

***Chippewa County
Communities That Care Collaborative
Community Action Plan
2018-2024***



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Chippewa County CTC Community Action Plan Outline

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About Chippewa County Communities That Care

Our mission through Chippewa County CTC is to promote healthy youth development and to reduce the incidence of problem adolescent behaviors such as substance abuse, suicide, depression, anxiety, violence, delinquency, teen pregnancy and school drop-out.

Our vision is that all young people grow up supported and nurtured by the collaborative efforts of their families, schools, and communities to become healthy adults who have the opportunity to contribute positively to society.

Our Problem Behavior Reduction Goals (All rates expressed as percentages)				
Behavior	2018 rate	Goal 2020	Goal 2022	Goal 2024
Substance Use Outcomes				
30 Day Use of Alcohol (12th Grade)	47.2	45.2	43.2	41.2
Binge Drinking (12th Grade)	31.9	30.0	28.1	26.2
30 Day Use of Energy Drinks (10th grade)	53.8	50.94	48.08	45.22
30 Day Use of E-cigarettes (10th grade)	36.5	32.97	29.45	25.92

The data/risk factor group also wanted to address their concern for the level of depressive symptoms expressed by youth in Chippewa County. Although there are other behaviors that are of concern, our focus on low commitment to school risk addresses all problem behaviors so we will potentially be impacting areas such as depression and anxiety indirectly while working on Low Commitment to School. This problem behavior will also be addressed with media campaigns from Chippewa County CTC and collaborating partners.

The Communities That Care model focuses on promoting positive youth development and preventing problem behaviors by assessing predictors both of problem behaviors and positive youth outcomes. Risk and protective factors have been identified in research in many fields, including for problem adolescent behaviors. We have identified the following risk and protective factors as our priorities for immediate action, and have set the following goals:

Our Risk Factor Goals (All rates expressed as percentages)				
Risk Factor	2018 rate	Goal 2020	Goal 2022	Goal 2024
Low Perceived Risk of Drug Use (8th grade)	57.2	53.86	50.53	47.2
Low Commitment to School (10th grade)	54.1	52.1	50.1	48.1

Purpose and Use of the Plan

Chippewa County presents its 2020 -2024 Community Action Plan. This plan describes the results of the work completed thus far in Chippewa County’s Communities That Care effort. It will describe the changes we want for our community, the programs, policies and practices that will be implemented to address the community’s identified priority risk factors, and the outcomes that will measure progress toward our community’s vision.

Chippewa County implemented the Communities That Care process to help achieve the community’s vision for a compassionate, nurturing community where all people work together to create a safe and healthy environment for its youth.

Prevention Science Overview

In 2018 Chippewa County began implementing the Communities That Care system. The Communities That Care system helps community members work together to efficiently and effectively promote positive youth development. The system was developed by Dr. J. David Hawkins and Dr. Richard F. Catalano of the Social Development Research Group at the University of Washington, Seattle. It is based on their research, which has identified risk factors that predict youth problem behaviors and protective factors that buffer children from risk and help them succeed in life.

The Community Plan

A key goal of the Communities That Care process is to develop a Community Action Plan that builds on the data-based assessment of a community’s priorities, strengths and resources. This plan focuses on priority risk factors and draws on community

resources and strengths. It also addresses resource gaps, issues and barriers by recommending new tested, effective programs or systems-change strategies.

The Chippewa County County plan accomplishes this goal by identifying specific desired outcomes for each selected program, policy or practice; for the priority risk and protective factors on which the plan is focused; and for adolescent health & behavior problems. It describes how each selected program, policy and practice will work to bring about desired changes in Chippewa County's youth and presents preliminary recommendations for how these programs will be implemented in the community. Finally, it discusses systems-change strategies that will help with implementation.

How the Information was Collected and Drafted

Chippewa County developed its outcome-focused plan after the Data and Resources Workgroup identified two risk factors as priorities for community planning: Low Perceived Risk of Drug Use and Low Commitment to School.

Community members drafted these outcomes at the CTC Action Plan Meetings held in July 2020. Program implementation planning also took place at this meeting, with coalition members selecting 7 programs to address the identified priority risk and protective factors.

Work was next focused on drafting program level outcomes which consist of implementation goals and participant outcomes. Implementation goals describe how the programs will be delivered in order to match the program design. Participant outcomes describe the desired changes in knowledge, attitudes, skills or behaviors that the program will produce for participants. Coalition members drafted participant outcomes and implementation goals in August 2020.

How to Use the Plan

The Community Action Plan is intended to help guide participants at the Implementation Planning Workshop, the Evaluation Planning Workshop and the Funding Workshop to develop implementation, evaluation and budgeting plans for the selected programs, policies and practices. Participants developing these plans should use this document to develop:

- Funding strategies by tying funding plans to outcomes and reevaluating funding priorities as outcomes are monitored
- Implementation plans for the programs identified in the plan

- Evaluation plans for programs by first monitoring the short-term program-level outcomes and then longer-term community-level outcomes.

Prioritization Process

Based on the analysis of the data and input from the community, the following risk factors were identified as priorities for community attention:

- Low Perceived Risk of Drug Use
- Low Commitment to School

These risk factors were selected as priorities for prevention action primarily because data indicated that they are noticeably elevated in Chippewa County.

The coalition further decided to focus prevention efforts to impact youth in the late elementary and middle school age range. We determined that the transition from late childhood to adolescence provides multiple challenges to our youth, and at the same time is a time when effective prevention can make a huge difference in the quality of these youths' lives. Additionally, the data shows a marked increase in youth health & behavior problems from 6th to 12th grade and the coalition is determined to reduce that increase. Working with the schools, peers, the community, and parents of children living in Chippewa County can provide a comprehensive approach towards changing the attitudes that can be challenging to healthy future behaviors.

Existing Resources

The resource assessment was the next step in the Communities That Care process. In November 2019, members of the Resource Assessment and Evaluation workgroup attended the Assessing Community Resources Workshop. Using a survey refined at the workshop, workgroup members collected prevention program information from the Chippewa County area specific to youth in grades 6th -12th grade. The assessment was completed in 2019.

Based on the assessment information, the Resource Assessment and Evaluation workgroup suggest that:

- There is one tested, effective resource in the Chippewa County area that addresses the risk factor Low Commitment to School. There are also several programs that impact this risk factor that have not been scientifically evaluated for evidence of effectiveness or been defined as tested and effective. This report

recommends the community board supplement untested resources with tested, effective programs, and that tested, effective resources addressing Low Commitment to School be expanded to include the entire community.

- There is one tested, effective resource in the Chippewa County area that addresses the risk factor Perceived Risk of Drug use. There are also several other programs that impact these risk factors, yet they have not been scientifically evaluated for evidence of effectiveness or been defined as tested and effective. This report recommends the community board supplement untested resources with tested, effective programs, and that tested, effective resources addressing Perceived Risk of Drug Use be expanded to include the entire community.

Any programs that are chosen to address the above risk factors should also include a focus on at least one of the targeted protective factors. Additional ways to augment the protective factors should be provided whenever possible (perhaps through other funding sources).

Gaps, Issues, and Barriers

During the Assessing Community Resources Workshop, workgroup members created a list of agencies, organizations, and groups in the area that provide programming for children. Next, workgroup members refined a survey to gather relevant information from each resource listed in the inventory. The survey was used to confirm whether each resource addresses one or more of the Chippewa County Communities That Care priority risk or protective factors and impacted youth in grades 5th – 12th. Additionally, the survey questions helped workgroup members identify each resource's goals and strategies, target population, evaluation history and evidence of effectiveness, and any gaps in, issues with, or barriers to service.

Members of the Resource Assessment and Data Evaluation Workgroups, the community coordinator, and other community members administered the survey to all agreeable agencies, organizations, and groups on the list; the majority of the surveys were completed. As a result, workgroup members were able to identify resources available to youth in the Chippewa County area that fit the criteria of tested and effective prevention strategies.

The following criteria were established for effective resources:

- An effective resource should address research-based priority risk factors.
- An effective resource should enhance research-based priority protective factors.

- An effective resource should intervene at a developmentally appropriate age.
- An effective resource should have demonstrated effectiveness in a high-quality evaluation.

Gaps were identified in several ways. Survey items were used to identify resource-specific gaps, such as failure to serve a geographic area of the community. Broader gaps—such as a lack of tested, effective resources that address a particular risk or protective factor—were then identified. The conclusion presents a summary of the resources and gaps, along with recommendations for future action.

Recommendations

Risk Factor: Low Perceived Risk of Drug Use

Young people who do not perceive drug use to be risky are far more likely to engage in drug use.

Relevant resources

Life Skills Training has been implemented in Chippewa County for students at Sault Area Middle School in grades six through eight. NorthCare Network has funded this for the past several years and recently hired a full time Life Skills Coach. The recent hire was to promote expanding into 5 other schools in Chippewa County. This will reach over 400 students in the area.

Guiding Good Choices has also been implemented by the Chippewa County Health Department. Chippewa County will be implementing two full sessions of 6 classes each to be run throughout the fiscal year during 2020.

Positive Action has been implemented in area schools for third through fifth grade students. The Sault Tribe is currently implementing a Positive Action program to grades three through five in some of the Chippewa County schools for the next three years.

Survey information also revealed resources that meet some assessment criteria, are recognized as valuable in our community, but have not participated in a formal evaluation under Blueprints:

Michigan Model for Health(TM), Trail's, SMART U, and Boys and Girls Club.

Gaps, issues and barriers

While there are some Positive Action in Chippewa County Area schools, it would need to be expanded to as many of the schools as possible to create a community wide change. Only a few parents in Chippewa County have been impacted by Guiding Good Choices to date. Funding for the program exists but we need to improve the reach of the program through better communication and education to the communities that could take advantage of the program. Life Skills currently is in only two middle schools. The program will need to be expanded to as many schools as possible in Chippewa County, in order to create a community wide effect and to have all children have the education to decrease this risk factor.

Risk Factor: Low Commitment to School

Surveys of high school seniors have shown that the use of drugs is significantly lower among students who expect to attend college than among those who do not. Factors such as liking school, spending time on homework, and perceiving the coursework as relevant are also negatively related to drug use.

Relevant resources

Positive Action is currently the only community tested and effective resource in Chippewa County that addresses the risk factor Low Commitment to School.

One tested and effective program has not been previously identified as addressing Low Commitment to School may be shown to be effective in addressing this risk factor soon. Positive Action has been implemented in area schools for third through fifth grade students. The Sault Tribe is currently implementing a Positive Action program to grades three through five in some of the Chippewa County schools for the next three years.

Survey information also revealed resources that meet some assessment criteria but have not participated in a formal evaluation:

Michigan Model for Health*TM, Life Skills Training, SMART U, and Boys and Girls Club.

Gaps, issues and barriers

No data was available at this time regarding the numbers or ages of Chippewa County community youth currently being served by the Boys and Girls Club. An employee of the organization did state that Boys and Girls Club has identified students in the Chippewa County area that would benefit from the program that are not being served due to a lack

of mentors. It should also be noted that in order for Boys and Girls Club to address the risk factor of Low Commitment to School, the mentors need to be trained to specifically address this factor with the students and to have programming with outcomes that are tested and effective with our priority risk factors in mind. It is unknown if Low Commitment to School is one of the focus areas currently included in the local Boys and Girls Club program. However, this program does address our identified protective factor of Recognition of Prosocial Involvement in both community and schools.

Positive Action has been shown to be effective at addressing Low Commitment to School, we will need to expand and collect data so that the program does effectively decrease this risk, this program can be used to address some of the gaps in coverage that exist in the community.

The following gaps are present in Chippewa County Community's current youth-development and prevention efforts that focus on youth and families of youth in 5th through 12th grade, and should be addressed by the Community Action Plan:

Low Commitment to School

- Even if Boys and Girls Club is being implemented to focus on this risk factor, the program is not available to many youths in the Chippewa Community due to lack of availability of trained mentors, target population under current grant and the ruralness of our service area.
- Even if Positive Action is "approved" for use in addressing this risk factor, sessions are only currently available for third through fifth grade students in three of the four schools in the Chippewa County Community. It will be offered at those schools that are willing to allow the supplement of Positive Actions to come into their schoolrooms, but cannot be expected to reach the same percentage of students in the Chippewa County Area unless it is offered as part of the school day. It is not available for all schools at this time.

Low Perceived Risk of Drug Use

- The resource assessment workgroup identified only two tested, effective resources in the Chippewa County Community that is working to reduce this risk factor.
- Both are being offered in only limited schools
- Guiding Good Choices has been funded for only two sessions of the five-week curriculum. It would be beneficial to have enough to bring sessions to each smaller school community within the Chippewa County Area. It is important to

understand that Guiding Good Choices is tested and effective for addressing risk factors such as Favorable Attitudes towards drug use, Refusals Skills, Substance Use, Parental Attitudes favorable to drug use, Poor family management, and Clear standards for behavior. Although it does not list specifically Low Perceived Risk of Drugs it does address many of skills at home that are associated with increasing the perception of risk among not only children but the family as a whole. It also provides a framework for families to set clear standards.

- The Michigan Model for Health(TM) was reviewed and even though it is not tested and effective according to Blueprints it does show evidence of being beneficial to all students that will have exposure to the Michigan model if done with fidelity.

This report offers the following recommendations for the Chippewa County Communities That Care Community Action Plan:

- Expand existing Botvin's LifeSkills programming to include all schools within Chippewa County.
- Implement Social Development Strategy Training in the community
- Increase Positive Action in area elementary schools
- Increase the amount of families participating in the Guiding Good Choices program
- Introduce a CTC member trained to support the continuation of QPR in Chippewa County
- Work with the local Boys and girls Club organization to find out if their implementation of the program addresses Low Commitment to School. If so, the Chippewa County Communities That Care Project should support their work wherever possible.
- Work with Sault Tribe to determine ability to expand current Positive Actions to as many schools as possible. If so, the Chippewa County Communities That Care Project should publicly support the efforts of the Sault Tribe in this program, and coordinate efforts with them to expand the program to cover the entire grade span of grades 3-5 in the Chippewa County Community.
- Supplement resources that address the risk factor Low Commitment to School with tested, effective programs, policies and practices, recognizing that there are limited tested, effective resource options available that do not operate in the school domain.
- Support the Chippewa County Health Department and Chippewa County Coalition in its efforts to successfully implement Guiding Good Choices for middle school parents.

- Consider additional tested, effective programs, policies and practices that address the risk factor Perceived Risk for Drug Use such as Teen Outreach programs TOPS which has been tested and effective and may have some local cost saving benefits by 2022. PATHs are also tested and effective programs that our community could benefit from if we can find partners and adequate funding to implement by 2022.
- When considering any programs for implementation in the Chippewa County Community, special consideration should be given to those that increase recognition for Reward for Prosocial Behavior in both the community and school domains.

Community-level Outcomes

Chippewa County developed outcome goals for the following priority health & behavior problems:

- Substance use/abuse, including energy drinks, e-cigarette use and underage drinking

Chippewa County developed outcome goals for the following priority risk factors:

- Low Perceived Risk of Drug Use
- Low commitment to School

Health and Behavior Outcomes

Health and Behavior Outcomes are meant to identify the changes that need to be made in behaviors to reach the Chippewa County community vision. The outcomes will help measure changes in the problem behaviors of substance use and delinquency.

The following behavior outcomes were drafted to help identify the changes that need to be made:

- To decrease substance use as measured by 8th grade students reporting 30-day alcohol use from the current baseline of 15.5% to 10.5% by 2024.
- To decrease substance use as measured by 8th grade students reporting 30-day energy drink use from the current baseline of 52.4% to 45.0% by 2024.
- To decrease substance use as measured by 8th grade students reporting 30-day E-cigarette use from the current baseline of 23.4 to 18% by 2024.

- To decrease substance use as measured by 8th grade students reporting binge drinking use from the current baseline of binge drinking from the current baseline of 9.0 to 5.0 by 2024

Other considerations that the data/risk group feels will need to be addressed in the next survey assessment will be marijuana since it has become legal in the state of Michigan after our initial youth survey in Chippewa County was completed.

Risk-factor outcomes

Risk-factor outcomes are meant to identify the changes Chippewa County needs to make in its priority risk factors to achieve the previously described behavior changes. The following risk-factor outcomes were developed to describe this desired change:

- Demonstrate the harm of legal substances by underage youth as measured by the increased perception of risk from 42.8% to 52.8% by 2024.
- Strengthen the value of school to youth measured by improved meaningfulness through decreasing low commitment to school from 54.1% to 45% by 2024.

Selected Programs, Policies and Practices

To address the risk factor, low perceived risk of drug use, Chippewa County selected the programs Botvin's Lifeskills, Guiding Good Choices, and Positive Action for universal delivery(all youth). In addition to enhance these programs, we want to offer Catch My Breath, Tobacco Education, and PRime for Life, Several factors made these selections sensible:

- Risk factors addressed by the program
- Costs
- Resources included with the programs
- Programs are currently being implemented with fidelity in some schools throughout

Additional Programs needing collaboration and resources are the Wyman's Teen Outreach Program and ASSIST for indicated population delivery (youth identified as at risk).

Botvin's Lifeskills

Lifeskills training (LST) is a classroom-based Substance Abuse Prevention program designed to prevent teenage drug and alcohol use, tobacco use, and other risky behaviors by teaching students self management skills, social skills, and drug awareness and resistance skills.

The program is taught by highly trained instructors and includes pre and post testing for participants.

The following participant outcomes were drafted for the Botvin's Lifeskills program:

To promote a change in knowledge and attitude and increase students perceived risk of drug use by 5% in 6th-8th grade as measured by the program's pre and post surveys.

The following implementation outcome was drafted for the Botvin's Lifeskills program:

The Botvin's LifeSkills Program will be implemented in Chippewa County with fidelity and reach 90% of students in 6th-8th grades.

Guiding Good Choices

Guiding Good Choices is a family competency training program for parents of middle school students. The program includes 5 sessions, with an average session length of 2 hours per week or 6 sessions if virtual. The program aims to enhance parenting behaviors and skills, to enhance effective child management behaviors and parent-child interaction and bonding. Children are required to attend one session that teaches peer resistance skills. Each session offers a pre and post survey.

The following participant outcomes were drafted for the Guiding Good Choices Program:

To promote a change in knowledge and attitude for parents with increased perceived risk of drug use by 5% whose families have children in 6th-8th grades and are receiving the Guiding Good Choices program as measured by the program's pre and post surveys.

The following implementation outcomes were drafted for the Guiding Good Choices Program:

The Guiding Good Choices Program will be implemented, working with community partners to 80 families by 2024 in Schoolcraft County.

Positive Action

A school-based program for students in elementary and middle schools to increase positive behavior, reduce early initiation of drug use, substance use, and low school commitment while increasing rewards for prosocial involvement with parents and in school.

The following participant outcomes were drafted for the Positive Action Program:

To demonstrate the harm of substance use by underage youth as measured by the increased perception of risk by 5% as measured by the programs pre and post surveys.

The following implementation outcomes were drafted for the Positive Action Program:

The Positive Action Program will be implemented in Schoolcraft County, reaching 90% of students in 3rd-5th grades by 2024.

Wyman's Teen Outreach Program

Wyman's evidence-based Teen Outreach Program® (TOP®) is a positive youth development program designed to build teens' educational success, life and leadership skills, and healthy behaviors and relationships. As a result, teens are better able to navigate challenges during the teenage years - a time when decisions matter.

TOP is designed to meet the developmental needs of middle (6th-8th grades) and high school (9th-12th grades) teens in a variety of settings, including in school, after-school, through community organizations or in systems and institutional settings. Curriculum topics include: emotion management, problem-solving, decision-making, goal-setting, health and wellness, healthy decision making, self-understanding, social identity, empathy, communication, relationships and community.

Wyman's evidence-based Teen Outreach Program® (TOP®) is a positive youth development program designed to build teens' educational success, life and leadership skills, and healthy behaviors and relationships. TOP aims to achieve four goals:

- Improve social, emotional, and life skills
- Support development of a positive sense of self
- Strengthen connections to others
- Improve academic outcomes and decrease risky behavior

The program also addresses risk and protective factors that were identified by the coalition as priority risk and protective factors as follows:

Risk factors: Low Commitment to School and attachment.

Protective factors: Opportunities for school domain prosocial involvement in education.
Community based Rewards for prosocial involvement

The following participant outcomes were drafted for the Teen Outreach program:

To strengthen the value of school to youth as measured by improved meaningfulness through decreasing low commitment from 54.1 % to 45% by 2024.

The following implementation outcomes were drafted for the Teen Outreach program:

The Top's program will be implemented working with area middle and high schools as afterschool programs throughout the school year to reach 80 students by October 2022. This would mean the students would be engaged in the Chippewa County Communities That Care youth engagement process to implement the Social development Strategy within Chippewa County by September, 2024.

It should be noted that the cost effectiveness of this program becomes more affordable through our partner associations with Communities that care as we have a local resource for training the instructors.

Prime For Life

Prime for Life is an evidence-based prevention and intervention program. Prime for Life is intended for an indicated population, meaning those who are already making high risk alcohol and drug choices. It is designed to change drinking and drug use behaviors by changing beliefs, attitudes, risk perceptions, motivations, and the knowledge of how to reduce risk of alcohol and drug related problems.

The following participant outcomes were drafted for the Prime for Life program:

To promote a change in attitudes, perceptions, motivations, and knowledge of participants and to increase perceived risk of drug use through informal peer support over a 10 week program led by by 5% as measured by the program's pre and post surveys.

The following implementation outcomes were drafted for the Prime For Life Program:

The Prime For Life program will be implemented working with area middle and high schools as educational classes. This option is available in lieu of suspension offered 2 weeks a month after school through 2024.

Catch My Breath

Catch My Breath is a youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation. Students also showed a significant increase in knowledge of the dangers of vaping and an increase in positive perceptions about choosing a vape-free lifestyle.

The following participant outcomes were drafted for the Catch My Breath program:

To promote a change in attitudes, perceptions, motivations, and knowledge of participants and to increase perceived risk of e cigarette use by 5% as measured by the program's pre and post surveys.

The following implementation outcomes were drafted for the Prime For Life Program:

The Catch My Breath program will be implemented working with area middle and high schools as after school educational classes. This option is available in lieu of suspension offered 1 week a month after school through 2024.

ASSIST (A Stop Smoking In Schools Trial)

A Stop Smoking in Schools Trial (ASSIST) is a smoking prevention intervention based on an informal, educational, peer-led approach. Selected influential students are trained for two days to use informal contacts with peers to encourage them not to smoke. They are asked to intervene informally in everyday situations over a 10-week period to promote non-smoking and keep a diary record of these conversations. Students in participating schools are given a brief questionnaire to nominate influential students. The nominated students receive a two-day training delivered by health promotion trainers that aims to: increase knowledge about the health, economic, social, and environmental risks of smoking; emphasize the benefits of remaining smoke-free; and encourage the development of skills to enable the selected "peer supporter" students to promote non-smoking among their peers.

The following participant outcomes were drafted for the Catch My Breath program:

To promote a change in attitudes, perceptions, motivations, and knowledge of participants and to increase perceived risk of e cigarette use by 5% as measured by the program's pre and post surveys.

The following implementation outcomes were drafted for the Prime For Life Program:

The Catch My Breath program will be implemented working with area middle and high schools as after school educational classes. This option is available in lieu of suspension offered 1 week a month after school through 2024.

Preliminary evaluation plans

Evaluation of the prevention programs will be used to report the program's achievements to Chippewa County's community members and funders.

Implementation goals will be measured by the programs post surveys.

Program coordinators will be responsible for coordinating the collection of data to measure implementation goals for Botvin's Life Skills Training, Guiding Good Choices, Positive Action, Prime for Life and Catch My Breath. These will include keeping high quality registration & attendance records as well as collecting completed program surveys.

Additionally, the Resource Work group will recruit, train and support community volunteers to conduct observations of 10% of the sessions for Botvin's Life Skills Training, Guiding Good Choices, and Positive Action.

Participant outcomes will be evaluated using pre- and post-testing of identified behaviors. A pre-test will be administered before program implementation, with a post-test administered at the end of the completion of the program.

Preliminary Implementation Plans and Budgets

At this time Botvin's Lifeskills, Guiding Good Choices and Prime for Life are provided through funding with a grant by NorthCare Network. In addition, NorthCare Network also funds the Chippewa County Communities That Care Collaborative. Sault Tribe Prevention is currently funding Positive Action.

30 Day Use Energy drinks across the grades was elevated and the coalition will be working with a UP wide media campaign to promote education about the risks of energy drinks.

30 Day Use Binge drinking risks for 12 graders was a noticeable concern for this committee. A media campaign directly targeting binge drinking behavior can be implemented along with other activities the coalition will use to educate youth, their parents, and the community about this risk.

Drinking and driving is another risk that was discussed from the standpoint that educating parents on how to help their underage children have alternatives from babysitting jobs, riding to work with others, riding to a party with friends and various situations that could lead to youth feeling that they have no other choice but to get in a vehicle with a driver that has been drinking. Having a plan can help them identify choices but it is more likely that they will incorporate these choices if they have a plan. A media plan with messaging and alternatives to riding with someone who has been drinking will be promoted by Chippewa County CTC and collaborating coalitions.

The QPR Suicide Prevention training is currently available in a limited capacity. We have recently had a CTC workgroup member volunteer to be trained and work in capacity with the CTC coalition to serve identified populations in Chippewa County. This training is available at a cost of \$495.00, this comes with 18 training booklets but additional booklets will need to be purchased for additional training she provides for our community. The certification for our QPR trainer is valid for 3 years. We have several QPR trainers that have let their certification lapse as well as other volunteers that wish to become certified so that we can make a collaborative effort in getting as many of the people of appropriate age in Chippewa County QPR trained. The coalition will need to seek funding to certify a trainer, help others to recertify and purchase program booklets or raise the funds as a community by October, 2021.

Goals for Coalition Growth

We will increase the number of persons actively engaged with CTC (attending workgroups). Currently we have 16 people actively involved in workgroups. We would like to increase that by 1 person to each work group each year for four years. That means our coalition intends to increase a total of 24 community members to workgroups by 2024.

We seek to collaborate with or establish a youth group at each school to represent Communities That Care in Chippewa County. Currently we have one group at Sault

Area High School. We have a total of 9 public, 1 private and 2 Charter schools in Chippewa county. That means our coalition intends to have a total of 12 youth groups that will meet separately each month and cumulatively quarterly to discuss plans for national and state recognized campaigning events. This will help with a comprehensive and cohesive message to youth throughout Chippewa County. This will also allow us to work on starting the Social Development Strategy within each community that makes up Chippewa County.

We seek to host 8 recruitment events (two events per year) during this Action Plan period in addition to actively recruiting new members on a regular basis. Recruitment events will be followed by Key Leader invitations and Community Board Orientation presentations to inform new members about the CTC process. This means our coalition intends to increase our Key Leader base from zero formally identified Key Leaders to 25 Key Leaders from the community willing to sign a letter of commitment. This letter will demonstrate their support to our causes through leadership, leveraging of power with decision making in the community and assisting in collaboration that can lead to improved funding for continued evidence programming and surveying youth attitudes.

We seek to increase our Facebook page likes by 200 likes a year for a total of 800 page likes. We would like to increase our instagram followers by 50 each year for a total of 200 instagram followers. Our Coalition would like to increase twitter followers by 25 each year for a total of 100 twitter account followers. Our coalition would like to create a webpage in addition to our other social media sources by the end of 2024. This means our coalition would be able to reach a larger population to share messaging, strengthen the value of school to our youth, improve recognition of prosocial activities for youth, and to increase community awareness of national, state, regional and local campaigning for reducing the risk of Tobacco, Alcohol and Other Drug use.

We seek to increase our collaboration in regional and national events with partners such as Lions Club, Rotary Clubs, VFW Halls, Sororities and Fraternities, Great Lakes Recovery Center, Families Against Narcotics, United Way, Youth Ministry Leaders, Hiawatha Behavioral Health, Eastern Upper Peninsula Intermediate School District, Boys and Girls Club, Girls and Boys Scouts of America, Michigan State University Extension, Chippewa County Health Department, War Memorial Hospital, Michigan Department of Health and Human Services, Diane Pepler Resource Center, Sault Tribe, Bay Mills Tribe, Michigan Works, Lake Superior State University, Bay Mills Community College, Community Action, Chippewa County Sheriff's Department, Michigan State Police, Adult and Child Family Services, Families First, Tribal and Probate Courts, Pediatricians, Area Businesses and Schools.

Goals for Promoting the Social Development Strategy

A key element of our CTC effort is to build protection community-wide by promoting the Social Development Strategy (SDS). During this action plan period, we plan three activities to do this:

- Specifically promote the Social Development Strategy in the community by offering SDS training to youth-serving organizations such as:
 - Area Youth Ministry Leaders
 - Area Scouting Groups
 - Pediatricians, Nurse Practitioners, and Physician's Assistants
 - EUP School Superintendents and Principals
 - Tribal Healthcare workers

We seek to train 15 community leaders from these organizations in the SDS.

- Offer Social Development Strategy Training to area businesses who hire young people to work for them.
- We will explicitly apply the Social Development Strategy to our own coalition functioning, ensuring that coalition members have opportunities to use their skills, and are recognized for their contributions.
- Create a nomination policy for 3 Champions (1 youth, 1 business and 1 CTC Coalition member) to be nominated each quarter to be recognized for using their skills in the community..

Summary of Key Findings

Chippewa County has identified the following priority risk factors for the community:

- Low Perceived Risk of Drug Use
- Low Commitment to School

And identifies this priority protective factor as one our community needs to increase:

- Rewards for Prosocial Involvement in Community and School domains

The following are the key findings of the Chippewa County Community Action Plan:

- To address the risk factor of Low Perceived Risk of Drug Use, Chippewa County selected Botvin's Lifeskills Training, Guiding Good Choices, Positive Action, TOP's Prime For Life, and Catch My Breath.
- To address the risk factor of Low Commitment to School, Chippewa County selected the program Guiding Good Choices, Positive Action, and TOP's.
- To address the protective factor of increasing Rewards for Prosocial Involvement, Chippewa County selected Top's, Positive Action and Boys and Girls Club.

The following systems-change strategies were selected by Chippewa County to help facilitate the implementation of the selected programs and address gaps, issues and barriers in the community:

- Chippewa County will expand and enhance existing tested, effective resources that address the priority risk factor "Low Perceived Risk of Drug Use" to reach a greater number of youth in Chippewa County and help with the implementation of Guiding Good Choices and Positive Action.
- Chippewa County will implement Positive Action, a tested, effective program, that addresses the priority risk factor of "Low Commitment to School" to reach a greater number of youth in Chippewa County and help with the implementation of Guiding Good Choices and TOP's.

Recommendations for Next Steps

The following are recommendations for next steps that need to be taken by those responsible for implementing, budgeting and evaluating programs in Phase Five of the Communities That Care effort:

- Expand existing Botvin's LifeSkills programming to more schools in the county by June, 2021.
- Implement Social Development Strategy Training in the community and train 15 community leaders by September, 2021.
- Expand Positive Action in area schools to students in 3rd-5th grades September, 2022.
- Increase the amount of families participating in the Guiding Good Choices program to 80 families by working with community partners to implement the program by September 2024..
- Support the continuation of QPR in Chippewa County by funding the certification/recertification of our trainers in August, 2021 and funding course materials through September 2024.

- Increase awareness of risks of underage binge drinking, energy drinks consumption by youth through education on dates utilizing national campaigns such as National Drug and Alcohol Fact Week, National Prevention Week, Red Ribbon Day, and Family Day by September 2021. We would also be providing education and riding in a car with a driver that has been drinking, by utilizing a media campaign targeting adults by May 2021.

2020 Chippewa County Communities That Care Participants

Chippewa County Communities That Care is a collaborative project of public and private health, education, human service and civic organizations; local businesses; and citizens. Some of those represented include:

War Memorial Hospital

Sault Area Schools

Brimley Schools

Ojibwe Charter School

Northcare Network

Dial Help

Families Against Narcotics

Chippewa Luce Mackinac County
Community Action

UP Coalition Network

Great Lakes Recovery Centers

Sault Tribe of Chippewa Indians

Hiawatha Behavioral Health

Algoma and Central Methodist
Churches

St James Episcopal Church

Immanuel Lutheran Church

Michigan Works

Clyde's Restaurant

Pat's Foods

Eastern Upper Peninsula ISD

Michigan Department of Health and
Human Services (MDHHS)

Chippewa County Health Department

Bay Mills Indian Community

Sault Tribe Probate Court

Chippewa County Probate Court

Bayliss Public Library

Lake Superior State University

Diane Pepple Shelter

Lake State Health Center