

Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)

COLUMBIANA COUNTY

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Community Profile

Columbiana County has an estimated population of 107,570. The population is predominantly Caucasian (95.8%), with a small African American population (2.4%). Approximately 1.3% of the population identifies as multiracial, and a similar percentage (1.3%) reports being of Hispanic or Latino origin.

English is the predominant language, with only 2.1% of residents reporting that any other language is spoken at home.

Among residents above 25 years of age, 85.3% have a high school diploma and 12.4% have a Bachelor's degree or higher. The high school graduation rate is similar to that of the state (87.4%), but the percentage of adults with a Bachelor's degree or higher is considerably lower than the state average (24.1%).

The median household income (2006-2010) is \$39,502, which is lower than the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 16.0%. This is slightly above the estimated state percentage (14.2%).

Columbiana County is home to two regional campuses of Kent State University.

Note: Data sources include the 2011 Census and the 2006-2010 American Community Survey.

Introduction

The community's biggest issue related to substance abuse:

Alcohol is the most frequent drug of abuse among Columbiana County residents. Of those individuals abusing alcohol in the county, 25% are binge drinking. The population with the highest risk is 18-25 year olds who engage in the harmful use of alcohol, with the sub-target population being those who have not received their high school diploma or GED. The abuse of alcohol is often culturally accepted in our community and is at times described as the community norm. There is also a lack of awareness to alcohol abuse in Columbiana County and the use/abuse is often generational. Both populations can be found throughout Columbiana County.

A description of the population being targeted for SPF SIG project:

The target population is all 18-25 year olds who reside in Columbiana County. After analyzing the SEOW data charts and reviewing county statistics, it is clear that alcohol is the number one drug of choice in Columbiana County. Among 18-25 year olds, almost 57% reported alcohol use in the previous thirty days, and only 25% perceived risk associated with binge drinking. According to the Census Bureau Report in 2010, 8,803 residents in the county were between the ages of 18-25, representing 7.8 % of the total county population. While looking at this data it is clear that alcohol use is a major issue in Columbiana County and the target population is represented well.

Sub-target/underserved population(s) chosen for SPF SIG project:

18-25 year olds who live in Columbiana County who have not finished high school or earned their GED.

Description of sub-target/underserved population(s):

The sub-target population is those 18-25 year olds who have not received their high school diploma or GED. According to the Ohio County Profiles, 19 % of persons 25 and older living in Columbiana County do not have a high school diploma. It is reasonable to assume that a similar percentage applies to 18-25 year olds in the county. According to the Department of Job and Family Services, around 2,000 persons between the ages of 18-25 receive food assistance or cash assistance. Of this population 48% do not have their high school diploma or GED. Research has shown that there is a correlation between dropping out of high school and substance abuse. Also, those who do not finish high school do not benefit from substance abuse prevention and education programming provided in the later stages of high school.

Recent Community Needs Assessments

Total Number of Needs Assessments: Five

Needs Assessment:	Search Institute Survey
Year Conducted:	2011
Sponsoring Agency	East Liverpool and Salem Hospitals, ADAPT (Alcohol Drug Abuse Prevention Team), and CASH (Coordinated Action for School Health)
Findings Relevant to 18-25 Year Olds:	The survey does not provide information on substance abuse or use among 18-25 year olds. This survey was conducted with 7th, 9th, and 10th graders in Columbiana County.
Findings Relevant to Community Readiness:	<ul style="list-style-type: none"> • 25% of 7th, 9th and 10th graders reported alcohol use in the past thirty days. • 51% of students surveyed who were found to have 0 -10 developmental assets reported alcohol use in the past thirty days. • 77% of 10th graders reported their age of first use was 16 or younger. • 84% of students surveyed felt it was wrong or very wrong to drink alcohol regularly. • 98% of students surveyed who were found to have between 31-40 developmental assets believed their parents felt it was wrong or very wrong to drink alcohol regularly.

Needs Assessment:	Community and Parent Survey
Year Conducted:	2011
Sponsoring Agency	ADAPT (Alcohol Drug Abuse Prevention Team)
Findings Relevant to 18-25 Year Olds:	<ul style="list-style-type: none"> • 57% of 18-25 year olds strongly agree underage alcohol use is a problem. • 44% of 18-25 year olds believe it is easy for underage youth to obtain alcohol. • 31% of 18-25 year olds feel the legal system consistently enforces penalties for underage youth. • 57% of 18-25 year olds support the minimum drinking age of 21. • 58% of 18-25 year olds agree or strongly agree that youth under 21 should never drink alcohol. • 65% of 18-25 year olds report at times, there is alcohol present in their home. • 86% of 18-25 year olds report never providing alcohol to underage youth.
Findings Relevant to Community Readiness:	<ul style="list-style-type: none"> • 36% of 18-25 year olds report there are adults who provide alcohol to underage youth. • 30% of 18-25 year olds believe local bars and stores that sell alcohol do a good job at checking IDs and upholding their part in preventing underage sales. • 85% of all surveyed believe underage youth are obtaining alcohol at home without parent knowledge. • 51% of all surveyed believe underage alcohol use is a problem in our community. • 83% of all surveyed reported the fear of alcohol arrest would discourage adults from providing alcohol to underage youth. • 68% of all surveyed reported there is, at times, alcohol present in their home.

Needs Assessment:	AOD Treatment Focus Group
Year Conducted:	2009
Sponsoring Agency	Columbiana County Mental Health and Recovery Services Board
Findings Relevant to 18-25 Year Olds:	There was no data collected on 18-25 year old substance use/abuse.
Findings Relevant to Community Readiness:	Alcohol and Other Drugs (AOD) system needs were identified as: <ul style="list-style-type: none"> • Peer mentoring and recovery support services • More sponsors for local self-help groups • Residential treatment and sober housing alternatives • Movement from acute to chronic disease management • Improved linkages with primary care physicians • Increased family involvement and education

Needs Assessment:	Criminal Justice Needs Assessment
Year Conducted:	2011
Sponsoring Agency	Columbiana County Mental Health and Recovery Services Board
Findings Relevant to 18-25 Year Olds:	There was no data collected on 18-25 year old substance use/abuse.
Findings Relevant to Community Readiness:	Criminal Justice leaders identified the following alcohol and drug treatment service needs: <ul style="list-style-type: none"> • Increased late afternoon and evening substance abuse appointments in East Liverpool • Pre-release program at the jail and a post release follow-up system • Local substance abuse detox services and sober living environments for persons with substance abuse • Specialized programs for the increased Hispanic population who need alcohol and drug or mental health treatment

Needs Assessment:	Common Pleas Court Assessment
Year Conducted:	2010
Sponsoring Agency	Columbiana County Mental Health and Recovery Services Board
Findings Relevant to 18-25 Year Olds:	There was no data collected on 18-25 year old substance use/abuse.
Findings Relevant to Community Readiness:	Columbiana County Common Pleas Court reported between 80-90% of all cases they hear are drug/alcohol related. This includes direct drug/alcohol use or when drug/alcohol use played a role in the commission of the crime.

Community Readiness

Community Readiness Assessment Used:

Tri-Ethnic Center for Prevention Research Community Readiness Model

Community Readiness Assessment Conducted:

August 2011 to September 2011

A review of the community readiness in the community, with respect to priority substance, found the following:

For **high-risk use of alcohol**, the coalition determined that the community was in the *preplanning* stage of community readiness. However, aspects of the Tri-Ethnic research indicate that the community is in the *vague awareness* category, specifically for resources and community leadership.

Sharing community readiness findings in the community:

The community readiness assessment findings were released to community leaders such as county commissioners, police chiefs, school principals and individuals involved with the coalition, in addition to being shared with law enforcement, parents and to the general public via PowerPoint presentations. Overall, the community and coalition members indicated that the *preplanning* stage of readiness accurately reflects Columbiana County.

Use of community readiness findings in strategic planning:

The initiative will use the collected data to better understand the dynamics of Columbiana County including how the county perceives the harmful use of alcohol among the target population. We can conclude there is a community acceptance for persons aged 18-25 using alcohol and the community does not have a lot of knowledge about the issue unless they have been personally affected. The Overall Community Readiness Average Score is four (preplanning). This indicates that there are some leaders and community members who are aware of the issue of harmful alcohol use by persons aged 18-25, and there is some motivation to address the issue.

Suggested strategies for strategic planning:

The Tri-Ethnic research indicates that the lowest dimension needs to be addressed first. The lowest rated dimension was community climate. Many of those interviewed noted the issue of harmful drinking by persons aged 18-25 is overlooked within the community. Community members do not believe it affects the community as a whole, or there is an attitude where something should be done but community members do not know what to do. The goal at this level is to raise awareness that the issue exists in the community.

Strategies suggested include the following:

- Conduct educational outreach programs to community leaders and groups interested in sponsoring local programs focusing on the health, psychological, and social costs of substance abuse by persons aged 18-25.
- Use local incidents that occur as a result of the harmful use of alcohol by persons aged 18-25 in one on one discussion, educational outreach programs, and media articles that

illustrate the harmful consequences of underage and high-risk alcohol use by persons aged 18-25.

- Prepare and submit articles for church bulletins, local newsletters, club newsletters, etc. Media efforts at this stage of readiness are to be of a lower intensity such as placing media items where they are very likely to be seen. For example, church bulletins, smaller newsletters, flyers in Laundromats or post offices.
- Identify key people important to creating community change and work with them to create awareness of the problem.

Community Knowledge of Existing Efforts, Leadership, Community Knowledge about the Problem, and Resources all fell within the “Vague Awareness” category. A theme among the respondents regarding community knowledge was that they recognized the resources of their organization or their local community, but were not aware of what was available throughout the county.

Strategies suggested include the following:

- Visit schools and churches. Make the Coalition easily accessible by setting up fairs and festivals. Word of mouth is the best promotion so go to the people and don't rely on the people to come to you.
- It seems as though unless the message affects the community, it is not recognized.
- There needs to be more awareness about alcoholism and these programs.
- Efforts need to be more visible to the community.
- Unless persons or people they know are involved with the courts or sent to programs they don't know about them.
- People don't read billboards.
- Give options for members of the community to ask questions and find out more.
- Social media is the way to appeal and expand.
- More marketing efforts on a larger scale. Assign an advocate to each high school center.
- Expand knowledge - some people aren't aware of the law.
- Need brochures and flyers that are spread around the community.

Regarding leadership, the key informants who were selected for interview were selected in part because they are perceived to be leaders within the community. However, almost none of those interviewed identified themselves as a leader with regard to this problem, and most identified organizations or groups rather than individuals as leaders in the community on this issue. Community knowledge of the issue addresses availability and accessibility of information regarding the harmful use of alcohol by persons aged 18-25. Almost half of the key informants indicated that there is no knowledge of the issue unless a person or family member has a problem; there is a tragedy, or a sensationalized story. More than half of the respondents believed that very limited information is available in the community regarding the harmful use of alcohol by persons aged 18-25.

Regarding resources that are available, or could be brought to bear on this problem, including people, money, time, and space, the respondents thought the community and local businesses may provide space but that financial or volunteer resources were limited. Some believed people would make small donations to help address the issue. Two persons believed that if the community or businesses had knowledge and tools along with a concrete plan that people or businesses would provide time, money, and space. It was also emphasized that showing how reducing the harmful use of alcohol in this age

group would help employers and the community is an important element in soliciting resources to address this problem.

The goal for addressing dimensions that score in the “vague awareness” category is to raise awareness that the community can do something.

Strategies suggested include the following:

- Provide educational outreach programs that identify national and state prevalence rates of substance abuse and use local statistics and incidents that illustrate the harmful consequences of the harmful use of alcohol by persons aged 18-25.
- Conduct local media campaigns that emphasize the consequences of the harmful use of alcohol by persons aged 18-25.
- Present information at local community events and to unrelated community groups
- Post flyers, posters, and billboards.
- Begin to initiate your own events like a potluck and use the opportunity to present information on the issue.
- Conduct informal local surveys and interviews with community people to see how they feel about the issue.

Plans to evaluate strategic plan strategies:

The initiative will present the data collected to law enforcement, parents, and the general public. The groups will be able to give evaluations at the end of each presentation so the initiative can track the effectiveness of this strategy. The initiative has also decided to conduct another community readiness assessment after a period of time. This will allow the initiative to evaluate the strategies employed in the strategic plan.

Individual-Level

Based on the consumption data (30-day use and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:

After reviewing the data collected through our individual level survey, it is concluded that 43% of 18-25 year olds in Columbiana County reported drinking one or more drinks in the past 30 days. Also, 78% of the target population reported their age of first use as 20 or younger. Underage consumption is a major concern in Columbiana County. The mean age of first use is 16 among the target population. This is a concern to the initiative since research states the earlier someone starts to drink, the greater chance he or she will become addicted or have other health problems.

Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:

After reviewing the data collected through our individual level survey, it is concluded that 61% of 18-25 year olds in Columbiana County disapprove of someone their age having one or two drinks of alcohol nearly every day. What is a concern to the initiative is that nearly 31% of the target population neither approve nor disapprove or they do not know how they feel about this issue. This data reflects the community climate of a "no big deal" and a careless attitude of some residents in Columbiana County.

Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:

N/A

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
Specific Measure: During the past 30 days, on how many days did you drink one or more drinks of an alcoholic beverage?									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Survey of 18-25 year-olds	2011-2012	Columbiana County 18-25 year-olds	8803	Convenience	582	573	% reporting use in last 30 days	43.2%	Percent
Age of First Use									
Specific Measure: Think about the first time you had a drink of an alcoholic beverage. How old were you the first time you had a drink of an alcoholic beverage? Please do not include any time when you had only a sip or two from a drink.									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Survey of 18-25 year-olds	2011-2012	Columbiana County 18-25 year-olds	8803	Convenience	582	575	% reporting first use at age 16 or younger	52.2%	Percent
Disapproval of Use									
Specific Measure: How do you feel about someone your age having one or two drinks of an alcoholic beverage nearly every day? Responses: 1. Neither approve nor disapprove, 2. Somewhat disapprove, 3. Strongly disapprove									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Survey of 18-25 year-olds	2011-2012	Columbiana County 18-25 year-olds	8803	Convenience	582	576	% who report Strongly Disapprove	37.2%	Percent
Perceived Risk/Harm of Use									
Specific Measure: How much do people risk harming themselves when they have five or more drinks of an alcoholic beverage once of twice a week? Responses: 1. No risk, 2. Slight risk, 3. Moderate risk, 4. Great risk									
Does this measure qualify as a NOMs item?					No				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
Survey of 18-25 year-olds	2011-2012	Columbiana County 18-25 year-olds	8803	Convenience	582	576	% who report Great Risk	45.8%	Percent

Interpersonal-Level

Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Acceptance
- Rite of passage
- Multigenerational use
- 18-25 year-old perceptions
- Culturally acceptable
- Available in homes
- Peer influence

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Public substance use; liquor sales compared to other counties and the state

Plans to collect that data and/or evidence:

SEOW data; liquor permits

Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:

Views of alcohol use are indifferent across Columbiana County. Some members of the community feel alcohol use is a problem with the target population but are not sure how to prevent or decrease it. The majority of 18-25 year olds do not see any harm in daily alcohol use. This is a concern to the coalition because this population is not aware of The American Medical Association's guidelines or the basic health information regarding alcohol use and abuse. Also, friend/peer involvement is a major concern with the target population since the majority reported heavy peer influence.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Acceptance Example	53.5% of 18-25 year olds surveyed neither approve or disapprove or only somewhat disapprove of someone their age having one or two drinks of an alcoholic beverage everyday. "It is kids being kids...social norm". "I took the keys" or "they are drinking at home".
Supporting Evidence	Survey data and Tri-Ethnic Data
Rite of Passage Example	"People do not take underage drinking seriously, they think it is a rite of passage; they think is not pattern setting and has no long-term effect".
Supporting Evidence	Tri-Ethnic Data
Multigenerational Use	"I drank when I was 16".
Supporting Evidence	Tri-Ethnic Data
Public Substance Use	N/A
Supporting Evidence	Anecdotal Evidence
18-25 Year-Old Perception	48.3% of 18-25 year olds reported they think there is no risk, slight risk or moderate risk when people risk harming themselves when they have five or more drinks of an alcoholic beverage once or twice a week. Almost 70% of 18-25 year olds do not know The American Medical Association guidelines on moderate alcohol use for men and women who are 21 years of age or older and do not have health conditions that prohibit them from using alcohol.
Supporting Evidence	Survey Data
Culturally Acceptable	"Culturally acceptable," "if they are old enough to be shot in combat they can do what they want," general idea is "no harm, no foul unless the abuse is affecting an immediate family member," denying it is their kids that are drinking.
Supporting Evidence	Tri-Ethnic Data
Available in Home	67.8% of the community surveyed reported at times there is alcohol in their home. 84.8% of the community surveyed feel underage youth are getting their alcohol at home without parent knowledge. 71.7% of the community surveyed feel underage youth are getting alcohol from adults who host parties.
Supporting Evidence	Survey Data
Other	90% of 18-25 year olds surveyed reported their friends have never tried to stop them from getting drunk. 61.2% of 18-25 year olds surveyed reported their friends often or sometimes encourage them to drink.
Supporting Evidence	Survey Data

Factors Related to Social Norms That Contribute to Consumption in Your Community
Factor 1: Acceptance
Whom does this affect/occur with?
Individuals under 21 in Columbiana County
Who allows this?
Columbiana County residents, parents, community members, peers
When does this occur?
Individuals under 21 use alcohol before the legal drinking age
Where does this occur?
Columbiana County homes, bars, restaurants, events
How does this occur?
Some community members accept youth will drink before the age of 21. They believe it is a social norm and if the youth are not hurting anyone or anything, there is nothing wrong with underage drinking.
Under what conditions is this allowed to happen?
Drinking occurs with individuals in the military, at family events/parties, prom or graduation. These events are more acceptable to allow people under 21 to drink.
Factor 2: 18-25 Year Old Perceptions of No Risk
Whom does this affect/occur with?
18-25 year-olds in Columbiana County
Who allows this?
18-25 year-olds in Columbiana County
When does this occur?
18-25 year-olds use/abuse alcohol regularly and their peers do not see a great risk in this behavior.
Where does this occur?
Anywhere alcohol is present in Columbiana County
How does this occur?
18-25 year-olds do not see a great risk when their peers drink alcohol regularly or binge drink regularly.
Under what conditions is this allowed to happen?
Lack of Knowledge or practice of American Medical Association's guidelines, people provide alcohol to underage or host parties, find alcohol at home, and they drink with peers.
Factor 3: Peer Influence
Whom does this affect/occur with?
18-25 year-olds who use alcohol with peer influence.
Who allows this?
18-25 year-olds who allow peers and friends to influence their use/abuse of alcohol.
When does this occur?
Peers/friends are present during the use/abuse of alcohol.
Where does this occur?
Anywhere in the county where peers/friends are present while alcohol use/abuse is ongoing.
How does this occur?
Peers/friends of 18-25 year-olds do not stop the use/abuse of alcohol but instead encourage the use/abuse.
Under what conditions is this allowed to happen?
18-25 year-olds play drinking games (63%), damage property while drinking (14%), get into fights (21%) and drive a car after drinking (29%).

Community-Level

Retail Factors

Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Alcohol Density, including all retail outlets in Columbiana County (package sales and open-container sales)
- Product Placement: front of store (easy shoplifting), next to the snack/pop/candy aisles
- Potential Sources of Alcohol: retail outlets and personal outlets

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

ID issues including failure of retailers to properly check IDs. Employees who sell to underage friends. Product characteristics, including keg registration and lack of lock caps on hard liquor.

Plans to collect that data and/or evidence:

Monitor police enforcement at retail establishments and contact keg distributors. Also observe product characteristics in local retail outlets.

Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:

There is a high density of retail outlets in Columbiana County that have both package sales and open container sales. According to the State Liquor Control, as of December 2011, Columbiana County had 91 liquor permits. This is a major concern for our county. Also, product placement is a concern because underage youth can easily steal from stores with alcohol placed towards the front of the store. This includes product placement in grocery stores, gas stations and state liquor outlets.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
ID Issues	N/A
Supporting Evidence	Anecdotal evidence
Density	In 2011 Columbiana County had 167 liquor permits and 91 alcohol retail outlets.
Supporting Evidence	Liquor control statistics
Characteristics	40 oz containers and lack of lock caps on hard liquor bottles were observed at various retail outlets in Columbiana County.
Supporting Evidence	Observational evidence
Employees	N/A
Supporting Evidence	Anecdotal evidence
Product Placement	Alcohol is usually located in front of stores for easy shoplifting. Alcohol is placed by the snack aisle to associate parties with alcohol. Alcohol is placed by energy drinks and "mixers".
Supporting Evidence	Observational evidence
Potential Sources for Alcohol	Gas stations, convenience stores, drive-thrus, State liquor stores, grocery stores, parents, older siblings/friends, parties
Supporting Evidence	Observational evidence
Retailers	Gas stations, convenience stores, drive-thrus, State liquor stores, grocery stores
Supporting Evidence	Observational evidence
Other	N/A
Supporting Evidence	N/A

Factors Related to Retail Availability that Contribute the Most to Availability
Factor 1: Density
Whom does this affect/occur with?
Columbiana County alcohol retail outlets.
Who allows this?
State of Ohio Division of Liquor Control.
When does this occur?
The population of certain cities, towns, and villages in the county decrease and the quota of retail outlets does not decrease, resulting in "over quota" communities.
Where does this occur?
East Liverpool, Salem, Wellsville, Leetonia and Lisbon and Hanover and Knox Townships
How does this occur?
The Division of Liquor Control does not decrease the quota when the population decreases.
Under what conditions is this allowed to happen?
According to the Liquor Control, communities are allowed 1 "carry out" only outlet per 1,000 people. Also, communities are allowed 1 on-premise site for every 2,000 people.
Factor 2: Product Placement
Whom does this affect/occur with?
Customers who shop where alcohol is sold.
Who allows this?
Store owners, store managers.
When does this occur?
Alcohol is placed in front of store to allow for not only easy shoplifting but to also attract customers attention upon arriving at store. Alcohol is also placed by snacks, candy, and pop to associate partying with alcohol.
Where does this occur?
Grocery stores, gas stations, carry outs, and convenience stores.
How does this occur?
Store owners and/or store managers decide the placement of alcohol in their store. They choose where alcohol should be placed to allow for more customers to buy it.
Under what conditions is this allowed to happen?
Store owners and/or managers choose to place alcohol in front of the store to attract customers to buy the product. They usually have banners or signs accompanying the display of alcohol.
Factor 3: Potential Sources of Alcohol
Whom does this affect/occur with?
Customers who shop at alcohol retailers.
Who allows this?
Store owners and managers.
When does this occur?
Alcohol is placed in front of store to allow for not only easy shoplifting but to also attract customers attention upon arriving at store. Alcohol is also placed by snacks, candy, and pop to associate partying with Alcohol is allowed to be sold to anyone 21 or older in the state of Ohio. Retail outlets are allowed to sell alcohol as long as they have a permit from the State of Ohio Division of Liquor Control.
Where does this occur?
Retail outlets in Columbiana County.
How does this occur?
Retail outlets sell alcohol with a liquor permit are monitored by Liquor Control.
Under what conditions is this allowed to happen?
No one under 21 is allowed to buy alcohol in Ohio.

Social Availability Factors

Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Locations of 18-25 year olds obtaining alcohol.
- How underage persons are obtaining alcohol.
- Stores and Bars not checking IDs.
- Where 18-25 year olds are attending gatherings that alcohol is present.
- Those 18-25 year olds who get alcohol from home, with or without parent knowledge.

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Thefts of alcohol in Columbiana County.

Plans to collect that data and/or evidence:

Store violations from the State Liquor Control to see how many violations are reported.

Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:

65% of 18-25 year olds who were surveyed feel stores are not enforcing ID checking and 58 % feel bars are not enforcing ID checking. This is a concern to Columbiana County because this is something very minimal that could decrease the number of underage persons buying alcohol from these establishments. Adults are hosting parties (75% of 18-25 year olds felt this is where underage persons are obtaining alcohol.) We also know alcohol is present without parent knowledge so they are obtaining alcohol this way also.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
18-25 Year olds getting priority substance from...	70% of 18-25 year olds reported persons under 21 are getting alcohol at home with parent knowledge. 88% say underage persons are getting the alcohol from older friends/siblings. 68% reported underage persons are stealing alcohol. 65% of 18-25 year olds are reporting stores are not enforcing ID checking and 58% report bars are not enforcing ID checking.
Supporting Evidence	Survey data
18-25 year olds attending gatherings with large amounts of the priority substance...	75% of 18-25 year olds report under 21 are attending gatherings at parties where adults are hosting.
Supporting Evidence	Survey data
Other	N/A
Supporting Evidence	N/A

Factors Related to Social Availability that Contribute the Most to Availability
Factor 1: Stores not Checking IDs
Whom does this affect/occur with?
Retail outlets that sell alcohol to minors.
Who allows this?
Store cashiers.
When does this occur?
With anyone buying alcohol who is not 21 and is not asked for their ID.
Where does this occur?
Retail outlets that sell alcohol: Gas stations, convenience stores, drive thrus, grocery stores, state liquor stores.
How does this occur?
Store cashiers do not ask for proof that the person buying alcohol is 21 or older.
Under what conditions is this allowed to happen?
When law enforcement does not penalize the store to deter the sale of alcohol to minors. When law enforcement is not aware the sale to minors is happening.
Factor 2: Bars and Restaurants not Checking IDs
Whom does this affect/occur with?
Bars and restaurants that sell alcohol to minors and do not check IDs.
Who allows this?
Bartenders and waiters.
When does this occur?
Bartenders and waiters do not ask for proof of age which leads to individuals under 21 purchasing alcohol at these establishments.
Where does this occur?
Bars and restaurants that serve alcohol.
How does this occur?
Bartenders and waiters do not ask for proof of age which leads to individuals under 21 purchasing alcohol at these establishments.
Under what conditions is this allowed to happen?
Law enforcement is not aware this is happening which leads to the need for stricter penalties.
Factor 3: Parties Being Held by Adults (Over 21)
Whom does this affect/occur with?
Adults who choose to provide alcohol to underage persons at parties.
Who allows this?
Adults who are hosting parties where alcohol is being served.
When does this occur?
Adults over 21 invite individuals who are not of the legal drinking age to parties where alcohol is provided.
Where does this occur?
Parties hosted by adults who are over the age of 21.
How does this occur?
Adults have an acceptance of underage drinking in Columbiana County.
Under what conditions is this allowed to happen?
Law enforcement is not aware this is happening. Adults feel if they take away keys they are "safer" at their house than driving home.

Promotional Factors

Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Local-Ads
- Local-Alcohol is promoted at festivals
- Local-Placement
- Local-Advertising
- National-Pro-Alcohol messages
- National-Ads that are fun-filled
- National-Movies with binge drinking present
- National-Social Media

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Local-inadequate media attention; National-minority youth

Plans to collect that data and/or evidence:

Contact local media and research companies with national campaigns.

Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:

Alcohol advertising is widespread in Columbiana County. Whether it is in newspapers, billboards or banners, everyone is surrounded by alcohol advertising. The coalition feels there is a large amount of people who are susceptible to alcohol advertising and what message the alcohol companies are sending, especially to youth in the county.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Local Promotion	Banners, neon lights, ads at local college campuses, street fairs, festivals, coolers located at the front of store, colored shots in tubes by register, alcohol in "juice boxes," and bars will encourage by selling 2 for 1 deals.
Supporting Evidence	Observational evidence
National Promotion	Banners and signs in local stores, billboards, alcohol sponsored events, local movie theaters have movies where alcohol use is "cool" or "funny", ads with laughter, partying, dating, etc., Facebook pictures posted of drinking and partying.
Supporting Evidence	Observational evidence
Other	N/A
Supporting Evidence	N/A

Factors Related to Promotion that Contribute the Most to Availability
Factor 1: Local Advertising
Whom does this affect/occur with?
Residents who live in Columbiana County, who come in contact with alcohol advertisements.
Who allows this?
Local retail stores, college campuses and billboards.
When does this occur?
When advertisements are displayed in retail locations that serve customers but also at college campuses and billboard sites.
Where does this occur?
Gas stations, Kent State, bars, drive thrus, carry outs, convenience stores, grocery stores and billboards.
How does this occur?
Alcohol companies give locations "free" advertising, a "kick back" and other perks for displaying their material.
Under what conditions is this allowed to happen?
Alcohol companies include a warning label on their advertisements. This could be a "no one under 21" statement or health warning.
Factor 2: Promotion at Local Events
Whom does this affect/occur with?
Attendees of local events/festivals.
Who allows this?
Organizers of events/promotion organizers.
When does this occur?
Alcohol is sold and advertised at community events that are often trying to target underage youth.
Where does this occur?
Festivals, events, carnivals, school events, etc.
How does this occur?
Promotional items include banners, signs, newspaper articles, etc. Also when alcohol companies sponsor the event.
Under what conditions is this allowed to happen?
Customers are instructed to consume alcohol only on the business property and no one under 21 is allowed to drink alcohol.
Factor 3: National Pro-Alcohol Messages
Whom does this affect/occur with?
Alcohol drinkers, bar owners, gas stations, grocery store owners.
Who allows this?
Store owners and advertising companies.
When does this occur?
Alcohol messages are included in campaigns, slogans, and then used in banners, commercials, and billboards.
Where does this occur?
Alcohol retail outlets and advertising companies.
How does this occur?
Slogans are funny and eye catching and most individuals know and repeat them to others.
Under what conditions is this allowed to happen?
Alcohol companies report their message is made to attract only the attention of people over 21.

Pricing Factors

Pricing: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Happy hours/drink specials
- Density of retail outlets
- Drink specials during holidays or sporting events
- Convenient stores price beer cheaply to attract customers to their establishment

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Discount pricing from warehouse retailers. Drink specials that target young adults.

Plans to collect that data and/or evidence:

Contact Warehouse retailers in our community to find out if discount prices are available. Survey young adults to find out if drink specials target their age group.

Based on the data gathered on promotion, these are the concerns around pricing that might contribute to priority substance use in the community:

Columbiana County has a very high density of retail outlets. As of December 2011, 167 permits were active with 91 permit holders active. This allows for competition which ultimately lowers the price of alcohol at retail locations, including bars. Retail outlets offer specials, coupons, discounts on future purchases and mail-in rebates. This attracts the individuals who live in our Appalachian county.

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Drink Pricing	Ladies night, happy hour, 2 for 1 specials, bike nights, \$2 beers, \$1 shots, high density equals lower prices, holiday sales and alcohol sales at sporting events or specials during sports season.
Supporting Evidence	Observational data
Container Pricing	Sales in retail outlets, mail-in rebates, money off next shopping trip, discount off gas, high density equals lower prices.
Supporting Evidence	Survey data
Other	No response
Supporting Evidence	No Response

Factors Related to Pricing that Contribute the Most to Availability
Factor 1: High density equals lower prices
Whom does this affect/occur with?
Retail outlets who choose to compete with other retail outlets by lowering the price of alcohol.
Who allows this?
Store owners and managers
When does this occur?
There is an increased number of retail outlets in our community which allows them to compete for customers by lowering prices of alcohol.
Where does this occur?
Retail outlets in Columbiana County.
How does this occur?
Competition between stores cause prices to be lowered to gain customers.
Under what conditions is this allowed to happen?
Follow laws of the liquor control.
Factor 2: Special event pricing
Whom does this affect/occur with?
Bars in Columbiana County.
Who allows this?
Bar owners and managers.
When does this occur?
Special events in the county include: sporting events, holidays, certain days of the week (ladies and bike night), and festivals.
Where does this occur?
Bars in Columbiana County.
How does this occur?
Owners/managers allow discounts on alcohol during special events in the county.
Under what conditions is this allowed to happen?
No one under 21 is served, and they must follow laws of the liquor control.
Factor 3: Sales and specials at retail outlets
Whom does this affect/occur with?
Retail outlets that discount container sales.
Who allows this?
Store owners and managers.
When does this occur?
Container prices are discounted when stores use coupons, mail-in rebates, discounts off future purchases.
Where does this occur?
Retail outlets in Columbiana County.
How does this occur?
Store owners/managers run ads in weekly circulars or newspapers with special/discounts present.
Under what conditions is this allowed to happen?
Customer must be 21 at time of purchase and must be 21 in order to use discount coupon.

Organization-Level

Capacities

Organizations currently implementing prevention strategies for priority substance:

Family Recovery Center

Opportunities for SPF SIG coalition to work with these organizations:

The SPF SIG coalition could hold focus groups with individuals involved with these programs. The coalition could also present information on the harmful use of alcohol, hand out materials, brochures and other informative fact sheets. The coalition would also like to invite members of these organizations to upcoming events and meetings.

Types of prevention strategies currently being implemented for the priority substance in the community:

Education, court mandated programs, campaign events, and community coalition events.

Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:

The coalition could partner with these organizations to brand the coalition, sponsor alcohol free events, and use the individuals involved with the programs for future research.

Gaps

Gaps in prevention programming for the priority substance:

American Medical Association's guidelines regarding harmful use of alcohol, health information including brain development, effects on family and friends, and binge drinking.

Ways the SPF SIG coalition can fill these gaps:

Distribute information on American Medical Association's guidelines, conduct PowerPoint presentations to the community, newspaper articles on alcohol abuse, attend health fairs to distribute materials, and partner with Department of Job and Family Services, Community Action Agency, the Counseling Center, Local Courts, Law Enforcement, and Educators.

Policy-Level

Policy issues, based on gathered data, that may contribute to consumption of the priority substance within the community:

After researching policy issues, it is apparent that Columbiana County is not required to keep specific records on alcohol related infractions. The East Liverpool Municipal Court was able to obtain this information but other local police departments and courts were not. This is a concern as the data is important to move forward in our prevention efforts. If the data was made public for the community, it may force them to realize there is a problem with alcohol in Columbiana County. Also, when researching policies at the state and local level, it was difficult to separate the policies and obtain information on both. If Columbiana County was aware of the legal problems that occur in the community, it may affect their opinion on the harmful use of alcohol among 18-25 year olds.

Policy		Number of Infractions (arrests, etc.)		
Policy Level: State, local or IHE	Description	2007	2008	2009
IHE	Kent State - Any student found to have committed or to have attempted to commit the following misconduct is subject to sanctions outlined in this document.	Campuses do not track infractions	N/A	N/A
State	4511.19 Operating vehicle under the influence or alcohol or drugs - OVI (arrests)	24,730	25,520	24,250
State	4511.19 Operating vehicle under the influence or alcohol or drugs - OVI (fatal crashes)	487	474	354
State	2.4301.69 Underage persons offenses concerning. Except as otherwise provided in this chapter, no person shall sell beer or intoxicating liquor to an underage person, shall buy beer or intoxicating liquor for an underage person, or shall furnish it to an underage person, unless given by a physician in the regular line of the physician's practice or given for established religious purposes or unless the underage person is supervised by a parent, spouse who is not an underage person, or legal guardian.	N/A	N/A	55% of 18-20 year olds reported drinking alcohol in the past 30 days
Local	4511.19 Operating vehicle under the influence or alcohol or drugs - OVI (arrests in Columbiana County)	198 (2010)	294	255
Local	4511.19 Operating vehicle under the influence or alcohol or drugs - OVI (reckless/OVI calls for service)	168 (2010)	123	139
Local	East Liverpool Municipal Court alcohol related arrests	156 (2011)	144 (2010)	128
Local	East Liverpool Municipal Court OVI cases	100 (2011)	101 (2010)	100

Factors Related to Policy Issues That Contribute to Consumption in Your Community
Factor 1: Lack of Infraction Tracking
Whom does this affect/occur with?
State and local agencies such as courts, police departments and government agencies.
Who allows this?
The Columbiana County criminal justice system.
When does this occur?
Courts, police departments, and government agencies through the county and state are not required to keep track of alcohol related infractions.
Where does this occur?
Columbiana County criminal justice system.
How does this occur?
Agencies are not required or forced to collect data on alcohol related infractions specifically to Columbiana County or certain communities in the county.
Under what conditions is this allowed to happen?
The data is not available to the community, county, or state because it is not a mandatory reporting process. If this data was available, the county could use this in prevention efforts in the future.
Factor 2: Lack of Policy Knowledge
Whom does this affect/occur with?
Columbiana County residents, law enforcement, prevention specialists, etc.
Who allows this?
Agencies need to educate the community on the policies regarding alcohol use and the laws that coincide with the policies.
When does this occur?
Prevention information is sometimes not made available to the community so they are not aware of the seriousness of the data that has been collected.
Where does this occur?
Columbiana County communities.
How does this occur?
Policies and data regarding alcohol use at the state and local level is not available to the general public so they are not aware of the problem surrounding alcohol in the county and state.
Under what conditions is this allowed to happen?
Agencies are not required to report on the number of infractions related to alcohol use in Columbiana County. This forces the public to not be aware of the problem of alcohol use in their community.

Cultural Competence

Millennials (Generation Next)

Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**
ADAPT (Alcohol Drug Abuse Prevention Team)
Steering Clear
- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**
OCJS (Office of Criminal Justice Services)
- **Sources for program information:**
Survey of community organizations and observational data collection

Expertise:

Individuals with Expertise Working with Millennials		
Name	Agency	Contact Information
Travis Mcdade		(330) 424-6677
Judge Robb		(330) 424-6677
Denise Taylor		(330) 385-1301
Rev. Ernest Peachey		(330) 385-9481
YMCA		(330) 385-0663
Brandon Russell		(330) 532-1587
Professors/Counselors	Kent State	(330) 332-2513
Local law enforcement		
Youth Leaders/Pastors		
Department Job and Family Services		(330) 424-1471
Local fast food restaurant		
Family Recovery Center		(330) 424-1468
Parents/Peers		
The Counseling Center		(330) 424-9573
Career Center		(330) 424-9561

- **Ways local expertise can be tapped into for the SPF SIG process:**
Several of the community members are respected and well-known in Columbiana County. They could help us recruit new members for the coalition. These individuals could help us with the

strategic plan as they would have experience working with our target population and our sub-target/underserved population. They may know of ways to reach this population in the county.

- **Sources for expertise information:**
Survey of community organizations and observational data collection.

Gaps:

- **Perceived gaps in prevention programming for Millennials:**
 - Health issues regarding the harmful use of alcohol
 - American Medical Association Guidelines
 - Community Acceptance of persons under 21 using/abusing alcohol
 - People, whom the coalition feel have an important role, working with 18-25 year olds do not see themselves as potential leaders in the community
- **Ways these gaps were identified:**
 - 18-25 year-old survey used for the individual level survey; Tri-Ethnic results used for the community readiness survey
- **Ways to close these gaps:**
 - Increase knowledge on American Medical Association’s guidelines regarding harmful use of alcohol.
 - Increase knowledge of the ADAPT Coalition in Columbiana County.
 - Decrease community acceptance of persons under 21 using/abusing alcohol. Involve potential leaders in upcoming work with the coalition.

Sub-Target/Underserved Population

- 18-25 year olds that have not finished high school or received their GED.

Prevention Programming

- **These prevention programs are offered to the sub-target/underserved population by the following group(s):**
 - ADAPT (Alcohol Drug Abuse Prevention Team)
 - Steering Clear
- **These programs do not specifically target the sub-target/underserved population, but could potentially reach them or be modified:**
 - OCJS (Office of Criminal Justice Services)
- **Sources for program information:**
 - Survey of community organizations and observational data collection

Expertise

Individuals with Expertise Working with Sub-Target/Underserved Population		
Name	Agency	Contact Information
Travis Mcdade		(330) 424-6677
Judge Robb		(330) 424-6677
Denise Taylor		(330) 385-1301
Rev. Ernest Peachey		(330) 385-9481
YMCA		(330) 385-0663
Brandon Russell		(330) 532-1587
Professors/Counselors	Kent State	(330) 332-2513
Local law enforcement		
Youth Leaders/Pastors		
Department Job and Family Services		(330) 424-1471
Local fast food restaurant		
Family Recovery Center		(330) 424-1468
Parents/Peers		
The Counseling Center		(330) 424-9573
Career Center		(330) 424-9561

- **Ways local expertise can be tapped into for the SPF SIG process:**
 - Several of the community members are respected and well-known in Columbiana County. They could help us recruit new members for the coalition. These individuals could help us with the strategic plan as they would have experience working with our target population and our subpopulation. They may know of ways to reach this population in the county.
- **Sources for expertise information:**
 - Survey of community organizations and observational data collection.

Gaps

- **Perceived gaps in prevention programming for the sub-target/underserved population:**
 - Health issues regarding the harmful use of alcohol
 - American Medical Association Guidelines
 - Community Acceptance of persons under 21 using/abusing alcohol
 - People who the coalition feel has an important role with working with 18-25 year olds do not seem themselves as potential leaders in the community

- **Ways these gaps were identified:**
 - 18-25 year-old survey used for the individual level survey; Tri-Ethnic results used for the community readiness survey

- **Ways to close these gaps:**
 - Increase knowledge on American Medical Association’s guidelines regarding harmful use of alcohol.
 - Increase knowledge of the ADAPT Coalition in Columbiana County.
 - Decrease community acceptance of persons under 21 using/abusing alcohol.
 - Involve potential leaders in upcoming work with the coalition.

Appendix: Organizational-Level Assessment Tools

Agency Name:	Family Recovery Center	Contact:	Amy Stoddard
Address:	39117 Brookfield Ave, Lisbon, OH 44432		
Phone:	(330) 424-0531	Email:	astoddard@familyrecovery.org
Resource Type:	Program		
Resource Name:	Office of Criminal Justice Services (OCJS)		
Resource Description:	This program includes campaigns such as "Click it or Ticket", "Drive Sober or Get Pulled Over" and "Distracted and Impaired Driving."		
Target Population:	All residents in Columbiana County		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	X	Other	
Risk/Protective Factors Targeted:			
Family	Protective: Parental Disapproval and Family Involvement; Risk: Family History of Use		
Community	Protective: State and local laws; Risk: Community Norms		
School	N/A		
Individual/Peer	Protective: Prosocial peers and reality of consequences; Risk: Negative peer influence		
Implementing Agency:	Family Recovery Center		
Number Reached Annually:	42,000		
Duration:	The program is funded through a yearly grant.		
Frequency:	Throughout the year at events, campaigns, meetings, etc.		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	X
Alternative Activities	X	Other	
Community-Based Process	X		
Type of Implementation Data Collected:			
Attendance	X	Other	
Satisfaction			
Evidence-Based:	No		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluted Outcomes:	No	If 'yes', describe below:	
Geographical Area Served:	Columbiana County		
Culturally Competent:	Yes	If 'yes', describe below:	
The program is centrally located in the county so events are easy to attend. Campaign information/materials are distributed throughout the county to reach the whole population. Events are free to attend and the materials distributed are at no cost to the attendee.			

Agency Name:	Family Recovery Center	Contact:	Cherlye Herr
Address:	964 North Market St., Lisbon, OH 44432		
Phone:	(330) 424-1468	Email:	cherr@familyrecovery.org
Resource Type:	Program		
Resource Name:	Steering Clear		
Resource Description:	A court mandated DUI Diversion Program that educates drunk drivers on alcohol use and abuse, including consequences of drinking and driving.		
Target Population:	Adults who have been arrested and charged with a DUI/OVI.		
Causal Factors Targeted:			
Social Availability		Community Norms	
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement	X	Other	
Risk/Protective Factors Targeted:			
Family	Protective: Lessons on family dynamics; Risk: Family History of alcohol use/abuse		
Community	Protective: Consequences on the community; Risk: Community norms		
School	Protective: Education on use of alcohol/disease concept; Risk: N/A		
Individual/Peer	Protective: Reality of crime; Risk: Negative peer influence		
Implementing Agency:	Family Recovery Center		
Number Reached Annually:	225		
Duration:	72 hours		
Frequency:	6 times per year		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	X
Alternative Activities		Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other	
Satisfaction	X		
Evidence-Based:	No		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluted Outcomes:	No	If 'yes', describe below:	
Geographical Area Served:	Ohio, Pennsylvania, and West Virginia		
Culturally Competent:	Yes	If 'yes', describe below:	
Columbiana County borders Pennsylvania and West Virginia with the classes being centrally located in the county. This program gives 72 hours of drug and alcohol education to DUI/OVI offenders. It is a court mandated program that allows offenders to bypass jail time.			

Agency Name:	Family Recovery Center	Contact:	Brenda Foor
Address:	39117 Brookfield Ave., Lisbon, OH 44432		
Phone:	(330) 424-0531	Email:	bfoor@familyrecovery.org
Resource Type:	Program		
Resource Name:	Alcohol Drug Abuse Prevention Team (ADAPT)		
Resource Description:	A community coalition that focuses on underage consumption.		
Target Population:	All residents in Columbiana County with an emphasis on youth.		
Causal Factors Targeted:			
Social Availability	X	Community Norms	X
Retail Availability	X	Individual Factors	X
Promotion	X	Provider Lack of Knowledge	X
Criminal Justice/Enforcement	X	Other	
Risk/Protective Factors Targeted:			
Family	Protective: Opportunity for prosocial community involvement; Risk: Family history of antisocial behavior		
Community	Protective: Laws and policies and advertising and other promotion of ATOD; Risk: Perceived acceptability or disapproval of substance abuse and cultural norms		
School	Protective: School and drug-free events; Risk: Availability of drugs and alcohol		
Individual/Peer	Protective: Leadership teams; Risk: Negative peer influence		
Implementing Agency:	Family Recovery Center		
Number Reached Annually:	40,000		
Duration:	5 years		
Frequency:	This is a continuous program.		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	X
Alternative Activities	X	Other	
Community-Based Process	X		
Type of Implementation Data Collected:			
Attendance	X	Other: Community Parent Survey distributed every other year	X
Satisfaction			
Evidence-Based:	No		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluted Outcomes:	No	If 'yes', describe below:	
Geographical Area Served:	Columbiana County		
Culturally Competent:	Yes	If 'yes', describe below:	
Adapt is involved with all 11 school districts in Columbiana County. This allows every town, village or city to be involved with their home school. Being involved in alcohol and drug-free events helps educate the community on the problems in Columbiana County with underage consumption.			

Agency Name:	Family Recovery Center	Contact:	Amy Stoddard
Address:	39117 Brookfield Ave, Lisbon, OH 44432		
Phone:	(330) 424-0531	Email:	astoddard@familyrecovery.org
Resource Type:	Program		
Resource Name:	Aiming High		
Resource Description:	Teaches students about peer pressure, alcohol, drug and tobacco use, bullying, positive decision-making, friendship development and healthy lifestyles.		
Target Population:	Kindergarten through 6th grade		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family	Protective: Builds strong relationships; Risk: Family history		
Community	Protective: Involved with community events; Risk: Bullying is present		
School	Protective: Interacting with social groups; Risk: No commitment to school		
Individual/Peer	Protective: Being social and holding friendships; Risk: Negative peer influence and individual traits		
Implementing Agency:	Family Recovery Center		
Number Reached Annually:	1,000		
Duration:	4 weeks		
Frequency:	30 minutes once per week		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	X
Alternative Activities	X	Other	
Community-Based Process	X		
Type of Implementation Data Collected:			
Attendance	X	Other	
Satisfaction	X		
Evidence-Based:	Yes		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluated Outcomes:	Yes	If 'yes', describe below:	
As of June 2011, 850 of 900 students served through the Aiming High program pledged to use knowledge learned to make good decisions and avoid the use of drugs and alcohol.			
Geographical Area Served:	Columbiana County		
Culturally Competent:	Yes	If 'yes', describe below:	
Aiming High has been presented to all schools in Columbiana County. This allows every student to hear the material that is being presented and to also use the material to stay drug and alcohol free.			