

2019 Bay Area Alliance Annual Report

When the Community Comes Together,
Magic Happens!





When the Community Comes Together...MAGIC Happens!

“*An extraordinary power or influence seemingly from a supernatural source*” is one of the definitions that Merriam-Webster attributes to the word MAGIC. This absolutely describes the impact and importance of *community*.

This year, the Alliance has seen over and over again the power of our community. We embarked on a brand new project to help raise funds for the Alliance. We called it Dancing with the Stars – Bay Area. What we never could have imagined became reality when 9 committed community members stepped up and made it a huge success! Without their dedication and investment in the Alliance, this kind of MAGIC would not have been possible.

This year, the Alliance partnered with a brand new class at Clear View HS created to help high school juniors and seniors build a solid foundation in preparation for the transition to adulthood. We reached out to community partners and asked them to share their wisdom and experience with these students. Some hosted students at their work place, others shared a lunch with a student while they discussed the future, and others came into the classroom to get to know the students and talk about life after high school. Without their dedication and investment in the Alliance, this kind of MAGIC would not have been possible.

This year, the Alliance saw the end of funding from the Texas Healthy Adolescent Initiative that supported the creation and sustainability of the SALSA program. This meant that the Alliance could no longer provide a staff member to oversee this program at Clear View. However, we saw more adult members than ever before. They helped with events, special projects and more. Without their dedication and investment in the Alliance, this kind of MAGIC would not have been possible.

This year, the Alliance grew to 8 local Take Back sites. With only 2 full time and 1 part time staff, we needed volunteers to help run the sites to ensure smooth events. More than 100 community volunteers stepped up this year to collect more than 3,800 pounds of drugs from local medicine cabinets. Without their dedication and investment in the Alliance, this kind of MAGIC would not have been possible.

So, you can see...our community truly is *an extraordinary power or influence seemingly from a supernatural source*. And, when the community comes together, MAGIC happens!

Amanda McLauchli

Coalition Manager

Bay Area Alliance for Youth & Families



When the Community Comes Together...MAGIC Happens!

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.





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Alliance Partners

ACU of Texas
Advantage BMW of Clear Lake
Ainsley's Angels of Texas
Allstate - Tomorrow Orsak
AMOCO Federal Credit Union
Assistance League of the Bay Area
Avenida Brazil
Barfield Law Firm
Bay Area Health & Wellness Magazine
Bay Area Houston Magazine
Bay Area Printing
Beacon Federal Credit Union
Camp Gladiator
Bud the Magician
Captain Kirk DJ
CarePatrol of Greater Houston
Charred and Starred
Chick-Fil-A - El Dorado
Chemical Process & Production
City of Kemah
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 Regional Medical Ctr
Clear Lake Today
Clear View High School
Clear View HS Booster Club
Cool Cow Creamery
CoCo Crepes
Communities in Schools - Bay Area
Community Management Solutions, Inc.
Corner on Character - Barbara Gruener
CRCG - Galveston County
Dark Knight Auto Group
Data Specialists
DePelchin Children's Center
Dewberry Farms
District Theaters
Dominion Church
Drug Enforcement Administration
EA Smith YMCA
EFC NASA Church
Elitecare ER
FBH Photography

Fred Astaire Dance Studio
Friendswood Independent School District
Friendswood Police Dept.
Frost Bank
GC-MAP
Galveston County Sheriff's Dept.
Galveston Daily News
Garland Financial Group
Gringo's
Gulf Coast Center
Gulf Coast Educators Federal Credit Union
Harbour Insurance Services
Harris County Pct 8 Constable
Harris County Sheriff's Dept.
HEB
Hegwood Law Group
HomeTown Bank of League City
Houston HIDTA
Hope Lutheran Church
Hope Village
Houston Methodist St. John Hospital
Houston Physicians Hospital
Houston Police Department
Hubcap Grill - Kemah
James Avery
Jason's Deli
Jimmy Changa's
JSC Federal Credit Union
Joiner Architects
Kelsey-Seybold Clinics
Kemah Police Department
Kendra Scott
KHEA Radio 99.5
Kimberly Harding Group - Re/Max Synergy
La Brisa
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
Little Bella Mia Italian Kitchen
Living Well Clinical Nutrition Center
Lu's Barbershop
MGS Photography
Macaroni Kid League City
Mac Haik Toyota
Marathon Petroleum
Marketplace Chaplains
Mercy Tree

MetroCity Kids
Minuteman Press - Clear Lake
Moody Mansion Museum
Moving by Design
MT Nesters of UBC
Nassau Bay Police Department
New Beginnings
New Dimensions Day Treatment
Nothing Bundt Cakes - Webster
Outback Steakhouse - Webster
Partnership for Drug-Free Kids
Physicians PremiER
PrimeLending
Putt Putt Fun House
Raymond James Financial Svcs
Red River Cantina
Region6-Prevention Resource Center
Return to Wellness
Ron Carter Cadillac Hyundai Genesis
Rudy's BBQ - Webster
Running Alliance Sport
Salata - Bay Area
San Jacinto College-Pharm Techs
Saruzzo's Pizzeria
Schlitterbahn Galveston
Sea Lark Chiropractic
Sisterhood of the Traveling Mirror
Sno Ball Hut
South Shore Harbour Marina
South Shore Harbour Resort
Space City Parent Magazine
Star Cinema Grill
Taco Cabana
TCB Specialties
Texas A & M PPRI
TCISD 21st Century ACE
Texas Department of Health & Human Services
Texas Department of State Health Services
TGIFridays - Webster
The Council on Drugs & Alcohol
The Longhorn Project at JSC
Thrivent Financial
United Way Bay Area Svc Center
Vinyl Draught Radio
Visiting Angels
Walmart #4618 Neighborhood Market
Webster Police Department
Webster Fire Department
West Law Group, PLLC
Who's That Girl? Weddings & Events



When the Community Comes Together...MAGIC Happens!

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
Thad Roher, Superintendent, Friendswood ISD
Phil Sandlin – Constable, Harris County Precinct 8
Greg Smith, Ph.D. – Superintendent, Clear Creek ISD
Henry Trochesset – Sheriff, Galveston County
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 2018-19

President, Michael Sanders, Space Center Houston
Past President President – Neil Treble, Texas City ISD
Vice President – Anthony Ferraro, Harris County Constable, Precinct 8
Secretary – Mackenzie Walker, Nothing Bundt Cakes
Treasurer – Megan Black, CUNA
Strategic Planning & Evaluation Committee Chair – Dr. Neely Kim
Membership Chair – Lauri Coppock, PrimeLending
Faith Based Chair – Brian Horner, Marketplace Chaplains
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, Community Volunteer
Clear View HS Project Graduation Chair – Ann Hammond, Community Volunteer
Capacity Chair – Jamey Norred, Learning RX
Clear View HS Alumni Chair – Thor Koenig, ACU of Texas





When the Community Comes Together...MAGIC Happens!

Medication Take Back

Since September of 2010, over **5,784 community members** have participated in **eighteen** Medication Take Back events coordinated by the Alliance in partnership with local law enforcement and the Drug Enforcement Administration. Thanks to the commitment of League City PD, Kemah PD, Webster PD, Lakeview PD, Friendswood PD, Houston PD Clear Lake Substation, Nassau PD, and Harris County Constable Precinct 8, there were **15** total Take Back sites this past year in the fall and spring. This initiative has helped to dispose of **21,769 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 Webster PD to install a permanent Drop Box in Webster as well.



Juuling & Vaping

There is a new emerging and dangerous trend in our nation that is impacting the Bay Area directly. There are multiple names for them, but they're all e-cigarettes. The Alliance took this education on the road and spoke to district and campus staff, PTAs, civic groups, parents, students, and even took part in a Live Town Hall Meeting hosted by Clear Creek HS. Friendswood PD also videoed the presentation to be used in their Municipal Court.

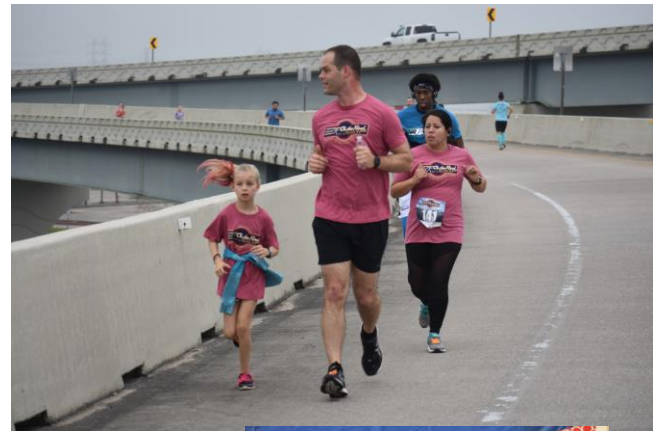




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On the Road for a Reason

On Saturday, March 2, the 9th 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 Alliance. 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.





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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!

Be the REASON
#bethereason

Bay Area Alliance for Youth and Families

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

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

*The Foundation for Advancing Alcohol Responsibility, February 2012

Your friends, Curt & Gardy at KHEA Radio 99.5

www.ccisd.net/alliance

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Friends and Members of the Bay Area Alliance for Youth & Families

www.ccisd.net/alliance

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Executive Board Members of the Bay Area Alliance for Youth & Families

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*The Foundation for Advancing Alcohol Responsibility, February 2012

Dr. Venessa and your friends at Sea Lark Chiropractic

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*The Foundation for Advancing Alcohol Responsibility, February 2012

Your Friends at Care Patrol are Just a Phone Call Away!

www.ccisd.net/alliance

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*The Foundation for Advancing Alcohol Responsibility, February 2012

Your friends at PrimeLending

www.ccisd.net/alliance



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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 began a Youth Adult Council called SALSA in 2014. This council provides equal voice to both youth and adults while addressing several risk factors including substance abuse, mental health disparities, and transition to adulthood. In FY 2019, this group consisted of 21 youth and 32 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. SALSA also participated in the “My Intent” bracelet project this year. In January, each member chose a word for the year – to help motivate or guide them. This opportunity was also extended to all Clear View students and staff. Then, members worked together to hand stamp each bracelet.

This year, the program has been conducted in coordination with Texas A&M’s Public Policy and Research Institute with SALSA serving as a Model Program. Through Texas A&M, two new sites are being formed locally in both Friendswood and Texas City ISDs.





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SALSA Spotlight



Do you think SALSA makes a difference?

“Yes, kids are able to be a part of a group and feel like they are heard.”

- Brianna Ramon, CVHS Senior

What was your favorite memory from SALSA this year?

“Meeting new people and stepping out of my comfort zone”

- LeaRae Eldridge, CVHS Freshman



What is one thing you have learned from being part of SALSA?

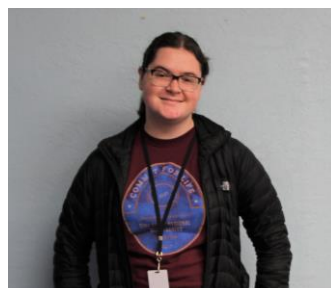
“That you should always be yourself”

- Storm Squyres, CVHS Senior

Do you think SALSA makes a difference?

“Yes, it helps make CVHS a better place.”

- Jerani Campbell, CVHS Junior



Do you think SALSA makes a difference?

“It provides a community that isn’t all about academics and good grades, and it is very supportive.”

- Jessica Willits, CVHS Senior



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SALSA Spotlight



What was your favorite memory from SALSA this year?

“Watching the kids grow as individuals. Watching them come out of their “shells,” so to speak.”

- Jane Ponte, Gulf Coast Center

What is one thing you've learned from being part of SALSA?

“The importance of community”

- Conrad Restemyer, SALSA Student Alumni, Space Center Houston



What was your favorite memory from SALSA this year?

“I have only attended two meetings – however, I was so impressed that we are launching the program at Texas City HS in September 2019!

- Suzanne Broussard, 21st Century ACE

What is one thing you've learned from being part of SALSA?

“Better understanding of what issues students are dealing with”

- Michael Sanders, Space Center Houston



What is one thing you've learned from being part of SALSA?

“Students have great ideas & are so empathetic. I saw much compassion for others in this group.”

- Ann Hammond, Community Volunteer Extraordinaire



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Red Ribbon Week

Red Ribbon Week is more than just a week to play dress up and tie red ribbons around the school. It's a day created to honor the memory of Enrique "Kiki" Camarena, a Drug Enforcement Administration Agent who was kidnapped, tortured and murdered by a drug cartel in 1985. The Alliance and SALSA are committed to helping students understand the real meaning behind this impactful week.



Holiday Open House

Each December, SALSA hosts a Holiday Open House at Clear View HS. It's a great opportunity to invite community adults in to learn more about SALSA and Clear View. It also gives students an opportunity to practice greeting adults they do not know and making them feel welcome.



Love Above Week

Love Above Week was created for Clear View HS to help remind us to put Love above hate, violence, drugs, alcohol, and apathy. In its 5th year, Love Above Week did not disappoint! The Disney theme was chosen by students and the community rallied around this to make it a week students won't soon forget!

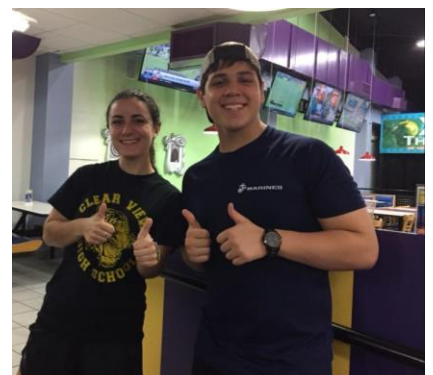




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Project Graduation at CVHS

The Alliance also leads the effort to host a Project Graduation celebration for Clear View's graduates. June 2, 2019 will see the 6th Annual event which has grown each year. Putt-Putt Funhouse in Webster plays host to the event 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.



Transitions Field Trips

This year, Clear View HS Teacher, Shelly Lloyd, began teaching a class on Transitions. To help support learning in the classroom, the Alliance partnered with multiple community agencies and volunteers to host a Field Trip each semester!





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Dancing with the Stars – Bay Area

On Saturday, September 8, 2018, 250 people came out to cheer the inaugural cast of Dancing with the Stars – Bay Area! This event was designed to help raise funds for the Alliance to meet the match requirement for state-funded grants. It was a wonderful night to celebrate – and will definitely become a new tradition for the Alliance! Most excitingly, the Alliance raised nearly \$18,000!





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The Alliance by the Numbers

So far in the FY 19 Contract Year, the Alliance has:

85 Renewed Community Agreements

47 New Community Agreements

27 Alcohol and Other Drug Presentations

3294 Youth Attending Alcohol and Other Drug Presentations

931 Adults Attending Alcohol and Other Drug Presentations

4299 Youth Receiving Information on Alcohol and Other Drugs

5237 Adults Receiving Information on Alcohol and Other Drugs

26 Coalition Meetings

17 Coalition Recruitment Activities

47 NEW Coalition Members

497 Coalition Members Attending Meetings

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

3,803 Pounds of Medications Collected





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DEA Citizen's Academy

This Spring, Amanda and Jennifer participated in the 6th Annual Drug Enforcement Administration Citizen's Academy. During this amazing 9 week course, they heard from DEA agents from across the Houston Division, Diversion investigators, and experts in surveillance, gangs, addiction, and more. In addition, Jennifer and Amanda (who had never fired a weapon previously) were invited to participate in a range day at the Houston Police Academy and also participate in a mock surveillance practicum with DEA agents from the Houston office. They learned a lot about the work of the DEA and what they're doing to combat drug use and abuse throughout the world.





When the Community Comes Together...MAGIC Happens!

Volunteers are KEY to Alliance Success

From June 2018 – May 2019

Over **1,677** volunteer hours

Providing a value of over **\$42,639**

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, local radio stations, 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 2018, **60** newspaper and magazine ads and articles

10 Radio Commercials on Vinyl Draught Radio

4 appearances on KHEA Radio

CCISD Student Spotlights at every Home Football Game at Challenger
Columbia Stadium in 2018



When the Community Comes Together...MAGIC Happens!

Won't you join us?

**The Alliance is so thankful to be funded in part a grant called the Community Coalition Partnership (CCP) through the Mental Health & Substance Abuse Division of the Texas Health and Human Services Commission. In addition, the Alliance is thankful to be a funded Model Program for the Texas Youth Action Network through Texas A&M's PPRI.

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, Instagram, & Twitter!!

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