHER COSTS (specify)				
A. Wellness Strategy: Project / Budget		$8,000.00		$8,000.00
B.				
C.				
D.				
SUB-TOTAL; p.2	$20,000.00	$20,000.00	$5,500.00	$45,500.00
PROGRAM Technical Assistance & Evaluation				
WyPTAC @ 10% **WYSAC @ 5%**	$2,000.00 $1,000.00	$2,000.00 $1,000.00	$550.00 $275.00	$4,550.00 $2,275.00
TOTAL BUDGET; p.2	**$23,000.00**	**$23,000.00**	**$6,325.00**	**$52,325.00**
Complete Budget Total				**$245,515.90**

BUDGET NARRATIVE:

1. PERSONNEL SERVICES: The Community Resource Center (CRC) of Johnson County is the employing agency with fiscal responsibility for the SPF-SIG grant. The PF manager serves as the coordinator, facilitator, educator, and motivator for the Substance Abuse Prevention Coalition (SAPC) of Johnson County as well as its related youth groups, SPEAR – Students Providing Education about Alcohol Risks and TAKE IT BACK at Buffalo High School. In the roles described above, the PM ultimately is responsible for the implementation of the SAPC's strategic plan, strategies, and special projects. The PM coordinates and collaborates with the MHSA Services Division, WyPTAC, WYSAC, PF colleagues throughout the state, specifically in the N.E. region where he serves as regional chairperson. The proposed PM salary is justified by job performance, interpersonal relation skills, catalytic leadership, education level, and the fact that, due to limited funding in FY 2008-2009, an increase was not possible. (Please see Ms. Toni Cervenka's attached letter and Mr. Hawley's resume.)

   The need for administrative assistant wages is largely due to the explosive growth of both the SAPC's activity and ambition and the comprehensive wellness work of the CRC. The wage scale is based on 10 hrs. / week at $16.00 per hour. These services may be assigned to existing CRC staff or may be part of new staff job description.

   Employer Paid Benefits Breakdown:

   - PM: $11,064 = FICA @ $3342.00; WC @ $962.00; Unempl. @ $760.00
   - Admin. Asst.: $4489.00 = FICA @ $588.00; WC @ $167.00; Unempl. @ $134.00; Health Insurance @ 3600.00

2. SUPPORTING SERVICES: These reflect actual costs for phone, cellular phone, and internet services needed to fully function professionally.

3. TRAVEL / TRAINING / MEETINGS:

Purpose of Travel	Location	Item	Rate	Cost
Necessary travel for PF Manager to attend required trainings and meetings to support the SAPC's Primary Plan	In-state	Mileage, M&IE, lodging	Prevailing Federal	$2,000
Travel for PF Manager and youth to support youth empowerment trainings and project implementation	In-state	Mileage, M&IE, lodging	Prevailing Federal	$800.00
PF Manager and SAPC Leadership travel to approved national prevention conference	Out-of-State	Mileage, M&IE, lodging ; standard airfare	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$4,000

PF Manager and youth travel to approved national conference on youth engagement and prevention	Out-of-State	Mileage, M&IE, lodging ; standard airfare	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$4,600
TIP LINE Special Project travel costs to contract with Tip Line vendor.	In-State	Mileage, M&IE, lodging	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging	$500.00
PM Travel to Kaycee Guidelines training and NE Region Annual Training (S.P. #5&6)	In-State	Mileage, M&IE, lodging	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging	$250.00
Costs to train youth on prevention and empowerment; PM will arrange for an expert in the field to meet with youth and conduct training	In-State Or Out-of-State; perhaps a NE Region Gathering	Speaker's Fees; Mileage, M&IE, lodging ; standard airfare	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$2,600
TIP Line training for law enforcement, etc. (SP #3)	In-State	Vendor Fees	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$1,000.00
Wellness Task Force Training with recognized trainer/speaker. (SP #4)	In-State or Out of State	Speaker's Fees; Mileage, M&IE, lodging ; standard airfare	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$2,500.00
NE Region Training – speaker or trainer	In State or Out of State	Speaker's Fees; Mileage, M&IE, lodging ; standard airfare	Prevailing Federal for Mileage and M&IE; actual out-of-pocket costs for lodging and airfare	$400.00

Miscellaneous meeting expenses are estimated costs for food and venue for twelve monthly meetings of SAPC as well as special sub-committee meetings as needed to implement Primary Plan	In-State	Food, beverages, venue costs	Actual	$5,200.00
Meeting expenses will be required for media creation / art / messaging	In-State	Food, beverages, venue costs	Actual	$500.00
Meeting expenses will be required for SAPC, LE, vendor implementation of TIP LINE. (SP#3)	In-State	Food, beverages, venue costs	Actual	$1,000.00
Meeting expenses for Community Wellness Task Force (2 or more per month) (SP #4)	In-State	Food, beverages, venue costs	Actual	$4,850.00
Meeting expenses at Bozeman Trail Restaurant/Conf. Center for 10 Guidelines Trainings (SP# 5)	In-State	Food, beverages, venue costs	Actual	$2,600.00
Meeting expenses will be required for organizational meetings for the youth groups. (SP# 2)	In-State: SPEAR TAKE IT BACK Middle School ATOD Prevention Group	Food, beverages, venue costs	Actual	$3,400.00
	TOTAL	$33,600.00		

Explanation: Travel is requested for PF Manager and SAPC leaders to attend one national prevention conference and to travel in-state for necessary meetings and trainings with respect to all projects. This is directly supportive of the Primary Plan and all 6 Special Projects. Funding is requested to permit the PH Manager and five or more youth leaders in the youth empowerment project to travel to one national conference on youth leadership and empowerment. Training costs are requested for four purposes: (1) to bring a nationally recognized speaker to

Johnson County to train and motivate SAPC / Wellness Task Force members on environmental change respective of community wellness / integration of prevention; (2) to provide youth prevention and leadership trainings to local youth as part of the youth empowerment Special Project – perhaps a N.E. Regional collaborative effort with other PMs; (3) to provide necessary training and technical assistance to implement a county-wide TIP LINE; and (4) to again provide training for the N.E. region preventionists. Funding for meeting costs is requested for the Primary Plan and 5 Special Projects. Requested amount is necessary according to frequency and number of meetings.

4. SUPPLIES: Office supplies, commercial printing, and postage expenditures are all necessary to fully execute the SAPC's Primary Plan and special projects. Projected costs reflect increased need, activity, and material production for SAPC initiatives. Commercial printing is necessary for professionally designed brochures, pamphlets, flyers, posters, etc. to further implement strategies.

5. ADVERTISING / MEDIA: (Please see attached Bulletin Media Proposal; Bulletin Sales 2009; BHMRN Cover Letter; BHMRN Media Proposal)

   To review: "the SAPC of Johnson County strongly believes that a brilliantly executed media advocacy blitz of Johnson County residents will not only increase knowledge and awareness of the issues and consequences of underage drinking and adult over-drinking, but will further create needed conversations and open-minded, educated attitudes of the citizenry. This cultural transformation in Johnson County will open wide the door to further environmental change with sustainable outcomes. The more important outcome will be a healthier and more responsible community."

The detailed proposals from the Buffalo Bulletin and the Big Horn Mtn. Radio Network are specifically designed for Special Project #1. Both of these media outlets have been tremendously supportive of SAPC initiatives in the past and are fully committed to moving forward positive community change, not only through paid media but also through free coverage of SAPC activities / initiatives in the form of op-eds, excellent news coverage, letters to the editor, etc.

The proposed expenses for media in the Primary Plan and Special Projects #3,4,&5 are reflective of the stated costs in the outlets' specific proposal for Special Project #1. The Primary Plan media includes: SPEAR @ $5000; Most of Us – PCN @ $4,000; PARENTS WHO HOST…LOSE THE MOST @ $3,000; Don't Serve Teens @ $3000; and Compliance Check Success promotion @ $1000.

Media for TIP LINE promotion is estimated at $10,000.00 as it is absolutely critical to the successful implementation of this sustainable environmental strategy.

The efficacy of the Community Wellness project ($2000) as well as Guidelines Trainings ($1,300.00) are also dependent on community awareness through applicable media efforts.

6. EQUIPMENT COSTS: The requested $1,500.00 is specifically for the purchase of a lap top computer for the PM. This necessary tool will better able the PM to function outside of the office as well as provide community trainings and presentations.
7. CONTRACTUAL SERVICES: Indirect Costs – Fiscal Agent
   The proposed expenses reflect the standard of 8% charge to Primary Plan and each Special Project. The SAPC and PM are fortunate to Ms. Cervenka and CRC staff for their outstanding work in this area.

7. OTHER COSTS:

- Youth Empowerment Project ($6,000.00):

Members of SPEAR and TAKE IT BACK at BHS will determine a specific project that will positively and environmentally impact the community as it relates to underage drinking. Potential projects discussed in the past include: Youth Center for Buffalo; collaboration with many other community entities (YMCA expansion?) will be required. Renting the Buffalo Theatre and the Buffalo Bowl for free alternative youth nights; production of a television psa to air on Bresnan Cable tv.; With proper funding, the creativity of these youth leaders may develop some other, yet unknown, project.

- Youth Incentives ($1,200.00):

Every successful youth empowerment effort needs fun incentives for recruitment, participation, and leadership. The proposed expense may actually be on the low side.

- Community Wellness Task Force Project ($8,000.00):

The development and implementation of an evidence-based, environmental strategy is the third quarter goal for this project. The estimated amount will provide for development costs and "seed money" as other funding sources are secured for ongoing, sustainable strategies and outcomes.

- Liability Insurance ($500.00):

As in previous SPF-SIG / PF budgets, this amount is requested to provide liability insurance for CRC staff and Board of Directors.

- FACILITY RENT ($5,000.00):

In the past, the CRC, and programs operating through the CRC, have been fortunate to be housed in a generous bank building for no cost. Because of the explosive growth and momentum of the CRC, more space for more staff is NOW required. Initial site costs have been researched for a space in Buffalo. As a result of these cost analysis, the requested amount is the PF grantees percentage of facility rent and related costs. Funding for the entirety of this cost will come from several other grants that the CRC manages.