

Bay Area Alliance Annual Report 2017

Post Card

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ONLY THE ADDRESS MAY BE WRITTEN HERE



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FOR CORRESPONDENCE

FOR ADDRESS ONLY

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Be the change...

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“Be the Change...”

Surely you haven't lived on this planet for any number of years and not heard the quote attributed to Mahatma Gandhi that says *“Be the change you wish to see in the world.”* After a little research, I learned that this was more of a paraphrase of something Gandhi once said - but I think the quote rings true regardless. Our world will only be a better place if each of us becomes part of the effort to make it so.

Because we are a community coalition, the Alliance sees this theory lived out in every project, task, and initiative we bring forward. It is the collective work of so many people that makes what we do possible. And, together, we are changing our part of the world. We're increasing parental awareness about the dangers of prescription drug use and underage drinking. We're increasing access to properly dispose of dangerous medications that can often fall in the hands of the wrong people. We're building community support to help parents and other adults “Be the Reason” our kids choose not to drink until they're 21. That isn't something that our staff alone can do – it is the composite of a group of people who are passionate about changing our world and giving our kids a brighter future.

Very recently, we were at the Clear Lake Area Chamber Business and Wellness Expo when a man came by our booth. He talked passionately about how all children deserve to hear an adult tell them that they matter – and know that someone cares. He teared up as he talked about his own childhood and his fears for today's youth who don't have someone like that in their lives. It was a great reminder for me that what the 21 adults committed to SALSA do is special and important. And I whole-heartedly agree with my new friend from the Expo! Kids need desperately to know that someone cares about them *and* their future. What better legacy can we leave?

So, this Annual Report is dedicated to the many people in our community who embody the quote attributed to Mahatma Gandhi that says *“Be the change you wish to see in the world!”*

Sincerely,



Coalition Manager

Bay Area Alliance for Youth & Families



“Be the Change...”

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.

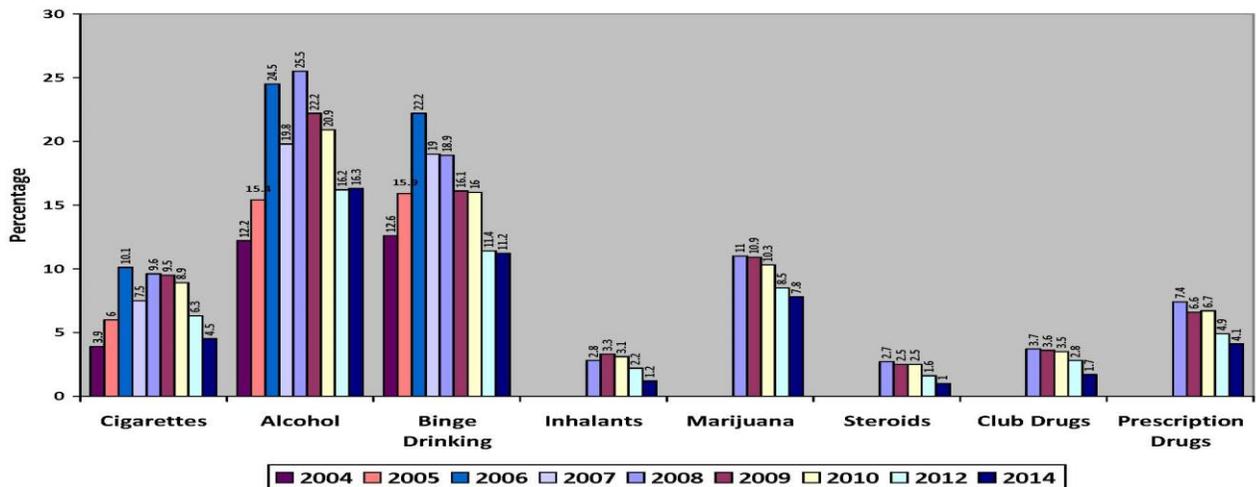
Reduce substance abuse among youth and, over time, among adults by addressing the factors that increase the risk of substance abuse.

“Be the Change...”

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)

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Additional Trends Identified by the TPII

(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*.

"Be the Change..."

Alliance Partners

ACU of Texas
Ainsley's Angels of Texas
Alley Theater
AMOCO
Anderson Advertising
Bay Area Houston Magazine
Bay Area Printing
Bay Area Regional Medical Center
Bay Area Turning Point
Beacon Federal Credit Union
BioFreeze
Charming Charlie
Chick-Fil-A – El Dorado
Christus Victor Lutheran Church
City of Nassau Bay
City of Webster
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 Lake Today
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
DePelchin Children's Center
DJ Altruist
Dominion Church
Dr. Greg Bonnen
Drug Enforcement Administration
EA Smith YMCA

Elite Care ER
Esteban's Café and Cantina
Friendswood Chamber of Commerce
Friendswood Independent School District
Galveston County Sheriff's Dept.
Galveston Daily News
GC-MAP
Gringo's
Gulf Coast Center
Gulf Coast Educators Federal Credit Union
Harris County Pct 8 Constable
Harris County Sheriff's Dept.
HEB
Hegwood Law Group
Houston HIDTA
Hope Lutheran Church
Houston Police Department
James Avery
Jimmy Changa's
Joe Pugh Insurance Agency
JSC Federal Credit Union
Kelsey-Seybold
Kemah Police Department
Knotty Ladies – Hope Lutheran
Kona Grill
Kroger
Lakeview Police Dept.
La Madeline
League City Chamber of Commerce
League City Moms Run This Town
League City Police Department
Learning Rx – Clear Lake
Life is Good Magazine
Lifeway International
Luby's
Macaroni Kid
Maggiano's
MD Anderson
Moving by Design
MT Nesters of UBC
Nassau Bay Police Department
New Dimensions Day Hospital
NightLight Pediatric Urgent Care

Nothing Bundt Cake
Oasis of Hope _ Royal Rangers
Oriental Trading Company
OtterBox
Panera
Partnership for Drug-Free Kids
PF Chang
Putt Putt Fun House
Raising Cane's
Raymond James Financial Svcs
Redman Communications
Region6–Prevention Resource Center
Rudy's BBQ
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
Space City Parent Magazine
Star Cinema Grill
Taco Cabana
TCB Specialties
Texas A & M – Galveston
Texas Auto
Texas Department of Health & Human Services
Texas Department of State Health Services
Texas Department of Transportation
The Council on Drugs & Alcohol – Houston
The Crossings
Thrivent Financial
Tint World
United Way Bay Area Service Center
US Attorney's Office
Victory Chiropractic/Bach Sound
Webster Police Department
Webster Fire Department
Wycoff Construction

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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 2016-2017

President – Neil Treble, DePelchin Children’s Center
Vice President – Jill Dorland, Clear Creek ISD
Secretary – Megan Black, ACU of Texas
Treasurer – Aaron Martinez, Schlitterbahn Galveston
Health Care Liaison – Stacy Shipp, Bay Area Regional Hospital
Strategic Planning & Evaluation Committee Chair – Dr. Neely Kim
Membership Chair – Rae Millican, Texas Auto
Faith Based Chair – Clint deGroot, Dominion Church
Youth Adult Committee Chair – Casey deGroot, Clear Creek ISD
On the Road for a Reason Chair – John Warnement, City of Webster
Resource Development Chair – Debbie Schkade
Clear View HS Project Graduation Chair – Ann Hammond
Programs Chair – Angela Owen, DePelchin Children’s Center

“Be the Change...”

Medication Take Backs

Since September of 2010, over **3,000 community members** have participated in **fourteen** Medication Take Back events coordinated by the Alliance and partnering with local law enforcement. Thanks to the commitment of League City PD, Kemah PD, Webster PD, Lakeview PD, and the Houston PD Clear Lake Substation, there were nine total Take Back sites this past year in the fall and spring. This initiative has helped to dispose of over **14,000 pounds** of unwanted, unused, or expired medications since 2010.

To demonstrate 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.



“Be the Change...”

On the Road for a Reason

This year the Alliance tried something new with On the Road for a Reason! The idea was to combine the already successful CRAZY Krewe run over the NASA Bypass with a Car Show to create a weekend of family friendly and affordable fun! On Friday, March 3, over 60 amazing cars and trucks convened at the beautiful new Challenger Columbia Stadium for the inaugural On the Road for a Reason Car Show! Along with food trucks, vendor booths, and live music, participants were treated to some of the best classic automobiles in the Bay Area and beyond. On Saturday, March 4, the 7th Annual run over the NASA Bypass was again a success! This run 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. Following the race, there was an after-party in the gym at Clear View HS with various healthy-family related vendors providing activities and information in addition to lots of games and prizes. The Alliance, DePelchin Children’s Center, and SALSA students also provided Asset-Building activities to help build the 40 Developmental Assets in our community.



"Be the Change..."

On the Road for a Reason



"Be the Change..."

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 campaign entitled "Be the Reason!" We've asked our partners and everyone in our community to take a photo and post it on our Facebook, Instagram, 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!

The collage consists of six posters, each featuring a group photo and the following text:

- Poster 1:** Photo of "Your Friends at the E.A. Smith YMCA". Text: "#bethereason", "Be the REASON", "83% of youth".
- Poster 2:** Photo of "Your Friends at Associated Credit Union of Texas". Text: "#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".
- Poster 3:** Photo of "Clear Horizons Early College High School Faculty & Staff". Text: "#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".
- Poster 4:** Photo of "Galveston County Community Resource Coordination Group". Text: "#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".
- Poster 5:** Photo of "Your friends at Learning Rx Clear Lake". Text: "#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".
- Poster 6:** Photo of "Your Friends at Associated Credit Union of Texas" (repeated). Text: "#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".

Each poster includes the website www.ccisd.net/alliance, the hashtag #bethereason, and social media icons for Twitter, Facebook, and Instagram. A QR code is also present on each poster.

“Be the Change...”

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 2017, this group consists of 27 youth and 21 adults. This group has reached out to their peers during Red Ribbon Week and once again hosted Love Above Week at their school encouraging their peers to put Love above Hate, Violence, Apathy, Drugs, and Alcohol. This year’s theme was Imagine, and students were encouraged to imagine a world full of possibility! During the week, students also wrote notes of encouragement to fellow students and faculty and every student, teacher, and staff received a bag full of words to brighten their week! They also hosted community adults during the Holiday Open House encouraging everyone to reach just one – like the starfish story!



“Be the Change...”

Texas Healthy Adolescent Initiative (THAI)

As part of this project, the Texas A&M Public Policy and Research Institute collects data on each of the sites. The chart below is part of a recent report released by Texas A&M and shows the success of the Clear Creek ISD site at Clear View HS. This chart reflects attendance rates at Youth Adult Council Meetings for all sites in the project for September 2016 through February 2017. Each THAI program site is required to have representation from at least 3 sectors including Youth, Parents, and a Professional working in the risk factors targeted.

Site	Number of Meetings	% of Meetings w/at least One Youth	% of Meetings w/ at least One Parent	% of Meetings w/ at least One Professional	Avg. Number of Youth Members per Meeting	Avg. Number of Adult Members per Meeting	% of Meetings w/at least one group missing
Arlington	4	75.0	25.0	100.0	1.5	6.0	75.0
Austin	7	100.0	42.8	100.0	3.3	5.1	42.8
Clear Creek	7	100.0	100.0	100.0	18.9	11.7	0.0
Houston	4	75.0	100.0	100.0	1.5	4.3	25.0
Longview	5	100.0	80.0	100.0	3.8	3.0	20.0
Lubbock	1	100.0	100.0	100.0	1.0	4.0	0.0
New Braunfels	5	100.0	80.0	100.0	1.8	4.0	20.0
San Antonio	7	85.7	100.0	100.0	1.9	3.7	14.3
Tyler	2 ¹	0.0	0.0	0.0	0.0	0.0	100.0

The Alliance also leads the efforts to host a Project Graduation celebration for Clear View’s graduates. June 2017 will see the 4th 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.

¹ Only Tyler staff members were present at the YAC meetings.

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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 17, 2016, we hosted a full-day training at the South Shore Harbour Resort and Conference Center focused on the dangers of prescription drug abuse, heroin and marijuana use. The Drug Enforcement Administration and the FBI partnered in 2016 to create a film entitled “Chasing the Dragon” about the human side of opioid abuse and screened it to kick off the conference. Representatives from many of our local law enforcement agencies were in attendance for this luncheon.

Speakers at the conference included:

Richard Magness – Assistant US Attorney for the Southern District of Texas, Houston District

Dr. Bertha Madras – Professor of Psychobiology, Harvard Medical School

Dr. Marc Fleming – Assistant Professor of Pharmaceutical Health Outcomes and Policy at the University of Houston, College of Pharmacy



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The Alliance by the Numbers

So far in the FY 17 Contract Year, the Alliance has:

85 Renewed Community Agreements

56 New Community Agreements

17 Alcohol and Other Drug Presentations

889 Number of Youth Attending Alcohol and Other Drug Presentations

388 Number of Adults Attending Alcohol and Other Drug Presentations

2,904 Number of Youth Receiving Information on Alcohol and Other Drugs

5,415 Number of Adults Receiving Information on Alcohol and Other Drugs

23 Number of Coalition Meetings

14 Number of Coalition Recruitment Activities

56 Number of NEW Coalition Members

380 Number of Coalition Members Attending Meetings

96 Number of Social Media Messages Focused on Alcohol, Prescription Drugs, or Marijuana



“Be the Change...”

The Alliance has a Strategic Planning & 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.

“Be the Change...”

Volunteers are **KEY** to Alliance Success

From June 2016 – May 2017

Over **2,949** volunteer hours

Providing a value of over **\$74,167**

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!





“Be the Change...”

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 2016, **92** newspaper and magazine articles.

Since August of 2015, the Alliance has also had **1** permanent ad.

on the CCISD Veterans Memorial Stadium Score Board promoting Be the Reason and the Alliance Sponsored the Clear Brook vs Clear Lake High School Soccer Games to promote the Medication Take Back.

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

“Be the Change...”

Be the Change...Be the Reason!

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

**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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Program Specialist, Robin Groeper – rgroeper@ccisd.net

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