



COLOR

Your World Drug-Free

2016 Annual Report





“A Composite of All Our Efforts”

One of my favorite writers and poets is Maya Angelou. She had such a profound way of calling people to action. One of her most famous quotes sits on my bathroom mirror so I am reminded every day, **“The onus is upon us all to work to improve the human condition. Perform good deeds, for that is truly the way to battle the forces of entropy that are at work in our world. The composite of all our efforts can have an effect. Good done anywhere is good done everywhere.”** On mornings where I struggle to see where I am making a difference, Ms. Angelou’s reminder is so precious and critical to my outlook for the day.

I hope that it’s a reminder for you as well – **“Good done anywhere is good done everywhere.”** Find your place to make your mark, to make a difference. Remember that it is the **“composite of all our efforts”** that make the lasting impact.

I’m so grateful for the efforts of so many to better our community and create a brighter future for today’s youth. I’m also thankful to live in a community that not only believes these words, but puts their belief into action every day. This year’s report highlights the efforts of so many, and it is exciting to look back on the year and reflect on all we have accomplished, **together.**

Sincerely,

Amanda McLauchli

Coalition Manager
Bay Area Alliance for Youth & Families



Bay Area Alliance for Youth & Families

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

This 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: to see 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

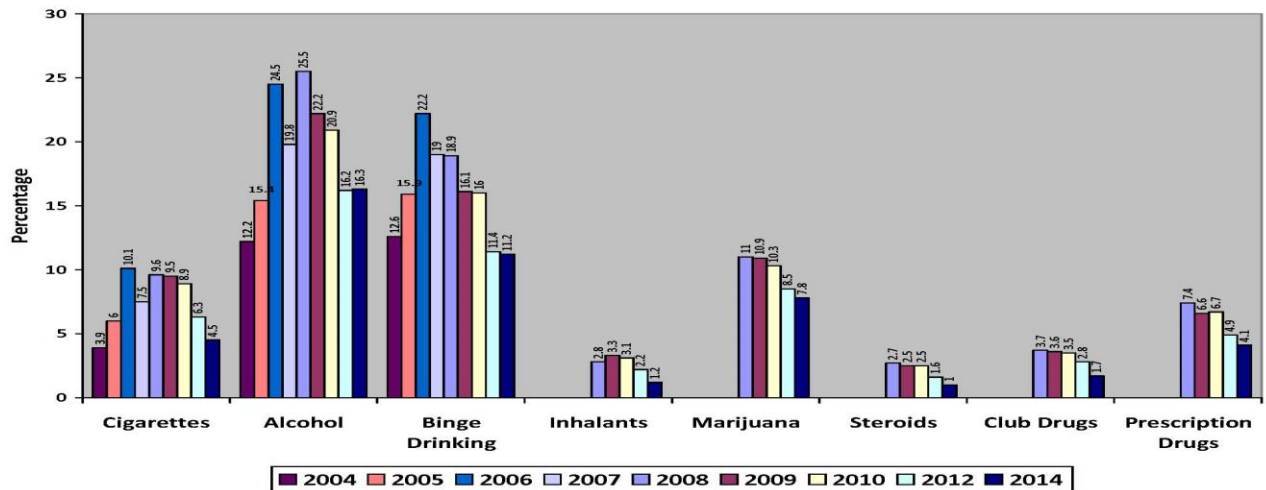
Reduce substance abuse among youth and, over time, among adults by addressing the factors that increase the risk of substance abuse



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 TP11

(Compiled by Dr. Neely Kim)

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

Academy
ACU of Texas
Advantage BMW of Clear Lake
Ainsley's Angels of Texas
Al Garza's Premier Martial Arts
American Girl
Anderson Advertising
Bay Area Houston Magazine
Bay Area Printing
Bay Area Turning Point
Beacon Federal Credit Union
Chick-Fil-A
Christus Victor Lutheran Church
Cinemark
City of Nassau Bay
City of Webster
Clear Creek Community Church
Clear Creek Education
Foundation
Clear Creek Independent School
District
Clear Creek ISD – Athletics Dept.
Clear Creek ISD – At-Risk Dept.
Clear Creek ISD – Office of
Communications
Clear Horizons Early College
High School
Clear Lake Area Chamber of
Commerce
Clear View High School
CoastPointe Church
Communities in Schools – Bay
Area
Community Management
Solutions, Inc.
Corner on Character – Barbara
Gruener
CRCG – Galveston County
Dave & Buster's
Dee Scott Insurance Agency
DePelchin Children's Center
Disneyland
Dominion Church
Drug Endangered Children's
Alliance

Drug Enforcement
Administration
EA Smith Family YMCA
Friendswood Chamber of
Commerce
Friendswood Independent
School District
Friendswood Police Department
Galveston County Sheriff's Dept.
Galveston Daily News
GC-MAP
Gringo's
Gulf Coast Center
Gulf Coast Educators Federal
Credit Union
Hair Canvas Salon – Judy Tran
Harris County Pct 8 Constable
Harris County Sheriff's Dept.
HEB
Houston HIDTA
Houston Children's Museum
Houston Dynamo
Houston Rockets
Hope Lutheran Church
Houston Police Department
Houston Recovery Center
Imagine That Design Center
James Avery
Jason's Deli
Jimmy Changa's
Joe Pugh Insurance Agency
Joe's Bar-B-Que - Alvin
JSC Federal Credit Union
Kelsey-Seybold
Kendra Scott - Baybrook
Knotty Ladies – Hope Lutheran
Kroger
Lakeview Police Dept.
Lamar University Athletics
League City Moms Run This
Town
League City Police Department
Liberty Tax Services
Life is Good Magazine
Macaroni Kid

MT Nesters of UBC
NASA Chiropractic
Nassau Bay Police Department
New Dimensions Day Hospital
NightLight Pediatric Urgent
Care
Norman Frede Chevrolet
OtterBox
Partnership for Drug-Free Kids
Partnership for Drug-Free Texas
Primrose School of Clear Lake
Putt Putt Fun House
Raising Cane's
Raymond James Financial Svcs
Region6–Prevention Resource
Center
Ross Elementary School & PTA
Rugmasters – Seabrook
Running Alliance Sport
Sam's Club
San Jacinto College–Pharm
Techs
Sea World
Shelby's Specialties
Schlitterbahn Galveston
Slices & Ices
Sno Ball Hut
South Shore Harbour Resort
Southwest Airlines
Space City Parent Magazine
Taco Cabana
Tacos My Way
TCB Specialties
Texas Auto
Texas Department of State
Health Services
Texas Department of
Transportation
The Council on Drugs & Alcohol
- Houston
Thrivent Financial for Lutherans
Top Golf
United Way Bay Area Service
Center
US Attorney's Office
Victory Chiropractic/Bach
Sound Productions



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 2015-2016

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
CRAZY Krewe Chair – John Warnement, City of Webster



Medication Take Backs

Since September of 2010, over **2,700 community members** have participated in **twelve** Medication Take Back events coordinated by the Alliance and partnering with local law enforcement. Thanks to the commitment of League City PD, Nassau Bay PD, Webster PD, Lakeview PD, and the Houston PD Clear Lake Substation, there were eight total Take Back sites this past year in the fall and spring. This initiative has helped to dispose of over **11,400 pounds** of unwanted, unused, or expired medications since 2010.

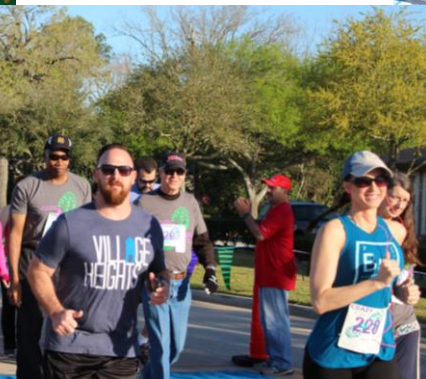
To display an ongoing commitment to the health and safety of residents of the Bay Area, the City of Nassau Bay also has a Permanent Drop Box in their City Hall which provides a permanent option for medication disposal.





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 5, 2016 was the sixth 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!" These photos have been highlighted in local magazines and newspapers to be an encouragement to parents!

#bethereason

Be the REASON

83% of youth report parents are the leading influence in their decision not to drink alcohol*

*The Foundation for Advancing Alcohol Responsibility, February 2012

www.ccisd.net/alliance

"Be the Reason" and Post Your Photos!
Follow Us @bayareaalliance

Bay Area Alliance for Youth and Families

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Bay Area Alliance for Youth and Families



Red Ribbon Rally

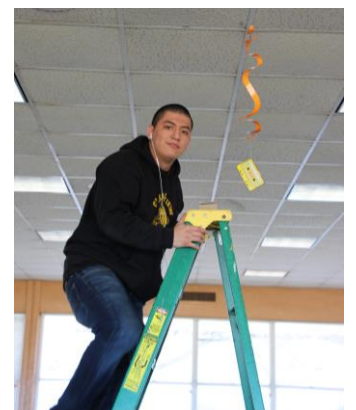
On Thursday, October 15, 2016, 250 5th graders from Clear Lake City Elementary and Ross Elementary, along with 20 PAL students from Clear View High School, participated in the Red Ribbon Rally in Austin. Students studied how a bill becomes a law and each compiled their own legislation that relates to drugs, alcohol, or tobacco. After a rally on the steps of the Texas Capitol, one piece of legislation was chosen from each school to be debated by students on the floor of the Texas Senate in a mock legislative session. Four students from Clear View were chosen to serve as Clerks for the sessions. Representative Bonnen's Legislative Aide also presented a flag to some of the student participants.





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 called SALSA (Student Adult Leadership Service Alliance). 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 2016, this group consists of 24 youth and 11 adults. This group has implemented a campaign addressing the stigma of Mental Illness called #iwilllisten, reached out to their peers during Red Ribbon Week, and is currently working on Welcome Bags for new students who transfer into Clear View to help them feel at home.





Texas Healthy Adolescent Initiative (THAI)

In September of 2015, 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 two years of the Peer Assistance and Leadership (PAL) and hosted a number of campus-wide events and activities including “Red Ribbon Week,” “Love Above Week,” and a prom week alcohol awareness campaign. During “Love Above Week,” Clear View hosted Marcus Abbott, a veteran and Purple Heart recipient who now plays football for Lamar University. Abbott shared his story while encouraging students never to give up. The THAI project also worked to increase community involvement at CVHS by hosting a Christmas Open House, a prospective student meeting, and assisted with the hosting of CCISD’s Senior 2 Senior Prom. THAI has also provided “Catch Up” Lunches for students to have extra time to get caught up on school work or receive tutoring.

The Alliance also leads the efforts to host a Project Graduation celebration for Clear View’s graduates. This June will see the 3rd Annual event which has grown each year. Putt-Putt Funhouse in Webster plays host to the event each year and works hard to accommodate graduating seniors. Thanks to the generosity of the community, students have a wonderful night of fun and prizes they won’t soon forget.

For the first time, the THAI program also hosted a Clear View Alumni Fish Fry. Several Clear View HS teachers fried fish and the “fixings” for 120 Alumni and their families at Hope Lutheran Church! We hope this will become at least an annual event.





A Bitter Pill to Swallow

This year, the Alliance partnered once again with the Houston High Intensity Drug Trafficking Area (HIDTA), Drug Enforcement Administration, the US Attorney's Office, and DePelchin Children's Center to bring some great speakers to the Bay Area. On November 3, 2015, we hosted a full-day training at the South Shore Harbour Resort and Conference Center focused on the dangers of prescription drug abuse and marijuana use. Representatives from many of our local law enforcement agencies were in attendance for this luncheon.

Speakers at the conference included:

- ***Dale D. Quigley**, a Sergeant with the Aurora Police Department in Colorado, and the current Intelligence Manager of the Investigative Support Center at Rocky Mountain HIDTA in Denver.
- ***Special Agent in Charge Joseph M. Arabit** leads the Drug Enforcement Administration's (DEA) Houston Division, overseeing the daily operations of offices in the South and East Texas regions, to include Houston, Beaumont, Galveston, San Antonio, Austin, Waco, Laredo, Eagle Pass, Del Rio, McAllen, Corpus Christi, and Brownsville.
- ***Leonard Kincaid**, the Executive Director of the Houston Recovery Center which is in its third year of operation
- ***Dr. Moukaddam**, an assistant professor of Psychiatry at Baylor College of Medicine who divides her time between STAR Psychosis Program (stabilization, treatment & rehabilitation) of which she is medical director, and the Psychiatric Emergency Center at Ben Taub General Hospital, a level I trauma center in the heart of Houston, Texas.





Evaluation and Efficacy

The Alliance has a Program Development Committee (changing in FY17 to be called Strategic Planning and Evaluation Committee) that works through an evaluation matrix 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 critical to the Strategic Prevention Framework and a component for 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.



Volunteers are KEY to Alliance Success

From June 2015 – May 2016

Over **2,960** volunteer hours

Providing a value of over **\$74,313**

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 local magazine and newspaper ads, billboards, partnerships with CCISD Office of Communications and Athletics Department, and unpaid media coverage, the Alliance is working hard to get the message out!!

Since June 2015, **62** newspaper and magazine articles

Since June 2015, **1** electronic billboard spot

Since August of 2015, the Alliance has also had **1** permanent ad on the CCISD Stadium Score Board promoting Be the Reason

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



Color Your World...Drug-free!

The Alliance is so thankful to be funded in part by two grants from the Texas Department of State Health Services. Our Community Coalition Partnership (CCP) grant is through the Mental Health & Substance Abuse Division and the Texas Healthy Adolescent Initiative (THAI) is through the Office of Title V and Family Health.

**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

or follow us on Facebook & Twitter!!

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Coalition Specialist, Jennifer Lobaugh – jlobaugh@ccisd.net

Program Specialist, Robin Groeper – rgroeper@ccisd.net

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