

**BEST PRACTICES in  
APPALACHIAN SUBSTANCE ABUSE**

**From the Sharing Best Practices: A Partner Approach to  
Substance Abuse Conference  
July 27, 2009**

**United States Department of Health and Human Services  
Health Resources and Services Administration  
The Office of Rural Health Policy**

**December 2010**



**This document was prepared for the U.S. Department of Health and Human Services (HHS), Health Resources and Services Administration (HRSA), Office of Rural Health Policy (ORHP) under HRSA Contract #HSH250200866012C. This publication lists non-Federal resources in order to provide additional information to consumers. The views and content in these resources have not been formally approved by HHS. Listing these resources is not an endorsement by HHS or its components.**

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# BEST PRACTICES IN APPALACHIAN SUBSTANCE ABUSE

## From

### Sharing Best Practices: A Partner Approach to Substance Abuse in Appalachia

#### Introduction

Grantees from the Appalachian Regional Commission's (<http://www.arc.gov>) 2008 substance abuse competition highlighted their best practice projects to address substance abuse at a day-long conference sponsored by the Health Resources and Services Administration (HRSA), Office of Rural Health Policy on July 27, 2009 at the Carnegie Hotel in Johnson City, Tennessee. Representatives from nearly every State in the Appalachian region and three Federal agencies heard reports from 10 grantees from the Appalachian Regional Commission's (ARC) 2008 round of substance abuse grants and the 2006 Substance Abuse Conference.

This **Manual of Best Practices** outlines the strategies and themes of these grantees. The projects represented strategic, collaborative models of prevention and service using evidence-based and community-based assets. These grantees make efficacious use of multiple partnerships to meet identified needs within a framework that promotes sustainable and place-specific interventions. The plans were formatted to serve people within local communities by providing needed and appropriate programs and services within criteria that vulnerable populations, policy makers, and community stakeholders require unique support.

"Sharing Best Practices" was more than a title of the conference. Several Federal agencies shared how their strategies intersected with the health issues of rural communities. All of the grantees illustrated the benefits of cooperative collaborations. Partnerships are the key to establishing broad support of programs, gathering critical funding and community support, promoting interventions among diverse populations and sustaining efforts over time.

*"Community programs seemed to make the difference between case study counties."*

**Michael Meit**, commenting on the NORC report, Analysis of Substance Abuse and Mental Health Disparities in the Appalachian Region and Access to Treatment Services

In April of 2008 representatives of HRSA's Office of Rural Health Policy (<http://www.ruralhealth.hrsa.gov>) and the Substance Abuse and Mental Health Services Administration (<http://www.samhsa.gov>) identified funding mechanisms available to help communities to address issues of substance abuse in Appalachia. Each agency promised an avenue of support: ARC would award competitive grants for substance abuse projects; the Office of Rural Health Policy (ORHP) would host a conference of best practices involving those grantees; and the Substance Abuse and Mental Health Services (SAMHSA) offered to bring together the Single State Authorities for each State containing designated Appalachian counties to discuss issues of mutual concern on the topic. This confluence of three Federal agencies with the ability to make an impact on substance abuse issues in the region pledged to continue future collaboration.

The first round of nine ARC substance abuse grants was awarded in the fall of 2008. A subsequent series of grants was awarded in the fall of 2009. The July 2009 conference funded by ORHP highlighted the best practices exemplified by these competitive awards for substance abuse. This conference had high expectations for useable outcomes voiced by an outstanding caliber of grantee presenters. Organized into a series of three panels moderated by members of the ARC's Appalachian Health Policy Advisory Council and interwoven with presentations from the three Federal agencies, the proceedings provided opportunities for cross pollination of ideas and information.

## Selection of Grantees

While the primary goal of this round of ARC Substance Abuse grants was to address gaps in local substance abuse issues in the areas of education, treatment and prevention, these projects involved a variety of community stakeholders, built sustainable community capacity and leveraged resources from other sources.

***“Collaboration diversifies opportunities for sustainability”***

**George Brown,**  
Public Health Analyst, Office of  
Rural Health Policy

The grantees were selected based on the:

- Feasibility of proposal and likelihood of achieving proposed outcomes;
- Capability of applicant and expertise in relevant program areas, grants management, and community development;
- Level of community support, including private sector match and overall level of cash and in-kind match;
- Articulation of clear, measurable outcomes and the impact of the program;
- Outreach activities to other communities, focusing on disseminating or promoting the program and the ability of the project to be replicated in the Region;
- Sustainability of effort and the ability to continue the activity upon conclusion of grant period;
- With additional consideration for
  - Distressed and At-Risk counties (economic designations by the ARC)
  - Multi-State collaboration

## Methodologies

Execution strategies revealed relatively consistent methods among grantees for tackling grant projects. Data mining and local assessment were uniformly used to establish root causes of problems to be addressed and for tailoring appropriate interventions to targeted populations. Community needs assessments reflect quantitative and qualitative data collection via community forums, surveys, listening sessions and the strengths/weaknesses and opportunities/threats analysis of local issues and

other approaches to the problem. Some grantees developed models for change using analysis of local conditions.

***“The National Survey on Drug Use and Health (NSDUH) indicated nearly 7 million Americans exhibit the diagnostic criteria for illicit drug abuse or dependence.”***

**Nicholas Reuter,** Senior Public Health Analyst,  
Substance Abuse and Mental Health Services  
Administration

One method for “proofing” a strategy’s effectiveness is by a logic model. A logic model can test underlying assumptions and the validity of the change model or be an output of the intervention along with a

community assessment, strategic action plan, evaluation plan and/or sustainability plan. Logic models can help organizations fit the planned intervention to intended outcomes, rank priorities, distribute resources, evaluate, and translate results. Grantees were able to show how their projects' interventions contributed to their goals. Two samples of logic models from grantee projects are outlined in this report (following the grantee profiles).

## Emerging Themes

Patterns that emerged from the panel presentations and the agencies were based in the shared vision of partners joining together across disciplines to break cycles of addiction and abuse and to create new standards of care, service, expectation, and hope. The primary groupings that formed the basis for the panels were taken from apparent similarities in strategies for target populations. **Prevention Strategies with At-Risk Populations** addressed how four grantees use innovative ways to reduce drug use and increase protective assets for pregnant addicted females, children, at-risk and addicted youth, and adolescent girls. **Community Education** strategies were methods by which Kentucky and regional coalitions provide increased opportunities and awareness of drug use prevention in the form of mini-grants, prevention programs and clearinghouse functions, including a research journal on Appalachian health. **Training and Assessment** was a strategy that connected courts and addiction counselors, healthcare providers with new information on treatment and diversion, and incarcerated individuals with community resources. Expectations of common themes and approaches were derived from these groupings and additional themes were discovered.

## Region-Wide Agency Themes

ORHP and SAMHSA are Federal entities with nationwide programming. ARC is a Federal-State partnership that encompasses the entire Appalachian region. The complementary approaches and strengths of the three entities formed another thematic overlay of strategies that work effectively to address substance abuse and encourage prevention and treatment partnerships. Each of the three agencies, HRSA/ORHP, SAMHSA, and ARC, has clearly identifiable strengths and experience. Grantees recognized the following themes that were exemplified by these agencies' methods of connecting with people in meaningful ways with additional emphases on community or workforce education and training:

- **Network development and service collaboration** – Office of Rural Health Policy
- **Regionalism** – Appalachian Regional Commission
- **Community coalition building** – Substance Abuse and Mental Health Services Administration

## Conference Sub-Themes

Sub-Themes	Importance to Substance Abuse Best Practices
<b>Partnerships</b>	Partnerships with like-minded organizations and community stakeholders are essential to creating the strength and depth necessary to deliver valid programs and sustain community acceptance.
<b>Multiple strategies</b>	Groups address substance abuse issues with more than one strategy, i.e. workforce training, service delivery, education, community participation, etc.
<b>Culture/place</b>	Place-based issues affect community perceptions of use and abuse of drugs as well as perceptions of effective measures to prevent substance use and abuse, deliver treatment and contribute to recovery. Generational drug use patterns and faith/religious issues are two examples.
<b>Appalachia within the national context</b>	Most substance abuse data are collected and reported at State or national levels. These data determine funding allocations and are used by the media when reporting national substance use trends. Data from Appalachian counties compared to national data puts local and regional problems in a national context.
<b>Programs that work</b>	Programs with a history of success incorporate innovative community-based methods and have evidence-based origins.
<b>Persistence</b>	Grantees have strong, long term partners with whom they work to accomplish goals and the endurance to stay the course.
<b>Cross border connections</b>	Grantees report substance abuse issues that cross county and State borders.
<b>Data</b>	Grantees use national and State data but also find local data sources. Centralized data and consistency across data sets increase usability and reliability. Grantees seek out and use available data to establish clearly defined problems and solutions but would like to see more research on Appalachian issues.
<b>Increased resources</b>	The pool of resources and support for prevention activities is enlarging through the efforts of the Federal agencies and grantees' awareness of evidence-based programs, data and research. However, more can be done.
<b>Reduced stigma/fear</b>	Grantees reported that fear of seeking treatment, social stigma, and apprehensions about self revelation were evident among users, treatment providers, and communities.
<b>Primary care prevention</b>	Grantees illustrated a need for more knowledge about substance abuse diagnosis and treatment by primary health care providers and the need for drug use prevention at early ages.
<b>Social and other infrastructure</b>	Grantees pointed to the importance of community and family support in prevention and the need for identifying and implementing mechanisms to increase involvement by law enforcement, courts, parents, and churches.

## Profile Overview

The following pages detail each grantee’s project title, problem, goals and objectives, project strategies, expected outcomes, target audience and themes, background and contact information. This basic informational overview provides insight into why each program was deemed a best practice on substance abuse prevention or treatment.

Grantee	Project
Charleston Area Medical Center’s Women and Children’s Hospital and Health Education and Research Institute	Drug Addicted Mom and Baby Task Force
Coalition on Appalachian Substance Abuse Policy	Clearinghouse on Appalachian Substance Abuse
Health Care Foundation of North Mississippi	HealthWorks!
Kentucky Administrative Office of the Courts	Certified Alcohol and Drug Counselor Training
Kentucky River Community Care	Prescription Medication Diversion Education with Physicians, Dentists and Pharmacists
Kentucky River Foothills Development Council	Partnership with Estill and Powell County ASAP Board
Morgan County Behavioral Health Choices	Assets & Life Skills for Morgan County Youth
People Encouraging People Coalition	PEP – People Encouraging People
Rowan County UNITE	United We Stand Campaign
Steuben County Community Services	Provision of Services for Chemically Dependent Individuals of a Rural Re-Entry Population
East Tennessee State University’s Office of Rural and Community Health and Community Partnerships	Explorations of Substance Abuse Issue in Appalachian Communities

## CHARLESTON AREA MEDICAL CENTER'S WOMEN AND CHILDREN'S HOSPITAL and HEALTH EDUCATION AND RESEARCH INSTITUTE

The Charleston Area Medical Center Health System (CAMC) was created in 1984 to meet the challenges of providing high-tech, health services to West Virginians, joining seven hospitals with a history of community service. CAMC is the non-profit parent corporation of multiple hospitals and health care companies including the Women and Children's Hospital. More than 3,000 babies born there each year, many are high-risk births. The hospital is home to the region's largest and busiest Level III neonatal intensive care unit and pediatric intensive care unit.

### Contact

Denise Burgess, Director of Obstetrical Services  
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<http://www.camcinstitute.org>

*"When a person is in distress, show me only the human being."*

**Rabbi Mosche ben Maimon**

*"We want to reduce barriers so that this is a place of compassion."*

**Denise Burgess**

**Project Title** *Partnering for a Drug-Free Pregnancy: Drug Addicted Mom and Baby Task Force*

**Target Audience** Addicted pregnant women; medical staff

### Goals and Objectives

- Increase referrals to treatment
- Improve early intervention to enhance prenatal care
- Reduce number of Neonatal Intensive Care Unit admissions for addicted babies

### Project Strategies

- Educate staff to provide early intervention and referrals for drug using pregnant women
- Collaborate with women in recovery through the Drug Addicted Moms and Babies (DAMB) multi-disciplinary task force
- Dialectical Behavior Therapy (DBT) Group focused on coping skills
- Certified Addictions Counselor (CAC) in clinic
- Marketing - clinic posters, postcards, etc.
- Enhance the network of other health care facilities in same training and techniques

### Agency Themes

- Regional networking
- Education
- Workforce training

### Sub-themes

- Partnerships
- Primary Care Prevention
- Reduced stigma/fear
- Increased resources
- Data
- Culture/place
- Multiple strategies
- Appalachia in the national context
- Persistence

### Projected Outcomes

- Reduced barriers
- Enhanced network
- Increased referrals
- Utilization of DBT group

## COALITION ON APPALACHIAN SUBSTANCE ABUSE POLICY

Communication about substance abuse in Appalachia is limited to national, state or regionally aggregated data and information. CASAP is a regional coalition of regional and local service providers, researchers, leaders, planners, treatment professionals and community coalitions which seek to change public policy, to increase human and financial resources, to develop educational materials, to provide a forum for knowledge exchange to address substance abuse in Appalachia and to decrease the destructive impact of substance abuse on personal, community and economic development. Since 2001, CASAP has contributed to recognition of substance abuse as a regional health issue.

### Contact

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or Kris Bowers, Membership Services Coordinator  
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*"As people begin to cooperate with each other there is no partner that is not valuable in the process."*

*"We need more champions and leadership."*

**Randy Jessee**

**Project Title**            *Clearinghouse on Appalachian Substance Abuse and Appalachian Health Journal*

**Target Audience**        Appalachian researchers, treatment providers, policy makers, and community coalitions, et al.

### Goals and Objectives

- Link to validated data and capacity-building resources
- Concentrate regional resources for regional or county – level data
- Improve local capacity to make decisions about substance abuse

### Project Strategies

- Expand website to include links to data and information
- Initiate a peer-reviewed Appalachian health journal focused on substance abuse issues
- Consolidate information about community assessments

### Project Outcomes

- Comprehensive interactive website with links to resources for research and data, community development, and policy makers
- The Journal of Appalachian Health e-publication with content about place-based, regional, substance abuse issues
- Report of community assessments and review of current assessment recommendations

### Agency Themes

- Regional Networking
- Education

### Sub-themes

- Partnership and persistence
- Culture/place and Appalachia in the national context
- Cross border connections
- Increased resources and centralized data
- Multiple strategies

## HEALTH CARE FOUNDATION OF NORTH MISSISSIPPI

Developed in partnership between Memorial Health System (NMHS), the Health Care Foundation of North Mississippi and North Mississippi Health Services, Healthworks! North Mississippi came about as an extension of NMHS's goal to improve health in the region. The use of alcohol, cigarettes, marijuana, and prescription drugs by girls has seen an upward trend in local data that shows more girls than boys started using marijuana since 2002 and a higher rate of misuse of prescription drugs by girls than boys.

### Contact

Donna Loden, Imaginator of Awesome Experiences & Education Coordinator,  
HealthWorks! North Mississippi  
219 S. Industrial Rd.  
Tupelo, MS 38801  
662.377.KIDS (5437)  
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<http://www.nmhs.net/hcf/>  
<http://nmiss.healthworkskids.org/healthworks-mississippi>

*"We focused on the root causes of substance abuse with research to identify local conditions."*

*"Girls are at great risk for poor self esteem issues which can lead to drug use."*

Donna Loden

**Project Title** ***HEALTHWORKS!***

**Target Audience** Kindergarten through 8<sup>th</sup> grade: pre-adolescent and adolescent girls

### Goals and Objectives

Provide pre-adolescent girls (and boys) with skills to resist experimentation with alcohol, tobacco, and other drugs by focusing on root causes of substance abuse for girls:

- Low self-esteem
- Poor self-confidence
- Susceptibility to peer pressure
- Excessive concern about weight and appearance
- Poor decision-making skills
- Limited knowledge about personal health and healthy choices
- Weak parental bonds

### Project Strategies

Provide a comprehensive drug prevention and health education program for girls in kindergarten through 8<sup>th</sup> grade through the HealthWorks! Program and other local healthful activities at the HealthWorks! North Mississippi Kids Museum

### Projected Outcomes

- Fewer girls in north Mississippi and Alabama will use substances
- At least 4,000 elementary and middle school-aged in 20 MS counties and 4 AL counties will attend one or more substance abuse programs
- At least 100 parent/caregiver- daughter dyads will participate in BodyWorks

- At least 80% of participants will express satisfaction and demonstrate knowledge gain measured by program-specific evaluation tools

**Agency Themes**

- Regional Education for youth

**Sub-themes**

- Partnerships
- Reduced stigma/fear
- Increased resources
- Programs that work
- Culture/place
- Multiple strategies
- Appalachia in the national context
- Persistence

## KENTUCKY ADMINISTRATIVE OFFICE OF THE COURTS DRUG COURT DEPARTMENT

The Kentucky Drug Court seeks to intervene and break the cycle of substance abuse, addiction, and crime by coordinating the efforts of the judiciary, prosecution, defense bar, probation, law enforcement, social services, and mental health treatment providers. Drug Court achieves substantial reductions in drug use and criminal behavior in drug-addicted offenders. Lack of substance abuse treatment professionals (Certified Alcohol and Drug Counselors) inhibits this effort.

### Contact

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*"Drug courts depend on community coalitions."*

*"There is a 'pill pipeline' from Kentucky to Florida"*

**Connie Payne**

**Project Title** *Certified Alcohol and Drug Counselor (CADC) Training*

### Target Audience

Drug Courts, Comprehensive Cares, Operation Unlawful Narcotics Investigations, Treatment and Education (UNITE), juvenile/family drug courts, probation and parole, and other treatment agencies

### Goals and Objectives

- Provide an opportunity for qualified person to test for CADC certification
- Increase numbers of qualified treatment providers in the region

### Project Strategies

Train counselors to provide CADC supervision and regulation and counseling to increase number of trained counselors in state and

- Increase # of Drug Court participants
- Increase # of arrests by officers of UNITE officers
- Increase education by UNITE regarding treatment
- Decrease abuse of prescription drugs

### Long Term:

- Additional CADCs to serve the Appalachian region
- 25% of students take/pass CADC exam
- Creation of strong partnership among Drug Courts and Comprehensive Cares in Appalachia

### **Agency Themes**

- Regional workforce
- Education

### Projected Outcomes

#### Short Term:

- 50% completion rate
- Assist students in prior Operation UNITE funded CADC classes to complete classes
- Create a professional network and community teambuilding by providing intense substance abuse information to a variety of disciplines

### **Sub-themes**

- Partnerships
- Appalachia in the national context
- Increased resources
- Persistence
- Data

## KENTUCKY RIVER COMMUNITY CARE

A private nonprofit community mental health center dedicated to improving the health and well-being of the people of eight counties in the Kentucky River area, KRCC provides services for mental health, developmental disability, substance abuse, and trauma. Prescription drug misuse, abuse and diversion are problems in the eight Southeastern counties of the Kentucky River Region as seen by data in a 2008 NORC study indicated abuse of opiates and synthetics as a key issue in Appalachia; the National Center on Addiction and Substance Abuse (CASA) survey of primary care physicians indicating approximately 94% of physicians missed or misdiagnosed addiction and 41% of pediatricians fail to diagnose illegal drug abuse in drug abusing teenage patients.

### Contacts

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**Project Title** *Prescription Medication Diversion Education with Physicians, Dentists, and Pharmacists*

**Target Audience** Kentucky River Physicians, Dentists and Pharmacists

### Goals and Objectives

- Establish and strengthen collaboration among physicians, dentists and pharmacists in the Kentucky River region
- Reduce prescription drug diversion and abuse among youth and adults in the Kentucky River region by providing intensive Academic Detailing to physicians, dentists, and pharmacists

### Project Strategies

Training and education: Academic detailing among physicians, dentists and pharmacists in the Kentucky River region

### Projected Outcomes

- Increased perception of risk of addictive Rx use
- Increased disapproval of addictive Rx use by youth and adults
- Decrease in frequency of addictive Rx use
- Increased knowledge of Kentucky All Schedule Prescription Electronic Reporting (KASPER) opiate prescribing
- Increased use of KASPER
- Increased disapproval of addictive Rx drug use among adults
- Increased substance abuse treatment

*“MDs want to make a difference in their communities.”*

*“Academic detailing requires face-to face interaction.”*

**Judy Martin**

*“Appalachian culture places a significant importance on primary care physicians.”*

**Donna Hardin**

### Agency Themes

- Agency networking
- Workforce education and training

### Sub-themes

- Partnerships
- Primary care prevention

## KENTUCKY RIVER FOOTHILLS DEVELOPMENT COUNCIL, INC.

The Kentucky River Foothills Development Council, Inc. (KRFDC) is a community action agency. Established in 1962, Foothills embraces a philosophy of needs-based strategies and family-based services leading to family self-sufficiency and economic self-reliance. KRFDC is committed to the promise of helping people and changing lives. The agency identified access to drugs as a primary problem within the four counties.

### Contact

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Irvine, KY 40336  
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[Cfn1@foothillscap.org](mailto:Cfn1@foothillscap.org)

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Bluegrass Prevention Program  
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**Project Title** *Project REAL: Resources for Empowering Appalachian Lives*

**Target Audience** Kentucky Counties: Clark, Estill, Powell and Rowan

### Goals and Objectives

- Provide community –based prevention strategies targeting adults and children by expanding a highly successful “mini-grant” program already being implemented by the local Kentucky Agency for Substance Abuse Policy (ASAP) Board
- Provide the Guiding Good Choices curriculum to families in the communities of Stanton, Clay City, Irvine, and Ravenna

*“Our communities have shown that they can be “good stewards” of money.”*

**April Stone**

### Project Strategies

- Administer mini-grants for local alcohol, tobacco and other drug (ATOD) prevention activities through Project Relevant Education About the Law (REAL)’s collaboration with ASAP board
- Provide Guiding Good Choices training to local schools, faith organizations, parents, and other citizen groups in Stanton, Clay City, Irvine, and Ravenna, Kentucky

### Projected Outcomes

- The local ASAP Board will provide 10 mini-grant awards up to \$3,000 to community providers for approved ATOD prevention and supportive activities and offer Guiding Good Choices curriculum twice in each community. Each program will serve 15-20 families for a total of 120-160 families over the project period.
- Long term we will build capacity to provide education and prevention of drug abuse.

### Agency Themes

- Networking
- Community Education

### Sub-themes

- Partnerships
- Programs that work
- Reduced stigma/fear
- Culture/place
- Multiple strategies
- Persistence

## MORGAN COUNTY BEHAVIORAL HEALTH CHOICES

Morgan county Behavioral Health Choices (MCBHC) is committed to assisting the citizens of Morgan County with any form of alcohol or other drug related problem that affects the individual, family or society. Established in 1976, the MCBHC offers prevention, positive alternatives, outpatient assessment, and counseling services. As identified by local Community Needs Assessments, the lack of essential assets by Morgan County Youth that provide protective factors at home, school and in the community contribute to adolescent substance use.

### Contact

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<http://morganbhc.org/index.html>

*"We want to increase internal and external assets."*

*"In our culture parents give alcohol to their children: 'If it's fine for them, it's ok for the kids.'"*

**Elaine Shuster**

**Project Title** *Asset & Life Skills for Morgan County Youth*

**Target Audience** 3<sup>rd</sup>, 7<sup>th</sup> and 8<sup>th</sup> grade students in Morgan County, OH

### Goals and Objectives

- Provide information to Morgan County 3<sup>rd</sup>, 7<sup>th</sup> and 8<sup>th</sup> grades about students' use of alcohol and other drugs
- Address a wide range of risk and protective factors: Raise self-esteem, reduce stress, reduce anxiety, improve anger management skills, overcome shyness, increase communication skills and problem solving, build relationships, avoid violence, and resist peer pressure
- Improve internal assets and external assets
- Introduce creative activities to stimulate minds and provide alternatives to substance use

### Project Strategies

Deliver Life Skills program, an evidenced-based program intervention to 3<sup>rd</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grades

### Projected Outcomes

- Students involved will be able to:
  - identify at least three harmful effects of alcohol, tobacco or other drugs (ATOD) use
  - demonstrate positive effective communication skills in class sessions and activities
  - demonstrate the use of a resistance skill
- 80 % of children in summer camps will report
  - increase in at least five assets
  - positive experience with a young adult or adult mentor
- High school students will report at least two assets positively impacted

- Information taken to parents by children may influence decisions about using ATOD and may increase children's assets

### **Agency Themes**

- Coalition
- Community education

### **Sub-themes**

- Partnerships
- Reduced stigma/fear
- Data
- Multiple strategies
- Persistence

## PEOPLE ENCOURAGING PEOPLE COALITION

PEP is an Operation Unlawful Narcotics Investigations, Treatment and Education (UNITE) coalition in Lee County. UNITE works to rid communities of illegal drug use through undercover narcotics investigations, coordinated treatment for abusers, support to families and friends of substance abusers, and public education about the dangers of using drugs.

Eastern Kentucky has a high incidence of addiction to opium-derived prescription medicines. Detoxification and rehab centers may deal with the short term problem while mental recovery is more difficult. PEP is a recovery program.

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<http://www.operationunite.org/coalitions/lee>

*"Our people need hope."*

*"My heart is broken by what drug abuse has done to my community."*

*"Keeping people busy helps them think more about their work than about their addiction."*

**Brenda Campbell**

**Project Title** *Realizing Our Potential by Exploring Our Past*

**Target Audience** Citizens of Lee County, KY at risk for, or struggling with, addiction

### Goals and Objectives

- Involve those at risk for or struggling with addiction recovery, an opportunity to participate in community life
- Challenge the minds of the community
- Instill pride in Appalachian heritage

### Project Strategies

Provide mountain arts classes to at-risk youth and community members with local instructors by

- Providing positive opportunities to be creative and learn about traditional mountain activities and
- Involving interested community members with the at-risk population

### Projected Outcomes

- Less incidence of substance abuse
- Improve community cohesion
- Create employment opportunities
- Pride in their accomplishments and their Appalachian heritage

### Sub-themes

- Partnerships
- Reduced stigma/fear
- Increased resources
- Culture/place
- Appalachia in the national context
- Persistence
- Multiple strategies

### Agency Themes

- Coalition
- Community Education

## ROWAN COUNTY UNITE

The Rowan Operation Unlawful Narcotics Investigation, Treatment and Education (UNITE) coalition has been working hard to educate the people of Rowan County about the drug problem. They have an ongoing project to educate senior citizens about the danger of prescription drugs. They sponsor three school-based clubs as well as numerous prevention activities for the community during the year.

Substance abuse in the community was identified from data from the law enforcement and court system, medical data, community norms assessments, community needs assessments, and Kentucky Incentives for Prevention (KIP) data.

### Contact

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<http://operationunite.org/coalitions/rowen/>

*"There is only as much substance abuse in a community as a community allows."*

*"Substance abuse is like the dog under the sofa. Just because he can't see you, he thinks you can't see him. We're getting ready to move the sofa."*

*"Parents want to know what to do."*

**Dana Quesinberry**

**Project Title** *UNITED We Stand Campaign*

**Target Audience** Rowan County

### Goals and Objectives

- Increase the community knowledge of and ability to combat the substance abuse problem
- Increase access to prevention and treatment services
- Increase law enforcement tools to combat the substance abuse problems

### Project Strategies

- Execute a media campaign about substance abuse
- Provide community, law enforcement and parent trainings, i.e. "How to Drug Proof Your Kid"
- Give scholarships for training Certified Prevention Specialist and Drug and Alcohol Counselors

### Projected Outcomes

- Community becomes more knowledgeable about substance abuse
- Community is better prepared to prevent and combat substance abuse
- Treatment and enforcement gaps are closed

- Workforce Education

### Sub-themes

- Partnerships
- Reduced stigma/fear
- Increased resources
- Culture/place
- Multiple strategies
- Persistence
- Programs that work

### Agency Themes

- Community Coalition

## STEBEN COUNTY COMMUNITY SERVICES

For five years the Building Independence for the Long Term (BILT) Program of *the Steuben County Department of Social Services* has focused on developing community collaboration and partnerships around issues of homelessness, mental health and drug and alcohol services with a focus on planning, implementation and collaboration for case management and treatment.

The Steuben County Department of Social Services has traditionally high levels of homeless individuals with addiction issues.

### Contact

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<http://www.steubencony.org/dss.html>

*“We will link released incarcerated individuals to outpatient services, community resources and stable housing.”*

**Christina Pellegrino**

**Project Title**      *Provision of Services for Chemically Dependent Individuals of a Rural Re-Entry Population*

**Target Audience**      Released incarcerated individuals in Steuben County, NY

### Goals and Objectives

- Employ a fulltime re-entry case manager to assess, identify, and link those with addictions to appropriate services prior to incarceration release in order to prevent relapse and promote a healthy transition into the community.
- Link a primary care physician with detoxification and rehabilitation services which will allow patients to move seamlessly into primary care at time of discharge.

### Project Strategies

- Coordination of services by a re-entry case manager to ensure access to supports necessary for success with addiction recovery, linkage with community resources and stable housing
- Reducing duplication of services and conflicts from providers
- Assistance in moving clients seamlessly from in-patient care to a primary care physician in an outpatient setting

### Projected Outcomes

- Movement of individuals toward self-sufficiency Individualized Service Plans
- Reduction in crisis re-admissions
- Reduction in re-arrest/offense rates
- Reduction in probation/parole violations
- Program sustainability through public and private revenue

### Agency Themes

- Networking
- Education
- Workforce training

### Sub-themes

- Partnerships
- Primary Prevention
- Reduced stigma/fear
- Increased resources
- Multiple strategies
- Persistence

**EAST TENNESSEE STATE UNIVERSITY**  
**OFFICE OF RURAL AND COMMUNITY HEALTH AND COMMUNITY PARTNERSHIPS**

The Office of Rural and Community Partnerships bridges the gap between community and academic public health issues in Central Appalachia. It has a history with the Appalachian Regional Commission in addressing those issues.

Rural Appalachian counties have fewer community resources related to education, economic development and health care for addressing substance abuse as a threat to the health of the public. Appalachia represents a distinct population regarding needs and service delivery.

**Contact**

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[Bowersk@etsu.edu](mailto:Bowersk@etsu.edu)  
<http://www.etsu.edu/kellogg/Substance%20Abuse.asp>

**Project Title** *Exploration of Substance Abuse Issues in Appalachian Communities*

**Target Audience** Appalachian community teams

**Goals and Objectives**

- To define the scope of methamphetamine and other Appalachian substance abuse threats
- To provide a forum and learning atmosphere for multi-stakeholder community teams
- To enable communities to address substance abuse issues in place with effective tools
- To identify additional research avenues for studying Appalachia substance abuse
- To add to substance abuse knowledge base in Appalachia

**Project Strategies**

- 3-tier approach to identifying problem: Workshop, Invitational conference, Research wrap-up plus long term follow-up
- Multi-stakeholder community team approach with small challenge grants for plan implementation

**Projected Outcomes**

- Workshop delineating need for common language among stakeholders and a community approach to address substance abuse in Appalachia
- Conference for 26 community teams involving learning, community plans, and challenge grants to implement plans
- Definition of Appalachian substance abuse
- Evaluation of community's projects
- Reunion conference of community teams
- Model from which to study community action

**Agency Themes**

- Regional community
- Capacity building

**Sub-themes**

- Partnerships

- Increased resources
- Data connections
- Multiple strategies
- Appalachia in the national context
- Persistence

## Logic Models

### Sample LOGICS MODEL for the Charleston Area Medical Center Health Education and Research Institute Charleston, WV Drug Addicted Mom and Baby Task Force

- Problem:** Significant number of NICU admissions for addicted babies
- Mission/Purpose:** Drug-free newborns
- Context or Conditions:** Significant drug use among pregnant women (moms) in target area (354 positive drug urinalyses)
- Goals:**
- Improve early intervention to enhance prenatal care
  - Reduce number of NICU admissions
  - Reduce drug use and addiction during pregnancy and delivery
  - Increase referrals when moms have positive drug test during prenatal care

Inputs /Resources	Activities/Strategies	Outputs	Expected Outcomes
<p><b><u>Sectors Involved</u></b></p> <ul style="list-style-type: none"> <li>• Nurses (NICU,OB,L&amp;D)</li> <li>• Physician</li> <li>• Medical students</li> <li>• Social workers</li> <li>• Certified Drug Counselor</li> <li>• Community involvement</li> <li>• ARC grant funding</li> </ul> <p><b><u>Constraints</u></b></p> <ul style="list-style-type: none"> <li>• Fear and stigma from patients</li> <li>• Resources limited for poly drug users</li> <li>• Stigma from staff/ judgmental attitudes</li> <li>• Treatment drop out when confronted about addiction</li> </ul>	<ul style="list-style-type: none"> <li>• Providing early intervention and referrals for drug-using pregnant women</li> <li>• Educating staff on judgmental attitudes</li> <li>• Marketing , e.g., posters and postcards in clinic</li> <li>• Dialectical Behavior Therapy (DBT) Group</li> <li>• Certified Addiction Counselor (CAC) in clinic to work with moms</li> <li>• Collaborating with women in recovery through the Drug Addictive Mom and Baby (DAMB)</li> <li>• Policy change - universal drug screenings for moms</li> </ul>	<ul style="list-style-type: none"> <li>• Reduction of judgmental attitudes</li> <li>• Reduction in number of drug addicted babies</li> <li>• Network of other health care facilities</li> <li>• Coping and tolerance skills</li> <li>• CAC to intervene to improve prenatal care</li> <li>• Self-sufficient DBT group</li> <li>• Data screening policy</li> </ul>	<ul style="list-style-type: none"> <li>• Barriers reduced</li> <li>• Network enhanced</li> <li>• Early intervention</li> <li>• Decreased NICU admissions</li> <li>• Decreased addiction</li> </ul>

**Sample LOGIC MODEL for the  
HEALTHWORKS! Project of the Health Care Foundation of North Mississippi, Tupelo, MS**

**Problem:** The increased vulnerability of girls (K-8) to substance use

**Mission/Purpose:** To reduce vulnerability to substance use among girls

**Context or Conditions:**

- Use of alcohol, cigarettes, marijuana, and prescription drugs is trending upward for girls
- Since 2002, more girls than boys started using marijuana
- In 2004, more girls than boys started using alcohol and tobacco
- Annually, teen girls misuse prescription drugs at rates higher than boys  
*(Sources: Youth Risk Behavioral Survey-Mississippi, High School Survey/Youth Tobacco Survey 2007)*

**Goal:** To teach girls to resist experimentation with alcohol, tobacco, and other drugs.

<b>Inputs /Resources</b>	<b>Activities/Strategies</b>	<b>Outputs</b>	<b>Expected Outcomes</b>
<p><b><u>Partnership</u></b></p> <ul style="list-style-type: none"> <li>• North Mississippi Medical Center</li> <li>• Lee County Medical Alliance</li> <li>• Junior Auxiliary of Tupelo</li> <li>• Teachers</li> <li>• Mentors</li> <li>• Social Science Research Center (SSRC) at Mississippi State University</li> <li>• Grant Funding</li> </ul> <p><b><u>Targeted Population</u></b></p> <ul style="list-style-type: none"> <li>• Kindergarten through 8<sup>th</sup> grade/pre-adolescent and adolescent girls</li> </ul>	<p><b><u>Bodyworks</u></b></p> <ul style="list-style-type: none"> <li>• 7-week obesity prevention program for girls ages 9-13 and their parents/caregivers</li> <li>• One class completed with 21 dyads;</li> <li>• Work Your Body Camp completed with 14 dyads; class set for fall 2009</li> </ul> <p><b><u>Lighten Up – Running is Fun</u></b></p> <ul style="list-style-type: none"> <li>• Ten 90-min sessions focus on nutrition, fitness, race participation</li> <li>• One class of 28 completed. Emphasis is on having fun while being healthy</li> </ul>	<ul style="list-style-type: none"> <li>• Personal and family eating habits improve</li> <li>• Personal and family physical /exercise habits improve</li> <li>• Understanding of root causes of substance abuse</li> </ul>	<ul style="list-style-type: none"> <li>• Increased self-esteem</li> <li>• Increased self-confidence</li> <li>• Reduced susceptibility</li> <li>• Increased decision-making skills</li> <li>• Increased knowledge about personal health and healthy choices</li> <li>• Increased parental bond</li> <li>• Resistance to experimentation</li> </ul> <p><b><u>Process Outcomes</u></b></p> <ul style="list-style-type: none"> <li>• At least 4,000 elementary and middle school-aged in 20 MS and four AL counties will attend one or more substance abuse programs.</li> <li>• At least 100 parent/ caregiver-daughter dyads will participate in Bodyworks.</li> <li>• At least 80% of participants will express satisfaction and demonstration gains in knowledge as measured by program specific evaluation tools.</li> </ul>

## Resource Guide

### Evidence-based programs

SAMHSA's National Registry of Effective Programs	<a href="http://www.nrepp.samhsa.gov/">http://www.nrepp.samhsa.gov/</a>
Examples of Research-Based Drug Abuse Prevention Programs	<a href="http://drugabuse.gov/Prevention/examples.html">http://drugabuse.gov/Prevention/examples.html</a>
National Institute on Drug Abuse	<a href="http://www.nida.nih.gov/nidahome.html">http://www.nida.nih.gov/nidahome.html</a>
Promising Practices Network (Rand Corporation)	<a href="http://www.promisingpractices.net/default.asp">http://www.promisingpractices.net/default.asp</a>
Preventing Drug Abuse among Children and Adolescents	<a href="http://drugabuse.gov/Prevention/PrevOpen.html">http://drugabuse.gov/Prevention/PrevOpen.html</a>
Planning for Drug Abuse Prevention in the Community	<a href="http://drugabuse.gov/Prevention/planning.html">http://drugabuse.gov/Prevention/planning.html</a>
Applying Prevention Principles to Drug Abuse Prevention Programs	<a href="http://drugabuse.gov/Prevention/applying.html">http://drugabuse.gov/Prevention/applying.html</a>
NIDA Resources for Parents and teachers	<a href="http://backtoschool.drugabuse.gov/">http://backtoschool.drugabuse.gov/</a>
Reclaiming the Futures	<a href="http://www.reclaimingfutures.org/">http://www.reclaimingfutures.org/</a>
Community Anti-Drug Coalitions of America	<a href="http://www.cadca.org/">http://www.cadca.org/</a>
Robert Wood Johnson Foundation Cross Systems Financing Report	<a href="http://www.rwjf.org/pr/product.jsp?id=40248">http://www.rwjf.org/pr/product.jsp?id=40248</a>
Child Welfare League of America	<a href="http://www.cwla.org/default.htm">http://www.cwla.org/default.htm</a>
US Dept. of Education Center for Alcohol and Other Drug Abuse and Violence	<a href="http://www.higheredcenter.org/">http://www.higheredcenter.org/</a>
National Survey on Drug Use and Health	<a href="http://www.oas.samhsa.gov/nhsda.htm">http://www.oas.samhsa.gov/nhsda.htm</a>
Analysis of Substance Abuse and Mental Health Disparities in the Appalachian Region and Access to Treatment Services	<a href="http://www.norc.org/projects/Analysis+of+Substance+Abuse+and+Mental+Health+Disparities+in+the+Appalachian+Region+and+Access+to+Tr.htm">http://www.norc.org/projects/Analysis+of+Substance+Abuse+and+Mental+Health+Disparities+in+the+Appalachian+Region+and+Access+to+Tr.htm</a>

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## Publications

SAMHSA brochure: Reducing Substance Abuse in America	<a href="http://www.samhsa.gov/pubs/sa/SA_challenge.htm">http://www.samhsa.gov/pubs/sa/SA_challenge.htm</a>
CADCA Publications	<a href="http://www.cadca.org/about/institute/institute-publications">http://www.cadca.org/about/institute/institute-publications</a>
SAMHSA Toolkit: Sustaining Grassroots Community-Based Programs	<a href="http://ncadi.samhsa.gov/tech/rss/newpubs1.xml">http://ncadi.samhsa.gov/tech/rss/newpubs1.xml</a>
WebMD for Parents: Prevention Strategies	<a href="http://www.webmd.com/mental-health/alcohol-abuse/teen-alcohol-and-drug-abuse-prevention-strategies">http://www.webmd.com/mental-health/alcohol-abuse/teen-alcohol-and-drug-abuse-prevention-strategies</a>
Learning for Life and DEA booklet: Drug Prevention for Teens	<a href="http://www.learning-for-life.org/lfl/resources/99-349.pdf">http://www.learning-for-life.org/lfl/resources/99-349.pdf</a>
Parents: The Anti Drug	<a href="http://www.theantidrug.com/">http://www.theantidrug.com/</a>
Teens and drug abuse articles	<a href="http://www.teen-drug-abuse.org/">http://www.teen-drug-abuse.org/</a>
National Youth Violence Prevention Center	<a href="http://www.safeyouth.gov/Pages/Home.aspx">http://www.safeyouth.gov/Pages/Home.aspx</a>
Faith and Service Technical Education Network	<a href="http://www.urbanministry.org/wiki/best-practices-checklist-youth-substance-abuse-prevention">http://www.urbanministry.org/wiki/best-practices-checklist-youth-substance-abuse-prevention</a>

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