

# 2018 Bay Area Alliance Annual Report

## Join Us at the Table...



# Join us at the table

Several years ago, a woman in Austin ordered a big picnic table, painted it turquoise, and planted it in her front yard – all to help bring her community to the table. This sparked a movement of people across Texas, the country, and the globe to do the same. In her book, *The Turquoise Table*, author Kristin Schell, talks about the importance of community and how bringing people to the table has been instrumental in reinforcing that.

When I heard about this idea, I immediately ordered the book. I was struck by Kristin's story of living in France as part of a study abroad program and her memories of sitting at the dinner table for hours just talking – and living life together. She longed for the opportunity to recreate that here in Texas – and now she's sparked a movement.

I think she's on to something. When I came here to the Alliance almost 8 years ago, we had a small dedicated group of volunteers who wanted to see the coalition grow and thrive...but we seemed to be at a loss for how to make that happen. It's funny that when we moved our meetings to lunch – and started putting groups of people together – we began to grow. What started out as averaging 4-6 people at a meeting has now grown to averaging over 50. The best part, however, is that the Alliance has grown far beyond meeting and talking – they've moved to action. And, together, we're making a difference.

I want to take this opportunity to invite you to our table – our Alliance Turquoise Table. Our goal is to bring the community together to make our community better for our kids. We are committed to reducing underage drinking and prescription drug misuse and abuse. But, we're also committed to coming alongside students through SALSA and Circle of Care to help them know that this journey is not meant to be taken alone – and they have a support network of adults ready to help them in their next steps.

Sincerely,



Coalition Manager

Bay Area Alliance for Youth & Families

# Join us at the table

## 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.

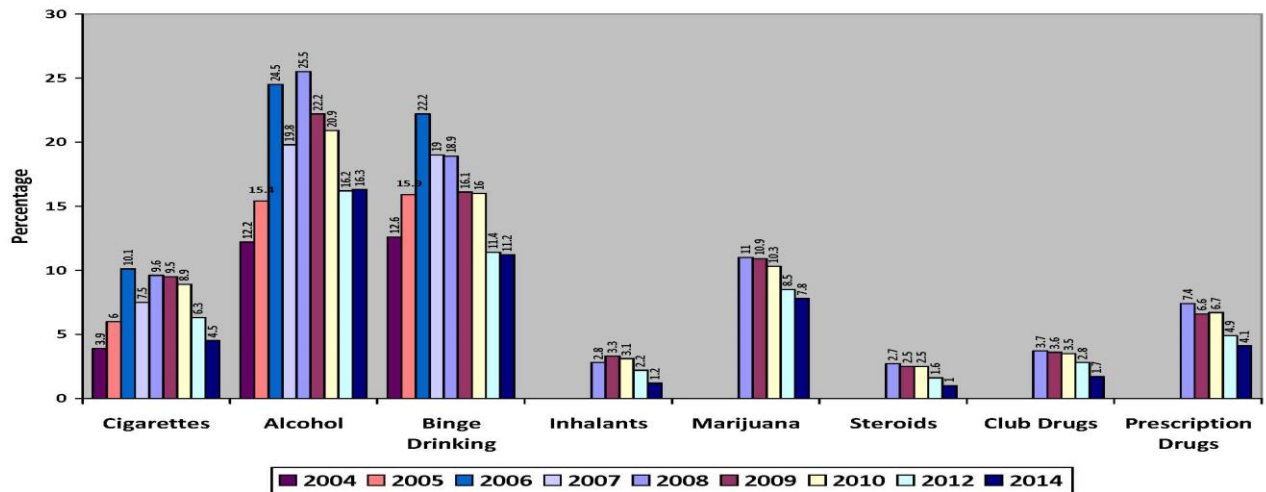
Reduce substance abuse among youth and, over time, among adults by addressing the factors that increase the risk of substance abuse.

# Join us at the table

## 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*.

# Join us at the table

## Alliance Partners

ACU of Texas  
Advantage BMW of Clear Lake  
Ainsley's Angels of Texas  
Allegiance Bank  
AMOCO Federal Credit Union  
Amsoil  
Assistance League of the Bay Area  
Bay Area Health & Wellness Magazine  
Bay Area Houston Magazine  
Bay Area Printing  
Beacon Federal Credit Union  
BioFreeze  
Café Johnny's  
Camp Gladiator  
Car City  
CarePatrol of Greater Houston  
Chick-Fil-A – El Dorado  
Chuck's Sports Bar & Memorabilia  
Chuy's - Webster  
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 HS  
Clear Lake Area Chamber of Commerce  
Clear Lake Today  
Clear View High School  
Communities in Schools – Bay Area  
Community Management Solutions, Inc.  
Corner on Character – Barbara Gruener  
CRCG – Galveston County  
Data Specialists  
DePelchin Children's Center  
District Theaters  
Dominion Church  
Drug Enforcement Administration

EA Smith YMCA  
EFC NASA Church  
Family Promise of Clear Creek  
Friendswood Independent School District  
Friendswood Police Dept.  
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  
Houston HIDTA  
Hope Lutheran Church  
Hope Village  
Houston Methodist St. John Hospital  
Houston Police Department  
Hubcap Grill – Kemah  
Huntington Learning Center  
Innovative Alternatives  
James Avery  
Jimmy Changa's  
Joe Pugh Insurance Agency  
JSC Federal Credit Union  
Kelsey-Seybold  
Kemah Police Department  
Knotty Ladies – Hope Lutheran  
Lakeview Police Dept.  
La Madeline  
Lamont Brands, Inc.  
League City Chamber of Commerce  
League City Moms Run This Town  
League City Police Department  
Learning Rx – Clear Lake  
Life is Good Magazine  
Macaroni Kid League City  
Mac Haik Toyota  
Marketplace Chaplains  
Moving by Design  
MT Nesters of UBC  
NAPA Auto Parts  
Nassau Bay Police Department  
New Dimensions Day Treatment  
Nothing Bundt Cakes - Webster

Oasis of Hope - Royal Rangers  
Oriental Trading Company  
Outback Steakhouse - Webster  
Panera  
Partnership for Drug-Free Kids  
Physicians Premier  
PrimeLending  
Pump It Up – Webster  
Putt Putt Fun House  
Raymond James Financial Svcs  
Region6–Prevention Resource Center  
Respire Wealth Management  
Rudy's BBQ – Webster  
Running Alliance Sport  
Salata – Bay Area  
Sam's Club  
San Jacinto College–Pharm Techs  
Saruzzo's Pizzeria  
Schlitterbahn Galveston  
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 Children's Hospital  
Texas Department of Health & Human Services  
Texas Department of State Health Services  
Texas Yamaha – Webster  
TGIFridays – Webster  
The Council on Drugs & Alcohol – Houston  
Trendstar Construction  
Thrivent Financial  
United Way Bay Area Service Center  
US Attorney's Office  
Victory Chiropractic/Bach Sound  
Vinyl Draught Radio  
Visiting Angels  
Webster Police Department  
Webster Fire Department  
West Law Group, PLLC  
Wycoff Construction

# Join us at the table

## 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  
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 2017-2018

President – Neil Treble, DePelchin Children’s Center  
Vice President – Jill Dorland, Clear Creek ISD  
Secretary – Megan Black, Do It Marketing  
Treasurer – Aaron Martinez, Schlitterbahn Galveston  
Health Care Liaison – Stacy Shipp, RN  
Strategic Planning & Evaluation Committee Chair – Dr. Neely Kim  
Membership Chair – Lauri Coppock, PrimeLending  
Faith Based Chair – vacant  
Youth Adult Committee (SALSA) Chair – Angela Owen, DePelchin Children’s Center  
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  
Capacity Chair – Jamey Norred, Learning RX

# Join us at the table

## Medication Take Backs

Since September of 2010, over **4,300 community members** have participated in **sixteen** 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, Friendswood PD, Houston PD Clear Lake Substation, and Harris County Constable Precinct 8, there were **13** total Take Back sites this past year in the fall and spring. This initiative has helped to dispose of **17,965 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. The Alliance is currently working with Kemah PD to install a permanent Drop Box in Kemah as well.





# Join us at the table

## On the Road for a Reason

For the 2<sup>nd</sup> year in a row, the Alliance combined a Car Show and Fun Run to help the community get On the Road for a Reason! On Saturday, March 3, the 8<sup>th</sup> 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. This was our biggest run yet!!

On Sunday, March 4, the Car Show was held at Challenger Columbia Stadium. The weather was questionable, but some amazing cars still joined us! We once again had live music, vendor and game booths, and amazing food trucks!!

Together, these two events helped the Alliance raise the \$7,500 grant match required to receive our Community Coalition Partnership Grant through the Texas Health and Human Services Commission.



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## Sharing Our Message

This year brought some unique opportunities for the Alliance to share our message and our successes with others! In October, four SALSA students were invited by Dr. Hergenroeder of Texas Children's Hospital to speak at a conference about children with special health needs transitioning to adulthood. Since this is a huge piece of what SALSA works on, the students were nervous but excited about attending. Two seniors and two juniors were part of a discussion panel. The audience was amazed with these students and the way they represented SALSA.



*(From Left to Right: Aleyda Macias, Major Ramsey, Anna Valdez, Dr. Hergenroeder, Jessica Willets, and a U of H Student involved in Texas Children's Council)*

In February, Coalition Manager, Amanda McLaughlin, was invited to speak at a Drug Enforcement Administration panel at the CADCA Conference in National Harbor, Maryland. Amanda was able to share about the importance of community partnerships and collaborative efforts in prevention. Using the analogy of baseball, she demonstrated through current Alliance partnerships the important role that each agency plays in positively impacting the community.



# Join us at the table

## CCISD Student Impact Spotlight

This past year, Clear Creek ISD started a new project called CCISD Impact. The idea is to highlight the great service being done by students, families, and staff in the district to serve the community as a whole. One way these students were recognized was through a highlight video and “shout out” during home football games at Challenger-Columbia Stadium. Members of the Alliance Board met student groups on the field at each home game while their video was shown! Representatives from all of CCISD’s high schools were recognized during the 2017 Football season! Post-Harvey, it was great to see the incredible things that our students in Clear Creek ISD were and are doing to help those around them!



# Join us at the table

## 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 principle, 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!



# Join us at the table

## 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 2018, this group consists of 27 youth and 21 adults, and they have reached out to their peers during Red Ribbon Week and once again hosted Love Above Week, a week encouraging their peers to put Love above Hate, Violence, Apathy, Drugs, and Alcohol. During the week, students wrote hundreds of notes of encouragement to fellow students and faculty and every student, teacher, and staff received a bag full of words to brighten their week! SALSA also hosted community adults during the Holiday Open House and did a great job of making them feel welcome!



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## 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 2017 through February 2018. 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	2	50.0	50.0	50.0	0.5	1.5	50.0
Austin*	1	--	--	--	--	--	--
Clear Creek	4	100.0	100.0	100.0	19.3	10.3	0.0
Houston	2	100.0	100.0	100.0	5.0	6.5	0.0
Longview	4	25.0	75.0	100.0	0.5	1.8	75.0
Lubbock	1	100.0	100.0	100.0	6.0	6.0	0.0
New Braunfels	6	100.0	83.3	100.0	1.8	4.7	16.7
San Antonio	5	100.0	100	100.0	3.0	4.0	0.0
Tyler	2	100.0	0.0	100.0	7.5	2.5	50.0

*Note: Our site did not meet in September due to Hurricane Harvey.*

The Alliance also leads the efforts to host a Project Graduation celebration for Clear View's graduates. June 2, 2018 will see the 5th 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.

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## Circle of Care

This year, we embarked on an ambitious task of meeting with each senior at Clear View HS to help them create a plan for their next steps following graduation. With the help of 27 community adults, we met with 56 seniors at Clear View. We talked about their hopes and dreams for the future as well as some of their fears as they step out on their own. We discussed school plans, resumes, health insurance, and financials as we looked with them at what is ahead.

## Clear View & SALSA in the Community

This year, Houston Methodist St. John Hospital graciously provided Astros and Texans tickets for some of our students and families to enjoy. On the Friday before Thanksgiving, Clear View had its 4<sup>th</sup> Annual Service Learning Day where they heard more about service opportunities in the community and even completed projects for some of our local non-profits! Our students were also highlighted for their work done with McWhirter Elementary through PALs and other opportunities.



# Join us at the table

## The Alliance by the Numbers

So far in the FY 18 Contract Year, the Alliance has:

82 Renewed Community Agreements

45 New Community Agreements

14 Alcohol and Other Drug Presentations

743 Youth Attending Alcohol and Other Drug Presentations

456 Adults Attending Alcohol and Other Drug Presentations

2,066 Youth Receiving Information on Alcohol and Other Drugs

6,960 Adults Receiving Information on Alcohol and Other Drugs

23 Coalition Meetings

20 Coalition Recruitment Activities

41 NEW Coalition Members

343 Coalition Members Attending Meetings

107 Social Media Messages Focused on Alcohol, Prescription Drugs,  
or Marijuana

3,818 Pounds of Medications Collected

525 Medication Disposal Pouches Distributed





# Join us at the table

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.

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## Volunteers are KEY to Alliance Success

From June 2017 – May 2018

Over **2,360** volunteer hours

Providing a value of over **\$58,150**

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!



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## 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 2017, **97** 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.

The Alliance was also on the cover of Bay Area Health & Wellness Magazine with a 2 page story in their April edition. The Alliance is also working on a news story on opioids with Bay Area Houston Magazine due to be published in June 2018.

# Join us at the table

## Won't you join us?

\*\*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\*\*

## 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, Instagram, & Twitter!!

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Coalition Specialist, Jennifer Lobaugh – [jlobaugh@ccisd.net](mailto:jlobaugh@ccisd.net)

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