

North Country Prevention Network Misuse of Alcohol and Drugs – 2016-2019 Prevention Plan

North Country Regional



Prevention Network



NORTH COUNTRY
HEALTH CONSORTIUM



I. THE NORTH COUNTRY REGIONAL SUBSTANCE MISUSE PREVENTION NETWORK

The North Country Regional Public Health Network is one of 13 Regional Public Health Networks (RPHN) in the state of New Hampshire. The function of the RPHN is to deliver public health services within the region. Each region has a Public Health Advisory Council (PHAC) which represents communities, organizations and sectors interested or involved in public health activities within the region. The role of the PHAC in each region is to assess needs, guide decision-making, and encourage shared resources and investments in positive health outcomes.

New Hampshire's Regional Public Health Networks (RPHN) provide the infrastructure for a regional substance misuse prevention network. The role of the prevention network is to conduct three core prevention functions: 1) Align regional prevention efforts with the goals of the state plan and the New Hampshire State Health Improvement Plan (SHIP), 2) Build, maintain and sustain a regional network of professionals and community members who are concerned about substance misuse in the region, and 3) Leverage resources and providing technical assistance to promote best practices within six core sectors (Safety and Law Enforcement, Health & Medical, Education, Government, Business, and Community and Family Supports) in the community.

The North Country along with the other thirteen Regional Public Health Networks, work in concert with other state agencies to address the goals and objectives outlined in the state plan, [Collective Action – Collective Impact \(CA-CI\): New Hampshire's Strategy for Reducing the Misuse of Alcohol and Other Drugs and Promoting Recovery](#), which was released in February 2013. During the planning process, the New Hampshire Governor's Commission on Alcohol and Drug Abuse established two over-arching goals for the state: 1) To reduce the number of residents misusing alcohol and other drugs and 2) To increase the number of residents with a substance use disorder accessing treatment and recovery support services. Within the first goal, the reduction of alcohol abuse, marijuana use and non-medical use of pain relievers and prescription drugs were specific areas identified for prevention efforts. The Commission has also identified the use of heroin and synthetic drugs as priority areas for prevention efforts since its state plan was released.

The Commission's substance misuse goals are broad and provide an opportunity within which public health regions and local communities may determine more specific goals and objectives that align with factors that contribute to the problem of substance misuse identified by those living and working in the community. The Commission also identified goals and objectives within strategy areas; leadership, financial resourcing, public education training and

professional development, data utilization and effective policy, practice and programs. Commission, task force and stakeholder activities are described for each strategy area. (See *Collective Action-Collective Impact*, pages 35-43)

THE NORTH COUNTRY REGIONAL PREVENTION NETWORK

Comprised of both Coös County and Northern Grafton County, the North Country Region has a total population of 51,807. Rural and sparsely populated, the Region covers about one-third of the landmass of New Hampshire with a population density of 18.4 people per square mile. There are five small population centers (Berlin/Gorham, Lancaster, Colebrook, Littleton, Woodsville) with an average of 40 miles between each one. Each population center is isolated, is challenged by the lack of public transportation, and often faces significant barriers to accessing services. Selected North Country demographic data compared with New Hampshire and the United States is shown in the table below:

Characteristic	North Country Region ¹	New Hampshire	United States
Female	42.9%	50.7%	50.8%
Male	48.9%	49.3%	49.2%
Median age (years)	46.4	41.1	37.2
65 and over	19.4%	13.5%	13%
Caucasian	97.4%	94.8%	74.5%
High School Graduate	84.5%	90.5%	84.6%
Bachelor's degree or higher	16.4%	32.4%	27.5%
In labor force (16+years)	60.5%	70%	65%
Median family income	\$41,087	\$63,033	\$51,425
Families below 100% FPL	9.3%	5%	10%
Female headed families with children 18 or under below 100%FPL	52.6%	28.5%	37.1%

The mission of the North Country Health Consortium (NCHC) is to “lead innovative collaboration to improve the health status of the region”. The North Country Health Consortium (NCHC) is a mature, rural health network which has been dedicated to improving access to health care to residents of Northern New Hampshire for the past 18 years. NCHC is an independent organization and received 501(c)(3) tax exempt status in 1998. The geographic area served by Consortium projects is 12 towns in Northern Grafton County and all of Coos County and represents a population of approximately 55,000. The North Country Health Consortium is an umbrella organization that includes a variety of programs such as the Northern NH Area Health Education Center, North Country Accountable Care Organization, Oral Health Program, and the NH Public Health Network which includes Substance Misuse Prevention. Since its inception, NCHC has developed initiatives that focus on the creation and sustainability of a cohesive regional health care delivery network. NCHC has built an inclusive regional system that provides a vehicle for collaboration; plans, implements and evaluates community-based health activities; improves access, referral and

¹ [2010 US Census data & American Community Survey 2007-2011 five-year estimates at US Census web site](#)

coordination of patient care; provides tools for coordinated, community health status assessment; and offers training and development in order to attract and retain qualified health professionals.

NCHC has always recognized the damaging impact that substance misuse has on the people and communities of the North Country. NCHC has been focused on prevention efforts in the North Country since 2003 and successfully implemented a 10 year Drug Free Communities (DFC) Support Grant between 2003 and 2012. The network of community stakeholders such as representatives from education, safety, and social service organizations that was created as a result of the DFC funding continues to be an important resource in the development and implementation of regional prevention programs. Funding from the DFC grant was critical in the establishment of successful prevention initiatives, and additional support from the New Hampshire Charitable Foundation, the Neil and Louise Tillotson Fund, and the Bureau of Drug and Alcohol Services has enabled the growth of the North Country Regional Prevention Network and new prevention efforts.

The Prevention Network operates through a series of connected organizations that share a common goal of reducing substance misuse in the North Country. The North Country Prevention network includes organizations from all 6 identified sectors, Education, Health and Medical, Safety and Enforcement, Community and Family Supports, Government, and Business.

Through the efforts of these partner organizations and the coordination provided by the Consortium, a strong network of prevention services is maintained. A group of experts recruited from amongst these organizations provides input and direction as necessary. Additionally, the North Country Public Health Advisory Council (PHAC) provides a regional and holistic public health view necessary to integrate Prevention into the larger public health initiatives taking place within the region.

II. NETWORK ACHIEVEMENTS AND COMMUNITY ASSETS

PROGRESS MADE AND LESSONS LEARNED

The strategies proposed in the strategic plan in 2012 reflected an understanding of the importance of community member involvement, feedback, planning and implementation. As discussed above, the focus has been on youth substance misuse, and strategic initiatives began by implementing programs with high school students. The two main arms of the prevention efforts in the North Country are primarily focused on the education sector, with support and guidance from other sectors in each community as necessary.

At the core of the 2012-2015 strategic plan were three youth-focused initiatives designed to impact North Country young people at various developmental stages. The first was Kids in Prevention (KIP), an

elementary school intervention focused on stress management, bullying prevention, age-appropriate prevention messaging and mentoring from older students. The second was the expansion of the existing Prevention Youth Councils into two new high schools (Lisbon and Woodsville). The final piece was the implementation of school climate prevention projects, semester-long school centric interventions focused on achieving the goal of substance misuse prevention by improving the school's attitudes and environment. These three initiatives are now contained within a larger strategy that is called Youth Leadership Through Adventure (YLTA).

Youth Leadership Through Adventure (YLTA), originally created with startup funding from the Strategic Prevention Framework/Strategic Implementation Grant in March 2009, and with assistance from the Neil and Louise Tillotson Fund and the NH Charitable Foundation, the Youth Leadership Through Adventure groups work to develop their own skills as well as planning and implementing action plans responsive to the needs of their community. Further details on the Youth Leadership Through Adventure can be found on the North Country Health Consortium website at www.nchcnh.org.

In April 2015 the North Country Health Consortium's program, Youth Leadership Through Adventure, was endorsed by the New Hampshire Service to Science Expert Panel as a "Promising Practice." Endorsement as a promising practice means that Youth Leadership Through Adventure has demonstrated readiness to conduct a high quality, systematic evaluation. This designation is the first step on the road to becoming an evidence-based program in New Hampshire and the United States.

Project SUCCESS:

In addition to the Youth Leadership Through Adventure (YLTA) program, the North Country Health Consortium was able to incorporate funding in 2013 from New Hampshire's Partnership For Success 2, Cohort 1 initiative to bring the evidence-based Project SUCCESS program to high-risk schools in the region. Though Project SUCCESS was not on the list of strategies for the 2012-2015 strategic plan, the alignment with the stated goals and objectives of reducing substance misuse among high school aged students to be a near perfect match for integration into the plan. Project SUCCESS is a federally listed, evidence-based program on the National Registry of Evidence-Based Programs and Practices (NREPP). Project SUCCESS provides school-based substance abuse prevention and early intervention services to high schools through specially trained Student Assistance Professionals or SAPs placed in each school. The counselors implement selective and indicated program components as well as some universal programming.

The need for this implementation in the region was most clearly demonstrated by the State-Produced Alcohol Severity Index. This index, which combined several risk factors and behavior rates measured from the 2011 YRBS, ranked White Mountains Regional High School, Woodsville High School and Groveton School as top five in the state in terms of alcohol severity. Student Assistance Professionals (SAPs) from these schools attended a 4 day training in August 2013, preparing them to implement the program throughout the ensuing year.

All North Country Student Assistance Professionals (SAPs) are supported in their work by The North Country Health Consortium through the efforts of a Coordinator who visits each school and holds bi-weekly peer supervision meetings at the North Country Health Consortium offices. These meetings provide a place for SAPs to share challenges, successes and mentoring. North Country Health Consortium also provided coordination and support to the participating schools to meet data collection requirements and the administer pre and post surveys at their schools.

In the fall of 2014, additional funding through the State of New Hampshire's Partnership For Success Cohort III initiative enabled the North Country Regional Prevention Network to expand Project SUCCESS implementations to Berlin Middle School, Gorham Middle School and Lisbon High School. Berlin was a top 5 school in the severity index, while Lisbon was in the top 20. Student Assistance Professionals in these schools have implemented environmental prevention activities, formed relationships with teachers and attended peer supervision. The addition of these Cohort III schools brings the total students being served by Project SUCCESS SAPs throughout the North Country to 1322.

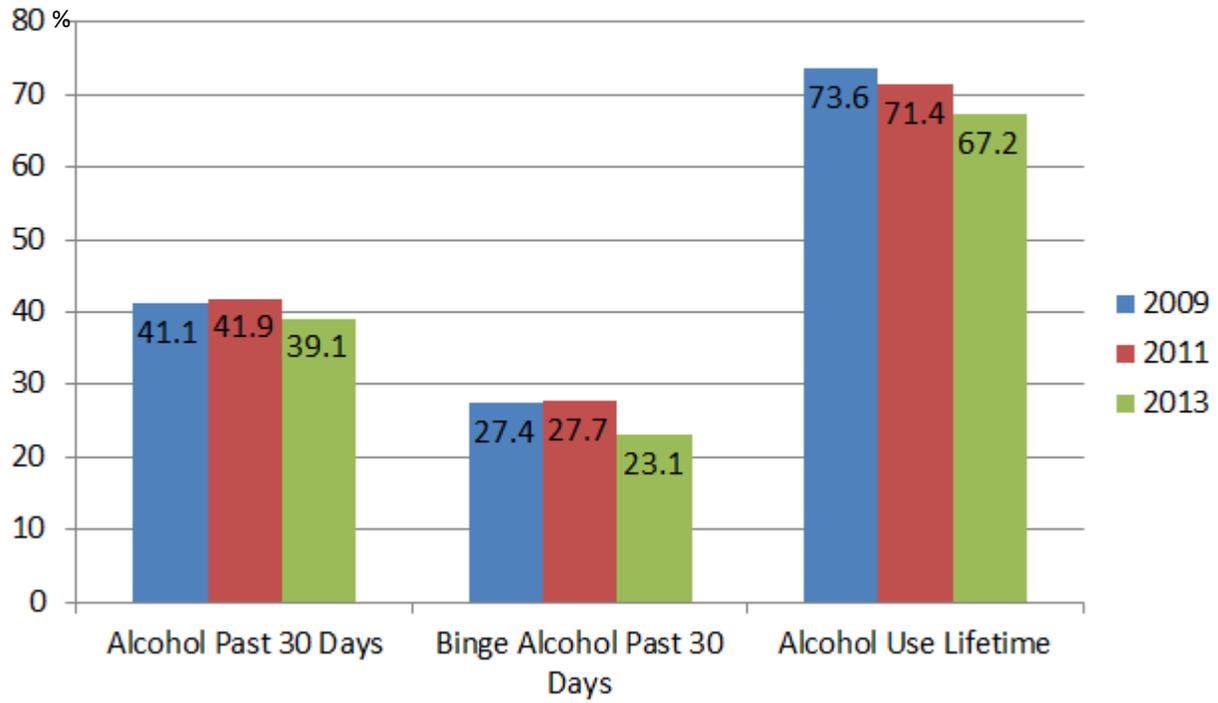
The initial structure of the network consisted of agreements between the school districts and The North Country Health Consortium to fund a portion of the Student Assistance Professional's expenses based on need. As need varies greatly by district, the assistance provided ranged from providing a stipend for the implementation of environmental prevention activities to funding of the greater part of a Student Assistance Professional's salary. Across the spectrum, the school districts are stepping up to fund a larger percentage of the operating expenses during the upcoming 2015-2016 school year. By graduating the budgetary impact of the SAP position for the school districts while simultaneously working to demonstrate need, we believe we are set up for long term sustainability of these important positions.

Project SUCCESS/YLTA Integration:

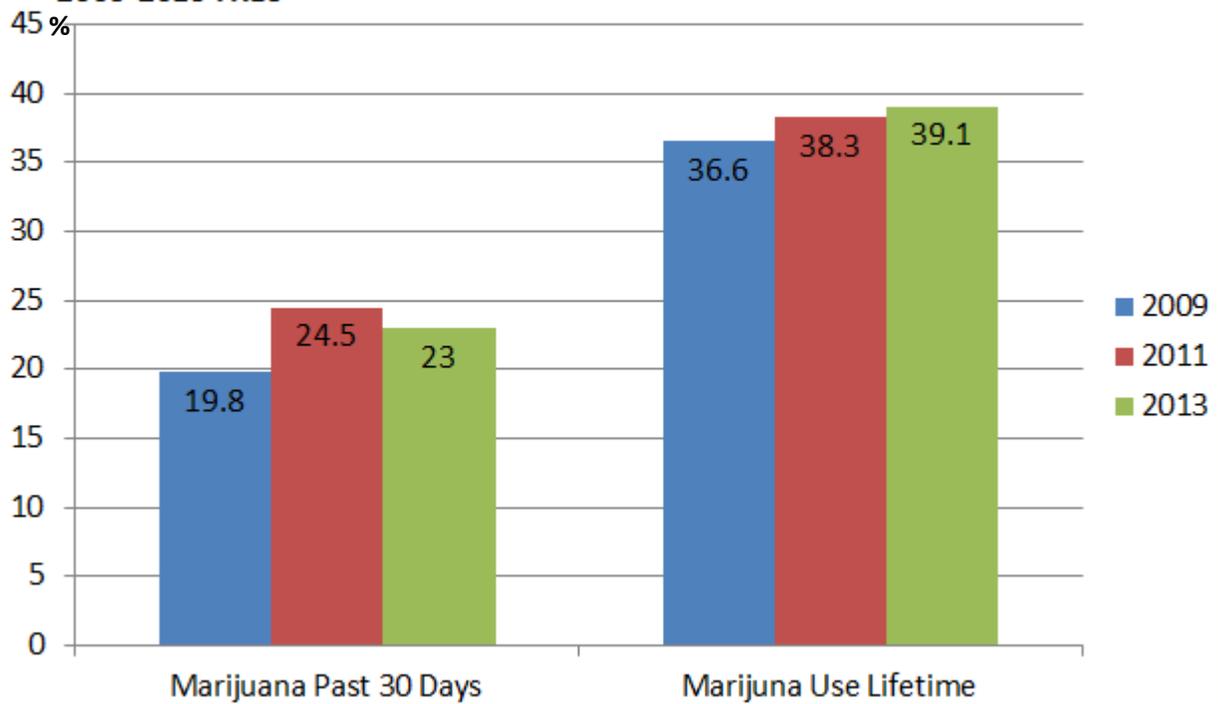
Though separate programs, Youth Leadership Through Adventure and Project SUCCESS share an overarching goal of reducing substance misuse in the schools in which they operate. It was natural that these programs support one another in the contract schools. Each of the three major components of Project SUCCESS is integrated with the ongoing efforts of Youth Leadership Through Adventure students within the school.

The region did experience declines in all 3 target substances in the target demographics. The charts below illustrates the trends of the last 6 years:

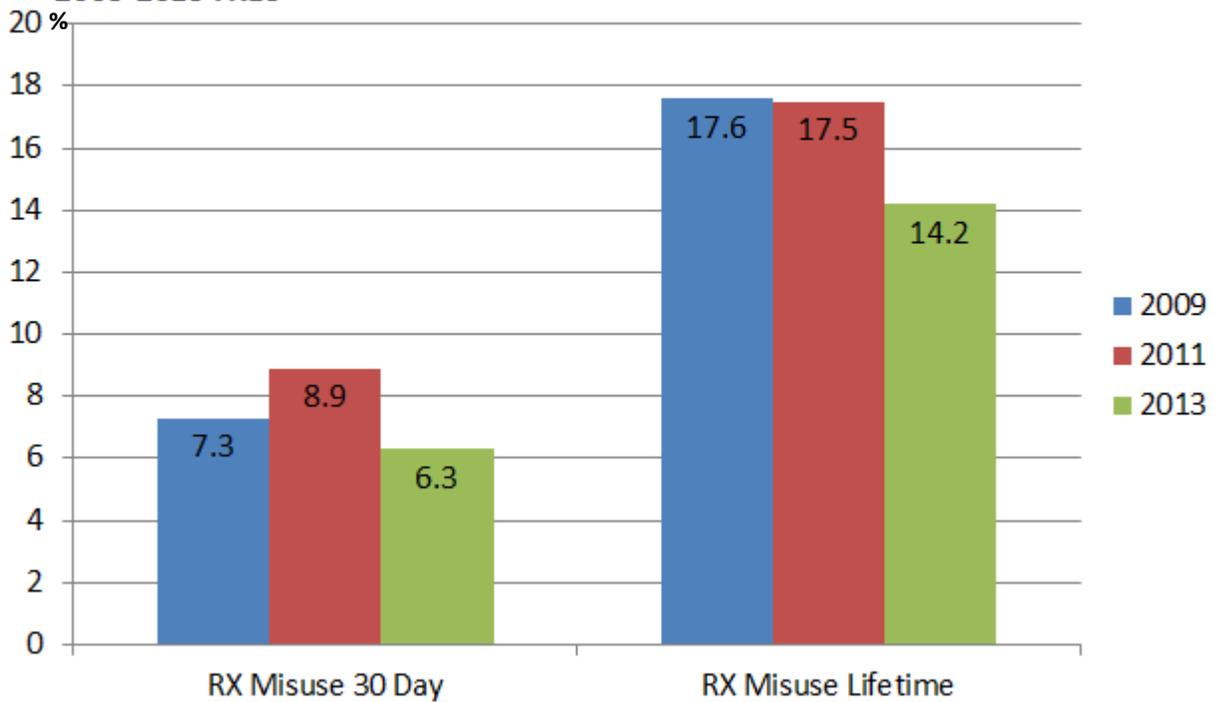
Use Rate Trends – Alcohol (Percentages)
North Country Region
2009-2013 YRBS



**Use Rate Trends – Marijuana (Percentages)
North Country Region
2009-2013 YRBS**



**Misuse Rate Trends – Prescription Drug Misuse (Percentages)
North Country Region
2009-2013 YRBS**



REGIONAL ASSETS THAT SUPPORT SUBSTANCE MISUSE PREVENTION

The North Country Regional Prevention Network benefits from a mature network dating back to the earliest Drug Free Communities Support Program efforts over ten years ago. The membership in the network comprises individuals from each of the 6 sectors and spans the region.

The region also benefits from the presence of an active and engaged **network of Student Assistance Professionals**, who meet regularly to share successes and challenges. Though this network formed through the Partnership For Success II initiative, it has grown to involve three schools beyond those contracted to provide services through that grant, and now serves the following schools: Groveton, Gorham, Lin-Wood, Lisbon, Littleton, Profile, White Mountains Regional and Woodsville. This group represents a wealth of knowledge on local conditions in the schools as well as an useful vector for implementation of prevention education curriculums within the schools.

Also present in the education sector are the **Youth Leadership Groups** that form the core of the Youth Leadership Through Adventure initiative (YLTA). These groups may look slightly different in each school, but they collectively represent peer leaders who can support attitudes and behaviors that are counter to substance misuse. Further, those students who have been involved in the initiative for multiple years possess skills and experience in action planning and implementation of environmental prevention activities and awareness campaigns. Careful training and mentorship ensures that the attrition experienced in these groups due to graduation is counteracted by younger students entering the group on an ongoing basis. These groups also provide ready focus groups and survey candidates when it comes to assessing the attitudes and behavior patterns of area youth.

Community coalitions have a long history of operating effectively in the North Country, sometimes under the auspices of the North Country Prevention Network and sometimes springing up independently in response to local conditions. Two examples of the latter type of coalition are the Caring Professionals Group in Littleton and the Substance Abuse Coalition in Woodsville. In a departure from previous coalitions, these groups are primarily comprised of health/medical sector professionals and law enforcement meeting in response to the growing opioid use and overdoses in their communities. Their decision to include North Country Prevention Network shows an important recognition of the role that the North Country Health Consortium can play in solving some of these issues.

Project AWARE is a federally funded, state implemented initiative designed to address behavioral health issues across the age spectrum in school districts which demonstrate appropriate need. The North Country has two school districts which are implementing Project AWARE in their schools and communities. Given substance use disorders' place within the realm of behavioral health, the North Country Prevention Network is pleased to be in the process of forming an agreement to partner with the Berlin School District to implement school climate and kids in prevention projects in support of our shared goals. Plans are also in place to reach out to Colebrook school district to form a similar agreement for their Project AWARE implementation.

The North Country Council, a regional planning agency focused on economic development and the conservation of natural resources, has been a valuable partner in our efforts to address the diversion of prescription drugs by setting up a network of prescription drug "drop boxes". Though their reason for interest in this is primarily environmental conservation, their ultimate goal aligns with the prevention network when it comes to addressing the proper disposal of prescription medications. Through combined efforts, 3 permanent drop boxes have been placed in the region and

plans are underway to partner on promoting these drop boxes as well as expanding the number of drop boxes to five.

North Country Health Consortium, of which the North Country Prevention Network is a program, also contains **Northern New Hampshire Area Health Education Center**. This program, in effect since the 1997, is responsible for providing timely and effective continuing education to health professionals in the North Country. This program was an instrumental partner in providing a series of Safe Prescribing Workshops to area health centers in 2012.

The North Country Health Consortium also serves as the **North Country Public Health Network**, meaning that the Regional Public Health Coordinator works closely with the Regional Prevention Network staff, a valuable advantage when it comes to ensuring goals are aligned and efforts are not duplicated. The Public Health Networks, Medical Reserve Corps, a strong network of health and emergency response personnel will be a major resource in any effort to help address the opioid crisis, since it is this same group of professionals who are among the most affected by the crisis.

III. REGIONAL PLAN DEVELOPMENT

PROCESS AND PARTICIPANTS

The state of New Hampshire endorses and promotes the Strategic Prevention Framework (SPF) as the model for conducting evidence-based prevention planning and implementation throughout the state. The SPF is designed to engage community partners within a certain defined population in five continuous stages: Assessment, Capacity-Building, Planning, Implementation and Evaluation (ACPIE). Cultural competence and sustainability are always considered in every step to ensure relevant and effective prevention.

To develop this plan, the North Country region engaged in the following steps:

Assessment: The North Country Regional network reviews a variety of data sources on a regular basis. The primary source to measure progress towards the goals outlined in the 2012-2015 strategic plan is the Youth Risk Behavior Survey, which is conducted at each high school in the North Country every two years.

Another part of assessment was the qualitative data, gleaned from meeting with local substance misuse coalitions. The thoughts and opinions of the varied sectors present at the coalition meetings provided a solid basis for future planning. Insight into available resources and other groups that might have input was also provided. Appreciative Inquiries informed regional priorities as well as resources available across the sub regions and six sectors.

Capacity-Building: Participants were engaged through a series of focus groups, defining clearly what a successful Youth Leadership Through Adventure was to them. The participant feedback was combined with expectations from the leadership team and refined through the NH Service to Science Review board process. The NH Service To Science board offered expert input on items that should be modified or added to the program to best serve our population. The Service to Science process concluded with a stronger Youth Leadership Through Adventure framework, which now has clear processes for schools within the region which are new to the implementation of YLTA.

Planning:

Focus for regional strategy selection was informed through listening sessions at local group meetings, presentations of data to the North Country Public Health Advisory Council, a series of one-on-one and group interviews to determine what strategies would work under the existing capacity of the North Country. The Regional Prevention Network leadership team collated results and provided guidance on community appropriate strategies. Network members were impressed by the Youth Leadership Through Adventure's progress towards data indicator goals and were in support of continuing the program. They recommended adding a facilitation goal to speak to each school board in the North Country to talk about YRBS trends and how those relate to the level of a school's YLTA involvement in the 2015 and 2017 YRBS cycles.

Groups Involved	Sectors Represented	Number of Participants
Woodsville Substance Abuse Coalition	Health and Medical, Safety and Enforcement, Community and Family Supports	10
Littleton Alcohol Tobacco and Other Drug Task Force	Safety and Enforcement, Education, Community and Family Supports, Health and Medical	8
North Country Youth Leadership Through Adventure Regional Leadership Team	Community and Family Supports, Education	25
North Country Student Assistance Professional (SAP) Supervision Group	Education	7
North Country Regional Public Health Advisory Committee	Health and Medical, Community and Family Supports, Safety and Enforcement, Business	17

IV. NORTH COUNTRY GOALS, OBJECTIVES AND STRATEGIES

The North Country Regional Public Health Network established goals and objectives that will strengthen the ability of the network to build and sustain the leadership, capacity, knowledge, coordination and collaboration necessary to promote effective practices, programs and policies and to address substance misuse within six core community sectors.

The North Country Regional Network is working to achieve the following over-arching goals and objectives:

- I. System-level goals and objectives that align with the goals and objectives of the state plan
- II. System-level goals and objectives necessary to create, maintain and sustain the regional network
- III. Goals and objectives indicating the substance use behaviors and risk or protective factors that the region is striving to impact through the implementation of best practices among the core sectors

To meet the goals and objectives outlined above, the regional network will oversee best practices on three levels:

- The adoption of stakeholder activities recommended by and aligned with *Collective Action-Collective Impact (CA-CI)* (pages 35-43)
- The implementation of community organizing best practices to create, maintain and sustain the regional network infrastructure for prevention

- The implementation of best practices by the six core sectors to reduce or prevent use

REGIONAL NETWORK GOALS AND OBJECTIVES

GOAL 1	STRENGTHEN THE CAPACITY OF THE NORTH COUNTRY PREVENTION NETWORK TO ADDRESS SUBSTANCE MISUSE
Objectives:	
A. Increase overall regional network membership from 40 to 50 from 2016-2019.	
B. Increase sector representation from a minimum of 5 to 8 representatives from each sector.	
C. Increase geographic subregional representation to include at least one sector representative from each identified sub region	
D. Increase collaboration with agencies and individuals located at other points along the continuum of care	
GOAL 2	INCREASE PUBLIC AWARENESS RELATIVE TO THE HARM AND CONSEQUENCES OF ALCOHOL AND DRUG MISUSE, TREATMENT AND RECOVERY SUPPORT SERVICES AVAILABLE, AND THE SUCCESS OF RECOVERY (ADAPTED FROM CA-CI PAGE 38)
Objectives:	
A. Produce and disseminate effective messages for a range of topics, public audiences and media channels regularly each year. (ADAPTED from CA-CI page 38)	
GOAL 3	PROMOTE THE IMPLEMENTATION OF EFFECTIVE POLICIES, PRACTICES AND PROGRAMS ACROSS AND WITHIN THE REGION (ADAPTED FROM CA-CI PAGE 43)
Objectives:	
A. Youth Leadership Through Adventure has a budget and protocols in place that assures sustainability of efforts.”	
B. Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43)	
C. Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43)	
D. Promote on-going data collection, analysis and reporting to support quality, sustained policies, practices and programs. (ADAPTED from CA-CI page 43)	

GOAL 4	INCREASE THE ABILITY OF THE NORTH COUNTRY REGIONAL PREVENTION NETWORK TO IDENTIFY AND BE RESPONSIVE TO CURRENT AND EMERGING SUBSTANCE MISUSE TRENDS IN THE REGION
Objectives:	
A. Leverage existing regional capacities to improve data collection, analysis and reporting relative to problems and effective responses to alcohol and other drug misuse. (ADAPTED from CA-CI page 41)	
B. Increase the knowledge and skills of the network members relative to current and emerging drug trends in the region	

REGIONAL NETWORK STRATEGIES

The table below demonstrates the commitments of the North Country Regional Network over the next three years to meet the goals and objectives identified by the region to support the state plan and to create, maintain and sustain the regional prevention infrastructure. The strategies below focus primarily on information dissemination, the facilitation of community-based process and environmental prevention strategies.

Strategy Area (s)	Activity	Regional Objectives Addressed by this strategy	Alignment to SHIP and CA-CI
Public Education	Work with stakeholders groups to hold 1 large scale (200+ participant) prevention event focused on parents each year.	Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year To increase the perception among North Country Region high school aged youth that their parents think it is wrong for someone their age to use alcohol by 2019. Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite wellness	☒

		plans.	
Public Education	Work with local stakeholders to identify and distribute prevention materials targeted at parents reaching 500+ individuals 4 times a year.	Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year To increase the perception among North Country Region high school aged youth that their parents think it is wrong for someone their age to use alcohol by 2019.	<input checked="" type="checkbox"/>
Leadership	Conduct interviews (one-on-one or Appreciative Inquiry) to recruit new members	Increase regional network membership from 40 to 50 by 2016-2019. Increase sector representation within network to include a minimum of 5-8 representatives from each sector. Increase geographic subregional representation to include at least one sector representative from each identified sub region	<input type="checkbox"/>
Leadership	Conduct targeted outreach to community sectors that are under-represented	Increase sector representation within network to include a minimum of 5-8 representatives from each sector. Increase collaboration with agencies and individuals located at other points along the continuum of care	<input type="checkbox"/>
Leadership	Conduct community events in communities where participation in the network is lacking.	Increase geographic subregional representation to include at least one sector representative from each identified sub region	<input type="checkbox"/>
Training and Professional Development	Conduct trainings and workshops to promote awareness of trends in region and knowledge of evidence-based	Increase the knowledge and skills of the network members. Support implementation with sufficient on-going training and technical assistance. (ADAPTED from	<input type="checkbox"/>

	prevention solutions to current substance misuse problems	CA-CI page 43)	
Training and Professional Development Effective Policy, Practice and Programs Youth Leadership Through Adventure	Hold two trainings a year for those implementing Youth Leadership Through Adventure in each school.	Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43)	☒
Effective Policy, Practice and Programs Student Assistance	Hold bi-weekly Student Assistance Professionals supervision meetings to allow for sharing of effective strategies and assure fidelity to Project SUCCESS Model	Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43)	☒
Effective Policy, Practice and Programs Youth Leadership Through Adventure	Maintain and collect process and outcome data for Youth Leadership Through Adventure through pre-post testing and meeting reporting	Promote on-going data collection, analysis and reporting to support quality, sustained policies, practices and programs. (ADAPTED from CA-CI page 43)	☒
Public Education Rx Drug Drop Boxes/Take	Work to educate the public about the importance of safe medication disposal and the locations of	To reduce access to non-medically used prescription drugs among North Country Region high school aged youth by 2019. Produce and disseminate effective	☒

Back Events	drop box sites in their communities.	messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38)	
Data Utilization	Conduct annual survey of Student Assistance Professionals, Treatment Professionals, Police Chiefs and Emergency Department Directors to gauge current substance misuse trends in the region.	Leverage existing regional capacities to improve data collection, analysis and reporting relative to problems and effective responses to alcohol and other drug misuse. (ADAPTED from CA-CI page 43)	☒
Effective Policies, Practice and Programs Youth Leadership Through Adventure	Achieve Service to Science Evidence Based Program Designation For Youth Leadership Through Adventure By 2019	Achieve sustainability and portability for Youth Leadership Through Adventure initiative by 2019 Promote on-going data collection, analysis and reporting to support quality, sustained policies, practices and programs. (ADAPTED from CA-CI page 43)	☒
Leadership	Work with Continuum of Care Facilitator to identify assets, address areas of need and increase accesses to prevention services in the region.	Increase collaboration with agencies and individuals located at other points along the continuum of care, Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43)	☒
Data Utilization	Review data from rapid young adult assessment to select strategies targeting the 18-25 age group in the region.	Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43) Increase the knowledge and skills of the network members relative to current and emerging drug trends in	☒

		the region	
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Regional work plans are created annually based on the above commitments. Annual work plans are derived from the three-year strategic plan and are designed to serve as a roadmap for the regional network for a one year period. Annual work plans include detailed annual activities, the responsible party for each activity, targets and milestones, and timeline for completion. The North Country Regional annual work plan can be accessed at:

SUBSTANCE MISUSE PREVENTION GOALS AND OBJECTIVES

ALCOHOL AND OTHER DRUG PROBLEMS IN NORTH COUNTRY REGION

The geographic and demographic profiles of the region were vital to consider during the planning process because these factors play a significant role in addressing the Region’s challenges. Indeed, throughout the strategic planning process the Region heard from youth that two of the primary factors causing their peers to engage in substance abuse were a lack of alternative activities for youth and the ease of evading the authorities by using back roads or holding parties in the woods. Both of these factors arise from living in a large and sparsely populated region. In a similar way, the income demographics are important because many participants in the root cause analysis focus groups cited economics as a driving factor in the distribution and ease of access to all of the substances targeted by this strategic plan. This is especially true in the case of the diversion of prescription drugs, but also was cited as a reason for the dealing of marijuana and the provision of alcohol to underage youth.

Alcohol

The data as well as community feedback (obtained through appreciative inquiry and focus groups conducted with local coalition and other stakeholder meetings) indicated that youth alcohol use has been and continues to be a problem in the North Country Region (in 2013 among high school aged youth, 38.2% drank alcohol in the last 30 days, while 34% used in the last 30 days in New Hampshire). Contributing to this was an identification of an environment of **acceptance of misuse** that is present in the North Country, with “alcohol as a rite of passage” for youth being brought up by several focus groups in root cause analysis activities. Youth alcohol use was, therefore, chosen as a priority substance to address.

Marijuana

Feedback from the community obtained through focus groups identified youth marijuana as another priority substance of concern for its residents. Given the recently passed legislation to decriminalize marijuana and approve it for medical use, along with a decreased perception of risk of harm of marijuana use among youth, the strategic planning participants identified marijuana as another substance to address. The data from the Youth Risk Behavior Survey bore this out, with an increase in the past 30 day use rate of marijuana from 19.8% in 2009 to

23% in 2013. Even more concerning was that the rate at which students **perceived great risk** in regular marijuana use had fallen from 50.4% in 2009 to 23.4% in 2013.

Non-medical prescription drugs and other opioids

Non-medical prescription drugs were identified as a priority due to the prevalence of use in the North Country Region. Between 2009 and 2011 the rate of lifetime use measured in the Youth Risk Behavior Survey stayed above 17%, or more than one in every six high school students. At the time we had concerns about opioid overdoses and the risk of lethality posed by this emerging trend. Since then, the rates have levelled off (posting a 14.1% lifetime use rate in the 2013 YRBS), however we have also learned from a variety of research sources (including a 2013 article published in the Substance Abuse and Mental Health Service Administration's Data Review Journal: "*Associations of Non Medical Pain Reliever Use and Initiation of Heroin Use and Initiation in America*") that the **prescription drug misuse problem is a contributing factor in the current heroin epidemic**. Therefore any effort to tackle the heroin issue must address prescription drug misuse as well. Put succinctly, the prescription drug initiates of today are significantly more likely to be heroin users within the year than the population as a whole.

A recent Carsey Institute fact sheet ("*Rural Adolescents Are More Likely Than Their Urban Peers to Abuse Prescription Painkillers*", University of New Hampshire: Carsey School of Public Policy: <https://carsey.unh.edu/publication/infographic/prescription-painkiller-abuse>) also shed light on the prescription drug problem in rural areas, indicating that young people in rural areas are more likely to abuse prescription painkillers than their urban peers. As a rural region, this is of particular concern in the North Country. Given the link between prescription drug abuse and heroin initiation demonstrated by the NIDA study, concentrating on preventing prescription drug misuse should reduce the heroin problem in the older age cohort. For this reason, the Youth Leadership Through Adventure groups and the Student Assistance Professionals operating in middle schools and high schools will concentrate on raising perception of risk and perception of peer disapproval among the age 12-17 group with the goal of preventing future misuse.

However, the network also recognizes that the opioid epidemic needs to be addressed at all levels, not just in the age 12-17 cohort. Data shows that the opioid-related emergency room use and observation stays in the North Country begin to increase in the 18+ age group (*NH Hospital Discharge Data Set (HDDS), U.S. Census or Claritas population estimates*). This compounds historically higher heroin use rates in the 18-25 age group (*National Survey on Drug Use and Health [NSDUH]*). To help prevent misuse in these populations and across the lifespan, the network will concentrate on a two-fold strategy over the next three years. The first is to work with local employers to institute comprehensive, best-practice worksite wellness plans as they relate to substance misuse (along with obesity, heart disease, stroke and other elements included in the North Country Community Health Improvement Working Group).

The North Country Community Health Working group, in concert with the Substance Misuse Prevention Coordinator, Continuum of Care Facilitator and the Public Health Network Coordinator has already begun the process of reaching out to major local employers to convene a December informational session on worksite wellness best practice. By reaching employees at the largest local employers with effective prevention messaging, a reduction in misuse among the 18+ cohort can be achieved.

The second prong of the opioid crisis response is to work in concert with other Regional Substance Misuse Prevention Networks in the state to conduct a “rapid assessment” of 18-25 year olds, the group most strongly involved with misuse of opioids. The assessment will measure their attitudes towards use, as well as the risk and protective factors they see present in their community. This data will be collected in the form of focus groups and surveys. This data collection will be complete by 12/31/2015, and the network will use this information to form and select new strategies to prevent the misuse of opioids in the 18-25 age group.

GOAL 1	DECREASE PAST 30 DAY ALCOHOL USE AMONG NORTH COUNTRY REGION HIGH SCHOOL AGED YOUTH FROM 39% TO 32% BY 2019.
Objectives:	
A. To increase the perception among North Country Region high school aged youth that their parents think it is wrong for someone their age to use alcohol from 80% to 88% by 2019.	
B. To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019.	
C. To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019.	
GOAL 2	DECREASE PAST 30 DAY MARIJUANA USE AMONG NORTH COUNTRY REGION HIGH SCHOOL AGED YOUTH BY FROM 23% TO 18% BY 2019.
Objectives:	
A. To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by	

2019.	
B. To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019.	
C. To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019.	
GOAL 3	DECREASE LIFETIME NON-MEDICAL PRESCRIPTION DRUG USE AMONG NORTH COUNTRY REGION HIGH SCHOOL AGED YOUTH FROM 14% TO 11% BY 2019
Objectives:	
A. To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019.	
B. To reduce the percentage of North Country Region high school students who say that it would be easy for them access prescription drugs without a prescription from 15% to 7% by 2019.	
C. To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019.	
GOAL 4	DECREASE OPIOID-RELATED DEATH RATE IN COOS COUNTY FROM 25 PER 100,000 IN 2014 TO 15 PER 100,000 BY 2019
Objectives:	
A. Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% in 2019. (National Survey on Drug Use and Health)	
B. Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite wellness plans.	
C. Institute a comprehensive responsible opioid prescribing best practices at every major healthcare provider in the North Country by 2019	



EFFECTIVE SUBSTANCE MISUSE PREVENTION PRACTICE, PROGRAMS AND POLICIES WITHIN THE CORE SECTORS

The state of New Hampshire and the North Country Region utilize a six-sector model for state and community prevention that serves as the foundation for building readiness, promoting best practices, and leveraging resources in a comprehensive and collective manner. The six sectors represent community institutions that are present in most towns and cities. The six sectors are impacted by and have the ability to positively impact substance misuse. The six core sectors are: Safety and Law Enforcement; Health & Medical, Education, Government, Business, and Community and Family Supports.

The tables below demonstrate the anticipated commitments that will be made by each sector in the North Country Regional Network over the next three years to meet the goals and objectives identified by the region to prevent and reduce substance misuse. The strategies chosen address the various categories of prevention, as defined by the Substance Abuse and Mental Health Services Administration’s Center for Substance Abuse Prevention (CSAP). A comprehensive plan is essential to impact the substance misuse goals and objectives identified by the region.

Safety and Law Enforcement

LOCAL LAW ENFORCEMENT • DRUG TASK FORCES • JUDICIAL SYSTEMS • FIRST RESPONDERS • EMERGENCY MEDICAL TECHNICIANS • DRUG DIVERSION INVESTIGATORS • NATIONAL GUARD

<i>CSAP Strategy</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Substance Misuse Prevention Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Environmental	Install or maintain Permanent Prescription Drug Drop Box	North Country Health Consortium, North Country Council, Littleton Police Department, Haverhill Police Department, Lancaster Police Department, Gorham Police Department (prospective), Colebrook Police Department (prospective)	<p>Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% in 2019. (National Survey on Drug Use and Health)</p> <p>To reduce the percentage of North Country Region high school students who say that it would be easy for them access prescription drugs without a prescription from 15% to 7% by 2019.</p> <p>Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43)</p>	☒
Information Dissemination	Create and distribute prevention materials to local Law Enforcement to aid them in their work in	North Country Health Consortium	Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite	

	the community.		wellness plans. Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43) Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43)	
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Health & Medical

ADDICTION TREATMENT • BEHAVIORAL HEALTH • EMERGENCY CARE • HEALTH EDUCATORS INSTITUTIONAL CARE • PEDIATRICS • PRESCRIBERS • PRIMARY CARE

<i>CSAP Strategy</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Goals and Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Information Dissemination, Problem ID and Referral	Support the work of the Continuum of Care Facilitator and the Community Health Improvement Plan to leverage law enforcement agencies and first responders to inform the community about the dangers of continued use and the availability of treatment resources in the area directing traffic to nhtreatment.org	North Country Health Consortium	<ul style="list-style-type: none"> • Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38) • Increase collaboration with agencies and individuals located at other points along the continuum of care • Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite wellness plans. 	☒
Education, Effective policy, Practice and Programs	Institute a Responsible Prescribing Initiative at each of the three regional health centers	North Country Health Consortium, Ammonoosuc Community, Coos County	<ul style="list-style-type: none"> • Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 	☒

	and five regional hospitals by 2019	Family Health Services, Indian Stream Health Center, Cottage Hospital, Littleton Regional Hospital, Androscoggin Valley Hospital, Weeks Memorial Hospital, Upper Connecticut Valley Hospital	38) <ul style="list-style-type: none"> • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) • Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% in 2019. (National Survey on Drug Use and Health) • Institute comprehensive responsible opioid prescribing best practices at every major healthcare provider in the North Country by 2019 	
Leadership, Effective policy, Practice and Programs	Increase Prescription Drug Monitoring Program utilization among major area healthcare providers	North Country Health Consortium, Ammonoosuc Community, Coos County Family Health Services, Indian Stream Health Center, Cottage Hospital, Littleton Regional Hospital, Androscoggin Valley Hospital, Weeks Memorial Hospital, Upper Connecticut Valley Hospital	<ul style="list-style-type: none"> • To reduce the percentage of North Country Region high school students who say that it would be easy for them access prescription drugs without a prescription from 15% to 7% by 2019. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) • Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% 	☒

			<p>in 2019. (National Survey on Drug Use and Health)</p> <ul style="list-style-type: none">• Institute comprehensive responsible opioid prescribing best practices at every major healthcare provider in the North Country by 2019	
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Education

SCHOOL SAFETY OFFICERS • CAMPUS HEALTH SERVICES • SCHOOL NURSES • CAMPUS POLICE • STUDENT ASSISTANCE COUNSELORS • COLLEGE COUNSELING DEPARTMENTS • COACHES & CO-CURRICULAR ADVISORS • TEACHING STAFF & ADMINISTRATION

<i>CSAP Prevention Category</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Goals and Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Problem Identification, Education	Continue to provide SAP Services to the students in the North Country	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among North Country Region high school aged youth that their parents think it is wrong for someone their age to use alcohol from 80% to 88% by 2019. • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged 	☒

			<p>youth for people their age to smoke marijuana from 42% to 50% by 2019.</p> <ul style="list-style-type: none"> • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	
Problem Identification, Education	Coordinate data collection and reporting for Project SUCCESS schools to ensure fidelity to model.	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • Promote on-going data collection, analysis and reporting to support quality, sustained policies, practices and programs. (ADAPTED from CA-CI page 43) 	☒
Community-Based Process, Environmental	Review and update school policies to conform with state model school policy and local concerns	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. 	☒

			<ul style="list-style-type: none"> • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	
Community-Based Process and Education	Ensure effective alcohol and drug prevention education over multiple years and transitions in schools	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	☒

<p>Education, Alternatives, Environmental</p>	<p>Maintain active and committed Youth Leadership Through Adventure (YLTA) groups who will create and implement prevention action plans for their schools and community</p>	<p>North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23</p>	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. 	<p style="text-align: center;">☒</p>
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			<ul style="list-style-type: none"> • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	
Education Effective Policy, Practice and Programs	Present YRBS report to all regional school boards after the release of 2015 and 2017 YRBS data to raise awareness of prevalence and show usefulness of YRBS reports.	North Country Health Consortium, SAU 58 School Board, SAU 3 School Board, SAU 20 School Board, SAU 7 School Board, SAU 35 School Board, SAU 36 School Board, SAU 84 School Board, SAU 23 School Board	<ul style="list-style-type: none"> • Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year • Promote on-going data collection, analysis and reporting to support quality, sustained policies, practices and programs. (ADAPTED from CA-CI page 43) • Youth Leadership Through Adventure has a budget and protocols in place that assures sustainability of efforts.” • Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43) • Leverage existing regional capacities to improve data collection, analysis and reporting relative to problems and effective responses to alcohol and other drug misuse. (ADAPTED from CA-CI page 41) • Increase the knowledge and skills of the network members relative to current and emerging drug trends in the region 	☒

Education, Alternatives, Environmental	Hold one middle school conference per year	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. 	☒
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			<ul style="list-style-type: none"> • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	
Education, Alternatives, Environmental	Hold one high school conference per year	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 	☒

			<p>2019.</p> <ul style="list-style-type: none"> To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43) 	
Education, Alternatives, Environmental	Hold 2 Kids In Prevention Retreats per year	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. To increase the perception of peer disapproval 	☒

			<p>among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019.</p> <ul style="list-style-type: none"> • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) • Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43) 	
Education, Alternatives, Environmental	Hold 2 School Climate Prevention Projects Per Year	North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly 	☒

			<p>every day from 41% to 49% by 2019.</p> <ul style="list-style-type: none"> • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) 	
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<p>Education, Alternatives, Environmental</p>	<p>Hold three youth leadership academies</p>	<p>North Country Health Consortium, SAU 58, SAU 3, SAU 20, SAU 7, SAU 35, SAU 36, SAU 84, SAU 23</p>	<ul style="list-style-type: none"> • To increase the perception among high school aged youth in the North Country Region that people who drink 5 or more drinks of alcohol every weekend put themselves at risk of harm from 28% to 34% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. • To increase the perception among North Country Region high school aged youth that people who use marijuana once or twice a week put themselves at risk of harm from 23% to 27% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to smoke marijuana from 42% to 50% by 2019. • To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. • To increase the perception among North Country Region high school aged youth that people who use non-medical prescription drugs put themselves at risk of harm from 63% to 75% by 2019. • To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to use non-medical prescription drugs from 78% to 85% by 2019. 	<p style="text-align: center;">☒</p>
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			<ul style="list-style-type: none">• Ensure sufficient capacity and readiness within region to implement selected strategies(ADAPTED from CA-CI page 43)	
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Government

COUNTY OFFICIALS • FEDERAL GOVERNMENT • MUNICIPAL GOVERNMENT • LOCAL GOVERNING BOARDS • STATE REPRESENTATIVES • OTHER ELECTED OFFICIALS
 • CITY AND TOWN OFFICERS

<i>CSAP Prevention Strategy</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Goals and Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Information Dissemination, Community Based Process	Work with North Country Council and local municipalities to establish new prescription drug drop boxes and promote existing ones to the community	North Country Health Consortium, North Country Council	<p>To reduce the percentage of North Country Region high school students who say that it would be easy for them access prescription drugs without a prescription from 15% to 7% by 2019.</p> <p>Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% in 2019. (National Survey on Drug Use and Health)</p> <p>Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38)</p>	☒

Business

BUSINESS OWNERS AND OPERATORS • EMPLOYEE ASSISTANCE PROGRAMS • HEALTH EDUCATORS • HUMAN RESOURCE DEPARTMENTS • RISK MANAGEMENT • SAFETY COMPLIANCE OFFICERS • SENIOR MANAGEMENT

<i>CSAP Prevention Category</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Goals and Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Environmental, Community-Based Process	Banner Swap Campaign, removing outdoor alcohol advertisement banners in favor of more neutral banners in one town per year	North Country Health Consortium	<ul style="list-style-type: none"> To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38) 	☒
Environmental, Community-Based Process	Hold one buyer beware/sticker shock activity per year in the Littleton/Lisbon/Bethlehem	North Country Health Consortium, Littleton Police Department, North Country Boys and Girls Club	<ul style="list-style-type: none"> To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. To increase the perception among North Country Region high school aged youth that they matter to 	

	subregion		<p>the people in their community from 48% to 57% by 2019.</p> <ul style="list-style-type: none"> • Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38) 	
Environmental	Work with region's largest employers to include information about dangers of opioid use in worksite wellness plans in the area's largest employers.	North Country Health Consortium	<ul style="list-style-type: none"> • Decrease the incidence of non-medically used pain relievers in Northern New Hampshire among those aged 18-25 from 11.81% in 2012 to 8% in 2019. (National Survey on Drug Use and Health) • Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite wellness plans. • Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43) • Increase sector representation from a minimum of 5 to 8 representatives from each sector. 	☒

Community and Family Supports

VOLUNTEER ORGANIZATIONS • COMMUNITY PROGRAMS • RECOVERY SUPPORTS • YOUTH-SERVING ORGANIZATIONS • FAITH-BASED ORGANIZATIONS
 SENIOR/ELDER SERVICES • FAMILY RESOURCE CENTERS

<i>CSAP Prevention Category</i>	<i>Strategy</i>	<i>Lead Organization(s)</i>	<i>Regional Goals and Objectives Addressed by this Strategy</i>	<i>Alignment to SHIP and CA-CI</i>
Environmental	Hold one buyer beware/sticker shock activity per year in the Littleton/Lisbon/Bethlehem subregion	North Country Health Consortium, Littleton Police Department, Boys and Girls Club of the North Country	<ul style="list-style-type: none"> To increase the perception of peer disapproval among North Country Region high school aged youth for people their age to drink alcohol nearly every day from 41% to 49% by 2019. To increase the perception among North Country Region high school aged youth that they matter to the people in their community from 48% to 57% by 2019. Produce and disseminate effective messages for a range of topics, public audiences and media channel regularly each year. (ADAPTED from CA-CI page 38) 	☒

<p>Education, Community- Based Process</p> <p>Information Dissemination</p>	<p>Partner with North Country Public Health Network to hold regular awareness events that include both prevention messaging and naloxone administration training</p>	<p>North Country Health Consortium</p>	<p>Increase community awareness around the risks and impacts of opioid misuse through community events and employer worksite wellness plans.</p> <p>Support implementation with sufficient on-going training and technical assistance. (ADAPTED from CA-CI page 43)</p> <p>Increase the knowledge and skills of the network members relative to current and emerging drug trends in the region</p>	<p style="text-align: center;">☒</p>
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V. Monitoring and Evaluation

Monitoring and evaluation are fundamental to understanding the progress the region is making towards reaching its goals and objectives. The table below describes the tools that are available and will be used to measure the progress and outcomes related to the implementation of systems-level strategies that align to the *Collective Action-Collective Impact* plan and support the regional network.

Tool	Description of Tool and Measurement
PWITS	PWITS is a database that is used to monitor and track the process of all regional network activities.
PARTNER Survey https://nh.same-page.com/studio/v7/files/index.cfm?FID=55377&PID=398576#	PARTNER is an evidence-based, web-based survey tool used to measure collaboration, trust, and partner contributions within networks.
Regional Network Stakeholder Survey (RNSS) https://nh.same-page.com/studio/v7/files/index.cfm?FID=65389&PID=398577#	<p>The RNSS is a survey developed to measure the impact of the regional network on the members. This survey is administered to regional partners on an annual basis. The RNSS measures the following:</p> <ul style="list-style-type: none"> • The community participation in substance use prevention • Increase in knowledge of alcohol and other drug misuse • Increase in knowledge of effective strategies to prevent or deter misuse • Readiness to adopt or change policies or practices to prevent • Adoption of new policies or practices • Challenges and successes related to community involvement • Perception of changes in risk factors in the community (access, perception of risk, perception of wrongness, community norms)

The table below describes the data that will be collected to measure the impact of the prevention policies, practices and programs implemented by the core sectors on substance misuse and related risk factors.

Tool	Definition of tool and measurement
Youth Risk Behavior Survey (YRBS) http://www.cdc.gov/HealthyYouth/yrbs/index.htm	The YRBS measures substance use risk factors and behaviors among high school youth locally, statewide and nationally. It is administered every other year.
National Survey on Drug Use and Health (NSDUH) https://nsduhweb.rti.org/respweb/homepage.cfm	The NSDUH measures substance use nationally and statewide among all ages.
Behavioral Risk Factor Surveillance System (BRFSS) http://www.cdc.gov/brfss/	The BRFSS measures substance use among adults in New Hampshire.
County Health Rankings http://www.countyhealthrankings.org/	The annual <i>County Health Rankings</i> measure vital health factors, including high school graduation rates, obesity, smoking, unemployment, access to healthy foods, the quality of air and water, income, and teen births in nearly every county in America.

OTHER DATA COLLECTION

- A battery of locally designed, by the North Country Regional Prevention Network, pre and post surveys to measure the effectiveness of the Youth Leadership Through Adventure (YLTA) program. The findings reflect changes in attitudes and skills in students who are involved in the program throughout the school year as well as those who participate in major YLTA events.
- The Risk Severity Index for Alcohol and Prescription Drugs also provides guidance when identifying schools most in need. The index was created by the Bureau of Drug and Alcohol Services and calculated using data from the NH YRBS. Alarming, the North Country had four of the top five schools for alcohol severity (Groveton, Berlin, White Mountains Regional and Woodsville).
- New Hampshire's WISDOM website, a collection of state and regional data across a number of measures and time periods.
- A series of focus groups will be conducted with the 18-25 in concert with other Substance Misuse Prevention Networks around the state. The results of this data collection will allow the network better address the substance misuse issues among this population.

QUALITY ASSURANCE AND OVERSIGHT

The Prevention Network maintains continuous evaluation and assessment of all incoming data to ensure high quality responsive services to the communities of the region. When possible, all pertinent data points are distributed to community stakeholders, with a particular focus on those who were involved in delivering interventions in related areas.

An example of this is the presentation of Youth Risk Behavior trend data to local school boards to talk about challenges or successes present in their schools. Though the story is slightly different at each school, every effort is made to present positive trends along with negative, so as to not unfairly stigmatize these schools. Comparisons to other schools are also avoided, unless it is to compare the school to a regional or state aggregate. School boards often ask for clarification on certain numbers or even a cross-tabulation, a service that the Regional Prevention Network is happy to provide. These questions are often useful in raising new issues that network staff may not have considered previously and often shed light on local conditions that may be contributing to a numeric change in the indicators.

Another example is the “debrief” presentations held for student and adult leaders after events which they helped facilitate. At these events, students are given an interactive presentation featuring pre-post data from event participants. The change or lack of change in attitudes and the participant’s opinions provide an excellent starting point for conversations about quality improvement and necessary modifications, as well as giving appropriate recognition to the volunteer facilitators.

VI. Conclusion

Research shows that multi-sector, multi strategy approaches to substance abuse prevention (that include the entire spectrum of Center for Substance Abuse Prevention Categories) and are implemented by communities, reduce alcohol and other drug use significantly. Based on the socio-ecological framework, environmental prevention strategies, such as public information and policy development and enforcement, are most effective for impacting population-level change.

The best practices identified in this plan partially represent a continuation of the 2012 strategic plan and partially new elements selected and added to complement the existing framework in ways that have been discovered during the earlier plan’s implementation. Youth Leadership Through Adventure remains central to the region’s goals to reduce substance misuse in the region’s high schools. With this program’s new status as a promising practice by the state service to science board, the program is honed and ready to operate more efficiently in the schools where it is already strong and be more easily implemented to the fullest degree in schools where implementation has been more challenging. Complementing this is the growing Student Assistance Professional Network, which helps to deliver highly effective prevention education classes as well as the work with at-risk populations within the school system. The synergy between these strategies is such that often times the same individual serves as both Youth Leadership Through Adventure adult advisor and SAP for their school. By aligning

these services, it provides support that the SAP has a skilled and active group of substance-free youth with whom to meet and plan environmental prevention activities. In turn, these environmental prevention activities are also a required part of each Youth Leadership Through Adventure group's required action plan. Such interventions often go well beyond the school system, with campaigns like banner swap and sticker shock taking students out into their wider communities where they interact with other youth serving organizations, local business owners and law enforcement. These interactions cement prevention involvement from these sectors as well as foster a sense among the youth that people in the wider community do care about them. The research from the Carsey Institute has found that this sense of community attachment has been associated with lower substance misuse rates amongst young people.

Something that was made clear during the strategic planning process was that the Regional Prevention Network also has a critical role to play in addressing the current opioid crisis. Though the Regional Prevention Network Leadership has every intention of staying the course when it comes to youth-focused interventions, they also realize that it is critical that the network respond in real-time to this issue that so many community members are struggling with daily. The network recognized that the root cause for the misuse of opioids in many individuals was a prescription drug. Indeed, a SAMSHA study in 2011 found that past year non-medical users of prescription drugs were 19 times more likely to become heroin users. To addressing this contributing factor, the Regional Prevention Network has decided to focus on working with the Health and Medical Sector to institute Responsible Narcotic Prescribing practices initiatives at each area health centers to minimize the potential for addiction. Over the next three years, the Regional Prevention Network will also work closely with Government and Law Enforcement agencies to expand and promote the network of permanent prescription drug drop boxes. By increasing access to a safe and readily available disposal site for their medications, the possibility for diversion of these sometimes dangerous substances is greatly reduced. These efforts, combined with the youth prevention efforts already in place, represent a comprehensive and community-based approach to this growing issue.

Though the North Country Regional Prevention Network strives in the initiatives outlined above to be responsive to the prevention needs of the community in this way, it must be recognized that heroin and other opioids represent only the latest in a string of deadly epidemic drugs. It is a danger to those of us in the prevention field to always be fighting the last war, targeting environmental and awareness campaigns at the current crises substance only to find that a new substance rises to take its place. The Regional Prevention Network and its members are of the belief that it is better to foster positive youth development so that young people possess the skills, social supports and confidence to resist whatever substance may come next. We must never lose sight of educating the public, coordinating with the continuum of care and educating our elected leaders on current crisis drugs, but only by concentrating on developing young people with the characteristics necessary to resist any substance will we see any meaningful change.

FOR MORE INFORMATION ABOUT THE NORTH COUNTRY REGIONAL PREVENTION NETWORK AT THE NORTH COUNTRY HEALTH CONSORTIUM, PLEASE VISIT WWW.NCHCNH.ORG OR EMAIL PREVENTION@NCHCNH.ORG.

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