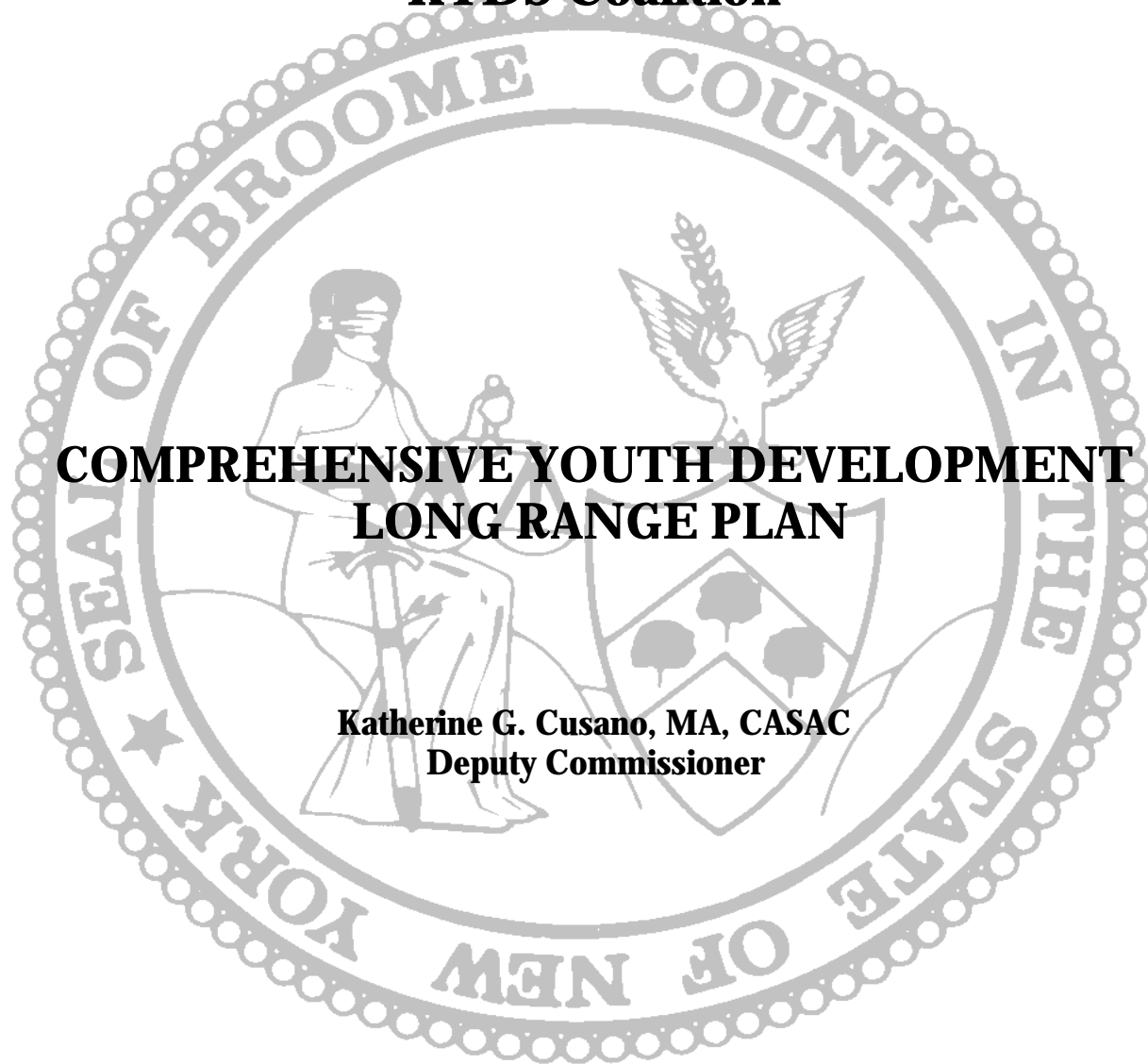


**Broome County Youth Prevention Partnership Is
Keeping Youth Drug-Free and Safe
KYDS Coalition**



**COMPREHENSIVE YOUTH DEVELOPMENT
LONG RANGE PLAN**

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Goals and Purpose of Long Range Plan

The goal and purpose of the long range plan addendum is to highlight the growth that the KYDS Coalition has experienced since the original long range plan which was created in 2003. The long range plan addendum will primarily look at our data from the past two youth surveys, which were done in 2004 and 2006. This report will look at trends that have emerged over the years from the data in the Youth Surveys as well as looking at our highest and lowest risk and protective factors and alcohol, tobacco, and other drug use as well as antisocial behaviors. We will discuss other updates and developments such as the Comprehensive Risk Profile and the Community Resources Assessment and our most recent Parent Survey. The long range plan addendum will identify the projects that the KYDS Coalition has worked on and is currently working on. We will also discuss the research based programs that the KYDS Coalition has helped to implement in schools and look at how our surveys and our data have helped to guide the decisions and prevention strategies in our community. We'll also look at how our goals and objectives address the risk and protective factors in our community.

History

The Broome County Youth Prevention Partnership – “Keeping Youth Drug-free and Safe” (KYDS Coalition) is a board of community agencies initially brought together in August 2000 to oversee the State Incentive Cooperative Agreement (SICA) Project in order to ensure the development of science based substance abuse prevention programs for youth, family, and community in Broome County. The Broome County Youth Prevention Partnership became KYDS in August 2003 when the Executive Board members voted unanimously that the name KYDS represented our goals and focus. The KYDS Coalition’s goals are to strengthen and expand the capacity for systemic change by increasing community involvement and continuing to gather and use information regarding youth substance use to create change in the factors that have been demonstrated by research to influence alcohol and other drug use among youth. The KYDS Coalition primarily serves Broome County, New York. Broome County has a population of 196,269 and is predominately Caucasian (90.9%) (U.S. Census Bureau, 2007).

The KYDS Coalition utilizes the Communities That Care (CTC) model as a means to guide prevention strategies. CTC can be applied to substance abuse as well as other high-risk behaviors in children. *As part of the CTC model the KYDS Coalition utilizes the concept of the Social Developmental Strategy, which pinpoints the critical elements and processes leading to positive youth development through risk factors and protective factors (also referred to as assets).* The coalition is dedicated to strengthening existing partnerships at the local level between traditional and non-traditional substance abuse prevention systems and activities.

The KYDS Coalition understands that our community is constantly changing. In order to keep up with this the KYDS Coalition administers a youth survey every two years. The survey is given to youth within our participating school districts. The KYDS Coalition utilizes other measures as well, the Comprehensive Risk Profile as well as the community resource assessment report, have assisted the KYDS Coalition with learning about our community so that we can better serve them. The purpose of the Comprehensive Risk Profile is to provide a summary of risk and protective factors present in Broome County for the purpose of identifying strengths and weaknesses that may be targeted through prevention and other intervention programming. The Broome County Comprehensive Risk Profile presents an evaluation of community risk and protective factors

through comparisons of national, state, and local data from Broome County. The Community Resource Assessment Report is the result of information collected from organizations engaged in prevention of problem behaviors and prosocial activities. By examining the number of programs that target each risk and protective factor, the location of these organizations and target populations, and the percentage of organizations that use best practice methods for the prevention of problem behavior, the community resources assessment report provides a summary of strengths and gaps in Broome County prevention resource availability and programming.

Mission Statement

The Broome County Youth Prevention Partnership is Keeping Youth Drug-free and Safe (KYDS Coalition) is committed to reducing substance abuse among youth of our area. The KYDS Coalition targets those factors existing in our community that place our youth at risk for substance abuse and identifies factors that create protection for our youth. By using science-based prevention programs the KYDS Coalition endeavors to fight risk factors and enhance protective factors. The KYDS Coalition seeks to enhance community collaboration and increase community awareness in order to combat youth substance abuse and create a healthier, safer community.

Vision Statement

The Broome County Youth Prevention Partnership is a collaborative effort to create opportunities for supportive, healthy, drug-free youth, families and neighborhoods in Broome County.

KYDS Funding

The KYDS Coalition is funded by the Drug Free Communities Support Program (DFCSP) Grant. The White House Office of National Drug Control Policy (ONDCP) directs the DFCSP in partnership with Services Administration's Center for Substance Abuse Prevention (SAMHSA). This anti-drug program provides funding to community coalitions that mobilize their communities to prevent youth alcohol, tobacco, illicit drug, and inhalant abuse. There are two goals of the DFCSP grant and they are: 1) to reduce substance abuse among youth and over time among adults by addressing risk and protective factors in the community 2) establish and strengthen collaboration among communities. The KYDS Coalition was awarded the DFCSP grant in 2003 for 5 years. The KYDS Coalition will reapply for continuation funding in 2008 for years 6-10. The KYDS Coalition has also secured additional funding from other resources. KYDS received the OASAS/OJJDP 2006 Enforcing the Underage Drinking Laws Environmental Prevention Strategies Grant and used this money to create awareness around underage drinking. The goal of this grant was to implement environmental prevention strategies of media advocacy in an effort to advance the policy goal of preventing and reducing underage alcohol use. The KYDS Coalition has also received a mini grant through the American Medical Association Alliance and is using this additional funding to promote awareness of underage drinking in our community by creating a 30 minute television spot featuring the "This Place" video, as well as information from local professionals on the effects of underage drinking.

KYDS Executive Board/Partnerships

The KYDS Coalition works together with schools and agencies and organizations to battle substance abuse.

The following is a list of the KYDS Coalition as of November 2007:

- *Broome County Mental Health Department Local Governmental Unit (LGU)* - Katherine Cusano, Deputy Commissioner
- *Education*
 - *Chenango Forks Central School District* – Carol Denz, Assistant Superintendent
 - *Johnson City Central School District* - John Goodson, Director of Health, Physical Education and Athletics
 - *Maine-Endwell Central School District* - Kathy Sever, Assistant Superintendent
 - *Union-Endicott Central School District* – Barbara Brown, Coordinator of Pupil Services
 - *Vestal Central School District* – Annamary Allen, Director of Special Services
 - *Whitney Point Central School District* – Mary Hibbard, Assistant Superintendent
 - *Susquehanna Valley Central School District* – Natalie Brubaker, Assistant Principal Middle School
 - *Newark Valley Central School District* – Lon Hayes, Assistant Superintendent
 - *Broome-Tioga BOCES* – Jim Mullins, Director of Alternative/Inclusive Education
Pat Kuenecke, Supervisor of BOCES School Curriculum Improvement and Educational Leadership
- *Lourdes Youth Services* – Bette Gifford, Director of Youth Services
Terri Atwood, Substance Abuse Prevention Manager
- *Broome County Health Department* - Robert Denz, Director, Division of Environmental Health Services
- *Law Enforcement:* Johnson City Police Department- Paul Burnett, Police Officer/DARE Officer
- *Media:* WBNG/WBXI- Richard Maynard, Account Executive
- *Parents Organization:* Southeastern District Parent Teachers Associations- Beth Perenyi, and Cindy Lord, Parent Representatives
- *Youth Bureau/Board:* Broome County Youth Bureau - Beth Saxton, Executive Director
- *Broome County Department of Social Services* - Pat Macumber, Director of Adult and Family Services
- *Broome County Mental Health Department* - Terry Cole, Dual Recovery Coordinator
- *Broome County Council of Churches* – Cris Mogenson, Coordinating Chaplain for the Sheriffs Office, Jail Ministry Program Director for the Council of Churches
- *Broome County Probation Department* - Lori Wilmot, Probation Director III
- *Family and Children's Society of Broome County, Inc.* – Kim Sturtevant, Site Coordinator, Western Broome Family Support Center
- *Business: Old County Buffet* – Marie Heger, Community Representative
- *Boys and Girls Club of Western Broome* – Amy Alexander, Director of Youth Development
- *Binghamton University* – Gerry Johansen, Associate Director, University Health Services, Alcohol & Other Drug Program
- *YES! Safe Choices for Kids* – Ashley Sherman, Prevention Services Assistant
- *Children's Home of Wyoming Conference* – Kim Stratton, Therapeutic After-School Program Director
- *YWCA*- Choen Johnston, Casework, Today's Journey
- *Youth Representative*-Marie Komenecky, Union-Endicott High School Student

Board Members are also asked to participate in at least one of the KYDS Coalition Committees. However one does not have to be on the Executive Board in order to be a part of the KYDS Coalition. There are 6 committees that help to guide and move the Coalition forward:

Planning Committee

The Planning Committee is responsible for gathering data, conducting needs assessments, exploring program expansion or revision based on needs assessment, planning prevention strategies of the KYDS Coalition, and overseeing the DFCS grant goals and objectives.

Resource and Development Committee

The Resource and Development Committee is responsible for seeking for funding based on short-term goals and long-term objectives of the Coalition.

School Committee

The School Committee is responsible for ascertaining the specific needs of the member school districts including training, program supplies, consultation with the Executive Board, program implementation and evaluation and changes in program needs.

Youth, Family and Community Committee

The Youth, Family and Community Committee is responsible for working towards developing Community Action Teams in participating districts and communities and organizing and planning community events.

Membership and Nomination Committee (executive board members only)

The Membership and Nomination Committee is responsible for reviewing new member applications, recruiting new members based on Partnership needs, nominating Executive Board members for office.

Public Relations Committee

The Public Relations Committee is responsible for planning and implementing public presentations, advertising the efforts of the KYDS Coalition, media campaigns and any other media efforts of the KYDS Coalition.

Partnerships

When discussing the KYDS Coalition it is important to remember that KYDS is a community collaboration and not just an Executive Board. Without our partners in the community we would not be able to maintain our connection. An important piece of our collaboration comes from the Binghamton University Psychology Department. Our partnership with Binghamton University has helped to ensure accurate evaluation capacity and oversight with data collection and analysis. The KYDS Coalition also maintains partnerships with other coalitions and councils in our community; The Broome Tioga Tobacco Free Coalition, Western Broome Family Support Coalition, Drug Free Community Upstate NY Coalition, Adolescent Addiction Task Force, Professional Advisory Group, Department of Social Services Committee, and Children and Youth Services Council. The partnerships within our community are essential in that they provide solidarity to everyone who is working to make our community a safer and healthier place to live.

KYDS on the Web

The KYDS Coalition is a valuable resource for parents, children, educators and service providers. In order to be in touch with as much of the community as possible, the KYDS Coalition can be found online at www.kydscoalition.org The KYDS Coalition website became available in 2006 after receiving the Enforcing the Underage Drinking Laws Environmental Prevention Strategies Grant. The grant focused on environmental strategies and creating a website for KYDS was a way to

provide education for parents, youth and community members. The website serves as an information base for teens who want to learn information about drugs and alcohol as well as parents, teachers, or community members who want to learn about drugs and alcohol and what they can do. The KYDS Coalition website also has a Report section which includes all of our reports and analyses through the years that KYDS has done. In addition, the KYDS Coalition feels that community collaboration is imperative to reach our goals in the community, therefore we have included a Links page which gives a number of websites which a person can directly connect to from the KYDS website. The KYDS Coalition works diligently to maintain and update the website with information relevant to our community.

Data-Driven Operating System

The KYDS Coalition operates under the Communities That Care (CTC) model. This model guides our planning processes in that it is research based and outcome focused. Prevention research has done much to inform us about the predictors of adolescent problem behaviors and so the KYDS Coalition, under the CTC model, has and continues to use this research in designing and selecting appropriate prevention strategies. By using data on empirically supported predictors of health and behavior outcomes, this science-based prevention planning is able to identify specific short-term objectives for a community's prevention efforts. Then the community is able to select tested interventions that have been shown to address these specific factors. Specifically; by assessing the prevalence of risk, protection, and outcomes within the community, we can then prioritize the specific risk and protective factors as targets for prevention action, and choose interventions that have research support to address each of these factors (Hawkins, Catalano, & Arthur, 2002). Once implemented, we monitor these interventions as per their performance in producing positive changes in the targeted risk and protective factors and youth behavior outcomes, and then subsequently adjust and modify them as needed (Hawkins, Catalano, & Arthur, 2002). The KYDS Coalition gathers this data on the community by conducting a youth survey every two years. The survey is conducted in all of the participating schools within the Coalition. This survey serves as a *snapshot of our community* and gives us a sense of the risky behaviors and ATOD use that our youth are reporting. The KYDS Coalition conducted their first youth survey in 2000 and has continued to administer a youth survey every two years since then. In 2000 and 2002 the following school districts participated in the youth survey: Binghamton, Union Endicott, Maine Endwell and Johnson City. In 2004 the KYDS Coalition had increased their school representation and a number of new districts completed the youth survey. They included: Union-Endicott, Maine-Endwell, Johnson City, Chenango Forks, Susquehanna Valley, Whitney Point, Vestal, The Children's Home of Wyoming Conference, and Broome-Tioga BOCES. In 2006 Newark Valley was added and also completed the survey along with all the schools that participated in 2004.

In our original Long Range Plan we discuss the data from the CTC youth survey. Due to factors beyond the Coalition's control, the CTC Survey is no longer available as an instrument that *fully* meets the needs of our assessment approach. This is the reason for our switch to the PNA survey.

The PNA survey is *essentially the same survey* as the CTC survey, having a few minor differences and many benefits. The greatest strength of the PNA survey is that it is a continually used assessment tool that will include updated normative comparison groups as the years go on. New additions to the PNA Survey include profiles of gambling behavior and overall High Risk/High Protection Youth. Further, the PNA survey utilizes a statistical analysis that allows for Risk and Protective Factors to be presented in the more user-friendly percentage format rather than the percentile format we have

seen in past administrations. We are pleased to announce that the raw data from the 2002 and 2004 CTC Surveys have been converted to the new format allowing for our *first* multi-year comparison of results within our community.

From its inception, the KYDS Coalition has adopted a 25-year; *long-term* strategy for community change, recognizing that *truly* impacting these substantial factors will take *sustained* effort from all of our partners. The question arises of how to interpret the results from our first six years of efforts with the awareness that we are also working within the framework of a twenty-five year strategy for change? Perhaps the metaphor of running a marathon will prove helpful. Being that we are at the end of year six, we have just completed the *first quarter* of our marathon. It would be unwise for us to run full speed ahead and not take stock of our current state or how we performed over the first leg of our journey, but it would seem just as unwise to *stand still* and overanalyze every footstep we took in the first six miles. As excited as we are to get a look at our first multi-year results, we must remember to continue to use a balanced approach to our performance evaluation.

It is also important to remember that the results contained in our report do not lead to a black and white interpretation. Our overall trends show that as grade level increases, substance use, antisocial behaviors, and Risk Factors increase. For Protective Factors, younger grades score highest with a decline seen as grade level increases. Comparing results for specific factors from the 2002, 2004, & 2006 surveys may not reveal a clear pattern of increase or decrease, but this is *to be expected*. We are dealing with complex and dynamic human behavior. As the years go on and we are able to add to the bank of data we are using for our trend analysis we can gain more and more confidence in the patterns that emerge. Again, a balanced approach to data interpretation will allow us to move toward our goals, incorporating the most up to date information, without getting lost in *every* interesting peak and valley we find in our data comparisons.

The Prevention Needs Assessment tallies both the behaviors that students in our community engage in (e.g. Alcohol, Tobacco, & Other Drug Use (ATOD) and Antisocial Behaviors (ASB) as well as the factors that contribute to these behaviors (i.e. risk and protective factors).

Alcohol, Tobacco and Other Drug Use

Similar to the conclusions from our data collection efforts in 2000, our findings in 2006 also revealed that alcohol was by far the most pervasive substance for adolescents in terms of its frequency of use, followed by tobacco and then marijuana (*see Figures 1 & 2 pages 10 & 11*). Among the youth surveyed in 2006, 28.1% of 7th graders and 82.5% of 12th graders reported having drunk alcohol at some point in their life (findings for 2000 were 31% and 81% respectively). In terms of alcohol use in the last 30 days, 31% of all students reported having used alcohol at least once (compared to 33.7% in 2002). Data from the 2006 PNA was also compared to a national sample using data from the Monitoring the Future (MTF) survey (Johnston et al., 2007). The PNA looks at the use of ATOD in two different ways; lifetime use and past 30 day use. Lifetime use of alcohol by our students surveyed in the PNA was found to be above the national average. For example, lifetime use of alcohol for 12th graders was 82.5%, compared to the national sample which was 75.1%. When looking at past 30 day use, a greater proportion of our 10th graders and 12th graders reported alcohol use compared to the national sample.

Tobacco use showed a 4.9% decrease in lifetime use from 2002-2006, but remains the second most prevalent substance used, with a current year average of 31% of adolescents reporting lifetime use. A positive note regarding tobacco use is that all grades report lifetime tobacco usage less than the

national average; however 10th and 12th graders report 30-day tobacco use rates *greater* than the national average.

Regarding the prevalence of marijuana use, 23.9% of students that participated in the 2006 survey reported having used marijuana at least once in their lifetime and 12% reported having used marijuana at least once in the last 30 days. Relative to the national sample, the students in our survey reported lower lifetime rates of marijuana use in the eighth and tenth grades, whereas the proportion of twelfth graders reporting lifetime marijuana use slightly exceeded that of the national sample. With regard to marijuana use in the past thirty days, although the proportion of eighth graders was slightly below the national sample, the proportion of tenth and twelfth graders who used marijuana in the last 30 days was above the national sample.

Antisocial Behaviors

The PNA also measures other anti-social behaviors, the highest of which were “*Attacking someone with the intent to harm*” 13% (down 1.6% since 2002), “*Being drunk or high at school*” 12.8% (down 0.3% since 2002), and “*Being suspended from school*” 9.3% (up 2% from 2002). The lowest anti-social behaviors reported in 2006 were, “*Carried a handgun*” 3% (up 0.5% since 2002), “*Stolen a vehicle*” 1.8% (down 0.3% since 2002) and “*Handgun to school*” 0.5% (up 0.2% since 2002). On average, middle school students consistently report behavior below the normative comparison group while our high school students tend to report behaviors equal to or above normative rates. For a snapshot of substance abuse and antisocial behaviors with respect to what has been, and still needs improvement versus what has not changed since 2002, see the Report Card on page 14.

Risk and Protective Factors

Data from this survey also included information about risk and protective factors. Risk factors are those personal, familial and societal attitudes and behaviors that may make a student more vulnerable to drug and alcohol use and increase the probability that a given person will abuse drugs and alcohol as well as antisocial behaviors. In the PNA survey, higher scores on the risk factors represented more risk or an increased vulnerability to problem behaviors. For the 23 Risk factors, our data showed a range of 8.6%-53.1% with an average score of 40%. The risk factor endorsed by the greatest number of students in 2006 (53.1%) was “*Parental Attitudes Favorable to Anti-Social Behaviors*” which was down 3.8% since 2002 but still above the eight-state norms across all grade levels. “*Low School Commitment*” (48.8%), and “*Poor Family Management*” (47.1%) rounded off the top three risk factors. Although it has increased 2.4% since 2002, “*Gang Involvement*” was still the least prevalent risk factor in 2006 just as it had been in 2002, followed by “*Interaction with Antisocial Peers*” (27.9%), and “*Early Initiation of Antisocial Behavior*” (28.1%). For both “*Parental Attitudes towards Antisocial Behavior*” and “*Parental Attitudes towards Drug Use*”, data indicate that our community results are generally *above* normative comparison groups. On average, 39.8% of area youth report profiles considered to be indicative of *High Risk* youth, with our community being approximately 5% lower than normative comparison groups.

Protective factors, on the other hand, are those personal, familial and societal attitudes and behaviors that may help buffer a student against drug and alcohol use and abuse and other antisocial behaviors. Protective factors thus reduce the probability of engaging in problem behaviors by either reducing the impact of the risk factors or by changing the way that young people respond to these risk factors. For the 12 Protective factors in 2006, our data showed a range of 40.3%-69%, with an average score of 55%. In 2006, “*Prosocial Involvement*” appeared to be the highest protective factor across all grades. Specifically, “*Opportunities for Prosocial Involvement in School*” (69.0%) was the most

endorsed protective factor, followed by “*Prosocial Involvement in the Peer-Individual Domain*” (63.8%). “*Opportunities for Prosocial Involvement in the Community Domain*”, was the most prevalent protective factor in 2002, with 70% of students endorsing this factor. In 2006, the prevalence of this protective factor dropped by 10% to 60% and was the protective factor with the largest decrease between 2002 and 2006. Yet even having dropped, it was still above the value endorsed by students surveyed in the eight-state norms. *Religiosity* was the least endorsed protective factor at 40.3% which dropped 6.2% since 2002. Compared to the eight-state norms, the students surveyed endorsed less religiosity across all grade levels. The protective factor with the greatest increase from 2002 to 2006 (most improved) was “*Increase in School Rewards for Prosocial Involvement*” which increased by 11.7%. A bar-graph representing the percent of students that endorsed multiple risk and protective factors can be found in Figure 3 on page 11.

Parent Surveys

Parent surveys were also created by the KYDS Coalition and handed out to families at various events within the Southern Tier between March and September of 2006. Surveys asked parents to indicate their attitudes towards under age drug and alcohol use. Surveys were completed at ten events by a total of 669 adults. The frequency of parents who endorsed YES to each of the items are as follows:

It is acceptable for their child to use alcohol	0.9 %
It is acceptable for their child to use tobacco	0.7 %
It is acceptable for their child to use marijuana	0.4 %
It is acceptable for their child to use Other drugs	0.6 %
People under 21 risk harming themselves if they smoke cigarettes	90 %
People under 21 risk harming themselves if they smoke marijuana	89.5 %
People under 21 risk harming themselves if they drink beer, wine or liquor	89.5 %
People under 21 risk harming themselves if they use illegal drugs or drugs when not ill	99.3 %
It is wrong for my child to pick a fight with someone	91.5 %
I tell my child that I’m proud of him/her for something s/he has done	96.4 %
I ask my child what s/he thinks before making decisions that affect him/her	79.1 %
My family often fights about the same issues over and over	16.4 %
Someone in my family has received treatment for alcohol or drug abuse	19.1 %
Alcohol, tobacco and other drugs are easily available to their child	50.6 %

Note: Parent surveys were not randomly distributed. They were completed by adults attending various family and/or school oriented events on a volunteer basis. Given that people who attend these events and are willing to volunteer to complete a survey are a distinct subset of the population, these numbers should not necessarily be assumed to be representative of the community at large.

Figure 1.
Percentage of Students Reporting Substance Use in Their Lifetime

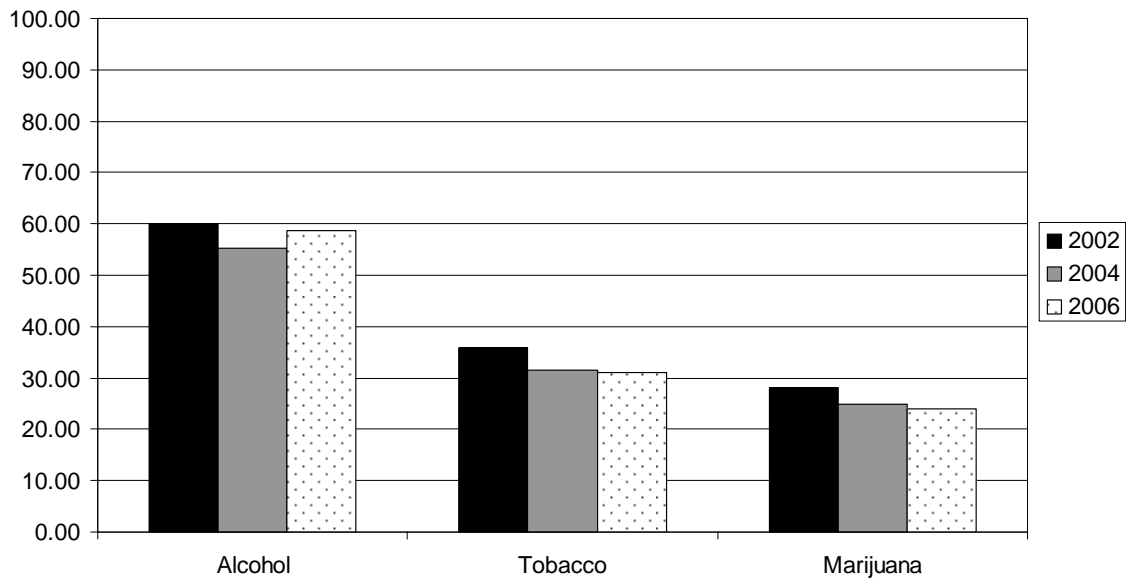


Figure 2
Percentage of Students Reporting Substance Use in the Last 30-Days

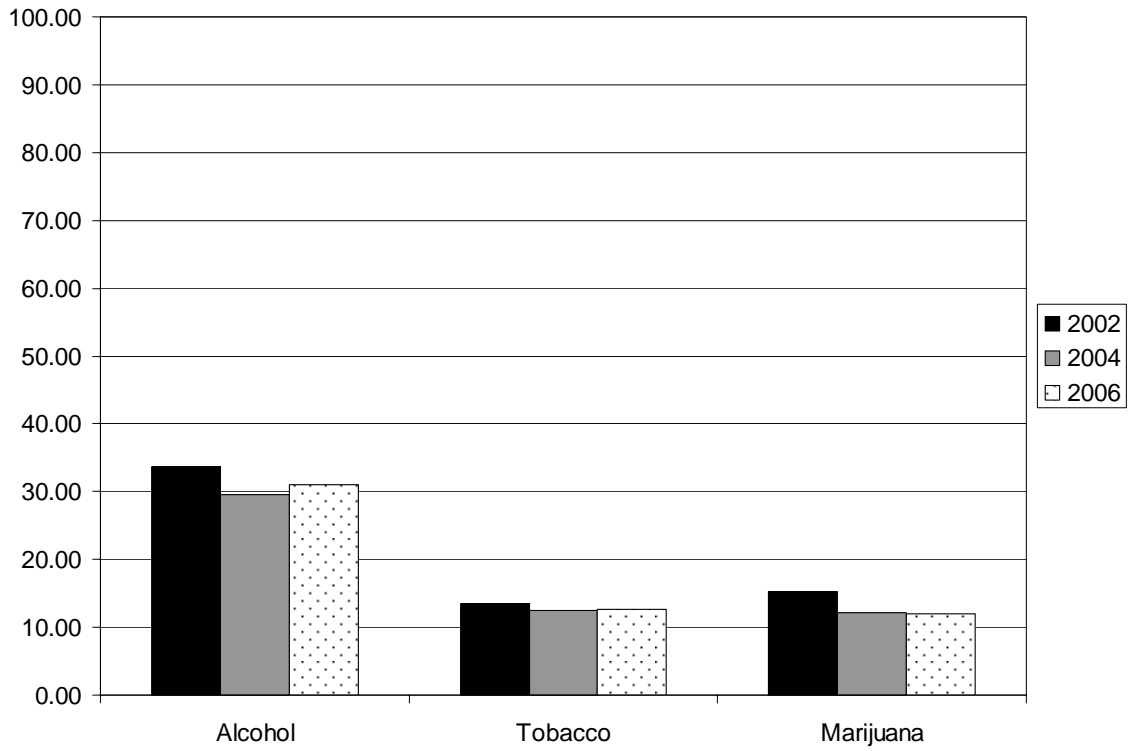
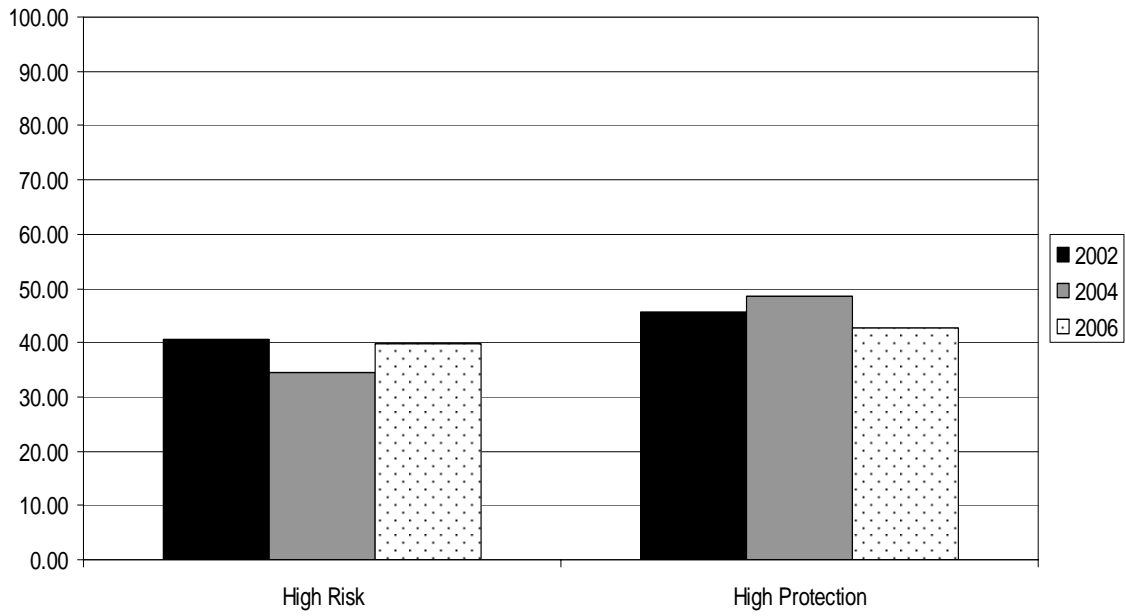


Figure 3
Percent of Students Reporting Multiple Risk and/or Protective Factors



2006 Substance Use & Antisocial Behavior Report Card

Substances: Lifetime	2006 %	02-06
Alcohol	58.6	+
Cigarettes	31.0	+
Marijuana	23.9	+
Chewing Tobacco	13.3	=
Inhalants	13.0	-

Substances: 30 Day	%	02-06
Alcohol	31.0	+
Cigarettes	12.7	+
Marijuana	12.0	+
Chewing Tobacco	6.1	-
Inhalants	3.7	-

Heavy Use	%	02-06
Binge Drinking	19.3	-
1/2 Pack Cigarettes/Day	3.8	=

Antisocial Behavior	2006 %	02-06
Attacked to Harm	13.0	+
Drunk or High at School	12.8	=
Suspended from School	9.3	-
Sold Illegal Drugs	5.2	=
Been Arrested	4.6	=
Carried a Handgun	3.0	=
Stolen a Vehicle	1.8	=
Handgun to School	0.5	=

- *** + Indicates IMPROVEMENT 2002-2006
 - Indicates NEEDS IMPROVEMENT 2002-2006
 = Indicates NO CHANGE 2002-2006
 n/a Indicates 2002-2006 data unavailable

Outcomes of multiyear data

Following an evaluation of the data collected from the 2006 youth survey, the Planning committee reassessed the risk and protective factors. It was decided that we would continue to focus on the **risk** factors: “Favorable Attitudes Toward ATOD”, “Poor Academic Performance”, “Low School Commitment”, and “Favorable Attitudes Toward ASB” as well as adding “Parental Attitudes Favorable Toward ATOD” and “Parental Attitudes Favorable Toward ASB”. The **protective** factors of focus will continue to be: “Belief in the Moral Order” and “School Opportunity for Prosocial Involvement”.

Risk Factor Outcomes: 2 – 5 Years

“Favorable Attitudes Toward Alcohol, Tobacco, and Other Drugs (FATATOD)” continues to be a risk factor that the KYDS Coalition is addressing and it will re-evaluated in 2010.

Goal: Produce a 10% decrease in FATATOD as measured by the CTC survey from 54% in 2000 to 49% in 2006.

- **Result: 4.6% decrease in FATATOD from 2002-2006**

Goal: Produce a 10% *decrease* in adolescent past 30-day marijuana use from 19% in 2000 to 17% in 2006.

- **Result: 3.2% decrease in 30 Day Marijuana Use**

Goal: Produce a 10% *decrease* in Youth DWI from 38% in 2000 to 34% in 2006.

- **Result: 2.1% decrease in Youth DWI**

“Academic Failure (AF)” continues to be a risk factor that the KYDS Coalition is addressing and it will re-evaluated in 2010.

Goal: Produce a 10% *decrease* in Poor Academic Performance on the CTC survey from 52% in 2000 to 47% in 2006.

- **Result: 3.3% increase in Poor Academic Performance**

Goal: Produce a 10% *increase* on 4th and 8th grade achievement tests (ELA and Math) in 2006.

- **Result: 5.9% decrease on 4th grade ELA achievement tests**
- **Result: 8.5% increase on 4th grade Math achievement tests**

Goal: Produce a 10% *increase* in percent of students passing 9th, 10th, 11th, 12th grade regents exams in 2006.

- **Result: 5.9% increase in the percentage of students graduating with regents**

“Low School Commitment (LSC)” continues to be a risk factor that the KYDS Coalition is addressing and it will re-evaluated in 2010.

Goal: Produce a *decrease* in LSC as measured by the CTC survey by 10%, from 52% in 2000 to 47%, in 2006.

- **Result: 2.4% increase in Low School Commitment**

Goal: Produce a 10% *decrease* in the number of suspensions for each local target district in 2006.

- **Result: 2.0% increase in the number of Suspensions**

“Favorable Attitudes Toward Antisocial Behavior (FATAB)” continues to be a risk factor that the KYDS Coalition is addressing and it will re-evaluated in 2010

Goal: Produce a *decrease* in FATAB as measured by the CTC survey by 10%, from 58% in 2000 to 52% in 2006.

- **Result: 6% increase in FATAB**

Goal: Produce a 10% *decrease* in adolescents diagnosed with Sexually Transmitted Diseases (specifically Gonorrhea) by 2006.

- **Result: 21.4% increase in adolescents w/STD (Gonorrhea)**

Goal: Produce a 10% *decrease* in the number of adolescent pregnancies from 59 per 1,000 women age 15-19 in 2000 to 53 in 2006.

- **Result: 18.7% decrease in adolescent pregnancies**

Goal: Produce a *decrease* in the number of PINS (Person In Need of Supervision) petitions opened by 10% in 2006.

- **Result: 19.1% decrease in the number of PINS petitions opened**

Protective Factor Outcomes: 2-5 years

“Belief in the Moral Order (BMO)” continues to be a protective factor of focus and we will re-evaluate it in 2010.

Goal: Produce an *increase* in BMO in 11th and 12th grades to be 5 points or 10% higher than the matched comparison group as measured by the CTC Youth Survey in 2006.

- **Result: 2% decrease in BMO of 12th graders compared to norm group**

Goal: Maintain BMO as a strength in 7th and 8th graders by keeping it as a strength of 5 points or 10% greater than the matched comparison in 2006.

- **Result: 8th grade 9.3% greater than norm group**

“School Opportunities for Prosocial Involvement (SOPI)” continues to be a protective factor of focus and we will re-evaluate in 2010.

Goal: Produce a 10% *increase* in SOPI as measured by the CTC Youth Survey from 57% in 2000 to 63% in 2006.

- **Result: 0.3% decrease in School Opportunities for Prosocial Involvement**

Youth Development Outcomes: Goals for years 5 – 10

“Favorable Attitudes Toward Alcohol, Tobacco, and Other Drugs (FATATOD)”

- Decrease substance abuse as measured by 30-day alcohol use for 8th graders by 10%, from 22% in 2000 to 20% in 2010.
- Increase the number of 11th graders who do not view themselves as regular consumers of alcohol from 51% as reported in the 1999 TAP survey by 10% to 56% in 2010.
- Decrease substance abuse as measured by 30-day prevalence of marijuana for 10th graders by 10%, from 19% in 2000 to 17% in 2010.

“Academic Failure (AF)”

- Decrease AF as measured by Poor Academic Performance on the CTC survey by 10% from 47% in 2006 to 42% in 2010.
- Increase achievement test scores by a further 10% in 2010. Specific local numeric goals to be determined.
- Increase the percentage passing regents exams in grades 9, 10, and 11 by a further 10% in 2010. Specific local numeric goals to be determined.

“Low School Commitment (LSC)”

- Decrease LSC as measured by the CTC survey by a further 10%, from 47% in 2006 to 42%, in 2010.
- Decrease suspensions in by a further 10% in each local target area in 2010.

“Favorable Attitudes Toward Antisocial Behavior (FATAB)”

- Decrease FATAB as measured by the CTC survey by a further 10%, from 52% in 2006 to 47% in 2010.
- Decrease adolescents with STDs (specifically Gonorrhea) by a further 10% in 2010. Specific local numeric goals to be determined.
- Decrease adolescent pregnancies by a further 10% in 2010. Specific local numeric goals to be determined.
- Decrease the number of PINS petitions opened by a further 10% in 2010. Specific local numeric goals to be determined

Results from Executive Board Retreat 2007

On May 21, 2007 the Executive Board met to review the findings of the 2006 PNA and discuss a plan of action for longer term future endeavors. The results of the survey revealed that there are four main areas of concern in reference to the long range planning goals established by the KYDS Coalition. These concerns involve the following findings:

- An increase in the academic failure of students as measured by 4th Grade ELA achievement tests.
- An increase in the indicators measuring low school commitment.
- An increase in the indicators measuring favorable attitudes toward antisocial behavior.
- Although overall the survey indicated there has been a decline in the use of alcohol, tobacco and other drugs, many of the indicators of use are still above the national average.

At the conclusion of the presentation on data, the retreat participants engaged in an open discussion regarding these findings. The following themes emerged from the discussion:

I. Schools could be utilized more effectively as vehicles for advertising the availability of resources for parents and their children. The School Mapping Project, the Resource Assessment, and the Children and Youth Services Parents Guide to Resources would be helpful tools to identify programs and services that are currently available to assist families with school aged children. The coalition should seek additional ways to educate school officials and parents of the availability of services in the local community. Ideas included: utilizing the newsletter, the Press and Sun Bulletin, and the KYDS Coalition Web page.

The following committees were identified as being appropriate venues to follow up with this goal: the Youth/Family and Community Committee, Planning Committee, and the School Committee.

II. The KYDS Coalition should continue its public education campaign on a number of different levels. The group discussed the need to assess current public education achievements, challenges, and goals. It is important that these efforts continue to evolve and should include all forms of media, as well as include the school media. The Coalition should discuss how to combat community attitudes regarding alcohol. Also, the Coalition should plan for how to use the media effectively to release the results of the survey data. The Public Relations Committee was identified as the appropriate committee to follow up on this issue.

III. Increase opportunities for youth development and focus on transitional issues as young people age from middle school to high school. The survey results seem to indicate that there are significant changes that occur with young people during the years from 8th to 12th grades. More focused attention is necessary to assist in the transition to each new school year. The retreat participants did not provide details toward this goal due to time constraints, but Coalition Committees should continue to discuss this issue and draft a plan of action.

IV. The KYDS Coalition should explore additional partnerships with organizations such as: Head Start, local day care centers, Binghamton University and Broome Community College.

V. Other: In addition to the themes discussed above, the retreat participants noted the following:

- Expand the Family Support Center model in other districts.
- Additional efforts should be made to help students feel connected at school.
- Students need to have opportunities to express their dreams for the future.
- It was acknowledged that cultural attitudes in the Broome/Tioga community are pro-alcohol. These culturally embedded attitudes toward alcohol are likely to shape the attitudes and use patterns of our young people.

How Research is Informing Our Prevention Strategies

The KYDS Coalition prides itself as being an organization which both conducts research and uses research to inform its choice of programming. Empirical evidence and support are the ties which bind the coalition's work. The youth survey that KYDS conducts every two years informs the coalition and school districts with respect to the most prominent risk factors for their students in need of addressing as well as which protective factors need strengthening. Given this information, we then turn to the research base for programs that have been shown to impact these areas.

In order to reduce substance use among youth and over time by adults, we need to address the factors in the community that increase risk and promote the factors that offer protection. In order to meet this goal, the KYDS Coalition has put together a list of stepwise objectives:

Help schools sustain science-based substance abuse prevention programs.

School Mapping Project

The school mapping project began as an idea for a communication tool that the school districts could use to see what programs other community districts were implementing to reduce substance use and abuse. The school mapping project is expected to be completed by early 2008. Each participating school district provided a list of programs currently being conducted in their schools along with information on who participates (universal, selected, indicated), when it is implemented and what the expected outcomes are. Having this resource will then allow schools to tailor the programs offered in response to the PNA data. As each school learns about their students' strengths and weaknesses with respect to the risk and protective factors, they can then use the maps as a first step in choosing appropriate programs that might address these risk and protective factors. The school mapping project should help to increase the protective factor of "School Opportunity for Prosocial Involvement" by allowing for an increase in programs and activities for the students to participate in. The school districts have found this project to be highly beneficial as they can share information with one another about programming and their concerns. The school districts involved in KYDS have also reported that they are now using the school mapping as an internal means to evaluate what they are doing to help their youth and they have also used the school mapping to help them apply for various grants.

Life Skills Training

Life Skills Training (LST) is a science-based prevention program designed to target a universal population of youth in grades 6-8. The ***Life Skills*** program consists of three major components that cover the critical domains found to promote drug use: Drug Resistance Skills, Personal Self Management Skills, and General Social Skills. Life Skills was chosen as a way to reduce the risk factors of "*Attitudes Favorable to ATOD use*", "*Attitudes Favorable to ASB*", "*Perceived Risk of Drug Use*", "*Early Initiation of ATOD*", and "*Early Initiation of Anti-Social Behavior*". Life Skills was chosen as a prevention strategy to increase the protective factors as well, specifically "*Social Skills*". Research has shown that students who develop skills in these three domains are far less likely to engage in a wide range of high-risk behaviors.

One of the early KYDS initiatives was to help with the implementation of this prevention strategy within local schools. Future plans include having additional school districts implement Life Skills and to aid in the expansion and enhancement of the program by having additional staff trained for schools already implementing this program. KYDS coordinates semi annual teacher meetings in order to allow teachers the opportunity to network with other teachers implementing Life Skills

Training in order to discuss successes and challenges they have encountered in its implementation. This has proven to be highly beneficial to the teachers as they can discuss how they are implementing the program and what roadblocks, if any, they are running into.

Reconnecting Youth (RY)

Reconnecting Youth (RY) is a science-based prevention program intended to target both youth at-risk for school drop out and those who exhibit multiple behavior problems. Its implementation follows a partnership model involving peers, school personnel and parents and focuses on self-esteem enhancement, decision making, personal control and interpersonal communication. Its implementation in area schools in order to target the risk factors of *“Low Commitment to School”, “Academic Failure”, “Attitudes Favorable to ATOD”, “Attitudes Favorable to ASB”, “Depression”* and *“Interaction with Antisocial Peers”*. As a way to support and sustain the program in the schools, the KYDS Coalition coordinates semi annual meetings with teachers to give them the opportunity to network with other RY teachers and allow them to share challenges and successes they have encountered in implementing the program.

Coordination of trainings with retail establishments that sell and serve alcohol and tobacco and initiate compliance checks

The KYDS Coalition will co-sponsor trainings to educate bar and convenience store staff on the laws of serving alcohol and tobacco to minors. The KYDS Coalition will partner with local law enforcement agencies to co-sponsor alcohol server trainings. The KYDS Coalition will also continue to coordinate tobacco trainings with the Broome County Health Department. The KYDS Coalition will also continue to work with the Broome County STOP DWI Program and the Adolescent Tobacco Use Prevention Act (ATUPA) to conduct alcohol and tobacco compliance checks. These compliance checks will be done at the establishments that attended the tobacco and alcohol server trainings, as a follow up to see if they are compliant, as well as establishments that did not attend the trainings. If the establishments that did not attend the trainings fail the compliance check they will be encouraged to attend the trainings.

The goal of this initiative with respect to youths is to reduce certain community wide risk factors such as *“Laws & Norms Favorable to ATOD Use”, “Community Disorganization”, “Perceived Availability of Drugs”,* and *“Early Initiation of Drug Use”*.

Examination of multi-level policy change around substance abuse in Broome County

Educate the Community on False ID’s

In effort to create policy change in the community and reduce certain risk factors, the KYDS Coalition will educate the community on the legal consequences of using false identification, underage drinking and supplying a minor with alcohol. These actions are meant to specifically target the following risk factors: *“Parent Attitudes Favorable to ATOD Use”, “Laws & Norms Favorable to ATOD”, “Community Disorganization”, “Perceived Availability of Drugs”,* and *“Early Initiation of ATOD”*. Community education will be done by displaying signs in bars, convenience stores, and restaurants in the community. The KYDS Coalition will initially target the establishments around the school districts that have open lunches (students allowed off campus during lunch period) and then expand into the other school district communities. The KYDS Coalition will partner with law enforcement agencies in the community to assist with the enforcement of these laws.

“Parents who Host Lose the Most” media campaign

With the help of their partners, the KYDS Coalition helped to raise awareness on the laws around hosting underage drinking parties, and the consequences and the health and safety risks of serving minors. The KYDS Coalition utilized an existing media campaign “Parents Who Host, Lose the Most”, that had been presented at the 2006 National CADCA Conference. The KYDS Coalition coordinated with partnering school districts to send mailings home to the parents of high school students which included a letter signed by the County Executive and Sheriff addressing underage drinking, fact sheets, fact cards, NYS law addressing parent and adult responsibility if supplying alcohol to a minor, and parent tips. This initiative targeted the risk factors “*Parent Attitudes Favorable to ATOD use*”, “*Poor Family Management*”, “*Laws & Norms Favorable to ATOD*”, “*Perceived Risk of ATOD Use*”, “*Attitudes Favorable to ATOD*”, and “*Early Initiation of ATOD Use*”.

Education of community members

Community Presentations

The KYDS Coalition gave presentations on district-specific data for those school districts that requested we do so. These presentations helped to highlight major findings from the PNA survey report with respect to alcohol and other drug use, antisocial behaviors and the risk and protective factors within that school district. These numbers were also compared to national norms as well as the aggregate data from all participating districts. Highlighting the strengths and weaknesses of particular schools serves as a catalyst for each district to implement plans for change.

On September 27th, 2007 the KYDS’ Information Specialist from Binghamton University presented data to the community and the KYDS Executive Board from the 2006 Prevention Needs Assessment. This presentation helped to educate community members on the prevalence of substance use as well as the risk and protective factors in our community in order to aid in the selection and subsequent implementation of prevention strategies. The KYDS Coalition had media coverage from multiple TV stations including; WBNG, News 10 Now, and WIVT as well as coverage from the Press and Sun Bulletin.

Town Hall Meeting

The KYDS Coalition is in the process of planning another Town Hall meeting on Underage Drinking in spring 2008 as alcohol continues to be the substance used most commonly with our youth according to the PNA survey. The KYDS Coalition held their first Town Hall meeting on underage drinking in April 2006. The Town Hall Meeting will begin with a screening of the “This Place” video along with a panel discussion and question and answer period of various community members. This meeting will serve as a *call to action* for the community to become involved in KYDS’s prevention strategies and in efforts to reduce the use and acceptance of alcohol by minors. Specifically, this Town Hall Meeting is expected to target the following risk factors “*Perceived Risk of ATOD Use*”, “*Attitudes Favorable to ATOD*”, and “*Early Initiation of ATOD*”. It is also our hope that this will improve the protective factor “*Community Prosocial Involvement*”.

Strengthening links with community youth

The KYDS Coalition will continue to partner with already established youth groups in the community such as ADSIP, SADD, Maine Town Explorers, Key Clubs, etc. The KYDS Coalition will utilize the youth as a vehicle to educate the community on the KYDS Coalition and their goals and on substance abuse prevention. The youth will do this at the various KYDS Coalition events

held throughout the community. The KYDS Coalition will also use the youth as a “youth voice” on the Coalition getting their input and opinions around KYDS Coalition prevention strategies.

KYDS Coalition TV Commercial Essay Contest

Reaching out to youth in the community and increasing protective factors in their lives is a critical piece of the KYDS Coalition prevention efforts. The KYDS Coalition will increase youth involvement in prevention activities by sponsoring a TV commercial essay contest which has been done in previous years. The essay contest winners will be given the opportunity to participate in a TV commercial that will be aired on a local television station.

KYDS Coalition Poster Contest

In effort to increase youth participation in KYDS Coalition prevention activities and to increase protective factors, the KYDS Coalition will continue to sponsor a poster contest open to community youth. Winners of the contest will have the opportunity to participate in on-field activities during a Binghamton Mets baseball game.

Both the poster and essay contests were selected as a way to decrease the risk factor “Perceived risk of ATOD Use” and to increase the protective factors “*Community Prosocial Involvement*”, “*Rewards for Community Prosocial Involvement*” and “*School Prosocial Involvement*”.

Media Advocacy

The KYDS Coalition implements environmental strategies as a way of prevention by creating Public Service Announcements to disseminate the KYDS Coalition message. Over the past year, KYDS has put together the following PSA’s: “Marijuana and Our Kids”, “This is ALCOHOL “, “[Alcohol and Our Kids](#)”, “[Can You Read Between the Lines?](#)”, “KYDS Spot”, and “We are KYDS”. One of the primary goals of these PSA’s was to reduce the risk factors “*Perceived Risk of ATOD Use*”, “*Attitudes Favorable to ATOD Use*”, and “*Early Initiation of ATOD Use*”. Given that students submitted essays and had the opportunity to be part of some of the PSA’s, these also had the potential to strengthen the protective factors “*Community Opportunity for Prosocial Involvement*” and “*Community Rewards for Prosocial Involvement*”.

Marijuana Media Campaign

The KYDS Coalition implemented a marijuana media campaign in 2006 in an effort to change community norms around marijuana use. This media campaign served to educate the community on the misconceptions and myths associated with marijuana use and targeted both youth and parents. The campaign included printed materials, press releases, and PSA’s. The KYDS Coalition also held a quarterly meeting in October 2006 with marijuana as the focus.

Public Service Announcement

The Underage Drinking Grant allowed the KYDS Coalition to implement the environmental prevention strategy of media advocacy in an effort to advance the policy goal of preventing and reducing underage alcohol use. KYDS used this media advocacy as a step in *changing community norms and perceptions with regards to underage drinking*. One of the first objectives in this project was to provide education for parents, youth and community members to bring about awareness and recognition of the KYDS Coalition name and logo as a resource toward the prevention of underage drinking. This was done via the creation of informational materials, the creation of the KYDS Coalition website, and the creation of a public service announcement (PSA) with WBNG/WBXI-TV to target youth and their families. In order to attempt to change community norms regarding underage drinking and provide related information the KYDS Coalition created a PSA that gave facts and figures on the

true hazards of underage drinking as well as creatively presenting local data in an attention-grabbing fashion.

Sponsoring, promoting and involving the community in safe and drug-free family events

The following initiatives were planned as a way to strengthen the protective factors “*Family Attachment*”, “*Family Prosocial Involvement*”, and “*Community Prosocial Involvement*” and to reduce the risk factor “*Low Neighborhood Attachment*”.

KYDS Family Fun Day

The KYDS Coalition partnered with the Boys and Girls Club to sponsor a KYDS Family Fun Day in January 2007 at the Boys and Girls Club in Endicott. The family day provided safe and drug free activities that the whole family could participate in and enjoy. The family fun day included food, games, arts and crafts, local mascots and family prevention packets including information on substance abuse prevention and the KYDS Coalition. The KYDS Coalition plans to make this an annual event and is currently in the process of planning a family fun day for 2008.

KYDS Family Fun Nights in the Park

The KYDS Coalition also sponsored Family Fun Nights in the Park during the month of August in 2006 and 2007 which were held at different parks throughout Broome County; this too is an annual event. These family fun nights provided free family fun for the entire family including food, activities and games, arts and crafts, entertainment and local mascots. Other agencies and organizations attended the family fun nights to help further our goal of providing free family fun in a safe and alcohol and drug free environment. A number of stores and restaurants contributed to our events by making donations. Information about KYDS and family prevention was also provided.

Binghamton Mets

The KYDS Coalition partners with the Binghamton Mets a local baseball minor league team to sponsor a KYDS Family Fun Day at the Binghamton Mets. The KYDS Coalition encourages families to attend and the youth to participate in activities throughout the game. The event also showcases local youth who participated in the poster contest and give the winners of the contest the opportunity to participate in on-field activities. Poster entries are displayed throughout the stadium to promote families to attend and see the posters. Substance abuse information is provided throughout the game through different venues.

Strengthening links with parents and other adult members of the community

KYDS has also participated in a number of other related community initiatives in order to both support these initiatives and to increase the visibility of the KYDS name around the community. It is our goal that the KYDS name will become synonymous with the family oriented ideals of keeping kid's drug free and safe.

Open houses and other events

Reaching out to parents in the community is an essential piece of the KYDS Coalition prevention efforts. The KYDS Coalition has and will continue to attend participating school district open

houses as a means to disseminate information on youth substance use including consequences of supplying minors with substances, how to talk to your child about substance use and the mission of the KYDS Coalition.

Dasherboards

The KYDS Coalition will continue to display dasher boards at local Little League fields. The KYDS Coalition will utilize and coordinate with various youth groups to create a message to put on the dasher board and will utilize students at the local colleges studying art to create the dasher board

Police Week

Police Week is an annual event held to honor Police Officers who have lost their lives in the line of duty. The KYDS Coalition will continue to attend this event in effort to increase awareness of the KYDS Coalition, their goals and objectives, KYDS logo items and disseminate information on substance use.

YES! Fest

YES! Fest is an annual celebration providing healthy, drug-free activities and choices for youth and their families. The YES! Fest offers families the opportunity to spend a day together learning new skills and exploring over 40 local organizations information about their programs and activities. The KYDS Coalition will continue to partner with YES and attend this annual event in effort to increase awareness of the KYDS Coalition, their goals and objectives and disseminate information on substance use.

National Night Out

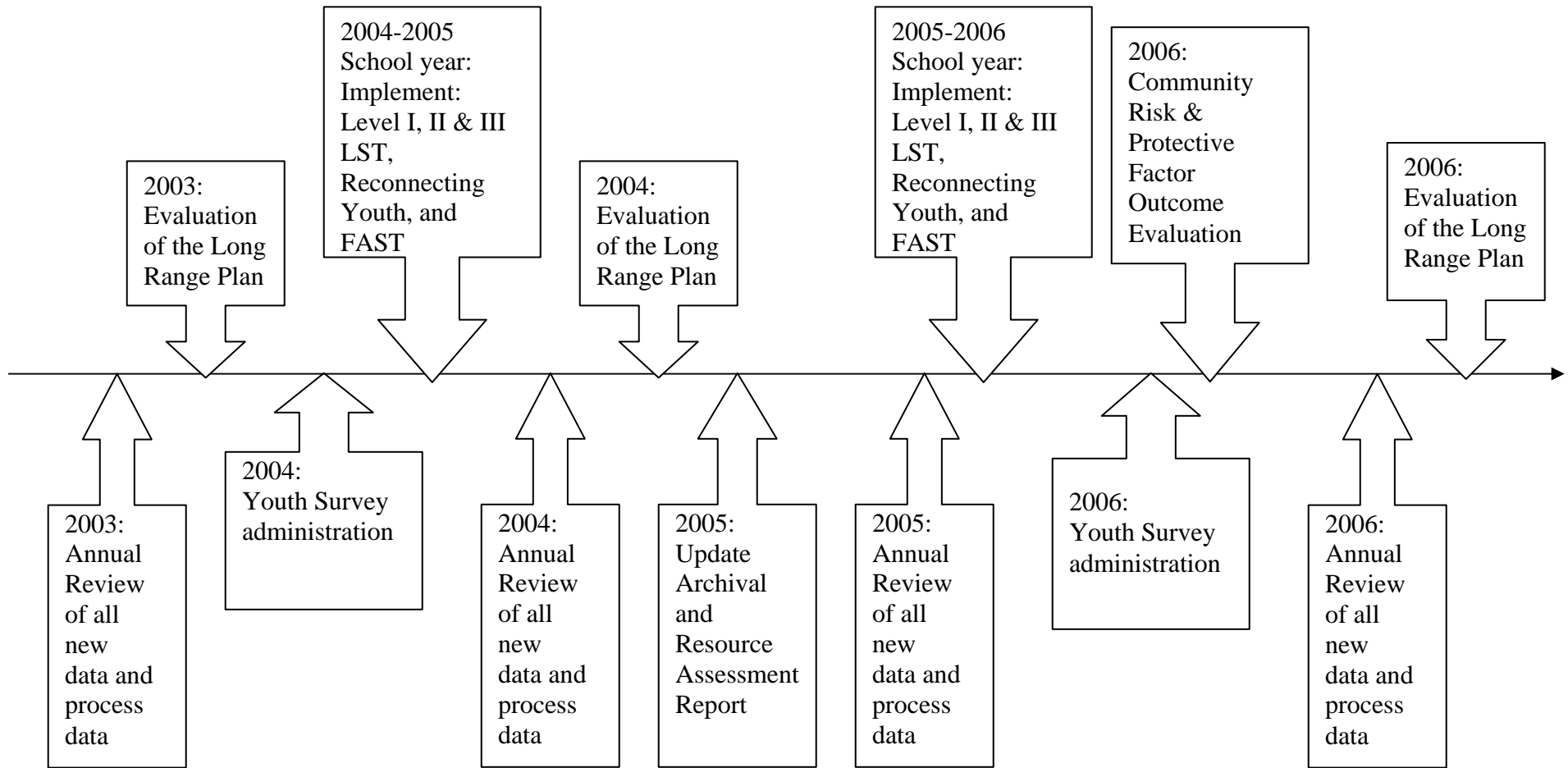
National Night Out is a unique crime and drug prevention event involving community members, police agencies, civic and volunteer groups, businesses and neighborhood organizations. The purpose of National Night Out is to heighten crime and drug awareness in the community. The KYDS Coalition will continue to attend this event in various communities in effort to increase awareness of the KYDS Coalition, their goals and objectives and disseminate family prevention packets including education and prevention information on substance use.

Family Support Centers

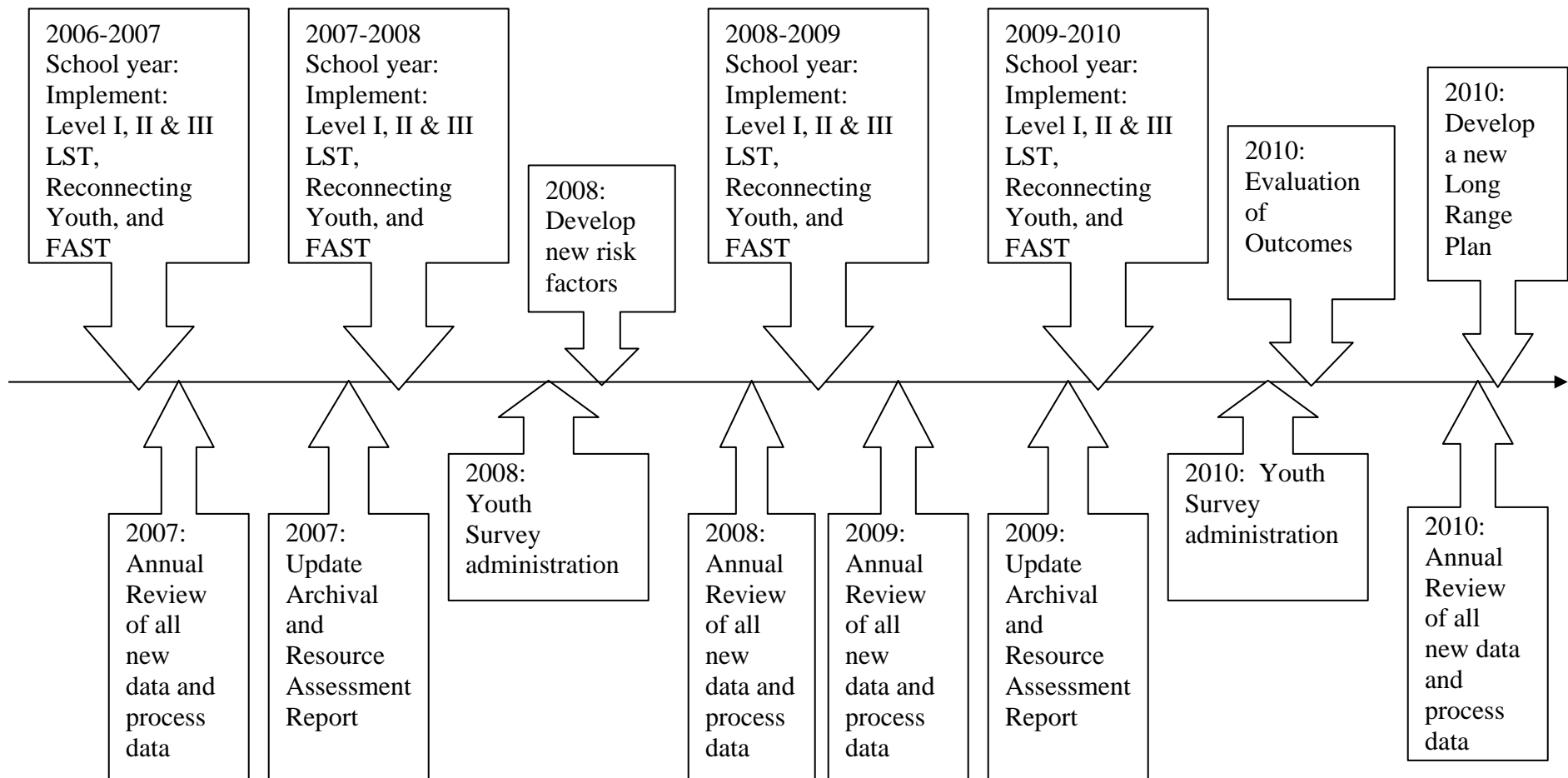
The data collected in the KYDS Youth Survey allowed for a resource assessment of services in our community and an indication of which areas were in dire need of increased services. In this way, the KYDS coalition was instrumental in the development of the Western Broome Family Support Center which is currently housed in one of our participating school districts. One of the goals for KYDS is to have family support centers in all of the school districts.

In order to support the efforts of community coalitions in the prevention and reduction of substance abuse among youth, the KYDS Coalition plans to strengthen the collaboration among our community, the private nonprofit agencies, and Federal, State and local and tribal governments. The KYDS Coalition will partner with Broome Community College and Binghamton University on already existing initiatives geared toward reducing underage substance use as well as increase the number of school districts already involved with the coalition.

Timeline: Years 2003-2006



Timeline: Years 2006-2010



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