



# Bay Area Alliance Annual Report June 2019 - May 2021



*"Where flowers bloom so does hope."  
- Lady Bird Johnson*

# A Letter from our Executive Director

Being a Texan by birth, I've always admired Lady Bird Johnson. I can remember driving through Central Texas as a child and my mother explaining that all the colorful beauty was all thanks to Lady Bird and her initiative to blanket Texas highways with beautiful wildflowers. I still get giddy to see bluebonnets, Indian paintbrush, thistle, and all the other colorful wildflowers in Spring as I travel across Texas. All these different plants of varying colors, shapes, and origins paint a beautiful scenic landscape unlike anything I've ever seen. One spring as an adult, my mom and I visited the Lady Bird Johnson Wildflower Center in Austin. It was easy to get lost in the beauty of the nature there, and I was reminded again and again of Lady Bird's quote, "Where flowers bloom, so does hope."

Fast forward to Covid-19 and all of the other calamities for 2020-21. With all my sudden free time in March, I was able to spend hours in my yard and Lady Bird's quote met me there. But, I was hearing stories of so many without hope. Families were struggling to feed their children and keep a roof over their heads, neighbors were separated forever from their loved ones due to Covid, and a student I'd had the privilege to know and work with took their own life.

I realized that it was time for the Alliance to start bringing hope however we could. Friendswood ISD was only in the first months of this new partnership, and we weren't able to do so many things we'd planned. So, we began to look for ways we could be part of hope in the communities we serve. FISDCares was born out of necessity, but it turns out, watching families bloom also gives immeasurable hope. From helping a single mom with four kids and a salary cut by 60% to a cancer survivor who worked in a service industry hard hit by the shut down, we were helping families bloom and find their own hope.

I think this is some of the same hope we provide to Clear View SALSA students. When watered and fed and loved, they bloom. And that brings hope. It reminds me of another beautiful Lady Bird Quote, "Children are apt to live up to what you believe of them." And we believe good things about every student we serve. And, we cannot wait to get back into the school with those students and many more.

Thanks to each of you who played a role this year in providing hope for so many in a time where hope was perhaps more scarce than toilet paper. And that's saying a lot.

Sincerely,



Executive Director  
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, tobacco, 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, tobacco, 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

Reduce barriers to success for students by addressing social determinants of health

# Alliance Partners

ACU of Texas  
Allstate – Tomorrow Orsak  
AMOCO Federal Credit Union  
Anchor Fundraising  
Assistance League of the Bay Area  
Bay Area Houston Magazine  
Bay Area Printing  
Beacon Federal Credit Union  
Bud the Magician  
Cabrera Dental Associates  
Charred and Starred  
Chick-Fil-A – El Dorado  
Chemical Process & Production  
Christian Brothers – Friendswood  
Christian Outreach Alliance  
City of Friendswood  
City of Kemah  
City of Nassau Bay  
City of Webster  
Clear Creek Independent School District  
Clear Creek ISD – Athletics Dept.  
Clear Creek ISD – At-Risk Dept.  
Clear Creek ISD – Counseling & Student Services  
Clear Creek ISD – Office of Communications  
Clear Horizons Early College HS  
Clear Lake Area Chamber of Commerce  
Clear Lake Regional Medical Center  
Clear Lake Today Radio  
Clear View High School  
Clear View HS Booster Club  
CoCo Crepes  
Communities in Schools – Bay Area  
Community Management Solutions, Inc.  
CRCG – Galveston County  
Dance Vision Studios-Clear Lake  
Dave & Busters  
DePelchin Children’s Center  
Dewberry Farms  
District Theaters  
Dominion Church  
Drug Enforcement Administration  
EA Smith YMCA  
EFC NASA Church  
Emily T. Krone & Company, PLLC  
EXP Realty  
Friendswood Independent School District

Friendswood Police Dept.  
Friendswood Produce Boxes  
GC-MAP  
Galveston County Sheriff’s Dept.  
Galveston Daily News  
Goodwoods British Market  
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  
Hometrust Mortgage  
Houston HIDTA  
Hope Lutheran Church  
Hope Lutheran Church – HURT  
Houston Methodist Clear Lake Hospital  
Houston Physicians Hospital  
Houston Police Department  
Hubcap Grill – Kemah  
James Avery  
Jason’s Deli  
Jimmy Changa’s  
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 Police Department  
Little Bella Mia Italian Kitchen  
Lu’s Barbershop  
MGS Photography  
Macaroni Kid League City  
Marathon Petroleum  
Marcus Rives Designs  
Marketplace Chaplains  
McRee Ford  
Minuteman Press – Bay Area  
Moody Mansion Museum  
Moving by Design

MT Nesters of UBC  
Nassau Bay Police Department  
New Dimensions Day Treatment  
Nothing Bundt Cakes - Webster  
Outback Steakhouse - Webster  
Physicians PremiER  
PrimeLending  
Primrose School of Clear Lake  
Raymond James Financial Services  
Red River Cantina  
Region6–Prevention Resource Center  
Return to Wellness  
Ron Carter Cadillac Hyundai Genesis  
Rotary of League City  
Rudy’s BBQ – Webster  
San Jacinto College–Pharm Techs  
Schlitterbahn Galveston  
Sea Lark Chiropractic  
Sisterhood of the Traveling Mirror  
Sno Ball Hut  
South Shore Harbour Marina  
South Shore Harbour Resort  
Southern Sass  
Space City Parent Magazine  
Star Cinema Grill  
T-Mobile  
Taco Cabana  
TCB Specialties  
Texas A & M PPRI  
TCISD 21<sup>st</sup> Century ACE  
Texas Department of Health & Human Services  
Texas Department of State Health Services  
The Delaney at South Shore  
The Funky Monkey  
Thrivent Financial  
Trigon Products, Inc.  
United Way Bay Area Service Center  
UH Graduate College of Social Work  
Walmart #4618 Neighborhood Market  
Webster Police Department  
Webster Police Officers Association  
Webster Fire Department  
Who’s That Girl? Weddings & Events

# Alliance Leadership

## **Members of the Senior Advisory Council**

Sally Branson – City Council Member, Friendswood  
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 – City Council Member, Friendswood  
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. – Former 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 Board 2020-21**

President – Sgt. Anthony Ferraro, Harris County Constable, Precinct 8  
Past President – Michael Sanders, Space Center Houston  
Vice President, Lynn Hobratschk – Former Asst. Superintendent – Friendswood ISD  
Secretary – Megan Black, CUNA  
Treasurer – Mackenzie Walker, Nothing Bundt Cakes  
Strategic Planning & Evaluation Committee Chair – vacant  
Membership Chair – Lauri Coppock, PrimeLending  
Faith Based Chair – Brian Horner, Marketplace Chaplains  
Fundraiser Chair – Doug Meisinger, Vinyl Draught Radio  
Youth Adult Committee (SALSA) Chair – Deputy Claudia Lopez, Harris County  
Constable, Precinct 8  
Capacity Chair – John Warnement, City of Webster  
Resource Development Chair – Debbie Schkade, Community Volunteer  
Clear View HS Project Graduation Chair – Ann Hammond, Community Volunteer  
Social Media Chair – vacant  
Clear View HS Alumni Chair – Thor Koenig, Dispatch – City of Webster  
Implementation Chair – Becky Day, The DeLaney at South Shore  
Legislative Chair – Emily Krone, Emily T. Krone & Company, PLLC  
Law Enforcement Liaison – vacant  
Clear Creek ISD Liaison – Monica Speaks  
CCISD Board of Trustees Liaison – Jennifer Broddle  
Friendswood ISD Liaison – Dr. Stacy Guzzetta

# The Alliance – Clear Creek

The Alliance – Clear Creek has been serving the Clear Creek ISD Community since 2003. Throughout its existence the mission has always been to bring the community together to create a drug and alcohol-free future for our youth. This coalition continues to host Medication Take Backs (although Covid-19 has limited our reach) and distribute Medication Disposal Pouches. Although we weren't able to host in-person meetings, we initiated Curbside Coalition Meetings. Realizing that virtual fatigue is real, we decided to provide an opportunity for our members to get updates on what's happening with the coalition and action steps they can take to play a role. After not seeing many of our favorite faces in person for months, it has been great to reconnect while still maintaining safety for everyone.



# The Alliance – Friendswood

The Alliance-Friendswood is a community coalition formed in September 2019 to serve Friendswood ISD. In January 2020, we hosted an open house to welcome community members to learn more about the Alliance and the work we do.



We have had some challenges getting the new coalition fully engaged due to Covid-19 and other unexpected weather events. However, we hosted a “Coffee, Croissants, & Community” breakfast to reach the FISSD community, several virtual coalition meetings, as well as one Curbside Coalition at Hope Lutheran Church. Medication Take Backs and disposal pouch distributions continued, and we played an active role in the Bay Area Vaping Task Force.

# Medication Take Back

Since September of 2010, over **7,140 community members** have participated in **twenty-one** 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 Bay PD, and Harris County Constable Precinct 8, there were **20** total Take Back sites from Fall 2019 through April 2021. This initiative has helped to dispose of **27,653 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 and the City of Webster have Permanent Drop Boxes which provide a permanent option for medication disposal.



# Medication Disposal Pouch Distribution

Free Disposal Pouches were available during drive-thru distribution days. Community members were invited to visit the site and receive as many Medication Disposal Pouches as needed. The Disposal Pouches neutralize medication by placing pills, patches, and liquids inside and adding water. The pouch allows you to safely dispose of unwanted, expired prescriptions & over-the-counter medications in your household trash.



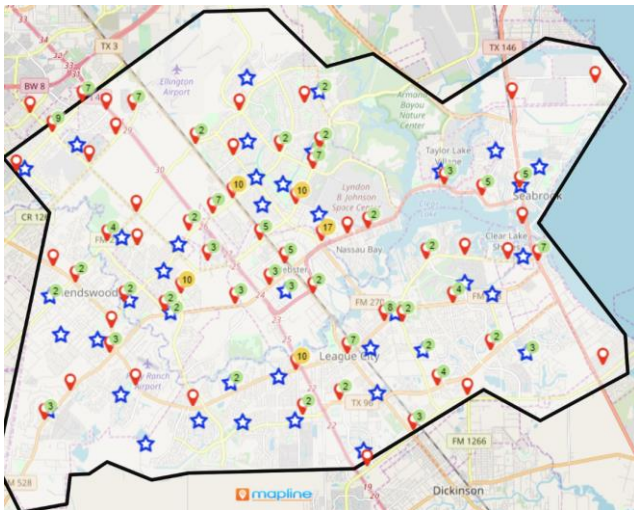


# Bay Area Vaping Task Force

In 2017, the Alliance began to see some disturbing trends regarding e-cigarettes. Since knowledge is power, we began to learn all we could about vaping, e-cigarette devices and the “juices” that went into them. We joined up with law enforcement partners and visited “Vape Shops” across the community to see just what was available. Most of what we found was very concerning. Many young people were frequenting these retailers to buy the latest flavors and the coolest vape pens. Even though it is now illegal for anyone under 21 to buy or use these products, vaping is still a challenge for our students, and we knew we had to do something.

We began doing presentations across the community for adults and kids focusing on the true dangers of this epidemic. Our presentation included “show and tell” items confiscated by local principals or purchased from smoke shops to show parents what e-cigarettes often looked like. We included everyday items crafted with secret compartments teens often use to conceal their addictive habit.

In 2019, the Alliance created the Bay Area Vaping Task Force. Although some of the momentum was slowed by the Covid-19 Pandemic, the group continued to meet virtually throughout the 2020-2021 school year. The Task Force is working hard to address the biggest factor in this trend – retailers. The Task Force created a map of our community, divided into sections in which volunteers located retail establishments to evaluate proximity to churches and schools. With the information we have gathered, we will work on retailer education and reminders about the fines associated with selling tobacco to kids under 21. The Task Force has also followed the 87<sup>th</sup> Texas Legislative Session to see what measures might be enacted to hold retailers more accountable for selling to minors.



# 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 Partnership called SALSA in 2014. This group provides equal voice to both youth and adults while addressing several risk factors including substance abuse, mental health disparities, and transition to adulthood. FY 20 was off to such a great start! We were building a new SALSA at Friendswood Junior High while seeing continued success at Clear View. We even had one of our alumni, who is now a paramedic, speak to our group about the importance of not quitting – even when life throws you curve balls. We also hosted our annual Holiday Open House – an opportunity for our SALSA students to share their school with the community. It's always an amazing opportunity for kids to practice the skills they learn during the SALSA year. Plans are already in the works for FY22, and we cannot wait to continue this great work!



# What Our Members are Saying



“The ladies at the Alliance were always there for me ready to lend a helping hand. They gave me an outlet for my emotions in the form of volunteering. Through helping with important tasks, I realized that I mattered and could make a difference in the lives of others in a positive way. The Alliance managed to pull me out of a deep depression, and I am eternally grateful to them for that.”

- Conrad Restemyer, SALSA Alumni & Alliance Volunteer

“From students' testimonies at SALSA graduation (tear-jerking), to the organized appeals to fund families hit hard by Covid (met with overwhelming generosity), it is evident that the Bay Area Alliance is all about rising up every child in need of encouragement, support, or assistance.”

– Lynn Hobrathschk, Former FISS Assistant



“For the past 10 years, the Drug Enforcement Administration has collaborated with the Bay Area Alliance for Youth and Families. During this time, we have partnered on several endeavors which includes; educating and training Parents, Young Adults, Teachers, Administrators, licensed professional counselors, members of the law enforcement and business community, etc., in the areas of Current Drug Trends, the Rise of Prescription Drugs, Anti-Legalization issues, Signs and Symptoms of Drug Abuse, and Drug Trafficking Patterns. We value this partnership and look forward to continuing working with the Bay Area Alliance for Youth and Families.”

- Dawn Matthis, Drug Enforcement Administration

“There is such a dedicated staff supporting a passionate leader committed to the mission of the Alliance and I am so grateful for all they do to support the students in CCISD. The Board of the Alliance is also a committed group of community volunteers as well. I feel blessed to have been a part of this organization and after nearly twenty years, am still excited about its future.”

– Ann Hammond, Community Volunteer

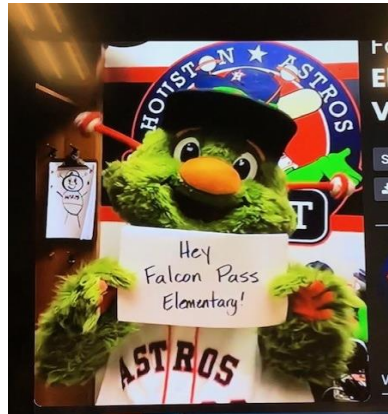


“Being able to interact with all these adults from my community provided me with a valuable resource that allowed me to gain knowledge about life after school that I would normally not have been able to grasp. It finally let me see that my worth was not embedded in my grades, my ability to keep still, or my social fluency, but actually lied firmly within my own power and determination.”

– Cecil Kelly, SALSA Alumni and Alliance Intern

# 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. This year Covid-19 kept the Alliance from being on campuses for presentations and rallies, but we were able to think outside the box and participate in a drive-thru community event with Falcon Pass Elementary and provide personalized video messages from Astros' Orbit and Tony Hawk.



# Love Above Week

Created by the Alliance in 2014, every year the Alliance supports the students and staff at Clear View High School as they celebrate Love Above Week- a week dedicated to putting Love above Drugs, Alcohol, Hate, Apathy, and Violence. This is a week-long celebration including lunch activities, morning lessons, dress-up days, and culminates in sharing of notes of encouragement between students and staff campus-wide. This is a time-honored tradition at CVHS and brings positivity and enhances school connectedness for students and staff.

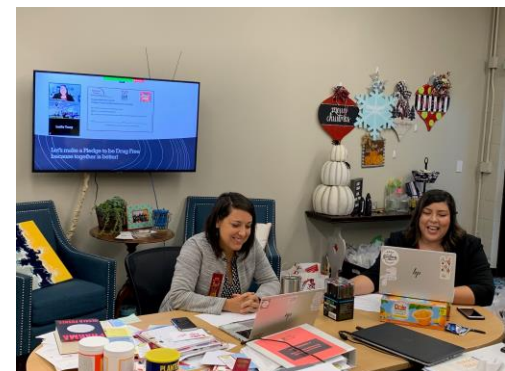


# Presentations

One of the primary focuses of the Alliance's prevention efforts is on education. We offer group presentations to adults and youth in the community. The Alliance has presented to church groups, youth groups, Boy Scouts, community organizations, high school, junior high and elementary school classrooms, PTAs, and many more!



With Covid-19, the Alliance has pivoted, created, and implemented numerous virtual presentations.



# FISDCares

In September of 2019, the Bay Area Alliance and Friendswood ISD embarked upon a relationship to benefit students and families living in that district. While the primary mission of the Alliance is to help kids make good choices when it comes to drugs and alcohol, we realized students face many other barriers to success. This is especially true when families are experiencing financial and other hardships. This has never been truer than in 2020 as our nation faced a global pandemic and subsequent lockdown due to Covid-19. At the request of FISD Administration, FISDCares was established to address the tangible needs of students and their families. To date, there are 37 families on our caseload including 91 children. With the first fundraising campaign, CAREOPOLY, we were able to assist families with rent, utilities, food, clothing, childcare and more. Once it was determined students would return to campus for the 20-21 school year, MustangReady was launched, and community members were asked to ‘adopt a student’. With these donations we were able to provide 47 students with a name brand backpack in their favorite color or character, as well as their campus recommended school supplies.



When the holidays were fast approaching, MustangSanta was initiated to assist families in providing Christmas gifts to their children. Through the extreme generosity of donors in the Friendswood community over \$8,000 was collected. We were able to shop, wrap, and deliver over 300 presents, including socks and underwear, to over 53 children.



# Positive Alternatives

Through our grant from Texas Department of Health and Human Services, the Alliance is tasked with creating alcohol and drug-free activities called Positive Alternatives. These initiatives provide fun, challenging, and structured activities with supervision, so people have constructive and healthy ways to enjoy free time and learn skills. These alcohol and drug-free activities help people, particularly young people, stay away from situations that encourage use of alcohol, tobacco, or other drugs.

## Painting with the Alliance

The Alliance has created a series of popular events for adults and families called Painting with the Alliance. For a nominal cost, adults and families are able to create custom painted wood projects to keep for their home. During Covid-19, the Alliance has been able to create take-home kits for adults and families in the community to enjoy from the safety of their own home.



# Positive Alternatives continued

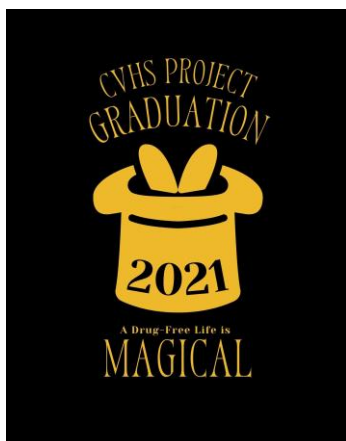
## Prom

Prom was no exception to the potential missed opportunities our kids faced due to Covid-19. Thankfully CCISD protocols were changed in late February to allow CCISD High Schools to host Prom on a CCISD facility. CCISD's two non-traditional campuses were left scrambling to put together a prom for their juniors and seniors with little time to plan. The Alliance was able to help Clear Horizons Early College High School and Clear View High School plan, organize, and decorate for an "Enchanted Garden" themed prom. Students and staff from both schools loved the decorations and had a memorable evening!



## Project Graduation

Project Graduation is a long-standing tradition in high schools around the country to host all-night celebrations allowing graduating seniors the opportunity to celebrate their achievements with their classmates in a safe, drug and alcohol-free environment. The Alliance has hosted Project Graduation for CVHS for the past seven years. This year, the Alliance will be hosting a "Magical" evening of celebrations for graduating seniors with games, inflatables, a gaming truck, grand-prize drawings, and much more!



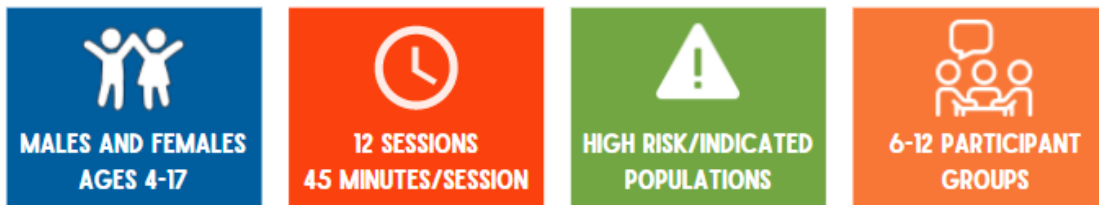


# Curriculum Based Support Group

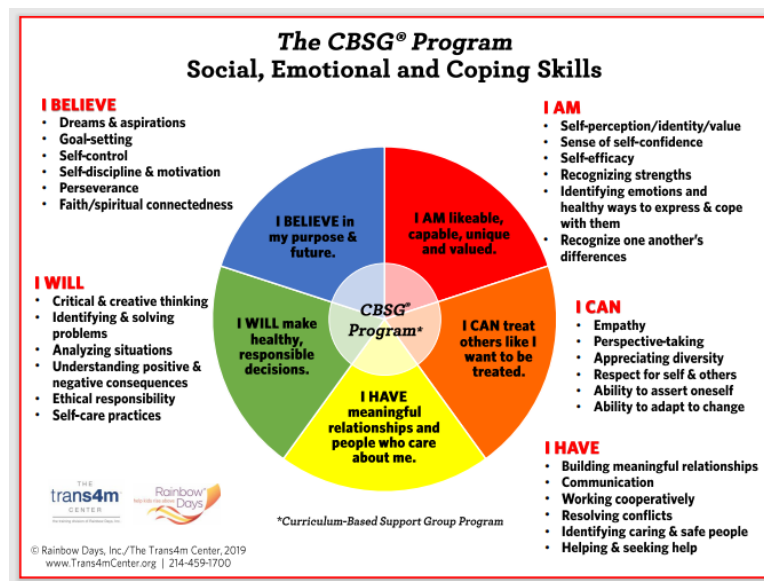
The Bay Area Alliance for Youth & Families staff are trained facilitators of the Curriculum-Based Support Group (CBSG) Program. CBSG is an evidence-based preventive intervention for indicated populations. The program is designed for all students, ages 4-17, whose high-risk situations, attitudes, and behaviors place them at elevated risk for future behavioral and health problems. These include substance abuse, delinquency, and violence. Children and youth meet in confidential, small group settings and go through a series of "lessons" of essential life skills to help them learn how to: cope with difficult family situations, resist negative peer pressure, respect others, set and achieve goals, make healthy choices, and refuse alcohol, tobacco, and other drugs.

Studies show that the CBSG Program reduces anti-social attitudes and rebellious behavior, increases anti-drug-use attitudes and intentions, reduces early substance use/experimentation, and increases coping and social skills.

The Alliance facilitated CBSG groups at Clear View High School and Friendswood High School both virtually and in-person.



*\*Due to Covid-19-19, the curriculum developers have given permission for CBSG to be conducted virtually and modified to 6 30-minute sessions*



# Dancing with the Stars – Bay Area

Dancing with the Stars 2019 was a huge success! Not only was it a night filled with music, dancing, and fun, but we raised \$48,470!!



Now, we are looking forward to our 3<sup>rd</sup> Annual Dancing with the Stars- Bay Area which will be held at South Shore Harbour Resort on August 28, 2021.

The Live Reveal of our 2021 Cast took place in conjunction with the Grand Opening of Dance Vision Studios- Clear Lake on May 13, 2021!



# The Alliance by the Numbers

From **June 2019** to **May 2021**, the Alliance has:

**116** Alcohol, Tobacco and Other Drug Presentations

**5,441** Youth Attending Alcohol, Tobacco and Other Drug Presentations

**950** Adults Attending Alcohol, Tobacco and Other Drug Presentations

**1,986** Youth Attending Community-Based Education and Mobilization Activities

**4,943** Adults Attending Community-Based Education and Mobilization Activities

**18** Positive Alternative Activities

**13** Coalition Meetings

**313** Coalition Members Attending Meetings

**280** Social Media Messages Focused on Alcohol, Prescription Drugs, or Marijuana

**5,883** Pounds of Medications Collected - bringing the Grand Total since 2010 to **27,653** Pounds



# Volunteers are KEY to Alliance Success

From June 2019 – May 2021

Over **2,458** volunteer hours

Providing a value of over **\$66,851**

As the Alliance moves forward, volunteers continue to 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 the amount of time they may have to contribute! As Lady Bird Johnson once said, “Any committee is only as good as the most knowledgeable, determined, and rigorous person on it. There must be somebody that fans the flame.”



# 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 unpaid media coverage, the Alliance is working hard to get the message out!!

Since June 2019, **60** newspaper and magazine ads and articles

**17** PSA's/Radio Commercials on Clear Lake Today Radio

**2** segments on Fox 26 News

**1** episode for the CCISD Car Rider Line Podcast



# Won't You Join Us?

**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

contact@thealliancebayarea.org

**TheAllianceBayArea.org**

or follow us on Facebook, Instagram, & Twitter!!

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Coalition Specialist, Jennifer Lobaugh – jlobaugh@ccisd.net

Coalition Specialist, Lorraine Pinegar – lpinegar@ccisd.net

Prevention Specialist, Leslie Tracy – ltracy@ccisd.net

Prevention Specialist, Yvonne Nino – ynino@ccisd.net

Alliance Administrative Assistant, Jennie Hays – jhays@ccisd.net

Alliance Administrative Assistant, Neal Esposito – eesposito@ccisd.net

Alliance Intern, Cecil Kelly – ckelly@ccisd.net

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**\*\*The Alliance is so thankful to be funded in part by grants from 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.**