

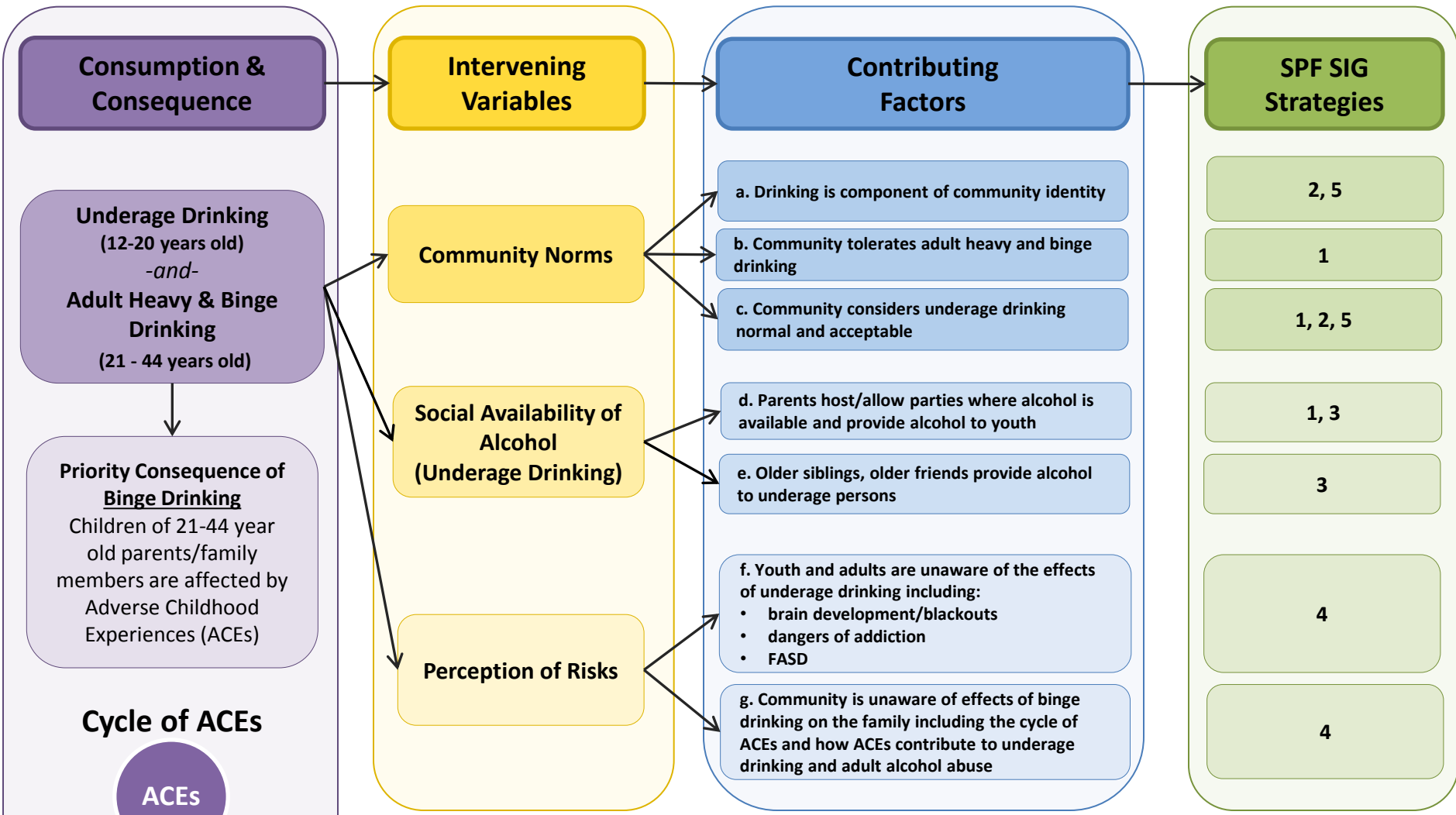


# Homer Prevention Project

*Our Vision: A community with the capacity to support lasting and meaningful  
reduction in alcohol abuse*

January 14, 2014

# HOMER PREVENTION PROJECT: SPF SIG Community Level Logic Model



**Key to Strategies**

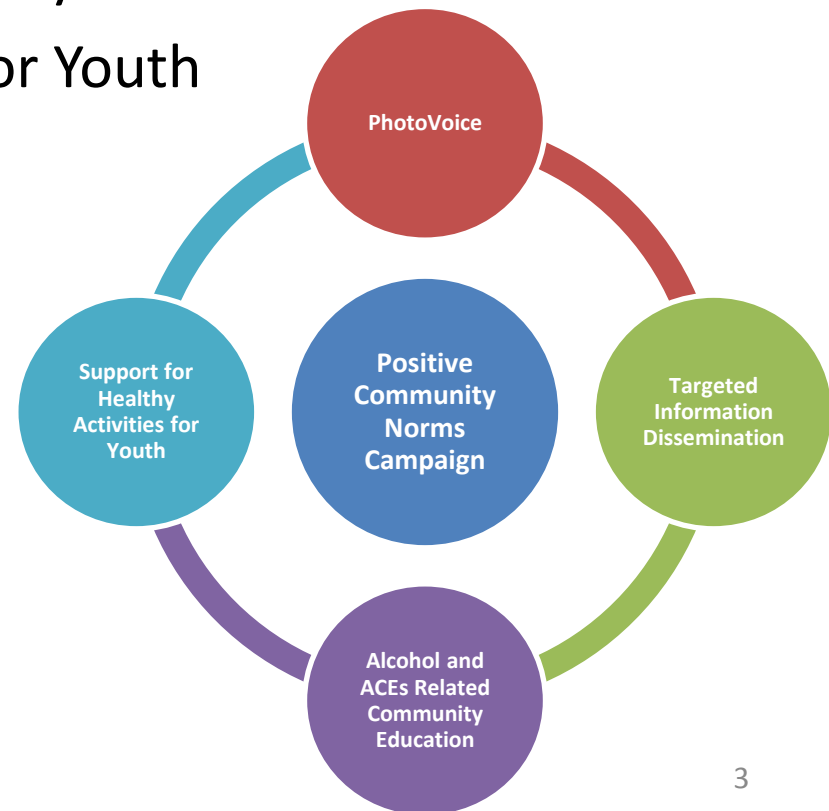
- 1) Positive Community Norms Campaign
- 2) PhotoVoice
- 3) Targeted Information Dissemination
- 4) Alcohol and ACEs Related Community Education
- 5) Support for Healthy Activities for Youth

# Prioritized Strategies

- ➡ Positive Community Norms Campaign Media Campaign
- ➡ PhotoVoice
- ➡ Targeted Information Dissemination
- ➡ Alcohol and ACEs Related Community Education
- ➡ Support for Alternative Activities for Youth

Strategies were Prioritized Based On:

- ✓ Evidence of Effectiveness
- ✓ Project Timeline
- ✓ Community Fit



# Strategy Level Logic Model

## Alcohol and ACEs Related Community Education

IOM Classification: Universal

CSAP Strategy Type: Community Based Process

### Contributing Factors Addressed:

Youth\* and adults are unaware of the effects of underage drinking including brain development/blackouts, dangers of addiction, FASD

*Related Objective: Increased awareness among youth and adults of the effects of underage drinking*

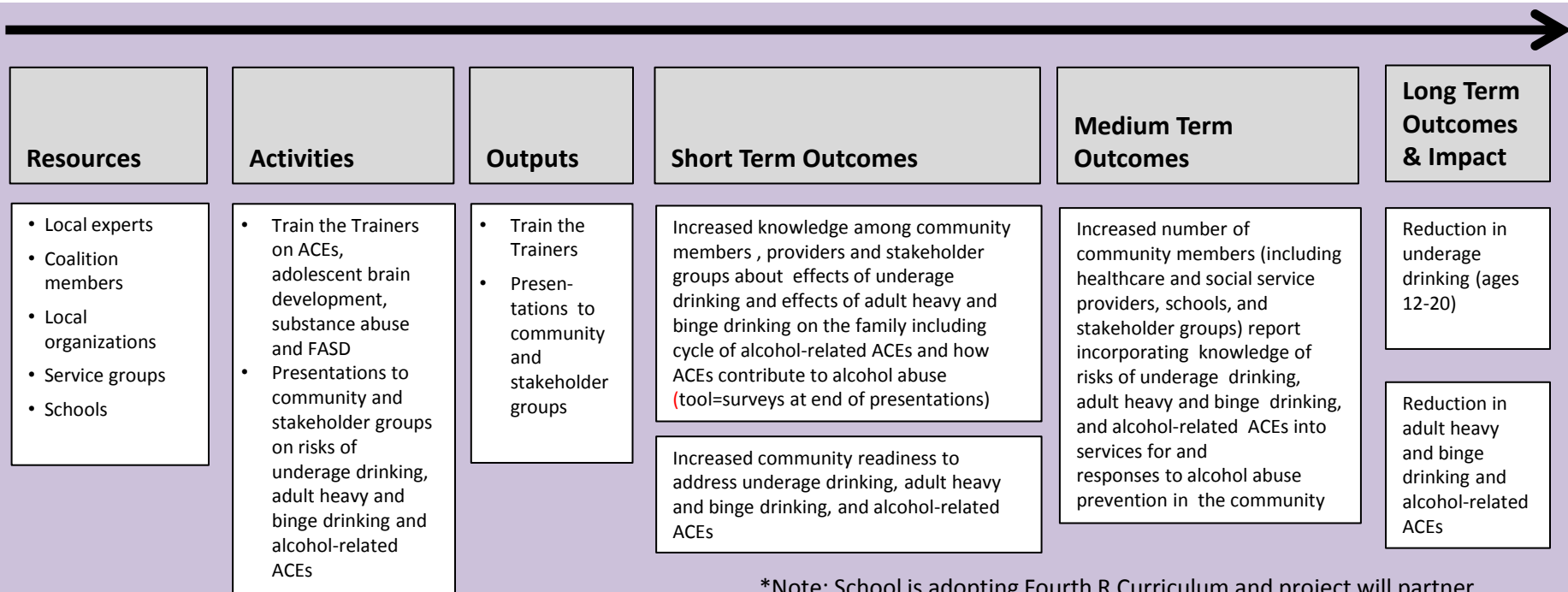
Community is unaware of effects of binge drinking on the family including the cycle of ACEs and how ACEs contribute to underage drinking and adult alcohol abuse

*Related Objective: Increased understanding of effects of adult heavy and binge drinking on the family including the cycle of ACEs and how ACEs contribute to underage drinking and adult alcohol abuse*

### Intervening Variables Addressed:

#### Perception of Risks

*Related Goal: Community understands the risks and consequences of underage drinking and adult heavy and binge drinking*



**Target Population: Community Members, Service Providers, Stakeholder Groups**

\*Note: School is adopting Fourth R Curriculum and project will partner with school as a capacity building activity rather than targeting youth directly 4

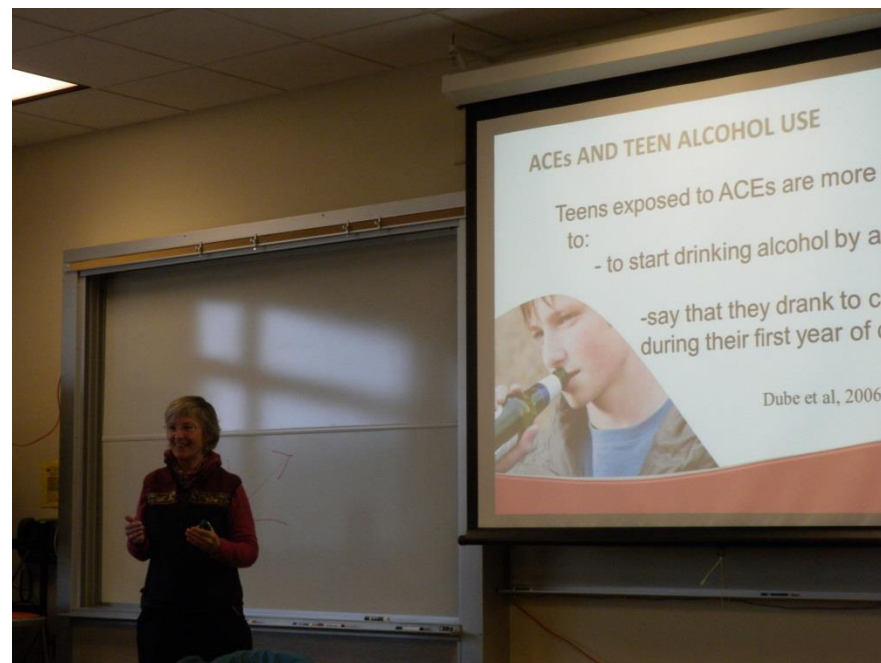
# Alcohol and ACEs Related Community Education

- 2-day Train the Trainers in April, 2013 on ACEs, adolescent brain development, biology of addiction (and FASD)
- 13 member Homer Team included representatives from:
  - Women's Shelter
  - Hospital
  - School District
  - Substance Abuse
  - Mental Health
  - Public Health
  - Community Members
- Participants all agreed to give two presentations in the community in the coming year



# Community Education

- School District In-service (Linda Chamberlain)
- Outgoing 6<sup>th</sup> graders and their parents
- OCS staff
- Teen Health Educators
- Board Meetings
- Staff Meetings
- Parents of teens
- Camp counselors
  
- Still to target
  - Law Enforcement
  - Medical Providers
  - Expansion/Continuation of above



# Community Benefits

- Raise community awareness of ACEs and contribution to alcohol use
- Catalyst for longer-term community discussion of ACEs (MAPP SADV Workgroup)
- Opportunity to develop local-level data collection system
- Training opportunities for community stakeholders



# Questions?

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