



(Education and Awareness)

Drug Free Workplace workshop
Drugs Don't Work Here workshop
1st Certified Drug Free Workplace implemented by a local business in 2008
Red Ribbon Month activities
Fair Booth run by youth and adult members
County staff, business & faith groups, schools, and parents received 40 Asset training
40 Asset Community-wide seminar, including DVD's of the seminar
Nevada County Fair-Binge Drinking/Social Hosting Flyers posted at fair
Prescription Drug Seminar (3rd Quarter Meeting)
Prescription Drug Ads on 40% of shopping carts in Safeway (Neal st.) and Savemart
Prescription Drug Ads on 3 Gold Country Stage Ads
Prescription Drug Banner Ad on www.theunion.com
40 Assets, Underage Drinking, and Prescription Drug ads in The New Family Post
Articles in every New Family Post.
Partnering with high school teachers to implement the youth-led media campaign into their curriculum in 2009 and every year thereafter
Coalition Website
Meth Task Force activities and awareness
Created "150 Ways" and 40 Developmental Asset posters
CoRR counselors provide prevention efforts, drug testing, and treatment in high schools

(Youth Isolation and Youth Involvement)

NEO Teen Section at Thursday Night Markets
NFL Sports BBQ at Nevada Union
NEO Fridays and NEO youth calendar of community events
40 Assets School Task Force
NEO Partnered with 49er Fun Park
NEO Partnered with Blockbuster
NEO Partnered with Gilmore, Scotten & Hennessy After-School Program
NEO on myspace and calendar of events for youth
NEO website to promote community events, 40 Assets, positive choices, and substance abuse awareness
NEO t-shirts, temporary tattoos, stickers, and hackie sacks provided to youth
New DJ and N.U. hip-hop dance team was formed after NEO Thursday Night Markets
NEO Performers/Media team was formed in 2009

(Reducing Access to AOD)

Law Enforcement Sting Ops followed up with Letters to the Editor and Union Articles
Prescription Drug Collection Day collecting 300lbs of prescription drugs
Tightened Drug Testing Policies at the High School level
Continual Media Coverage of Coalition Campaigns
Supporting the Tobacco Prevention Council for a Smoke-Free Western Gateway Park

(Memberships/Capacity)

100 new members in 2008 (275+)
400± youth database
E-Blast provided to members
New bi-monthly prevention newsletter provided to members

(Sustainability)

Received funds for Youth-led Media Campaign from SAAB
Wrote STOP ACT grant in 2008
Collaborated on Community Mentoring Grant
Collaborated on Safe Schools, Healthy Kids Grant

2009/2010 Progress Report

Goal 1: Establish and strengthen collaboration among communities, private nonprofit agencies, and Federal, state, local and tribal governments to support the efforts of our coalition to prevent and reduce substance abuse among youth.

Objective 1: Increase citizen participation by increasing the number or organizations and individuals in the Coalition from 78-140 by 2011, as measured by the roster of coalition members, letters of support and number of participants at meetings and activities.

- Membership increased from 200 to 275 members.
- The Business Sector created a Speakers Bureau to provide presentations on Coalition and current trends to community groups and service clubs
- Partnered with the local county fair board to provide awareness on youth-binge drinking and social-hosting.
- Increased advertisement of the coalition website along with awareness ads on the internet and in local newspapers.
- Partnered with Nevada County Recycles on a Prescription Drug Collection.

Objective 2: Increase the involvement of elected officials and key opinion leaders in the participating in collaborative/coalition meetings or events from participating in 10% of Coalition meetings and events to 50% by 2011 as measured by documentation of involvement of elected officials and key opinion leader's participation in coalition meetings, planning meetings or community events.

- Strengthened relationships with radio hosts and newspaper editors and reporters.
- Strengthened Law Enforcement participation and membership.
- Coordinator for Nevada County Courts joined the Steering Committee.
- Nevada County Public Health Department provided a large percentage of the Coalition's in-kind this year from various staff members and available funds.

Objective 3: Increase youth leadership and active youth participation to annually guide coalition activities, grant implementation activities, and teen activities, by training youth to serve on the youth advisory council, and utilizing youth input as measured by the amount of youth participation, and use of feedback obtained through focus groups, and teen center surveys that is operational in the first year, and self-sustaining by 2011.

- Developed the Coalition Youth Sector NEO, which stands for "Not Event Once". Established a community youth-database of more than 300 youth.
- NEO partners with Blockbuster Video Store, Law Enforcement, schools, the Grass Valley Downtown Association, the 49er Fun Park, Center for the Arts, Friday Night Live, Lyman Gilmore After School Program, and more.

- NEO is developing a community Youth Calendar of Events along with a website.
- NEO provided a teen section in the downtown Thursday Night Markets to reduce negative trends among the youth. All performers were youth consisting of DJ's, bands, hip hop dancers, hippie dancers, and swing dancers. New male School Dance Teams were born from this along with a DJ.

Objective 4: Develop an annual training plan that supports and strengthens the knowledge-base of Coalition members and improves structural and organizational effectiveness of the Coalition.

- The Coalition Steering Committee developed a schedule of trainings to take place during Steering Committee Meetings and Quarterly Meetings during 2007/2008. The topics voted on were to help Coalition Members gain knowledge and tools necessary to understand key factors in developing a successful Drug Free Coalition to create environmental change.
- The Coalition's Evaluators are now included on the Steering Committee and Quarterly Coalition Meeting agendas to educate and provide tips to Coalition Members. The Evaluators educate the Steering Committee Members and help them to remain focused on specific objectives; do only a few things at one time and do them well; and to properly plan and obtain necessary data to measure the outcome of their efforts.

Objective 5: Develop a 5 year strategic plan, that is updated annually by the Coalition, resulting in effective, comprehensive, community drug prevention activities, that are self – sustaining by 2011, measured by documentation of strategic planning meetings, planning meetings, and a completed 5 year plan.

- The Sustainability Consultant is currently researching and connecting with successful existing Coalitions in comparable communities in the process of developing a 5-year Strategic Plan.
- Key strategies and activities are reviewed on a quarterly and annual basis by the Steering Committee and evaluators.
- The Coalition has or will obtain MOUs from the Sierra Nevada Memorial Hospital, law enforcement agencies, and the Nevada Union School District for the Healthy Kid's Survey. This will help to achieve a better baseline of data to monitor environmental change and to help the Evaluators navigate coalition efforts.