

Safe and Drug Free Schools and Communities

Grantee Profile

Governor's Program

Santa Barbara County

Project Access

Santa Barbara County Alcohol Drug and Mental Health Services in collaboration with four community-based coalitions will work with Friday Night Live and Club Live to implement Project Access. Project Access is a systematic approach to addressing the problem of youth access to alcohol and other drugs, availability, and the correlation to youth violence. The program utilizes environmental strategies and the youth development model to actively engage young people in positively changing their community.

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Program Component 1

Recruit Friday Night Live/Club Live members from existing chapters and other youth to participate in 4 coalitions: Carpinteria, Santa Barbara, Santa Maria, and Lompoc.

- New FNL/CL chapters established at the El Puente Community Schools in Lompoc and Santa Maria.
- Youth act as leaders or “change agents” by bringing back their learning for implementation in their local FNL chapters.
- High risk youth from three El Puente Community Schools (operated by the County Office of Education) and twenty one traditional junior and senior high schools will serve on the coalitions.

Population(s) Served

- Youth from 4 coalitions (approximately 20 youth [ages 11-18] total).
- Approximately 1 youth per FNL chapter.

Program Component 2

Assess and identify local youth access issues and related violence in the targeted communities (Santa Barbara, Santa Maria).

- Santa Barbara Coalition began conducting “mile radius” alcohol assessment and implemented liquor store assessment tools.
- Santa Barbara Coalition established three teams to conduct surveying, interviewing, and mapping on access.
- Other data collection objectives and strategies included assessing pre-existing data sources, identifying and defining the local level data questions, utilizing the information collected by the Police Department during decoy operations, using the ASIPS data on a countywide basis, and conducting youth focus groups.

Population(s) Served

- Youth from 4 coalitions (approximately 20 youth total).
- Approximately 1 youth per FNL chapter.

Santa Barbara County

Program Component 3

Provide at least one skill building and one community training to each coalition.

- 4-day intensive training on assessing community-based environments provided.
- Youth Leadership Institute (YLI) provided a 2-day intensive training on implementing the youth development model.
- *Using Data for Prevention* skill building training provided.
- Implementation and evaluation of the Youth Development Standards.

Population(s) Served

- Youth from 4 coalitions (approximately 20 youth total).
- Approximately 1 youth per FNL chapter.

Program Component 4

Conduct an underage drinking media campaign to reduce youth access and related violence.

- Coalition representatives work with media specialist to develop media messages on youth access and related violence.
- Coalitions solicit media sponsors for airtime.
- Coalitions conduct media advocacy campaign to enhance media messages and promote policy changes.
- Paid media commercials and non-paid media advocacy spots on youth access and related violence are aired throughout the county.

Population(s) Served

- Youth from 4 coalitions (approximately 20 youth total).
- Approximately 1 youth per FNL chapter.

Science-Based Criteria

- Youth Development (Effective Strategy)

Program Settings

- School-based, during school (Minimal)
- School-based, after school (Primary)
- Community-based (Secondary)

Program Strategies

- Friday Night Live/Club Live affiliation
- Youth Development
- Environmental Prevention
- Violence Prevention
- ATOD Prevention (Primary)

Risk Characteristics of Target Population

- Risk is identified at three levels, the community, school, and individual level.
- At the community level, the four targeted service communities have high levels of poverty and high ATOD use and access.
- At the school level, risk was identified by the California Safe Schools Assessment (CSSA) report and CHKS data.
- At the individual level, youth attending the three El Puente Community Schools were identified for program services because most have been expelled from high school or are on probation.

Planning and Collaboration

- Santa Barbara County Alcohol Drug and Mental Health Services in collaboration with four community-based coalitions will work with Friday Night Live and Club Live to implement Project Access.
- Santa Barbara County Alcohol & Drug Program (ADP) has worked with the Council on Alcoholism & Drug Abuse (CADA) to recruit FNL members to participate in the coalitions.

Evaluation

- Process evaluation is a major undertaking and the long-term project outcome evaluation plan has yet to be determined due to the fact that it will be based on the goals that will eventually be established for each of the coalitions.
- Each coalition will develop a logic model that includes problem identification, identification of tangible outcomes, and outlining the theory of change.

Sample Performance Indicators

- Long-Term:
 - Reduce ATOD access
 - Reduce ATOD use
 - Reduce the number of ATOD related violent incidents (school and community level)