

# TAKE A STAND



**BAY AREA ALLIANCE FOR YOUTH & FAMILIES  
ANNUAL REPORT FY2015**



This has been a very exciting year for the Alliance! While we continue many of the great projects and initiatives that we have been committed to for many years, we have also embarked on a new journey as part of a pilot project across the State of Texas. This project has allowed us to see young people at their best as they work to impact their campus! We look forward to seeing more years of this project and the results it will bring to our community!

This year has also seen the addition of two new staff who work part time to increase the impact of the Alliance community-wide. They have provided an amazing boost of energy and have already become an invaluable part of the Alliance team! I'm also so thankful for our Board of Directors and their tireless efforts to help the Alliance meet all of their objectives. Their wisdom and insight have been especially helpful in a year of growth. But, the reality for the Alliance is that it takes a community that comes together to bring about lasting change in the work of prevention – and we're so thankful for everyone who has played a role. From Medication Take Backs to Family Game Nights – and everything in between – I feel we are blessed to work in a community so supportive of our efforts!

Sincerely,

*Amanda McLauchli*



# The Bay Area Alliance for Youth & Families

The Bay Area Alliance for Youth and Families brings together every day heroes to educate and mobilize our community to create an alcohol and drug free future for our youth.

The community coalition serves children through education and targeted mentoring to give students an equal voice and empower them to impact their community and change their world.

The alliance has one goal: Seeing students succeed in life.

## Mission Statement

*To unite and mobilize a community to create an alcohol and drug-free future for our youth.*

## Alliance Community Goals

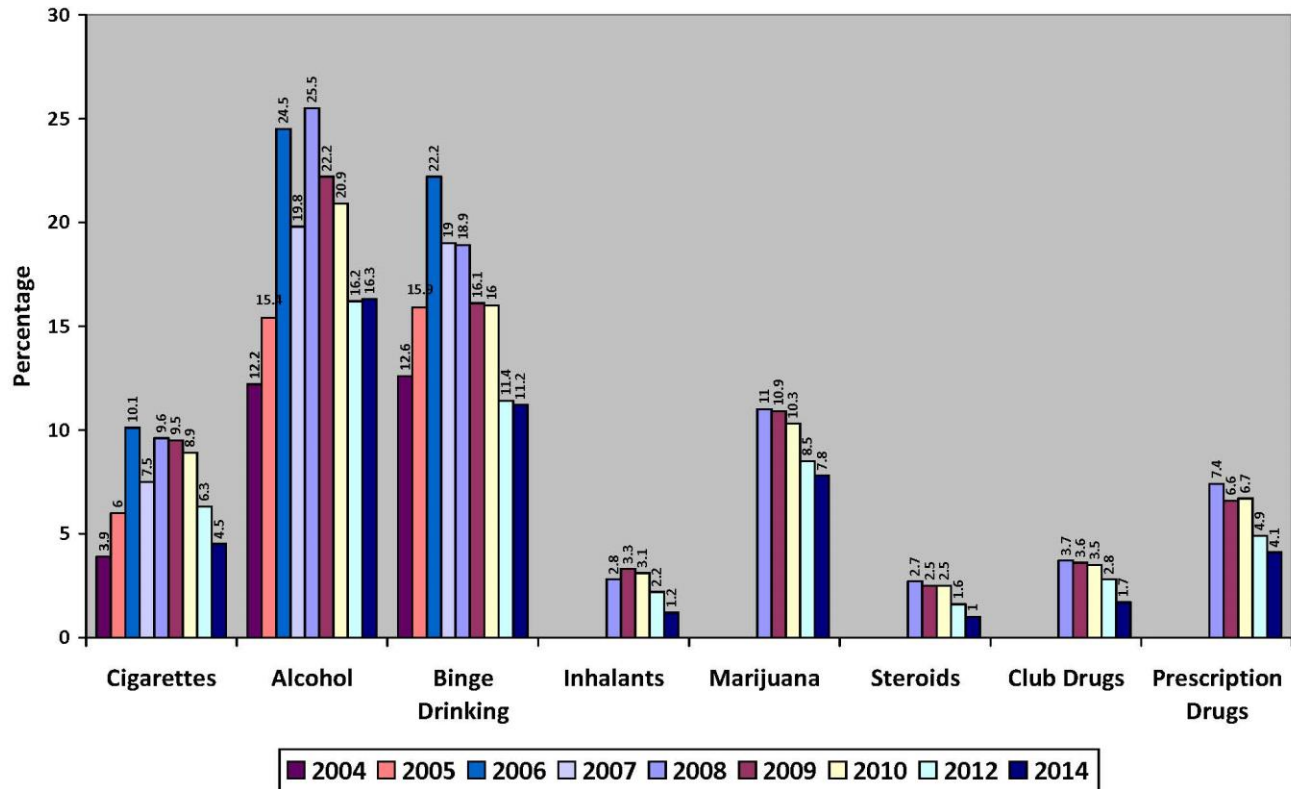
Strengthen collaboration among the Bay Area community to support efforts to prevent and reduce substance abuse

Reduce substance abuse among youth and, over time, among adults by addressing the factors that increase the risk of substance abuse

# Trends in the Bay Area

According to the Texas Prevention Impact Index (TPII) which was administered to Middle and High School students in CCISD in January and February of 2014-

**CCISD TEXAS PREVENTION IMPACT INDEX  
2005-2014 PAST 30 DAY DRUG USE YEARLY COMPARISON**



Source: Texas Prevention Impact Index (2004-2007), Texas Prevention Impact Index-Research (2008-2014)

# Additional Trends Identified by the TPII

(Compiled by Research and Educational Services)

83.5 % of students surveyed stated that youth in the community obtained alcohol through house parties, friends or their friend's homes, other adults, or from parents with or without permission.

73.6 % of students surveyed cited that their parents disapproved of them using alcohol.

89.1% of students surveyed cited that their parents disapproved of them using marijuana.

89.7% of students surveyed cited that their parents disapproved of them using cigarettes.

95.3% of students surveyed perceive *cigarettes* as harmful as compared to 66.8% for *alcohol* and 75% for *marijuana*.

# Alliance Partners

ACU of Texas  
Advantage BMW of Clear Lake  
Al Garza's Premier Martial Arts  
Anderson Advertising  
Armand Bayou Nature Center  
Bay Area Houston Magazine  
Bay Area Turning Point  
Bright Futures Consulting  
Chick-Fil-A  
Cinemark  
City of Nassau Bay  
City of Webster  
Clear Creek Community Church  
Clear Creek Education Foundation  
Clear Creek Independent School District  
Clear Creek ISD – At-Risk Department  
Clear Creek ISD – Office of Communications  
Clear Horizons Early College High School  
Clear Lake Area Chamber of Commerce  
Clear Springs HS Softball Booster Club  
Clear View High School  
Cline Elementary School  
Coast Pointe Church  
Communities in Schools – Bay Area  
Community Management Solutions, Inc.  
Corner on Character – Barbara Gruener  
CRCG – Galveston County  
Dee Scott Insurance Agency  
DePelchin Children's Center  
Devereux Texas Treatment Network  
Dominion Church – League City  
Drug Endangered Children's Alliance  
Drug Enforcement Administration  
EA Smith Family YMCA  
First Choice ER – League City  
Freese & Nichols, Inc  
Friendswood Chamber of Commerce  
Friendswood Independent School District

Friendswood High School  
Friendswood Junior High  
Friendswood Police Department  
Galveston County Sheriff's Department  
Galveston Daily News  
Galveston Pleasure Pier  
GC-MAP  
Green Event Center  
Gulf Coast Center  
Gulf Coast Educators Federal Credit Union  
Harris County Precinct 8 Constable  
Harris County Sheriff's Department  
HEB  
Hegwood & Associates  
HIDTA  
Hope Lutheran Church, Friendswood  
Houston Embroidery Works  
Houston Police Department  
Houston Recovery Center  
Imagine That Design Center  
Jason's Deli  
Jimmy Changas  
Joe Pugh Insurance Agency  
Joe's Bar-B-Que - Alvin  
JSC Federal Credit Union  
Kelsey-Seybold  
Klenk's Lawn Care & Maintenance  
Knotty Ladies  
Kroger  
League City Noon Lion's Club  
League City Police Department  
League City Rotary  
Life is Good Magazine  
MT Nesters of UBC  
Mario's Flying Pizza  
Microsoft  
Nasa Chiropractic  
Nassau Bay Baptist Church

Nassau Bay Police Department  
New Dimensions Day Hospital  
Panera Bread  
Partnership for Drug-Free Kids  
Partnership for Drug-Free Texas  
Putt Putt Fun House  
Raymond James Financial Services  
Region6 – Prevention Resource Center  
Research and Educational Services  
Right Step of Clear Lake  
Rita's of Clear Lake  
Road ID  
Ross Elementary School & PTA  
Running Alliance Sport  
Safe Harbour/Bay Harbour UMC  
Salvation Army Harbor Light Choir  
Sam's Club  
San Jacinto College–Pharm Tech Program  
Shelby's Specialties  
Schlitterbahn Galveston  
School of Rock – Clear Lake  
Slices & Ices  
Sno Ball Hut  
Southeast Texas Poison Center  
South Shore Harbour Resort  
Space City Parent Magazine  
Sports Authority  
Texas Department of State Health Services  
The Council on Drugs & Alcohol - Houston  
Thrivent Financial for Lutherans  
Unbound - Houston  
University of Houston – Clear Lake  
United Way Bay Area Service Center  
US Attorney's Office  
UTMB – Galveston  
UTMB Specialty Care at Victory Lakes  
Victory Chiropractic/Bach Sound Productions  
Westwood-Bales Elementary School

# Alliance Leadership

## Members of the Senior Advisory Council

Daniel Cardinal DiNardo – Archbishop, Archdiocese of Galveston-Houston

Judge Louie Ditta – Harris County Justice of the Peace, Precinct 8, Place 2

Kathy Dooley – Community Management Solutions

Trish Hanks – Superintendent, Friendswood ISD

Sandra Mossman, Ed.D. – Former Superintendent, Clear Creek ISD

Henry Trochesset – Sheriff, Galveston County

Phil Sandlin – Constable, Harris County Precinct 8

Greg Smith, Ph.D. – Superintendent, Clear Creek ISD

Judge Holly Williamson – Harris County Justice of the Peace, Precinct 8, Place 1

Peter Wuenschel, Ph.D. – Executive Director, Communities in Schools

## Members of the Executive Committee 2014-2015

President – Clint deGroot, Dominion Church

Vice President – Becky Day, JSC Federal Credit Union

Secretary – Ann Hammond, Community Volunteer

Treasurer – Debbie Schkade, Community Volunteer

Health Care Liaison – Stuart Cayer, Kelsey-Seybold

Program Development Committee Chair – Janice Scott, Clear Creek ISD

Capacity Building Chair – Jeanne deVezin, Ed.D., Clear Creek ISD

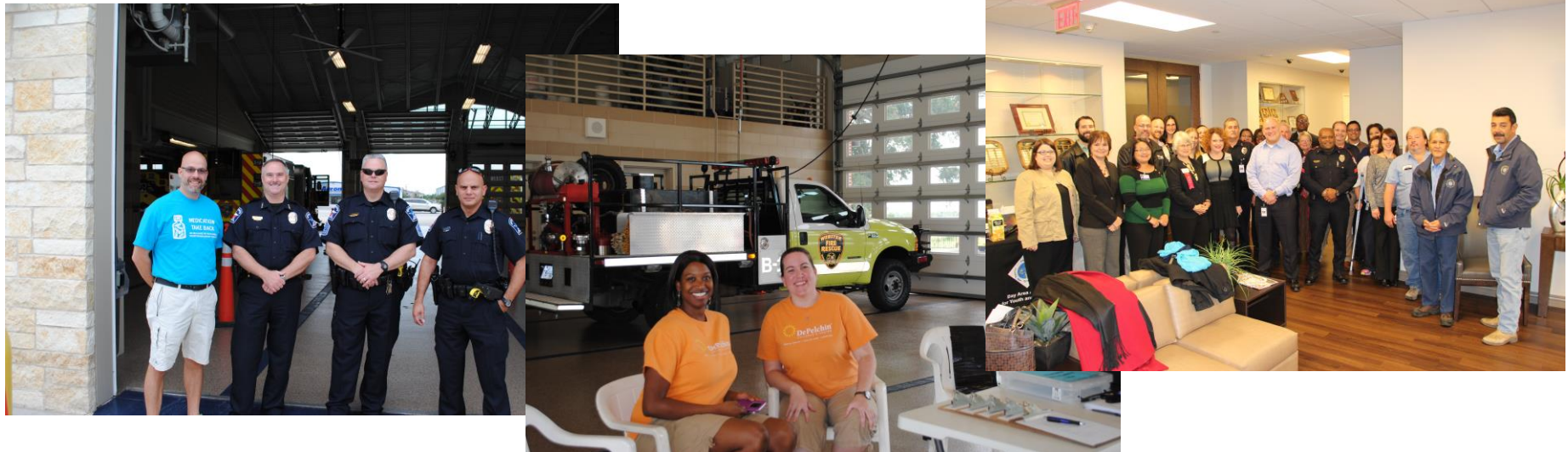
Faith Based Chair – Casey deGroot, Dominion Church/Clear Creek ISD

Youth Adult Committee Chair – Neil Treble, DePelchin Children's Center

# Medication Take Back Events & Permanent Drop Box

Since September of 2010, over **2,400 community members** have participated in **ten** Medication Take Back events coordinated by the Alliance and partnering with local law enforcement. In September of 2014, the Drug Enforcement Administration enacted new procedures to encourage local entities to be responsible for the disposal of medication and announced that the September 27, 2014 Medication Take Back would be the last one sponsored and funded by the DEA. Thanks to the commitment of League City and Nassau Bay PD, these Take Back events continued in April of 2015 with the Bay Area Medication Take Back Day. Through all of these events since 2010, this initiative has helped to dispose of over **9,455 pounds** of unwanted, unused, or expired medications.

On February 25, 2015, the City of Nassau Bay hosted a Ribbon Cutting for a Permanent Drop Box in their City Hall outside the Police Department. This initiative is valuable as it provides a permanent option for medication disposal.





# CRAZY Krewe

CRAZY Krewe was created in 2010 to provide an avenue to communicate important family prevention messages to the community while also lending itself to fundraising and increased visibility of the community effort. March 7, 2015 was the fifth annual CRAZY Krewe event at Clear View High School. The morning began with a 7K Run over the Nasa Bypass (the only race of its kind) and a 3K Family Walk. After the race, there was an after-party with various healthy-family related vendors providing activities and information in addition to lots of games and prizes. The Alliance and SALSA students also provided Asset-Building activities to help build the 40 Developmental Assets in our community.



# Be the Reason!

Did you know that 83% of youth who report they do not drink alcohol cite their parents as the number one reason for their decision? Many parents today are under the misconception that their teenage children don't listen to them. The reality is that parents and other adults have more impact than they know! To help underscore this principal, the Alliance created a new campaign this year entitled "Be the Reason!" We've asked our partners and everyone in our community to take a photo and post it on our Facebook and Twitter Accounts to take a stand and "Be the Reason!" Many of these photos have been highlighted in local magazines and newspapers to be an encouragement to parents!



# Character Crusade and Family Game Night at Ross Elementary

The Alliance partnered with Thrivent Financial to bring Ross Families together for a Character Crusade on November 14. At this event, students and their families' demonstrated character as their "super power" as they put together baskets for local nursing home residents, made lip balm cards for local First Responders, and packaged gifts for the homeless. Ross PTA sponsored this event and provided dinner for all attendees.

The second ever Alliance Family Game Night was held at Ross Elementary School on Friday, April 10. The idea behind Family Game Night was to encourage families to set aside time to interact and have fun while promoting positive conversations. Game correlations with the TEKS (Texas Essential Knowledge and Skills) were also provided to help parents learn new ways to improve their children skills using board and card games. ACU of Texas sponsored this event and provided pizza for all attendees.



# SALSA

## Student Adult Leadership Service Alliance

As part of a grant from the Texas Department of State Health Services called THAI (Texas Healthy Adolescent Initiative), the Alliance has worked with Clear View HS to create a Youth Adult Committee. This committee provides equal voice to both youth and adults while addressing several risk factors including substance abuse, mental health disparities, and transition to adulthood. As of May 2015, this group consists of 31 youth and 9 adults. The group voted to name themselves SALSA – Student Adult Leadership Service Alliance.



# Texas Healthy Adolescent Initiative THAI

In September, the Alliance was awarded a grant by the Texas Department of State Health Services as one of nine pilot projects in the State of Texas. This initiative is focused on addressing seven possible risk factors including substance abuse, mental health, and transition to adulthood. Along with the Youth Adult Council, SALSA, the Alliance has also worked with Clear View HS to support the first year of the Peer Assistance and Leadership (PAL) and hosted a number of campus-wide events and activities including “Don’t Let Drugs Make You a Monster,” “Love Above Week,” and a prom week alcohol awareness campaign. The THAI project also worked to increase community involvement at CVHS by hosting a Christmas Open House, a breakfast for leaders at the City of Webster, and assisted with the hosting of CCISD’s Senior 2 Senior Prom.



## A Bitter Pill to Swallow & Legalization Landscape: What Law Enforcement Needs to Know

This year, the Alliance partnered with the Drug Enforcement Administration, Houston High Intensity Drug Trafficking Area (HIDTA) office, and the US Attorney's Office to bring some great speakers to the Bay Area. On September 18, 2014, we hosted a full-day training at the Green Event Center focused specifically on the dangers of prescription drug abuse. We were so fortunate to have had Joseph Rannazzisi, Assistant Deputy Director of DEA to provide a national update of the prescription drug epidemic. We also had Jeff Walterscheid, Ph.D., D-ABFT and Dwayne A. Wolf, M.D., Ph.D. with the Harris County Institute of Forensic Sciences provide a snapshot of how the epidemic is affecting our communities. On April 17, we had Monte Stiles come to the South Shore Harbour Resort to present a "Legalization Landscape: What Law Enforcement Needs to Know." Representatives from many of our local law enforcement agencies were in attendance for this luncheon.



# Evaluation and Efficacy

The Alliance has a Program Development Committee that works through an evaluation matrix alongside our independent evaluator to look at both quantitative as well as qualitative outcomes of each strategy. This committee meets regularly to review results of each initiative including surveys, general outputs, committee summaries, and other data provided by volunteers, staff, and the evaluator.

Utilizing the matrix, the Program Development Committee then asks certain questions regarding sustainability including cost, increase in partnerships, benefit to community, success in mission, and ease of replication. They also make suggestions for increased success or recommendations to revise and rethink if the program was not successful.

Evaluation is the key to the Strategic Prevention Framework and one in which the Alliance is particularly committed. This Committee has been instrumental in the success of the Alliance's growth and helping identify both strengths and weaknesses as the Executive Board looks at future sustainability.

For a copy of the Program Development Committee's Final Review for 2014-15, please contact the Alliance office.

# Volunteers are the Key to Alliance Success!

From June 2013 – May 2014

Over **2,473** volunteer hours

Providing a value of over **\$61,005**

As the Alliance moves forward, volunteers will play a critical role in the implementation of the Core Initiatives as well as the long-term sustainability of the coalition. Board leadership firmly believes that there is a role for everyone to play within the Alliance – no matter what time they may have to contribute!





# Alliance and the Media

The Alliance is committed to helping get the word out to the community! Through PSAs tagged with the Alliance contact information and played on local television and radio, billboards, local magazine and newspaper ads, and unpaid media coverage, the Alliance is working hard to get the message out!!

Since June 2013, **49** newspaper and magazine articles

Since June 2013, **16** billboard spots

From June 2014 through March 2015, **517** Prevention PSAs (with the Alliance tag) were seen on Houston television media outlets for a value of \$247,599.

Alliance “My Choice is Clear” ads can be seen on **102** Clear Creek ISD School Buses

# Take a Stand!!!

Interested in being a part of what the Alliance is doing in the community?

Contact us!

Bay Area Alliance for Youth & Families

281-284-0370

[www.ccisd.net/alliance](http://www.ccisd.net/alliance)

or follow us on Facebook & Twitter!!

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